



A national study that explores how new citizens participate in Canada's sporting culture, and how sports can help new citizens successfully integrate. *Playing together* captures firsthand accounts from 4,000 new Canadian citizens across the country — a group that has chosen Canada and simply wants an invitation to play.

NEW CITIZENS ARE NOT NEW CANADIANS

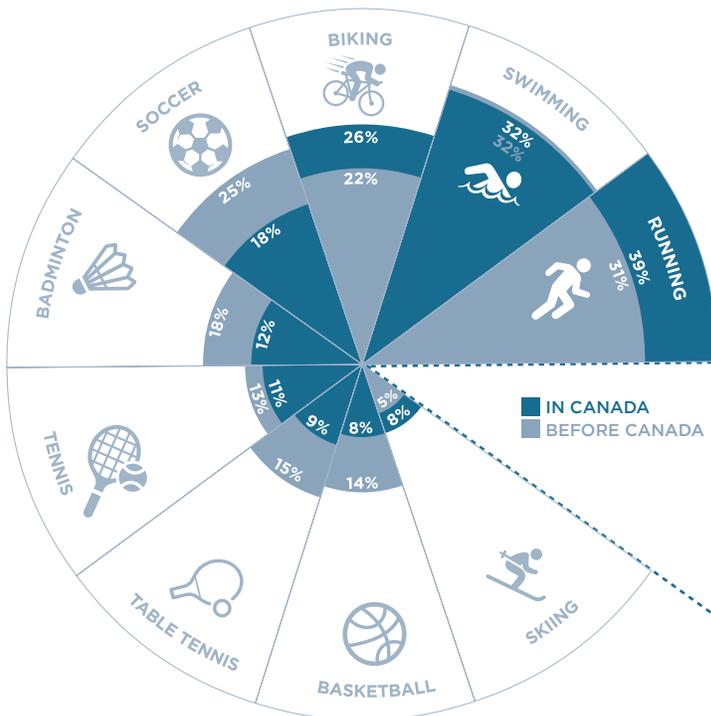
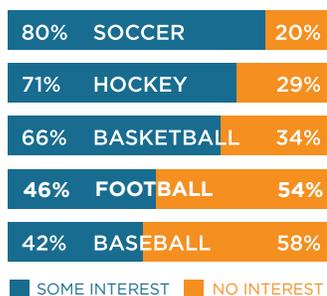


A minor distinction, with major implications: new citizens are immigrants who have been in Canada for at least three years (usually five to six) and have attained Canadian citizenship. They're at a different stage of their Canadian journey.

THE NEW CITIZEN FAN

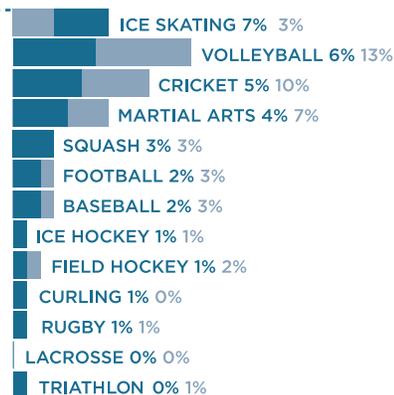
We asked about interest in Canada's professional sports. Not surprisingly, soccer is the overwhelming favourite, followed by hockey — a sport new citizens identify as being a key part of Canadian culture; only **34% have never watched a hockey game on TV**. Focus group participants joked about "scoring points" with Canadians by knowing something about hockey.

INTEREST IN CANADA'S PROFESSIONAL SPORTS



THE NEW CITIZEN PARTICIPANT

Similar to the rest of the country, new citizens are more attracted to activities classified as "active leisure" than organized sports; they're easy to do alone or with family, and are relatively inexpensive. This chart compares the sports new citizens played before coming to Canada with what they play now.



BARRIERS TO PARTICIPATION

GOOD NEWS! We're not dealing with systemic cultural issues. Barriers are mainly structural challenges that can be solved.

THE TOP 3 BARRIERS ARE FAMILIAR to almost all Canadians



OTHER PRIORITIES
65%



TIME
56%



COST
54%

BARRIERS UNIQUE TO NEW CITIZENS



NO ONE TO PLAY WITH



NO OPPORTUNITIES



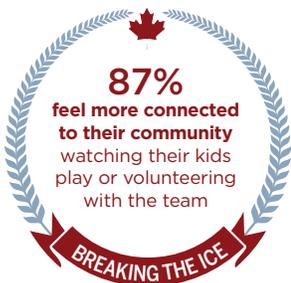
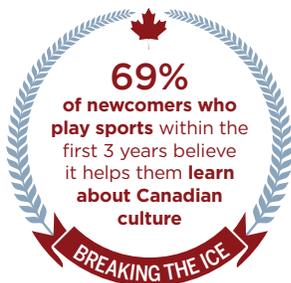
NO APPROPRIATE SKILL LEVEL



NO INTEREST



DID NOT FEEL WELCOME



Sports can teach elements of Canadian culture not learned in books or online:

- jargon and slang
- humour
- how to handle conflict
- acceptable behaviours or gestures

INSTITUTE FOR CANADIAN CITIZENSHIP



INSTITUT POUR LA CITOYENNETÉ CANADIENNE



NEW CITIZENS LOVE TEAM CANADA!

51% WATCH THE WINTER OLYMPICS

54% WATCH THE SUMMER OLYMPICS



TO LEARN MORE ABOUT THE STUDY & READ THE FULL REPORT visit icc-icc.ca/en/insights

PUT ME IN, COACH!

New citizens share recommendations to get them into the game

Offer me free tickets

Share how to get discounted tickets

Develop a tiered pricing structure

Create a tax benefit for adults

Let me try winter sports for free

Go right to the source - I'm more than happy to tell you!

Recruit my community leaders as ambassadors

Create a Canadian sports welcome package

Provide a fun booklet at games that introduces me to your team and explains the rules

Offer locker room tours and meet-the-athlete events

LET ME TRY BEFORE I BUY

ASK ME; WORK WITH ME

WELCOME ME

MEET ME HERE

TEACH ME THE RULES

PROMOTE NEW CANADIAN SPORTS

Create partnerships with groups already connected to me

Send professional athletes to my community events and festivals

Find creative ways to give me the play-by-play; if I can follow the game, I'm more likely to watch and play

Help me encourage all Canadians to try a new sport, like cricket

THANK YOU! A first for Canada, this study was made possible through the generous support of Bouygues Building Canada and Doug & Lois Mitchell.