

# Let's Get Active!

## Planning Effective Communication Strategies

### PHYSICAL ACTIVITY AND SPORT MONITORING PROGRAM



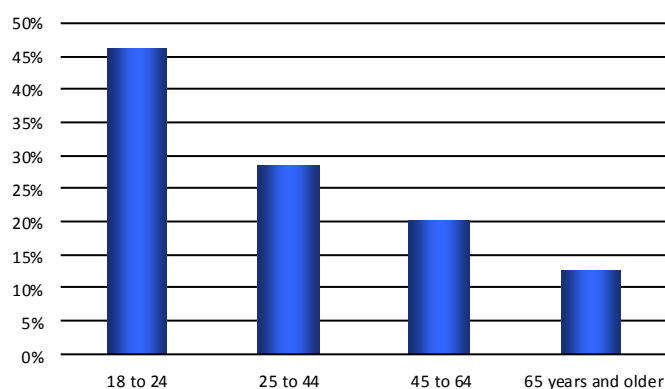
## Sport participation in Canada

The 2016-2018 Physical Activity Monitor asked Canadians about their participation in sport, defining sport as physical activities that usually involve competition and rules and develop specific skills. Based on this definition, 25% of Canadians 18 years and older indicate that they participate in sport. Compared to the average, a higher proportion of adults living in the Yukon participate in sport.

Participation in sport is higher in men than women, and decreases substantially with increasing age. A greater proportion of adults with a university education participate in sport compared to adults with a college or trade school education or who have not graduated from high school. Generally speaking, sport participation increases with increasing household income.

FIGURE 1

Sport participation by age



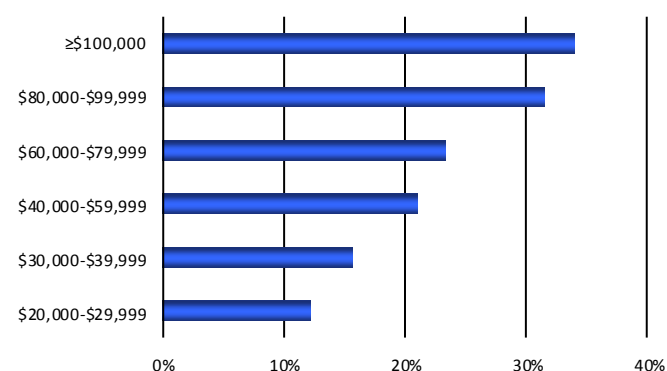
2016-2018 Physical Activity Monitor, CFLRI

A higher proportion of adults who are single or who have never been married indicate that they participate in sport compared to those who are married or living common-law, who in turn, have higher participation rates than those who are widowed, divorced or separated.

Compared to the average, a greater proportion of students and a lower proportion of retirees participate in sport. Compared to adults who identified themselves as living in the inner city, a higher percentage of adults living in a suburban environment participate in sport.

FIGURE 2

Sport participation by household income



2016-2018 Physical Activity Monitor, CFLRI

## Frequency and regularity of participation

**Regularity of participation** Sport participants were then asked how many months out of the year that they participate in sport, in order to determine the regularity of their participation. Among sport participants, 36% indicate that they participate in sport for less than 6 months, 36% report participation between 6 and 11 months, and 28% say that they participate all year long (12 months). There are no significant differences by province or territory.

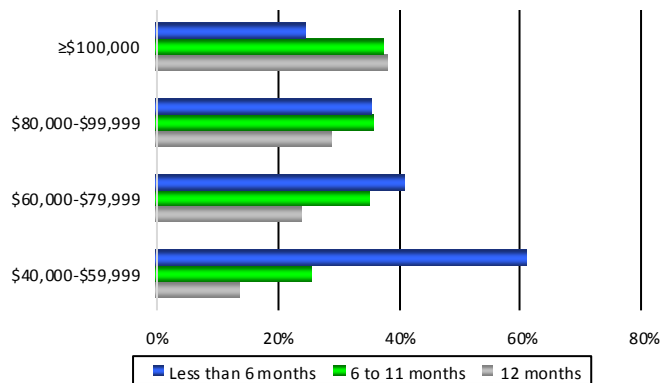
More men indicate that they participate in sport for all 12 months of the year, whereas more women cite participation for less than 6 months of the year.

There are few significant differences in regularity of sport participation by age, with one exception; a greater proportion of older adults (65 years and older) indicate that they participate in sport 6 to 11 months of the year compared to adults aged 25 to 44 years. There were no significant differences in the regularity of participation related to education or marital status, although there was one significant difference with respect to employment status; compared to the average, a higher percentage of retirees participate in sport for 6 to 11 months of the year. A greater proportion of adults living in households with incomes of between \$40,000 to \$79,999 participate in sport for less than 6 months of the year compared to those living in the highest income households (\$100,000 or more), whereas those in the highest income households report participating all year-long compared to adults living in some lower income households (\$40,000 to \$59,999). A greater percentage of sport participants living in a rural environment indicate that they participate less than 6 months out of the year compared to urban dwellers.

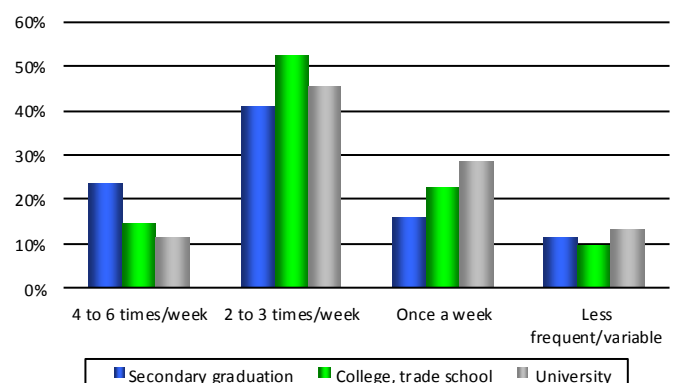
**Frequency of participation** In addition, the 2016-2018 PAM asked sport participants how frequently they participate in sport. In response, 3% participate every day, 15% report that they participate four to six times a week, 46% say that they participate two to three times per week, 23% indicate that they participate once a week, and 12% say that their participation is variable, or less frequent than once a week. The frequency of participation does not vary by province or territory.

Although the frequency of participation does not vary by gender, age, employment status, or household income, participation does vary by education level. A higher percentage of university educated adults participate in sport once a week compared to adults with a secondary school education, whereas the opposite relationship exists for participation four to six times a week. A greater proportion of adults who are widowed, divorced, or separated participate less frequently (once a week) compared to adults who are single or who have never been married.

**FIGURE 3**  
Regularity of sport participation by household income



**FIGURE 4**  
Frequency of sport participation by education level



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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.