

Let's Get Active!

Planning Effective Communication Strategies

PHYSICAL ACTIVITY AND SPORT MONITORING PROGRAM



Sport participation in Canada

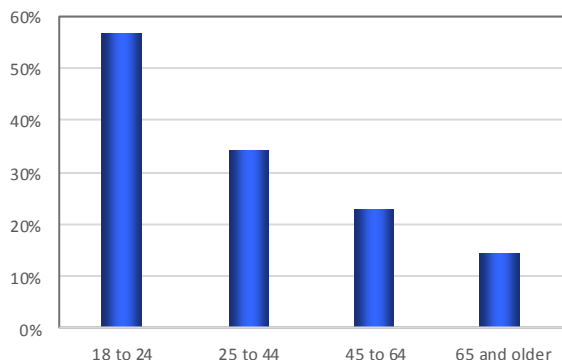
The 2014-2015 Physical Activity Monitor examined Canadians' participation in sport, whereby sport is defined as physical activities that usually involve competition and rules and develop specific skills. Based on this definition, 34% of Canadians 18 years and older indicate that they participate in sport. This percent is similar to the proportion who reported participation in 2004, 2006-2007 and 2011-2012.

Age and Gender

Considerably more men (46%) than women (22%) participate in sport. Sport participation decreases substantially with increasing age, from 57% of 18 to 24 year olds to 14% of adults 65 years and older.

FIGURE 1

Sport participation by age



2014-2015 Physical Activity Monitor, CFLRI

Other characteristics

Relatively fewer adults living in lower income households (\$20,000 to \$29,999 per year) indicate that they participate in sport compared to those living in households with incomes of \$40,000 or greater.

Almost half (49%) of single or never married adults reportedly participate in sport, which is a significantly higher proportion than those who are married or living common-law (28%), which in turn is a higher proportion than those who are widowed, divorced, separated (15%). Compared to the average, a greater proportion of students and a lower proportion of retirees participate in sport.

Frequency and regularity of participation

Regularity of participation - Sport participants were then asked how many months out of the year that they participate in sport, in order to determine the regularity of their participation. Among sport participants:

- 30% indicate that they participate in sport for less than 6 months
- 32% report between 6 and 11 months
- 38% say that they participate all year long, so for 12 months.

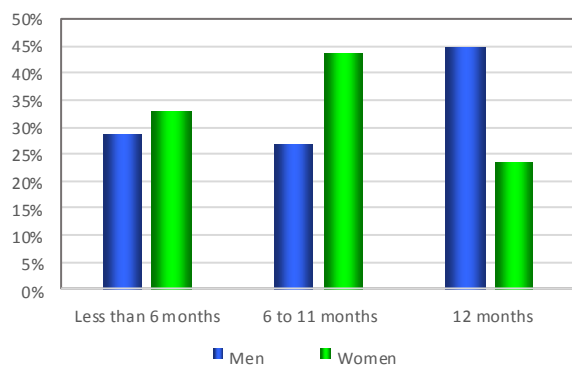
Relatively more men than women indicate that they participate in sport for all 12 months of the year, whereas more women than men cite participation during 6 to 11 months of the year. A greater proportion of 25 to 44 year olds indicate participation all year long compared adults older than 45.



There were no significant differences related to education, household income, or marital status, although there was one significant difference with respect to employment status. Retirees are more likely than the average to report that they participate in sport for 6 to 11 months out of the year.

FIGURE 2

Regularity of sport participation by gender



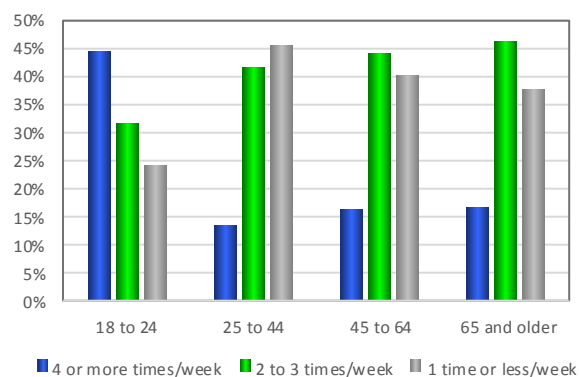
2014-2015 Physical Activity Monitor, CFLRI

Frequency of participation - Sport participants were also asked how frequently they participate in sport. Accordingly,

- 7% participate everyday
- 20% report that they participate four to six times a week
- 38% say that they participate two to three times per week
- 23% indicate that they participate once a week, and
- 11% say that their participation is variable, or less frequent than once a week.

FIGURE 3

Frequency of sport participation by age



2014-2015 Physical Activity Monitor, CFLRI

Compared to the national average, residents of the Yukon and Northwest Territories are more likely to indicate participation in sport two to three times a week. The frequency of participation varies by age. A greater proportion of adults aged 18 to 24 years participate in sport four to six times a week compared to 25 to 64 year olds.

University educated adults are more likely than adults with a secondary school education to participate in sport once a week. A greater proportion of adults who are single or never married participate in sport four to six times a week compared to those who are married or living in a common law relationship.

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Production of this bulletin has been made possible through a financial contribution from Sport Canada and the Interprovincial Sport and Recreation Council. The views expressed herein do not necessarily represent the views of these agencies.