



Sport Participation in Canada:
Evaluating Measurements and Testing
Determinants of Increased Participation
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Research goals

- To assess current measures of sport participation (Canada + 3 countries & EC)
- To propose a more valid and reliable measure of sport participation
- To test the assumption that inspiration → increased participation



1) Assessment of measures of sport participation

- *“survey research is the very worst way to measure sports participation — but it’s the best one I’ve seen yet!” (Harvey Lauer)*
- **NO SURPRISES:**
 - Need clear definitions
 - Need rigorous and consistent questionnaire development
 - Need to accurately determine intensity and frequency of participation [NB: recent CSEP guidelines]
 - Need in-depth demographic information on respondents

RECOMMENDATIONS:

PLAN A: Omnibus survey to establish baseline data / regional follow-ups

PLAN B: Piggyback onto major health surveys (80,000+ respondents)

* Ask about all activity, an impose definitions to categorize the data



2) NSOs / PSOs and sport participation measures

- NSOs/PSOs generally feel that they have good membership data (with limitations), but not good participation data
- Should NSOs/PSOs know how many Canadians are participating in the sport for which they are responsible (governing bodies of the sport, not just high performance)?
 - ideally, NSOs/PSOs should have this information
 - facilities / planning / barriers issues
 - CS4L tracking
 - re-establish a connected system of sport as per the Canadian Sport Policy

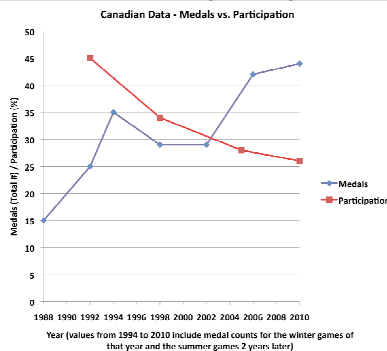


3) Inspiration is not enough

- Evidence of inspiration, but 'inspired' increases in participation are rare
- Given the limitations of measurement, would we even know if there had been an effect
- Our measurement and tracking systems are so inadequate that we are unable to tell if any new 'inspired' participants are net new participants, or whether they have left a previous sport to try the new sport
- Failure of capacity? Failure to sustain?
- **INTENTIONALITY:** need to plan and budget for increased participation in the same way that we plan and budget for success



The more medals we win (\$), the fewer Canadians participate in sport



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