

Yukon Activity Levels and Attitudes - Demographic Group Differences -



Results from RPAY 2009 Survey of Yukoners

Methodology Overview

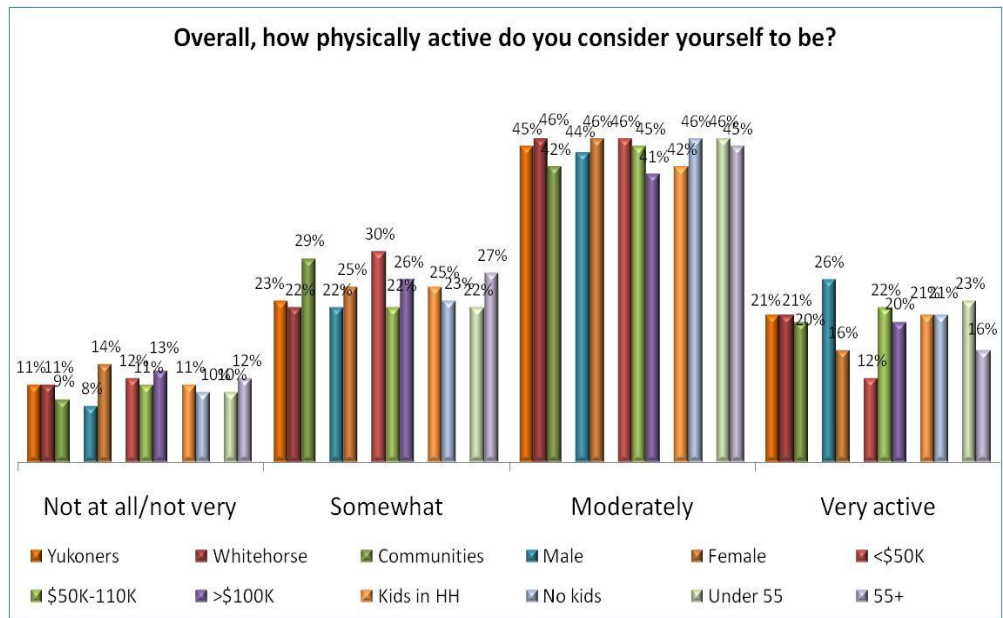
Between October and December 2009, a total of 850 Yukon residents were surveyed by telephone and using a pre-recruited online panel. Data is weighted to accurately represent residents by age, gender and community. For activity levels (self reported times and length of activity) two data cleaning events 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.

- Residents in the communities feel they are less active than residents of Whitehorse do. 38% of community residents rate their activity level at “somewhat active or less”, compared to 33% for Whitehorse residents.
- Women also feel they are less active than men feel they are. Only 16% of women rated their activity levels at “very active”, compared to 26% of men.
- The lower income group considered themselves less active. 42% rated their activity level at “somewhat active or less”, compared to 33% for the middle income group and 39% for the highest income group.
- The presence of children in the household had little difference on perceived activity levels.
- Seniors are only slightly less likely to feel they are also quite active. 61% report they are either “moderately” or “very active”.

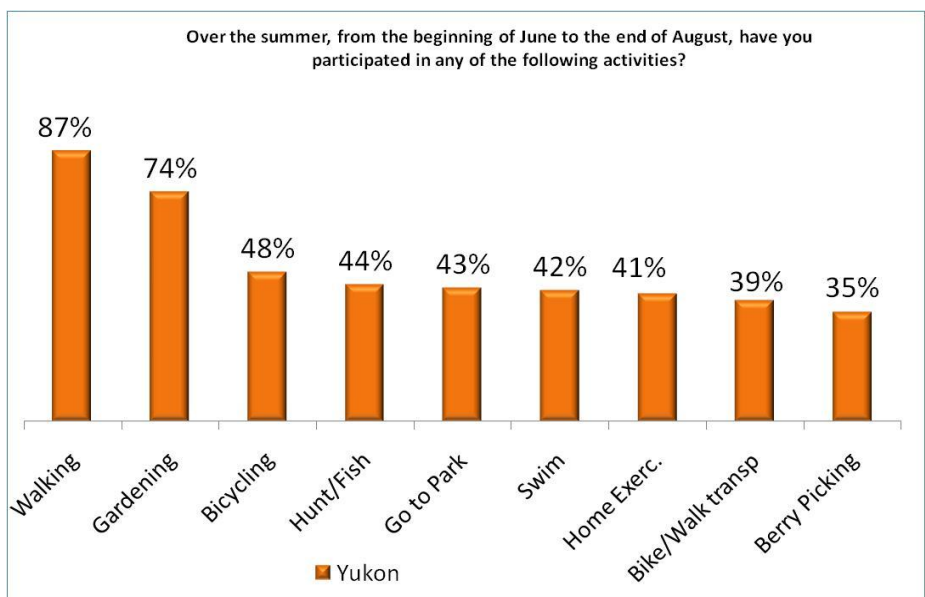


Activities

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%).

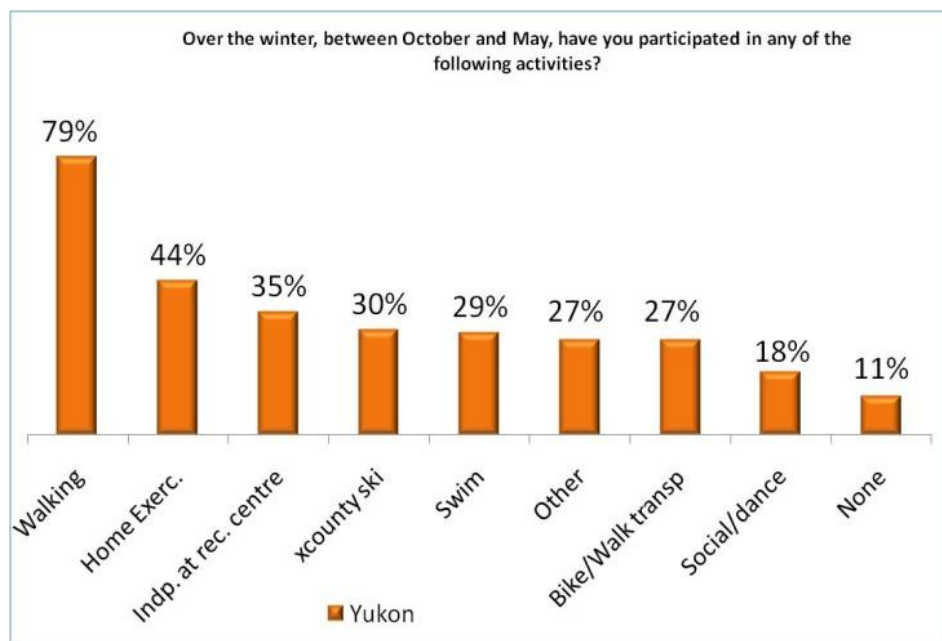
Differences between demographic groups show:

- Compared to rural community residents, Whitehorse residents are more likely to bicycle (52% vs. 38%). Community residents are more likely to hunt/fish (51% vs. 41%) and bike/walk for transportation (47% vs. 36%).
- Women were more likely than men to walk (90% vs. 84%), home exercise (46% vs. 35%), and do independent activity at recreation centres (35% vs. 28%). Men are more likely than women to hunt/fish (51% vs. 37%) and golf (22% vs. 14%).
- The higher one's income, the more likely they are to garden/yard work (65% for those under \$50K, 77% for \$50-\$110K and 78% over \$110K), go to national/territorial parks (37% for under \$50K, 50% for \$50-\$110K), and golf (11% to 19% to 22% across the income groups). The income group under \$50K is most likely to berry pick (39%) and do social or other dancing (26%), while the middle group is the most likely to bowl (10%) and play baseball (14% vs. 7% for the other two groups).
- Those with children at home are more likely than those without children to bicycle (58% vs. 44%), swim (55% vs. 36%), run/jog (36% vs. 28%), canoe/kayak (35% vs. 26%), do team activities at recreation centres (15% vs. 9%) and play baseball/softball (13% vs. 8%). Surprisingly, those without children were not higher on any activity. In total, 96% of those without children did at least one summer activity vs. 98% of those with children. This shows that those without children have less variety in their activity selection because, while they are just as likely to do at least one activity, they do far fewer different types of activities. In total those with children averaged 7 different types of activities, while those without averaged less than 6.
- Compared to those under age 55, Seniors (55+) were much less likely to participate in bicycling (32% vs. 54%), going to a national, territorial or municipal park (35% vs. 46%), swimming (24% vs. 49%), bike/walk for transportation (30% vs. 42%), independent recreation centre activities (23% vs. 35%), running/jogging (13% vs. 38%), canoeing (22% vs. 31%) or baseball (2% vs. 12%).



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%).

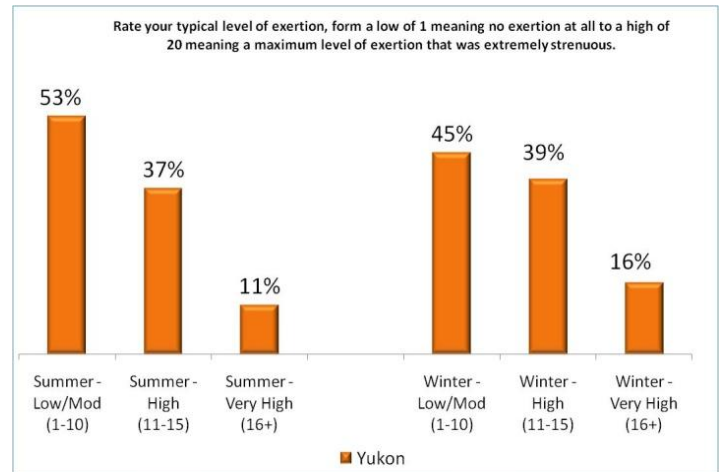
- Participation rates are lower in the winter with 11% reporting “none” (no activity) in the winter as compared to 3% in the summer.
- Whitehorse residents are more likely to do independent activities at recreation centres/gyms (38% vs. 29%), cross country ski (32% vs. 24%), and swim (34% vs. 13%). Community residents are more likely to bike/walk for transportation (38% vs. 23%), hunt/fish (28% vs. 17%), do team activity at recreation centres (15% vs. 8), and dog sled (9% vs. 5%).
- Men are more likely than women to ice skate/play hockey (29% vs. 21%), hunt/fish (28% vs. 12%), and do team sports at a recreation centre (13% vs. 7%). Women were not significantly more likely than men to do any winter activity.
- The higher one's income the more likely they are to do independent activity at recreation centres/gyms (28% to 39% to 38% across the three income groups) and swim (21% to 30% to 36%).
- The lower one's income the more likely they are to bike/walk for transportation (36% to 30% to 20%), do social or other dancing (25% to 20% to 13%), bowl (14% to 10% to 6%) and dog sled (11% to 7% to 4%).
- The only differences between those with children and those without, shows those with children are more likely to ice skate/play hockey (36% vs. 19%) and run/jog (28% vs. 19%).
- Seniors were less likely than non-seniors to participate in walking (74% vs. 81%), independent activity at recreation centres/gyms (29% vs. 38%), cross country ski (19% vs. 34%), swim (15% vs. 34%), ice skating/play hockey (10% vs. 31%), and run/jog (9% vs. 26%). 15% of seniors did not participate in any winter activity compared to 9% of non-seniors.



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).

- Residents in the communities reported lower exertion rates (59% low/moderate) compared to Whitehorse (50%).
- There was no difference between men and women in their reported exertion rates.
- The higher the income, the higher the exertion rate. 36% of those earning under \$50K report high to very high rates. This increases to 48% among those earning \$50 - \$110K, and to 50% for those earning over \$110K.
- Having children in the household had little impact on reported exertion.
- Seniors reported lower exertion compared to non-seniors. 61% of seniors report low/moderate rates, compared to 49% for non-seniors.



Exertion rates are higher in the **winter** with 10% of Yukoners rating their exertion 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).

- Exertion rates in the winter followed much the same patterns across demographics as in the summer.
- Residents in the communities reported lower exertion rates (56% low/moderate as compared to 41% in Whitehorse).
- There was no difference between men and women in their reported exertion rates.
- The higher the income, the higher the exertion rate. 42% of those earning under \$50K report high to very high rates. This increases to 53% among those earning \$50 - \$110K, and to 64% for those earning over \$110K.
- Having children in the household did show differences in winter. 56% of those with children reported high/very high rates vs. 49% for those without children.
- Seniors reported lower exertion compared to non-seniors. 58% of seniors report low/moderate rates in winter compared to 39% for non-seniors.

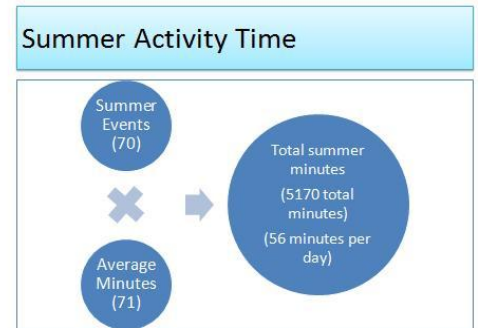
Actual Activity Levels

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.

- Total summer activity minutes are slightly longer among Whitehorse residents (5,193 minutes) than the communities (5,088). Whitehorse residents average more events and longer average times.
- Women average a higher number of events, but much shorter durations than men do, for much fewer total minutes in the summer (4,845 vs. 5,545).
- The higher the income the fewer average number of events, but longer average times, resulting in higher total minutes with higher income (4,517 for those under \$50K, 5,143 for those \$50-\$110K and 6,028 for those over \$110K). Note: Golf has a major impact on total minutes.
- The presence of children in the household, surprisingly, had little impact. Those with children had slightly more total minutes (5,211 vs. 5,134) than those without children.
- Seniors reported more events for the season, but a lower average duration resulting in fewer total minutes. Seniors averaged 5,020 vs. 5,259 minutes for non-seniors.



Winter

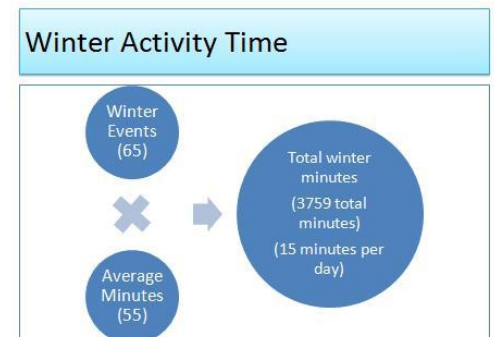
Winter was defined as October through May or 243 days. Even though the time period was much longer, the average number of times for the top two activities was 65. This relates to once every four days.

The average length of time participating per activity is shorter as compared to summer at 58 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).

Winter activity shows some different patterns than summer:

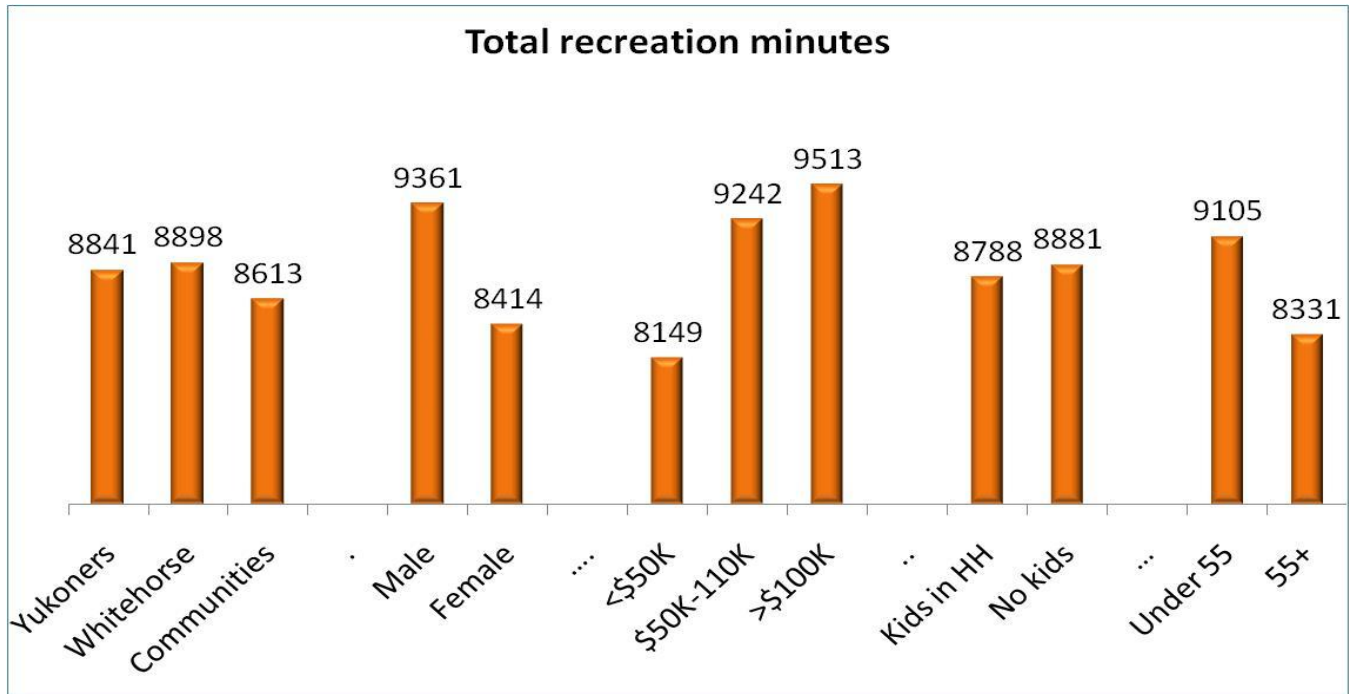
- Whitehorse residents had more total activity (3,788 vs. 3,661).
- In the winter, men and women show the same levels of activity (3,756 for men and 3,761 for women).
- Activity is highest for the middle income group (3,820 for those under \$50K, 4,024 for \$50K-\$110K, and 3,816 for over \$110K).
- Those with or without children show no real difference (3,735 with kids vs. 3,784 for those without).
- Seniors have less total minutes (3,377) than non-seniors (3,948).



Full Year

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

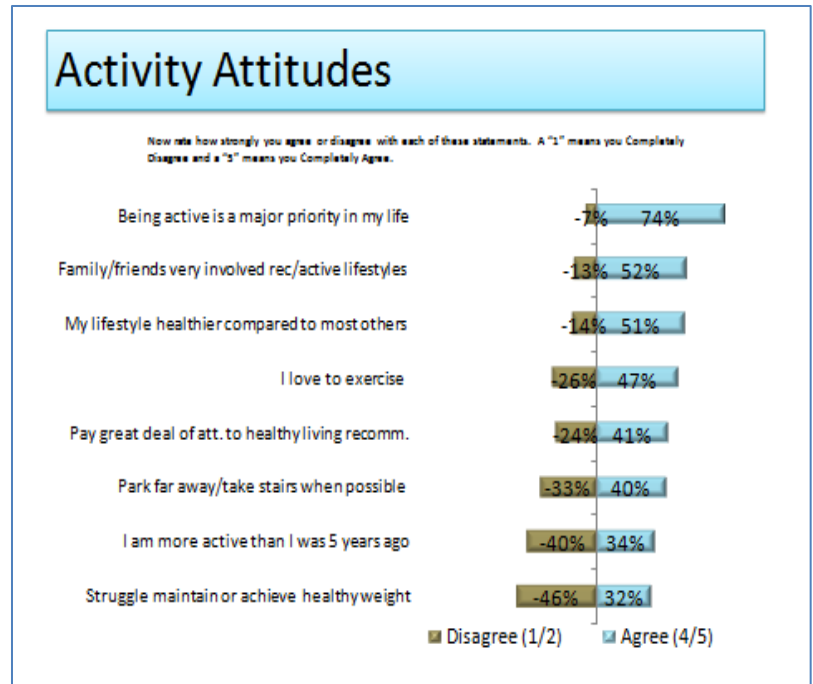
- Activity levels are slightly higher in Whitehorse, among men, among higher income groups, and among those under age 35.



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 that they struggle with their weight.



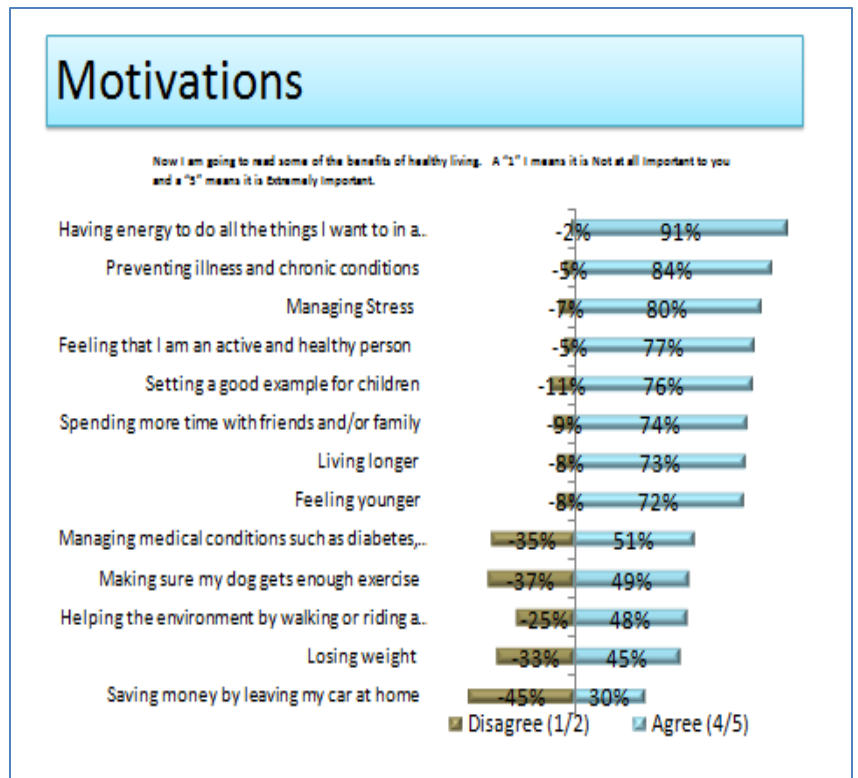
Differences by demographic groups show:

- Whitehorse residents are more likely to agree they “love to exercise” (49% vs. 43%), and that “family and friends are very involved in recreation and active lifestyles” (53% vs. 48%).
- Women are more likely than men to agree that “family and friends are very involved in recreation and active lifestyles” (55% vs. 49%), they “pay a great deal of attention to healthy living recommendations” (51% vs. 32%) and they are “more active than they were 5 years ago” (36% vs. 31%).
- The higher the income the more likely the agreement on “family and friends are very involved in recreation and active lifestyles” (43% vs. 53% vs. 56%).
- Those with children more likely to agree that “family and friends are very involved in recreation and active lifestyles” (55% vs. 50%).
- Attitudes did not differ by age.

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”, “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.



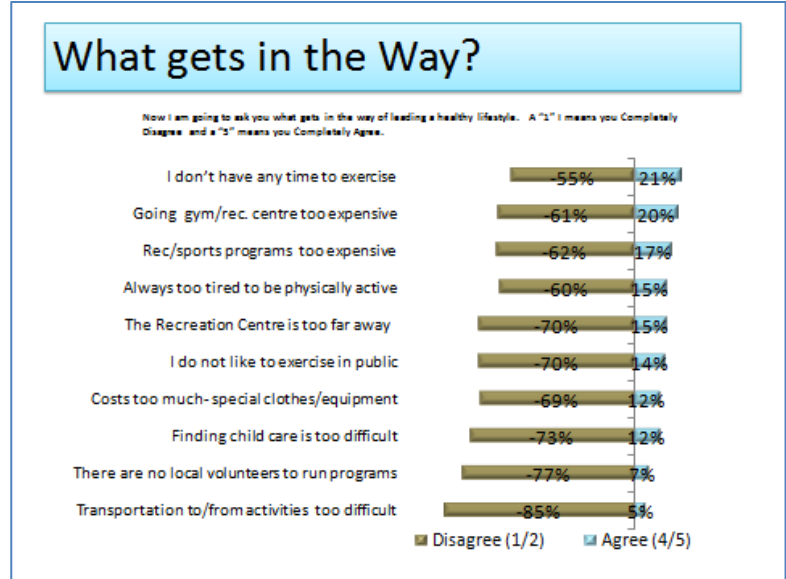
Differences by demographic groups show:

- Those in the communities are more motivated than Whitehorse residents by “setting a good example for children” (81% vs. 74%), “managing medical conditions” (56% vs. 49%), and “saving money by leaving the car at home” (39% vs. 28%).
- Women are more motivated by all these areas compared to men, except for “saving money by leaving the car at home”.
- The lower the income the more motivated they are by “having energy to do all the things I want to in a day” (97% to 92% to 89%), “helping the environment by walking/riding a bike” (58% vs. 51% vs. 39%), “saving money by leaving the car at home” (37% vs. 33% vs. 30%), “spending more time with friends or family” (75% vs. 75% vs. 69%), and “feeling that I am an active and healthy person” (79% vs. 80% vs. 72%).
- The higher the income the more motivated they are by “setting a good example” (75% vs. 75% vs. 81%) and “losing weight” (46% vs. 45% vs. 50%).
- Non-seniors are more motivated than seniors on “setting a good example” (79% vs. 67%), “preventing illness” (85% vs. 74%), “helping the environment” (51% vs. 41%), “saving money” (33% vs. 23%) and “making sure the dog gets enough exercise” (52% vs. 39%). Seniors were more motivated by “managing medical conditions” (69% vs. 46%).

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.



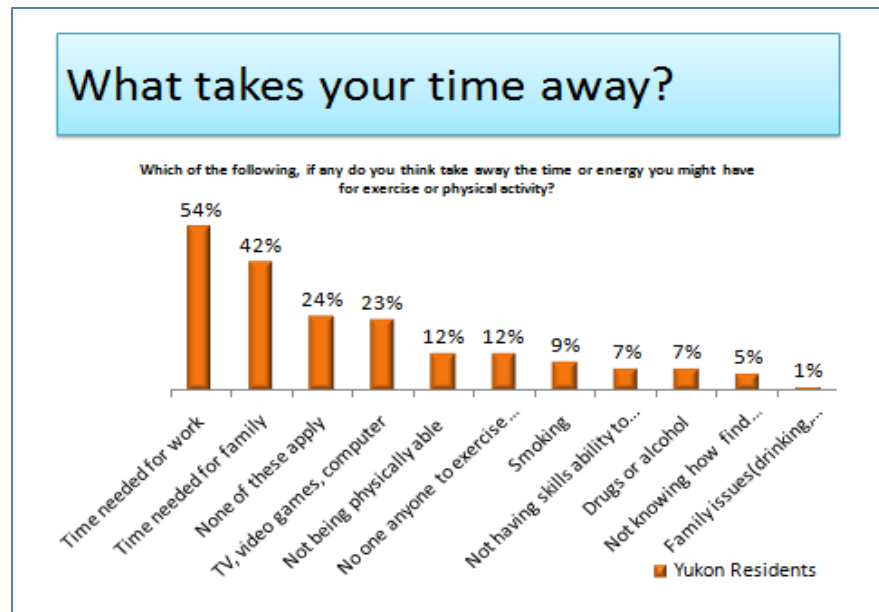
Differences between demographic groups show:

- Residents in the communities are more likely to agree that “the recreation centre is too far away” (19% vs. 13%), “there are no volunteers to run programs” (14% vs. 4%), and “it costs too much for special clothes/equipment” (17% vs. 4%).
- Whitehorse residents are more likely to agree that “the cost of the gym or recreation centre is too expensive” (22% vs. 17%).
- Women are more likely than men to agree that “recreation and sports programs are too expensive” (20% vs. 13%), “finding child care is too difficult” (15% vs. 8%), they are “too tired to be physically active” (20% vs. 10%), and they “do not like to exercise in public” (17% vs. 11%).
- The lower the income, the more agreement on all cost related items: “programs too expensive” (27% vs. 19% vs. 8%), “gym/recreation centre too expensive” (30% vs. 20% vs. 14%), and “costs too much for special clothes/equipment” (22% vs. 12% vs. 7%). Lower income also has higher agreement on “I am always too tired” (23% vs. 14% vs. 16%) and “I don't like to exercise in public” (17% vs. 14% vs. 11%).
- Those with children are more likely to agree that they “don't have time to exercise” (28% vs. 17%) and “finding child care is too difficult” (25% vs. 4%).
- Non-seniors are more likely to agree that “they don't have time for exercise” (25% vs. 12%) and “finding child care is difficult” (14% vs. 2%).

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.



Differences by demographic groups show:

- Whitehorse residents are more likely than community residents to feel that "time needed for work" (58% vs. 44%) and "time needed for family" (45% vs. 33%) are factors.
- Women are more likely than men to indicate "time needed for family" (48% vs. 36%), while men were more likely to feel impacted by "smoking" (9% vs. 5%).
- The lower the income the more likely they were impacted by "not being physically able" (17% vs. 13% vs. 9%), "no one to exercise with" (19% vs. 12% vs. 11%), "smoking" (13% vs. 8% vs. 8%), "drugs/alcohol" (11% vs. 4% vs. 7%), "not having the skills to participate" (12% vs. 5% vs. 7%), and "not knowing how to find activities to join in" (8% vs. 3% vs. 4%).
- The higher the income the more likely they indicated "time needed for work" (45% vs. 54% vs. 68%) and "time needed for family" (32% vs. 43% vs. 51%).
- Those with children were more likely to feel "time for work" (63% vs. 50%) and "time for family" (67% vs. 29%) are key factors, while those without kids are more likely to cite "none" (27% vs. 18%) and "not being physically able" (16% vs. 6%) as reasons.
- Non-seniors are more likely than seniors to indicate "time needed for work" (61% vs. 40%), for "family" (48% vs. 26%) and "smoking" (11% vs. 6%). Seniors were more likely to note "not being physically able" (24% vs. 8%).

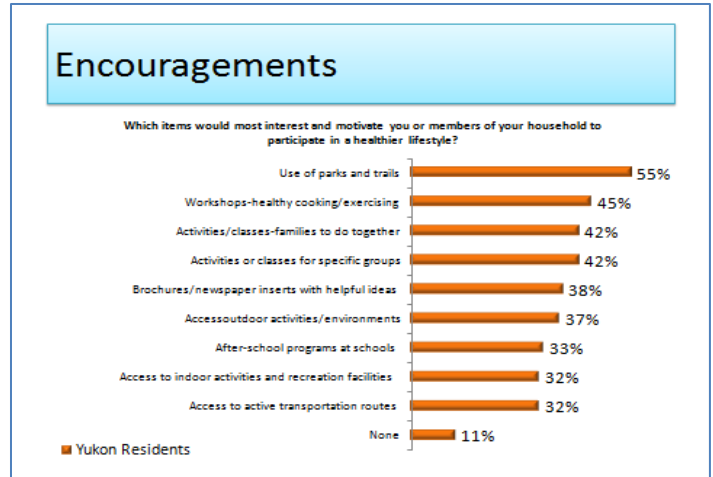
Encouragements

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

- This was followed by activities/classes focused on healthy cooking/exercising and targeted to multi-generational and specific groups.
- All of these were considered encouragements by at least one-third of the population.

Differences by demographic groups show:

- Whitehorse residents are more encouraged than those in the communities by “brochures or newspaper inserts” (40% vs. 31%).
- Women are more encouraged than men by “activities or classes for specific groups” (45% vs. 39%), while men were more encouraged by “improved access to outdoor activities” (40% vs. 34%).
- The higher the income the more they were encouraged by “parks and trails” (55% vs. 54% vs. 65%), “activities for families to do together” (40% vs. 41% vs. 49%), “improved access to outdoors” (39% vs. 36% vs. 46%) and “after-school programs” (32% vs. 29% vs. 38%).
- The lower the income the more encouraged they were by “workshops on specific topics” (58% vs. 42% vs. 46%) and “improved access to transportation routes” (41% vs. 31% vs. 32%).
- Non-seniors were more motivated than seniors on “parks and trails” (58% vs. 50%), “classes for families to do together” (48% vs. 28%), “access to outdoor activities” (41% vs. 31%), “after-school programs” (40% vs. 15%), and “improved access to indoor activities” (36% vs. 24%). Seniors were more motivated by “workshops on specific topics” (53% vs. 44%).



Future Plans

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

Differences by demographic groups show:

- Women are more likely to feel their activity will improve. 39% of women (vs. 32% of men) feel they will be “somewhat more active” and 9% (vs. 10%) feel they will be “much more active”.
- Seniors are less likely to feel they will be more active than non-seniors. 28% of seniors (vs. 38% of non-seniors) feel they will be “somewhat more active and 7% (vs. 10%) feel they will be “much more active”.
- There are no other significant demographic differences.

