

Bulletin 10: Services and supports to increase participation



2011-2012 Sport Monitor, CFLRI

	% indicating that informational services are quite or very important		
	Information on sports, physical activity, health and well-being	Help in planing your daily schedule to include some sport or physical activity	Professional help in choosing activities that are best for you
Total, 15 years and older	48%	39%	29%
Men	45%	36%	25%
Women	51%	42%	34%
Age and sex			
15 to 17 years	57%	64%	52%
Men	-	-	-
Women	-	-	-
18 to 24 years	60%	50%	37%
Men	56%	49%	38%
Women	65%	51%	36%
25 to 44 years	47%	41%	29%
Men	43%	37%	24%
Women	51%	44%	34%
45 to 64 years	44%	33%	26%
Men	43%	30%	20%
Women	46%	37%	31%
65 years or older	46%	29%	26%
Men	41%	24%	17%
Women	50%	34%	33%
Region			
Atlantic	46%	39%	30%
Newfoundland and Labrador	48%	39%	31%
Prince Edward Island	47%	42%	30%
Nova Scotia	41%	38%	31%
New Brunswick	49%	40%	28%
Quebec	56%	38%	29%
Ontario	48%	42%	32%
West	42%	35%	27%
Manitoba	46%	33%	27%
Saskatchewan	39%	34%	33%
Alberta	43%	31%	29%
British Columbia	42%	38%	23%
North	49%	40%	33%
Yukon	45%	35%	26%
Northwest Territories	44%	35%	27%
Nunavut	-	-	-
Education			
Less than secondary	49%	47%	39%
Secondary	49%	39%	35%
College	51%	40%	28%
University	45%	36%	24%
Household income			
< \$20,000	50%	37%	39%
\$20,000 - \$29,999	60%	53%	40%
\$30,000 - \$39,999	46%	34%	29%
\$40,000 - \$59,999	52%	37%	29%
\$60,000 - \$79,999	50%	38%	26%
\$80,000 - \$99,999	49%	40%	29%
≥ \$100,000	43%	37%	26%
Community size			
< 30,000 residents	46%	32%	28%
30,000 to 499,999	48%	38%	28%
500,000 to 999,999	52%	36%	30%
≥1 million residents	49%	42%	29%

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Bulletin 10: Services and supports to increase participation (cont'd)



2011-2012 Sport Monitor, CFLRI

	% indicating that informational services are quite or very important		
	Information on sports, physical activity, health and well-being	Help in planing your daily schedule to include some sport or physical activity	Professional help in choosing activities that are best for you
Type of neighbourhood			
Rural	49%	36%	29%
Suburban	46%	42%	28%
Urban	49%	37%	30%
Downtown	48%	37%	32%
Marital status			
Married or living with a partner	45%	35%	27%
Widowed, divorced, separated	49%	36%	27%
Single, never married	55%	48%	36%
Employment status			
Full-time	50%	42%	30%
Part-time	50%	42%	38%
Student	56%	41%	25%
Home-maker	-	-	-
Unemployed (for any reason)	42%	33%	30%
Retired	43%	30%	25%
Sport participation			
Participant	54%	44%	29%
Non-participant	45%	36%	30%
Activity level			
Inactive	47%	37%	33%
Somewhat active	43%	34%	28%
Moderately active	44%	39%	29%
Active	55%	43%	28%

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Bulletin 10: Services and supports to increase participation (cont'd)



2011-2012 Sport Monitor, CFLRI

	% indicating that a supportive physical environment or infrastructure is quite or very important			
	Affordable facilities, services, and programs	Access to safe streets and other public places	Access to paths, trails, and green spaces	Convenient public transportation
Total, 15 years and older	70%	68%	67%	43%
Men	65%	63%	63%	40%
Women	74%	73%	70%	46%
Age and sex				
15 to 17 years	77%	69%	76%	67%
Men	-	-	-	-
Women	-	-	-	-
18 to 24 years	71%	69%	67%	60%
Men	65%	65%	61%	55%
Women	78%	73%	74%	66%
25 to 44 years	75%	69%	71%	38%
Men	71%	61%	67%	39%
Women	79%	76%	75%	38%
45 to 64 years	67%	69%	66%	38%
Men	63%	65%	63%	35%
Women	72%	73%	69%	42%
65 years or older	57%	64%	57%	40%
Men	49%	62%	55%	30%
Women	63%	65%	59%	48%
Region				
Atlantic	64%	66%	63%	36%
Newfoundland and Labrador	67%	65%	64%	27%
Prince Edward Island	59%	67%	62%	32%
Nova Scotia	69%	68%	65%	42%
New Brunswick	58%	64%	61%	35%
Quebec	73%	75%	72%	48%
Ontario	69%	66%	64%	41%
West	68%	65%	68%	41%
Manitoba	63%	66%	60%	39%
Saskatchewan	67%	63%	55%	31%
Alberta	68%	65%	65%	43%
British Columbia	71%	66%	76%	43%
North	66%	62%	56%	39%
Yukon	65%	61%	69%	45%
Northwest Territories	67%	66%	60%	30%
Nunavut	-	-	-	-
Education				
Less than secondary	63%	63%	57%	52%
Secondary	67%	65%	63%	44%
College	74%	69%	69%	44%
University	70%	71%	71%	38%
Household income				
< \$20,000	69%	66%	55%	60%
\$20,000 - \$29,999	74%	68%	65%	56%
\$30,000 - \$39,999	65%	67%	68%	47%
\$40,000 - \$59,999	72%	70%	72%	43%
\$60,000 - \$79,999	70%	70%	69%	40%
\$80,000 - \$99,999	75%	70%	65%	38%
≥ \$100,000	68%	71%	69%	33%
Community size				
< 30,000 residents	63%	63%	62%	31%
30,000 to 499,999	69%	67%	68%	38%
500,000 to 999,999	71%	72%	67%	42%
≥1 million residents	71%	69%	67%	48%

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	% indicating that a supportive physical environment or infrastructure is quite or very important			
	Affordable facilities, services, and programs	Access to safe streets and other public places	Access to paths, trails, and green spaces	Convenient public transportation
Type of neighbourhood				
Rural	67%	64%	64%	38%
Suburban	71%	70%	70%	45%
Urban	72%	71%	69%	42%
Downtown	65%	65%	61%	48%
Marital status				
Married or living with a partner	69%	69%	67%	36%
Widowed, divorced, separated	67%	70%	66%	44%
Single, never married	73%	66%	68%	57%
Employment status				
Full-time	73%	69%	70%	43%
Part-time	75%	74%	71%	51%
Student	75%	67%	69%	30%
Home-maker	-	-	-	-
Unemployed (for any reason)	66%	68%	62%	45%
Retired	57%	63%	58%	37%
Sport participation				
Participant	76%	72%	72%	46%
Non-participant	66%	66%	64%	41%
Activity level				
Inactive	69%	65%	63%	46%
Somewhat active	68%	61%	62%	38%
Moderately active	70%	71%	69%	39%
Active	71%	73%	72%	45%

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Bulletin 10: Services and supports to increase participation (cont'd)



2011-2012 Sport Monitor, CFLRI

	% indicating that a supportive social environment is quite or very important		
	Affordable childcare services	Affordable services to link you up with other people to participate with	Specific instruction or coaching in different activities
Total, 15 years and older	43%	38%	37%
Men	39%	35%	33%
Women	46%	41%	41%
Age and sex			
15 to 17 years	-	64%	54%
Men	-	-	-
Women	-	-	-
18 to 24 years	46%	45%	45%
Men	41%	44%	38%
Women	53%	47%	53%
25 to 44 years	53%	38%	39%
Men	48%	36%	36%
Women	57%	40%	43%
45 to 64 years	33%	35%	36%
Men	31%	32%	33%
Women	34%	38%	39%
65 years or older	25%	31%	24%
Men	20%	24%	17%
Women	28%	36%	29%
Region			
Atlantic	43%	37%	29%
Newfoundland and Labrador	45%	36%	26%
Prince Edward Island	42%	36%	27%
Nova Scotia	41%	36%	33%
New Brunswick	45%	39%	27%
Quebec	48%	40%	45%
Ontario	43%	39%	36%
West	39%	36%	34%
Manitoba	34%	34%	25%
Saskatchewan	41%	31%	34%
Alberta	37%	39%	35%
British Columbia	42%	35%	36%
North	47%	44%	42%
Yukon	38%	38%	39%
Northwest Territories	50%	42%	32%
Nunavut	-	-	-
Education			
Less than secondary	52%	50%	38%
Secondary	41%	40%	37%
College	44%	38%	39%
University	41%	33%	35%
Household income			
< \$20,000	44%	47%	29%
\$20,000 - \$29,999	53%	55%	39%
\$30,000 - \$39,999	41%	39%	37%
\$40,000 - \$59,999	45%	40%	36%
\$60,000 - \$79,999	46%	40%	40%
\$80,000 - \$99,999	46%	33%	35%
≥ \$100,000	39%	32%	37%
Community size			
< 30,000 residents	40%	38%	31%
30,000 to 499,999	40%	37%	34%
500,000 to 999,999	38%	29%	36%
≥1 million residents	43%	39%	42%

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	% indicating that a supportive social environment is quite or very important		
	Affordable childcare services	Affordable services to link you up with other people to participate with	Specific instruction or coaching in different activities
Type of neighbourhood			
Rural	41%	37%	35%
Suburban	40%	35%	38%
Urban	46%	41%	39%
Downtown	44%	39%	33%
Marital status			
Married or living with a partner	44%	35%	36%
Widowed, divorced, separated	34%	38%	29%
Single, never married	43%	45%	44%
Employment status			
Full-time	45%	39%	40%
Part-time	49%	44%	43%
Student	68%	46%	42%
Home-maker	-	-	-
Unemployed (for any reason)	40%	40%	37%
Retired	24%	30%	24%
Sport participation			
Participant	48%	43%	44%
Non-participant	40%	35%	34%
Activity level			
Inactive	44%	39%	36%
Somewhat active	41%	34%	31%
Moderately active	42%	40%	42%
Active	44%	38%	39%

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