

# 2020 FACT SHEET.

## A summary from the 2020 National Kinesiology Survey

This Fact Sheet provides a brief overview of the Kinesiology profession. Unless specified otherwise, the statistics are results of a national kinesiology survey conducted by the CKA from Aug to Dec 2020.

### 1 REGULATED PROFESSION

NOC National Occupational Classification:

Kinesiologist is a professional recognized under NOC National Occupational Classification issued by Statistics Canada: [3144 - Other professional occupations in therapy and assessment](#)

### 2 REGULATOR & PROFESSIONAL ASSOCIATIONS

In Canada, Kinesiologists are legislated provincially. In 2013, in Ontario, kinesiology became a regulated health profession with the establishment of the College of Kinesiology of Ontario (CKO). Similar proposals have been made in other provinces and will soon be legislated in 3 other provinces. For Kinesiologists outside of Ontario, the profession is controlled by the Canadian Kinesiology Alliance and its partners: Provincial Kinesiology Associations.

All Kinesiologists must meet specific requirements in order to practice in Canada:

- Meet competencies and standards of the profession, and successfully pass a professional assessment (if applicable)
- Maintain professional insurance and general insurance
- Follow the CKA code of ethics
- Complete Continuing Education Standards every 1- 3 years
- Be a member of their Provincial Kinesiology Association, National Kinesiology Alliance and College (if applicable)

### 3 ECONOMIC IMPACT

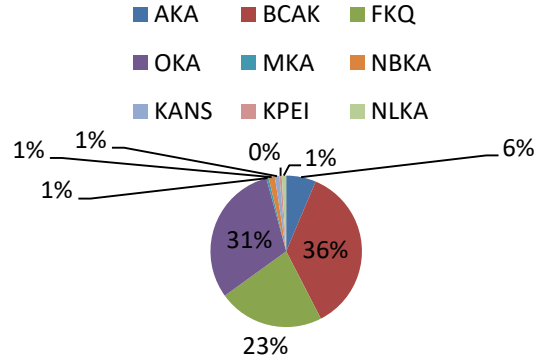
According to the Conference Board of Canada, if we were to decrease the number of inactive Canadians by even 10%, we'd see a 30% reduction in mortality and major savings in healthcare. It is estimated that more than \$2.4 billion, or 3.7 per cent of all healthcare costs, are attributed to the direct cost of treating illness and disease due to physical inactivity. The financial impact of poor health amounts to a loss of more than \$4.3 billion to the Canadian economy, and the negative repercussions of inactivity cost the healthcare system \$89 billion per year in Canada.

**4 MEMBERSHIP**

Nationally (members of CKA – Practicing Kinesiologists only):

In 2020, 4319 practicing Kins were members of the CKA . Our numbers are growing, this is a 101% increase over 2016.

From: 36% BC; 30.7% ON;22.6% QC; 6.3% AB; 1.3% NB; 1% NS & NL; 0.5% MB & PEI



**5 DEMOGRAPHY & LOCATION**

**a. Location/ Residing:**

Nationally: 36% BC; 30.7% ON;22.6% QC; 6.3% AB; 1.3% NB; 1% NS & NL; 0.5% MB & PEI

Provincially<sup>1</sup>:

BC: Primarily Greater Vancouver 75%, Kelowna 10%, all other areas 15%.

AB: Edmonton 31%, Calgary 58%, Red Deer Area 8%, others 3%

NS: Halifax Area 66%, Cape Breton Area 25%, others 9%

QC: Greater Montreal Area 58%, Eastern Township 5%, Greater Québec City Area 16%, Chicoutimi Saguenay Area 8% Centre du Québec 5%, Cote Nord, Bas St-Laurent Gaspé 5%, Outaouais 1%, Val d’or 2%

MB: Winnipeg 99%, other 1%

NB: Moncton Dieppe Area: 78%, Fredericton 7%, Edmundston 4%, other 11%

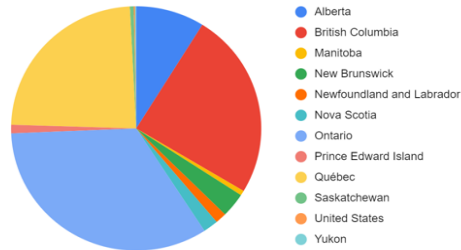
NL: St-John’s 50%, Paradise 23%, Mount Pearl 19%, Other 7%

ON: Greater Toronto Area 40%, St-Catherine, Niagara Hamilton Burlington 17%, Guelph Waterloo 10%, Ottawa 10%, London Greater Area 7%, Sudbury Area 5%, Kingston 5%, Thunder Bay Area 2%, Orillia Barrie 3%, Windsor 2%

**b. Currently Practicing:**

- 33.5% ON
- 24.7% BC
- 23.7% QC
- 8.9% AB
- 3.2% NB
- 1.9% NS
- 1.5% NFL
- 1.1.% PEI
- 0.6% MB
- 0.5% SK
- 0.2% YK
- 0.2% USA

Total Respondents Location of Practice



Most Kins practice in the province they reside. Ontario is the only province with a difference between where a Kin resides and practices, with more practicing in ON than residing there. A small portion of Kins that reported working in Ontario but reside in Quebec

**c. Age:**

72.1% of kinesiologists are between 25-44 years old.

44.8% 25–34 years old ; 26.6% 35-44 years old ; 14.8% 45-54 years old ;6.1% >55 years old

<sup>1</sup> 2017 statistics

## 6 TITLES

In Ontario, Kinesiologists have a professional designation “Registered Kinesiologist”. In provinces without legislation, however, their titles may differ widely to reflect a particular area of focus: Practicing Kinesiologists, Accredited Kinesiologists, Certified personal trainer, Certified exercise physiologist, Exercise physiologist, Clinical exercise physiologist, Exercise specialist, Exercise Therapist, Cardiac rehabilitation professionals, Pulmonary rehabilitation professionals, Ergonomist, Exercise Scientist, Usability Designer, Exercise professional, Sport and exercise scientist, Clinical Kinesiologist.

### a. Title used:

- 52.6% : Registered Kinesiologist
- 50.3% : of the 52.6% of Registered Kins identified another professional designation also
- 20.4%: Accredited Kinesiologist
- 48% : of the 20.4% of Accredited Kins identified another professional designation also
- 22.2% : Practicing Kinesiologist
- 50% : of the 22.2% of Practicing Kins identified another professional designation also
- 10.1% : Clinical Exercise Physiologist
- 10% : Clinical Kinesiologist
- 6.1% : Exercise Therapist
- 7.5% : Certified Personal Trainer
- 5.8% : Exercise Professional
- 4.5% : Ergonomist
- 45.6% : Multiple titles

## 7 SCOPE OF PRACTICE

As University-educated health professionals, Kinesiologists apply exercise and movement science to promote health and well-being; prevent, manage and rehabilitate injuries; treat illness and chronic disease; restore function, and optimize human performance in the workplace, clinical settings, sport and fitness. Kinesiologists are associated with movement, performance, fitness and function, rehabilitation, prevention and management of chronic diseases, sport, recreation and work.

Kinesiologists treat asymptomatic (healthy) individuals and those experiencing chronic diseases (likely associated with morbidities). This creates challenges with exercise treatment but ultimately will provide significant benefit to, and impact on, their quality of life. Kinesiologists work in the domains of sport, recreation and active living, and their wide scope of practice may include functional ability/capacity evaluations, rehabilitation, ergonomics, home/workplace health and safety, disability management, and research.

### a. % of time a kin spends in a specific field of practice:

- Nationally:

**In summary**, the majority of Kins spend:

51-100% of their time on:

- Injury assessment and rehabilitation
- Health & Fitness

26-50% of their time on :

- Injury assessment and rehabilitation
- Exercise Therapy with special populations
- Health & Fitness
- Disability and Case Management

0-25% of their time on :

- Biomedical tech is the highest at 96.8%, translating to the fewest number of Kins spending their time in this area of practice
- And others e.g. research

51-79% of their time on:

- Exercise Therapy with special populations, reflected by the fact that 25% of respondents are employees in therapeutic milieu

- Provincially:

In BC, kinesiologists work in: Injury Assessment & Rehabilitation 57%, Health & Fitness Personal training, athletic training, coaching 12%, Disability Management 12%, Exercise Therapy special population (diabetes stroke, etc.) 10%, Biomedical, research other 8%

In QC: Prevention 61%, Treatment 37%, Performance 23%, Teaching 5%, Research 5%, other 18%

## **8 SERVICES OFFERED BY KINESIOLOGISTS**

Kinesiologists provide services through the application of the science of human movement and deliver quality solutions through prevention, objective assessment, and evidence-based intervention.

### **a. Clinical/Rehabilitation**

Kinesiologists work with individuals with injuries, pain and chronic disease to help them regain their optimal physical function. Kinesiologists work in private homes, clinical and rehabilitation settings such as hospitals and clinics and in the workplace. They provide services such as: Musculoskeletal Assessments, Strength and Endurance Testing, Functional Capacity Evaluations, Assistive Devices Education, Worksite/Physical Demands Analysis, Ergonomic Assessments, Transferable Skills Analysis, Gait Assessment Analysis, Biomechanical Analysis, Psychomotor Testing, Therapeutic Exercise Prescription, Cardiovascular Exercises, Range of Motion Exercises, Hydrotherapy, Chronic Pain Education, Cardiac Rehabilitation, Work Hardening, Work Conditioning.

### **b. Health Promotion**

Kinesiologists working in the health promotion field work to improve individuals' health, fitness and well-being. Kinesiologists can often be found working in fitness organizations, industry and as personal trainers. They work to change policies that will enhance public health. In some cases they also provide services such as: Musculoskeletal Assessments and Custom Exercise Prescription, Strength and Endurance Testing/Program Design, Strength and Endurance Exercise Prescription, Cardiovascular Exercises, Range of Motion Exercises, Hydrotherapy, Health Education.

### **c. Ergonomics**

Kinesiologists are uniquely qualified to provide professional and expert advice/guidance to maximize productivity by assessing the ergonomics of work spaces and conditions, and modifying these to prevent ongoing pain/discomfort due to repetitive strain, or sustained positions. Kinesiologists provide services such as: Worksite/Physical Demands Analysis, Ergonomic Assessments, Adapted Design.

### **d. Health and Safety**

Services such as: Risk Assessments, Safety Audits, Investigations.

### **e. Disability Management/Case Coordination**

Services such as: Medical-Legal Consultation, Return to Work Program Development, Case Management, Claims Consultation, Job Coaching/Shadowing.

### **f. Others**

Services such as: Management, Research, Administration, Health and Safety.

## **9 TRAINING LEVEL**

### **a. The Standards / Competencies of Practice:**

A university degree:

Eligible degrees include three to four-year bachelor's degree from a kinesiology, human kinetics, kinanthropology, exercise physiology program or equivalent. There are 86 kinesiology university programs in Canada.

The competencies are as follows:

• **Minimal Requirements:**

1. 60 credits based on a 3 credit-course or 11 credits based on a 0.5 credit-course
2. Must include:  
Eight mandatory core competency courses:  
and 14 elective kinesiology courses
3. Note:
  - a) Full-year courses lasting 72-80 hours (6.0 credits) may be considered as two courses of 3 credits.
  - b) Quebec universities credit equivalence of most universities programs in other provinces is 75% thus 40 credits, including the 6 mandatory core courses.

• **The List of Competencies:**

a) Core Studies ( 8 mandatory):

- |   |                                     |
|---|-------------------------------------|
| 1. Human Anatomy                                    | 5. Research Design                  |
| 2. Physiology (Human Exercise)                      | 6. Statistics.                      |
| 3. Biomechanics                                     | 7. Exercise Programs / Prescription |
| 4. Pscyhomotor Behaviour / Motor Control & Learning | 8. Fitness Evaluation / Assessment  |

b) Elective Studies: (14/30)

- |   |   |
|---|---|
| 1. Adaptive Kin.  | 16. Info integration and judgment & care                  |
| 2. Biochemistry   | 17. Instr./Functional Measurement/ Evaluation Kinesiology |
| 3. Biology  | 18. Laboratory, tutorial or practicum courses             |
| 4. Chemistry  | 19. Leadership skill                                      |
| 5. Chronic Condition/Diseases                               | 20. Neurophysiology                                       |
| 6. Computer Science   | 21. Nutrition   |
| 7. Ergonomics/ Human Factors                                | 22. Organic Chemistry                                     |
| 8. Exercise Management/ Rehabilitation                      | 23. Philosophy./Ethics (Kinesiology)                      |
| 9. Exercise Physiology/Exercise or Work                     | 24. Physics   |
| 10. Gerontology   | 25. Psychology of Movement                                |
| 11. Health promotion & prevention for different populations | 26. Research Project (Kinesiology)                        |
| 12. Health science  | 27. Kinesiology (Scope of Practice)                       |
| 13. Human Growth & Development                              | 28. Sociology of Movement                                 |
| 14. Human Pathology   | 29. Sports Medicine                                       |
| 15. Individual Study (Kinesiology)                          | 30. Wellness  |

• **University Programs Non-Recognized:**

This list of competencies has been established to include the majority of university programs with the exception of the following programs which have not been recognized for lack of scientific rigour. This means that graduating students of these programs are encouraged to take courses necessary to acquire the scientific competencies required in the new standards before becoming Affiliate / Member:

<b>Entity</b>	<b>Programs</b>
Sheridan College	B Sc. Honors Athletic Therapy
U of Regina	Therapeutic Recreation
Dalhousie U	B. Sc. Recreation - Therapeutic Recreation
Dalhousie U	B. Sc. Recreation - Therapeutic Recreation - with honours
Memorial University	BHKRC coop-Therapeutic recreation
U of Ottawa	Honours Bac. of Human Kinetics - Intervention, Promotion and Community Programming Option

- **Competency Earned Before 2000:**

For competency earned in programs when the term kinesiology didn't exist (circa 2000), the CKA invites candidates to submit a list of equivalent competencies earned either in their bachelor degree related to physical activity, physical education or other program names related to kinesiology or in further continuing education activities. For each of the competencies required, one must submit the equivalent course appearing on a transcript or on a proof of successfully achieving a competency in a continuing education activity earned after their bachelor degree. The reliance of science-based competency is mandatory. A brief course description for each competency will be required. The CKA no longer grandfather applicants.

- b. University Degree Earned:**

- Nationally:

- 76.4% have bachelor degrees, 23.6% have more

- 76.4% Bachelor/Honors Bachelor
      - 18.4% Postgraduate
      - 2.6% Professional Certification
      - 2.6% PhD or MD

- Provincially<sup>2</sup>:

- BC: Undergraduate 66%, Graduate 15%, Postgraduate 2%, Additional training program 18%, 49% have more than one professional certification.

- QC: Undergraduate 71%, Postgraduate 22% (masters) 3% PhD., 78% do not have other professional certification.

- c. Bachelor's Degree Graduation Year**

- 26.7% graduated from 5 years ago, 38% 10 years ago, 28% more than 20 years ago

- 23.7% 2010-2015
    - 19.6% 2000 or earlier
    - 19.1% 2015-2018
    - 18.8% 2005-2010
    - 9.6% 2018-2020
    - 9.2% 2000 -2005

- d. Additional Certifications:**

- 31.3% indicated having additional memberships

- 23.7% CSEP-CEP
    - 22.9% CSEP-CPT
    - 21.3% hold more than one additional certification
    - 8.8% CATA
    - 7.7% CSCS
    - 7.5% ACSM

## **10 CONTINUING EDUCATION REQUIREMENTS**

Kinesiologists in Canada participate in this program to ensure that they are maintaining currency in their professional practice. This program is referred to as the Continuing Education Standards Program (CESP). This system is important; particularly as knowledge, experience and educational requirements within the profession are inevitably rising and our profession is expected to remain current.

The CESP operates on a three-year basis. At the end of each three-year period, Affiliated Kinesiologists are required to submit a listing, along with supporting documentation, of all accumulated continuing education credits. In

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<sup>2</sup> 2017 Statistics

general, 60 points over a period of three years are required to keep your membership in good standing, i.e. 20 credits per year of which 70% must be in the scope of kinesiology and 30% in general activities.

## **11 INTERACTIONS WITH OTHER PROFESSIONALS**

### **a. Differences Between Kinesiologist Vs. Exercise Physiologist Vs. Physiotherapist Vs. Kinesitherapist**

vs. CSEP: insurance, continuing education requirements, scope and services

Scope is broader, includes manual therapy, modalities, osteopathic manual techniques, JSV, JDA, FCE, RTWP

vs. Physio: Kins, not allowed invasive techniques, no or minimal neurological injury treatment, no specializations in neuro, dry needling, vestibular, cranio-sacral, etc.

vs. Kinesitherapist: is an advanced massage therapy technique that uses Swedish massage, passive, active and disorganized mobilizations as well as various exercises. It is a so-called manual therapy since it is practiced only with the hands and body of the kinesitherapist. Source: [www.monreseauplus.com](http://www.monreseauplus.com)

### **b. Daily Interactions With Other Professionals**

73.5% says relating to physiotherapists, 47.8% to physicians and 45.9% to Occupational Therapists

- 73.5% : Physiotherapists
- 47.8% : Physicians
- 45.9% : Occupational Therapists
- 35.3% : Massage Therapists
- 27.1% : Psychologists

### **c. Received Supervision/Worked Under Other Healthcare Professionals**

56.1% work under supervision of another healthcare professional

## **12 ANNUAL KINESIOLOGY BASED INCOME, SELF-EMPLOYED VS EMPLOYEE FULL VS PART TIME**

### **a. Employment Status**

60,7% are employees, 29.4% are self-employed and 7.8% are business owners

- 46.7% : Employed full time (averaging 35 hours or more per week)
- 14% : Employed part time (averaging less than 35 hours per week)
- 11.7% : Self-employed part-time (averaging less than 35 hours per week)
- 7.8% : of answers that indicated "Business Owner" solely or in addition to another status
- 5.5% : Self-employed full time (averaging 35 hours or more per week)
- 5.1% : Employed and self-employed (averaging less than 35 hours per week)
- 4.7% : Employed and self-employed (averaging 35 hours or more per week)
- 2.6% : Self-employed full time (averaging 35 hours or more per week), Business owner

Provincially:

BC: 57% full time, 43% part-time, 34% earn between 20-40k\$/yr, 30% 40-60k\$, 22% less than 20k\$, 15% higher than \$60k.

QC: 66% full-time, 33% part-time, 50% are self-employed in 3 sectors: 34% fitness centers, 21% Public health Institution, 18% private clinics either as employees or owners. 8% earn more than \$65k, \$50-65k 13%, \$35-50k 27%, \$20-35k 25%, \$20k 27%.

### **b. Gross salary**

32% earn annually between 30-50k\$, 20% less than 30k\$, 10% between 60-70k\$ and 7.5% 80k\$ and more

- 18% : \$40,000 - \$49,999
- 14.9% : \$30,000 - \$39,999
- 12.4% : \$50,000 - \$59,999
- 10.1% : \$60,000 – \$69,000
- 11.9% : \$20,000 - \$29,000
- 9.8% : < \$20,000
- 3.7% : \$100,000+
- 3.4% : \$90,000 - \$99,999
- 3.4% : \$80,000 - \$89,999

90% are satisfied of work conditions and 80% are satisfied for their career

### **c. Kinesiologist Financial Portrait as a business owner**

The practice of kinesiology may take a variety of forms, from the independent worker, to employees of private corporations or governmental institutions, to the owner of an enterprise depending on the extent of their business. Business contents/equipment and premises will ultimately depend on the breadth of the business and equipment could vary between about \$5,000 and \$400,000 if they have a full clinic with a gym. On average, Kinesiologists may invest \$50,000 to \$1M to start initially for marketing, legal advice, accounting, staff salaries, software programs and tech equipment.

Gross revenue for businesses in kinesiology can also vary between \$75,000 and \$2 M with an average between \$90,000 to \$ 250,000 in the first to the third years of operation.

As student Kinesiologists graduate, their level of debt is an average \$20,000 to \$30,000.

## **13 COMMON IN THE PRACTICE**

### **a. Practicing in Multiple Provinces**

85.8% practice in multiple provinces via online services and 88.7% also via in-person consultations

### **b. Hours per Week Worked in Field of Practice**

60.2% offers their services at multiple locations, 53.3% at private clinics and 51.4% online too

- 47.7% : 31-40 hours
- 20.1% : 0-20 hours
- 16.9% : 21-30 hours
- 13.6% : >40 hours
- 1.8% : Not Applicable

### **c. Location of Offered Services**

- 53.3% : Private Clinic
- 51.4% : Online Services
- 35.5 % : Public or Governmental Venue
- 26. % : Client's Residence
- 60.2% : report multiple locations

### **d. Workplace Environment**

- 41.7% : Public or Private Rehabilitation Clinics
- 21.7% : Fitness Centers
- 14.9% : Government Health Facilities
- 14.3% : Community
- 8.2% : Public or Private Managed Centers
- 36% : report multiple classifications

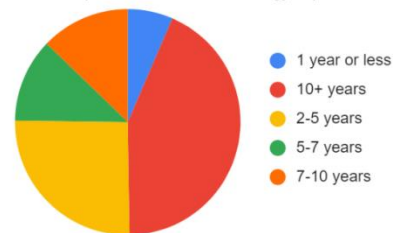
### e. Years Worked in Field

#### Nationally:

43.3% have more than 10 years of experience in the field, 25.4% only 2-5 years

43.3% :	10+ years
25.4% :	2-5 years
12.8% :	7-10 years
12% :	5-7 years
6.5% :	≤ 1 year

Total Respondent Years of Kinesiology Experience



#### Provincially:

BC: 27% less than 2 years, 23% 2-5 years, 20% 5-10 years, 11% 10-15 years and 19% more than 15 years.

QC: 22% less than 2 years, 21% 3-4 years, 27% 5-9 years, 15% 10-15 years, 14% more than 15 years.

## 14 KINESIOLOGY SERVICES REIMBURSED BY INSURANCE CO.

Majority of insurance company reimburse kinesiology services namely Manulife , Desjardins, Sunlife, Blue Cross, Industrial Alliance, Excellence, Claim Secure, SSQ, Great-West Life/Canada Life

### a. Benefits of an active lifestyle:

Physical activity programs can reduce the number of workplace injuries by 25%.

The cost of worker compensation per person can be reduced by 45% if staff members are regularly active.

Staff engaged in physical activity take between 14% and 25% fewer days of disability leave.

Health Canada reports that staff performance at work can improve from 4% to 15% through regular participation in physical activity.

BC Hydro estimates that physical activity initiatives reduce the cost of sick leave by \$1.2 million annually.

### b. Absenteeism

Staff engaged in physical activity take 27% fewer days of illness.

Metro Fit staff in Toronto missed 3.35 fewer days in the first six months of the fitness program than those who were not enrolled in the program.

### c. Staff Turnover

The Canadian Life Assurance Company found that the turnover rate of staff participating in fitness programs was 32.4% lower than the average rate over seven years.

BC Hydro staff enrolled in an employer-sponsored fitness program had a turnover rate of 3.5%, a fraction of the company's average of 10.3%.

Toronto Life Assurance found that the turnover rate of staff participating in the company's fitness program was 1.5%, compared to a rate of 15% for non-participants.

For every dollar that the company invested in physical activity, Canada Life of Toronto earned a return of \$3.40 in terms of reduced staff turnover, productivity gains and reduced demand for physical activity.

## 15 CLIENTS

Asymptomatic adults (66%); Adults with temporary pathology (65%); Adults with progressive or chronic pathology (51%); Elderly (51%); Athletes, including high level (39%);

Adults in functional rehabilitation programs due to car accident or workplace accident (36%).

### a. Population served:

86% serve adults, 67.4% with seniors, 57.1% with workers, 54.7% with pathologies, 21.7% with children

- 86% : Adults
- 67.4% : Seniors-Aging Population
- 57.1% : Workers
- 54.7% : People with or without Pathologies and Symptoms
- 40.5% : Students
- 31.1% : Athletes
- 21.7% : Children
- 22.3% : Pre- & Post-natal
- 11.4% : Military
- 88.4% : of the responses were a combination of responses/populations

### b. Client Billing

21.8% charge 50\$/hr and less, 21.7% 75-100\$/hr and 19.6% 50-75\$/hr, 6.2% more than 100\$/hr

- 21.8% : <\$50/hour
- 21.7% : \$76 – 100/hour
- 19.6% : \$51 to 75/hour
- 4.0% : \$101 to 125/hour
- 1.9% : \$126 to 150/hour
- 0.3% : \$151/hour +
- 30.7% : Not Applicable because of work environment e.g. hospital

### c. Average Number of Clients Seen per Day or Week

In average 55.4% of kin sees 1-7 clients/day , 16.4% up to 14 clients/ day; while 17.5% see 24/week

One Day		One Week	
• 55.4% :	1-7	• 28.5% :	15-34
• 16.4% :	8-14	• 16.7% :	8-14
• 4.8% :	15-34	• 15.1% :	1-7
• 1.4% :	25-35	• 9.1% :	25-35
• 1% :	46-55	• 8.8% :	55+
• 1% :	36-45	• 5.9% :	36-45
• 0.8% :	55+	• 4.7% :	46-55

### d. For Clients :

- **Do your Clients Typically Request Receipt for Insurance Reimbursement?**

35.6% of clients request receipts for insurance claims, 31.9% don't require any receipts

- **Do your Clients Complain of Difficulty with your Services Reimbursement through Insurance?**

63.7% says clients have no difficulty getting refunded by insurance