

# CALLING ALL RUGBY FANS & PLAYERS!

## PARTICIPANTS NEEDED!

Are you a rugby fan, player, or both? Researchers at the University of Guelph's International Institute for Sport Business and Leadership (IISBL) are exploring how Canadians engage with rugby. From watching and following teams to participating and spending on the sport. This short anonymous online survey (12–15 minutes) aims to better understand how fandom and participation contribute to rugby's growth in Canada.



This project has been reviewed by the Research Ethics Board for compliance with federal guidelines for research involving human participants (REB#2317).



## QUALIFICATIONS:

- Consumed, participated, or purchased anything rugby-related in the last 18 months.
- Canadian or currently residing in Canada.
- 18 years of age or older.

**Survey Here:**



[Click here](#) to visit the research survey

Reach out anytime:  
**sport.institute@uoguelph.ca**