

Sport Canada – The 2008 Fundamental Movement Skills and Sport Survey

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Department Contact: POR-ROP@pch.gc.ca

Ce rapport est aussi disponible en français.





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Research Objectives

The overall objectives of this research were to:

- ✓ Gauge public awareness and perceptions of physical literacy, fundamental movement skills, and the value of sport.
- ✓ Provide baseline information on parents' attitudes, their understanding of how children learn fundamental skills, and whether or not the skills are important to learn.

The survey results will form part of current environmental scanning activities and be used in the development of a communication strategy and funding program initiatives designed to educate parents about the benefits of physical literacy, the learning of fundamental movement skills and their importance to life-long participation in sport and physical activity.

Research Methodology

- ✓ Data collection was conducted using the Decima teleVox, a national telephone omnibus, via CATI (Computer Assisted Telephone Interviewing) from dialing facilities in Toronto, Montreal, and Ottawa.
- ✓ Data collection for this study was conducted from July 10th to July 20th, 2008.
- ✓ Respondents were 18 years of age or older.
- ✓ The most up-to-date and accurate sample available was used as every Canadian household with a valid telephone number has an equal chance of being selected for the study. New exchanges are added monthly.
- ✓ A total of n=2,035 respondents completed the survey.
- ✓ The data is weighted to replicate actual population distributions by age and gender within each region according to the 2006 Census data.

Research Objectives and Methodology

- ✓ The regional distribution of the interviews, along with their associated margins of error, are outlined below:

		<u>Error Interval</u>
Atlantic	201 interviews	+/- 6.9 %
Quebec	501 interviews	+/- 4.4 %
Ontario	662 interviews	+/- 3.8 %
Manitoba/Saskatchewan	206 interviews	+/- 6.9 %
Alberta	210 interviews	+/- 6.9%
British Columbia	255 interviews	+/- 6.2 %
Total Canada	2,035 interviews	+/- 2.2 %

- ✓ It is important to note that the margins of error outlined in this section should be considered the maximum margins associated with affirmative responses of 50%. The margins of error will vary based on a variety of factors from question to question based on sample size and the actual percent to which the margin of error is being associated. For instance, the margin of error associated with a question where 50% of respondents answered in the affirmative will differ from a question where 15% of respondents answered in the affirmative (assuming the same sample size for both questions).
- ✓ It is important to note that results associated with population sub-groups are based on smaller sample sizes and will therefore have a higher margin of error.

Executive Summary

- ✓ Most Canadians perceive sport as an activity to stay healthy (55%); it is also seen as an important part of growing up by many (23%).
- ✓ Few Canadians are aware of the term “physical literacy” (only 17% overall).
- ✓ Almost all Canadians (98%) feel that it is important for children to learn fundamental movement skills in order for them to have a foundation to engage in life-long physical activity. However, only half of the population feel children are actually developing these fundamental movement skills.
- ✓ While the majority of Canadians (55%) feel that children need to be taught fundamental movement skills, a significant number (43%) feel that children can learn these skills on their own.
- ✓ Most Canadians (82%) disagree that the primary reason to play sports is to win, and a similar majority (81%) feel adult pressure to win is taking the joy out of sport for children.
- ✓ The majority of Canadians (69%) disagree that to be good at sport you have to be born with natural talent.
- ✓ Nearly all Canadians (96%) feel that it is important for sport to be accessible to individuals of all abilities.
- ✓ The link between sport and obesity prevention is perceived to be quite direct, with 96% of Canadians agreeing that being active in sport helps to prevent obesity in children.



Appendix A – Questionnaire

Part A

1. Sport can be defined as many things – which of the following descriptions do you associate most closely with the term “sport”? **READ LIST**

RANDOMIZE OPTIONS 1-4

Something I watch on TV	1
A pursuit of excellence at a high level by elite athletes	2
An important part of growing up	3
An activity to stay healthy	4
None of the above [DO NOT READ]	5
Don't know / Refused [DO NOT READ]	99

2. Have you ever heard of the term “Physical Literacy”?

Yes	1
No	2

3. How important do you believe it is for children to learn fundamental movement skills such as running, jumping, throwing and catching to have a foundation to engage in life-long physical activity? Would you say... **READ LIST**

Very important	1
Somewhat important	2
Not very important	3
Not all important	4
Don't know / Refused	9

4. Do you feel children are developing these fundamental movement skills?

Yes	1
No	2
Don't know / Not sure	9

5. To what extent do you agree or disagree with the following statement: The majority of children develop good fundamental movement skills, such as running, jumping, throwing and catching, on their own and do not need to have these skills taught to them. Would you say you... **READ LIST**

Strongly agree	1
Somewhat agree	2
Somewhat disagree	3
Strongly disagree	4
Don't know / Refused	9

Part B

6. To what extent do you agree or disagree with the following statements:

RANDOMIZE STATEMENTS

- a. Adult pressure to win is taking the joy out of sport for children.
- b. Even for young children, the only reason to play sport is to win.
- c. To be good at sport you have to be born with natural talent.
- d. Sport opportunities should be available to individuals of all abilities.

Would you say you... **[REPEAT SCALE AS NEEDED]**

Strongly agree	1
Somewhat agree	2
Somewhat disagree	3
Strongly disagree	4
Don't know / Refused	9

7. To what extent do you agree that being active in sport helps to prevent obesity in children? Would you say you... **READ LIST**

Strongly agree	1
Somewhat agree	2
Somewhat disagree	3
Strongly disagree	4
Don't know / Refused	9