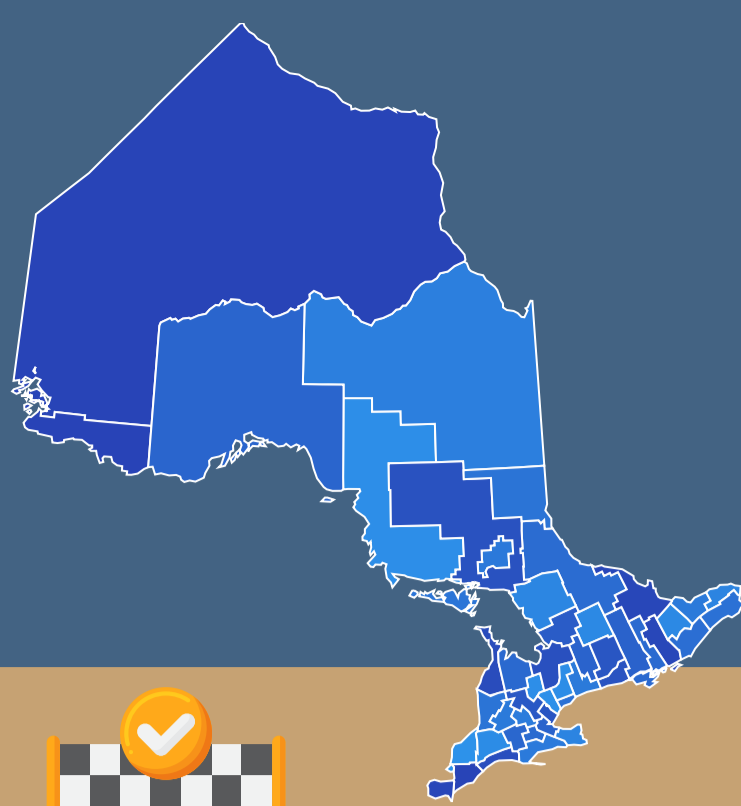


# Geography, Demography, and Sport Participation in Ontario, Canada

Analyzing the implications of geography and demography (**i.e., gender, rurality, and income**) as institutional pressures that act on a Provincial Sport Organization in Ontario, ultimately shaping sport participation patterns.



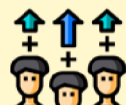
## Sport Participation

Increasing sport participation remains an elusive policy objective in many federated, multi-level sport governance systems. Sport participation patterns are impacted by social, cultural, and political factors. Understanding sport policy implementation requires us to consider the range of institutional pressures that impact sport clubs and their activities. One of these external pressures is the local culture and context of the region in which a club exists, or its **geography**.

## Purpose

We analyzed registration data of one Provincial Sport Organization in Ontario, Canada in relation to the geography and demography (**i.e., gender, income, and rurality**) as institutional pressures which act on sports clubs, ultimately shaping sport participation patterns.

## Methodology



### 2014-2021

Data that included participant age, gender, competition level, and postal code

### Statistics Canada Postal Code Conversion File

Match postal codes to census units

### 2016 Census of Population

Socio-Economic Variables

### PHO Socio-economic variables

Marginalization Index

### Analysis

Descriptive Statistics  
Tests of Association  
Regression Analyses

## Findings

### Income



Participants are **more likely** to come from

- **More advantaged** areas.
- Areas with **low housing instability** and **low dependency on income not from employment**.



### Ethnicity

- People living in areas with the lowest **ethnic concentration** (i.e., most white, non newcomer population) are **least likely to participate**.
- Participation is more **consistent** among the other levels of **ethnic concentration**.

### Gender



- More than **2/3** of participants identify as **male**.
- There appears to be no drop out effects for females with age, but rather it is **starting rates** that show the **biggest gap** between genders.
- **Biggest gap** between genders is at the **U10 level**.
- Gender gaps are **highest** in areas of **disadvantage, highest ethnic concentrations, and urban population centres**.

### Competition Level

- Participants from more **materially disadvantaged** areas are more likely to be in **house leagues** than rep leagues.
- **U10** much more likely to be in **house league** than rep compared to other age groups.
- **Girls** are **more likely** to participate in **competitive** leagues than boys.
- Likelihood of being in **rep league** vs house league increases with **ethnic concentration** in an area.
- Those in **rural areas**, especially fringe population areas are more likely to be in **house** than rep leagues than those in core (i.e., urban) areas.

House League	Competitive
Rural	Non-Rural
More Disadvantaged	Least Disadvantaged
Least Ethnically Concentrated	Most Ethnically Concentrated
U10	Other Age Groups
Males	Females



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