



FOR
WHAT
MATTERS.

CIBC - KidSport™ Report

Helping Our Kids Get Off the Sidelines

July 2014

NATIONAL PARTNER



Helping Our Kids Get Off the Sidelines



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Background

Background

CIBC, in partnership with KidSport™ Canada, commissioned Northstar Research Partners to conduct an extensive research survey to gain a comprehensive understanding of the organized sport participation culture in Canada.

As Lead Partner of the TORONTO 2015 Pan Am/Parapan Am Games, CIBC is committed to enriching Canadian communities through the power of sport. CIBC aims to create a lasting sport legacy in Canada. In addition to helping to build new world-class sporting venues for the TO2015 Pan Am/Parapan Am Games, CIBC officially launched CIBC Team Next, a first-of-its-kind amateur athlete funding and mentorship program last year.

On July 10, 2014, CIBC announced a new \$1-million, multi-year commitment to KidSport to help remove the financial barriers that prevent Canadian children from playing sport. CIBC has supported KidSport locally in communities across Canada for many years. Now, as the Official Bank Partner of KidSport, CIBC is uniquely positioned to change the culture of sport participation by helping to fund and raise awareness for KidSport through more than 1,100 retail bank branches across Canada and the renowned volunteer spirit of its 43,000+ employees.

KidSport is a national not-for-profit organization that provides families in need assistance covering registration fees for children aged 18 and under. Through a confidential application process, grants of between \$100 and \$500 are provided so that kids can play a season of sport. In 2013, KidSport distributed \$6 million in grants to 178 community chapters across Canada, enabling more than 57,000 kids get in the game and learn valuable life skills with participation in sport. In the last 10 years, KidSport has dispersed more than \$37 million in grants to Canadian children.



Objective - Helping Our Kids Get Off the Sidelines

Objectives

- Understand the importance Canadians place on kids participating in organized sport
- Identify the key barriers to organized sport participation
- Identify the values Canadians place on organized sport participation
- Quantify kids' current participation in organized sport, including type of sport
- Quantify desired participation in organized sport, including type of sport
- Understand what motivates Canadians to participate in organized sport
- Understand how important Canadians believe it is to create universal access to organized sport

Methodology

- The findings are based on a national survey of 2,010 people done online by Northstar from June 5 to 17. The margin of error – which measures sampling variability – is +/- 2.2 %, 19 times out of 20. The average household annual income of those surveyed is \$68,000.

Definition of Sports Participation

For the purposes of this report, **organized sport**, is defined as team sports or other structured, physical recreational activities which are pre-scheduled and take place at regular intervals, and where participants pay a fee to play.

Organized sports would include activities such as participation in a hockey, soccer or baseball league, swimming or tennis lessons, participation in gymnastics or dance classes.

The definition excludes non-competitive aerobics or fitness classes, bicycling for recreation or transportation, fishing, hiking, walking, running/jogging, etc.

Sports participation is defined as sports that one regularly participated in (at least once a week) during the previous 12 months.

A child is defined as being between the ages of 3 and 17.



Key Findings

Canadians overwhelmingly believe in the value and importance of and access to organized sport

- **Seven in 10** Canadians believe it is very or extremely important for children to participate in organized sport.
- **71%** of Canadians, and **77%** of parents with children 3-17, say that sports participation is ***integral to being Canadian.***
- **87%** of Canadians believe sports participation is an essential part of a child's physical development.
- In addition to health benefits (physical fitness/exercise), Canadians also acknowledge the importance of organized sport to a child's overall well-being, with **84%** and **80%** saying sports participation is an essential part of a child's social and emotional development, respectively.
- Further, **85%** of Canadians agree sports participation builds stronger communities.
- **91%** of Canadians believe sports participation teaches children important life skills.
- **89%** say it is important that children have the opportunity to experience organized sport.



Key Findings

Cost is a major barrier to organized sport access

- Cost was overwhelmingly identified as having the greatest potential impact on children's participation in organized sport, far above all other factors.
- **One-third** of children do not participate in any form of organized sport largely due to cost. Even among parents with children who do play organized sport, there is a wish for their children to participate in more sports and/or do so with greater frequency.
 - Fewer girls (**63%**) participate in organized sport than boys (**68%**).
 - **25%** of families with a disabled child say that child does not participate in sport.
- Indeed, **nine in 10 (90%)** Canadians agree that organized sport participation is becoming too expensive, and **82%** know a child who cannot participate in organized sports due to the cost.
- Parents spend an average of almost **\$1,000** (\$953) per child per year on organized sport – a heavy burden for many Canadian families to bear.
 - Parents in Alberta spend the most in Canada, an average of **\$1,428** per child per year.
 - Parents in Quebec spend the least, an average of **\$837** per child per year.
- The two major barriers to participation are enrollment fees (**61%**) and equipment costs (**52%**).

Key Findings

Other Key Findings

- **73%** of Canadians believe children's sports have become too focused on winning.
- **Soccer** (38%) is the most common sport currently played by children, followed by **swimming** (22%) and **basketball** (18%). The most-desired organized sports in which parents would like to their child or children to participate in include: soccer, swimming and baseball/softball/T-ball.
 - When we compare the sports children currently play to the sports their parents want them to play, the biggest gaps were in **tennis** (6% vs. 17%), **martial arts**, such as karate or taekwondo (8% vs. 18%) and **baseball** (16% vs 25%).
- Households in **British Columbia** are the most likely to have a child who participates in organized sport (72%), although the **Prairie Provinces** are more likely to have two or more children participating (35%).
- The 'culture of sport' is strongest in **Quebec**, with 73% agreeing that sport participation is very or extremely important, and 88% agreeing that it builds stronger communities.
- The availability of organized sports programs and coaches/local volunteers appears to be more of an issue in **Manitoba** and **Saskatchewan**, where these are more likely to be seen as key barriers to participation.
- The top benefits of sports participation vary by region:
 - **Albertans** more likely to believe in the benefits related to physical exercise, team sportsmanship.
 - Keeping kids busy and out of trouble and learning about success/failure as well as other important life lessons were among the primary benefits cited in **Manitoba** and **Saskatchewan**.
 - Obesity prevention is slightly more important in **Ontario**.



CIBC – KidSport
Helping Our Kids Get Off the Sidelines
Detailed Findings

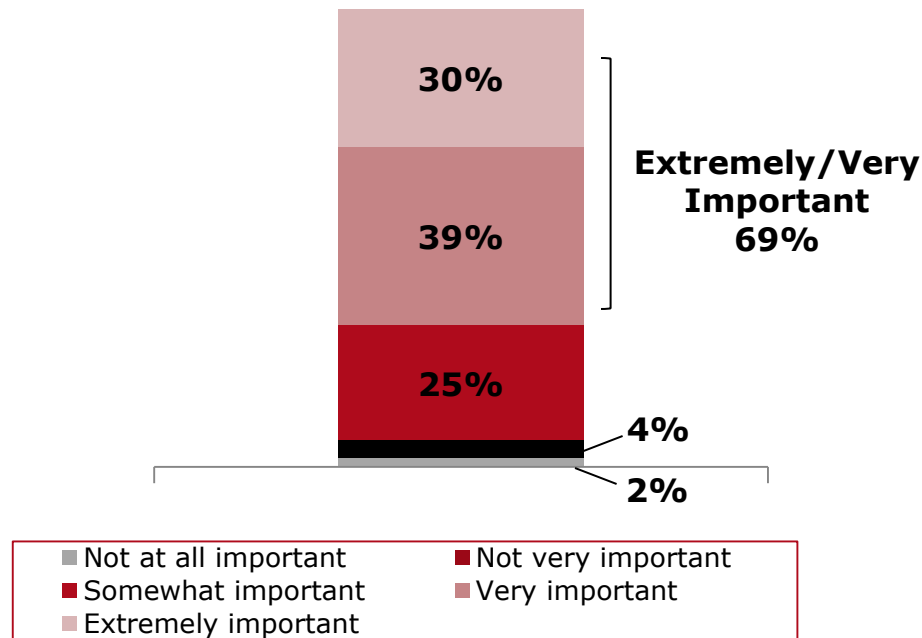


Canadians Recognize Value of Organized Sport

- Canadians recognize the importance of organized sport for children, with 69% believing it is very or extremely important for Canadian children to participate in organized sport.
- The importance of organized sport participation is acknowledged by all Canadians, but particularly those with children (74%) and more specifically, those with a child who has a mental or physical disability (84%).

Importance of Canadian Children Participating in Organized Sport

Base: Total sample (n=2010)

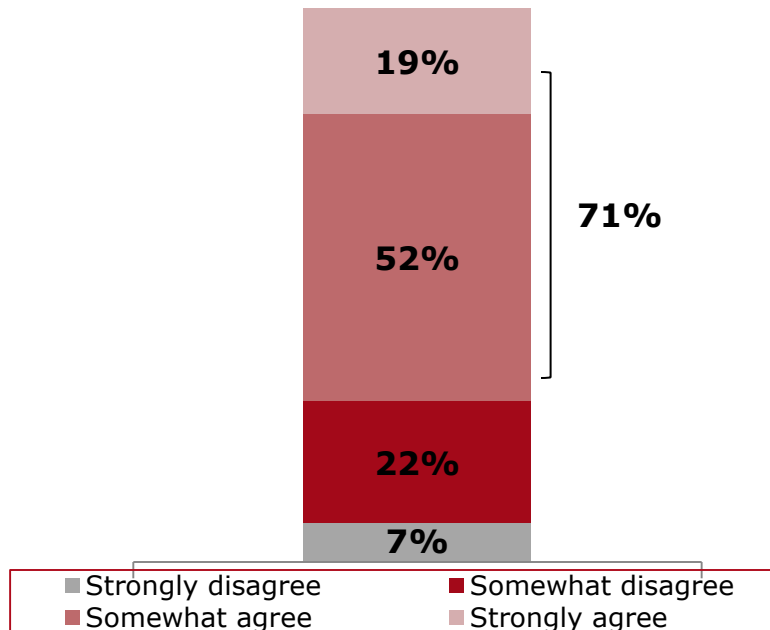


Playing Sports Defines Us as Canadians

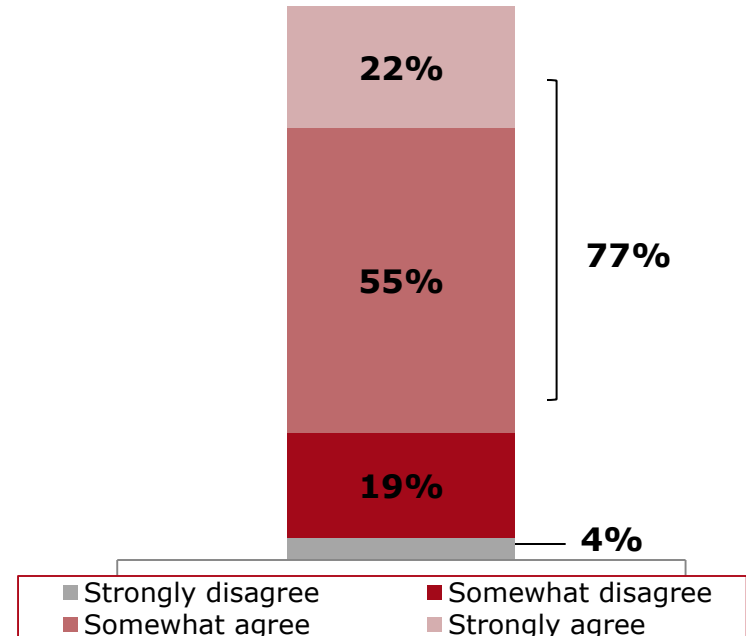
- In fact, sports participation is considered part of being Canadian.
- 71% of Canadians, and 77% of parents with children enrolled in organized sports, say that sports participation is integral to being Canadian.

“Sports participation is part of being Canadian”

Base: Total sample (n=2010)



Base: Those who have at least one child aged 3-17 enrolled in organized sports (n=1,082)

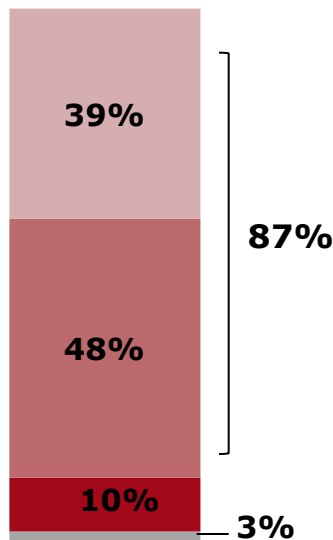


Sports Vital to Kids' Overall Well-Being

- While the health and physical fitness benefits of organized sports participation are undeniable, Canadians also recognize the social and emotional benefits, with almost universal agreement that participating in sports is an essential part of a child's overall well-being and development.

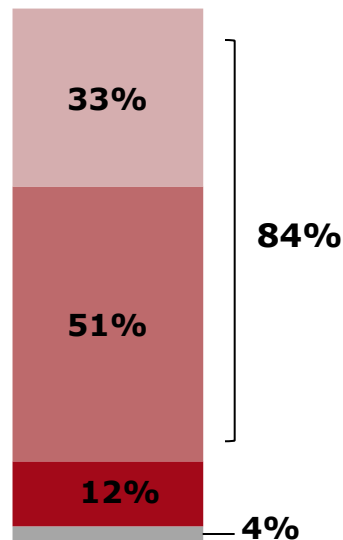
"Sports participation is an essential part of a child's PHYSICAL development"

Base: Total sample (n=2010)



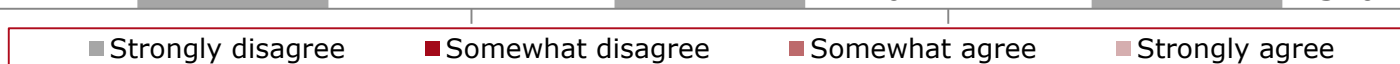
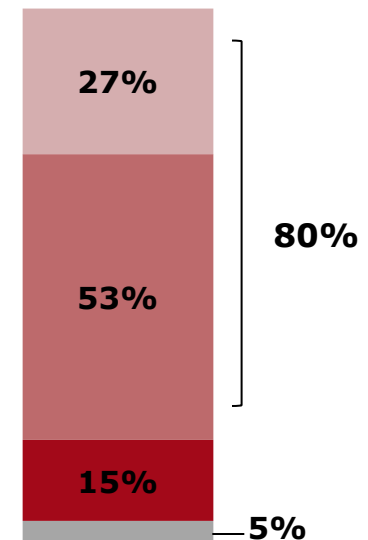
"Sports participation is an essential part of a child's SOCIAL development"

Base: Total sample (n=2010)



"Sports participation is an essential part of a child's EMOTIONAL development"

Base: Total sample (n=2010)

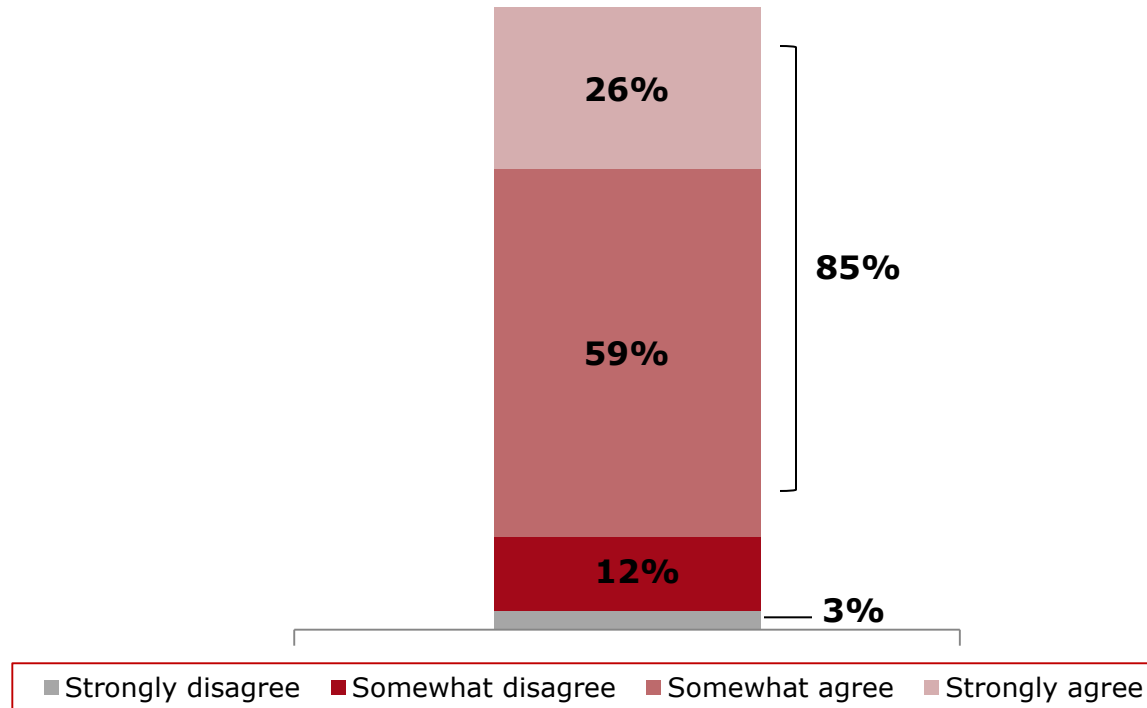


Sports Builds Stronger Communities

- Organized sports participation is recognized for having broader community benefits, with 85% of Canadians agreeing that participating in sports helps build stronger communities.

“Sports participation builds stronger communities”

Base: Total sample (n=2010)

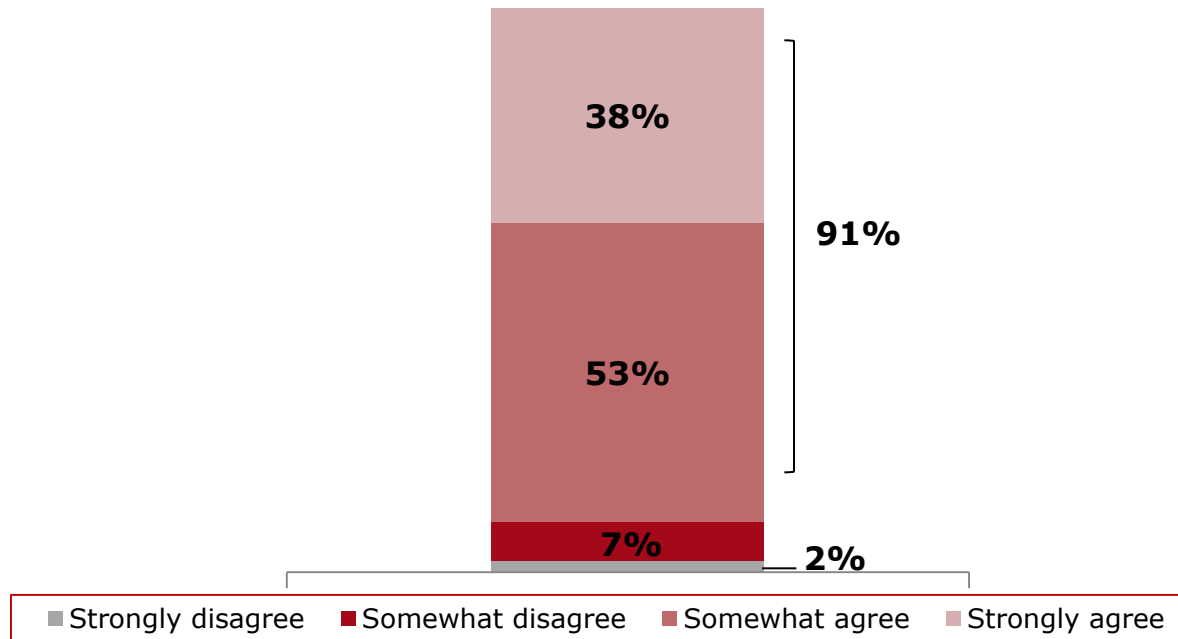


Sport Teaches Kids Life Skills

- Organized sports participation is overwhelmingly credited with teaching children important life skills.

“Participation in sports teaches children important life skills”

Base: Total sample (n=2010)

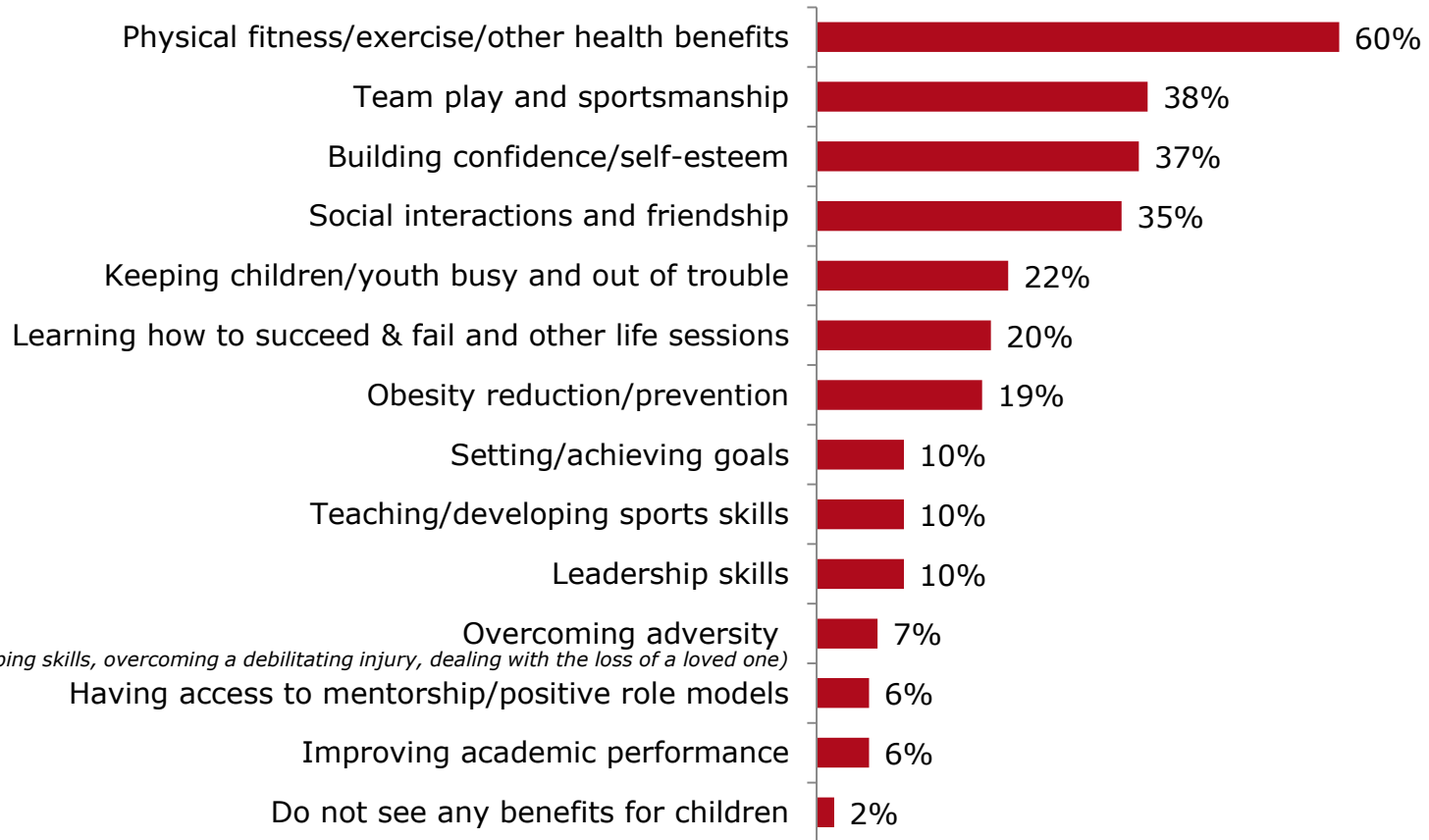


Playing Organized Sport is Beneficial

- Canadians identify many benefits of organized sports participation, with physical fitness/exercise being the most widely accepted benefit.

Benefits of Organized Sport Participation for Children*

Base: Total sample (n=2010)



(e.g., learning coping skills, overcoming a debilitating injury, dealing with the loss of a loved one)

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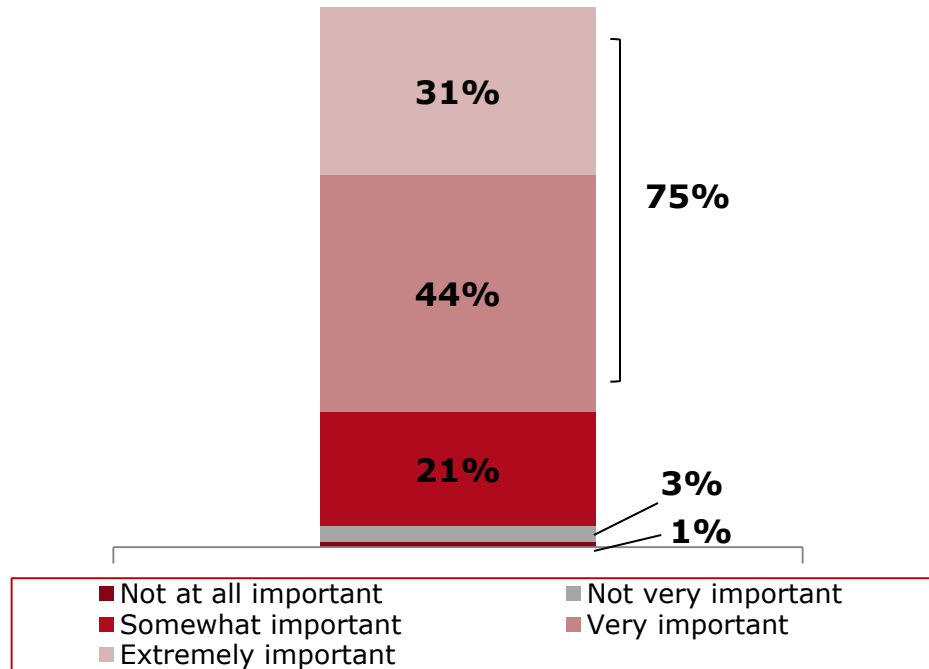
* Those surveyed could choose up to three responses.

All Kids Deserve To Play

- Given the many identified benefits to organized sport participation, it is perhaps not surprising that three-quarters of Canadians believe it is very or extremely important for all children to have access to organized sport.

Importance of All Canadian Children Having Access to Organized Sport

Base: Total sample (n=2010)

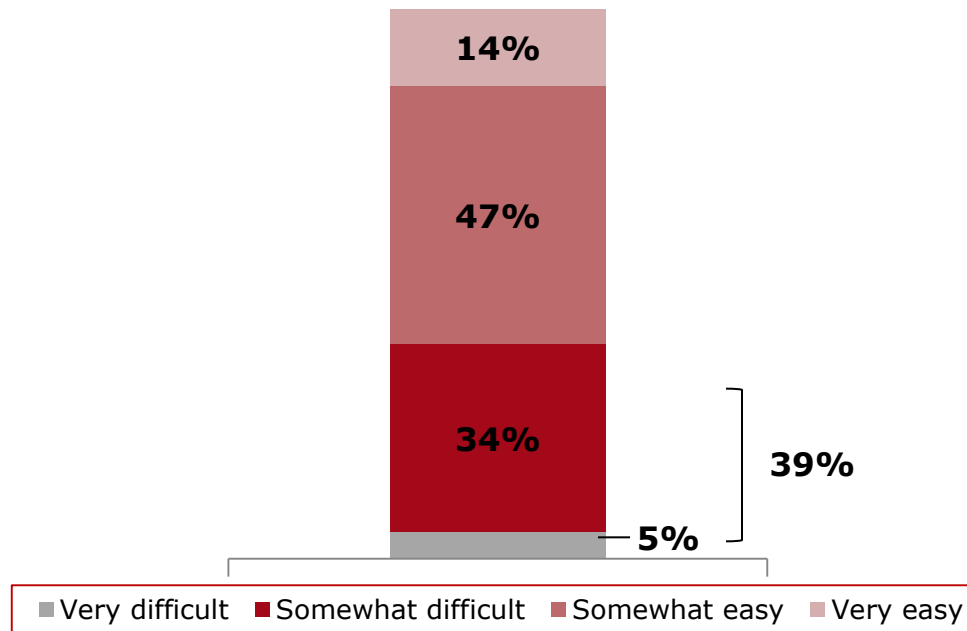


... But Participating in Organized Sports Is Challenging

- 39% say it is very or somewhat difficult for Canadian children to participate in organized sport.

Perceived Ease of Canadian Children Participating in Organized Sport

Base: Total sample (n=2010)

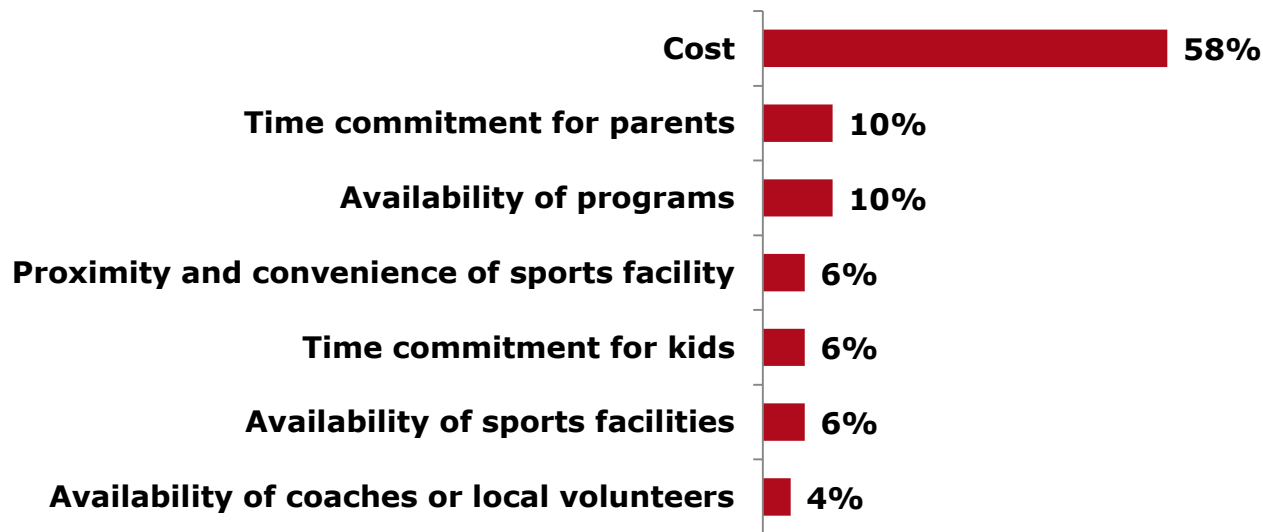


Costs Keep Kids Out of Organized Sport

- Cost is overwhelmingly selected as the factor with the greatest potential impact on children's participation in organized sport, with 58% ranking it the No. 1.

Factors Affecting Participation - % Ranking #1

Base: Total sample (n=2010)



% Ranking 1 or 2

Base: Total sample (n=2010)

70%

33%

25%

23%

16%

17%

16%

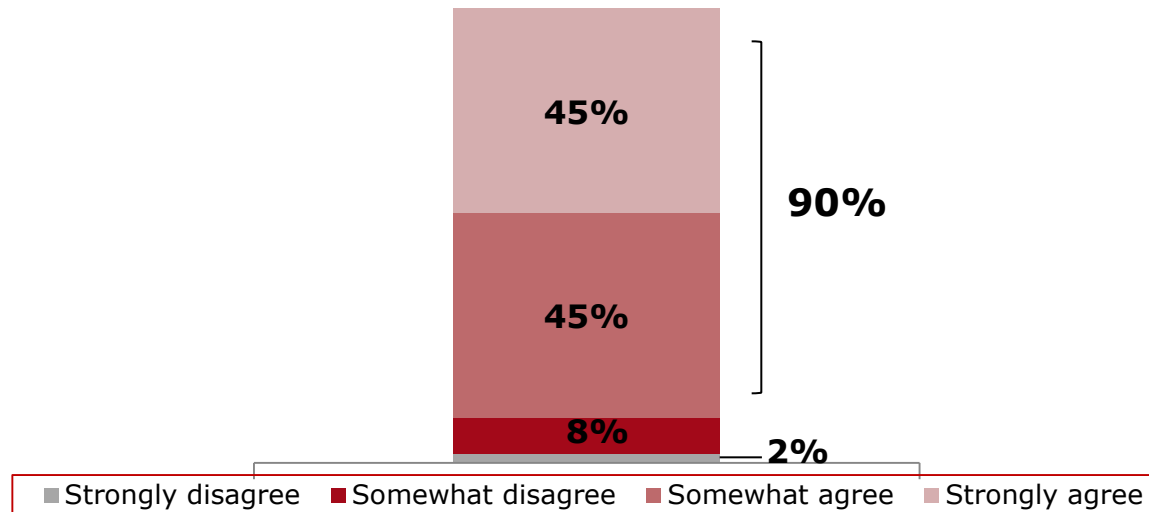


Sport is Becoming Too Expensive

- Nine in 10 Canadians believe sports participation is becoming too expensive.

“Sports participation is becoming too expensive”

Base: Total sample (n=2010)



“Unable to afford it right now.”

“They are too expensive and he prefers other activities.”

“We are a one income family, we have no money for organized sports.”

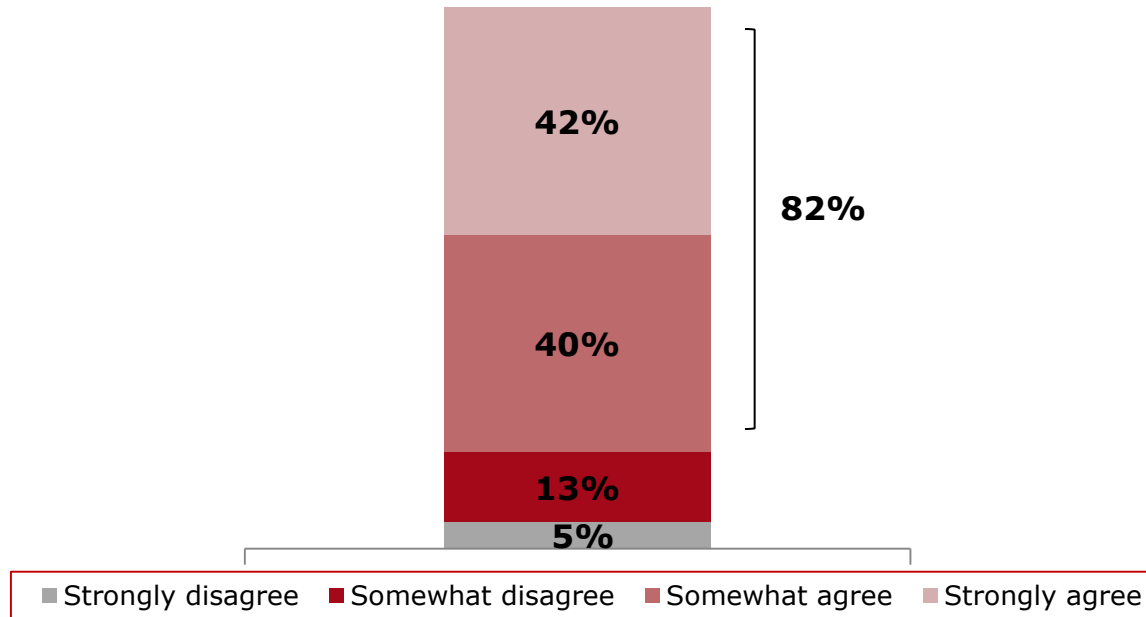


Most Canadians Know Someone Who Can't Play

- A vast majority of Canadians (82%) say they know a child who cannot participate in organized sport due to the financial cost.

"I know people who cannot participate in organized sport due to the financial cost"

Base: Total sample (n=2010)

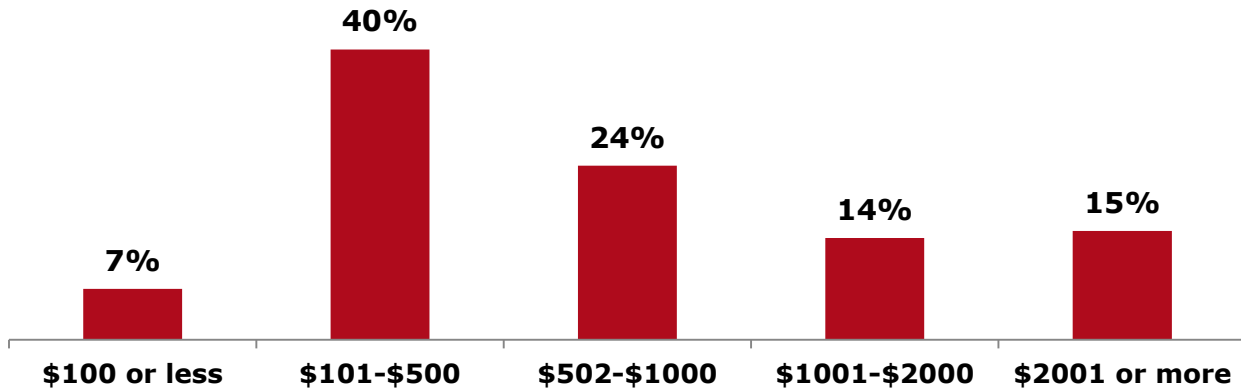


Annual Cost of Sports Now \$1,000/Kid

- Parents with at least one child enrolled in organized sport estimate they spend an average of almost \$1,000 per child every year.

Annual Household Spending On Organized Sport*

Base: Those who have at least one child aged 3-17 enrolled in organized sports (n=733)





Average Spend
Per Child:

\$953

	HH Income		Child's participation in sport			Region					
	<\$75K	\$75K+	Casual	Moderate	Serious	British Columbia	Alberta	Manitoba/Saskatchewan	Ontario	Quebec	Atlantic Canada
(\$ Average annual spend)	626	1,283	516	725	1,657	998	1,428	952	886	837	859



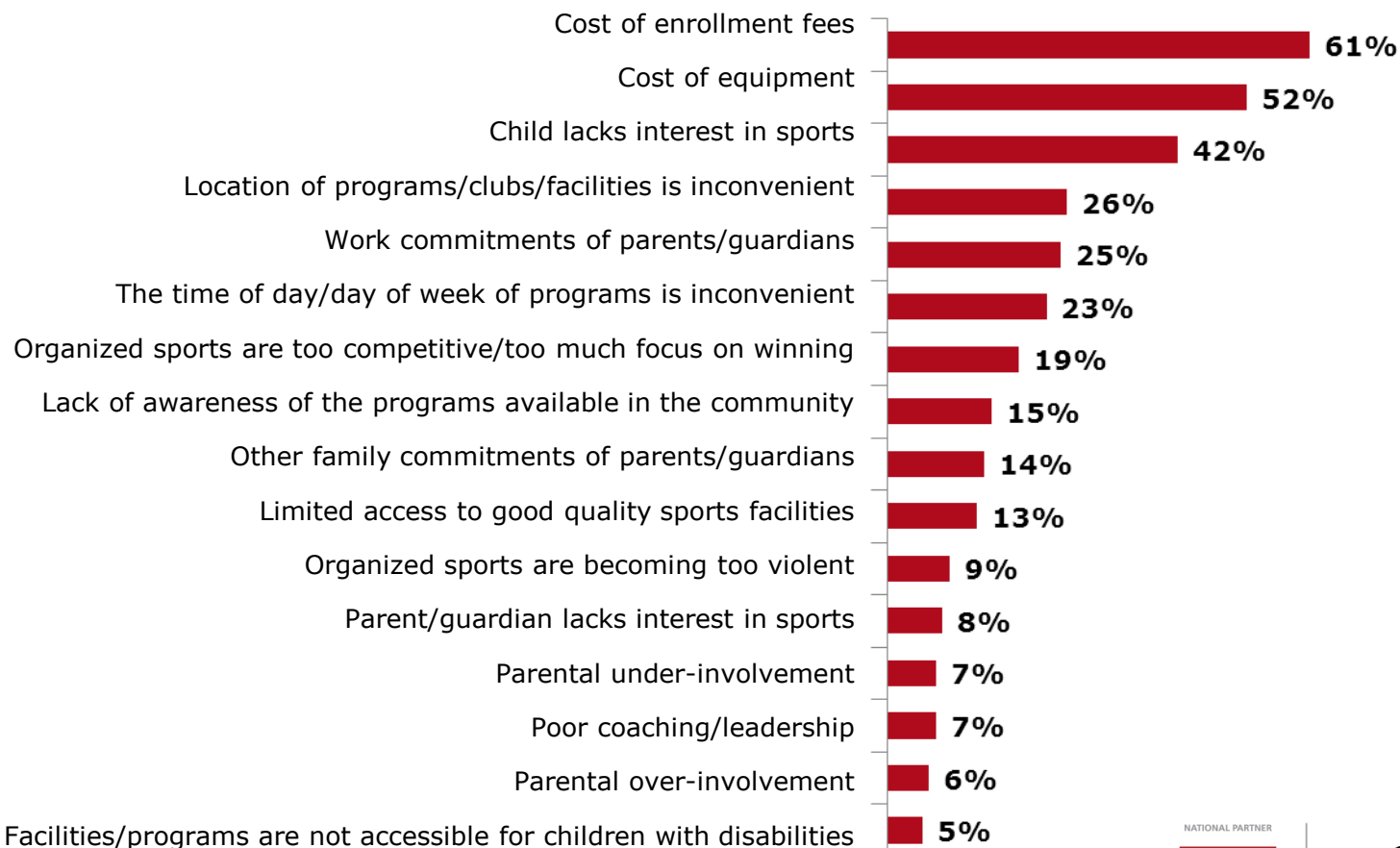
*Includes enrollment fees and equipment.

Barriers Keeping Kids Sidelined

- Cost is the primary barrier preventing children from participating in organized sport, specifically enrollment fees and the cost of equipment.

Barriers Preventing Child From Participating in Organized Sport*

Base: Those with a child aged 3 to 17 who does not currently participate in organized sports (n=367)



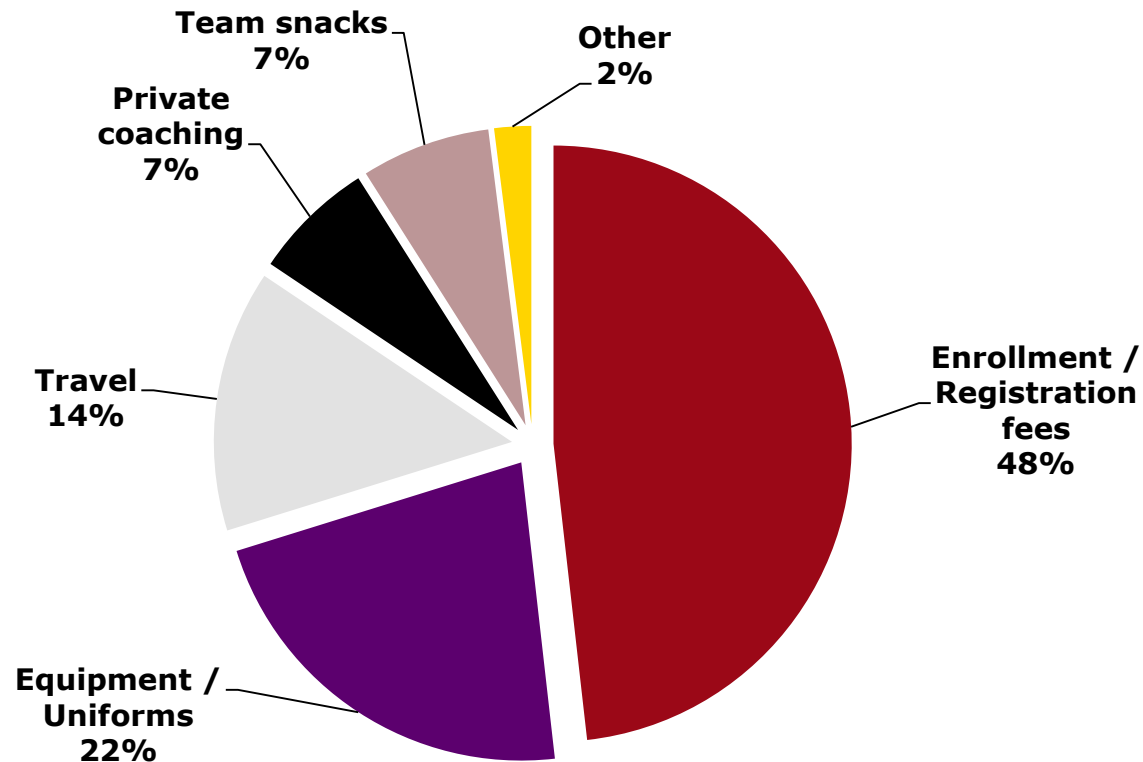
* Those surveyed could choose up to three responses.

Where the Money Goes

- Most of the money (70%) Canadian households spend on their child's participation in organized sport goes to enrollment/registration fees and equipment.

Distribution of Spending

Base: Those who have at least one child aged 3-17 enrolled in organized sports (n=733)

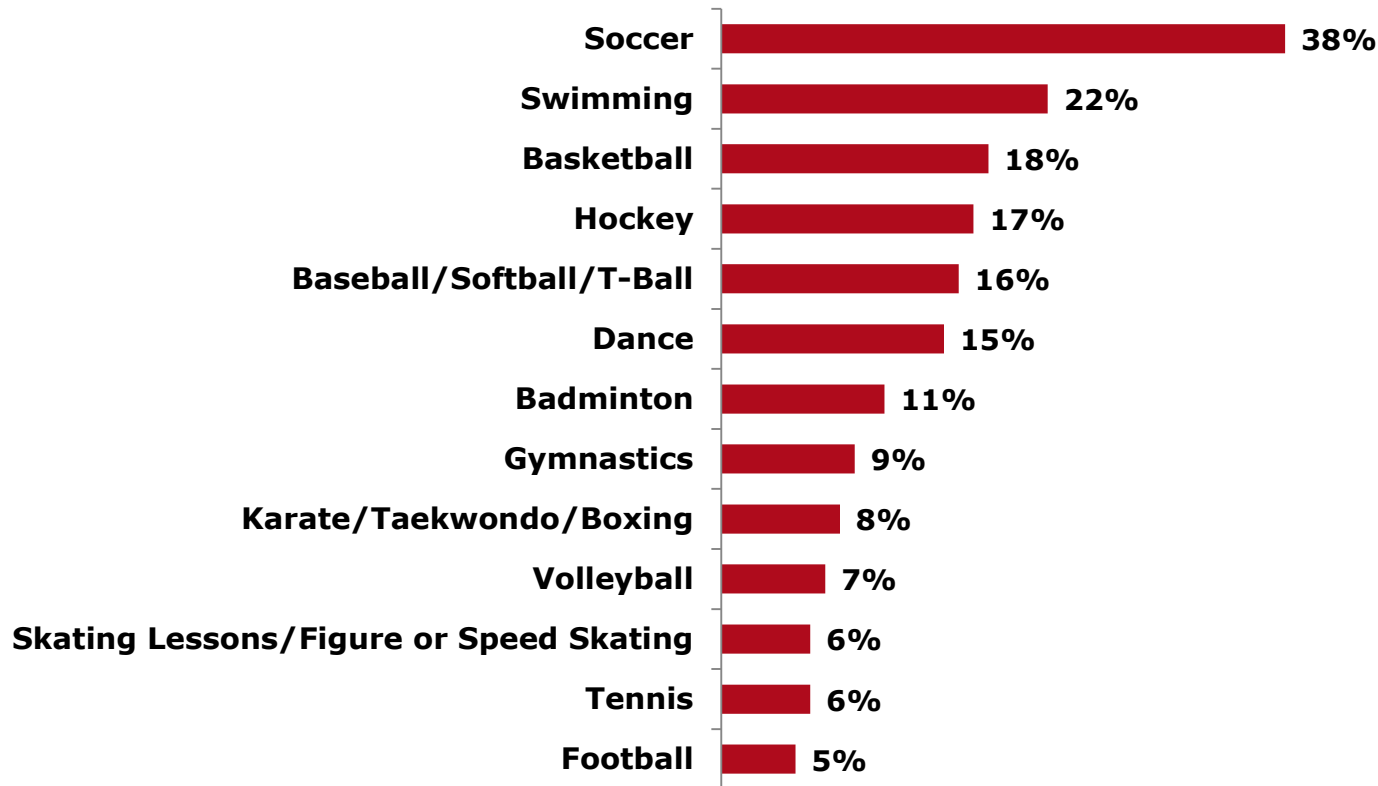


Sports Kids Currently Play

- Soccer is the most common sport played among Canadian children. That said, the sports being played differ considerably by age, gender and level of participation.
- Boys are more likely to play soccer, basketball, hockey and baseball while girls are more likely to participate in soccer, dance, swimming and gymnastics.

Sports Child Currently Participates In

Base: Those who have at least one child aged 3-17 enrolled in organized sports (n=733)

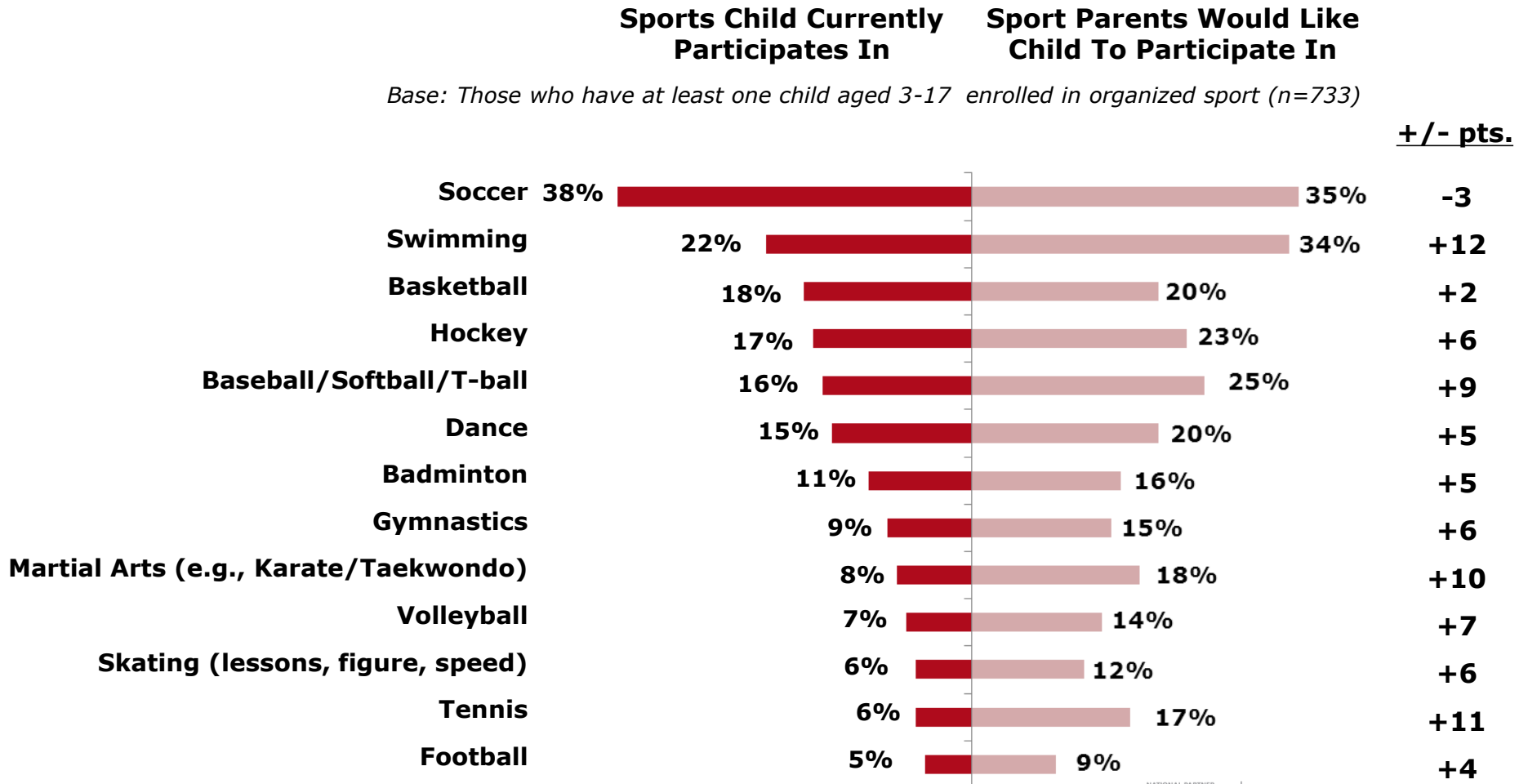


	Male	Female
Soccer	43%	31%
Swimming	22%	22%
Basketball	22%	13%
Hockey	25%	7%
Baseball/Softball/T-Ball	19%	13%
Dance	6%	26%
Badminton	12%	10%
Gymnastics	4%	16%
Karate/Taekwondo/Boxing	9%	7%
Volleyball	5%	9%
Skating Lessons/Figure or Speed Skating	4%	7%
Tennis	6%	5%
Football	8%	1%



Sports Kids Play vs. What Parents Want Them to Play

- When we compare the sports children are currently participating in to the sports parents would like to see their children participate in, we see the biggest gaps in swimming, martial arts and tennis.



Sport Too Focused on Winning

- Almost three-quarters (73%) of Canadians say children's sports have become too focused on winning.

"Children's sports have become too focused on winning"

Base: Total sample (n=2010)

