

Sport Participation in Canada

Assessing participation trends, 2004 to 2009



Canadian Fitness & Lifestyle Research Institute

Sport participation in Canada

Content of available national data sources

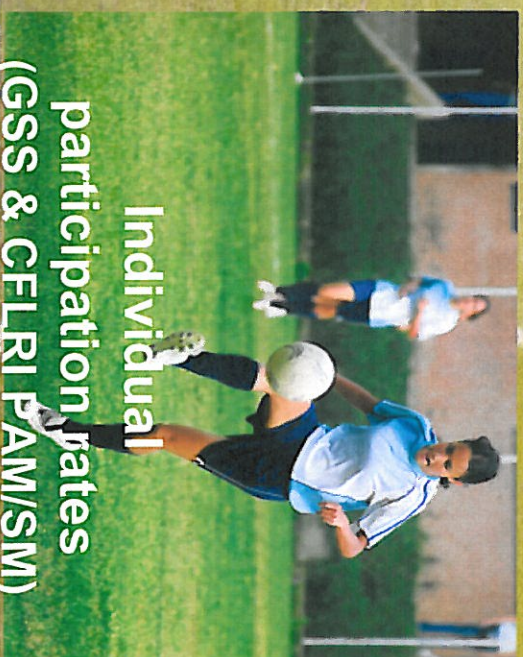


Social and physical environment (CFLRI PAM/SM)

- social support
- availability of facilities
- satisfaction
- usage
- etc.

The Individual (CFLRI PAM/SM)

- attitudes
- beliefs
- barriers
- intention
- etc.



Individual participation rates (GSS & CFLRI PAM/SM)



Rates of sport participation in Canada

Comparison of surveys

	General Social Survey (GSS)	Adults, Sport Monitor (SM)	Children, Physical Activity Monitor (PAM)
Managed/sourced	Statistics Canada	CFLRI Financed by FPT	CFLRI Financed by FPT
Definition	Participant asked whether they or any other household members had regularly participated in any sport during the previous 12 months. Regularly defined as at least 1/week during the season or for certain period of year.	Asked whether they had participated in any sport during the previous 12 months. Defined as physical activities that usually involve competition, rules, and develop specific skills. Also asked how often they participate.	Asked whether child had participated in any sport during the previous 12 months. Defined as physical activities that usually involve competition, rules, and develop specific skills. Also asked how often they participate in sport.
Collection method	Telephone	Telephone	Telephone
Sample size	19,597, excluding Territories.	4,086 including Territories	4,900 including Territories
Respondents	15 + (respondent provided info on behalf of children 5 to 14.)	15 +	Parental data reporting on children and youth aged 5-17
Response rate	59%	48%-51%	54%
Collection cycles	In cycles as part of GSS 1992, 1998, 2005	As part of PAM and SM, 2004, 2006/07, 2008, 2009	2005 (Data is currently being repeated/collected in 2010)
Notes	Certain activities have been excluded from the survey's definition of sport. Asked about participation and role.	Includes sport as defined and a broader physical activity definition. Examines participation, role, and a host of key factors that may influence participation.	Includes sport as defined and a broader physical activity definition. Examines participation, role, and a host of key factors that may influence participation.



Evidence to inform the Sport Participation Strategy

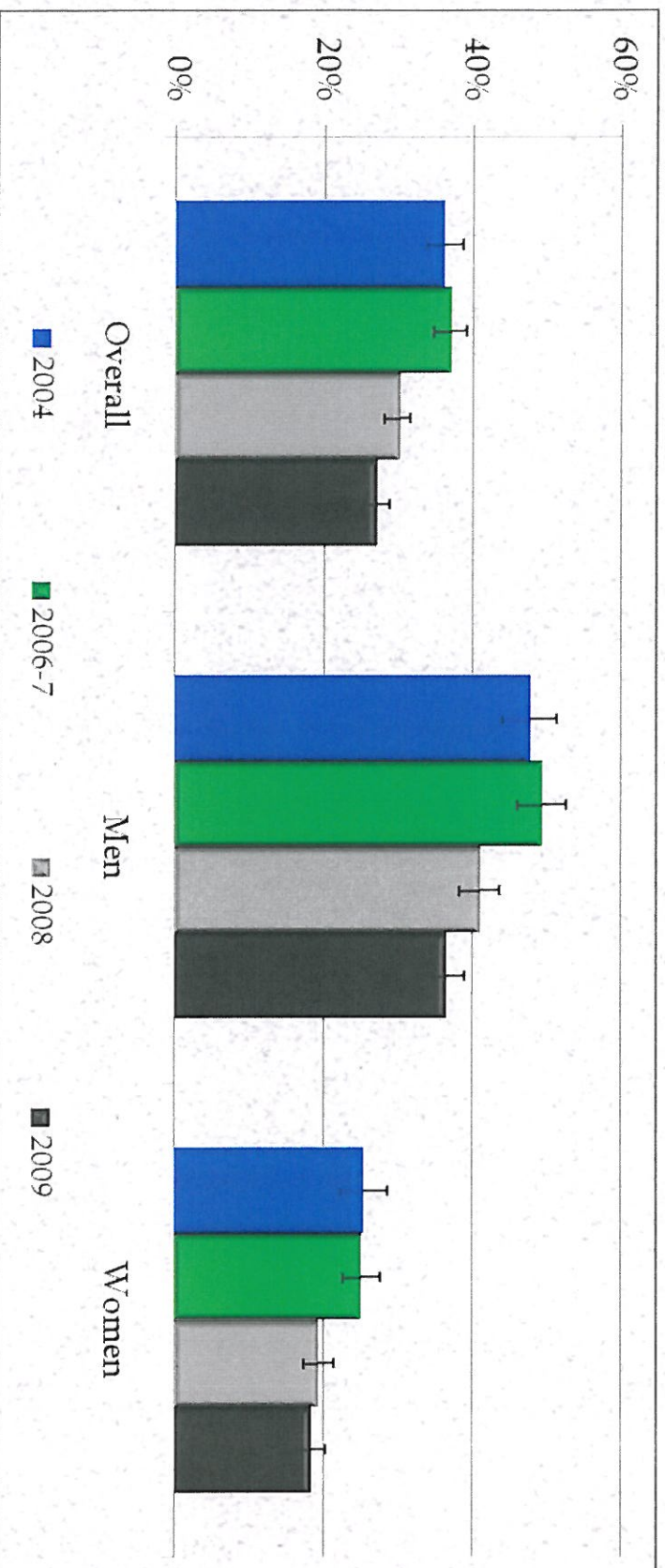
Physical Activity and Sport Monitoring Program (PASMP)

Canadian Sport Policy	Data available via PASMP	
<p>Making the case Rationale for participation</p> <p>Increase levels of participation How-positive attitudes and skills for child Where - participation in school/community</p> <p>Enhance quality of sport programs High quality Capacity of coaches, leaders, volunteers Physical literacy skill training Ethics and safety in sport</p> <p>Ethics and safety in sport Increase awareness of benefits of sport Understanding barriers of participation</p>	<p>Data available via PASMP</p> <p>Perception of the value of sport Perception of government role of sport Economics of participation Social capital - volunteering</p> <p>Children's preferences for activity -structured vs. unstructured -organized vs. unorganized School use of community facilities Availability of community facilities</p> <p>Physical education instruction from a specialist Other sport opportunities (extracurricular) Transportation and financing of extracurricular Policy to hire qualified personnel (certify coaches) Policy for funding equipment Outside sport programs and specialized instruction Variety in components of programming (motor and skill development, etc)</p> <p>Benefits of physical activity Positive and negative beliefs about sport Barriers to participation</p>	<p>Sport participation targets -overall -age -sex -underrepresented groups</p>



Sport participation rates

Canadians 15+ years, overall and by sex, 2004 – 2009



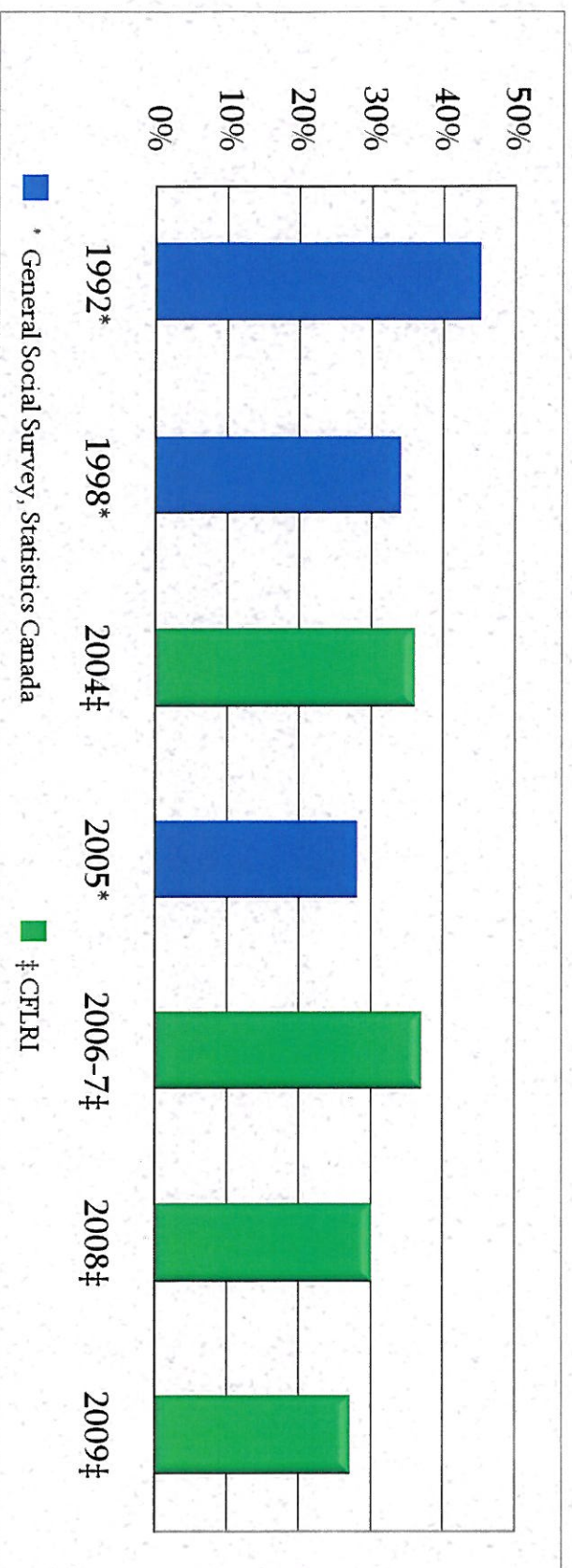
Physical Activity Monitor 2004, 2008 & 2009 and Sport Monitor 2006-7, CELRI

- In 2009, 27% of Canadians participate in sport; more men than women participate.
- Sport participation is lower in 2009 than in 2004 and 2006-7 among both sexes.



Sport participation rates by survey

GSS, Statistics Canada and CFLRI measures, Canadians 15+ years, 1992 – 2009



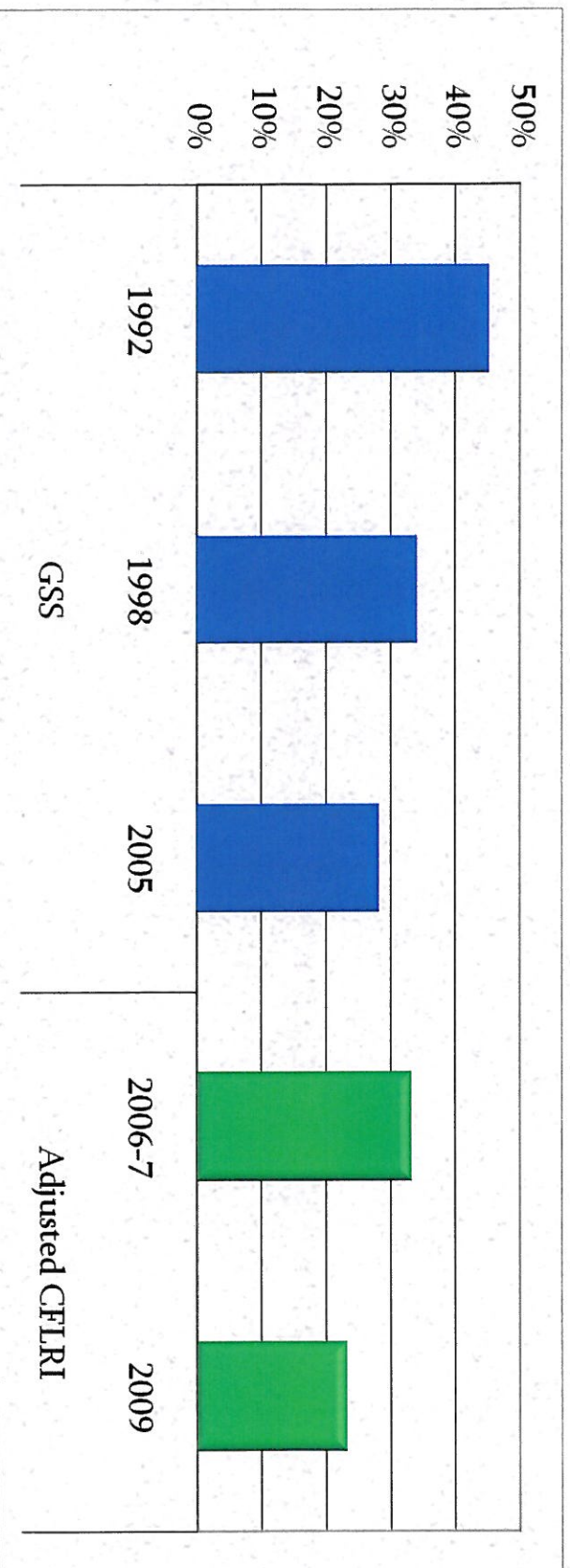
General Social Survey 1992, 1998 & 2005, Statistics Canada; Physical Activity Monitor 2004, 2008 & 2009 and Sport Monitor 2006-7, CFLRI

- Statistics Canada's General Social Survey (GSS) demonstrates a decline in sport participation among Canadians from 1992 (45%) to 2005 (28%).
- Despite larger sample in the GSS and slightly different definition, CFLRI and estimates show similar trends. Trend over 5 years suggests the declining trend in sport participation based on CFLRI data and is similar to the decline in GSS rates.



Comparing surveys: sport participation rates

GSS, Statistics Canada and adjusted CFLRI measure, 15+ years, 1992 – 2009



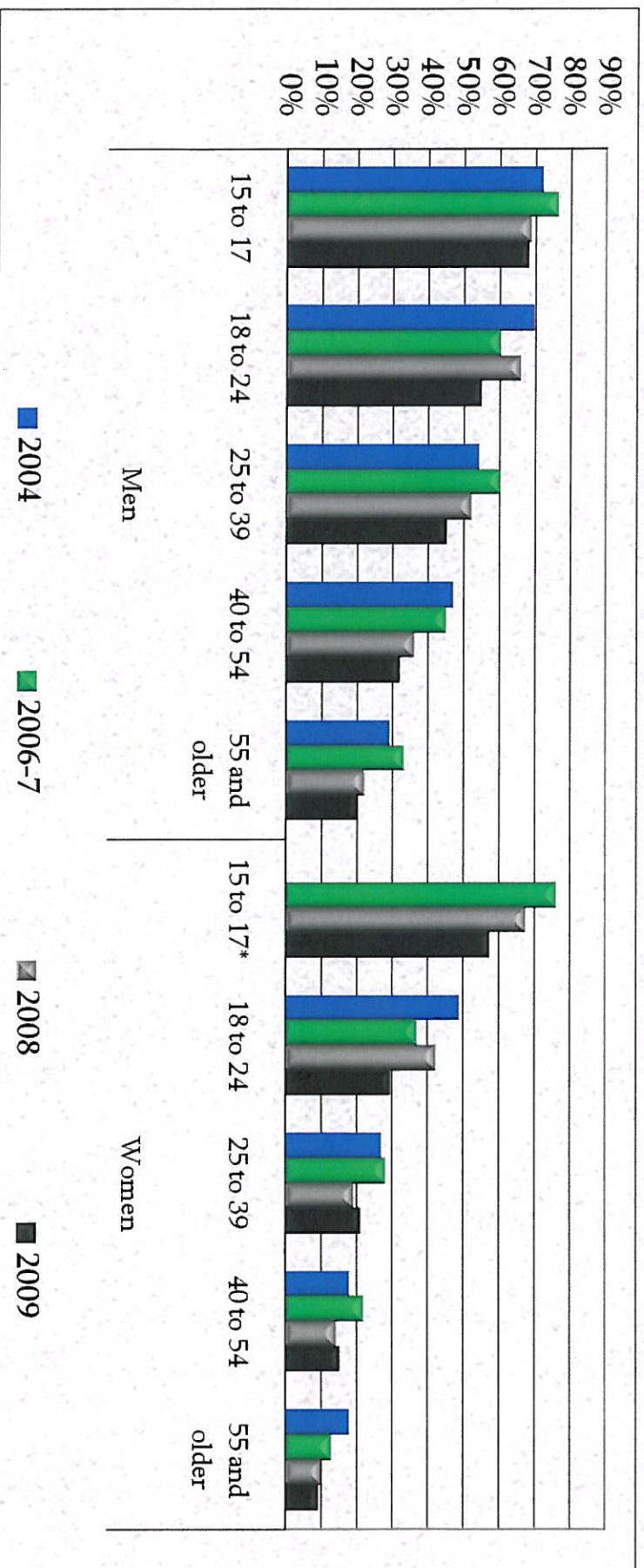
General Social Survey 1992, 1998 & 2005, Statistics Canada; Sport Monitor 2006-7 and Physical Activity Monitor 2009, CFLRI

- The GSS and CFLRI definitions of sport differ primarily on the regularity criterion
 - The GSS requires that a respondent participate ‘regularly’ during at least some portion of the year or during a season, whereas CFLRI does not have this restriction (see comparison of the definitions of sport participation).
- Adjustment of the CFLRI sport participation rates (where possible) to approximate the GSS definition results in estimates that are slightly lower (3 to 4% in each year) than the pre-adjusted rates. Most sport participants in CFLRI data (91 to 92% in each year) participate regularly.



Sport participation rates

Canadians 15+ years, by sex and age, 2004 – 2009



*Insufficient cell size for 2004

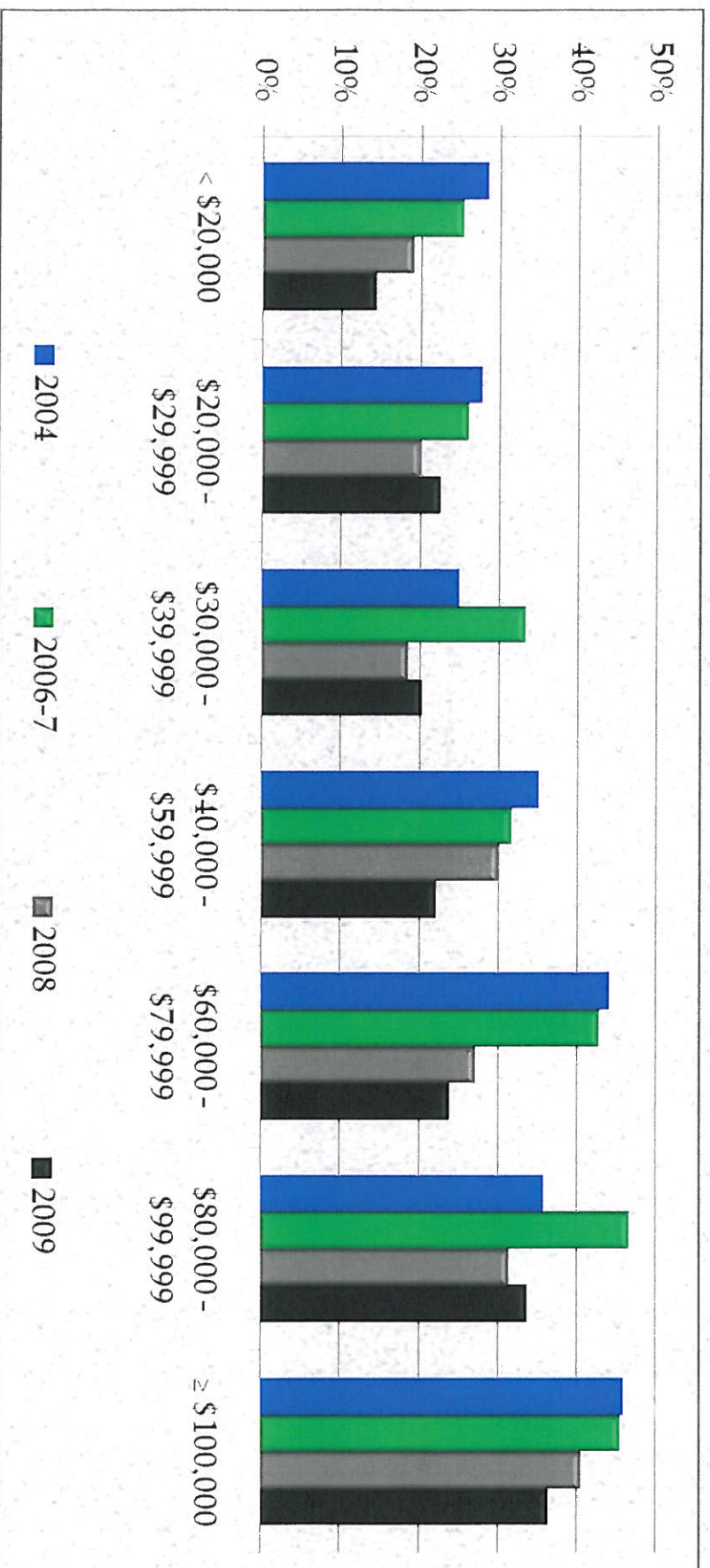
Physical Activity Monitor 2004, 2008 & 2009 and Sport Monitor 2006-7, CFLRI

- Lower rates of sport participation among older age groups and among women 18 years and older (compared to men) are consistent over time.



Sport participation rates

Canadians 15+ years, by household income, 2004 – 2009



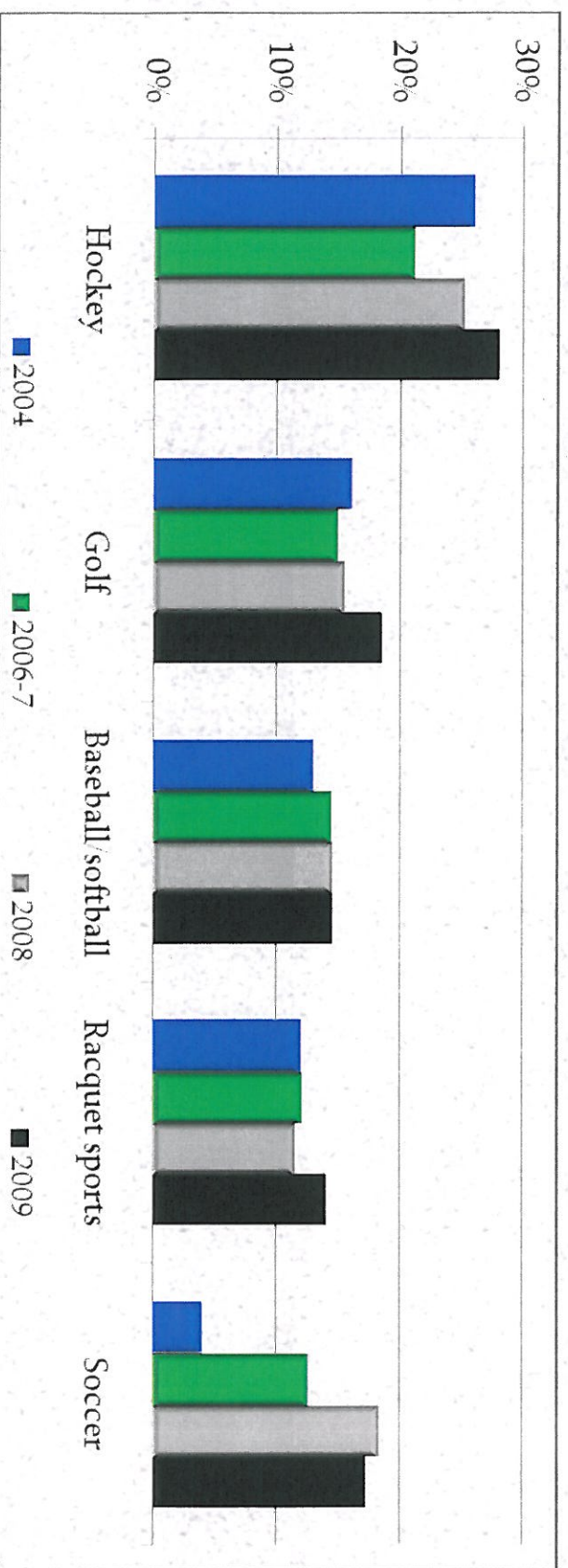
Physical Activity Monitor 2004, 2008 & 2009 and Sport Monitor 2006-7, CFLRI

- Those in higher income households are generally more likely to participate in sport.



Popular sports

Top 5 sports, Canadians 15+ years, 2004 – 2009

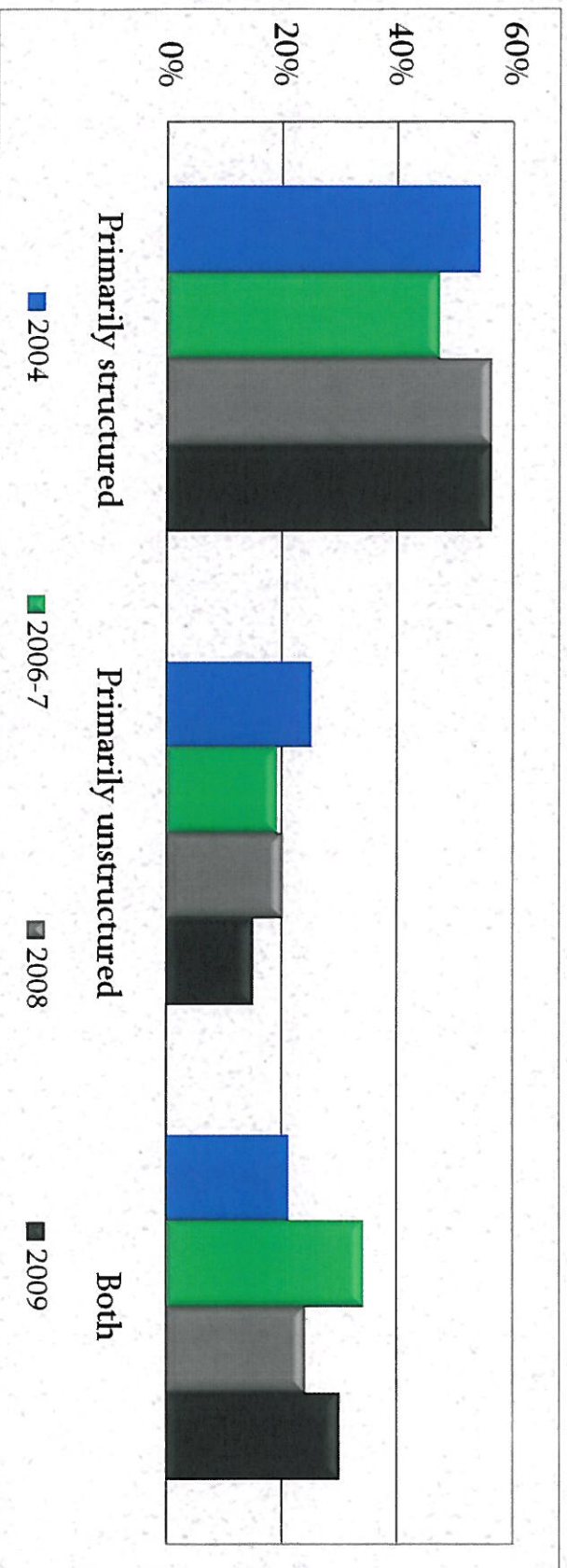


- Hockey continues to be the most popular sport among sport participants in Canada.
- Soccer has increased in popularity over time among sport participants.
- Participation rates in other popular sports (including others not shown) are generally similar over time.



Degree of structure in sport environments

Sport participants 15+ years, 2004 – 2009



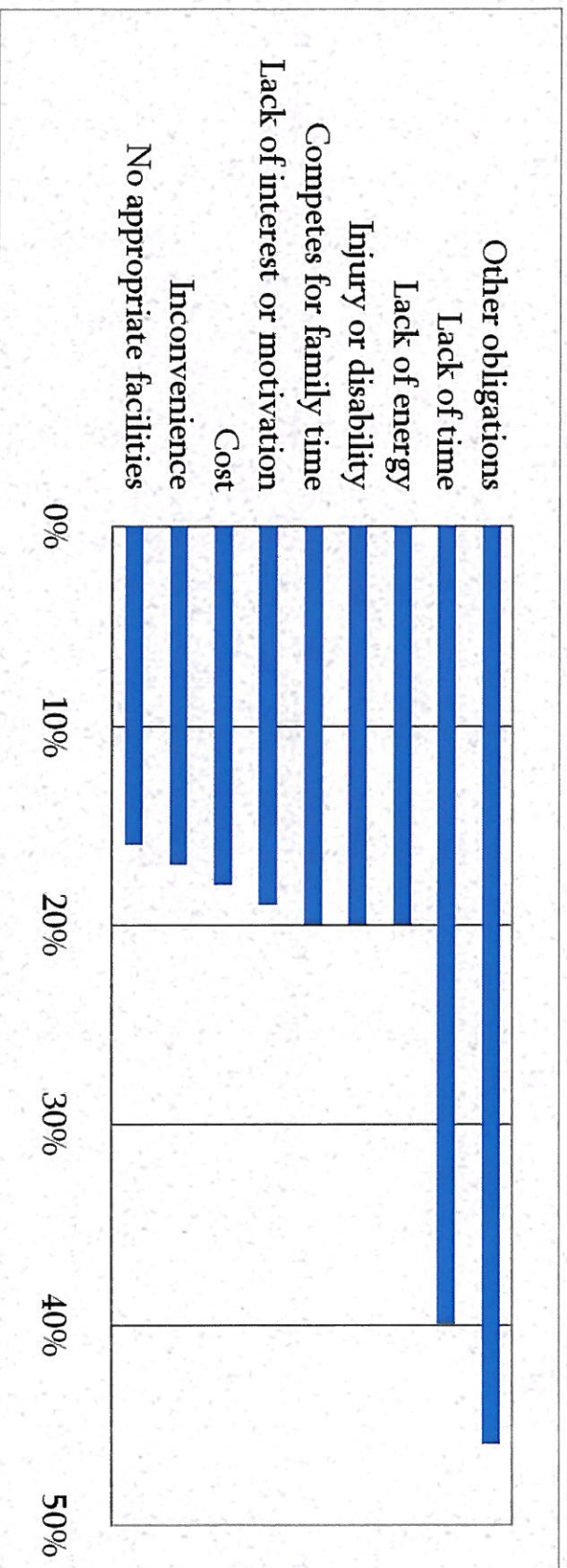
□ From 2004 to 2009:

- fewer participants report that they participate in sports in *primarily* unstructured environments; and
- more participants indicate that they participate in sport in *both* structured and unstructured environments.



Barriers to sport

Non-participants 15+ years, 2006-7



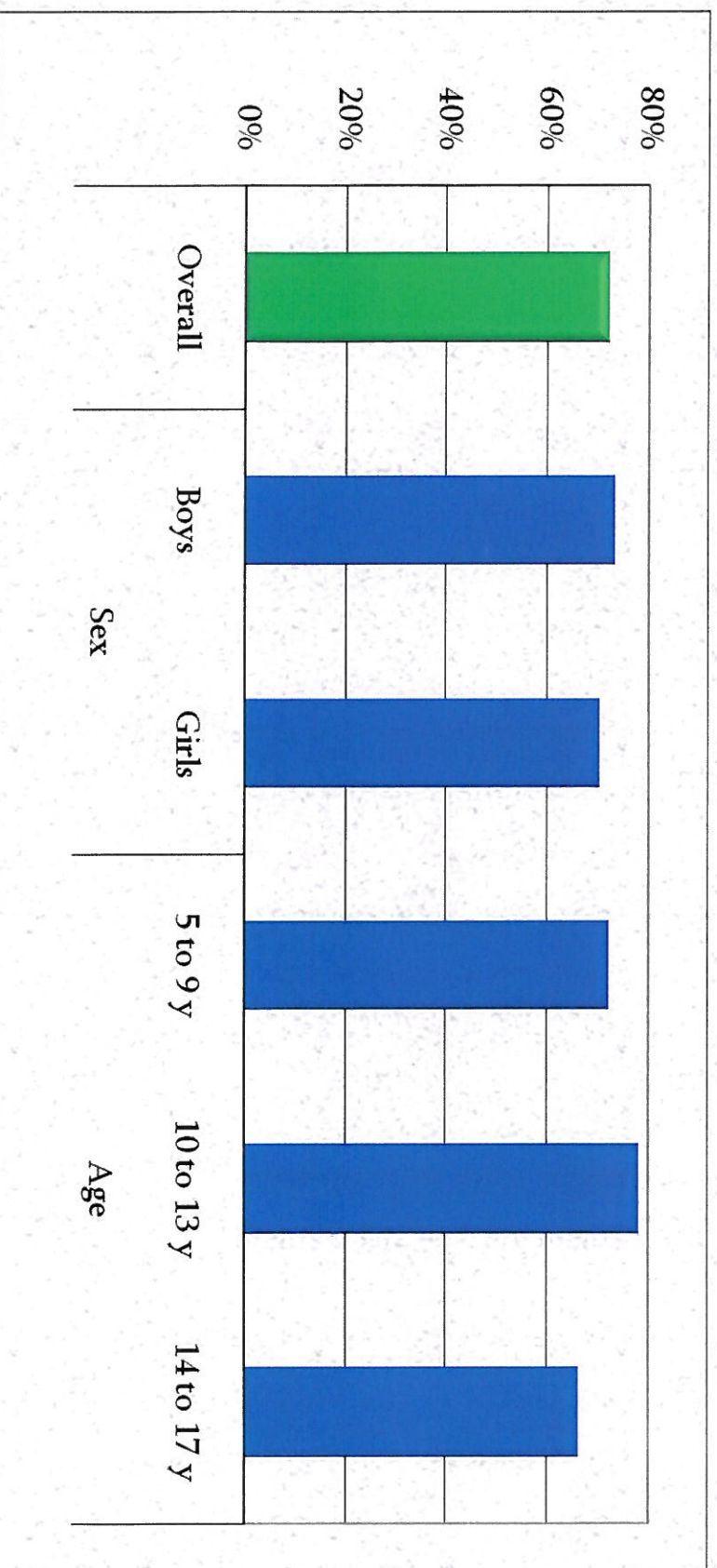
Sport Monitor 2006-7, CFLRI

- Among Canadians who do not participate in sport, lack of time and other obligations are most frequently cited as very important barriers to participating in sport.
- Other barriers are generally less important in keeping non-participants from engaging in sport.



Child sport participation rates

Children (5 to 17 years), overall, by sex, and by age, 2005



Physical Activity Monitor 2005, CFLRI

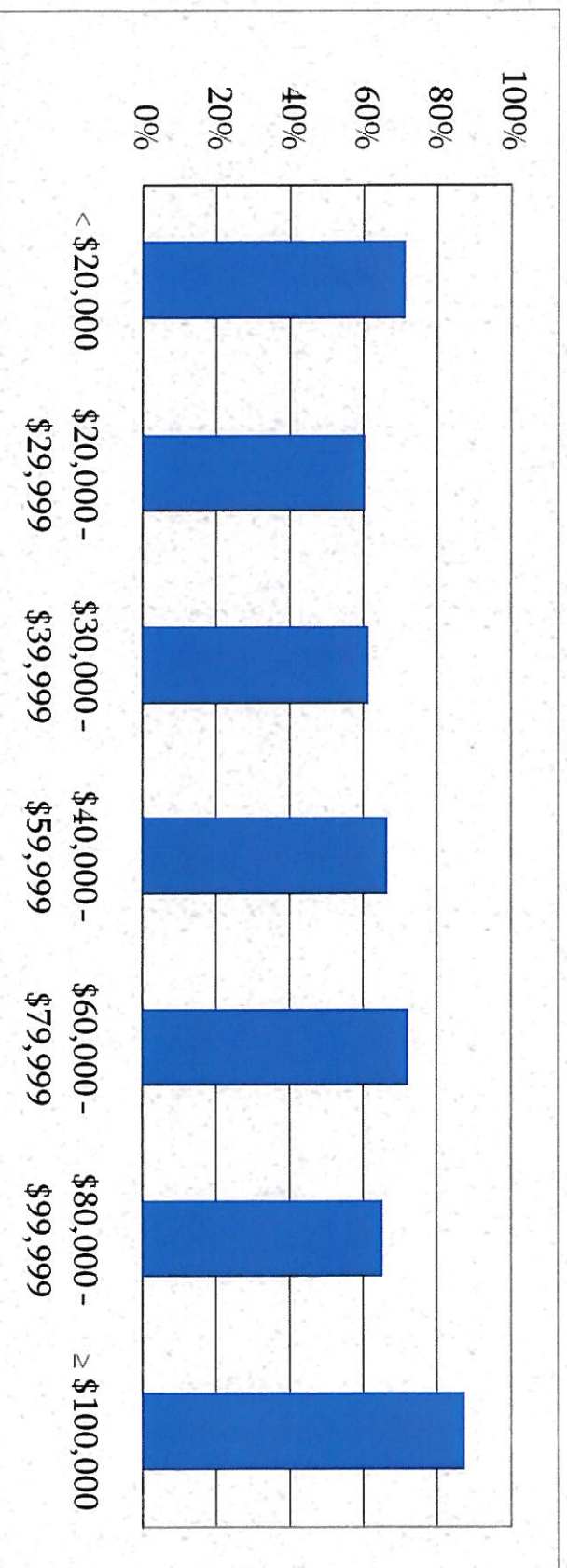
- According to the 2005 Physical Activity Monitor, 72% of children aged 5 to 17 years participate in sport.
- There are declines in participation rates for older children.



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Child sport participation rates

Children (5 to 17 years), by household income, 2005



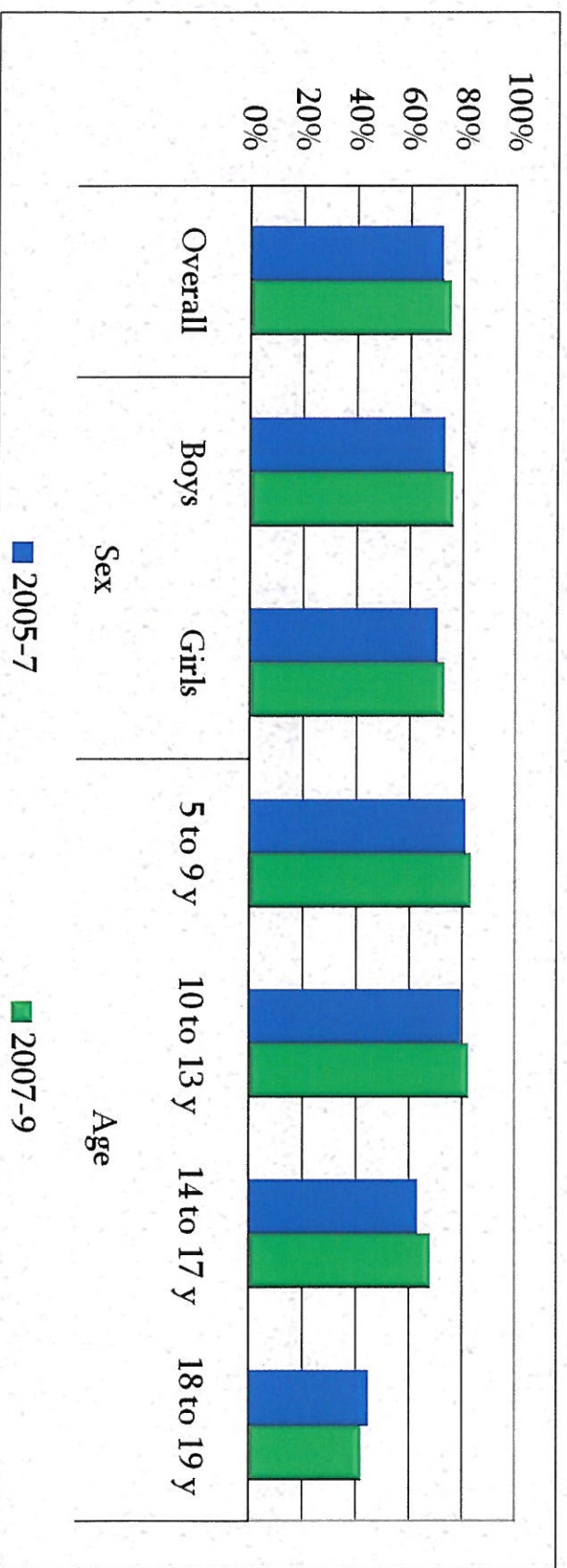
Physical Activity Monitor 2005, CFLRI

- Children in households whose income is \$100,000 or greater are generally more likely to participate in sport than children in lower income households.
- No differences or patterns in sport participation appear in households earning less than \$100,000.



Participation in organized sport and physical activity

Children and youth (5 to 19 years), overall, by sex, and by age, 2005 – 2009



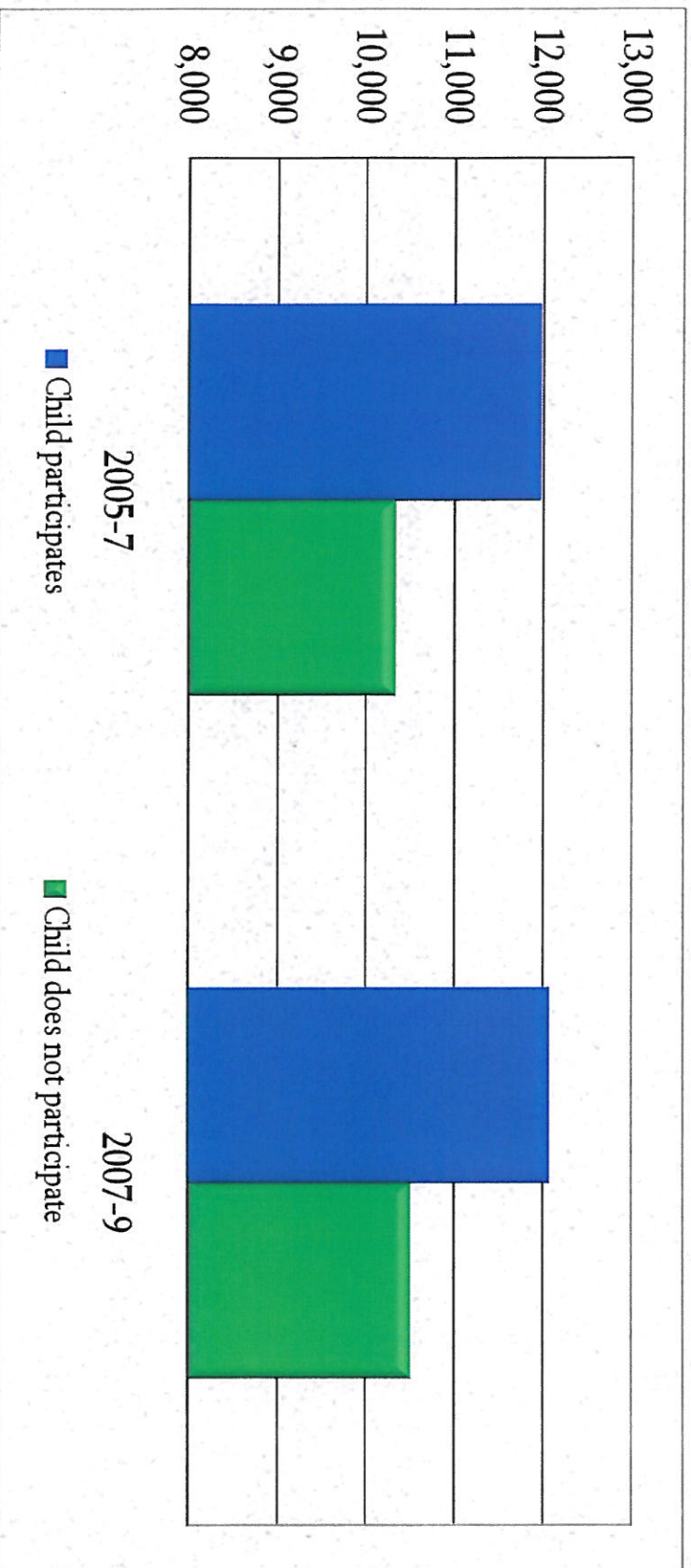
CANPLAY 2005 - 2009, CTRI

- The CANPLAY study and the 2005 Physical Activity Monitor finds similar proportions of children and youth participate in organized physical activities or sports.
- Boys are slightly more likely to participate than girls (76% vs. 73% in 2007-9). 5 to 13 year-olds are most likely to participate, with rates decreasing with increasingly older age group.
- There has been a small increase from 2005-7 (72%) to 2007-9 (75%) in children and youth who participate in organized physical activities and sports. This increase has occurred among both boys and girls, and primarily among 10 to 17 year-olds.



Mean daily steps by participation in organized sport/PA

Children and youth (5 to 19 yrs), by participation in organized sport/PA, 2005–09



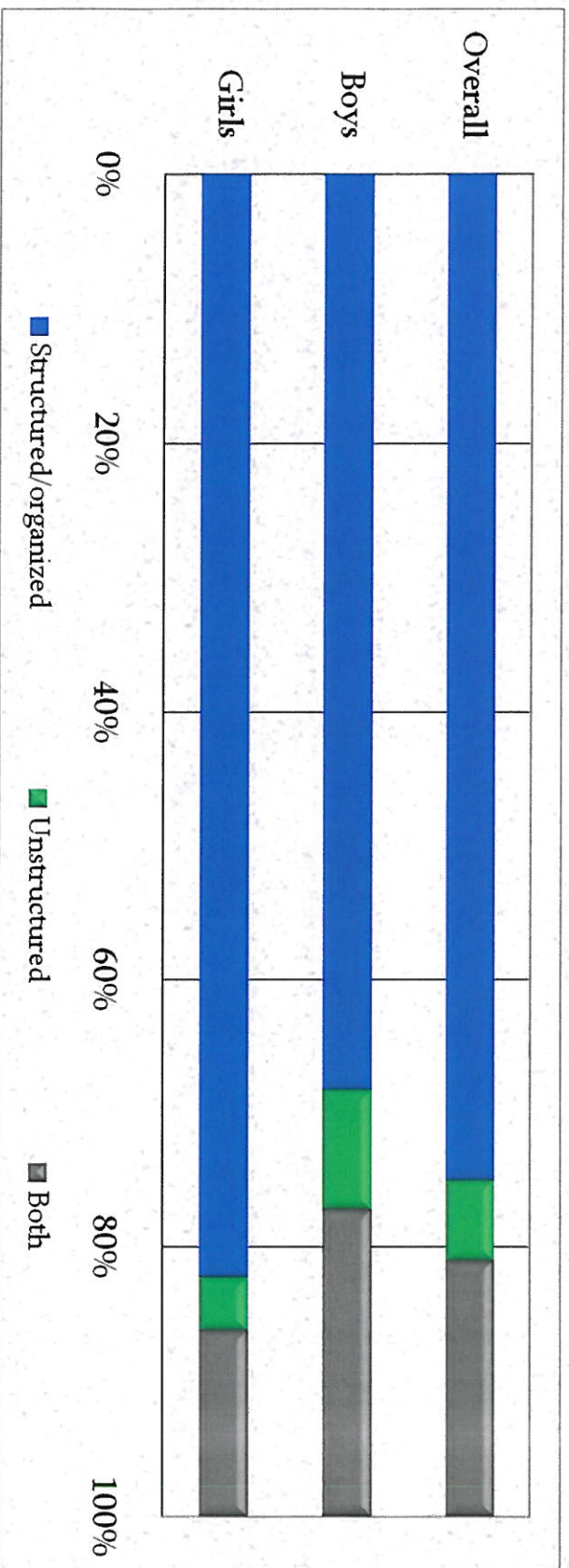
CANPLAY 2005 - 2009, CILRI

- In each time period, children and youth who participate in organized sport and physical activity take about 1,600 more steps per day than do children who do not participate.



Degree of structure in sport environments

Participants (5 to 17 years), overall and by sex, 2005



Physical Activity Monitor 2005, CFLRI

- Most young sport participants participate *primarily* in structured and organized environments.
- Boys are more likely to participate in *both* structured and unstructured environments. Girls are more likely to participate *primarily* in structured environments.



Sport Participation Targets

F-/PT Sport Participation Targets

□ **Target 1 - Girls, 5-9 years of age ***

By 2012, increase sport participation rates of 5 to 9 year old girls by five percentage points, from 68% to 73%, while at least maintaining the current rate of participation of 5 to 9 year old boys (77 %).

□ **Target 2 - Teens, 14-17 years of age ***

□ By 2012, increase sport participation levels among teens (14-17 year old) by five percentage points (from 66% to 71%), while at least maintaining tweens' current participation rate of 78%.

□ **Target 3 - Women, 25-39 years of age**

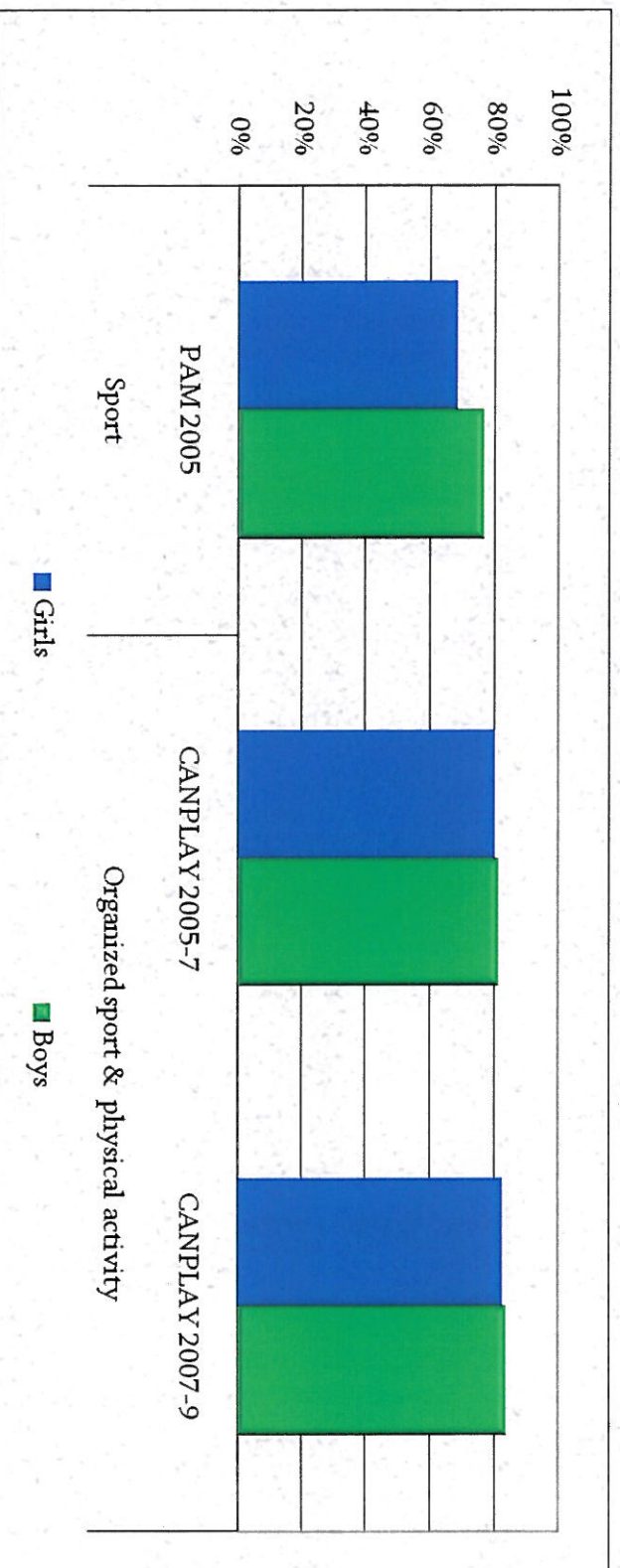
□ By 2012, increase by six percentage points the sport participation levels of women aged 25 to 39 (from 27% to 33%), while at least maintaining the current rate of participation of men (53%).

*** Trend data for these age groups are currently being collected and will be available by July 2011.**



Sport Participation Target #1: Young girls*

Girls and boys 5 to 9 years, 2005 - 2009



Physical Activity Monitor 2005 and CANPLAY 2005 - 2009, CFLRI

- Among girls aged 5 to 9 years, participation rates are higher for those who participate in organized physical activities and sports than for 'sport participants' according to the survey's definition of sport.
- This difference is not as strongly pronounced among boys of the same age. One possible explanation may be that girls may participate in organized activities not deemed to be sport (e.g., dance).
- Organized PA participation rates were similar in 2005-7 and 2007-9 for girls aged 5 to 9 years.

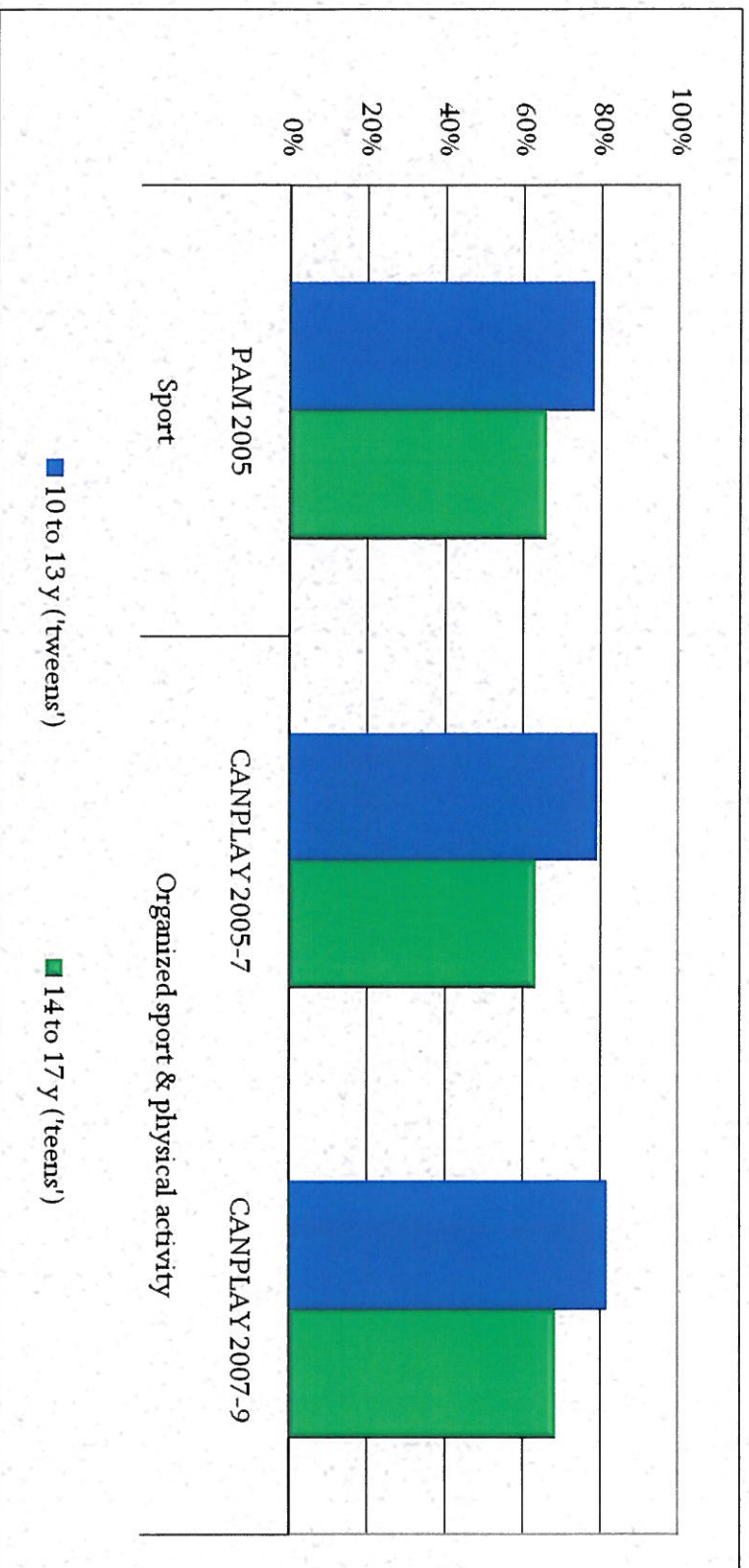
* Trend data for this age group is currently being collected and will be available by July 2011.



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Sport Participation Target #2: Teens*

Children and youth 10 to 17 years, 2005 - 2009



Physical Activity Monitor 2005 and CANPLAY 2005 – 2009, CFLRI

- According to CANPLAY, there have been small increases in the rate of participation in organized physical activity and sport among tweens (3%) and teens (5%) from 2005-7 to 2007-9.

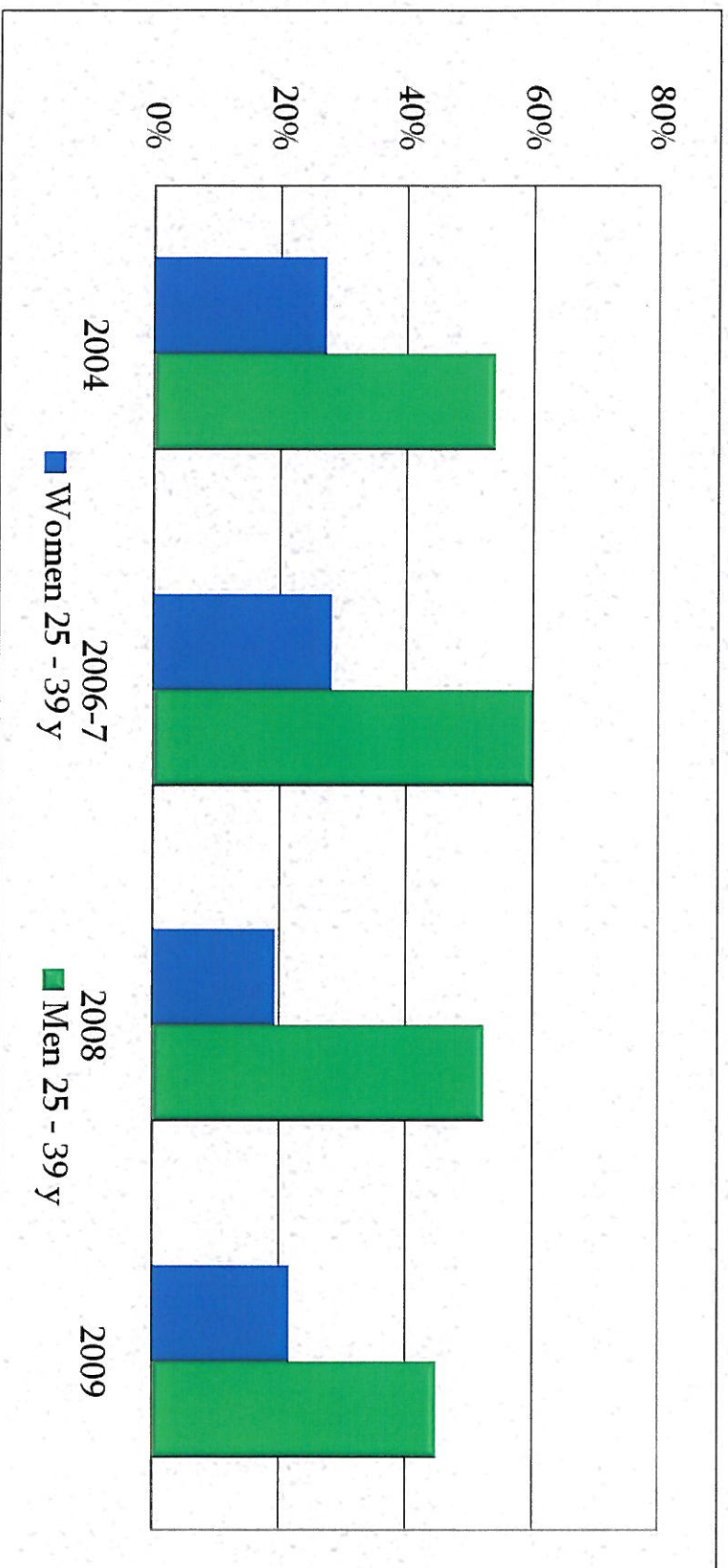
* Trend data for this age group is currently being collected and will be available by July 2011.



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Sport Participation Target #3: Women, 25-39

Men and women 25 to 39 years, 2004 - 2009



Physical Activity Monitor 2004, 2008 & 2009 and Sport Monitor 2006-7, CFLRI

- Whereas the rate of sport participation among men aged 25 to 39 years in 2009 is lower than in 2006-7 (45% and 60%, respectively), there have been no statistically significant changes in sport participation rates among women of the same age.



Summary and conclusions

Consistent and regular data is available for monitoring of sport participation in Canada. In addition, to these performance measures, indicators that provide evidence to inform policies and strategies are also available to determine changes over time.

Based on data from the Canadian Fitness and Lifestyle Research Institute's (CFLRI) population-based surveys:

- More men than women participate in sport
- Sport participation declines with age
- Household income is associated with sport participation
- Sport participation has declined in recent years



Data sources

Unless otherwise noted, data presented are derived from population-based surveys conducted by the Canadian Fitness and Lifestyle Research Institute (CFLRI):

- 2004, 2008 & 2009 Physical Activity Monitor
 - Survey of Canadian adults aged 15 years or older on physical activity, sport, and their correlates
- 2006 - 2007 Sport Monitor
 - Survey of Canadian adults aged 15 years or older focusing on sport participation and related factors
- 2005 Physical Activity Monitor
 - Survey of Canadian parents on the physical activity and sport experiences of their children aged 5 to 17 years inside and outside their schools
 - The 2010 Physical Activity Monitor (currently being conducted) will provide trend information for these data
- 2005 – 2009 Canadian Physical Activity Levels Among Youth study (CANPLAY)
 - On-going pedometer-based survey of physical activity levels of Canadian children and youth aged 5 to 19 years, and survey of parents on their children's physical activity and sport participation

Where present, error bars represent the 95% confidence limits associated with the estimate. Note that national estimates represent Canadians in all ten provinces and three territories. Please visit www.cflri.ca for more detailed descriptions of survey methods for each of the cycles listed above.



References

- Hall, M., Lasby, D., Ayer, S. & Gibbons, W.D. (2009). *Caring Canadians, Involved Canadians: Highlights from the 2007 Canada Survey of Giving, Volunteering and Participating* [Cat. No. 71-542-XIE]. Ottawa: Statistics Canada.
- Ifedi, F. (2008). *Sport Participation in Canada, 2005* [Cat. No. 81-595-MIE]. Ottawa: Statistics Canada.

