

Sport Participation in Canada

2011 – 2012 SPORT MONITOR



Volunteering

Each year, Canadians contribute 2.1 billion hours in unpaid work through volunteering, which is roughly equivalent to 1.1 million full time jobs.¹ The 2011-2012 Sport Monitor explores Canadians' participation in volunteer activities generally, and in sport related activities more specifically, during the 12 months prior to the survey. In addition, the amount of time dedicated to these types of activities is also examined. Results are summarized in two sections within this bulletin.

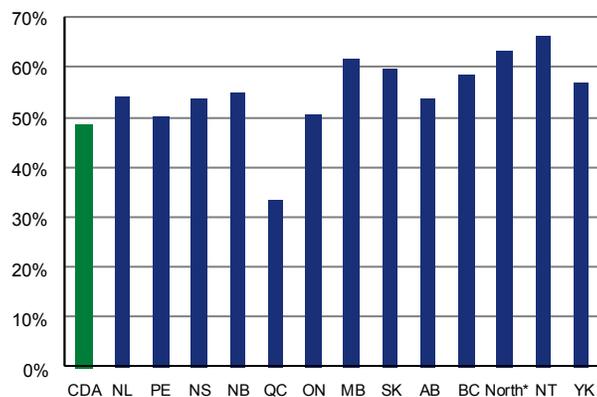
Volunteering in all types of activities

Slightly less than half of Canadian adults (49%) indicate that they have volunteered in some sort of capacity in the 12 months prior to the survey. Compared to the national average, relatively more adults living in Manitoba, Saskatchewan, British Columbia, and Northwest Territories report volunteering in some fashion, whereas relatively fewer adults living in Quebec say this.

Younger Canadians (15 to 17 year olds) are generally the most likely to say that they volunteer in some manner. Rates of volunteering also vary by socio-economic factors, whereby adults with a university education are most likely to report that they had volunteered in some capacity compared to those with lower levels of education (high school or less). Similarly, the proportion that volunteers increases with increasing household income. Rates of volunteering are higher among residents of smaller communities (less than 30,000 residents) compared to residents of the largest communities (1 million or more residents). Sport participants and those who are active are more likely to volunteer in some sort of capacity compared to non-participants or those who are less active, respectively.

FIGURE 1

% volunteering in all types of activities in the past year by province and territory

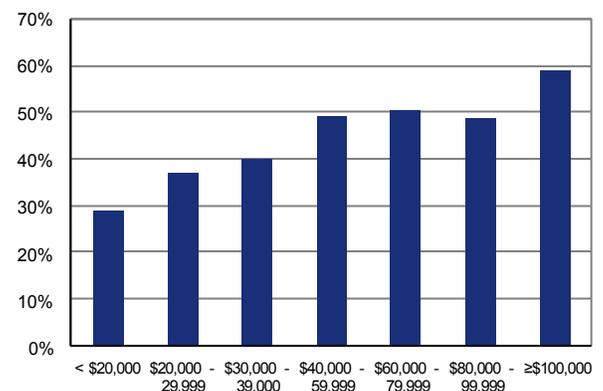


* The North includes Nunavut, Northwest Territories, and Yukon. Data for Nunavut is suppressed in the chart due to cell size.

2011-2012 Sport Monitor, CFLRI

FIGURE 2

% volunteering in all types of activities in the past year by household income



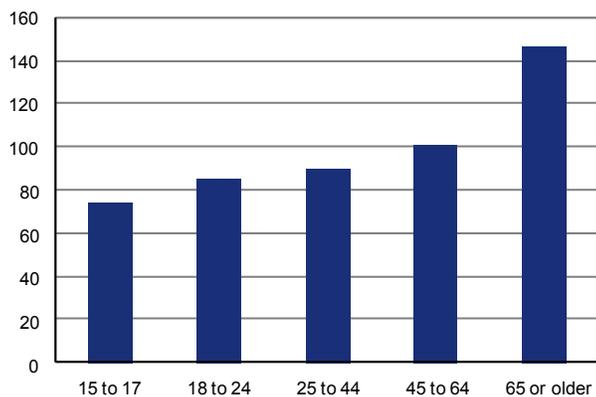
2011-2012 Sport Monitor, CFLRI

Of those that volunteer, Canadians report spending 100 hours on average volunteering in some manner. Older adults (65 years and older) generally spend the most time volunteering. Taking gender into account, older men spend more time volunteering than men aged 25 to 44 years, and older women spend more time

volunteering than women aged 18 to 24 years. Retired adults spend significantly more time volunteering than the average.

FIGURE 3

Total amount of hours spent doing all types of volunteer activity in the past year by age



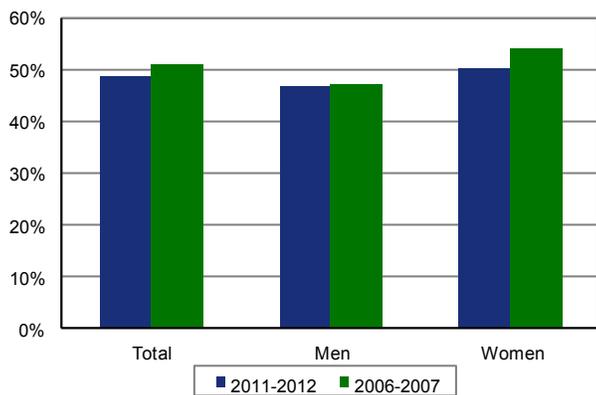
2011-2012 Sport Monitor, CFLRI

Trends over time

The proportion who indicated volunteering in any capacity has not changed over time. In general terms, regional differences have persisted over time with additional regional differences emerging. Gender differences that appeared in 2006-2007 are no longer evident in 2011-2012.² Although no differences existed in 2006-2007 with respect to age, younger adults are now most likely to report volunteering in some capacity.² Generally speaking, similar patterns with respect to socio-economic factors also persist. For example, university-educated adults are more likely to volunteer, and this finding persists in both time periods. The relationship with income and community size also persists over time.

FIGURE 4

% volunteering in any activity in the past year by gender, trends over time, 2006-2012



2006-2012 Sport Monitor, CFLRI

In terms of hours, there has been no significant change in the number of hours that Canadians report volunteering in all types of activities. Age differences that appeared in 2006-2007 (namely, that older adults spend more time volunteering in general) persist in 2011-2012.² Previously, university educated adults reported more time spent volunteering in general, however, differences with respect to education are no longer significant in the recent survey.

Volunteering in sport

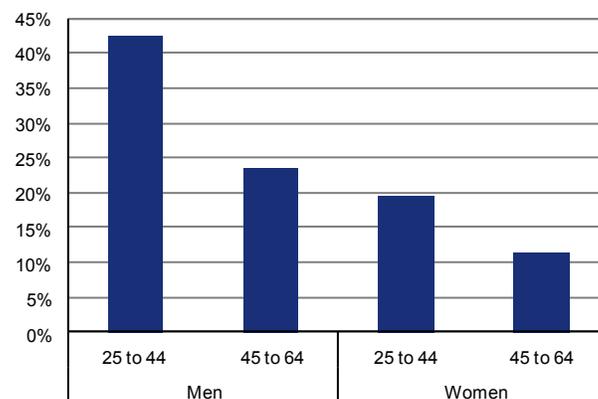
In addition to the overall proportion and number of hours Canadians volunteer in all types of activities, the 2011-2012 Sport Monitor also asked about volunteering specifically in sport related activities. For this section, participation in specific sport-related activities was explored, in addition to the time spent on these types of activities more generally.

Coaching and instruction

One-quarter (24%) of Canadians indicate that they had instructed or coached on a volunteer basis within the 12 months prior to the survey. Adults aged 25 to 44 years are more likely to volunteer as a coach/instructor than 45 to 64 year olds. Compared to women (18%), a greater proportion of men (31%) volunteer as a coach or instructor. This gender difference appears among adults aged 25 to 44 (43% vs. 20%) and 45 to 64 (23% vs. 11%). Differences also appear with respect to marital status; adults who are single are most likely, whereas those who are widowed, divorced, or separated are least likely, to volunteer as a coach/instructor. Not surprising, those who participate in sport or who are active are most likely to report volunteering as a coach/instructor.

FIGURE 5

Instructing or coaching a sport on a volunteer basis by age and sex



2011-2012 Sport Monitor, CFLRI

Management boards, committees, and organization of sport

In the 12 months prior to the survey, 20% of Canadians had volunteered either on a sport management board or committee, or in some organizational capacity related to sport. Residents of the Yukon are more likely than the national average to indicate volunteering in this manner. Generally speaking, there are very few relationships that exist between volunteering in an organizational capacity and socio-demographic or -economic factors.

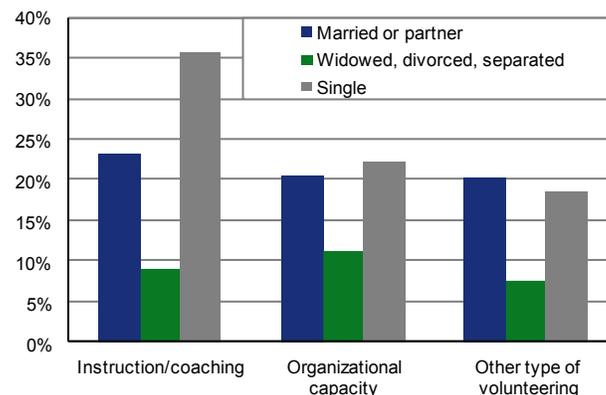
Adults who are married or living with a partner are more likely than those who are widowed, divorced, or separated to volunteer in this capacity. Compared to the national average, retirees are less likely to report volunteering in an organizational capacity. The proportion of Canadians that volunteer in this way and personally *participate* in sport (29%) was more than double the proportion that volunteer in this fashion but *do not participate* in sport (13%).

Other type of volunteering related to sport

Less than one in five Canadians (18%) indicate that they had volunteered in some other capacity related to sport during the 12 months prior to the survey. Although no differences exist related to gender, education level, household income, or community size, differences with respect to marital status exist. Those who are widowed, divorced or separated are least likely to indicate that they volunteer in this fashion compared to others. Adults aged 25 to 64 are more likely than older adults (65 years and older) to indicate that they volunteer in some other capacity related to sport. Compared to the national average, retirees are less likely to report volunteering in some other manner related to sport. A greater proportion of adults who are active or who participate in sport volunteer for sport in some other way compared to those who are less active or who do not participate, respectively.

FIGURE 6

% volunteering for sport by marital status



2011-2012 Sport Monitor, CFLRI

Time spent volunteering in sport

Of those that volunteer in some manner related to sport, Canadians report spending an average of 41 hours. Although there are no overall gender- or age-related differences, older women (65 years and older) spend less time volunteering for sport compared to those who are 25 to 64 years of age. Characteristics of those spending more time volunteering for sport include those who:

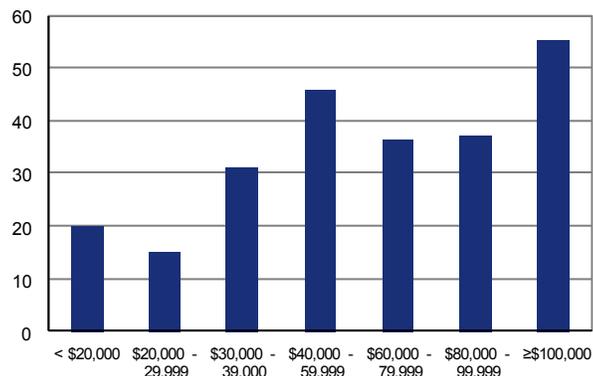
- have a post-secondary education (vs. those with less than high school)
- are from the highest income households (vs. those from households with incomes <\$30,000/yr)
- are married (vs. those who are widowed, divorced, or separated)
- are active
- are sport participants.

On the contrary, retired individuals and those living in the downtown core report spending less time volunteering for sport compared to the national average.



FIGURE 7

Time spent in hours volunteering for sport by household income



2011-2012 Sport Monitor, CFLRI

Trends over time

The proportion of adults who say that they volunteer as a coach/instructor, in an organizational capacity for a sport organization, or in some other capacity related to sport has remained constant over time.

Regarding volunteering as a coach or instructor, the previous provincial/territorial and income level specific relationships that existed in 2006-2007² are no longer significant. In addition, the relationship that appears in 2011-2012 regarding gender, age, and marital status persists over time. Although the relationship with sport participation still exists where sport participants are more likely to report volunteering as a coach, a newly emerging association with activity level appears in 2011-2012.

The relationship between sport participation and volunteering in an organizational capacity, as well as the association between marital status and volunteering in some other capacity, that appears in 2006-2007, also persists over time.²

Moreover, there is no change in reported time spent volunteering in sport since 2006-2007, although some relationships have changed.² Previously, men reported spending more time volunteering in sport compared to women, however, this is no longer significant in 2011-2012. Similarly, the age-related differences that appeared in 2006-2007 also no longer exist.² Newly emerging relationships now exist with education, marital status, and employment status. The relationships between time spent volunteering for sport and household income or sport participation persist over time.

References

- 1 Statistics Canada, The Daily: Canada Survey of Giving, Volunteering, and Participating, March 21, 2012, Available: <http://www.statcan.gc.ca/daily-quotidien/120321/dq120321a-eng.htm>
- 2 Canadian Fitness and Lifestyle Research Institute. Sport Volunteering. *Sport Participation in Canada: 2006-07 Sport Monitor*, Bulletin 05. Available at http://cflri.ca/media/node/359/files/sport2007_b5.pdf

CANADIAN FITNESS & LIFESTYLE RESEARCH INSTITUTE

201-185 Somerset Street West • Ottawa, ON K2P 0J2 • (613) 233-5528 • info@cflri.ca
<http://www.cflri.ca/>



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.

