



Let's Get Active!

Planning Effective Communication Strategies

2008 PHYSICAL ACTIVITY MONITOR: FACTS & FIGURES



Types and sources of physical activity information

Types of information desired to increase activity

In the 2008 Physical Activity Monitor, Canadians were asked if additional information about physical activity would be useful for them to become more active; roughly 20% stated that it would. Of these, the types of information cited as most useful included:

- information on the benefits of physical activity, 22%
- more information on opportunities or facilities, 18%
- guidelines or details on the amount of activity required, 15%
- information on methods or instruction, 15%
- ways in which to overcome barriers, 7%
- weight loss or nutrition information, 4%; and
- other types of information, 20%.

Actual sources of information

Canadians were also asked about the sources where they had *actually* heard or seen about physical activity information most often. The most common sources of information reported are:

- television, cited by 48%;
- newspaper, 12%;
- magazines, 11%;
- Internet, 7%;
- radio, 5%.

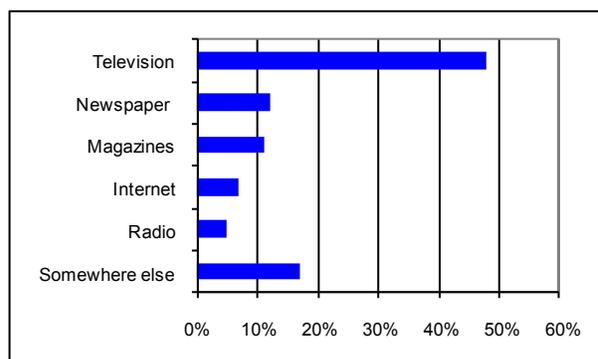
In addition, 17% said that they had obtained this type of information somewhere else, such as school, word-of-mouth, work, doctor, recreational facility or gym, or elsewhere.

There are relatively few regional differences regarding sources of physical activity information. Compared to the national average:

- more adults in New Brunswick and fewer adults in the Yukon have heard or seen physical activity information most often on television;
- more adults in British Columbia have read information in newspapers; and
- more adults in the Yukon have heard information on the radio.

FIGURE 1

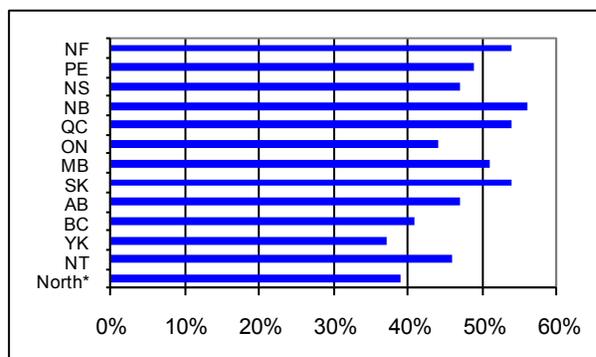
Actual sources of physical activity information, overall



Physical Activity Monitor 2008, CFLRI

FIGURE 2

Actual sources of physical activity information, by province/territory



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

Physical Activity Monitor 2008, CFLRI

Socio-economic and demographic characteristics

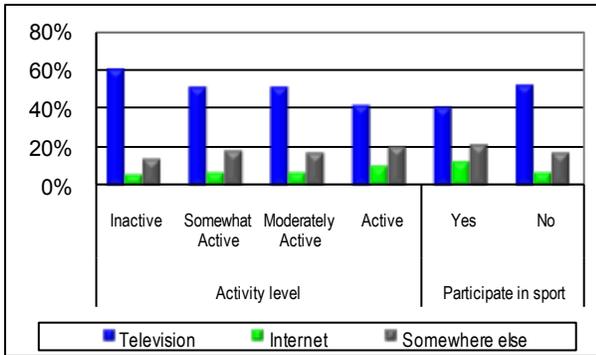
Table 1 summarizes the associations between demographic and economic factors with sources of physical activity information.

Physical activity and sport participation

A greater proportion of sport participants cite the Internet as their primary source of physical activity information, whereas television is the primary information source for a greater proportion of non-sport participants and sedentary adults. A greater proportion of active adults find information from some other source (e.g., word-of-mouth, gyms, etc.) compared to those who are sedentary.

FIGURE 3

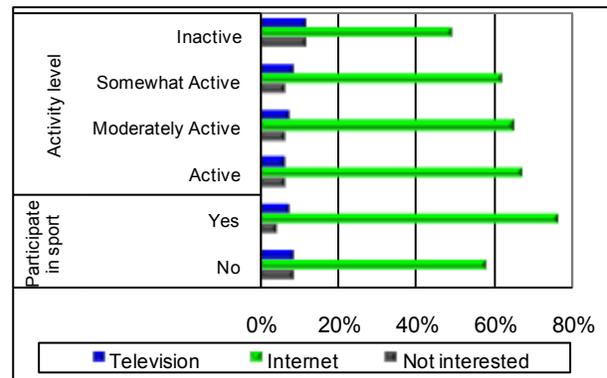
Actual sources of PA information by physical activity level and sport participation



Physical Activity Monitor 2008, CFLRI

FIGURE 4

Preferred or go-to sources of PA information by physical activity level and sport participation



Physical Activity Monitor 2008, CFLRI

Preferred or 'go to' source of information

Canadians were asked which medium would be their first choice in seeking out information on physical activity. By far, the Internet was most frequently cited preferred source (63%).

Compared to the Canadian average, there were very few differences among provinces and territories:

- a higher proportion of residents of New Brunswick would look to television for information on physical activity; and
- Yukon residents are more likely to seek this information 'somewhere else'.

TABLE 1

Socio-demographic characteristics* of those who are more or less likely to report having *actually heard or seen* physical activity information from most common sources

Source	More likely to cite	Less likely to cite
Television	-Increasingly older adults -Lowest income (vs. highest) -Retirees* -Communities <100,000 (vs. larger)	-Students* -University-educated -Smallest communities (vs. largest)
Newspaper	-Increasingly older adults -University-educated (vs. high school) -High income (vs. lowest) -Retirees* -Communities 250,000+ (vs. smaller)	
Magazines	-Women -University-educated (vs. < high school) -Highest income (vs. lowest)	
Internet	-Men -Adults 18 - 44 years (vs. older) -University-educated (vs. < high school) -Students* -Communities 10,000+ (vs. smallest)	
Radio	-Adults 25 - 64 years (vs. older)	-Retirees*

*Employment status compared to national average

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Socio-economic and demographic characteristics

Table 2 summarizes the “go-to” preferred source for physical activity information by demographic and economic factors.

Physical activity and sport participation

More sedentary adults say that the television would be their go-to source for physical activity information compared to active adults. Conversely, sedentary adults and non-sport participants are least likely to seek physical activity information on the Internet, and more likely to say that they are not interested in trying to find information at all.

Trends

Since 2003, there has been an increase in the proportion that say that they have received physical activity information through the television, radio, and internet; however, there has been a decrease in the proportion who received this type of information through magazines. Many of the relationships that were evident in 2003 still persist in 2008: more women than men obtain information from magazines, and the education, community size, and activity level associations described above. Interestingly, while men were more likely to receive information via television in 2003, no gender differences appear in 2008 with respect to this information source.

TABLE 2
 Socio-demographic characteristics of those who are more or less likely to report common sources of physical activity information as their preferred or go-to source

Source	More likely to cite as preferred source	Less likely to cite as preferred source
Television	-Less than high school (vs. post secondary) -Unemployed* -Communities 1,000-9,999 vs. 250,000+	-Highest income
Newspaper	-Retirees*	-Among women, 65+ years 25 - 44 years -Highest income
Magazines	-Women (particularly younger women)	
Internet	-Younger adults -Full-time employees* -Students* -Higher income -Higher education -Communities 250,000+ vs. <100,000	-65+ years -Retirees*
Somewhere else	-Women -65+ years (vs. 25-64 years) -High school or less (vs. university) -Retirees*	-Highest income -Full-time employees*
Not interested in information	-65+ years -< high school -Retirees*	-Full-time employees*

*Employment status compared to national average

Physical Activity Monitor 2008, 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/>



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