

# Let's Get Active!

## Physical Activity in Canadian Communities

2009 PHYSICAL ACTIVITY MONITOR: FACTS & FIGURES



### Source of information about physical activity and sport

Media has been recognized as a valuable tool which can be used in the transmission of key information to large audience to raise awareness. Educating individuals about a health behaviour and its associated costs and benefits has the potential to increase awareness and knowledge in the target population. The previous bulletin in this series examined exposure to information about physical activity and sport. Based on this bulletin, 37% of Canadians reported having recently received information about physical activity or sports in 2009. The 2009 Physical Activity Monitor also explores the source of information about physical activity or sports. For example, whether an individual received information at a sport facility or through various media sources (i.e., internet, television or radio).

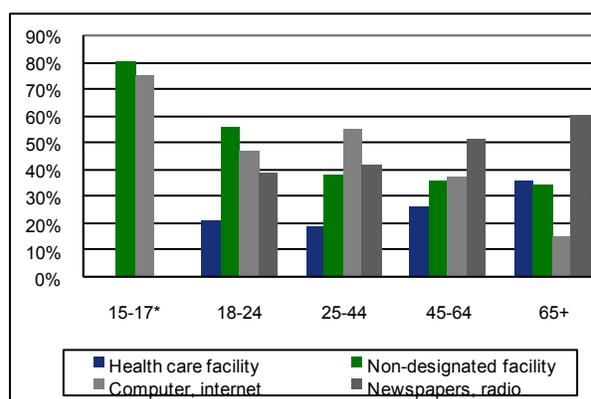
Table 1 presents the proportion of Canadians' overall who indicate that they have received information from different sources. Generally, the most commonly reported source of information about physical activity or sports was from friends or family, whereas Canadians were least likely to report receiving this information from a public figure.

#### Region

In general, there are very few regional differences with respect to where Canadians obtain information about physical activity or sports. More specifically, compared to the national average, a greater proportion of residents from the:

FIGURE 1

Percentage citing information from select sources by age, 2009



\*Insufficient sample

Physical Activity Monitor 2009, CFLRI

- Yukon obtain information from a sports or recreation facility, from newspaper, TV or radio,
- Northwest Territories obtain information through family or friends, and
- North and Atlantic receive information from a prominent public figure.

TABLE 1

Percentage reporting various sources of information about physical activity and sport

Received information from...	Percentage
Friends and family	57%
Sports or recreation facility	47%
Other media sources (e.g., newspaper, television, radio)	46%
Electronic media (e.g., computer/internet)	45%
Facility not specifically designated for physical activity (e.g., community centre)	41%
Organized course (e.g., lecture, workshop)	23%
Health care facility (e.g., doctor's office)	23%
Public place (e.g., shopping mall)	20%
Public figure (e.g., representative from the church)	8%

Physical Activity Monitor 2009, CFLRI

TABLE 2

Characteristics of those who report receiving about physical activity or sport from various sources

Source of information	Characteristic of those more likely to receive information
Health care facility	-65 yr olds and older (compared to those aged 24-44 yrs) -Retirees
Facility not specifically designated for physical activity	-15 to 24 yr olds (compared to older) -Less than high school (vs. post-secondary educated) -Residents of the smallest communities (<1,000 vs. 10,000+)
Public place	-High school educated (vs. university educated) -Lower income households (vs. higher income)
Electronic media	-Younger individuals (generally declines with age) -University educated (vs. high school) -Higher income household (vs. lower income) -Larger communities (vs. smaller)
Other media sources	-65 yr olds and older (compared to those 18 to 44 years old) -Retirees
Friends or family	-Highest income households (vs. incomes of \$20,000-\$29,999) -18 to 24 yr olds (vs. seniors) -Part-time employees
Public figure	-High school education (vs. university educated) -Residents of the smallest communities (vs. large communities)

Physical Activity Monitor 2009, CFLRI

**Socio-demographic characteristics**

Table 2 presents socio-demographic characteristics of individuals who indicate they obtained information concerning physical activity or sport from various sources.

**Activity level and Sport Participation**

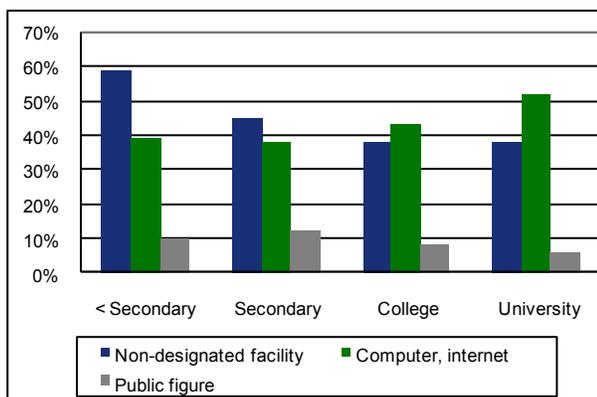
Few differences were apparent with respect to the sources of information about physical activity or sport and activity level or participation in sport. Specifically, active individuals and sport participants were more likely than those who are less active and those who do not participate in sport, respectively, to indicate that they received information from a sport/recreation facility, or through the computer or internet.

**Trends**

Since 1999, there have been overall increases in the proportion of Canadians that indicate that they have received information about physical activity and sport from a health care facility, whereas there have been decreases in the proportion receiving information from certain media such as newspapers, television, or radio. There has been a substantial increase in the proportion that has received this type of information from a computer or internet over this same time period.

FIGURE 2

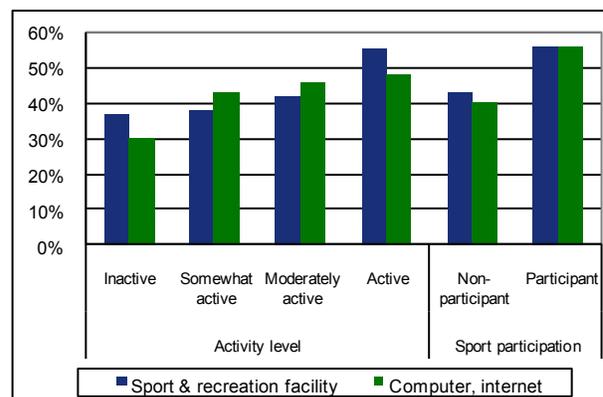
Percentage citing information from select sources by education level, 2009



Physical Activity Monitor 2009, CFLRI

FIGURE 3

Percentage citing information from select sources by activity level, 2009

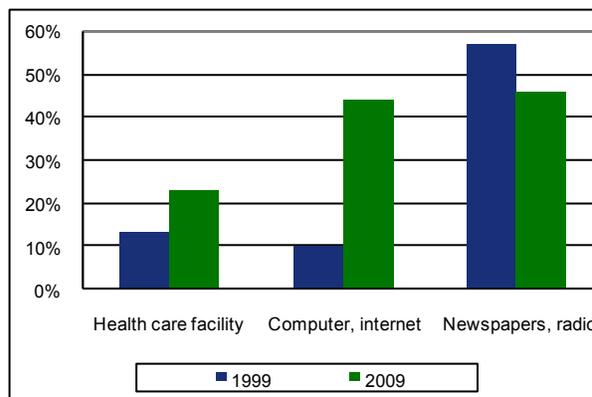


Physical Activity Monitor 2009, CFLRI

When looking at relationships between sources of information and socio-demographic characteristics, there have been notable changes over time.

- There was no previous relationship with gender in 1999, whereas a greater proportion of women than men received information on physical activity and sport from an organized course, lecture or course in 2009.
- Although there was no significant relationship with age in 1999, a greater proportion of older adults (65 years and older) obtained information from a health care facility, but relatively fewer received this information from a computer or internet, or from family or friends in 2009, compared to their younger counterparts.
- In 2009, relatively more university-educated adults receive information through computers or the internet compared to those with a high school education, whereas this relationship was not significant in 1999; there is no longer a significant relationship between level of education and obtaining information at a sports/recreation facility.
- Although there was previously a relationship between household income and obtaining information on physical activity and sport from a sport facility in 1999, this relationship is no longer significant in 2009. Conversely, where no previous relationship appeared, a greater proportion of individuals from lower income households obtain information from a public place (e.g., shopping mall) whereas relatively fewer obtain this type of information from the computer or internet compared to those from higher income households in 2009.

FIGURE 4  
Percentage citing information from select sources, trends, 1999-2009



Physical Activity Monitor 2009, CFLRI

**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.