

**Bulletin 11: Motivation for participating in sport**


2011-2012 Sport Monitor, CFLRI

	Ratings of importance of motivation for participation in sport:							
	Relaxing		Socializing		Having fun		Competing or winning	
	Very important	Not at all important	Very important	Not at all important	Very important	Not at all important	Very important	Not at all important
<b>Total, 15 years and older</b>	33%	13%	35%	12%	62%	4%	12%	34%
Men	32%	14%	35%	12%	63%	4%	17%	25%
Women	35%	12%	35%	12%	61%	4%	8%	44%
<b>Age and sex</b>								
15 to 17 years	-	-	38%	-	83%	-	-	-
Men	-	-	-	-	-	-	-	-
Women	-	-	-	-	85%	-	-	-
18 to 24 years	37%	-	38%	-	74%	-	23%	15%
Men	39%	-	48%	-	78%	-	-	-
Women	34%	-	26%	-	69%	-	-	-
25 to 44 years	33%	11%	31%	11%	61%	2%	12%	32%
Men	31%	13%	31%	11%	64%	-	19%	22%
Women	35%	10%	30%	11%	59%	-	6%	42%
45 to 64 years	35%	15%	33%	15%	58%	6%	9%	43%
Men	33%	16%	30%	14%	56%	5%	12%	33%
Women	37%	13%	35%	16%	60%	6%	7%	52%
65 years or older	29%	20%	45%	15%	55%	11%	7%	46%
Men	25%	25%	40%	17%	54%	11%	-	35%
Women	32%	17%	49%	12%	56%	10%	6%	54%
<b>Region</b>								
Atlantic	35%	15%	41%	9%	65%	5%	11%	35%
Newfoundland and Labrador	37%	11%	50%	-	71%	-	-	32%
Prince Edward Island	31%	14%	43%	-	65%	-	-	37%
Nova Scotia	36%	16%	40%	-	63%	-	13%	33%
New Brunswick	33%	15%	37%	10%	64%	-	-	38%
Quebec	32%	8%	22%	17%	52%	-	11%	40%
Ontario	35%	15%	39%	10%	66%	5%	13%	31%
West	33%	14%	39%	11%	63%	4%	12%	35%
Manitoba	27%	11%	42%	-	66%	-	-	27%
Saskatchewan	29%	11%	48%	13%	68%	-	17%	25%
Alberta	33%	16%	38%	11%	59%	-	-	43%
British Columbia	35%	14%	36%	12%	65%	-	-	33%
North	31%	11%	39%	9%	62%	-	11%	34%
Yukon	34%	13%	38%	-	63%	-	-	41%
Northwest Territories	26%	-	37%	-	65%	-	-	30%
Nunavut	-	-	-	-	-	-	-	-
<b>Education</b>								
Less than secondary	34%	12%	42%	11%	62%	6%	15%	28%
Secondary	33%	15%	38%	11%	66%	5%	14%	32%
College	33%	12%	36%	11%	66%	4%	12%	33%
University	34%	12%	29%	14%	55%	4%	10%	38%
<b>Household income</b>								
< \$20,000	41%	16%	38%	-	58%	-	-	36%
\$20,000 - \$29,999	39%	10%	39%	-	56%	-	12%	30%
\$30,000 - \$39,999	31%	14%	41%	11%	62%	-	-	38%
\$40,000 - \$59,999	30%	15%	37%	13%	62%	5%	10%	41%
\$60,000 - \$79,999	32%	13%	33%	13%	65%	-	12%	31%
\$80,000 - \$99,999	31%	9%	27%	14%	62%	-	18%	29%
≥ \$100,000	33%	11%	29%	11%	60%	3%	11%	35%
<b>Community size</b>								
< 30,000 residents	32%	12%	40%	10%	66%	5%	11%	31%
30,000 to 499,999	34%	12%	36%	10%	65%	4%	12%	33%
500,000 to 999,999	28%	16%	32%	-	55%	-	-	45%
≥1 million residents	32%	14%	32%	15%	58%	4%	13%	36%

- data not available due to insufficient sample in cell.

**Bulletin 11: Motivation for participating in sport (cont'd)**



2011-2012 Sport Monitor, CFLRI

	Ratings of importance of motivation for participation in sport:							
	Relaxing		Socializing		Having fun		Competing or winning	
	Very important	Not at all important	Very important	Not at all important	Very important	Not at all important	Very important	Not at all important
<b>Type of neighbourhood</b>								
Rural	33%	12%	40%	10%	65%	4%	14%	32%
Suburban	34%	13%	33%	13%	62%	4%	12%	34%
Urban	34%	12%	32%	10%	58%	4%	11%	36%
Downtown	32%	17%	26%	22%	56%	-	-	43%
<b>Marital status</b>								
Married or living with a partner	32%	14%	34%	13%	59%	4%	10%	37%
Widowed, divorced, separated	39%	17%	42%	15%	60%	8%	8%	49%
Single, never married	34%	9%	35%	9%	69%	3%	19%	22%
<b>Employment status</b>								
Full-time	34%	10%	33%	11%	65%	2%	13%	29%
Part-time	35%	12%	33%	10%	62%	-	16%	29%
Student	34%	-	43%	-	57%	-	-	45%
Home-maker	-	-	-	-	-	-	-	-
Unemployed (for any reason)	32%	17%	31%	19%	58%	10%	10%	41%
Retired	30%	21%	43%	14%	55%	10%	7%	48%
<b>Sport participation</b>								
Participant	40%	6%	45%	7%	78%	-	19%	18%
Non-participant	30%	16%	30%	15%	53%	6%	9%	43%
<b>Activity level</b>								
Inactive	30%	16%	34%	13%	58%	7%	13%	36%
Somewhat active	31%	15%	30%	14%	60%	5%	10%	38%
Moderately active	33%	12%	34%	11%	61%	3%	9%	37%
Active	38%	10%	39%	11%	66%	3%	15%	30%

- data not available due to insufficient sample in cell.

Bulletin 11: Motivation for participating in sport (cont'd)



2011-2012 Sport Monitor, CFLRI

	Ratings of importance of motivation for participation in sport:							
	Getting outdoors		Feeling better mentally or physically		Challenging abilities and skills		Exercising	
	Very important	Not at all important	Very important	Not at all important	Very important	Not at all important	Very important	Not at all important
<b>Total, 15 years and older</b>	60%	4%	80%	2%	41%	8%	61%	4%
Men	58%	3%	77%	2%	42%	7%	57%	3%
Women	62%	4%	83%	2%	40%	8%	64%	4%
<b>Age and sex</b>								
15 to 17 years	56%	-	71%	-	54%	-	60%	-
Men	-	-	-	-	-	-	-	-
Women	-	-	-	-	-	-	-	-
18 to 24 years	52%	-	77%	-	55%	-	60%	-
Men	49%	-	74%	-	52%	-	56%	-
Women	56%	-	82%	-	58%	-	65%	-
25 to 44 years	56%	4%	80%	-	39%	6%	60%	3%
Men	53%	-	75%	-	43%	-	56%	-
Women	59%	-	85%	-	36%	7%	65%	-
45 to 64 years	65%	3%	84%	2%	38%	9%	62%	4%
Men	64%	3%	81%	-	38%	8%	58%	-
Women	66%	4%	86%	-	37%	10%	66%	5%
65 years or older	66%	6%	78%	5%	35%	14%	61%	8%
Men	66%	-	76%	-	32%	16%	59%	-
Women	66%	-	78%	-	37%	13%	63%	-
<b>Region</b>								
Atlantic	65%	5%	82%	-	42%	8%	69%	4%
Newfoundland and Labrador	65%	-	87%	-	43%	-	68%	-
Prince Edward Island	61%	-	81%	-	40%	10%	70%	-
Nova Scotia	60%	-	81%	-	42%	-	68%	-
New Brunswick	71%	-	81%	-	42%	-	69%	-
Quebec	58%	-	78%	-	32%	8%	54%	-
Ontario	60%	4%	82%	-	45%	7%	63%	4%
West	60%	4%	79%	3%	42%	8%	62%	4%
Manitoba	52%	-	75%	-	45%	-	65%	-
Saskatchewan	64%	-	83%	-	46%	-	65%	-
Alberta	59%	-	79%	-	40%	-	58%	-
British Columbia	63%	-	79%	-	41%	10%	63%	-
North	62%	-	78%	-	44%	-	61%	-
Yukon	71%	-	77%	-	40%	-	67%	-
Northwest Territories	59%	-	78%	-	43%	-	61%	-
Nunavut	-	-	-	-	-	-	-	-
<b>Education</b>								
Less than secondary	64%	-	76%	-	45%	9%	53%	-
Secondary	60%	4%	79%	-	46%	7%	59%	6%
College	64%	3%	80%	-	41%	7%	60%	3%
University	56%	4%	83%	-	35%	8%	66%	3%
<b>Household income</b>								
< \$20,000	62%	-	85%	-	45%	-	57%	-
\$20,000 - \$29,999	62%	-	74%	-	42%	-	63%	-
\$30,000 - \$39,999	63%	-	74%	-	35%	12%	53%	-
\$40,000 - \$59,999	64%	-	79%	-	36%	5%	60%	-
\$60,000 - \$79,999	63%	-	78%	-	43%	8%	57%	-
\$80,000 - \$99,999	63%	-	86%	-	38%	-	70%	-
≥ \$100,000	58%	-	84%	-	39%	7%	64%	-
<b>Community size</b>								
< 30,000 residents	66%	3%	81%	3%	39%	8%	60%	5%
30,000 to 499,999	57%	3%	81%	-	41%	8%	62%	3%
500,000 to 999,999	52%	-	75%	-	33%	-	59%	-
≥1 million residents	60%	4%	81%	-	41%	8%	62%	-

- data not available due to insufficient sample in cell.

**Bulletin 11: Motivation for participating in sport (cont'd)**



2011-2012 Sport Monitor, CFLRI

	<b>Ratings of importance of motivation for participation in sport:</b>							
	<b>Getting outdoors</b>		<b>Feeling better mentally or physically</b>		<b>Challenging abilities and skills</b>		<b>Exercising</b>	
	Very important	Not at all important	Very important	Not at all important	Very important	Not at all important	Very important	Not at all important
<b>Type of neighbourhood</b>								
Rural	65%	3%	82%	2%	42%	7%	61%	4%
Suburban	57%	3%	79%	2%	43%	7%	63%	3%
Urban	60%	4%	80%	-	37%	7%	58%	4%
Downtown	56%	-	77%	-	33%	-	58%	-
<b>Marital status</b>								
Married or living with a partner	62%	4%	82%	2%	38%	8%	62%	4%
Widowed, divorced, separated	63%	4%	82%	-	37%	10%	64%	7%
Single, never married	54%	-	76%	-	48%	4%	57%	-
<b>Employment status</b>								
Full-time	57%	3%	79%	1%	41%	6%	60%	3%
Part-time	59%	-	80%	-	49%	-	67%	-
Student	64%	-	86%	-	35%	-	65%	-
Home-maker	-	-	96%	-	-	-	-	-
Unemployed (for any reason)	66%	-	83%	-	41%	8%	57%	6%
Retired	64%	6%	78%	5%	35%	15%	61%	7%
<b>Sport participation</b>								
Participant	66%	-	81%	-	52%	3%	69%	-
Non-participant	57%	5%	79%	3%	35%	10%	57%	5%
<b>Activity level</b>								
Inactive	54%	4%	74%	3%	36%	10%	49%	7%
Somewhat active	53%	5%	75%	-	33%	11%	55%	4%
Moderately active	61%	-	82%	-	40%	5%	65%	-
Active	68%	2%	86%	-	49%	5%	71%	-

- data not available due to insufficient sample in cell.

**Bulletin 11: Motivation for participating in sport (cont'd)**



2011-2012 Sport Monitor, CFLRI

	<b>Ratings of importance of motivation for participation in sport:</b>					
	<b>Looking better</b>		<b>Taking risks, seeking adventure</b>		<b>Personal satisfaction</b>	
	Very important	Not at all important	Very important	Not at all important	Very important	Not at all important
<b>Total, 15 years and older</b>	39%	8%	15%	27%	59%	4%
Men	31%	11%	17%	22%	55%	3%
Women	47%	6%	13%	31%	62%	4%
<b>Age and sex</b>						
15 to 17 years	-	-	-	-	63%	-
Men	-	-	-	-	-	-
Women	-	-	-	-	-	-
18 to 24 years	40%	-	32%	-	65%	-
Men	39%	-	36%	-	61%	-
Women	41%	-	27%	-	69%	-
25 to 44 years	40%	6%	12%	22%	59%	-
Men	31%	8%	14%	17%	55%	-
Women	48%	4%	11%	26%	63%	-
45 to 64 years	39%	10%	10%	35%	57%	4%
Men	31%	12%	12%	29%	54%	-
Women	47%	7%	9%	40%	59%	6%
65 years or older	41%	13%	10%	42%	54%	8%
Men	25%	18%	11%	43%	50%	-
Women	52%	10%	9%	41%	56%	8%
<b>Region</b>						
Atlantic	44%	8%	14%	22%	63%	5%
Newfoundland and Labrador	48%	-	14%	21%	64%	-
Prince Edward Island	43%	-	15%	22%	59%	-
Nova Scotia	42%	-	11%	22%	61%	-
New Brunswick	45%	10%	17%	22%	64%	-
Quebec	24%	10%	9%	37%	47%	-
Ontario	46%	7%	17%	24%	62%	5%
West	42%	8%	17%	24%	63%	5%
Manitoba	41%	-	16%	22%	59%	-
Saskatchewan	48%	-	17%	21%	61%	-
Alberta	40%	-	18%	26%	62%	-
British Columbia	42%	-	17%	24%	65%	-
North	37%	7%	15%	19%	57%	-
Yukon	34%	-	19%	20%	65%	-
Northwest Territories	32%	-	-	17%	64%	-
Nunavut	-	-	-	-	-	-
<b>Education</b>						
Less than secondary	38%	6%	25%	23%	54%	4%
Secondary	41%	10%	20%	23%	57%	5%
College	42%	7%	11%	27%	56%	3%
University	36%	8%	12%	30%	63%	3%
<b>Household income</b>						
< \$20,000	39%	-	17%	36%	53%	-
\$20,000 - \$29,999	42%	-	18%	27%	49%	-
\$30,000 - \$39,999	38%	12%	11%	32%	53%	-
\$40,000 - \$59,999	41%	9%	13%	26%	56%	-
\$60,000 - \$79,999	35%	9%	17%	28%	59%	-
\$80,000 - \$99,999	40%	-	10%	24%	63%	-
≥ \$100,000	40%	6%	11%	26%	63%	-
<b>Community size</b>						
< 30,000 residents	39%	11%	16%	27%	58%	4%
30,000 to 499,999	39%	8%	15%	26%	58%	4%
500,000 to 999,999	42%	-	-	35%	52%	-
≥1 million residents	39%	7%	15%	26%	60%	4%

- data not available due to insufficient sample in cell.

**Bulletin 11: Motivation for participating in sport (cont'd)**



2011-2012 Sport Monitor, CFLRI

	<b>Ratings of importance of motivation for participation in sport:</b>					
	<b>Looking better</b>		<b>Taking risks, seeking adventure</b>		<b>Personal satisfaction</b>	
	Very important	Not at all important	Very important	Not at all important	Very important	Not at all important
<b>Type of neighbourhood</b>						
Rural	38%	10%	19%	24%	62%	4%
Suburban	40%	7%	14%	26%	60%	3%
Urban	37%	9%	11%	30%	54%	4%
Downtown	40%	-	16%	32%	56%	-
<b>Marital status</b>						
Married or living with a partner	39%	8%	10%	30%	59%	4%
Widowed, divorced, separated	44%	11%	14%	33%	54%	7%
Single, never married	37%	8%	27%	16%	59%	-
<b>Employment status</b>						
Full-time	39%	7%	17%	22%	60%	2%
Part-time	43%	-	18%	23%	63%	-
Student	43%	-	-	34%	66%	-
Home-maker	-	-	-	-	-	-
Unemployed (for any reason)	33%	10%	16%	26%	53%	7%
Retired	40%	14%	7%	44%	53%	7%
<b>Sport participation</b>						
Participant	39%	6%	23%	17%	71%	-
Non-participant	39%	9%	11%	32%	52%	5%
<b>Activity level</b>						
Inactive	35%	9%	16%	30%	46%	6%
Somewhat active	36%	12%	10%	31%	47%	5%
Moderately active	40%	7%	12%	27%	63%	-
Active	44%	6%	19%	22%	72%	2%

- data not available due to insufficient sample in cell.