



Calgary



# Civic Sport Policy Review Research Report

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# Executive Summary

Environics is pleased to present this report to The City of Calgary highlighting the results from a telephone survey exploring attitudes and behaviours relating to sport and the proposed Sport for Life Policy. The findings are based on a 15-minute telephone survey with 500 adults (18 years and older) in Calgary. The survey lasted approximately 15 minutes.

## Key Findings

Sport has many meanings to Calgarians. It is most commonly associated with physical activity followed by competition and fun, hobbies and/or recreational activities.

Just over half of Calgary households claim to participate in sporting activities, with participation appearing to be higher among households with children. Participation in sports appears to be lower among seniors and residents in lower income households.

Participation is most common in soccer, swimming, golf, and ice hockey across all age groups.

Calgary residents place a high degree of importance on the attributes of City sport programs as examined in the survey, most notably on the affordability of programs as well as making it easy to find information about programs. While still being important, residents place relatively less importance on supporting programs that encourage an individual's enjoyment of sport as well as increasing understanding of the value of engaging in sport for life.

Although residents place a high degree of importance on these areas, they identify a notable gap between importance and performance in offering programs that are affordable. This gap is greatest among those with the lowest household incomes.

Although a lack of time is the most common barrier among respondents overall, affordability is the biggest barrier to participation among low income households.

The biggest perceived weakness for The City is in the provision of sports programs for seniors. Programs for children are deemed the most important and The City is rated as performing well. There is widespread support by Calgary residents to support efforts to increase participation in programs among specific groups. Most notably, those in lower income households, seniors, and persons with a disability.

About one in ten Calgarians feel they have a gap in accessing information on programs and services about sport opportunities available in Calgary. This gap appears to be greater among households with infants, households with lower incomes, and households with no participation in sport.

Overall, the findings suggest that while over half of residents participate in sport, The City must consider time as a constraint and improve affordability. There are opportunities to potentially increase participation with efforts focused on lower income households, improving locations for activities and supporting more programs targeted to specific groups. The findings indicate that residents would be supportive of these efforts.

# Introduction

## Background

Environics is pleased to present this report to The City of Calgary outlining the findings from research with Calgarians.

The City of Calgary was a leader in recognizing that a formal policy was required when considering sport and developed Calgary's Civic Sport Policy, which was adopted by Council in 2005.

Given that over 10 years has passed since the introduction of the policy, The City has undertaken an extensive consultation process with a wide range of stakeholders including government, sport organizations, education, internal City of Calgary stakeholders (i.e. Calgary Parks and Council), social services, communities of interest and facility partners. Feedback gathered from these stakeholders identified key themes and principles.

To understand the viewpoints of residents on these themes and principles, The City of Calgary engaged Environics to conduct a survey with 500 residents.

## Objectives

To collect the opinions and understand the viewpoints of residents of Calgary. The research focused on understanding:

- Current household behaviour related to sport activities (structured and unstructured);
- Attitudes and opinions about health and wellness;
- Attitudes and opinions about sport;
- Ease of access to sport opportunities;
- Barriers to accessing spaces for self-organized sport like parks, greenspaces, and sport fields;
- Diversity and inclusion considerations; and
- Demographic profile of respondents.

This report presents the findings from the telephone survey of residents.

# Methodology

Environics conducted a telephone survey with 500 adult residents of Calgary in February and March of 2017. A survey of this size will yield results which can be considered accurate to within +/- 4.4 percentage points, 19 times out of 20. Margins of error are larger for subgroups of the population.

## Questionnaire design

The questionnaire was designed by Environics in consultation with The City of Calgary. Environics reviewed the questionnaire to ensure appropriate design, and to identify any programming or analysis issues, providing suggestions and guidance on the survey instrument. The final study questionnaire is included in the Appendix. The questionnaire averaged 15 minutes to deliver.

The survey was designed to gather impressions on key themes and principles identified through stakeholder consultation as well as to assess the current understanding Calgarians have of the term “sport”. An open-ended question was asked at the beginning of the questionnaire to gauge Calgarian’s views on the meaning of sport. Subsequently, respondents were read the Statistics Canada definition of sport as a framework for the remaining questions. This ensured these results would be comparable to national data.

## Pretest

An initial pretest of 10 interviews was conducted during February and March of 2017 and audited by Environics and City staff. In consultation with The City, minor changes were made as a result of the pretest. For this reason, the pre-test interviews were *excluded* from the final sample.

## Fieldwork

Interviewing was conducted by Elemental Data Collection (EDCI) using Computer Aided Telephone Interviewing (CATI) technology. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. A minimum of ten percent of each interviewer’s work was unobtrusively monitored for quality control in accordance with the standards set out by the Marketing Research and Intelligence Association (MRIA).

Data analysts programmed the questionnaire in CATI then performed thorough testing to ensure accuracy in set-up and data collection. This validation ensured that the data entry process conformed to the survey’s basic logic. The CATI system handles sampling dialling, quotas, and questionnaire completion (skip patterns, branching, and valid ranges). The system also ensures that callbacks are conducted in a timely manner. No number is called twice in a two-hour period. Callbacks are conducted on different days of the week and at different times of the day (i.e. morning, afternoon). This system ensures all scheduled appointments are kept, maximizing the response rate and sample representativeness. Moreover, sample was cross-referenced with the most recent City of Calgary Do Not Call list to ensure those households were not contacted.



## Sampling at data weighting

The sample was designed to ensure representation from all four quadrants of The City. The design was as follows:

Quadrant	Sample of 500	Margin of error (%)
Northeast	125	+/- 8.8
Southeast	125	+/- 8.8
Southwest	125	+/- 8.8
Northwest	125	+/- 8.8
Total	500	+/-4.4

The sample included both landline (67%) and mobile (33%) coverage. Following data collection, the data were weighted by age, gender and quadrant to ensure the results were representative of The City of Calgary population.

## Quality control

The questionnaire was programmed on a state-of-the-art Computer Assisted Telephone Interviewing (CATI) system. EDCI's interviewing facilities permit the constant supervision of interviewers and unobtrusive monitoring of calls, with between 10 and 30 percent of all interviews monitored for quality control purposes. All respondents were offered the opportunity to complete the survey in their official language of choice. All research work was conducted in accordance with the standards established by federal government Public Opinion Research (POR) requirements, as well as applicable federal legislation (Personal Information Protection and Electronic Documents Act, or PIPEDA). The survey was registered with the MRIA's research registration system, which permits the public to verify a survey call, inform themselves about the industry and/or register a complaint.

## Interpretation notes

In this report, quantitative results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding. In addition, percentages for the "don't know/no answer" response category are only shown when 10% or greater on scaled questions.

Mean scores are also presented in some cases. This is the average score, calculated by summing the responses and dividing by the number of numbers.

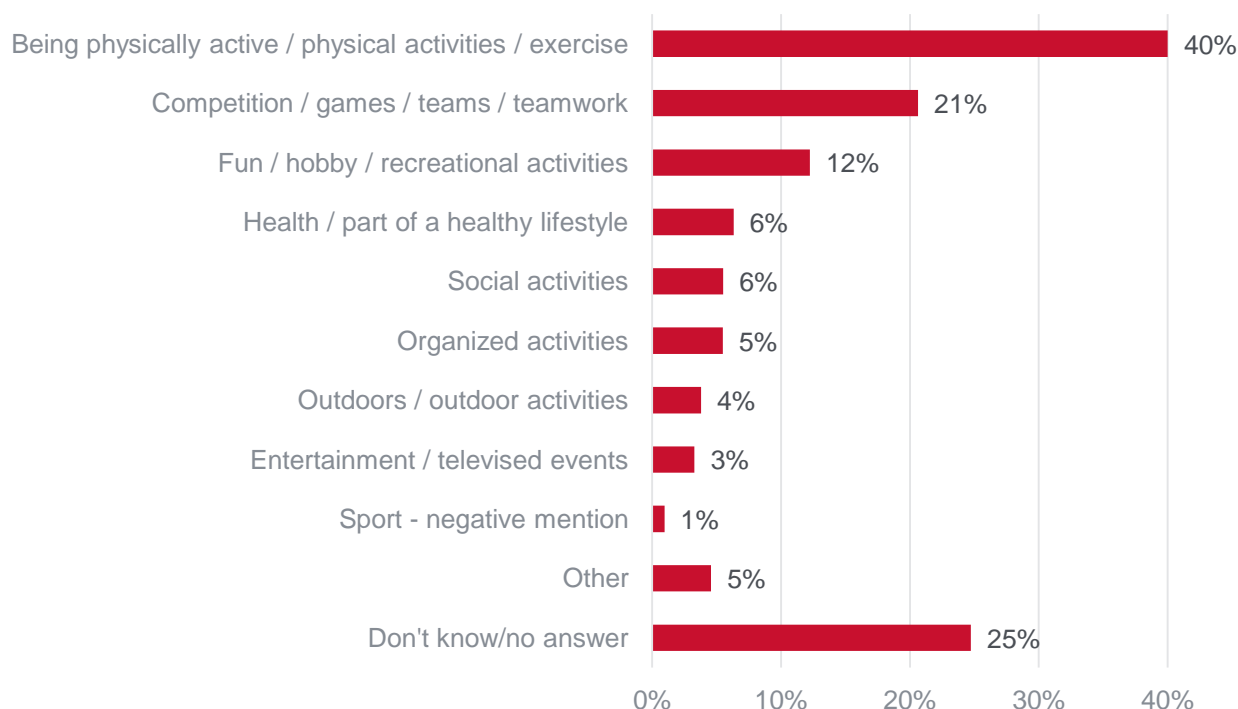
# Detailed Findings

## Meaning of Sport to Calgarians

**“Sport” means physical activities, competitions, and games to most Calgarians.**

While the concept of sport means many things to Calgarians, four in ten (40%) feel sport means being physically active, or engaging in physical activities. Sport connotes to a further two in ten (21%), engaging in competition, games, or team activities, while for one in ten (12%) it means having fun, hobbies, or taking part in recreational activities. Other meanings of sport are identified by fewer Calgarians.

### Meaning of ‘sport’ to Calgarians



Q6A. What does the word 'sport' mean to you?

Base: All respondents (n=500)

Note: Multiple responses from respondents were accepted

This open-ended question was asked at the beginning of the questionnaire to gauge residents' views on the meaning of sport. Subsequently, respondents were read the Statistics Canada definition of sport as a framework for the remaining questions.

Sport is more likely to mean being physically active or involving physical activities to Calgarians who are between 35 and 64 years of age, have children between the ages of 7 to 12, or 13 to 17 years of age in the household.

There are some differences in perception of what “sport” means by household participation. Households where multiple people participate in sport are more likely to say it means being physically active than households with no participation in activities. By contrast, households with no participants in sports are more likely to say that sport means competition than those households with multiple participants.

More/less likely for sport to mean physical activity	Percentage
Calgarians between 35 and 64 years of age	47%
Children in household between ages of seven and 12	57%
Youth in household between ages of 13 and 17	51%
Multiple household members participating in sports	51%
No household members participating in sports	30%
More/less likely for sport to mean competition	Percentage
Multiple household members participating in sports	15%
No household members participating in sports	24%
Calgarians over 65 years of age	12%

## Household participation in sports activity

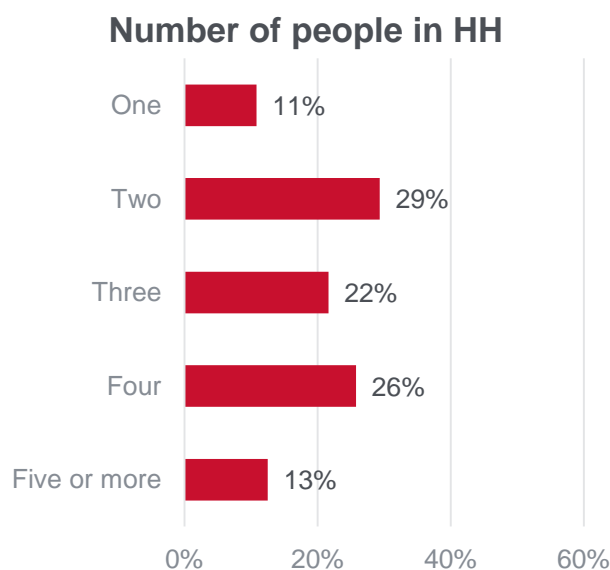
**Six in ten respondents live in households that are only adults; one in ten respondents lives alone.**

The survey included questions about household composition so that subsequent questions about sport participation could be tailored to the household.

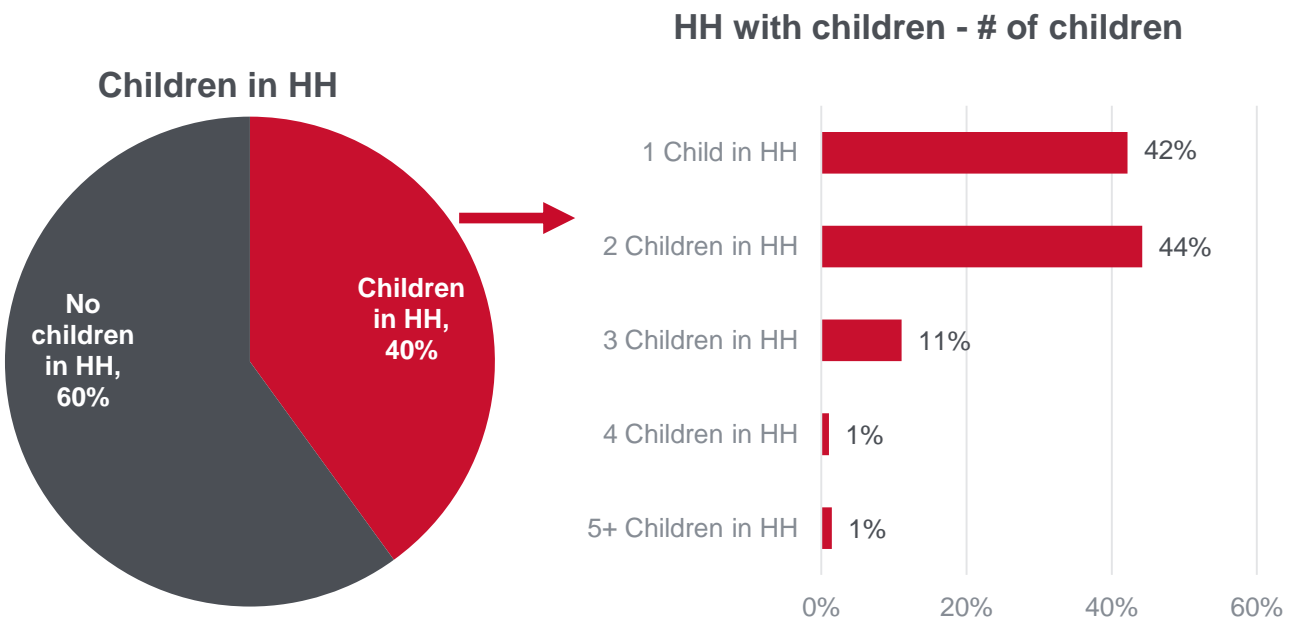
Nine in ten surveyed households have two (29%) or three or more (60%) residents. Only one in ten live alone (11%). The comparable Census figures (Statistics Canada, 2016 Calgary city/ sub-division) show over seven in ten households with two (32%) or three or more (43%) residents and about one in four (24%) with a single resident, suggesting under-representation of single family homes in this survey.

Six in ten surveyed households are adults only while four in ten households contain children. Surveyed households with children generally had one (42%) or two children (44%).

### Household (HH) composition







Q4. How many people live in your household?

Q5. For each member of your household, what age group do they fall into?

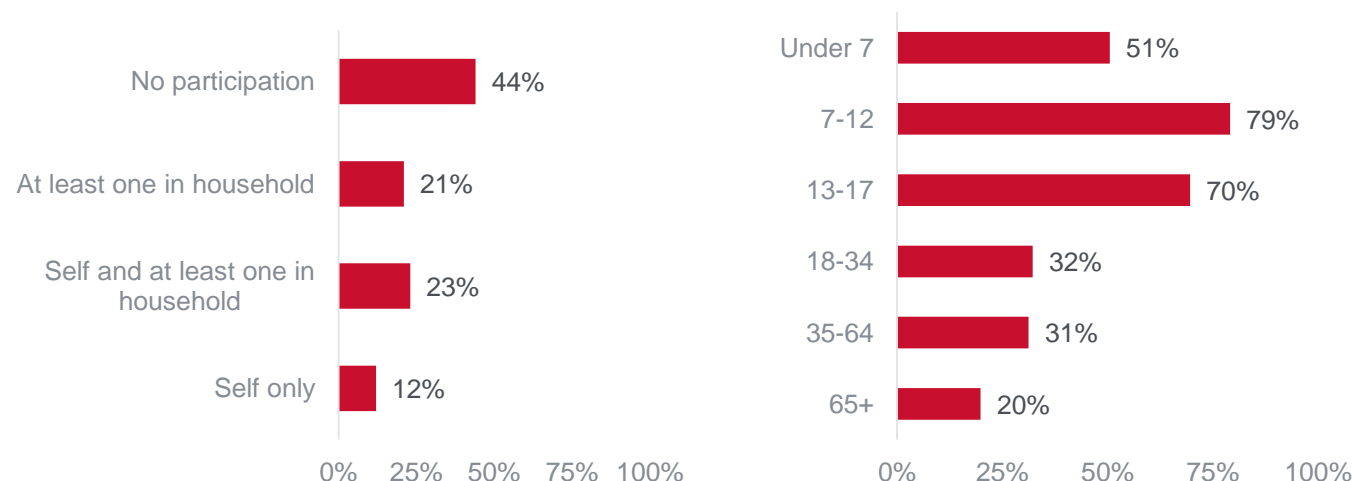
Base: All respondents (n=500)

Note: Multiple responses from respondents were accepted

## Just over half of households have at least one member participating in sports activity.

Over half of households (56%) have at least one member that regularly participates in a sports activity. Participation in at least one sports activity is highest among children and youth, with half of children under seven (51%), eight in ten children aged seven to twelve (79%), and seven in ten aged thirteen to seventeen (70%) participating. Participation in sports activities is lower in adulthood, with three in ten adults under 65 participating (32% of those 18-34 years old, and 31% of those 35-64). Adults 65 and older have lower participation rates, with two in ten (20%) participating<sup>1</sup>.

### Household participation in sports activities



Q7. Did **(household member x)** regularly participate in sports activity during the past 12 months?

Base: All respondents (n=varies)

Q9. Which sports did **(household member x)** participate in?

Base: Those who participated in sports in past 12 months (n=varies)

Education and income are also important as those with a university education (66%) and those in households with an annual income over \$120k (70-76%) are more likely to participate. Calgarians in a household with no participation in sports activity are more likely to be over 65 (69%), in an adult-only household (59%), or be retired (69%). Lack of participation is also strongly associated with household income (55% for those with household incomes under \$50,000), compared to 24% among households with incomes higher than \$150,000).

### More likely for a household member to participate in sports

### % Participating

Calgarians with a university education  
Households with income above \$120k/year

66%  
70%-76%

<sup>1</sup> The results here follow the same pattern in terms of age groups as those reported in the Sport Calgary Facility Supply & Demand report released in 2014, although the results in this survey indicate higher levels of participation at each comparable age group than the estimates from that report. One possible reason for this difference is a difference in how participation in sports was defined with the definition used in this study being slightly more inclusive (the 2014 definition also required registration with an organization and that you must be trying to learn a sport).

### More likely to have no household participation in sports

### % None Participating

Households with incomes under \$50,000	55%
Households with members over 65 years	69%
Households with only adult member	59%
Retirees	69%

### Most common sports by age group (% of age group participating in each sport)

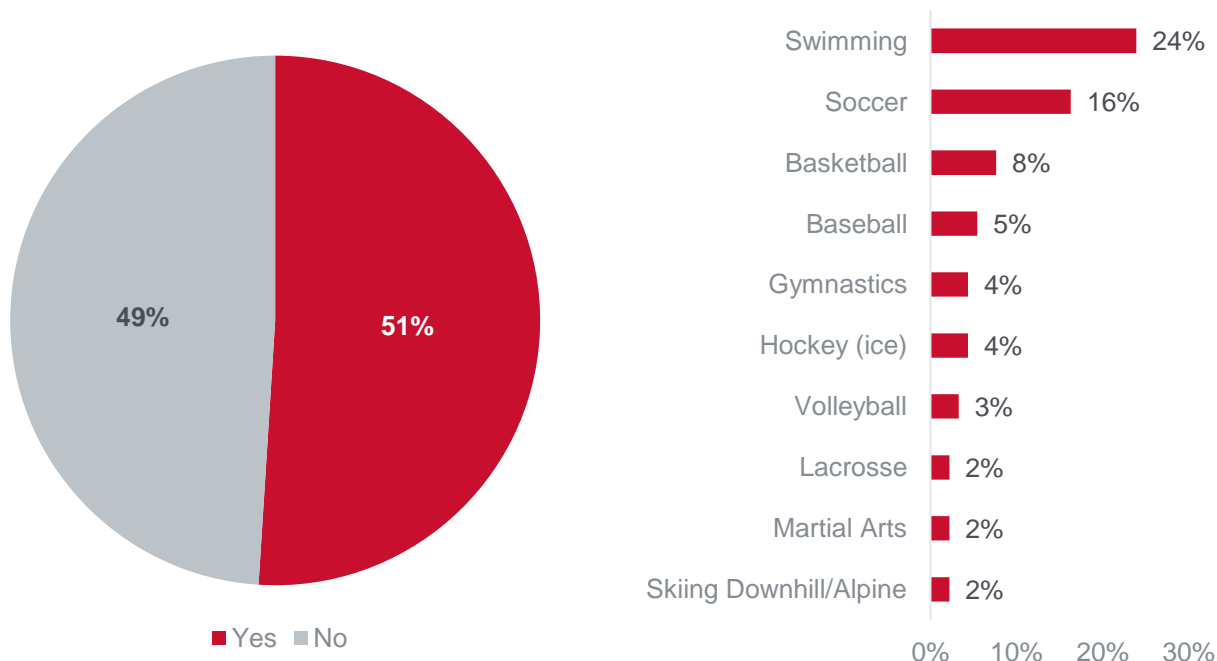
	Under 7		7-12		13-17
Swimming	24%	Soccer	33%	Ice hockey	15%
Soccer	16%	Swimming	29%	Basketball	13%
Basketball	8%	Ice hockey	20%	Swimming	11%
	18-34		35-64		65+
Soccer	8%	Ice hockey	4%	Golf	5%
Basketball	5%	Golf	4%	Swimming	3%
Ice hockey	4%	Soccer	4%	Cycling	3%

## Early childhood participation in sports activity

### Half of children engage in sports activity, most frequently swimming and soccer.

About half of children under the age of seven (51%) participate in at least one sport activity. The sports that young children most frequently engage in are swimming (24%) and soccer (16%). Other sports in early childhood are less common, but include basketball, baseball, gymnastics, and ice hockey.

### Participation of children under seven in sports activities



Q8\_2 to Q8\_4. Did **you** regularly participate in sports activity during the past 12 months?

Base: Respondents with children under the age of seven (n=68; the margin of error on 68 is +/- 12 percentage points)

Q9\_2M1 to Q9\_4M5. Which sports did you participate in?

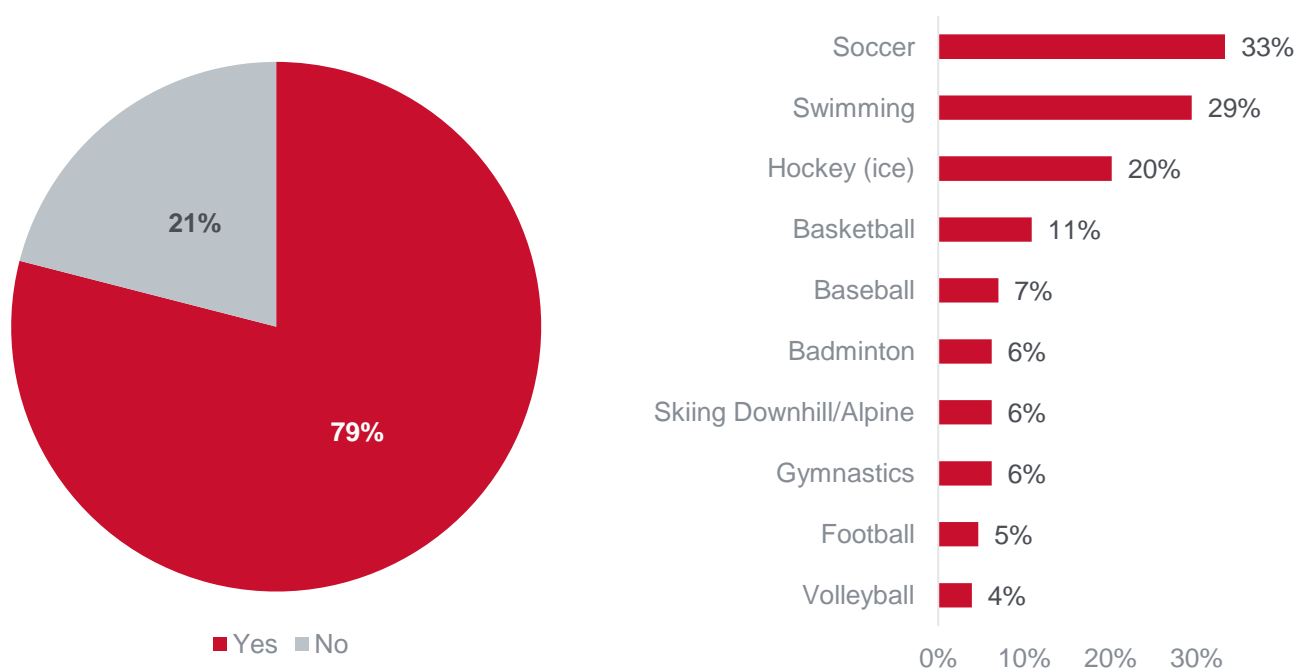
Base: Those with children under seven who participated in sports (n=36)

# School-age children participation in sports activity

**Most children engage in sports, with the most common for school-age children being soccer and swimming.**

Children aged seven to 12 participate in sport activity at a rate greater than any other age group, with eight in ten (79%) engaging in at least one activity. The most common sports for this age group, with three in ten children participating, are soccer (33%) and swimming (29%). Other common sports include ice hockey (20%) and basketball (11%). Sports that fewer children engage in include baseball, badminton, alpine skiing, gymnastics, football, and volleyball.

**Participation of children 7-12 in sports activities**



Q7 to Q8\_4. Did **(person)** regularly participate in sports activity during the past 12 months?

Base: Respondents with children aged 7-12 (n=111; the margin of error on 111 is +/- 9 percentage points)

Q9\_2. Which sports did **(person)** participate in?

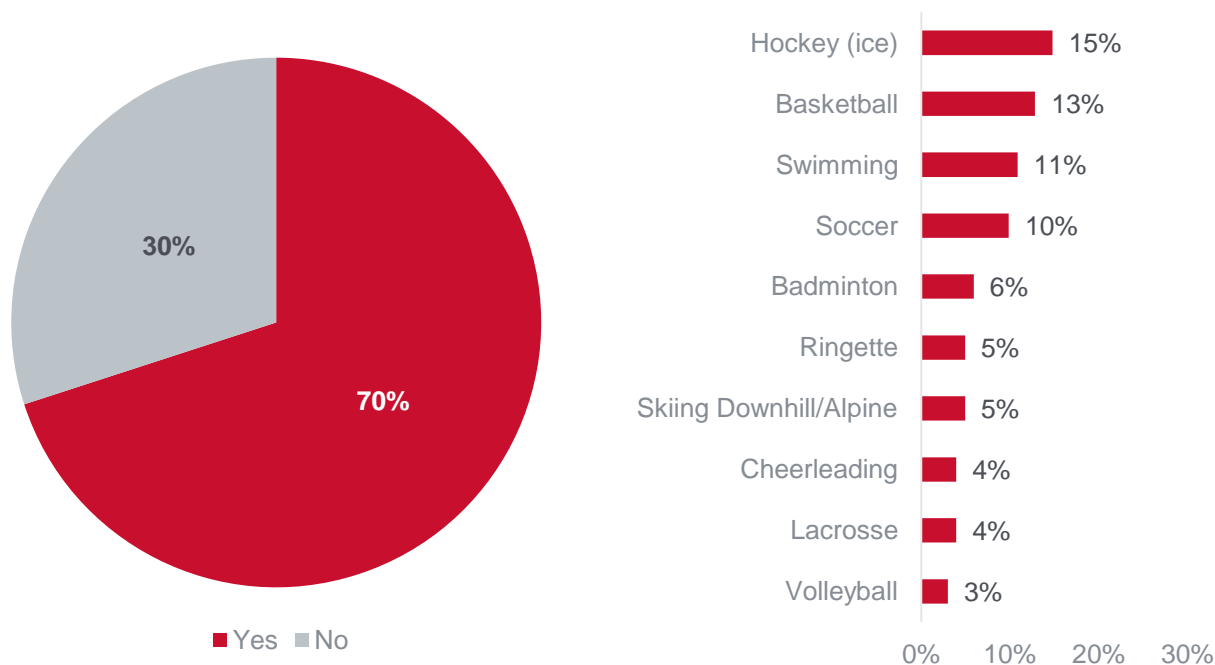
Base: Those with children aged 7-12 who participated in sports in past 12 months (n=90)

# Adolescent participation in sports activity

**Most adolescents participate in sport, with ice hockey and basketball being the most common sports.**

Participation in sport activity by adolescents (aged 13-17) is slightly lower than among younger children, but is still relatively high, with seven in ten teenagers (70%) taking part in at least one sport activity. The most common sports in this age group, in which at least one in ten engage in, are ice hockey (15%), basketball (13%), swimming (11%), and soccer (10%).

## Adolescent (13-17) participation in sports activities



Q8\_3. Did **(Person)** regularly participate in sports activity during the past 12 months?

Base: Adults with (n=86)

Q9\_3. Which sports did **(Person)** participate in?

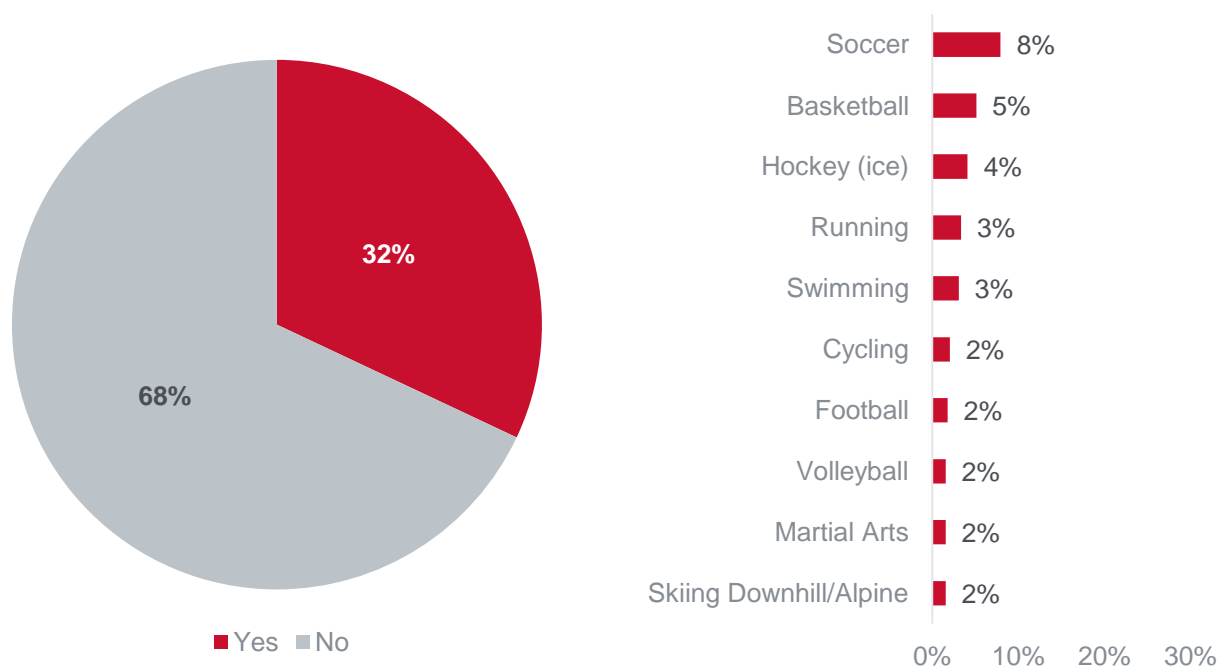
Base: Adults with adolescents aged 13-17 who participated in sports in past 12 months (n=59; the margin of error on 59 is +/- 13 percentage points)

# Participation by young adults in sports activity

**A third of young adults participate in sports activity, most frequently soccer and basketball.**

Participation in sport activities is lower in young adulthood (18-34) than in adolescence, with three in ten (32%) taking part in at least one sport. The most commonly reported sport activities include soccer (8%), basketball (5%), and ice hockey (4%). A range of other sports followed closely, including running, swimming, cycling, football, volleyball, martial arts, and alpine skiing.

**Young adult (18-34) participation in sports activities**



Q8\_4. Did **(Person)** regularly participate in sports activity during the past 12 months?

Base: Respondents 18-34 years old (n=229)

Q9\_4. Which sports did **(Person)** participate in?

Base: Those who participated in sports in past 12 months and are 18-34 years old (n=87; the margin of error on 87 is +/- 11 percentage points)

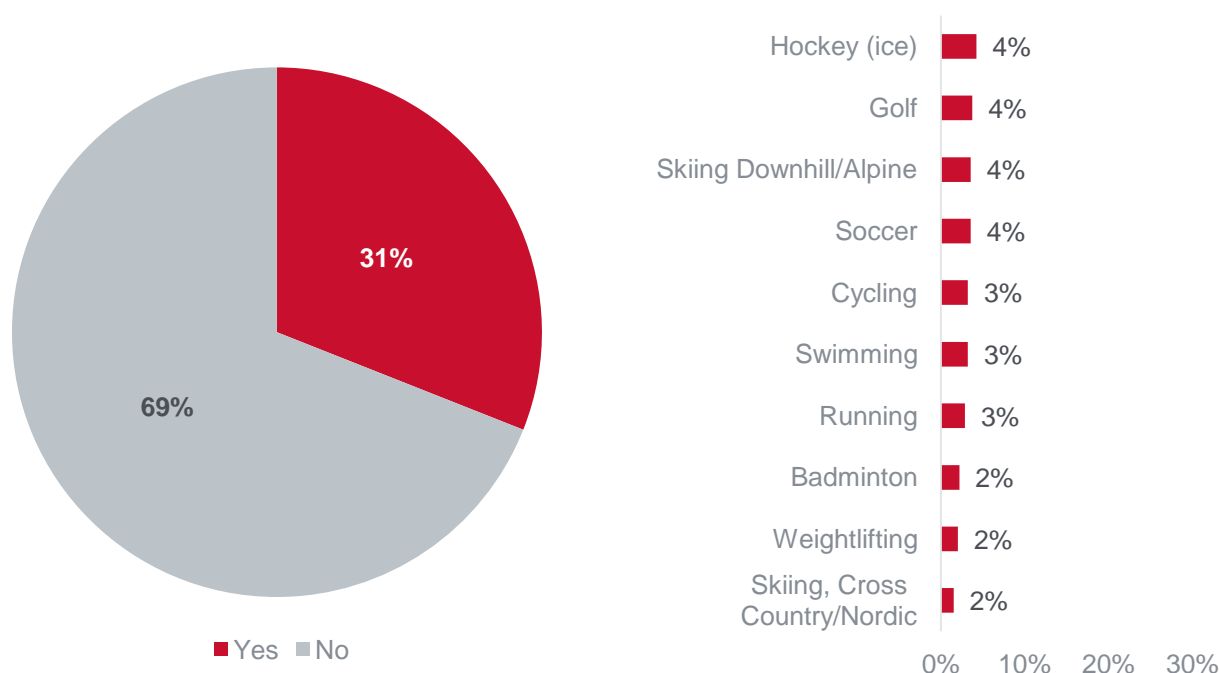


# Participation of middle age adults in sports activity

**One third take part in sport, with a variety of activities mentioned.**

A similar proportion of adults in middle age (35 to 64 years of age) participate in sport as do adolescents, with three in ten (31%) taking part in at least one sport. While fewer than one in ten engage in any particular sport, a wide range of activities were mentioned by similar proportions of adults including ice hockey (4%), golf (4%), alpine skiing (4%) and soccer (4%). Other sports mentioned were cycling, swimming, running, badminton, weightlifting, and cross-country skiing.

**Participation by middle-age adults (35-64) in sports activities**



Q8\_4. Did **(Person)** regularly participate in sports activity during the past 12 months?

Base: Respondents 35-64 years old (n=633)

Q9\_4. Which sports did **(Person)** participate in?

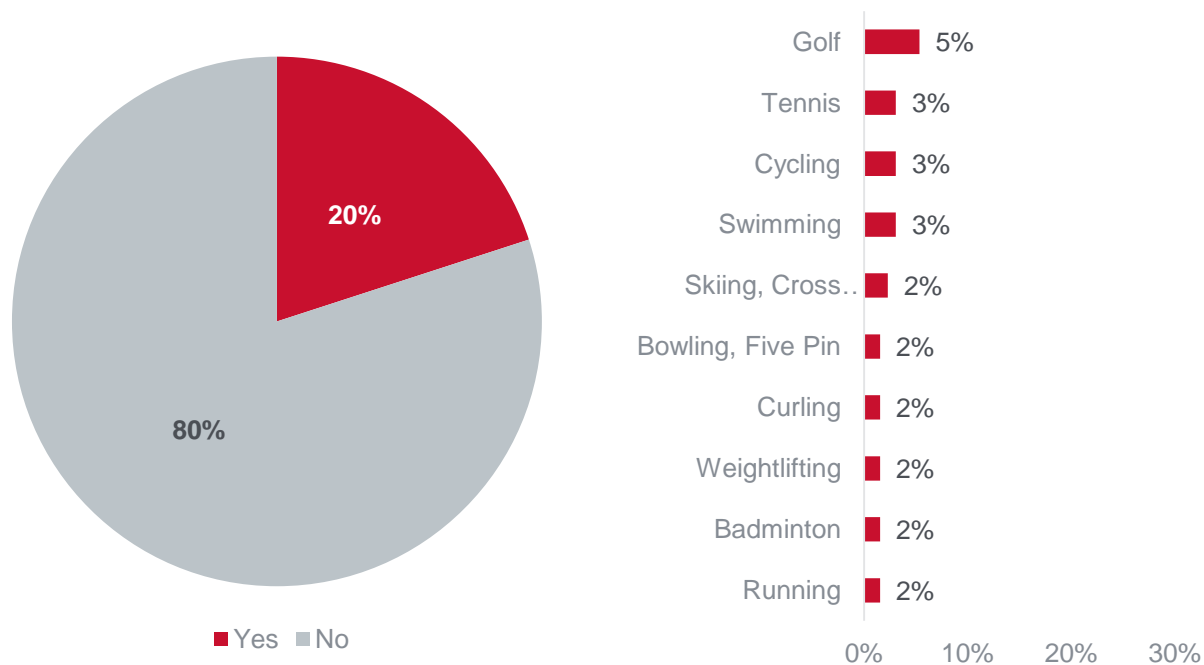
Base: Those who participated in sports in past 12 months and are 35-64 years old (n=199; the margin of error on 199 is +/- 7 percentage points)

# Participation by older adults in sports activity

## Two in ten older adults participate in sport activity.

Older adults (65 and older) participate in sport activities at a lower rate than any other age group, with only two in ten (20%) participating. While fewer than one in ten engage in any particular sport, a wide range of activities were mentioned by similar proportions of adults including golf (5%), tennis (3%), cycling (3%), and swimming (3%). Other sport activities frequently engaged in include cross-country skiing, five-pin bowling, curling, weightlifting, badminton, and running.

Older adult (65+) participation in sports activities



Q8\_4. Did **(Person)** regularly participate in sports activity during the past 12 months?

Base: Respondents over 65 years old (n=217)

Q9\_4. Which sports did **(Person)** participate in?

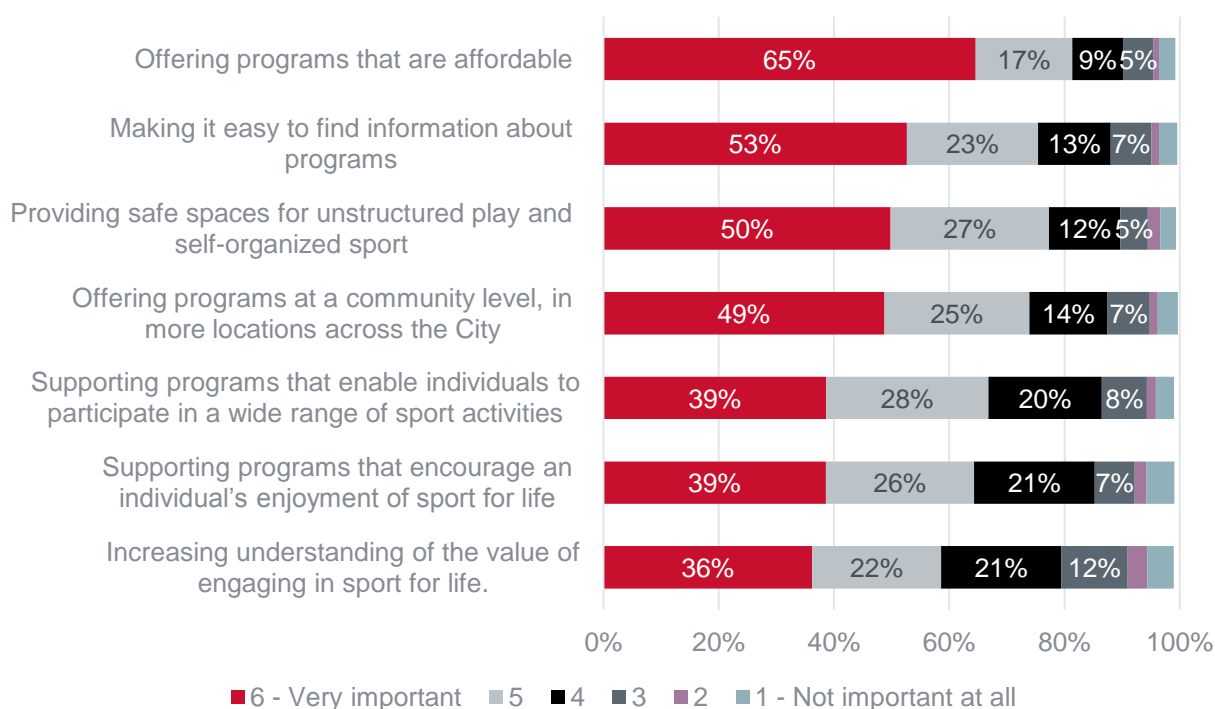
Base: Those who participated in sports in past 12 months and are over 65 years old (n=44; the margin of error on 44 is +/- 15 percentage points)

# Important attributes of City sports programs

## Affordability of City sport programs ranked most important by respondents.

A strong majority of Calgarians (65%) considers it very important that affordable sports programs are offered by The City. A majority of Calgarians also agree that it is very important that The City makes it easy to find information about programs and spaces (53%), and provides safe spaces for unstructured play and self-organized sport (50%). Almost half (49%) consider it very important that programs are offered at a community level in more locations across The City, while somewhat fewer consider supporting programs that enable individuals to participate in a wide range of sports activities (39%), supporting programs that encourage enjoyment of sport for life (39%), and increasing understanding of the value of engaging in sport for life very important (36%).

### Importance of City sports program attributes



Q12. For each of the following, I'd like to know how important it is to you that The City of Calgary offers sports programs with the following in mind: Please use a scale where "6" means very important, and "1" means not important at all.

Base: All respondents (n=500)

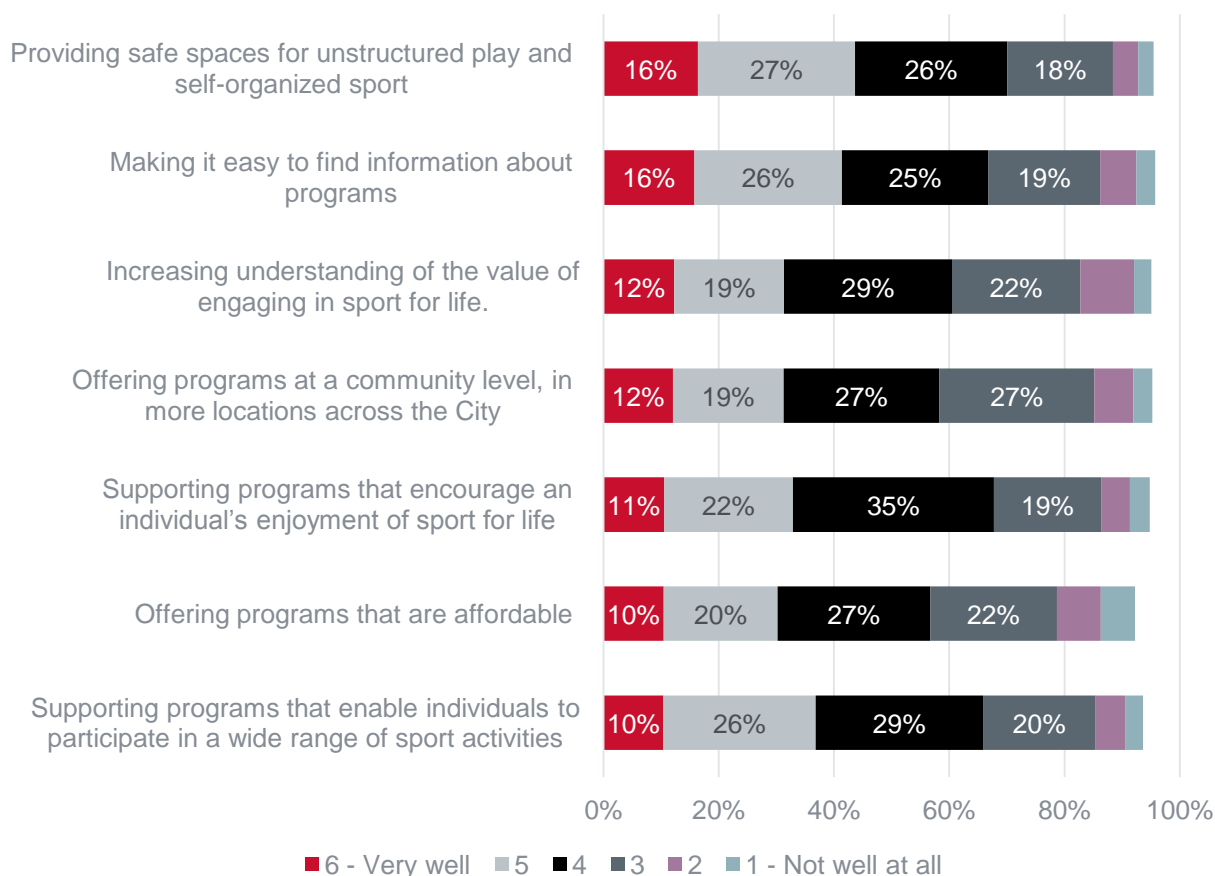
Groups that are more likely to consider most statements very important include women, Calgarians between the ages of 35 and 64, those with children between two and 12 years of age, and Calgary households that participate in sport.

# Performance of City-delivered sports programs

**Fewer than two in ten Calgary residents believe The City performs very well on attributes of its sports programs.**

While many Calgarians believe these attributes are very important, fewer describe The City as performing very well on them (although residents may not know which programs are City operated and which are partner operated). The City performs best on providing safe spaces for unstructured play and self-organized sport, and making it easy to find information about program and spaces: two in ten (16%) describe The City as performing very well (the highest score). About one in ten believe The City performs very well on increasing understanding of the value of engaging in sport for life (12%), offering programs at a community level at more locations across The City (12%), supporting programs that encourage enjoyment of sport for life (11%), offering programs that are affordable (10%), and supporting programs to enable individuals to participate in a wide range of sport activities (10%).

## Performance of City on sports program attributes



Q13. How well is The City performing on each of the following. Please use a scale where “6” means very well and “1” means not well at all. Base: All respondents (n=500)

There were few patterns of demographic differences, with most Calgarians rating City performance on these measures similarly.

# Analysis of attributes of City sports programs

The scatterplot charts on pages 20 and 23 graphically demonstrate the difference between stated performance and importance for the tested sports program attributes. The purpose of this analysis is to identify attributes that are relative strengths of The City, and attributes that have potential for improvement. The mean rating of each attribute is normalized and plotted with importance on the horizontal axis, and performance on the vertical axis.

Attributes with a higher than average importance and higher than average performance are located in the top right quadrant, attributes with a higher than average importance, but worse performance than average are in the bottom right. On the left side of the chart, attributes with lower importance than average are plotted, with attributes with better performance in the top left quadrant, and attributes with worse performance than average in the bottom left quadrant.

The quadrants can be assessed as follows:

<b>Secondary Strengths</b> <ul style="list-style-type: none"><li>• Lower importance and higher performance.</li><li>• Less critically perceived areas of importance</li></ul>	<b>Primary Strengths</b> <ul style="list-style-type: none"><li>• Higher importance and higher performance.</li><li>• Areas viewed as main strengths and critical to citizens' assessment of The City's performance.</li></ul>
<b>Secondary Improvements</b> <ul style="list-style-type: none"><li>• Lower importance and lower performance.</li><li>• Factors perceived as needing improvements but less of a priority</li></ul>	<b>Primary Improvements</b> <ul style="list-style-type: none"><li>• Higher importance and lower performance.</li><li>• Factors perceived as requiring improvement and should be considered as the primary focus of future efforts.</li></ul>

Note that the average performance score is lower than the average importance score.

**The primary area of improvement for attributes of City sports programs is affordability while providing safe spaces for unstructured play is seen as a primary strength.**

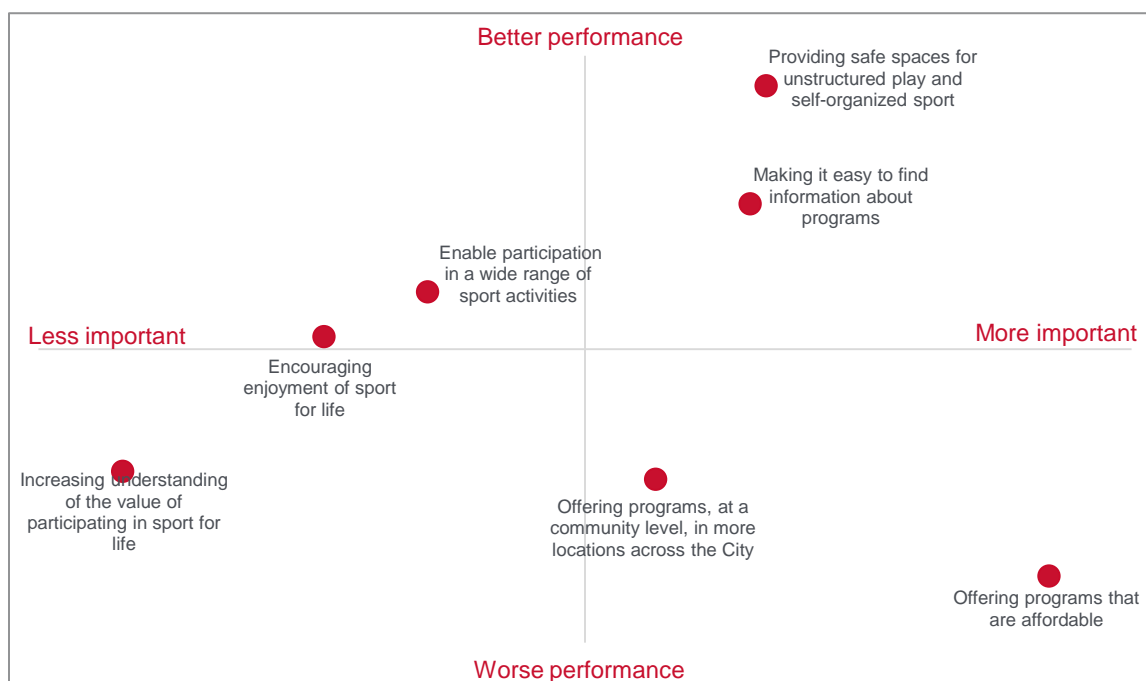
The primary strengths Calgarians see The City providing with its sports programs are safe spaces for unstructured play, and making it easy to find information. Both these attributes have above-average importance to Calgarians, while The City is seen as performing better at providing safe spaces for unstructured play.

Two attributes were rated as important by Calgarians, but with a lower than average performance, providing opportunity for improvement by The City. While offering affordable programs is the most important attribute to Calgarians, The City's performance has the most room to improve of all the attributes measured. The other attribute, providing programs at a community level in more locations, is roughly of average importance, but is seen to be an area that The City can improve on as well.

Secondary strengths for sports programs offered by The City include enabling participation in a range of sport activities, and encouraging enjoyment of sport for life. Both these attributes have a less than average importance to Calgarians, but The City's performance is seen as being in line with the overall average of attributes.

While The City has room to improve on increasing understanding of the value of participating in sport for life, the attribute is rated as least important by Calgarians.

**Mean rating: Importance and performance of City on sports program attributes**



Q12. For each of the following, I'd like to know how important it is to you that The City of Calgary offers sports programs with the following in mind: Please use a scale where "6" means very important, and "1" means not important at all.

Q13. How well is The City performing on each of the following. Please use a scale where "6" means very well and "1" means not well at all. Base: All respondents (n=500)



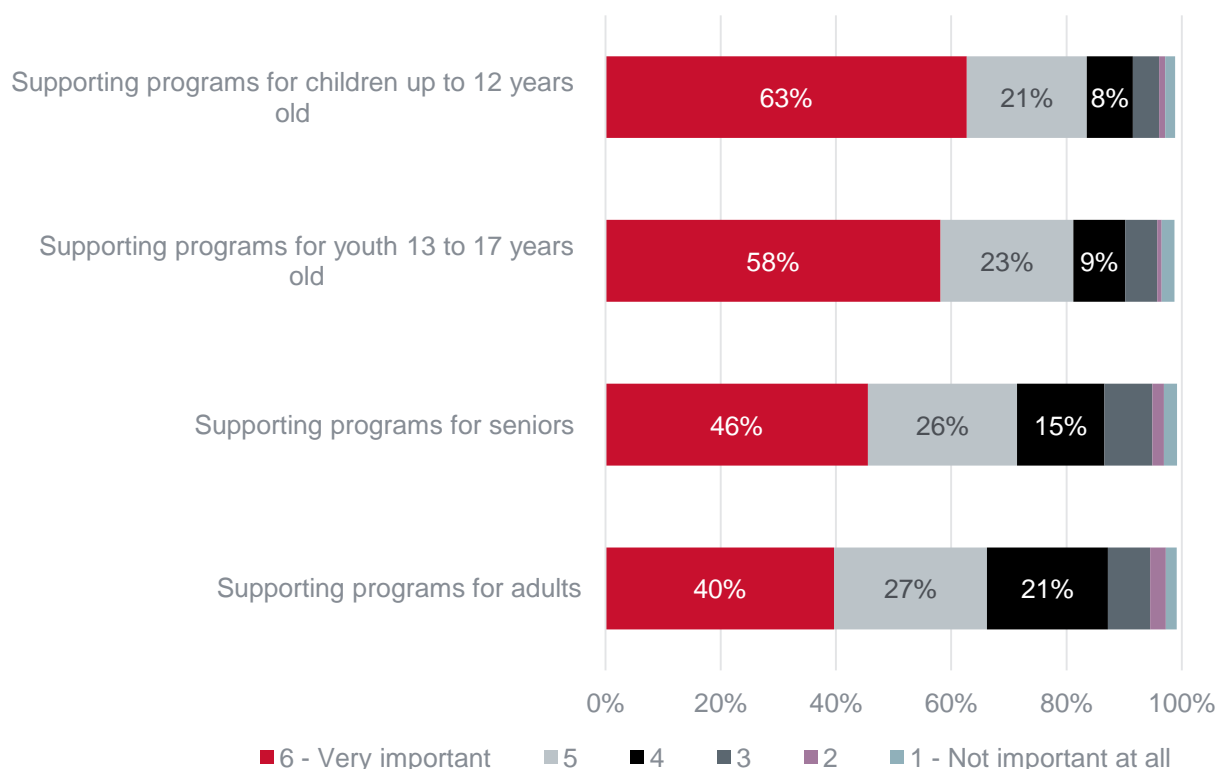
Lower income individuals are more likely to perceive a gap in affordability than higher income individuals with Calgarians with household incomes under \$50,000 giving an average importance score of 5.5, but rating the performance only 3.4. Meanwhile, households with youth and children perceive a larger gap in The City's performance in offering safe places for unstructured play compared to adult-only households.

## Important audiences for City sports programs

**Most Calgary residents believe it is very important for The City to offer sports programs supporting children and youth.**

A majority of Calgarians believe it is very important that The City supports sports programs intended for children up to 12 years old (63%) and for youth 13 to 17 years old (58%). A further four in ten or more consider it very important that The City supports programs for seniors (46%) and adults (40%).

### Importance of sports programs for target audiences



Q14. For each of the following, I'd like to know how important it is to you that The City of Calgary offers sports programs with the following in mind. Please use a scale where "6" means very important, and "1" means not important at all.

Base: All respondents (n=500)

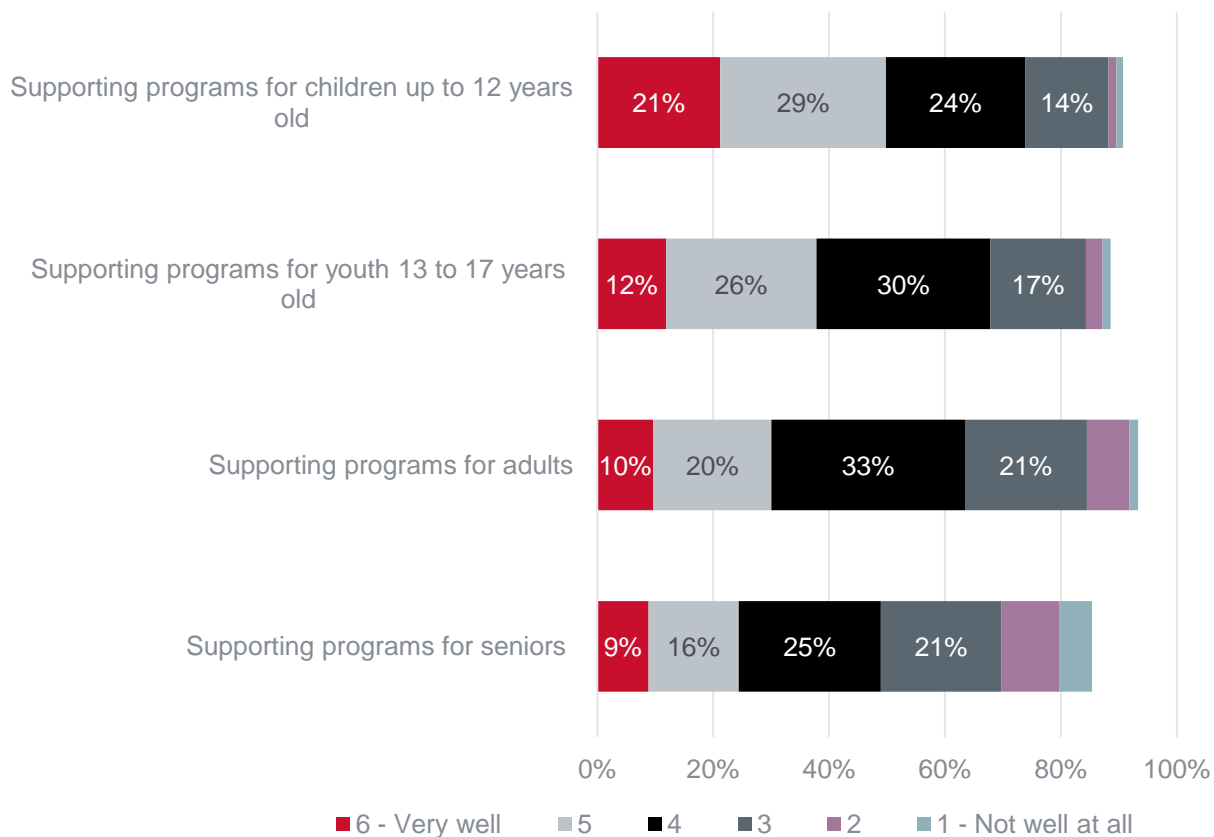
Groups that are more likely to consider it important that sports programs are offered to support specific groups include Calgarians who are under 65 years of age, women, or in households with children.

# Performance of sports programs for target audiences

**Only two in ten think The City supports sports programs for children very well.**

Residents are most positive about The City's performance supporting programs for children up to 12 years old. One half of Calgarians (50%) rate The City performing well (5 or 6 on a scale from 1-6) for supporting programs for children up to 12 years old, as do four in ten (38%) for programs for youth. Meanwhile, three in ten (30%) say the same for programs for adults, and one quarter (25%) for seniors.

## Performance of sports programs for target audiences



Q15. How well is The City performing on each of the following. Please use a scale where "6" means very well and "1" means not well at all:

Base: All respondents (n=500)

Those with children under 13 are more likely to agree The City performs well on supporting programs for children and youth.

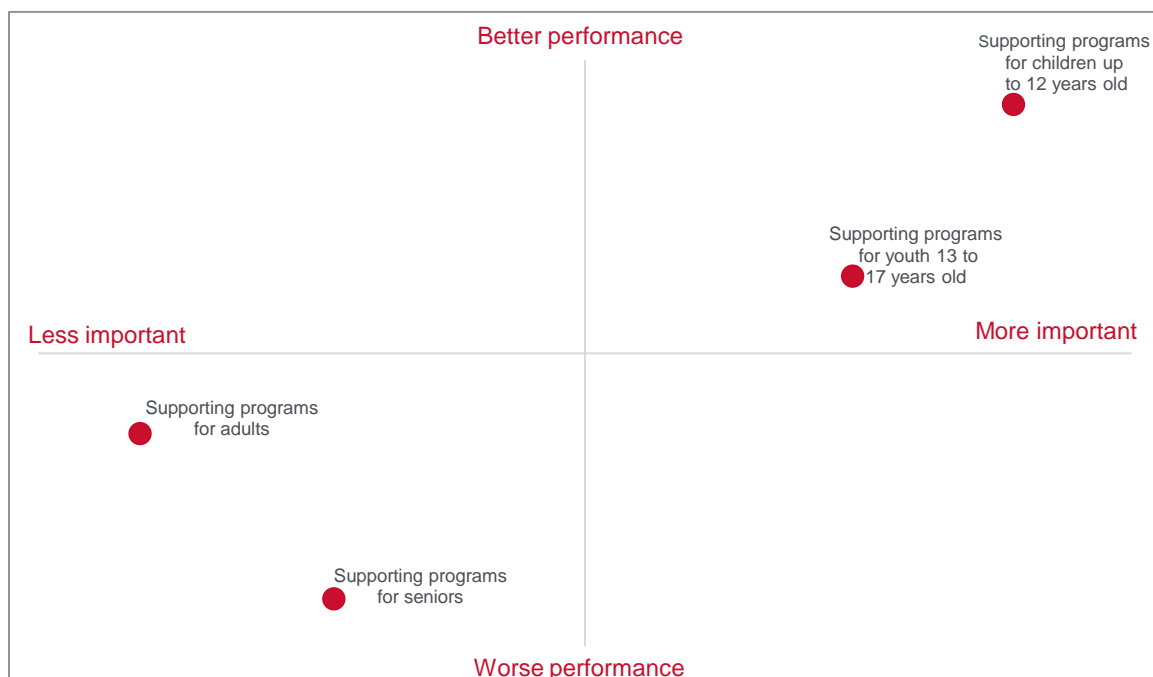
# Analysis of City sports program audiences

## Largest performance gap in supporting programs for seniors and youth.

The following chart shows the difference between stated performance and importance for The City's support of sports programs for different age groups.

The primary strength of The City's performance is supporting sport programs for children and for youth. Calgarians rate both the importance of supporting programs for children, and The City's performance very highly. While The City's support for programs targeting seniors is not seen by respondents to be quite as vital as children's programs, Calgarians believe that The City has significant room to improve on its performance supporting seniors. Supporting programs for adults (18 to 65) is less important for Calgarians, and The City's performance is relatively stronger on that attribute.

### Mean rating: Importance and performance of City on sports program attributes



Q14. For each of the following, I'd like to know how important it is to you that The City of Calgary offers sports programs with the following in mind. Please use a scale where "6" means very important, and "1" means not important at all.

Q15. How well is The City performing on each of the following. Please use a scale where "6" means very well and "1" means not well at all:

Base: All respondents (n=500)

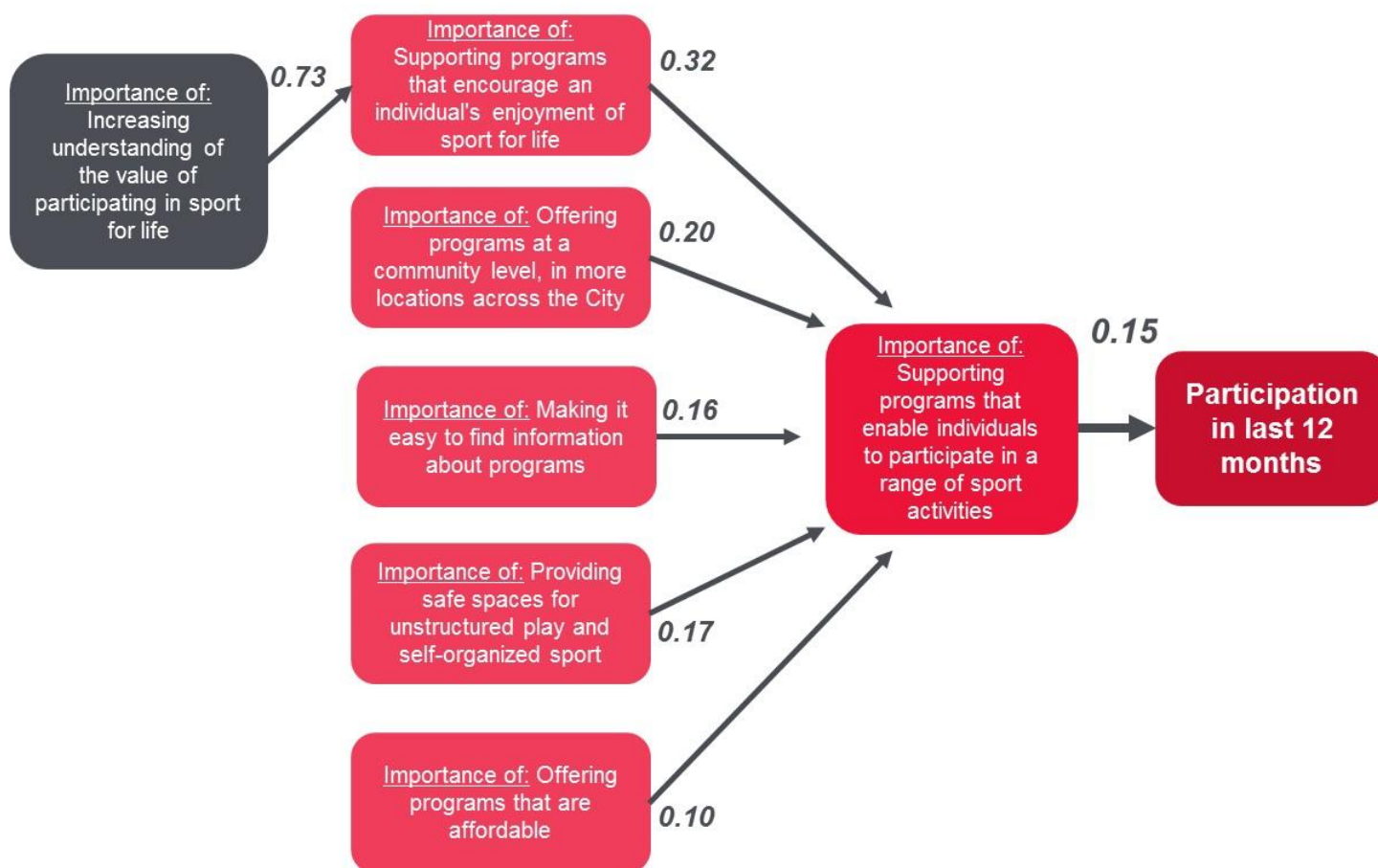
While Calgarians with children believe it is more important that The City supports sports programs for those audiences than adult-only households, they are also more likely to rate The City's performance higher.

# Driver analysis of importance

## Importance of attributes explored has modest but significant impact on participation.

An analysis was performed to explore a potential connection between the importance of the attributes explored and sports participation in the last 12 months. The stated importance of the seven attributes were strongly inter-correlated, meaning that generally, the level of support given by a respondent for any given attribute is similar to the level given for all of them. Of the attributes tested, supporting programs that enable individuals to participate in a wide range of sport activities was the most closely connected to participation ( $\beta=0.15$ ). All of the other attributes connect to this one to a greater or lesser degree as well. Although there are likely several socio-demographic factors that would also relate to participation which are not captured in this model, this analysis demonstrates that how people view the attributes is a moderate, but significant, factor in participation in sports over the past 12 months.

### Regression model



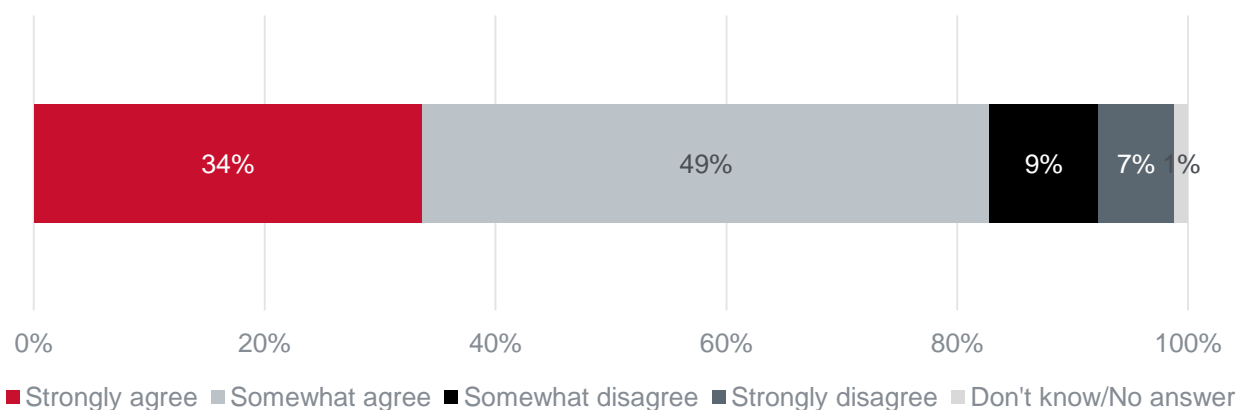
**NOTE:** The Beta scores in the visual indicate the relative importance of each variable in predicting the dependent variable (where the arrows are pointing). The larger the absolute value of the beta weight, the more influence this factor has in predicting the dependent variable. A driver with a beta weight of .20 is twice as strong as a driver with a beta weight of .10 (i.e., betas are a ratio level scale).

# Importance of increasing participation in sport

## More than eight in ten agree The City should make efforts to increase participation in sport among specific population groups.

A strong majority of Calgarians (83%) support The City making efforts to increase participation in sport among specific population groups. Around a third (34%) strongly agree, with just less than half somewhat agreeing (49%). Fewer than two in ten either strongly (7%) or somewhat (9%) disagree.

### Support for increasing sports participation for population groups



Q16. To what extent do you agree or disagree with the following statement: efforts should be made by The City to increase participation in sport among specific population groups?

Base: All respondents (n=500)

Calgarians who are more likely to agree that efforts should be made by The City to increase sports participation among specific population groups includes those who are under 65, or have a high school education. As well, Calgarians who personally participate in sport are more likely than others to strongly agree.

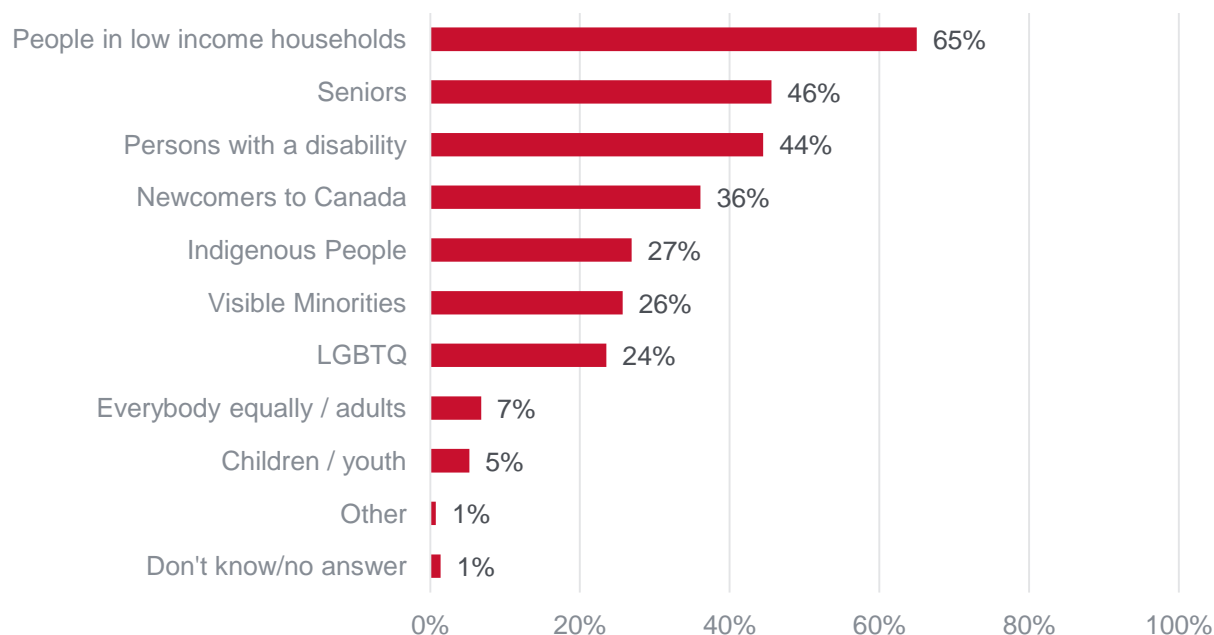
More likely to agree The City should make efforts	Percentage
Calgarians under 65	80%-92%
Calgarians with high school education	90%
Calgarians who personally participate in sport	49% strongly agree

# Increasing participation in sport among specific groups

**Most believe The City should focus efforts on people in low income households, seniors, and persons with a disability.**

Among the 83% of Calgary residents who believe that efforts should be made by The City to increase sport participation among specific groups, most think efforts should be focused first on low income households (65%), followed by seniors (46%) and persons with a disability (44%).

## Priority population groups



Q17. Which groups do you think should be focused on first?

Base: Those who say specific groups should be of focus (n=393)

Note: Respondents were prompted with a list of groups (the first seven groups listed in the graph), multiple responses were accepted, and other responses were offered spontaneously.

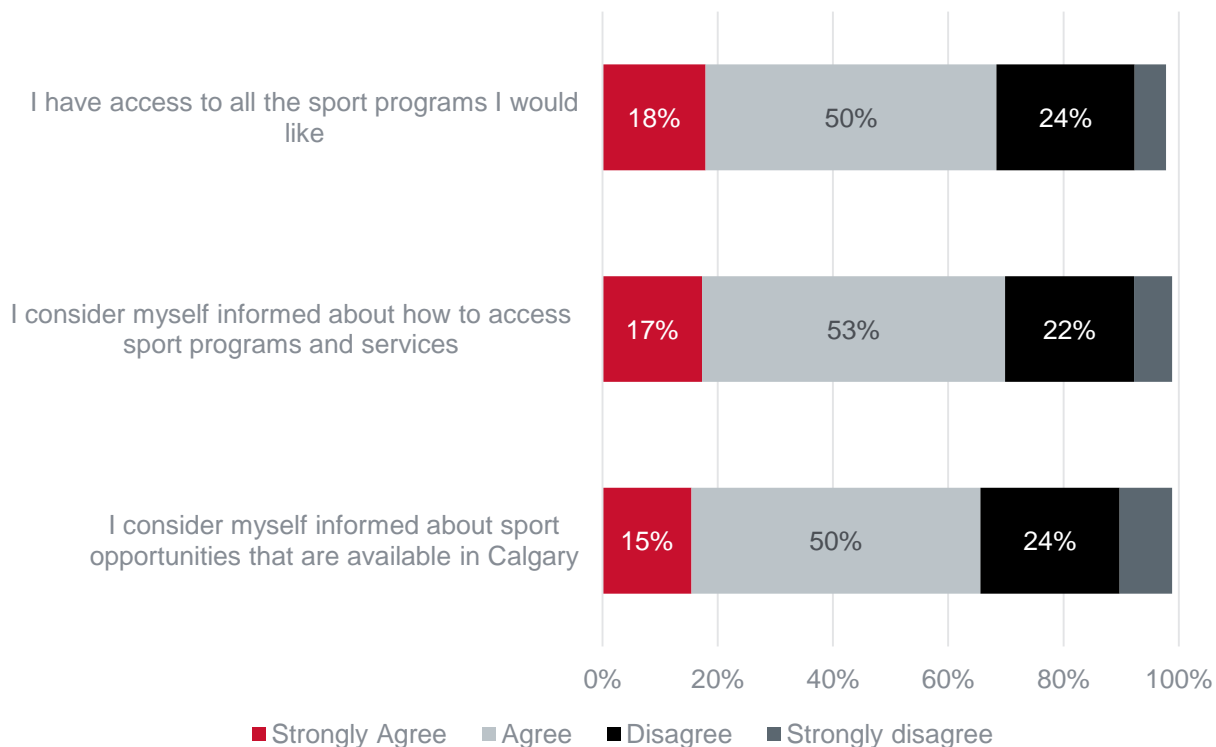


# Access to information about sports programs

## Over half of Calgarians agree they have access to and information about sports programs and services.

Most Calgarians (65%-70%) agree that they have access to all the sports programs they would like and consider themselves informed about how to access sports programs and services. While about three in ten disagree with any particular statement, one in ten Calgarians (11%) disagree with all three statements.

### Access and information to sports programs



Q18. To what extent would you agree or disagree with the following?

Base: All respondents (n=500)

Calgarians are more likely to agree they have access to the sport programs they would like and have the necessary information to access them if they have children over the age of two in the household, or higher household incomes. Calgarians who are less likely to agree include parents of children under two years old, those in adults-only households, those with lower household incomes, and households where no one participates in sport.

Calgarians who disagree with all three statements are more likely to be women. By contrast, they are less likely to be between the ages of 35 and 64, or have a high household income.

# Reasons for participating in sports

## Most Calgarians participate in sport to stay healthy and for enjoyment.

The most common reason that Calgarians participate in sport is to stay healthy (38%), for physical well-being (27%), and to stay fit (15%). Three in ten participate for enjoyment (33%) or for socializing (26%).

### Reasons for participation



Q19. What are the one or two reasons why you participate in sport?

Base: All respondents (n=500)

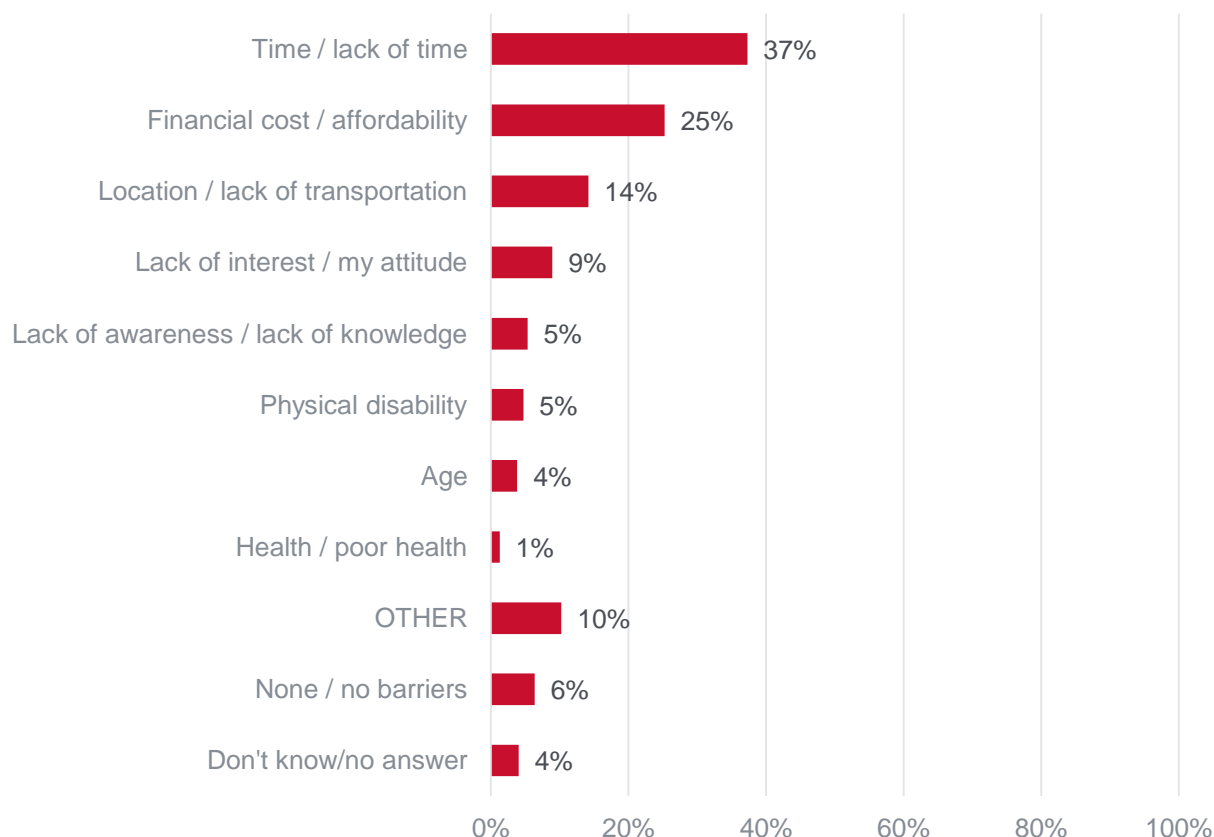
Note: Multiple responses from respondents were accepted

# Barriers to accessing sports opportunities

**The most encountered barriers to participating in sports are a lack of time and the financial cost.**

The largest barrier to participation in sports, mentioned by almost four in ten Calgarians (37%) is a lack of time to participate. A quarter (25%) encounter financial barriers to participation, such as cost or affordability, while more than one in ten (14%) have transportation or location related issues.

**Barriers to participation**



Q20. What are your biggest barriers to accessing sport opportunities?

Base: All respondents (n=500)

Note: Multiple responses from respondents were accepted

Calgarians more likely to encounter time barriers to participation in sport includes those who are under 65, those with children under 18 in the household, and households with an overall income over \$150,000, and/or employed full-time. Financial cost is much more likely to be cited as a barrier by those who have a household income under \$150,000, those with more than one household member participating in sport, as well as those with children aged two to twelve. Those in the lowest income group are more likely to report a lack of awareness/information than other income groups.

Transportation or location is more of a barrier for those who are under the age of 35.

<b>More likely to have time barriers to participation</b>	<b>Percentage</b>
Calgarians under 65	41%-42%
Children under 18 in household	39%-52%
Household income over \$150,000	65%
Calgarians employed full-time	55%
<b>More likely to have financial barriers to participation</b>	<b>Percentage</b>
Calgarians 35-64	30%
Household income under \$150,000	25%-29%
Women	32%
More than one household member participating in sport	32%
Calgarians employed part-time	39%
Children aged 2-12 in household	41%-43%

# Recommendations

## **Improving affordability of programs**

The top concern of Calgarians related to sport participation is affordability. A quarter (25%) of Calgarians consider cost and affordability a barrier to participating in sport. While two thirds (65%) consider affordable programs to be very important, only one in ten (10%) consider The City to be performing very well on that measure.

Many Calgarians support efforts by The City to address affordability concerns: of the eight in ten Calgarians (83%) who agree that The City should increase participation among specific groups, two thirds (65%) believe that low income groups should be the top priority for The City to focus efforts on increasing sport participation.

## **Increasing range of program locations and lack of time**

Four in ten Calgarians (37%) cite a lack of time as the most common reason for being unable to participate in sport activity. More than one in ten (14%) encounter location or transportation related barriers. Calgarians generally perceive a gap between the importance of offering programs in more locations, and The City's performance on that measure, with five in ten (49%) considering it very important, while only one in ten (12%) rate The City as performing very well.

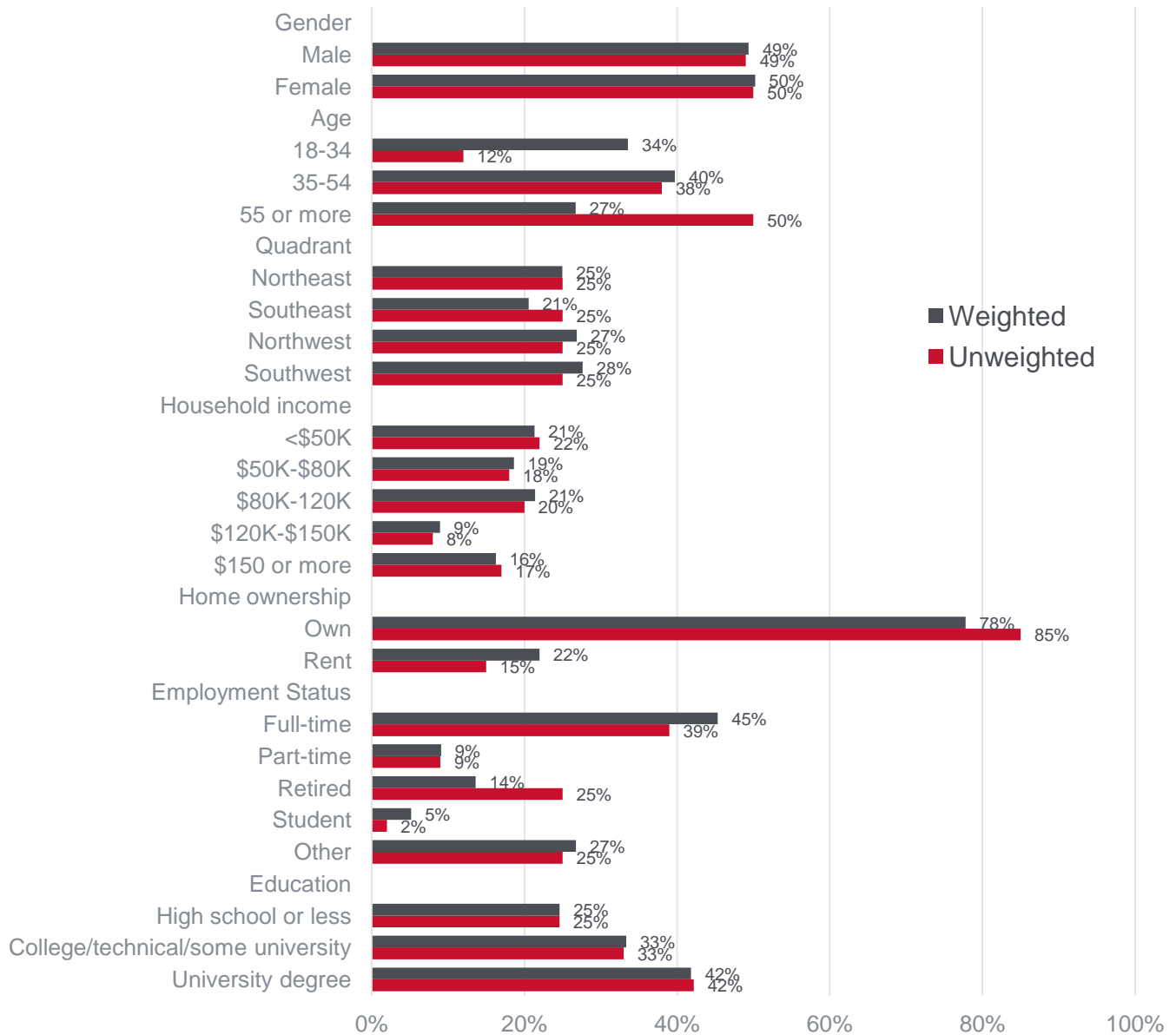
## **Improving access to sports for seniors**

Of the 83% of Calgarians who agree The City should increase participation in sport in specific groups, almost half (46%) think seniors should be prioritized.

As well, Calgarians perceive a large gap between the importance of supporting programs offered for seniors (with almost half (46%) considering it very important) and The City's performance at supporting programs for them (where only one in ten (9%) consider The City performing very well).

# Respondent Characteristics

The survey sample (500 Calgarians) was weighted by age, gender, and quadrant to ensure the results accurately reflect The City population. The following table presents both the weighted and unweighted proportions across a range of characteristics, for comparison purposes. As is common with surveys of this nature, age, gender and quadrant (region) weights are applied to the sample to ensure they match census data. The following graph compares the weighted and unweighted proportions.



S1. Which of the following age categories do you belong to? Q33A. May I please have the first 3 digits of your postal code? Q37. Gender Q23. Which of the following categories best corresponds to the total annual income, before taxes, of all members of your household, for 2016? Q21. Which of the following best describes your own present employment status? Q22. What is the highest level of education that you have completed? Q26. Do you currently own or rent your home? Base: All respondents (n=500).

The weighted sample proportions are comparable to those in the census for gender, age, quadrant (region), home ownership and income. As is common with telephone research, education levels in the survey sample differ from census figures with the proportion of university graduates being overrepresented and those with a high school education (or less) being underrepresented.



# Appendix

## Questionnaire

Environics Research  
Feb 18, 2017

### City of Calgary Survey Questionnaire

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#### Introduction

Good morning/afternoon/evening. My name is \_\_\_\_\_ and I am calling from Environics Research on behalf of The City of Calgary. Today we are conducting a survey with Calgary residents. Please be assured that we are not selling or soliciting anything.

The survey will take about 15 minutes to complete

#### IF LANDLINE SAMPLE:

We choose telephone numbers at random and then select one person from each household to be interviewed. To do this, we would like to speak to the person in your household, 18 years of age or older, who has had the most recent birthday. Would that be you?

IF PERSON SELECTED IS NOT AVAILABLE, ARRANGE FOR CALL-BACK

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#### IF CELL PHONE SAMPLE ASK A AND B

A Are you in a safe place to talk – for example not operating a motor vehicle?

Yes  
No

[RE-INTRODUCE YOURSELF, IF NECESSARY]  
[ARRANGE CALLBACK DATE/TIME]

B At home, do you have a traditional telephone line other than a cell phone?

Yes  
No

CHECK AGAINST QUOTA  
CHECK AGAINST QUOTA

*I have a few questions about you and your household...*

1. In what year were you born?  
RECORD RESPONSE

2. IF REFUSED: which of the following age groups do you fall into?

01 – 18 – 24 years of age  
02 – 25 to 34  
03 – 35 to 44  
04 – 45 to 54  
05 – 55 to 64  
06 – 65 to 74  
07 – 75+  
VOLUNTEERED  
99 - REFUSAL

3. What are the six digits of your postal code?  
RECORD RESPONSE

Quadrant	Description	FSAs
Northwest	north of the Bow, west of Deerfoot	T3B, T2N, T2M, T2L, T3L, T3G, T3A, T2K, T3K, T3P, T3R
Northeast	north of the Trans- Canada, east of Deerfoot	T2E, T3N, T3J, T1Y
Southeast	south of the Trans- Canada, east of the Bow	T2A, T2B, T2C, T2Z, T3M, T3S
Southwest	west/south of the Bow, includes downtown	T2X, T2Y, T2J, T2W, T2V, T2H, T2G, T2S, T2R, T2P, T3C, T3E, T3H

4. How many people live in your household?  
RECORD RESPONSE

5. For each member of your household, what age group do they fall into?  
CAPTURE AGE GROUP FOR EACH PERSON IN Q3

Under 2 years of age  
2 to 6 years of age  
7 to 12 years of age  
13 to 17 years of age  
18 to 24 years of age  
25 to 34 years of age  
34 to 54 years of age  
55 to 64 years of age  
65 to 74 years of age  
75 years of age or older

## GENERAL ATTITUDES

**Note to reviewers:** The purpose of this section is to gather opinion on issues general relating to sport. These will also be used for analysis.

6. What physical activities do you or a member of your household participate in?

- 6A. What does the word “sport” mean to you?  
OPEN ENDED

For the following questions sport is identified as activities which involve training or competition with some level of physical intensity or organization. Leisure activities such as dance, fitness, fishing, or hiking, are not considered sport.

Participate means as an athlete/participant – not as a coach, official or administrator.

Regularly means at least once a week during the season or for a certain period of the year.

7. Did **you** regularly participate in sports activity during the past 12 months?

- 01 - Yes
- 02 - No
- 99 - DK/NA

FOR EACH MEMBER IN HOUSEHOLD UP TO 4 PEOPLE. IF MORE THAN FOUR PEOPLE, RANDOMLY SELECT AGE GROUP AND ASK Qs 8,9

8. Did PERSON 2 (INSERT AGE BRACKET) regularly participate in sports activity during the past 12 months?

- 01 - Yes
- 02 - No
- 99 - DK/NA

9. Which sports did you participate in?  
INSERT LIST FROM GSS AND CODE ALL THAT APPLY.

#### **POLICY TESTING**

**Note to reviewers:** The purpose of this section is to test the principles of the Civic Sport Policy in two ways: Importance of this principle and performance. This will allow us to plot performance and importance on a grid

#### **ROTATE BLOCKS Q12/13 AND BLOCKS 14/15**

12. For each of the following, I'd like to know how important it is to you that The City of Calgary offers sports programs with the following in mind: Please use a scale where "6" means very important, and "1" means not important at all.  
RANDOMIZE ORDER

- a. Supporting programs that encourage an individual's enjoyment of sport for life
- b. Supporting programs that enable individuals participating in a wide range of sport activities
- c. Increasing understanding of the value of engaging in sport for life.
- d. Providing safe spaces for unstructured play and self-organized sport
- e. Offering programs that are affordable
- f. Offering programs at a community level, in more locations across The City
- g. Making it easy to find information about programs

13. How well is The City performing on each of the following. Please use a scale where "6" means very well and "1" means not well at all

RANDOMIZE IN SAME ORDER AS Q12

- a. Supporting programs that encourage an individual's enjoyment of sport for life
- b. Supporting programs that enable individuals participating in a wide range of sport activities
- c. Increasing understanding of the value of engaging in sport for life.
- d. Providing safe spaces for unstructured play and self-organized sport
- e. Offering programs that are affordable
- f. Offering programs at a community level, in more locations across The City
- g. Making it easy to find information about programs

14. For each of the following, I'd like to know how important it is to you that The City of Calgary offers sports programs with the following in mind: Using a scale from 1 to 6 where 6 means very important and 1 means not important at all

RANDOMIZE ORDER

- a. Supporting programs for adults
- b. Supporting programs for seniors
- c. Supporting programs for children up to 12 years old
- d. Supporting programs for youth 13 to 17 years old

15. How well is The City performing on each of the following using a scale of 1 to 6 where 6 means very well and 1 means not well at all:

RANDOMIZE IN SAME ORDER AS Q14

- a. Supporting programs for adults
- b. Supporting programs for seniors
- c. Supporting programs for children up to 12 years old
- d. Supporting programs for youth 13 to 17 years old

16. To what extent do you agree or disagree with the following statement: efforts should be made by The City to increase participation in sport among specific population groups?

- 01 – Strongly agree
- 02 – Somewhat agree
- 03 – Somewhat disagree
- 04 – Strongly disagree

VOLUNTEERED

99 - DK/NA

17. IF AGREE TO Q16: Which groups do you think should be focused? (MULTIPLE RESPONSES ACCEPTED)  
READ AND RANDOMIZE LIST

Indigenous People  
Persons with a disability  
Visible Minorities  
People in low income households  
Seniors  
Newcomers to Canada  
LGBTQ (Lesbian, Gay, Bisexual, Transgender, Queer or Questioning)  
Other (specify)

18. To what extent would you agree or disagree with the following:
- a. I consider myself informed about sport opportunities that are available in Calgary
  - b. I consider myself informed about how to access sport programs
  - c. I have access to all the sport programs I would like

01 – Strongly agree  
02 – Agree  
03 – Disagree  
04 – Strongly disagree  
VOLUNTEERED  
99 - DK/NA

19. What are the one or two reasons why you participate in sport?
20. What are your biggest barriers to accessing sport opportunities?

## DEMOGRAPHICS

*To finish up, I would like to ask you a few final questions about you and your household for statistical purposes only. Please be assured that your answers will remain completely confidential.*

21. Which of the following best describes your own present employment status?  
READ

01 - Working full-time  
02 - Working part-time  
03 - Self-employed  
04 - Unemployed or looking for a job  
05 - Stay at home full-time  
06 - Retired  
07 – Student  
08 - Disability  
VOLUNTEERED  
99 - REFUSAL

22. What is the highest level of education that you have completed?

DO NOT READ - CODE ONE ONLY

- 01 – Grade school or some high school
- 02 - Completed high school
- 03 - Some university or college
- 04 – Completed college diploma
- 05 - Completed university degree
- 06 - Post graduate/professional school (Master's Degree or PhD)
- 07 - No schooling
- 99 - DK/NA

23. For statistical purposes only, we need information about your income. All individual responses will be kept confidential. Which of the following categories best corresponds to the total annual income, before taxes, of all members of your household, for 2016?

READ

- 01 - Under \$50,000
- 02 - \$50,000 to less than \$80,000
- 04 - \$80,000 to less than \$120,000
- 05 - \$120,000 to less than \$150,000
- 06 - \$150,000 and over
- 99 - REFUSE/DK/NA

24. How long have you been a resident of Calgary?

RECORD NUMBER OF YEARS

25. While we tend to think of ourselves as Canadian, many of us have a different ethnic or cultural heritage. Please indicate which of the various heritage groups you consider to be your main ancestry or ethnic heritage.

ACCEPT UPTO 2 RESPONSES

- 01 - Canadian
- 02 - African
- 03 - American
- 04 - British (English, Scottish, Welsh, Irish)
- 05 - Caribbean
- 06 - Chinese – from Mainland China
- 07 - Chinese – from Hong Kong, Taiwan
- 08 - Middle Eastern/North Africa
- 09 – South or Central American
- 10 - South Asian – from India
- 11 - South Asian – from Bangladesh, Pakistan, Sri Lanka
- 12 - Southeast Asian (Cambodia, Indonesia, Philippines, Vietnam, Thailand, etc.)
- 13 - Japanese
- 14 - Western European (e.g. France, Italy, Germany, etc.)
- 15 - Eastern European (e.g. Slovakia, Poland, Russia, Hungary etc.)
- 97 - Other – please specify: \_\_\_\_\_

26. Do you currently own or rent your home?

- 01 – Rent
- 02 - Own
- 99 - DK/NA

27. Do you self identify with any of the following groups:  
ACCEPT ALL THAT APPLY

- 01 – LGBTQ (Lesbian, Gay, Bisexual, Transgender, Queer or Questioning)
- 02 – First Nations, Inuit, or Metis
- 03 – Visible minority
- 04 – Person with a disability
- 98 – None of the above
- 99 – Prefer not to say

28. Gender

- 01 - Male
- 02 – Female
- 03 – Other
- 99 – Prefer not to say

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I please have your first name?

First Name: \_\_\_\_\_

On behalf of The City of Calgary, thank you very much for your time and assistance.

**Thank and End Interview**

## **RECORD**

29. Sample

- 01 – Landline
- 02 – Cell phone