

# Let's Get Active!

## Planning Effective Communication Strategies

PHYSICAL ACTIVITY AND SPORT MONITORING PROGRAM



### Locations to be active in the community

The Canadian Fitness and Lifestyle Research Institute's 2014-2015 Physical Activity Monitor asked adults about factors associated with physical activity and sport, including where they are active in their communities. This bulletin summarizes these findings in relation to individual, household, and community characteristics. According to Canadians, roughly two-thirds of adults engage in physical activity using walking trails or paths and local parks, whereas fewer than 10% report being active in a church or place of worship. **Table 1** briefly outlines the proportion of Canadians who are active in different settings within the community.

Table 1. Places and settings within the community	%
Walking trails or paths	68%
Local parks	64%
Private gyms or fitness centres	38%
Municipal recreation organizations	35%
Workplace	26%
Local sports clubs	24%
Local schools	21%
University facility	15%
YMCA/YWCA	10%
Church/place of worship	8%
Other (e.g., other outdoor venues, city streets, home, mall)	9%

2014-2015 Physical Activity Monitor, CFLRI

### Region

Regional differences exist with respect to where Canadians choose to be active. Specifically, a greater proportion of adults living in British Columbia, the Yukon, and the Northwest Territories, whereas relatively fewer adults living in New Brunswick report being active at a municipal recreation organization, compared to the national average. Those living in Alberta or British Columbia are also more likely to use local

parks to be active, whereas a lower proportion of adults living in Prince Edward Island or New Brunswick say this. Adults living the Yukon and Newfoundland and Labrador are more likely than the national average to cite walking trails and paths as a place that they are active. A greater proportion of those living in the Northwest Territories are active in local schools, when compared to the national average. Similarly a higher percentage of adults living in the Northwest Territories, Saskatchewan, or Manitoba are active at their workplace. Compared to Canadians overall, relatively more adults living in Newfoundland and Labrador report being active at a YMCA/YWCA, whereas residents of Quebec are less likely to cite this. Residents of Prince Edward Island are more likely than the average to report being active at a university facility, whereas residents of Quebec are less likely to say this.

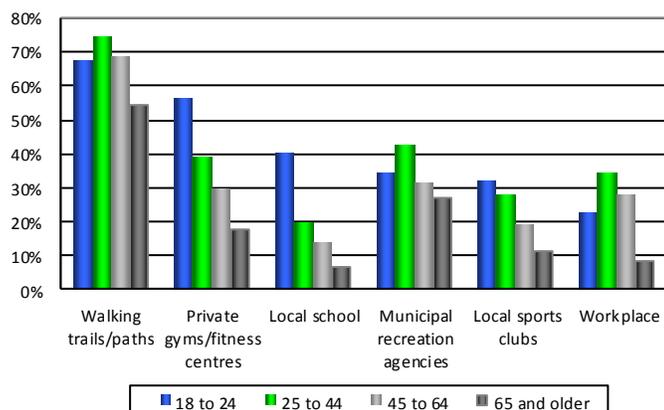
### Participant characteristics

There are few differences among men and women with regards to the places and settings where they are active in their communities, except that men are more likely than women to be active in local sports clubs or at their workplace. Age-related differences are evident with respect to where adults choose to be active. For example, young adults (those aged 18 to 24 years) are more likely to say that they engage in physical activity at a local school, university, private gyms or fitness centres, or a YMCA/YWCA compared to their older counterparts. Canadians aged 25 to 44 years are more likely than older adults (45 years or older) to say that they use municipal recreation organizations, walking trails or paths, or local parks and are most likely to report being active at their place of employment. Relatively fewer adults aged 45 years and older cite the use of local sports clubs when active, compared to younger adults (aged 18 to 44 years). Those aged 65 years or more are most likely to cite church or place of worship as a place where they go to be active, yet are least likely to say they engage in physical activity in the workplace, at local parks, schools, private gyms and fitness centres, or on walking trails or paths.



FIGURE 1

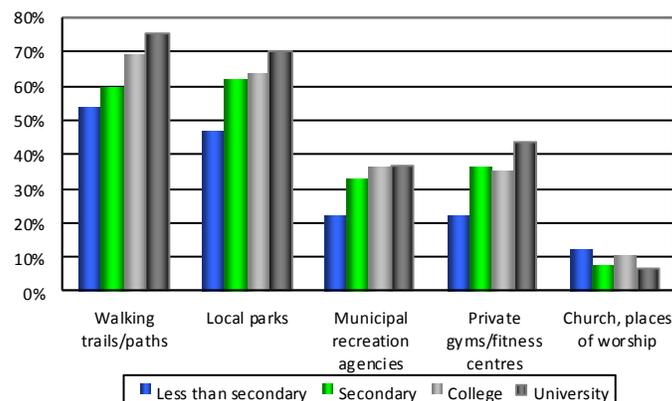
Location of physical activity by age



2014-2015 Physical Activity Monitor, CFLRI

FIGURE 2

Location of physical activity by education level



2014-2015 Physical Activity Monitor, CFLRI

### Personal and household characteristics

Canadian adults who have a post-secondary level education are more likely to use municipal recreation organizations, walking trails and paths, or local parks for physical activity compared to those with less than a secondary school education. Similarly, relatively more university educated adults report using private gyms or fitness centres compared to those with less than a secondary school education, whereas the opposite relationship exists for being active at a church or place of worship. University educated adults are also more likely than those who have a college education to report being active in a university setting. Those living in the highest income households ( $\geq \$100,000$  annually) are more likely than those from some lower income households to report using private gyms or fitness centres, municipal recreation organizations, walking trails and paths, local parks, or through local sport clubs.

Similarly, those living in higher income households ( $\$80,000$  to  $\$99,999$  annually) are also more likely than individuals from some lower income households ( $\$30,000$  to  $\$39,999$  per year) to say they are active at the workplace. Conversely, individuals from lower income households ( $\$20,000$  to  $\$59,999$ ) are more likely than those from higher income households to be active at a church or place of worship. Preferences for places in the community where individuals may be active also differs by marital and employment status. More specifically, adults who are single or never married are most likely to say they go to a private gym or fitness centre, local school, or university to be active, yet are least likely to indicate being active in other

venues (such as malls, at home, and other outdoor venues). A higher proportion of married individuals report being active in the workplace, at local parks, on walking trails and paths, or local sport clubs, compared to those who are widowed, separated or divorced. The opposite relationship, however, is true for being active at a church or place of worship.

Compared to the national average, relatively fewer retirees report using most places in their community to be active (e.g., municipal recreation organizations, university facilities, walking trails), but are more likely to say they are active at church or place of worship or in some other location (e.g., home, mall, city streets, other outdoor venues).

Not surprisingly, a greater proportion of students, compared to the average, report being active at a private gym or fitness centre, local school, or university facility. Employees are more likely than the average to use their workplace as a locale to be active.

### Community characteristics

Canadians living in the largest communities (100,000 residents or more) are more likely than those from smaller communities (<10,000 residents) to report being active at a private gym or fitness centre. Adults living in mid-to-large sized communities (30,000 residents or more) are more likely than those from some smaller communities to cite using local parks or the YMCA/YWCA. The use of university facilities or walking trails and paths are more frequently reported among those living in larger communities (100,000 residents or more) compared to those from smaller communities (<5,000 residents).

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