

Bulletin 4: Positive and negative beliefs about sport

2011-2012 Sport Monitor, CFLRI



| | Proportion who at least moderately agree that regular participation in sports: | | | | |
|----------------------------------|--|---|-----------------------|----------------|----------------------------------|
| | Helps maintain a healthy weight | Helps people feel good about themselves | Helps people have fun | Reduces stress | Helps people feel full of energy |
| Total, 15 years and older | 92% | 90% | 89% | 88% | 86% |
| Men | 92% | 87% | 89% | 85% | 83% |
| Women | 92% | 93% | 90% | 89% | 89% |
| Age and sex | | | | | |
| 15 to 17 years | 84% | 79% | 85% | 78% | 79% |
| Men | - | - | - | - | - |
| Women | 84% | 80% | 87% | - | 74% |
| 18 to 24 years | 98% | 92% | 92% | 93% | 85% |
| Men | 96% | 93% | 91% | 90% | 79% |
| Women | 100% | 91% | 93% | 97% | 93% |
| 25 to 44 years | 94% | 90% | 92% | 88% | 89% |
| Men | 94% | 85% | 90% | 84% | 86% |
| Women | 94% | 96% | 93% | 91% | 92% |
| 45 to 64 years | 90% | 92% | 88% | 89% | 86% |
| Men | 89% | 89% | 89% | 87% | 82% |
| Women | 90% | 94% | 88% | 90% | 89% |
| 65 years or older | 89% | 86% | 84% | 82% | 81% |
| Men | 88% | 81% | 84% | 80% | 78% |
| Women | 89% | 89% | 84% | 84% | 84% |
| Region | | | | | |
| Atlantic | 93% | 93% | 93% | 88% | 89% |
| Newfoundland and Labrador | 93% | 94% | 92% | 88% | 92% |
| Prince Edward Island | 93% | 93% | 90% | 87% | 86% |
| Nova Scotia | 95% | 94% | 93% | 89% | 89% |
| New Brunswick | 90% | 93% | 93% | 88% | 89% |
| Quebec | 92% | 86% | 90% | 91% | 84% |
| Ontario | 91% | 90% | 89% | 86% | 87% |
| West | 93% | 92% | 88% | 86% | 86% |
| Manitoba | 93% | 91% | 88% | 88% | 89% |
| Saskatchewan | 92% | 94% | 88% | 89% | 90% |
| Alberta | 93% | 90% | 89% | 84% | 84% |
| British Columbia | 94% | 94% | 87% | 87% | 86% |
| North | 87% | 92% | 92% | 82% | 84% |
| Yukon | 94% | 93% | 93% | 83% | 83% |
| Northwest Territories | 89% | 89% | 91% | 84% | 87% |
| Nunavut | - | - | - | - | - |
| Education | | | | | |
| Less than secondary | 87% | 82% | 84% | 81% | 78% |
| Secondary | 92% | 91% | 89% | 86% | 86% |
| College | 93% | 90% | 91% | 89% | 86% |
| University | 93% | 91% | 89% | 90% | 89% |
| Household income | | | | | |
| < \$20,000 | 87% | 85% | 88% | 89% | 84% |
| \$20,000 - \$29,999 | 95% | 86% | 89% | 83% | 82% |
| \$30,000 - \$39,999 | 92% | 90% | 89% | 86% | 82% |
| \$40,000 - \$59,999 | 93% | 92% | 89% | 87% | 86% |
| \$60,000 - \$79,999 | 92% | 90% | 91% | 87% | 84% |
| \$80,000 - \$99,999 | 95% | 95% | 92% | 90% | 90% |
| ≥ \$100,000 | 92% | 93% | 90% | 91% | 88% |
| Community size | | | | | |
| < 30,000 residents | 92% | 88% | 90% | 87% | 83% |
| 30,000 to 499,999 | 92% | 91% | 89% | 87% | 85% |
| 500,000 to 999,999 | 95% | 89% | 85% | 89% | 88% |
| ≥ 1 million residents | 89% | 89% | 88% | 87% | 87% |

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| | Helps maintain a healthy weight | Helps people feel good about themselves | Helps people have fun | Reduces stress | Helps people feel full of energy |
| Type of neighbourhood | | | | | |
| Rural | 93% | 91% | 89% | 89% | 87% |
| Suburban | 93% | 90% | 90% | 87% | 86% |
| Urban | 92% | 88% | 89% | 89% | 85% |
| Downtown | 90% | 89% | 83% | 81% | 82% |
| Marital status | | | | | |
| Married or living with a partner | 92% | 91% | 89% | 89% | 86% |
| Widowed, divorced, separated | 90% | 90% | 89% | 86% | 86% |
| Single, never married | 93% | 88% | 89% | 86% | 87% |
| Employment status | | | | | |
| Full-time | 92% | 90% | 91% | 89% | 87% |
| Part-time | 95% | 94% | 92% | 90% | 90% |
| Student | 92% | 94% | 94% | 95% | 84% |
| Home-maker | 85% | 85% | 79% | 90% | 85% |
| Unemployed (for any reason) | 92% | 86% | 87% | 85% | 82% |
| Retired | 90% | 87% | 84% | 83% | 82% |
| Sport participation | | | | | |
| Participant | 92% | 90% | 91% | 90% | 88% |
| Non-participant | 92% | 89% | 88% | 86% | 85% |
| Activity level | | | | | |
| Inactive | 88% | 85% | 86% | 81% | 81% |
| Somewhat active | 93% | 88% | 88% | 87% | 83% |
| Moderately active | 94% | 90% | 90% | 88% | 88% |
| Active | 93% | 95% | 91% | 92% | 90% |

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| | Proportion who at least moderately agree that regular participation in sports: | | | | | |
|----------------------------------|---|--------------------|------------------------|-------------------------------|---|---|
| | Is a good way for families to spend time together | Helps people relax | Helps people socialize | Provides a sense of belonging | Provides a way to meet others with similar values | Encourages people to volunteer in their community |
| Total, 15 years and older | 84% | 83% | 80% | 66% | 66% | 52% |
| Men | 80% | 80% | 80% | 63% | 64% | 49% |
| Women | 87% | 86% | 80% | 68% | 67% | 55% |
| Age and sex | | | | | | |
| 15 to 17 years | 78% | 75% | 72% | 67% | 68% | 59% |
| Men | - | - | - | - | - | - |
| Women | 83% | - | 79% | - | - | - |
| 18 to 24 years | 80% | 83% | 85% | 70% | 69% | 57% |
| Men | 73% | 75% | 89% | 64% | 71% | 53% |
| Women | 89% | 93% | 80% | 78% | 67% | 63% |
| 25 to 44 years | 84% | 84% | 82% | 68% | 65% | 50% |
| Men | 81% | 81% | 82% | 67% | 64% | 47% |
| Women | 86% | 87% | 83% | 68% | 66% | 52% |
| 45 to 64 years | 85% | 85% | 79% | 62% | 62% | 49% |
| Men | 83% | 82% | 77% | 58% | 59% | 46% |
| Women | 87% | 87% | 81% | 65% | 65% | 51% |
| 65 years or older | 87% | 78% | 74% | 66% | 71% | 57% |
| Men | 82% | 75% | 72% | 59% | 68% | 53% |
| Women | 90% | 81% | 76% | 70% | 74% | 60% |
| Region | | | | | | |
| Atlantic | 86% | 84% | 84% | 68% | 71% | 62% |
| Newfoundland and Labrador | 90% | 82% | 83% | 73% | 72% | 60% |
| Prince Edward Island | 82% | 83% | 85% | 69% | 67% | 60% |
| Nova Scotia | 86% | 85% | 85% | 66% | 71% | 61% |
| New Brunswick | 84% | 83% | 84% | 69% | 71% | 65% |
| Quebec | 89% | 89% | 75% | 61% | 70% | 38% |
| Ontario | 82% | 80% | 82% | 67% | 65% | 58% |
| West | 81% | 82% | 81% | 69% | 63% | 53% |
| Manitoba | 81% | 78% | 80% | 72% | 64% | 59% |
| Saskatchewan | 78% | 82% | 79% | 69% | 62% | 57% |
| Alberta | 80% | 80% | 79% | 68% | 58% | 49% |
| British Columbia | 83% | 84% | 83% | 68% | 66% | 55% |
| North | 84% | 79% | 87% | 57% | 63% | 63% |
| Yukon | 84% | 79% | 84% | 62% | 62% | 62% |
| Northwest Territories | 85% | 80% | 85% | 61% | 62% | 63% |
| Nunavut | - | - | - | - | - | - |
| Education | | | | | | |
| Less than secondary | 84% | 78% | 71% | 60% | 71% | 61% |
| Secondary | 86% | 79% | 81% | 66% | 68% | 56% |
| College | 86% | 84% | 82% | 68% | 67% | 50% |
| University | 81% | 87% | 81% | 67% | 62% | 48% |
| Household income | | | | | | |
| < \$20,000 | 86% | 77% | 76% | 68% | 64% | 59% |
| \$20,000 - \$29,999 | 81% | 85% | 85% | 66% | 76% | 60% |
| \$30,000 - \$39,999 | 86% | 82% | 75% | 64% | 69% | 48% |
| \$40,000 - \$59,999 | 84% | 84% | 84% | 68% | 68% | 53% |
| \$60,000 - \$79,999 | 89% | 83% | 83% | 67% | 63% | 50% |
| \$80,000 - \$99,999 | 84% | 82% | 84% | 67% | 63% | 49% |
| ≥ \$100,000 | 82% | 85% | 82% | 65% | 65% | 49% |
| Community size | | | | | | |
| < 30,000 residents | 86% | 80% | 80% | 67% | 70% | 54% |
| 30,000 to 499,999 | 82% | 79% | 82% | 67% | 67% | 56% |
| 500,000 to 999,999 | 86% | 85% | 76% | 59% | 71% | 44% |
| ≥ 1 million residents | 82% | 86% | 80% | 65% | 60% | 47% |

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|----------------------------------|--|--------------------|------------------------|-------------------------------|---|---|
| | Is a good way for families to spend time together | Helps people relax | Helps people socialize | Provides a sense of belonging | Provides a way to meet others with similar values | Encourages people to volunteer in their community |
| Type of neighbourhood | | | | | | |
| Rural | 86% | 81% | 81% | 66% | 66% | 54% |
| Suburban | 83% | 83% | 80% | 67% | 63% | 51% |
| Urban | 83% | 86% | 81% | 64% | 69% | 48% |
| Downtown | 83% | 84% | 73% | 62% | 60% | 49% |
| Marital status | | | | | | |
| Married or living with a partner | 85% | 84% | 80% | 66% | 65% | 51% |
| Widowed, divorced, separated | 87% | 85% | 81% | 63% | 68% | 54% |
| Single, never married | 79% | 80% | 80% | 68% | 67% | 53% |
| Employment status | | | | | | |
| Full-time | 82% | 84% | 81% | 66% | 63% | 50% |
| Part-time | 87% | 85% | 83% | 66% | 71% | 56% |
| Student | 92% | 90% | 85% | 77% | 74% | 60% |
| Home-maker | 86% | - | 85% | - | - | - |
| Unemployed (for any reason) | 81% | 76% | 75% | 65% | 64% | 54% |
| Retired | 88% | 81% | 77% | 66% | 69% | 53% |
| Sport participation | | | | | | |
| Participant | 85% | 86% | 80% | 72% | 67% | 53% |
| Non-participant | 83% | 82% | 80% | 63% | 65% | 51% |
| Activity level | | | | | | |
| Inactive | 83% | 80% | 76% | 60% | 64% | 48% |
| Somewhat active | 82% | 80% | 80% | 63% | 60% | 48% |
| Moderately active | 86% | 84% | 78% | 66% | 66% | 52% |
| Active | 85% | 87% | 84% | 72% | 71% | 57% |

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| | Proportion who at least moderately agree that regular participation in sports: | | | | | |
|----------------------------------|---|--------------------|---|-------------------|-------------------|---------------------------|
| | Excludes specific groups | Is too competitive | Leads to continued joint pain and stiffness | Is too structured | Leads to injuries | Makes people too muscular |
| Total, 15 years and older | 20% | 19% | 16% | 15% | 14% | 8% |
| Men | 18% | 17% | 17% | 14% | 14% | 6% |
| Women | 21% | 21% | 14% | 17% | 13% | 9% |
| Age and sex | | | | | | |
| 15 to 17 years | - | - | - | - | - | - |
| Men | - | - | - | - | - | - |
| Women | - | - | - | - | - | - |
| 18 to 24 years | 22% | 19% | 12% | - | - | - |
| Men | - | - | - | - | - | - |
| Women | - | - | - | - | - | - |
| 25 to 44 years | 15% | 14% | 12% | 11% | 12% | 6% |
| Men | 14% | 14% | 13% | 10% | 14% | - |
| Women | 17% | 15% | 11% | 13% | 10% | 6% |
| 45 to 64 years | 20% | 21% | 17% | 18% | 15% | 7% |
| Men | 17% | 18% | 19% | 17% | 16% | 6% |
| Women | 22% | 24% | 14% | 19% | 13% | 7% |
| 65 years or older | 27% | 27% | 24% | 24% | 17% | 10% |
| Men | 23% | 23% | 21% | 18% | 11% | - |
| Women | 30% | 29% | 27% | 29% | 22% | 14% |
| Region | | | | | | |
| Atlantic | 19% | 17% | 18% | 17% | 15% | 7% |
| Newfoundland and Labrador | 22% | 19% | 16% | 13% | 18% | 11% |
| Prince Edward Island | 19% | 19% | 18% | 17% | 16% | - |
| Nova Scotia | 20% | 15% | 18% | 19% | 15% | - |
| New Brunswick | 16% | 19% | 19% | 17% | 12% | - |
| Quebec | 22% | 17% | 11% | 15% | 13% | 8% |
| Ontario | 20% | 22% | 18% | 17% | 13% | 9% |
| West | 17% | 17% | 15% | 14% | 15% | 6% |
| Manitoba | 23% | 17% | 19% | 17% | 14% | - |
| Saskatchewan | 20% | 15% | 16% | 13% | 15% | - |
| Alberta | 15% | 18% | 16% | 15% | 20% | - |
| British Columbia | 16% | 18% | 14% | 12% | 12% | - |
| North | 22% | 19% | 17% | 14% | 16% | - |
| Yukon | 15% | - | 18% | - | 16% | - |
| Northwest Territories | 16% | 16% | 15% | - | - | - |
| Nunavut | - | - | - | - | - | - |
| Education | | | | | | |
| Less than secondary | 29% | 26% | 23% | 24% | 18% | 12% |
| Secondary | 22% | 24% | 20% | 19% | 17% | 10% |
| College | 18% | 16% | 14% | 13% | 13% | 7% |
| University | 17% | 16% | 11% | 12% | 10% | 6% |
| Household income | | | | | | |
| < \$20,000 | 36% | 26% | 32% | 23% | 18% | 15% |
| \$20,000 - \$29,999 | 35% | 19% | 23% | 24% | 23% | 16% |
| \$30,000 - \$39,999 | 17% | 25% | 17% | 16% | 13% | - |
| \$40,000 - \$59,999 | 18% | 21% | 16% | 18% | 11% | 10% |
| \$60,000 - \$79,999 | 19% | 19% | 11% | 13% | 14% | - |
| \$80,000 - \$99,999 | 15% | 14% | 14% | 13% | 16% | - |
| ≥ \$100,000 | 12% | 13% | 10% | 11% | 9% | 5% |
| Community size | | | | | | |
| < 30,000 residents | 22% | 25% | 17% | 19% | 16% | 10% |
| 30,000 to 499,999 | 19% | 18% | 17% | 15% | 14% | 5% |
| 500,000 to 999,999 | 18% | 14% | 11% | 14% | - | - |
| ≥1 million residents | 19% | 18% | 15% | 14% | 12% | 9% |

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| | Excludes specific groups | Is too competitive | Leads to continued joint pain and stiffness | Is too structured | Leads to injuries | Makes people too muscular |
| Type of neighbourhood | | | | | | |
| Rural | 22% | 21% | 17% | 17% | 16% | 7% |
| Suburban | 18% | 17% | 13% | 13% | 12% | 7% |
| Urban | 18% | 18% | 14% | 15% | 11% | 7% |
| Downtown | 24% | 19% | 22% | 19% | 17% | 14% |
| Marital status | | | | | | |
| Married or living with a partner | 18% | 18% | 16% | 15% | 13% | 7% |
| Widowed, divorced, separated | 27% | 25% | 18% | 22% | 17% | 8% |
| Single, never married | 21% | 18% | 15% | 13% | 12% | 9% |
| Employment status | | | | | | |
| Full-time | 17% | 16% | 14% | 12% | 13% | 7% |
| Part-time | 26% | 20% | 15% | 19% | 12% | 7% |
| Student | - | 21% | 14% | - | - | - |
| Home-maker | - | - | - | - | - | - |
| Unemployed (for any reason) | 21% | 17% | 16% | 18% | 14% | - |
| Retired | 24% | 26% | 22% | 22% | 17% | 10% |
| Sport participation | | | | | | |
| Participant | 16% | 12% | 16% | 11% | 14% | 6% |
| Non-participant | 22% | 23% | 16% | 18% | 13% | 9% |
| Activity level | | | | | | |
| Inactive | 24% | 22% | 17% | 16% | 15% | 9% |
| Somewhat active | 19% | 17% | 13% | 14% | 14% | 8% |
| Moderately active | 19% | 21% | 16% | 18% | 11% | 5% |
| Active | 17% | 16% | 16% | 14% | 13% | 8% |

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