

Yukon Children Activity Levels & Food Behaviour



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.

Family Overview

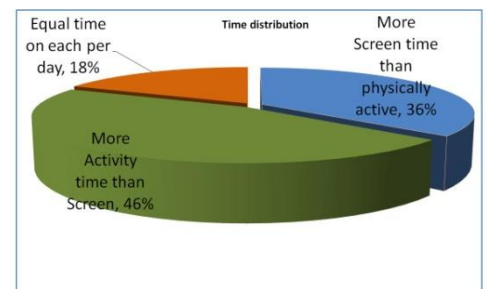
Respondents were asked if they had children living at home, and if so, how many. For the activity section of the survey they were asked to think about the child living at home with the next birthday.

One-quarter of those surveyed reported having at least one child between the ages of 5 and 17 living at home (which compares to 28% reported in the 2001 Census). Of those, the average number of children in the household is 1.7. Nearly half (45%) have one child, 41% have two and 14% have three or more. Slightly over half (58%) were male.

Activity Levels

Parents were asked to estimate the total minutes their child spends on a typical day after school on watching TV, playing video games or on the computer, and the total minutes spent on outdoor or indoor activity. Based on this, children were grouped into three categories; 1) those who spent more time on screen than on activity, 2) those where time was equal, and 3) those who spent more time on activity than on screens.

Yukon children are extremely polarized when it comes to activity levels. In general, they either are quite active or they are very involved in TV/Internet/gaming. Only 18% do the two activities equally. 36% of Yukon youth spend more time on TV/Internet/gaming than on physical activity, while 46% do the reverse.



However, the difference between the groups shows that 27% of Yukon youth spend **twice** as much time on TV/Internet/gaming as they do on physical activity. That compares to only 6% who spend twice as much time on activity compared to TV/Internet/gaming. So, among those who spend more time on screen than on activity, that time difference is significant.

Estimated Time Spent

On average, parents report their child does about an hour and a half of activity a day after school.

- This is fairly consistent across age and gender.
- Those who do more screen time than activity time average less than one hour of activity.
- Those who do more activity than screen time tend to do over two hours of activity a day. This group spends 61% more time on activities than they do on screen time.

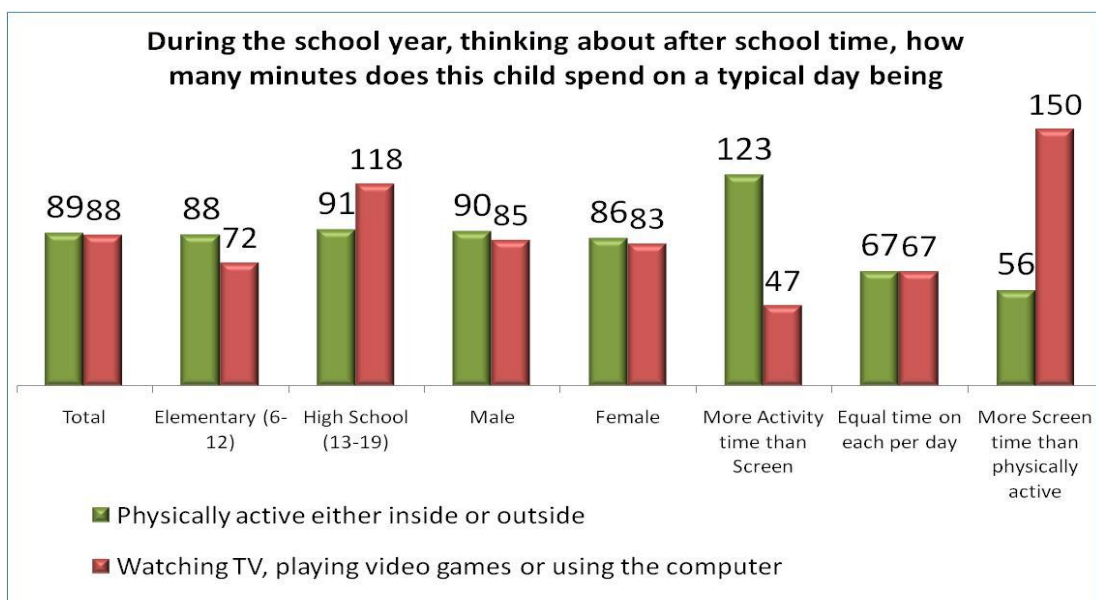
When it comes to screen time, the average time is also nearly one and a half hours a day.

- Age plays a significant role on screen time. Older youth spend nearly 2 hours a day on screen time, compared to only slightly over an hour for the younger group.
- Among those who do more screen time than activity, they spend 2.5 hours a day on screen. This group spends 210% more time on TV/gaming/computers than they do on activity.

Demographic Differences between Groups

Those who have more screen time than activity time are more likely to be in households:

- with older parents (only 13% have a parent under age 35, compared to 26% for those in the higher activity group),
- with lower incomes (about 10% lower than the high activity group),
- with lower educated parents (24% have high school or less, compared to 14% for the high activity group),
- where family members are predominantly Aboriginal (24% vs. 13%),
- located in the communities (28% vs. 19%), and
- where there is a single/only child (54% vs. 37%).



How to Increase Activity Time

When asked in an open-ended question what would increase their child's activity levels, parents replied with suggestions in the following general categories: 15% indicated more access to organized sports while another 8% replied access to facilities, 17% indicated more time being active with parents and 15% replied it would take getting friends involved.

Activities

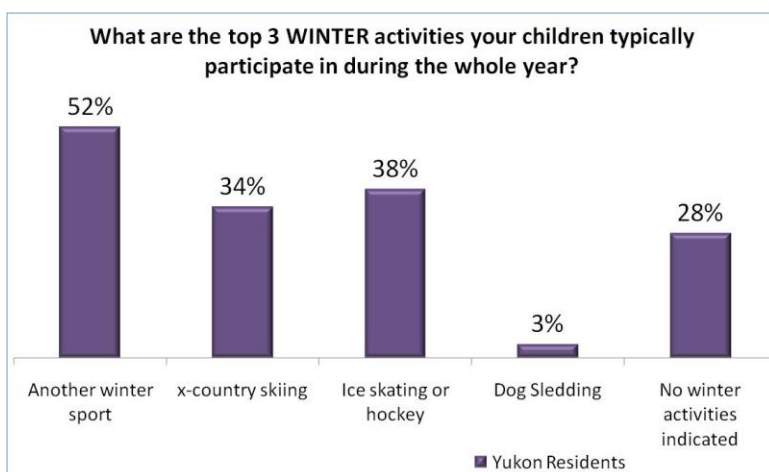
In the **summer**, the top activities are outdoor play or home exercise, swimming, bicycling, soccer and walking. There are significant differences by age, gender and screen time levels.

- Younger children are more likely involved in outdoor play (40% vs. 16%), swimming (32% vs. 24%) and bicycling (31% vs. 24%), and less involved in soccer (20% vs. 31%), walking (16% vs. 23%), or volleyball (6% vs. 23%).
- Boys are more likely than girls to be active in bicycling (30% vs. 23%), soccer (29% vs. 10%), and hunting/fishing (10% vs. 0%). Girls are more likely to be involved in outdoor play (37% vs. 33%), swimming (45% vs. 18%), and dance/gymnastics (20% vs. 0%).
- The top activity for High Screen Time children was swimming (35% compared to 28% for High Activity children). They were also higher in walking (28% vs. 15%). High Activity children were higher in most activities, especially outdoor play (36% vs. 28%).



In the **winter**, half of all children participated in other sports, while about one-third cross country skied, ice skated or played hockey. **Over one-quarter of the children did no winter activities.**

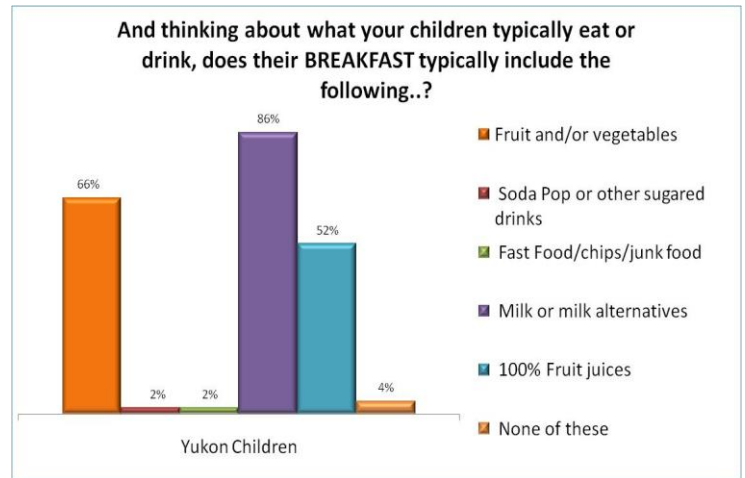
- The older the child, the less likely they were to participate in these activities (skiing dropped from 39% of those under 12 to 28% of those 13 -19, ice skating/hockey dropped from 42% to 33%).
- Boys are more likely to ice skate/play hockey (45% vs. 29%), while girls are more likely not to do any winter activities (37% vs. 23%).
- Nearly 40% of High Screen Time children did no winter activity compared to 18% of High Activity children.



Food

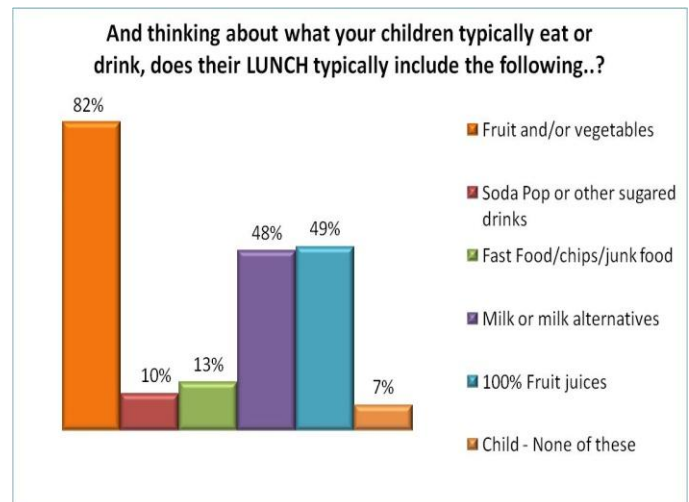
Breakfast behavior shows that most Yukon children eat fruit (66%) and drink milk or milk alternatives (86%). Nearly half drink fruit juice for breakfast (52%).

- Age and gender have little impact on choice of breakfast foods.
- Those in the High Activity group are more likely than those in the High Screen Time group to eat fruit for breakfast (77% vs. 55%), and drink milk (90% vs. 85%) and fruit juice (53% vs. 47%).



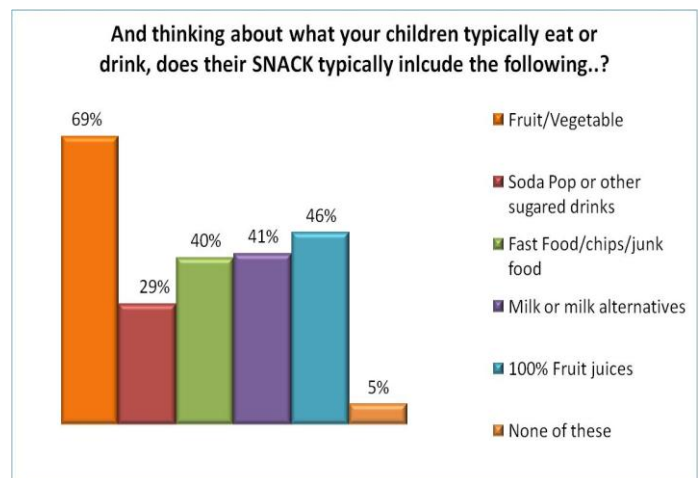
Lunch also shows a high level of consumption of fruit/vegetables (82%), fruit juice (49%), and milk (48%). 13% also eat fast food/chips/junk food for lunch, while 10% drink soda pop or sugared drinks.

- The younger the child the more likely they are to eat fruit/vegetables (88% vs. 75%) or drink milk (53% vs. 41%).
- The older the child the more likely they are to eat junk food (24% vs. 8%), and drink fruit juice (53% vs. 48%) and soda pop (15% vs. 5%).
- High Screen Time children were more likely to eat junk food (19% vs. 9%), and drink fruit juice (58% vs. 49%).
- High Activity children were more likely to eat fruit/vegetables (85% vs. 79%) and drink milk (52% vs. 43%).



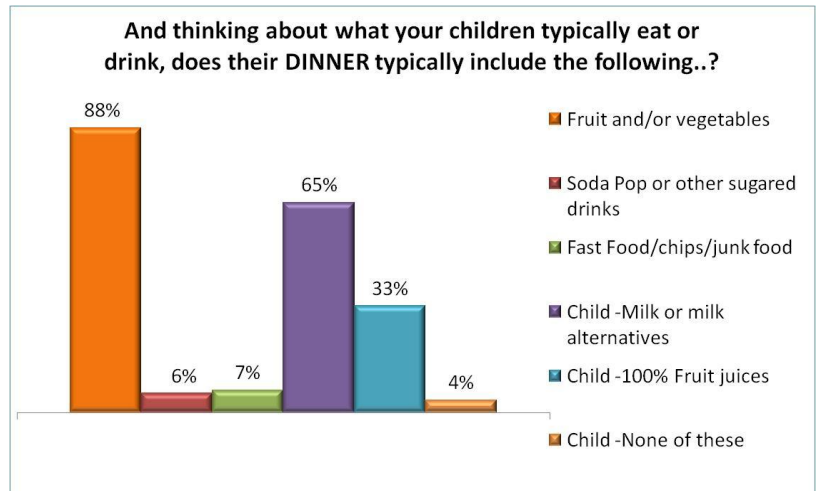
For **Snacks**, approximately half of Yukon children drink fruit juice (52%), milk (47%) and eat junk food/fast food/chips (46%). 33% drink soda pop as a snack. The majority (69%) eat fruit or vegetables for a snack.

- Half of high school students drink pop for a snack. They are also more likely than the younger group to eat junk food (53% vs. 36%).
- Younger children are more likely to drink milk (47% vs. 36%) and eat fruit/vegetables (72% vs. 64%).
- High Screen Time children are more likely than High Activity children to drink pop (36% vs. 26%), eat junk food (40% vs. 35%), drink milk (43% vs. 35%), and drink fruit juice (53% vs. 37%).



For **Dinner**, most Yukon children eat a fruit or vegetable (88%), and drink milk (65%).

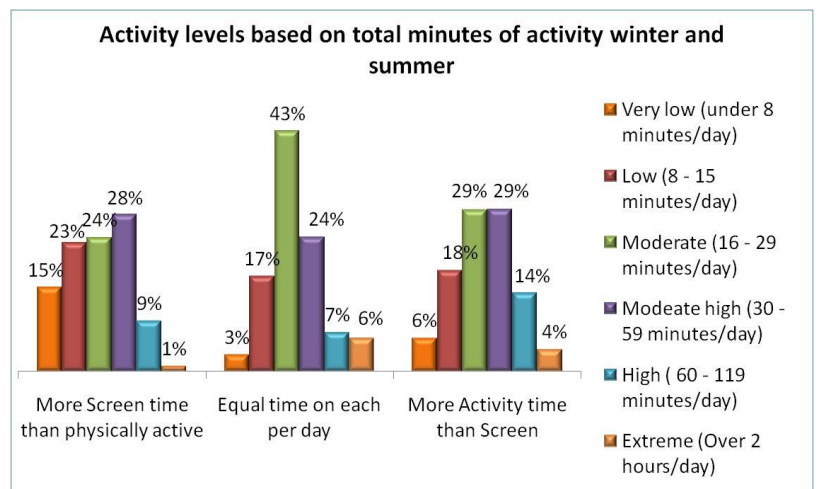
- Older children are more likely to drink soda (13% vs. 2%), milk (69% vs. 59%) and/or fruit juice (37% vs. 28%).
- Girls are more likely than boys to drink milk with dinner (71% vs. 61%).
- High Screen Time children are more likely than High Activity children to drink soda (10% vs. 2%) and eat fast food/junk food (11% vs. 5%).



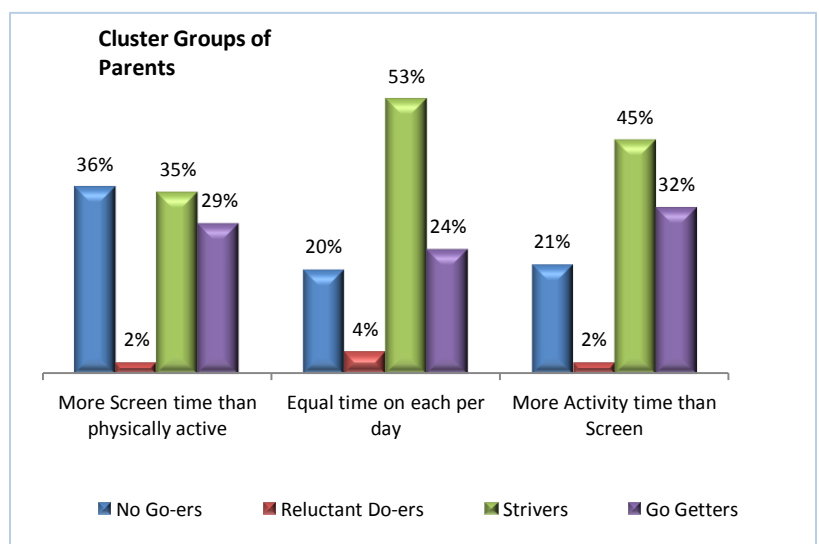
Compared to Parents Activity Levels

Comparing a child's activity level to that of their parents shows significant differences between the parent of High Screen Time children and High Activity children.

Among High Screen Time children, 38% of their parents are typically active under 15 minutes a day. This compares to 24% of High Activity children. Conversely, 47% of High Activity children have parents who are active over 30 minutes a day, while only 38% of High Screen children have parents who are that active.



On average parents of High Screen Time children are active 9,415 minutes in the 11 months included in the survey. This compares to 12,643 for parents of High Activity children.



Comparing the cluster segment of the parents also shows this relationship. High Screen Time children are more likely to have parents in the No Go-ers segment (36% vs. 21% of High Activity children) while the High Activity children are more likely to have parents in both high priority groups; Strivers (45% vs. 35%) and Go Getters (32% vs. 29%).