

Yukon Activity Levels and Attitudes



Results from RPAY 2009 Survey of Yukoners

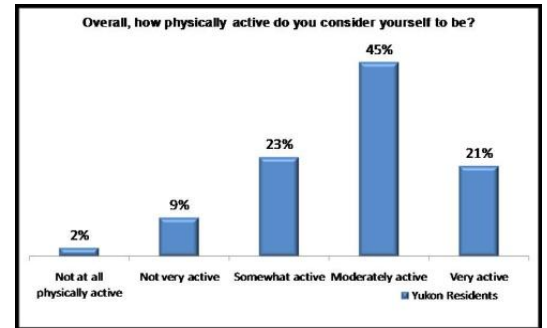
Methodology Overview

Between October and December 2009, a total of 850 Yukon residents were surveyed by telephone and using a pre-recruited online panel. Data is weighted to accurately represent residents by age, gender and community. For activity levels (self reported times and length of activity) two data cleaning events took place. First those reporting activities not included in the project scope, such as wood cutting, work, construction and motorized activities (snowmobiling and ATVs) were removed. Second, a 5% trim was done on the number of times activities were done and on the length of the activities. This was done to reduce the impact of those outliers on the total averages.

Perceived Activity Levels

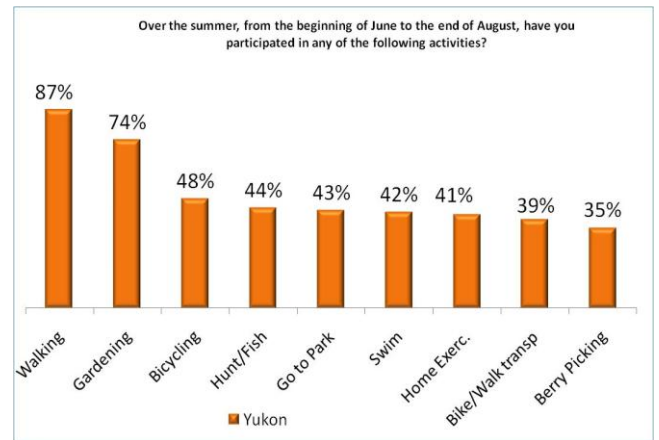
The majority of Yukoners (66%) feel that their activity levels are moderate to very active.

Only 11% feel they are not active.

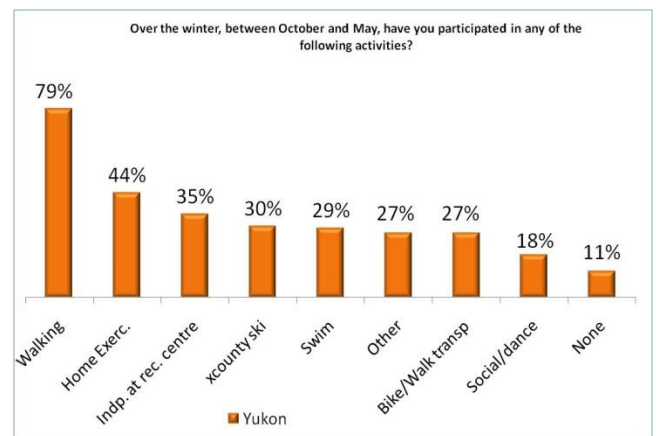


Activities

The top **summer** activities were walking (87% participation rates), and gardening/yard work (74%). These were followed by bicycling (48%), hunting/fishing (44%), going to parks (43%), swimming (42%), home exercising (41%), biking/walking for transportation (39%) and berry picking (35%).



In **winter**, the top activities were walking (79%) followed by home exercise (44%), independent activity (35%), cross country skiing (30%), swimming (29%), other (27%) and ice skating/hockey (25%).

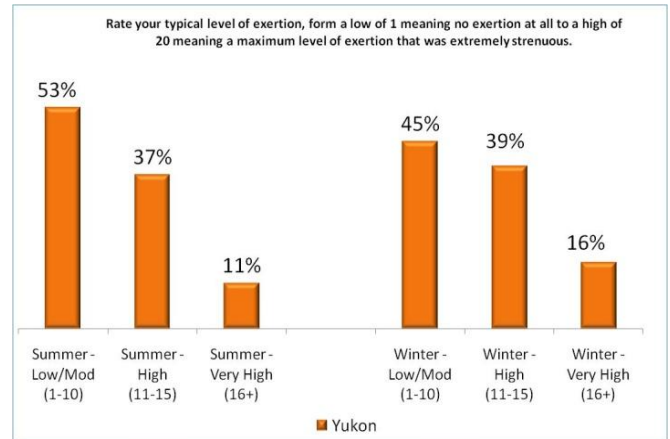


- Participation rates are lower in the winter with 11% reporting “none” (no activities) in the winter compared to only 3% in the summer.

Exertion

For **summer** activities, 12% of Yukoners rated their exertion rates very low at 5 or less (on a 20 point scale). 41% rated it from 6-10, 37% rated it high (11-15), and 11% rated it very high (over 15). Combined, nearly half (48%) rate their exertion levels as high (over 10).

Exertion rates are higher in the **winter** with 10% of Yukoners rating their exertion rates very low at 5 or less (on a 20 point scale). 35% rated it from 6-10, 39% rated it high (11-15), and 16% rated it very high (over 15). Combined, over half (55%) rate their winter exertion levels as high (over 10).



Actual Activity Levels

Summer

When asked to report the number of times they participated in their top two activities between June and the end of August (92 days), the average response was 70 times (approximately 3 out of 4 days).

The average length of each activity event was 71 minutes (1 hour and 10 minutes).

This results in the "average" Yukon being active for 5,170 minutes over the summer or approximately 1 hour (56 minutes) each day.

Winter

Winter was defined as October through May (or 243 days). Even though the time period was much longer, the average number of times for the top two activities was 65. This relates to once every four days.

The average length of time participating per activity is shorter as compared to summer at 56 minutes.

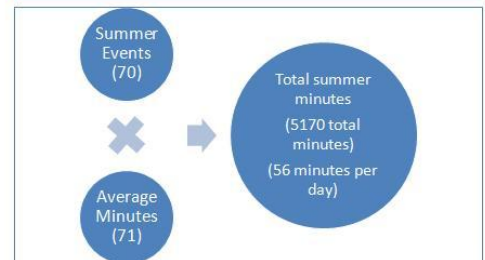
On average during the winter, Yukoners report being active 3,759 minutes. This is slightly over one-quarter hour per day (15.5 minutes).

Full Year

Combining Summer and Winter Activities show an average of 8,841 minutes, or nearly a half hour (26 minutes) per day.

- Activity levels are slightly higher in Whitehorse, among men, and among those under age 35.

Summer Activity Time



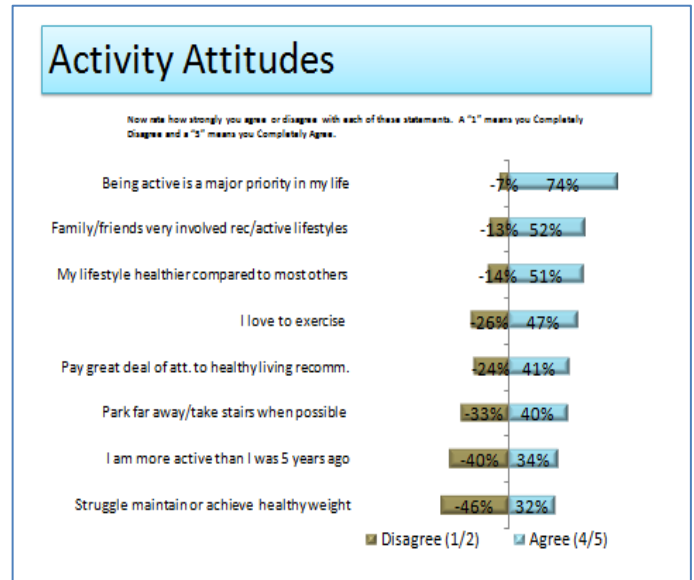
Winter Activity Time



Attitudes

The vast majority of Yukoners agree that being active is a major priority in their lives.

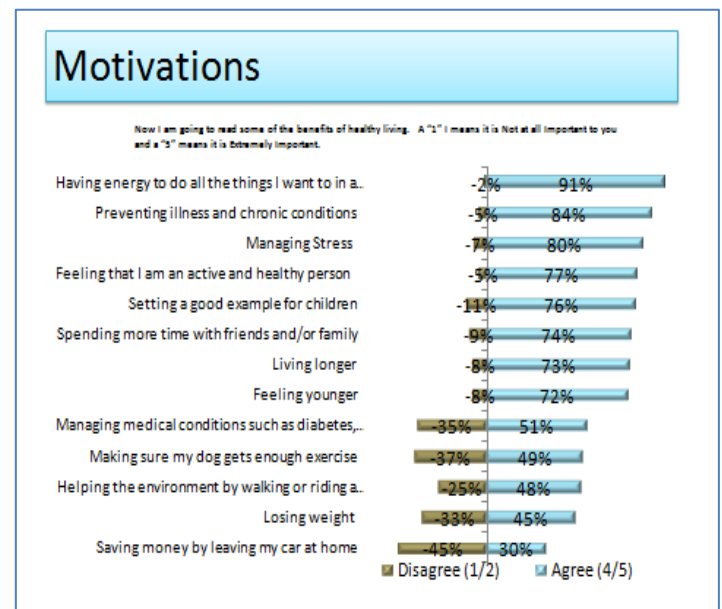
- Most also agree they their “friends/family are involved in recreation and active lifestyles” and they are “healthier compared to most others they know”.
- Fewer than half “love to exercise” and only 41% feel they “pay attention to healthy living recommendations”. However, 40% will “park further away or take the stairs” in order to get more exercise.
- Only one-third feels they are “more active than 5 years ago” and “struggle with their weight”.



Motivations

The biggest motivators are related to personal health: having energy, preventing illness, and managing stress.

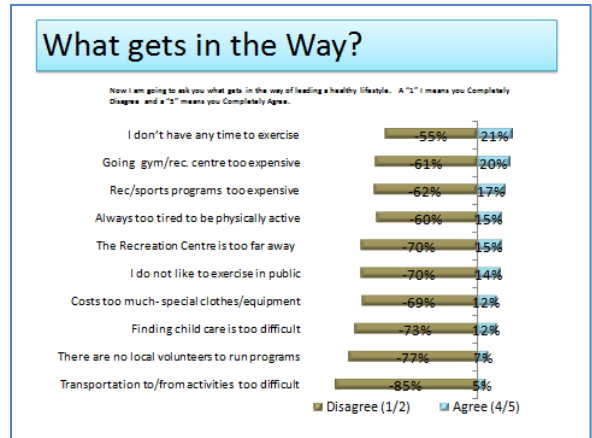
- These are followed by image areas: “feeling they are active”, “setting a good example for children”, and “spending time with friends/family”.
- “Living longer” and “feeling younger” are also key motivators.
- Less than half are motivated by “managing medical conditions”, their dog, the environment, their weight, or by money.



Barriers

The primary barriers to healthy lifestyles are time and money.

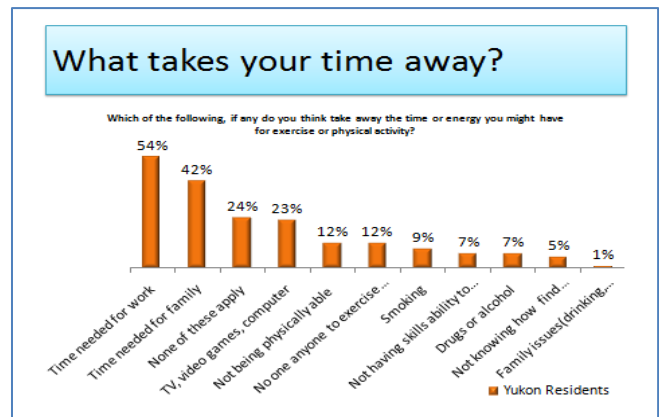
- More than half of Yukoners disagree with the statement that they “don't have time to exercise”.
- The cost of the gym and cost of equipment are barriers for nearly one-quarter of Yukoners.
- Few of the other barriers are significant.



Time Barriers

Within the issue of "time", the leading factor is “work” (54%) followed by “time needed for family” (42%).

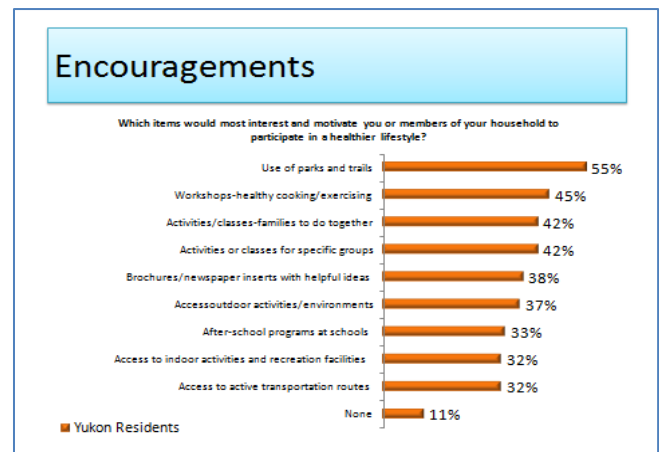
- For one-quarter of the population time is not a factor.
- For another quarter, their time is spent on TV, video games or computers.
- No other reason is a significant factor.



Encouragements

The top encouragement to pursuing a healthier lifestyle was “activities which include the use of parks and trails”.

- This is followed by activities/classes which are targeted in nature (workshops, multi-generational and specific groups).
- All of these were considered encouragements by at least one third of the population.



Future Plans

About half of all Yukoners plan to improve their level of physical activity, while the other half anticipates no real change.

