

Sport Participation in Canada

2011-2012 SPORT MONITOR



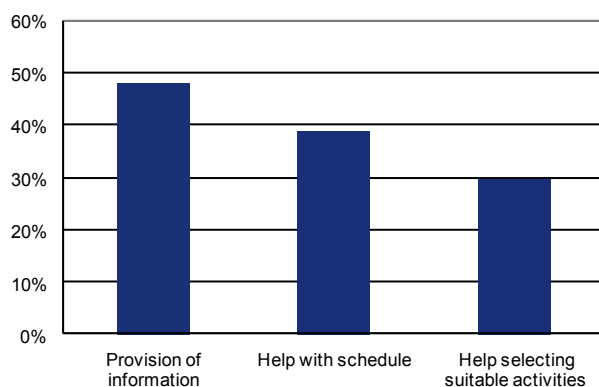
Services and supports to increase participation

One's perception of services and supports can influence an individual's participation in sport. Although barriers to participation were explored in a previous bulletin in this series, the 2011-2012 Sport Monitor also explores the perceived importance of services and supports that can increase the ease of participation in sport. For the purposes of this bulletin, "importance" is defined as "quite" or "very" important, when describing a series of statements. These statements are grouped below as follows: availability of informational services; a supportive physical environment or infrastructure; and, a supportive social environment.

Availability of informational services

Almost half of Canadians (48%) say that the provision of information on sports, physical activity, health, and well-being is important for making it easier to participate in sport. Almost four in ten (39%) Canadians say that help in planning their daily schedules to include some sport or physical activity would make it easier to participate in sport. Less than one-third (29%) indicate that professional help in choosing activities that are best suited for them is important.

FIGURE 1
Importance of availability of information services, overall

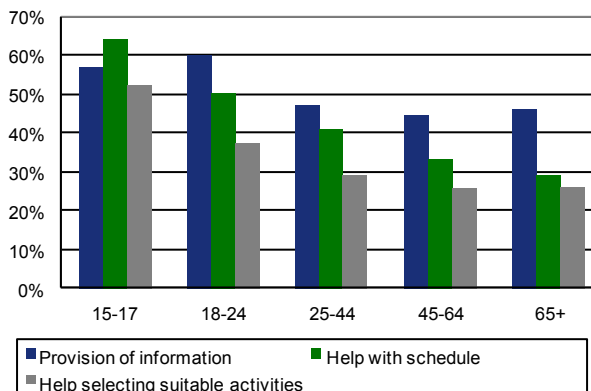


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Within the context of this bulletin, relatively few regional differences exist with the exception that the provision of information is important to a greater proportion of those residing in Quebec compared to the national average and to a lower proportion in Saskatchewan.

More women than men indicate that professional help in choosing suitable activities is important for assisting them to become more active. Compared to those 25 years or older, a greater proportion of 18 to 24 year olds indicate that information on sports, physical activity, health and well-being is important for making it easier to participate in sport. The proportion of those who indicate that help with incorporating sport into a daily schedule decreases substantially with increasing age group, from 64% of 15 to 17 year olds to 29% of those 65 years and older. This general relationship is significant among men only. Similarly, the proportion of young Canadians (15 to 17 year olds) who cite the importance of professional help in choosing suitable activities is roughly double that of adults 65 years and older (52% versus 26% respectively). Although not significant among women, younger men (18 to 24 years) are more likely than men aged 45 years and older to indicate that this is important.

FIGURE 2
Importance of availability of information services by age

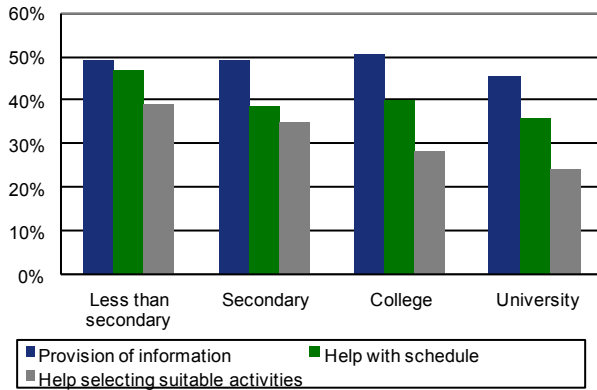


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A greater proportion of adults with less than a high school education say that assistance with incorporating sport into a daily schedule is important for facilitating participation compared to those with a university education. Similarly, relatively more adults with a high school education or less say that professional help in choosing suitable activities is an important consideration compared to those with a university education.

FIGURE 3
Importance of availability of information services by education



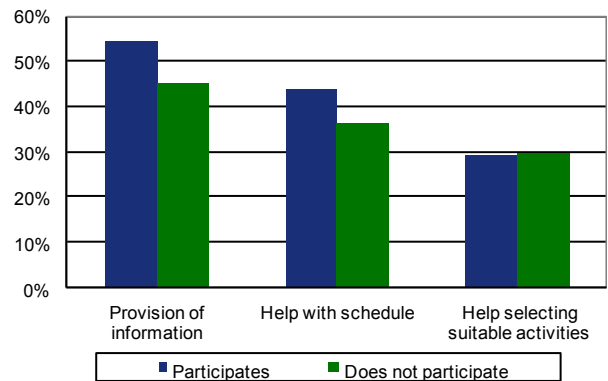
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Relatively more adults from lower income households (i.e., \$20,000 to \$29,999 per year) indicate that information on sport, physical activity or health, and professional help in choosing suitable activities are important considerations compared to those from the highest income households. Similarly, individuals from these lower income households are more likely than those from some higher income categories to say that assistance with scheduling is important for facilitating participation. Adults living in the largest communities (a million or more residents) are more likely than those in small communities (less than 30,000 residents) to say that assistance with scheduling is an important consideration.

Compared to those who are married or living with a partner, a greater proportion of single or never married adults find information and professional help in selecting suitable activities important. Similarly, adults who are single or never married are most likely to say that help with scheduling is important. Compared to the national average, retirees are less likely to say that assistance with scheduling is important for increasing sport participation.

Not surprisingly, relatively more adults who participate in sports say that information on sports, physical activity, health and well-being, and assistance with scheduling are important considerations compared to those who do not. In a similar fashion, active adults are more likely to say that assistance with scheduling and the provision of information are important for helping to increase sport participation rates compared to those slightly less active.

FIGURE 4
Importance of availability of information services by participation in sport

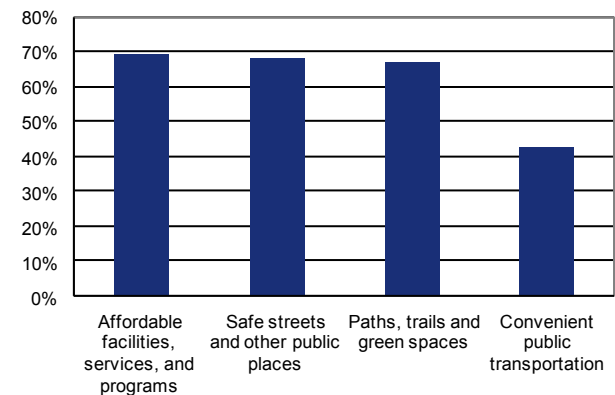


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Supportive physical environment or infrastructure

Roughly seven out of ten Canadians see affordable facilities, services, and programs (70%), access to safe streets and other public places (68%), and access to paths, trails and green spaces (67%) as important for making it easier to participate in sports. Approximately four out of ten Canadians (43%) view convenient public transportation as important for making it easier to participate.

FIGURE 5
Importance of a supportive physical environment or infrastructure, overall



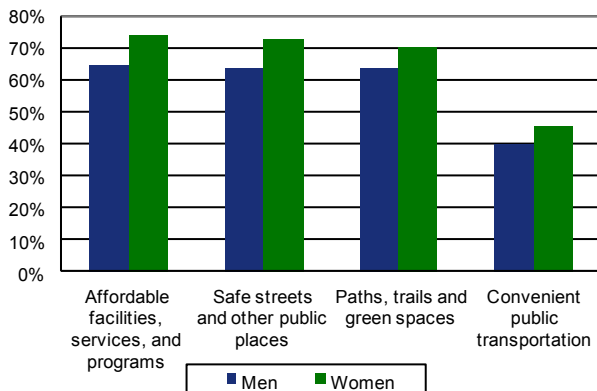
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Compared to the national average, adults living in British Columbia are more likely to cite access to paths, trails, and green spaces as important, whereas those living in Saskatchewan are less likely to cite this. Relatively fewer Canadians living in Prince Edward Island and New Brunswick say that affordable facilities, services, or programs are important considerations, compared to the national average.

A greater proportion of residents living in Quebec say that access to safe streets and other public places is important for making it easier to participate in sport. Finally, residents of Newfoundland and Labrador, Prince Edward Island, Saskatchewan, and the Northwest Territories are less likely than the national average to say that convenient public transportation is important for making it easier to participate in sport.

More women than men report access to paths, trails, or green spaces, affordable facilities, services or programs, and safe streets and other public places as important for facilitating participation. Older adults (65 years and older) are less likely than: 25 to 64 year olds to feel that access to paths, trails, or green spaces; and less likely than the average to say that affordable facilities, services, or programs are important. Adults 25 years and older are less likely than younger adults (less than 25 years) to say that convenient public transportation is important for making it easier to participate in sport, and generally speaking this relationship holds for both women and men. Relatively more women aged 25 to 44 years indicate that access to safe streets and other public places is important compared to men of the same age group, and compared to women 65 years and older. There is a general increase in the proportion of adults saying that access to paths, trails, and green space is important for participation with increasing education level. Adults with a college education are more likely than those with less than a secondary education to say that affordable facilities, services, or programs are important for increasing participation in sport. On the contrary, a greater proportion of adults with less than a high school education indicate that convenient public transportation is important when compared to those with a university education.

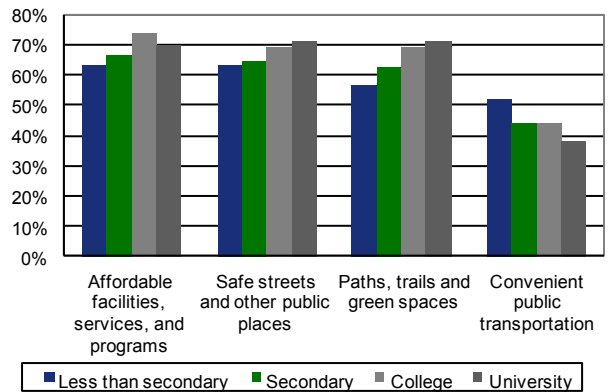
FIGURE 6
Importance of a supportive physical environment or infrastructure by gender



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There is a relationship between those indicating access to paths, trails, and green spaces with household income, however, the relationship is not clear. Generally speaking, there is a decrease in the proportion indicating that convenient public transportation is important with increasing household income.

FIGURE 7
Importance of a supportive physical environment or infrastructure by education

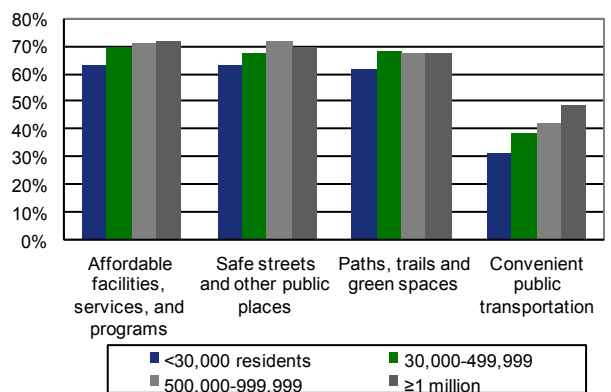


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Compared to the average, relatively fewer retirees cite access to paths, trails or green spaces, and affordable facilities, services, or programs as important considerations for participation. A greater proportion of residents from the largest communities (1 million or more residents) say that affordable facilities, services or programs and convenient public transportation are important for participation compared to small communities (less than 30,000 residents).

Public transportation was reported as very important by the majority of those who are single or never married (57%) whereas those who are married or living with a partner (36%) are least likely to cite this.

FIGURE 8
Importance of a supportive physical environment or infrastructure by community size



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A greater proportion of those who participate in sport say that access to paths, trails or green spaces, and access to affordable facilities, services, or programs are important compared to those who do not participate. Those who are active are more likely to say that access to paths, trails or green spaces are important considerations compared to those who are inactive.

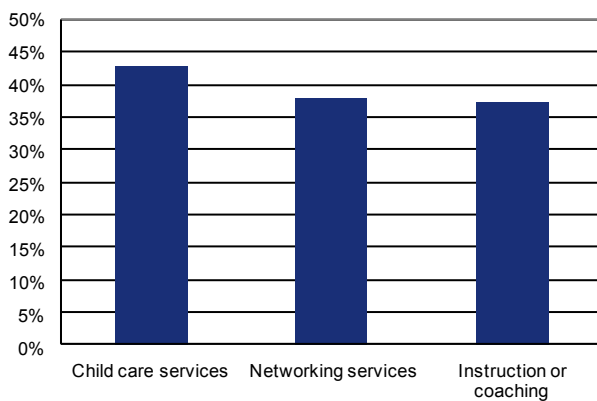
Supportive social environment

Approximately four out of ten Canadians indicate that aspects of a supportive social environment can help make it easier to participate in sport, including:

- affordable child care services (43%)
- affordable services to network with other individuals to participate with (38%), and
- specific instruction or coaching on different activities (37%).

FIGURE 9

Importance of a supportive social environment, overall



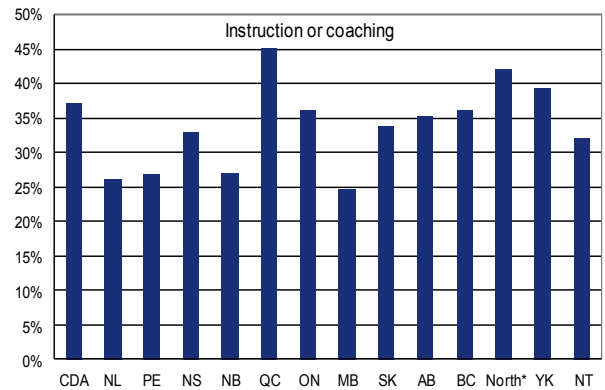
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There are very few significant regional differences with respect to a supportive social environment as described in this bulletin, with some exceptions. Residents from Newfoundland and Labrador (26%), Prince Edward Island (27%), New Brunswick (27%), and Manitoba (25%) are less likely, whereas those in Quebec (45%) are more likely than the national average (37%) to indicate the importance of specific instruction or coaching in different activities.

Specific instruction or coaching in different activities was reported as important by relatively more women than men. Compared to those 65 years or older, a greater proportion of 15 to 24 year olds indicate that affordable services that help with networking are important for making it easier to participate in sport. This relationship varies slightly when considering gender as well; although there are no significant differences for women, men aged 18 to 44 are more likely than men aged 65 and older to cite networking as important.

FIGURE 10

Importance of a supportive social environment by province and territory



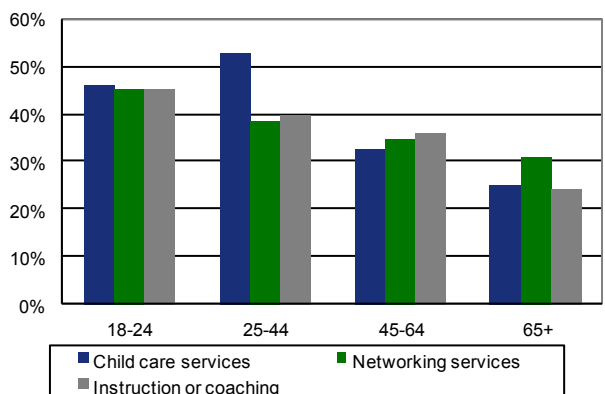
* The North includes Nunavut, Northwest Territories, and Yukon. Data for Nunavut is suppressed in the chart due to cell size.

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Older adults (65 years and older) are the least likely to say that specific instruction or coaching in different activities is an important consideration, and this pattern is generally similar for men and women. Similarly, those who are 45 years and older are less likely than the average to say that affordable childcare services are important for helping increase participation in sport. This relationship varies slightly when considering gender, whereby 25 to 44 year old men are more likely to report this compared to men 45 years and older, and 18 to 44 year old women are more likely to say this compared to women 65 years and older.

FIGURE 11

Importance of a supportive social environment by age

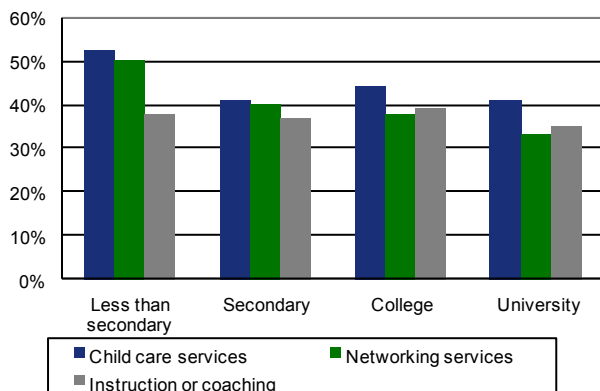


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A greater proportion of those with less than a high school education say that affordable services to help link individuals together for sports are important compared to those with a post-secondary education.

Relatively more adults from lower income households (i.e., \$20,000 to \$29,999 per year) indicate that affordable networking services are important considerations, compared to those from the higher income households (\$40,000 per year and higher). A greater proportion of residents living in the largest communities (a million or more residents) say that it is important to have specific instruction or coaching, compared to those from small communities (less than 30,000 residents).

FIGURE 12
Importance of a supportive social environment by education



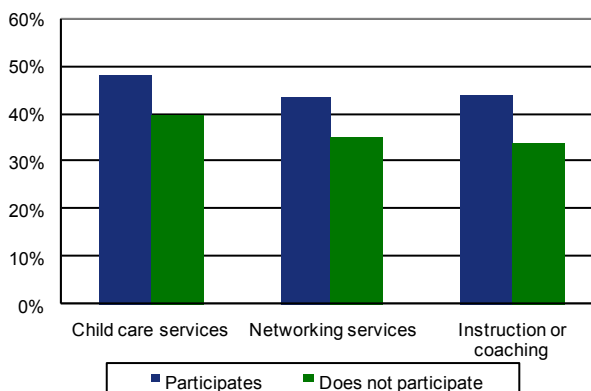
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Single or never married adults are more likely to indicate that affordable networking services to connect with others in sport is important, compared to those who are married or living with a partner. In addition, a greater proportion of single or never married adults say that specific instruction or coaching is important compared to those who are widowed, divorced or separated. On the contrary, those who are married or living with a partner are more likely than those who are widowed, divorced or separated to say that affordable child care services are important.

Compared to the national average, relatively fewer retirees indicate that affordable services to connect individuals to others who participate in sport, affordable child care services, and specific coaching and instruction are important considerations. Students, on the other hand, are more likely than the average to say that affordable child care services are important for helping to increase sport participation.

A greater proportion of those who participate in sport say that affordable networking services, affordable child care services, and specific coaching or instruction are important compared to those who do not participate.

FIGURE 13
Importance of a supportive social environment by participation in sport



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