

# Let's Get Active!

## Planning Effective Communication Strategies

### PHYSICAL ACTIVITY AND SPORT MONITORING PROGRAM



### Nature of sport participation

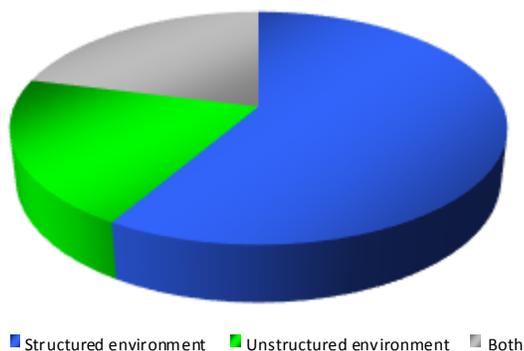
The 2014-2015 Physical Activity Monitor explored Canadians' participation in sport (defined as physical activities that usually involve competition and rules and develop specific skills). As described in an earlier bulletin in this series (Bulletin no. 8), 34% of Canadians 18 years and older indicate that they participate in sport. The 2014-2015 Physical Activity Monitor also examined additional components illustrating the nature of sport, including the degree of structure of the environment, the use of coaching, training, and the level of competition. In addition, the type of sport most frequently participated in was asked.

#### Degree of structure of the sporting environment

The environment in which individuals participate in sport can vary by structure or level of organization. More than half (58%) of those who participate in sport report that they participate in sport exclusively in a structured environment, 21% participate in a solely unstructured environment, and the remaining 21% participate in sport in a combination of structured and unstructured environments.

FIGURE 1

Degree of structure of the sporting environment



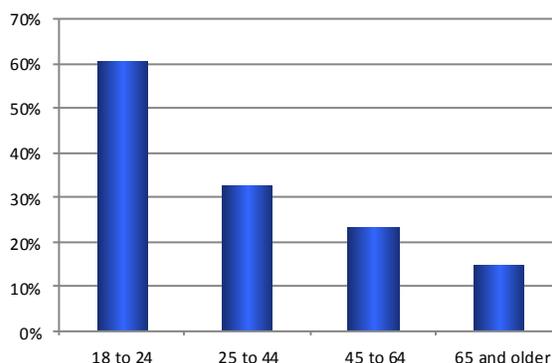
There are few statistical differences with respect to age, sex, regional or other characteristics in relation to the environment in which individuals participate in sport, with one slight exception. Individuals living in households with mid-level incomes (between \$60,000 to \$79,999 per year) are more likely than those living in households with incomes between \$30,000 to \$39,999 per year to indicate that they participate in a solely structured environment.

#### Use of a coach

Roughly two in five (42%) sport participants indicate that they use a coach. Younger adults (18 to 24 year olds) are most likely to report that they use a coach, and this proportion generally declines with increasing age. A greater proportion of adults who have completed secondary school use a coach compared to those with a college education. Similarly, adults who are single or have never been married are most likely to indicate the use of a coach. Compared to the average, relatively fewer retirees indicate the use of a coach.

FIGURE 2

Use of coach by age



### Training and competition in sport

Just over half (53%) of sport participants indicate that they train for their sport(s). Younger adults (18 to 24 year olds) are more likely than those 45 years and older to indicate that they train. In addition, adults who are single or have never been married are most likely to train.

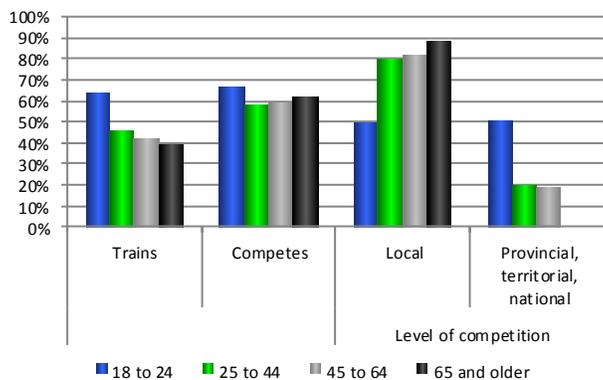
More than three in five (62%) sport participants report that they compete for their sport. Of these, 66% compete at a local level and 34% compete at a provincial or national level. Adults aged 18 to 24 years are most likely to indicate that they compete at a provincial or national level, whereas those 25 years and older are more likely to compete at a local level. A greater proportion of adults who are single or have never been married compete at a provincial or national level compared to those who are married or living with a partner, yet are least likely to compete at a local level. Compared to the average, relatively more retirees indicate that they compete at a local level. At a more general level, a greater proportion of adults who have not completed secondary school compete for sport compared to those with post-secondary education.

### Type of sport

Among the 34% of the population (18 years and older) who participate in sport, the most frequently mentioned sport is hockey (25%) followed closely by soccer (18%). In addition, 13% mention participation in baseball or softball, 11% cite racquet sports, golf or basketball, 8% indicate volleyball, and 7% mention rugby or football. Some gender differences exist in participation rates, whereby more men than women cite participation in hockey and golf. Younger adults (18 to 44 years) are more likely than older adults (45 to 64 years) to report playing soccer.

FIGURE 3

Training for, and competition in sport by age



2014-2015 Physical Activity Monitor, CFLRI

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