

Spotlight Series

A focus on sport, physical activity and recreation

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.

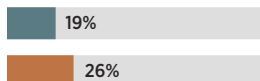
Preferred sources of information regarding sport, physical activity, and recreation



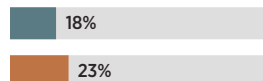
Preferred sources of information by gender

Men Women

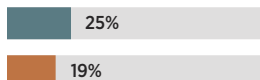
Local facility or organization



Friends and family



Youtube



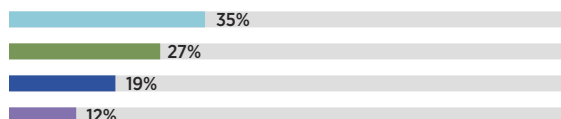
Television



Preferred sources of information by age

18 to 24 years 25 to 44 years 45 to 64 years ≥65 years

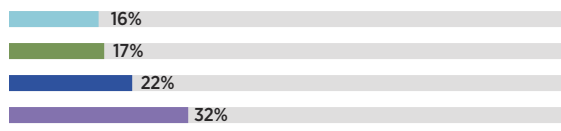
Youtube



Instagram



Local facility or organization



Newspaper



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