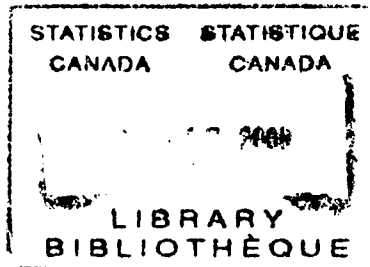


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## **THE VITALITY OF THE SPORT SECTOR IN CANADA**

April 1998  
Final Report

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## **Foreword**

Policy and decision makers in both the public and private sectors are making increased and more sophisticated uses of sport-related data to evaluate the vitality of this sector and to assess its underlying trends. This activity has focussed greater attention on the availability and quality of national sport statistics in Canada. The objective of this report is to present a comprehensive statistical overview of the sport and recreation sector in Canada. The statistics included in this report draw from a diverse range of Statistic Canada databases describing the economic and social contribution of sport and recreation. These statistics include government expenditure, manufacturing of sporting goods, economic impact, employment, volunteerism, training, participation, consumer spending, health and tourism.

This research orientation takes a holistic view of the socio-economic workings of sport in Canada. Compiling the information required an understanding of the economic, financial, cultural and social issues surrounding sport. This report was developed to interpret and to enrich the statistical data in the following ways:

- to examine the context and quality of available statistics;
- to explore topics for which data or statistical analysis might be useful and relevant; and,
- to make a series of recommendations for new statistical initiatives and enhancements.

It is hoped that this report will promote discussion on the appropriateness of the concepts and definitions used and, in turn, help develop better statistics for the sport sector in the future.

## **Acknowledgements**

This report could not have been possible without the contribution of many people. Our sincerest thanks goes to our project funder, Sport Canada, who thought our research efforts worth backing. The Culture Statistics Program gratefully acknowledges the assistance of Sport Canada, specifically Sharon Squire and J.P. Bourdeau who provided valuable input and guidance. Secondly, there are those throughout Statistics Canada who provided technical and clerical support in the preparation of this report. They contributed a wide range of experience in terms of data access and retrieval, and provided quality service under severe time constraints. A special thanks is also extended to Lisa Shipley for granting permission to replicate excerpts from the 1997 edition of the Compendium and to Craig Grimes who compiled the section on the economic impact of the sport and recreation sector.

This report was prepared by Lucie Ogrodnik under the direction of Michel Durand, Chief Research and Communication Section, Culture Statistics Program, Statistics Canada.

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## THE VITALITY OF THE SPORT SECTOR IN CANADA

### 1.0 Introduction

Sport plays a significant role in Canadian culture. The sport and physical activities we engage in, how we integrate them into our community, the values we express through them, and how we celebrate them all help define us as individuals and as a nation. The sum of these activities make up our sport culture.

Significant benefits have been cited<sup>1</sup> as a result of being involved in sport including economic, health and social benefits. It has been reported that sport contributes to a stronger society, a healthier, more active population, a stronger economy and stronger government relations.

On a social level, participation in sport emphasizes sharing of values such as leadership, fair play, cooperation and participation. Being active in a range of physical activities is an important contributor to personal and societal well-being, to being capable and competitive, and to leading a healthy and fulfilling life. Sport and physical activity promote social interaction within our culturally diverse communities. The power of sport is in building a stronger society.

Health-related benefits of sport are well researched and documented. Both the physical and psychological aspects of human development, well-being and longevity can be enhanced through regular physical activity. The positive impact of physical activity on personal health applies to every age bracket of Canadians.

Sport enhances pride among Canadians as our athletes stand on the international podium; it encourages participation in and contribution to Canadian society; and it contributes to Canada's economic growth and prosperity. At the provincial/territorial levels, it contributes to the development of community initiatives.

For the individual, sport is an activity of personal expression not only in the physical sense, but also through self-development, personal achievement and self-actualization. Sport is about testing oneself and allowing the competitive spirit to flourish in the pursuit of individual excellence. Sport makes a significant contribution by teaching values of teamwork and co-operation. It enhances a lifetime of being well, being active and being involved. It teaches self-discipline, self-respect, respect for others, while honing competitive skills.

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<sup>1</sup> From the *Benefits of Sport* paper, Sport Canada

At the community level, sport is a basis for social interaction, community building, developing inter-cultural relationships and cultivating local pride. Collective activities of volunteering and planning sporting events and family outings around sport, encourage the development of community identity and cohesion.

For a nation, sport contributes to national unity and pride as we watch our best athletes perform as ambassadors for Canada. Young Canadians gain priceless knowledge about their own country as they travel and compete with other Canadians. Respect, understanding and fellowship develop. Sport helps Canadians build competitive skills and behaviours essential in this era of globalization. As Canadians we feel a collective pride in our athletes. Their presence on the world stage has contributed to our sense as a nation.

Sport also contributes handsomely to our local and national economies. Amateur and professional sport have evolved into "big-business". The significance of sport as an economic force is only beginning to be understood. The sport and recreation sector contributes significantly to the Canadian economy. Direct contributions were estimated at \$6.9 billion or almost 1.1% of the total GDP of the economy in 1994-95, generating a total of 164,000 direct jobs in the sport and recreation sector.

## **2.0 Comprehensive Sport Statistics**

Statistics Canada, Sport Canada and other agencies collect sport-related data through a number of ongoing surveys. Data are available on the manufacturing of sporting goods, retail and wholesale sales, employment in sport, family expenditure on sport, participation in sport, government expenditure on sport, the import/export of sport commodities and tourism, to name a few. Unfortunately, these studies are difficult to compare due to conceptual and definitional differences.

In assessing the impact of the sport sector in Canada, we are faced with the recurring problem of sport data being intertwined with data on physical activity, recreation and even leisure. Where does physical activity end and sport begin? Where should the delimiter be set: active versus passive activities; competitive versus non-competitive, or another cut-off point? The challenge ahead is to implement a strategy for achieving consistency in the definition and collection of 'sport' statistics across surveys. Without comprehensive guidelines co-ordinating these collection efforts, the resulting information remains piecemeal and inadequate. Accordingly, there is a need for a more standardized / harmonized approach when accessing, presenting and interpreting sport statistics. The work involves the development of a more consistent approach for studying and reporting on the economic, social and cultural factors influencing sport industries and activities (e.g., by using similar definitions, concepts, methodology, interpretation and analytical conventions). The work also includes fostering complementarity across Statistics Canada, other

government departments, the private sector and administrative data bases, to improve the consistency in data interpretation.

Involvement of the wider sport community, and federal and provincial sport organizations is essential to ensure that endorsement of this harmonized approach occurs early, and that the resulting definitional and statistical infrastructures have relevance and integrity.

The amount of sport data currently available is insufficient to provide a comprehensive profile of the characteristics, benefits and value of sport to Canadians. Until means are available to monitor, measure and evaluate all facets of sport activities across the nation, the ability to formulate sound strategic policies, undertake effective planning and make the right choices is limited.

## **2.1 Towards Defining Sport**

In attempting to define the parameters of sport, we are faced with the fact that sport can be stretched and extended to cover almost all forms of recreational and leisure activities. Sport is but one facet of a physical activity spectrum that includes fitness activities, recreational sport, organized competitive sport and high-performance sport. The following section reviews a number of agencies around the world and how they have struggled with the problem of defining sport.

### Australian Bureau of Statistics (ABS)

The Sport and Recreation Ministers Council of the Australian Bureau of Statistics (ABS) concluded that:

Sport is often defined as a human activity capable of achieving a result requiring physical exertion and /or physical skill, which by its very nature and organization is competitive and generally accepted as being sport. However, in a community-wide context, this definition has severe limitations in that many participants play "sport " that is non-competitive, unorganized, an informal or general physical activity, or an adventure recreational activity.

The National Sport and Recreation Industry Statistical Framework was developed to help improve the definition, range and quality of statistics for sport and recreation. The framework consists of five major sectors:

1. Organized sport
2. Active recreation
3. Amusement and passive recreation

## 4. Gambling

## 5. Services to sport and recreation

Each sector is then subdivided into subsectors which have been recognized as economically or socially significant in the Australian community and for which it is possible to collect statistical information. For example, the sector for organized sport is comprised of subsectors for individual sports like basketball, golf and tennis while the *active recreation* sector includes subsectors like boating and yachting, horse riding and swimming.

*Organized sport and physical activities* are defined as those which were organized by a club, association or school. The club or association need not be sporting, it may include a respondent's work social club, church group, old scholars association or aerobics at the local gymnasium. Activities such as running or jogging, walking and gardening are excluded unless these activities were organized by a club or association. Whether an activity was regarded as a sport or physical activity was left to the opinion of the respondent. Respondents were asked about their participation over the previous 12 months. People may report on their participation in more than one organized activity and may also report on their participation in social activities.

*Aerobic recreation* includes aerobics, gymnastics, fitness, air-based recreation, boating/yachting, camping, horse riding, martial arts, snow skiing, swimming, bowling, underwater diving and other active recreation.

*Amusement and passive recreation* include things like amusement parks and venues, horse and dog racing, motor sports (car, motorcycle, speedway, drag, go-kart) and other passive recreation.

*Services to sport and recreation* includes government and sport/recreation organizations, sports medicine and exercise science, sport education and other sport and recreation clubs. .

Also included in the framework are parts of other industries which have relevance to sport and recreation including:

- construction
- retail trade
- wholesale trade
- manufacturing
- finance and insurance
- agriculture, forestry and fishing
- cultural services

### The Council of Europe

At a larger scale, the Council of Europe Committee for the Development of Sport (CDDS) discussed the definition of sport at their 1993 meeting. They addressed whether it is possible for various countries conducting surveys on sports to agree on a common list of physical activities. The problem is even more serious than it seems as it forms the foundation for data collection, analysis and presentation. It was concluded that criteria for drawing up sport lists should be widely accepted, not only from a harmonization point of view but, also for different organizations (government, sport organizations, universities, researchers, national statistical agencies). Each type of organization has affiliations and it would be idealistic for these lists to be wholeheartedly accepted by all. Definitions should be as simple as possible, and flexible in time and space.

Similar survey methodologies are used for collecting data on sport in Great Britain, Sweden and Italy. Respondents receive an *Aide-Memoir* or *Prompt card* with a reference list of physical activities. A common list of activities considered as sport was established. Space was left for each country to add activities considered as sport for a particular country (i.e., Celtic sports - a group of activities practiced in Ireland; hunting - a sport in Italy; bandy - a game on ice of Swedish origin). However, those responsible for drawing up the national lists of sport activities realized that even single sports can be vaguely defined. Not only does a sport include competition, but also specific training exercises and sometimes different kinds of fitness training. It was soon recognized that this problem cannot be completely solved with any one approach.

Measurement criteria also need to be specified. For each recognized sport activity, it would be appropriate to consider definitions for :

- duration / frequency;
- quality / commitment; and ,
- organization.

Since a single list was deemed inadequate, the following three lists were presented:

1. World-wide known competitive sport activities;
2. National competitive sport activities; and,
3. Non-competitive sport and recreational activities.

The first stage entailed checking the list of sport federations recognized by the International Olympic Committee (IOC). IOC recognition certifies that a sport is widespread and coherently regulated. Consequently, the IOC list of sports was taken as the starting point . The suggested list #1 became a basic table that included sports with world wide recognition and are updated by the sports organization with the highest authority to do so. Another problem is that of country specific sports (i.e., Celtic sports, darts and sumo). In each country, the first list, world-wide competitive sports needs to be integrated with the second list, that of national competitive sports.

The third list responds to the need to define physical activities other than at the competitive level (i.e.,leisure oriented and school physical education). One question that was addressed was whether activities which are clearly non-competitive should be included in sport statistics. This question requires further discussion. In any case, these non-competitive activities should be kept separate from the first two groups. Items in list #3 included activities requiring no regular training other than practice, which are scarcely regulated or not regulated at all.

In relation to competitive activities, the following levels were put forth:

- 1.Fully competitive ( ie. A certain number of regulated and controlled competitions);
- 2.Intermediate (less than a certain number of competitions, or absence of official regulation and control), and;
- 3.Non competitive.

The Council of Europe concluded that the purpose of this discussion on defining sport was to suggest a starting point and not conclusions. The starting point should further entail discussion between those interested in sport statistics. Problems arise when surveying people on sport participation as most people do not clearly perceive a conceptual difference between sport and physical activity. Consequently, so as to collect satisfactory information on both phenomenon, it may be necessary to conduct different surveys containing appropriate and distinctive questions, thus segmenting the population according to different levels of participation.

### Sports Statistics Committee (ISI)

The Sports Statistics Committee, at their 50th Session of the ISI (International Statistical Institute) in August of 1995 declared as their first objective towards improving sports statistics to:

Define adequately the terms 'sport' and 'sports participation'. Although all operating definitions have shortcomings, and sport is no exception to this rule, it would be a step forward to make things less confusing.

The Committee recognized that they faced many challenges for improving sport statistics and their aim was to achieve the following objectives over the next two years:

- 1.Define adequately the term sport and sport participation.
- 2.Data collected through surveys and censuses should accurately describe the status and significant changes that are evident in sport involvement.
- 3.Harmonize the data covering competitive sport so that the data can be useful when answering

questions about the competitiveness of sports, development of talents, measuring results and appraisal of scoring, etc.

4. Special effort must be made to estimate accurately youngsters involvement in sport (i.e., what attention sport has received among boys and girls aged 7-15 years).
5. Request the support of national statistical institutions to collect and present sport data on a regular basis.
6. The beneficial aspects of sport should be measured in terms of widening sport involvement in different population groups.
7. Encourage wider exchange of research through seminars and workshops and in this way improve international comparability of sport statistics.
8. Encourage the exchange of information using a central agency for dissemination of information.
9. Organize a seminar to discuss how best to widen our research efforts.

### Sweden

The research experience in Sweden focuses on the need for better international sport-specific statistics which, in turn, calls for improved technical co-ordination of the data gathering processes. It was concluded that, for Sweden, the most practical way to define sport activities is in a physical sense. That is, to include all leisure time sport activities associated with active physical exercise in training and playing and, to exclude all leisure time sport-related activities pursued casually for passive recreation, functional purposes, amusement and social enjoyment (i.e., air-based sports, billiard, boating, camping, cards, chess, cycling for recreation, dancing, darts, fishing, hunting, horse racing, model car racing, motor-based activities, swimming outdoors, table tennis, walking to shops visiting, watching any form of sport, etc). Nonetheless, this issue is easier stated than solved.

Setting up a list requires little effort, yet definitions are another matter entirely. Many sports are pursued both indoors and outdoors, and some sports are very seasonal. Some sports demand high standards of physical endurance while some high levels of skill. Some are highly competitive and engage many players, and some are well organized and widespread. Some are on the Olympic agenda, and some are professional spectator sports. There is difficulty in achieving consensus between games combining skills and games demanding physical endurance.

Hence it was decided that sports listed with a division between indoor and outdoor sports may not

be as farfetched as it initially sounds and may offer the best alternative in the development equation for monitoring sports. This division is easy to understand, easy to use in survey reporting and easy to adjust where necessary.

Operationally, the following items would also be included:

- participation in disabled sports are measured in collective terms and not by type of sport;
- leisure time sports should be measured in terms of frequency of participation rather than in terms of metabolic rate and calories;
- include sport involvement of youngsters attending school, involvement in physical education through the curriculum and pursued during school hours; and
- compulsory physical exercise and sport training during work hours in the armed services, police, fire brigade should be measured and reported separately.

### Sport Canada

Here in Canada, Sport Canada defines "sport" most concisely:

Sport is an activity with a significant physical component in which two or more participants engage for the purpose of competitively evaluating their personal performance. While Sport Canada focuses primarily on competitive sport (ie., sport activity in which a winner is declared), the lead-up activity, wherein the non-competitive exercise and learning of basic skills (which will ultimately be used in competition) occurs, is considered by Sport Canada to be part of the sport continuum. A "sport" is defined as an activity which has the following characteristics:

- It involves formal rules and procedures.
- It requires tactics and strategies.
- It requires specialized neuromuscular skills which can be taught and learned.
- It requires, for either training or competition, a significant involvement of large muscle groups or those which the individual has the ability to utilize.
- It involves, where repetition of standardized movements or forms are included in competition, a high degree of difficulty, risk or effort in such reproduction.



- Its competitive mode implies the development of coaching personnel trained in both general subjects such as big-mechanics, sport psychology, nutrition, group dynamics, physiology, etc., as well as the specific skills of the activity.
- It is, or has been, traditionally regarded as a "sport" in its competitive mode.
- It may involve a degree of physical or emotional risk.
- Its primary activity involves physical interaction of the participants and the environment: air, water, ice/snow, ground, floor or special apparatus and, therefore, no activity in which the performance of a motorized vehicle is the primary determinant of the outcome of the competition is eligible (for example, racing of automobiles, power boats, aircraft, snow machines, etc.). Where mechanized vehicles or conveyances are used, the activity must entail significant physical effort in propelling the vehicle or conveyance.

### Different Levels of Sport<sup>2</sup>

Although all sport activities are part of a continuum, involvement depends on intensity, skill and interest levels. Different levels of sport including recreational sport, organized sport and high-performance sport meet the different needs and interests of Canadians.

*Recreational sport* is a vehicle for fun and play. Individuals find a different physical and emotional space to help release the pressure of daily life. It is an important form of socializing at the individual, family and community levels. Recreational sport ensures that many groups in society have access to sport.

*Organized competitive sport* satisfies deeper urges to develop athletic skills, to test oneself and to explore the thrill of competition. Involvement in organized competitive sport is an important aspect of physical and character development. Often, youth development programs include organized sport activities. Sport offers a variety of competitive opportunities at a range of costs.

*Advanced levels of sport* entail the pursuit of excellence. Their performance, character and behavior create impressions of Canada and Canadians. High-performance sport contributes to pride in country and in the distinctive competence of Canadians.

### Summary

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<sup>2</sup> *Sport: The Way Ahead*, Sport Canada

Contradictions arise where there is no defined standard for a particular concept and where there are different users each with their own set of views on how the concept(s) should be defined. Due to the range of surveys at Statistics Canada, Sport Canada and other agencies collecting data on sport, physical activity, recreation and leisure, inconsistencies are bound to exist. In order to minimize their extent, we need to develop standards where none exist, to bring together users so that they can agree on a single definition where there is a danger of multiplicity and to recognize and resolve possible ambiguities and contradictions in the statistical use of terms such as sport, recreation and leisure activities.

To help differentiate between a sport, physical, recreational or leisure activity a set of criteria is required. Possible criteria to consider include:

- active versus passive participation
- amateur, professional, high performance
- skill-specific physical activity
- is membership a requirement ?
- team-oriented versus Individual sports
- noncompetitive versus competitive
- duration factor (e.g. at least 30 min to play)
- rules & regulations
- recognized associations, coaches, athletes
- recognized as an Olympic sport (too restrictive?)
- unstructured versus structured activity
- organized activity - what do you mean by organized ?
- has physical benefits derived from activity participation (and other benefits ?)
- dare devil activities necessarily out ?
- able-bodied plus disabled sport included
- include sport involvement in school ?

By narrowing these parameters we come closer to differentiating between what should and should not be considered when referring to sport.

There are many ways to define the parameters of sport and/or recreation involvement and the different levels of performance. The examples above suggest there are many different ways and means of establishing standardized procedures. A data dictionary, questionnaire design, quality profile of the survey data and framework of presentation should be developed and then examined in relation to the intended use of the data with the assistance of a group of specialists interested in sport-related statistics. The main lesson learned from this review is the realization of the long way we still have to go before we have homogenous and comparable sport statistics.

## 2.2 A Framework for Sport Statistics: Data Requirements

Statistics Canada and Sport Canada have joined forces to work towards congruency in the concepts and definitions regarding sport statistics, to take inventory, integrate and analyze existing data on sport from various sources and, to recommend and develop new data collection vehicles to provide a more complete and comprehensive picture of sport in Canada.

As a first step towards harmonizing sport statistics, a statistical framework was compiled which, in essence, is a set of sport-related data and information requirements. Through consultations, a requirements framework was developed which serves as the basis for all sport-related data required, essentially it is a statistical wish list. The main objective of the requirements framework is to guide the collection, interpretation and presentation of national sport statistics in a consistent and useful manner. In the long term, this framework will help to meet the statistical needs of the sport industry by ensuring that consistent, reliable and quality statistics are produced. Primary contributors in the development of this framework included Statistics Canada, Sport Canada, the Federal/Provincial and Territorial Sport Committee, National Sport Organizations and various other committees with an interest in sport statistics.

The sport requirements framework is loosely based on the UNESCO (United Nations Educational, Scientific and Cultural Organization) definition to allow for international comparative analyses. It is recognized that there may be additional statistical needs that lie outside of the current framework. In addition, even the information and data needs that have been identified are not static, and that changes will occur over time. Specific information requirements identified in the sport framework are divided into the following 8 sub-sections and include demographic variables such as sex, age, able bodied persons and persons with a disability:

- General Participation
- High-Performance Athletes
- Socio/Cultural Significance
- Funding
- Support Services
- Dissemination
- Economic Measures
- Consumption

There is a need to revisit the requirements framework preferably through on-going consultations in order to keep the requirements as current as possible.

**Figure 1. Sport Statistical Framework: DATA REQUIREMENTS**

General Participation*	High Performance Athletes*	Socio/Cultural Significance	Funding	Support Services	Dissemination	Economic Measures	Consumption
Number of sports clubs/association and the size of their memberships.	Number of competitors, by level and by sport	Contribution of sport to health and fitness	Federal Government	Number of coaches, and officials by kind of sport and certification	Circulation of newspapers and periodicals on sports and games	Tax revenue generated by sport	Total collected through sales of tickets by sport
Participants by physical activity, frequency and level (structured /unstructured)	Number of carded athletes by level and sport	The role of sport in social interaction and cultural integration	Provincial Government	Number of sports facilities, by type	Number of titles of books published on sports and games	Value of production of sports equipment	Attendance at mass sport events, by sport
Time spent on sports activities and games	Number of international, national and provincial federations	The value of sport in building character and self esteem	Municipal Government	Holistic medical support - # of sport physiologists, sport physicians, sport physiotherapists and sport therapists	Number of titles of periodicals and newspapers published on sport and games	Value of wholesale and retail sales	Time spent per week watching sports programs on TV (taking into account the Fall Sweeps)
Barriers to participation and access for under represented groups	Number of annual sport competitions, by type of sport	Contribution to national and individual identity	Private sponsorship	Number of injuries by sport	Number of hours of sport programming per week on radio	Economic Impact	Number of sport tourists
School system participation	International competitions in Canada by sport	The impact of sport in reducing crime rates and drug abuse	Fund-raising	Number of volunteers by sport, type and level	Number of hours of sport programming per week on T.V.	Value of imports of goods and services	
	World championships, Olympic and regional results by type of sport		Membership fees	Sport education and skill development	Number of sport museums, Halls of Fame and libraries	Value of sport tourism	
	Cost of athlete development		Charitable donations	Number of sport research projects		Employment generated by sport	

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	International exchange - # of visits abroad by team/athletes; #of visits by team/athletes from abroad.		Other services		Family expenditure on sport	
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\* All data collected will take into consideration demographic variables such as sex, age, able bodied persons and persons with a disability.

### 3.0 The Role of Governments

Sport is an important expression of Canadian culture. Polling data suggest that:

"the majority of Canadians (90%) agreed that sport is just as much an element of Canadian culture as music, film or literature"<sup>3</sup>.

Sport provides an impetus for national identity and pride. It is an important unifier. The arena, playing field or community centre is often the hub of activity that brings neighbours together. Sport is so important in the lives of citizens that governments have a responsibility to be involved.

Governments recognize the importance of sport to both international and domestic policies. Sport stimulates Canadian identity and pride as we celebrate the accomplishments of our high performance athletes. These athletes serve as role models to admiring Canadians and as international ambassadors reflecting Canadian values to the world at large. International sport activities contribute to understanding among peoples and countries. Sport offers one of the few areas of common ground among a multitude of cultures. Through sport, governments forge contacts and alliances with other governments in order to address common issues and problems. These fundamental contributions of sport therefore justify the need to promote and make sport accessible to all Canadians.

### 3.1 The Organization of Sport in Canada

The sport system in Canada<sup>4</sup> is made up of a number of organizations that provide sport programming and services at the national, provincial/territorial and municipal levels. These groups serve either individual sports (single sport organizations - Basketball Canada) or cater to numerous sports sharing common needs (multi-sport and multi-service organizations: Coaching Association of Canada, Canadian Wheelchair Sport Association). These organizations receive financial support from governments according to the scope of their programs and services. National sport organizations (NSOs) also obtain corporate financing through sponsorship agreements and generate revenue themselves through other sources including fund-raising and membership fees.

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<sup>3</sup> Decima Research, 1991

<sup>4</sup> From Sport Canada Website: <http://www.pch.gc.ca/sportcanada>, 1998

A key group of partners are the National Sport Organizations (NSOs). Each NSO is responsible for the ongoing development and administration of a particular sport, among other things, establishing the rules of the sport and determining where their respective international competitions will be held. There are also Multi-Sport Service Organizations (MSOs) which provide services to the NSOs that support athlete development programs, equal access to under-represented groups and to athletes themselves.

The single most distinguishable difference between the partners within the Canadian sport system has to do with the group targeted within the sport development continuum. Even though Sport Canada is interested in all athletes and the entire amateur sport system, its role centres around high-performance sport and high-performance athletes who compete internationally, nationally and inter-provincially. The provinces/territories and municipalities are also interested in all participants, but focus on the entry level and developing athlete. They strive to establish the basis of the sport development continuum, making sport activities available to all, through to fielding teams of young athletes prepared to compete at the Canada Games. The NSOs are interested in the athletes involved in their particular sport. Thus, it is a matrix of partners working together strengthened by a common focus - the participant/athlete.

### **3.2 Government Spending on Sport**

Various levels of government support physical activity and sport in a number of ways. Their overall objective being to enhance the development and achievements of Canadian athletes. Total government expenditure on sport and recreation amounted to more than \$4 billion in 1993-94. The federal government spent \$483 million on sport and recreation, of which \$76 million was provided by Sport Canada (Department of Canadian Heritage).

The role of provincial/territorial governments has many similarities to the federal role in terms of sport and recreation. In addition to funding, provincial governments promote sport development, support provincial championships and other games, develop facilities (often through lottery funds), and support athletes and their organizations at the provincial level. In 1993-94, provincial/territorial funding for sport and recreation totalled \$512 million.

Municipal spending on sport and recreation reached well over \$3 billion in 1993-94, making this level of government the largest government supporter of sport and recreation in Canada (76% of total government expenditures on sport in 1993-94). Municipal governments play a significant role carrying the primary responsibility for facilities development. Ice arenas, swimming pools, football and soccer fields, gymnasias and recreational fields are developed and maintained by municipal and local authorities. Generally, bids for major games are initiated and supported at the

municipal level. Municipal recreation departments play a key role in organizing and managing community sport activities. The majority of our high-performance athletes started their sport careers at the community level. A wide range of physical activities are delivered through municipal recreation departments, physical education programs in schools, and health and fitness programs in the workplace.



**Table 1.****Tri-Level Government Spending on Sport and Recreation, Canada, 1990-91 to 1994-95**

<b>Government Expenditures (\$000,000)</b>	<b>1990-91</b>	<b>1991-92</b>	<b>1992-93</b>	<b>1993-94</b>	<b>1994-95</b>
<b>Federal Expenditures</b>					
Sport Canada	68.8	68.3	72.2	75.8	64.2
Other	406.7	416.3	433.3	406.8	399.5
<b>Total</b>	<b>475.5</b>	<b>484.6</b>	<b>505.5</b>	<b>482.6</b>	<b>463.7</b>
<b>Provincial Expenditures <sup>5</sup></b>	<b>683.2</b>	<b>788.5</b>	<b>621.7</b>	<b>512.2</b>	<b>n/a</b>
<b>Municipal Expenditures</b>	<b>3085.6</b>	<b>3170.3</b>	<b>3179.1</b>	<b>3146.5</b>	<b>3353.4</b>
<b>Total</b>	<b>4244.3</b>	<b>4443.4</b>	<b>4306.3</b>	<b>4141.3</b>	<b>n/a</b>

Source(s): Sport Canada, Department of Canadian Heritage; Statistics Canada, System of National Accounts, Public Institutions Division.

<sup>5</sup> Provincial expenditures includes recreation (less parks) and other recreation (not included elsewhere).

### 3.3 Federal Sport Policy Issues, Priorities

For generations sport has played an integral part in Canadian life. Thousands of Canadians play team sports such as soccer or baseball, while others compete against their own personal best by running marathons or taking aerobics classes. Countless Canadians volunteer their time and expertise as coaches and organizers for various sport groups. The natural extension of this passion for sport is Canada's national training program for gifted athletes which helps pay for professional, technical and coaching staff, and defrays the costs of meetings, coaching clinics and seminars, and national and international competitions. This kind of backing has helped Canada place strong teams at major international sporting competitions (e.g., Olympic, Paralympic, Pan-American, Commonwealth, and World Championships).

Over the years, a number of issues have been identified, including a consistent and growing demand for a strategy to enhance the vision, values, national goals, strategic priorities and stakeholder policies and plans.

In addition to performance and equity issues shared with other levels of government, Sport Canada provides individual support to Canada's high performance athletes indirectly through National and Multi-Sport Service Organizations and National Sport Centres and directly through the Athlete Assistance Program for carded athletes (carded athletes must meet specific high performance standards to receive this support).

At the federal level, Sport Canada's main objective is to

support and promote high performance sporting excellence by Canada's athletes who compete internationally, nationally, and inter-provincially while demonstrating strong ethics and fairness.

Their mission is:

- To strengthen the unique contribution that sport makes to Canadian society, identity and culture.
- To support the achievement of high performance athletic excellence through fair and ethical means.
- To work with key partners to sustain the development of the Canadian sport system.

Their policy priorities include:

- Supporting Canada's high performance athletes and programs;

- Coaches and coaching development;
- Delivery of services to athletes and coaches by national sport organizations and other means;
- Increased access for women, athletes with disabilities and aboriginal persons; and
- Initiatives that help advance broader federal social and economic policy objectives.

Specific Sport Policies focus on:

1. Federal Policy for Hosting International Sport Events (Hosting Policy)

The Hosting Policy is a framework for determining if the federal government should financially support an international sport event, and if so, to what extent. The policy articulates the Government of Canada's role in hosting. It is also a means for the government to evaluate the merits of hosting proposals as they are submitted, measuring them against criteria included in the Assessment Guide, an annex to the policy. The policy ensures that federal support is given only to events that will bring significant net benefits to Canadians in the areas of sport, economic, social and cultural development.

2. Women in Sport Policy

Sport Canada aims to attain equality for women in sport. Implicit in this goal is that women at all levels of the sport system are entitled to an equal opportunity to participate. This does not mean necessarily that women wish to participate in the same activities as men, but that the activities that they do wish to pursue should be provided in a fair and unbiased environment. Moreover, at all levels of the sport system, there must be equal opportunities for women and men to compete, coach, officiate and administer sport.

3. Official Languages Policy of the Federal Treasury Board

Sport Canada requires that organizations receiving funding for sport under its programs adhere to the Treasury Board Policy on Official Languages. The policy is in place to ensure that non-governmental organizations funded by the Government of Canada and serving clients of both official language communities (English and French) will provide services and be able to communicate in the client's official language of choice.

4. Federal Government Policy on Tobacco Sponsorship of National Sport Organizations

Since 1985, Sport Canada has had a policy in place which precludes all National Sport Organizations receiving federal government funds from associating in any sponsorship, promotional or other financial arrangements with the tobacco products industry for events or programs predominantly involving amateur athletes.

### 5. Canadian Policy on Penalties for Doping in Sport, 1993

The policy clearly articulates the following:

- Definition and interpretation of doping;
- Penalties for doping infractions; and,
- Reinstatement provisions.

Compliance with the Canadian Policy on Penalties for Doping in Sport is one of the conditions for access to federal government sport funding. The federal government in conjunction with the Canadian sport community has jointly designed and committed to the principles and procedures of this policy.

## **4.0 Economic Impact of Sport and Recreation<sup>6</sup>**

### **4.1 A Cautionary Note**

Readers of these estimates should be aware that this is the first attempt at trying to quantify the economic contribution of the sport and recreation sector. These estimates are based on definitions, parameters and methodology developed internally. Further developmental work, consultations and decisions are required (specifically on the definition of sport) which, in turn, will affect the commodities and activities used in estimating the impact of the sport and recreation sector on the economy. Therefore, it must be recognized that this work is not definitive.

Statistics Canada and Sport Canada collect sport-related data through a number of ongoing surveys. Unfortunately, these studies are difficult to compare due to conceptual and definitional differences. In assessing the impact of the sport sector in Canada, we are faced with the recurring problem of sport data being intertwined with data on recreation, physical activity and even leisure.

Accordingly, there is a need for a standard approach for accessing, presenting and interpreting sport statistics and conducting analytical studies. This work involves the development of a more consistent approach among client groups for studying and reporting on the economic, social and cultural factors influencing sport industries and activities (i.e., by using similar definitions, concepts, methodology, interpretation and analytical conventions). The work also includes fostering complementarity of survey activities and studies across Statistics Canada, other

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<sup>6</sup> This section was compiled by Craig Grimes, Economic Impact Project, Culture Program.

government departments, the private sector and administrative data bases. Furthermore, there is a need to promote uniformity in data interpretation for selected standard data applications.

Involvement of the wider sport community and federal and provincial sport is essential to solicit input and endorsement of this work and to ensure that the resulting terminology and methodology are relevant. Consultations with experts in the field and methodologists will undoubtedly result in modifications to the scope of the activities covered and/or the calculations used to derive estimates of economic activity.

**Until such time as a definitional framework for sport statistics is further developed, the methodology in the calculation of economic impact undergoes rigorous review, and through consultations is agreed upon (both internally and externally to Statistics Canada), the economic impact estimates for sport and recreation are to be considered as special tabulations provided to our client, Sport Canada, and are not to be presented as official Statistics Canada tabulations.**

#### **4.2 The Economic Impact of Sport and Recreation**

The sport and recreation sector in Canada is an important and integral part of the nation's fabric. During the last few decades, this sector has assumed an increasingly important place. There currently is a considerable body of activity associated with sport and recreation industries (e.g., professional sport clubs, sport and recreational facilities, etc.) as well as a host of individual athletes, coaches and trainers, unions, promotion agencies, and National and regional sport organizations. Collectively, they may be described as part of the sport and recreation sector which represents a considerable source of income and employment and represents a significant sector of economic activity.

Economic growth provides an important stimulus to the sport and recreation sector. In return, sport and recreation are an important spur to business and industry. While the interrelationships between specific businesses and sport/recreation are difficult to quantify, data are available on the links between the sport /recreation sector and the total economy.

To substitute the economic value of the sport/ recreation sector for its social and cultural values would be a severe distortion. Sport and recreation make important contributions to personal and societal well-being, to the identity of individuals, and to the unity of communities and the nation. However, to ignore this sector's economic importance, and especially its role in promoting balanced economic growth and employment opportunities, would also be a distortion. The sport /

recreation sector contributes to the well-being of a variety of businesses through the demand it creates for sport and recreational goods and services.

This study examines the economic significance of the sport/ recreation sector. Standard National Accounts concepts were utilized to quantify the impact of the sport/ recreation sector. There are many possible dimensions according to which the sport and recreation sector can be classified, the sport and recreation economy presented here is a composite of the following nine different operating economies:

- Coaches, referees and athletes
- Professional Sport clubs
- Sport and recreation clubs and services
- Amusement and recreational services and facilities
- Manufacturing of sporting goods
- Wholesale of sporting goods
- Retail of sporting goods and services
- Government (Federal, Provincial, Municipal) funding of sport
- National Sport Organizations

#### Sectors Not Included

- Special events/games (Olympics, Paralympics)
- Sport Medicine
- Sport and Health

Making decisions on what we mean by sport and recreation in terms of which activities and industries are included (i.e., producing a standard list sport and recreation commodities, services, occupations, industries and activities) is necessary for the creation of standard data products. A definitional framework for sport and recreation statistics will formalize the content and the terminology for referring to that content, thus enabling the production of uniform data products. These data products will use standard aggregations and terminology, which users will learn to recognize and understand through repeated use and analysis. Furthermore, any variations from the standard will be easily identifiable in the data products.

### **4.3 Direct Impact**

Within each of the nine categories of the sport /recreation infrastructure, the economic impact of all the functions (including the production and distribution, manufacturing, wholesale and retail of sport and recreation goods and services) have been assessed. The direct impact denotes the impact associated with the direct contribution being made by the sport and recreation sector to the Canadian economy. This is measured by summing the incomes of the various factors of production. This includes the primary inputs of the sport /recreation sector consisting of wages and salaries and supplementary labour income, indirect taxes, net income of unincorporated businesses, and operating surplus. Primary inputs constitute the value-added component, or the direct contribution, to the Gross Domestic Product (GDP). Great care has been taken in calculating these estimates by only working with the primary inputs at each stage (from athletes, coaches and trainers to the retail distribution of sport and recreation equipment and the use of sport and recreation facilities) so as not to introduce double counting.

The estimated value of the direct impact of the sport and recreation sector reaches \$6 billion in current dollars (or 0.93% of the GDP of the whole economy), with direct employment totalling just over 200,000 jobs in 1994-1995 (Tables 2 and 3).

Since the economic activity initiated by the creation of these products and services involves the manufacturing, wholesale and retail of those products, the measurement of the economic impact must include all activities up to final consumption. This series of activities (creation, creative production, manufacturing, wholesale, and retail) is referred to as the economic chain. The present approach for producing statistics on the economic impact of sport and recreation does not distribute the impact associated with manufacturing, wholesale, and retail across the identifiable sport and recreation activities. One of the changes planned for this project is to improve the economic impact presentation by better presenting the economic chain (i.e., showing the relationship between producers, manufactures, wholesalers and retailers of sport /recreation products and services).

### **4.4 Indirect Impact**

Not only is the sport and recreation sector a direct source of employment, income and tax generation, but it also gives rise to many other indirect activities linked to it in a variety of ways. Statistics Canada's input/output model takes into account all direct and indirect relationships that tie a particular sector to all other markets or industries. The construction of the model rests on the observation that the process of production creates a chain of economic activity. To develop athletes, coaches and trainers requires the efforts not only of those who are in the sport and recreation sector, but also of those who are concerned with the availability of facilities and a wide

range of products and services. The production or availability of these services, in turn require a myriad of other raw materials and services which are consumed by sport and recreation-related activities. In turn, the sport facilities, sport equipment, and other equipment are only available if other materials and services have been produced. Thus, the sport and recreation activities involve a long chain of indirect production which links many of the human, material and technological resources of the economy.

The GDP, taking into account both the direct and indirect impact reaches almost \$7.7 billion (in current dollars) for the sport and recreation industries. The corresponding jobs created directly and indirectly number 220,000 in 1994-1995 (Tables 3 and 4).



#### **4.5 Comparing the Sport and Recreation Sector with Other Economic Sectors**

In order to produce consistent and comparable data, Statistics Canada uses an industrial classification system which compiles industrial data into sixteen industry divisions. Unfortunately, neither the sport and recreation industries nor the cultural industries are explicitly identified as distinct industries according to this classification system and, are in fact embedded across the existing industry divisions. Therefore, in order to measure the direct impact of the sport and recreation industries, data have been taken from several industry divisions.

In addition to deriving the sport and recreation sector, the calculation of sport and recreation's economic impact requires further modelling. The model used follows the economic chain of activities encountered by commodities and services as they make their way from the point of creation, through production, manufacturing, wholesale and retail to the final consumer. These links in the economic chain have been included because they provide a better indication of the economic activity being generated in the community by sport and recreation products and services. These contributions go beyond the creation of the commodity to include activity in other sectors which contribute to the production or delivery of the commodity or service to the consumer. This process of modelling economic activity has not been adopted for the other sectors of the economy.

Hence, comparisons between the GDP contribution of the modelled sport and recreation sector and other sectors (i.e., any of the sixteen industry divisions) is not recommended. More specifically, a comparison between the GDP contribution of the sport and recreation sector using this modelled approach with other sectors (which have not as yet been modelled) would at worst lead to the double counting of the economic contribution, and even at its best, such a comparison would be meaningless due to the incompatibility of approaches. To develop a meaningful comparison it would be necessary to develop a similar modelled approach for each sector in the economy, which is not a fiscally viable option at this time.

There are two useful indicators one can use to monitor sport and recreation's GDP contribution. Firstly, the growth rate of sport and recreation is a valuable indicator of the vitality of the industry. By comparing this value with the growth rate of other industries, a sense of the growing importance of sport and recreation in the economy can be gained. The second way in which the GDP contribution of the sport and recreation sector can be used is by comparing it to the size of the economy as a whole. By doing so, its importance within the economy is made evident. Until further investigation is completed,

the interpretation of these economic indicators should not be taken any further.

#### 4.6 Developing Standards

One of the objectives of the Culture Statistics Program (CSP) is to produce consistent data products, which will result in uniform interpretation and reporting of culture and sports and recreation statistics. Although culture is mutually exclusive of sport and recreation, there are important lessons to be learned from the project organization and decisions already taken for cultural statistics. These include defining the scope of the project through a definitional framework, creating a working group, and adopting a standard methodology for producing economic impact statistics.

Making decisions on what sport and recreation is and which activities and industries are included (i.e., producing a standard list sport and recreation commodities, services, occupations, industries and activities) is necessary for the continued creation of standard data products. A definitional framework for sport and recreation statistics will formalize the content and the terminology for referring to that content, thus enabling the production of uniform data products. These data products will use standard aggregations and terminology, which users will learn to recognize and understand through repeated use and analysis. Furthermore, any variations from the standard will be easily identifiable in the data products.

One way to ensure the development of a useful definitional framework is to create a working group of knowledgeable members who are in tune with sport and recreation issues and concerns. Participation by knowledgeable members should result in a definitional framework that is able to address many of the issues and concerns of the sport and recreation community (i.e., producing a flexible definitional framework that is capable of meeting many of the data needs of the sports and recreation community). The resulting framework would have a better chance of being endorsed and used by the sport and recreation community in the presentation and interpretation of the statistics.

In addition to establishing standard content, adopting standard methodological approaches should also be considered. In those instance where established methodologies are already in place for producing similar data products, the existing methodologies should be adapted for use in producing sport and recreation statistics. Such is the case for statistics on the economic impact of sport and recreation on the Canadian economy, which uses an approach based on the methodology used in the

CSP economic impact project (EI). Although the sport and recreation activities are mutually exclusive from culture, the methodology used to calculate economic impact should be followed as closely as possible.

- The economic impact project currently measures the economic activity generated by the sport and recreation industries and activities in two ways. First, the value of production for these industries and activities will be estimated in terms of the contribution being made to the Gross Domestic Product (GDP). The second indicator is an estimate of the numbers of jobs generated by sport and recreation industries and activities. The current list of establishments and activities include those that act as the primary producers of sport and recreation commodities and services. The addition of a definitional framework will formalize this list, which should improve the comparability over time.

Since the economic activity initiated by the creation of these products and services involves the manufacturing, wholesale and retail of those products, the measurement of the economic impact must include all activities up to final consumption. This series of activities (creation, creative production, manufacturing, wholesale, and retail) is referred to as the economic chain. The present approach for producing statistics on the economic impact of sport and recreation does not distribute the impact associated with manufacturing, wholesale, and retail across the identifiable sport and recreation activities. One of the changes planned for this project is to improve the economic impact presentation by better presenting the economic chain (i.e., showing the relationship between producers, manufactures, wholesalers and retailers of sport and recreation products and services).

- The Economic Impact project will measure the economic activity (i.e., GDP and jobs) generated within this economic chain for all industries and activities listed in the definitional framework. In addition, the E.I. project will measure the economic impact of sport and recreation services involved in the creation of these products (e.g., government, and other services).

**Table 2.****The Direct Economic Impact of the Sport and Recreation Sector on GDP, Canada, 1994-1995**

<b>Direct Economic Impact GDP (\$ millions)</b>	<b>Canada</b>
Coaches, Referees and Athletes	1,014.1
Professional sport clubs (SIC: 9641)	310.9
Sport and recreation clubs (SIC: 965)	853.3
Other amusement & recreation services (SIC: 9699)	202.7
Government - federal	192.0
Government - provincial	127.0
Government - municipal	509.7
<b>Total government</b>	<b>828.7</b>
National Sport Organizations	38.9
Manufacturing (SIC 3931)	570.9
Wholesale (SIC: 5942)	612.7
Retail	
Sportswear	539.9
Sporting & athletic equipment	336.8
Live sport spectacles	96.2
Use of recreational facilities	598.7
Other recreation	77.5
<b>Total retail</b>	<b>1,649.1</b>
<b>Total Sport and Recreation</b>	<b>6081.3</b>
Total Economy	654,768.0

Sport and Recreation Share (%)	0.93
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Note: See methodology section for sources, methodology and definitions.

**Table 3.**  
**The Direct Economic Impact of the Sport and Recreation Sector**  
**on Employment, Canada, 1994-95**

<b>Direct Impact on Employment: (Actual Number of Jobs)</b>	<b>Canada</b>
Coaches, Referees and Athletes	43,323
Professional sport clubs (SIC: 9641)	14,022
Sport and recreation clubs (SIC: 965)	49,289
Other amusement & recreation services (SIC: 9699)	12,261
Government - federal	1,229
Government - provincial	737
Government - municipal	968
Total government	2,934
National Sport Organizations	249
Manufacturing (SIC 3931)	8,734
Wholesale (SIC: 5942)	2,164
<b>Retail</b>	
Sportswear	22,464
Sporting & athletic equipment	14,013
Live sport spectacles	4,004
Use of recreational facilities	24,911
Other recreation	3,226
Total retail	68,617
<b>Total sport and recreation</b>	<b>201,592</b>
Total Jobs	13,290,000
<b>Sport and Recreation's Share (%)</b>	<b>1.52</b>

Note: See methodology section for sources, methodology and definitions.

**Table 4.**  
**The Direct and Indirect Economic Impact of the Sport and Recreation Sector on GDP, Canada, 1994-95**

<b>Direct and Indirect Economic Impact on GDP (\$ millions)</b>	<b>Canada</b>
Coaches, Referees and Athletes	1551.6
Professional sport clubs (SIC: 9641)	475.7
Sport and recreation clubs (SIC: 965)	1305.6
Other amusement & recreation services (SIC: 9699)	310.2
Government - federal	263.0
Government - provincial	161.3
Government - municipal	703.4
Total government	1,127.7
National Sport Organizations	53.3
Manufacturing (SIC 3931)	959.1
Wholesale (SIC: 5942)	814.9
Retail	
Sportswear	739.6
Sporting & athletic equipment	461.4
Live sport spectacles	131.8
Use of recreational facilities	820.2
Other recreation	106.2
Total retail (1)	2,259.3
<b>Total Sport and Recreation</b>	<b>8,857.3</b>
<b>Total Economy</b>	<b>654,768</b>
<b>Sport and Recreation's Share (%)</b>	<b>1.35</b>

(1) Totals may not add due to rounding.

Note: See methodology section for sources, methodology and definitions.

**Table 5.**  
**The Direct and Indirect Economic Impact of the Sport and Recreation Sector on Employment, Canada, 1994-95**

<b>Direct and Indirect Economic Impact on Employment: (Actual Number of Jobs)</b>	<b>Canada</b>
Coaches, Referees and Athletes	58,919
Professional sport clubs (SIC: 9641)	19,071
Sport and recreation clubs (SIC: 965)	67,033
Other amusement & recreation services (SIC: 9699)	16,674
Government - federal	1,634
Government - provincial	950
Government - municipal	1,307
Total government	3,892
National Sport Organizations	331
Manufacturing (SIC 3931)	13,974
Wholesale (SIC: 5942)	2,835
Retail	
Sportswear	26,058
Sporting & athletic equipment	16,255
Live sport spectacles	4,644
Use of recreational facilities	28,897
Other recreation	3,742
Total retail	37,283
<b>Total sport and recreation</b>	<b>220,012</b>
Total Jobs	13,290,000
<b>Sport and Recreation's Share (%)</b>	<b>1.66</b>

Note: See methodology section for sources, methodology and definitions.



## 5.0 Employment in the Sport Sector in Canada

Canadian athletes depend on the efforts of a variety of skilled people. Coaches, trainers, referees and athletes all contribute to sport and physical activity in Canada. According to the Labour Force Survey (LFS), over 42,000 people worked as coaches, trainers, referees and athletes in 1996, this represents a 27% increase over 1990. Of this total, 86% (36,363) were classified as coaches and trainers. The number of persons working as referees increased by 53% between 1990 and 1996, coaches/trainers increased 27%, while the number stating 'athlete' as their primary job declined by 8%.

Despite the substantial growth in the total number of persons employed in sport-related occupations, it nonetheless represented less than 1% (0.3%) of the total Canadian labour force in 1996. The sport industry is a small sector when compared against other industries; however, with a 27% increase in the size of its labour force over a 6-year period, sport-related occupations are the fastest growing sector after computer services.

Of individuals in Canada employed as coaches/trainers, referees or athletes in 1996, 41% resided in Ontario, 19% in Quebec, 18% in British Columbia and 11% in Alberta.

According to LFS estimates, women represented 57% of coaches/trainers, 13% of referees and only 8.4% of athletes in 1996. In examining sport occupations by age group, we find that almost three-quarters (70.6%) of coaches and trainers were between 15 and 34 years of age; 96% of referees and 48% of athletes were between 15 and 24 years of age.

LFS data further indicate that three-quarters (75%) of the sport labour force consisted of paid workers in 1996, and one-quarter (25%) were self-employed. The majority (75%) of coaches/trainers and almost all referees (92%) were paid workers. On the other hand, over one half (55%) of athletes were paid workers and 45% were self-employed. As a reference point, 83% of all Canadians in 1996 were paid workers, and 16% were self-employed.

Overall, six out of ten people (60.3%) employed in this sector were employed on a part-time basis. Referees and officials were the most likely to be employed part-time (98.9%), while 58% of coaches and trainers were employed on a part-time basis. The exception to this trend is athletes, of which only 34% were employed part-time and 66% full-time. Comparatively speaking, 19% of Canadians were part-time employees and 81% were employed full-time in 1996.

It should be noted that a limitation of the Labour Force Survey is that data are collected only on the primary occupational activity. As a result, individuals whose primary job is not in sport-related occupations but who hold secondary or tertiary jobs in the sport area would not be included in these data. In effect, the number of persons employed in this sector is

under-represented in this survey.

According to Sport Canada, approximately 2.7 million athletic competitors were registered members of national and provincial sport organizations in 1994. That is, they paid membership fees that allowed them to compete in recognized competitions. In addition, the membership of national sport organizations included about 188,000 coaches and 140,000 officials. In 1996-97, the number of athletes carded under Sport Canada's Athlete Assistance Program (AAP) numbered 1,026.

**Table 6.**  
**Labour Force for Selected Sport Occupations, Canada, 1990-1996**

Sports Sector (Selected Occupations)	1990	1991	1992	1993	1994	1995	1996	% Chang e
Coaches / Trainers	28539	27233	28527	29667	36424	36566	36363	27.4
Referees/ Officials	X	X	X	X	X	X	X	52.5
Athletes	X	X	X	X	X	X	X	-8.3
Total	33080	32372	32579	35830	43323	43103	42129	27.4

(X) Values less than 8,700 are unreliable.

Source: Labour Force Survey, Statistics Canada.

**Table 7.**  
**Labour Force for Selected Sport Occupations by Age, Canada, 1996**

Selected Sport Occupations (%)	15 - 24	25 - 34	35 - 44	45 - 54	55+	
Coaches / Trainers	47.2	23.4	18.8	7.9	2.7	100
Referees/ Officials	96	2.1	0	0.4	1.5	100
Athletes	48.3	22.9	12.1	16.7	0	100
Total	51.9	21.3	16.7	7.5	2.6	100

(X) Values less than 8,700 are unreliable.

Source: Labour Force Survey, Statistics Canada.

## 5.1 Defining Sport-Related Occupations, 1980 SOC

The definitions used by the LFS are based on the 1980 Standard Occupational Classification (SOC)<sup>7</sup> system. Occupation refers to the work a person was doing during the reference week, as determined by the kind of work and the description of the most important duties of the job.

Sport and Recreation occupations include occupations primarily concerned with selecting, training and directing athletes; giving instruction in professional sports; arranging and directing athletic programmes; officiating at games and sport competitions; participating in sport and athletics as competitors or players; and providing services directly related to sporting events and recreational activities. It does not include occupations concerned with teaching athletics, sport and physical education in educational institutions.

Coaches, Trainers and Instructors are concerned with coaching, training, instructing and directing athletes for team sports; and training and instructing athletes and other individuals in competitive and recreational sport. Activities include: negotiating contracts with players, arranging for their participation in sport events and giving instructions in theoretical and practical aspects of sports and recreation to individuals or groups desiring to gain sport skills or to increase physical fitness.

Referees and Related Officials include occupations concerned with observing and enforcing rules and regulations governing sporting events, athletic games and competitions. Activities include: refereeing competitive games, keeping scores and other records; judging performances and results in sporting events such as football, hockey, racing, skating and skiing; and verifying credentials of persons and animals engaged in sports and other special events.

Athletes are defined as occupations concerned with active participation, for monetary gain, in games or sport as a competitor or player.

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<sup>7</sup> The SOC is a systematic classification structure used to identify and categorize the entire range of occupational activity in Canada. Occupations are therefore identified and grouped primarily in terms of the work usually performed, this being determined by tasks, duties and responsibilities of the occupation.

**Table 8.**  
**Total Labour Force by Industry, Canada, 1990 to 1996**

Selected Industries (000's)	1990	1991	1992	1993	1994	1995	1996	Total% Change
Sport	33.1	32.2	32.6	35.8	43.3	43.1	42.1	27.4
Logging & Forestry	67.2	66.9	65.6	65.9	79.6	90.8	75.9	13.0
Computer & Related Services	71.3	91.9	71.2	78.7	97.6	121.2	135.9	90.6
Mining, Quarry & Oil	187.1	179.6	161.2	152.3	155.9	171.5	168.2	-10.1
Agriculture	440.7	456.9	436.9	450.3	424.7	430.3	453.2	2.8
Transportation & Storage	534.7	530.2	528.6	513.4	523.2	560.0	552.9	3.4
Wholesale	610.6	585.4	577.6	585.5	603.5	603.1	628.1	2.9
Construction	823.4	731.3	716.3	692.8	749.8	723.0	717.7	-12.8
Finance & Insurance	786.5	790.6	801.2	808.2	786.3	806.7	796.9	1.3
Government								
Federal								-5.0
Provincial								-6.6
Local								-6.2
Total								-5.9
Education	794.0	823.5	858.0	856.0	882.6	872.8	859.6	8.3
Accommodation, Food & Beverage	804.9	805.0	803.5	816.7	834.7	859.1	889.9	10.6
Culture	1,025.4	994.3	957.7	1,033.5	1,052.3	1,064.4	1,077.9	5.1

Health & Social Services	1,198.9	1,248.1	1,268.9	1,308.2	1,311.3	1,336.1	1,347.4	12.4
Other Industries (1)	1,292.1	1,280.3	1,311.2	1,374.3	1,443.3	1,500.9	1,539.8	19.2
Retail	1,687.6	1,634.9	1,635.5	1,609.3	1,649.9	1,645.3	1,678.8	-0.5
Manufacturing	1,948.5	1,795.9	1,723.8	1,738.2	1,795.3	1,897.9	1,917.9	-1.6
<b>Total</b>	<b>13,170.0</b>	<b>12,920.0</b>	<b>12,840.0</b>	<b>13,010.0</b>	<b>13,290.0</b>	<b>13,510.0</b>	<b>13,680.0</b>	<b>3.9</b>

(1) Includes utilities, service sector (e.g., accounting, lawyers, consultants, etc.), unions and membership organizations, personal and household services, and other business services.

Source: Labour Force Survey, monthly, Statistics Canada, Catalogue No. 71-001 and 71-201.

## 5.2 Growth in Volunteerism

It is well known that volunteerism - the "giving freely" of one's time - keeps the wheels of many organizations turning. Volunteers are found everywhere in our society. They are involved in social welfare activities, artistic and cultural programs, sports, environmental protection, even law and justice.

Although their impact is great, the amount of information about volunteers is small. According to the Survey of Volunteer Activity conducted by Statistics Canada in 1987<sup>8</sup>, Canada benefited from the efforts of more than five million unpaid workers doing over nine million jobs. These volunteers put in over one billion hours (an average of about two hours a week per job) over the 12-month period surveyed. This was equivalent to more than 500,000 full-time, full-year jobs<sup>9</sup>. If these jobs had paid even the minimum wage, they would have required a payroll of more than \$75 million a week.

Nationally, 27% of the adult population (5.3 million) volunteered at least once during the year. Albertans were the most likely of all Canadians to volunteer (40%), with participation rates also high in Manitoba and Saskatchewan (both 37%). Residents of Quebec were the least likely to volunteer at 19% of the population reporting volunteer activity.

Survey respondents were asked to provide detailed information on up to three organizations they had volunteered for. In total, volunteers actively participated in more than 9.2 million jobs in the reference year. Taking into account additional jobs<sup>10</sup> (those working more than for three organizations), the volunteer job total would reach 9.8 million jobs.

Of the 9.2 million jobs, 1.6 million (17%) were in the religious field and 1.5 million jobs were in the sports & recreation fields<sup>11</sup> (16%). The arts and culture sector accounted for an additional 335,000 jobs or 4%. Although women do hold the majority of volunteer jobs, it is a small majority.

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<sup>8</sup> Note that a supplement to the Labour Force Survey has been conducted on volunteers and is due to be released September 1998.

<sup>9</sup> This estimate is based on 40 hours per week, 50 weeks per year.

<sup>10</sup> Volunteers usually report doing several activities for each organization served, for example fundraising, sitting on a board, providing information. A volunteer can be counted not only in several different activity categories, but also two or three times in the same category if he/she performed that activity for two or three different organizations.

<sup>11</sup> The types of organizations contained in the Sports and recreation category include: recreational and sports facilities, recreational organizations, recreational events and activities, hobby groups and common interest groups, social clubs and events, vacation camps, physical activity and fitness, and sports events and competitions.

Overall, 57% of volunteer jobs were filled by women and 43% by men. But some types of organizations attracted quite different proportions of men and women. Organizations in the health, religious and international fields had much higher proportions of women. For example, three quarters of volunteer jobs in health, and two-thirds of those in religious organizations and 58% in arts and culture organizations were taken by women. On the other hand over 60% of volunteers in sports and recreation were men.

Almost one-half of all volunteers were aged 25 to 44, just over one-quarter were 45 to 64 and the remainder were divided between those 15 to 24 or over 64. Three-fifths of the jobs in leisure, recreation and sports were handled by 25-44 year olds as were almost two-thirds of the jobs in education and youth development. The 65 and over group were mainly responsible for positions in the social services (care and support) field.

More detailed data indicate that in 1986:

- Some 1.9 million volunteers were from Ontario, with women accounting for slightly more than half of them (58.3%).
- These volunteers were involved in an estimated 3.2 million volunteer jobs in 1986-87.
- About 4% of these volunteer jobs ( or about 117,000) were for arts and culture organizations in 1986.

What does the future hold for volunteer organizations? A rising demand for social services in an era of fiscal restraint implies that more activities will have to be assumed by volunteers. In addition, the changing age profile of the Canadian population will have an impact on the types and amounts of services required. For volunteer organizations, the challenge will be not only to attract and hold members, but also to adjust to changes in the demand for their services.

**Table 9.**  
**Number of Volunteer Jobs in Canada, by Type of Organization, 1986**

Type of Organization	Total Volunteer Jobs ('000) (1)	Share (%)
Religious Organizations	1,588	17
<b>Sport and Recreation</b>	<b>1,480</b>	<b>16</b>
Education/Youth Development	1,311	14
Health	940	10
Social Services	830	9
Multi-Domain	805	9
Society and Public Benefit	701	8
Employment & Economic Interests	528	6
Arts and Culture	335	4
Other	300	3
Environment and Wildlife	161	2
Law and Justice	109	1
Foreign & International Organizations	90	1
Total	9,179	100 %

(1) In the survey, information was collected on up to three organizations (or volunteer jobs) for each person.

Source: Labour and Household Surveys Division, Survey of Volunteer Activity, 1986, Statistics Canada.



### 5.3 Education and Training

Several other areas of the economy benefit from Canadian's interest and participation in sport and physical activity. More than one-third (34%) of the personal interest education and training activities taken in 1993 were related to personal physical fitness and outdoor recreation. Television productions, television viewing, special interest periodicals (on physical fitness for example) and newspapers all have components which are dependent on consumer interest in sport and physical fitness. As a consequence, employment opportunities are created in these various sectors for sport journalists and writers, television production crews, advertising designers, trainers, coaches and the like.

Enrollment in public (provincial, national) and private (commercial, business) training institutions enhances the skills and knowledge of persons in the sport labour force. Personal interest education and training taken by the general population enhances the knowledge and appreciation of Canadian audiences for sport activities and events.

According to the Adult Education and Training Survey, over 700,000 adult education and training activities<sup>12</sup> were taken in the sport and physical fitness subject areas in 1993 by persons aged 17 and over. This represents 6.5% of all adult education and training activities taken that year. Of the 700,000 sport and physical fitness education and training activities pursued in 1993, 86% were taken for personal interest and 14% for career reasons.

High school, university and college programs which lead to a diploma or degree in the sport and physical fitness area are available at a number of secondary and post-secondary education institutions in Canada. In 1993 more than 40,000 of these programs were followed by adult students. Non-degree/diploma courses in sport may also be offered in community or athletic centres, or in places of work. In 1993 over 660,000 of these courses were taken by individuals in sport and physical fitness subject areas.

Within sport fields of study, approximately 58% of the activities were taken by females.

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<sup>12</sup> Adult education and training is defined as education and training activities that are taken on a full-time or part-time basis with the assistance of an employer or on a part-time basis with no employer assistance. The Adult Education and Training survey asks respondents 17 years and older to identify any of these types of education and training activities taken in the previous year and whether they were taken for career or personal interest reasons. Students taking full-time studies without employer assistance are not considered part of the adult education and training population.

**Table 10. Education and Training Activities (1), 1993**

(In thousands of activities)	Total Activities	Career or Job-related	Personal Interest	Programs (2)	Courses (3)	Male	Female
All education/training activities	10,856	7,478	3,379	2,860	7,997	5,085	5,772
All culture-related activities	2,060	541	1,518	286	1,774	677	1,382
<b>Sport and Physical Fitness</b>	<b>705</b>	<b>96</b>	<b>609</b>	<b>41</b>	<b>664</b>	<b>294</b>	<b>412</b>
Physical education teachers, kinesiology	61	40	q	27	34	30	31
Athletic coaches, trainers, instructors	79	q	56	q	73	58	q
Personal phys. fitness and outdoor recreation	565	32	533	q	558	205	360

- (1) Values that have been replaced by a 'q' have a coefficient of variation greater than 25% and are not considered to be reliable estimates.
- (2) Programs lead to high school or post-secondary certification and may include a number of individual courses.
- (3) Courses are taken individually and are typically of shorter duration.

Totals may not add due to rounding.

Source: Statistics Canada, Adult Education and Training Survey



## 5.4 Certified Coaches

The availability of certified coaches is an important element in creating trained athletes who can compete in local, provincial, national and international competitions. Coaches are typically certified through training programs that are organized and administered by the Coaching Association of Canada in conjunction with national and provincial sport organizations (for example Swimming/ Natation Canada). It takes many years for a coach to reach level 4 or 5 certification, thereby qualifying to coach high performance athletes and teams. Between 1992 and 1996, over 65,000<sup>13</sup> coaching certifications were awarded. The demands of reaching level 4/5 certification are evident in the declining numbers certificated between levels 1 and 5. Of the 65,000 coaching certifications awarded, 76% (just under 50,000) were awarded at level 1. In contrast, less than 1% of the certifications were awarded at levels 4 and 5. In addition, the number of coaching certifications awarded is skewed towards males. Of all the coaching certifications awarded between 1992 and 1996, only 29% were female, and significantly less than 1% received level 4/5 certification. The capacity for female Canadian athletes to flourish under the guidance of coaches of their own gender is a challenge being addressed by the sport system.

**Table 11. Number of Coaching Certificates Awarded<sup>1</sup>, by Level of Certification**

Number of newly certified coaches between 1992–1996

	Total	Male	Female
Total	65,273	46,236	19,037
Level 1	49,715	36,013	13,702
Level 2	13,153	8,439	4,714
Level 3	2,135	1,555	580
Level 4	245	204	41
Level 5	25	25	0

1. Some coaches will have received more than one level of certification between 1992 and 1996. For example, a Level 5 coach may also have received Level 4 certification during this period. The actual number of certified coaches, therefore, is less than the number of certificates awarded.

Source: Coaching Association of Canada.

<sup>13</sup>

Some coaches will have received more than one level of certification between 1992 and 1996. For example, a Level 5 coach may also have received Level 4 certification during this period. The actual number of certified coaches, therefore, is less than the number of certificates awarded.

## 6.0 Consumer Expenditure on Sport and Recreation in Canada, 1986 - 1996

Between 1986 and 1996 there were *pronounced shifts* in expenditure patterns by Canadian families. Relatively speaking, the largest proportion of consumer expenditure are accounted for by the essentials (i.e., shelter, food and transportation). According to the Survey of Household Spending<sup>14</sup>(FAMEX), on average, the proportion of total household spending on shelter (including principal accommodation, household operation and furnishings) increased by 5% between 1986 and 1996, while expenditure on food and transportation decreased (-11% and -3% respectively).

While spending on these essential items are important to consider, changes in discretionary spending provide insight into the preferences of Canadian consumers. Technological advancements and new social trends tend to affect our discretionary spending. It is hypothesized that most discretionary spending by Canadians tends to be linked to the business cycle. That is, consumers are willing to delay purchases of non-essential items during economic slowdowns. When the economy picks up again and consumer confidence recovers, spending is expected to rebound.

Trend data indicate that discretionary spending on clothing (-29%), tobacco and alcohol (-23%) as well as sport and recreation<sup>15</sup> (-9%) all decreased between 1986 and 1992.

Decrease in expenditure on tobacco and alcohol likely the result of changing social trends towards health awareness in addition to rising prices of these items as a result of 'sin taxes'.

Difficult to ascertain whether increases in expenditure on items such as ..... is a reflection of increased prices in these areas or real increases in purchases.

Tax shelters, increases in expenditure on insurance policies during times of economic instability.

Security premiums (24%)

Education (30%)

Gifts and contributions (13%)

Health and Personal care (2%)

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<sup>14</sup> Formerly called the Survey of Family Expenditures - FAMEX

<sup>15</sup> Includes sporting and athletic equipment, recreational vehicles and recreational services (live spectator sports, use of recreational facilities).

**Table 13. Distribution of Household Expenditures as a Proportion of Total Expenditure, Canada, 1986, 1992 and 1996**

Category of Expenditure	1986 %	1992 %	1996 %	% Change 1986 - 1996
Shelter (1)	27.7	29.8	29.0	4.7
Food	17.5	15.7	15.6	-10.9
Transportation	16.2	15.6	15.8	-2.5
Clothing	7.7	6.1	5.5	-28.6
Security Premiums (2)	5.5	6.3	6.8	23.6
Health & Personal Care	4.7	4.7	4.8	2.1
Gifts & Contributions (3)	3.9	4.0	4.4	12.8
Tobacco & Alcohol	3.9	3.9	3.0	-23.1
Sport & Recreation (4)	2.3	2.2	2.1	-8.7
Education	1.0	1.2	1.3	30.0
Miscellaneous	9.6	10.5	11.7	21.9
Total	100.0	100.0	100.0	0.0
<b>Total Expenditure (5)</b>	<b>\$28,709</b>	<b>\$35,918</b>	<b>\$38,283</b>	<b>33.3</b>

(1) Includes shelter (principal accommodation), household operation and furnishings.

(2) Includes personal insurance, pension and retirement payments.

(3) Includes gifts and money contributions to individuals and charitable and religious organizations.

(4) Includes sporting and athletic equipment, recreational vehicles, and recreational services (i.e., live sports spectacles, use of recreational facilities).

(5) Denominator is total household expenditure minus taxes.

Totals may not add due to rounding.

Source: Survey of Household Spending (FAMEX), Statistics Canada



### 6.1 Sport and Recreation Equipment and Services

Between 1986 and 1996, overall expenditures on sport and recreation equipment and services increased by 21% from \$658 in 1986 to \$793 for the average family in 1996. Spending on sporting and athletic equipment increased by 49% between 1986 and 1996 accounting for \$153 in 1996. And spending on recreational vehicles increased by 17% amounted to \$358 in 1996.

Expenditures for live sports spectacles reached \$37 in 1996, representing a 42% increase over 1986.

Spending on dues for recreational facilities (membership fees and single usage fees) reached \$240 in 1996, a 24% increase over 1986.

Overall, the value of sport and recreation goods and services purchased in 1996 is estimated to exceed \$10.3 billion at the national level, a 51% increase over a decade ago when \$6.8 billion was spent on sport and recreation.

**Table 14.**  
**Average Annual Family Expenditures on Sport and Recreation Goods and Services, Canada, 1986, 1992 and 1996**

Average Annual Spending	1986 \$	1992 \$	1996 \$	% Change
Sporting & athletic Equipment	103	126	153	48.5
Live sports spectacles	26	36	37	42.3
Use of recreational facilities	193	224	240	24.4
Membership fees	92	120	122	32.6
Single Usage	100	100	118	18.0
Other recreation (1)	32	29	5	-84.4
<b>Sub-Total</b>	<b>354</b>	<b>415</b>	<b>435</b>	<b>22.9</b>
Recreational Vehicles(2)	305	365	358	17.4
<b>Total</b>	<b>659</b>	<b>780</b>	<b>793</b>	<b>20.6</b>

(1) Other recreation (#3370) includes fishing and hunting licenses and guide services, other rental of sport facilities.

(2) Includes purchase of recreational vehicles including bicycles, travel trailers, tent trailers, motorcycles, snowmobiles, motorhomes, truck campers, boats, outboard motors and personal watercraft.



Source: Survey of Household Spending (FAMEX), Statistics Canada

**Table 15.****Total Annual Spending on Sport and Recreational Equipment and Services, Canada, 1986, 1992 and 1996**

<b>Total Spending (\$000,000)</b>	<b>1986 \$</b>	<b>1992 \$</b>	<b>1996 \$</b>	<b>% Change</b>
Sporting & athletic Equipment	1,067.30	1,472.80	1,930.10	80.8
Live sports spectacles	269.40	420.80	466.80	73.3
Use of recreational facilities	1,999.80	2,618.40	3,330.40	66.5
Other recreation (1)	331.60	339.00	63.10	-81.0
<b>Sub-total</b>	<b>3,668.10</b>	<b>4,851.00</b>	<b>5,790.40</b>	<b>57.9</b>
Recreational Vehicles	3,160.40	4,299.60	4,516.30	42.9
<b>Total</b>	<b>6,828.50</b>	<b>9,117.60</b>	<b>10,306.70</b>	<b>50.9</b>

(1) Other recreation (#3370) includes fishing and hunting licenses and guide services, other rental of sport facilities.  
Source: Survey of Household Spending (FAMEX), Statistics Canada.

## Methodological Considerations

The **Survey of Household Spending (FAMEX)** conducted by Statistics Canada obtains estimates of expenditures of families and individuals in private households in 10 provinces, Whitehorse and Yellowknife. As of 1996 survey cycle, Famex will be administered on an annual basis instead of every 4 years. The sample size is approximately 15,000 households with a response rate of 77%.

Famex provides a conservative estimate of household expenditures. It is essentially a recall type survey which entails remembering ones expenditures for the previous calendar year at a very detailed level. The method adopted is essentially a retrospective estimation of all expenditures for the previous calendar year by recall, with reference to records received during the year where possible. Data is collected using a very detailed questionnaire designed to jog the memory and build up composite estimates.

Expenditures on major budget items (ie. rent, property taxes, mortgage payments) are likely to be recalled fairly readily. The accuracy of data on other individual purchases depends on respondents' ability to remember such details and/or a willingness to consult records. In all recall type surveys, one must balance the problem of memory deterioration with the telescoping of purchases. Telescoping is the tendency of respondents to recall purchases as having been made more recently than was actually the case.

Average household expenditure is based on the average for all households surveyed, whether or not they have purchased all items specified. For example, of households reporting sport and recreation expenditures, their average in 1996 comes to \$336 per year, but if you take an average of total households surveyed (including those not purchasing sport and recreation equipment and services - 46% of households surveyed did not purchase sporting and athletic equipment), expenditures average to \$153 in 1996.

## Defining Expenditures on Sport and Recreation, FAMEX 1996

<b>3200-3370</b>	<b>Recreation</b>
<b>3200-3272</b>	Recreational Equipment and Associated Services
<b>3200-3208</b>	<b>Sporting and Athletic Equipment</b>
3200	golf
3201	racquet sports equipment
3202	ice skates, ice hockey skates and other equipment
3204	downhill and cross-country skiing equipment
3206	fishing
3207	home exercise equipment

3208 other sporting and athletic equipment

**3280-3298 Recreational Vehicles and Outboard Motors**

3280-3289 Purchase of Recreational Vehicles and Outboard Motors

3280 bicycles, parts and accessories

3281-3289 Other vehicles and outboard motors

3281 travel trailers

3282 tent trailers

3283 motorcycles

3284 snowmobiles

3285 motor homes

3286 truck campers

3287 boats (including canoes)

3288 other recreation vehicles

3298 outboard motors and personal watercraft

**3320-3370 Recreational Services**

**3320-3328 Spectator Entertainment Performances**

**3321-3324 Live Sport Spectacles**

3321 football games

3322 hockey games

3323 baseball games

3324 other live sport spectacles

**3330-3351 Use of Recreational Facilities**

3330-3338 Membership fees and dues for clubs, etc.

3330 golfing

3331 bowling and billiards

3333 skiing

3334 racquet sports, health clubs and recreational associations

3338 other recreational facilities and services

**3340-3349 Fees for Single Usage**

3340 golfing

3341 bowling and billiards

3343 skiing

3344 racquet sports, health clubs and recreational associations

3348 coin-operated amusement games, etc

3349 other recreational facilities and services

**3370 Other Cultural and Recreational Services and Facilities(e.g., fishing and**

hunting licenses and guide services, party planning, and other rental of sport facilities)

## 6.2 Participation in Sport, 1992 GSS

According to the General Social Survey (GSS) conducted in 1992, approximately 10 million Canadians (45%) aged 15 years and over indicated that they regularly participated in one or more sports during the previous 12 months.

It should be noted that interviewers were instructed to accept the respondent's perception of sport, organized sport and amateur sport. There is the possibility that a reference period of a year may incur the problem of recall as well as the risk of over-statement because respondents are reluctant to admit, particularly in these health-conscious days, that they had not participated regularly in sport during the whole year. It is not possible from the questions in the survey to measure the extent of under or over-reporting.

This survey provides information on several types of participation in sport:

- participation on a regular basis<sup>5</sup> in any sport;
- participation in a sport organized through a community recreation program, a league or a provincial sport organization;
- participation in a competition and/or tournament.

These three types of participation are distinguished from other types of involvement in sport. Such as coaching, volunteering, attending competitions and/or tournaments as a spectator, etc.

A few studies have provided information on the scope of participation in sport or about patterns of physical recreation in Canada. Unfortunately, comparisons between surveys are very difficult to make because of differences in concepts. For example, while some surveys included walking, gardening and yard work as regular physical activity (March 1991 Decima Research report to Fitness and Amateur Sport Canada and 1988 Campbell Survey on the Well-Being of Canadians), the 1992 GSS does not. While the Campbell Survey covered individuals aged 10 and over, the Decima Research report used a cut-off point of age 18 and over. For reasons such as these, this report does not make comparisons across surveys.

Interesting differences in sport involvement exist between the sexes, age groups, province of residence, education levels, income, labour force participation and mother tongue.

### Gender

Involvement in sport varies by sex: over one-half of the male population (52%) partakes in regular

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<sup>5</sup> "Regular" means at least once a week or at least once a week during the season or during a certain period of the year.

sport activity compared to just over one-third of the female population (38%).

### Age

As well, it is clear that the younger the individual, the more likely the person is to participate in sport. Canadians between the ages of 15 and 34 were well above the national average participating in sport, while Canadians aged 35 and over were below the average. Specifically, 77% of the population aged 15-18 participated regularly in sport, this drops to 61% for persons between 19-24 years of age, 53% of the 25-34 age group and 25% of those aged 55 and over.

Again, the difference between males and females is present. Eighty-nine percent of the youngest males (aged 15-18) participated in sport, compared with 64% of females in the same age group. This 25% difference was the largest for all age groups, followed by the 25-34 age group (21%), while a gender difference of only 6% was found in the 55 and over age group.

### Province of Residence

As for province of residence, 4 of the 10 provinces ranked above the national participation average: British Columbia had the highest participation rate at 53% of its population regularly practising sport, followed by Quebec (49%), Nova Scotia (47%) and Saskatchewan (45%). The participation rate for Newfoundland was the lowest at 36%. Ontario ranked eighth at 41% participation.

### Level of Education

The data indicate that the higher the level of education, the higher the participation in sport. Indeed, 58% of those with at least a university degree participated regularly in sport, compared with 36% of those having less than a secondary school diploma. Many factors may explain this relationship between education and participation in sport. It could be said, for instance, that in general, the more educated are more aware of the benefits of being active in sport on a regular basis, or it may be explained by age factors since younger people tend to participate more in sport and overall, have attained higher levels of education.

### Income

The participation rate for those with an annual family income of more than \$80,000 was 63%, compared with 31% for those whose family income was less than \$20,000. The data reveal that the higher the family income, the more participation there was in sport. Financial resources are required to engage in many sports and to acquire equipment.

### Employment

There are few differences in participation rates between persons employed full and part-time. The participation rate of people working part-time for part of the year (56%) was only slightly higher than the participation rate of those working full-time (51%).



### Mother Tongue

The impact of mother tongue on participation rates seems to coincide with the information for provincial rates. The participation rate for Francophones (49%) was 2% higher than for Anglophones (47%). Interestingly, persons who reported a mother tongue other than either English or French had a participation rate at least 10% lower than those of the two official languages. While participation rates for those who indicated having more than one mother tongue (64%) was much higher than for other linguistic groups.

### Type of Sport

Canadians reported five sports as being the equally popular: ice hockey, downhill skiing, swimming, golf and baseball. Hockey was by far the sport which recorded the greatest gender difference in participation with males outnumbering females 28 to 1. Soccer, softball, basketball, baseball and golf were five other sports in which more than twice as many males participated as females. On the other hand, more females (816,000) than males (499,000) identified swimming as a sport they regularly engaged in. Women also outnumbered men as regular participants in cross-country skiing and bowling.

There were few participation variations across provinces in the playing of hockey: British Columbia being the exception with a low participation rate of 7% for males while Nova Scotia had the highest participation rate for males at 17%. Quebec, Alberta and B.C. had the highest participation rates in downhill skiing, reaching between 7% and 9%, whereas it was close to 3% and 4% for most other provinces. Quebec and B.C. had high participation rates in swimming (especially for females), 10% and 9% respectively. Quebec's participation rate in swimming was twice as high as Ontario's. Men from the Western provinces played almost twice as much golf as men from other provinces (12% to 14%).

As for participation in sport through a club or league, curling (95%), rugby (84%) and karate (89%) were the three sports with the highest proportion of people participating through a club, community program or sport organization. Hockey, baseball, volleyball, golf and bowling were five sports in which the largest number of people participated through an organization as well as in a competition or tournament.

### Under 15<sup>6</sup>

The most popular sports for children under the age of 6 was swimming. For children between the ages of 6 and 10, swimming, soccer and baseball were the favourites. While 11 to 14 year olds preferred baseball and hockey.

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<sup>6</sup> While the GSS sampled a population 15 years of age and over, information about the children (under age 15) in the household was also asked.

Participation in organized school sport (other than physical education classes) increases the probability of participating regularly in sport as an adult. In 1992, 52% of the people who reported participation in organized school sport reported participating regularly in the past year, compared to 37% for those who had not participated in organized school sport.

#### Club, League, Provincial Sport Organization

Data show that 21% of the population aged 15 and over participated in sport through a club, a community recreation program, a league or a provincial sport organization (27% of males and 15% of females). When considering only those who reported participating regularly in sport, 46% participated through a club, a league or an organization (51% of males and 39% of females).

As for province of residence, the results show that Saskatchewan is where the proportion of those participating in sport through a club or a league was the highest at 30% of the population. It was in Quebec that this proportion is the lowest, with only 16% of the population participating in sport through a club or a league. This finding is particularly interesting as Quebec was the second province after British Columbia, with a large proportion of its population participating in sport on a regular basis.

#### Tournament, Competition Participation

Fifteen percent of the Canadian population aged 15 and over participated in a sport competition and /or tournament during the survey period (21% of males and 9% of females). Once again, Saskatchewan had the highest proportion of its population, 23% participating in sport competitions and tournaments while, in Quebec and Newfoundland, only 11% of the population were so engaged.



Add Canada GSS Tables 1 & 2 (pp. 16, 17)





### 6.2.1 National Population Health Survey, 1994-1995

More recently, the 1994–1995 National Population Health Survey (NPHS) reported that 92% of Canadians were active participants in physical activity. Canadians aged 12 years and older walked for exercise, participated in swimming, home exercises, hockey, jogging or some other form of athletic activity in the previous three months. The most common activity for both sexes was walking for exercise, but swimming, bicycling and home exercise also drew large numbers of participants. Although overall participation rates do not vary greatly by sex, there are certain clear preferences across the wide range of activities. Golfing and ice hockey are preferred by male participants, while home exercise, exercise classes or aerobics are preferred by female participants.

In 1994–1995, more than half (52%) of all Canadians aged 12 or more participated in individual or group athletic activities on a regular basis (more than 15 minutes of exercise at least 12 times per month). Canadian youth (aged 12-19) showed the highest participation rate in regular exercise (65%), while seniors (65 years and older) showed the lowest rate (47%). Surprisingly, the greatest decline in regular exercise does not occur in the later years. The greatest decline (12%) in participation in regular exercise occurs between the 12-19 year old age group and the 20-29 year old age group. The impact of lifestyle changes that take place between 19 years and 29 years of age (leaving school, entering the labour force, starting a family) appear to have a notable effect on the ability or desire to maintain a regular exercise regimen.

**Table 20.**  
**Participation in Physical Activities(1), by Sex (2), 1994-95**

<b>Total Population</b>	<b>(‘000s)</b>	<b>Total 23,949 (%)</b>	<b>Males 11,780 (%)</b>	<b>Females 12,168 (%)</b>
<b>In the past three months:</b>				
Walk for exercise		61.1	52.2	69.7
Swim		23.0	22.7	23.3
Bicycle		25.2	28.4	22.1
Home Exercise		25.6	21.5	29.6
Ice hockey		4.8	8.9	0.9
Skating		8.4	9.9	7.0
Downhill Skiing		4.4	5.2	3.7
Jogging or Running		13.6	17.2	10.1
Golfing		9.7	14.6	4.9
Exercise Class or Aerobics		7.5	4.3	10.7
Cross-Country Skiing		2.9	3.0	2.8
Bowling		10.3	11.1	9.5
Baseball or Softball		10.1	14.0	6.3
Tennis		5.2	7.1	3.3
Weight Training		11.2	15.1	7.5
Fishing		10.7	15.5	6.0
Volleyball		7.5	8.3	6.6
Yoga or Tai-Chi		1.6	1.3	1.9
Other Activity		12.5	17.6	7.7
No Activity		8.4	8.0	8.7

(1) Respondents could participate in more than one activity. Participation rates are by activity.

(2) The survey year was from June 1994 to May 1995 and included respondents 12 years and older.

Source: Statistics Canada, National Population Health Survey, 1994-95.

**Table 21.**  
**Frequency of Physical Activity, by Sex and Age, 1994-95**

	Population count	Regular (12 + times per month)	Frequency Occasional (4-11 times per month)	Infrequent (0-3 times per month)	Not Stated
	('000s)	(%)	(%)	(%)	(%)
<b>Both Sexes:</b>	<b>23,949</b>	<b>52.3</b>	<b>19.7</b>	<b>22.1</b>	<b>6.0</b>
By age:					
12-19 yrs.	3,372	65.1	15.7	8.5	10.7
20-29 yrs.	3,879	53.6	20.9	20.0	5.5
30-49 yrs.	9,445	49.8	22.1	23.6	4.5
50-64 yrs.	4,000	50.8	20.9	23.5	4.8
65+ yrs.	3,251	46.8	13.7	32.3	7.3
<b>Males:</b>	<b>11,780</b>	<b>52.6</b>	<b>19.5</b>	<b>19.8</b>	<b>8.2</b>
By age:					
12-19 yrs.	1,763	68.3	12.4	6.9	12.3
20-29 yrs.	1,919	54.1	21.6	16.7	7.6
30-49 yrs.	4,751	49.0	21.9	22.5	6.5
50-64 yrs.	1,949	47.2	23.0	22.9	6.9
65+ yrs.	1,399	49.9	12.3	27.0	10.8
<b>Females:</b>	<b>12,168</b>	<b>52.1</b>	<b>19.8</b>	<b>24.2</b>	<b>3.8</b>
By age:					
12-19 yrs.	1,609	61.6	19.3	10.2	8.9
20-29 yrs.	1,961	53.1	20.1	23.2	3.5
30-49 yrs.	4,695	50.6	22.3	24.7	2.4
50-64 yrs.	2,051	54.2	18.9	24.1	2.8
65+ yrs.	1,852	44.5	14.7	36.2	4.6

Source: Statistics Canada, National Population Health Survey, 1994-95.

### 6.2.2 Reasons for Not Participating in Sport, GSS 1992

Fifty-five percent, or over 11 million Canadians indicated that they did not participate in any type of sport on a regular basis in 1992. The major reasons stated for not partaking in sport included: lack of time (27%), no interest (19%), health (14%), age (11%) and disability (4%). Interestingly enough, reasons referring to cost and availability of programs and facilities ranked the lowest amongst reasons given for not participating:

too expensive (3%), facilities not available (1%), and programs not available (1%).

As for gender differences, a greater proportion of females reported a lack of interest in sport (21% versus 16% of males) or health reasons (15% of females and 12% of males). A slightly higher proportion of males reported they had no time for sport (29% of males versus 26% of females).

Age has an impact on the reasons mentioned for not participating in sport. Age-related reasons (health, age and disability) are mentioned in greater proportion as we move from younger to older Canadians. Lack of interest was cited most often by teens (aged 15-18), lack of time was the reason most frequently mentioned by 19 to 54 year olds, while Canadians over the age of 55 cited age and health reasons.

Persons with disabilities face additional challenges when participating in sport and physical activities, including issues of availability and access. The participation rate for this group reflects these and other challenges. Their participation rate of 32% was considerably lower than the rate for the population in general (52%) in 1994-1995.

**Table 22.**  
**Level of Physical Activity for Persons with Physical Limitations, by Sex, 1994-1995**

	Frequency				
	Population count (‘000s)	Regular (%)	Occasional (%)	Infrequent (%)	Not Stated (%)
Both sexes	321	31.7	11.3	44.2	12.0
Males	139	32.4	9.9	38.7	19.0
Females	182	31.2	12.2	48.2	8.3

1. Physical limitations include loss of hearing or vision or limitations as a result of mobility or dexterity problems.

Note: Totals may not add due to rounding.

Source: Statistics Canada, National Population Health Survey, 1994-95.

More recently, The National Population Health Survey reported that one in nine Canadians rate their health status as good to excellent. Participation in physical activity seems to increase with a positive state of health. While only 16% of Canadians in poor to fair health reported engaging in regular or occasional physical activity, 56% of those in good health and 78% in very good health reported being active.

The NPHS survey also collected data with regard to injuries resulting from sports or recreation activity: Of the 20% of Canadians reporting a health problem, 6% , or 629,065 Canadians sustained an injury as a result of a sports or recreational activity.

**Table 23.**  
**Health Problems by Type, Canada, 1994**

Health Problem	Number	% of All Canadians	% Canadians with Health Problems
Injury - at home	211,197	0.9	4.4
Injury - Sports or Recreation	267,906	1.1	5.5
Injury - Motor Vehicle	250,944	1.0	5.2
Injury - Work related	629,065	2.6	13.0
Existed at birth	512,509	2.1	10.6
Work Environment	218,161	0.9	4.5
Disease or Illness	1,660,178	6.9	34.2
Natural Ageing Process	532,719	2.2	11.0
Psychological or Physical abuse	38,806	0.2	0.8
Other	530,285	2.2	10.9
<b>Total Health problems</b>	<b>4851770</b>	<b>20.3</b>	<b>100</b>
No Health Problems	19,073,921	79.6	
Not Stated	4,874,682	20.4	
<b>Total Population</b>	<b>23,948,603</b>	<b>100.0</b>	

Source: National Population Health Survey, Statistics Canada.



### 6.3 Tourism

The spectator and recreational sport component of tourism reflects the considerable role these factors play in tourism in Canada. Many travel agendas include participation in recreational and competitive sports, and, in certain instances, sport may be the overriding purpose for travel. Both athletes and spectators travel to such major sporting events as the Canadian Figure Skating Championships, the Canada Games or the National Hockey League playoff games. According to the Canadian Travel Survey, more than 8.8 million person-trips<sup>7</sup> taken by Canadian travellers included attendance at a spectator sporting event in 1994. Close to 800,000 person-trips taken by American travellers and almost 400,000 taken by International travellers<sup>8</sup> to Canada included attendance at a sporting event in 1994. These spectator sport events contribute to the economies of our local and regional communities through accommodation, food and related expenditures.

Travellers in Canada often take advantage of our spectacular geography and wilderness. Recreational physical activities such as swimming and other water activities are popular with both domestic and foreign travellers in Canada. Canadian travellers also enjoy fishing, golfing, downhill skiing and cycling. While hunting/fishing activities are popular with American travellers, downhill skiing is popular with other international travellers to Canada.

Many sport activities and events have a long tradition of spectator popularity and success, while others have demonstrated a particular relevance to Canada's key tourism markets (e.g., Hockey, Equestrian, Baseball, Tennis, Figure Skating, Golf, Football, Cycling, Soccer, Skiing, etc.). There are spectator sports with an established ability to attract tourists. These sport products tend to consist of professional sport teams in franchised leagues, or high-profile championship amateur events in sports where Canadian athletes have a strong presence (NHL Hockey, Major League Baseball, Figure Skating, Alpine Skiing, Tennis, Equestrian). There are also spectator sports with the potential to attract tourists. These are sports which are not currently established in Canada, or do not possess all the event attributes (i.e., event sophistication, high level marketing, quality venues, prime location, etc.) necessary to attract tourist spectators. Nonetheless, there is a positive interest and potential demand for these sports. If further developed, these sports could become strong tourism spectator products (i.e., Soccer, Rugby, Cricket, NFL Football and Golf).

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<sup>7</sup> Persons-trips are defined as trips taken by one person either single or traveling in a group. If four persons go on a trip together, it counts as four person-trips.

<sup>8</sup> International travelers to Canada exclude US visitors.

**Table 24.**  
**Attendance at Sporting Events and Participation in Sports/Physical Activities by Travellers,**  
**Canada, 1994**

<i>International</i>	<i>Canadian</i>	<i>American</i>	<i>Other</i>
	<i>travellers</i>	<i>travellers</i>	<i>travellers</i>
	(thousands of		
person-trips)			
<b>Total person-trips</b>	<b>159,046</b>	<b>14,192</b>	<b>3,792</b>
<b>Number of person-trips which included attendance at a sporting event</b>	<b>8,817</b>	<b>792</b>	<b>384</b>
<b>Number of person-trips which included participation in:</b>			
swimming	12,448	1,716	518
other water-based activities	5,667	584	141
golfing	3,196	...	...
hunting	706	1,224 <sup>1</sup>	115 <sup>1</sup>
fishing	6,247		
cross-country skiing	1,195	88	31
downhill skiing	3,020	281	165
cycling	2,596	...	...
other sports/outdoor activities	9,348	1,192	386

1. Hunting and fishing are combined for American and other international travellers

Note: Totals may not add due to rounding.

... figures not appropriate or not applicable

Source: Statistics Canada, Canadian Travel Survey, 1994, Government Travel Survey of United States Visitors to Canada, 1994 and Government Travel Survey of Visitors to Canada, 1994.

#### 6.4 Sporting Goods Manufacturing Industries

Data collected on the manufacturing of sporting goods is important as it measures the production of this industrial sector in Canada, providing an indication of its well-being and its contribution to the Canadian economy. The manufacturing sector as a whole has not stopped growing since the end of the recession in the early 1990s. Shipments, exports and employment were all up in 1995.

The sporting goods industry is no exception, showing solid growth in recent years. Since the recession, manufacturing shipments have grown 56%, generating over \$1.2 billion in 1995. Yet, the number of establishments manufacturing these sporting goods have decreased by 24%, from 244 in 1991 to 186 in 1995. Despite the decreasing number of establishments, employment increased by 17% to a total of 8,700 employees in 1995, with wages and salaries increasing 34% to \$224 million in 1995 (Table 22).

In 1995, there were approximately 186 sporting goods manufacturing establishments across Canada, representing less than 1% of the 33,000 total Canadian manufacturing establishments. Seventy-five percent of all sporting goods manufacturing occurs in Ontario (75 establishments) and Quebec (66 establishments), generating a combined total of \$1.1 billion in shipments or 94% of the Canadian total.

Manufacturing data is based on the Standard Industrial Classification (SIC) codes, of which # 3931 represents the sporting goods industry. Included within sporting goods industries are those establishments primarily engaged in the manufacturing of sporting, athletic and recreation equipment<sup>9</sup>.

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<sup>9</sup> Sporting goods industries are establishments primarily engaged in the manufacturing of sporting, athletic and recreation equipment. Includes archery, badminton, baseball, basketball, bicycles, billiard, bowling, curling, fishing, football, gloves (baseball and hockey), golf, gymnasium, hockey, hunting (excludes firearms), lacrosse, skates, skiing (excludes boots), snowshoes, squash, table tennis, tennis, toboggans, track and field, and adult tricycles.

**Table 25.**  
**Profile of the Manufacturing of Sporting Goods Industry,**  
**Canada, 1990 - 1995**

Sporting Goods Industry (\$ millions)	1990	1991	1992	1993	1994	1995	Total Change %
<b>Establishments (Number)</b>	244	214	202	198	180	186	-23.8
<b>Number of Employees</b>	7,445	6,744	7,015	8,139	8,734	8,693	16.8
<b>Wages and Salaries</b>	166.9	163.0	171.5	204.7	223.7	224.0	34.2
<b>Value of Shipments (1)</b>	799.6	773.9	823.4	981.8	1,202.7	1,249.9	56.3
<b>Value added</b>	356.8	322.4	366.5	442.3	570.9	626.9	75.7

(1) Includes the value of shipments of goods of own manufacture. Net selling value of goods made by the reporting establishment from its own materials excluding taxes, discounts, returns, duties, carrier charges. Expressed in current dollars.

Source: Annual Survey of Manufacturing, Industries Division, Statistics Canada, Catalogue No. 31-203-XPB.

### 6.5 Sport and Recreational Service Industries

The economic benefits of recreational and spectator sport activities are also reflected in the increasing revenues in these service industries. Between 1992 and 1994 revenue for the sport and recreation services industries increased 10% totalling \$3.1 billion in 1994 with a 5% increase in the number of firms to 5,408 (Table 23).

Both Professional Sports Clubs (which are primarily engaged in professional or semi-professional spectator sports i.e, baseball, football and hockey) and Other Sport and Recreation Clubs demonstrated the largest growth between 1992 and 1994. By 1994, there were 148 professional sport clubs in Canada, a 12% jump over 1992, and other sport and recreation clubs numbered 1,525. Revenues of professional sports clubs increased by 17% to \$527 million in 1994, while other sport and recreation clubs experienced a 9% increase to \$359 million in revenues (Table 23).

Golf courses saw increases in the number of firms and in the amount of incoming revenues. By 1994, the number of golf clubs had reached 1,265 and revenues had climbed to over \$1 billion. Skiing facilities and marinas both saw no real change in the number of firms. Nevertheless, revenues continued to climb for ski facilities between 1992 and 1994, reaching \$420 million in 1994, and \$244 million in revenues for boat rentals and marinas.

**Table 26.**  
**Selected Sport and Recreational Service Industries, Canada, 1992 to 1994**

	Number of Firms			Total Revenue		
	1992r	1993r	1994	1992r	1993r	1994
				(\$ millions)		
<b>Type of service:</b>						
Commercial Spectator Sports(1)	1,284	1,328	1,308	944.9	1,033.0	1,018.5
Professional sports clubs (2)	132	157	148	452.4	573.4	527.0
Horse Race Tracks						
Sport and Recreation Clubs & Services (3)	3,851	4,008	4,100	1,885.8	1,949.8	2,096.4
Golf courses	1,185	1,230	1,265	917.9	941.7	1,048.7
Skiing facilities	243	238	245	395.6	405.1	420.3
Boat Rentals & Marinas	922	917	932	219.1	225.2	244.2
Other sports and recreation clubs (4)	1,366	1,484	1,525	328.4	353.4	358.6
<b>Total</b>	<b>5,135</b>	<b>5,336</b>	<b>5,408</b>	<b>2,830.7</b>	<b>2,982.8</b>	<b>3,114.9</b>

(1) Includes firms primarily engaged in operating professional sport clubs, promoting and training professional athletes and operating all types of race tracks. Excluded are self-employed athletes reporting professional, as opposed to business income.

(2) This group represents firms primarily engaged in operating sports clubs which have professional or semi-professional standing, including baseball, football and hockey clubs.

(3) Includes businesses offering a wide variety of sport and recreational facilities whether to their membership or to the general public on a fee basis. Golf courses, curling clubs, skiing facilities, boat rentals and marinas all form part of this industry grouping. Excluded are amusement and recreational facilities operated by non-profit organizations and by municipalities.

(4) Includes firms primarily engaged in operating sports and recreational clubs not elsewhere classified such as sailing,

swimming and tennis clubs, but excluding flying clubs, health spas and reducing salons.

Source: Services Division, Statistics Canada, Leisure and Personal Services, Catalogue No. 63-233-XPB.

## **7.0 Information Gaps and Data Limitations**

Despite the importance of sport to Canadians, and the availability of some basic data, it is still insufficient to provide a comprehensive profile of the characteristics, benefits and value of sport to Canadians. Recognizing the breadth of sport statistics and information that is required is the first step towards its actualization. The development, acceptance and implementation of a National Sports Statistical Framework is a step in the right direction. It is recognized that there may be additional statistical needs that lie outside this framework. In addition, the information and data needs that have been identified are not static, and changes will occur over time.

Federal and provincial government departments with an interest in sport statistics have indicated that information and data in the following areas are of high priority:

- the socio-cultural impact of sport (e.g., participation rates and levels, contribution to health, fitness, character, identity and social cohesion);
- the economic impact of sport (e.g., contribution to GDP and job creation).

At the federal level, Sport Canada requires additional information on high performance athletes, coaches and trainers, as well as on the barriers to under-represented groups in terms of participation and access.

The specific information gaps identified were derived by assessing the data requirements as set out in the Framework against current data availability. It is evident that sport and recreation statistical needs are not entirely being met by data collected at Statistics Canada and Sport Canada. The following list highlights those areas lacking sport data in whole or in part. For data limitations and deficiencies on a survey by survey basis, please refer to the Appendix : Inventory of Data Sources.

### Information Gaps

#### **General Participation**

- participation in schools

#### **High Performance Athletes**

- international exchange information (visits to and from abroad)

#### **Socio/Cultural Significance**

- the role of sport in social and cultural interaction
- contribution to national and individual identity

- the impact of sport in reducing crime rates and drug abuse

### **Funding**

- private sponsorship
- fund-raising
- membership fees
- charitable donations

### **Support Services**

- number of sport facilities, by type
- holistic medical support
- number of injuries by type of sport
- number of sport research projects
- other services

### **Dissemination**

- circulation of newspapers on sports and games
- number of books and newspapers published on sport and games

### **Consumption**

- dollar amount collected through sales of tickets by sport
- attendance at mass sport events, by sport

Figure 4 represents current data availability of sport-related data. The white areas represent data elements that are currently not available, the lightly shaded areas indicate that some data is available in this area, and the darkly shaded areas represent data currently available. And figure 5 is a matrix showing the surveys which currently collect each of the specific data requirements.

### **Legend:**

- White - not available
- Lightly shaded - some data available
- Dark - currently available



**Figure 2. Data Availability**

The Vitality of the Sport Sector in Canada

April 1998

General Participation*	High Performance Athletes*	Socio/Cultural Significance	Funding	Support Services	Dissemination	Economic Measure	Consumption
Number of sport clubs and associations by membership size	Number of competitors, by level and sport	Contribution of sport to health and fitness	Federal Government	Number of coaches and officials, by sport and certification	Circulation of newspapers, periodicals on sport and games	Tax revenue generated by sport	Total collected through ticket sales by sport
Participants by physical activity, frequency and level (structured/unstructured)	Number of carded athletes, by level and sport	Role of sport in social interaction and cultural integration	Provincial Government	Number of sport facilities, by type	Number of books (titles) published on sport and games	Value of production of sport equipment	Attendance at mass sport events, by sport
Time spent on sport activities and games	Number of international, national and provincial federations	Value of sport in building character and self esteem	Municipal Government	Holistic medical support Number of sport physiologists, physicians and physiotherapists therapists	Number of periodicals, newspapers (titles) published on sport and games	Value of wholesale and retail sales	Time spent weekly watching sports programs on TV (taking into account the Fall Sweeps)
Barriers to participation and access for under represented groups	Number of annual sport competitions, by type of sport	Contribution to national and individual identity	Private sponsorship	Number of injuries by sport	Number of hours of sport programming per week on radio	Economic Impact	Number of sport tourists
School system participation	International competitions in Canada by sport	Impact of sport in reducing crime rates, drug abuse	Fund-raising	Number of volunteers by sport type and level	Number of hours of sport programming per week on T.V.	Value of exports of goods and services	
	World championships, Olympic and regional results by type of sport		Membership fees	Sport education and skill development	Number of sport museums, Halls of Fame and libraries	Value of imports of goods and services	
	Cost of athlete development		Charitable donations	Number of sport research projects		Employment generated by sport	
	International exchange: number of visits to and from abroad by teams/ athletes			Other services		Family expenditure on sport	

The Vitality of the Sport Sector in Canada

April 1998

Legend:

- White - not available
- Lightly shaded - some data available
- Dark - currently available

**Figure 3. Data Availability by Survey**

General Participation	High Performance Athletes	Socio/Cultural Significance	Funding	Support Services	Dissemination	Economic Measure	Consumption
Sport Canada	Status of High Performance Athletes in Canada, Sport Canada	NPHS	Sport Canada Public Institutions, STC	LFS Sport Canada	Periodical Publishing Survey, STC	Various STC surveys	N/A
GSS Survey of Physical Activity - Quebec	Sport Canada	N/A	Public Institutions, STC	N/A	N/A	Manufacturing Survey, STC	N/A
GSS NPHS	Sport Canada	NPHS	Public Institutions, STC	N/A	Periodical Publishing Survey, STC	Wholesale & Retail Sales Surveys, STC	Fall TV Survey
NPHS Alberta Recreation Survey	Sport Canada	N/A	N/A	NPHS Injuries Study, Ontario	Periodical Publishing Survey, STC	Various STC surveys, see Methodology section	Canada Travel Survey, STC International Travel Survey, STC
GSS	Sport Canada	N/A	N/A	Volunteer Survey, STC	Fall TV Survey	Import & Export of Goods Survey, STC	Famex
	Olympic Results Database, Sport Canada		N/A	Adult Education & Training Survey, STC	N/A	Canada Travel Survey, STC	
	N/A		N/A	N/A		International Travel Survey, STC	
						LFS	
						Census	

N/A	N/A	Famex, STC
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### 7.1 Impact of NAICS and PIPES on Sport Statistics

Statistics Canada has embarked on a new initiative entitled PIPES: the Project to Improve Provincial Economic Statistics. Its main objective is to substantially increase the reliability and detail of provincial/territorial economic statistics. This undertaking is happening concurrently with the implementation of NAICS: the North American Industrial Classification System. The two together will considerably alter how Statistics Canada collects information. The culture sector, including sport statistics will undoubtedly feel some impact from the upcoming changes.

#### 7.1.1 NAICS

NAICS provides a consistent framework for the collection, analysis and dissemination of industrial statistics used by government policy analysts, academics and researchers, by the business community and by the public. NAICS is the first industry classification system that was developed in accordance with a single principle of aggregation, the principle that producing units that use similar production processes should be grouped together.

In addition to replacing the 1980 Standard Industrial Classification (SIC) system for Canadian statistics, NAICS (North American Industry Classification System) will also be used by statistical offices in the United States and Mexico. This means that international comparisons among these three countries will become much easier. An additional benefit is that most data collected by Statistics Canada will be classified according to NAICS thus improving representation of the various industrial sectors.

Although the NAICS system is a great improvement, there are still some sectors within the sport sector that do not fit perfectly into these industrial structures. In some instances, our scope of interest covers only part of a NAICS category, and in others the scope exceeds a single NAICS classification. At first glance, the sport and recreation sector is seen as falling mainly within sector # 71 *Arts, Entertainment and Recreation*. However, the sport and recreation sector is much wider than this subdivision implies. No single all-encompassing source exists that can provide data covering all the businesses engaged in activities associated with sport and recreation. For instance, parts of the manufacturing, wholesale, retail and educational services sectors can be regarded as part of the

sport and recreation sector. Most of the activities of interest to sport are grouped in sector # 71 **Arts, Entertainment and Recreation** with some other activities found in miscellaneous sectors including:

- # 33 Manufacturing
- # 41 Wholesale Trade
- # 44-45 Retail Trade
- # 61 Educational Services
- # 81 Other Services.

The following national sport-related industry classes have been developed (See Appendix for definitional details).

### **Sport-Related Industries**

33992 Sporting and Athletic Goods Manufacturing

41412 Footwear Wholesaler-Distributors

41447 Amusement and Sporting Goods Wholesaler-Distributors

44819 Other Clothing Stores

448199 All Other Clothing Stores

45111 Sporting Goods Stores

45331 Used Merchandise Stores

53229 Other Consumer Goods Rental

6116 Other Schools and Instruction

61162 Athletic Instruction

62134 Offices of Physical, Occupational, and Speech Therapists and Audiologist

71121 Spectator Sports

711211 Sports Teams and Clubs

711213 Horse Race Tracks

711218 Other Spectator Sports

7113 Promoters (Presenters) of Performing Arts, Sports and Similar Events

711319 Sports Stadiums and Other Presenters with Facilities

71132 Promoters (Presenters) of Performing Arts, Sports and Similar Events without Facilities

711329 Sports Presenters and Other Presenters without Facilities

71141 Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures

7139 Other Amusement and Recreation Industries  
71391 Golf Courses and Country Clubs  
71392 Skiing Facilities  
71393 Marinas  
71394 Fitness and Recreational Sports Centres  
71395 Bowling Centres  
71399 All Other Amusement and Recreation Industries

81341 Civic and Social Organizations  
81399 Other Membership Organizations

Implementation

All statistical units on the Business Registry will be assigned an initial NAICS code. The NAICS codes are determined in one of the following ways:

- where the 1980 SIC code corresponds to only one NAICS code, the codes will be assigned automatically using a concordance table;
- where the 1980 SIC code corresponds to more than one NAICS code, and sufficient information is available to make a decision, subject matter staff will aid in assigning a NAICS code; or
- where the 1980 SIC code corresponds to more than one NAICS code and there is insufficient information to assign a NAICS code, a code will be assigned by default and require follow-up.

Default cases will be followed up using a nature of Business Report (NBR). NBR's will be mailed out from July 1997 through December 1998, with completion of this process by March 1999.

### 7.1.2 PIPES

Up until now, the statistical system at Statistics Canada has been primarily national in focus. Although it has yielded valuable provincial, provincial statistics remain largely a secondary by-product of the national system. The quality of provincial data is certainly lower than at the national level, and uneven across provinces. The advent of PIPES marks a commitment by the Government of Canada to provide detailed and reliable information not just about national economic developments but also about the provincial and territorial economies.

PIPES involves a fundamental reshaping of the underlying model for the collection and compilation of business statistics at Statistics Canada. A new model is required in order to

provide complete business sector coverage, to simplify survey questionnaires, to control response burden that must be imposed on Canadian businesses, and to facilitate micro data analysis at the enterprise level. As a result, many business surveys will be revamped and some household surveys such as the Family Expenditures Survey will move to an annual cycle.



### Main Project Elements

- Project implementation work will extend over 3 years to the year 2000.
- There will be one and only one survey frame - the Business Register. Independent business frames will be phased out.
- The Family Expenditure Survey (FAMEX) will become an annual survey, doubling its current sample size.
- The 200 separate business surveys currently conducted by Statistics Canada will be integrated into a single whole-economy survey to be called the Unified Enterprise Survey (UES) in order to achieve higher standards of consistency, coherence, coverage and counts.
- The Canadian Travel Survey will be conducted to measure inter-provincial travel spending in 1997.
- Improvements will be made to the monthly Retail Trade Survey and several personal and business service industry surveys.
- Inter-provincial trade surveys will be conducted, including the wholesale commodity survey and the manufacturing destination of shipments survey.
- An annual program of provincial/ territorial input-output accounts will be established providing detailed industry and commodity statistics.
- Completion of the historical revision to the System of National Accounts was scheduled for the end of 1997, working towards implementing NAICS, by early 1999.

### **PIPES Priorities for 1998-99**

PIPES has entered into its second year. In its first year, efforts were concentrated on mobilizing resources, preparing the work plan and starting to develop the improved statistical program itself. These activities will continue during the second year of PIPES and in addition the project will begin to generate concrete statistical outputs. The second year of PIPES involves several challenges. Toward the end of the 1998, concrete outputs for reference year 1997 are scheduled to be produced.

### Business Register

One of the largest impacts of PIPES will be the requirement that all survey frames be derived from the central Business Register (BR) where all Canadian business entities are listed. Advantages will come through changes made to Statistics Canada's Business Register (BR) which is a data bank of businesses in Canada. In the past, not-for-profit companies, companies without any employees, and smaller companies were not included on the BR but they will be in the future. With these limitations now removed, the BR should become a considerable asset in maintaining our survey population lists. It will be particularly useful in identifying newly established companies. Any establishment that applies for a Revenue Canada Business Number (which now encompasses the old GST number), opens a payroll account with Revenue Canada, or files an income tax return for the first time will be automatically added to the BR and classified according to its activities.

Another priority for the BR in 1998 will be to substantially upgrade the resources put into profiling of large enterprises. "Profiling" refers to the process whereby BR experts visit large enterprises and obtain detailed, up-to-date information about the corporate legal entity and establishment structure. Accurate and timely profiling for the largest enterprises is crucial to the UES strategy, because of the emphasis on large and complex enterprises in the sampling design.

### FAMEX and Canadian Travel Survey

Results from the Family Expenditure Survey (FAMEX) conducted for reference year 1996 will be available in early 1998. The first PIPES-funded edition of the survey, for reference year 1997, will begin in the very near future. It will have a larger sample, but a shorter questionnaire, and it will be voluntary. Priorities for this survey during 1998-99 will be to complete the 1997 edition and to conduct the survey again, for reference year 1998, in the early months of 1999. The survey managers are also bringing forth and testing a radically different approach to the survey, involving diary methods and temporally distributed sample. One key planning issue is whether this new approach should be adopted for the 1999 reference year – which would mean completing all testing and other preparations within the next 9 months or so – or whether its implementation should be deferred to reference year 2000.

The Canadian Travel Survey is conducted by telephone in monthly instalments throughout the year using a number of rotation groups from the Labour Force Survey. Complete survey results for reference year 1997 are expected by April 1998. The survey will continue with few changes in 1998 and 1999, although the number of LFS rotation groups will be cut from three to two. Important planning issues relate to the need to strengthen analytical capacity associated with the survey and the need to produce more consistent and reliable estimates of annual change.

### Unified Enterprise Survey

In the business statistics domain, a fundamental transformation of the survey-taking process is under way. The transformation involves (i) basing all surveys on the common business register, (ii) integrating business survey questionnaires, (iii) making better and more extensive use of administrative data sources as an alternative to surveys, (iv) unifying sampling, editing, imputation, calendarization and estimation methods across surveys and (v) storing survey microdata, information from administrative sources and metadata in a common format, so these can be used collectively as a corporate resource.

The pilot edition of the Unified Enterprise Survey, for reference year 1997 is scheduled for mail-out in March 1998. Thus, a key priority for 1998-99 will be to collect the data from this survey, to acquire corresponding information from tax records, to process these data and to produce timely aggregate results for official release. In the process, the concept and implementation of the Unified Enterprise Survey will be tested and refined.

The second edition of the UES, for reference year 1998, will cover a larger number of industries and several existing annual business surveys will begin the transition through the course of 1998-99. A key planning issue is the choice of which surveys should make this transition in 1998, rather than in 1999. It is expected that the 1998 edition of the UES will cover approximately 500 of the NAICS industries and that the third edition of the UES, applying to reference year 1999 and conducted in year 2000, will cover about 80-90% of the NAICS industries.

### Tax Data

The Tax Data Division was formed in the spring of 1997 generating important new information on residential housing sales, using Revenue Canada's GST housing rebate file, and these data are being used to improve the provincial accounts. The division is working to serve tax data more effectively to subject matter divisions so that survey sample sizes can be held down. New technology will be exploited and careful attention will be paid to the problem of maintaining effective data security.

### Advantages

There are significant potential advantages for the organizational changes arising from PIPES. The ability to analyze the entire range of data for particular business enterprises will lead to greater internal data coherence generating greater potential for data integration. The shift in focus of subject matter divisions towards managing rather than conducting surveys will allow for better and more extended analysis, more interaction with clients, and development of more relevant products and services. The specialization of one surveying division will lead to greater effectiveness, increased standardization of data content, and a higher degree of data consistency.

Efficient practices can be extended across the board while ineffective ones can be replaced on the basis of wide based experience.

### Timing

1999 should see the full implementation of PIPES and all respondents will be asked to supply data for 1998 or for their fiscal year ending between January 1, 1998 and December 31, 1998 using the new questionnaires. The first data on the sport sector under these new programs should be available in the year 2000. It is still too early to fully assess the effects of PIPES and NAICS implementation on the Sport Statistics Program, its progress will be monitored closely.

## **8.0 Recommendations & Work Plan**

### **8.1 Developing an effective information infrastructure for National Sport Statistics**

Recent studies on various aspects of sport have added greatly to our knowledge of the realities surrounding the contribution made by sport to Canadian culture. Each has emphasized the critical need and role of statistics and research in the decision-making process, particularly given the need to monitor and illuminate the major and long-standing issues and problems facing the sport sector. The purpose of this strategic research and data plan is to guide the work towards a National Sports Statistical program over the next 3 to 5 year period through the identification of objectives, issues, priorities and strategies.

### **8.2 Strategies and Initiatives**

In order to ensure that we meet our mandate and objectives, respond to the challenges, seize upon the opportunities and address the major issues, our efforts will need to focus on specific strategies and initiatives.

Underlying the following six strategies are three overriding objectives:

- the harmonization and development of a more consistent, compatible and complementary approach to the study and understanding of the vitality of the sport sector;
- building a more efficient national and regional information infrastructures for the integration of relevant information from a variety of sources; and
- fostering research partnerships which leads to savings and efficiencies, reduction in duplication and respondent burden, while promoting compatibility and complementarity

of survey activities and studies and improving consistency in data interpretation by different client groups.

**Strategy 1. To increase the public's understanding of sport and recreation.**

Through:

- \* portraying an accurate picture of the nature of sport and recreation in Canadian culture;
- \* describing the organization, roles and responsibilities of the various agencies responsible for sport in Canada;
- \* examining the various factors affecting sport;
- \* working directly with the media and researchers towards better understanding and reporting of sport statistics;
- \* providing national and provincial analysis of sport and recreation data thereby making it more comprehensive and useful to the public;
- \* increasing public accessibility to sport data and information; and
- \* developing federal and inter-jurisdictional partnerships to foster the exchange of knowledge between the producers of statistics and the decision-makers.

**Strategy 2. To develop the analytical potential and utility of sport data.**

Through:

- \* enhancing and achieving better coverage by the surveys collecting sport and recreation data;
- \* developing better national standards for its measurement;
- \* conducting comprehensive provincial profiles;
- \* integrating sport with social, economic and demographic data;
- \* making greater use of qualitative descriptive information to provide the context for understanding and comparing data, across sectors, among provinces and over time;
- \* conducting analysis of trends, implications, impacts and outcomes;
- \* foster research partnerships; and
- \* identification of data gaps and strategies for improvement.

**Strategy 3. To improve the efficiency of processes and operations while reducing respondent burden.**

Through

- \* assisting in the development and refinement of new or existing surveys;
- \* reviewing survey data collected in terms of information needs;
- \* examining the surveys in terms of respondent burden;

- \* investigating the feasibility of transferring data and reports electronically (Internet);
- \* co-ordination of research efforts; and
- \* identification and implementation of new methodologies and technologies.

**Strategy 4. To improve the accessibility and utility of sport products.**

Through

- \* the creation of an inventory of surveys/ databases collecting sport and recreation data;
- \* improving access to the main sport databases;
- \* development of shelf tables to supplement the release of sport and recreation information;
- \* developing and implementing marketing initiatives to increase awareness and use of sport data;
- \* raising the profile of sport statistics;
- \* taking advantage of the Internet; and
- \* publication of relevant, timely, quality data in response to increasing information needs.

**Strategy 5. To support the development of integrated approaches to sport statistics.**

Through:

- \* supporting information sharing by maintaining a national inventory of existing surveys collecting sport and recreation data;
- \* monitoring, supporting and developing integrated research;
- \* developing and maintaining sport and recreation indicators; and
- \* publication of context-driven research and reports.

**Strategy 6. To improve the utility of services.**

Through

- \* maintaining directories of information sources and sport/recreation contacts;
- \* facilitate inter-jurisdictional discussions;
- \* expediting responses to jurisdictional and public requests for information; and
- \* monitoring major socio-demographic trends.

### **8.3 Recommendations for Future Research and Program Development**

#### **8.3.1 A Multi-Year Work Plan**

Recognizing the utility in developing comprehensive sport statistics, a detailed work plan is recommended to guide the progress in this area over the next 3 to 5 years. This multi-year strategy would target the need for ongoing data development, integration and analysis initiatives to ensure consistency and comparability amongst the various surveys collecting sport data. Moreover, there will be a need for improving current data holdings through consultation, networking and co-ordination with the relevant sectors both within and outside Statistics Canada.

##### I: Inventory Phase (1996-97):

The Culture Statistics Program entered into an agreement (jointly funded by Sport Canada and Statistics Canada) during fiscal year 1996-97 to explore the socio-economic, cultural, financial and economic dimensions of sport in Canada. This first year of the project involved the following three components:

- 1) a sectoral analysis which covered the universe of study, concepts and measures and survey content;
- 2) as a result of assessing sport information requirements, data and information gaps were identified. Available data was integrated and analyzed to the extent possible, as well, economic impact data was provided during this phase; and
- 3) a multi-year statistical plan including a proposal for future work and anticipated costs was provided.

With the help of an advisory committee, the beginnings of a statistical framework for sport was developed. A draft report on the Health and Vitality of the Sport Sector in Canada was delivered to Sport Canada in May 1997.

##### II. Conceptualization Phase (1997-98):

Sport Canada entered into a second contract with Statistics Canada for fiscal year 1997-98. The second year of this project sought to achieve the following:

- 1) to establish a clear and agreed upon statistical framework for the collection and presentation of comparable national sport statistics;

- 2) to co-ordinate and position sports statistics amongst Statistics Canada's broader data collection surveys and activities;
- 3) to further the integration and analysis of existing data on sport; and
- 4) to develop an effective communication and marketing strategy.

Before a consistent compilation of sport data can be realized, the definition of sport and its related concepts need to be thoroughly examined. The first step would be to explore how the concept of sport is currently defined and used by a number of surveys collecting sport-related data (i.e., government expenditure, economic impact, trade, consumer studies, occupations labour market).

Recognizing that wide variations in the concept of sport exist, a key element of this project is to gain consensus on standard terminology for sport-related concepts and on a core definition of sport by its major players.

Once the core definition(s) has been agreed upon, its registration with Standards Division of Statistics Canada is essential. Being officially registered, the definition(s) then become a reference point for future surveys, thus ensuring consistency in defining sport across surveys.



### 8.3.2 Milestones 1997-1998

#### National Sport Statistical Project

1997

- May 8 Delivery of Final Report: The Health & Vitality of the Sport Sector in Canada
- May 8 Meeting #1 with Sport Canada re. Introductions, priorities, requirements
- July 11 Meeting with Sport Canada re. feedback on final report
- July 17 Contract drawn up for comment
- July 24 Meeting re. Requirements for Interim Report (delivery date: October 1997)
- Sept 16 Submitted an article entitled: *Towards a Framework for Sport Statistics in Canada* for publication in the 51<sup>st</sup> session (August/97) of the International Statistical Institute (ISI) report.
- Oct 15 Interim Report delivered
- Sept 16 Contract revised and submitted for signature
- Dec 4 Focus on Culture Article submitted for publication Winter 1997 edition entitled: *Towards Comprehensive Sport Statistics*
- Dec 11 Provided information to the Parliamentary Sub-Committee on the Study of Sport in Canada
- 1998**
- Jan 7-20 Verified and edited *Chapter 8 - Arts & Leisure* for the upcoming *Canada Year Book*
- Jan 22 Preliminary estimates for Economic Impact of Sport/Recreation provided
- Feb 5 Meeting re. Economic Impact of Sport and Recreation, Plans for fiscal year 1998/99
- Feb. 2 Drafted a written response to Dennis Mills' (Chairman, Parliamentary Sub-Committee on
- Statistics Canada: Culture, Tourism and Center for Education Statistics Division

- the Study of Sport in Canada) letter to Dr. Fellegi, Chief Statistician, Statistics Canada.
- Ongoing      Monthly status reports
- April 9      Delivery of Final Report: *The Vitality of the Sport Sector in Canada*

### Sport Supplement, GSS, 1998

- Summer/97      Consolidation of the questions for the 1998 GSS
- Summer &  
Fall/ 97      Soliciting Funding partners for the Sport Supplement to the 1998 GSS
- Ongoing      Occasional subject-matter consultations on the Sport questions
- Dec. 12      Drafting of contracts and billings
- Dec 16      Meeting with Lorna Bailey to Review of GSS Sport test data
- Ongoing      Informing Funding partners on status of the survey supplement on a regular basis.

### **8.3.3 Sport Supplement to the General Social Survey, 1998**

The latest venture into addressing some of the data gaps in the area of sport statistics is the repetition of the Sport Supplement to the General Social Survey (GSS) in 1998. 1992 was the last time that the GSS collected detailed data on Canadians' participation in sport activities at the national, regional and provincial levels. It is felt that the upcoming cycle of the GSS is a cost-efficient means of collecting some of the identified sport information requirements.

The success of the GSS Sport Supplement requires the active involvement of the sport community in terms of content and financial contribution. Statistics Canada is not funded to undertake more than the core portion of the GSS survey; therefore, we must rely on interested clients to sponsor the sport supplement. Sport Canada and three of the provinces have expressed interest in contributing financially to this endeavour (See Appendix for GSS details).

### 8.3.4 Next Steps

The following suggestions are influenced by the methodological difficulties limiting the extent of comparisons in the area of sport-related statistics. The observation of these shortcomings and difficulties has led to recommendations intended to improve the collection of sport-related information, to try to homogenise the collection and presentation of these data using a uniform nomenclature, to increase our knowledge of the field studied, to facilitate comparisons, and to encourage further studies of growing quality.

- Some of the qualitative difficulties encountered stem from the heterogeneity of the data available. This reflects the problem that each survey has produced its own definition of a given sport parameter. A homogenous definition of sport needs to be developed and adopted. The fact is that there is permanent ambiguity surrounding physical activities and sport. Given these difficulties, the solution would seem to be to design a single nomenclature (possibly to be introduced gradually) for the activities connected with sport. It is recommend that a working group be set up with the task of making proposals on this subject.
- A continuing and determined effort should be made to improve the information concerning the economic and social data involving sport by increasing the degree of detail of data available and improving the quality of data through detailed definitions of the categories underlying the figures.
- A methodology needs to be built up harmonizing the information collected, its organisation and presentation . This would make it possible to draw significant lessons regarding the economic impact of sport, contribution to the economy, participation, etc. to aid decision-makers in this field.
  - by encouraging and attaining wide acceptance of the harmonized approach to the study of sport in Canada;
  - by monitoring the implementation of definitional guidelines across Statistics Canada, thus increasing the credibility and utility of a national sport statistics program in Canada;
  - by identifying data gaps through the statistical framework thus leading to the recommendation, development and collection of additional sport data;
  - by marketing the availability of national sport data;
  - by creating an automated database for the centralized dissemination and analysis of national sport statistics;

- by fostering research partnerships which leads to cost savings and efficiencies, and a reduction in duplication and respondent burden, while promoting compatibility and improving consistency in data interpretation by different client groups; and
- by keeping abreast of international developments in the area of sport statistics.

#### **8.4 Communications, Marketing and Dissemination Strategy**

The following section presents a multi-faceted promotional strategy featuring a mix of communications, marketing and dissemination options. The options presented are, at this point, suggestions which require further discussion and prioritizing. Each option needs to be assessed in terms of its advantages and disadvantages, potential effectiveness and cost. Specific objectives must be stated and agreed upon from the outset. Partners need to agree upon a specific, realistic and resource-effective plan.

##### 1- Marketing and Promotional Strategies

Marketing strategies are designed to promote awareness of specific products and services, to better serve our clients and generate revenues. By improving our knowledge about our current and future clients, and their information needs, we can focus the development and delivery of our products to meet those needs.

Marketing strategies may include:

- Brochure
- Promotional Information package
- Internet/ Web Site

Direct marketing through either a brochure, promotional information package or a specific report is a tool that allows one to target those most likely to be interested in your product. This has proven to be a very effective sales technique. Potential clients can be accessed through a number of ways including cross-advertising. Clients receiving one Statistics Canada product (i.e., *Compendium*, *Focus on Culture*) will often purchase another once they know about it. Thus we can increase awareness through placing ads in corporate flagship products. The feedback received from our marketing and promotional strategies will also help shape future products; thus, ensuring that client needs are known and are being addressed on an ongoing basis. It is also important to retain flexibility in a marketing/promotional strategy, by managing the transition between traditional and new dissemination tools (CD ROM, Electronic Products).



### Internet

The Internet is a network of networks, linking computers from around the world. From a marketing perspective, it can be used to obtain information from literally thousands of sites, post information through use of a web site, to transmit information or files, and to communicate with clients through e-mail and user groups. The following are some of the benefits of Internet:

■ Access to new markets

There are currently 40 million plus computers connected to the Internet and continued rapid expansion is expected. It is the fastest world wide communication system available.

■ Zero Marginal Cost

There is no charge for transmitting information on the Internet, it therefore becomes a cost-avoidance alternative to disseminating electronic product demos or public good information.

■ Facilitates Client contact & market research

Aside from using the net as a promotional tool, list serves/user groups, online surveys are other means by which you can learn about and tap the interests of specific target markets. These are ways to share information and receive valuable feedback on your products - all much cheaper than the traditional consultative and public communications methods.

■ Product demos

Through the use of specific software (such as Folio or Acrobat), it is possible to allow users to receive a demo of a standard paper or electronic product. They are then able, via e-mail, to receive additional information on the product or place an order. It is even possible for the client to download the entire electronic product, saving postage and handling charges as well as saving time.

■ Access & Cost of Use

There is no charge to Divisions within Statistics Canada for loading content on our site. There is, however, a cost recovery charge for quality control and markup or conversion of material for the Web site. Certain guidelines need to be followed, however, and all content is subject to a quality control charge.

## 2- Communications

Communications is another effective avenue for promoting products, increasing visibility through direct contact with our clients. Communications strategies run the gamut from writing and publishing articles to presentations to consultation-related activities, each sporting different requirements in terms of time and cost. Below is a list of possible communications strategies, some of which have already materialized this past fiscal year:

- Written Articles:
  - Focus on Culture*
  - International Statistical Institute (ISI)
  - Compendium
  - Canada Year Book
- Statistics Canada Regional Offices - Information & Training Package
- Presence at Trade Shows, Special Events
- Client Database / Directory
- Presentations
- Networking (i.e., Australia, Sweden, Alberta Centre for Well-Being, McMaster University)
- Centralization of Inquiries (one focal point)
- Public Relations
- Product Development based on client feedback

## 3- Dissemination

The wider distribution of the final report on *The Vitality of the Sport Sector in Canada* will increase its visibility thus promoting the availability of national sport statistics. Generating interest also serves as a motivational tool to aid in definitional framework for sport and recreation.

- Release and Dissemination of Products
- Direct Mail

Any decisions made will be dependent upon client needs, the objectives of a marketing, promotional and communications strategy, and of course upon the funds and time available to undertake this venture.

## 9.0 Conclusion

Sport and physical activity are important components of Canadian society as reflected in our national identity and pride, economy, education and health. Sport contributes to the health, well-being and identity of individuals, communities and to the nation. It promotes the values and ethics of fair play, leadership, co-operation, volunteerism, equality and the pursuit of excellence.

However, the amount of sport data currently available is insufficient to provide a comprehensive profile of the characteristics, benefits and value of sport to Canadians. Until means are available to monitor, measure and evaluate all facets of the sport industry across the nation, the ability to formulate sound strategic policies, undertake effective planning and make the right choices is severely limited and often problematic.

Statistics Canada collects sport-related data through a number of ongoing national surveys. Unfortunately, these studies are difficult to compare due to conceptual and definitional differences. In assessing the impact of the sport sector in Canada, we are faced with the recurring problem of sport data being intertwined with data on physical activity, recreation and even leisure. The challenge ahead is to implement a strategy for achieving consistency in defining 'sport' across surveys. Without comprehensive guidelines co-ordinating these collection efforts, evaluating information needs and targeting data gaps, the resulting information remains piecemeal and inadequate.

A multi-year strategy is proposed which targets the need for ongoing developmental work in order to begin addressing the data gaps, as well as integration and analysis initiatives to ensure consistency amongst the various surveys collecting sport data. Moreover, improving current data holdings through consultation, networking and co-ordination with the relevant sectors both within and outside Statistics Canada is also a priority.

Involvement of the wider sport community, federal and provincial sport organizations is essential to ensure that endorsement of the work occurs early and that the resulting statistical infrastructure has relevance and integrity. Consultations continue with the provinces and federal departments with an interest in sport statistics.



## 10.0 Methodological Concepts and Definitions

### Economic Impact: Measuring Economic Activity

The economic impact methodology attempts to measure the economic activity generated by sport and recreation industries in two ways. First, the value of production for sport and recreation industries is estimated in terms of the contribution made to the Gross Domestic Product (GDP). The second indicator is an estimate of the number of jobs generated by sport and recreation industries.

The following guiding principles were adopted in terms of methodology, definitions, concepts and approach:

#### Basic Principles

- The basic principle is to capture the impact of sport and recreation activities (i.e., from creation to consumption), and the impact of sport and recreation services (i.e., manufacturing of sport equipment) while avoiding double counting.
- The analytical structure should be flexible, and categories should be itemized and structured to meet individual data or analytical applications.

### The Measurement of Total Production of the Economy (GDP)

In calculating the value of production without double counting, three methods are available:

The first approach: **the income approach** aggregates various factors of production: land, labour and capital. These include:

- (1) Wages, salaries and supplementary labour income;
- (2) Corporation profits before taxes;
- (3) Interest and miscellaneous investment income; and,
- (4) Capital consumption allowances.

The second method: **the expenditure approach** involves the calculation of the unduplicated (final) expenditure by Canadians, plus exports, minus imports. This is obtained by summing:

- (1) Personal expenditures on consumer goods and services; and,
- (2) Current Government expenditures on goods and services, including all current outlays for goods and services by the government sector, (covering wages and salaries of government employees and purchases of other non-capital goods and services);

- (3) Capital formation which includes government-fixed investment in new durable assets (e.g., roads, buildings, machinery and equipment); government investment in inventories (e.g., marketing agencies); business fixed investment (e.g., business sector expenditures on durable tangible goods of one year or more, and on building and engineering construction); and business investment in inventories; and,
- (4) Plus exports of goods and services less imports of goods and services.

The final method: **the value-added approach** involves the calculation of the net value of sales less the cost of production, including imports (e.g., manufacturing).

The Economic Impact project uses all three methods to calculate the value of production. The method selected to calculate the value of production for a particular industry or activity depends on the industry and the availability of data.

## **Methodological Concepts and Definitions: Sport and Recreation**

### **Athletes, Coaches and Referees**

This sector includes the economic impact associated with income of athletes, coaches and referees

(SOC F15.525):

Athletes (SOC F151)

Coaches (SOC F152)

Sport Officials and Referees (SOC F153).

Sources: Census, Labour Force Survey.

**GDP:** The economic contribution involves estimating the sport and recreation-related income earned by self employed athletes, coaches and referees, without double counting such earnings (duplicating the wages and salaries already captured by either professional sport clubs or the sport and recreation clubs and services components). The 1991 census (Athletes, Coaches, and: Referees) provided labour counts.

**Employment:**

The 1991 census (Group: list sport and recreation categories) provided labour counts.

### **Amusement and Recreational Services**

Annual surveys of the Amusement and Recreational Services industry are conducted by the Services, Science and Technology Division of Statistics Canada. The Amusement and Recreational Services industry includes establishments primarily engaged in operating a broad range of leisure and entertainment activities as well as athlete accounts. The establishments retained for the economic impact study fell under the following 1980 Standard Industrial Classification Codes:

- Professional Sports Clubs - SIC 9641 (including semi-professional)
- Professional Athletes and Promoters - SIC 9642 (own account)
- Horse Race Tracks - SIC 9643 (including race-horse training and jockey clubs)
- Other Race Tracks - SIC 9644 (auto, snowmobile, motorcycle, drag strip, and speedway race track operations)
- Golf Courses - SIC 9651
- Curling Clubs - SIC 9652
- Skiing Facilities - SIC 9653
- Boat Rental/Marinas - SIC 9654
- Other Sports and Recreation Clubs - SIC 9659 (athletic, boat, boxing, health, martial arts, rifle, sailing, squash, swimming, tennis, track & field clubs)
- Bowling Centres and Billiard Parlours - SIC 9691
- Dance Halls, Studios and Schools - SIC 9693
- Roller Skating Facilities - SIC 9695
- Other Amusement & Recreational Services - SIC 9699  
(e.g., horseback riding, trainers, hockey schools, swimming pools, tennis facilities)
- Health Spas/Clubs - SIC 9798
- Other Personal and Household Services - SIC 9799 (e.g., weight reducing facilities, hunting and fishing)

### **Manufacturing of Sporting Goods**

The sport and recreation sector also plays a part in the manufacturing industry. It includes establishments primarily engaged in the manufacturing of baseball and softball articles, bicycles, sport fishing tackle, golf equipment, playground equipment, swimming pools, hockey equipment, skates, ski equipment, and other sporting goods (SIC 3931).

### **Wholesale of Sporting Goods**

Includes establishments primarily engaged in the Wholesale of Amusement and Sporting Goods (SIC 5942).

## **Retail of Sporting Goods**

The 1992 Family Expenditure Survey (Famex) was used to provide an estimate of the retail of sporting goods and services. Famex includes 5 sporting goods and services retail categories including:

- Sportswear,
- Sporting & Athletic Equipment,
- Live Sports Spectacles,
- Use of Recreational Facilities and
- Other Recreation.

However, Famex is to be considered a conservative estimate since the survey is based on respondent recall of purchases made. Furthermore, Famex data only include those household purchases for personal use. Excluded are team purchases of sporting goods, purchases by businesses. As well, some purchases may have more than one use and cannot be differentiated (i.e., sportswear used for sport activities as well as leisure wear).

Previous iterations used data from Services Division, Statistics Canada to provide an estimate of the total retail of sporting goods. This survey is limited in that only three retail categories apply to sport and recreation: establishments primarily engaged in the retail of sporting goods (SIC 6541) and bicycle shops (SIC 6542) and other retail. Famex offers more detailed categories.

### Wholesale:

#### Methodology:

- I. The GDP for wholesale is based on the contribution per \$1 million in wholesale gross margin and is calculated by taking total wholesale sales for amusement and sporting goods stores and multiplying by the gross margin on total wholesale sales<sup>10</sup> and then multiplying by the direct effect on GDP at factor cost. Total wholesale sales are published in the Annual Survey of Wholesale Merchants, gross margin for wholesale (0.2124) is from Wholesale Trade in Canada, and the direct effect on GDP at factor cost (0.6651) is a ratio produced by The Canadian Open Determination Model.
- II. The number of jobs for wholesale is an estimate based on employment per \$1 million in wholesale gross margin and is calculated by taking total wholesale sales for amusement and sporting goods stores and multiplying by the gross margin on total wholesale sales and then multiplying by the direct effect on employment. Total wholesale sales are published in the Annual Survey of Wholesale Merchants, gross margin for written media wholesale (0.2124) is from Wholesale Trade in Canada, and

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<sup>10</sup> The gross margin is defined as the total sales less the cost of goods sold.

the direct effect on employment (13.36) is a wholesale employment multiplier produced by The Canadian Open Determination Model.

Retail:

Methodology:

- I. The GDP is based on the contribution per \$1 million in retail gross margin and is calculated by, (1) multiplying total retail sales on sporting goods and recreation by the change in personal expenditure between 1992 and 1994; and, (2) multiplying this value by the gross margin on total retail sales<sup>11</sup>; and then, (3) multiplying by the direct effect on GDP at factor cost. Total retail sales on sports and recreation is derived from FAMEX. The change in personal expenditures (1.0289) is the growth rate measured by National Income and Expenditure Accounts (personal expenditures on goods and services: education and cultural services sector) between 1992 and 1994. The gross margin for sporting goods stores (0.35) is from Annual Retail Trade, and the direct effect on GDP at factor cost (0.6395) is a retail ratio produced by The Canadian Open Determination Model.
- II. Employment: A ratio of number of retail jobs per \$1 million in retail gross margin and is calculated by, (1) multiplying total retail sales on sporting goods and recreation by the change in personal expenditure between 1992 and 1994; and, (2) multiplying this value by the gross margin on total retail sales; and then, (3) multiplying by the direct effect on employment. Total retail sales on sports and recreation is derived from FAMEX. The change in personal expenditures (1.0289) is the growth rate measured by National Income and Expenditure Accounts (personal expenditures on goods and services: education and cultural services sector) between 1992 and 1994. The gross margin for sporting goods stores (0.35) is from Annual Retail Trade, and the direct effect on employment (26.61) is a retail ratio produced by The Canadian Open Determination Model.

**Government (Federal, Provincial and Municipal) Funding to Sport and Recreation**

Federal Government: includes Fitness and Amateur Sport (Fitness Canada and Sport Canada), and the International Relations and Major Games.

Provincial Government: Includes Provincial and Territorial Government funding of sport, recreation and fitness. (Source: Minister's Task Force on Federal Sport Policy).

Municipal Government: Includes spending on recreation, a large portion of which is to develop

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<sup>11</sup> As with wholesale sales the retail gross margin is defined as the total sales less the cost of goods sold.

and maintain recreation and sport facilities.

### **Sources Utilized For GDP Calculation**

It should first be noted that because the Standard Industrial Classification system (SIC) does not define the many sectors of sport and recreation very well, contributions to GDP have been calculated from a variety of sources. Therefore, we have had to rely on current principles and concepts. The various sources utilized include a number of divisions within Statistics Canada with specialization in manufacturing, wholesale, household expenditure and personal and business services.

### **Family Expenditure Survey (FAMEX)**

The Economic Impact project uses FAMEX data to estimate the retail impact for sport and recreation. Consequently, FAMEX is a very important data source in the development of economic impact statistics. The following paragraphs give an overview of family expenditure surveying and the methodology used. Most notably, FAMEX provides a conservative estimate of household expenditures.

In the course of a calendar year, households are given many receipts which document their purchases. However, they do not normally receive documents which summarize these transactions like the T4s and T5s provided by income recipients. Also, their receipts vary in detail, specificity and clarity. A household could face a daunting task in trying to retrospectively put together a complete set of household accounts based on this myriad of receipts. It would involve sorting, deciphering, coding, adding missing detail, adjusting, compiling and so on. Some households keep records which are organized for their own specific needs. They are not obligated by law to keep such records, so whether they do, and in what manner, is their choice.

Although perhaps only a minority of households will take the trouble of keeping a detailed set of household accounts, a majority may be expected to keep some records of their transactions (i.e., cheque book entries, cancelled cheques, credit card statements, mortgage, utility bills and the like). These may be used as a framework from which further details can be estimated and, for some items, frequency and amount per occasion, based on memory, may be used to provide adequate estimates. The accuracy of data on other individual purchases depends on respondents' ability to recall such purchases in detail.

In all recall type surveys, one must balance problems of memory deterioration with the telescoping of purchases. Telescoping refers to the tendency of respondents to recall purchases as having been made more recently than was actually the case.



## **Employment Statistics**

Estimates for the employment statistics have been extracted where possible from annual roll-ups of Statistics Canada's monthly Labour Force Survey (LFS). This source was used to reflect the size of the Sport and Recreation labour force more accurately by taking into account more consistently all types of jobs (e.g., full-time, part-time and contracting out).

To be included, a respondent's current or most recent employment must fall within either a Sport and Recreation occupation or a sport industry. Estimates have been constructed by taking all respondents classified within the relevant Standard Industrial Classification (SIC), as well as respondents classified in associated Standard Occupational Classifications (SOC), in which ever industry they have been classified.

Due to limitations of the LFS data in terms of breakdowns by sport and recreation sector, some adjustments were necessary. In certain areas, the classifications do not permit the identification of sport and recreation workers. In these cases, alternative methodologies and sources have been used to estimate the sport and recreation labour force.

Estimates for all employment relating to the manufacturing, wholesaling and retailing of sporting goods have been obtained by using data from the relevant Statistics Canada surveys combined with the Input-Output Tables of Statistics Canada's System of National Accounts. This econometric model provides an estimate of the employment generated for a given level of expenditure. In the case of retailing, the input is the expenditures on sporting goods derived from the Family Expenditures Survey.

- Emphasis is placed on the limited analytical value of employment figures as the number of jobs could be increasing over time, not because the actual number of jobs has increased but because part-time employment and contract work are increasingly replacing full-time jobs.
- A more comprehensive and detailed analytical approach is warranted to track these different types of jobs: full-time, part-time, contracting out and volunteerism.

## **Economic Impact - Concepts**

**GDP:** GDP is the gross domestic product (at factor cost) which measures the value of the total production of goods and services. It represents earnings resulting from employment and use of labour and capital. GDP shows the value-added of the industry to the total National GDP or to the total value of all production in Canada. The value presented is expressed in current dollars. In addition, the concept of production used here is on a factor cost basis of valuation, reflecting



the fact that the structure of resource use is more clearly revealed if indirect taxes (less subsidies) are excluded from the calculations of output originating by industry. It should also be noted that because the Standard Industrial Classification system (SIC) does not well define the many sectors of sport and recreation, contributions to GDP have had to be estimated using a variety of sources and methods.

**Direct Impact:** The direct impact includes the impact associated with direct expenditures by the sport and recreation sector.

One of the difficulties in establishing the impact of an industry is the identification of indicators that accurately measure its contribution to the national economy in addition to utilizing consistent and well accepted concepts, definitions and methodology. In any particular industry the raw materials, services and intermediate products move from one productive stage to another on their way to the final purchaser. The market price paid by the consumer is sufficient to reimburse every stage encompassing creation, production and distribution for its full contribution to the finished product. But, if we added the cost of each step (e.g., wages, salaries, purchases, etc.,) as the product moves down the pipeline toward the final market, we would overstate or "multiple count" the value of each earlier stage, rather than taking into account only the marginal value of each stage (value added).

**Indirect Impact:** The indirect impact measures the economic spin-offs from sport and recreation-related activities. It captures the impact of suppliers which provide the necessary materials and services, which in turn, also lead to a further demand for goods and services from other industries.

### **Other Impacts Excluded from Study**

The impact figures presented are conservative and exclude what are referred to as induced and associated impacts. The model, therefore, does not take into account the further impact associated with the re-spending of wages and salaries earned. The wage earners employed, not only in the sport and recreation industries and activities but also in supplying industries, generate streams of re-spending that support a large amount of additional activity. These expenditures then indirectly generate the further production of goods and services and yield an added impact on the economy known as the "induced impact".

Beyond the direct, indirect and induced impact, there are also some strong (indirect) relationships that exist between sport and recreation activities and other sectors which are unaccounted for in this analysis. Since transportation, food and accommodation and child care industries are not tied directly to the production of sport and recreation commodities, they are not captured in the

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economic impact approach presented here.



### **Flexible Analytical Framework**

The recent work utilizes an analytical framework that offers much flexibility in terms of understanding the role and contribution of the various players operating in the sport and recreation sector. The inclusion of the manufacturing, wholesale and retail industries have had a huge impact on the overall figures. These enhancements were added to obtain more comprehensive information on this sector than has been previously available. These new inclusions have each been itemized separately so that their impact is quite clear to the user who may wish to examine the sport and recreation sector without them. That is, data can be itemized, or each function can be analyzed, separately depending on the context or audience: from the producer, to the manufacturer, wholesaler and retailer of sport and recreation equipment.

### **Economic Impact Multipliers and Other Indicators**

Specific accounts available within the Input-Output model have been used to produce the value of the indirect impact of the culture sector through the calculation of the multipliers or spin-off effects (both for GDP and Jobs) resulting from the sport and recreation infrastructure or activities. These multipliers were derived from the analysis of the direct and indirect impact on the economy resulting from an initial \$1 million expenditure in sectors or Input-Output accounts that were either perfectly correlated with portions of the sport and recreation sector or similar enough to avoid the costly exercise of calculating or restating all new parameters.

A number of economic indicators have been derived from these accounts, including:

- GDP per \$million input;
- Jobs per \$1 million input or investment (either direct or direct & indirect);
- Government revenue from culture activities (e.g., taxes); and
- Multiplier ratios for the calculation of indirect impact (GDP and jobs).

**Table 5.**  
**Economic Impact Multipliers for the Sport and Recreation Sector**

Sport and Recreation Sector: Canada	Impact Multipliers (1)	
	Jobs	GDP
Amusement and Recreation Services	1.36	1.53
Manufacturing of Sporting Goods	1.6	1.68
Wholesale of Sporting Goods	1.31	1.33
Retail of Sporting Goods	1.16	1.37
Government		
Federal	1.33	1.37
Provincial	1.29	1.27
Municipal	1.35	1.38
National Sport Organizations (NSOs)	1.33	1.37

(1) Based on 1990 Input/Output Accounts.

These multipliers reflect the indirect impact associated with sport and recreation spending by sport organizations and their suppliers. They therefore exclude what is referred to as induced and associated impacts. For example, these multipliers do not take into account the further impact associated with the spending of wages and salaries earned by workers in the sport and recreation sector and supplying industries. It also excludes associated impacts. These are typically associated with consumer spending in areas such as transportation, food and accommodation, which are incurred in part (without necessarily having a direct causal relationship) as a result of sport and recreation activities and venues. Because they are not tied directly to sport and recreation business production, they have not been captured in this study.

**APPENDIX I: Inventory of Sport Related Data Sources**

## APPENDIX I : Inventory of Sport Related Data Sources

### 1. Survey of Family Expenditure (FAMEX)

**Description:** A wide variety of expenditure data is collected by household including cost of housing, repairs, utilities, furniture & equipment, child care expenses, food, clothing, personal and health care, transportation, recreation, education, income, assets, loans and debts.

**Source:** Household Surveys Division, Statistics Canada  
**Contact Person:** Ulysse Nevraumont , (613) 951-4645  
**Data Source:** STATISTICS CANADA Mainframe file  
**Frequency:** Currently every four years (1992, 1996). This will change to an annual survey, perhaps with a diary, in order to satisfy the needs of the new PIPES project.  
**Sample Size:** 9,496  
**Representation:** Canada, Ten Provinces, Whitehorse and Yellowknife  
**Next Survey Cycle:** 1998

**Sport Content:** Data on family expenditure on sport is available by household characteristic and covers a wide variety of items:

- expenditures for "sporting and athletic equipment" by household characteristic (i.e., golf, racquet sports equipment, skates, downhill and cross-country skiing equipment, etc);
- expenditure on "live sport spectacles" (i.e., football, hockey and baseball);
- expenditure on the "use of recreational facilities" for membership and single usage fees; and
- expenditure on the purchase and operation of recreational vehicles.

**Deficiencies:** FAMEX is currently conducted every four years. The other three years must be estimated, although this will change to an annual collection due to the PIPES project. FAMEX records only household expenditures on sport; therefore, corporate sales, sports team purchases, sales for export and sales to tourists are not captured by this survey.

## 2. Annual Survey of Manufacturers - Sporting Goods Industry

1                    Description: This survey collects data on the manufacturing sector in Canada. The data measures production in various manufacturing sectors, providing an indication of the health of these industries and their contribution to the Canadian economy.

Source:                    Industry Division, Statistics Canada  
Contact Person:        Robert Stavely        (613) 951-3529  
Data Source:            Shipment value data provided on diskette from STATISTICS CANADA  
                              "Standard 200 File"  
Frequency:              Annual  
Representation:        Canada and ten provinces (where available).  
Next Survey Cycle:    1998

Sport Content:                    Information on various manufacturing industries are covered including the manufacturing of sporting goods. Variables collected include: type of organization, nature of business, inventories, fuel and electricity consumption, manufacturing inputs (raw materials, components, supplies), value of shipments, manufacturing outputs (quantity & net value), destination and employee information.

Sport and recreation items identified range from baseball bats, hockey sticks and racket balls to bicycles, fishing rods, skates, skiis and golf clubs to exercise, gymnastic and athletic equipment.

Deficiencies:                    This survey provides an estimate of sporting goods manufacturing with information on 34 specific items. There is also an "other" category. Some sporting goods are likely not covered. Provincial detail cannot be released in provinces where the number of manufacturers is low.

### 3. General Social Survey(GSS) - Sport Participation Supplement 1992

**Description:** The General Social Survey is conducted annually by Statistics Canada. In 1992, it included a sport supplement which was sponsored by Sport Canada and collected data on organized sport participation in Canada. The results of this survey were released in February 1994.

**Source:** Housing, Family and Social Statistics Division, Statistics Canada  
**Contact:** Lorna Bailie (613) 951-0837  
**Costs:** Complimentary  
**Frequency:** Currently every 6 years.  
**Sample Size:** 12,000 households in sample, 9,815 responses  
**Representation:** Canada and ten provinces  
**Next Survey Cycle:** 1998

**Sport Content:** Under the heading "Participation in Sport" socio-economic variables, participation rates, reasons for not participating in sport, and participation in sport by children under age 15 are collected.

Under "Factors Influencing Regular Participation in Sport" participation in organized school sport and other household members participation in sport are collected.

Under "Characteristics of Participants in Selected Sport" age, education, family income, province of residence and mother tongue are collected.

Under "Other Involvement in Sport" membership in clubs and organizations, involvement as a coach, referee or umpire, volunteer and spectator data are collected.

**Deficiencies:** The provincial estimates are reliable at varying levels. The range is from >20% for P.E.I. to >2% for Ontario. An increase in the sample size by 2,500 units would bring this down to 5% for the smaller provinces. The cost would be \$75 per unit.

### 4. Labour Force Survey (LFS)



**Description:**

The LFS is a monthly household survey providing a detailed picture of the Canadian labour force. It provides information about the occupation and industry of employed and unemployed persons (not in the labour force who have held a job during the past twelve months). Data is available by full-time, part-time, gender and several other variables. When a respondent holds more than one job, the job involving the greatest number of usual hours worked is considered to be the main job. The full or part-time status and industry and occupation information collected all refer to the main job, as does information for employees on wages, union status, job permanency, and workplace size. For those not currently employed, information on occupation is collected for the most recent job held within the previous year.

Contact: Jean Marc Levesque 951-2301  
 Data Source: Mainframe file  
 Frequency: Monthly  
 Sample Size: Approximately 52,000 households (persons age 15 years and older).  
 Coverage: By province, SIC and SOC  
 Next Survey Cycle: 1998

**Sport Content:** Under the general heading of **Artistic, Literacy, Recreational and Related Occupations** (Major Group #33), categories for Occupations in Sports and Recreation (#336/337) are found and include:

- 3360 Supervisors: Occupations in Sports and Recreation
- 3370 Coaches, trainers and instructors, Sport and Recreation
- 3371 Referees and Related Officials
- 3373 Athletes
- 3375 Attendants, Sports and Recreation
- 3379 Occupations in Sports and Recreation

**Deficiencies:** Results are somewhat subjective in that respondents may claim to work in a profession in which they participate very little.

Skill level is not captured.

Unpaid work is excluded.

Excludes persons under age 15 (i.e., teen coaches/trainers, athletes)

Seasonal, cyclical patterns may affect the sport and recreation labour counts more than for other occupational groups.

Possible undercounting where 2 or more occupations are reported, the first one mentioned is the one that is coded.

## 5. Wholesale/Retail Trade Survey

**Description:** Statistics Canada conducts a retail sales survey on an annual basis. The annual survey collects additional accounting data about the respondents such as salaries, other revenues, depreciation and other interest expenses of retail industries. These data are published at the provincial and trade group level and are available on a cost recovery basis.

**Source:** Mainframe Data files  
**Contact:** Sonia Demers 951-7231  
**Frequency:** Annually  
**Sample Size:** 20,000  
**Representation:** Canada and Provincial

**Sport Content:** The annual survey collects revenue data by type of retail establishment (based on SIC codes) as well as data on employee earnings and benefits, cost of goods sold, monthly sales, number of chains, number of stores, total sales, floor space, etc.

SIC 654	Sporting Goods & Bicycle Stores
6541	Sporting Goods Stores
6542	Bicycle Stores

## 6. Wholesale / Retail Trade Survey

**Description:** Statistics Canada conducts a wholesale sales survey annually. It collects data about the respondents including salaries, other revenues, depreciation and other interest expenses of wholesale industries. Data are published at the provincial and trade group level and are available on a cost recovery basis.

**Data Source:** Mainframe Data files  
**Contact:** Sonia Demers 951-7213  
Distributive Trades Division  
**Frequency:** Annually  
**Sample Size:** 20,000  
**Representation:** Canada and Provincial

**Content:** The annual survey collects revenue data in more detail plus data on employee earnings and benefits, cost of goods sold, and other financial data. The codes under which sport statistics are collected include:

SIC 5942 Amusements and Sporting Goods

## 7. Annual Survey of Amusement and Recreational Services

**Description:** The Annual Survey of Amusement and Recreational Services collects annual employment and financial data from businesses engaged in providing amusement and recreational services. The type of organization, period of operation, revenue, expenditure, employment, location(s), inventories and client base is collected. This data can be used by businesses for market analysis, by trade associations to study performance and other characteristics of their industries, by government to develop national and regional economic policies, and by other users involved in research and policy making.

**Contact:** Shirley Beyer (613) 951- 3492  
**Source:** Services Division, Statistics Canada  
**Data Source:** Mainframe data files for selected SICs  
**Frequency:** Annual  
**Sample Size:** The survey covers approximately 17,400 companies in the amusement and recreational service industries.  
**Representation:** Canada and ten provinces  
**Next Survey Cycle:** 1998

**Sport Content:** Revenue & expenditure data is collected on the following 21 SIC codes:

- 9631 Entertainment Production Company or Artist
- 9639 Other Theatrical & Staged Entertainment Services
- 9641 Professional Sports Clubs (incl. semi professional)
- 9642 Professional Athletes & Promoters (own account)
- 9643 Horse Race Tracks (includes race horse training & jockey clubs)
- 9644 Other Race Tracks
- 9651 Golf Course
- 9652 Curling Clubs
- 9653 Skiing Facilities
- 9654 Boat Rental / Marina
- 9659 Other Sports & Recreational Clubs (excludes health spas/clubs)
- 9661 Gambling operations including lotteries (lottery ticket sales agencies)
- 9691 Bowling Centres & billiard Parlours
- 9692 Amusement Park, Carnival & Circus Operators

- 9693 Dance Hall, Studios & Schools
- 9694 Coin-Operated Amusement Services (Arcades, etc)
- 9695 Roller Skating Facilities
- 9696 Botanical & Zoological Garden
- 9699 Other Amusement & Recreational Services (eg. Miniature golf courses, hockey schools, horseback riding, trainers, etc.)
- 9798 Health Spas/Clubs
- 9799 Other Personal & Household Services (eg. Weight reducing facilities, costume and formal wear rental, etc.)

**Deficiencies:** The survey collects data for incorporated firms with a revenue greater than \$250,000 and unincorporated firms with revenue greater than \$10,000.

For sport there may be individuals who provide these types of services but fall out of scope.

## 8. National Population Health Survey (NPHS)

**Description:** The NPHS is designed to collect information related to the health of Canadians. The questionnaire includes components on health status, use of health services, risk factors and demographic and socio-economic status. The first cycle of data collection began in 1994, and will continue every second year thereafter. The survey will collect not only cross-sectional information, but also data from a panel of individuals at two-year intervals.

**Source:** Health Division  
**Contact:** Daniel L'Heureux 951-1638  
**Data Source:** NPHS Master File  
**Frequency:** Biennial (June-May)  
**Sample Size:** 20,000 individuals (age 12 and over)  
**Representation:** Canada, ten provinces (depending on CVs)  
**Next Survey Cycle:** Current June/97- May/98

**Sport Content:** All physical activities which the respondent has participated in over the past 3 months is captured. Twenty activities are specified and there is space for an additional three. Of these physical activities, some are strictly recreational or leisure activities (walking and gardening). Frequency and time spent per activity is also captured. Injury data is collected by type of injury and location (i.e., home, sport or recreation facility/place, motor vehicle, etc.).

**Variables:** The following lists the types of activities captured:

Walking for exercise	Cross-country skiing
Gardening, yard work	Bowling
Swimming	Baseball/softball
Bicycling	Tennis
Popular or social dance	Weight-training
Home exercises	Fishing
Ice hockey	Volleyball
Skating	Yoga or Tai-chi
Downhill skiing	Other (specify)
Jogging/running	Other (specify)
Golfing	Other (specify)

Exercise class/aerobics                      None

How much time usually spent per occasion (1-15 minutes, 16-30 min, 31-60 min, more than 1 hr).

Injuries by type, part of body, where injury occurred (place for recreation or sport: golf course, basketball court, playground).

Partner participation (married, common law, living with partner) in regular activity.

Derived variables:

Frequency of Physical Activities Categories

This variable classifies respondents based on their monthly frequency of physical activities lasting more than 15 minutes.

Regular	12 or more times per month
Occasional	4-11 times per month
Infrequent	0-3 times per month
Not stated	

Energy Expenditure

Energy expenditure is calculated using the number of times respondents engaged in an activity over a 12 month period, the average duration in hour of the activity and the energy cost expressed as kilocalories expended per kilogram of body weight per hour of activity.

Physical Activity Index

- Active
- Moderate
- Inactive
- Not stated



Self-esteem index

The self-esteem index reflects the amount of positive feelings an individual holds about his/her self. Higher scores indicated greater self-esteem. Respondent answers were based on a 5-point scale:

Deficiencies: There are only 20 physical categories (plus 3 categories entitled "other") for which data is provided. Some of these activities are strictly recreational such as walking and gardening. There is no indication of the level or intensity of the activity nor if it was organized, team, or league.

## 9. Import and Export of Goods

**Description:** Import /export data for sport commodities is available from Statistics Canada data which is collected by Canada Customs.

**Source:** Imports and Exports Merchandise Trade Surveys - Statistics Canada

**Contact:** Jocelyn Elibani 951-9786

**Data Source:** Data available for a fee

**Frequency:** Monthly

**Sample Size:** Data is collected from all import and export declarations filed with Customs Canada

**Coverage:** Canada level only

**Sport Content:** Data on the country of origin, unit of measure, quantity, dollar value and unit value are available. The data does differentiate between recreational use.

Sector SP500 Bicycles/other cycles

SP502 Golf equipment

SP503 Ice/roller/inline skates

SP504 Hockey equipment

SP505 Snow skis

SP506 Fishing equipment

SP 507 Swimming pools and water sports equipment

SP508 Exercise/gymnastic equipment

SP509 Tennis/badminton/racquetball & squash equipment

SP510 Football /rugby & soccer equipment

SP511 Table tennis equipment

SP512 Baseball/softball equipment (including gloves)

SP513 Volleyball equipment

SP514 Basketball equipment

SP515 Cricket equipment (incl. Gloves)

SP517 Miscellaneous winter sports equipment

SP524 Other sports equipment

SP530 Sports Footwear

SP531 Sports footwear - Cross Country ski

**Deficiencies:** Customs-based export statistics may understate and/or incorrectly portray the destination of exports if proper documentation is not filed with Customs.

Exports are also incorrectly portrayed when the country of final destination is incorrectly portrayed on the customs documentation.

## 10. Periodical Publishing Survey

**Description:** This survey provides information on all periodical publishers in Canada.  
**Source:** Periodical Publishing Survey, Culture Sub-Division, Statistics Canada  
**Contact:** Mary Allen 951-0475  
**Data Source:** Culture sub-division, Statistics Canada  
**Frequency:** Biennial  
**Sample Size:** Census Survey: 1,404 respondents  
**Coverage:** Canada, ten provinces, and possibly by CMA  
**Next Survey Cycle:** 1997-78

**Sport Content:** A variety of data is collected subject matter area of periodicals including: country with controlling interest, province of publication, total circulation, language, personnel, revenues and expenses.

Only 2 of the 69 categories are related to sport.

The News and Leisure Grouping includes:

202 Outdoor Life

218 Sports

It collects sport data on periodicals published in Canada. Surveyed units must be directed at the public at large, or to consumers with special, personal, business, hobby or leisure interests, or to readers in specialized business, trade or professional markets. In scope periodicals must be issued on a regular basis, more frequently than once a year but not more than once a week and must not have more than 70% advertising content.

## 11. Television Viewing

**Description:** The Culture Statistics Program databank on television viewing in Canada highlights socio-economic and demographic characteristics of viewers, two years of age and over. It combines information from the BBM Bureau of Measurement fall sweeps and information compiled by the CRTC.

**Source:** Statistics Canada and BBM Bureau of Measurement.

**Contact:** Lotfi Chahdi, (613) 951-3136

**Data Source:** BBM Bureau of Measurement.

**Frequency:** Annual

**Sample Size:** The Fall Television Survey is based on 68,285 respondents (including visitors) representing 29.2 million Canadians (2 + years of age).

**Coverage:** Ten provinces

**Next Survey Cycle:** Fall 1998

**Content:** Television viewing data is available by type of programme and television viewer demographic characteristics, station and programme characteristics.

**Data Quality:** Data are collected during three separate weeks in November.

Data collected by the BBM represent the television viewing of all Canadian aged two years and older with the following exceptions: residents of the Yukon, Northwest Territories, communal institutions (e.g. prisons, hospitals, college dormitories), Indian reserves, households where no member speaks either English or French, households with no telephone service.

## 12. Canadian Travel Survey

**Description:** This survey provides information on domestic intra and inter-provincial travel by Canadians. It is a supplement to the Labour Force Survey. Its purpose is to gather information on domestic travel and those who take these trips e.g., by province of destination and origin, purpose of travel and expenditures.

**Source:** Tourism Sub-division of Culture, Tourism and Centre for Education  
Division, Statistics Canada

**Contact:** Sylvie Bonhomme 951- 1672

**Data Source:** Mainframe files; Catalogue 87-504-XPB

**Frequency:** Biennial (even numbered years)

**Sample Size:** 50,000

**Coverage:** Canada and ten Provinces

**Next Survey Cycle:** 1998

**Sport Content:** Collects data on Canadian travellers who participate in or attend sporting events. The categories for "sport participated in" include:

- swimming
- other water-based activities
- golf
- hunting
- fishing
- cross-country skiing
- downhill skiing
- cycling
- other sports/outdoor activities

Data are available in 5 groupings: persons, person-trips, person-nights, household-trips and expenditures.

**Data Quality:** The 1994 data have been adjusted to take account of a change in the data collection method, 1994, therefore is not comparable to data from previous years.

Since travellers may participate in more than one activity per trip, the total number of activities is greater than the number of person-trips.

### **13. Annual Retail Chain and Department Store Survey (ARC)**

**Description:** This survey collects and measures total annual retail sales made by chain and department stores through retail outlets.

**Source:** Industry Division - Statistics Canada

**Contact:** Bernie Theriault 951-3592

**Data Source:** Mainframe file

Catalogue No. 63-002-XPB

**Frequency:** Annual

**Representation:** Canada and ten provinces

**Next Survey Cycle:** Ongoing

**Sport Content:** Data is collected on monthly sales figures by type of department (Sports equipment & athletic apparel #35, athletic footwear #9).

**Data Quality:** Provides a good picture of department store sales but does not give the complete range of retail sale.

#### 14. Retail Chain Store Survey

**Description:** This survey collects data on large and small chain stores. Information on chain stores which make up 40% of sales is also available.

**Source:** Industry Division - Statistics Canada

**Contact:** Bernie Theriault 951-3592

**Data Source:** Mainframe file  
Catalogue #: 63-210

**Frequency:** Annual

**Representation:** Canada and ten provinces

**Next Survey Cycle:** Ongoing

**Sport Content:** The total number of retail chain stores by type, their sales, physical size, and average sales per square metre are collected. The types of stores include:

SIC 654 Sporting Goods & Bicycle Stores  
6541 Sporting Goods Stores  
6542 Bicycle Stores

**Data Quality:** Provides a picture of retail chain store sales but does not give the complete range of retail sales. Excludes department stores.



## 15. Adult Education and Training Survey

**Description:** As a supplement to the Labour Force Survey, this survey collects information on participants and non-participants to training activities over a one -year period. In addition to information on training activities. The survey provides a socio-economic and a demographic profile of the trainees.

**Source:** Education Sub-Division  
Culture, Tourism and Centre for Education Division, Statistics Canada

**Contact:** Robert Couillard 951-1519

**Data Source:** Data tables are available on request

**Frequency:** Bi-annual

**Sample Size:** In 1994: 45,000 (over the age of 17)

**Representation:** By province of residence at time of survey (where numbers permit)

**Next Survey Cycle:** 1998

**Content:** Includes programs for certification in the formal education sector, workshops, seminars and courses in the private sector (including at work). The motivation for taking the education or training is captured (personal interest, job-related) as well as support (employer, family, government) and method of instruction and setting, part-time/full-time.

Of 511 field of study codes, 10 are sport-related including: Sport and Physical fitness, physical education teachers, kinesiology, athletic coaches, trainers, instructors, personal physical fitness and outdoor recreation.

**Data Quality:** Provincial data are somewhat unreliable because studies may have occurred elsewhere. Low numbers may not permit the release of very much provincial data. The survey itself is dependent on HRDC for funding.

## 16. Survey of Physical Activity - Quebec

**Description:** This survey is conducted every 5-6 years in the form of a supplement to the "Enquete Social et de Sante de Quebec". It is designed to gauge the level of physical activity, and discover which activities the population is participating in. The last time this physical activity supplement was included was 1992.

**Source:** Ministere des Affaires Municipal du Quebec, Direction des Sports

**Contact:** Guy Thibault (418) 691-2075

**Data Source:** Report "L'activite physique chez les Quebecois: evolution ou stagnation? 1987 par rapport a 1981.

**Acquisition Costs:** Complimentary

**Frequency:** Every five to six years

**Sample Size:** 23,000

**Content:** Activity is categorized into active, moderately active and sedentary. Activity type is broken down into 29 different sport and recreational activities.

## 17. Alberta Recreation Survey

**Description:** The Alberta Recreation Survey is a general recreation survey which includes, but is not limited to sport and physical fitness. It is designed to gauge the level of participation in physical activity and to identify barriers to participation.

**Source:** Alberta Community Development, Arts Recreation and Libraries Branch.

**Survey Partners:** Alberta Community Development, Alberta Environmental Protection, City of Calgary, City of Edmonton, City of Lethbridge, City of Red Deer.

**Contact:** Ron Gorgichuk (403) 427-6549

**Data Source:** Data not received.

**Frequency:** Every four years

**Content:** In comparison to the Quebec and GSS surveys, the Alberta Recreation Survey includes all age groups. Activity type is broken down into 67 leisure or recreational activities and there are two spaces to indicate additional activities.

The respondent is asked to provide participation information for other household members with regard to these activities.

Information is collected about why the respondent does or does not participate in leisure/recreational activities.

Questions are also included regarding volunteer work either in the sport/recreational field and other areas.

There are also questions about participation as a coach, volunteer, manager or other.

## 18. A Study of Injuries Sustained in Sport and Recreation in Ontario

**Description:** The primary purpose of this survey is to document the number, type and consequences of injuries that are incurred by Ontario residents during their participation in sport and other physical recreation activities. Participation rates in sport and recreational activity are also provided.

**Sponsor:** Sport and Recreation Programs Branch, Sport and Recreation Division, Ontario Ministry of Citizenship, Culture and Recreation

**Conducted by:** The Institute of Social Research, York University.

**Contact:** Peter McLaren (416) 314-7204

**Material Obtained:** Copy of study results

**Sample Size:** A total of 3,367 Households provided information about participation in sport and recreation physical activity. Within these households, information was obtained for 8,367 individuals.

**Sport Content:** I. Number of participants and frequency of participation in various sport and recreational activities. (Such information must be obtained to calculate rates of injuries for each activity and, by extrapolation, estimates of total numbers of injuries.)

II. Basic demographic information about the participant, including sex, age, location (region) of home, family income and level of education.

III. Information on injuries incurred during participation, including;  
(a) activity in which participant was injured;  
(b) type, body location and severity of injury;  
(C) type and amount of medical treatment; and  
(D) time taken off from work/school.

## **19. The Benefits of Sport in the Northwest Territories**

**Description:** This report is a tribute to sport volunteers. It describes how sport benefits the northern people, their families and their communities. The benefits of sport discussed in the report include: personal and health benefits, social and cultural, economic, environmental, health, suicide prevention, impact on youth risk and volunteering.

**Sponsor:** Commissioned by The Sport North Federation

**Prepared by:** Nunavut Consulting, 1995

## **20. Sport Funding and Accountability (SFAF) Databases - Provincial Governments**

**Description:** Provincial governments collect data through the funding applications from the member PSOs. These applications have three main components as the federal SFAF: eligibility, funding determination and account ability.

**Compiled by:** Sport Canada

**Contact:** Don Marrin (613) 956-8079

**21. Status of the High Performance Athletes in Canada**  
**(EKOS research) (January/February 1997)**

Description:           The objective of this study is to provide up-to-date information on the needs and opinions of Canadian high performance athletes with a particular focus on their training and competition environment.

Compiled by:           Sport Canada  
Contact:               Don Marrin           (613) 956-8079

## **22. Olympic and World Championship Results Database**

**Description:** The Olympic results database stores Olympic medal standings and the top 8 finishers for the Olympics.

**Compiled by:** Sport Canada

**Contact:** Don Marrin (613) 956-8079



### 23. Physical Activity Monitor

**Description:** This survey tracks changes in physical activity patterns, factors influencing participation, and related life circumstances.

**Source:** Canadian Fitness and Lifestyle Research Institute

**Contact:** Anglele Beaulieu, (613) 233-5528, ext. 23

**Data source:** not available to the public

**Frequency:** annual

**Representation:** Canada and four regions (West, East, Ontario, Quebec), depending on sample size

**Next survey cycle:** 1998

**Content:** Core information collected annually pertains to physical activity levels and popular physical activities including sport.

Other information on various topics related to physical activity is collected periodically. Information includes barriers to physical activity, stages of change in physical activity, personal expenditure on physical activity, location and partners for physical activity, other leisure activities, overall time use, beliefs about physical activity, self-efficacy, body mass index, emotional well being, self-esteem, life satisfaction, self-rated health, relevant services, and other topics as identified by federal and provincial partners.

**Deficiencies:** This survey provides a good estimate of participation in 25 physical activities, including recreational activities and sport. Other questions are framed in the broad context of physical activity, while they include sport, they are not specific to sport. Provincial detail cannot be released on an annual basis.

**Appendix II: The 1998 GSS Sport Supplement**

## **Appendix II: The 1998 GSS Sport Supplement**

### **Background**

The General Social Survey (GSS) is conducted by Statistics Canada on a yearly basis. The GSS has five cycles which collect a different set of data each year. These cycles are repeated every 5 to 6 years. While the GSS is a regularly occurring survey, sport information was last collected in 1992 as part of an overall collection of data on leisure time use. Detailed data were obtained on Canadians' participation in a variety of sport activities and events at the national, regional and provincial levels. The sport supplement resulted in a publication entitled "Sport Participation in Canada". The 1998 cycle is the first opportunity we have had to repeat the collection of sport participation data and offers an exciting chance to pursue time series analysis.

In 1992, the sport supplement was wholly funded by Sport Canada and produced valuable statistics on Canadian sport. In 1995 Sport Canada and Statistics Canada formed a partnership to conduct a research project in sport statistics. The objective of this venture was to exploit existing sport data and to explore the possibility of collecting further data on sport and recreation in Canada. A further objective was to form a wider partnership with the provincial sport ministries and other parties interested in sport statistics. Research and consultation began in 1996 and it soon became apparent that there was genuine interest in pursuing this project to collect data on Canadian sport and to integrate any existing sport data. Several areas of interest were identified as key including: participation, economic benefit and socio-cultural significance of sport in Canada. The 1998 GSS time use cycle is being viewed as a cost-efficient means of collecting some of these data requirements.

Statistics Canada began exploring the possibility of adding a sport supplement to the GSS in October 1996 and discussed using it in this capacity at a November 1996 meeting of the Interprovincial Sport and Recreation Committee (ISRC). At this meeting it was decided that Statistics Canada would work with the provincial representatives on the ISRC, as well as with Sport Canada, to create a set of questions which would form a sport supplement to the 1998 GSS.

In the following weeks all available members of the ISRC were consulted, and an extensive list of potential questions were compiled. The 12 questions contained in the 1992 sport supplement were carefully reviewed and considered for use again in the 1998 cycle. Questions which would provide some new statistics were also considered. During this period of consultation financial considerations were also addressed.

As with the 1992 survey, 1998 required active involvement from the sport community. Statistics Canada is not funded to undertake more than the diary and demographic portions of the survey,

therefore must rely on interested clients to co-operate in sponsoring any additional questions. Sport Canada and most provinces were very interested in obtaining data through this vehicle. Funding sponsors include Sport Canada and the provincial departments in Prince Edward Island, New Brunswick, Saskatchewan and Alberta with an interest in sport statistics.

In 1992 the cost of conducting the GSS sport supplement was \$35,000 per interview minute. The interview took 2 minutes to complete, resulting in a base cost of \$70,000 for data collection. For the 1998 cycle, the cost increases to \$40,000 interview minute. This rate cover the costs of data collection and basic editing only, and does not cover the cost of further processing or the production of analytical reports or publications. Results of the preliminary testing revealed that the Sport Supplement questions generally worked well, resulting in no questions being cut. Furthermore, the questions took approximately 1.4 minutes<sup>12</sup> at \$40,000 per minute which brings the estimated cost to \$57,000 of which we are covered in full.

With respect to the GSS sample, the number of successful interviews in 1992 was 9,815. A sample size of 10,000 is the target again for 1998. The sample is directly proportional to the square root of the population in each of the 10 provinces. The sample size for a particular province can be increased should a client wish to pay extra , or, for example, a specific age group could be augmented The cost of an additional questionnaire is approximately \$75.00 each.

Unfortunately, the territories cannot be included in the sample. The GSS is a telephone survey and for most of the country, the telephone coverage is 98%. For the Yukon, coverage is about 70% and for the NWT it is definitely less than 70%. Therefore, the sample would be biased by the low proportion that could be contacted by telephone and by the composition of that group of persons who do have telephones.

There was some interest expressed in collecting data on ethnic origin and aboriginal status. Because of its sample size, the GSS is not designed to provide good estimates of very small sub-populations. If we were to look at one particular ethnic group by level of participation in sport activities, we would end up with very small counts which would not be reliable and could not be released. In addition, because this question is not a standard part of the GSS, it would have to be funded separately.

The interview is conducted by phone and is a "cold call" - that is, the respondent has not been

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<sup>12</sup> The time required for the questions is shorter this round perhaps due to the change in data capture procedure: from writing down responses to inputting them directly into a computer with built-in edits: CATI system.

preparing an itemization of his or her daily activities in preparation for the interview. For the diary portion, entries are activity by activity, not by time slot (on average, people report 22 separate activities) for a 24 hour period. Activities of less than a 5 minute duration are generally not reported.

It is not easy to include the under 15 age group because asking them questions has definite legal implications in terms of authorization. Consent would have to be obtained by a relevant adult in the household. One solution would be to use proxy information with all of its attendant inaccuracies. Another problem with interviewing under 15 year olds is that if the interviewer hears anything in the background which might be a form of child abuse, the interviewer is obliged by law to inform the authorities.

National data collection began in February 1998 and continues until February 1999. Data should be available to our clients in the fall of 1999.

### **The GSS Questionnaire**

As was the case in 1992, the 1998 survey will be divided into several sections:

- i) General socio-demographic data are collected on the respondent, as well as some information on household characteristics (see Sections H, J, K of the 1992 questionnaire).
- ii) A diary approach is used to obtain information on each respondent's daily activities for a 24-hour period; each of these activities is then coded to a particular activity code.
- iii) The culture section (F) collects information on participation during the previous 12 months in specific cultural activities.
- iv) A section on participation in organized sport (Section G), funded by Sport Canada and other partners.

**GSS Sport Supplement Questions**

1. a) Did you participate regularly in any sports during the past 12 months? If so, indicate how often you participated in each sport throughout the regular season for that sport.

Yes \_\_\_ No \_\_\_ (go to 4)

b) Which sports did you participate in?

Sport or activity	Sport Code	Frequency			
		1/mth	2-3/mth	1-2/wk	3+/wk
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

2. (a) Did you participate in any competitions or tournaments in the past 12 months?

Yes \_\_\_ No \_\_\_

(b) If yes, at which level?

Sport Code	Local	Reg	Prov	Nat'l	Other
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

3. To what degree is sport important in providing you with the following benefits?

	Somewhat	Not	Very		
			Important	Important	Important
Physical health and fitness	_____	_____	_____	_____	_____
Family activity	_____	_____	_____	_____	_____
New friends and acquaintances	_____	_____	_____	_____	_____
Relaxation	_____	_____	_____	_____	_____
Sense of achievement	_____	_____	_____	_____	_____

Interviewer : go to 5

4. Is there any particular reasons why you did not participate regularly in any sport? (Mark all that apply)

- No particular reason \_\_\_\_\_
- Not interested \_\_\_\_\_
- Programs not available in the community \_\_\_\_\_
- Do not have the time \_\_\_\_\_
- Do not want to be committed to regular schedule \_\_\_\_\_
- Facilities not available \_\_\_\_\_
- Too expensive \_\_\_\_\_
- Health/injury \_\_\_\_\_
- Age \_\_\_\_\_
- Disability \_\_\_\_\_
- Other (specify) \_\_\_\_\_

5. Did other members of your household participate regularly in any sports during the past 12 months. If so, please indicate how often each individual participated in each sport throughout the regular season for that sport.

Individual	Sport or activity	Sport		Frequency			
		Code	1/mth	2-3/mth	1-2/wk	3+/wk	
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____





6. Do you or other members of your household belong to a sport club, local community league or other local/regional amateur sport organization? If so, who?

**Individual**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. During the past 12 months, have you or other members of your household been involved in amateur sport as a ....

**Individual**

Coach	_____
Referee/official/umpire	_____
Administrator or helper	_____
Spectator at amateur sports competitions	_____

8. How would you describe your sense of belonging to your local community? Would you say it is.....

Very strong	_____
Somewhat strong	_____
Somewhat weak	_____
Very Weak	_____

**Appendix III: NAICS Definitions**

**NAICS Definitions**  
**Sport and Sport-Related Industries**

**33992 Sporting and Athletic Goods Manufacturing**

This industry comprises establishments primarily engaged in manufacturing sporting and athletic goods, except clothing and footwear. Some important products of this industry are hockey, golf, tennis, baseball, football and basketball equipment; fishing tackle and equipment; ice and roller skates; gymnasium and playground equipment; swimming pools; and billiard and pool tables.

Exclusion(s): Establishments primarily engaged in:

- manufacturing team uniforms (31529 Other Cut and Sew Clothing Manufacturing);
- manufacturing gloves, except sport (31599 Clothing Accessories and Other Clothing Manufacturing);
- manufacturing athletic footwear (31621 Footwear Manufacturing);
- manufacturing small arms and small arms ammunition (33299 All Other Fabricated Metal Product Manufacturing);and
- manufacturing bicycles (33699 Other Transportation Equipment Manufacturing).

**41447 Amusement and Sporting Goods Wholesaler-Distributors**

This industry comprises establishments primarily engaged in wholesaling amusement and sporting goods, such as camping equipment, sporting equipment and supplies, bicycles, and firearms and ammunition.

Exclusion(s):

- wholesaling snowmobiles, tent trailers, motorized bicycles and pleasure boats (41519 Recreational and Other Motor Vehicles Wholesaler-Distributors).

**44819 Other Clothing Stores**

This industry comprises establishments, not classified to any other industry, primarily engaged in retailing specialized lines of new clothing. Raincoat stores, bridal gown shops, leather apparel stores, furriers, swimwear stores, hosiery stores, lingerie stores, and uniform stores, except athletic, are included.

Exclusion(s):

- retailing custom clothing and accessories made on the premises (315 Clothing Manufacturing);
- retailing a general line of men's and boys', ready-to-wear clothing (44811 Men's Clothing Stores);

- maternity wear retailing (44812 Women's Clothing Stores);
- retailing a general line of children's and infants', ready-to-wear clothing (44813 Children's and Infants' Clothing Stores);
- retailing ready-to-wear clothing for both genders and all age groups (44814 Family Clothing Stores); and
- retailing athletic uniforms (45111 Sporting Goods Stores).

#### **448199 All Other Clothing Stores**

This Canadian industry comprises establishments, not classified to any other Canadian industry, primarily engaged in retailing specialized lines of new clothing, except fur. Raincoat stores, bridal gown shops, leather apparel stores, swimwear stores, hosiery stores, lingerie stores, and uniform stores, except athletic, are included.

#### **45111 Sporting Goods Stores**

This industry comprises establishments primarily engaged in retailing new sporting goods, such as bicycles and bicycle parts, camping equipment, exercise and fitness equipment, athletic uniforms, and sports equipment and accessories. These establishments may also retail used sporting goods, and provide repair services.

##### Exclusion(s):

- camper and camping trailer retailing (44121 Recreational Vehicle Dealers);
- snowmobile, motorized bicycle and motorized golf cart retailing (44122 Motorcycle, Boat and Other Motor Vehicle Dealers);
- athletic shoe retailing (44821 Shoe Stores); and
- repairing or servicing, without selling, sporting goods (81149 Other Personal and Household Goods Repair and Maintenance).

#### **41412 Footwear Wholesaler-Distributors**

This industry comprises establishments primarily engaged in wholesaling footwear, including overshoes and slippers.

**45331 Used Merchandise Stores**

This industry comprises establishments primarily engaged in retailing used merchandise, such as clothing and shoes, furniture, appliances, sporting goods, books and rare manuscripts, musical instruments and musical recordings. Establishments primarily engaged in retailing antiques are also included.

Exclusion(s):

- used automobile retailing (44112 Used Car Dealers);
- used RV retailing (44121 Recreational Vehicle Dealers);
- used motorcycle retailing (44122 Motorcycle, Boat and Other Motor Vehicle Dealers);
- used boat retailing (44122 Motorcycle, Boat and Other Motor Vehicle Dealers);
- used tire retailing (44132 Tire Dealers);
- used mobile home retailing (45393 Manufactured (Mobile) Home Dealers);
- retailing a general line of used merchandise on an auction basis (45399 All Other Miscellaneous Store Retailers); and
- operating pawnshops (52229 Other Non-Depository Credit Intermediation).

**53229 Other Consumer Goods Rental**

This industry comprises establishments, not classified to any other industry, primarily engaged in renting consumer goods. Examples of establishments in this industry are furniture rental centres, party supply centres, home health equipment rental centres, and recreational goods rental centres.

Exclusion(s):

- retailing and renting musical instruments (45114 Musical Instrument and Supplies Stores);
- renting consumer electronics and appliances (53221 Consumer Electronics and Appliance Rental);
- formal wear and costume rental (53222 Formal Wear and Costume Rental);
- renting pre-recorded video tapes (53223 Video Tape and Disc Rental);
- renting electro-medical and electro-therapeutic apparatus (53249 Other Commercial and Industrial Machinery and Equipment Rental and Leasing); and
- providing home health care services and renting home health equipment (62161 Home Health Care Services).

### **6116 Other Schools and Instruction**

This industry group comprises establishments primarily engaged in providing instruction in the fine arts; athletics and sports; languages; and other instruction, except academic, business, computer, management, and technical and trade instruction; and providing services, such as tutoring and exam preparation.

#### **61162 Athletic Instruction**

This industry comprises establishments primarily engaged in providing instruction in athletic activities. Included are overnight and day sports instruction camps. Examples of establishments in this industry are football camps; golf instruction; karate schools; hockey schools; and swimming instruction.

#### Exclusion(s):

- providing elementary or secondary education with sports instruction (6111 Elementary and Secondary Schools);
- sports instruction at the associate degree or equivalent level (61121 Community Colleges and CEGEPs);
- sports instruction at the degree level (61131 Universities);
- operating sports and recreation facilities, in which athletic instruction is offered (7139 Other Amusement and Recreation Industries); and
- operating overnight recreational camps, in which athletic instruction is offered as an incidental activity (72121 RV (Recreational Vehicle) Parks and Recreational Camps).

### **62134 Offices of Physical, Occupational, and Speech Therapists and Audiologists**

This industry comprises establishments primarily engaged in administering medically-prescribed physical therapy treatment; planning and administering educational, recreational and social activities designed to help patients with disabilities regain physical or mental functioning or to adapt to their disabilities; and diagnosing and treating speech, language or hearing problems.

### **71121 Spectator Sports**

This industry comprises professional, semi-professional, or amateur sports clubs primarily engaged in presenting sporting events before an audience. These establishments may or may not operate the facility for presenting these events. Independent professional, semi-professional or amateur athletes, and operators of race tracks are also included. Examples of establishments in this industry are baseball, basketball, football, hockey and soccer clubs.

#### Exclusion(s):

- promoting sports events and operating sports facilities, but not operating a sports club (71131 Promoters (Presenters) of Performing Arts, Sports, and Similar Events with Facilities);
- promoting sports events, but not operating a sports facility or sports club (71132 Promoters (Presenters) of Performing Arts, Sports and Similar Events without Facilities);
- operating recreational sports and athletic clubs and leagues (71399 All Other Amusement and Recreation Industries);and
- operating amateur or professional sports associations and leagues (81399 Other Membership Organizations).

### **711211 Sports Teams and Clubs**

This Canadian industry comprises professional, semi-professional, or amateur sports clubs primarily engaged in presenting sporting events before an audience. These establishments may or may not operate the facility for presenting these events. Examples of establishments in this Canadian industry are baseball, basketball, football, hockey and soccer clubs.

#### Exclusion(s):

- promoting sports events and operating sports facilities, but not operating a sports club (71131 Promoters (Presenters) of Performing Arts, Sports and Similar Events with Facilities);
- promoting sports events, but not operating a sports facility or sports club (71132 Promoters (Presenters) of Performing Arts, Sports and Similar Events without Facilities);
- operating recreational sports and athletic clubs and leagues (713990 All Other Amusement and Recreation Industries); and
- operating amateur or professional sports associations and leagues (813990 Other Membership Organizations).

### **711213 Horse Race Tracks**

This Canadian industry comprises establishments primarily engaged in operating horse race tracks and presenting horse racing events.

#### Exclusion(s):

- operators of auto, dog, and other race tracks, and horse owners, trainers and jockeys (711218 Other Spectator Sports).

### **711218 Other Spectator Sports**

This Canadian industry comprises establishments primarily engaged in operating race tracks and presenting racing events, other than horse race tracks and horse racing events. Independent athletes, such as golf professionals, professional boxers, amateur tennis players and race car drivers, are also included.

#### Exclusion(s):

- operating horse race tracks and presenting horse races (711213 Horse Race Tracks);
- presenting racing events, but not operating a race track (71132 Promoters (Presenters) of Performing Arts, Sports and Similar Events without Facilities); and
- representing or managing the careers of sports figures (711410 Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures).

### **7113 Promoters (Presenters) of Performing Arts, Sports and Similar Events**

This industry group comprises establishments primarily engaged in organizing and promoting performing arts productions, sports events and similar events, such as festivals. Establishments in this industry group may operate arenas, stadiums, theatres or other related facilities, or they may present these events in facilities operated by others.

#### Exclusion(s):

- producing live presentations that involve the performances of actors and actresses, singers, dancers, musical groups and artists, whether or not they operate their own facilities (7111 Performing Arts Companies); and
- operating professional, semi-professional or amateur sports teams that present sporting events to the public, whether or not they operate their own facilities (71121, Spectator Sports).

### **71131 Promoters (Presenters) of Performing Arts, Sports and Similar Events with Facilities**

This industry comprises establishments primarily engaged in operating arts, sports and mixed-use facilities, and in organizing and promoting performing arts productions, sports events and similar events, such as festivals, held in these facilities. These establishments may also rent their facilities to other promoters.

#### Exclusion(s):

- owning and leasing stadiums, arenas, theatres, and other related facilities, but not producing or promoting live events held in these facilities (53112 Lessors of Non-Residential Buildings (except Mini-Warehouses));
- organizing convention and trade shows (56192 Convention and Trade Show Organizers);



- producing and promoting live theatre, dance, music or other performing arts presentations in their own facilities (7111 Performing Arts Companies);
- operating race tracks and presenting races (71121 Spectator Sports);
- operating professional, semi-professional or amateur sports teams that operate their own facilities (71121 Spectator Sports);
- organizing and promoting performing arts productions, sports events, and similar events, such as festivals, in facilities managed and operated by others (71132 Promoters (Presenters) of Performing Arts, Sports and Similar Events without Facilities).

### **711319 Sports Stadiums and Other Presenters with Facilities**

This Canadian industry comprises establishments primarily engaged in operating sports stadiums and other sports facilities, and organizing and promoting sports events and/or similar events held in these facilities. Establishments primarily engaged in promoting and presenting sports tournaments, in their own facilities, are included.

#### Exclusion(s):

- operating sports teams that manage their own facilities (711211 Sports Teams and Clubs);
- operating horse race tracks (711213 Horse Race Tracks); and
- operating auto and other race tracks (711218 Other Spectator Sports).

### **71132 Promoters (Presenters) of Performing Arts, Sports and Similar Events without Facilities**

This industry comprises establishments primarily engaged in organizing and promoting live performing arts productions, sports events, and similar events, such as festivals, in facilities operated by others.

#### Exclusion(s):

- organizing convention and trade shows (56192 Convention and Trade Show Organizers);
- producing live theatre, dance, music, or other theatrical presentations in facilities operated by others (7111 Performing Arts Companies);
- operating sports teams that present their own events (71121 Spectator Sports); and
- operating performing arts, sports, and mixed-use facilities and organizing and promoting events, such as festivals, held in these facilities (71131 Promoters (Presenters) of Performing Arts, Sports and Similar Events with Facilities).

### **711329 Sports Presenters and Other Presenters without Facilities**

This Canadian industry comprises establishments, not classified to any other Canadian industry, primarily engaged in organizing and promoting sports and/or other events in facilities operated by others.

Exclusion(s):

- sports teams that present their own events (71121 Spectator Sports).

**71141 Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures**

This industry comprises establishments primarily engaged in representing or managing creative and performing artists, sports figures, entertainers, and celebrities. These establishments represent their clients in contract negotiations, manage or organize the client's financial affairs, and generally promote the careers of their clients. Examples of establishments in this industry are concert booking agencies, literary and sports agents, and managers.

Exclusion(s):

- recruiting and placing models for clients, known as model registries (56131 Employment Placement Agencies); and
- supplying models to clients (56132 Temporary Help Services).

**7139 Other Amusement and Recreation Industries**

This industry group comprises establishments, not classified to any other industry group, primarily engaged in operating outdoor or indoor facilities, or providing services that enable patrons to participate in sports and recreational activities. Examples of establishments in this industry group are golf courses, skiing facilities, marinas, recreational, sports and fitness centres, and bowling centres.

Exclusion(s):

- resorts in which recreational facilities are combined with hotel accommodation (72111 Hotels (except Casino Hotels) and Motels).

**71391 Golf Courses and Country Clubs**

This industry comprises establishments primarily engaged in operating golf courses and country clubs that operate golf courses along with dining facilities and other recreational facilities. These establishments often provide food and beverage services, equipment rental services and golf instruction services.

Exclusion(s):

- operating driving ranges and miniature golf courses (71399 All Other Amusement and Recreation Industries); and

- operating resorts in which recreational facilities are combined with hotel accommodation (72111, Hotels (except Casino Hotels) and Motels).

### **71392 Skiing Facilities**

This industry comprises establishments primarily engaged in operating downhill and cross-country skiing areas, and equipment, such as ski lifts and tows. These establishments often provide food and beverage services, equipment rental services and ski instruction services.

#### Exclusion(s):

- resorts in which recreational facilities are combined with hotel accommodation (72111 Hotels (except Casino Hotels) and Motels).

### **71393 Marinas**

This industry comprises establishments, known as marinas, primarily engaged in operating docking and storage facilities for pleasure-craft owners, with or without related activities, such as retailing fuel and marine supplies, and boat repair and maintenance, and rental services. Sailing clubs and yacht clubs that operate marinas are included.

#### Exclusion(s):

- retailing marine supplies (44122 Motorcycle, Boat and Other Motor Vehicle Dealers);
- retailing fuel for boats (44719 Other Gasoline Stations);
- renting pleasure boats (53229 Other Consumer Goods Rental); and
- repairing boats (81131 Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance).

### **71394 Fitness and Recreational Sports Centres**

This industry comprises establishments primarily engaged in operating health clubs and similar facilities featuring exercise and other active physical fitness conditioning, or recreational sports activities, such as swimming, skating or racquet sports. Examples of establishments included in this industry are aerobic dance and exercise centres, gymnasiums, skating rinks, handball and racquetball clubs, tennis clubs, swimming pools and physical fitness centres.

#### Exclusion(s):

- operating health resorts and spas providing lodging (72111 Hotels (except Casino Hotels) and Motels); and
- helping their clients lose weight through the control or management of diet (81219 Other Personal Care Services).

### **71395 Bowling Centres**

This industry comprises establishments primarily engaged in operating bowling centres. These establishments often provide food and beverage services.

Exclusion(s):

- operating lawn bowling clubs (71394 Fitness and Recreational Sports Centres).

### **71399 All Other Amusement and Recreation Industries**

This industry comprises establishments, not classified to any other industry, primarily engaged in operating recreation and amusement facilities and services. Examples of establishments in this industry are archery ranges, aviation clubs, billiard (pool) rooms, day camps, rifle clubs and shooting ranges, miniature golf courses, observation towers, outdoor adventure operations (white-water rafting, trail riding, snowmobiling, canoeing, mountain hiking, sea kayaking), and recreational sports leagues.

Exclusion(s):

- independent sports professionals (71121 Spectator Sports); and estab. primarily engaged in:
- providing sightseeing transportation (487 Scenic and Sightseeing Transportation);
- providing sports instruction (61 Educational Services);
- operating amusement facilities, such as amusement and theme parks, coin-operated amusement facilities, and coin-operated, non-gambling amusement devices (7131 Amusement Parks and Arcades); and
- operating gambling facilities or providing gambling services (7132 Gambling Industries).

### **81341 Civic and Social Organizations**

This industry comprises establishments primarily engaged in promoting the civic, social or other interests or purposes of their members. Establishments of this type may also operate bars and restaurants and provide other recreational services to members. Examples of establishments in this industry are alumni associations and clubs, fraternal lodges, parent-teacher associations, social clubs, university clubs and veterans' membership organizations.

Exclusion(s):

- providing access to recreational facilities on a membership basis (7139 Other Amusement and Recreation Industries).

### **81399 Other Membership Organizations**

This industry comprises establishments, not classified to any other industry, primarily engaged in promoting the interests of their members. Examples of establishments in this

industry are art councils, historical clubs and regulatory athletic associations.

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