

Getting Kids Active!

2010-2011 PHYSICAL ACTIVITY MONITOR: FACTS & FIGURES



Reasons for participating in physical activity

The 2010-2011 Physical Activity Monitor asked parents about their children's reasons for participating in physical activity. Roughly three in ten parents (31%) indicate that their child participates because they find it personally satisfying, 13% report that it helps their child accomplish specific goals, 10% say that their child participates because their friends do, and 4% report that they do so in order to please others, such as teachers. More than one-third of parents (37%) indicate that their child participates for all of these reasons, whereas 6% say that their child participates for none of these reasons. Regional differences exist with respect to the expressed reasons for participating, as described in Table 1.

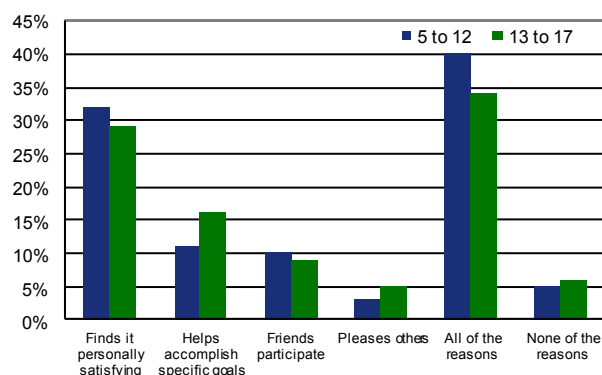
Child characteristics

A greater proportion of parents of older children (13 to 17 year olds) indicate that they participate in physical activity in order to help accomplish specific goals and to please others such as teachers, whereas a greater proportion of parents of younger children (5 to 12 year olds) say that they participate for all of the reasons specified. Parents of children who participate in sport are more likely to indicate that their children participate because they find it personally satisfying, because participation helps to accomplish specific goals, and to indicate all of the reasons specified. On the contrary, parents of children who do not participate in sport are more likely to indicate that their child participates in physical activity because their friends do, to please

others, or for none of the reasons specified. There are no gender-related differences in cited reasons for a child's participation in physical activity.

FIGURE 1

Reasons for participating in physical activity by child's age



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TABLE 1

Select reasons for participating in physical activity by region

Reason	More likely than national average to indicate	Less likely than national average to indicate
Find it personally satisfying	Quebec	Newfoundland and Labrador, Prince Edward Island, Nova Scotia, Manitoba, Northwest Territories
Helps accomplish specific goals	Quebec	Prince Edward Island
Friends participate	Northwest Territories	-
All of these reasons	Newfoundland and Labrador, Prince Edward Island, Nova Scotia, Manitoba, British Columbia, Yukon	Quebec

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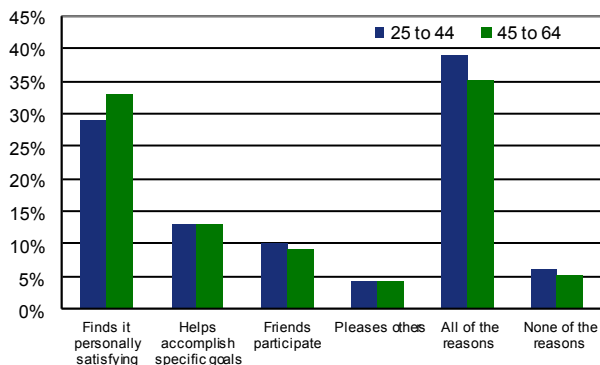
Parental and household characteristics

Compared to parents aged 25 to 44 years, a greater proportion of older parents (45 to 64 year olds) indicate that their children participate in physical activity because it is personally satisfying. Compared to fathers, relatively more mothers indicate that their children participate in physical activity because they find it personally satisfying. Compared to parents who are active, parents who are inactive are more likely to indicate that their children participate in physical activity because their friends do so as well.

Generally speaking, the proportion of parents who indicate that their child participates in physical activities because it is personally satisfying increases directly with increasing education level of the parent. Reasons for participating in physical activity do not vary by household income or community size.

FIGURE 2

Reasons for participating in physical activity by parent's age



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