



Let's Get Active!

Planning Effective Communication Strategies

2008 PHYSICAL ACTIVITY MONITOR: FACTS & FIGURES



Awareness, use, and perceived importance of the Child Fitness Tax Credit

The Children's Fitness Tax Credit (CFTC), launched for the 2007 tax year, allows parents to claim up to \$500 of eligible fitness expenses for children younger than 16 years on their taxes.¹ The 2008 Physical Activity Monitor asked Canadian parents of 5 to 14 year-olds, and adults more generally, if they were aware of the CFTC.

If respondents were aware of the CFTC and have children aged 5 to 14 years, they were also asked:

- whether they have used it or plan to use it in the future;
- how they would rate the importance of the CFTC in increasing physical activity among children; and
- if the CFTC has had an impact on their children's enrolment in physical activity programs.

Awareness of CFTC

Among Canadians aged 15 years or older, 39% have heard of the CFTC; this proportion is significantly higher (67%) among parents of

5 to 14 year-old children. Close to 90% of Canadians who have heard of the CFTC are able to describe what it is with reasonable accuracy.

Use of the CFTC

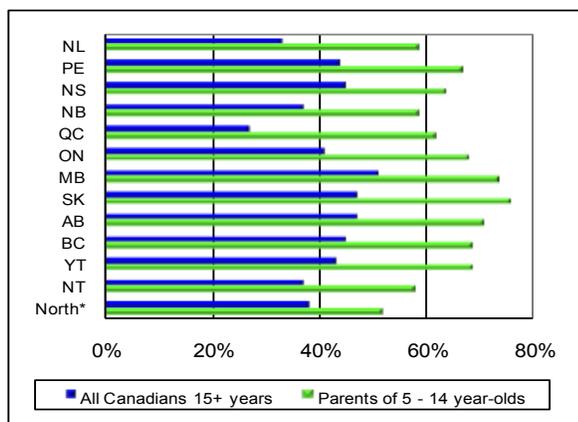
Among parents of 5 to 14 year-olds who are aware of the CFTC, 72% report having used the CFTC for their own or their spouse's 2007 tax returns, while a higher proportion, close to 90% indicate that they plan to use the CFTC on their own or their spouse's next tax return.

Parents who are university-educated are more likely than those with high school education or less to have used the CFTC in 2007; additionally, parents in higher income households are generally more likely to have used the CFTC than lower income households. Parents who participate in sport are more likely to report having used the CFTC in 2007.

Parents in small communities (fewer than 1,000 residents) are less likely to plan to use the CFTC on their next tax return than are parents in many larger communities (10,000 to 99,999 and 250,000+ residents).

FIGURE 1

Awareness of the CFTC among Canadians 15+ years and parents of 5 to 14 year-olds, by province and territory

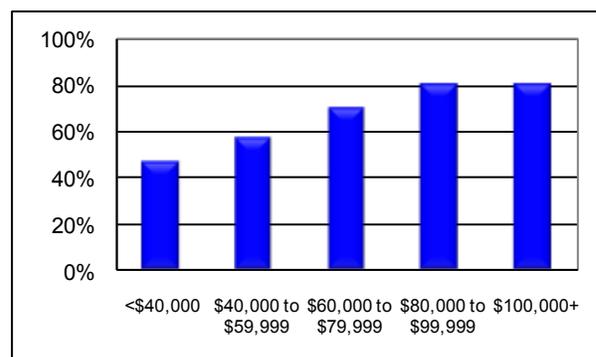


*'North' includes Yukon, Northwest Territories, and Nunavut

Physical Activity Monitor 2008, CFLRI

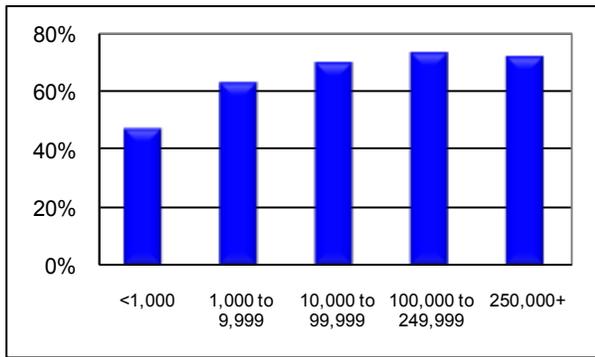
FIGURE 2

Awareness of the CFTC among parents of 5 to 14 year-olds, by household income



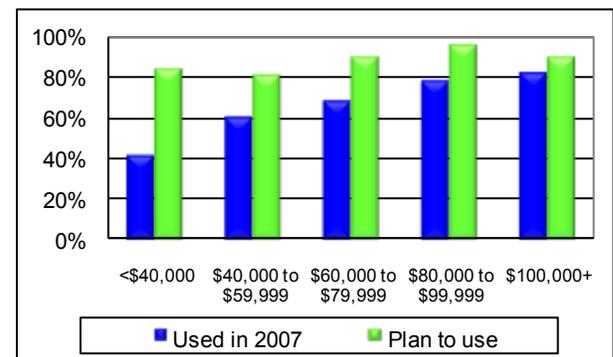
Physical Activity Monitor 2008, CFLRI

FIGURE 3
Awareness of the CFTC among parents of 5 to 14 year-olds, by community size



Physical Activity Monitor 2008, CFLRI

FIGURE 4
Use of the CFTC on 2007 taxes and planned use on next tax return, by household income, parents of 5 to 14 year-olds



Physical Activity Monitor 2008, CFLRI

Table 1 outlines the characteristics of those who are more or less likely to have ever heard of the CFTC among the general population, and parents of 5 to 14 year-olds.

Perceived importance and impact of the CFTC

The intent of the CFTC is to “help make it possible for more young Canadians to get involved in sport and physical activity”, thereby increasing youth physical activity levels.² For increasing physical activity levels among children and youth,

- 44% of parents believe the CFTC is very important,
- 33% believe it is moderately important; and
- 22% believe it not very or not at all important.

With respect to the impact that the CFTC has had on enrolment in physical activity and sport programs,

- 38% of parents state that the CFTC made it easier to register their child in physical activity and sport;
- 30% of parents report that the CFTC motivated or encouraged them to register their children for a physical activity or sport program; and
- 19% indicate that the CFTC allowed them to register their child for physical activity or sport where they would be otherwise unable.

TABLE 1

Characteristics of groups more or less likely to have ever heard of the CFTC, Canadians 15+ years and parents of 5 to 14 year-olds

Characteristic	General population 15+ years		Parents of children 5 to 14 years	
	More likely	Less likely	More likely	Less likely
Region*	-MB -SK -AB	-QC	No differences	No differences
Age	-25 to 64 years	-< 25 or 65+ years	No differences	No differences
Socio-demographic characteristics*	-Higher education -Higher income -Full-time workers -Home makers	-Lower education -Lower income -Students -Unemployed	-Higher education -Higher income -Residents of larger communities (>10,000)	-Lower education -Lower income -Residents of small communities (<1,000)
Activity level & sport participation	No differences	No differences	No differences	No differences

*Region and employment status are compared to national average

Physical Activity Monitor 2008, CFLRI

References

1. Government of Canada, Canada Revenue Agency. (2008, February). *Children's Fitness Tax Credit*. Available at: <http://www.cra-arc.gc.ca/whtsnw/fitness-eng.html>.
2. Government of Canada, Department of Finance. (2006, December 19). *Canada's new government establishes program eligibility for the Children's Fitness Tax Credit* [press release]. Available at <http://www.fin.gc.ca/n06/06-084-eng.asp>.

CANADIAN FITNESS & LIFESTYLE RESEARCH INSTITUTE

201-185 Somerset Street West • Ottawa, ON K2P 0J2 • (613) 233-5528 • info@cflri.ca

<http://www.cflri.ca/>



Production of this bulletin has been made possible through a financial contribution from the Public Health Agency of Canada, Sport Canada, and the Interprovincial Sport and Recreation Council. The views expressed herein do not necessarily represent the views of these agencies.