

Getting Kids Active!

2010 PHYSICAL ACTIVITY MONITOR: FACTS & FIGURES



Preferences for physical activity and sport

The 2010 Physical Activity Monitor examined children's preferences related to physical activity and sport including their overall preference for engaging in activities that are active versus sedentary pursuits, organized versus unorganized, and those of various intensities.

Preferences for active versus sedentary activities

According to parents, about one quarter (24%) of children prefer to be physically active whereas only 16% prefer to do sedentary activities (quiet activities such as sitting watching TV, reading, playing video or computer games). The remaining 60% of children prefer both active and sedentary activities equally well. This pattern holds irrespective of region.

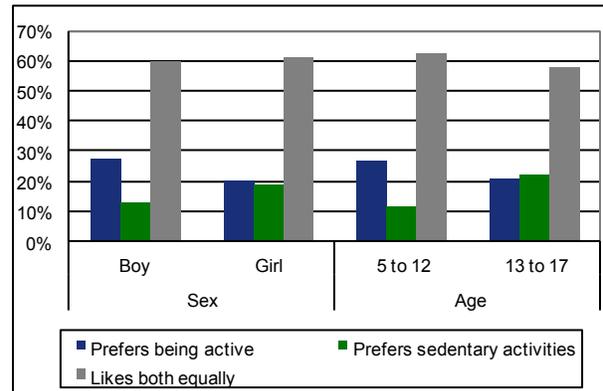
A preference for active pursuits is more frequent among boys and younger children, whereas sedentary pursuits are preferred by relatively more girls and older children. Although there are no differences in reports by parent's gender, children's preference for active pursuits is reported more frequently by younger parents, whereas sedentary pursuits are reported more frequently by older. Roughly the same percentage of children like both active and sedentary pursuits equally well, regardless of their own and their parent's age and gender.

There is no difference in the percentage of children who prefer active versus sedentary activities by other socio-economic or demographic variables, with one exception; the percentage of children who like active and sedentary pursuits equally well is higher among parents with a university education compared to those with less than a high school education.

As one would expect, the proportion preferring physical activity to sedentary activities is higher among children participating in sport, whereas the proportion preferring sedentary activities is higher among non sport participants. Children's preference for sedentary activities also decreases as parent's activity level increases. The percentage reporting that their child likes to do physical activity and sedentary activities equally well is lower among inactive parents (50%) compared to parents who are at least moderately active (63%).

FIGURE 1

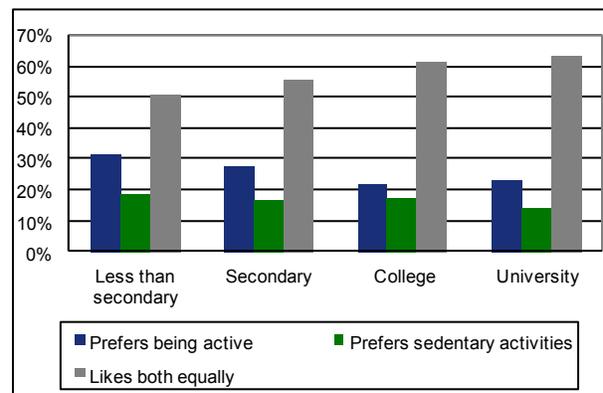
Preference for active and sedentary pursuits by children's age and sex, 2010



Physical Activity Monitor 2010, CFLRI

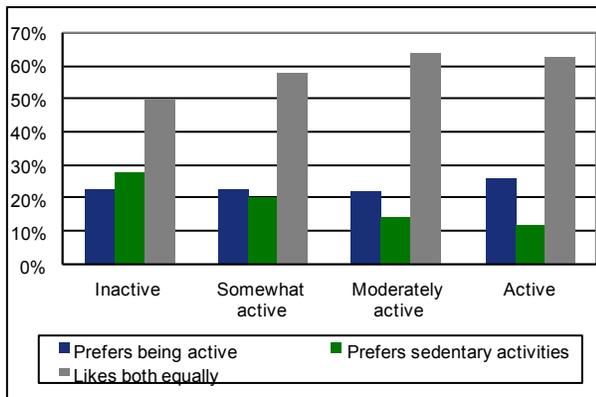
FIGURE 2

Preference for active and sedentary pursuits by parental education, 2010



Physical Activity Monitor 2010, CFLRI

FIGURE 3
Preference for active and sedentary pursuits by parent's activity level, 2010



Physical Activity Monitor 2010, CFLRI

Trends – The proportion of parents indicating that their children prefer to be active has decreased slightly since 2000, whereas the proportion saying that their child prefers both active and quiet activities equally well has increased. Table 1 summarizes significant changes in the percentages observed between 2000 and 2010. As a result of these differences:

- Now, boys are less likely to prefer sedentary activities than girls, which was not the case in 2000.
- Fathers are now more likely than mothers to report that their children prefer sedentary activities.
- Since 2000, a direct relationship between children liking both physical activity and sedentary pursuits equally well and parental education level has emerged. However, the relationship between

a child's preference only to be active and parental education and household income that was evident in 2005 is no longer evident in 2010.

- Since 2000, a direct relationship between parent's activity level and a child liking both active and sedentary activities equally well has emerged in 2010.

Preferences for participating in organized versus unorganized physical activity or sport

Parents were asked about their child's preferences for participating in organized activities (e.g., soccer, dance classes, competitive basketball, etc.) or unorganized physical activity and sport (e.g., bicycling, skateboarding, walking, etc.). When participating in physical activity, 49% of children like organized and unorganized physical activity and sports equally well, 20% preferred solely organized and 26% prefer only unorganized activities. The remaining 4% like neither organized nor unorganized activities. These percentages are consistent across regions.

A higher percentage of mothers report that their child likes both organized and unorganized activities equally well, whereas a higher percentage of fathers say that their child likes neither type of activities. Older parents (45 to 64 years) are more likely to report that their child prefers organized activities whereas younger parents are more likely to state that their child likes both organized and unorganized equally well. Organized physical activities and sport are preferred by a higher percentage of teenagers (13 to 17 years), children living in the highest income households, and sport participants. Preferring unorganized physical activities is more prevalent among non sport participants and those within low household incomes (lowest quartile).

TABLE 1

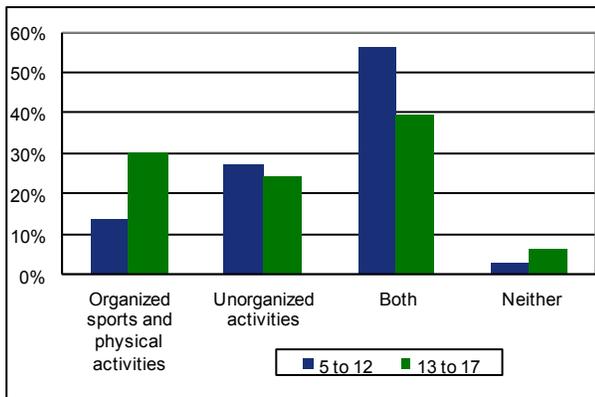
Changes in young people's preferences for physical activity, sedentary activity or both, 2000-2010

	Percentage increased	Percentage decreased among:
Prefers physical activity over sedentary pursuits		Both boys and girls 5-12 years olds Children living in Quebec Parent with a college education Living in a high income household (3rd quartile) Living in a lower income household (lowest quartile) Active parents
Prefers sedentary activities to physical activity		Parent with university education Living in a highest income household (highest quartile) Living in the West or North
Likes both types of activities equally well	Boys Children living in Quebec or West Parent with a university education Living in all but lower income household (lowest quartile) Parent being at least moderately active	

Physical Activity Monitor 2010, CFLRI

FIGURE 4

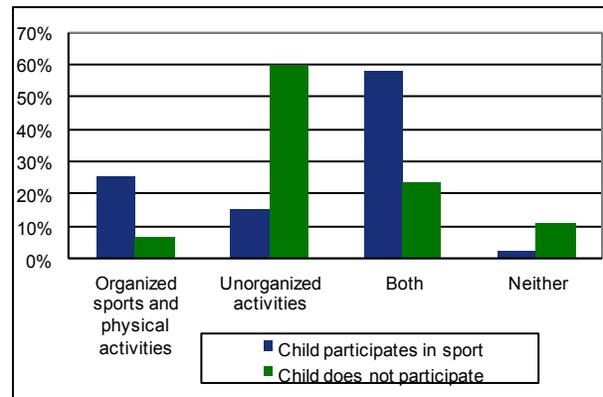
Preferences for organized and unorganized activities, by child's age, 2010



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FIGURE 5

Preferences for organized and unorganized activities, by child's participation in sport, 2010



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Boys, young children, children living in the lowest income households (compared to \$80,000-\$100,000), and sport participants are more likely than others to prefer both organized and unorganized activities. Not liking organized nor unorganized physical activities and sport is more prevalent among teenagers, children not participating in sport, or whose parents are inactive.

Trends – The proportion of children preferring to participate in organized physical activities and sport has increased since 2000. This increase has occurred among both boys and girls, among teenagers, among those with parents of higher education, among those in the lowest and highest income households, mothers, and whose parents are moderately active. Regionally, there have been slight increases in the proportion of children who prefer organized activity in the Atlantic, Ontario and the West over the last decade. Relationships regarding age and income have persisted over time.

At the same time, the percentage of children preferring to participate in unorganized physical activities and sport has decreased since 2000. This has occurred primarily in the Atlantic and West. Now, relatively fewer boys, mothers, those living in highest income households, and those whose parent have college education or who are moderately active prefer participating in solely unorganized activities. Since 2000, fewer boys than girls prefer solely unorganized physical activity (whereas the reverse was observed in 2005), and education of parents is no longer related.

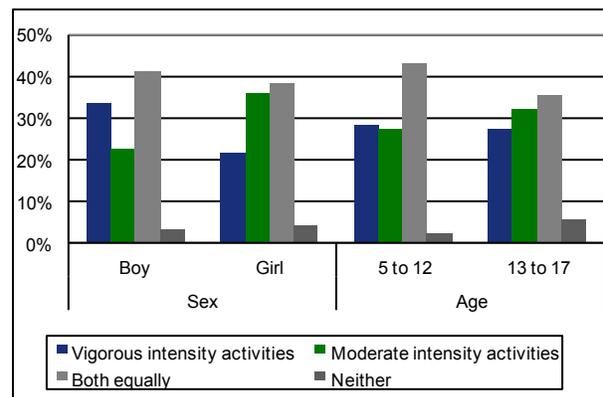
Finally, compared to 2000, there have been no significant increases or decreases in the proportion of children that like both organized and unorganized activities equally well. This is true regardless of age, sex, education, income, region of the country of parent's activity level. However, slight changes in the percentages have led to some changes in the relationships. In 2010, more boys than girls and higher percentage of children living in a low income household (lowest income quartile) now like both organized and unorganized activities equally well.

Preferences for vigorous or moderate intensity activities

According to parents, slightly less than 30% of children prefer solely vigorous intensity activities (28%). A similar percent prefer solely moderate intensity activities (29%), 40% of children like both equally well, and 3% do not like either type of activity. There are no significant differences in these percentages by region.

FIGURE 6

Preferences vigorous and moderate intensity activities, by child's age and sex, 2010



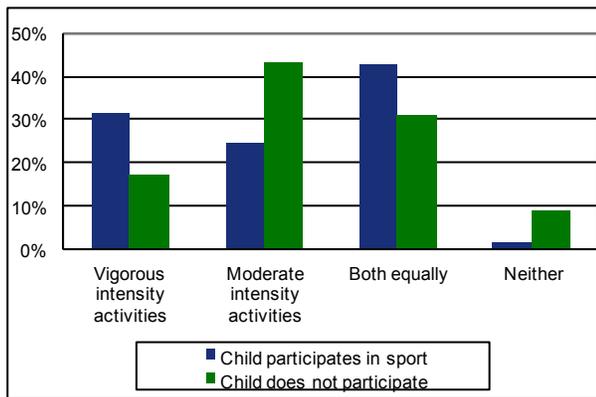
Physical Activity Monitor 2010, CFLRI

Mothers are more likely than fathers to report that children prefer both vigorous and moderate intensity activities equally. Vigorous intensity activities are preferred by boys, sport participants and children whose parents are more active. Moderate intensity activities are preferred by girls, children living in lower income households, those not participating in sport, and those whose parents are inactive. Children who like both vigorous and moderate activity equally well tend to be younger and are sport participants.

A very small proportion (3%) like neither vigorous nor moderate intensity activity, however, the percentage is slightly higher among teenagers (5%) and those not participating in sport (9%).

FIGURE 7

Preferences vigorous and moderate intensity activities, by child's participation in sport, 2010



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Trends – Young people's preferences for physical activities of different intensities has remained remarkably stable since 2000. Although no changes were noted overall, relatively fewer children whose parents have a college education like both vigorous and moderate intensity activities, while relative more prefer moderate intensity activities. The only other significant change in proportions was a decrease between 2000 and 2010 in the proportion of children and youth living in the Ontario who like neither vigorous nor moderate intensity activities.

A couple of small changes in actual percentages over the decade have led to a few changes in the relationships of young people's intensity preference by socio-demographic characteristics. Compared to 2000, more fathers than mother now report their child has a preference for vigorous activities, and children of higher income earners are now less likely to prefer only moderate activities.

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