

Have you ever NOT been able to enroll your child or children in organized sports when you wanted to because it was too expensive ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base; ** very small base (under 30) ineligible for sig testing

	REGION							AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Parent of a child under the age of 18												
Unweighted Base	351	49	30	21	143	84	24	90	239	11	177	174
Weighted Base	336	50*	29**	22**	132	82*	21**	101*	213	12**	176	160
Yes	122 36%	16 31%	12 42%	7 33%	52 40%	29 36%	6 27%	34 34%	82 39%	2 17%	45 26%	77 48% J
No	211 63%	34 69%	17 58%	15 67%	78 59%	53 64%	15 73%	65 64%	130 61%	10 83%	131 74% K	80 50%
Don't know/Refused	2 1%	0 -	0 -	0 -	2 2%	0 -	0 -	2 2% H	0 -	0 -	0 -	2 1%

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Small base										
		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Parent of a child under the age of 18										
Unweighted Base	351	288	62	33	62	151	104	63	93	152
Weighted Base	336	276	58*	32*	59*	145	99*	61*	91*	142
Yes	122	99	23	15	23	55	28	34	47	28
	36%	36%	39%	47%	39%	38%	28%	55% I	51% I	20%
No	211	175	35	16	36	90	70	26	45	113
	63%	63%	61%	50%	61%	62%	70% C	43%	49%	80% GH
Don't know/Refused	2	2	0	1	0	0	1	1	0	1
	1%	1%	-	3% E	-	-	1% 1%	2%	-	1% 1%

I'm now going to read you a list of possible reasons why kids may NOT be participating in active sports and/or other recreational activities. Please tell me which one you think is the most common reason why some kids do not participate in sports or recreation?

Proportions/Mean: Columns Tested
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1001	132	97	68	380	247	77	259	444	271	470	531
Weighted Base	1001	132	97*	68*	379	247	77*	294	389	294	484	517
They're too expensive	237 24%	22 17%	26 27% E	22 32% AE	104 27% AE	36 14%	28 36% AE	61 21%	89 23%	82 28%	89 18%	148 29% J
They're too far away	17 2%	1 1%	2 2%	2 3%	5 1%	3 1%	5 6% ADE	6 2%	10 2%	2 1%	9 2%	9 2%
Kids would rather participate in sedentary or inactive activities such as watching TV, or playing video or computer games	403 40%	62 47% BCF	24 25%	20 29%	158 42% BF	124 50% BCDF	14 18%	120 41%	158 41%	114 39%	214 44% K	190 37%
Kids aren't interested in participating in these activities	81 8%	11 8%	14 14% D	4 6%	22 6%	26 10% D	5 7%	27 9%	34 9%	18 6%	49 10% K	32 6%
Parents don't have enough time	216 22%	27 20%	22 23%	16 23%	77 20%	51 21%	24 31%	75 25%	81 21%	58 20%	96 20%	120 23%
None of the above	33 3%	7 5%	5 5%	4 6%	9 2%	7 3%	2 2%	4 1%	13 3%	14 5% G	17 4%	16 3%
Don't know/Refused	13 1%	3 2% E	4 4% E	1 1%	6 1%	0 -	0 -	1 0	4 1%	6 2%	11 2% K	3 0

I'm now going to read you a list of possible reasons why kids may NOT be participating in active sports and/or other recreational activities. Please tell me which one you think is the most common reason why some kids do not participate in sports or recreation?

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(5% risk level) - A/B - C/D/E/F - G/H/I

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1001	799	201	98	214	388	291	218	273	369
Weighted Base	1001	802	198	100*	218	384	289	227	274	359
They're too expensive	237 24%	177 22%	60 30% A	37 37% EF	74 34% EF	76 20%	49 17%	70 31% I	76 28% I	61 17%
They're too far away	17 2%	9 1%	9 4% A	1 1%	8 4%	5 1%	3 1%	9 4% I	5 2%	2 0
Kids would rather participate in sedentary or inactive activities such as watching TV, or playing video or computer games	403 40%	336 42% B	67 34%	27 27%	69 31%	170 44% CD	135 47% CD	68 30%	116 42% G	166 46% G
Kids aren't interested in participating in these activities	81 8%	63 8%	18 9%	10 10%	20 9%	31 8%	20 7%	24 11%	16 6%	30 8%
Parents don't have enough time	216 22%	183 23%	33 17%	18 18%	37 17%	84 22%	75 26% D	44 19%	49 18%	89 25% H
None of the above	33 3%	24 3%	9 4%	4 4%	8 4%	13 3%	6 2%	10 5%	8 3%	8 2%
Don't know/Refused	13 1%	11 1%	3 1%	2 2%	4 2%	5 1%	2 1%	1 0	4 2%	3 1%

If you could help a child from a low-income family participate in an organized sporting activity by making a financial donation, would you ?

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		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1001	132	97	68	380	247	77	259	444	271	470	531
Weighted Base	1001	132	97*	68*	379	247	77*	294	389	294	484	517
Yes	669 67%	89 67%	61 63%	44 64%	248 65%	166 67%	61 79% BD	203 69%	258 66%	196 67%	331 68%	338 65%
No	307 31%	41 31%	32 34%	19 28%	122 32%	76 31%	16 21%	87 30%	123 32%	86 29%	144 30%	163 32%
Don't know/Refused	24 2%	2 1%	3 3%	5 8% ADEF	10 3%	5 2%	0 -	3 1%	8 2%	12 4% G	9 2%	16 3%

If you could help a child from a low-income family participate in an organized sporting activity by making a financial donation, would you ?

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	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1001	799	201	98	214	388	291	218	273	369
Weighted Base	1001	802	198	100*	218	384	289	227	274	359
Yes	669 67%	528 66%	141 71%	75 75% F	140 64%	266 69%	182 63%	160 70%	184 67%	253 70%
No	307 31%	255 32%	52 26%	21 21%	73 34% C	111 29%	98 34% C	63 28%	83 30%	101 28%
Don't know/Refused	24 2%	19 2%	5 3%	3 3%	5 2%	7 2%	9 3%	4 2%	7 3%	5 1%

Which of the following do you feel is the biggest benefit of a child having an active lifestyle ?

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Unweighted Base	1001	132	97	68	380	247	77	259	444	271	470	531
Weighted Base	1001	132	97*	68*	379	247	77*	294	389	294	484	517
Better attention span	30 3%	1 1%	5 5% A	2 3%	10 3%	11 5% A	0 -	11 4%	10 3%	8 3%	15 3%	15 3%
Overall good health and well-being	556 55% E	81 61% E	55 57%	34 50%	221 58% E	115 47%	50 65% E	163 56%	233 60% I	146 50%	243 50%	312 60% J
A healthy weight	66 7%	7 5%	7 8%	4 6%	28 7%	17 7%	3 4%	18 6%	25 6%	22 8%	36 7%	31 6%
Sociability	89 9%	12 9%	6 6%	8 12% E	41 11% E	13 5%	10 13% E	27 9%	37 10%	23 8%	43 9%	46 9%
More confidence	124 12%	13 10%	13 13%	13 19%	41 11%	38 15%	7 9%	36 12%	46 12%	41 14%	62 13%	62 12%
Self-discipline	80 8%	9 7%	6 7%	4 6%	23 6%	33 13% D	5 6% BD	20 7%	25 7%	32 11% H	46 10% K	34 7%
Saves Canadian health and social services money	33 3% D	7 5% D	1 1%	2 3%	6 2%	16 7% BD	1 2%	14 5%	9 2%	7 3%	23 5% K	10 2%
None of the above	15 2%	2 2%	3 3%	1 1%	7 2%	2 1%	0 -	3 1%	3 1%	8 3% H	9 2%	6 1%
Don't know/Refused	8 1%	1 1%	2 2%	0 -	3 1%	1 0	1 2%	1 0	1 0	5 2% H	6 1%	2 0

Which of the following do you feel is the biggest benefit of a child having an active lifestyle ?

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Weighted Base	1001	802	198	100*	218	384	289	227	274	359
Better attention span	30 3%	25 3%	4 2%	6 6% DF	3 1%	15 4%	5 2%	9 4%	4 2%	8 2%
Overall good health and well-being	556 55%	446 56%	110 55%	37 37%	117 54% C	218 57% C	180 62% C	111 49%	156 57%	208 58% G
A healthy weight	66 7%	53 7%	12 6%	3 3%	19 9%	28 7%	13 5%	14 6%	18 7%	24 7%
Sociability	89 9%	70 9%	20 10%	10 10%	23 11%	30 8%	25 9%	21 9%	22 8%	37 10%
More confidence	124 12%	104 13%	20 10%	14 14%	26 12%	46 12%	38 13%	34 15%	34 13%	44 12%
Self-discipline	80 8%	61 8%	20 10%	17 17% DEF	19 9%	27 7%	16 6%	20 9%	21 8%	28 8%
Saves Canadian health and social services money	33 3%	24 3%	9 4%	8 8% EF	7 3%	11 3%	6 2%	9 4%	13 5%	7 2%
None of the above	15 2%	13 2%	2 1%	2 2%	4 2%	5 1%	4 1%	6 3% I	3 1%	1 0
Don't know/Refused	8 1%	6 1%	2 1%	2 2% F	1 1%	5 1%	0 -	4 2%	2 1%	1 0