

THE PRICE OF INACTIVITY

Measuring the Powerful Impact of Sport, Physical Activity, and Recreation

Advocates in the field of sport, physical activity and recreation (SPAR) have long claimed that being active is crucial not only for health and wellbeing, but also provides important societal, environmental and economic impacts. Many of these are quantifiable and can illustrate the impact for our communities and our country. A new cutting-edge study by the Canadian Fitness and Lifestyle Research Institute (CFLRI) and the Canadian Parks and Recreation Association (CPRA) uses trusted data sources to measure the

The total impacts generated by sport, physical activity and recreation on our society are significant and extensive.

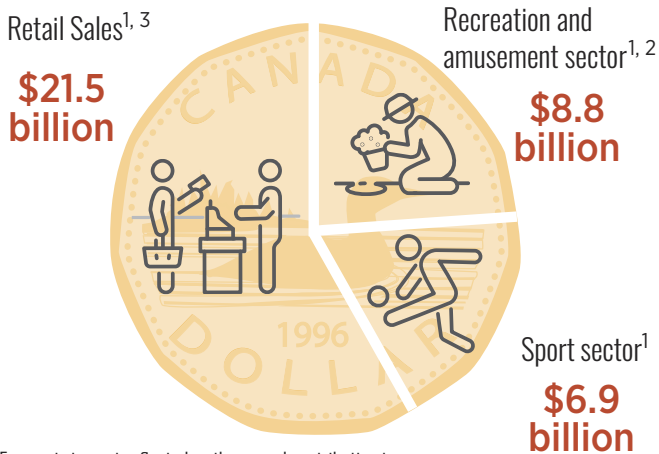
economic, social, health and environmental impacts of sport, physical activity, and recreation.

The numbers prove that investing in sport, physical activity, and recreation can pay substantial dividends and can help combat some of today's most complex problems.

BREAKING DOWN THE VALUES

Given these numbers assess different constructs or concepts, these amounts cannot be added together.

Economic Impact (2022) **\$37.2 billion**



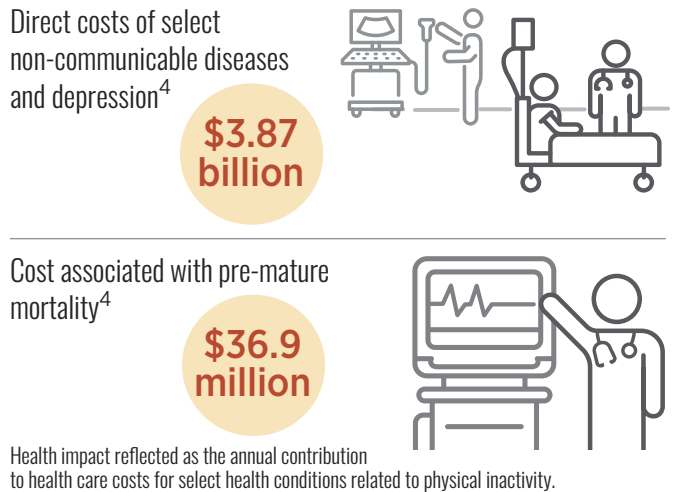
Economic impact reflected as the annual contribution to Canada's economy from SPAR and retail sales.

Social Impact (2020) **\$13.6 billion**



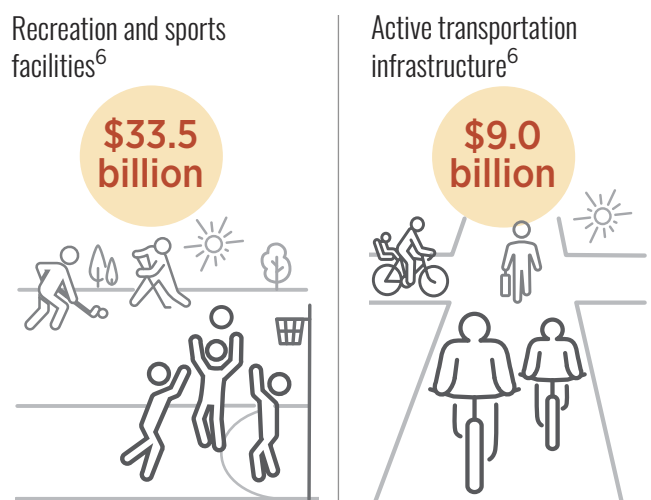
Social impact reflected as the value of volunteering for SPAR-based activities.

Health Impact (2022) **\$3.9 billion**



Health impact reflected as the annual contribution to health care costs for select health conditions related to physical inactivity.

Environmental Impact (2020) **\$42.5 billion**



Environmental impact reflected as the replacement value of SPAR facilities and active transportation infrastructure.

¹ Value as it relates to the gross domestic product.

² Recreation and amusement sector comprised of golf and country clubs, skiing facilities, fitness and recreational sports, and all other amusement and recreation facilities.

³ Retail sales comprised of athletic footwear, sporting equipment and recreation vehicles.

⁴ Based on non-communicable diseases which include coronary heart disease, stroke, Type 2 diabetes, breast cancer, colon cancer, hypertension, osteoporosis, depression.

⁵ Calculated using percentage of volunteers in sport, physical activity and recreation and hours spent.

⁶ Based on estimated replacement value of sport and recreation facilities, and active transportation infrastructure in 'very poor', 'poor' or 'fair' condition.

The Price of Inactivity: Measuring the Powerful Impact of Sport, Physical Activity, and Recreation in Canada research and report, and the production of this infographic were made possible through a financial contribution from Parks Canada, the Sport, Physical Activity and Recreation Council (SPARC), and the Canadian Training Network for Parks and Recreation (CTNPR). Thanks also to Raymond Chabot Grant Thornton for assistance with the project. The views expressed herein do not necessarily represent the views of these agencies.



Canadian Fitness and Lifestyle Research Institute
230-2733 Lancaster Rd.
Ottawa, ON K1B 0A9
www.cflri.ca



Canadian Parks and Recreation Association
1180 Walkley Road, PO Box 83069
Ottawa, ON, K1V 2M5
www.cpra.ca