



FACTUM

Nearly Half of Parents Say Their Child is Playing No Sports Due to the Pandemic

Lower income households more likely to have kids out of sport

Toronto, ON, March 23rd, 2022 – As we approach the two-year anniversary of the declaration of COVID-19 as a global pandemic, Canadians have looked towards ways to “return to normal.” Many have highlighted the need for children specifically to return to a sense of normalcy, and a return to sport is no exception.

A recent study conducted by Ipsos on behalf of JumpStart investigated the impact that the pandemic has had on children and their access to sport. Nearly half (45%) of parents say their child is now playing *no sports* due to the pandemic. While this figure is striking on its own, subgroup analysis shows that some groups may be more restricted than others:

- **Lower income households** are more likely to say their child is playing no sports (56% \$40K-<60K vs. 46% <\$40K, 46% \$60K-<\$100K, 39% \$100K+)
- **Moms are more likely than dads** to say their child is playing no sports (50% women vs. 35% men)
- **Residents in Alberta** are most likely to say their child isn't playing sports (53% AB, 50% SK/MB, 47% ATL, 45% ON, 42% QC, 41% BC)



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About the Study

These are some of the findings of an Ipsos poll conducted between December 14-24, 2021, on behalf of JumpStart Charities. For this survey, a sample of 1,000 Canadians aged 18+ was interviewed online. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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