

Sport & Physical Activity Fact Sheet

Contributing to the Economy

- Canada's sport sector accounts for 2% of all paid jobs in Canada and employs 262, 324 people (Bloom, 2005).
- Canadians spend \$15.78 billion on sport (\$1,963 per household), which constitutes 1.2% of Canada's GDP (Bloom, 2005).
- Canada hosts over 250,000 sport events annually that generate economic benefits from visitor spending (House of Commons Study of Sport in Canada, 1998).
- Sport tourism accounts for \$2.4 billion of Canada's \$62 billion tourism industry and is Canada's fastest growing tourism segment (Canadian Sport Tourism Association, 2009).
- Workplace sport and fitness programs can reduce annual absenteeism by 1.6 days per employee, generating payroll savings of 1.1% per year (Canadian Fitness and Lifestyle Research Institute, 1995).

Empowering Communities

- Sport is a part of every community. In 2005 there were 33, 650 sport & recreation organizations in Canada. 30% of Canadians and 75% of children participate directly in sport while 18% of Canadians belong to a local sport club, league or organization (Ifedis, 2005).
- Sport and recreation organizations make up 21% of Canada's nonprofit sector and engage 28% (5.3 million) of all volunteers, making it the single most significant activity Canadians choose to support in their spare time (Imagine Canada, 2006).
- On average, sport organizations receive only 12% of their funding from governments compared with 49% for voluntary organizations overall (Imagine Canada, 2006).
- Canada has an estimated \$15 billion sport, physical and recreation infrastructure deficit (Ontario Government News Release, 2006).

Improving the Health of Canadians

- Approximately 1 in 4 Canadian adults are obese. (PHAC & CIHI, 2011).
- One-quarter of Canadians aged two to 17 are overweight or obese (Active Healthy Kids Canada, 2007).
- Only 9% of boys and 4% of girls meet the new Canadian Physical Activity Guidelines, according to which children and youth should accumulate 60 minutes of physical activity daily (Active Healthy Kids Canada, 2011).
- The economic costs of obesity are estimated at \$4.6 billion in 2008, up 19% from 2000, based on costs associated with the 8 chronic diseases linked to obesity. Estimates rise to close to \$7.1 billion when based on the costs associated with 18 chronic diseases linked to obesity (PHAC & CIHI, 2011).
- Physical activity is one of the main factors that influences obesity (PHAC & CIHI, 2011).
- A 10 % increase in physical activity would produce an immediate direct cost savings of \$150 million annually (Commission, 2002).

Achieving Excellence

- Canada has hosted 3 Olympic games (1976 Summer Games in Montreal, 1988 Winter Games in Calgary and the 2010 Winter games in Vancouver), and has a long history of hosting international sport events, including Pan/Parapan American and Commonwealth Games, and many single and multi-sport world championships.
- The 2010 Vancouver Olympic Games resulted in a best-ever performance for Canada, placing 3rd overall with 26 medals. Canada ranked 1st for number of gold medals, earning 14 (Canadian Olympic Committee, 2010).
- The 2010 Vancouver Paralympic Games was Canada's most successful Paralympic Winter Games in history. Canada earned 19 medals and ranked in the top 3 nations for number of gold medals, earning 10 (Canadian Paralympic Committee, 2010).