

Preferred sources of information about sport and physical activity

This infographic provides findings from the 2024 Physical Activity and Sport Survey by Leger in collaboration with the Canadian Fitness and Lifestyle Research Institute.

Preferred sources of information regarding sport, physical activity, and recreation Websites YouTube Local facility or Friends and family **Television** organization 22% 14% 37% 21% 22% **Facebook** Streaming **TikTok** Instagram Newspaper services 10% 6% 12% 7% **7**% Radio Other online Magazines Other social **Public transit** or mobile media stations or public 5% 4% (X, LinkedIn, transportation apps Reddit) vehicles 5% Preferred sources of information Preferred sources of information by age 18 to 24 years 25 to 44 years 45 to 64 years ≥65 years by gender Men Women Youtube Local facility or Friends and family organization Instagram 18% 26% 23% Youtube **Television** Local facility or organization Newspaper NEWS



Canadian Fitness and Lifestyle Research Institute

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