

Sport Participation in Canada

2011-2012 SPORT MONITOR



Preferences for sports

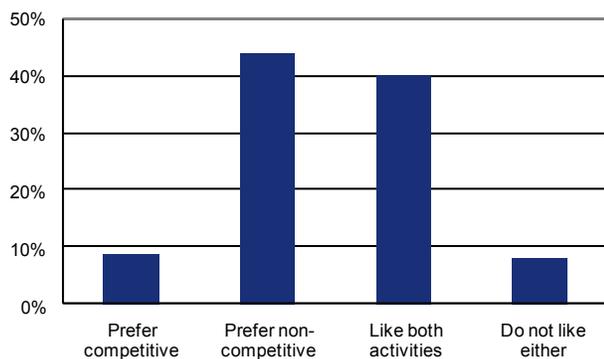
The 2011-2012 Sport Monitor explores Canadians' preferences for certain type of activities, as these cognitive factors may have the potential to influence behaviour, such as participation in sport. For the purposes of this bulletin, preferences include the desired degree of competitiveness, preferred choice for team versus individual sports, and the preference for certain social interactions while participating.

Level of competitiveness

When asked about their preference for participating in sport and physical activities of varying degrees of competitiveness, 8% of Canadians prefer competitive sports or activities, 44% prefer non-competitive sports or activities, 40% like both types of activities, and 8% do not like either type of activity. Compared to the national average, a greater proportion of residents living in Quebec say that they prefer non-competitive sports, whereas relatively fewer living in Manitoba and the Northwest Territories report this. Relatively more adults living in the Northwest Territories and fewer in Quebec say that they like both types of activities. Compared to Canadians overall, a greater proportion of adults in Manitoba, New Brunswick, and Prince Edward Island do not like either type of activity.

FIGURE 1

Preference for the level of competitiveness, overall

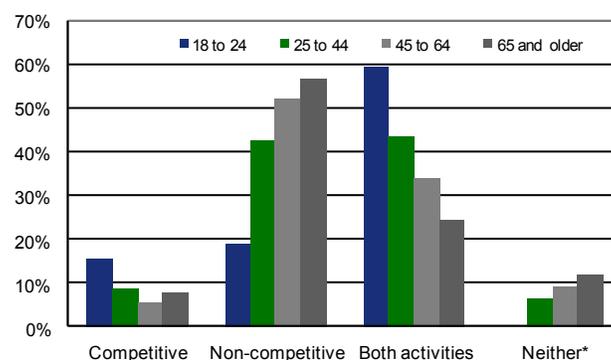


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More men than women prefer competitive sports or a combination of competitive and non-competitive activities, whereas more women than men prefer non-competitive sports or do not like either type of activity. There is a general age-related increase in the proportion who indicate a preference for non-competitive activities (this is only significant among men), and a general age-related decrease in the proportion who like both types of activities (this is noted for men and women). Adults aged 45 to 64 are less likely than younger adults (18 to 24 year olds) to prefer competitive sports or activities, or like both competitive and non-competitive. Older adults (65 years and older) are more likely to say that they do not like either type of activities compared to 25 to 44 year olds.

FIGURE 2

Preference for the level of competitiveness by age



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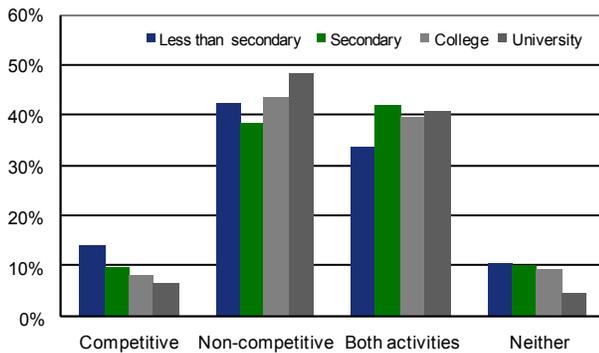
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University-educated adults are less likely than those with lower levels of education to say that they prefer competitive sports (compared to those with less than a high school education) yet are more likely to prefer non-competitive sports (compared to those with a high school education).



University-educated adults are less likely, however, to say that they do not like either type of activity. Those from the highest income household are more likely than those with lower incomes to say that they like both types of activities, whereas those from lower income households are more likely to say that they like neither type of activity. Compared to the national average, retirees are more likely to prefer non-competitive sport or activities, and are less likely to like both types of activities.

FIGURE 3
Preference for the level of competitiveness by education level



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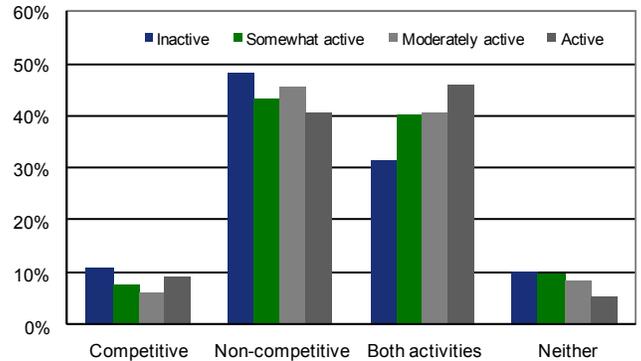
Although there are no differences related to community size, adults living in suburban neighbourhoods are more likely than those living in the downtown core to say that they prefer both competitive and non-competitive activities, whereas those living in the downtown core are more likely to say that they do not like either type of activity compared to those living in suburban neighbourhoods. A greater proportion of single or never married adults report a preference for competitive sports/activities or to like both competitive and non-competitive activities.

A greater percentage of adults who participate in sports prefer competitive sports and activities or to like both competitive and non-competitive activities, whereas those who do not participate in sport are more likely to prefer non-competitive sports or neither type of activity. A greater proportion of active adults like both competitive and non-competitive sport and activities, whereas inactive adults are more likely to like neither.

Team vs. individual sport

Canadians were also asked about their preference for team or individual sports and activities. In sum, 16% of Canadians prefer team sports, whereas 20% prefer individual sports or activities, 54% like both equally, and 9% do not like either type of activity. Compared to the national average, a greater proportion of adults residing in Quebec prefer individual sports.

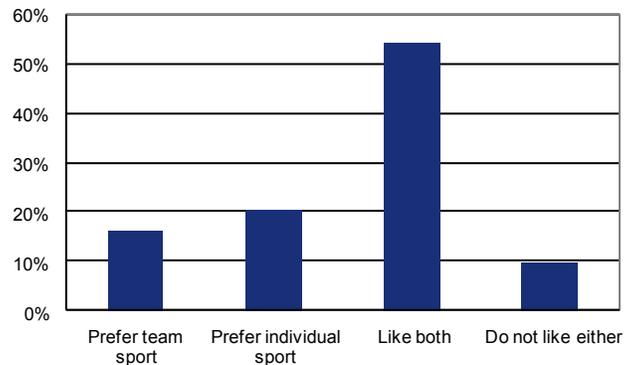
FIGURE 4
Preference for the level of competitiveness by activity level



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A greater proportion of those in Newfoundland and Labrador, Prince Edward Island, and Nova Scotia do not like either type of activity, whereas relatively fewer in Quebec say this.

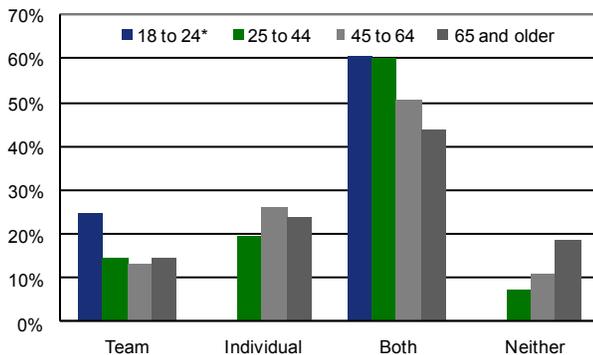
FIGURE 5
Preference for team vs. individual sport, overall



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Overall, more women prefer individual sports or do not like either type of activity, whereas more men like both team and individual sports. There is a general decline with age in the proportion that like both team and individual sports. Young adults (18 to 24 years) are most likely to prefer team sports. Older women (65 years and older) are more likely than younger women (25 to 64 years) to say that they don't like either type of activity. Single or never married adults are more likely to prefer team sports and are less likely to prefer individual sports compared to those who are married or living with a partner. Adults who are widowed, divorced, or separated are most likely to say that they do not like either type of activity.

FIGURE 6
Preference for team vs. individual sport by age

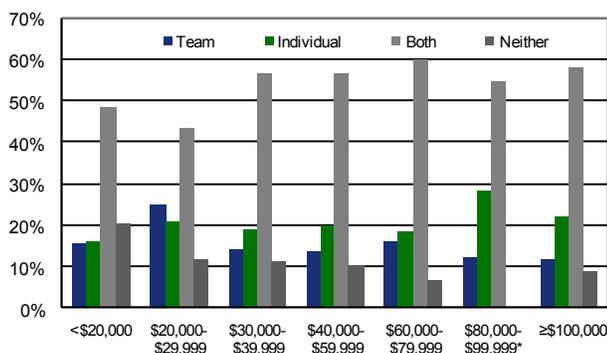


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A greater proportion of adults with a high school education or less prefer team sports, whereas a greater proportion of university-educated adults say that they prefer individual sports. Those with less than a high school education are least likely to say a combination of both, yet are more likely to not like either. Differences also appear with respect to household income, whereby those from higher income households are more likely to report that they like a combination of team and individual sports, and those with a lower income are more likely to prefer team participation or neither type of activity. Retirees are less likely than average to like both team and individual sports equally, yet they are more likely to say that they do not like either type of activity. Although there are no differences by community size, a greater proportion of adults living in suburban neighbourhoods like both types of activities compared to those who reside in the downtown core.

FIGURE 7
Preference for team vs. individual sport by household income



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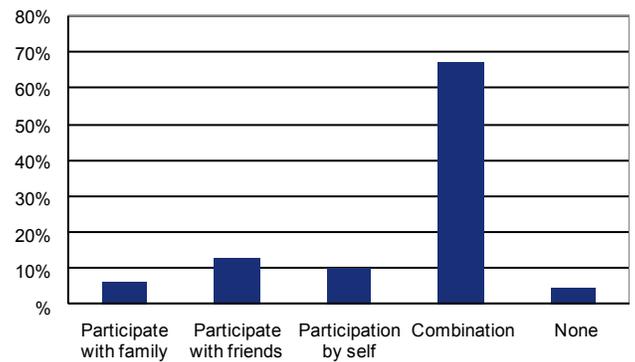
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Individuals who participate in sport are more likely to say that they like both team and individual sports equally, whereas those who do not participate prefer individual sports or neither type of activity. A greater proportion of active adults prefer both team and individual sports equally, compared to their inactive peers. Those who are inactive are more likely to prefer teams sports compared to those who are active.

Participation alone or with others

In addition, Canadians were also asked with whom they prefer to participate with in sport. Less than one in ten (6%) prefer only sports in which families participate together, 13% prefer sporting activities with friends, 10% prefer to participate alone, 67% prefer a combination or a variety of social interactions, and 4% do not like to participate.

FIGURE 8
Preference for participation in various social interactions, overall

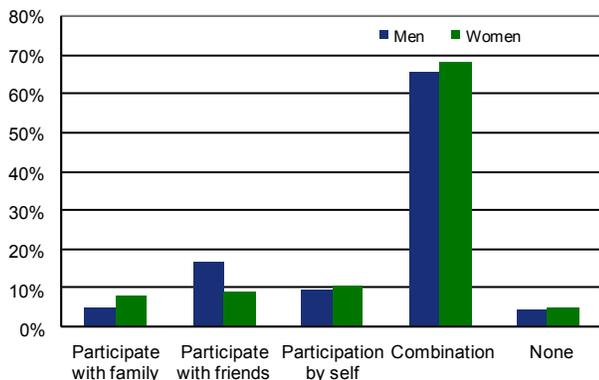


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More men than women prefer to participate in sports with friends whereas more women prefer participating with family. Compared to those aged 45 to 64 years, a greater proportion of both younger adults (18 to 24 years) and older adults (65 years and older) prefer to participate with friends. On the contrary, a greater proportion of adults aged 25 to 64 like to participate in a variety of social interactions compared to older adults (this pattern appears among both men and women). A greater proportion of adults who are widowed, divorced or separated prefer to participate in sports alone or say that they do not like to participate compared to those who are married or living with a partner, while those who are single or never married prefer to participate in sports with friends. Those who are married or living with a partner are more likely to prefer participating in sports that include a variety of social interactions.

Adults with a college education are more likely to prefer to participate in sports that involve a variety of social interactions compared to those with less than a high school education. Adults living in the highest income households are less likely to prefer activities in which only families participate together compared to those from low income households (\$20,000 to \$29,999/year).

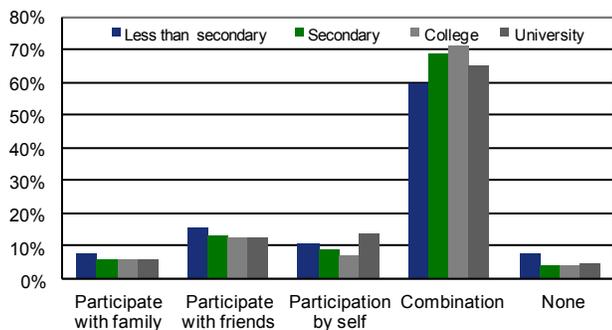
FIGURE 9
Preference for participation in various social interactions by sex



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Compared to the national average, relatively fewer retirees say that they like to participate in sports that include a variety of social interactions, yet they are more likely to say that they do not like participating.

FIGURE 10
Preference for participation in various social interactions by education



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Residents of larger communities (500,000 to 999,999 residents) are more likely than those living in smaller communities to prefer to participate by themselves. Adults who live in the downtown core are more likely than those who live rurally to prefer participating alone, whereas those who live rurally are more likely to prefer to participate in sports that include a variety of social interactions. Adults who are active are more likely to say that they like to participate in sports that include a variety of social situations compared to their inactive counterparts.

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