

Municipal Opportunities for Physical Activity

2015 SURVEY OF PHYSICAL ACTIVITY OPPORTUNITIES IN CANADIAN COMMUNITIES



Source of information on physical activity

The 2015 Survey of Physical Activity Opportunities in Canadian Communities asked communities (with at least 1,000 residents) where they obtain information on physical activity. In this case, information can include a variety of sources, such as websites, brochures, posters, or resource centres, and may be distributed in written or verbal form. This bulletin summarizes the findings in this regard. A previous bulletin in this series (Bulletin 4) described the type of information about physical activity that they provide to their citizens, however, this bulletin summarizes findings about the sources of this type of information.

The majority of municipalities (75%) report obtaining information from their own provincial or territorial government. Over half of Canadian municipalities cite the following sources: ParticipAction (59%), other not-for-profit organizations (59%), websites from within their own province or territory (58%) and local health unit/CLSC (57%). Table 1 further outlines municipal sources of information.

TABLE 1

Sources of information used by recreation departments in Canadian communities (with at least 1,000 residents), overall

Source	% using	
Organizations	Own provincial or territorial government	75%
	ParticipAction	59%
	Other not-for-profit organizations	59%
	Local health unit/CLSC	57%
	Federal government departments	51%
	Private or commercial organizations	29%
	Other provincial or territorial government	22%
Medium	Websites...	
	Based in own province or territory	58%
	Based within Canada	37%
	Based outside Canada	21%
	Magazines and mass media	35%
Professional articles	32%	

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TABLE 2

Sources of information used by recreation departments in Canadian communities (with at least 1,000 residents), by region

Source	Atlantic*	Quebec*	Ontario*	West*	
Organizations	Own provincial or territorial government	↑↑	↓	ND	↓
	Other provincial or territorial government	↑↑	ND	ND	↑↑
	Federal government department	↑↑	↓↓	↑↑	↑↑
	Local health unit/CLSC	↓↓	ND	↑↑	ND
	ParticipAction	ND	↓	↓	↑↑
	Other not-for-profit organizations	↑	↓↓	ND	↑↑
Medium	Websites...				
	Based in own province or territory	↑↑	↓↓	ND	↑↑
	Based within Canada	↑↑	↓↓	↑	↑↑
	Based outside Canada	ND	ND	↑	↑↑
Professional articles	ND	↓	↑	↑	

*Compared to the national average; ↓ = slightly less likely; ↓↓ = substantially less likely; ↑ = slightly more likely; ↑↑ = substantially more likely; ND = Not statistically different

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Region

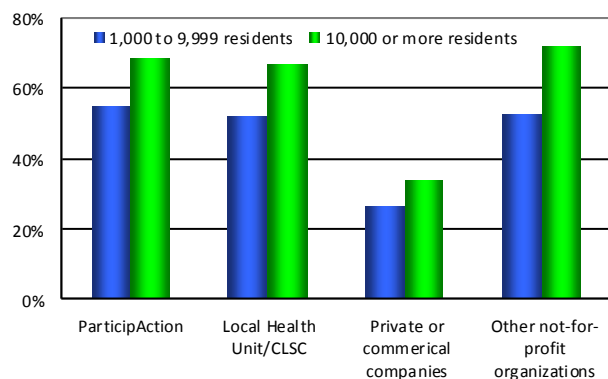
There are several regional differences with regards to where municipal recreation departments seek information about physical activity, which are summarized in Table 2.

Community size

Municipalities from the largest communities (10,000 residents or more) are generally substantially more likely to cite obtaining information from any of the abovementioned sources compared to those from smaller communities (1,000 to 9,999 residents).

FIGURE 1

Sources of physical activity used by recreation departments in Canadian municipalities, by community size ($\geq 1,000$ residents)



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