

Sport Participation in Canada

2011-2012 SPORT MONITOR



Satisfaction with aspects related to sport

To a great extent, sport participation is determined by participants' satisfaction with the availability of sports facilities, access to coaching and instruction, fees involved, enjoyment and the sense of belonging. The 2011-2012 Sport Monitor examines the factors related to sport satisfaction, and the findings are presented in this bulletin.

Rates of satisfaction with aspects of sport vary considerably depending on their intrinsic versus extrinsic nature. For example, the majority of Canadians indicate that they are very satisfied with more intrinsic factors such as the amount of fun while participating sport (90%) or feeling welcome or part of the group (85%). On the other hand, less than 70% of Canadians were very satisfied with extrinsic factors related to sport:

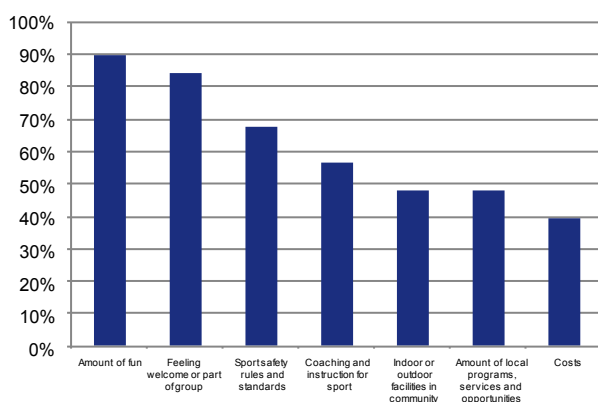
- safety rules and standards involved in sport (68%)
- coaching and instruction available for sports they play (57%)
- amount of local programming, services and opportunities (48%)
- indoor or outdoor facilities in the community (48%)
- costs including fees, equipment, and other (40%).

Across Canada, there are generally very few significant regional differences with respect to satisfaction with various dimensions of sport. Relatively fewer adults living in Manitoba are very satisfied with safety rules and standards for sports compared to the Canadian average. Furthermore, those residing in Atlantic Canada are more likely than the average to be very satisfied with costs related to sports.

Although there are no overall gender differences related to sport satisfaction, age is associated with higher levels of satisfaction with some aspects of sport. Individuals older than 45 years and older were more likely to say that they were very satisfied with indoor and outdoor sports facilities in the community compared to those who are younger (18 to 44 year olds). Similarly, a greater proportion of older adults (65 years and older) indicate a greater level of satisfaction with local programming, services and opportunities for sports, compared to those aged 18 to 44. Among women, those between the ages of 45 to 64 are more likely to indicate this compared to women aged 25 to 44 years.

FIGURE 1

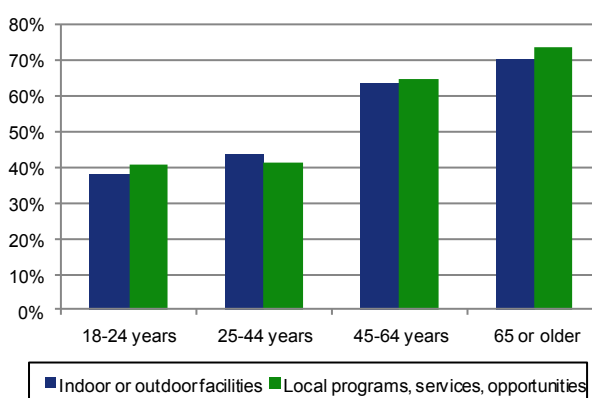
Satisfaction with aspects of sport, % indicating "very satisfied", overall



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FIGURE 2

Satisfaction with aspects of sport, % indicating "very satisfied" by age (%)



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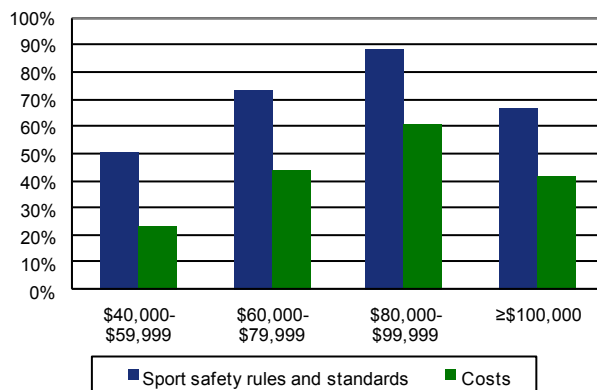


Socio-economic and –demographic characteristics

There are very few significant relationships between satisfaction with facets of sport and socio-economic and -demographic factors, with a few exceptions. A greater proportion of adults from higher income households (\$80,000-\$99,999 per year) say that they are very satisfied with safety rules and standards and costs related to sports compared to those from certain lower income households (incomes of \$40,000-\$59,999 per year). Compared to the national average, retirees are more likely to be very satisfied with the amount of local programming, services and opportunities for sports.

FIGURE 3

Satisfaction with aspects of sport, % indicating “very satisfied” by household income (%)



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