

Municipal Opportunities for Physical Activity

2015 SURVEY OF PHYSICAL ACTIVITY OPPORTUNITIES IN CANADIAN COMMUNITIES



Financial assistance to support physical activity within the community

The Canadian Fitness and Lifestyle Research Institute conducted the 2015 Survey of Physical Activity Opportunities in Canadian Communities which examined factors associated with physical activity and sport at the local or community level. In the survey, municipal administrators (in communities with at least 1,000 residents) were asked about their promotion or use of financial programs to help support families to participate in physical activity and sport, when cost is a barrier. In addition, they were asked whether they provide a discounted fee structure for supporting and promoting physical activity. This bulletin describes these findings with respect to community characteristics.

Almost two-thirds (63%) of municipal administrators (in communities with at least 1,000 residents) report that their municipality promotes or uses external financial programs in order to assist families to participate in physical activity or sport. Municipal administrators were also asked whether they provide a discounted fee structure for certain groups. As such, the following percentages of communities provide discounted fee structures for:

- children, 66%
- seniors, 60%
- families, 59%
- individuals with lower incomes, 45%
- individuals with disabilities, 26%.

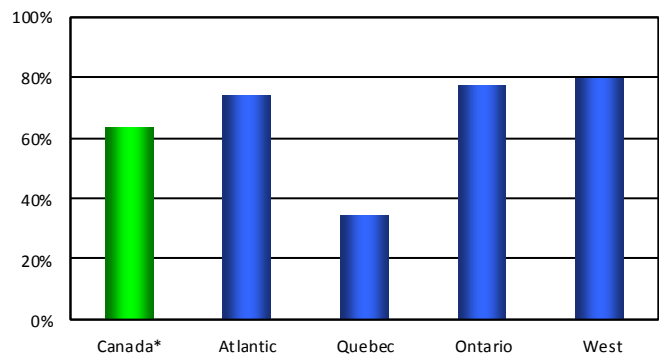
Community characteristics

A greater proportion of administrators from communities in Ontario, in the West, and in the Atlantic report that their municipality promotes or uses external financial programs in order to assist families participate in physical activity or sport, whereas considerably fewer in Quebec say this.

Compared to the national average, relatively fewer administrators from communities in Quebec indicate that they have a discounted fee structure for seniors, individuals with a disability, or individuals with lower household incomes, whereas relatively more administrators from Western communities report a discounted fee structure for seniors, children, individuals with a disability, and those living in lower income households. Administrators in communities living in the Atlantic are less likely to have a discounted fee structure for children, yet are more likely to have one for individuals within lower income households, compared to the average. In addition, administrators in Quebec communities are more likely to have a discounted fee structure for families, whereas those living in communities in Ontario are less likely to report this.

FIGURE 1

Community promotion or use of external financial programs for physical activity by region



Survey of Physical Activity opportunities in Canadian communities, 2015

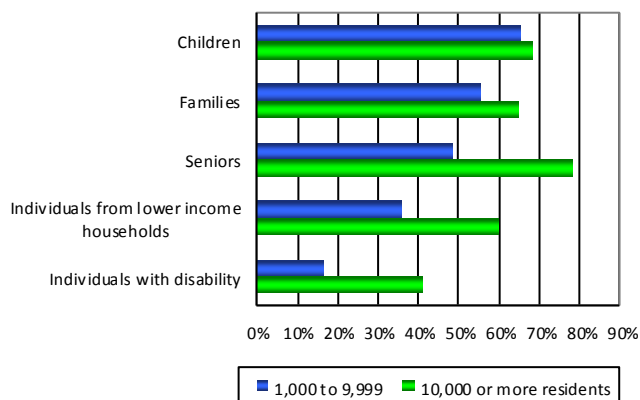
*Sample size limits individual release of data in the North.

Relatively more administrators in larger communities (10,000 residents or more) indicate that their municipality promotes or uses external financial programs in order to assist families to participate in physical activity or sport compared to those in smaller communities (1,000 to 9,999 residents).

The availability of discounted fee structures for certain groups varies by community population size. In particular, a significantly greater proportion of administrators in the largest communities indicate that they have a discounted fee structure for seniors, individuals with a disability, and those within lower income households compared to those in smaller communities. In addition, slightly more administrators in larger communities have a discounted fee structure for families versus smaller communities. On the contrary, there are no significant differences in the provision of discounted fees for programs related to children by community size.

FIGURE 2

Provision of discounted fee structure for groups by community size



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