

Sport Participation in Canada

2011 — 2012 SPORT MONITOR



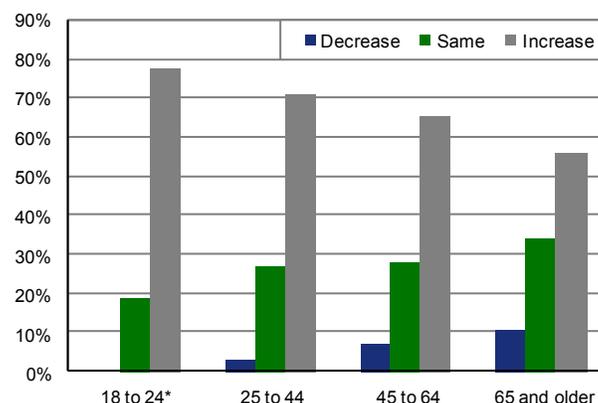
Government spending on sport

The 2011-2012 Sport Monitor asked Canadians whether government spending of tax dollars on services, facilities and programs that support sport should increase, decrease, or stay the same. The majority of Canadians (68%) support an increase (spend *more* or *much more*) in government spending on sport compared to what is currently spent, 27% say governments should spend the *same* amount, and 5% indicate that they should decrease spending (spend *less* or *much less*).

Compared to the national average, a greater proportion of residents living in Newfoundland and Labrador say that governments should *increase* spending on sport, whereas relatively fewer living in Saskatchewan say this.

There is a general age-related decrease in the proportion of adults who indicate that governments should *increase* investment in sport. Older adults (65 years and older) are more likely than 25 to 44 year olds to say that governments should *decrease* spending on sport, and are less likely than 18 to 64 year olds to say that governments should *increase* spending. The latter relationship exists among men, and is similar among women, whereby older women are more likely than 18 to 44 year old women to report this. Similar to the relationships found with age, relatively more retirees indicate that governments should decrease spending on sport, compared to the national average.

FIGURE 1
Suggested government investment in sport by age



* Not available due to sample size.

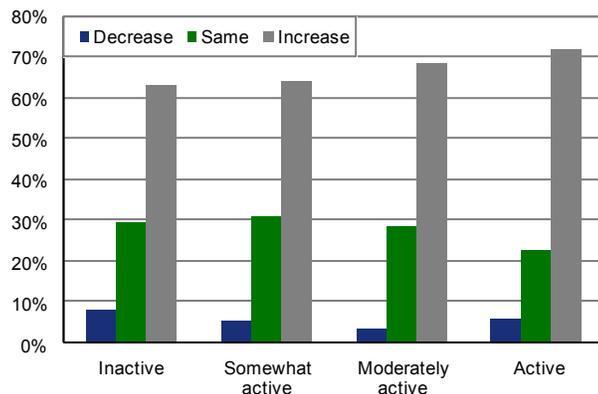
2011-2012 Sport Monitor, CFLRI

A greater proportion of adults with less than a high school education indicate that governments should *decrease* spending on sport compared to those with a post-secondary education. Differences also exist between household income and the proportion indicating that governments should *increase* spending on sport, however, the relationship is not clear. Rural residents are more likely than those living in suburban neighbourhoods to say that governments should *decrease* spending on sport.

Relatively more sport participants and active adults say that governments should increase investment in sport, whereas those who do not participate in sport or are less active are more likely to say that governments should invest the *same* amount as they currently do.

FIGURE 2

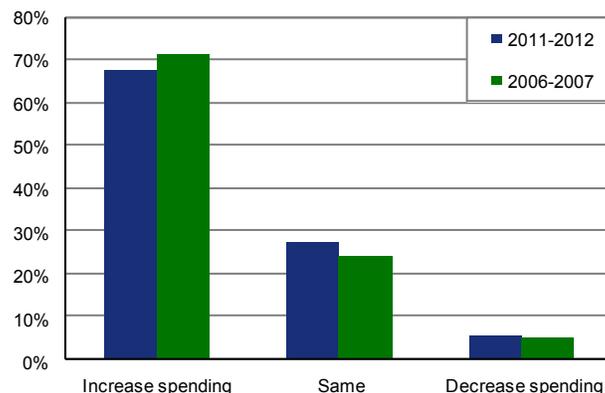
Suggested government investment in sport by activity level



2011-2012 Sport Monitor, CFLRI

FIGURE 3

Suggested government investment in sport, trends over time, 2006-2012



2006-2012 Sport Monitor, CFLRI

Trends over time

There have been no differences in Canadians' perceptions about the level of investment that governments should provide for sport since 2006-2007.¹ Although some regional differences persist over time (namely, residents living in Newfoundland and Labrador being more likely, and those living in Saskatchewan being less likely, to say that governments should *increase* spending), other relationships are no longer significant in 2011-2012. Relationships between perceptions of government investment in sport and age, sport participation, and activity level also appear in both time periods. Several new relationships have emerged in 2011-2012. In 2006-2007, no significant differences appeared between government investment in sport and education, income, and community size, whereas differences exist in 2011-2012.¹

References

- 1 Canadian Fitness and Lifestyle Research Institute. Government Involvement in Sport. *Sport Participation in Canada: 2006-07 Sport Monitor*, Bulletin 08. Available at http://www.cflri.ca/media/node/365/files/CFLRISportMonitor-Bulletin8_English.pdf.

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