

Sport Participation in Canada

2011 – 2012 SPORT MONITOR



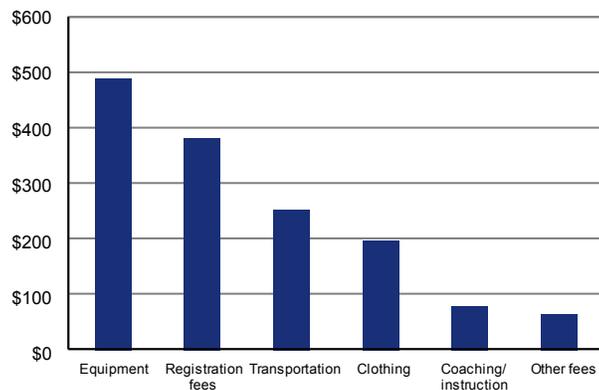
Economics of participating in sport

The 2011-2012 Sport Monitor examines annual expenditures related to participating in sport on an individual basis. In particular, individuals were asked how much they spent in the year prior to the survey on equipment, clothing, membership or registration fees, transportation, and other expenses related to their participation in sport. This survey found that adults spent over \$1,400 on average within the 12 months prior to the survey. As a further breakdown, in the 12 months prior to the survey, Canadians report spending on average (rounded to nearest 10 dollars):

- \$490 on equipment
- \$380 on membership or registration fees
- \$250 on transportation
- \$200 on clothing
- \$80 in other fees for instruction or coaching and,
- \$60 in other unspecified costs.

FIGURE 1

Expenditures spent on sport (\$), overall



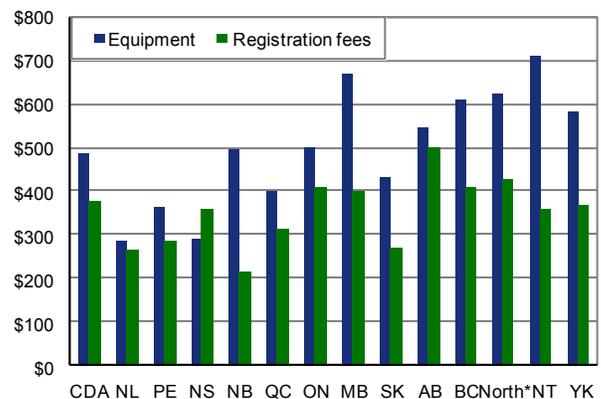
2011-2012 Sport Monitor, CFLRI

Compared to the national average, residents of:

- Newfoundland and Labrador and Nova Scotia spend less money on sports equipment;
- Newfoundland and Labrador, New Brunswick, and Saskatchewan spend less on membership or registration fees for sport; and,
- Manitoba spend less on instruction and coaching.

FIGURE 2

Certain expenditures spent on sport (\$) by province/territory



* The North includes Nunavut, Northwest Territories, and Yukon. Data for Nunavut is suppressed in the chart due to cell size.

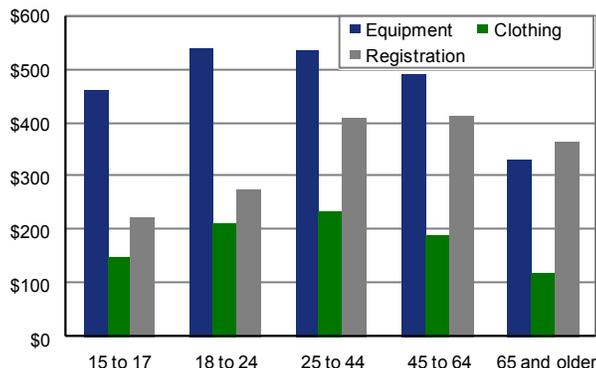
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Age and sex

Men report spending significantly more on equipment and transportation related to sport and physical activity compared to women. Adults aged 25 to 44 spend more on equipment than do adults 65 years and older. Older adults also spend less than younger adults (18 to 64 year olds) on clothing for sport. Men aged 25 to 44 years spend more on transportation related to sport than women in the same age category. Adults aged 25 to 44 generally spend more on membership and registration fees than younger adults.



FIGURE 3
Certain expenditures spent on sport (\$) by age

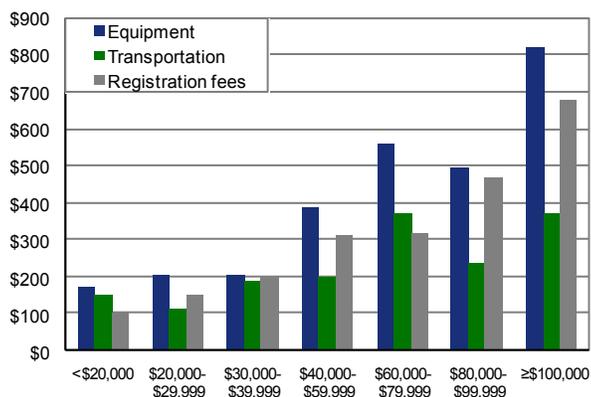


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Socio-demographic and socio-economic characteristics

Adults with a university education report spending significantly more on clothing and membership or registration fees compared to those with a high school education or less. Similarly, university-educated adults also report spending more on fees for instruction and coaching compared to those with a college education or those with less than a high school education. Generally speaking, those with higher household incomes spend more on all expenditures related to sport compared to those with lower incomes. Residents of communities with less than 30,000 residents spend less on registration and membership fees compared to those living in the largest communities.

FIGURE 4
Certain expenditures spent on sport (\$) by household income



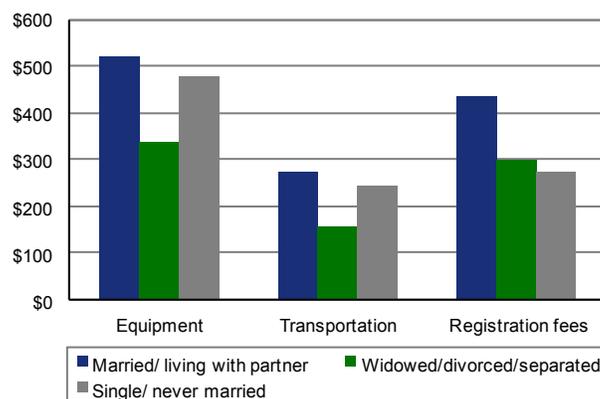
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Adults who are married or living with a partner spend significantly more on equipment and transportation compared to those who are widowed, divorced or separated. Similarly, those who are married or living with a partner spend the most on membership or registration fees.

Differences in expenditures on sport and physical activity also exist with respect to employment status. Specifically, compared to the national average:

- retirees spend less on equipment and clothing,
- students spend less on transportation,
- students and homemakers spend less on fees on membership or registration fees, and on instruction or coaching.

FIGURE 5
Certain expenditures spent on sport (\$) by marital status



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Active adults and those who participate in sport spend significantly more on all expenditures related to sport, compared to those who are less active and who do not participate, respectively.

Trends over time

There have been no changes over time in Canadians' reports of annual expenditures related to sport since 2006-2007.¹ Regional differences related to membership or registration fees have persisted over time, however, there have been changes in regional differences over time with respect to expenditures for equipment, instruction and coaching.

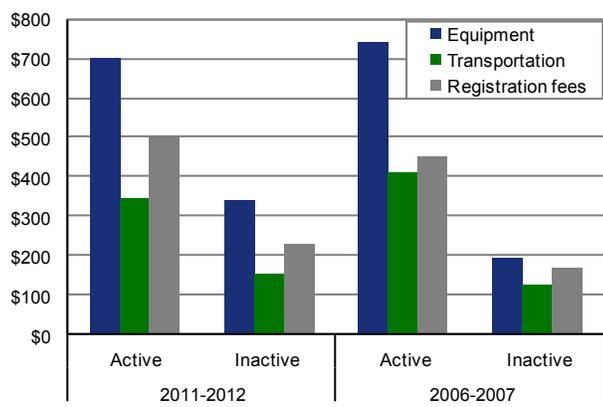
In 2006-2007, men spent more than women on equipment, membership or registration fees, clothing, and transportation, whereas in 2011-2012, there are only significant differences regarding equipment and transportation.¹ The age and sex interactions that appear in 2006-2007 vary slightly in 2011-2012, whereby there are slightly fewer significant relationships in more recent years.¹

The relationship regarding higher levels of education and increasing dollars spent on membership and registration fees still persists, and a new relationship between education and increasing amount spent on clothing and coaching has newly emerged in 2011-2012. The relationships with household income generally persist over time, where those from higher income households cite higher spending on certain expenditures. In addition, higher spending among those who are married or living with a partner compared to those who are widowed, divorced, or separated persists over time. In addition, the relationships with community size, sport participation, and activity level persist over time.

References

- 1 Canadian Fitness and Lifestyle Research Institute. The Economics of Participating in Sport. *Sport Participation in Canada: 2006-07 Sport Monitor*, Bulletin 06. Available at http://cflri.ca/media/node/361/files/sport2007_b6.pdf.

FIGURE 6
Certain expenditures spent on sport (\$) by activity level, trends over time, 2006-2012



2006-2012 Sport Monitor, CFLRI

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