

**Leger**

---

REPORT

# 2023-24 Survey of Albertans on Sport and Recreation

Alberta



# Table of Contents

---



## BACKGROUND, OBJECTIVES & METHODOLOGY

Page 03



## KEY METRICS & INSIGHTS

Page 06



## DETAILED RESULTS

Page 10

1. Adult Participation in Sport & Active Recreation
2. Child Participation in Sport & Active Recreation
3. Volunteering in Sport & Recreation
4. Impacts of Sport & Recreation
5. Awareness of resources



## RESPONDENT PROFILE

Page 36



## SURVEY INSTRUMENT

Page 40



---

REPORT

# Background, Objectives & Methodology



# Background and Objectives

In February 2024, the Ministry of Tourism and Sport within the Government of Alberta hired Leger to conduct the 2023-24 Survey of Albertans on Sport and Recreation, to help inform Ministry programs and services, the business plan, and annual report.

To support the monitoring and development of programs and services relating to Alberta sport and recreation, the survey aimed to obtain data on the following areas:



Sport and active recreation participation for adults and children



Volunteering in sport and recreation



Sport and Recreation contributing to quality of life and community



Awareness of bullying and harassment policies in sport and recreation organizations



Accessing sport and recreation concussion-related information



# Methodology



## Method

Online survey with n=1,549 Albertans aged 18 years or older from March 20 to April 2, 2024.



## Margin of error

A probability sample of this size yields a margin of error no greater than  $\pm 2.49\%$  (19 times out of 20).



## Weighting

Results were weighted according to **age, gender, and region** to ensure a representative sample of Alberta based on 2021 Census of Population. Weighting factors ranged from 0.60 to 1.70.



## Analysis

Results with statistically significant variances across demographic groups are denoted in the report. Results were compared against the 2022-23 results wherever possible.

---

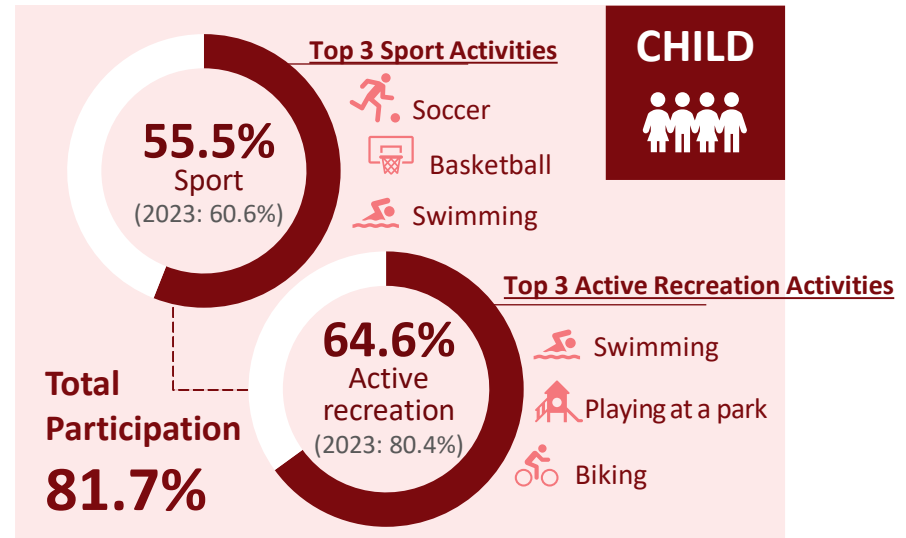
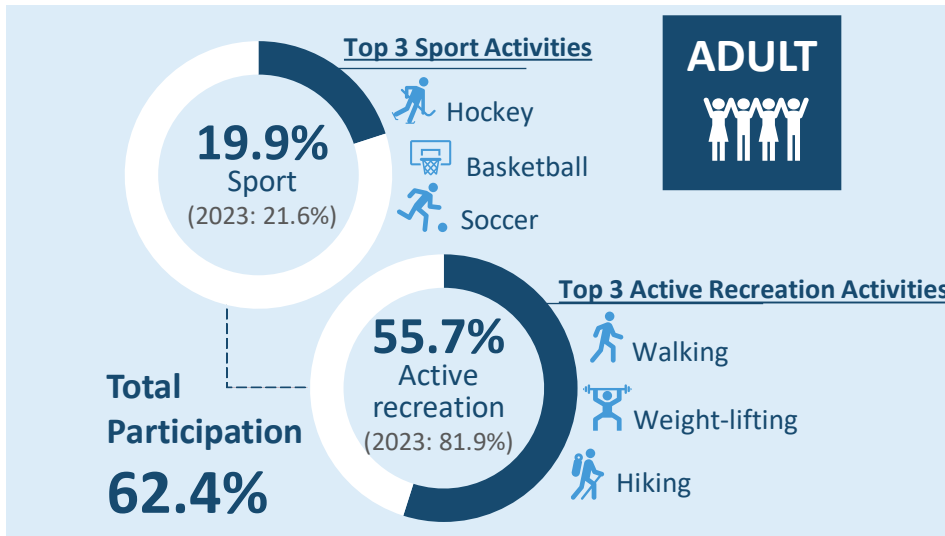
REPORT

# Key Metrics & Insights



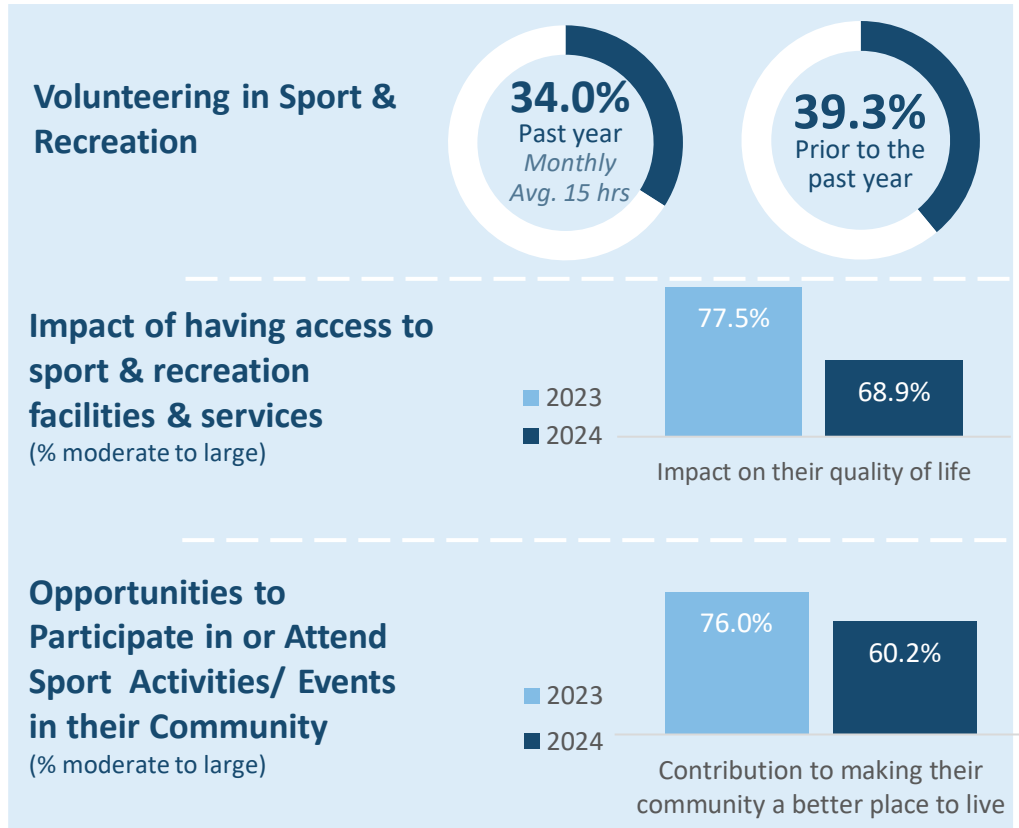
# Key Metrics & Insights

- In 2024, participation in sport was 19.9% among adults and 55.5% among children in Alberta, similar to the previous year. However, participation in active recreation activities declined for both groups (adults: 55.7%, children: 64.6%).



# Key Metrics & Insights (cont.)

- 34.0% of adult Albertans volunteered for sport or recreation groups in the past year. Those who participated in sport or active recreation in the past year were more likely to volunteer.
- 68.9% of respondents rated the impact of having access to recreation facilities and services on their quality of life as moderate-to-large.
- 60.2% respondents stated that opportunities to participate in or attend sport activities and events in their community made a moderate or large contribution to making their community a better place to live.





# Key Metrics & Insights (cont.)

- 38.1% of respondents who participated in sport or active recreation activities in the past 12 months were aware of policies related to bullying, harassment, abuse, or discrimination provided by Alberta sport or recreation organizations for activities that respondents were involved in.
- 21.5% of respondents who participated in sport or active recreation activities in the past 12 months accessed or received information about sport or recreation-related concussions.

**Awareness of policies related to bullying, harassment, abuse, or discrimination provided by Alberta sport or recreation organizations**

**38.1%**

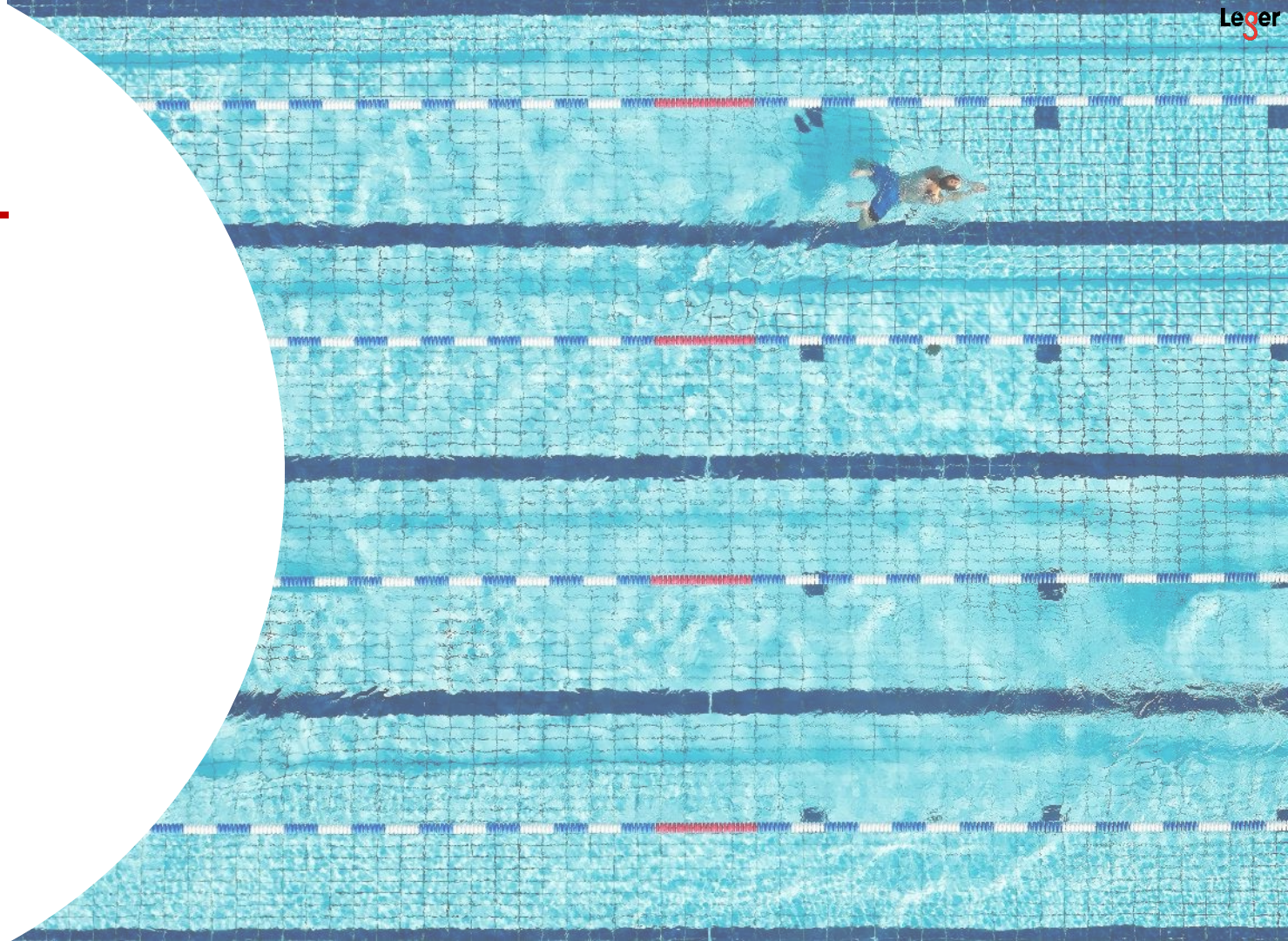
**Sport & Recreation Concussion-related Resources**

**21.5%**

---

REPORT

# Detailed Results





---

DETAILED RESULTS

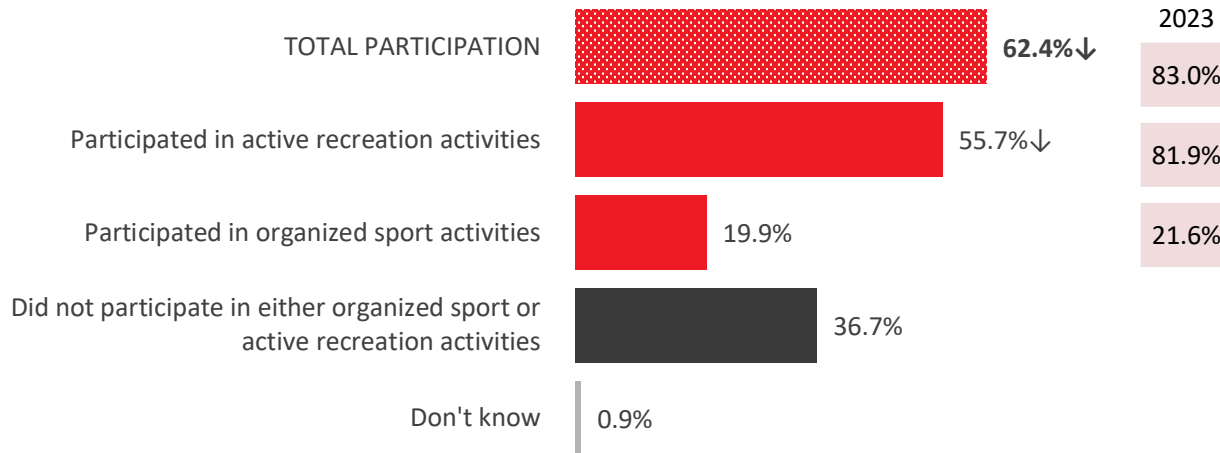
# Adult Participation in Sport & Active Recreation



# Adult Sport and Recreation Participation

Over six in ten adult Albertans participated in sport or recreation activities in the past year.

More than half of adult respondents engaged in active recreation activities in 2024, 2.5 times more than participation in sport activities. Participation in active recreation decreased since 2023 across all demographic groups.



↓ Statistically significantly lower than 2023

P1: In the past 12 months, have you participated in any organized sport or active recreation activities? Base: All respondents excluding "Prefer not to answer" (2024: n=1,534; 2023: n=1,560-1,561)



# Adults' Top Sport Activities

		Higher participation among...	2023
Hockey	21.3%	Men: <b>25.6%</b>   AB-born: <b>26.4%</b>	20.2%
Basketball	18.8%↑	Men: <b>22.1%</b>   18-34yrs: <b>28.0%</b>   Racialized*: <b>32.5%</b>   With children: <b>24.8%</b>	7.5%
Soccer	15.9%	Edmonton: <b>25.3%</b>	14.6%
Badminton	14.1%↑	Racialized*: <b>25.4%</b>	6.2%
Swimming	12.3%		13.9%
Volleyball	10.9%		7.2%
Football	8.4%↑	Men: <b>11.7%</b>   With children: <b>13.2%</b>	1.5%
Baseball	8.4%	AB-born: <b>12.3%</b>   White: <b>10.6%</b>	11.2%
Pickleball	7.6%	White: <b>9.4%</b>	8.6%
Skating	5.0%↑		1.7%
Curling	4.8%↓	55+ yrs: <b>19%</b>   White: <b>6.5%</b>   Without children: <b>8.3%</b>	11.3%
Dance	4.6%	Women: <b>9.5%</b>   Racialized*: <b>11.2%</b>	2.8%
Martial Arts	3.9%		4.2%
Track & Field	3.5%↑	18-34yrs: <b>5.9%</b>   Without children: <b>5.4%</b>	0.9%

Hockey and basketball were the sport activities that adult Albertans spent most time doing in 2024.

Statistically significantly higher/lower than the overall level. ↑/↓ statistically significantly higher/lower than 2023. Items equal to or below 3.5% not shown.

\* Racialized group is defined as “persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour” according to Statistics Canada.

S2: Which organized sport activities have you participated in during the past 12 months? Base: Respondents who participate in organized sport excluding “Prefer not to answer” (n=318). Items below 4% not shown.



# Adults' Top Active Recreation Activities

		Higher participation among...	2023
Walking	45.5%↓	Women: <b>53.5%</b>   55+ yrs: <b>63.9%</b>   White: <b>49.6%</b>	55.8%
Weight lifting	17.3%↑	Women: <b>20.4%</b>   18-34 yrs: <b>22.4%</b>   AB-born: <b>20.5%</b>	10.8%
Hiking	15.5%↓	White: <b>16.7%</b>	35.1%
Swimming	13.2%↓	Women: <b>15.8%</b>   Small cities: <b>20.8%</b>	23.5%
Gardening	11.9%↑	Women: <b>16.8%</b>   55+ yrs: <b>19.5%</b>   Rural: <b>20.5%</b>	7.5%
Yoga	11.4%	Women: <b>19.9%</b>   White: <b>12.9%</b>	14.1%
Golfing	11.1%↓	Men: <b>15.7%</b>   55+ yrs: <b>16.3%</b>   North: <b>16.5%</b>   White: <b>12.7%</b>	15.4%
Biking	10.7%↓	Men: <b>12.9%</b>	18.0%
Cycling	9.8%↑	Men: <b>13.2%</b>	3.5%
Running	7.8%↑	18-34 yrs: <b>12.3%</b>	3.7%
Basketball	5.7%↑	Men: <b>9.9%</b>   18-34 yrs: <b>10.6%</b>   With children: <b>10.9%</b>   Indigenous: <b>23.4%*</b>   Racialized <sup>†</sup> : <b>13.2%</b>	2.4%
Fitness Class	5.4%	Women: <b>7.9%</b>	4.4%
Fishing	5.4%	Men: <b>8.3%</b>   Rural north: <b>15.6%</b>	3.9%
Dancing	5.3%	Women: <b>8.1%</b>   Calgary: <b>8.0%</b>   Racialized <sup>†</sup> : <b>10.8%</b>	5.6%
Exercise Class	5.1%	Women: <b>7.4%</b>	3.6%
Jogging	4.7%↑	18-34yrs: <b>7.2%</b>   Racialized <sup>†</sup> : <b>8.2%</b>	2.1%

Walking was the active recreation activity that adult Albertans spend most time doing.

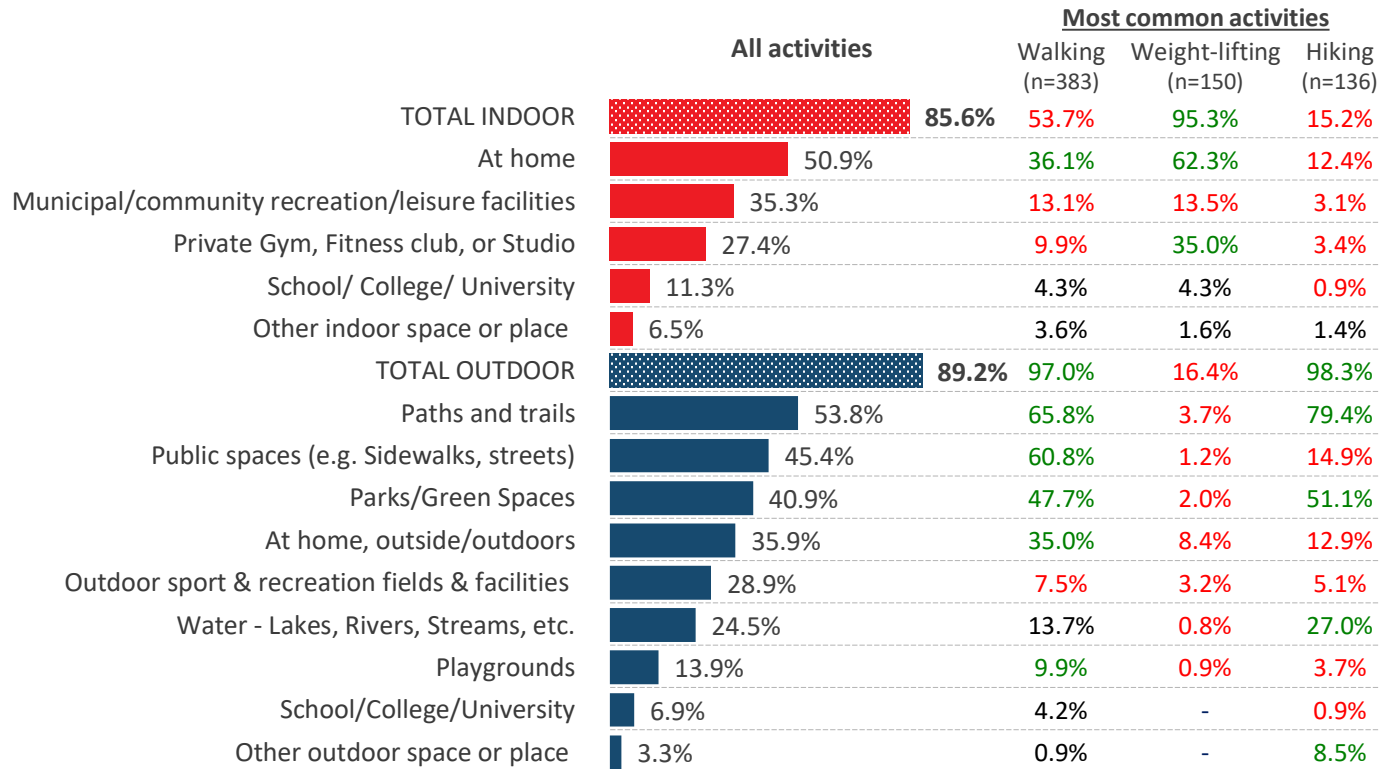
More respondents selected walking than any other active recreational activity.

Statistically significantly higher/lower than the overall level. ↑/↓ statistically significantly higher/lower than 2023. Items equal to or below 3.5% not shown.

<sup>†</sup> Racialized group is defined as “persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour” according to Statistics Canada.

R2: Which active recreation activities have you participated in during the past 12 months? Base: Respondents who participate in active recreation activities excluding “Prefer not to answer” (n=873). Items below 5% not shown. \*small sample size caution: n<50

# Adults' Active Recreation Spaces or Places



"At home" was the most common space or place for indoor active recreation activities for adult Albertans, followed by municipal/community recreation/leisure facilities and private gym, fitness club or studio.

When engaging in outdoor active recreation activities, most adult Albertans went to paths and trails, public spaces, and parks/green spaces.

Statistically significantly higher/lower than the overall level

R3: At what type of indoor or outdoor space or place did you do the active recreation activity? Base: Respondents who participate in active recreation activities excluding "Prefer not to answer" (n=868)



---

DETAILED RESULTS

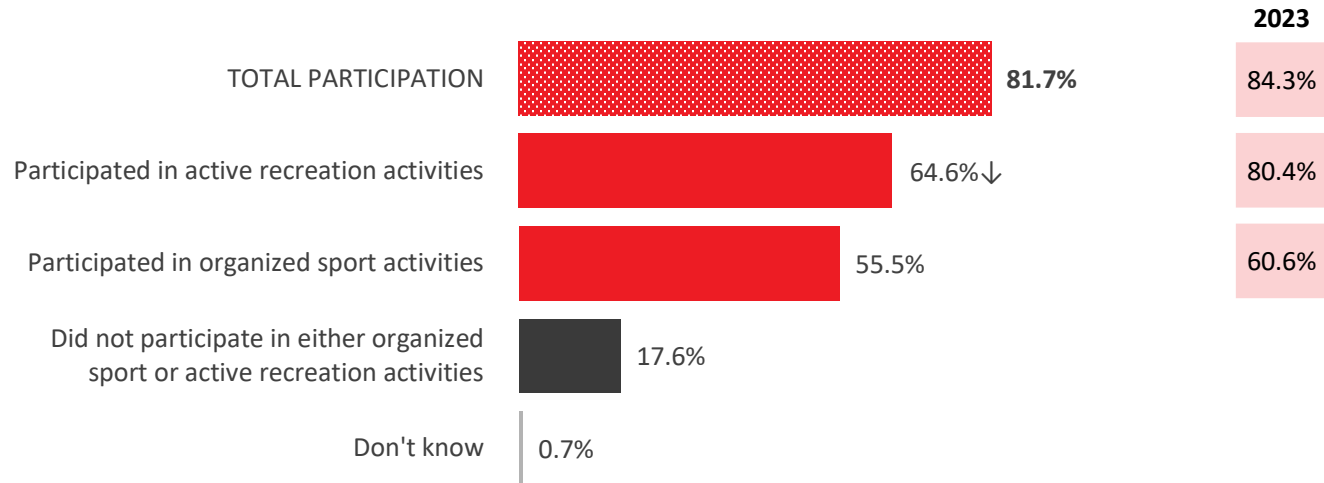
# Child Participation in Sport & Active Recreation



# Child Sport and Recreation Participation

In 2024, total sport and active recreation participation amongst children remained similar to total sport and recreation participation in 2023 (82% vs. 84%).

However, participation rates in active recreation activities fell from 80% in 2023 to 65% in 2024. The decline was higher in Calgary, Edmonton and northern Alberta, and among households with incomes of \$120,000 or more.



↑/↓ statistically significantly higher/lower than 2023

P2: In the past 12 months, has your child or children participated in an organized sport or active recreation activities outside of school hours? Base: Respondents who have children excluding “Prefer not to answer” (2024: n=497; 2023: n=359)

# Children's Top Sport Activities

		Higher participation among those whose <u>parents are...</u>	2023
Soccer	30.9%		27.9%
Basketball	23.3%	Men: <b>29.0%</b>   Racialized†: <b>36.0%</b>	18.9%
Swimming	19.5%↓		33.3%
Hockey	18.0%		18.3%
Gymnastics	12.4%	Rural south: <b>25.3%*</b>   Income \$120K+: <b>17.7%</b>	17.1%
Badminton	12.3%		8.4%
Dance	10.7%	Women: <b>16.0%</b>   White: <b>12.8%</b>	16.2%
Football	10.5%↑		4.4%
Baseball	9.7%		11.4%
Skating	6.8%↑		2.9%
Volleyball	6.7%↓		15.1%
Track & Field	4.5%	Calgary: <b>9.3%</b>   Income \$120K+: <b>7.9%</b>	2.7%
Martial Arts	4.4%		9.0%
Skiing	3.9%		6.8%

The sport activities children in Alberta spent most time participating in were soccer, basketball, swimming, and hockey.

Statistically significantly **higher/lower** than the overall level. ↑/↓ statistically significantly **higher/lower** than 2023. Items equal to or below 3.5% not shown.

† Racialized group is defined as “persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour” according to Statistics Canada.



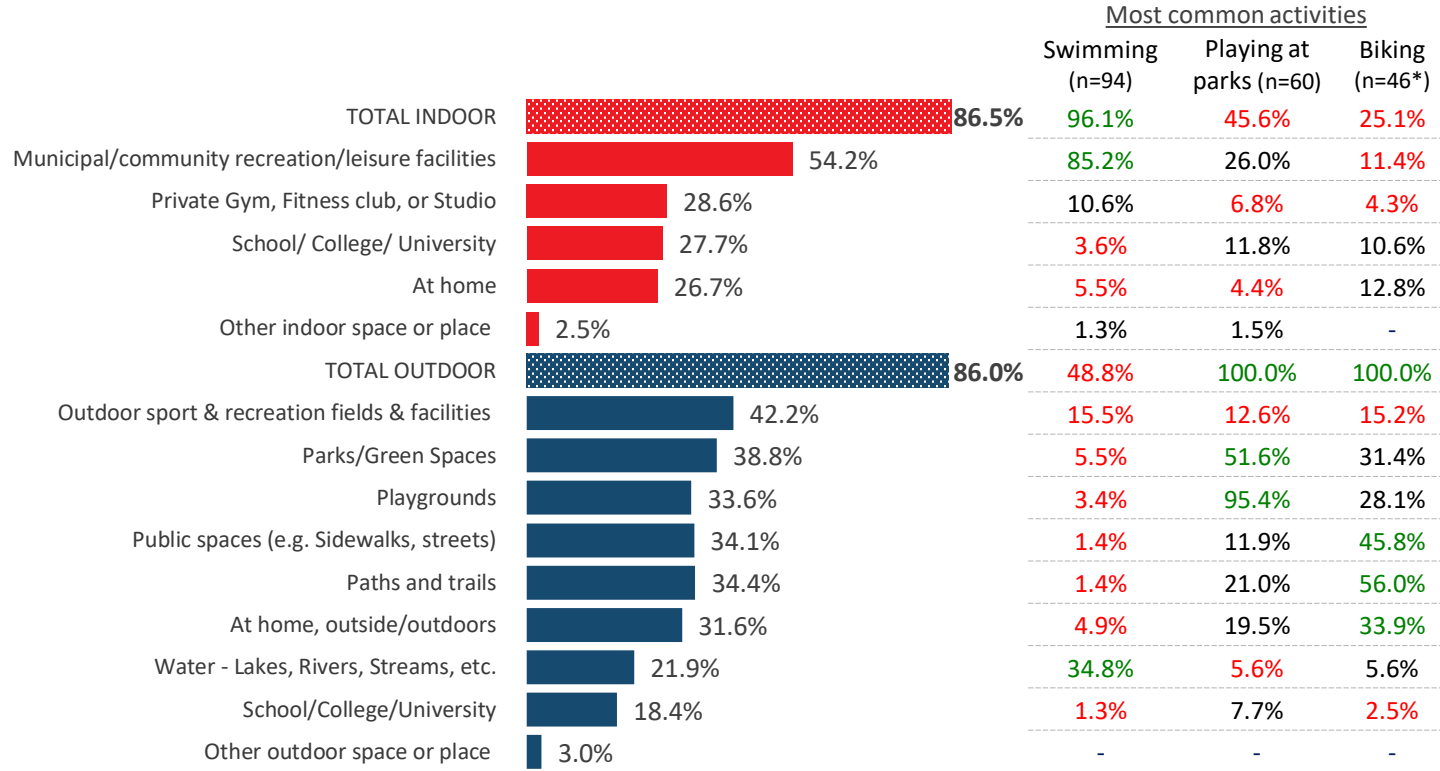
# Children's Top Active Recreation Activities

		Higher participation among those whose <u>parents</u> are...	2023
Swimming	29.2%↓		49.2%
Playing at a park	17.8%↓	Women: <b>26.9%</b>	45.4%
Biking	15.6%		18.8%
Soccer	14.5%↑	Men: <b>19.5%</b>   South: <b>26.3%</b>	9.1%
Basketball	14.4%		10.3%
Walking	13.7%↓	Women: <b>20.3%</b>   Small cities: <b>26.5%</b>	25.3%
Dancing	12.0%↑		4.7%
Hockey	8.6%		4.7%
Hiking	8.1%↓		15.2%
Baseball	8.1%↑	AB-born: <b>11.8%</b>   White: <b>9.9%</b>	1.0%
Cycling	6.7%↑	Men: <b>10.2%</b>	1.5%
Badminton	6.5%	Racialized*: <b>14.7%</b>	4.9%
Running	6.1%↑		1.9%
Skating	6.1%		7.5%
Football	5.4%↑	Calgary: <b>10.8%</b>	0.6%
Skiing	3.8%	Income \$120K+: <b>7.4%</b>	7.3%

Children spent the most time swimming and playing at parks for active recreation activities in Alberta.

Statistically significantly higher/lower than the overall level. ↑/↓ statistically significantly higher/lower than 2023. Items equal to or below 3.5% not shown.  
 † Racialized group is defined as "persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour" according to Statistics Canada.

# Children’s Active Recreation Spaces or Places



For active recreation activities done indoors, most children participated at municipal, community recreation, or leisure facilities.

For active recreation activities done outdoors, children most often used outdoor sport and recreation fields and facilities, and parks or green space.

Statistically significantly higher/lower than the overall level

R5: At what type of indoor or outdoor space or place did your child(ren) do the [active recreation activity? Base: Respondents with children who participate in active recreation activities excluding “Prefer not to answer” (n=312)

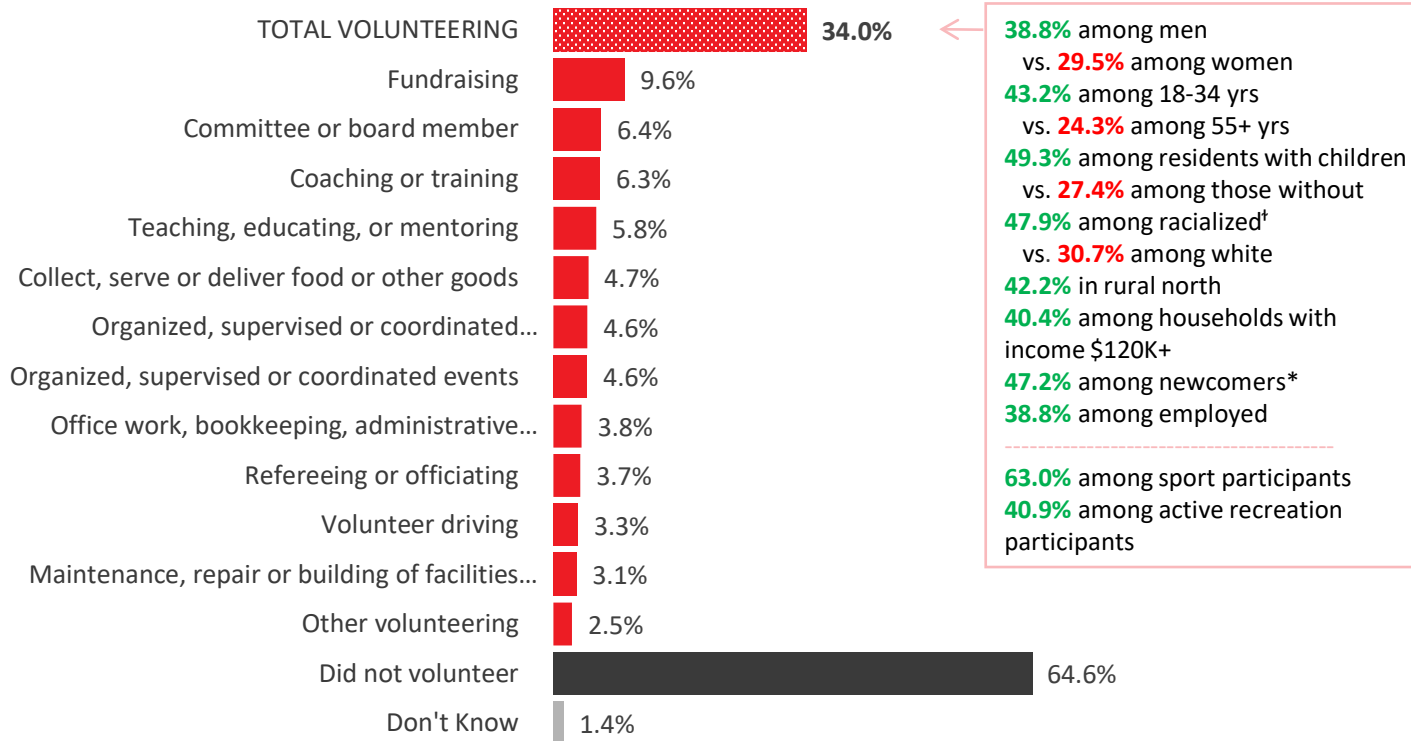


---

DETAILED RESULTS

# Volunteering in Sport & Recreation

# Volunteering Activities in the Past Year



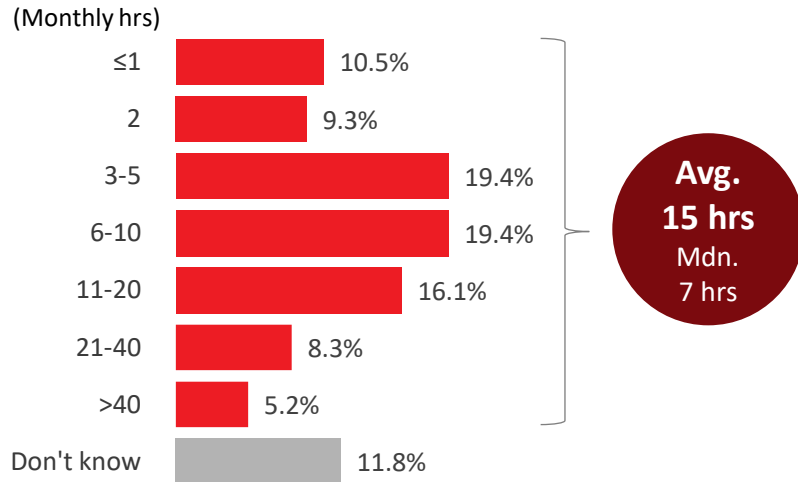
A third of adult Albertans volunteered on behalf of a sport or recreation group or an organization in the past year, with fundraising being the top activity.

Men, residents aged 18-34, those with children in the household, those with a household income of \$120,000 or higher, newcomers\*, and racialized† people were more likely to have volunteered in the past year.

Statistically significantly higher/lower than the overall level. ↑/↓ statistically significantly higher/lower than 2023. Items equal to or below 3.5% not shown.  
 † Racialized group is defined as “persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour” according to Statistics Canada.

# Monthly Volunteering Hours in the Past Year

Adult volunteers for sport or recreation groups or organizations spent an average of 15 hours per month volunteering in the past year. Adults who participated in sport activities and those whose volunteering activity was coaching or training had higher average volunteering hours.



		Avg hrs
Sport participants (n=179)		20.9
Active recreation participants (n=301)		13.5
Top volunteering activities	Fundraising (n=120)	13.8
	Coaching or training (n=92)	26.1
	Committee or board member (n=88)	18.4
	Teaching, educating, or mentoring (n=80)	17.6
	Organized, supervised or coordinated activities (n=66)	11.7
	Organized, supervised or coordinated events (n=66)	13.1
	Collect, serve or deliver food or other goods (n=57)	12.1

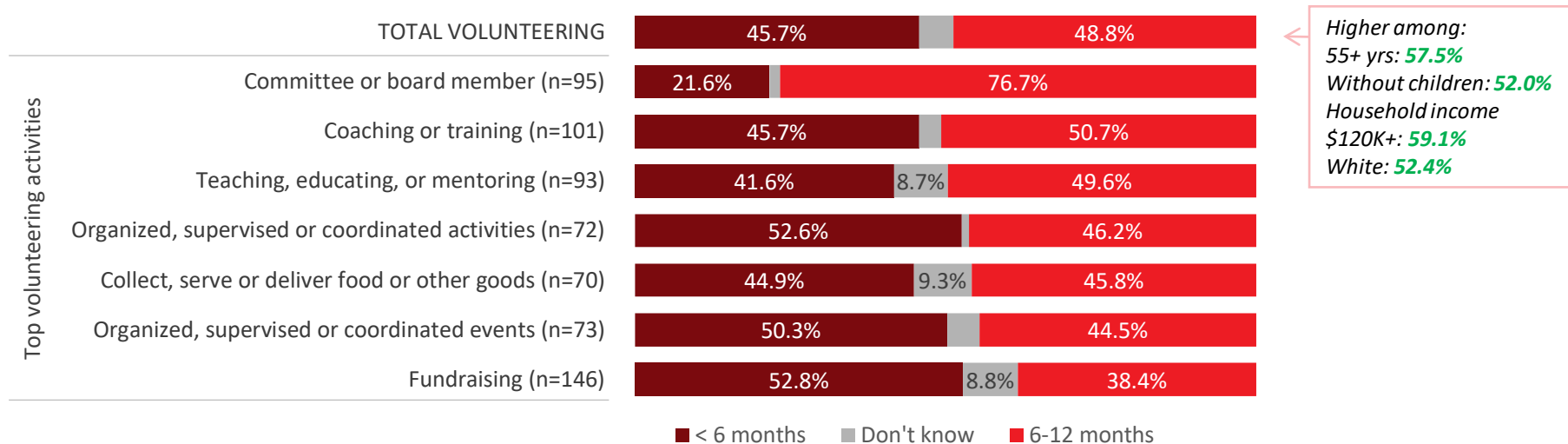
Statistically significantly **higher/lower** than the overall level

V2: In the past 12 months, on average, about how many hours per month did you spend volunteering for a sport or recreation group or an organization? Base: Respondents who volunteered for any sport and recreation groups in the past 12 months excluding "Prefer not to answer"(n=511)



# Length of Time in Volunteering in the Past Year

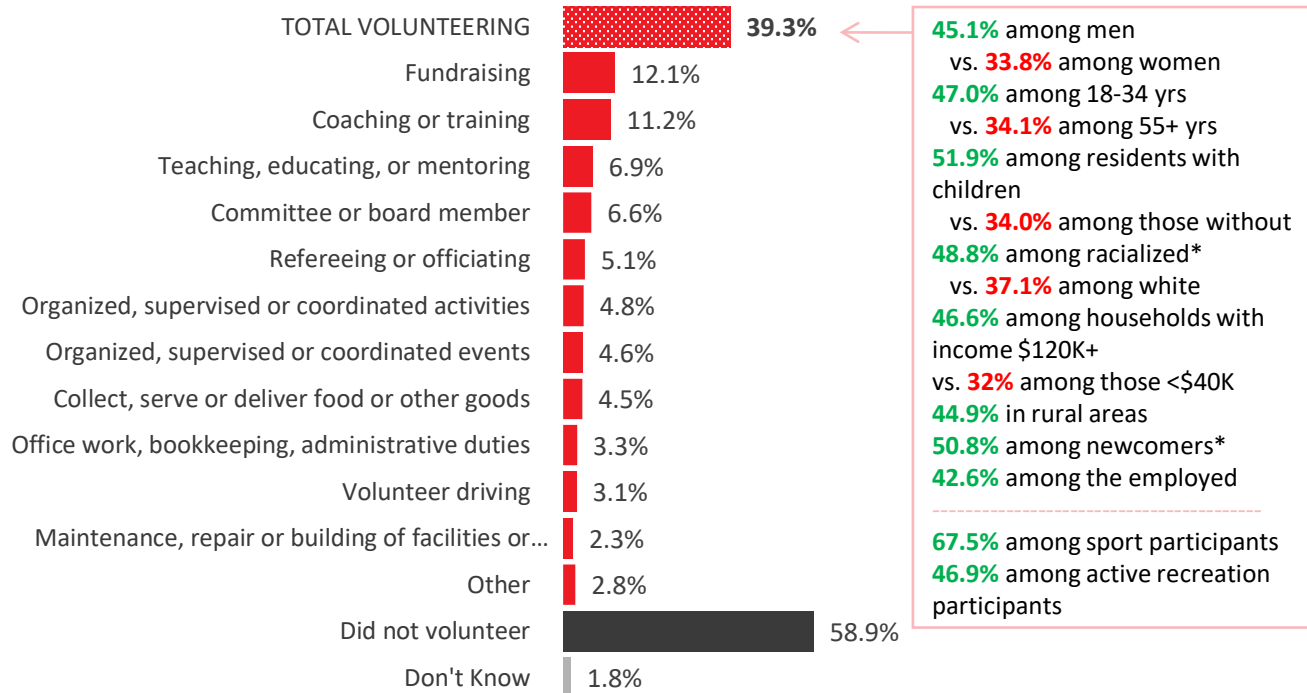
In general, the length of time respondents volunteered for activities on behalf of sport or recreation groups or organizations during the last year was evenly split between those serving less than six months and those serving six to 12 months. Individuals serving on committees or as boards members were more likely to volunteer for a period of six to twelve months.



Statistically significantly higher/lower than the overall level

V3: Thinking about [pipe in a selection from V1 ], how long did you volunteer doing this activity on behalf of a sport or recreation group or an organization in the past 12 months? Base: Any volunteering activities for sport and recreation groups in the past 12 months, excluding "Prefer not to answer"(n=524). Items below 6% not labelled.

# Volunteering Activities Prior to the Past Year



Almost four in ten adult Albertans volunteered on behalf of a sport or recreation group or an organization prior to the past year, with fundraising, coaching or training being the most common activities.

Respondents who reported participating in sport or active recreation activities in the past year were more likely to volunteer.

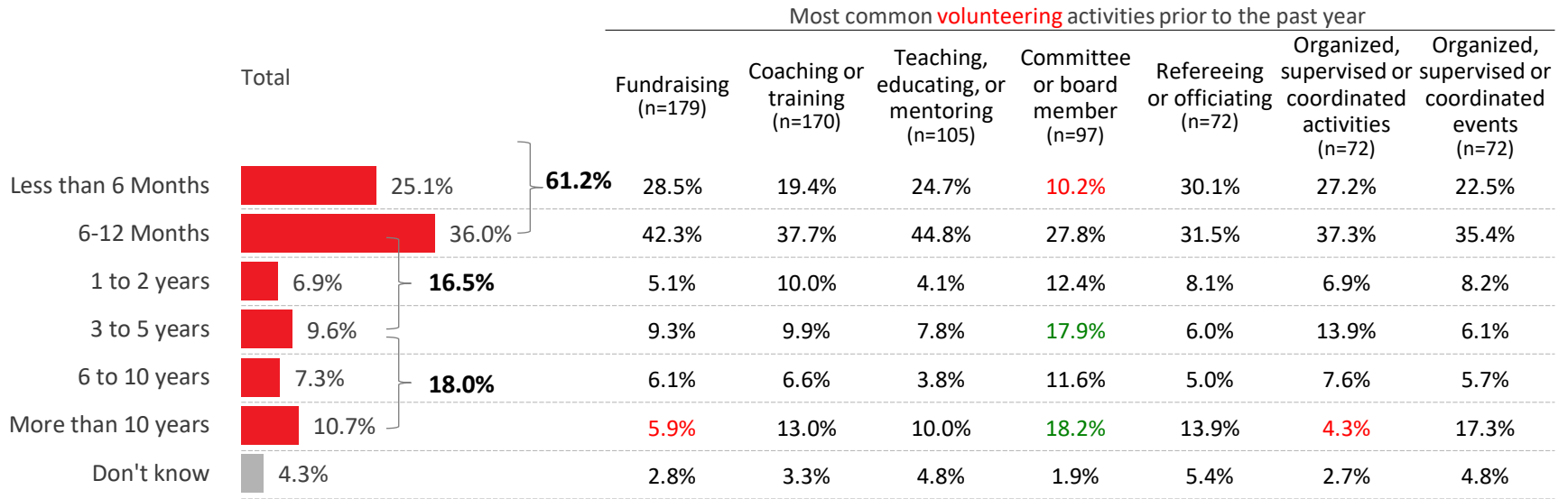
Statistically significantly higher/lower than the overall level. ↑/↓ statistically significantly higher/lower than 2023. Items equal to or below 3.5% not shown.

\*Racialized group is defined as “persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour” according to Statistics Canada.

V4: Did you volunteer prior to the past 12 months, doing any of the following activities, without pay on behalf of a sport or recreation group or an organization? Base: All respondents excluding “Prefer not to answer” (n=1,528). \*Newcomers are those who have been living in Alberta for 5 years for less.

# Length of Time in Volunteering Prior to the Past Year

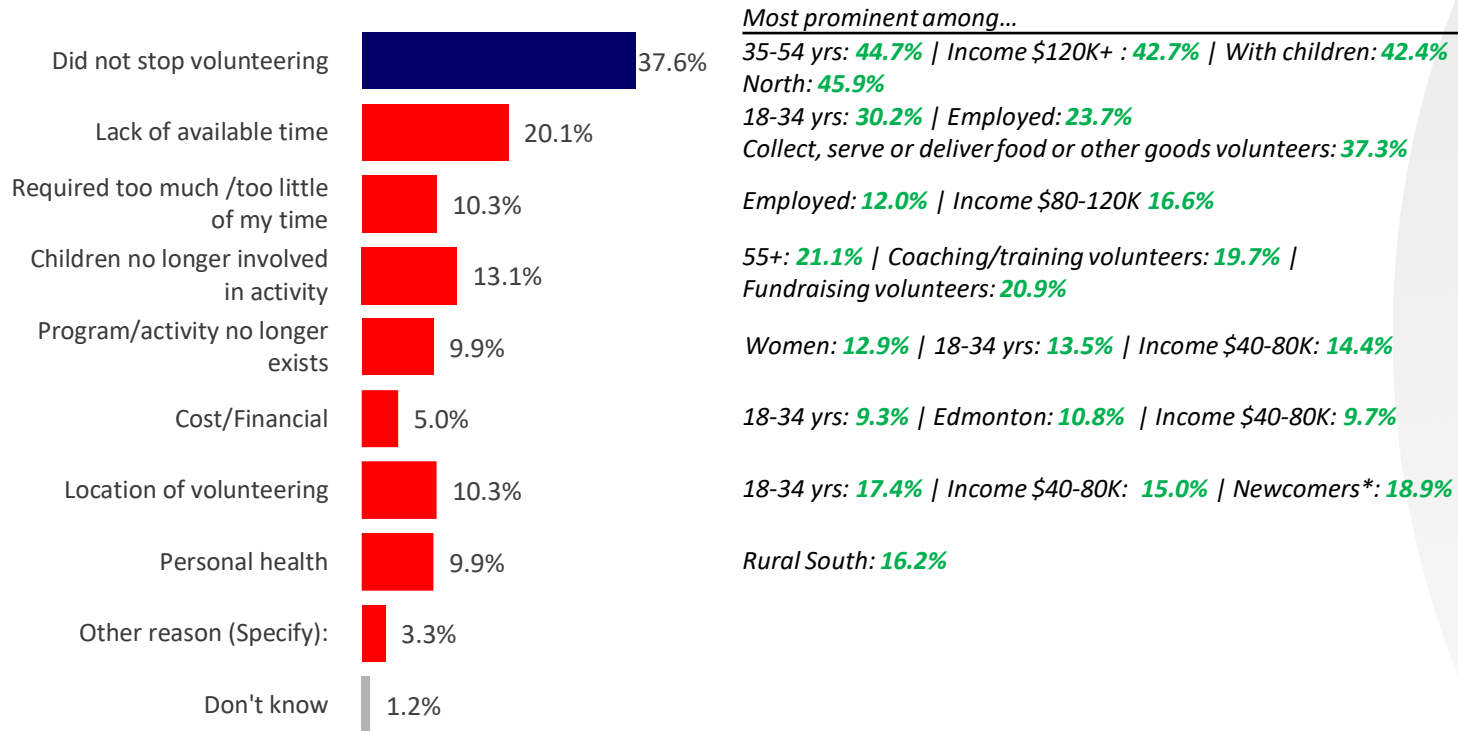
Prior to the past year, 61% of respondents stated that their volunteering activities for sport or recreation groups or organizations lasted less than a year. Respondents stated that their volunteering activities lasted one to five years (17%) and 6 years or more (18%). Committee or board members tended to serve longer than those in other volunteer roles.



Statistically significantly **higher/lower** than the overall level

V5: Thinking about [pipe in a selection from V4], how long did you volunteer doing this activity on behalf of a sport or recreation group or an organization prior to the past 12 months? Base: Any volunteering activities for sport and recreation groups prior to the past 12 months, excluding "Prefer not to answer"(n=1,020)

# Reasons for Stopping Volunteering Activities



Lack of available time was the top reason for stopping volunteering activities for sport and recreation groups.

37.6% of respondents indicated that they never stopped volunteering.

Statistically significantly higher/lower than the overall level. ↑/↓ statistically significantly higher/lower than 2023. Items equal to or below 3.5% not shown.

† Racialized group is defined as “persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour” according to Statistics Canada.



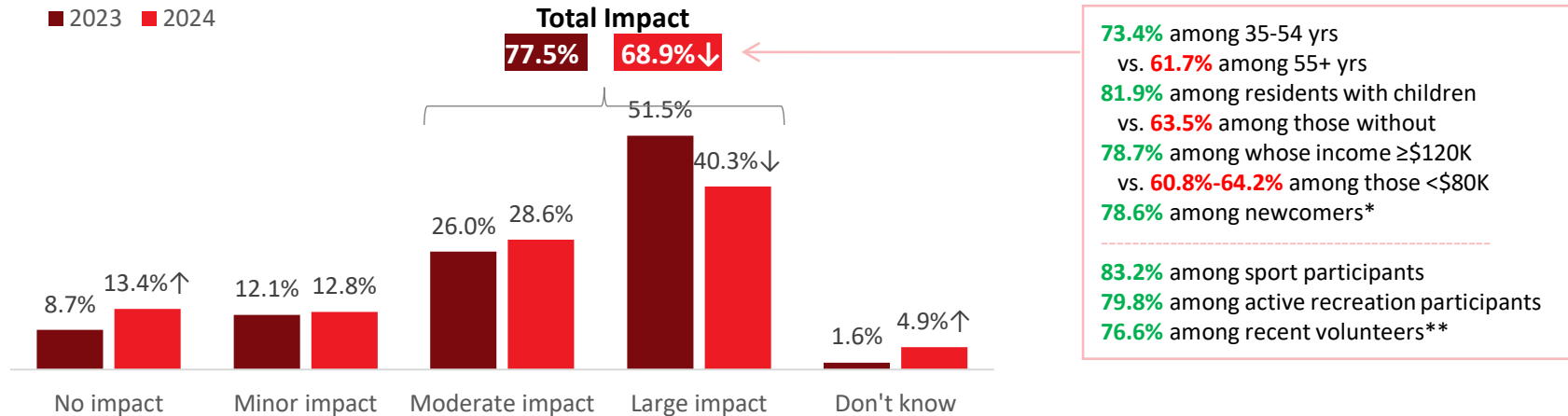
---

DETAILED RESULTS

# Impacts of Sport & Recreation

# Impact on Quality of Life

69% of Albertans rated the impact of having access to recreation facilities and services on their quality of life as moderate to large. This sentiment was particularly strong among those who reported participating in sport or active recreation activities, as well as those with children. The overall perceived impact of access to recreational facilities and services on their overall quality of life decreased since the 2023 survey across all demographic groups, except for rural residents, households with incomes of \$120,000 or more, and newcomers\*.



Statistically significantly higher/lower than the overall level

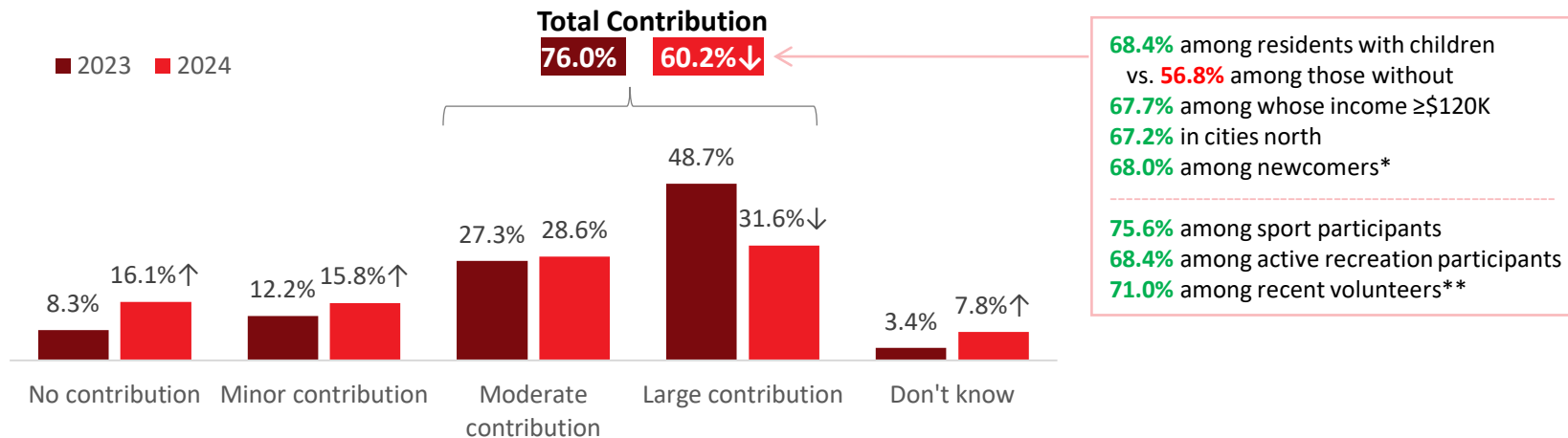
SR1: How would you rate the impact of having access to recreation facilities and services (e.g., drop-in classes, day camps, recreation centres, playgrounds, trails or parks) on your overall quality of life? Base: All respondents excluding "Prefer not to answer" (n=2024: 1,540, 2023: 1,559). \*Newcomers are those who have been living in Alberta for 5 years or less. \*\*Recent volunteers are those who volunteered for any sport and recreation groups in the past 12 months.



# Contribution to Community

Six in ten Albertans reported that opportunities to participate in or attend sport activities / events in their community made a moderate to large contribution to making their community a better place to live.

Respondents who participated in sport and active recreation activities in the past year, recent volunteers (who volunteered in the past year), and residents with children were more likely to recognize the contribution. Total perceived contribution to the community softened compared to last year across all demographic groups, except for newcomers\*.



Statistically significantly higher/lower than the overall level

SR2: To what extent do opportunities to participate in or attend organized sport activities / events in your community contribute to making your community a better place to live? Base: All respondents excluding "Prefer not to answer" (2024: n=1,531; 2023: n=1,556). \*Newcomers are those who have been living in Alberta for 5 years for less. \*\*Recent volunteers are those who volunteered for any sport and recreation groups in the past 12 months.



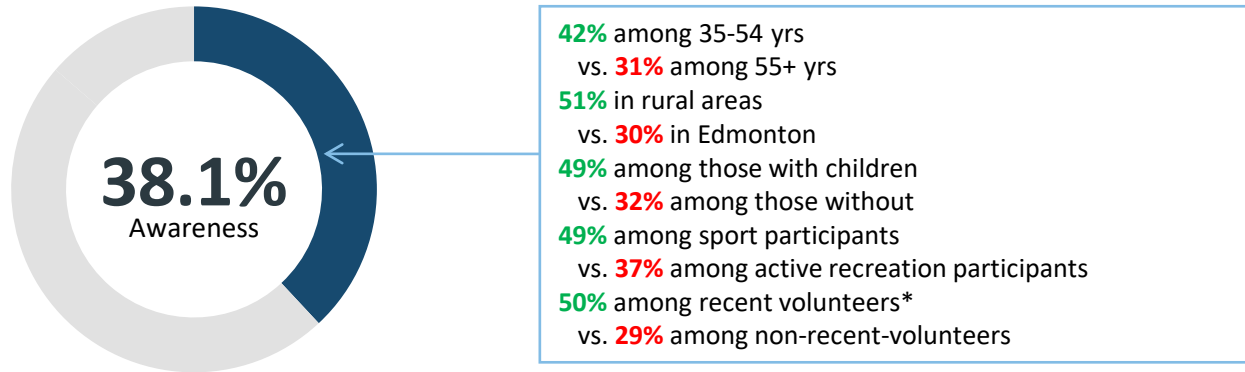
---

DETAILED RESULTS

# Awareness of Resources

# Awareness of Bullying and Harassment Policies

Less than four in ten Albertans who participated in sport or active recreation activities in the past year were aware of the policies regarding bullying, harassment, abuse, or discrimination provided by the sport or recreation organizations for activities they were involved in. Awareness was higher among Albertans aged 35-54, residents of rural areas, those with children, sport participants, and recent volunteers.

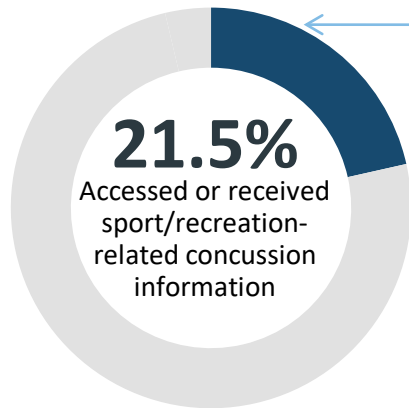


Statistically significantly **higher/lower** than the overall level

H1: Are you aware of any policies related to bullying, harassment, abuse, or discrimination provided by Alberta sport or recreation organizations for activities that you are involved in? Base: Respondents who participated in organized sport or active recreation activities in the past 12 months, excluding "Prefer not to answer" (n=980). \*Recent volunteers are those who volunteered for any sport and recreation groups in the past 12 months .

# Concussion Information Access

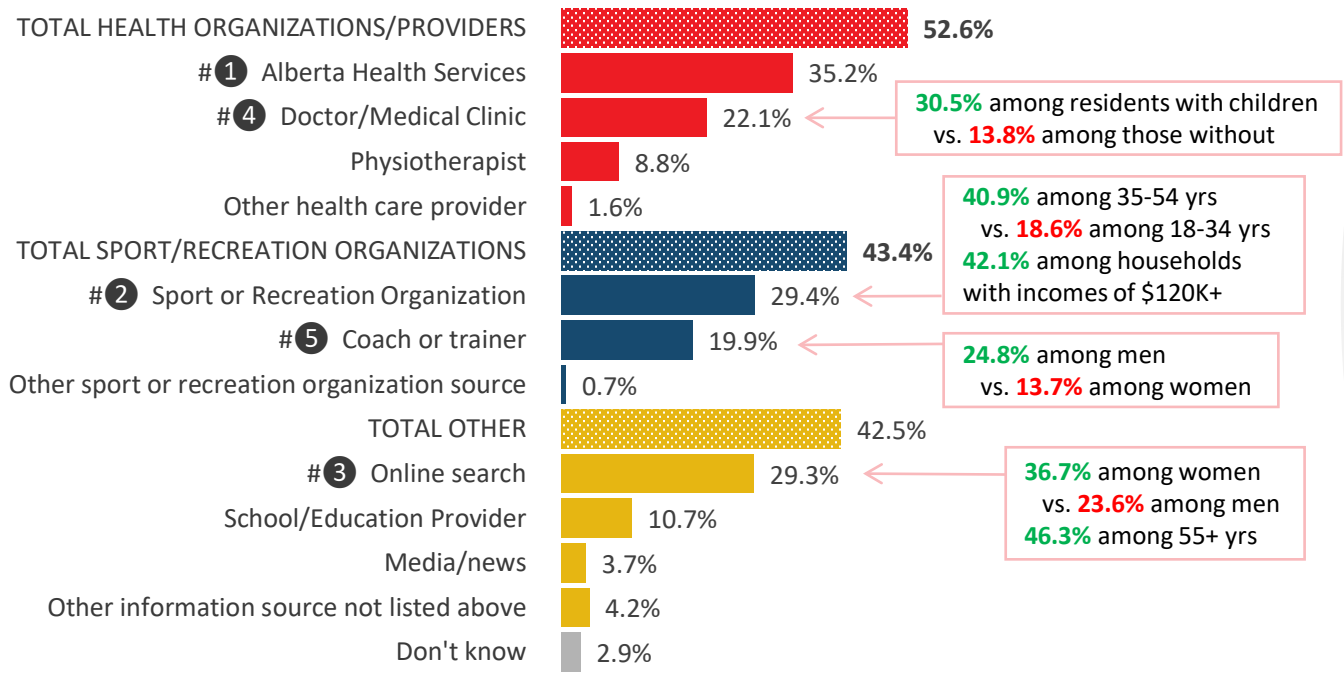
One fifth of Albertans who participated in sport or active recreation in the past year accessed or received information about sport or recreation-related concussions. Respondents who reported that they accessed or received sport or recreation-related information were more prevalent among Albertans aged 18-34, residents of rural areas, those with children, sport participants, and recent volunteers.



**27.6%** among 18-34 yrs  
 vs. **13.9%** among 55+ yrs  
**29.8%** in rural areas  
 vs. **15.6%** in Edmonton  
**29.9%** among those with children  
 vs. **16.8%** among those without  
**32.7%** among sport participants  
 vs. **19.9%** among active recreation participants  
**34.3%** among recent volunteers\*\*  
 vs. **11.3%** among non-recent-volunteers

Statistically significantly **higher/lower** than the overall level

# Concussion Information Sources



Alberta Health Services, sport or recreation organizations, online search were the primary information source regarding sport or recreation-related concussions, followed by doctors or medical clinics, and sport coaches or trainers.

Statistically significantly higher/lower than the overall level

C2: Where did you access or receive the information about sport or recreation-related concussions? Base: Respondents who have accessed information about sport or recreation-related concussions in the past year, excluding "Prefer not to answer" (n=212)

---

REPORT

# Respondent Profile





# Respondent Profile

	%	Unweighted Count	Weighted Count
<b>Gender</b>			
Woman	50.5%	808	783
Man	49.1%	734	760
Self-describe	0.4%	7	6
<b>Age</b>			
NET 18-34	28.6%	497	443
18 to 24	8.8%	155	137
25 to 34	19.8%	342	306
NET 35-54	36.0%	593	557
35 to 44	18.7%	306	289
45 to 54	17.3%	287	268
NET 55+	35.4%	459	548
55 to 64	14.6%	189	227
65 or older	20.8%	270	322

	%	Unweighted Count	Weighted Count
<b>Region</b>			
Calgary	31.2%	512	484
Edmonton	24.1%	387	373
Cities North	11.7%	177	181
Cities South	8.3%	118	129
Rural North	12.6%	180	195
Rural South	12.1%	175	187
<b>Children under 18</b>			
Yes	29.9%	499	463
No	69.9%	1,046	1,082
Prefer not to answer	0.2%	4	4
<b># Adults in household</b>			
One	21.7%	324	336
Two	56.8%	871	880
Three or more	20.9%	344	324
Don't know/Prefer not to answer	0.6%	10	9

Base: All respondents (n=1,549)

# Respondent Profile (Cont.)

	%	Unweighted Count	Weighted Count
<b>Education</b>			
NET high school or less	18.0%	274	279
Not graduated from high school	2.8%	43	43
Graduated high school	15.3%	231	236
NET Some college/ university	19.4%	298	301
Some college, apprenticeship or trades	11.6%	173	179
Graduated college, apprenticeship or trades	24.6%	370	381
Some university	7.8%	125	121
Graduated from university	37.6%	600	582
Prefer not to answer	0.4%	7	7

	%	Unweighted Count	Weighted Count
<b>Employment</b>			
NET Employed	61.6%	995	954
Working Full-Time	44.8%	728	694
Working Part-Time	10.7%	175	166
Self-Employed	6.6%	102	102
Unemployed	8.8%	140	136
Student	4.9%	93	76
Retired	22.2%	288	343
Other	2.9%	42	45
Prefer not to answer	0.9%	14	14

Base: All respondents (n=1,549)

# Respondent Profile (Cont.)

	%	Unweighted Count	Weighted Count
<b>Household income</b>			
Less than \$40,000	17.3%	262	268
\$40,000 to less than \$80,000	26.4%	402	410
\$80,000 to less than \$120,000	23.5%	361	365
\$120,000 to less than \$160,000	11.6%	186	180
\$160,000 or more	12.5%	208	194
Don't know	1.3%	24	20
Prefer not to answer	7.2%	106	112
<b># Years living in Alberta</b>			
Born in Alberta	44.8%	693	694
Newcomers	10.5%	176	162
Less than 1 year	4.0%	67	62
1-5 years	6.5%	109	100
More than 5 years	44.5%	677	690
Prefer not to answer	0.2%	3	3

	%	Unweighted Count	Weighted Count
<b>Sexual orientation</b>			
Straight/heterosexual	89.1%	1,373	1,381
Bisexual	3.0%	51	47
Gay	2.3%	36	36
Pansexual	0.8%	13	13
Lesbian	0.7%	12	11
Asexual	0.5%	7	7
Two-Spirit	0.1%	1	1
Self-describe	0.1%	2	2
Prefer not to answer	3.3%	54	51
<b>Indigenous identity</b>			
Yes	5.1%	78	79
No	94.0%	1,456	1,456
Prefer not to answer	0.9%	15	14

# Respondent Profile (Cont.)

	%	Unweighted Count	Weighted Count
<b>Racial identity</b>			
White	77.7%	1,173	1,203
South Asian	5.3%	92	82
Chinese	4.9%	85	76
Indigenous	3.9%	57	60
Black	3.3%	57	52
Filipino	2.4%	42	37
Southeast Asian	0.9%	14	13
Latin American	0.9%	16	14
Arab	0.6%	11	9
West Asian	0.6%	10	9
Japanese	0.4%	5	6
Korean	0.4%	8	7
Multiple racial identities	1.3%	21	20
Self-describe	0.9%	12	13
Don't know/Prefer not to answer	1.8%	28	27

Base: All respondents (n=1,549)

---

REPORT

# Survey Instrument



# Questionnaire

## Survey Introduction

This survey is a product of the Government of Alberta and collects information that will help in the monitoring and development of programs and services relating to Alberta sport and recreation.

The opportunity to participate in diverse sport and recreational activities contributes to improving quality of life for Albertans.

This survey is for Albertans aged 18 years and older, and covers topics related to:

- Organized sport and active recreation participation
- Volunteering for sport and recreation activities
- Quality of Life
- Accessing concussion-related information
- Awareness of bullying and harassment in sport and recreation.

The survey should take approximately 10 minutes to complete. If you get interrupted while doing the survey, you can click on the same link to pick up right where you left off.

The information collected in this survey is collected under section 33(c) of the *Freedom of Information and Protection of Privacy Act*. Any personal information provided will remain confidential. Your feedback will be combined with the responses of hundreds of respondents. All analysis will be done using the aggregated data and no comments or feedback will be attributed back to individual respondents.

Questions regarding the survey and the collection and use of

the information gathered in the survey should be directed to the Manager, Environmental Scanning and Performance Measurement, Alberta Tourism and Sport, [gerry.pratt@gov.ab.ca](mailto:gerry.pratt@gov.ab.ca) or at (780) 288-8961 (dial 310-0000 to be connected toll-free from outside the Edmonton area).

## Section 1: Mandatory Demographic Questions (Quota)

Q1. What age range do you fall into?

*Select one option.*

- Under 18 [Thank and term]
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

Q2a. What are the first three characters of your postal code?

- [ \_ \_ \_ ] [verification needed]
- Prefer not to answer

[Ask Q2b if Q2a = Prefer not to answer, else skip to Q3]

Q2b. Please indicate which city or town you live in or are closest to.

*Use the text box to enter your community and search the list. All categories containing a match for your entry will be displayed;*

*please select the area closest to your residence.*

- [textbox]
- Prefer not to answer
- Do not live in Alberta [Thank and term]



# Questionnaire (cont.)

## Section 2: Sport & Recreation

### Organized Sport & Active Recreation

Organized sport activities are defined as:

Physical activities that are:

- Governed by a set of rules.
- Includes competitive elements that are tracked through scoring, time keeping, or judged results.
- Organized and scheduled as part of a league, club, or organization.

Active recreation activities are defined as:

Physical activities that are:

- Done for the purpose of wellbeing or enjoyment
- Activities can be done at home, or outside of the home.

P1. In the past 12 months, have you participated in any organized sport or active recreation activities?

*Select all that apply.*

- Participated in organized sport activities.
- Participated in active recreation activities.
- Did not participate in either organized sport or active recreation activities [Exclusive]
- Prefer not to answer [Exclusive]
- Don't know [Exclusive]

[Only ask if Q4=Yes]

P2. In the past 12 months, has your child or children participated in an organized sport or active recreation activities outside of school hours?

*Select all that apply.*

- Participated in organized sport activities.
- Participated in active recreation activities.
- Did not participate in either organized sport or active recreation activities [Exclusive]
- Prefer not to answer [Exclusive]
- Don't know [Exclusive]

### Organized Sport

The next few questions are about organized sport.

### Organized Sport – Adult Participation

[Ask if P1= Participated in organized sport activities]

S2. Which organized sport activities have you participated in during the past 12 months?

*Please select up to three organized sport you spent the most time doing.*

- Archery
- Badminton
- Baseball
- Basketball
- Bike Racing
- Body Building
- Boxing
- Canoeing
- Cheerleading
- Cricket
- Cross Country Skiing
- Curling
- Dance

- Football
- Gymnastics
- Hockey
- Kickboxing
- Lacrosse
- Martial Arts
- Pickleball
- Ringette
- Rodeo
- Rugby
- Skateboarding
- Skating
- Skiing
- Snowboard
- Soccer
- Softball
- Squash
- Swimming
- Tennis
- Track & Field
- Ultimate Frisbee
- Volleyball
- Other (Specify): \_\_\_\_\_
- Prefer not answer [Exclusive]
- Don't know [Exclusive]

# Questionnaire (cont.)

## Organized Sport – Child Participation

[Ask if P2= Participated in organized sport activities]

S4. Which organized sport activities has your child or children participated in during the past 12 months?

Please select up to three organized sport your child(ren) spent the most time doing.

- Archery
- Badminton
- Baseball
- Basketball
- Bike Racing
- Body Building
- Boxing
- Canoeing
- Cheerleading
- Cricket
- Cross Country Skiing
- Curling
- Dance
- Football
- Gymnastics
- Hockey
- Kickboxing
- Lacrosse
- Martial Arts
- Pickleball
- Ringette
- Rodeo
- Rugby
- Skateboarding
- Skating

- Skiing
- Snowboard
- Soccer
- Softball
- Squash
- Swimming
- Tennis
- Track & Field
- Ultimate Frisbee
- Volleyball
- Other (Specify): \_\_\_\_\_
- Prefer not answer [Exclusive]
- Don't know [Exclusive]

## Active Recreation

The next few questions are about active recreation activities.

## Active Recreation – Adult Participation

[Ask if P1= Participated in active recreation activities]

R2. Which active recreation activities have you participated in during the past 12 months?

Please select up to three active recreation activities *you spent the most time doing*.

- Aerobics
- Airsoft
- Archery
- Badminton
- Baseball
- Basketball
- Biking
- Bowling

- Canoeing
- Cross fit
- Cross-country skiing
- Curling
- Cycling
- Dancing
- Disc golf
- Exercise Class
- Fishing
- Fitness Class
- Football
- Gardening
- Golfing
- Hiking
- Hockey
- Horse riding
- Horseback riding
- Jogging
- Kayaking
- Landscaping
- Martial arts
- Mountain biking
- Pickleball
- Playing at a park
- Rock climbing
- Running
- Skateboarding

# Questionnaire (cont.)

- Skating
- Skiing
- Sledding
- Snowboarding
- Soccer
- Swimming
- Tennis
- Tobogganing
- Tubing
- Volleyball
- Walking
- Weight lifting
- Yoga
- Other (Specify): \_\_\_\_\_
- Prefer not answer [Exclusive]
- Don't know [Exclusive]

[Repeat the question for EACH R2 selection]

R3. At what type of indoor or outdoor space or place did you do the [Pipe in a selection from R2] active recreation activity?  
Select all that apply.

Indoor

- Municipal/community recreation/leisure facilities
- Private Gym, Fitness club, or Studio
- School/ College/ University
- At home
- Other indoor space or place (Specify): \_\_\_\_\_

Outdoor

- Outdoor sport & recreation fields & facilities (E.g. soccer

field, baseball diamond, golf course, etc.)

- Parks/Green Spaces
- Playgrounds
- Public spaces (E.g. Sidewalks, streets)
- Paths and trails
- Water - Lakes, Rivers, Streams, etc.
- School/College/University
- At home, outside/outdoors
- Other outdoor space or place (Specify): \_\_\_\_\_
- Prefer not answer [Exclusive]
- Don't know [Exclusive]

## Active Recreation – Child Participation

[Ask if P2= Participated in active recreation activities]

The next few questions are about children and the types of active recreation activities that they have participated in over the past 12 months, outside of school hours.

R4. Select up to 3 active recreation activities that your child(ren) participated in the past 12 months, outside of school hours. Please select the ones your child(ren) spent the most time doing.

- Aerobics
- Airsoft
- Archery
- Badminton
- Baseball
- Basketball
- Biking

- Bowling
- Canoeing
- Cross fit
- Cross-country skiing
- Curling
- Cycling
- Dancing
- Disc golf
- Exercise Class
- Fishing
- Fitness Class
- Football
- Gardening
- Golfing
- Hiking
- Hockey
- Horse riding
- Horseback riding
- Jogging
- Kayaking
- Landscaping
- Martial arts
- Mountain biking
- Pickleball
- Playing at a park
- Rock climbing
- Running
- Skateboarding
- Skating

# Questionnaire (cont.)

- Skiing
- Sledding
- Snowboarding
- Soccer
- Swimming
- Tennis
- Tobogganing
- Tubing
- Volleyball
- Walking
- Weight lifting
- Yoga
- Other (Specify): \_\_\_\_\_
- Prefer not answer [Exclusive]
- Don't know [Exclusive]

[Repeat the question for EACH R4 selection]

R5. At what type of indoor or outdoor space or place did your child(ren) do the [Pipe in a selection from R4] active recreation activity?

Select all that apply.

## Indoor

- Municipal/community recreation/leisure facilities
- Private Gym, Fitness club, or Studio
- School/ College/ University
- At home
- Other indoor space or place (Specify): \_\_\_\_\_

## Outdoor

- Outdoor sport & recreation fields & facilities (E.g. soccer

field, baseball diamond, golf course, etc.)

- Parks/Green Spaces
- Playgrounds
- Public spaces (E.g. Sidewalks, streets)
- Paths and trails
- Water - Lakes, Rivers, Streams, etc.
- School/College/University
- At home, outside/outdoors
- Other outdoor space or place (Specify): \_\_\_\_\_
- Prefer not answer [Exclusive]
- Don't know [Exclusive]

## Section 3: Volunteering in Sport & Recreation

The next few questions are about volunteering for a sport or recreation organization, group, or event.

Volunteering is an unpaid contribution of time, energy, or talents without pay.

V1. Did you volunteer in the past 12 months, doing any of the following activities without pay on behalf of a sport or recreation group or an organization?

Please select up to 3 activities that you spent the most time doing.

- Coaching or training
- Refereeing or officiating
- Fundraising
- Committee or board member
- Teaching, educating, or mentoring

- Organized, supervised or coordinated activities
- Organized, supervised or coordinated events
- Office work, bookkeeping, administrative duties
- Collect, serve or deliver food or other goods
- Work associated with the maintenance, repair or building of facilities or grounds
- Volunteer driving
- Other unpaid activities, not mentioned previously: \_\_\_\_\_
- Did not volunteer [Exclusive, Skip to V4]
- Prefer not to answer [Exclusive, Skip to V4]
- Don't know [Exclusive, Skip to V4]

V2. In the past 12 months, on average, about how many hours per month did you spend volunteering for a sport or recreation group or an organization?

- \_\_\_\_\_ hours per month [range 0 to360]
- Prefer not to answer
- Don't know

[Repeat the question for EACH selection in V1]

V3. Thinking about [pipe in a selection from V1], how long did you volunteer doing this activity on behalf of a sport or recreation group or an organization in the past 12 months?

Select one option.

- Less than 6 months
- 6 – 12 months
- Prefer not to answer
- Don't know

# Questionnaire (cont.)

V4. Did you volunteer prior to the past 12 months, doing any of the following activities, without pay on behalf of a sport or recreation group or an organization?

*Please select up to 3 activities that you spent the most time doing.*

- Coaching or training
- Refereeing or officiating
- Fundraising
- Committee or board member
- Teaching, educating, or mentoring
- Organized, supervised or coordinated activities
- Organized, supervised or coordinated events
- Office work, bookkeeping, administrative duties
- Collect, serve or deliver food or other goods
- Work associated with the maintenance, repair or building of facilities or grounds
- Volunteer driving
- Other unpaid activities, not mentioned previously: \_\_\_\_\_
- Did not volunteer [Exclusive, Skip to V4]
- Prefer not to answer [Exclusive, Skip to V4]
- Don't know [Exclusive, Skip to V4]

[Loop V5 and V6 for EACH selection in V4]

V5. Thinking about [pipe in a selection from V4], how long did you volunteer doing this activity on behalf of a sport or recreation group or an organization prior to the past 12 months?

*Select one option.*

- Less than 6 months
- 6 – 12 months

- \_\_\_\_\_ years
- Prefer not to answer
- Don't know

[Repeat for EACH activity that is selected in V4]

V6. Have you ever stopped volunteering for [pipe in selection for V4 that is NOT selected in V1]? If yes, what was the main reason?

*Select all that apply.*

- Did not stop volunteering
- Lack of available time
- Required too much or too little of my time
- Children no longer involved in activity
- Program/activity no longer exists
- Cost/Financial
- Location of volunteering
- Personal health
- Other reason (Specify): \_\_\_\_\_
- Prefer not to answer [Exclusive]
- Don't know [Exclusive]

## Section 4: Sport & Recreation Quality of Life

Sport, physical activity and recreation usually contribute to healthier and happier citizens, having an overall positive impact on individuals, families and communities.

SR1. How would you rate the impact of having access to recreation facilities and services (e.g., drop-in classes, day camps, recreation centres, playgrounds, trails or parks) on your overall quality of life?

*Select one option.*

- No impact
- Minor impact
- Moderate impact
- Large impact
- Prefer not to answer
- Don't know

SR2. To what extent do opportunities to participate in or attend organized sport activities / events in your community contribute to making your community a better place to live? This could include participating as an athlete, coach, officiate, or organizer or attending as a spectator.

*Select one option.*

- No contribution
- Minor contribution
- Moderate contribution
- Large contribution
- Prefer not to answer
- Don't know

## Section 5: Harassment & Bullying in Sport & Recreation

[Ask if P1 or P2 =Participated in organized sport activities OR Participated in active recreation activities]

Sport, physical activity, and recreation are known for their ability to create unity among people. However, sport, physical activity, and recreation are not immune to abuse, bullying, harassment, or discrimination.

# Questionnaire (cont.)

H1. Are you aware of any policies related to bullying, harassment, abuse, or discrimination provided by Alberta sport or recreation organizations for activities that you are involved in?

Select one option.

- Yes
- No
- Prefer not to answer
- Don't know

## Section 6: Concussion Information Access

[Ask if P1 or P2 =Participated in organized sport activities OR Participated in active recreation activities]

Concussions are an example of a sport or recreation injury. Concussions are a recognized public health problem because of their frequency of occurrence and their potential short-term and long-term consequences.

Concussions, specifically, are a form of traumatic brain injury induced by biomechanical forces that result in signs and symptoms that typically resolve spontaneously within 1-4 weeks of injury.

C1. In the past 12 months, did you access or receive any information about sport or recreation-related concussions?

Select one option.

- Yes
- No [skip to D1]
- Prefer not to answer [skip to D1]
- Don't know [skip to D1]

C2. Where did you access or receive the information about sport or recreation-related concussions?

Select all that apply.

- Alberta Health Services (E.g. Hospital, urgent care clinic, My Health Alberta website, medical clinic)
- Doctor/Medical Clinic
- Physiotherapist
- Other health care provider: \_\_\_\_\_
- Sport or Recreation Organization (E.g. Online sources or other publications from sport and recreation organizations)
- Coach or Trainer
- Other sport or recreation organization source: \_\_\_\_\_
- School/Education Provider
- Online search
- Other information source not listed above: \_\_\_\_\_
- Prefer not to answer
- Don't know

## Section 7: Respondent Characteristics (Demographics)

The opportunity to participate in diverse organized sport and active recreation activities contributes to improving quality of life for Albertans.

The next survey questions will be used to categorize responses and help us to better analyze the data.

D1. What is the highest level of education you have completed?

Select one option.

- Not graduated from high school

- Graduated from high school
- Some college, apprenticeship or trades
- Graduated college, apprenticeship or trades
- Some university
- Graduated university
- Prefer not to answer

D2. What is your employment status?

Select all that apply.

- Working full-time
- Working part-time
- Self-employed
- Unemployed
- Student
- Retired
- Other: \_\_\_\_\_
- Prefer not to answer

D3. In the past year, your total household income before taxes was:

Select one option.

- Less than \$40,000
- \$40,000 to less than \$80,000
- \$80,000 to less than \$120,000
- \$120,000 to less than \$160,000
- \$160,000 or more
- Prefer not to answer
- Don't know



# Questionnaire (cont.)

D4. How many adults live in your household, including you?

*Select one option.*

- One
- Two
- Three or more
- Prefer not to answer

D5. How many years have you lived in Alberta?

*Select one option.*

- Born in Alberta
- Less than 1 year
- 1 to 5 years
- More than 5 years
- Prefer not to answer

D6. Are you an Indigenous Person (First Nations, Inuit or Metis)?

*Select one option.*

- Yes
- No
- Prefer not to answer

D7. Are you ...

*Select all that apply.*

- White
- Chinese
- South Asian
- Indigenous
- Filipino
- Black
- Southeast Asian
- Latin American
- Arab
- Japanese
- West Asian
- Korean
- Multiple racial identities
- Prefer to self-describe: \_\_\_\_\_
- Prefer not to answer [exclusive]
- Don't know [exclusive]

D8. What is your sexual orientation?

*Select one option.*

- Straight/heterosexual
- Gay
- Lesbian
- Bisexual
- Asexual

- Pansexual
- Two-Spirit
- Prefer to self-describe: \_\_\_\_\_
- Prefer not to answer

FB. Finally, do you have any comments or feedback on the survey itself? Please let us know if you experienced any difficulty answering any questions and how we can improve. Your insight is highly valuable.

*Please be specific.*

[textbox]

## End

Thank you very much for your participation in this survey. We appreciate your contribution and time. Your answers will be useful in developing better programs and services for Alberta Tourism and Sport.

# Our Services

---

- **Leger**  
Marketing research and polling
- **Customer Experience (CX)**  
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**  
Data modelling and analysis
- **Leger Opinion (LEO)**  
Panel management
- **Leger Communities**  
Online community management
- **Leger Digital**  
Digital strategy and user experience
- **International Research**  
Worldwide Independent Network (WIN)

**600**  
**EMPLOYEES**



**185**  
**CONSULTANTS**



**8**  
**OFFICES**

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG  
EDMONTON | CALGARY | VANCOUVER | NEW YORK

# Our Commitments to Quality

---



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



Leger is a sponsor of [CAIP Canada](#), Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.

# Leger

The largest Canadian-owned marketing research  
and analytics firm.

MONTREAL • QUEBEC • TORONTO • WINNIPEG • EDMONTON • CALGARY • VANCOUVER • NEW YORK

