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Canadian Heritage

Sport Participation 2010

Research Paper

June 2013



This is the fourth in a series of research reports that use the General Social Survey data to provide an overview of sport participation in Canada. The previous three reports (1992, 1998, and 2005) were published by Statistics Canada.



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Cette publication est également disponible en français.

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Note to Readers

This report looks at sport participation by Canadians. It is based mainly on data from the 1992, 1998, 2005 and 2010 General Social Survey (GSS) on time use, including information on sports activities of household members. In addition to how they spend their time, respondents aged 15 and over in the 10 provinces were asked whether they or any other household members had regularly participated in any sport during the previous 12 months. Regularly means at least once a week during the season or for a certain period of the year. They were also asked whether they or any other household member had participated in amateur sport as a coach, sports official/referee/umpire, administrator or helper.

In the context of the GSS, sports is defined as being mainly team organized activity such as hockey, baseball, basketball, golf, competitive swimming, soccer, downhill skiing, volleyball and tennis. A number of popular recreational physical activities were not defined as sport by the survey. It excluded activities such as non-competitive aerobics, aqua fit, bicycling for recreation/transportation only, body building/body sculpting, car racing, dancing, fishing, fitness classes, hiking, jogging, and lifting weights (non-competitive), motorcycling, snowmobiling, and non-competitive walking.

The downward trend in sport participation reported in this study does not mean that Canadians, including respondents classified as non-participants, do not engage in physical activities. Many engage in regular exercise through various physical programs or classes while others enjoy jogging, gardening, power walking, etc, which are not captured in this survey.

The target population included all people, 15 and over, except full-time residents of institutions and residents of the Yukon, Nunavut and Northwest Territories. The responding household member provided information on behalf of children aged 5 to 14.

Highlights

National sport participation rate continues to decline

General Social Survey (GSS) Time-Use data shows that the national participation rate of Canadians age 15 years and older has been declining since 1992. In 2010, 7.2 million or 26% of Canadians age 15 and older participated regularly in sport. This represents a 19% decline over the past 18 years.

Gender gap in sport participation has increased

Men are more likely to participate in sport on a regular basis than women. In 2010, approximately one-third of Canadian men and one-sixth of Canadian women regularly participated in sport.

Decreased sport participation across all age groups

Sport participation tends to decrease as Canadians get older yet the participation rate of young Canadian adults is declining faster than that of older Canadians. In 2010, 54% of Canadians 15 to 19, 37% of Canadians 20 to 24, 29% of Canadians 25 to 34, 23% of Canadians 35 to 54, and 17% of Canadians 55 and older were regularly practicing sport. In comparison to 2005 these results represent a decrease of 4% for the 15 to 19 and 20 to 24 age groups; 2% for the 25 to 34 and 35 to 54 age groups; and 1% for the 55 and older age group.

Education level impacts sport participation

In general, the higher the level of education the more likely an individual is to participate in sport. Close to one-third of university graduates practice sport on a regular basis compared to 25% of Canadians who have a post-secondary diploma and/or some university, and 22% of individuals who report being in the “some college/trade/high school diploma” category.

Higher income earners more likely to participate in sport

Sport participants are more likely to be found in the higher household income categories than in the lower household income categories. Fewer than one in ten individuals with a household income of less than \$20,000 per year participate in sport, compared to 15% of Canadians with a household income in the range of \$20,000 to \$29,999 and approximately one in five Canadians with a household income of \$30,000 to \$49,999 or \$50,000 to \$79,999. Moreover, one-third of individuals with a household income higher than \$80,000 engage regularly in sport.

Sport participation of non-Anglophones is in decline

2010 GSS data shows that the sport participation rate of English-speaking Canadians (30%) remained fairly stable over the past years while that of French-speaking Canadians (20%), Canadians in the “other” category (24%), and those reporting multiple mother tongues (22%) have lower sport

participation rates than in 2005 (30% of Francophones, 22% of “other”, and 30% of multiple mother tongues).

Established immigrants participate in sport less than recent immigrants and Canadian born

Immigrants who came to Canada after 1990 (29%) tend to participate regularly in sport and at the same rate as Canadian born (27%). Conversely, established immigrants are less likely to engage in sport activities; 16% of immigrants who moved to Canada before 1990 participate regularly in sport.

Students participate in sport in greater numbers than any labour force group

Almost half of students (15 years and older) participate in sport on a regular basis compared to 31% of part-time workers, 27% of full-time workers, and 17% of unemployed people.

Participation highly concentrated in a few sports

Canadians are active in many different sports but most sport participants practice only a select few on a regular basis including golf, ice hockey, and soccer. Gender seems to influence the choice of sport. While men tend to prefer the three aforementioned sports, women participate more in golf, soccer, and swimming.

Soccer is the most played sport by Canadian children

One in four GSS respondents reported having at least one child (5 to 14 years old) living in the household playing soccer on a regular basis. The next two most popular sports are swimming (24%) and ice hockey (22%).

Household income influences children’s participation in sport

While the great majority of children from families with an annual income over \$80,000 participate in sport on a regular basis, seven in ten children from a middle income family and six in ten children from a lower income family also engage in sport on a regular basis.

Women are more likely than men to have a coach

Female sport participants tend to use the services of a coach more often than male sport participants and this difference appears to increase as people age. For example, two-thirds of young male and female adults (15 to 19 years old) have a coach, compared to one-fifth of men and one-third of women in their early twenties. And the data shows that 12% of women who are 55 years or older have a coach while 4% of male sport participants in the same age group have one.

Age is an indicator of tournament participation

In 2010, 11% of Canadians participated in sport tournaments. Participation in tournaments is highest among young sport participants. Six out of ten sport participants age 15 to 19 participated in tournaments compared to 35% to 40% of sport participants belonging to other age groups. However, participation in tournaments is increasing among older sport participants compared to previous GSS years.

Increased number of Canadians involved in amateur sport as coaches, referees, administrators, and spectators

Indirect involvement in sport has been increasing over the past 20 years. In 2010, 40% of Canadians reported being a spectator of amateur sport events while 7% of men and women helped with administration, 2% were involved in officiating, and 5% were involved as a coach.

Most important benefit of sport participation is relaxation and fun

Among the benefits of sport participation recognized by Canadians, relaxation and fun were ranked as being important by 97% of sport participants. Health and fitness were the most important benefits of sport for participants age 15 to 19 and these outcomes were recognized as very important by the majority of sport participants from the other age groups as well. Finally, women attached greater importance to family activities and making new friends than men did.

Sport participation perceived as improving health and life satisfaction

Concerning physical and mental health, sport participants have a more positive self-assessment than non-participants. Additionally, sport-participants are more likely to be satisfied with their lives than non-participants.

Lack of time and interest are the main reasons for not participating in sport

Leisure time has been decreasing for Canadians over the past 20 years; therefore it is not surprising to see that lack of time is the most common reason for not participating in sport on a regular basis. Non-participants who said they did not have time to participate in sport generally work (paid work and household work) more hours than non-participants who gave other reasons for non-participation.

Introduction

There are many ways in which Canadians become involved in sport. For some this is through direct, active participation while for many others involvement is more indirect including participation as coaches, officials, administrators, or spectators. Whether through direct or indirect means, sport participation is enjoyed by a great many Canadians across the country.

This report looks at the sport participation rates of Canadians. It takes into account certain socio economic variables such as age, sex, income, education and family composition that may influence the level of involvement. It uses historical data from the General Social Survey (GSS) to show the level and rate of participation over time. The report also looks at the kind of sports Canadians like to play, the influence of parental involvement on their children's participation, the rationale for participation or non-participation in sport, and the barriers to sport participation that give rise to a unique Canadian perspective.

Objectives

This report is an update of the 2005 report entitled *Sport Participation in Canada, 2005*¹ prepared by Statistics Canada for Sport Canada. Some studies (e.g., releases by the *Canadian Fitness and Lifestyle Research Institute*²) include sport within the broader context of physical activities such as brisk walking, jogging, dancing, and other forms of exercise. However, sport as used in this report excludes a number of physical and leisure activities of a personal nature such as: aerobics, dancing, bicycling for recreation or transportation, body building, car racing, fishing, jogging and walking.

The report analyzes trend data where possible using the 1992, 1998, 2005, and 2010 sport supplements to the *General Social Survey* (GSS). These data provide vital information on the magnitude of, and changes in, sport participation in Canada.

As in the 2005 study, the main objective of this paper is to improve our knowledge of sport participation in Canada. This was done by examining a number of key variables and trends.

- Participation in sport by socio-demographic factors (e.g., age, mother tongue, gender, household type, education, household income, occupation and type of employment);
- Canadian born citizens, recent immigrants, and those who immigrated to Canada before 1990;
- Canadians who are directly involved in sport as participants;
- Canadians who are indirectly involved through coaching, officiating, administrating, or being a spectator at amateur sporting events;
- Participation in competitive sport;
- Benefits from participation;
- Barriers to participation;
- The relationship between general social indicators and sport participation (e.g., health, social and community contact, and time use, including leisure time).

¹ Ifedi, Fidelis. *Sport Participation in Canada, 2005*, Culture, Tourism and the Centre for Education Statistics, Statistics Canada.

² See their web site at www.cflri.ca.

Definition of sport

The *General Social Survey* determined each respondent's involvement in sport by asking the same question as in 2005 and previous years:

“Did you regularly participate in any sports during the past 12 months?”

Statistics Canada defined “regularly” to mean that the respondent participated in a sport at least once a week during the season or for a certain period of the year. For example, although bowling is not a seasonal sport, the respondent was to include bowling if it was played on a regular basis for a period of the year.

Guidelines for determining whether a physical activity fell within this scope as a “sport” were determined by Sport Canada. A sport was defined as an activity that involves two or more participants engaged for the purpose of competition. Sport involves formal rules and procedures, requires tactics and strategies, specialized neuromuscular skills, and a high degree of difficulty and effort. The competitive nature of sport implies the development of trained coaching personnel. It does not include activities in which the performance of a motorized vehicle is the primary determinant of the competitive outcome.

Based on these general guidelines a list of sports was provided by Sport Canada. A number of physical and leisure activities were excluded, such as non-competitive aerobics, aqua-fitness, bicycling for recreation/transportation only, body building/sculpting, car racing, dancing, fishing, fitness classes, hiking, jogging, lifting weights (non-competitive), motorcycling, snowmobiling, and non-competitive walking. Details about the GSS survey design, the survey questions, and lists of sports included as well as excluded are all contained in Appendix 1.

Calculation of rates

Participation rates can be calculated in a number of different ways. The participation rates in most of the tables in the report use the total Canadian population age 15 and older as the denominator. Participation rates were also calculated using the total number of males age 15 years and older and total females age 15 years and older as denominators. This allows one to view the proportion of sport participants within the total population as well as between the male and female populations.

A second set of percentages was calculated using the total population that actively participates in sport as the denominator, thus giving us a rate of sport participants. For the purpose of this report this rate will be called the “active participation rate”. This allows for comparisons within the sport participant population. Footnotes at the end of each table indicate which sub-population was used in the calculation of the rates.

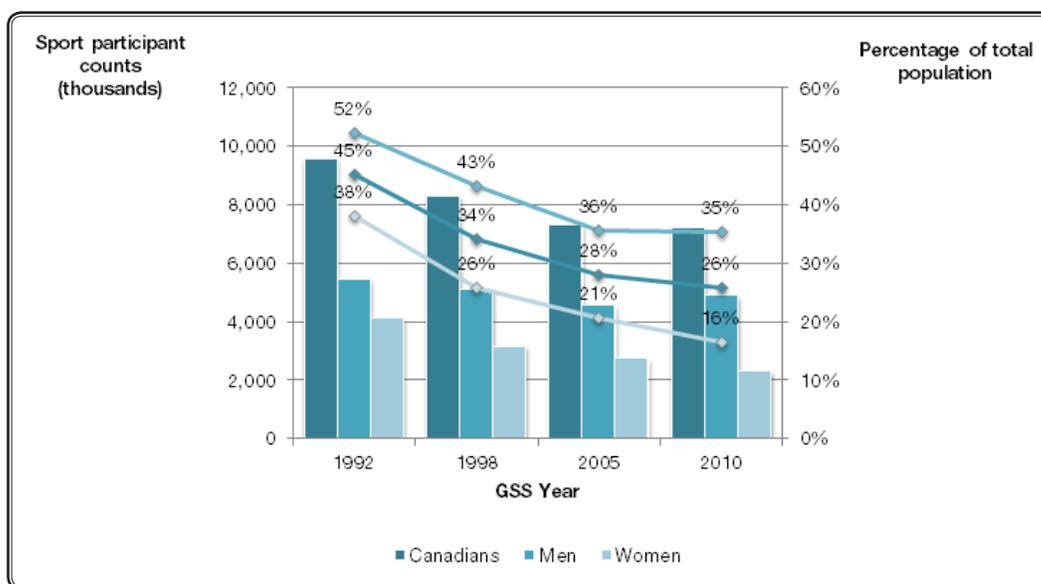
National trends in sport participation, 1992, 1998, 2005, and 2010

Sport participation in Canada is on the decline

Fewer Canadians age 15 years and older participated in sport in 2010 than in 2005. In 1998, the results of the *General Social Survey* showed that 34% of Canadians age 15 and older, or 8.3 million people, participated in sport. This was a drop from a 45% sport participation rate in 1992. By 2005, the number of participants had decreased to 28% of the population. In 2010, only 7.2 million people, or 26% of Canadians age 15 years and older, reported participating in sport on a regular basis.

Nevertheless, the rate of declining sport participation in Canada seems to be slowing down. While the percentage of Canadians actively participating in sport fell by 11% from 1992 to 1998, the decrease from 2005 to 2010 was only 2.2%. This trend is especially true for male Canadians whose participation rate has barely decreased in the past 5 years (-0.2%) compared to decreases of 9% from 1992 to 1998 and of 8% from 1998 to 2005.

Chart 1 – Counts and ratio of Canadian sport participants



This decline can be attributed to a combination of factors of which Canada's aging population and the fact that active participation in sport decreases with age are perhaps the most important. Between 1991 and 2010, Canada experienced a significant increase in the proportion of its population age 65 and older (defined as seniors). In 1991, the census reported 3.5 million seniors in Canada, representing 11.6% of the total population, up from 8.1% in 1971. By 2011, this number had increased to 4.9 million seniors, or 14.8% of the population.³

³ Statistics Canada, 2011 Census of Population, Statistics Canada catalogue no. 98-311-XCB2011017 (Canada, Code01)

This increase in the proportion of seniors is mainly a result of lower rates of natural increase and longer life expectancy.⁴ Combined life expectancy at birth for both sexes reached 81.1 years in 2009, compared to 80.2 years in 2005, 78.6 years in 1998 and 78.0 years in 1992.⁵ At the same time, the proportion of children under the age of 15 dropped from 20.9% of the population in 1991 to 16.8% in 2011.

Other associated factors which influence levels of sport participation include gender, household composition, educational attainment, and household income. These factors are most notable when participation in sport competes with domestic responsibilities, child rearing, work-related activities, and participation in other leisure time activities. Household income and the level of education of household members also have an impact on sport participation. Previous studies in 1992, 1998, and 2005 showed that individuals and households with higher incomes were more likely to participate in sport than those with lower incomes. The same was true for education as Canadians with more education were more likely to participate in sport than those with less education. These factors will be explored in greater detail below.

The downward trend in sport participation does not mean that Canadians do not engage in physical activities. Many engage in regular exercise through various physical programs or classes while others enjoy jogging, gardening, power walking, etc. According to the *2010 Canadian Community Health Survey*, 14.8 million people, representing 52% of Canadians age 12 and older, were involved in leisure time physical activity; this represents a slight increase from 2006.⁶ Further, the 2010 Physical Activity Monitor found that 75% of children and youth participate in sport. This proportion has not changed significantly since 2005.⁷

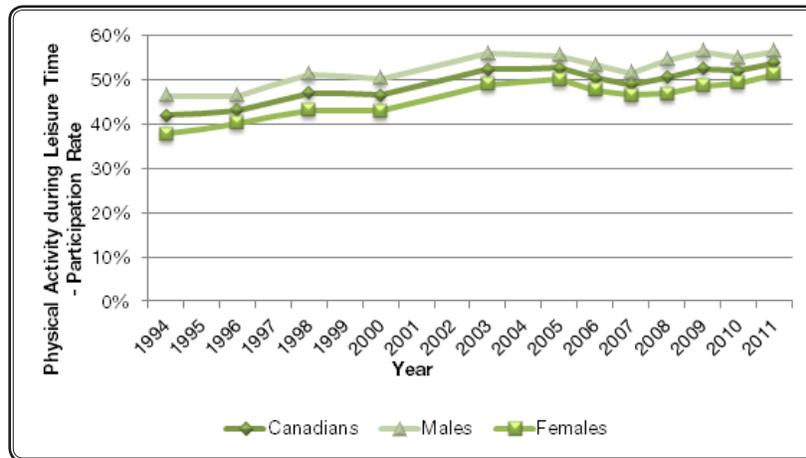
⁴ Statistics Canada, 2011. The Canadian Population in 2011: Age and Sex: 5 (Retrieved May 29, 2012 from: <http://www12.statcan.gc.ca/census-recensement/2011/as-sa/98-311-x/98-311-x2011001-eng.pdf>)

⁵ Statistics Canada, CANSIM, Table 102-0512, and Human Resources and Skills Development Canada, Indicators of Well-being in Canada; Health – Life Expectancy at Birth. (Retrieved May 29, 2012 from: <http://www4.hrsdc.gc.ca/.3ndic.1t.4r@-eng.jsp?iid=3>)

⁶ Statistics Canada, CANSIM, table 105-0501 and Catalogue no. 82-221-X.

⁷ Canadian Fitness & Lifestyle Research Institute. Getting Kids Active! 2010 Physical Activity Monitor: Facts & Figures.

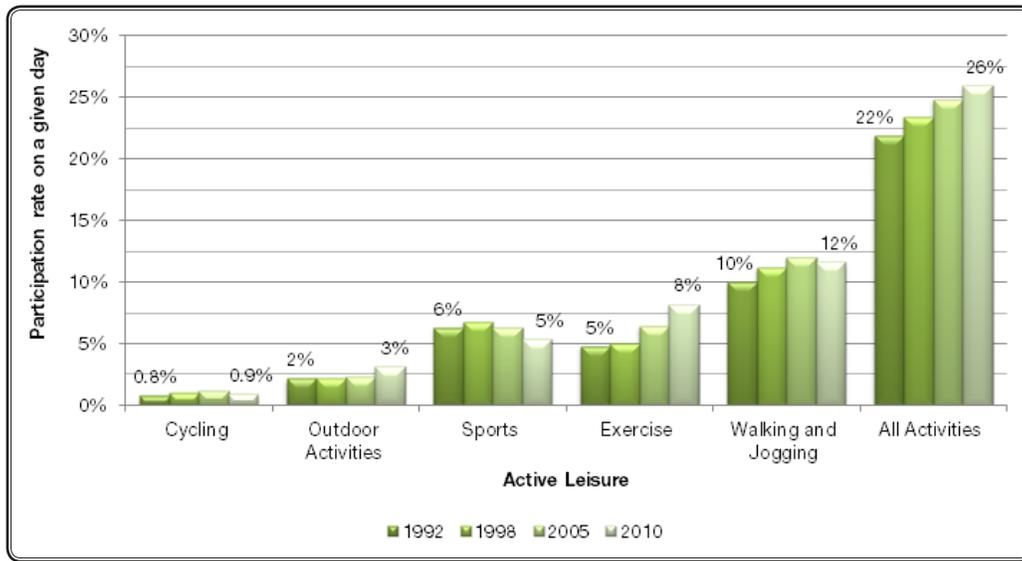
Chart 2 – Participation rate in leisure-time physical activity by sex, 1994, 1996, 1998, 2000, 2003, 2005 to 2011⁸



Data from the GSS supports the observation that there has been an increase in Canadian participation in active leisure – from participating in sport to activities like walking, cycling, and going on outdoor expeditions – over the past 20 years (from 1992 to 2010).

⁸ Statistics Canada, Table 105-4033 - *Leisure-time physical activity, by sex, household population aged 12 and over, Canada, provinces and territories, occasional, CANSIM (database), Statistics Canada, CANSIM, Table 105-0501 and Catalogue no. 82-221-X*

Chart 3 – Changes in active leisure participation of Canadians on a given day from 1992 to 2010^{9,10}



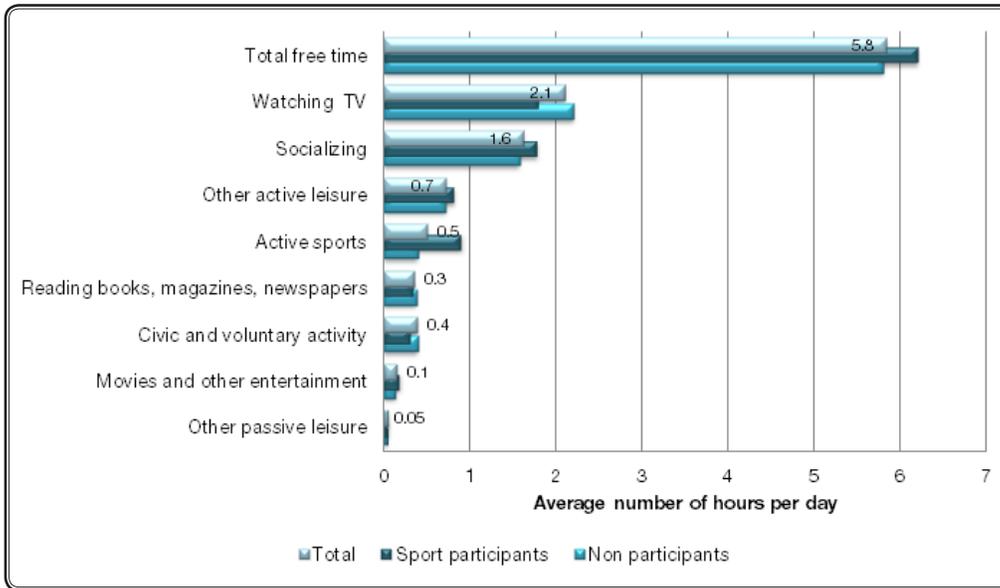
As in previous GSS years, walking or jogging is the most common active leisure activity among Canadians even though a slight decrease in participation can be observed from 2005 to 2010. Nevertheless, 12% of Canadians, or 3.3 million people, age 15 and older walked or jogged on a given day in 2010 compared to 10%, or 2.1 million people, in 1992. Exercising (e.g. yoga, weight lifting, and aerobics) was the second most popular active leisure activity Canadians took part in on a given day, and it has also increased in popularity. In 2010, 8% of Canadians exercised, up from 5% in 1992. Participation in outdoor activities and cycling also increased during this period but participation in sports slightly decreased.

Finally, non-participants, referring to those respondents who do not regularly practice sport, participate in active leisure for an average of one hour and 6 minutes per day compared to an average of one hour 32 minutes for sport participants. Moreover, non-participants allocate, on average, 24 minutes to active sport per day. Such “sport” is most likely physical activity that has been excluded from the definition of sport used in this report (e.g. aerobics, cycling for leisure, etc.), hence the non-participant category (Table 1, p. 26).

⁹ In this chart, the category ‘sports’ refers to informal sport activities as well as organized sports (the concept applied for the definition of sports in the rest of the report) and the participation rates were calculated using total Canadians 15 years and older.

¹⁰ Source: Statistics Canada, *General Social Survey*, 1992, 1998, 2005 and 2010.

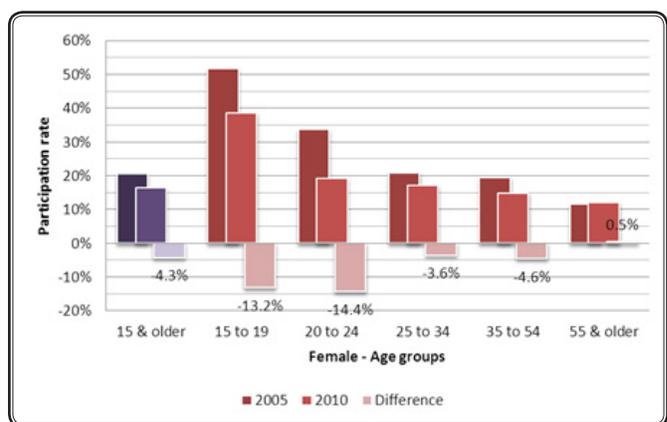
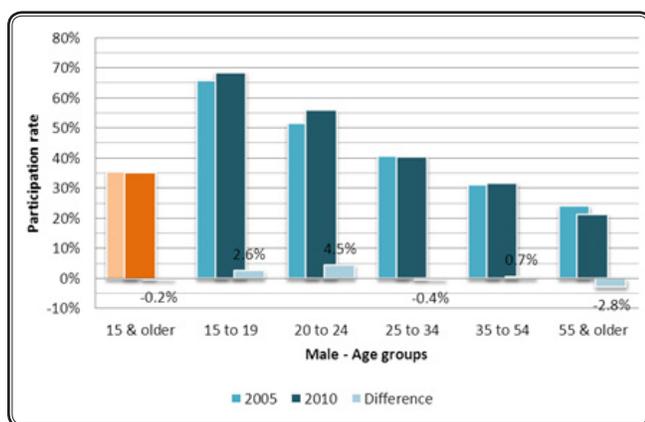
Chart 4 – Average time per day spent on activities by sport participation, 2010



Men participate in sport much more actively than women

In Canada men are more likely to participate in sport than women although participation rates have declined for both genders over the years. While the gender gap in sport participation had been narrowing for some time, data from the GSS 2010 reports an opposite trend. Specifically, while the gender gap in favour of men had narrowed from 17% in 1998 to 15% in 2005 (close to where it stood in 1992, at 14%) it had grown again, to 19%, in 2010 (Table 2, p. 26).

Chart 5 – Change in sport participation rates of male and female Canadians by age groups, 2005 and 2010

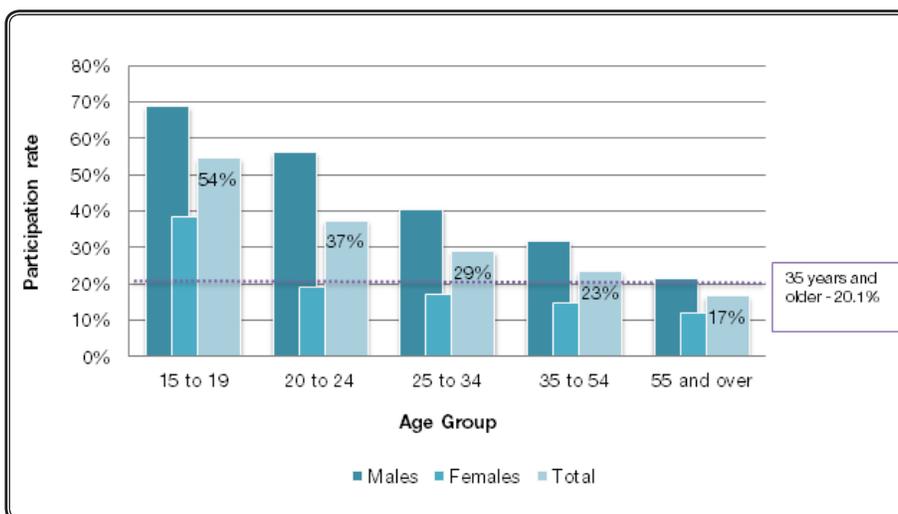


Between 2005 and 2010, the participation rate of men remained relatively stable at 35% while women’s participation rate dropped by 4% to 16%. This fall was steepest for women age 15 to 19 years (a 13 percentage-point drop) and for women age 20 to 24 years (a 14 percentage-point drop). The ‘15 to 19’, ‘20 to 24’ and ‘35 to 54’ age groups for men and the ‘55 & older’ age group for women followed an opposite trend as their participation rates went up over this period.

Age is a significant factor in sport participation

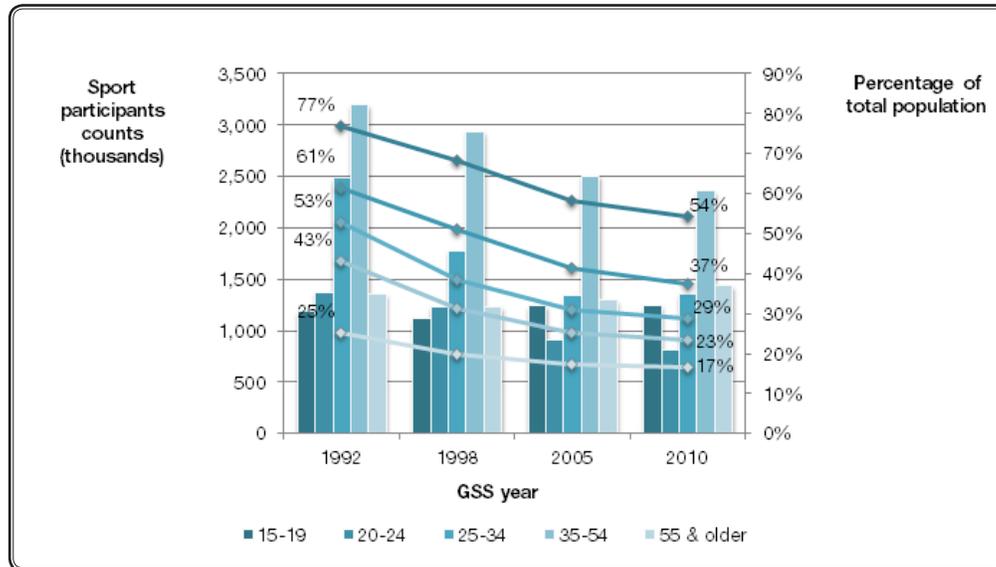
Active lifestyle decreases with age and so does sport participation rates. Given that in 2010 two-thirds of Canada’s adult population was 35 years of age or older, the percentage of the population that is inactive is likely to increase as the population continues to age. In 1992, those 35 years of age and older represented 60% of the adult population and their participation rate was 36%. By 2011, more Canadians (69%) were in this age cohort and their participation rate was down to 20%, which is below the national participation rate of 26% (Table 4, p. 27).

Chart 6 – Sport participation rates by age and sex



In 2010, close to 3 out of 10 (29%) adult Canadians between 25 and 34 years old were actively engaged in sport, a decrease of 2% from their participation rate in 2005. Comparatively, more than half (53%) participated in sport in 1992 while 4 out of 10 (39%) participated in 1998.

Chart 7 – Sport participation rates by age groups, 1992, 1998, 2005, and 2010

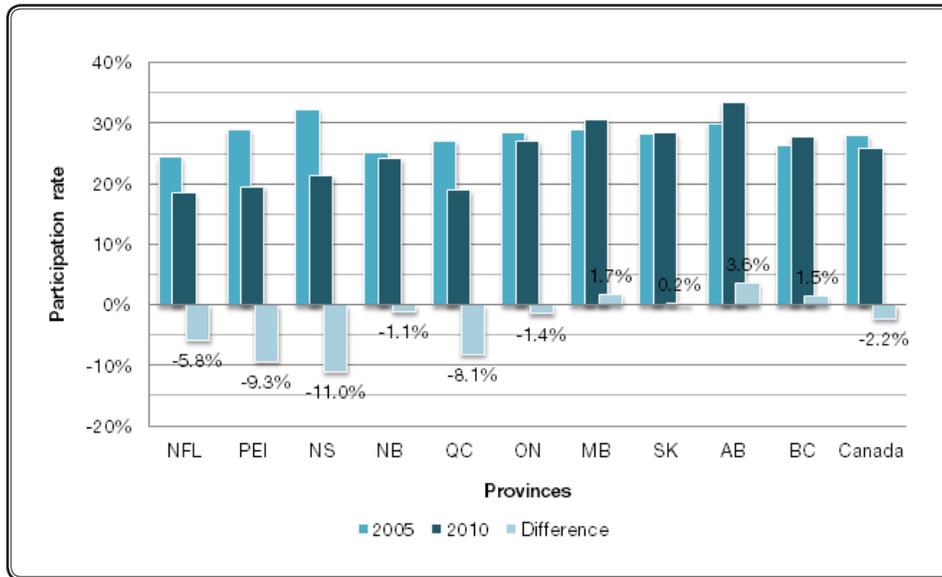


Young Canadians age 15 to 19 had the highest participation rate at 54% in 2010 but this is a slight decrease from 2005 and represents a fall of 23% from 1992. The data shows that 19 to 24 year olds had a sport participation rate of 37% in 2010 compared to 41% in 2005. This age group shows a decrease of 24% from 1992. Canadians age 55 years and older recorded the lowest rate (17%), a decrease from 25% in 1992. Although all age groups show decreases in their sport participation rates, younger age groups recorded steeper falls than older age groups. From 1992 to 1998, the ‘25 to 34’ and ‘35 to 54’ age groups showed a decline in sport participation rates with respective decreases of 14% and 12% for that five-year period. However, younger adults recorded greater decreases in their sport participation rate during the 1998-2005 and 2005-2010 periods. In fact, the percentage point change in the past 5 years for those two age groups (15 to 19 and 20 to 24) was twice the decrease of the ‘25 to 34’ and ‘35 to 54’ age groups as well as four times the decrease of the sport participation rate of seniors.

Provincial/regional trend

Participation in sport declined in all eastern provinces. The largest decline was recorded in Nova Scotia where participation fell by 11%, from 32% to 21%, between 2005 and 2010. Prince Edward Island, Quebec, Ontario, and New Brunswick also reported declining rates from 2005 levels: 9%, 8%, 1%, and 1% respectively. In Western Canada, Alberta reported increases in rates of participation from 2005 levels, a rise of 4%, followed by Manitoba (2%), and British Columbia (1%). Saskatchewan remained virtually unchanged at 0.2% (Table 3, p. 27).

Chart 8 – Sport participation rates by province, 2005 and 2010



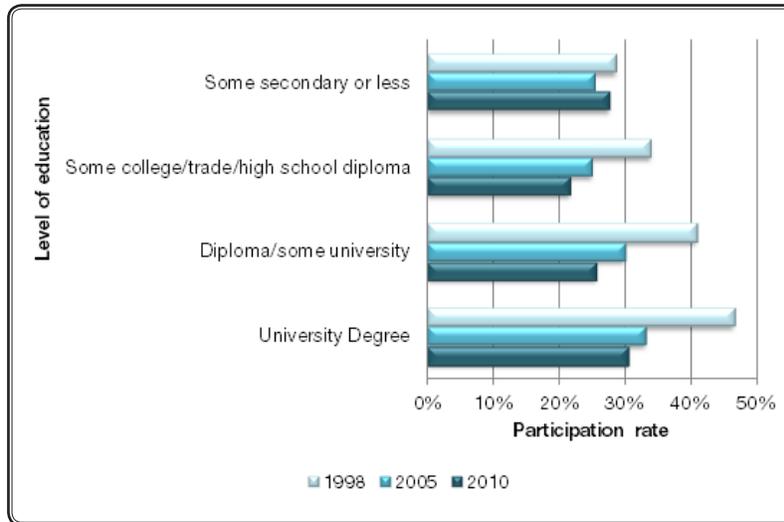
Education matters when it comes to sport

Previous GSS cycles on time-use data showed that the greater the levels of educational attainment, the more likely Canadians were to be engaged in sport activities. In 2010, just over 2 out of 10 Canadians age 15 and older with a college, trade or high school diploma participated in sport. Meanwhile, 26% of those with a post-secondary diploma and 30% of those with a university degree reported participating in sport on a regular basis. Interestingly, in 2010, sport participants in the ‘some secondary education or less’ category made gains in terms of participation rates (an increase of 2.3%) while other categories of educational attainment reported declines. These tendencies were observed in both sexes (Table 6, p. 28).

The rate of sport participation among male sport participants with some secondary education or less increased from 30% in 2005 to 38% in 2010. This growth represents the only increase in sport participation rate among all education groups by gender. Trending in the opposite direction, participation by males with some college, trade, high school diploma or postsecondary diploma/ some university fell from 33% in 2005 to 30% in 2010. By comparison, sport participation among male university graduates remained relatively stable at 40.2% in 2010, compared to 39.9% in 2005.

In 2010, rates of sport participation among females at all levels of education declined significantly compared to 2005. Those with some secondary education or less fell from 20% in 2005 to 16% in 2010. Those with a post-secondary diploma, or some university education declined from 22% in 2005 to 16% in 2010. The lowest rate of participation was among females with some college, trade or high school diploma (14%), while the highest rate of participation was among females with a university degree (21%). However, the latter is still almost half the sport participation rate of males with a university degree (40%).

Chart 9 – Sport participation rates by level of education, 1998, 2005, and 2010

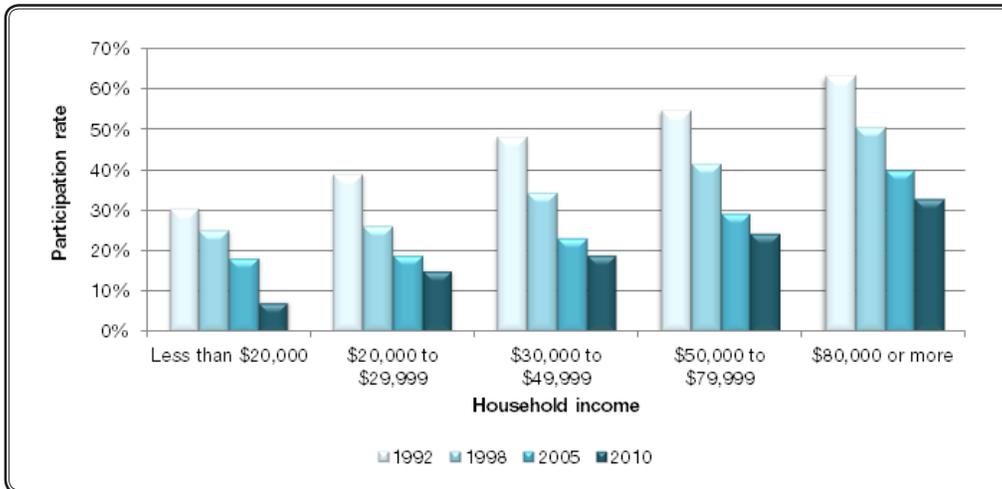


Level of household income influences sport participation

Participation in most sports typically involves some expenditure on registration fees, equipment, uniforms, travel, accommodation, or food. For most households the amount of resources available for sport activities is dependent upon the amount of discretionary income after other essential needs are met. In 2010, for Canadian households with incomes of more than \$80,000, participation in sport fell by 7%, from 40% in 2005, to 33% in 2010. Even so, at 33%, the rate of sport participation among higher income households was about five times greater than the 7% participation rate reported by households with incomes of less than \$20,000 (Table 6, p. 28-29).

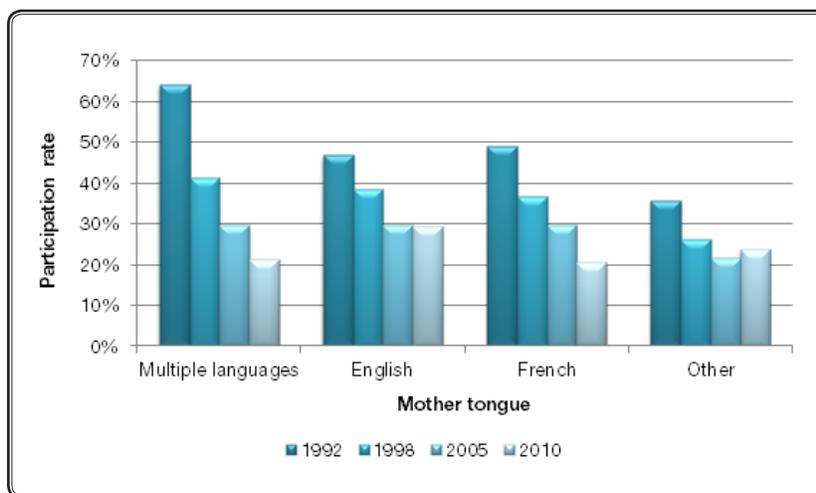
Between 2005 and 2010 there were differences worth mentioning regarding the declining participation rates of Canadian men and women, by family income categories. The steepest decrease in sport participation for men can be observed in the lowest family income category (less than \$20,000) while the steepest decrease for women can be observed in the highest family income category (\$80,000 and more). Comparatively, the smallest decrease in male sport participation was for the '\$20,000 to \$29,999' family income category and the '\$50,000 to \$79,999' family income category for female sport participation.

Chart 10 – Sport participation rates by household income, 1992, 1998, 2005, and 2010



Mother tongue has a small impact on sport participation

Chart 11 – Sport participation rates by mother tongue, 1992, 1998, 2005, and 2010

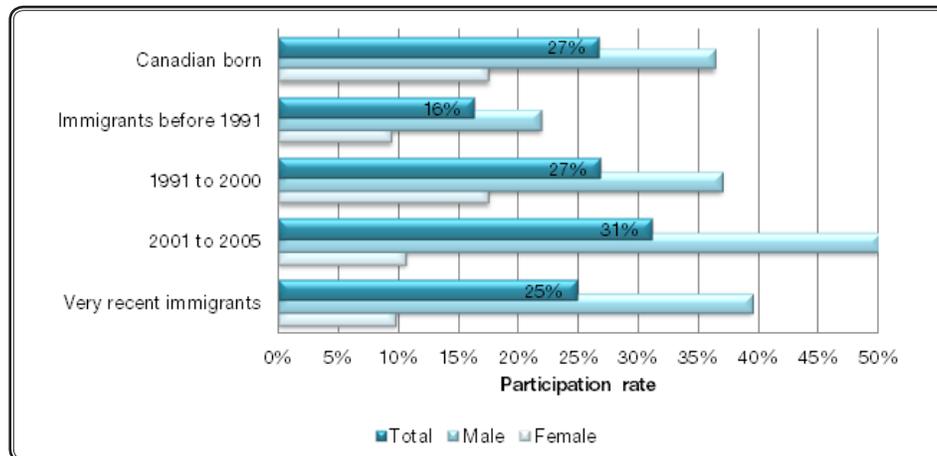


Mother tongue has minimal impact on the rate of sport participation (Table 6, p. 28). In 2010, English-speaking sport participants had a higher participation rate (29%) than other mother tongue categories while the rate of French-speaking participants (20%) was similar – although slightly lower – to the rate of participation in the multiple languages (24%) and other languages (21%) categories. Between 2005 and 2010, Anglophone sport participation rates remained stable; between 30% and 29%. By comparison, participation rates among Francophone and multiple-language speakers fell by 9% during the same time period. The participation rate of the “other” category increased from 22% in 2005 to 24% in 2010.

Sport participation gap between Canadian-born and immigrants narrows

Immigrants who arrived in Canada after 1991 are more likely to participate regularly in sport than those who immigrated prior to 1991. Very recent immigrants, or immigrants who moved to Canada between 2005 and 2010, reported a participation rate of 25%; two percentage points below the Canadian-born rate. However, those who came to Canada before 1991 were much less likely to participate in sport with only a 16% rate of participation. On the other hand, those immigrating to Canada between 2001 and 2005 (31%) are more likely to participate than Canadian-born (Table 5, p. 28).

Chart 12 – Sport participation rate by year of immigration, 2010



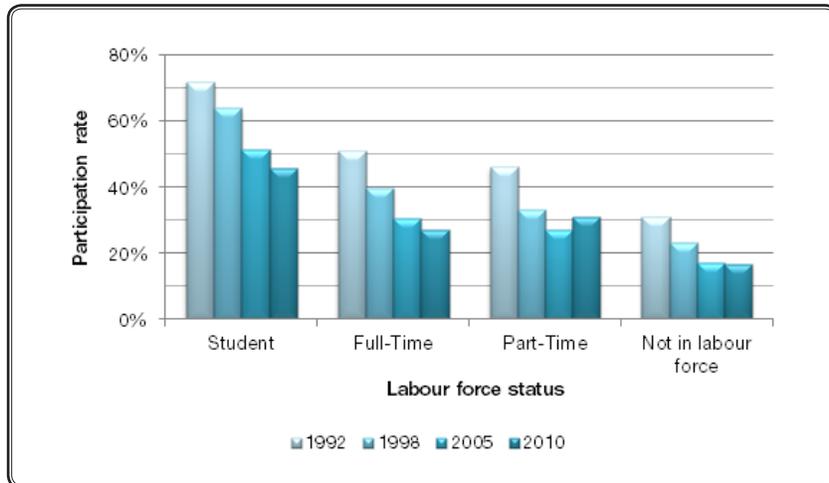
The data also shows that the participation rate of newer immigrants tends to increase rather than decrease over time. In 2010, very recent and recent immigrants have a combined participation rate of 29% representing a gain of about 2.5% comparatively from 2005. However, established immigrants (or immigrants who moved to Canada before 1991) followed the same trend as the Canadian-born with a declining sport participation rate; decreasing from 19% in 2005 to 16% in 2010.

Finally, gender tends to influence the sport participation rate of immigrants in the same way as it affects the participation rate of Canadian-born; female sport participation rates are lower than male sport participation rates in all of the immigration status categories.

Students are the most active in sport, followed by full-time workers

In 2010, students (with or without employment) had the highest rate of participation in sport at 46% regularly engaging in sport, which is down from 51% in 2005. During this period, participation by male students increased by 6% to 65%, while participation by female students fell by 18%, from 44% in 2005 to 26% in 2010 (Table 6, p. 28-29).

Chart 13 – Sport participation rates by labour force status, 1992, 1998, 2005, and 2010



Following students, part-time workers were the second most active labour force group in 2010. Part-time workers recorded a participation rate of 31%, which is an increase of 4% over their participation in sport in 2005. The sport participation rate of part-time female workers, who constitute about two-thirds of the part-time workforce, increased by 0.4% compared to an increase of 9.1% for the sport participation rate of part-time male workers. In contrast, the participation rate of full-time workers declined to 27%, a fall of 4% from their sport participation rate recorded in 2005. Once again, the sport participation rate of female full-time workers declined at a faster rate than male full-time workers; they both, respectively, decreased by 6% and 1%. Finally, the sport participation rate of unemployed Canadians barely changed; there was a slight decrease from 17.2% in 2005 to 16.7% in 2010.

Table 1 – Average time spent per day¹ on various activities (population 15 years and older) by sport participation, 2010²

	Canadian population			Sport participants			Non-participants		
	Total	Male	Female	Total	Male	Female	Total	Male	Female
	hours per day			hours per day			hours per day		
1. Paid work and related activities	3.2	3.8	2.7	3.6	3.9	2.9	3.1	3.7	2.7
2. Household work including child care	3.2	2.5	3.9	2.5	2.1	3.4	3.4	2.7	4.0
3. Education	0.6	1.1	1.0	1.0	0.9	0.9	0.4	1.1	1.0
4. Sleep, meals and other personal care	10.9	10.0	4.1	10.4	9.7	10.0	11.0	10.0	10.5
5. Free time ²	5.8	6.3	5.8	6.1	6.9	6.6	5.8	6.1	5.6
Civic and voluntary activity	0.4	0.6	0.6	0.3	0.9	1.0	0.4	0.4	0.5
Socializing	1.6	1.5	1.7	1.8	1.7	2.0	1.6	1.5	1.6
Television, reading and other passive leisure	2.5	2.6	2.3	2.1	2.2	1.9	2.6	2.8	2.4
Watching TV	2.1	2.3	1.9	1.8	1.9	1.5	2.2	2.4	2.0
Reading books, magazines, newspapers	0.3	0.3	0.4	0.3	0.2	0.4	0.3	0.3	0.4
Other passive leisure ³	0.0	0.1	0.0	0.0	0.0 ^E	0.0 ^E	0.0	0.1	0.0
Movies, other entertainment	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.1
Active leisure	1.2	1.4	1.0	1.7	1.9	1.4	1.1	1.3	0.9
Active sports	0.5	0.6	0.4	0.9	1.0	0.7	0.4	0.5	0.3
Other active leisure	0.7	0.8	0.6	0.8	0.9	0.7	0.7	0.9	0.6
Total (Sum of 1 to 5)	24.0	24.0	24.0	24.0	24.0	24.0	24.0	24.0	24.0

^E use with caution
¹ Figures are averaged over a 7 day week
² 'Volunteer work' is categorized under free time.
³ Other passive leisure includes activities primarily at home, whereas active leisure is predominately out of home activities.
Sources: Statistics Canada, *Sport Participation in Canada, 2005*, p. 70 and General Social Survey, 2010.

Table 2 – Adult Canadians regularly participating in sport by sex, 1992, 1998, 2005, and 2010

	1992			1998			2005			2010			Percentage point change (2005 to 2010)
	Canadian population	Sport participants											
	Thousands	Thousands	Percentage										
Male	10,421	5,454	52.3%	11,937	5,140	43.1%	12,861	4,566	35.5%	13,858	4,898	35.3%	-0.2%
Female	10,873	4,141	38.1%	12,323	3,169	25.7%	13,235	2,744	20.7%	14,218	2,332	16.4%	-4.3%
Total	21,294	9,594	45.1%	24,260	8,309	34.2%	26,096	7,310	28.0%	28,076	7,230	25.8%	-2.3%

Notes: Population Thousands include Canadians 15 years of age and older.
Participation rates were calculated using total Canadians 15 years and older within each gender category, thus providing gender-specific rates.
Source: Statistics Canada, General Social Survey, 1992, 1998, 2005, 2010.

Table 3 – Adult Canadians regularly participating in sport by provinces, 1992, 1998, 2005, and 2010

	1992			1998			2005			2010			Percentage point change (2005 to 2010)
	Canadian population	Sport participants		Canadian population	Sport participants		Canadian population	Sport participants		Canadian population	Sport participants		
	Thousands	Thousands	Percentage	Thousands	Thousands	Percentage	Thousands	Thousands	Percentage	Thousands	Thousands	Percentage	
Canada	21,294	9,594	45.1%	24,260	8,309	34.2%	26,106	7,314	28.0%	28,076	7,230	25.8%	-2.3%
Newfoundland and Labrador	441	160	36.4%	447	119	26.6%	430	105	24.4%	433	80	18.6%	-5.8%
Prince Edward Island	98 ^E	40 ^E	40.3% ^E	107	27	25.2%	112	32	28.9%	118	23	19.6%	-9.3%
Nova Scotia	711	333	46.8%	761	248	32.6%	773	251	32.4%	791	170	21.4%	-11.0%
New Brunswick	569	251	44.1%	613	194	31.6%	618	156	25.3%	636	154	24.2%	-1.1%
Quebec	5,451	2,655	48.7%	6,006	2,288	38.1%	6,224	1,684	27.1%	6,565	1,247	19.0%	-8.1%
Ontario	7,911	3,234	40.9%	9,184	2,921	31.8%	10,128	2,890	28.5%	10,890	2,947	27.1%	-1.5%
Manitoba	840	349	41.5%	893	265	29.7%	927	269	29.0%	985	302	30.7%	1.7%
Saskatchewan	741	335	45.3%	787	267	33.9%	782	221	28.2%	833	237	28.4%	0.2%
Alberta	1,935	869	44.9%	2,261	833	36.8%	2,592	778	30.0%	2,972	999	33.6%	3.6%
British Columbia	2,597	1,368	52.7%	3,201	1,147	35.8%	3,511	925	26.3%	3,853	1,072	27.8%	1.5%

^E use with caution
Notes: Population Thousands include Canadians 15 years of age and older.
Participation rates were calculated using total Canadians 15 years and older within each category.
Source: Statistics Canada, General Social Survey, 1992, 1998, 2005, 2010.

Table 4 – Adult Canadians regularly participating in sport by age groups, 1992, 1998, 2005, and 2010

	1992			1998			2005			2010			Percentage point change (2005 to 2010)
	Canadian population	Sport participants		Canadian population	Sport participants		Canadian population	Sport participants		Canadian population	Sport participants		
	Thousands	Thousands	Percentage										
Total	21,294	9,594	45.1%	24,260	8,309	34.2%	26,096	7,310	28.0%	28,076	7,230	25.8%	-2.3%
Age group													
15 to 19	1,542	1,185	76.8%	1,644	1,121	68.2%	2,140	1,243	58.1%	2,290	1,247	54.4%	-3.6%
20 to 24	2,244	1,375	61.3%	2,417	1,235	51.1%	2,220	915	41.2%	2,196	820	37.3%	-3.9%
25 to 34	4,703	2,483	52.8%	4,614	1,781	38.6%	4,363	1,346	30.9%	4,721	1,364	28.9%	-2.0%
35 to 54	7,440	3,196	43.0%	9,353	2,937	31.4%	9,940	2,509	25.2%	10,132	2,361	23.3%	-1.9%
55 and over	5,365	1,355	25.3%	6,232	1,234	19.8%	7,433	1,296	17.4%	8,737	1,438	16.5%	-1.0%

Notes: Population Thousands include Canadians 15 years of age and older.
Participation rates were calculated using total Canadians 15 years and older within each category.
Source: Statistics Canada, General Social Survey, 1992, 1998, 2005, 2010.

Table 5 – Adult Canadians regularly participating in sport by year of immigration, Canada, 2010

	Both sexes			Male			Female		
	Canadian population	Sport participants		Canadian population	Sport participants		Canadian population	Sport participants	
	Thousands	Thousands	Percentage	Thousands	Thousands	Percentage	Thousands	Thousands	Percentage
Total	28,076	7,230	25.8%	13,858	4,898	35.3%	14,218	2,332	16.4%
Recent immigrants (2004-2010)	630	175	27.7%	317	120	38.0%	313	54	17.4%
1990 to 2004	2,043	599	29.3%	985	437	44.4%	1,058	162	15.3%
Before 1990	2,973	482	16.2%	1,604	364	22.7%	1,369	119	8.7%
Canadian born	22,297	5,960	26.7%	10,891	3,962	36.4%	11,406	1,997	17.5%
Don't know/not stated	132 ^E	F	F	F	F	F	71.8 ^E	F	F

^E use with caution F too unreliable to be published
Source: Statistics Canada, General Social Survey, 2010.

Table 6 – Profile of Canadians who regularly participated in sport, 2010

	Both sexes			Male			Female		
	Canadian population	Sport participants		Canadian population	Sport participants		Canadian population	Sport participants	
	Thousands	Thousands	Percentage	Thousands	Thousands	Percentage	Thousands	Thousands	Percentage
Total	28,075.6	7,230.1	25.8%	13,857.5	4,897.7	35.3%	14,218.1	2,332.4	16.4%
Age group									
15 to 19	2,290	1,247	54.4%	1,212	832	68.7%	1,077	414	38.5%
20 to 24	2,196	820	37.3%	1,078	605	56.1%	1,119	215	19.2%
25 to 34	4,721	1,364	28.9%	2,380	964	40.5%	2,341	400	17.1%
35 to 54	10,132	2,361	23.3%	5,073	1,615	31.8%	5,058	746	14.8%
55 and over	8,737	1,438	16.5%	4,114	881	21.4%	4,623	557	12.0%
Level of education									
Some secondary or less	4,587	1,263	27.5%	2,310	887	38.4%	2,276	376	16.5%
Some college/trade/high school diploma	6,229	1,340	21.5%	2,940	882	30.0%	3,289	458	13.9%
Postsecondary diploma / some university	9,343	2,394	25.6%	4,739	1,676	35.4%	4,605	718	15.6%
University degree	7,271	2,214	30.4%	3,574	1,436	40.2%	3,697	778	21.1%
Don't know/not stated	646	F	F	294	F	F	352	F	F
Family income									
Less than \$20,000	1,433	106	7.4%	533	54	10.1%	900	52	5.8%
\$20,000 to \$29,999	1,359	207	15.2%	592	112	18.9%	768	95	12.4%
\$30,000 to \$49,999	3,461	659	19.1%	1,642	412	25.1%	1,819	248	13.6%
\$50,000 to \$79,999	5,050	1,242	24.6%	2,578	831	32.2%	2,472	412	16.7%
\$80,000 or more	10,304	3,408	33.1%	5,730	2,463	43.0%	4,574	945	20.7%
Don't know/not stated	6,469	1,608	24.9%	2,783	1,026	36.9%	3,687	582	15.8%

(Continued...)	Both sexes			Male			Female		
	Canadian population	Sport participants		Canadian population	Sport participants		Canadian population	Sport participants	
	Thousands	Thousands	Percentage	Thousands	Thousands	Percentage	Thousands	Thousands	Percentage
Province of residence									
Newfoundland and Labrador	433	80	18.6%	210	56	26.5%	223	25	11.0%
Prince Edward Island	118	23 ^E	19.6% ^E	57	13 ^E	22.0% ^E	61	11 ^E	17.3% ^E
Nova Scotia	791	170	21.4%	384	113	29.4%	407	57	14.0%
New Brunswick	636	154	24.2%	312	109	35.1%	324	44	13.7%
Quebec	6,565	1,247	19.0%	3,237	837	25.8%	3,329	410	12.3%
Ontario	10,890	2,947	27.1%	5,339	2,095	39.2%	5,550	852	15.3%
Manitoba	985	302	30.7%	487	199	40.9%	498	103	20.7%
Saskatchewan	833	237	28.4%	413	149	36.0%	421	88	20.9%
Alberta	2,972	999	33.6%	1,516	705	46.5%	1,456	293	20.2%
British Columbia	3,853	1,072	27.8%	1,904	622	32.7%	1,949	450	23.1%
Labour force status									
Full time	14,136	3,824	27.1%	7,945	2,791	35.1%	6,190	1,033	16.7%
Part time	2,167	672	31.0%	775	350	45.1%	1,392	323	23.2%
Student with/without employment	2,621	1,195	45.6%	1,307	845	64.7%	1,314	349	26.6%
Not employed	8,776	1,469	16.7%	3,617	867	24.0%	5,158	603	11.7%
Don't know/not stated	377	69 ^E	18.4% ^E	213	45 ^E	21.0% ^E	163	24 ^E	15.0% ^E
Mother tongue									
English only	15,861	4,670	29.4%	7,705	3,165	41.1%	8,156	1,506	18.5%
French only	6,132	1,252	20.4%	2,954	819	27.7%	3,178	433	13.6%
Other only	4,949	1,169	23.6%	2,568	800	31.1%	2,380	369	15.5%
Multiple languages	439	94 ^E	21.4% ^E	270	78 ^E	28.7% ^E	169	F	F
Don't know/not stated	695	F	F	359	36 ^E	10.1% ^E	335	F	F
^E use with caution ^F too unreliable to be published									
Source: Statistics Canada, General Social Survey, 2010.									

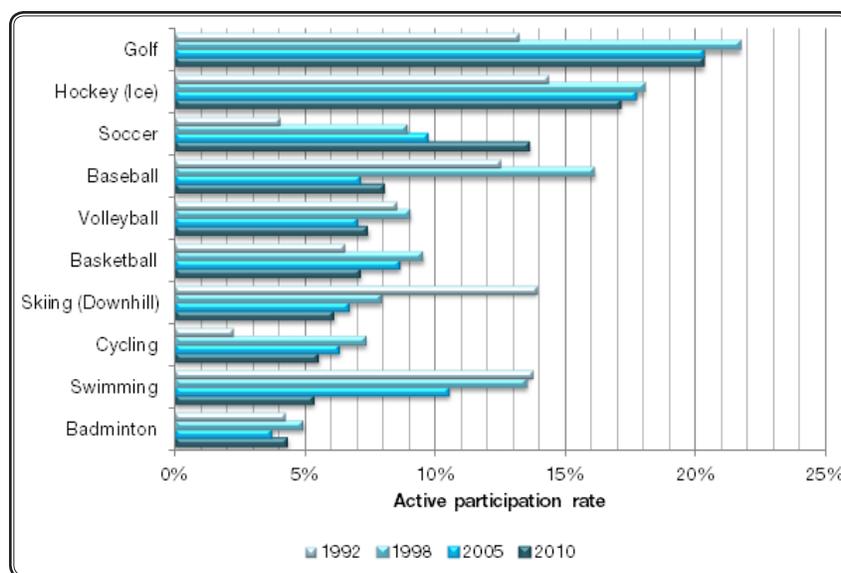
Most frequently played sports in Canada

Canadians participated in many sports but were most active in a few key ones

Canadians age 15 and older are involved in hundreds of sports ranging from adventure racing to badminton. However, numerically, only a few sports attract a large number of participants. According to GSS data, golf has been the most popular sport among sport participants in Canada since 1998. In 1992, golf was the fourth most popular sport behind ice-hockey, swimming and downhill skiing (Table 7, p. 33).

Almost 1.5 million adult Canadians participated in golf in 2010, with males representing more than three quarters (76%) of that number. Among the 30 most popular sports in Canada, ice hockey ranked second behind golf, drawing 1.3 million Canadians. Other popular sports include soccer, baseball, volleyball, and basketball. Each of these drew between 500,000 and 1 million participants.

Chart 14 – Participation rate in the top ten sports among sport participants, 1992, 1998, 2005, and 2010



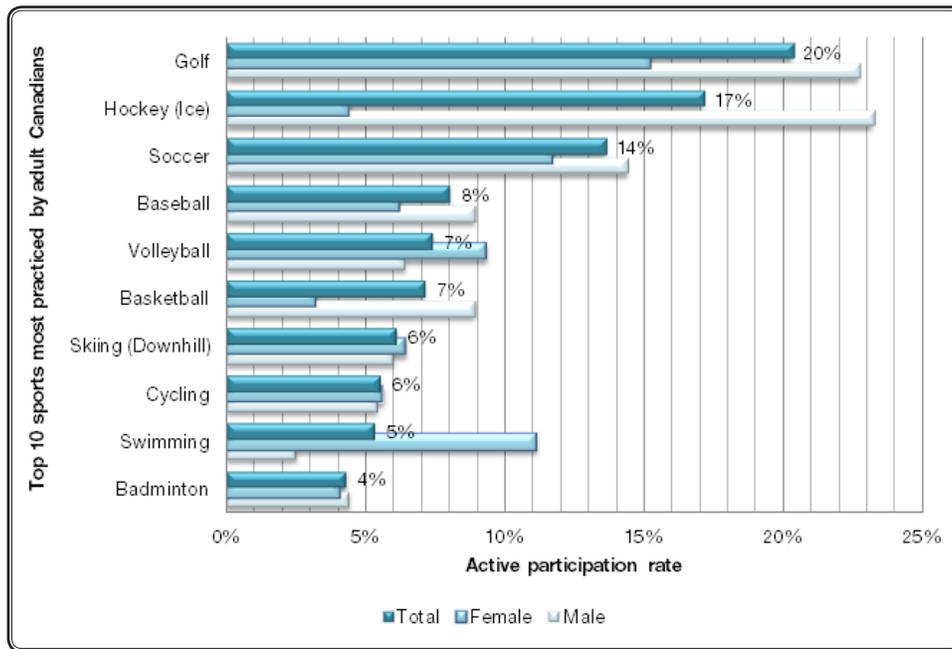
Among the top ten sports, soccer is the only sport that showed an increase (0.8%) in the overall participation rate (based on the Canadian population – sport participants or not) between 2005 and 2010. In fact, there were approximately 273,000 new soccer players in 2010. Participation in other sports decreased over this period. Swimming was the sport most affected by a decrease in sport participation falling from the third to the ninth most popular sport. There was a drop of 50% in the number of swimmers, which fell from 764,000 participants in 2005 to 381,000 participants in 2010.

In terms of the participation rate among sport participants, top ten sports like soccer, baseball, volleyball, and badminton showed an increase in the percentage of sport participants choosing them while ice hockey, basketball, downhill skiing, cycling, and swimming experienced a decline. Participation in golf remained stable with 20% of sport participants playing this sport.

Choice of sport depends on gender

Gender differences exist when it comes to choice in sport. Golf – the overall most popular sport among sport participants – attracted a higher participation rate among men (23%) than among women (15%). Women’s participation in golf declined from 19% in 2005 but it remains higher than soccer (12%) and swimming (11%). For men, the most popular sports were ice hockey and golf, which both had a participation rate of 23%. Soccer was the third most popular sport for men with a 14% participation rate representing an increase from 9% of male sport participants who played the game in 2005 (Table 8, p. 34).

Chart 15 – Participation rate for the top ten sports among sport participants by sex, 2010

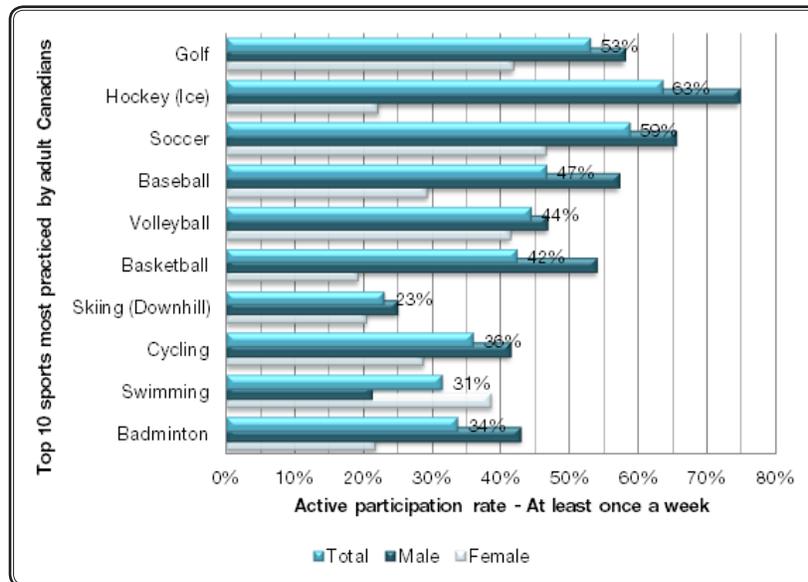


The higher sport participation rate of men over women is also reflected when comparing their top 3 favourite sports. For example, the most popular sport for men (ice hockey) had a much higher participation rate among male sport participants (23%) than did the most popular sport for women (golf) among female sport participants (15%). The biggest gap in participation rates is found in ice hockey where 23% of men were active participants in 2010 compared to only 4% of women. This gap is roughly equivalent to the GSS 2005 figures.

Gender differences in frequency of sport participation

The majority of sport participants, who participate in the top 20 most popular sports in Canada, practice their sport at least once a week. Downhill skiing is the sole exception; almost half of participants reported skiing two to three times a month. By contrast, 56% of participants in two other sports, cycling and martial arts, practice three or more times a week (Table 9, p. 35).

Chart 16 – Participation rates on a weekly basis in the top ten sports among sport participants by sex, 2010



Frequency of participation in the top 10 sports tends to be relatively the same for male and female sport participants, especially in sports like golf, baseball, basketball and cycling. The majority of male and female sport participants practice golf, baseball, and basketball once or twice a week, while they cycle three or more times a week. On the other hand, for sports like swimming, soccer, badminton, and ice hockey, women tend to participate more often than men. For example, 52% of female swimmers reported swimming three or more times a week compared to 29% of male swimmers.

Table 7 – Top 10 of most practiced sports in Canada, 1992, 1998, 2005, and 2010

	1992		1998		2005		2010		Percentage point change (2005 to 2010)
	Thousands	Percentage	Thousands	Percentage	Thousands	Percentage	Thousands	Percentage	
Golf	1,265	5.9%	1,802	7.4%	1,487	5.7%	1,465	5.2%	(-)0.5%
Hockey (Ice)	1,372	6.4%	1,499	6.2%	1,296	5.0%	1,239	4.4%	(-)0.6%
Soccer	388	1.8%	739	3.0%	708	2.7%	981	3.5%	(+)0.8%
Baseball	1,202	5.6%	1,339	5.5%	520	2.0%	581	2.1%	(+)0.1%
Volleyball	818	3.8%	744	3.1%	511	2.0%	531	1.9%	(-)0.1%
Basketball	623	2.9%	787	3.2%	626	2.4%	512	1.8%	(-)0.6%
Skiing (Downhill)	1,332	6.3%	657	2.7%	490	1.9%	441	1.6%	(-)0.3%
Cycling	214	1.0%	608	2.5%	459	1.8%	395	1.4%	(-)0.4%
Swimming	1,313	6.2%	1,120	4.6%	764	2.9%	381	1.4%	(-)1.5%
Badminton	407	1.9%	403	1.7%	268	1.0%	312	1.1%	(+)0.1%

Notes: Population Thousands include Canadians 15 years of age and older.
Participation rates were calculated using total Canadians 15 years and older within each category.
Source: Statistics Canada, General Social Survey, 1992, 1998, 2005, 2010.

Table 8 – Most practiced sports by Canadians, 2010¹

	Canadian population			Overall participation rate ²	Active participation rate ³		
	Total	Male	Female		Total	Male	Female
	Thousands				Percentage		
Total population	28,076	13,858	14,218
<i>Total participants</i>	7,230	4,898	2,332	...	100.0%	100.0%	100.0%
Golf	1,465	1,111	355	5.2%	20.3%	22.7%	15.2%
Hockey (Ice)	1,239	1,136	102	4.4%	17.1%	23.2%	4.4%
Soccer	981	707	273	3.5%	13.6%	14.4%	11.7%
Baseball	581	437	145	2.1%	8.0%	8.9%	6.2%
Volleyball	531	315	216	1.9%	7.4%	6.4%	9.3%
Basketball	512	437	75	1.8%	7.1%	8.9%	3.2%
Skiing (Downhill)	441	293	148	1.6%	6.1%	6.0%	6.4%
Cycling	395	265	130	1.4%	5.5%	5.4%	5.6%
Swimming	381	122	259	1.4%	5.3%	2.5%	11.1%
Badminton	312	217	95	1.1%	4.3%	4.4%	4.1%
Tennis	267	147	120	0.9%	3.7%	3.0%	5.1%
Curling	245	160	85	0.9%	3.4%	3.3%	3.6%
Softball	219	143	76	0.8%	3.0%	2.9%	3.3%
Football	186	172	F	0.7%	2.6%	3.5%	F
Ball hockey	138 ^E	119 ^E	F	0.5% ^E	1.9% ^E	2.4% ^E	F
Bowling (10 pin)	128 ^E	57 ^E	71 ^E	0.5% ^E	1.8% ^E	1.2% ^E	3.0% ^E
Snowboarding	119 ^E	78 ^E	39 ^E	0.4% ^E	1.7% ^E	1.6% ^E	1.8% ^E
Bowling (5 pin)	117 ^E	62 ^E	55 ^E	0.4% ^E	1.6% ^E	1.3% ^E	2.3% ^E
Martial arts	115 ^E	95 ^E	F	0.4% ^E	1.6% ^E	1.9% ^E	F
Squash	114 ^E	95 ^E	F	0.4% ^E	1.6% ^E	1.9% ^E	F
Canoeing/kayaking	100 ^E	66 ^E	34 ^E	0.4% ^E	1.4% ^E	1.3% ^E	1.5% ^E
Equestrian	103 ^E	F	100 ^E	0.4% ^E	1.4% ^E	F	4.3% ^E
Rugby	100 ^E	66 ^E	34 ^E	0.4% ^E	1.4% ^E	1.4% ^E	1.5% ^E
Weightlifting	95 ^E	92 ^E	F	0.3% ^E	1.3% ^E	1.9% ^E	F
Skiing (cross-country/Nordic)	84 ^E	35 ^E	48 ^E	0.3% ^E	1.2% ^E	0.7% ^E	2.1% ^E
Below top 25	1,501	873	627	5.3%	20.8%	17.8%	26.9%

... not applicable ^E use with caution F too unreliable to be published

1 Respondents may report participation in more than one sport.

2 The percentage is calculated using the total Canadian population aged 15 years and older.

3 The percentage is calculated using the population regularly practicing at least one sport - the sport participants.

Source: Statistics Canada, General Social Survey, 2010.

Table 9 – Frequency of participation of the top 20 most practiced sports among sport participants by sex, 2010

	Total			Male			Female		
	2 to 3 times per month	Once or twice per week	3 or more times a week	2 to 3 times per month	Once or twice per week	3 or more times a week	2 to 3 times per month	Once or twice per week	3 or more times a week
	Percentage ¹			Percentage			Percentage		
Golf	27.5%	51.0%	21.1%	28.5%	49.3%	22.0%	24.4%	56.4%	18.5%
Hockey (Ice)	9.1%	68.6%	22.2%	8.4%	69.8%	21.8%	17.2%	55.5%	27.3%
Soccer	9.6%	68.4%	22.1%	11.1%	73.6%	15.3%	5.6%	54.8%	39.6%
Baseball	10.3%	68.6%	21.1%	9.2%	70.2%	20.7%	13.6%	63.8%	22.6%
Volleyball	11.0%	66.7%	22.3%	15.1%	60.0%	24.9%	5.0%	76.6%	18.4%
Basketball	13.4%	56.4%	30.3%	14.1%	54.8%	31.0%	8.9%	65.3%	25.9%
Skiing (Downhill)	49.1%	37.2%	13.8%	53.2%	31.1%	15.8%	41.0%	49.2%	9.8%
Cycling	15.4%	28.7%	55.8%	18.5%	26.0%	55.6%	9.2%	34.4%	56.3%
Swimming	22.7%	31.7%	44.2%	33.6%	38.0%	28.5%	17.6%	28.7%	51.6%
Badminton	8.4%	63.6%	28.0%	6.0%	75.2%	18.9%	14.0%	37.2%	48.8%
Tennis	17.2%	59.9%	20.4%	15.7%	55.1%	29.2%	19.0%	65.8%	9.7%
Curling	9.1%	63.9%	26.7%	13.5%	57.7%	28.3%	0.9%	75.5%	23.6%
Softball	21.7%	68.2%	10.2%	18.7%	66.8%	14.5%	27.2%	70.7%	2.1%
Football	27.4%	43.3%	29.3%	27.8%	45.6%	26.7%	22.9%	16.9%	60.3%
Ball hockey	13.2%	71.0%	15.8%	15.3%	73.0%	11.7%	0.0%	58.7%	41.3%
Bowling (10 pin)	4.4%	89.2%	6.5%	4.3%	84.6%	11.2%	4.5%	93.2%	2.3%
Snowboarding	38.4%	32.8%	28.7%	20.4%	37.6%	42.0%	72.9%	23.7%	3.4%
Bowling (5 pin)	12.0%	88.0%	0.0%	22.5%	77.5%	0.0%	0.0%	100.0%	0.0%
Martial arts	1.3%	34.6%	56.3%	1.6%	34.9%	54.0%	0.0%	33.1%	66.9%
Squash	15.9%	78.7%	5.4%	19.0%	74.5%	6.5%	0.0%	100.0%	0.0%

^E use with caution
¹ The percentage is calculated over the population participating in each of the top 20 sports.
Note: Respondents may report participation in more than one sport.
Source: Statistics Canada, General Social Survey, 2010.

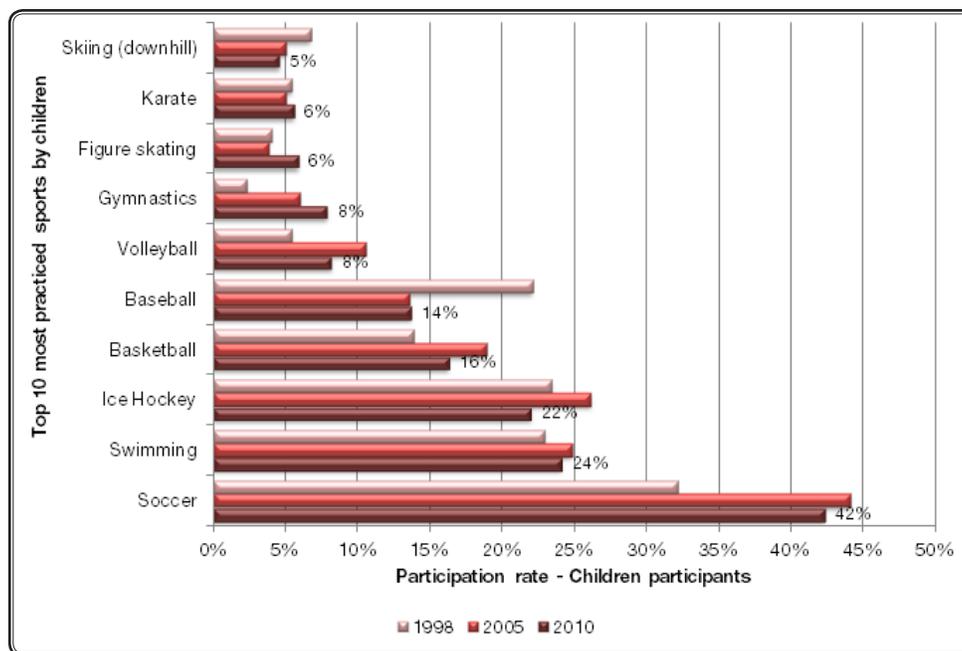
Sport participation of Canadian children

According to the *2010 Physical Activity Monitor* survey produced by the Canadian Fitness and Lifestyle Research Institute, 75% of children and youth between 5 and 17 years¹¹ of age participate in sport.¹² Although age does not appear to influence the sport participation of children and youth, more boys (81%) than girls (70%) participate in sport. The survey also found that one in four children prefer physical activity and sport as compared to one in six who prefer sedentary activities.¹³

Canadian children play a lot of soccer¹⁴

Soccer is the sport of choice for Canadian boys and girls between the ages of 5 and 14. For many years it has ranked as the number one sport activity for children engaging regularly in sport. In 1998, 32% of boys and girls sport participants were playing soccer, compared to 44% in 2005 and 42% in 2010 (Table 10, p. 40).

Chart 17 – Sport participation for top 10 most practiced sports among children participants, 2010



¹¹ It is important to note that GSS data only includes children age 5 to 14 years old. Therefore, the 75% participation rate for children is to be used as an estimate only within this report.

¹² Canadian Fitness and Lifestyle Research Institute. July 18, 2011, “Bulletin 02: Participation in sport among children and youth”, *2010 Physical Activity Monitor*,

¹³ Canadian Fitness and Lifestyle Research Institute. March 28, 2012, “Bulletin 13: Preferences for physical activity and sport”, *2010 Physical Activity Monitor*.

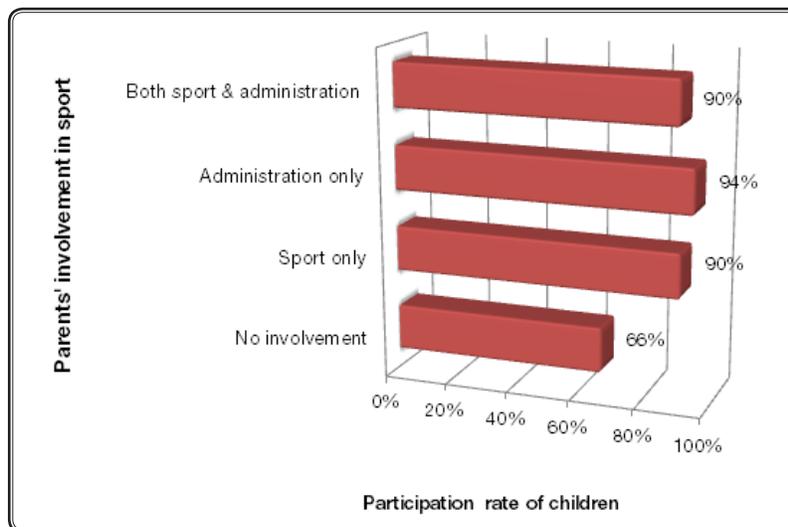
¹⁴ GSS respondents were asked to answer on behalf of children (age 14 and younger) in their households. For more information about this section please refer to the methodology section of this report.

Engaging over four in every ten children who actively participated in sport in 2010, soccer attracted almost twice as many kids as the second and third most popular sports, namely swimming (24%) and ice hockey (22%). Moreover, in comparison to previous GSS cycles, there was an increase in popularity for gymnastics and soccer while baseball and downhill skiing seem to have declined in popularity.

Parental involvement and children’s participation in sport

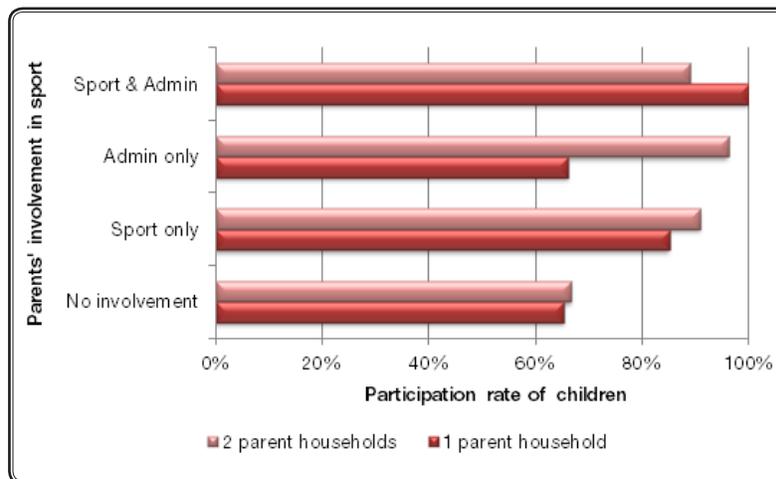
In 2010, the participation rate for children with one or both parents involved in sport was higher than the rate for children whose parents were not involved. Nine out of ten children, age 5 to 14, with parents who were both sport participants and sport administrators practiced sports compared to two-thirds of children whose parents were not involved in any way. When at least one parent was involved as an administrator their children’s participation rate was 94%.

Chart 18 – Participation rates for children age 5 to 14, by level of parental involvement, 2010



There was also a notable difference in the participation rates among children from a lone-parent household (68%) compared to those from a two-parent household (74%). This difference in rates of participation between one- and two-parent families remained when considering the type of parental involvement in sport.

Chart 19 – Participation rates for children age 5 to 14, by level of parental involvement in sport, 2010

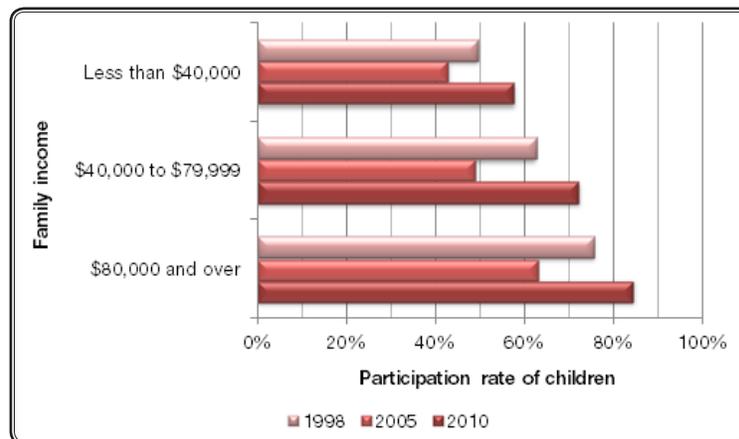


Accordingly, in 2010, where children from one-parent families involved in sport reported an 85% participation rate, children from two-parent families reported a 91% participation rate. Similarly, when parents were involved in sport administration, 66% of children from one-parent families participated versus 96% of children from two-parent families. However, this relationship was reversed for situations where parents were involved in both sport and administration. In these situations, children from one parent families reported a 100% participation rate, compared to 89% of children from two-parent families.

Household income influences children's participation in organized sports

As with adults, the GSS data suggest that children from lower income households participate in sport less than children from higher income households. In 2010, 58% of children from households earning less than \$40,000 were active in sport compared to 72% of children from households earning between \$40,000 and \$79,999. With respect to children from households with higher family incomes – earning \$80,000 and over – 85% of them were active. These observations seem to be consistent with the trends observed in previous GSS cycles. The lower the household income the less likely it is that children will participate in sport and the higher the household income the more likely it is that children will participate in sport.

Chart 20 – Participation rates for children age 5 to 14 years old by household income, 1998, 2005, and 2010¹⁵

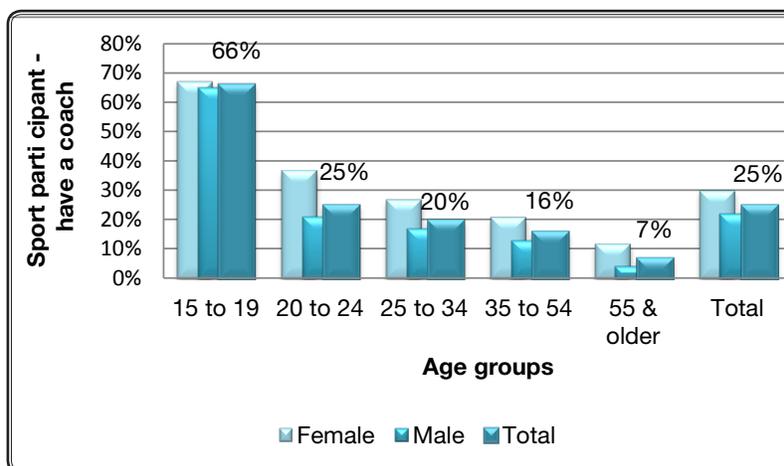


¹⁵ Comparison with total population for 1998 and 2005 should be done with caution; a question specifically asking about children's participation in sports was added to the questionnaire in 2010.

Having a coach affected by age group, gender, education level, and labour force status

In 2010, about one quarter (24%) of Canadians 15 years of age or older who participated in sport had a coach. Many factors seem to influence whether or not sport participants have a coach: mainly age, gender, level of education, and labour force status (Table 11, p. 42-43).

Chart 21 – Sport participants who have a coach by age groups and sex, 2010



The younger the sport participant is, the more likely he/she is to have a coach. Two-thirds of sport participants within the '15 to 19' age group reported having a coach compared to a quarter of sport participants in their early twenties. Furthermore, less than one sport participant out of ten age 55 years or older reported being coached in their sport activities. Gender influences the likelihood that a sport participant will have a coach in older age groups. While there is only a percentage point difference in the ratio of 15 to 19 year old male and female participants who have a coach, women in older age groups are more likely to have a coach than their male counterparts. A little over one third (37%) of female participants between 20 and 24 reported having a coach while one-fifth of men belonging to that age group reported the same.

Having a coach was also inversely associated with the level of education attained. Approximately half of sport participants (54%) represented in the education category 'some secondary or less' reported having a coach. The rate of those with 'some college, trade or a high school diploma' who had a coach was 23%, a 17% rate for those with 'some post-secondary or some university', and a 16% rate for those with a 'university degree'. This might be explained by the fact that most sport participants with the lowest level of education are actually from the youngest age group, namely the '15 to 19' category.

Students are the group of sport participants most likely to have a coach. Some 54% of students reported having a coach compared to 26% of part-time workers. About 17% of full-time workers and unemployed Canadians also reported having a coach. Once again, the sex of participants tends to influence the likelihood of having a coach. The data shows that 50% of male students reported having a coach compared to 65% of female students.

Table 11 – Profile of Canadians who regularly participated in sport and who have a coach, 2010

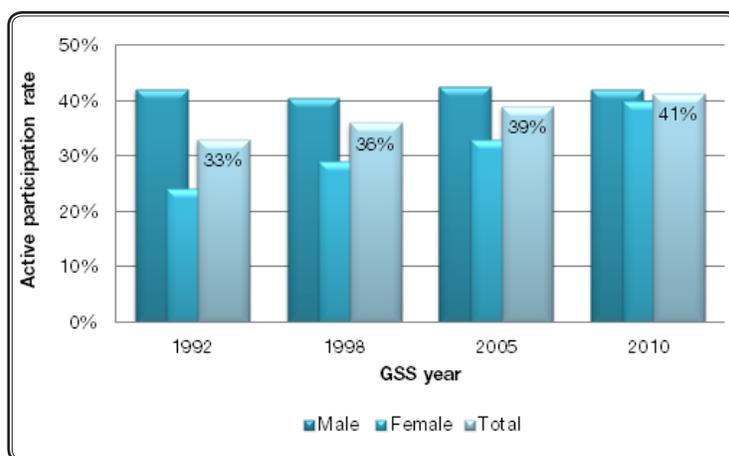
	Total			Male			Female		
	Sport participants Thousands	Sport participants who have a coach Thousands	Percentage	Sport participants Thousands	Sport participants who have a coach Thousands	Percentage	Sport participants Thousands	Sport participants who have a coach Thousands	Percentage
Total	7,230.1	1,773	24.5%	4,898	1,079	22.0%	2,332	693.3	29.7%
Age group									
15 to 19	1,247	824	66.1%	832	548	65.8%	414	276	66.5%
20 to 24	820	206	25.1%	605	126	20.8%	215	80	37.4%
25 to 34	1,364	271	19.8%	964	161	16.7%	400	110	27.5%
35 to 54	2,361	369	15.6%	1,615	207	12.8%	746	162	21.7%
55 and over	1,438	104	7.2%	881	39	4.4%	557	65	11.8%
Level of education									
Some secondary or less	1,263	693	54.9%	887	477	53.8%	376	216	57.4%
Some college/trade/high school diploma	1,340	308	23.0%	882	185	21.0%	458	123	26.8%
Postsecondary diploma / some university	2,394	409	17.1%	1,676	243	14.5%	718	167	23.2%
University degree	2,214	356	16.1%	1,436	169	11.8%	778	187	24.0%
Don't know/not stated	19	6	31.0%	17	5	31.0%	3	1	30.7%
Family income									
Less than \$20,000	106	18	17.0%	54	6	11.1%	52	12	23.2%
\$20,000 to \$29,999	207	33	16.1%	112	20	17.7%	95	14	14.3%
\$30,000 to \$49,999	659	163	24.8%	412	77	18.6%	247	87	35.1%
\$50,000 to \$79,999	1,242	272	21.9%	831	145	17.5%	412	127	30.8%
\$80,000 or more	3,408	782	23.0%	2,463	513	20.8%	945	270	28.5%
Don't know/not stated	1,608	504	31.3%	1,026	319	31.1%	582	184	31.7%

(Continued...)	Total			Male			Female		
	Sport participants	Sport participants who have a coach		Sport participants	Sport participants who have a coach		Sport participants	Sport participants who have a coach	
	Thousands	Thousands	Percentage	Thousands	Thousands	Percentage	Thousands	Thousands	Percentage
Province of residence									
Newfoundland and Labrador	80	21	25.9%	56	11	19.4%	25	10	40.8%
Prince Edward Island	23	10	43.7%	13	4	30.7%	11	6	59.2%
Nova Scotia	170	47	27.4%	113	19	17.3%	57	27	47.5%
New Brunswick	154	41	26.8%	109	26	24.2%	44	15	33.3%
Quebec	1,247	243	19.5%	837	132	15.8%	410	111	27.0%
Ontario	2,947	693	23.5%	2,095	442	21.1%	852	251	29.5%
Manitoba	302	98	32.4%	199	62	31.0%	103	36	35.3%
Saskatchewan	237	83	35.1%	149	40	27.2%	88	43	48.6%
Alberta	999	249	24.9%	705	189	26.7%	293	60	20.6%
British Columbia	1,072	288	26.9%	622	155	24.9%	450	134	29.7%
Labour force status									
Full time	3,824	674	17.6%	2,791	425	15.2%	1,033	248	24.0%
Part time	672	175	26.0%	350	95	27.2%	323	80	24.7%
Student with/without employment	1,195	649	54.3%	845	421	49.8%	349	228	65.2%
Not employed	1,469	241	16.4%	867	122	14.0%	603	119	19.7%
Don't know/not stated	69	35	50.5%	45	17	37.1%	24	18	75.2%
Mother tongue									
English only	4,670	1,261	27.0%	3,165	769	24.3%	1,506	492	32.7%
French only	1,252	249	19.9%	819	133	16.2%	433	116	26.8%
Other only	1,169	235	20.1%	800	155	19.4%	369	81	21.8%
Multiple languages	94	13	14.0%	78	8	10.9%	16	5	28.8%
Don't know/not stated	10	0	0.0%	36	14	38.6%	8	0	0.0%
<small>E use with caution F too unreliable to be published</small> Notes: Percentage is calculated using the population regularly practicing at least one sport – the sport participants. Source: Statistics Canada, General Social Survey, 2010.									

Gender gap among Canadian sport participants participating in tournaments continues to narrow

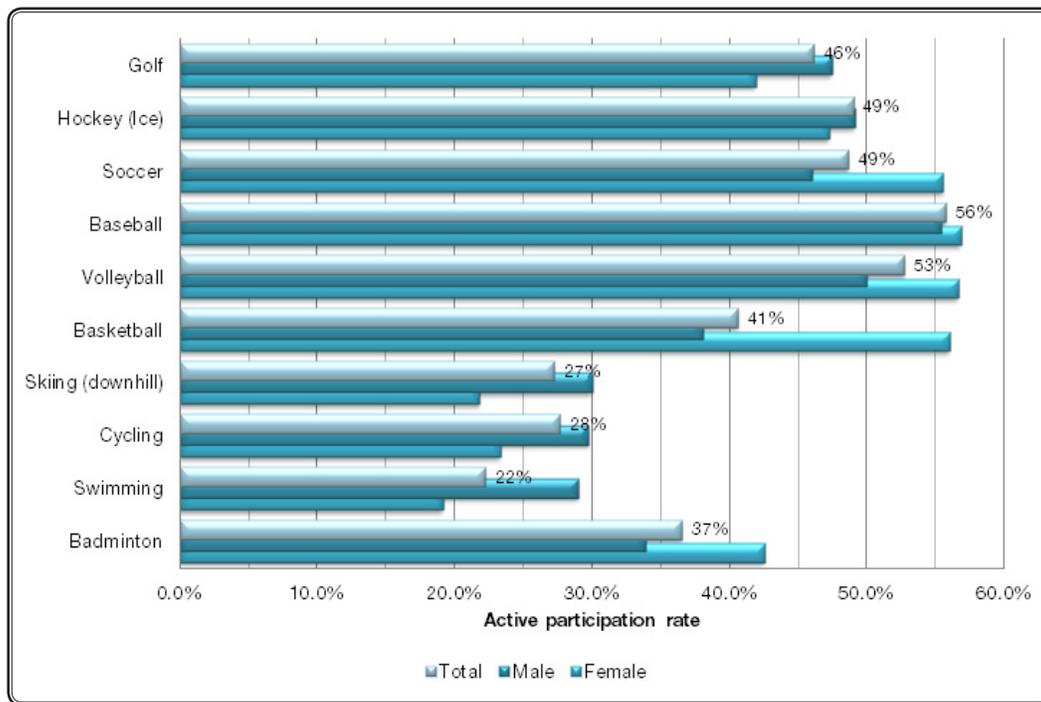
Tournament participation is an important aspect of overall engagement in sport activity. In 2010, almost 3 million (11%) Canadians age 15 and older participated in tournaments. This represents 41% of the population regularly participating in sport. It is a slight increase from 2005 when 39% of sport participants reported participating in tournaments. It also represents a steady rise from 1998 and 1992 when 36% and 33% of sport participants, respectively, reported participating in tournaments.

Chart 22 – Participation rates among sport participants competing in sport tournaments by sex, 1992, 1998, 2005, and 2010



Of the 3 million participants in tournaments, 2 million were men and they represented 42% of male Canadians who were regularly active in sport. This ratio is similar to 2005 (43%) and 1998 (40%). Women's participation in tournaments is increasing and 40% of female sport participants reported competing in tournaments compared to 33% in 2005, 29% in 1998, and 24% in 1992 (Table 13, p. 48).

Chart 23 – Participation rates in tournaments among sport participants for the top ten sports, 2010

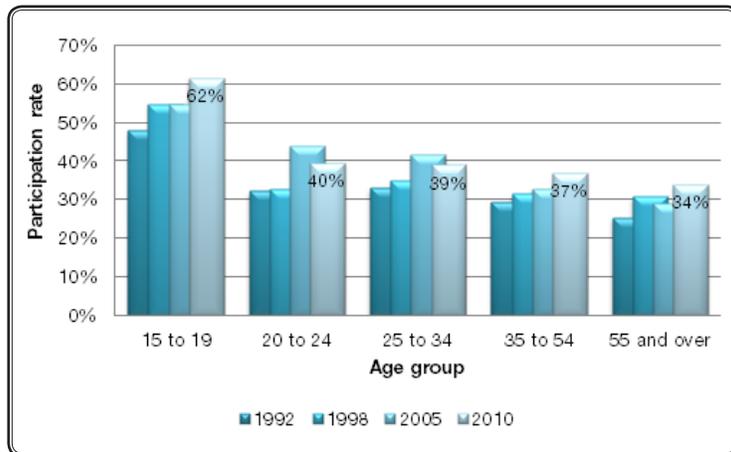


The major tournaments for female sport participants were softball, volleyball, baseball, soccer, and basketball. For male sport participants, softball, curling, baseball, volleyball and ice hockey were the premier competitions. However, if we look at the total number of sport participants who compete in tournaments, golf, ice hockey and soccer are the most popular tournament sports. In 2010, 675,000 golfers reported competing in a tournament compared to 606,000 ice hockey players and 477,000 soccer players. These counts correspond to 46% of golfers and 49% of ice hockey players and soccer players (Table 12, p. 47).

Participation in tournaments highest among youth

In 2010, 33% of Canadians age 15 to 19 participated in tournaments. This corresponds to 62% of sport participants belonging to that age group and is a slight increase from the tournament participation rate of those sport participants in 2005 (59%). By comparison, Canadians age 20 to 24 had the next highest level of participation at 15%, followed by those age 25 to 34 (11%), 35 to 54 (9%), and 55 and older (6%).

Chart 24 - Participation rates in tournaments among sport participants by age groups, 1992, 1998, 2005, and 2010



It is, however, noteworthy that participation in tournaments for the oldest age groups is on the rise. Sport participants belonging to the '35-54' and the '55 and older' age groups increased their rate of participation in tournaments by four and five percentage points respectively from 2005 to 2010. On the other hand, participation in tournaments for sport participants belonging to the age groups '25 to 34' and '35 to 54' has slightly decreased.

Table 12 – Most played sports by Canadians (15 years and older) who participated in tournaments, by sports and sex, 2010

	Number participating in tournaments			Percentage of the Canadian population participating in tournaments			Number participating in sports			Percentage of sport participants participating in tournaments		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
	Thousands			Percentage			Thousands			Percentage		
Total participants	2,983	2,054	929	10.6%	14.8%	6.5%	7,230	4,898	2,332	41.3%	41.9%	39.8%
Golf	675	527	148	2.4%	3.8%	1.0%	1,465	1,111	355	46.1%	47.4%	41.9%
Ice Hockey	606	558	48	2.2%	4.0%	0.3%	1,239	1,136	102	49.0%	49.1%	47.2%
Soccer	477	325	152	1.7%	2.3%	1.1%	981	707	273	48.6%	46.0%	55.5%
Baseball	324	242	82	1.2%	1.7%	0.6%	581	437	145	55.7%	55.4%	56.8%
Volleyball	280	158	122	1.0%	1.1%	0.9%	531	315	216	52.7%	50.0%	56.6%
Basketball	208	166	42 ^E	0.7%	1.2%	0.3% ^E	512	437	75 ^E	40.6%	38.0%	56.0% ^E
Softball	155	96 ^E	58 ^E	0.6%	0.7% ^E	0.4% ^E	219	143	76 ^E	70.5%	67.2%	76.6% ^E
Curling	131 ^E	89 ^E	42 ^E	0.5% ^E	0.6% ^E	0.3% ^E	245	160	85 ^E	53.6%	55.9%	49.1% ^E
Skiing	120 ^E	88 ^E	32 ^E	0.4% ^E	0.6% ^E	0.2% ^E	441	293	148	27.2%	30.0%	21.8%
Badminton	114 ^E	73 ^E	41 ^E	0.4% ^E	0.5% ^E	0.3% ^E	312	217	95 ^E	36.5%	33.9%	42.5% ^E
Cycling	109 ^E	88 ^E	30 ^E	0.4% ^E	0.4% ^E	0.2% ^E	395	265	130	27.6%	29.7%	23.3%
Football	87 ^E	85 ^E	F	0.3% ^E	0.6% ^E	F	186	172	F	46.8%	49.6%	F
Swimming	85 ^E	35 ^E	49 ^E	0.3% ^E	0.3% ^E	0.3% ^E	381	122	259	22.2%	29.0%	19.1%
Bowling (10 pins)	62 ^E	41 ^E	F	0.2% ^E	0.3% ^E	F	137 ^E	33 ^E	F	45.6% ^E	21.2% ^E	F
Rugby	60 ^E	35 ^E	25 ^E	0.2% ^E	0.3% ^E	0.2% ^E	100 ^E	66 ^E	34 ^E	59.7% ^E	52.4% ^E	74.2% ^E
Squash	57 ^E	43 ^E	F	0.2% ^E	0.3% ^E	F	114 ^E	95 ^E	F	50.3% ^E	45.1% ^E	F
Ball Hockey	56 ^E	39 ^E	F	0.2% ^E	0.3% ^E	F	138 ^E	119	F	40.5% ^E	33.1% ^E	F
Inline Hockey	55 ^E	43 ^E	F	0.2% ^E	0.3% ^E	F	72 ^E	60 ^E	F	76.4% ^E	71.3% ^E	F
Adventure Racing	54 ^E	24 ^E	30 ^E	0.2% ^E	0.2% ^E	0.2% ^E	81 ^E	29 ^E	52 ^E	66.4% ^E	81.5% ^E	57.7% ^E
Equestrian	51 ^E	F	49 ^E	0.2% ^E	F	0.3% ^E	103 ^E	F	100 ^E	49.3% ^E	F	48.9% ^E
Below top 20	828	498	330	2.9%	3.6%	2.3%	2,098	1,273	825	39.5%	39.2%	40.0%

^E use with caution F too unreliable to be published
Source: Statistics Canada, General Social Survey, 2010.

Table 13 – Profile of Canadians who participated in tournaments, 2010

	Total population Thousands	Number participating in tournaments			Percentage of the Canadian population participating in tournaments			Percentage of sport participants participating in tournaments		
		Total	Male	Female	Total	Male	Female	Total	Male	Female
		Thousands			Percentage			Percentage		
Total	28,075.6	2,983	2,054	929	10.6%	14.8%	6.5%	41.3%	41.9%	39.8%
Age group										
15 to 19	2,290	768	512	256	33.6%	42.3%	23.8%	61.6%	61.1%	61.8%
20 to 24	2,196	325	256	69 ^E	14.8%	23.7%	6.2% ^E	39.6%	42.3%	32.3% ^E
25 to 34	4,721	531	345	186	11.2%	14.5%	7.9%	38.9%	35.8%	46.5%
35 to 54	10,132	871	611	260	8.6%	12.0%	5.1%	36.9%	37.8%	34.8%
55 and over	8,737	488	330	157	5.6%	8.0%	3.4%	34.0%	37.5%	28.3%
Level of education										
Some secondary or less	4,587	725	515	210	15.8%	22.3%	9.2%	57.4%	58.0%	55.9%
Some college/trade/ high school diploma	6,229	506	328	178	8.1%	11.2%	5.4%	37.8%	37.2%	38.8%
Postsecondary diploma / some university	9,343	870	614	255	9.3%	13.0%	5.5%	36.3%	36.7%	35.6%
University degree	7,271	876	591	285	12.0%	16.5%	7.7%	39.6%	41.2%	36.6%
Don't know/not stated	646	F	F	F	F	F	F	F	F	F
Family income										
Less than \$20,000	1,433	29 ^E	F	F	2.0% ^E	F	F	27.5% ^E	F	F
\$20,000 to \$29,999	1,359	64 ^E	40 ^E	23 ^E	4.7% ^E	6.8% ^E	3.0% ^E	30.9% ^E	36.6% ^E	24.3% ^E
\$30,000 to \$49,999	3,461	234	131	103	6.7%	8.0%	5.6%	35.5%	31.8%	41.6%
\$50,000 to \$79,999	5,050	474	315	158	9.4%	12.2%	6.4%	38.1%	38.0%	38.4%
\$80,000 or more	10,304	1,520	1,144	376	14.8%	20.0%	8.2%	44.6%	46.4%	39.8%
Don't know/not stated	6,469	663	404	258	10.2%	14.5%	7.0%	41.2%	39.4%	44.4%
Province of residence										
Newfoundland and Labrador	433	34	22 ^E	12 ^E	7.7%	10.3% ^E	5.3% ^E	41.7%	38.8% ^E	48.3% ^E
Prince Edward Island	118	16	F	F	13.2%	16.1% ^E	F	67.2%	73.2% ^E	F
Nova Scotia	791	84	59	25 ^E	10.7%	15.4%	6.2% ^E	49.8%	52.4%	44.7% ^E
New Brunswick	636	76	50	26 ^E	12.0%	16.0%	8.1% ^E	49.5%	45.7%	58.9% ^E
Quebec	6,565	512	352	160	7.8%	10.9%	4.8%	41.1%	42.1%	39.0%
Ontario	10,890	1,136	842	294	10.4%	15.8%	5.3%	38.5%	40.2%	34.6%
Manitoba	985	152	99	53 ^E	15.4%	20.2%	10.7% ^E	50.2%	49.4%	51.8% ^E
Saskatchewan	833	135	76	60	16.3%	18.4%	14.2%	57.2%	51.0%	67.6%
Alberta	2,972	449	298	151	15.1%	19.7%	10.4%	45.0%	42.3%	51.4%
British Columbia	3,853	389	248	141	10.1%	13.0%	7.2%	36.3%	39.9%	31.4%
Labour force status										
Full time	14,136	1,460	1,151	398	10.3%	14.5%	6.4%	40.5%	41.2%	38.6%
Part time	2,167	308	171	137	14.2%	22.0%	9.8%	45.7%	48.8%	42.4%
Student with/without employment	2,621	604	403	201	23.0%	30.8%	15.3%	50.6%	47.6%	57.6%
Not employed	8,776	492	307	185	5.6%	8.5%	3.6%	33.5%	35.4%	30.7%
Don't know/not stated	377	F	F	F	F	F	F	F	F	F
Mother tongue										
English only	15,861	2,055	1,400	655	13.0%	18.2%	8.0%	44.0%	44.2%	43.6%
French only	6,132	556	364	192	9.1%	12.3%	6.0%	44.4%	44.4%	44.3%
Other only	4,949	340	264	76	6.9%	10.3%	3.2%	29.1%	33.1%	20.6%
Multiple languages	439	31	26	5	7.0%	9.7%	2.8%	32.8%	33.6%	28.8%
Don't know/not stated	695	583	F	F	83.9%	0.0%	0.2%	13.0%	0.0%	6.9%

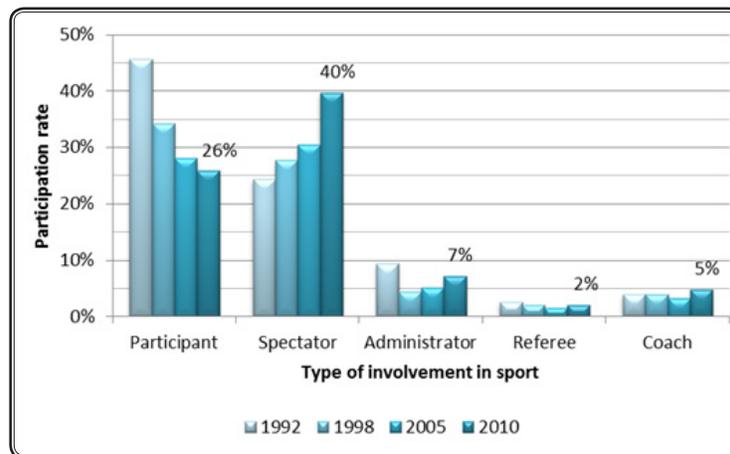
^E use with caution F too unreliable to be published
Source: Statistics Canada, General Social Survey, 2010.

More Canadians involved in amateur sport as coaches, referees, administrators, and spectators

As opposed to previous GSS cycles, 2010 data did not capture different types of involvement in amateur sport (e.g. as a participant, coaching, officiating, helping with the administration or being a spectator) for so-called “other household members”. The relevant question in the 2010 survey limited the respondent to answering in reference to a married or common-law spouse/partner only; omitting any other adult household members from the reporting exercise. Previous cycles had asked the respondent to detail the sport activities of up to four household members (children or adult). In addition, while the 2005 GSS questionnaire captured the direct and indirect sport participation of “other household members” via multiple questions, the 2010 GSS questionnaire grouped such activities by “other household members” within one question. As a result, it was impossible to identify which type of sport involvement was reported. In light of this change, statistics on Canadians’ involvement in amateur sport as coaches, referees, administrators, and spectators for previous years were recalculated excluding other household members’ participation. Please refer to the methodology for further details.

In addition to participation in amateur sport, Canadians are also involved in sport indirectly as coaches, referees, umpires, administrators, and spectators. This indirect involvement has increased over the years in contrast to the declining trend in sport participation. The GSS data shows that as sport participation declined by 20% over the 1992-2010 period adult Canadians’ indirect involvement in sport, as spectators at amateur events, almost doubled from 24% to 40% of the population. Moreover, the involvement of adult Canadians in sport as administrators, referees, and coaches remained fairly stable during that same period. In fact, the percentage of the population involved in amateur sport administration and officiating decreased slightly from 1992 to 2010 while the percentage of those involved in coaching went up, the actual number of Canadians involved in those sport activities went up as well (Table 14, p. 56).

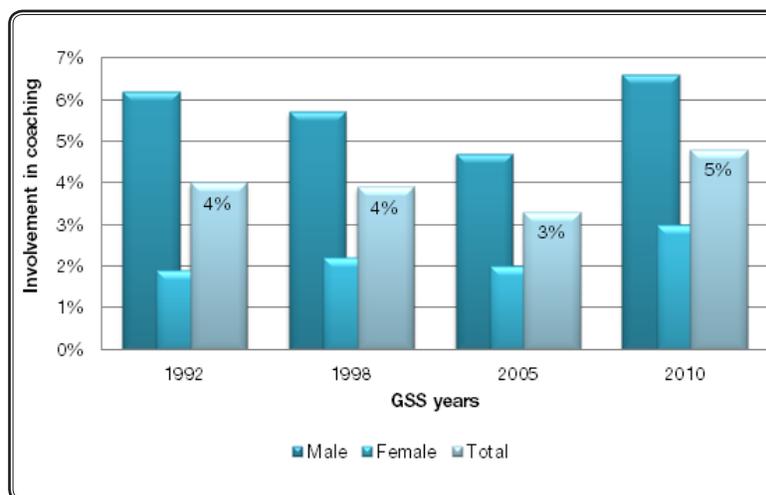
Chart 25 – Involvement of Canadians in amateur sport by type of participation, 1992, 1998, 2005, and 2010



Male coaches outnumber their female counterparts in amateur sport

In 2010, 5% of adult Canadians were involved in amateur coaching. This represents a 2% increase when compared to 2005 and a 1% increase from 1992 and 1998. There were more male respondents than female respondents that reported being involved in amateur sport coaching. In fact, men’s participation rate in coaching activities (7%) is more than double women’s participation rate. However, data comparison between the different GSS Time Use cycles shows a slow but continuous increase in the proportion of Canadian women coaching in amateur sport. Meanwhile, there was an increase in men’s involvement in coaching in 2010 after a continuous decrease from 1992 to 2005.

Chart 26 – Involvement in amateur sport as a coach by sex, 1992, 1998, 2005, and 2010

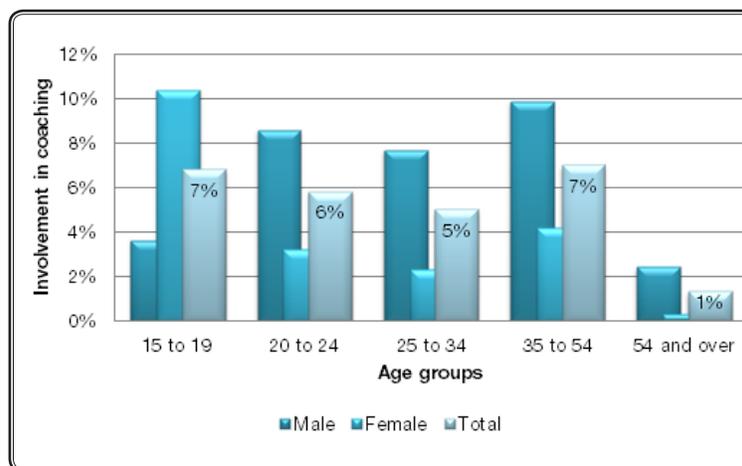


The majority of Canadian coaches are under the age of 55. In fact, while younger age groups have between 5% and 7% of their population involved in coaching activities, 1% of Canadians age 55 years or older participate as coaches (Table 15, p. 57-58).

Although men do have a tendency to be more involved in coaching than women, there were more female coaches than male coaches reported in the '15 to 19' age group. One in ten young women reported coaching amateur sport compared to 4% of young men. In contrast, 10% of men between the age of 35 and 54 reported coaching while one in 25 women of the same age did.

Other factors that seem to influence the likelihood that Canadians will partake in coaching activities are level of education, family income, as well as mother tongue. As with sport participation, involvement in coaching is more likely when level of education and/or family income is higher. For example, 7% of Canadians with a university degree are involved in coaching activities compared to 3% of Canadians belonging to the category 'some secondary or less'. Furthermore, just over 1 in 12 adults with a family income of \$80,000 or more is involved in coaching amateur sport while 3% of Canadians with a family income between \$30,000 and \$49,999 are involved in coaching. Finally, 6% of English-speakers are involved in coaching compared to 4% of Francophones and 3% of Canadians with a foreign mother tongue.

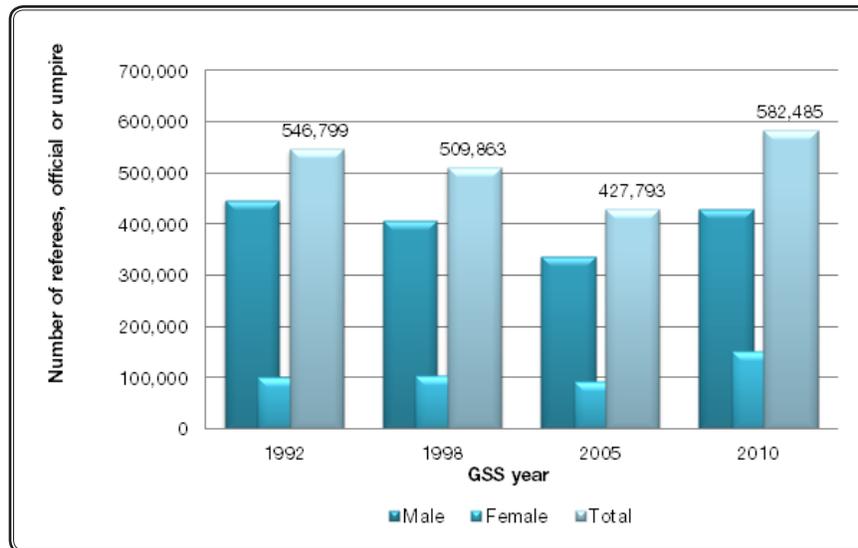
Chart 27 – Involvement of Canadians in amateur sport as coach by age and sex, 2010



Increased involvement of women officiating in amateur sport

In 2010, the number of adult Canadians involved in sport as referees, officials, or umpires increased by 6% to 582,485, from 546,799 in 1992. This represents an increase of 25% in the number of referees since 2005.

Chart 28 – Involvement of Canadians in amateur sport as referee, official or umpire by sex, 1992, 1998, 2005, and 2010

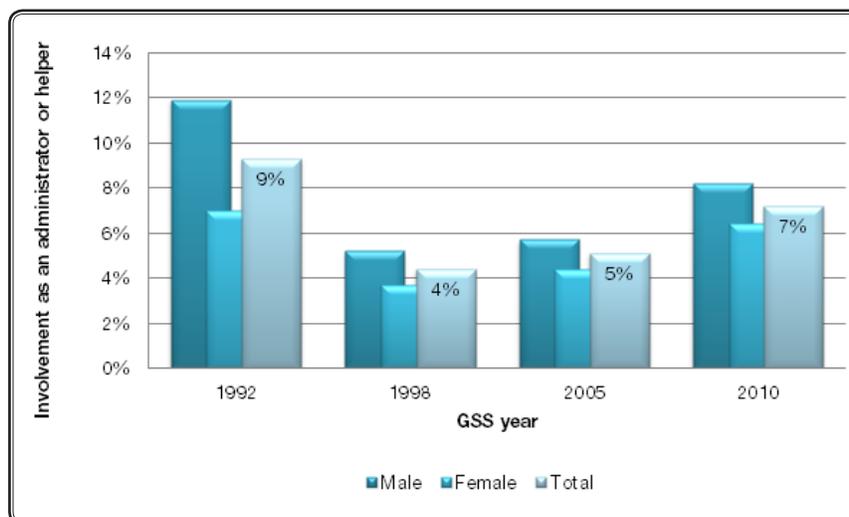


Long dominated by men, officiating in amateur sport has seen an increase in the involvement of women over the years. In 1992, men outnumbered women 5 to 1 in these activities but by 2010 the ratio had improved to 3 to 1; out of 582,000 referees, 430,000 were men and 152,000 were women. These numbers correspond respectively to 3.1% and 1.1% of male and female Canadians. While approximately 2.5% of Anglophones and Canadians belonging to the 'other' mother tongue categories are involved as a referee, official, or umpire in amateur sport, 1% of Francophones are likewise involved (Table 16, p. 59).

Increased involvement of Canadians in amateur sport as administrators

In 2010, over two million Canadians, or 7% of the population, volunteered as administrators or helpers in amateur sport. This represents an increase compared to rates of involvement of the Canadian population in 1998 and 2005, where respectively 4% and 5% of adults were involved as administrators or helpers. However, this rate of involvement is still below the 9% high recorded in 1992.

Chart 29 – Involvement of Canadians in amateur sport as an administrator or helper by sex, 1992, 1998, 2005, and 2010¹⁶



As with involvement in coaching and officiating, men are more likely than women to participate indirectly in sport activities as an administrator or helper. In 2010, 8% of Canadian men were involved as administrators compared to 6% of Canadian women. However, the gap between male and female involvement in amateur sport administration has decreased from 5% in 1992 to 2% in 2010. Canadians belonging to the '15 to 19' and '35 to 54' age groups are more likely to be involved as administrators or helpers in amateur sport. A little over one in ten reported being involved this way compared to 7% of the '20 to 24', 5% of the '25 to 34' and, 3% of the '55 and older' age groups (Table 17, p. 60).

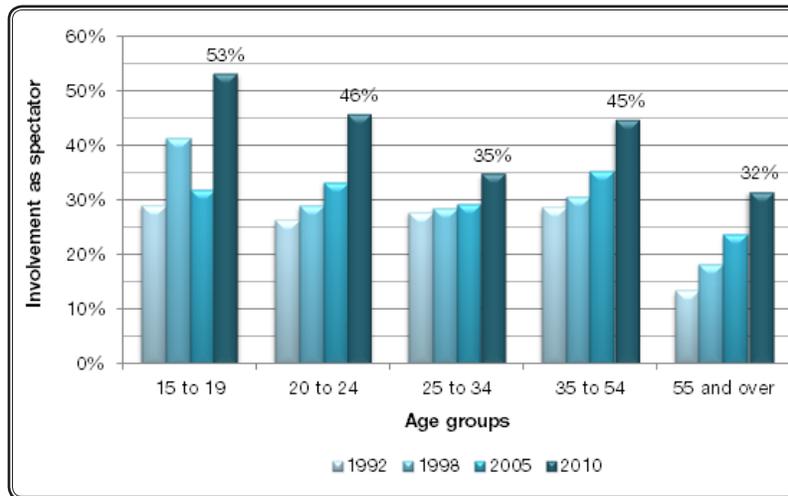
Other factors that seem to influence the likelihood that Canadians will partake in coaching activities are their level of education as well as their family income. As with sport participation, involvement in coaching is more likely when level of education and/or family income is higher. For example, 10% of Canadians with a university degree are involved in coaching activities compared to 7% of Canadians reporting 'some secondary or less' and 'post-secondary diploma or some university'. Furthermore, just over one in ten adults with a family income of \$80,000 or more is involved in coaching amateur sport while 2% of Canadians with a family income lower than \$20,000 are involved in coaching.

¹⁶ Note: The wording of this question is slightly different in the 1992 GSS questionnaire – it asks for the respondent's involvement in amateur sport as a volunteer helper – which might explain the drop in this type of involvement in the following cycles of the survey.

Involvement in amateur sport as spectators more than doubled in less than 20 years

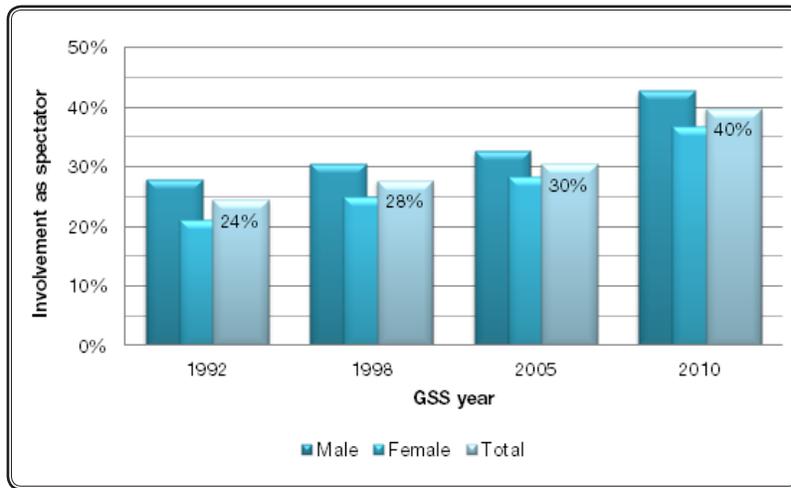
Involvement in sport as spectators at amateur events increased by 29% to 11.1 million in 2010, increasing from 7.9 million in 2005. This is more than double the 5 million spectators reported in 1992.

Chart 30 – Involvement of Canadians in amateur sport as spectator by age group, 1992, 1998, 2005, and 2010



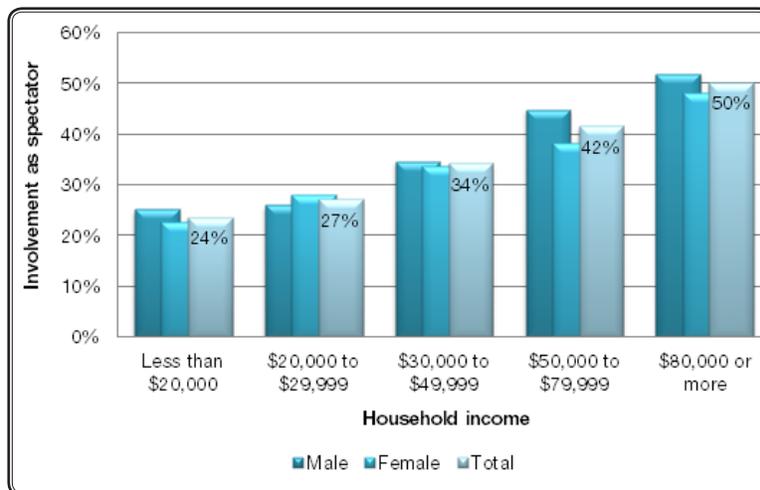
Young adults under 25 had the highest rates of participation as spectators; almost 53% of youth in the '15 to 19' age group participated in an amateur sport event as did 46% of young adults 20 to 24 years old. This represents an increase from previous GSS cycles where about one in three young adults from the '15 to 19' and '20 to 24' age groups were involved in amateur sport as spectators. Spectator participation in amateur sport has also risen amongst the oldest age groups; 32% of Canadians age 55 and older reported being involved as spectators in 2010 compared to 13% in 1992.

Chart 31 – Involvement of Canadians in amateur sport as spectator by sex, 1992, 1998, 2005, and 2010



Male and female involvement in amateur sport as spectators has increased gradually over 20 years. In 2010, approximately 4 in 10 Canadian men and women reported being involved as a spectator of amateur sport events, in comparison to 30% of men and 21% of women in 1992.

Chart 32 – Involvement of Canadians in amateur sport as spectators by household income and sex, 2010



Spectators are more likely to be well-educated and their numbers tend to increase with their level of family income. In 2010, half of Canadians who reported a family income higher than \$80,000 were spectators at amateur sport events. This is more than twice the rate of those with household incomes of less than \$20,000 (24%). Moreover, about a third of Canadians whose family income falls in the '\$30,000 to \$49,999' category were spectators, compared to 42% of those from the '\$50,000 to \$79,999' family income category (Table 18, p. 61).

Table 14 – Indirect involvement in sport of adult Canadians (15 years and older) by type of involvement, 1992, 1998, 2005, and 2010

	1992		1998		2005		2010		Percentage point change (2005 to 2010)
	Thousands	Percentage	Thousands	Percentage	Thousands	Percentage	Thousands	Percentage	
Indirect Involvement in Amateur Sport									
Coach	839	3.9%	956	3.9%	865	3.3%	1,343	4.8%	(+)1.5%
Referee, official, umpire	547	2.6%	510	2.1%	428	1.6%	582	2.1%	(+)0.5%
Administrator, helper	1,948	9.3%	1,075	4.4%	1,320	5.1%	2,035	7.2%	(+)2.1%
Spectator	5,087	24.0%	6,714	28.0%	7,945	30.0%	11	40.0%	(+)10.0%

Notes: Population Thousands include Canadians 15 years of age and older.
Participation rates were calculated using total Canadians 15 years and older within each category.
Source: Statistics Canada, General Social Survey, 1992, 1998, 2005, 2010.

Table 15 – Profile of Canadians who participated in amateur sports as a coach, 2010

	Canadian population			Number participating as a coach			Percentage of the Canadian population participating as a coach		
	Total	Male	Female	Total	Male	Female	Total	Male	Female
	Thousands			Thousands			Percentage		
Total	28,076	13,858	14,218	1,343	917	426	4.8%	6.6%	3.0%
Age group									
15 to 19	2,290	1,212	1,077	156	44 ^E	112 ^E	6.8%	3.6% ^E	10.4% ^E
20 to 24	2,196	1,078	1,119	128	93 ^E	36 ^E	5.8%	8.6% ^E	3.2% ^E
25 to 34	4,721	2,380	2,341	236	183	54 ^E	5.0%	7.7%	2.3% ^E
35 to 54	10,132	5,073	5,058	711	501	210	7.0%	9.9%	4.2%
55 and over	8,737	4,114	4,623	112 ^E	97 ^E	F	1.3% ^E	2.4% ^E	0.3% ^E
Level of education									
Some secondary or less	4,587	2,310	2,276	131	70 ^E	61 ^E	2.9%	3.0% ^E	2.7% ^E
Some college / trade / high school diploma	6,229	2,940	3,289	258	156 ^E	102 ^E	4.1%	5.3% ^E	3.1% ^E
Postsecondary diploma / some university	9,343	4,739	4,605	445	311	134	4.8%	6.6%	2.9%
University degree	7,271	3,574	3,697	504	374	130	6.9%	10.5%	3.5%
Don't know/not stated	646	294	352	F	F	F	F	F	F
Family income									
Less than \$20,000	1,433	533	900	F	F	F	F	F	F
\$20,000 to \$29,999	1,359	592	768	F	F	F	F	F	F
\$30,000 to \$49,999	3,461	1,642	1,819	100	57 ^E	44 ^E	2.9%	3.4% ^E	2.4% ^E
\$50,000 to \$79,999	5,050	2,578	2,472	184	118 ^E	66 ^E	3.6%	4.6% ^E	2.7% ^E
\$80,000 or more	10,304	5,730	4,574	786	616	170	7.6%	10.8%	3.7%
Don't know/not stated	6,469	2,783	3,687	219	92 ^E	128	3.4%	3.3% ^E	3.5%

(Continued...)	Canadian population			Number participating as a coach			Percentage of the Canadian population participating as a coach		
	Total	Male	Female	Total	Male	Female	Total	Male	Female
	Thousands			Thousands			Percentage		
Province of residence									
Newfoundland and Labrador	433	210	223	F	F	F	F	F	F
Prince Edward Island	118	57	61	F	F	F	F	F	F
Nova Scotia	791	384	407	41 ^E	23 ^E	18 ^E	5.2% ^E	6.1% ^E	4.4% ^E
New Brunswick	636	312	324	32 ^E	26 ^E	6 ^E	5.1% ^E	8.4% ^E	1.8% ^E
Quebec	6,565	3,237	3,329	208	112 ^E	96 ^E	3.2% ^E	3.5% ^E	2.9% ^E
Ontario	10,890	5,339	5,550	574	440	133	5.3%	8.2%	2.4%
Manitoba	985	487	498	63 ^E	42 ^E	21 ^E	6.3% ^E	8.6% ^E	4.1% ^E
Saskatchewan	833	412	421	54 ^E	36 ^E	F	6.5% ^E	8.6% ^E	F
Alberta	2,972	1,516	1,456	189	122 ^E	68 ^E	6.4%	8.0% ^E	4.6% ^E
British Columbia	3,853	1,904	1,949	162	101 ^E	61 ^E	4.2%	5.3% ^E	3.1% ^E
Labour force status									
Full time	14,136	7,945	6,190	938	752	185	6.6%	9.5%	3.0%
Part time	2,167	775	1,392	123	44 ^E	80 ^E	5.7%	5.6% ^E	5.7% ^E
Student with / without employment	2,621	1,307	1,314	126	37 ^E	89 ^E	4.8%	2.8% ^E	6.8% ^E
Not employed	8,776	3,617	5,158	153	81 ^E	72 ^E	1.7%	2.2% ^E	1.4% ^E
Don't know/not stated	377	213	163	F	F	F	F	F	F
Mother tongue									
English only	15,861	7,705	8,156	934	626	308	5.9%	8.1%	3.8%
French only	6,132	2,954	3,178	216	138	78 ^E	3.5%	4.7%	2.4% ^E
Other only	4,949	2,568	2,380	155	123 ^E	32 ^E	3.1%	4.8% ^E	1.3% ^E
Multiple languages	439	270	169	F	F	F	F	F	F
Don't know/not stated	695	359	335	F	F	F	F	F	F

^E use with caution F too unreliable to be published

Note: Participation rates were calculated using total Canadians 15 years and older within each gender category, thus providing gender-specific rates.
Source: Statistics Canada, General Social Survey, 2010.

Table 16 – Profile of Canadians (15 years and older) who participated in amateur sport as a referee, official or umpire, 2010

	Canadian population			Number participating as a referee/official/umpire			Percentage of the Canadian population participating as a referee/official/umpire		
	Total	Male	Female	Total	Male	Female	Total	Male	Female
	Thousands			Thousands			Percentage		
Total	28,076	13,858	14,218	582	430	152	2.1%	3.1%	1.1%
Age group									
15 to 19	2,290	1,212	1,077	128 ^E	99 ^E	29 ^E	5.6% ^E	8.2% ^E	2.7% ^E
20 to 24	2,196	1,078	1,119	F	F	F	F	F	F
25 to 34	4,721	2,380	2,341	73 ^E	68 ^E	F	1.5% ^E	2.8% ^E	F
35 to 54	10,132	5,073	5,058	288	198	90 ^E	2.8%	3.9%	1.8% ^E
55 and over	8,737	4,114	4,623	74 ^E	54 ^E	F	0.9% ^E	1.3% ^E	F
Level of education									
Some secondary or less Some college/trade/ high school diploma	4,587	2,310	2,276	136 ^E	107 ^E	29 ^E	3.0% ^E	4.7% ^E	1.3% ^E
Postsecondary diploma / some university	6,229	2,940	3,289	103 ^E	72 ^E	31 ^E	1.7% ^E	2.4% ^E	1.0% ^E
University degree	9,343	4,739	4,605	145 ^E	101 ^E	44 ^E	1.6% ^E	2.1% ^E	1.0% ^E
Don't know/not stated	7,271	3,574	3,697	192	144 ^E	48 ^E	2.6%	4.0% ^E	1.3% ^E
Family income									
Less than \$20,000	646	294	352	F	F	F	F	F	F
\$20,000 to \$29,999	1,433	533	900	F	F	F	F	F	F
\$30,000 to \$49,999	1,359	592	768	29 ^E	28 ^E	F	2.1% ^E	4.7% ^E	F
\$50,000 to \$79,999	3,461	1,642	1,819	39 ^E	17 ^E	22 ^E	1.1% ^E	1.0% ^E	1.2% ^E
\$80,000 or more	5,050	2,578	2,472	77 ^E	49 ^E	28 ^E	1.5% ^E	1.9% ^E	1.1% ^E
Don't know/not stated	10,304	5,730	4,574	326	268	58 ^E	3.2%	4.7%	1.3% ^E
Province of residence									
Newfoundland and Labrador	433	210	223	12 ^E	F	F	2.7% ^E	F	F
Prince Edward Island	118	57	61	F	F	F	F	F	F
Nova Scotia	791	384	407	21 ^E	13 ^E	F	2.6% ^E	3.3% ^E	F
New Brunswick	636	312	324	22 ^E	18 ^E	F	3.5% ^E	5.8% ^E	F
Quebec	6,565	3,237	3,329	84 ^E	65 ^E	19 ^E	1.3% ^E	2.0% ^E	0.6% ^E
Ontario	10,890	5,339	5,550	226	167	58 ^E	2.1%	3.1%	1.0% ^E
Manitoba	985	487	498	24 ^E	21 ^E	F	2.4% ^E	4.4% ^E	F
Saskatchewan	833	412	421	32 ^E	18 ^E	14 ^E	3.8% ^E	4.3% ^E	3.3% ^E
Alberta	2,972	1,516	1,456	62 ^E	46 ^E	16 ^E	2.1% ^E	3.0% ^E	1.1% ^E
British Columbia	3,853	1,904	1,949	97 ^E	71 ^E	27 ^E	2.5% ^E	3.7% ^E	1.4% ^E
Labour force status									
Full time	14,136	7,945	6,190	313	246	68 ^E	2.2%	3.1%	1.1% ^E
Part time	2,167	775	1,392	68 ^E	33 ^E	35 ^E	3.2% ^E	4.3% ^E	2.5% ^E
Student with/without employment	2,621	1,307	1,314	89 ^E	69 ^E	20 ^E	3.4% ^E	5.3% ^E	1.5% ^E
Not employed	8,776	3,617	5,158	102 ^E	72 ^E	30 ^E	1.2% ^E	2.0% ^E	0.6% ^E
Don't know/not stated	377	213	163	F	F	F	F	F	F
Mother tongue									
English only	15,861	7,705	8,156	395	281	114 ^E	2.5%	3.7%	1.4% ^E
French only	6,132	2,954	3,178	59 ^E	54 ^E	F	1.0% ^E	1.8% ^E	F
Other only	4,949	2,568	2,380	121 ^E	95 ^E	26 ^E	2.4% ^E	3.7% ^E	1.1% ^E
Multiple languages	439	270	169	F	F	F	F	F	F
Don't know/not stated	695	359	335	F	F	F	F	F	F

^E use with caution F too unreliable to be published

Note: Participation rates were calculated using total Canadians 15 years and older within each gender category, thus providing gender-specific rates.

Source: Statistics Canada, General Social Survey, 2010.

Table 17 – Profile of Canadians (15 years and older) who participated in amateur sport as an administrator or helper, 2010

	Canadian population			Number participating as an administrator or helper			Percentage of the Canadian population participating as an administrator or helper		
	Total	Male	Female	Total	Male	Female	Total	Male	Female
	Thousands			Thousands			Percentage		
Total	28,076	13,858	14,218	2,035	1,130	905	7.2%	8.2%	6.4%
Age group									
15 to 19	2,290	1,212	1,077	284	165 ^E	119 ^E	12.4%	13.6% ^E	11.1% ^E
20 to 24	2,196	1,078	1,119	149	96 ^E	53 ^E	6.8%	8.9% ^E	4.7% ^E
25 to 34	4,721	2,380	2,341	252	156	97 ^E	5.3%	6.5%	4.1% ^E
35 to 54	10,132	5,073	5,058	1,077	558	519	10.6%	11.0%	10.3%
55 and over	8,737	4,114	4,623	272	154	118	3.1%	3.8%	2.5%
Level of education									
Some secondary or less	4,587	2,310	2,276	336	195	141	7.3%	8.4%	6.2%
Some college/trade/ high school diploma	6,229	2,940	3,289	302	203	99 ^E	4.9%	6.9%	3.0% ^E
Postsecondary diploma / some university	9,343	4,739	4,605	639	337	302	6.8%	7.1%	6.6%
University degree	7,271	3,574	3,697	746	389	356	10.3%	10.9%	9.6%
Don't know/not stated	646	294	352	F	F	F	F	F	F
Family income									
Less than \$20,000	1,433	533	900	31 ^E	F	F	2.1% ^E	F	F
\$20,000 to \$29,999	1,359	592	768	59 ^E	F	35 ^E	4.3% ^E	F	4.6% ^E
\$30,000 to \$49,999	3,461	1,642	1,819	172	80	93	5.0%	4.8%	5.1%
\$50,000 to \$79,999	5,050	2,578	2,472	296	131	165	5.9%	5.1%	6.7%
\$80,000 or more	10,304	5,730	4,574	1,162	715	447	11.3%	12.5%	9.8%
Don't know/not stated	6,469	2,783	3,687	316	162	154	4.9%	5.8%	4.2%
Province of residence									
Newfoundland and Labrador	433	210	223	36	20 ^E	16 ^E	8.3%	9.3% ^E	7.4% ^E
Prince Edward Island	118	57	61	14 ^E	9 ^E	F	12.0% ^E	16.5% ^E	F
Nova Scotia	791	384	407	81	51 ^E	30 ^E	10.2%	13.4% ^E	7.3% ^E
New Brunswick	636	312	324	46 ^E	31 ^E	15 ^E	7.3% ^E	9.9% ^E	4.7% ^E
Quebec	6,565	3,237	3,329	269	147	121	4.1%	4.6%	3.6%
Ontario	10,890	5,339	5,550	858	488	370	7.9%	9.1%	6.7%
Manitoba	985	487	498	70	34 ^E	36 ^E	7.2%	7.0% ^E	7.3% ^E
Saskatchewan	833	412	421	84	41 ^E	43 ^E	10.1%	10.0% ^E	10.2% ^E
Alberta	2,972	1,516	1,456	260	158	103	8.8%	10.4%	7.1%
British Columbia	3,853	1,904	1,949	316	151	165	8.2%	7.9%	8.5%
Labour force status									
Full time	14,136	7,945	6,190	1,217	740	477	8.6%	9.3%	7.7%
Part time	2,167	775	1,392	190	64 ^E	126	8.8%	8.3% ^E	9.0%
Student with/without employment	2,621	1,307	1,314	248	144 ^E	105 ^E	9.5%	11.0% ^E	8.0% ^E
Not employed	8,776	3,617	5,158	365	168 ^E	198	4.2%	4.6% ^E	3.8%
Don't know/not stated	377	213	163	14	14	F	3.8%	6.8%	F
Mother tongue									
English only	15,861	7,705	8,156	1,438	281	114	9.1%	3.7%	1.4%
French only	6,132	2,954	3,178	252	54 ^E	F	4.1%	1.8% ^E	F
Other only	4,949	2,568	2,380	266	95 ^E	26 ^E	5.4%	3.7% ^E	1.1% ^E
Multiple languages	439	270	169	65 ^E	F	F	14.9% ^E	F	F
Don't know/not stated	695	359	335	F	F	F	F	F	F

^E use with caution F too unreliable to be published

Note: Participation rates were calculated using total Canadians 15 years and older within each gender category, thus providing gender-specific rates.

Source: Statistics Canada, General Social Survey, 2010.

Table 18 – Profile of Canadians (15 years and older) who participated in amateur sport as a spectators, 2010

	Canadian population			Number participating as spectators			Percentage of the Canadian population participating as spectators		
	Total	Male	Female	Total	Male	Female	Total	Male	Female
	Thousands			Thousands			Percentage		
Total	28,076	13,858	14,218	11,159	5,931	5,228	39.7%	42.8%	36.8%
Age group									
15 to 19	2,290	1,212	1,077	1,218	631	587	53.2%	52.1%	54.5%
20 to 24	2,196	1,078	1,119	1,003	531	472	45.7%	49.3%	42.2%
25 to 34	4,721	2,380	2,341	1,642	941	701	34.8%	39.5%	29.9%
35 to 54	10,132	5,073	5,058	4,532	2,343	2,189	44.7%	46.2%	43.3%
55 and over	8,737	4,114	4,623	2,764	1,484	1,280	31.6%	36.1%	27.7%
Level of education									
Some secondary or less	4,587	2,310	2,276	1,612	972	640	35.1%	42.1%	28.1%
Some college/trade/ high school diploma	6,229	2,940	3,289	2,563	1,306	1,257	41.1%	44.4%	38.2%
Postsecondary diploma / some university	9,343	4,739	4,605	3,980	2,100	1,880	42.6%	44.3%	40.8%
University degree	7,271	3,574	3,697	2,942	1,522	1,420	40.5%	42.6%	38.4%
Don't know/not stated	646	294	352	63 ^E	31 ^E	32 ^E	9.7% ^E	10.4% ^E	9.1% ^E
Family income									
Less than \$20,000	1,433	533	900	338	134	203	23.6%	25.2%	22.6%
\$20,000 to \$29,999	1,359	592	768	368	154	214	27.1%	26.0%	27.9%
\$30,000 to \$49,999	3,461	1,642	1,819	1,183	568	615	34.2%	34.6%	33.8%
\$50,000 to \$79,999	5,050	2,578	2,472	2,101	1,154	946	41.6%	44.8%	38.3%
\$80,000 or more	10,304	5,730	4,574	5,174	2,972	2,201	50.2%	51.9%	48.1%
Don't know/not stated	6,469	2,783	3,687	1,996	948	1,048	30.9%	34.1%	28.4%
Province of residence									
Newfoundland and Labrador	433	210	223	159	85	74	36.7%	40.2%	33.4%
Prince Edward Island	118	57	61	56	26	31	47.9%	44.9%	50.7%
Nova Scotia	791	384	407	357	200	157	45.1%	52.1%	38.6%
New Brunswick	636	312	324	271	137	134	42.6%	44.1%	41.2%
Quebec	6,565	3,237	3,329	2,023	1,137	886	30.8%	35.1%	26.6%
Ontario	10,890	5,339	5,550	4,431	2,362	2,068	40.7%	44.2%	37.3%
Manitoba	985	487	498	419	258	160	42.5%	53.0%	32.2%
Saskatchewan	833	412	421	449	235	214	53.9%	57.0%	50.9%
Alberta	2,972	1,516	1,456	1,358	690	668	45.7%	45.5%	45.9%
British Columbia	3,853	1,904	1,949	1,637	801	835	42.5%	42.1%	42.8%
Labour force status									
Full time	14,136	7,945	6,190	6,068	3,641	2,427	42.9%	45.8%	39.2%
Part time	2,167	775	1,392	1,026	339	688	47.3%	43.7%	49.4%
Student with/without employment	2,621	1,307	1,314	1,313	656	657	50.1%	50.2%	50.0%
Not employed	8,776	3,617	5,158	2,646	1,233	1,413	30.2%	34.1%	27.4%
Don't know/not stated	377	213	163	106 ^E	62 ^E	44 ^E	28.1% ^E	28.9% ^E	27.1% ^E
Mother tongue									
English only	15,861	7,705	8,156	7,435	3,817	3,618	46.9%	49.5%	44.4%
French only	6,132	2,954	3,178	2,031	1,110	921	33.1%	37.6%	29.0%
Other only	4,949	2,568	2,380	1,496	878	618	30.2%	34.2%	26.0%
Multiple languages	439	270	169	148	87	61	33.7%	32.1%	36.4%
Don't know/not stated	695	359	335	49 ^E	39 ^E	F	7.0% ^E	11.0% ^E	F

^E use with caution

F too unreliable to be published

Note: Participation rates were calculated using total Canadians 15 years and older within each gender category, thus providing gender-specific rates.

Source: Statistics Canada, General Social Survey, 2010.

Benefits of sport participation

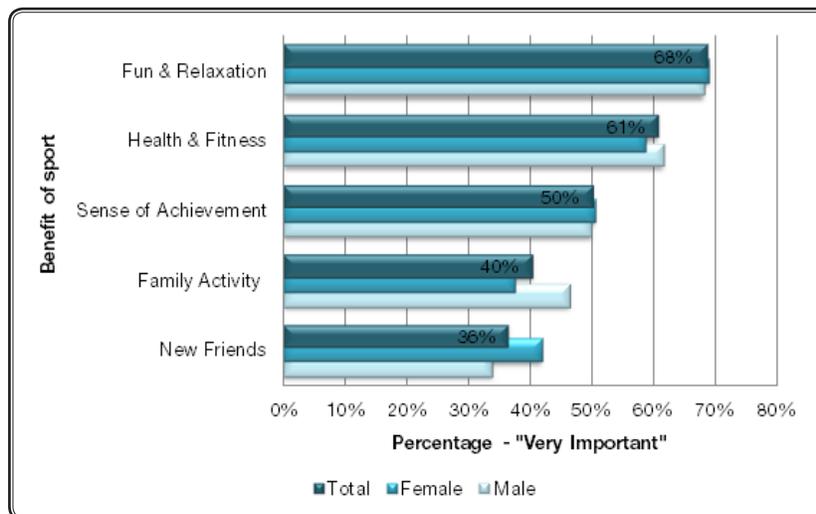
As in previous cycles, the 2010 GSS asked Canadians to rank the degree to which sport provides them with the following benefits: physical health and fitness, family activities, new friends, acquaintances, fun, recreation and relaxation, or a sense of achievement. Rankings were “very important”, “somewhat important”, and “not important”. Over the years Canadians have consistently rated sport participation as contributing to their well-being.

Respondents – both sport participants and non-participants – were also asked to rank their level of physical and mental health as well as their life satisfaction. These rankings were used to establish if sport had an impact on Canadian’s perception of their health and of their life in general.

Sport participants ranked fun and relaxation as top benefit

Canadians ranked relaxation, health and fitness, and a sense of achievement, as the top three most important benefits of sport. These were followed closely by other perceived benefits such as meeting new friends and acquaintances and encouraging family activity (Table 19, p. 64).

Chart 33 – Benefits of sport by sex, 2010



Most Canadians who participate in sport see it as a very important way to have fun and relax. In fact, 97% of sport participants ranked fun and relaxation as being a ‘very important’ or ‘somewhat important’ benefit of sport. This was the most important benefit gained from sport participation for all age groups, with the exception of the ‘15 to 19’ age group. Approximately 7 out of 10 Canadians age 25 and older and just over 6 out of 10 Canadians age 15 to 24 identified fun and relaxation as a very important benefit of sport. These results are similar to those obtained from the GSS 2005 survey.

The benefit from sport participation associated with physical health and fitness was rated as “very important” or “important” by 94% of active participants. It was the most important sport benefit for the ‘15 to 19’ age group; 7 out of 10 of these young adults ranked health and fitness as a very important benefit of sport participation. In comparison, approximately 60% of adults age 20 to 54 as well as 54% of adults 55 years and older ranked health and fitness as very important. Once again, these results are very similar to the 2005 findings.

With the exception of the ‘35 to 54’ age group, all age groups ranked gaining a sense of achievement as the third most important benefit of sport. In fact, close to 60% of young adults age 15 to 24 as well as less than half of older sport participants, age 25 years and older, perceived this benefit as very important. Making sport a family activity was the third most important benefit of participation for the ‘35 to 54’ age group with 55% of them ranking it as very important.

Finally, the least important benefit for the ‘15 to 19’, ‘20 to 24’ and the ‘55 and older’ age groups was to participate in sport as part of family activities, while the least important was making new friends and acquaintances for the ‘25 to 34’ and ‘35 to 54’ age groups.

Overall, men and women attributed higher levels of importance to fun and relaxation as well as to physical health and fitness, and lower levels of importance to sense of achievement, family activity, and making new friends and acquaintances. However, women attached greater importance to family activities and making new friends and acquaintances than men. In 2010, almost half (46%) of female sport participants ranked family activity as a very important benefit compared to 37% of male sport participants. Regarding making new friends and acquaintances, 42% of women and 34% of men ranked it as a very important benefit gained from sport participation.

Health status and sport participation

The health benefits of being physically fit are widely acknowledged.¹⁷ In 2010, 64% of sport participants perceived themselves to be in excellent or very good health compared to 47% of non-participants. In terms of quality of physical health, this represents a substantial gap of 17 percentage points in favour of active participants. By contrast, just over one-third or 36% of sport participants described their perceived health status as good or fair, compared to almost half or 49% of non-participants. In fact, 11% of people who did not participate in sports selected health as a reason for not being active in sport (Table 20, p. 65).

Moreover, 71% of sport participants also perceived themselves as being in excellent or very good mental health, compared to 59% of non-participants. By contrast, almost one in ten non-participants described their mental health status as fair or poor, compared to 4% of sport participants (Table 21, p. 65).

¹⁷ Statistics Canada, 2011. “Fitness of Canadian adults: Results from the 2007-2009 Canadian Health Measures Survey”, and Statistics Canada, Catalogue no. 82-003-XPE • Health Reports, Vol. 21, no. 1, March 2010

Life satisfaction and sport participation

In addition to physical fitness, health benefits and improvement in the general quality of life, sport participation may also be linked to increased life satisfaction. Sport participants tended to report feeling better (about themselves) and therefore may be more satisfied with their lives, generally speaking. If this is the case, their reported levels of life satisfaction should tend to be higher than those of non-participants. The data supports this theory (Table 22, p. 66).

In response to a question on how they felt about life as a whole, on a scale of 1 to 10, 87% of sport participants ranked themselves from 7 to 10 in their level of life satisfaction. In contrast, a lower 77% of non-participants gave themselves this same ranking. Moreover, about 2% of sport participants ranked themselves at one of the four lowest levels of dissatisfaction compared to 6% of non-participants who gave themselves this ranking.

Table 19 - Perceived benefits of participating in sports by age group and sex, Canada, 2010

	Sport Participants			Very Important			Somewhat Important			Not Important		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
	Thousands			Percentage			Percentage			Percentage		
Relaxation												
15 to 19	1,247	832	414	61.7%	62.1%	60.8%	33.1%	31.4%	36.6%	4.9%	6.1%	2.6%
20 to 24	820	605	215	61.2%	62.7%	57.2%	36.5%	35.3%	39.9%	1.5%	2.1%	0.0%
25 to 34	1,364	964	400	67.8%	70.2%	62.1%	29.8%	27.1%	36.2%	1.7%	1.7%	1.7%
35 to 54	2,361	1,615	746	72.7%	71.2%	75.9%	25.9%	27.1%	23.3%	1.0%	1.2%	0.8%
55 and over	1,438	881	557	71.6%	69.4%	75.1%	25.3%	27.2%	22.2%	2.6%	2.9%	2.3%
Total	7,230	4,898	2,332	68.4%	68.1%	68.9%	29.0%	28.9%	29.2%	2.2%	2.5%	1.5%
Physical health and fitness												
15 to 19	1,247	832	414	68.2%	69.0%	66.7%	28.0%	25.9%	32.3%	3.8%	5.1%	1.0%
20 to 24	820	605	215	57.2%	58.3%	53.9%	39.1%	37.1%	44.5%	3.7%	4.5%	1.5%
25 to 34	1,364	964	400	61.1%	64.4%	53.3%	31.6%	28.6%	38.8%	6.5%	6.0%	7.9%
35 to 54	2,361	1,615	746	61.7%	61.5%	62.3%	33.0%	34.0%	30.9%	5.1%	4.3%	6.8%
55 and over	1,438	881	557	53.6%	53.6%	53.7%	39.3%	40.0%	38.1%	6.8%	6.3%	7.5%
Total	7,230	4,898	2,332	60.6%	61.5%	58.7%	33.8%	33.0%	35.5%	5.3%	5.2%	5.6%
Sense of achievement												
15 to 19	1,247	832	414	57.0%	56.9%	57.3%	37.3%	38.1%	35.6%	5.7%	5.0%	7.1%
20 to 24	820	605	215	56.7%	60.5%	46.2%	35.2%	33.8%	39.3%	7.2%	5.7%	11.6%
25 to 34	1,364	964	400	49.3%	50.4%	46.7%	40.2%	39.3%	42.5%	10.3%	10.0%	10.8%
35 to 54	2,361	1,615	746	48.0%	45.2%	53.9%	39.8%	41.7%	35.6%	12.1%	12.9%	10.4%
55 and over	1,438	881	557	44.2%	43.8%	44.9%	39.4%	42.9%	33.9%	14.3%	10.1%	20.8%
Total	7,230	4,898	2,332	50.0%	49.9%	50.4%	38.8%	39.9%	36.7%	10.5%	9.6%	12.5%
Family activities												
15 to 19	1,247	832	414	21.6%	21.4%	22.1%	53.0%	49.7%	59.8%	24.6%	28.2%	17.2%
20 to 24	820	605	215	25.0%	21.6%	34.7%	32.2%	32.1%	32.4%	42.2%	46.2%	30.9%
25 to 34	1,364	964	400	41.6%	40.7%	43.9%	28.2%	29.0%	26.4%	28.7%	28.6%	28.8%
35 to 54	2,361	1,615	746	54.6%	50.3%	63.9%	26.1%	28.5%	20.8%	18.8%	20.3%	15.3%
55 and over	1,438	881	557	40.4%	36.4%	46.9%	32.5%	38.7%	22.7%	24.9%	22.0%	29.4%
Total	7,230	4,898	2,332	40.3%	37.4%	46.3%	33.1%	34.5%	30.2%	25.5%	26.8%	22.8%
New friends and acquaintances												
15 to 19	1,247	832	414	44.7%	38.9%	56.2%	47.0%	50.8%	39.3%	8.3%	10.3%	4.5%
20 to 24	820	605	215	31.3%	30.0%	35.2%	52.3%	55.5%	43.2%	14.9%	12.5%	21.6%
25 to 34	1,364	964	400	31.2%	29.3%	35.7%	50.9%	53.3%	45.2%	17.9%	17.4%	19.1%
35 to 54	2,361	1,615	746	33.7%	31.6%	38.2%	43.8%	46.9%	37.1%	21.9%	20.7%	24.7%
55 and over	1,438	881	557	41.4%	40.3%	43.0%	41.7%	43.7%	38.7%	16.3%	15.6%	17.4%
Total	7,230	4,898	2,332	36.4%	33.8%	41.8%	46.3%	49.3%	39.8%	16.9%	16.3%	18.1%

Note: Percentages were calculated using total sport participants within each order of importance.
Source: Statistics Canada, General Social Survey, 2010.

Table 20 – Perceived health status¹ by participation in sport, 2010

	Canadian population		Sport participants		Non-participants	
	Thousands	Percentage	Thousands	Percentage	Thousands	Percentage
Total	28,075.6	100.0%	7,230.1	100.0%	20,305.8	100.0%
Excellent	4,671	16.6%	1,733	24.0%	2,862	14.1%
Very good	9,563	34.1%	2,868	39.7%	6,630	32.6%
Good	9,237	32.9%	2,049	28.3%	7,131	35.1%
Fair	3,355	11.9%	531	7.3%	2,803	13.8%
Poor	894	3.2%	49 ^E	0.7% ^E	825	4.1%
Not stated	295 ^E	1.1% ^E	F	F	F	F
Don't know	62 ^E	0.2% ^E	F	F	55 ^E	0.3% ^E

^E use with caution F too unreliable to be published
¹ Survey asked: "In general, would you say your health is..."
Source: Statistics Canada, General Social Survey, 2010.

Table 21 – Perceived mental health status¹ by participation in sport, 2010

	Canadian population		Sport participants		Non-participants	
	Thousands	Percentage	Thousands	Percentage	Thousands	Percentage
Total	28,075.6	100.0%	7,230.1	100.0%	20,305.8	100.0%
Excellent	6,863	24.4%	2,220	30.7%	4,582	22.6%
Very good	10,296	36.7%	2,913	40.3%	7,308	36.0%
Good	8,213	29.3%	1,776	24.6%	6,368	31.4%
Fair	1,983	7.1%	290	4.0%	1,666	8.2%
Poor	359	1.3%	22	0.3%	337	1.7%
Not stated	307 ^E	1.1% ^E	F	F	F	F
Don't know	55 ^E	0.2% ^E	F	F	45 ^E	0.2% ^E

^E use with caution F too unreliable to be published
¹ Survey asked: "In general, would you say your mental health is..."
Source: Statistics Canada, General Social Survey, 2010.

Table 22 Perceived life satisfaction¹ by sport participation, 2010

	Canadian population		Sport participants		Non-participants	
	Thousands	Percentage	Thousands	Percentage	Thousands	Percentage
Total	28,075.6	100.0%	7,230.1	100.0%	20,305.8	100.0%
1 - Very Dissatisfied	284	1.0%	F	F	265	1.3%
2	185	0.7%	F	F	176	0.9%
3	332	1.2%	65 ^E	0.9% ^E	256	1.3%
4	616	2.2%	74 ^E	1.0% ^E	543	2.7%
5	2,011	7.2%	316	4.4%	1,679	8.3%
6	2,112	7.5%	489	6.8%	1,586	7.8%
7	5,199	18.5%	1,443	20.0%	3,725	18.3%
8	8,413	30.0%	2,469	34.2%	5,893	29.0%
9	4,181	14.9%	1,305	18.0%	2,838	14.0%
10 - Very satisfied	4,116	14.7%	1,029	14.2%	3,017	14.9%
No opinion	108 ^E	0.4% ^E	F	F	91 ^E	0.4% ^E
Not stated	277	1.0%	F	F	F	F
Don't know	242	0.9%	F	F	225	1.1%

^E use with caution F too unreliable to be published

¹ Survey asked: "Using a scale of 1 to 10 where 1 means "Very dissatisfied" and 10 means "Very satisfied", how do you feel about your life as a whole right now?"

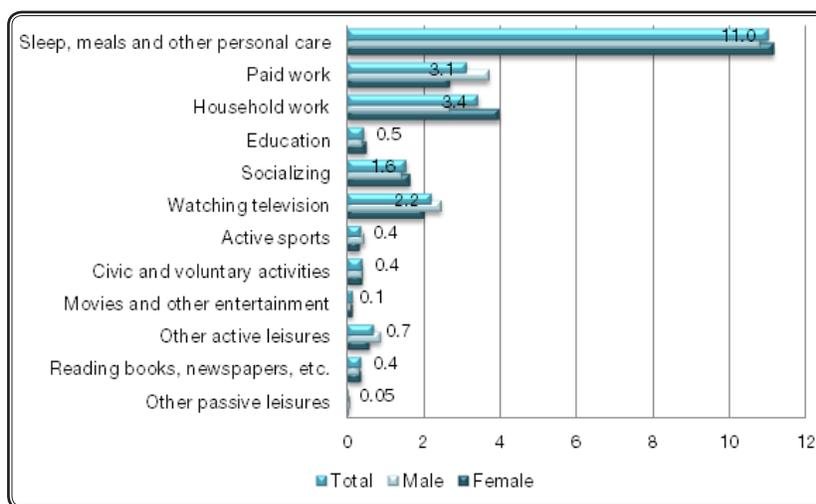
Source: Statistics Canada, General Social Survey, 2010.

Non-participation in sport increasing

Canada's aging population poses a major challenge to sport participation because, generally speaking, participation declines as the population ages. According to the 2010 GSS data, more than two-thirds, or 72%, of all Canadians age 15 years and older did not participate in sport. This represents an increase in non-participation from 70% in 2005, 58% in 1998, and a dramatic rise from 1992 when less than half of all Canadians 15 years of age and older reported that they did not participate in some kind of sport.

In 2010, Canadians 15 years and older spent an average of 30 minutes per day on active sport and they spent an average of 36 minutes on other active leisure activities for a total of 66 minutes spent on active leisure on average per day. This is an increase of 6 minutes for the time spent on average per day doing active leisure when compared to figures from the GSS 2005 data. For sport participants there was a slight increase in the time spent on active leisure. The average time per day went up from 90 minutes in 2005 to 102 minutes in 2010. However, this increase is mainly due to increases in the time spent doing other active leisure and not participating in sport. As for non-participants, the time allocated on average per day to other active leisure increased to 42 minutes compared to 2005 while the time allocated to sport activities remained constant at 23 minutes on average per day.

Chart 34 – Average time per day spent on various activities by male and female non-participants, 2010



Gender influences the average time spent per day on sport activities. Male non-participants spend an average of 27 minutes per day on sport activities while female non-participants spend 20 minutes, on average per day. The total average time spent on active leisure is also lower for female non-participants who spent on average 56 minutes per day doing active leisure activities compared to 79 minutes per day for male non-participants.

Table 23 – Average time spent per day¹ on various activities (sport participants) by family income, 2010

	Family income					
	Total income	Less than \$20,000	\$20,000 to \$29,999	\$30,000 to \$49,999	\$50,000 to \$79,999	\$80,000 or more
	hours per day					
1. Paid work and related activities	3.6	2.8 ^E	1.9	2.8	3.5	4.7
2. Household work including child care	2.5	3.2	2.3	2.5	2.5	2.7
3. Education	1.0	0.9	1.0 ^E	1.0 ^E	0.9	0.9
4. Sleep, meals and other personal care	10.4	9.8	10.4	9.9	9.9	9.4
5. Free time ²	6.1	7.0	7.9	7.6	6.9	5.7
Civic and voluntary activity	0.3	0.7	1.4 ^E	1.4	0.7	0.6
Socializing	1.8	1.6 ^E	1.8	2.0	2.1	1.4
Television, reading and other passive leisure	2.1	2.6	2.6	2.5	2.4	1.9
Watching TV	1.8	2.3	2.3	2.2	2.1	1.6
Reading books, magazines, newspapers	0.3	0.2 ^E	0.3	0.3	0.3	0.3
Other passive leisure ³	0.0	0.1	0.1	0.0	0.0 ^E	0.1
Movies, other entertainment	0.2	0.3 ^E	0.1 ^E	0.1 ^E	0.1 ^E	0.2
Active leisure	1.7	1.8 ^E	2.0	1.6	1.5	1.6
Active sports	0.9	0.9 ^E	0.7	0.8	0.7	0.9
Other active leisure	0.8	0.9 ^E	1.3	0.8	0.8	0.7
Total (Sum of 1 to 5)	24.0	24.0	24.0	24.0	24.0	24.0

^E use with caution
¹ Figures are averaged over a 7 day week
² 'Volunteer work' is categorized under free time.
³ Other passive leisure includes activities primarily at home, whereas active leisure is predominately out of home activities.
Sources: Statistics Canada, *Sport Participation in Canada, 2005*, p. 70 and General Social Survey, 2010.

Table 24 – Average time spent per day¹ on various activities (sport participants) by province, 2010

	Provinces										
	Canada	N.L.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.
	hours per day	hours per day									
1. Paid work and related activities	3.2	2.6	3.5 ^E	4.2	3.2	3.8	3.7	3.0	4.1	4.2	2.7
2. Household work including child care	3.2	2.8	1.9 ^E	3.0	2.5	2.1	2.6	2.8	2.2	2.5	2.8
3. Education	0.6	0.7 ^E	0.6	1.0 ^E	0.9 ^E	1.0	0.9	0.8 ^E	0.9 ^E	1.0 ^E	0.7 ^E
4. Sleep, meals and other personal care	10.9	10.7	10.5	9.5	10.6	9.5	9.7	10.1	9.8	10.0	10.0
5. Free time ²	5.8	6.8	7.3	6.3	6.3	7.1	6.8	6.9	6.7	5.8	7.3
Civic and voluntary activity	0.4	0.5 ^E	0.8	1.1	0.6	1.3	0.8	0.9	1.6	0.5	1.3
Socializing	1.6	1.8	2.0 ^E	1.5	1.6	1.9	1.8	2.1	1.5	1.2	2.2
Television, reading and other passive leisure	2.5	2.2	2.3	2.0	1.9	2.1	2.2	1.9	1.9	2.3	1.9
Watching TV	2.1	2.0	2.0 ^E	1.7	1.5	1.9	1.8	1.6	1.7	1.9	1.6
Reading books, magazines, newspapers	0.3	0.1 ^E	0.2	0.3 ^E	0.3 ^E	0.2	0.3	0.2	0.1 ^E	0.3	0.3
Other passive leisure ³	0.0	0.1	0.0	0.0	0.0	0.0 ^E	0.0 ^E	0.0	0.1	0.0	0.0
Movies, other entertainment	0.1	0.1	0.3	0.1	0.3	0.2 ^E	0.2 ^E	0.1 ^E	0.3	0.2 ^E	0.1
Active leisure	1.2	2.2 ^E	1.9 ^E	1.6	1.9	1.6	1.8	1.9 ^E	1.4	1.6	1.8
Active sports	0.5	1.1 ^E	1.0	0.7	0.9 ^E	0.8	1.0	0.8 ^E	0.8 ^E	0.8 ^E	1.0
Other active leisure	0.7	1.1 ^E	0.9	0.9 ^E	0.9 ^E	0.8	0.8	1.1 ^E	0.6 ^E	0.8	0.8
Total (Sum of 1 to 5)	24.0	24.0	24.0	24.0	24.0	24.0	24.0	24.0	24.0	24.0	24.0

^E use with caution
¹ Figures are averaged over a 7 day week
² 'Volunteer work' is categorized under free time.
³ Other passive leisure includes activities primarily at home, whereas active leisure is predominately out of home activities.
Sources: Statistics Canada, *Sport Participation in Canada, 2005*, p. 70 and General Social Survey, 2010.

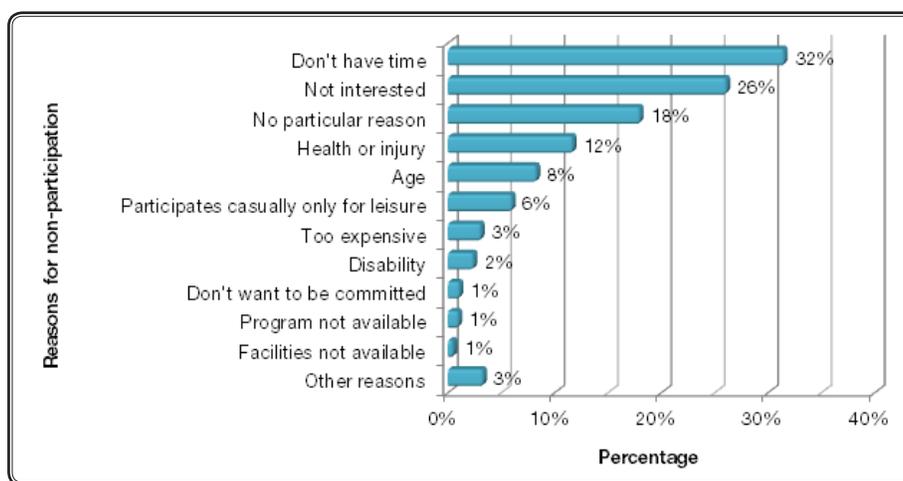
Table 25 – Average time spent per day¹ on various activities (sport participants) by age group, 2010

	Age groups					
	15 and over	15 to 19	20 to 24	25 to 34	35 to 54	55 and over
	hours per day					
1. Paid work and related activities	3.6	1.2	3.8	4.3	5.2	2.1
2. Household work including child care	2.5	0.7	1.1	3.2	3.2	3.2
3. Education	1.0	0.8	0.8	0.8	0.9	1.2
4. Sleep, meals and other personal care	10.4	10.7	10.1	9.4	9.3	10.2
5. Free time ²	6.1	10.2	7.8	5.6	4.7	7.0
Civic and voluntary activity	0.3	3.4	2.0	0.5	0.2	0.0
Socializing	1.8	2.1	2.2	1.8	1.5	1.7
Television, reading and other passive leisure	2.1	2.0	1.3	1.9	1.7	3.5
Watching TV	1.8	1.9	1.1	1.6	1.5	2.9
Reading books, magazines, newspapers	0.3	0.1 ^E	0.2 ^E	0.3	0.2	0.6
Other passive leisure ³	0.0	0.0 ^E	0.0	0.1	0.0	0.1 ^E
Movies, other entertainment	0.2	0.2 ^E	0.2	0.1 ^E	0.2 ^E	0.2 ^E
Active leisure	1.7	2.7	2.1	1.4	1.3	1.8
Active sports	0.9	1.3	0.9	0.7	0.9	0.9
Other active leisure	0.8	1.5	1.2	0.7	0.4	0.8
Total (Sum of 1 to 5)	24.0	24.0	24.0	24.0	24.0	24.0
^E use with caution ¹ Figures are averaged over a 7 day week ² 'Volunteer work' is categorized under free time. ³ Other passive leisure includes activities primarily at home, whereas active leisure is predominately out of home activities Sources: Statistics Canada, <i>Sport Participation in Canada, 2005</i> , p. 70 and General Social Survey, 2010.						

Reason for non-participation: Lack of time and interest are the most common reasons

The most significant reasons provided by respondents for not participating in sport were lack of available time (31%) followed by lack of interest (24%). Expense (3%), disability (2%), an unwillingness to commit to a regular schedule (1%), and the absence of community programs (1%), were the least cited reasons. There are no significant differences between reasons provided by men and women (Table 26, p. 73-74).

Chart 35 – Reasons for non-participation, 2010



Close to half of Canadians belonging to the 25 to 34 age group mentioned lack of time as a reason for why they are not participating in sport. This was the most popular reason for this age group; for 20 to 24 year olds this rate was 40% and for 35 to 54 year olds the rate was 40%. Lack of time was also a common reason for non-participation amongst younger Canadian adults; 22% of respondents 15 to 19 mentioned this reason when asked why they did not participate in sport. The most common reason for this age group, however, was a lack of interest, at a rate of 26%. Lack of interest was also the main reason for non-participation provided by 27% of those 55 and older.

Age and health/injury together account for one fifth of the explanations given by older age groups for why they did not partake in any sport activities. Interestingly, while age is a reason mainly cited by the 55 and older age group, health/injury was mentioned by 10% of adults between 35 and 54 and by 5% of adults age 25 to 34.

Finally, participants who gave lack of time as the reason for not participating in sport generally had less free time, worked more hours, and spent less time on sleep, meals, and other personal care than those who gave other reasons. For example, the non-participants who gave lack of time as the reason for not participating in sport spent on average 1.5 as much time on paid work (4.2 hours) as other non-participants (2.8 hours). They also watched less television, socialized less, and spent less time reading books, magazines, and newspapers than other non-participants (Table 27, p. 75).

Chart 36 – Average time spent per day on various activities, by reason for non-participation in sports, 2010

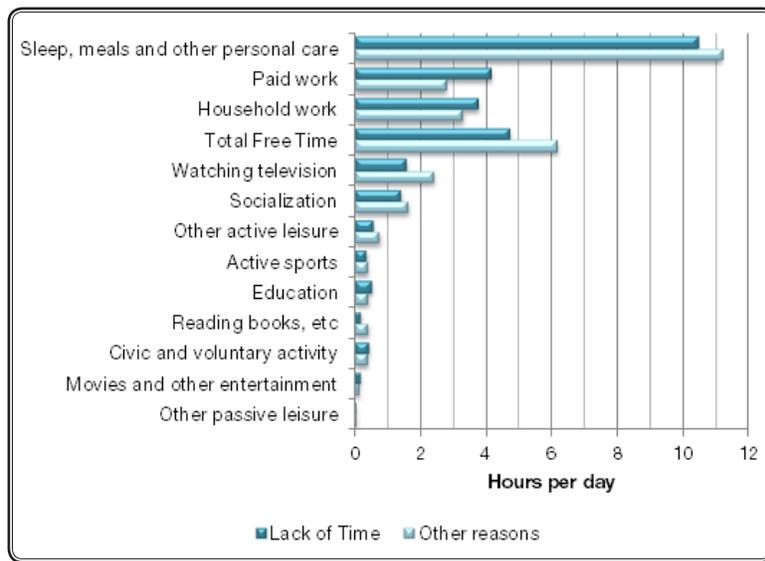


Table 26 – Reasons for non-participation in sport by age group, 2010

	Both Sexes		Male		Female	
	Thousands	Percentage	Thousands	Percentage	Thousands	Percentage
Total	20,846	74.2%	895.8	64.4%	11,885.7	83.6%
All ages						
No particular reason	3,668	17.6%	1,629	18.2%	2,040	17.2%
Not interested	5,302	25.4%	1,962	21.9%	3,339	28.1%
Programs not available in community	209	1.0%	66 ^E	0.7% ^E	143	1.2%
Don't have time	6,401	30.7%	2,933	32.7%	3,468	29.2%
Don't want to be committed to regular schedule	230	1.1%	133 ^E	1.5% ^E	96	0.8%
Facilities not available	110 ^E	0.5% ^E	30 ^E	0.3% ^E	80 ^E	0.7% ^E
Too expensive	627	3.0%	229 ^E	2.6% ^E	397	3.3%
Health or injury	2,381	11.4%	1,106	12.3%	1,275	10.7%
Age	1,685	8.1%	812	9.1%	874	7.4%
Disability	487	2.3%	213	2.4%	274	2.3%
Participated casually only for leisure	1,228	5.9%	556	6.2%	672	5.7%
Other reason	648	3.2%	249	2.8%	426	3.6%
15 to 19						
No particular reason	207	19.8%	64 ^E	16.8% ^E	143 ^E	21.6% ^E
Not interested	395	37.9%	149 ^E	39.3% ^E	246 ^E	37.1% ^E
Programs not available in community	F	F	F	F	F	F
Don't have time	233	22.3%	76 ^E	19.9% ^E	157 ^E	23.7% ^E
Don't want to be committed to regular schedule	F	F	F	F	F	F
Facilities not available	F	F	F	F	F	F
Too expensive	F	F	F	F	F	F
Health or injury	F	F	F	F	F	F
Age	F	F	F	F	F	F
Disability	F	F	F	F	F	F
Participated casually only for leisure	89 ^E	8.6% ^E	32 ^E	8.4% ^E	57 ^E	8.6% ^E
Other reason	52 ^E	5.0% ^E	19 ^E	5.0% ^E	33 ^E	5.0% ^E
20 to 24						
No particular reason	299	21.7%	110	23.3%	189	20.9%
Not interested	356	25.9%	114	24.1%	242	26.8%
Programs not available in community	F	F	F	F	F	F
Don't have time	554	40.3%	148	36.9%	379	42.0%
Don't want to be committed to regular schedule	F	F	F	F	F	F
Facilities not available	F	F	F	F	F	F
Too expensive	92 ^E	6.7% ^E	F	F	F	F
Health or injury	24 ^E	1.8% ^E	F	F	F	F
Age	F	F	F	F	F	F
Disability	F	F	F	F	F	F
Participated casually only for leisure	95 ^E	6.9% ^E	50	10.6%	45 ^E	5.0% ^E
Other reason	53 ^E	3.9% ^E	14 ^E	3.0% ^E	39 ^E	4.3% ^E

(Continued...)	Both Sexes		Male		Female	
	Thousands	Percentage	Thousands	Percentage	Thousands	Percentage
25 to 34						
No particular reason	544	16.2%	213	15.0%	331	17.1%
Not interested	743	22.1%	238	16.8%	505	26.0%
Programs not available in community	F	F	F	F	F	F
Don't have time	1,641	48.9%	774	54.6%	867	44.7%
Don't want to be committed to regular schedule	F	F	F	F	F	F
Facilities not available	F	F	F	F	F	F
Too expensive	202	6.0%	78	5.5%	124	6.4%
Health or injury	183 ^E	5.4% ^E	97	6.8%	86 ^E	4.4% ^E
Age	F	F	F	F	F	F
Disability	F	F	F	F	F	F
Participated casually only for leisure	180 ^E	5.4% ^E	75 ^E	5.3% ^E	105 ^E	5.4% ^E
Other reason	166 ^E	4.9% ^E	58 ^E	4.1% ^E	108 ^E	5.6% ^E
35 to 54						
No particular reason	1,342	17.3%	628	18.1%	714	16.6%
Not interested	1,846	23.8%	707	20.4%	1,138	26.4%
Programs not available in community	90 ^E	1.2% ^E	F	F	60 ^E	1.4% ^E
Don't have time	3,067	39.5%	1,471	42.5%	1,596	37.0%
Don't want to be committed to regular schedule	87 ^E	1.1% ^E	53 ^E	1.5% ^E	34 ^E	0.8% ^E
Facilities not available	F	F	F	F	F	F
Too expensive	221	2.8%	71	2.1%	150	3.5%
Health or injury	737	9.5%	349	10.1%	388	9.0%
Age	134 ^E	1.7% ^E	75 ^E	2.2% ^E	59 ^E	1.4% ^E
Disability	156 ^E	2.0% ^E	64 ^E	1.9% ^E	91 ^E	2.1% ^E
Participated casually only for leisure	449	5.8%	219	6.3%	231	5.3%
Other reason	235	3.0%	104	3.0%	131	3.0%
55 and older						
No particular reason	1,277	17.5%	615	19.0%	663	16.3%
Not interested	1,961	26.9%	754	23.3%	1,207	29.7%
Programs not available in community	61 ^E	0.8% ^E	30 ^E	0.9% ^E	31 ^E	0.8% ^E
Don't have time	906	12.4%	438	13.5%	468	11.5%
Don't want to be committed to regular schedule	F	F	F	F	F	F
Facilities not available	F	F	F	F	F	F
Too expensive	98 ^E	1.3% ^E	43 ^E	1.3% ^E	55 ^E	1.4% ^E
Health or injury	1,398	19.1%	641	19.8%	757	18.6%
Age	1,544	21.2%	730	22.6%	814	20.0%
Disability	308	4.2%	144	4.5%	164	4.0%
Participated casually only for leisure	414	5.7%	180	5.6%	234	5.8%
Other reason	169	2.3% ^E	55 ^E	1.7% ^E	114 ^E	2.8% ^E

^E use with caution F too unreliable to be published

Source: Statistics Canada, General Social Survey, 2010.

Table 27 – Average time spent per day¹ on various activities (non-participants) by non-participation in sport due to lack of time, by age group, 2010

	Age groups					
	15 and over	15 to 19	20 to 24	25 to 34	35 to 54	55 and over
	hours per day					
1. Paid work and related activities	4.2	0.8 ^E	2.2	4.0	5.1	3.4
2. Household work including child care	3.8	1.1	2.7	4.1	4.1	3.5
3. Education	0.5	5.0 ^E	1.7 ^E	0.5 ^E	0.1 ^E	0.1
4. Sleep, meals and other personal care	10.5	11.5 ^E	11.0	10.6	10.1	10.7
5. Free time ²	4.7	6.0	6.2	4.5	4.1	6.0
Civic and voluntary activity	0.4	0.2	0.2	0.3	0.3	1.2
Socializing	1.4	2.1 ^E	2.3 ^E	1.5	1.1	1.6
Television, reading and other passive leisure	1.8	1.9 ^E	2.1	1.6	1.7	2.2
Watching TV	1.6	1.9 ^E	1.9	1.4	1.5	1.9
Reading books, magazines, newspapers	0.2	0.0	0.2 ^E	0.1 ^E	0.2	0.3 ^E
Other passive leisure ³	0.0	0.0	0.0	0.0	0.0	0.0
Movies, other entertainment	0.2	0.3	0.3	0.2 ^E	0.2 ^E	0.1
Active leisure	0.9	1.5 ^E	1.3 ^E	1.0	0.8	0.9 ^E
Active sports	0.4	0.5	0.2 ^E	0.5 ^E	0.3	0.3 ^E
Other active leisure	0.6	0.9 ^E	1.1 ^E	0.5 ^E	0.5	0.6 ^E
Total (Sum of 1 to 5)	24.0	24.0	24.0	24.0	24.0	24.0

^E use with caution
¹ Figures are averaged over a 7 day week
² 'Volunteer work' is categorized under free time.
³ Other passive leisure includes activities primarily at home, whereas active leisure is predominately out of home activities.
Sources: Statistics Canada, *Sport Participation in Canada, 2005*, p. 70 and General Social Survey, 2010.

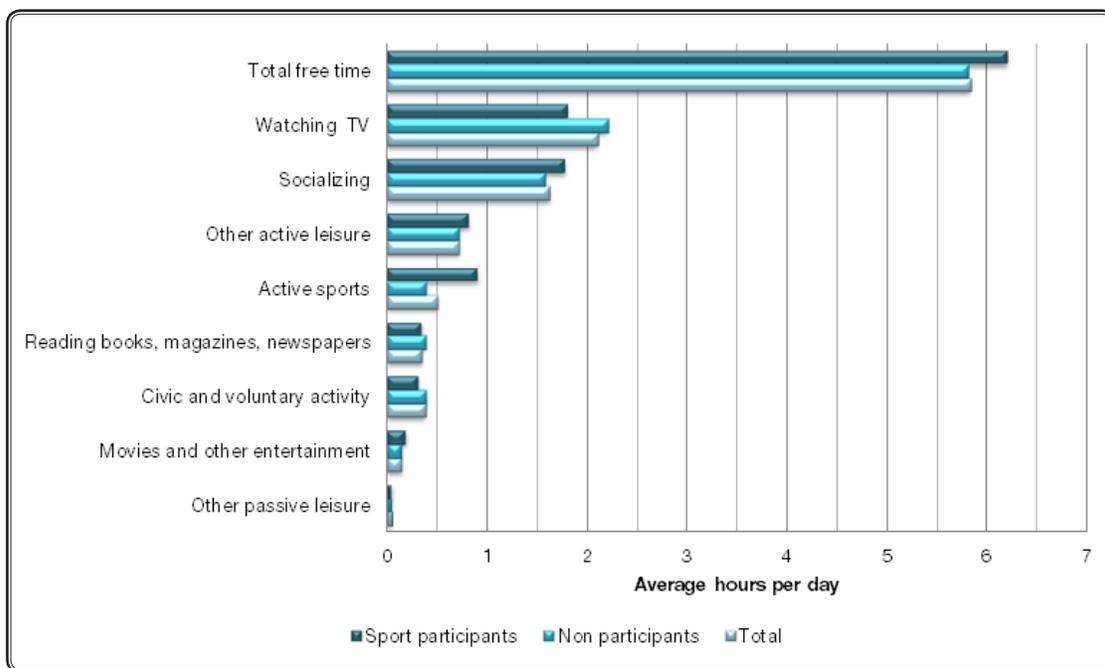
Leisure time decreased

The leisure time of Canadians (which is the residual of the 24-hour day that is not allocated to paid and unpaid work or personal care) declined 7% from 6.1 hours per day in 1992 to 5.7 hours per day in 2010. This represents a leisure time loss of twenty-four minutes per day (Table 28, p. 77).

This loss can be contrasted with an increase in the number of leisure activities available to Canadians. These activities range from going to the movies or watching television to various hobbies, sport, socializing, attending a performing arts event, reading or gardening, surfing the Internet and chatting online.

The active leisure time of Canadians (the part of 'free time' that is not dedicated to civic and voluntary activity, socializing, television, movies, reading or other passive leisure activity) increased from 2005 from 1.1 hours to 1.2 in 2010. However, this increase of 6 minutes per day allocated in active leisure was dedicated to non-sport activity which leaves the time allocated to active sport at 30 minutes per day, the same as in 2005. The increasing popularity of walking, jogging, and exercises that are not included in the definition of active sport could explain this rise in time allocated to active leisure.¹⁸

Chart 37 – Average free time per day by sport participation, 2010



¹⁸ Statistics Canada, *Canada Year Book 2009*, http://www41.statcan.gc.ca/2009/3955/cybac3955_002-eng.htm

Table 28 – Average time spent per day¹ in various activities (sport participants) by sex, 1992, 1998, 2005, and 2010

	1992			1998			2005			2010		
	Total	Male	Female									
	hours per day			hours per day			hours per day			hours per day		
1. Paid work and related activities	3.6	4.5	2.7	3.6	4.5	2.8	3.9	4.7	3.1	3.2	3.8	2.7
2. Household work including child care	3.2	2.3	4.1	3.2	2.4	4.1	3.1	2.4	3.8	3.2	2.5	3.9
3. Education	0.6	0.6	0.6	0.6	0.5	0.6	0.6	0.5	0.6	0.6	1.1	1.0
4. Sleep, meals and other personal care	10.5	10.3	10.8	10.4	10.2	10.6	10.6	10.4	10.8	10.9	10.0	10.4
5. Free time ²	6.1	6.4	5.9	6.2	6.3	6.0	5.8	6.0	5.7	5.8	6.3	5.8
Civic and voluntary activity	0.4	0.4	0.4	0.4	0.3	0.4	0.3	0.3	0.4	0.4	0.6	0.6
Socializing	1.8	1.8	1.9	1.9	1.9	2.0	1.7	1.7	1.8	1.6	1.5	1.7
Television, reading and other passive leisure	2.8	3.1	2.6	2.7	2.9	2.6	2.5	2.6	2.4	2.5	2.6	2.3
Watching TV	2.2	2.4	2.0	2.2	2.4	2.0	2.1	2.2	1.9	2.1	2.3	1.9
Reading books, magazines, newspapers	0.5	0.5	0.5	0.4	0.4	0.5	0.4	0.3	0.4	0.3	0.3	0.4
Other passive leisure ³	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.0
Movies, other entertainment	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1
Active leisure	1.0	1.1	0.9	1.0	1.1	0.8	1.1	1.3	0.9	1.2	1.4	1.0
Active sports	0.5	0.6	0.3	0.5	0.6	0.4	0.5	0.6	0.4	0.5	0.6	0.4
Other active leisure	0.5	0.5	0.6	0.5	0.5	0.5	0.6	0.7	0.5	0.7	0.8	0.6
Total (Sum of 1 to 5)	24.0	24.0	24.0									

² use with caution F too unreliable to be published
¹ Figures are averaged over a 7 day week
² Volunteer work is categorized under free time.
³ Other passive leisure includes activities primarily at home, whereas active leisure is predominately out of home activities.
Sources: Statistics Canada, *Sport Participation in Canada, 2005*, p. 70 and General Social Survey, 2010.

Conclusion

The 2010 GSS has found that sport participation continues to decline despite its perceived benefit to individuals and communities. The reality is that sport is only one of many possible leisure time activities that Canadians have to choose from and choosing sport is further constrained by factors including age, gender, household composition and income.

The results of the 2010 GSS, in comparison to previous GSS results, should improve our understanding of the factors which influence sport participation in Canada. This understanding, in turn, should help decision-makers modify policy and programs objectives appropriately.

Methodology

The General Social Survey

In 2010, Statistics Canada, through a sport supplement to the General Social Survey (GSS), surveyed 15,390 Canadians (aged 15 years and older) about the extent and nature of their participation in sport during the 12 months prior to the survey. Similar questions were also asked in 1992, 1998, and 2005. These four data bases are the primary data source for this study.

The sport questions were developed by Statistics Canada based on the information needs of federal and provincial/territorial partners having an interest in sport information. The questions were sponsored by a consortium of federal and provincial data users with the objective of obtaining a more comprehensive look at the extent of sport participation in Canada.

Involvement in sport was determined by asking the question:

“Did you regularly participate in any sports during the past 12 months?”

‘Regularly’ meant that the respondent participated in a sport at least once a week during the season or for a certain period of the year.

The types of sports within scope for this survey were determined by Sport Canada (see Appendix 1). “Sport” was defined by Sport Canada as an activity having the following characteristics:

- Involves two or more participants who engage for the purpose of competitively evaluating their personal performance;
- Involves formal rules and procedures;
- Requires tactics and strategies;
- Requires specialized neuromuscular skills which can be taught and learned;
- Involves a high degree of difficulty, risk or effort in reproduction of movement or form;
- Its competitive mode implies the development of trained coaching personnel;
- Its primary activity involves physical interaction of the participant with the environment; and
- Does not involve activities in which the performance of a motorized vehicle is the primary determinant of the competitive outcome. Where mechanized vehicles or conveyance are used, the activity must entail significant physical effort in propelling the vehicle or conveyance.

Based on these general guidelines defining sport several physical and leisure activities were excluded such as non-competitive aerobics, aquafit, bicycling for recreation or transportation only, body building or body sculpting, car racing, dancing, fishing, fitness classes, hiking, jogging, lifting weights (non-competitive), motorcycling, snowmobiling, and noncompetitive walking.

Participation during the 12 months previous to the survey was the reference period for the four survey cycles in this study (1992, 1998, 2005, and 2010). It is recognized that a reference period of one year may incur the problem of recall. As well, the risk of over-statement may be at play as respondents may have been reluctant to admit, particularly in a society that is increasingly health-conscious, that they had not been physically active during the past year. It is not possible from this questionnaire to measure the presence or extent of either the under coverage or over reporting of sports participation.

The GSS, originating in 1985, conducts a telephone survey across the 10 provinces. The GSS is recognized for its continual collection of data that allows for trend analysis. The history of GSS data collection topics is outlined below.

Table 29 - General Social Survey cycle topics, sample size and response rate

Cycle	Sample Year	Sample Size	Response Rate	Main Core Content	Focus Issue
1	1985	11,200	83.4 %	Health	Social support
2	1986	16,390	78.9 %	Time use, social mobility	Language
3	1988	9,870	82.4 %	Personal risk	Victim services
4	1989	9,338	80.7 %	Education and work	No focus issue
5	1990	13,495	75.8 %	Family and friends	No focus issue
6	1991	11,924	80.2 %	Health	Various health topics
7	1992	9,815	76.8 %	Time use	Culture, sport, and unpaid work activities
8	1993	10,385	81.6 %	Personal risk	Alcohol and drug use
9	1994	11,876	81.2 %	Education, work and retirement	Transition into retirement
10	1995	10,749	81.4 %	Family	Effects of tobacco smoke
11	1996	12,756	85.3 %	Social support	Tobaccos use
12	1998	10,749	77.6 %	Time use	Sports participation / culture
13	1999	25,876	81.3 %	Victimization	Spousal, senior abuse / perception
14	2000	25,090	80.8 %	Technology – computer and Internet	No focus issue
15	2001	24,310	80.9 %	Family history	No focus issue
16	2002	24,870	86.3 %	Social support and aging	Retirement planning and experience
17	2003	24,951	78.0 %	Social engagement	No focus issue
18	2004	23,766	74.5 %	Victimization	No focus issue
19	2005	19,597	59.0 %	Time use	Culture, sport, network/trust and transportation
20	2006	23,608	67.4 %	Family history	Family transitions
21	2007	23,404	58.0 %	Family, social support, retirement	Caregiving, retirement transitions
22	2008	20,401	57.3 %	Social networks	Coping with change
23	2009	20,516	61.6 %	Victimization	Internet victimization
24	2010	15,390	55.2 %	Time-stress and well-being	Work-life balance
25	2011	25,000 ¹	- %	Family	Caregiving and care receiving

¹ Estimated

Source: Adapted from: “General Social Survey: An Overview, 2009”, Social and Aboriginal Statistics Division, Statistics Canada, Catalogue no. 89F0115XIE

Each survey contains a core topic as well as a standard set of socio-demographic questions. The target population for the GSS is all persons 15 years of age and over residing in Canada. Residents of the territories and fulltime residents of institutions are excluded from the sample. Data for Cycle 24 of the GSS was collected in each month from January to December 2010. The sample was distributed over 12 months to represent any seasonal variation in the data. Over this period, a total of 15,390 people were successfully interviewed, yielding a response rate of 55%.

Computer Assisted Telephone Interviewing (CATI) is used to collect data for the GSS. Households without telephones were excluded. However, persons living in households without telephones represent less than 2% of the target population. Survey estimates have been adjusted (i.e., weighted) to account for this population. Interviews are not conducted by cellular telephone so persons with only cellular telephone service are also excluded; this group makes up a small proportion of the population, at about 13% (Residential Telephone Service Survey (RTSS) – 2010).

Collecting data via telephone is attractive because of the lower collection costs, as well as considerable flexibility with respect to sample design. Nevertheless, telephone interviewing does have some drawbacks: non-coverage of households, while low, is concentrated in population groups with low educational attainment or low income; responses rates tend to be lower than for face-to-face interviews and there are limitations on the amount and type of data which can be collected over the telephone.

Instrument design

The GSS questionnaire was designed based on qualitative testing (focus group), a pilot test, and interviewer debriefing. In order to include more content in this questionnaire while maintaining a minimum respondent burden, the survey was split into two sub-samples. Half of the respondents were asked questions about Culture, Sports, and Physical Activity Participation and the remaining half were asked questions on Social Network and Trust and Transportation. The respondents were randomly assigned to one of the sub-samples.

Weighting

When a probability sample is used, as was the case for the GSS, the principle behind estimation is that each person selected 'represents' (in addition to himself/herself) several other persons not in the sample.

Sampling rates as well as non-response rates vary significantly from province to province and by various demographic characteristics. For example, it is known that nonrespondents are more likely to be males and more likely to be younger. Therefore, unweighted sample counts cannot be considered to be representative of the survey target population.

The survey weights are used when producing estimates or performing analyses in order to account as much as possible for the geographic over- and under-representation of age-sex groups, months of the year, or days of the week in the unweighted file.

GSS Cycle 24 estimates can be produced from two micro-data files; the main analytical file and the episode file. The main file contains questionnaire responses and associated information from the respondents and the episode file provides the detailed information on each activity episode reported by respondents. This report is based only on the main file. Four weighting factors were placed on the main file. They are listed and explained below:

- **WGHT_PER:** This is the basic weighting factor for analysis at the person level, i.e., to calculate estimates of the number of persons (non-institutionalized and aged 15 or over) having one or several given characteristics.
- **WGHT_HSD:** This weighting factor can be used to estimate the number of households with a given characteristics.

In addition, respondents were split (randomly) into two approximately equal sub-samples for Section 9 of the questionnaire. Half of the respondents were asked the questions in the Cultural Activities module and the other half were asked the questions in the Sports Participation Activities, Sports Participation of Partner and Sports Participation of Household Children modules. As a result of splitting the sample, the following sets of weights were created:

- **WGHT_CSP:** This is the weighting factor for analysis at the person level created using the sample of persons asked the questions in the Cultural Activities module. This weight is zero for respondents who completed the Sports Participation Activities module.
- **WGHT_SNT:** This is the weighting factor for analysis at the person level created using the sample of persons asked the questions in Sports Participation Activities module. This weight is zero for respondents who completed the Cultural Activities module.

In addition to the estimation weights, bootstrap weights have been created for the purpose of design-based variance estimation.

Data limitations

The figures which appear in this report are estimated based on data collected from a small fraction of the population (roughly one in 1,300) and are subject to error. The error can be divided into two components: sampling error and non-sampling error.

Sampling error is the difference between an estimate derived from the sample and the one that would have been obtained from a census that used the same procedures to collect data from every person in the population. The size of the sampling error can be estimated from the survey results and an indication of the magnitude of this error is given for the estimates in this report. If the estimated sampling error is greater than 33% of the estimates, it is considered too unreliable to publish and the symbol 'F' is printed in table cells where this occurs. Although not considered too unreliable to publish, estimates with an estimated error between 16.6% and 33.3% of the related estimate should be "qualified" and used with caution. These are identified with an 'E'.

All other types of errors, such as coverage, response, processing, and non-response, are non-sampling errors. Many of these errors are difficult to identify and quantify.

Coverage errors arise when there are differences between the target population and the surveyed population. Households without telephones represent a part of the target population that was excluded from the surveyed population. To the extent that this excluded population differs from the rest of the target population, the estimates will be biased. Since these exclusions are small, one would expect the biases introduced to be small. However, since there are correlations between a number of questions asked on this survey and the groups excluded, the biases may be more significant than the small size of the groups would suggest.

Individuals residing in institutions were excluded from the surveyed population. The effect of this exclusion is greatest for people aged 65 and over, for whom the proportion excluded is around 7%.

To the extent that the non-responding households and persons differ from the rest of the sample, the estimates will be biased. Non-response could occur at several stages in this survey. There were two stages of information collection: at the household level and at the individual level. Non-response also occurred at the level of individual questions.

For most questions, the response rate was high, with non-response indicated in the data files. While refusal to answer specific questions was very low, accuracy of recall and ability to answer some questions completely can be expected to affect some of the results presented. Criteria for accepting a time use diary were stringent, requiring the reporting of information for at least 20 of the 24 hours. Time use episodes for which activity details were refused or not stated are shown as “Residual” time.

Sport participation of children (age 5 to 14 years old)

Previous cycles of the GSS Time Use survey addressed children’s sport participation activities at the same time as the participation of other adult members (age 15 years and older) in the household. The respondent was asked to list up to four other household members who regularly participated in sport during the past 12 months. Conversely, the cycle 24 (GSS Time Use, 2010) introduced a sub-module entitled “Household Children Members Sports (HMS)” which asked respondents to describe the sport participation activity of children (birth, step, adopted, foster children or children who are being raised by the respondent) in their household. This sub-module includes the following two questions that can be answered on behalf of up to four children:

“Did (child) regularly participate in sport during the past 12 months?”

“In which sport did (child) participate?”

In this way, the sport participation rate of children is calculated using the total number of respondents who declared having child members in their household. The participation of children in specific sports (e.g. soccer, ice hockey) was calculated using the total number of respondents who reported that at least one child member in the household practiced sport regularly.

Indirect involvement of adult Canadians in amateur sports

In the 2010 GSS Time Use Survey, reporting of indirect involvement by other household members was gathered in one question.

“During the past 12 months has your (spouse/partner) been involved in amateur sport as a participant, coach, referee/umpire, administrator/helper or spectator?”

As opposed to previous GSS cycles, data did not permit distinction between the different types of involvement in amateur sport (participant, coaching, officiating, helping with the administration and being a spectator) of other household members. Moreover, the question in the 2010 questionnaire limits the sport activity to the spouse/partner of the respondent and omits any other adult household members, while previous cycles asked the respondent to detail the sport activities of up to four household members (children or adult).

This major change in the reporting of indirect involvement of adult Canadians in amateur sport prevented the Department from reproducing the same type of numbers as found in the 2005 report for this category of data. In order to report on the indirect involvement of Canadians in sport, the data for 1992, 1998 and 2005 were recalculated from the respondents' participation rate only, which affected the participation ratios for those years. It particularly affected the participation difference between Canadian men and women.

**Appendix 1 – *General Social Survey* Questionnaire,
Sport Module, 2010**