

Sport Participation in Canada

2011-2012 SPORT MONITOR



Motivation for participating in sport

The 2011-2012 Sport Monitor explores different motives for participating in sport. An individual's decision to engage in sports can be significantly influenced by what motivates them, including intrinsic and extrinsic factors such as (proportion indicating motivator as very important in parentheses):

- Feeling better mentally or physically (80%)
- Having fun (62%)
- Exercising (61%)
- Getting outdoors (60%)
- Finding sport personally satisfying (59%)
- Challenging abilities and skills (41%)
- Looking better (39%)
- Socializing with other people (35%)
- Relaxing and forgetting about worries (33%)
- Taking risks or seeking adventure (15%)
- Competing or winning (12%).

TABLE 1

Relationship between motivators (those citing as 'very important') and age and sex

Motivation for participation in sport	Significant age relationships	Significant age and sex relationships
Feeling better mentally or physically		-Women aged 25 to 44 years more likely than men of same age
Challenging skills and abilities	-18 to 24 year olds more likely than 25 and older	-18 to 24 year old women are more likely than women older than this -18 to 24 year old men are more likely than men 65 years and older
Having fun	-15 to 24 year olds more likely than 25 and older	-Men aged 18 to 24 are more likely than men 45 years and older. -Women aged 15 to 17 are more likely than women 25 years and older
Getting outdoors	-45 year olds and older are more likely than those aged 18 to 44	-45 year old men and older are more likely than 25 to 44 year old men
Looking better		-Women 25 years and older more likely than men of same age
Interacting with others	-65 and older more likely than those aged 25 to 64	-Women 65 and older are more likely compared to women aged 18 to 64 -Men aged 18 to 24 more likely than men aged 45 to 64
Taking risks/seek adventure	-18 to 24 year olds more likely than those 25 years and older	-This appears in both genders
Competing/winning	-18 to 24 year olds are more likely than adults 25 years and older	-25 to 44 year old men more likely than women the same age

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Compared to the national average, certain motivators are cited as important by relatively more residents of:

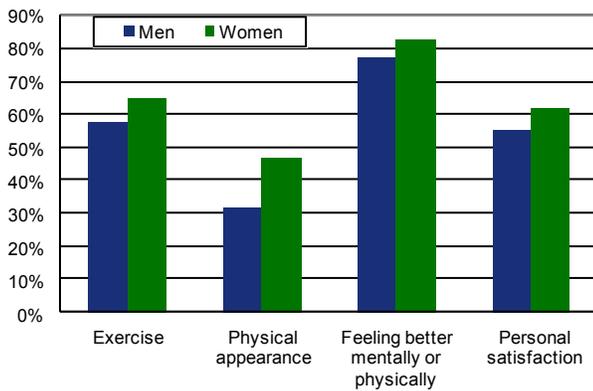
- Newfoundland and Labrador and Saskatchewan for social interaction
- Prince Edward Island for exercise
- New Brunswick for getting outdoors
- Newfoundland and Labrador for fun
- Ontario for improved physical appearance.

Moreover, fewer adults residing in Quebec cite social interaction, fun, challenging abilities and skills, personal satisfaction, physical appearance, and taking risks or seeking adventure as motivators for participation in sport, compared to the national average.

More women than men say that exercise, physical appearance, feeling better mentally or physically, and personal satisfaction are very important, whereas more men say that competition is an important motivator. Table 1 summarizes the significant relationships between motivators with age and sex.

FIGURE 1

Motivation to participate in sport by gender, % indicating that it is 'very important'



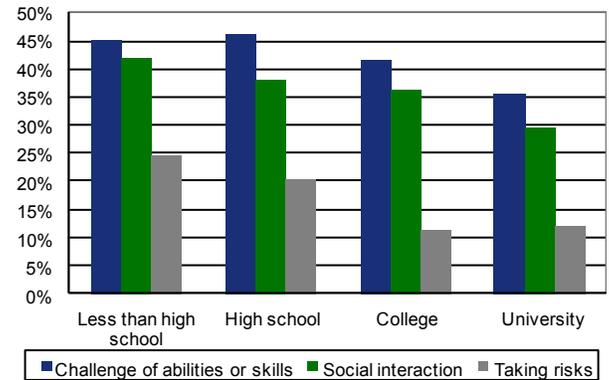
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Socio-economic and –demographic factors

There are some interesting differences regarding the importance of various motivators for sport and their level of education. Compared to university educated adults, those with a college education are more likely to say that getting outdoors and having fun are important motivators for sport; high school education are more likely to say the challenge of their abilities or skills and also having fun; high school education or less are more likely to say social interaction is an important motivator. Similarly, taking risks and seeking adventure as a motivation for physical activity is reported by relatively more adults with a high school education or less, compared to individuals with a post-secondary education. On the contrary, individuals with a university education are more likely than those with less than a high school education to indicate exercise as their motivator.

FIGURE 2

Motivation to participate in sport by education, % indicating that it is 'very important'



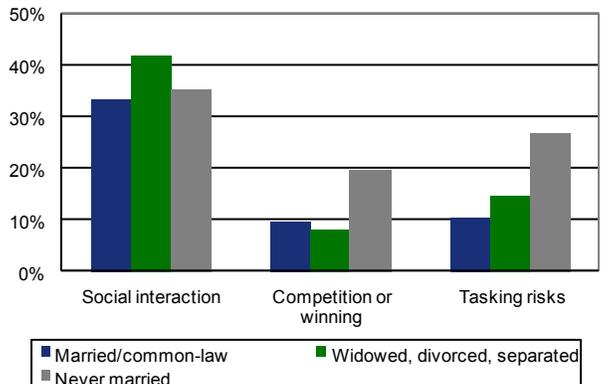
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Household income is related to certain motivators. A greater proportion from higher income households identify that social interaction, feeling better mentally or physically, and getting exercise are important motivators compared to those residing in households with incomes between \$30,000 and \$39,000. Similarly, those from the highest income households are more likely to say that finding sport personally satisfying is an important motivator compared to those from households with incomes between \$20,000 and \$29,999.

Retired individuals are more likely than the national average to say that social interaction, yet are less likely to say that having fun, competition, taking risks of seeking adventure is important. Compared to the national average, home-makers cite feeling better mentally or physically as an important motivator.

FIGURE 3

Motivation to participate in sport by marital status, % indicating that it is 'very important'



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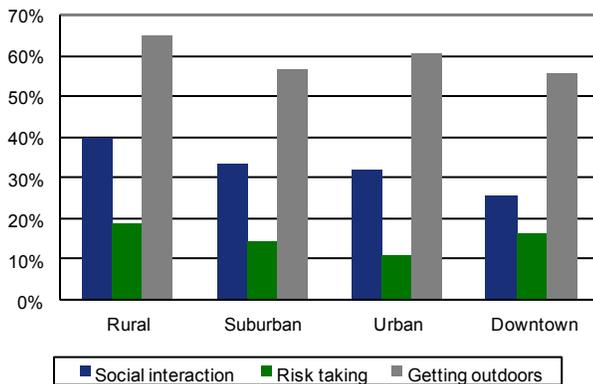
Social interaction is identified as a very important motivator by a greater proportion of widowed, divorced or separated adults compared to those who are married or living with a partner, whereas having fun is more important to single or never married adults than to married adults or those living with a partner.

Additionally, single or never married adults are most likely to find competing or winning, taking risks and seeking adventure, and challenging skills and abilities to be important motivators.

A greater proportion of adults from rural Canada report: social interaction a very important motivator for sport compared to adults residing downtown; risk taking or adventure seeking as a very important motivator, compared to those living in urban communities; and, getting outdoors to be an important motivator compared to those from suburban communities. Residents of small communities (less than 30,000 residents) are more likely to cite getting outdoors as an important motivator compared to those living in some larger communities (between 30,000 and 999,999 residents).

FIGURE 4

Motivation to participate in sport by neighbourhood environment, % indicating that it is 'very important'

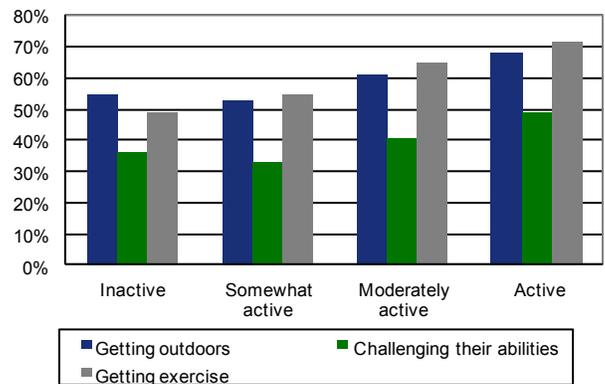


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Activity level and participation in sport are associated with differences in motivation for sport. Adults who participate in sport are more likely than those who do not to participate in sport to report relaxation, personal satisfaction, getting exercise, social interaction, having fun, challenging their abilities or skills, winning or competing, getting outdoors, taking risks and seeking adventure as important motivators. Also, a higher level of physical activity is associated with an increased likelihood of adults saying that getting outdoors, improving mental and physical well-being, looking better, having fun, challenging their abilities or skills, getting exercise, taking risks and seeking adventure, and increasing personal satisfaction are reasons that motivate them to participate in sport.

FIGURE 5

Motivation to participate in sport by activity level, % indicating that it is 'very important'



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