

**Bulletin 13: Valuing Sport in Canada**


2011-2012 Sport Monitor, CFLRI

	Importance of sport:					
	Personally		To overall health and well-being		To family life	
	Not very or at all important	Very important	Not very or at all important	Very important	Not very or at all important	Very important
<b>Total, 15 years and older</b>	18%	59%	14%	69%	26%	51%
Men	14%	65%	10%	73%	26%	47%
Women	23%	54%	18%	66%	25%	55%
<b>Age and sex</b>						
15 to 17 years	-	77%	-	86%	-	56%
Men	-	-	-	-	-	-
Women	-	78%	-	83%	-	-
18 to 24 years	14%	68%	-	76%	28%	50%
Men	-	69%	-	75%	30%	46%
Women	-	67%	-	77%	-	56%
25 to 44 years	13%	62%	12%	70%	21%	54%
Men	10%	67%	8%	74%	24%	48%
Women	17%	58%	16%	67%	19%	59%
45 to 64 years	21%	55%	16%	68%	27%	50%
Men	15%	63%	12%	71%	24%	47%
Women	26%	48%	21%	65%	30%	53%
65 years or older	32%	47%	23%	61%	34%	46%
Men	25%	56%	18%	68%	33%	42%
Women	38%	40%	27%	56%	34%	49%
<b>Region</b>						
Atlantic	25%	53%	20%	63%	28%	46%
Newfoundland and Labrador	28%	50%	24%	56%	30%	47%
Prince Edward Island	21%	55%	15%	58%	33%	43%
Nova Scotia	28%	53%	21%	64%	27%	46%
New Brunswick	21%	56%	17%	66%	29%	45%
Quebec	9%	73%	-	86%	17%	59%
Ontario	21%	53%	17%	64%	28%	49%
West	21%	56%	18%	65%	29%	49%
Manitoba	22%	53%	16%	64%	27%	47%
Saskatchewan	22%	54%	17%	62%	23%	54%
Alberta	22%	48%	20%	60%	35%	42%
British Columbia	20%	63%	17%	69%	27%	53%
North	16%	59%	13%	68%	26%	53%
Yukon	21%	60%	15%	65%	34%	45%
Northwest Territories	15%	65%	-	70%	22%	54%
Nunavut	-	-	-	-	-	-
<b>Education</b>						
Less than secondary	25%	52%	16%	63%	30%	50%
Secondary	20%	56%	12%	70%	25%	50%
College	17%	59%	15%	69%	25%	52%
University	17%	63%	15%	71%	26%	51%
<b>Household income</b>						
< \$20,000	24%	54%	16%	63%	35%	48%
\$20,000 - \$29,999	19%	57%	14%	67%	21%	58%
\$30,000 - \$39,999	22%	52%	18%	65%	29%	48%
\$40,000 - \$59,999	22%	56%	14%	69%	23%	49%
\$60,000 - \$79,999	19%	58%	16%	68%	26%	51%
\$80,000 - \$99,999	15%	59%	12%	73%	19%	50%
≥ \$100,000	14%	64%	12%	74%	23%	53%
<b>Community size</b>						
< 30,000 residents	22%	54%	16%	67%	28%	51%
30,000 to 499,999	21%	56%	17%	66%	26%	48%
500,000 to 999,999	16%	57%	13%	73%	22%	55%
≥1 million residents	15%	64%	12%	74%	26%	53%

- data not available due to insufficient sample in cell.

**Bulletin 13: Valuing Sport in Canada (cont'd)**


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	Importance of sport:					
	Personally		To overall health and well-being		To family life	
	Not very or at all important	Very important	Not very or at all important	Very important	Not very or at all important	Very important
<b>Type of neighbourhood</b>						
Rural	20%	56%	15%	69%	25%	52%
Suburban	18%	60%	16%	68%	27%	50%
Urban	16%	60%	12%	74%	24%	52%
Downtown	26%	58%	15%	61%	30%	45%
<b>Marital status</b>						
Married or living with a partner	18%	58%	15%	69%	22%	54%
Widowed, divorced, separated	29%	51%	21%	65%	32%	49%
Single, never married	14%	65%	9%	74%	32%	44%
<b>Employment status</b>						
Full-time	14%	64%	12%	72%	23%	53%
Part-time	13%	60%	11%	70%	22%	52%
Student	25%	47%	20%	69%	-	65%
Home-maker	-	-	-	-	-	-
Unemployed (for any reason)	21%	57%	16%	68%	30%	39%
Retired	30%	49%	22%	61%	33%	48%
<b>Sport participation</b>						
Participant	4%	84%	3%	89%	15%	65%
Non-participant	26%	46%	20%	59%	31%	44%
<b>Activity level</b>						
Inactive	21%	56%	16%	65%	28%	50%
Somewhat active	20%	50%	15%	64%	30%	44%
Moderately active	19%	56%	14%	69%	24%	50%
Active	15%	68%	12%	76%	22%	56%

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**Bulletin 13: Valuing Sport in Canada (cont'd)**


2011-2012 Sport Monitor, CFLRI

	Importance of sport:					
	To social life		For feeling like part of the community		For building transferable skills or character	
	Not very or at all important	Very important	Not very or at all important	Very important	Not very or at all important	Very important
<b>Total, 15 years and older</b>	31%	40%	41%	33%	25%	53%
Men	28%	43%	39%	33%	24%	54%
Women	35%	37%	44%	33%	26%	52%
<b>Age and sex</b>						
15 to 17 years	-	62%	-	51%	-	70%
Men	-	-	-	-	-	-
Women	-	-	-	-	-	-
18 to 24 years	17%	49%	36%	37%	-	63%
Men	-	52%	30%	34%	-	65%
Women	-	44%	42%	41%	-	60%
25 to 44 years	31%	36%	43%	28%	20%	55%
Men	27%	41%	41%	30%	20%	53%
Women	35%	31%	46%	27%	20%	56%
45 to 64 years	35%	38%	44%	30%	31%	48%
Men	32%	39%	43%	30%	30%	50%
Women	38%	36%	46%	30%	33%	45%
65 years or older	39%	41%	39%	41%	35%	46%
Men	38%	38%	40%	39%	35%	45%
Women	40%	43%	38%	42%	35%	46%
<b>Region</b>						
Atlantic	38%	35%	42%	31%	25%	54%
Newfoundland and Labrador	36%	32%	47%	30%	23%	48%
Prince Edward Island	38%	34%	38%	35%	25%	51%
Nova Scotia	38%	34%	44%	31%	28%	52%
New Brunswick	38%	39%	38%	31%	22%	59%
Quebec	22%	46%	43%	30%	20%	54%
Ontario	33%	40%	38%	36%	27%	52%
West	35%	35%	43%	31%	26%	53%
Manitoba	33%	38%	38%	34%	25%	54%
Saskatchewan	29%	40%	35%	35%	20%	55%
Alberta	40%	35%	48%	31%	25%	51%
British Columbia	33%	34%	43%	29%	29%	54%
North	26%	45%	29%	44%	23%	53%
Yukon	30%	39%	34%	36%	26%	51%
Northwest Territories	23%	43%	30%	40%	20%	61%
Nunavut	-	-	-	-	-	-
<b>Education</b>						
Less than secondary	30%	48%	37%	45%	24%	55%
Secondary	29%	45%	36%	35%	24%	52%
College	31%	37%	42%	32%	23%	56%
University	34%	36%	46%	28%	28%	51%
<b>Household income</b>						
< \$20,000	42%	37%	42%	42%	25%	57%
\$20,000 - \$29,999	25%	47%	32%	40%	18%	59%
\$30,000 - \$39,999	31%	47%	33%	40%	24%	47%
\$40,000 - \$59,999	32%	39%	42%	35%	25%	54%
\$60,000 - \$79,999	33%	39%	41%	33%	24%	53%
\$80,000 - \$99,999	32%	35%	46%	28%	26%	51%
≥ \$100,000	31%	37%	45%	29%	25%	51%
<b>Community size</b>						
< 30,000 residents	32%	41%	35%	37%	24%	55%
30,000 to 499,999	34%	39%	40%	34%	23%	51%
500,000 to 999,999	28%	37%	45%	28%	25%	48%
≥ 1 million residents	30%	41%	45%	30%	27%	54%

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<b>Type of neighbourhood</b>						
Rural	29%	41%	36%	34%	24%	55%
Suburban	32%	38%	45%	31%	26%	52%
Urban	31%	41%	41%	33%	25%	52%
Downtown	40%	33%	49%	29%	35%	46%
<b>Marital status</b>						
Married or living with a partner	33%	38%	41%	32%	26%	51%
Widowed, divorced, separated	39%	41%	43%	35%	29%	49%
Single, never married	24%	45%	40%	34%	20%	59%
<b>Employment status</b>						
Full-time	29%	41%	41%	30%	23%	54%
Part-time	25%	39%	43%	38%	18%	61%
Student	35%	43%	43%	35%	26%	57%
Home-maker	-	-	-	-	-	-
Unemployed (for any reason)	45%	29%	45%	27%	27%	48%
Retired	35%	43%	40%	40%	34%	46%
<b>Sport participation</b>						
Participant	13%	59%	26%	44%	12%	66%
Non-participant	41%	30%	49%	27%	32%	46%
<b>Activity level</b>						
Inactive	33%	37%	45%	32%	31%	48%
Somewhat active	36%	33%	48%	27%	29%	45%
Moderately active	33%	36%	42%	29%	21%	52%
Active	26%	48%	34%	39%	20%	61%

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