

Let's Get Active!

Planning Effective Communication Strategies

PHYSICAL ACTIVITY AND SPORT MONITORING PROGRAM



Exposure to, and preferences for, sources of information on physical activity

The Canadian Fitness and Lifestyle Research Institute's 2014-2015 Physical Activity Monitor asked adults about factors associated with physical activity and sport, such as where they have seen or heard of information about physical activity most often and what would be their go-to source for looking for information. This bulletin summarizes these findings in relation to individual, household, and community characteristics.

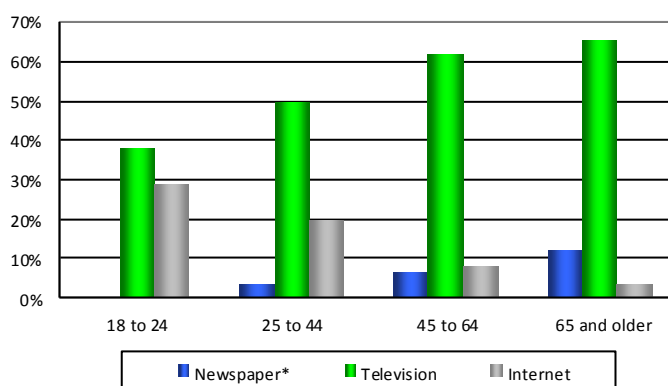
Exposure to primary sources of information on physical activity

Television is the most cited source that Canadian adults had seen or heard about physical activity most often (52% of adults), followed by the internet (16%), other sources (14%), then the newspaper, magazines, or radio (6% each). More women than men cite magazines as the source of information of physical activity most often. The source of information varies by age. The percentage of adults who have seen or heard about physical activity in newspapers increases with increasing age, whereas the opposite relationship is true for the internet as the source. The youngest adults (18 to 24 years) are generally least likely to have seen or heard of the information from television, yet are generally most likely to receive the information from some other source.

Adults with less than a post-secondary education are more likely to have seen or heard of physical activity information from television compared to university educated adults, whereas adults with a university education are more likely than those with secondary school education to cite magazines as the source. Adults who are married or living with a partner are more likely than those who are single or never married to have seen or heard of information about physical activity through radio and magazines. Single adults or those never married are less likely than those who are married or living with a partner to have obtained the information from television, who in turn are less likely than those who are widowed, separated, or divorced to have received information this way.

FIGURE 1

Primary source of obtained information on physical activity by age



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*Sample size limits individual release of data.

The opposite relationship is true for using the internet as the source. Adults who are single or never married are most likely to identify somewhere else as a source. In terms of employment status, retirees are more likely to have seen or heard of information about physical activity from newspapers or television, yet are less likely to receive it from the internet or some other source.

Preferred sources of information for physical activity

In addition to where they had been exposed to information on physical activity, adults were also asked where they would try to find information about physical activity. As such, 79% report that they would seek information on physical activity from the internet, 5% indicate from a health professional, 4% would obtain physical activity information from a newspaper, television, or from magazines, and 1% would seek information through radio. An additional 14% would obtain information from another source. A small proportion (4%) of adults said they would not seek out information or were not interested.

There are generally few regional differences related to where adults obtain information on physical activity. The only exception being that adults living in Alberta are more likely to seek information from the internet, whereas those living in the Yukon are more likely than the average to try to obtain information from some other source.

Preferences for various sources of information on physical activity do not vary by gender, with the exception that relatively more men than women indicate that they would not be interested in seeking information. The percentage of adults who seek out information on physical activity from the television generally increases with increasing age, as does the percentage indicating that they were not interested in seeking out information. Conversely, seeking out information from the internet generally decreases with increasing age. Older adults (65 years and older) are most likely to indicate that they would seek information from newspapers or from some other source.

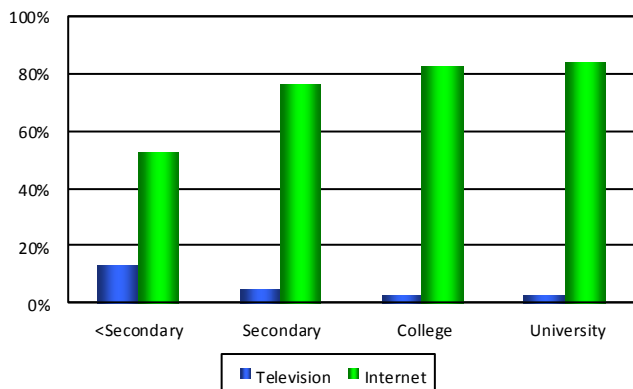
Adults who have not graduated from secondary school or those living in the lowest income households are most likely to seek out information about physical activity from the television compared to those with higher levels of education or adults living in the highest income households (respectively), however, the opposite relationship is true for those seeking information from the internet.

Adults who are widowed, divorced or separated are most likely to say they try to find information from the television, from some other source, or were not interested in seeking out information. Single adults or those who are never married are more likely to say they try to find this information from the internet compared to those who are married or living with a partner, who in turn, are more likely to indicate this compared to those who are widowed, divorced, or separated. Moreover, adults who are widowed, divorced, or separated are most likely to say that they would try to seek out information on physical activity from some other source. With regards to employment status, retirees are more likely than the average to seek out information from newspapers, television, from some other source, or to say that they are not interested in seeking information, whereas they are less likely than the average to use the internet. Adults who are employed (full-time or part-time) and students are more likely than the average to seek out information from the internet.

A greater proportion of adults living in the largest communities (500,000 residents or more) would try to seek out information on physical activity from the internet compared to those living in the smallest communities (<1,000 residents), whereas the opposite relationship exists for seeking out information from a health professional or to say that they would not be interested in seeking out any information on physical activity.

FIGURE 2

Preferred source of information for physical activity by education



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