



**LE SOMMET  
DU HOCKEY  
QUÉBÉCOIS**

**QUEBEC  
HOCKEY SUMMIT**

**MONTREAL 2011**

# Recruitment & Retention

**Dr. Norm O'Reilly, University of Ottawa  
August 2011**



Listeners...

# WHY ARE WE HERE?



Consider...

- Talent ID
- Sport Participation
- Youth
- Hockey
- Sponsorship
- Volunteers
- Our Sport
- Change!

# Session Goal

Share Relevant Research on Demographics and Urban Youth – For Discussion, Adoption and Use by Hockey Organizations

Research Program: Urban Youth Sport Engagement

Recruitment  
Retention  
Diversity (Gender, Culture, Etc.)





# Hockey in Quebec

- Montreal Canadiens & the NHL
- QMJHL
- Many minor properties
  - clubs, minor hockey, small leagues, rep teams, athletes, women's hockey, arenas, outdoor rinks, events, youth events, equipment manufacturers, etc.



Speaker Intro

# WHO AM I?





# A Business Lens to Hockey

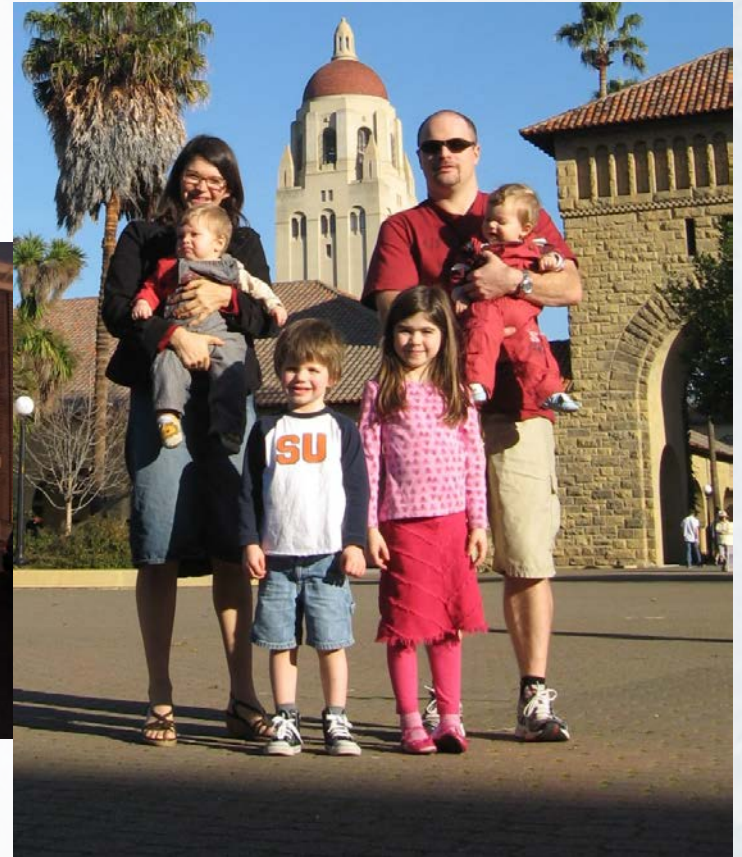


“Why Not Canada?” – TSN  
Winnipeg vs. Quebec - HNIC





# A *RARE* “Gen-Xer” with 4 Kids



The Facts

# URBAN YOUTH SPORT PARTICIPATION RESEARCH





# The Project

- SSHRC/Sport Canada Funded Research (2007-2010) on Urban Youth Sport Participation
  - Multi-method
    - Considers all sports with focus on rink and pool sports for geospatial analysis
  - 5 Scholars:
    - University of Ottawa: O'Reilly, Seguin, Parent
    - Ryerson University: Berger, Hernandez
    - Student Researchers



RYERSON UNIVERSITY



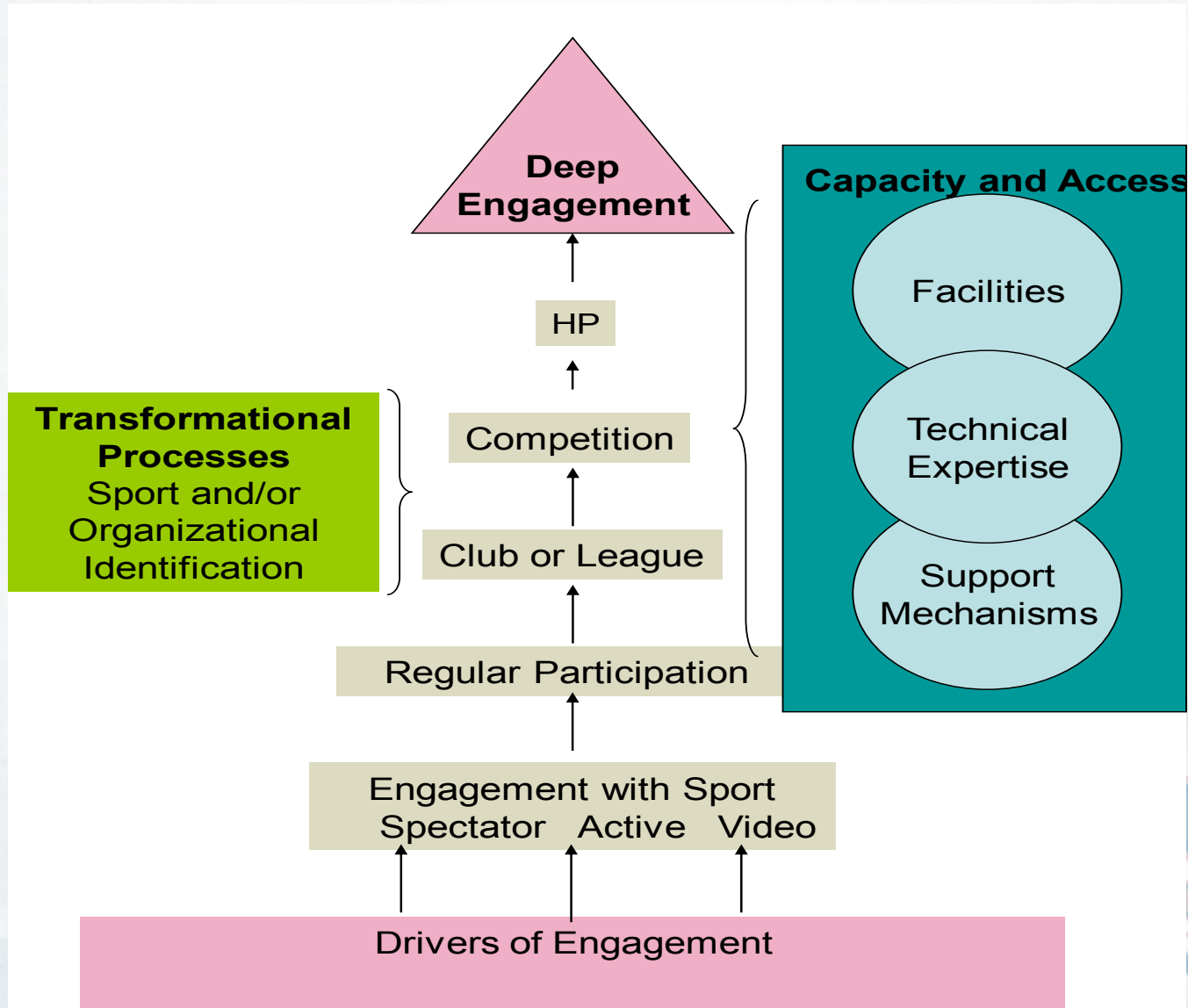
# Research Parameters

- **Research focus:** urban youth, i.e. 12-19 year olds living in a Census Metropolitan Area (CMA) or city of 100,000 or more people in Canada.



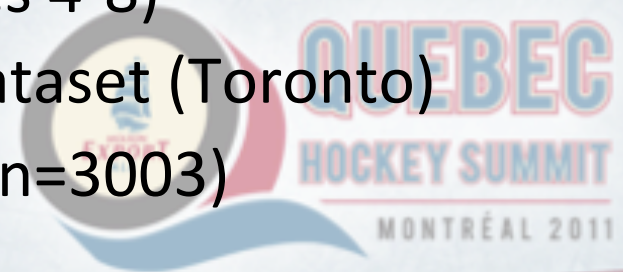


# Conceptual Model



# Data

- Secondary Research
  - *Literature Review*
  - *Cohort Analysis* of Canadian Youth 1992 to 2005
    - General Social Survey (GSS) data
- Primary Research
  - *Netnography* (2006 and 2008)
  - *Observations of Training Sites*: (3 cities)
  - *Interviews* with youth (n=23)
  - *Experimental Intervention*: (Grades 4-8)
  - *Spatial Analysis*: georeferenced dataset (Toronto)
  - *Survey of Urban Canadian Youth* (n=3003)





# BACKGROUND



# “Inactivity Crisis”

- Populations less active
  - Only 13 percent of youth do enough (ParticipACTION, 2009)
- Obesity growing
- Life has shifted: “lots of options all the time”





# Screen Time

- Growing in youth
  - Numbers later but more than 40 hours/week
  - Non-TV sources growing the fastest
- Different views on what it means
  - Good and/or bad?
  - Learning and/or Detrimental to Learning?
  - Environmentally Friendly?
  - Reality?
- How to 'leverage' to get kids playing hockey, or at least engaged in hockey



# Definitional Challenge

- We adopt the definition of sport participation put forth by Statistics Canada (1992; 1998; 2005) in its General Social Surveys (GSS).
  - GSS Q: “Did you regularly participate in any sports during the past 12 months” (p. 7).
  - ‘Regularly’ refers to “at least once a week during the season or during a certain period of time”
  - ‘Sport’ was defined as (next slide)



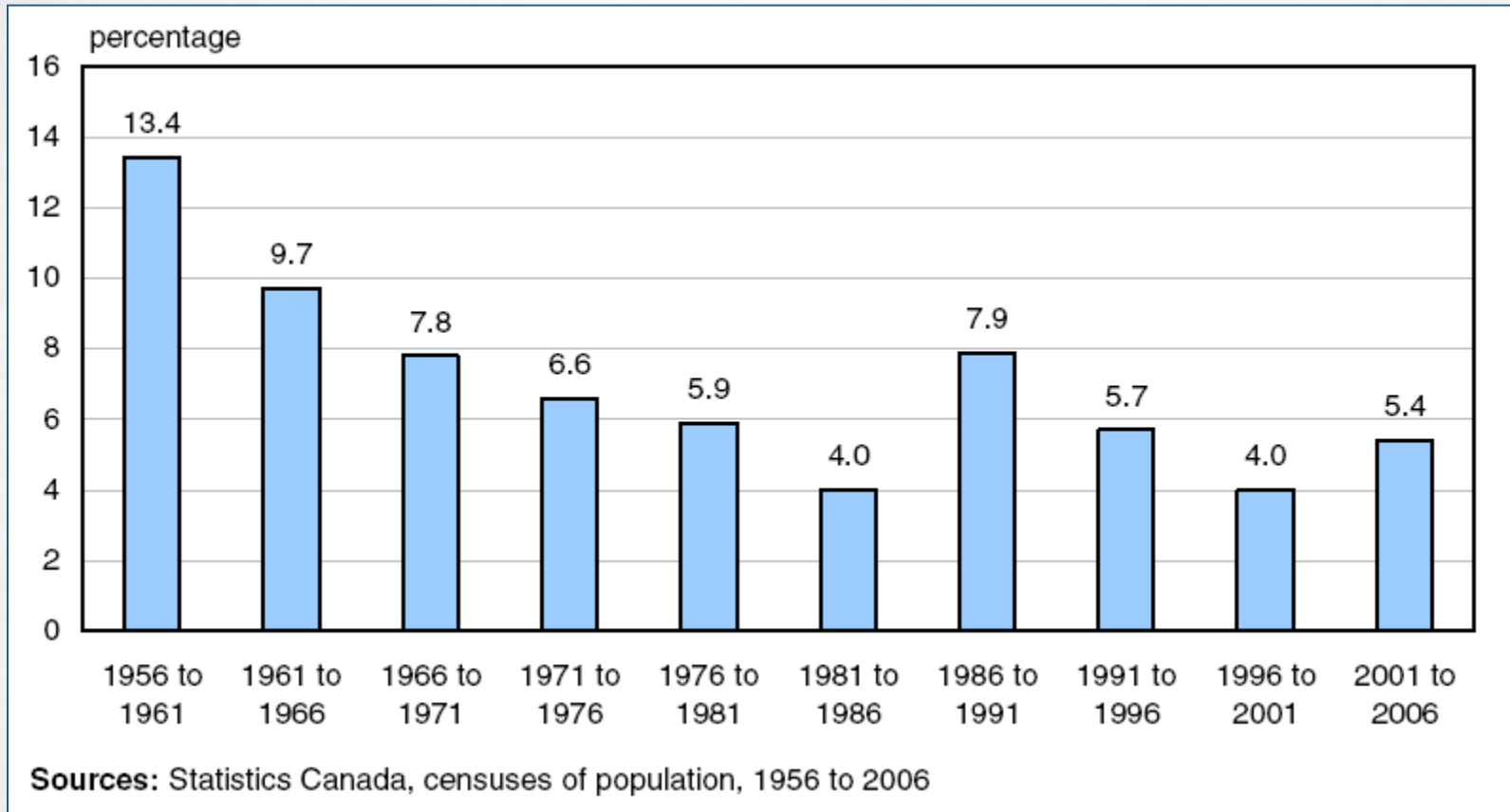


# **DEMOGRAPHIC SHIFTS**

***WE ARE ENTERING A PERIOD OF  
FUNDAMENTAL STRUCTURAL CHANGE  
IN THE DEMOGRAPHY OF CANADA AND  
QUEBEC***



# Population Growth Rates in Canada in the last 50 years

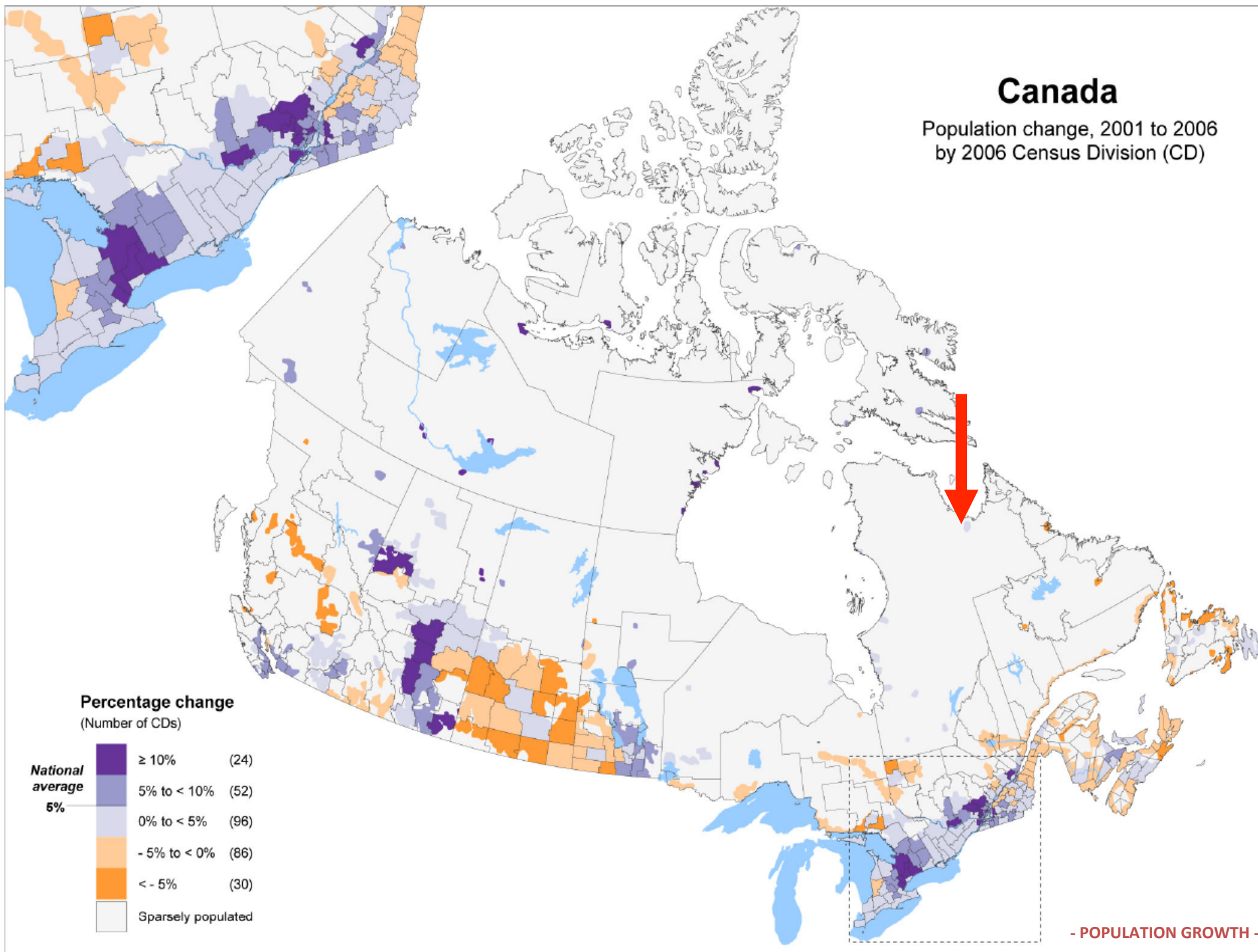


- POPULATION GROWTH -



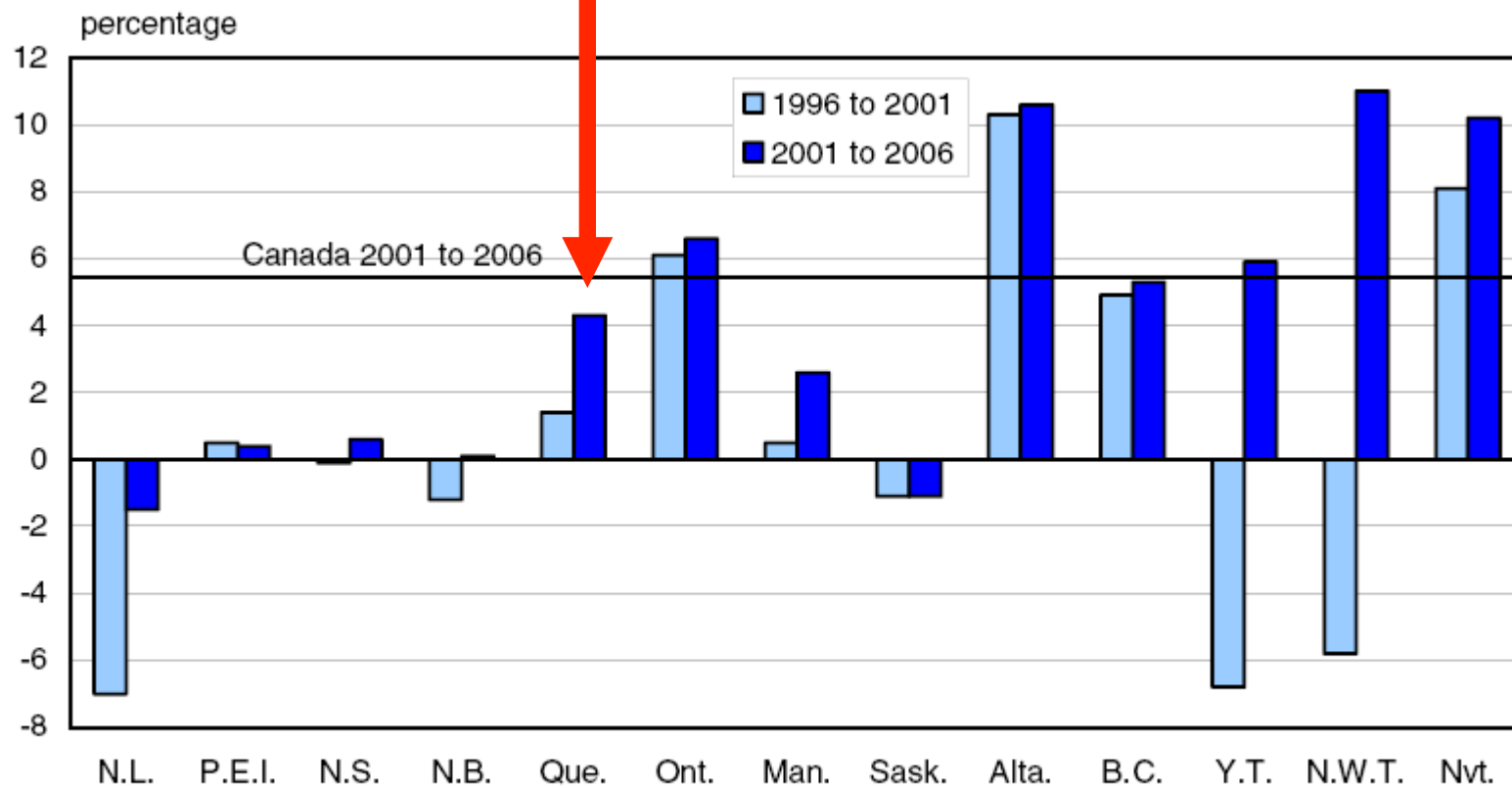
# Canada

Population change, 2001 to 2006  
by 2006 Census Division (CD)





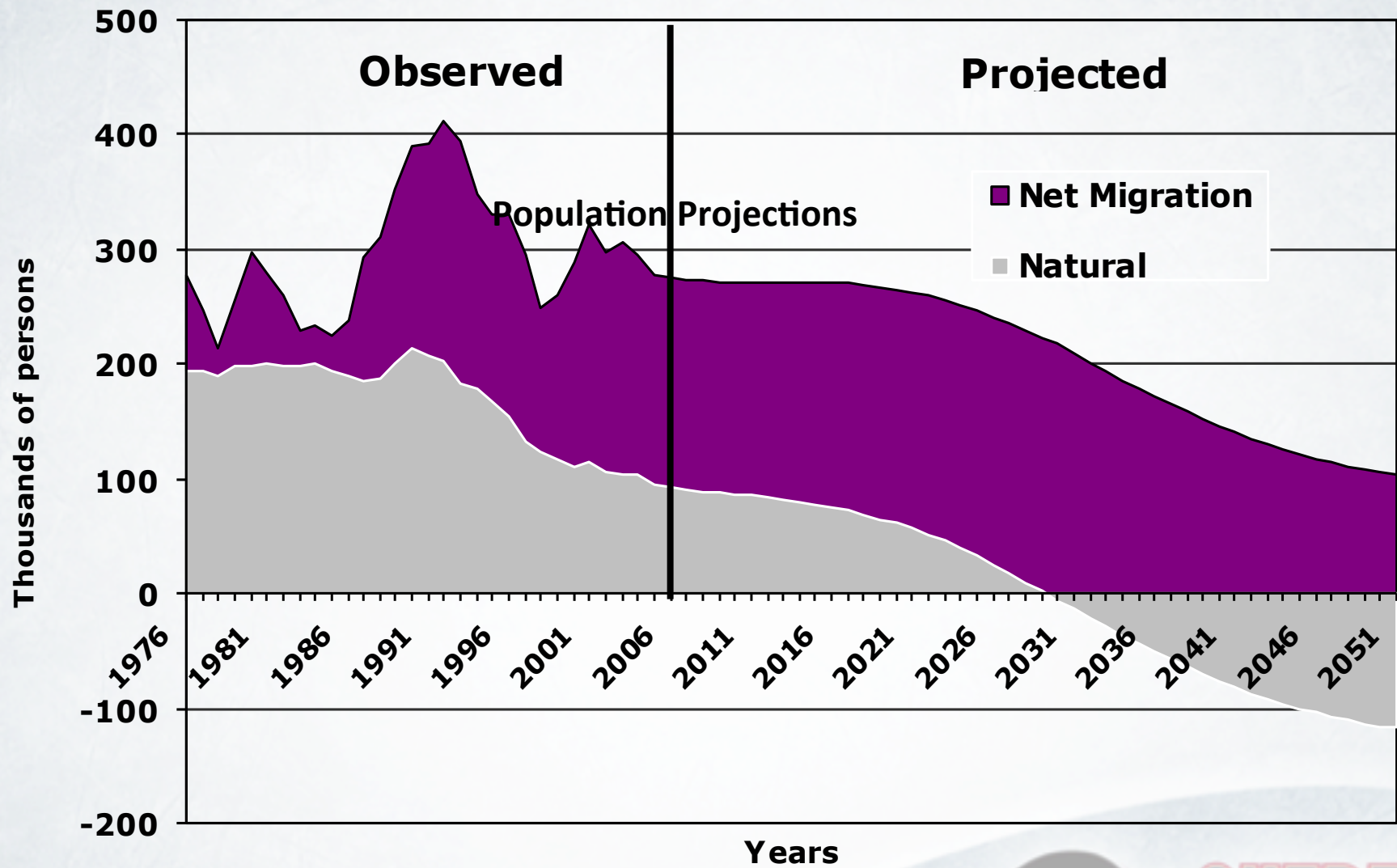
# Population Growth of Provinces and Territories



Sources: Statistics Canada, censuses of population, 1996, 2001 and 2006

- POPULATION GROWTH -

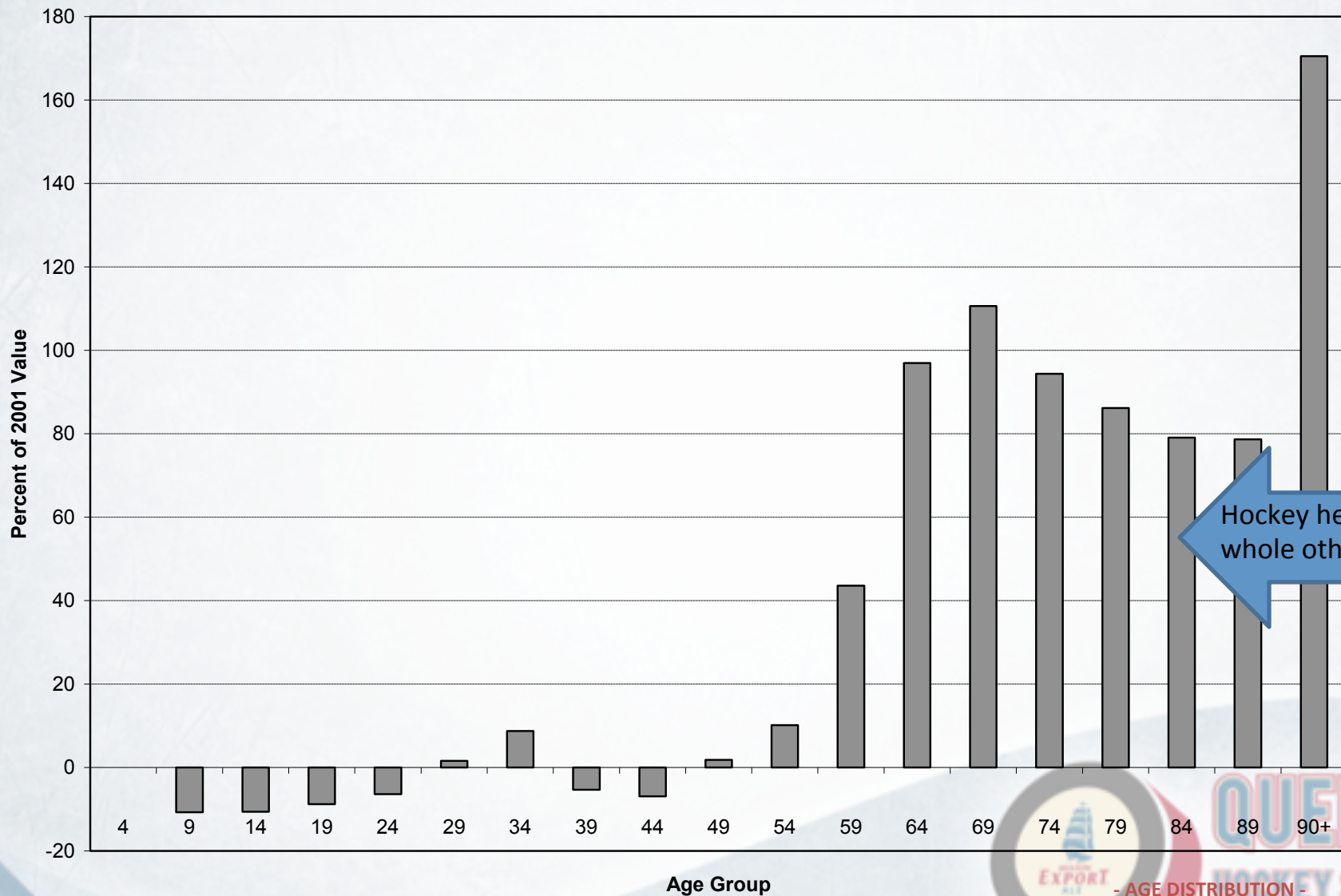




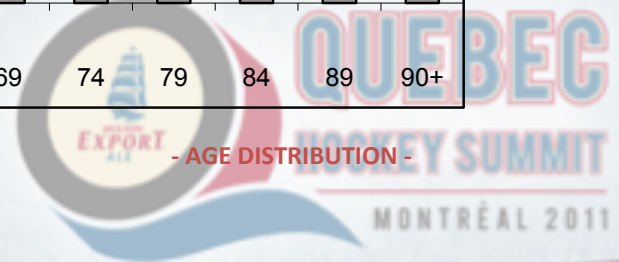
Source: Environics Analytics



# 2001 to 2026 Population Change



Hockey here is a whole other topic!



- AGE DISTRIBUTION -



# **ANALYSIS OF GENERAL SOCIAL SURVEY 1992, 1998, 2005**

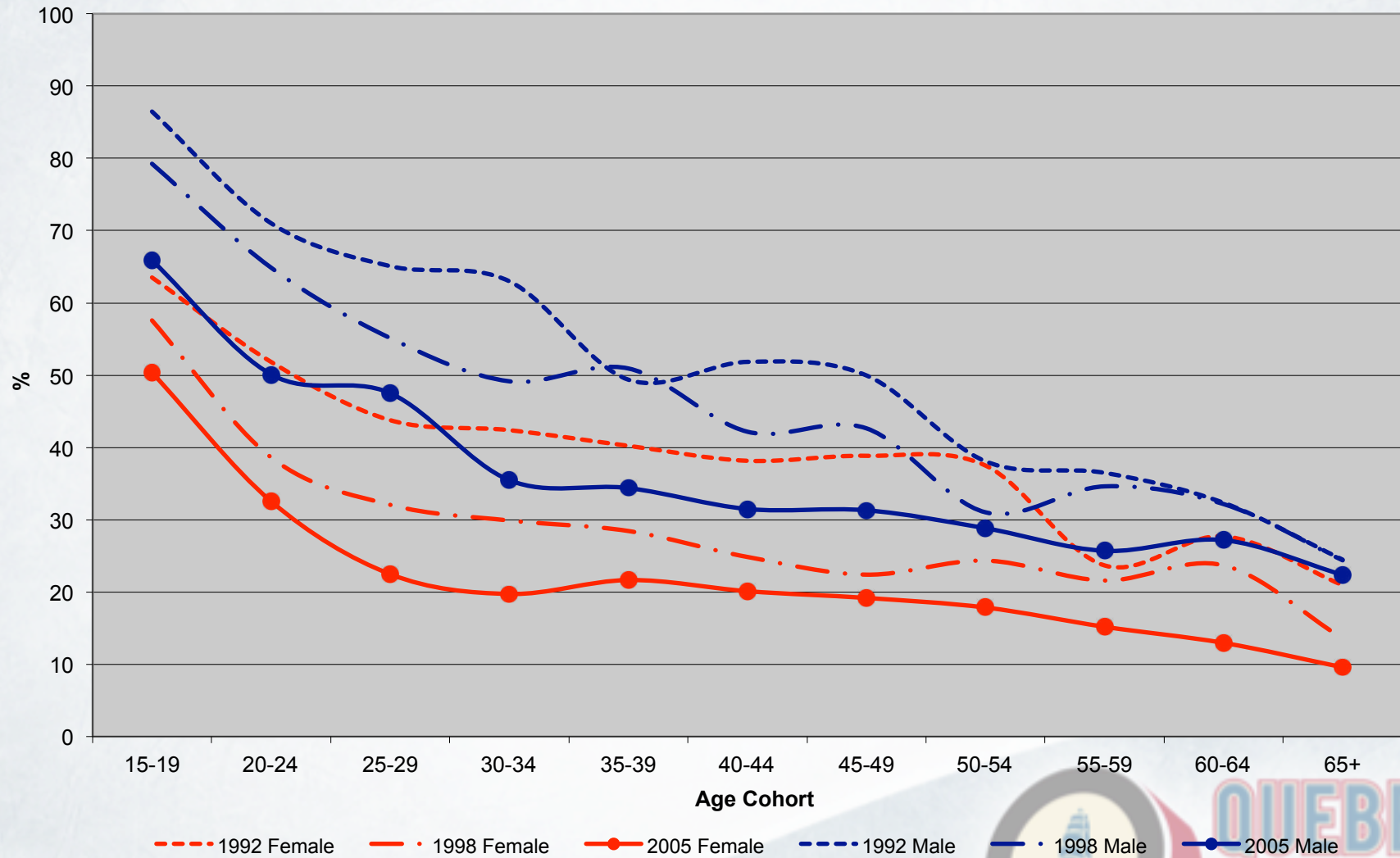


# Declining Sport Participation

- Age & Gender
- Geography
  - Provincial
  - Urban vs. Rural
- Income (socio-economic status)

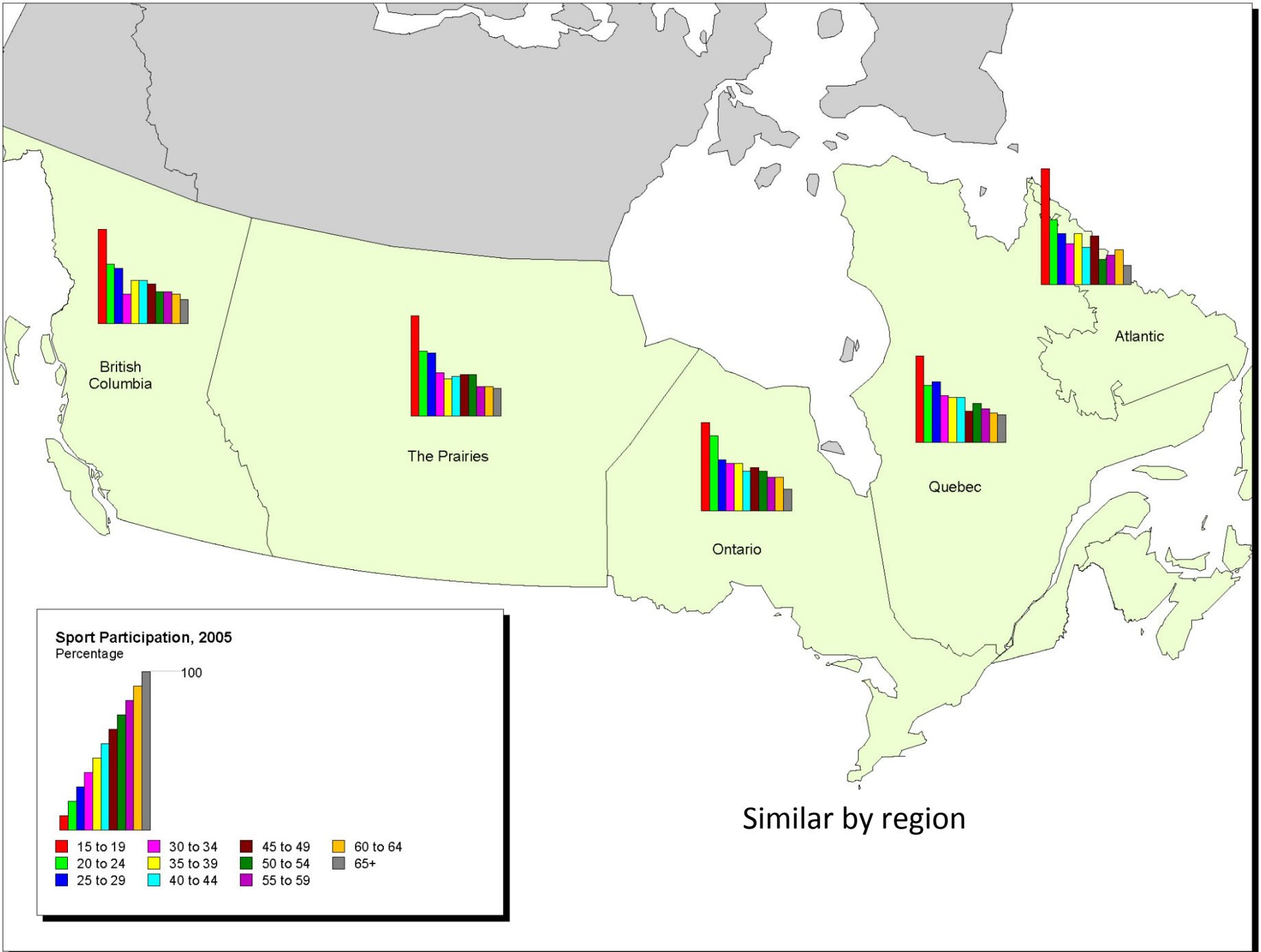


# Differential Rates of Participation and Participation Rate Decline by Gender









British Columbia

The Prairies

Ontario

Quebec

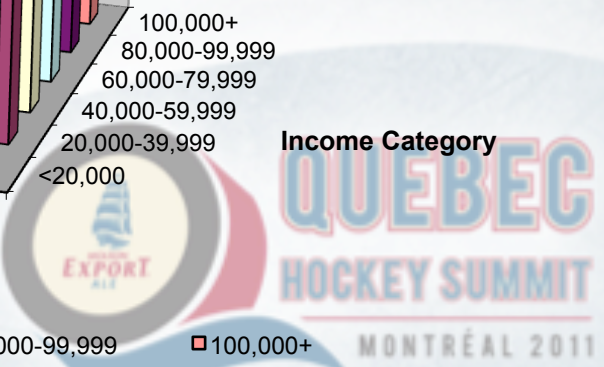
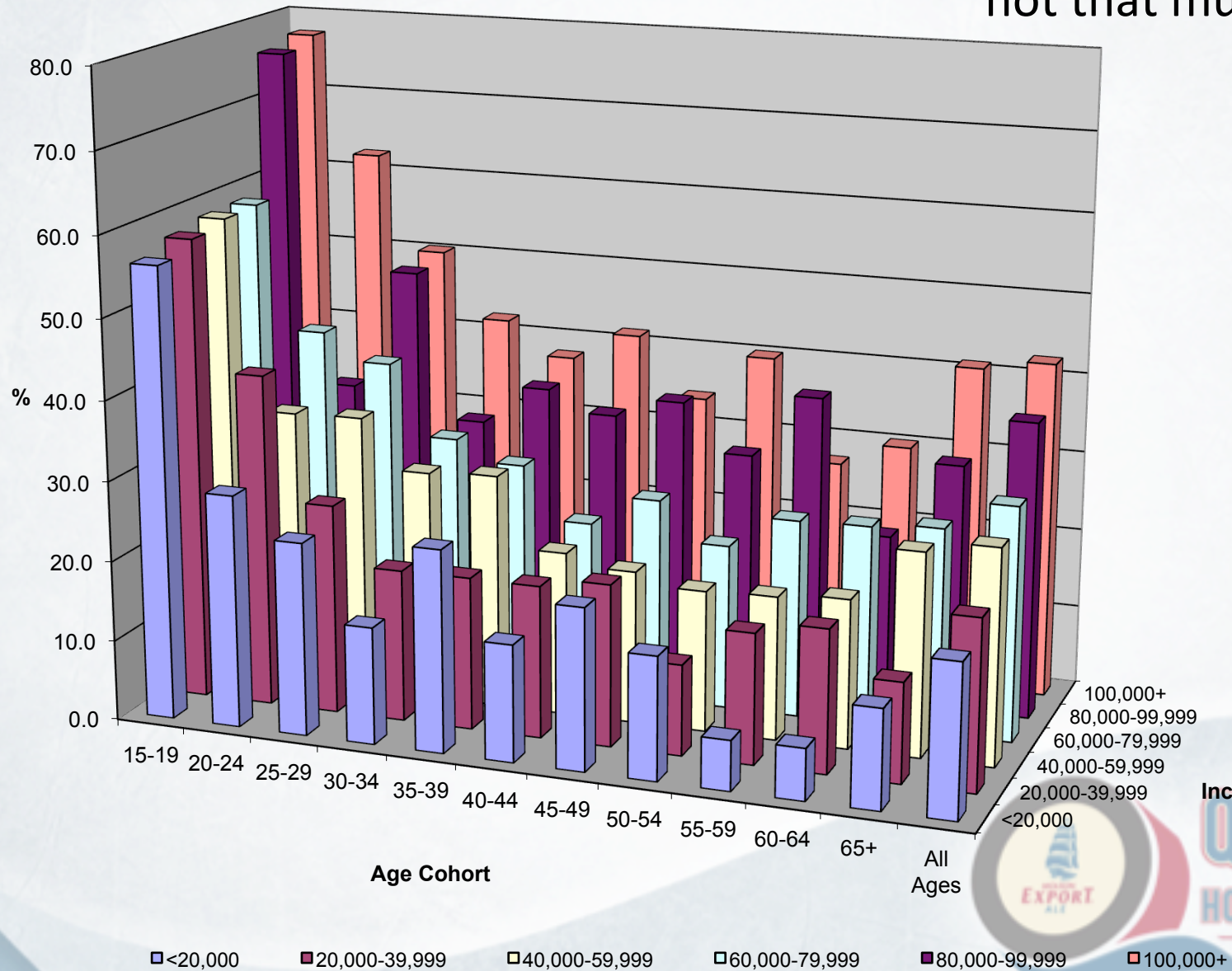
Atlantic

# Rural not necessarily better...

Survey Year	Urban /Rural	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65+	All Ages
1992	% Urban	74.4	61.7	53.5	52.3	42.8	46.0	48.1	42.3	29.0	32.7	23.6	46.7
	% Rural	76.2	61.3	56.0	53.1	47.5	43.8	40.2	32.5	31.0	27.2	21.4	44.5
1998	% Urban	69.4	54.2	43.8	41.2	42.7	32.7	34.6	28.3	30.8	31.0	19.9	38.9
	% Rural	68.2	48.3	43.4	37.2	36.0	34.5	29.4	27.0	24.6	24.2	16.2	34.8
2005	% Urban	57.5	42.6	35.1	28.5	29.2	26.1	25.8	24.6	20.6	20.4	15.6	29.0
	% Rural	61.9	35.8	35.9	23.3	22.5	24.7	22.9	18.7	19.3	18.4	14.3	25.7
1992-2005	% Urban	-16.9	-19.1	-18.4	-23.8	-13.6	-19.9	-22.4	-17.6	-8.4	-12.3	-8.0	-17.7
	% Rural	-14.3	-25.5	-20.0	-29.8	-24.9	-19.1	-17.3	-13.8	-11.7	-8.8	-7.0	-18.8



Money helps but not that much...

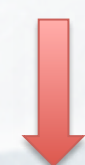
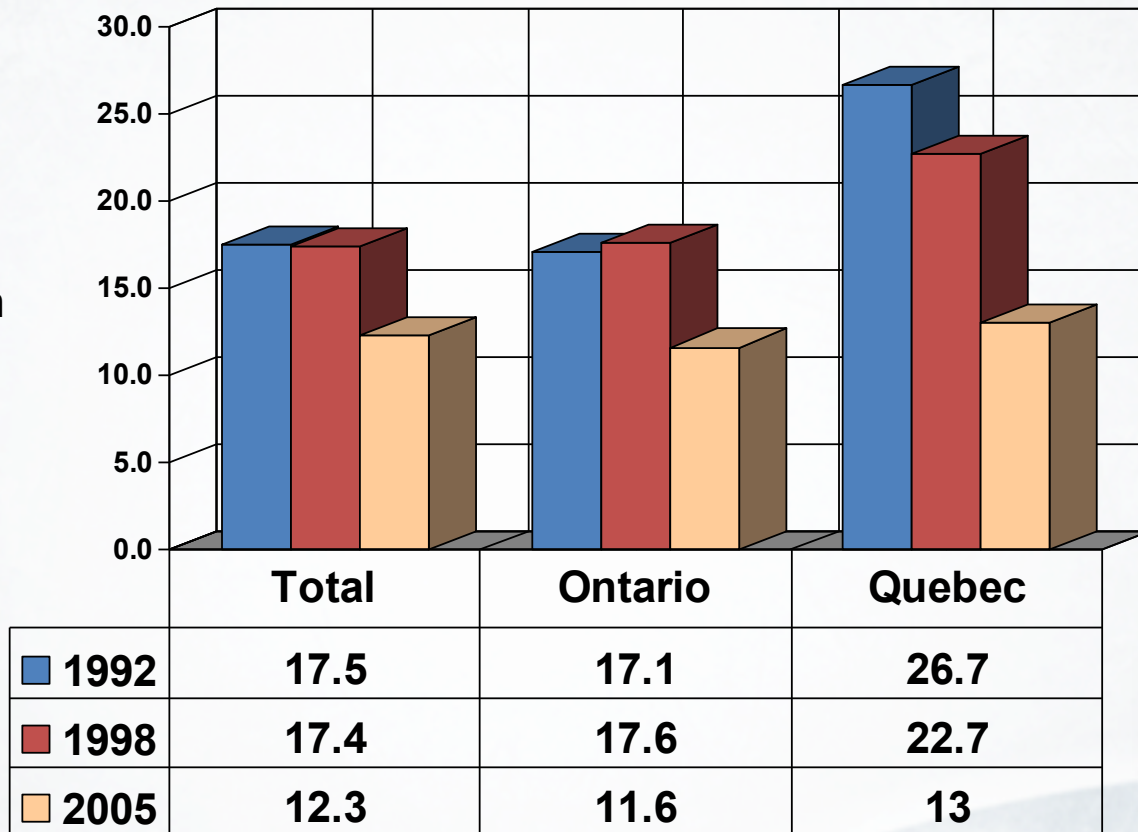


# PARTICIPATION IN HOCKEY



# Participation in Ice Hockey by Province of Residence

Participation (%)



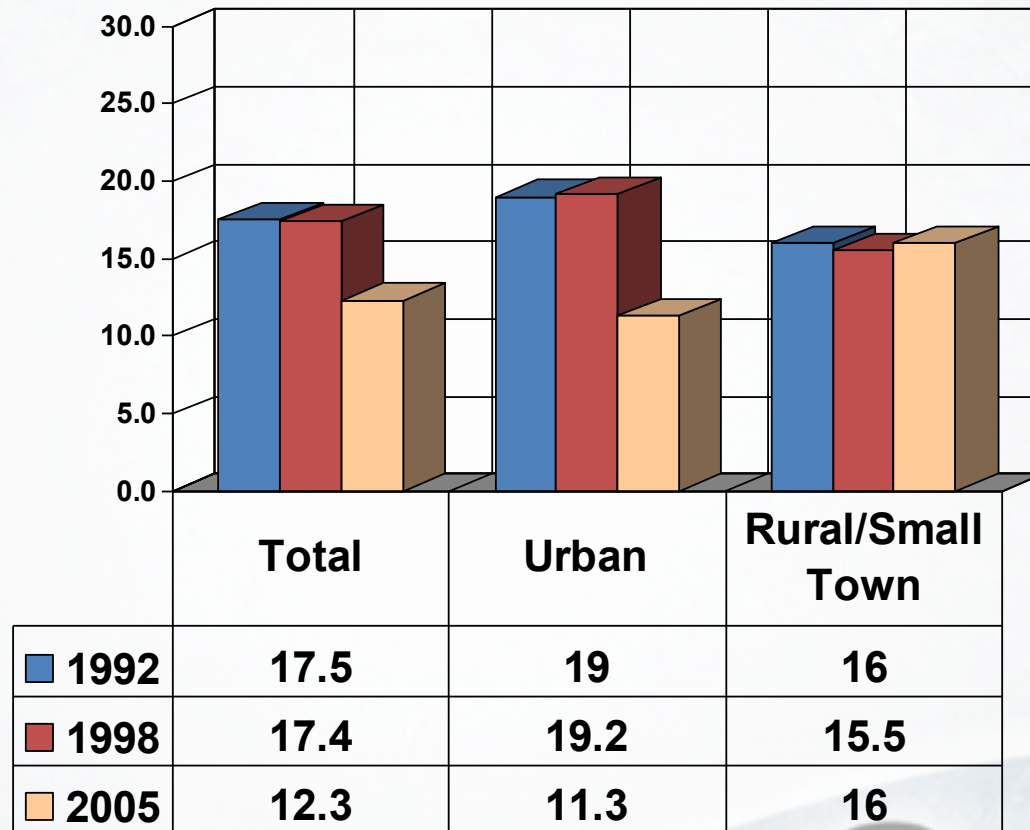
Most recent: 9.1% - Scott Smith (2010) – World Hockey Summit





# Participation in Ice Hockey by Urban/Rural Indicator

Participation (%)



*Although rural not a factor overall, it helps hockey.*

# Let's do some math...Canada

- Number of youth declining
- Percent playing hockey declining
  - Girls excepted
- Interest in sport (non-playing) declining

<u>Year</u>	<u>Number of Canadian Youth</u>	<u>% Playing Hockey</u>	<u>Hockey Participants</u>
2010	6,341,505	9.10%	577,077
2013	6,278,090	8.67%	544,310
2015	6,215,310	8.24%	512,142
2017	6,153,156	7.81%	480,562
2019	6,091,625	7.38%	449,562
2021	6,030,709	6.95%	419,134

Based on basic assumptions



# Let's do some math...Quebec

- Number of youth declining
- Percent playing hockey declining
  - Girls excepted
- Interest in sport (non-playing) declining

<u>Year</u>	<u>Number of Quebec Youth</u>	<u>% Playing Hockey</u>	<u>Hockey Participants</u>
2010	899,652	11.50%	103,460
2013	890,656	11.07%	98,596
2015	881,749	10.64%	93,818
2017	872,932	10.21%	89,126
2019	864,202	9.78%	84,519
2021	855,560	9.35%	79,995

Based on basic assumptions





# WHAT'S HAPPENING?



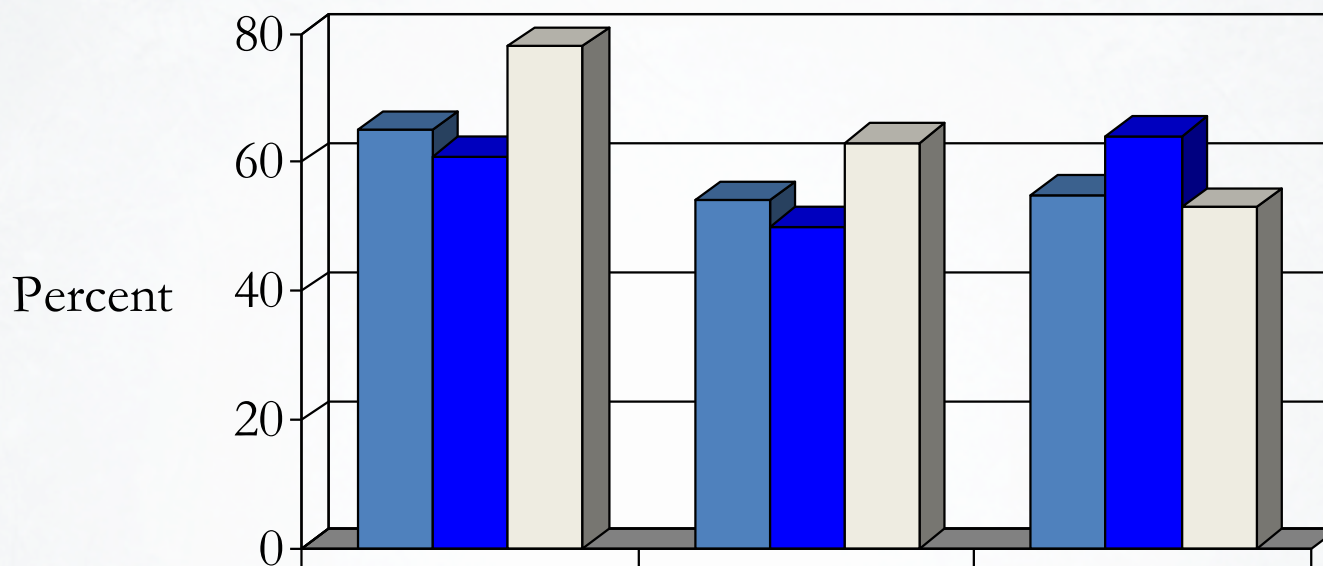
# Why Such a Decline?

■ We undertook deeper research identifying 6 factors:

- Household context
- Parental education
- Community context
- Social/gender
- Self-perceptions
- Competing behaviours



# Participation in Sport by Family Structure Split by Income

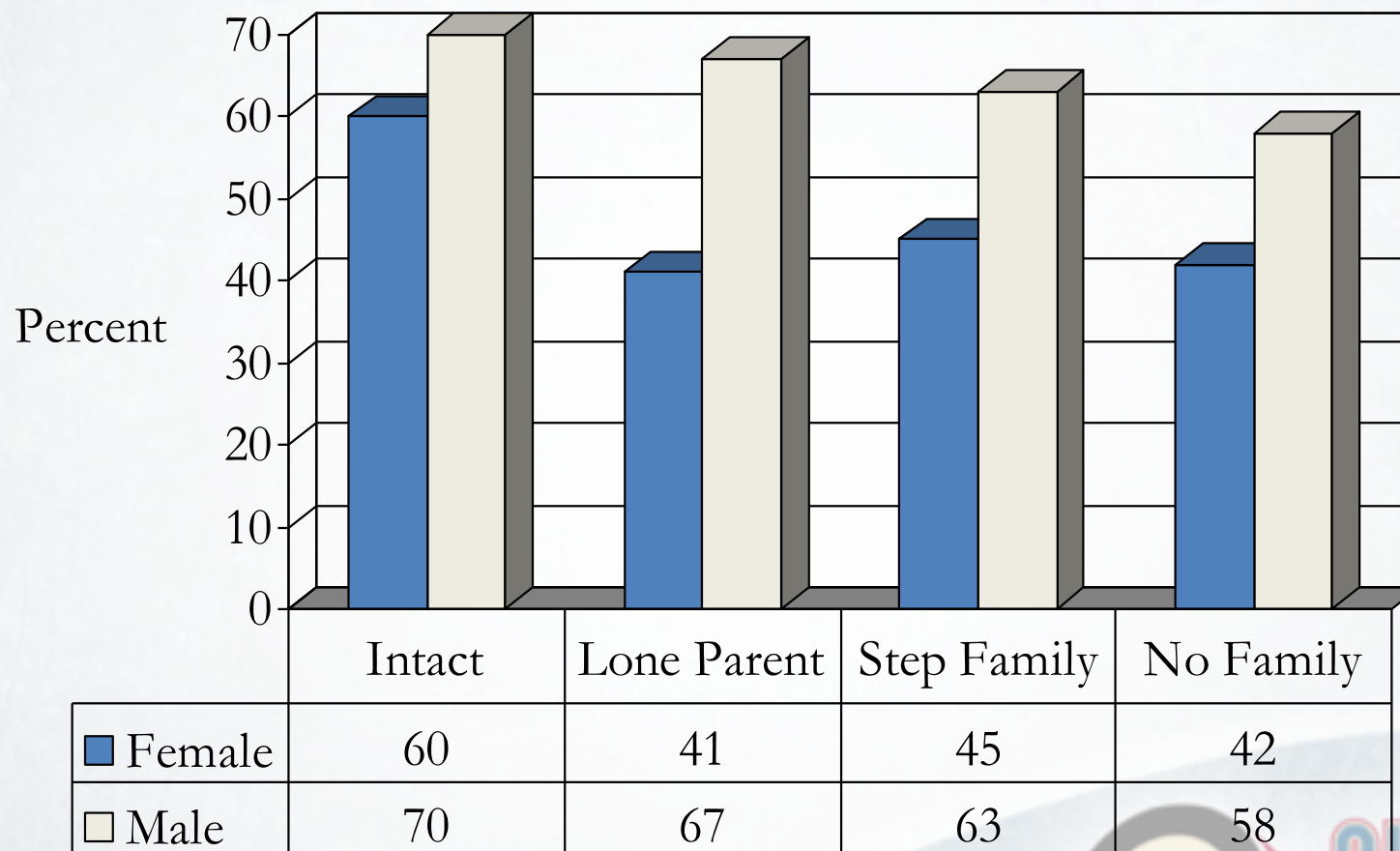


	Intact	Lone Parent	Step Family
Overall	65	54	55
Lower Income	61	50	64
Higher Income	78	63	53





## Participation in Sport by Family Structure Split by Gender



# And What do Youth Themselves Say?

- **Parental influence:** Initiative, involvement, rules, sports practiced, support
  - *Family, yeah! That's pretty important because they really got me into it. Especially when I was younger, they kind of made me do it. Now I just love it. (15 yr old)*
- **Siblings' influence:** Types of sports practiced, influence over other sibling(s)
  - *Well, because me and my brother are closer in age, so like, I would say that I helped him, I pushed him, I actually got him running because he's lazy but then he pushes me because he's a good runner so I try to be good like him...and I'm like - he's my baby brother, he can't be better than me! (Football player)*
- **Socio-economic status:** family income and structure
  - *I've actually noticed that most of the rich people swim. (Swimmer)*



- **Geographical context:** Region, accessibility/capacity, local population's participation patterns
  - *There are other places that are around a 10 to 15-minute drive which are probably a bit better. There are some that are a bit better, the ice is better as well, but it's just that it's a further drive out so we don't play there as much. (Recreational hockey player)*
- **Personal attributes (identity aspect) and skills (perception of strengths vs. weaknesses)**
  - *My wall at home is a giant poster of 6x4 inch photos. And I have a bunch of pictures of my old synchro friends. And I absolutely love water, like, I have pictures of just like, water and fish. (Synchronized swimmer)*
  - Interesting fact: sport identity is important but strong reaction against being stereotyped as a “jock”





- **Friends:** Positive or negative encouragement to participate
  - *I just like to be on a team and playing with friends, people I know, and meeting people. (Hockey player)*
- **School:** Initiation into sport, but also obstacle to greater engagement
  - *I think school influenced me a lot to get involved in sports. Yes, you like do it in gym, like you do it before tryouts kind of thing, in gym, so you see - if you like it, you go try out. (Ringette player)*
- **Coaches:** Positive or negative involvement, approach, attitude and actions related to participation
  - *I've had some really good coaches at the canoe club. They were really awesome. And they kind of like make you want to come every day, and try hard and have fun. (Swimmer and canoe/kayaker)*



# Ice Rinks (geospatial analysis)

- GTA Example (2009 data)
  - There are 595,000 urban youth in the GTA
  - There are 461 sports facilities in the GTA
    - 164 ice-rinks
    - 79 multi-use facilities (that is venues with both ice rinks and swimming pools, e.g., community sports arenas).
  - Issues (Montreal is similar)
    - “Downtown Toronto” dominance
    - Age is an issue
    - Access is an issue



# Facilities (geospatial analysis)





# Urban Youth Survey

- Panel Data
- 3,003 Canadian youth living in Canada's 3 largest cities
  - Montreal (n=750)
  - Toronto (n=1,501)
  - Vancouver (n=752)
- French (33%) and English (67%)
- Balanced by age (12 to 19) and Gender



# Youth Involvement in Sport

**Q21. In your opinion, which of the following best describes your involvement in sport?**

Full Sample

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I am not involved in sport at all	623	20.7	20.7	20.7
	I rarely or never participate actively in sport	832	27.7	27.7	48.4
	I participate regularly in sport	1031	34.3	34.3	82.8
	I participate regularly in sport and I am a fan of sport	518	17.2	17.2	100.0
	Total	3003	100.0	100.0	

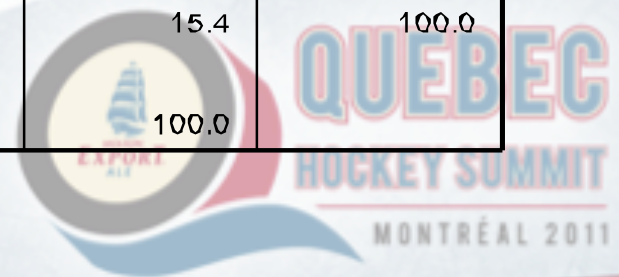
**Q21. In your opinion, which of the following best describes your involvement in sport?**

Montreal Only

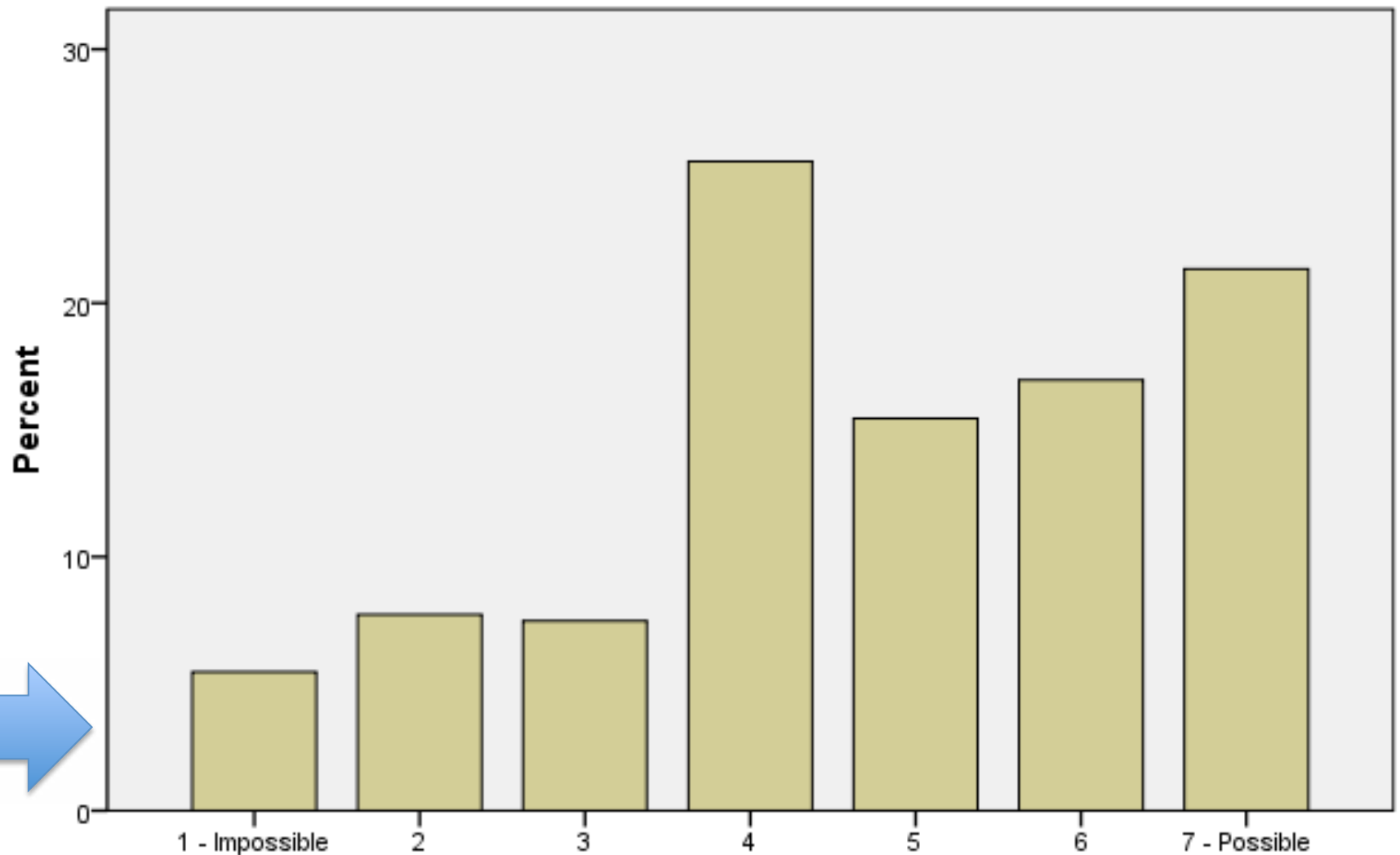
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I am not involved in sport at all	184	24.5	24.5	24.5
	I rarely or never participate actively in sport	196	26.2	26.2	50.6
	I participate regularly in sport	255	34.0	34.0	84.6
	I participate regularly in sport and I am a fan of sport	116	15.4	15.4	100.0
	Total	750	100.0	100.0	



Levels of Participation in Montreal slightly lower than Toronto/Vancouver



**Q36. Rate how possible or impossible it is for you to play sports on a regular basis.**



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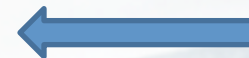
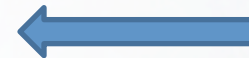
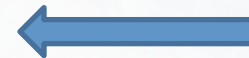
Cases weighted by weight



# Attitudes Versus Activity

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.284	.065		19.642	.000
	Q31. Rate how easy or difficult it is for you to play sports on a regular basis.	.079	.013	.143	6.225	.000
	Q32. Rate how much most people who are important to you think that you should play sports on a regular basis.	-.036	.015	-.054	-2.410	.016
	Q33. Rate how good or bad it is for you to play sports on a regular basis.	.003	.017	.005	.180	.857
	Q34. Rate how likely or unlikely it is for you to plan to play sports on a regular basis.	.107	.018	.189	6.076	.000
	Q35. Rate how true or false it is that most of your friends play sports on a regular basis.	-.018	.013	-.031	-1.420	.156
	Q36. Rate how possible or impossible it is for you to play sports on a regular basis.	.009	.015	.017	.634	.526
	Q37. Rate how interesting or boring it is for you to play sports on a regular basis.	.038	.015	.068	2.477	.013
	Q38. Rate how much you agree or disagree that you plan to play sports on a regular basis.	.080	.017	.145	4.787	.000



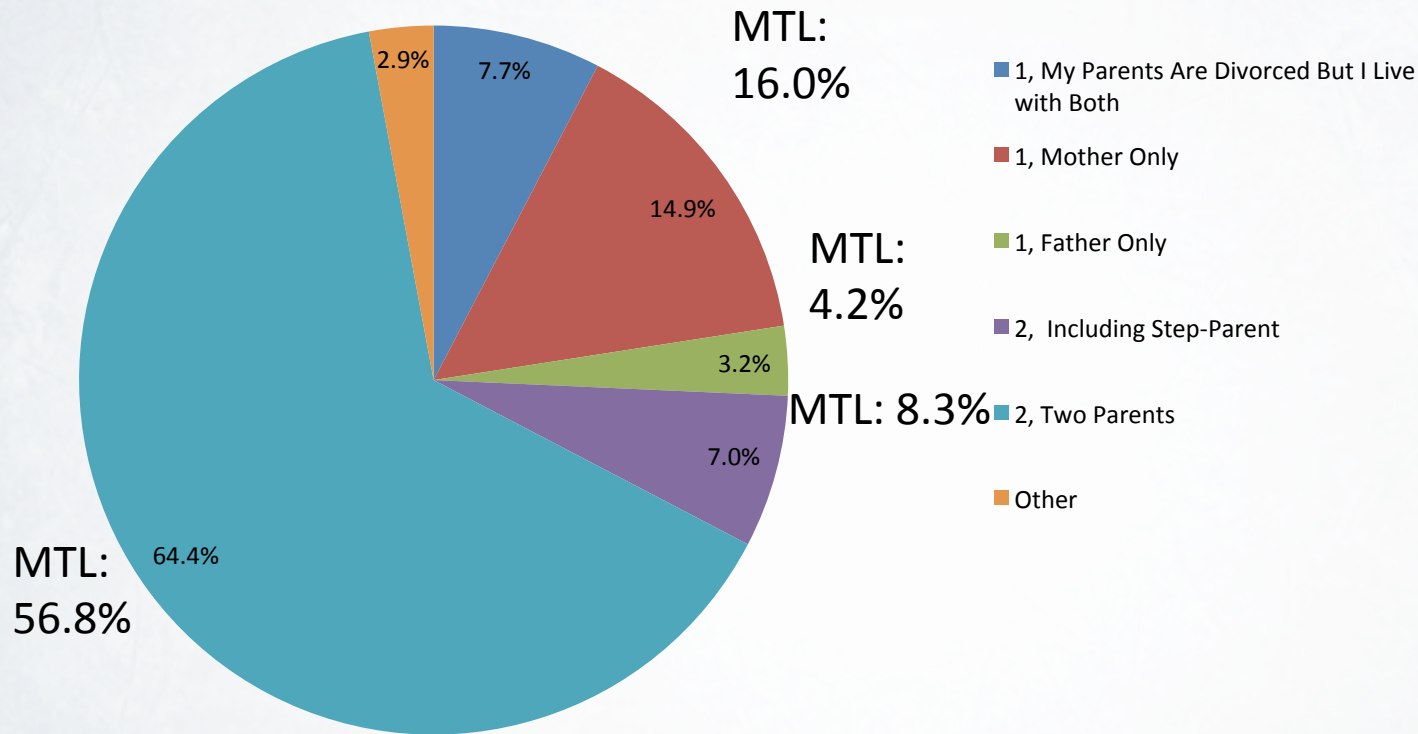
a. Dependent Variable: Q21. In your opinion, which of the following best describes your involvement in sport?

For those who do not participate, sport is “difficult to play”, “not part of their planning”, and “boring”



## How many parents live with you at home?

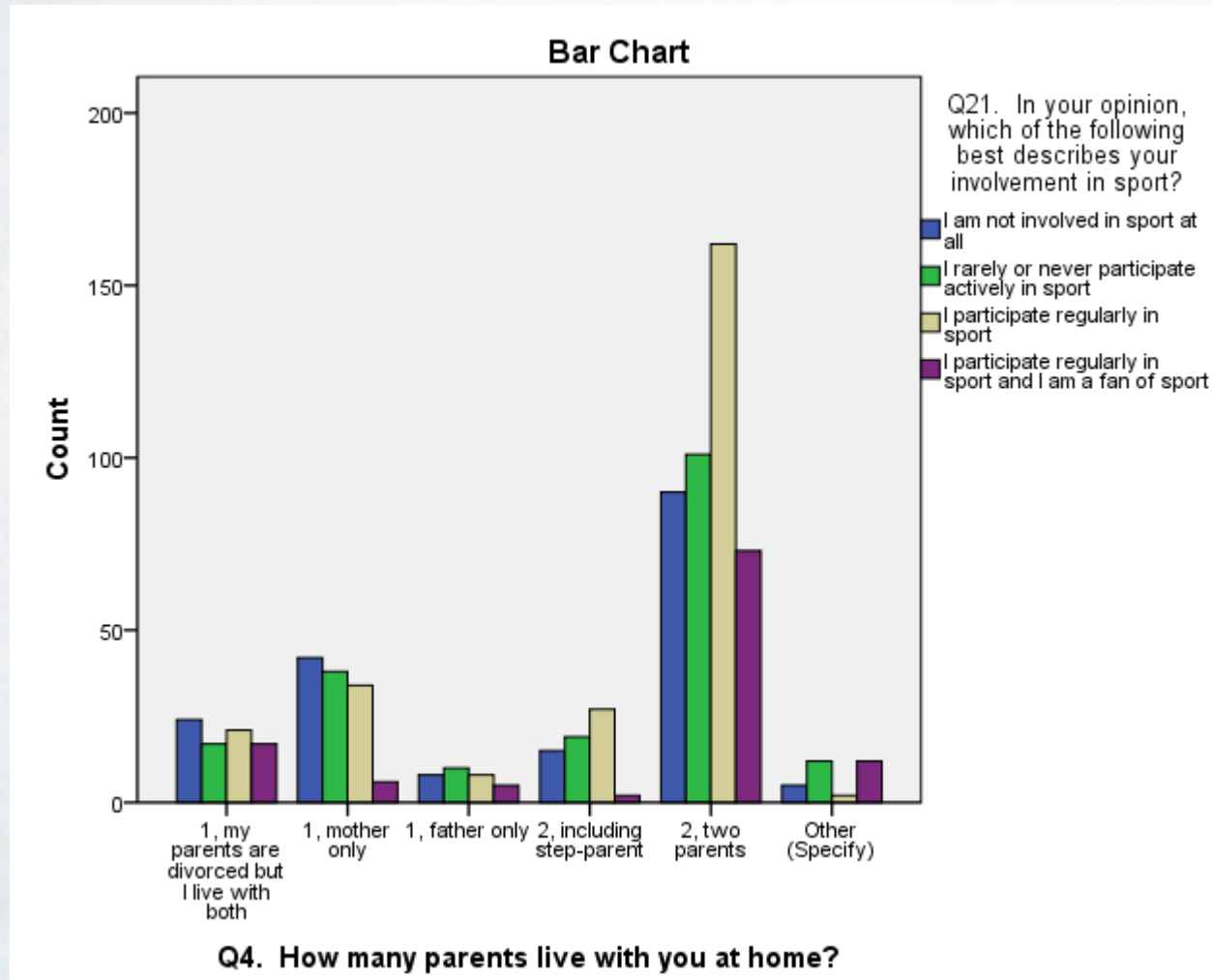
MTL: 4.2%    MTL: 10.6%



Families are more diverse in Montreal than in Vancouver/Toronto rendering sport participation more challenging. Of note are the 4.2% in other who do not live with either parent. This represents about 1 in every 24 kids. More than one per class at school. Other scenarios include foster families, with aunts or uncles or grandparents, a couple who are married, some on their own and some live with their siblings only.



# Household Context Impacts Participation



Montreal data (n=750) is very similar to Vancouver and Toronto (n=3003)





# Why are you not interested in sport?

- For the 22.8% who noted never having participated in sport, only 40.6% of these non-participants noted that they are not interested in sport suggesting that the majority of inactive youth are interested in sport but only in non-active ways (e.g. spectator, video Games, fandom).
- So, why not?
  - TOP 10 Reasons:
    1. 'not the type' (49.7%)
    2. prefer to do other things (49.3%)
    3. have never been good at sports (44.8%)
    4. rather hang out with their friends (42.2%)
    5. parents don't play sports (39.7%)
    6. not comfortable playing sport (39.5%)
    7. school is more important (38.4%)
    8. friends don't play sports (36.2%)
    9. it is too hard (34.7%)
    10. their brother(s) and/or sister(s) don't play sports (34.0%)

No difference in Montreal, Toronto, Vancouver



# Why did you stop?

- For the 77.2% who noted that they had once participated in sport but had now stopped participating, we asked them why:
- Top 5 Reasons
  1. prefer to do other things (44.1%)
  2. rather hang out with their friends (40.5%)
  3. school is more important (36.0%)
  4. not interested in sport (32.4%)
  5. don't have enough time (31.9%)



No difference in Montreal, Toronto, Vancouver

# Why did you start?

We ask those who participate or who had once participated why they started.

Top 10 responses:

1. It is fun (62.5% noted somewhat or very important)
2. To get/stay fit (58.4% noted somewhat or very important)
3. They were good at it (55.9% noted somewhat or very important)
4. They are passionate about sport (54.8% noted somewhat or very important)
5. Friends (54.2% noted somewhat or very important)
6. There was/is a place to play (49.2% noted somewhat or very important)
7. Their father (47.5% noted somewhat or very important)
8. Their mother (47.5% noted somewhat or very important)
9. School (47.5% noted somewhat or very important)
10. They wanted to be an athlete (45.8% noted somewhat or very important)

No difference in Montreal, Toronto, Vancouver





# Why did you change sports?

- 52.1% indicated they participate but that they had changed their sport of choice. We asked why.
  - TOP 5 Reasons:
    1. I like that sport better (55.9% agreed or strongly agreed)
    2. My friends starting playing this sport (39.2% agreed or strongly agreed)
    3. I could get a scholarship (31.8% agreed or strongly agreed)
    4. A new facility opened (31.2% agreed or strongly agreed)
    5. I had a better chance of winning (31.1% agreed or strongly agreed)

No difference in Montreal, Toronto, Vancouver



# How do they spend their time?

ACTIVITY	Min/Week Day	Min/Weekend Day	Change	Total / Week	Total Hours / Week
"Surfing the internet"	93.7	96.5	2.8	661.5	11.0
"Listening to music"	92.8	93.3	0.5	650.6	10.8
"Hanging out in person with friends"	86.7	103.9	17.2	641.3	10.7
"Watching television on TV"	81.9	87.6	5.7	584.7	9.7
"Family time"	74.8	94.4	19.6	562.8	9.4
"Video games"	67.5	75.2	7.7	487.9	8.1
"Emailing, blogging or chatting"	65.2	70.2	5	466.4	7.8
"Homework with books, pen and paper"	59.8	44.2	-15.6	387.4	6.5
"Paid work"	50.9	49.1	-1.8	352.7	5.9
"Homework on computer"	52.9	43.4	-9.5	351.3	5.9
"Reading for fun"	46.7	43.9	-2.8	321.3	5.4
"Talking on the phone"	39.4	44.6	5.2	286.2	4.8
"Watching television online"	39.5	40.9	1.4	279.3	4.7
"Sport outside of school"	41.6	35.2	-6.4	278.4	4.6
"Working on a computer at school"	39.2	22.7	-16.5	241.4	4.0
"Playing pickup hockey, basketball or other"	31.2	29.2	-2	214.4	3.6
"Sport on school team or club"	32.4	20.8	-11.6	203.6	3.4
"Going to the gym"	30.4	24.2	-6.2	200.4	3.3
"Music lessons or practice"	26.5	22.3	-4.2	177.1	3.0
"Volunteering"	24.3	23	-1.3	167.5	2.8
"Art classes"	19.2	15.1	-4.1	126.2	2.1

Note: Total Hours/  
Week= 127.4

Urban youth multi-task, live online, use social media, meet their friends in person and online, spend less time online on the weekends, and are busy

No difference in Montreal, Toronto, Vancouver



# Where are they from?

- Only 9.4% of Montreal urban youth not born in Canada
  - 15.2% for full sample
- However, many Montreal urban youth are second generation Canadians
  - 27.6% of their mothers are born outside of Canada
  - 31.9% of their fathers are born outside of Canada
    - Cross-Tab: 36.3% have at least one parent born outside Canada
      - Over 60% for full sample

Counter to the perception of many, challenges for sports – including hockey – based on that sport not being a part of the culture of the ‘home country’ of new Canadians – is largely a one generation issue.

Note: Toronto and Vancouver are more diverse



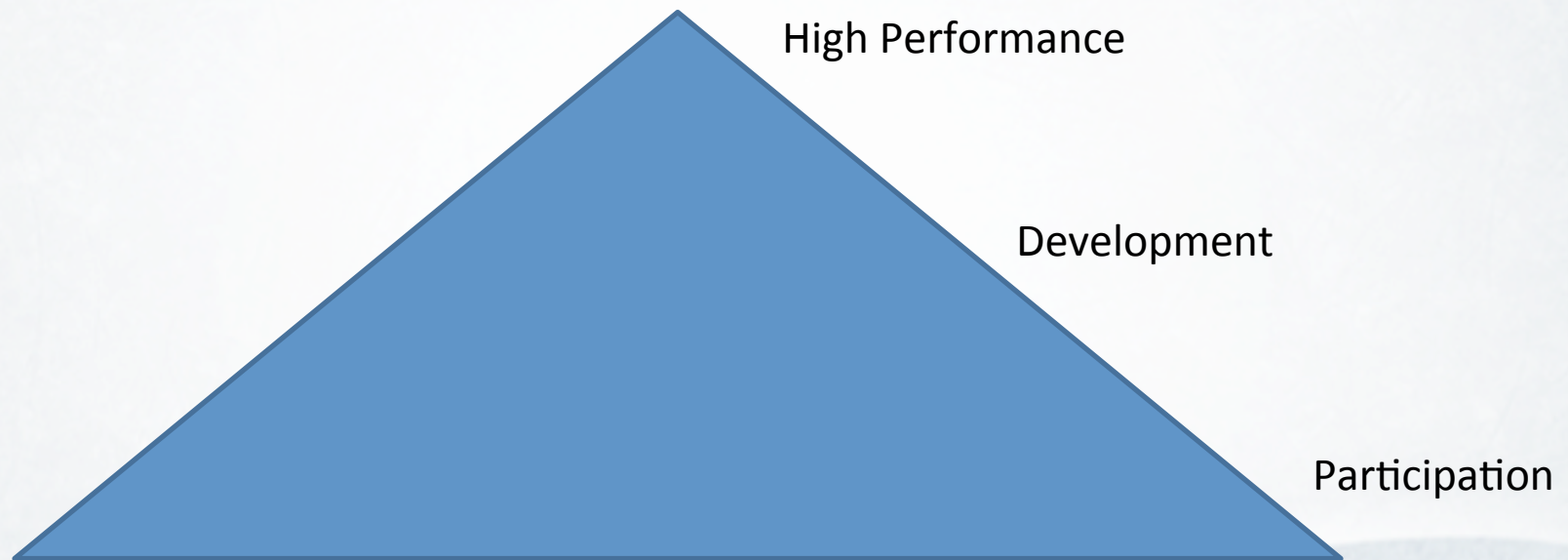


Some Suggestions

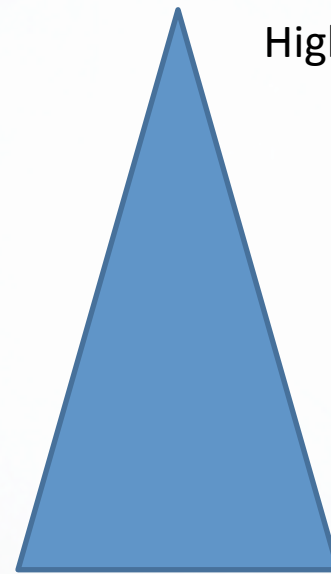
# IMPLICATIONS FOR HOCKEY ORGANIZATIONS



# The Old Fashioned Athlete Development Triangle



# The 2025 Athlete Development Triangle?



High Performance

Development

Participation





# Let's focus on solutions: a few ideas to consider for our discussion:

- What is your goal?
  - Performance, participation, health impacts, create NHLers/Olympians, etc.
- Initiate efforts to change demographics?
- Initiate efforts to change youth attitudes?
- Link to 1<sup>st</sup> and 2<sup>nd</sup> generation Canadians?
- Better target policies and programs.
- Engage others in the effort.
  - Schools? School Boards?
  - Corporations?
  - Governments?
  - Professional and Amateur hockey organizations?
  - Coaches? Players? NHL? QMJHL?



# Thank you

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***Dr. Norm O'Reilly***

- (613)-562-5800 x7083
- [norman.oreilly@uottawa.ca](mailto:norman.oreilly@uottawa.ca)

