



# Let's Get Active!

## Planning Effective Communication Strategies

2008 PHYSICAL ACTIVITY MONITOR: FACTS & FIGURES



### Where and how do Canadians participate in sport?

Bulletin 3 in this series examined participation in sport, with 30% of Canadians reporting sport participation. In addition, the 2008 Physical Activity Monitor explores where and how Canadians engage in sport.

Canadians engage in sport in both structured and unstructured environments:

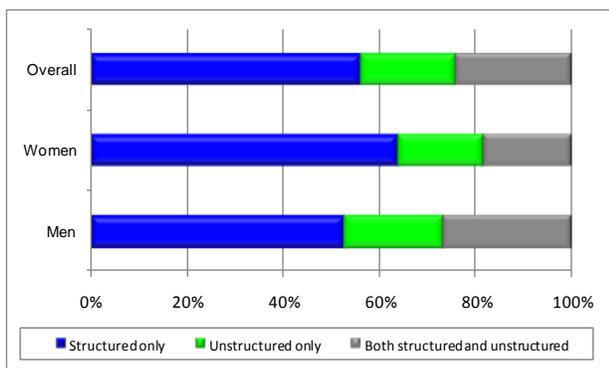
- Over half (56%) of sport participants report that they participate in sport in structured environments only.
- One in five engage in sport in solely unstructured environments.
- The remaining quarter of Canadians participate in sport in both structured and unstructured environments

Compared to 2006 – 2007, the proportion using only structured environments has increased, while the proportion who use both structured and unstructured environments has decreased.

Half of sport participants (51%) report that they train for sport; 41% have coaches. These values have not varied substantially over time with the exception that more sport participants in 2008 (particularly those aged 18 to 24 years) report using a coach than in 2004.

FIGURE 1

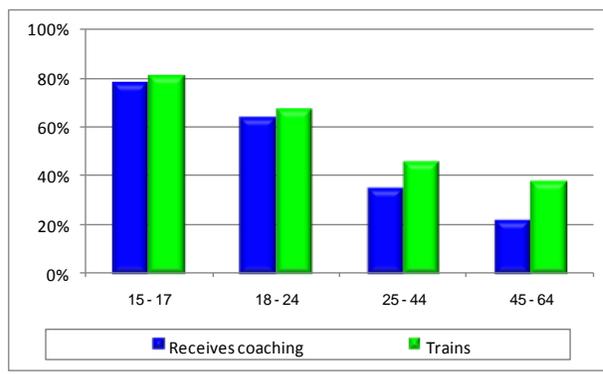
Level of structure in sport, sport participants 15+ years, overall and by sex



Physical Activity Monitor 2008, CFLRI

FIGURE 2

Coaching and training in sport, sport participants 15 - 64 years, by age group



Physical Activity Monitor 2008, CFLRI

Nearly two-thirds (64%) report that they compete in their sport. Among those who compete:

- most (75%) indicate that they compete at a local level;
- 17% compete at a provincial level; and
- 8% compete at a national level.

### Region

The degree of structure in sporting environments does not differ across the regions of Canada. Compared to the average across Canada, residents of Saskatchewan and the Northwest Territories are more likely to compete in their sport, while those in Quebec are less likely to report this.

Among those who compete, those who live in Nova Scotia, New Brunswick, and Northwest Territories are less likely than the national average to compete at a local level.

### Age and sex

Women are more likely than men to participate in solely structured environments. Compared to participants aged 18 to 24 years, those aged 45 to 64 years are more likely to participate in solely structured environments, and less likely to participate in both structured and unstructured environments.

Women are also more likely than men to report using a coach in their sport. Among men and women, the likelihood of using a coach generally diminishes with increasingly older age groups.

Similarly, young adult participants are generally more likely to train and compete in their sport. Among those who do compete, those aged 25 years or older are more likely to compete locally and are less likely to compete provincially than are competitors aged 18 to 24 years.

### Socio-economic and demographic characteristics

No clear patterns emerge relating attained education and household income with the degree of structure of the sport environment.

Participants who have less than high school education are generally more likely to use a coach, to train, and to compete. This is not surprising, since students are also more likely than the national average to report receiving coaching and training, as well as competing.

Compared to 2004, having a coach now is more prevalent among participants with less than high school education and those with university education in 2008.

Additionally, full-time workers and retirees are less likely to use a coach when they participate in sport, whereas part-time workers are more likely to report this. Retirees are also less likely to report training as part of participating in sport.

No differences appear across community sizes with respect to these aspects of sport participation.

### Physical activity

Compared to those less active, sport participants who are active are generally:

- less likely to participate in solely unstructured environments than those who are somewhat active;
- most likely to receive training in their sport; and
- less likely than others to compete at a local level.

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