

Let's Get Active!

Physical Activity in Canadian Communities

2009 PHYSICAL ACTIVITY MONITOR: FACTS & FIGURES



Type and Accessibility of information about physical activity and sport

The 2009 Physical Activity Monitor examines the types of information Canadians have received about physical activity or sport. A previous bulletin in this series reveals that 37% of Canadians could recall having recently (within the last 3 months) received information about physical activity or sport. When asking further about the content of the information:

- 80% indicated that the information described where to go in the local community to be active,
- 80% said it described the kinds of physical activities and sports available in the community,
- 79% said it described how someone can become more active,
- 78% stated that it specified how someone can improve their skills, and
- 70% indicated that the information described why someone should be active.

Region

Regional differences related to the types of information received exist. Compared to the national average, a greater proportion of residents from:

- Saskatchewan received information on how someone can become active
- Prince Edward Island received information about where in the community someone could be active
- the Yukon received information about the different kinds of activities available in the community.

Socio-demographic characteristics

A number of differences exist between socio-demographic characteristics and the type of information received. Namely,

- Compared to those aged 25 to 44 years, a greater proportion of older adults (65 years and older) received information about why someone should be active and how to become more active.
- Compared to the national average, relatively more retirees have received information on why someone should be active, whereas relatively fewer homemakers have received information on how someone can improve skills.
- Young Canadians (15 to 17 years) are more likely than older (45

to 64 years) to report receiving information about where to go to be active.

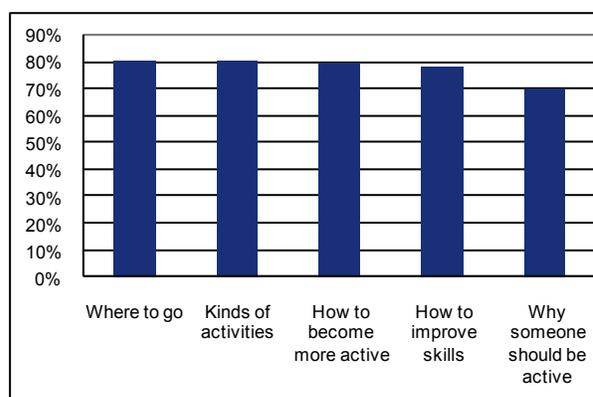
- A greater proportion of adults have received information about how to become more active if they have a high school education (compared to those with a post-secondary education), come from households with incomes of \$40,000-\$59,999 (compared to those from the highest income households), or are residents of the smallest communities (compared to the largest).

Activity level and sport participation

There were no differences in the type of information received by activity level or sport participation, with one exception; a greater proportion of active individuals indicated that they received information about how to improve skills compared to those who are inactive.

FIGURE 1

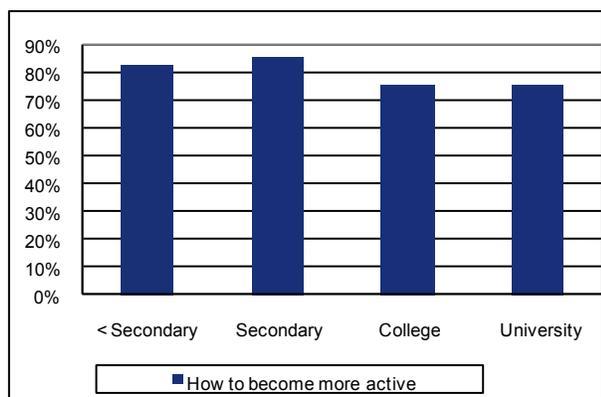
Types of information received, overall, 2009



Physical Activity Monitor 2009, CFLRI

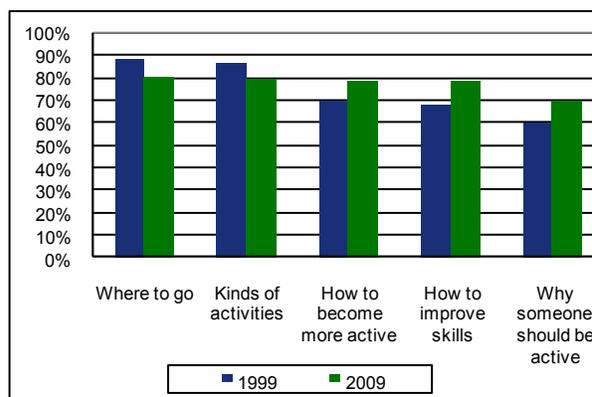


FIGURE 2
Select types of information received by education, 2009



Physical Activity Monitor 2009, CFLRI

FIGURE 4
Select types of information received, trends, 1999-2009

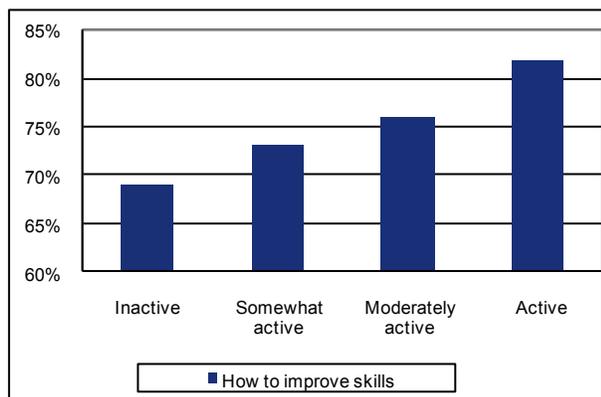


Physical Activity Monitor 2009, CFLRI

Trends

Compared to 1999, a greater proportion of Canadians in 2009 report receiving information about why people should be active, how to become more active, or how improve skills. Conversely, relatively fewer individuals in 2009 report receiving information about where to go to be active and information on the kinds of activities available in the community, compared to 1999.

FIGURE 3
Select types of information received by activity level, 2009



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Compared to 1999, a couple of notable changes within provinces have occurred with respect to receiving various types of information. Specifically, a greater proportion of residents from Quebec and Saskatchewan have received information about how to become more active in 2009, compared to 1999. In comparison to 1999, relatively more residents from Prince Edward Island have received information on where to be active, whereas relatively fewer residents of Ontario and Quebec have this received this in 2009.

Generally speaking, relationships between socio-demographic factors and the type of information received has remained fairly constant over time, with a few notable exceptions. Although not significantly different in 1999, greater proportions of older adults (vs. those aged 25-44 years), those with a high school education (vs. university education), those from lower household incomes (vs. higher), those from smaller communities (vs. residents from the largest communities), and retirees (vs. the national average) have received information about how to be active in 2009. Conversely, previous relationships between employment status and receiving information about where to go to be active, and between household income and receiving information about the kinds of activities in the community that appeared in 1999, are now no longer significant.

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