

Bulletin 9: Preferences for sport


2011-2012 Sport Monitor, CFLRI

	Preferences for sports/activities that are:				Preference for sports that involve:			
	Competitive	Non competitive	Both	Neither	Team participation	Individual expression	Combination	None
Total, 15 years and older	8%	44%	40%	8%	16%	20%	54%	9%
Men	13%	34%	47%	5%	18%	16%	59%	7%
Women	4%	53%	33%	10%	14%	25%	50%	12%
Age and sex								
15 to 17 years	-	-	56%	-	-	-	51%	-
Men	-	-	-	-	-	-	-	-
Women	-	-	-	-	-	-	-	-
18 to 24 years	15%	19%	59%	-	25%	-	60%	-
Men	-	-	58%	-	-	-	63%	-
Women	-	-	61%	-	-	-	58%	-
25 to 44 years	8%	43%	43%	6%	14%	19%	60%	7%
Men	12%	31%	54%	-	17%	13%	66%	-
Women	4%	54%	33%	9%	11%	25%	54%	10%
45 to 64 years	5%	52%	34%	9%	13%	26%	50%	11%
Men	9%	41%	43%	7%	16%	21%	55%	8%
Women	-	63%	25%	11%	10%	31%	46%	13%
65 years or older	8%	56%	24%	12%	14%	24%	44%	18%
Men	13%	50%	29%	8%	17%	21%	48%	14%
Women	-	61%	21%	14%	12%	26%	41%	21%
Region								
Atlantic	8%	46%	36%	11%	13%	18%	53%	16%
Newfoundland and Labrador	-	43%	38%	11%	17%	15%	50%	17%
Prince Edward Island	-	43%	33%	17%	-	20%	52%	16%
Nova Scotia	-	49%	36%	-	12%	19%	53%	17%
New Brunswick	-	44%	35%	13%	13%	18%	55%	14%
Quebec	8%	55%	29%	8%	18%	27%	49%	5%
Ontario	9%	38%	45%	8%	16%	18%	55%	11%
West	8%	41%	44%	7%	15%	19%	57%	9%
Manitoba	-	34%	46%	14%	16%	15%	59%	10%
Saskatchewan	-	40%	43%	-	15%	20%	55%	10%
Alberta	-	43%	43%	-	14%	18%	59%	10%
British Columbia	-	43%	44%	-	16%	20%	56%	-
North	9%	35%	49%	-	17%	18%	59%	-
Yukon	-	45%	41%	-	-	28%	54%	-
Northwest Territories	-	33%	52%	-	-	14%	61%	-
Nunavut	-	-	-	-	-	-	-	-
Education								
Less than secondary	14%	42%	34%	10%	27%	16%	41%	17%
Secondary	10%	38%	42%	10%	19%	15%	56%	10%
College	8%	44%	39%	9%	16%	18%	58%	8%
University	6%	48%	41%	4%	11%	28%	54%	8%
Household income								
< \$20,000	-	43%	33%	17%	15%	16%	49%	20%
\$20,000 - \$29,999	-	40%	31%	19%	25%	21%	43%	11%
\$30,000 - \$39,999	-	53%	32%	8%	14%	19%	57%	11%
\$40,000 - \$59,999	8%	49%	36%	7%	14%	20%	56%	10%
\$60,000 - \$79,999	9%	46%	38%	7%	16%	18%	60%	6%
\$80,000 - \$99,999	-	45%	41%	-	12%	28%	55%	-
≥ \$100,000	7%	40%	48%	5%	11%	22%	58%	9%
Community size								
< 30,000 residents	6%	47%	37%	11%	18%	19%	51%	12%
30,000 to 499,999	10%	42%	40%	8%	16%	19%	56%	9%
500,000 to 999,999	-	52%	35%	-	-	29%	50%	-
≥1 million residents	9%	44%	40%	7%	15%	22%	55%	8%

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Bulletin 9: Preferences for sport (cont'd)


2011-2012 Sport Monitor, CFLRI

	Preferences for sports/activities that are:				Preference for sports that involve:			
	Competitive	Non competitive	Both	Neither	Team participation	Individual expression	Combination	None
Type of neighbourhood								
Rural	10%	40%	40%	9%	17%	18%	54%	11%
Suburban	8%	44%	43%	5%	13%	21%	58%	8%
Urban	8%	47%	38%	7%	17%	22%	52%	8%
Downtown	-	48%	30%	12%	22%	23%	43%	12%
Marital status								
Married or living with a partner	7%	47%	39%	7%	13%	22%	54%	10%
Widowed, divorced, separated	5%	54%	27%	14%	15%	23%	47%	15%
Single, never married	15%	31%	49%	6%	24%	15%	57%	5%
Employment status								
Full-time	10%	39%	45%	6%	18%	19%	58%	6%
Part-time	-	43%	43%	8%	17%	23%	53%	8%
Student	-	47%	38%	-	-	-	54%	-
Home-maker	-	-	-	-	-	-	-	-
Unemployed (for any reason)	-	47%	36%	10%	13%	21%	54%	12%
Retired	6%	57%	26%	11%	13%	25%	45%	17%
Sport participation								
Participant	14%	23%	59%	4%	20%	13%	65%	2%
Non-participant	6%	55%	30%	10%	14%	24%	48%	13%
Activity level								
Inactive	11%	48%	31%	10%	20%	22%	47%	11%
Somewhat active	7%	43%	40%	10%	17%	18%	56%	9%
Moderately active	6%	45%	41%	8%	15%	23%	52%	10%
Active	9%	40%	46%	5%	13%	19%	60%	8%

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Bulletin 9: Preferences for sport (cont'd)



2011-2012 Sport Monitor, CFLRI

	Preferences for sports that involve:				
	Families participating together	Friends participating together	Participation alone	Combination	None
Total, 15 years and older	6%	13%	10%	67%	4%
Men	5%	16%	10%	65%	4%
Women	8%	9%	10%	68%	5%
Age and sex					
15 to 17 years	-	-	-	54%	-
Men	-	-	-	-	-
Women	-	-	-	-	-
18 to 24 years	-	25%	-	65%	-
Men	-	30%	-	58%	-
Women	-	-	-	74%	-
25 to 44 years	7%	9%	9%	72%	3%
Men	-	14%	9%	69%	-
Women	10%	4%	9%	74%	-
45 to 64 years	6%	9%	11%	70%	4%
Men	6%	11%	9%	71%	4%
Women	6%	7%	13%	70%	5%
65 years or older	7%	14%	13%	54%	11%
Men	-	14%	16%	56%	-
Women	9%	15%	11%	53%	13%
Region					
Atlantic	5%	10%	10%	70%	6%
Newfoundland and Labrador	-	-	-	67%	-
Prince Edward Island	-	14%	-	66%	-
Nova Scotia	-	-	-	71%	-
New Brunswick	-	-	-	70%	-
Quebec	8%	12%	11%	66%	-
Ontario	5%	14%	11%	65%	5%
West	6%	13%	8%	70%	4%
Manitoba	-	-	12%	67%	-
Saskatchewan	-	-	-	69%	-
Alberta	-	-	-	72%	-
British Columbia	-	16%	-	69%	-
North	-	14%	8%	68%	-
Yukon	-	-	-	63%	-
Northwest Territories	-	-	-	66%	-
Nunavut	-	-	-	-	-
Education					
Less than secondary	7%	15%	11%	60%	7%
Secondary	6%	13%	9%	69%	4%
College	6%	12%	7%	71%	4%
University	6%	12%	13%	65%	4%
HOUSEHOLD INCOME					
< \$20,000	-	13%	14%	55%	-
\$20,000 - \$29,999	14%	15%	-	61%	-
\$30,000 - \$39,999	-	14%	9%	67%	-
\$40,000 - \$59,999	8%	11%	10%	69%	-
\$60,000 - \$79,999	-	11%	9%	68%	-
\$80,000 - \$99,999	-	13%	9%	71%	-
≥ \$100,000	5%	12%	11%	68%	3%
COMMUNITY SIZE					
< 30,000 residents	8%	11%	8%	69%	5%
30,000 to 499,999	6%	12%	9%	69%	3%
500,000 to 999,999	-	-	21%	62%	-
≥1 million residents	6%	14%	11%	65%	5%

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Bulletin 9: Preferences for sport (cont'd)



2011-2012 Sport Monitor, CFLRI

	Preferences for sports that involve:				
	Families participating together	Friends participating together	Participation alone	Combination	None
TYPE OF NEIGHBOURHOOD					
Rural	7%	11%	8%	69%	4%
Suburban	4%	14%	11%	68%	3%
Urban	6%	13%	10%	66%	5%
Downtown	-	-	18%	57%	-
Marital status					
Married or living with a partner	7%	8%	9%	71%	4%
Widowed, divorced, separated	7%	10%	14%	59%	10%
Single, never married	-	25%	10%	60%	3%
Employment status					
Full-time	5%	14%	9%	68%	3%
Part-time	-	13%	9%	71%	-
Student	-	-	-	76%	-
Home-maker	-	-	-	-	-
Unemployed (for any reason)	7%	10%	11%	64%	7%
Retired	6%	13%	12%	60%	9%
Sport participation					
Participant	5%	14%	8%	71%	-
Non-participant	7%	12%	11%	65%	6%
Activity level					
Inactive	8%	15%	11%	61%	5%
Somewhat active	5%	13%	10%	67%	5%
Moderately active	6%	13%	11%	66%	4%
Active	6%	10%	9%	72%	3%

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