



Let's Get Active!

Planning Effective Communication Strategies

2008 PHYSICAL ACTIVITY MONITOR: FACTS & FIGURES



Community places and settings for physical activity

The 2008 Physical Activity Monitor explored the types of places or settings Canadians' are generally active. The majority of Canadians use local outdoor settings, as illustrated in Figure 1. When specifically asked about what community places or settings they used when being active:

- 70% of Canadians used local walking trails,
- 67% used local parks,
- 34% used private gyms or fitness centres,
- 34% used municipal recreation agencies,
- 30% used facilities at their workplace,
- 23% used local sport clubs,
- 21% used a local school,
- 11% used the YMCA/YWCA,
- 11% used a University facility, and
- 10% used a place of worship.

Further, one in five (22%) reported use of another type of facility or setting. Of these,

- 36% stated that they were active at home or in their yards,
- 16% were active in some other wilderness or outdoor venue (e.g., beach, remote hiking trail),
- 14% used their local streets and sidewalks, and
- 32% cited another type of facility or setting (e.g., golf course).

Region

Table 1 summarizes several significant regional differences with respect to community places or settings used to be active.

Socio-economic and demographic characteristics

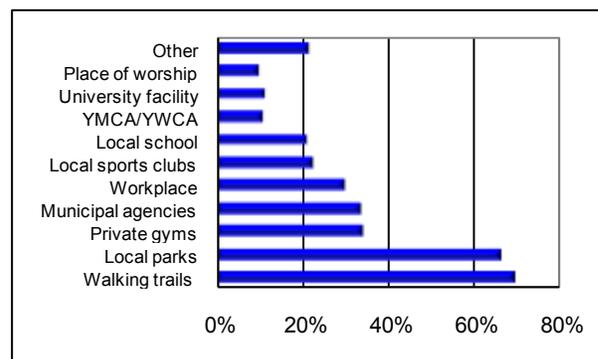
More men than women use university facilities, local sports clubs, and workplaces.

Use for physical activity of most types of these facilities generally decreases with increasingly older age group. There are, however, a few interesting exceptions:

- Older adults (especially older women) are more likely to use places of worship, yet less likely to use local walking trails, paths, and workplace facilities.
- Adults aged 25-64 are most likely to use parks.

FIGURE 1

Settings and locations used for physical activity, overall



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TABLE 1

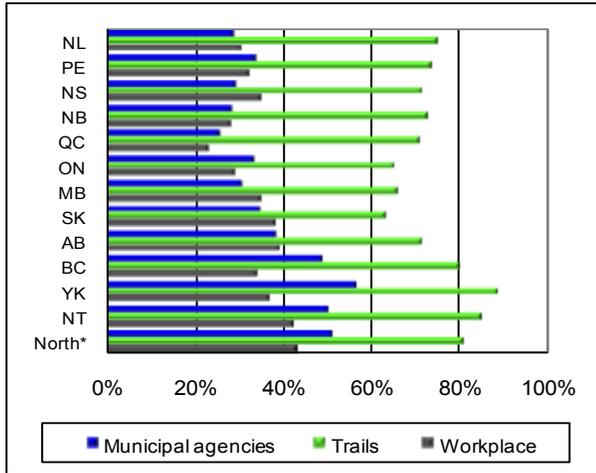
Regional differences* in settings and locations used for physical activity

Setting	More likely to use*	Less likely to use*
Local trails	BC	PEI, NB
Local parks	BC, NWT, YK	ON
Municipal agencies	BC, NWT, YK	QC,
Workplaces	SK, AB	QC, MB
YMCA/YWCA		PEI, QC
Private gyms		MB
University facilities	PEI	
Local sports clubs	YK	

*Compared to national average

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FIGURE 2
Regional differences[†] in settings and locations used for physical activity



[†] Compared to national average
* 'North' includes Yukon, Northwest Territories, and Nunavut

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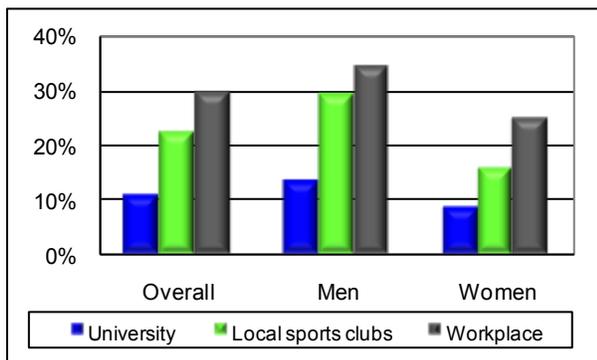
- More adults aged 25-44 (compared to those aged 45-64) use workplace facilities.

Usage of local trails and parks increases with increasingly higher levels of education. Not surprisingly, those with a university education are most likely to use university facilities. Adults with less than a high school education are generally least likely to use most of these facilities, with the following exceptions:

- Those with less than a high school education are more likely to use churches and other places of worship to be active.
- There are no education differences for use of local sports clubs.

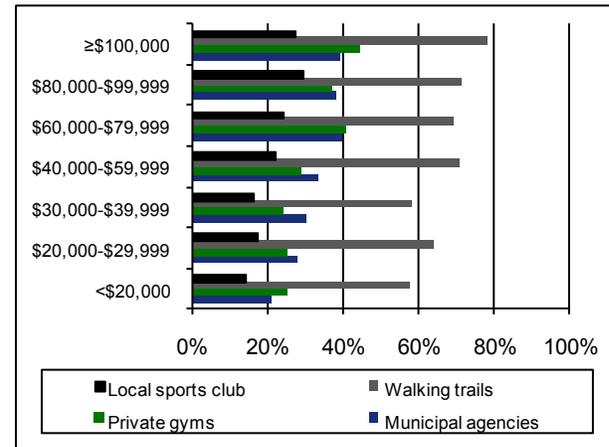
Use of municipal recreation agencies, local trails, local parks, and sports clubs increases with increasing household income. Those with the highest levels of income are more likely to use private gyms and fitness centres.

FIGURE 3
Settings and locations used for physical activity, overall and by gender



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FIGURE 4
Settings and locations used for physical activity, by household income



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Table 2 summarizes significant employment status differences with respect to locations used to be active.

TABLE 2
Differences by employment status* in settings and locations used for physical activity

Settings	More likely to use	Less likely to use
Local trails		Retirees
Local parks		Retirees
Municipal agencies		Retirees
Workplaces	Full-time workers	Retirees Students Unemployed
YMCA/YWCA	Students	Retirees
Private clubs		Retirees
University facilities	Students	Retirees
Local sports clubs	Students	Retirees Unemployed Homemakers
Private gyms	Students	Retirees Unemployed Homemakers
Local schools	Part-time workers Students	Retirees
Place of worship	Retirees	Full-time workers Unemployed

*Compared to national average

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Differences also appear by community size, whereby:

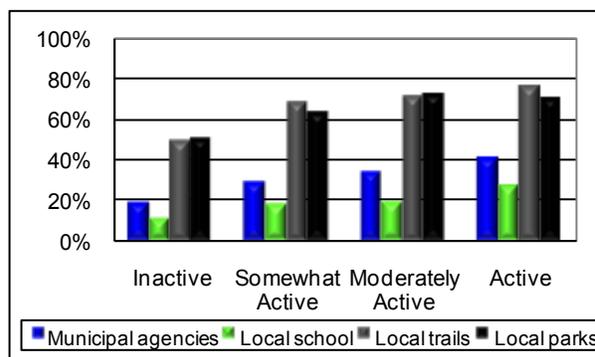
- fewer residents of smaller communities (<10,000 residents) use the YMCA/ YWCA, private gyms or fitness centres, and parks;
- fewer residents of the smallest communities (<1,000 residents) use municipal recreation agencies and trails; and
- use of university facilities generally decreases with decreasing community size.

These community size differences may be due to fewer facilities of these types present in smaller communities.

Physical activity and sport participation

As expected, active individuals and sport participants are more likely use each of these locations to be active, with one exception - sport participants and non-participants are equally as likely to use places of worship.

FIGURE 5
 Settings and locations used for physical activity, by physical activity level



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