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Yukon Healthy Living Segmentation Study

October – December 2009



Conducted by:



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YG Photo

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For more information on the Yukon Healthy Living Segmentation Study, or to reproduce any parts of this report, please contact:

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Background to the Study

The intent of the Yukon Healthy Living Segmentation Study was to gain a better understanding of Yukoners' patterns and preferences around physical activity and food choices. As a large, in-depth Study, the goal was to survey up to 1,000 Yukon residents. Data was gathered which related to participation in physical activity, perceived exertion levels, as well as attitudes, motivators, barriers and encouragers to physical activity. Data around food choices, preferences and barriers to healthy eating was also collected.

Seven reports discuss in depth the findings from the Yukon Healthy Living Study. Six of the seven reports are included in this package. The remaining report titled, *"Profile of Yukoners Interested in After-School Recreational Programming"* is available from the Recreation and Parks Association upon request.

It is hoped that the information and findings from the Healthy Living Study will serve as a benchmark or baseline. From this baseline data, future studies will be able to track and measure changes in physical activity levels and healthy eating choices of Yukon residents. Furthermore, the findings of the Healthy Living Segmentation Study provide information which can be used by groups, organizations and departments in their provision and facilitation of active living and healthy eating programs and services.

Methodology Overview

Between October and December 2009, a total of 850 adult Yukon residents were surveyed by telephone and using a pre-recruited online panel. The telephone surveys used random digit dialing and included both listed and unlisted phone numbers. The online panel was originally recruited using random digit dialing and is refreshed quarterly.

Data is weighted to accurately represent residents by age, gender and community based on 2008 Yukon Bureau of Statistics updated Census tables.

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.

On the total sample the margin of error = +/- 3.3 at 95% confidence levels.

Data Analysis

A series of data tables are available, based on either the demographic group of the respondent or a holistic segmentation group. The demographic groups included in the profile analysis:

- Gender (Male N= 418, Female N=433)
- Aboriginal or non (Aboriginal = 112, Non=730)
- Residence (Whitehorse N=634, Rural=218)
- Age (Under age 55 N=610, 55+ N=207)
- Income (under \$50K N= 138, \$50K-\$110K N=347, \$110K+ N=207)
- Children under 18 (Yes N=293, No N=553)

This report also includes analysis of segmentation based on a K-means cluster analysis which included 9 questions on activity levels and attitudes. Four clusters were created based on the following questions:

- Overall, how physically active do you consider yourself to be?
- Overall, how would you rate how healthy your food choices are?
- Being active is a major priority in my life
- I pay a great deal of attention to all the healthy living recommendations
- Feeling that I am an active and health person
- My family and friends are very concerned with eating healthy foods
- My family and friends are very involved in recreation and active lifestyles
- Setting a good example for children
- Total minutes of recreation group

Key Findings

Yukon Adults: Physical Activity and Food Choices

- ⇒ 66% of Yukoners feel that their activity levels are moderate to very active.
- ⇒ Walking is the #1 activity for Yukoners. 87% report walking in summer and 79% report walking in winter. Women are more likely than men to walk.
- ⇒ The “average” Yukoner is active 26 minutes per day. In the summer, reported activity levels increase to 56 minutes each day. In the winter, activity decreases to 15½ minutes per day.
- ⇒ Activity levels are slightly higher in Whitehorse, among men, among higher income groups, and among those under age 35.
- ⇒ 75% of Yukoners feel that their food choices are moderate to very healthy. Women are more likely to feel their choices are healthy compared to men, while those earning under \$50K a year and those under the age of 35 are the least likely to feel their food choices are healthy.
- ⇒ 88% of Yukoners always or mostly always eat vegetables every day. 72% report that half of their grain products are whole grains while 67% snack on fruit, raw vegetables or nuts rather than chips, cookies or candy. 63% drink milk or a milk alternative every day while 54% eat fruit daily.

Yukon Children and Youth: Physical Activity and Food Choices

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). It was found that 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.

- ⇒ 36% of Yukon youth spend more time on TV/Internet/gaming than on physical activity.
- ⇒ 27% of Yukon youth spend **twice** as much time on TV/Internet/gaming as they do on physical activity spending an average of 150 minutes per day as reported by parents.
- ⇒ Age plays a significant role on screen time. Older youth spend 118 minutes a day on screen time, compared to only 72 minutes a day for the younger group.
- ⇒ Demographics such as lower income, family structure, and residing in the communities have some influence on participation in physical activity versus screen time.
- ⇒ Yukon children are much more likely to be active, and participate in a wider variety of activities, during the summer months. **More than 25% of children do no physical activities outside of school in winter.**
- ⇒ 66% of Yukon children eat fruit and 86% drink milk or alternatives at breakfast. 82% of Yukon children eat fruit/vegetables at lunch. At dinner, 88% eat a fruit or vegetable (88%) and 65% drink milk.
- ⇒ The younger the child the more likely they are to eat fruit/vegetables or drink milk whereas the older the child the more likely they are to eat junk food and drink fruit juice and soda pop. For snacks, 56% of high school students drink pop while 59% eat junk food.

Yukon Seniors: Physical Activity

- ⇒ 61% of Yukon seniors report they are either moderately or very active.
- ⇒ 83% of seniors walk in the summers while 76% garden and do yard work.
- ⇒ 79% of seniors walk in winter; 44% exercise at home. 15% do not participate in winter activity.
- ⇒ The “average” Yukon senior is active for 25 minutes per day. In summer, this increases to 54 minutes per day and drops during winter to 14 minutes per day.

Attitudes towards Active Living and Healthy Eating

- ⇒ 74% of Yukoners agree that being active is a major priority in their lives. 47% of Yukoners love to exercise.
- ⇒ Yukoners are motivated to lead a healthy lifestyle so they will have energy to do all the things they want to in a day (91%), prevent illness and chronic conditions (84%), and manage stress (80%). Only 45% are motivated by losing weight.
- ⇒ 79% of Yukoners somewhat or strongly agree that healthy eating is major priority in their life, and that they eat healthier now than several years ago.
- ⇒ 32% of Yukoners report struggling with their weight.

Barriers to Active Living and Healthy Eating

In Yukon, the primary barriers to healthy lifestyles are time and money.

- ⇒ Within the time as a barrier, 54% report time needed for work and 42% indicate time needed for family as barriers.
- ⇒ The cost of the gym and the cost of equipment are barriers for nearly one-quarter of Yukoners. Yukoners with lower incomes are more likely to agree on all cost related items as barriers as well as on “I am always too tired” and “I don't like to exercise in public”.
- ⇒ Residents in the communities are more likely to agree that “the recreation centre is too far away”, “there are no volunteers to run programs”, and “it costs too much for special clothes/equipment”.
- ⇒ 24% of Yukoners report the primary barrier to eating more fruit and vegetables is the inconvenience of washing and preparing them while 18% report the quality of the produce in the stores.

Encouragements for Healthy Lifestyles

- ⇒ 55% of Yukoners reported that “activities which include the use of parks and trails” encourage the pursuit of healthy lifestyle.
- ⇒ Women are more encouraged than men to pursue healthy lifestyles by “activities or classes for specific groups” while men were more encouraged by “improved access to outdoor activities”.
- ⇒ Whitehorse residents are more encouraged than those in the communities by “brochures or newspaper inserts”.

Profile of Yukoners by Segmentation Group

Four segments were created from the Study based on a K-means cluster analysis which included 9 questions on activity levels and attitudes.

No Go-ers

- ⇒ The least motivated and least active group is the No Go-ers. They account for 26% of the population.
- ⇒ They are active about 13 minutes per day.
- ⇒ 21% of this group report they are not physically able to participate in exercise. Other barriers include not liking to exercise in public (26%), the cost of access to gyms/recreation centres (30%), the cost of programs (24%) and being too tired to exercise (23%). Detracting from time to be active is time spent on work (60%) and TV/video games/computers (36%).
- ⇒ This group reported the time needed to prepare, wash and cook fruits and vegetables (20%) as well as the availability and choice of produce (20%) as the main reasons for not consuming more.
- ⇒ Demographically, this group is unique from typical Yukoners by having slightly higher incomes and having lived in the Yukon longer. Surprisingly there are no other significant demographic differences.



Reluctant Do-ers

- ⇒ The smallest group is the Reluctant Do-ers. This segment of 16% of the population has a moderate level of activity but is not highly motivated for healthy living.
- ⇒ They are active about 30 minutes per day.
- ⇒ The main reasons for not exercising more are time needed for work (45%), followed by watching TV (21%), and time for family needs (20%).
- ⇒ Apart from cost and availability, this group reports that they do not eat more fruits and vegetables because they already eat enough (22%) and they don't like the taste (21%).
- ⇒ Demographically they are different from other groups, by being least likely to have children at home (7%), more likely to work in the private sector, have the lowest income across the segments, have the highest percentage of men (65%), and be over 50 years old.



Strivers

- ⇒ The largest group is the Strivers accounting for 32% of the population. They are highly motivated for healthy living, but are only achieving moderate activity levels.
- ⇒ They are active about 30 minutes per day.
- ⇒ Time needed for work (57%) and for family (48%) take away from time to be active. However, this group is most likely to love to exercise (68%), eat healthy, have friends and family concerned about eating well and being active (93%), and to pay attention to healthy living recommendations (72%).
- ⇒ Apart from cost and availability, the inconvenience of preparing, washing and cooking fruits and vegetables (29%) was reported as a barrier to healthy eating.
- ⇒ Demographically, this group is more likely to be married (74%), most likely to have children at home (44%), work in government, be female (60%), and be over the age of 50.



Go Getters

- ⇒ This group accounts for 25% of the population, is the most active, and is most motivated for healthy living.
- ⇒ They are active about 38 minutes per day.
- ⇒ Time needed for work (51%) and for family (44%) tend to detract from time for physical activity.
- ⇒ Although this group felt that inconvenience (24%) was a barrier to eating more fruit and vegetables, compared to other groups, they were much more concerned with availability and choice in the Yukon (20%).
- ⇒ Demographically, this group is slightly less likely to have children at home, more likely male, has the highest rates of employment (65%), and is the youngest of the four groups.



Yukon Activity Levels and Attitudes



Results from RPAY 2009 Survey of Yukoners

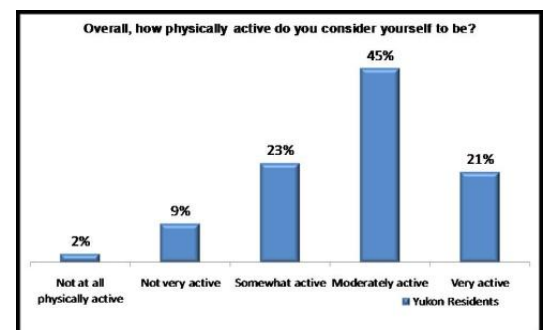
Methodology Overview

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

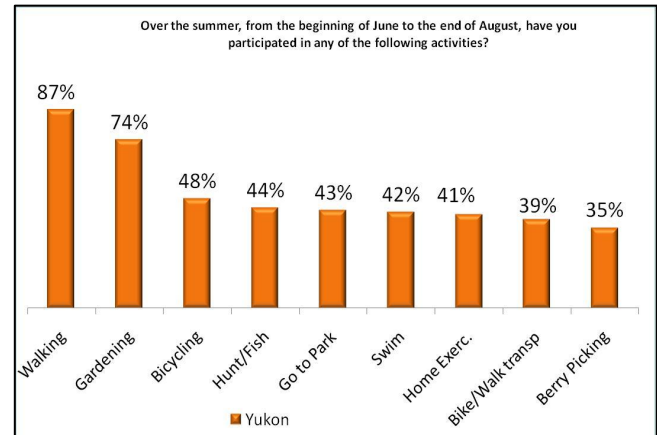
The majority of Yukoners (66%) feel that their activity levels are moderate to very active.

Only 11% feel they are not active.



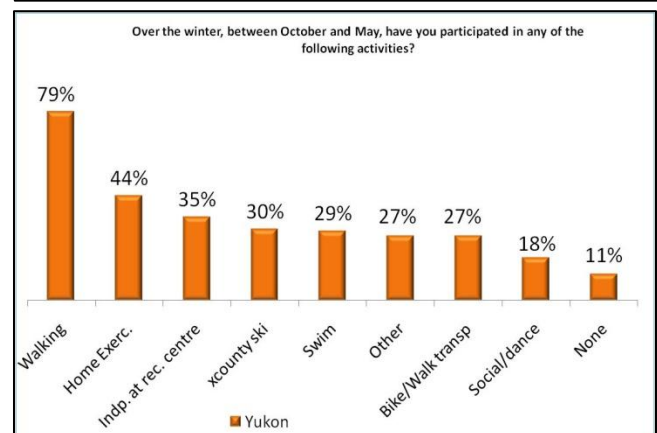
Activities

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%).

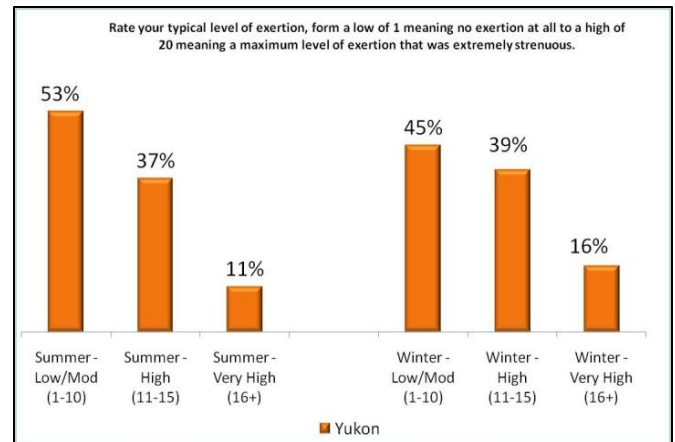
- Participation rates are lower in the winter with 11% reporting “none” (no activities) in the winter compared to only 3% in the summer.



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), 16% rated it very high (over 15); while combined, over half (55%) rate their winter exertion levels as high (over 10).



Actual Activity Levels

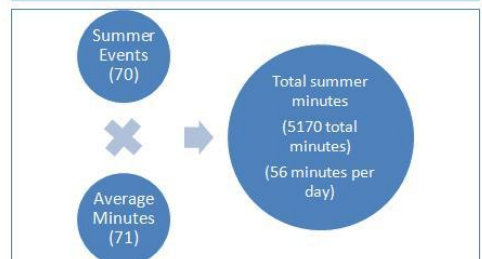
Summer

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.

Summer Activity Time



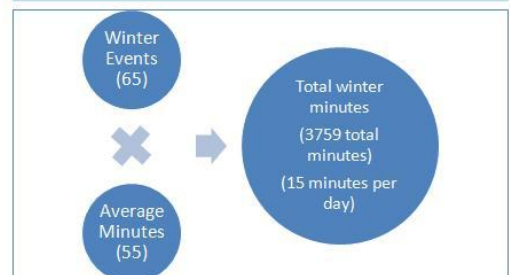
Winter

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.

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

Winter Activity Time



Full Year

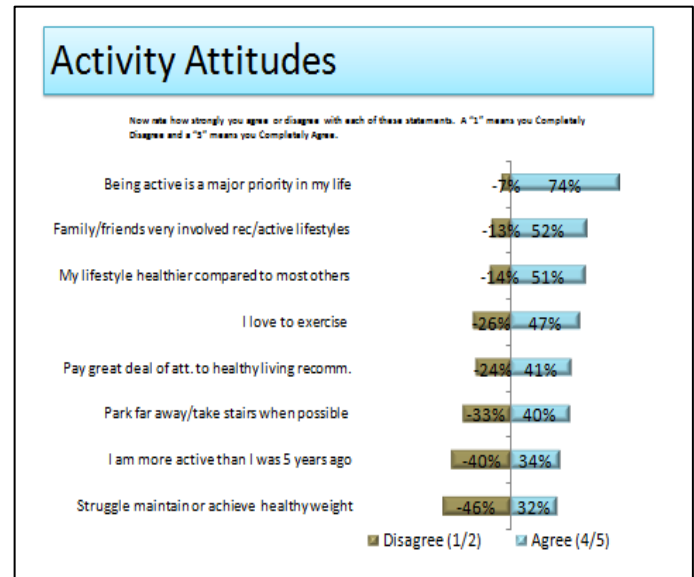
Combining Summer and Winter Activities show an average of 8,841 minutes, or nearly a half hour (26 minutes) per day.

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

Attitudes

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

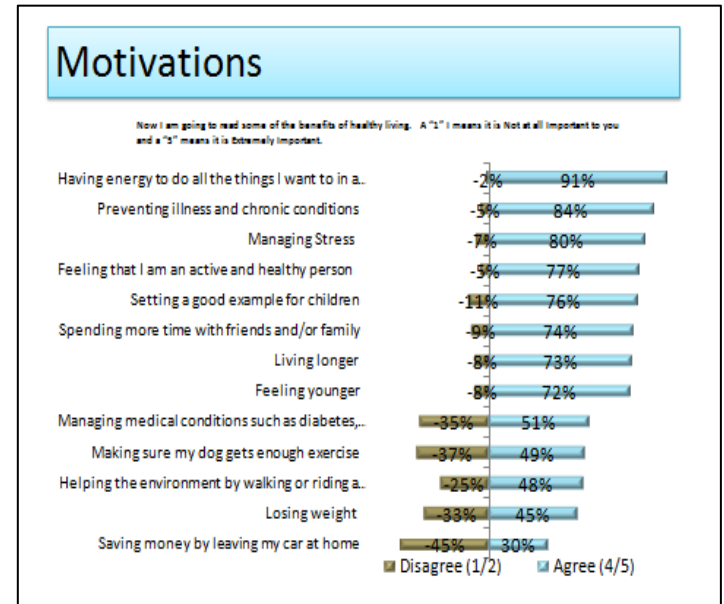
- Most also agree they their “friends/family are involved in recreation and active lifestyles” and they are “healthier compared to most others they know”.
- Fewer than half “love to exercise” and only 41% feel they “pay attention to healthy living recommendations”. However, 40% will “park further away 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.

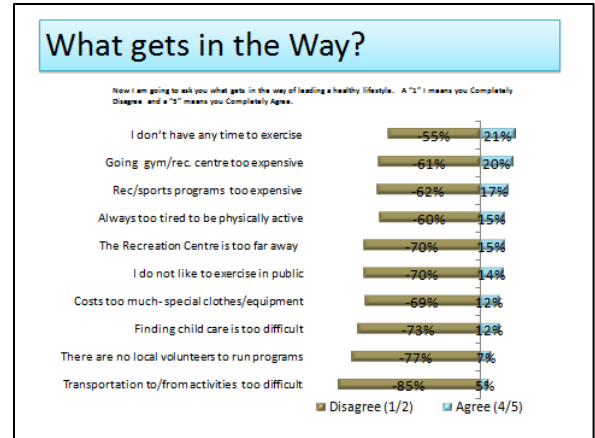
- These are followed by image areas: “feeling they are active”, “setting a good example for children”, and “spending time with friends/family”.
- “Living longer” and “feeling younger” are also key motivators.
- Less than half are motivated by “managing medical conditions”, their dog, the environment,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



Barriers

The primary barriers to healthy lifestyles are time and money.

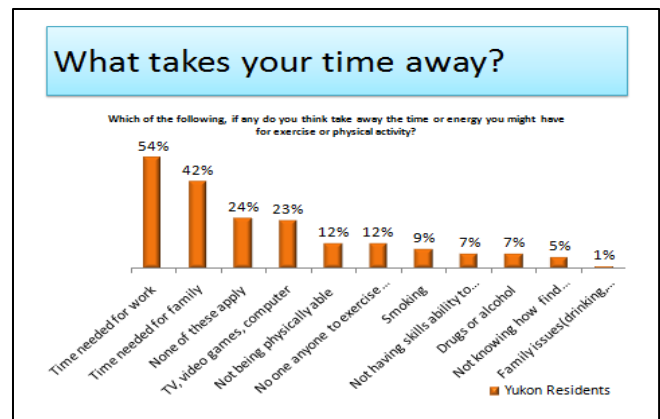
- More than half of Yukoners disagree with the statement that they “don't have time to exercise”.
- The cost of the gym and cost of equipment are barriers for nearly one-quarter of Yukoners.
- Few of the other barriers are significant.



Time Barriers

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

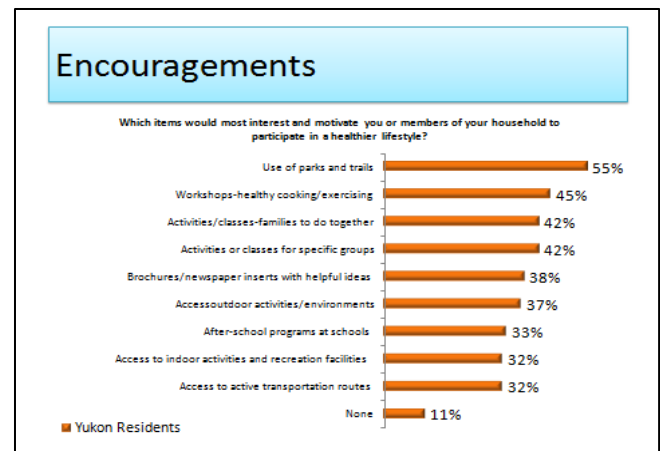
- For one-quarter of the population time is not a factor.
- For another quarter, their time is spent on TV, video games or computers.
- No other reason is a significant factor.



Encouragements

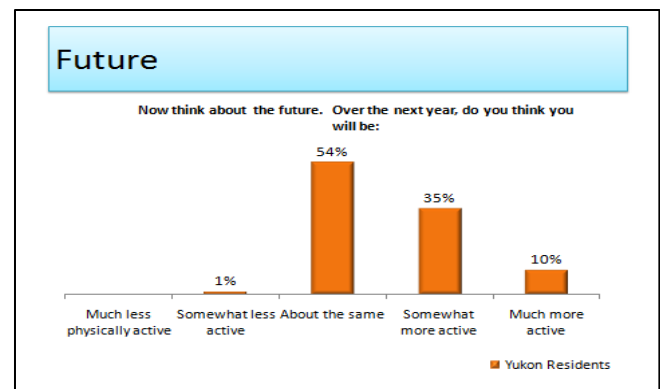
The top encouragement to pursuing a healthier lifestyle was “activities which include the use of parks and trails”.

- 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.



Yukon Activity Levels and Attitudes - Demographic Group Differences -



Results from RPAY 2009 Survey of Yukoners

Methodology Overview

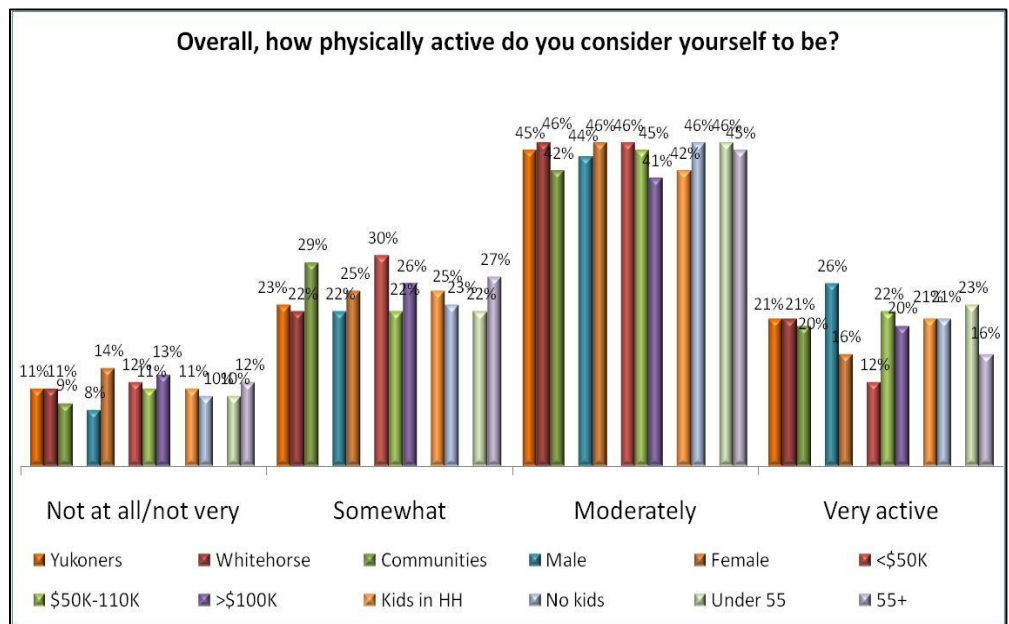
Between October and December 2009, a total of 850 Yukon residents were surveyed by telephone and using a pre-recruited online panel. Data is weighted to accurately represent residents by age, gender and community. For activity levels (self reported times and length of activity) two data cleaning events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

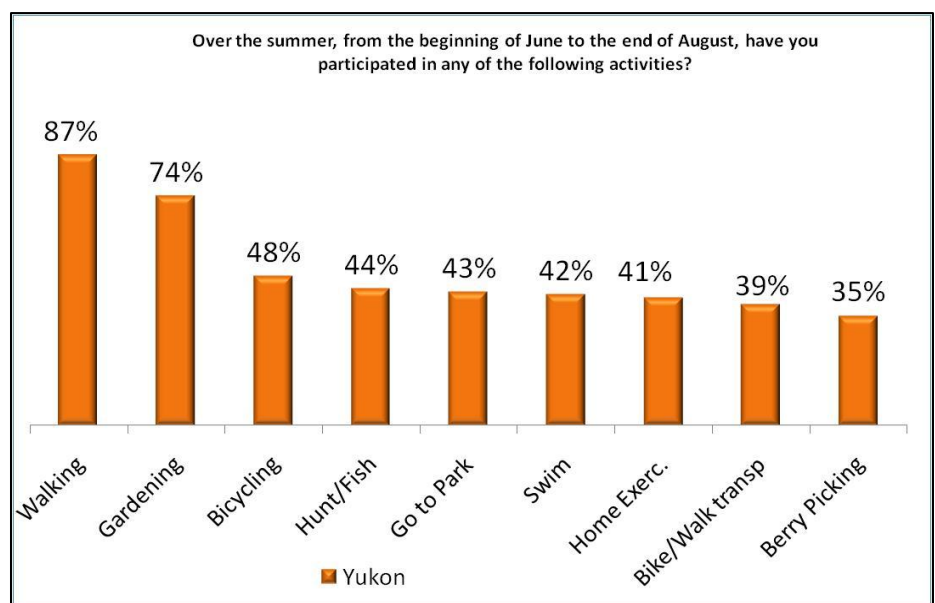


Activities

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%).

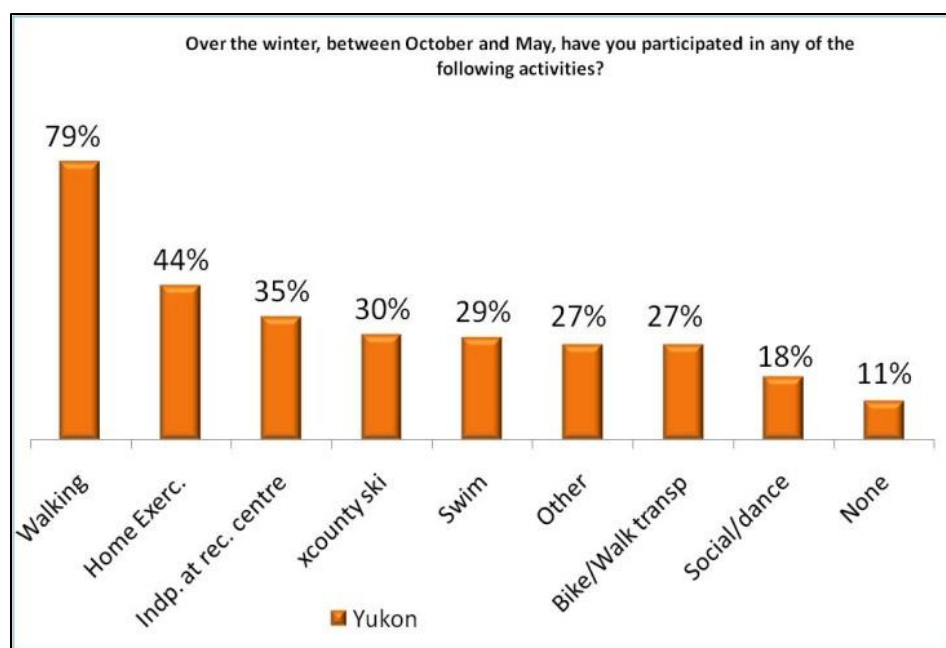
Differences between demographic groups show:

- 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%).

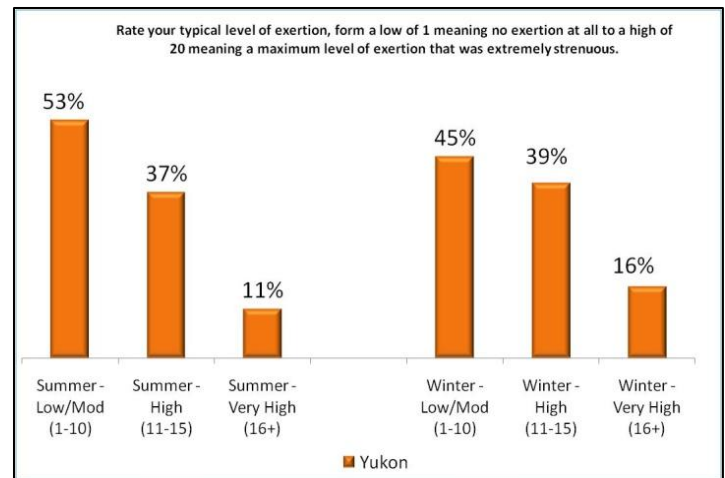
- Participation rates are lower in the winter with 11% reporting “none” (no activity) in the winter as compared to 3% in the summer.
- Whitehorse residents are more likely to do independent activities at recreation centres/gyms (38% vs. 29%), cross country ski (32% vs. 24%), and swim (34% vs. 13%). Community 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), 16% rated it very high (over 15); while 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.

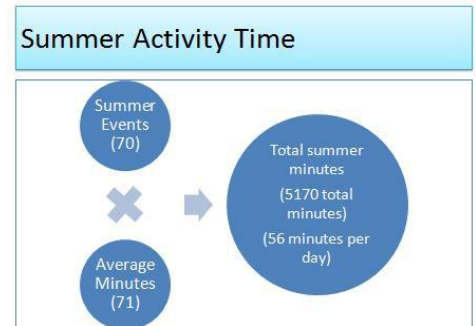
Actual Activity Levels

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

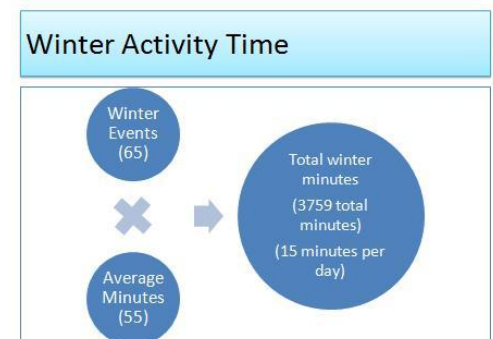
Winter was defined as October through May or 243 days. Even though the time period was much longer, the average number of times for the top two activities was 65. This relates to once every four days.

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:

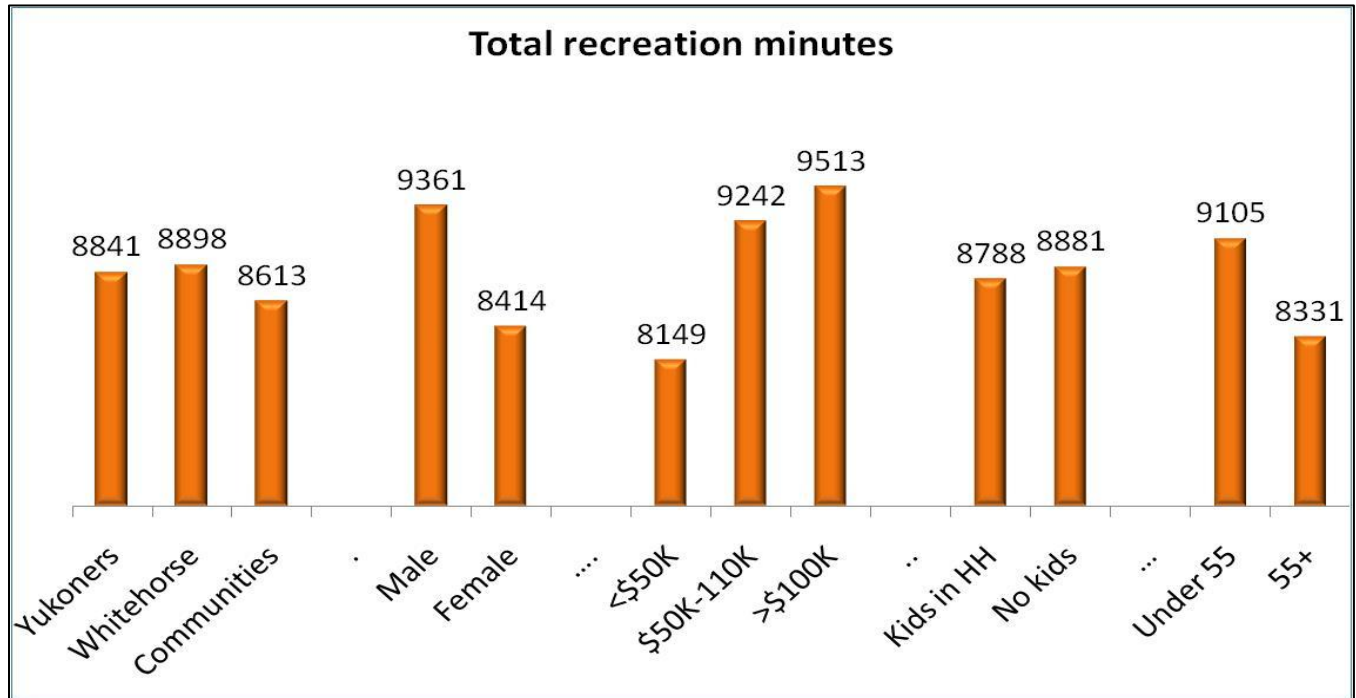
- Whitehorse residents had more total activity (3,788 vs. 3,661).
- In the winter, men and women show the same levels of activity (3,756 for men and 3,761 for women).
- Activity is highest for the middle income group (3,820 for those under \$50K, 4,024 for \$50K-\$110K, and 3,816 for over \$110K).
- 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.

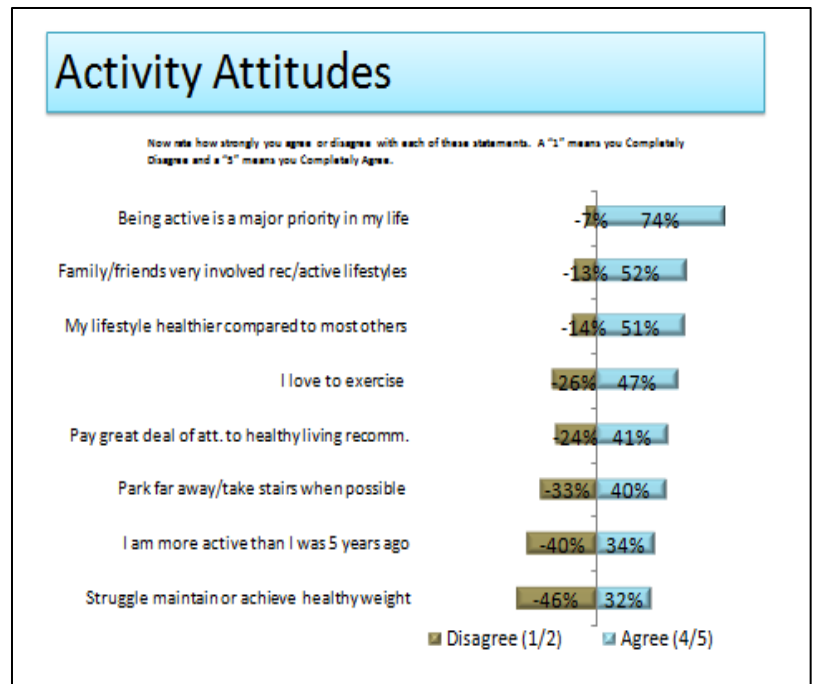
- Activity levels are slightly higher in Whitehorse, among men, among higher income groups, and among those under age 35.



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.



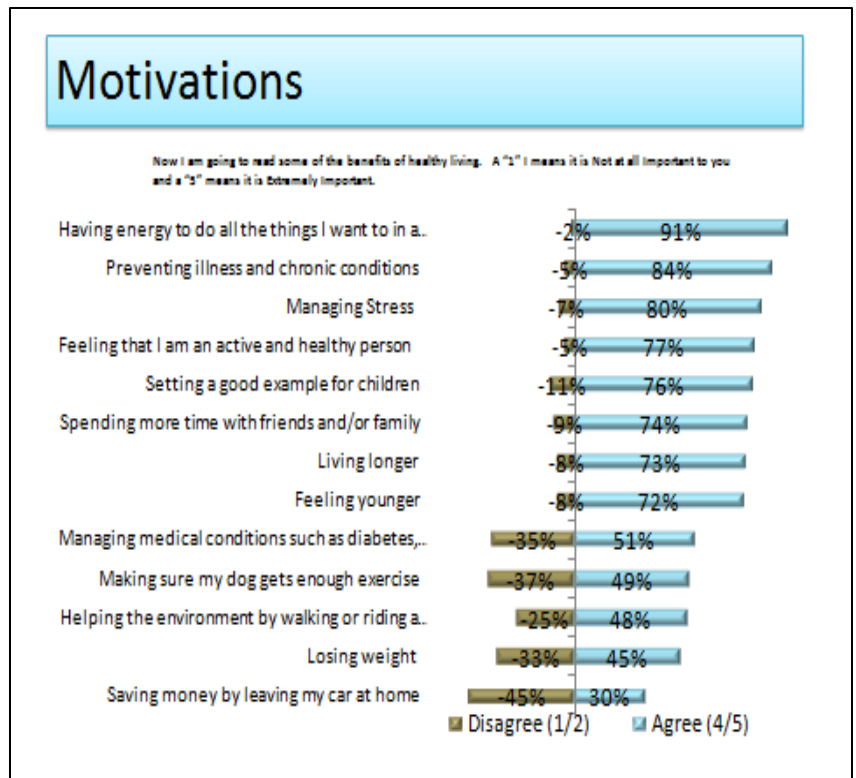
Differences by demographic groups show:

- 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.



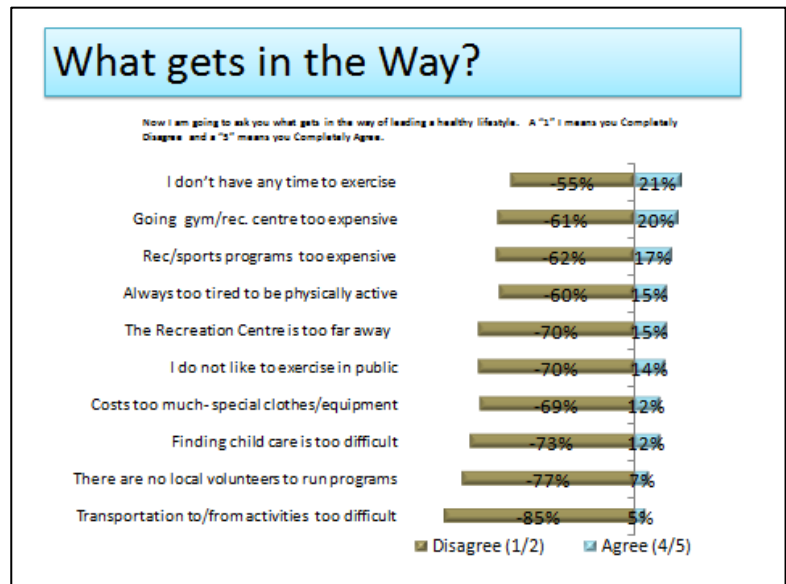
Differences by demographic groups show:

- 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.



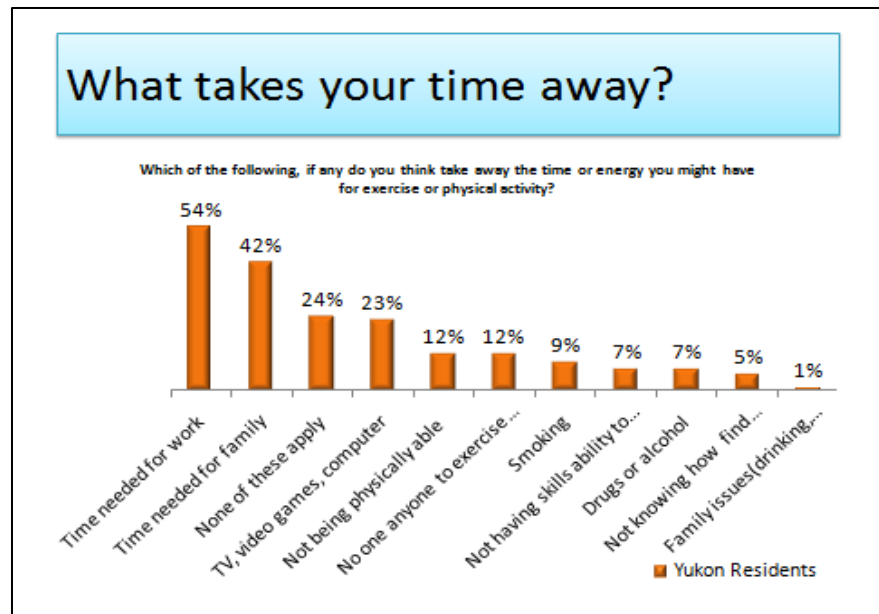
Differences between demographic groups show:

- 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%).

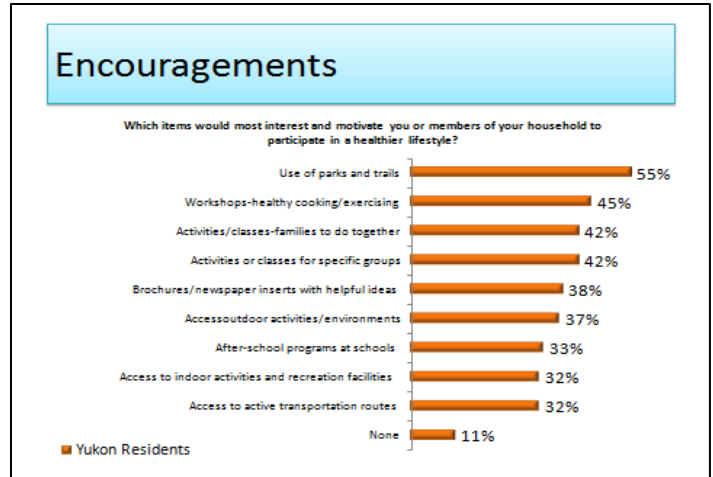
Encouragements

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%).

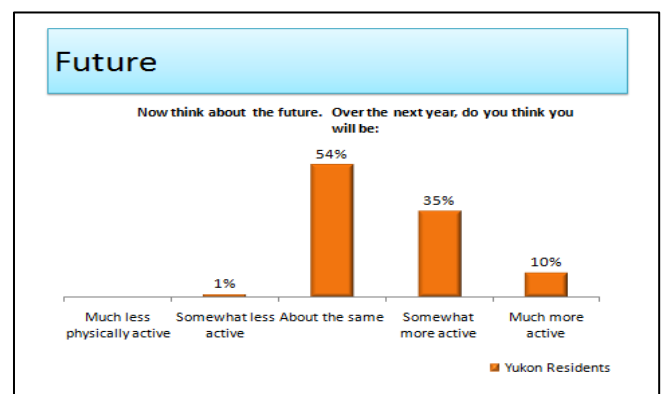


Future Plans

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.



Yukon Food Choices 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. This report includes analysis of those who rated Healthy Eating as a low (1-3) priority vs. those rating it as high (4-5) on a 5-point scale.

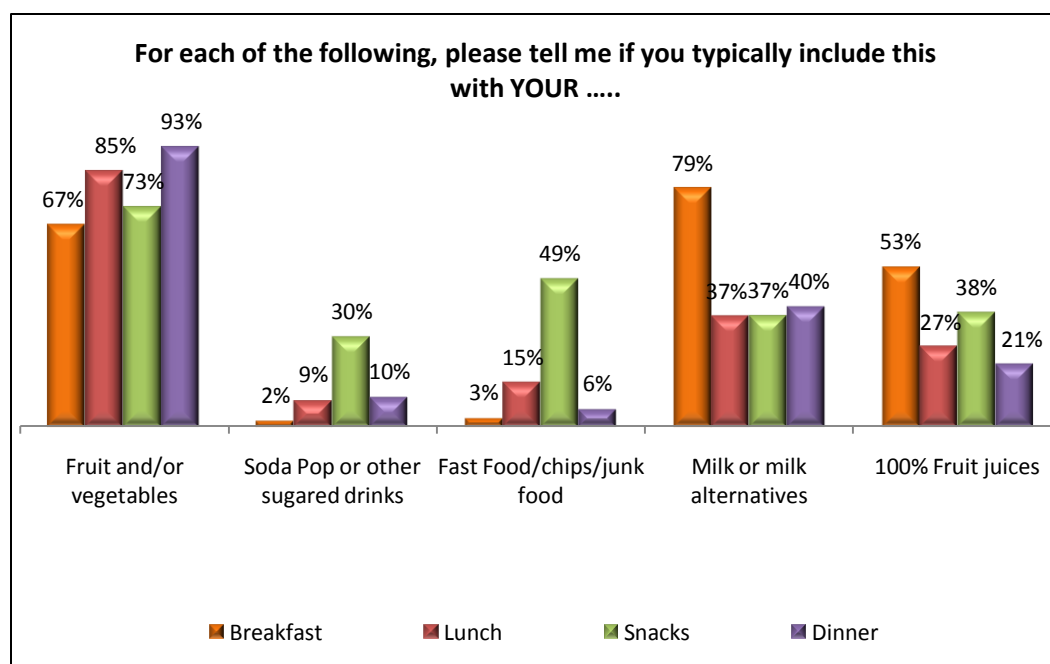
Perception of Healthy Eating

The majority of Yukoners (75%) feel that their food choices are moderate to very healthy. Women are more likely to feel their choices are healthy compared to men (83% vs. 73%). Those earning under \$50K a year and those under the age of 35 are the least likely to feel their choices are healthy (69%).

Food Choices

Fruits and vegetables are typically included in most meals; most often a part of dinner.

- Women are more likely than men to include fruits and vegetables in all meals.
- Those earning under \$50K are the least likely to include it in all meals.
- Residents of Whitehorse are more likely than those in the communities to include fruit/vegetables in their lunch and snacks.



Soda pop or sugared drinks are included in 10% of Yukoners' lunches and dinners and in 30% of their snacks.

- Men are more likely to include soda in their lunch, dinner and snacks than women are.
- Those aged 35-50 are the most likely age group to include soda in their lunch (13%), while those under 35 are the most likely to include it in their snacks (37%).

Fast food and junk food is rare for breakfast, lunch or dinner, but nearly half of Yukoners typically include fast or junk food as a snack.

- Those earning under \$50K and those under age 35 are more likely to include this in breakfast, lunch and dinner compared to any other groups.
- Residents of Whitehorse are more likely to include fast or junk food for lunch, while those in the communities are more likely to include it in a snack.

Milk is consumed the most at breakfast, but is included by nearly 40% of Yukoners with other meals.

- Those with children living at home are more likely to include milk for lunch, dinner and snacks.
- Those in the communities are slightly more likely than Whitehorse residents to include milk at all meals.

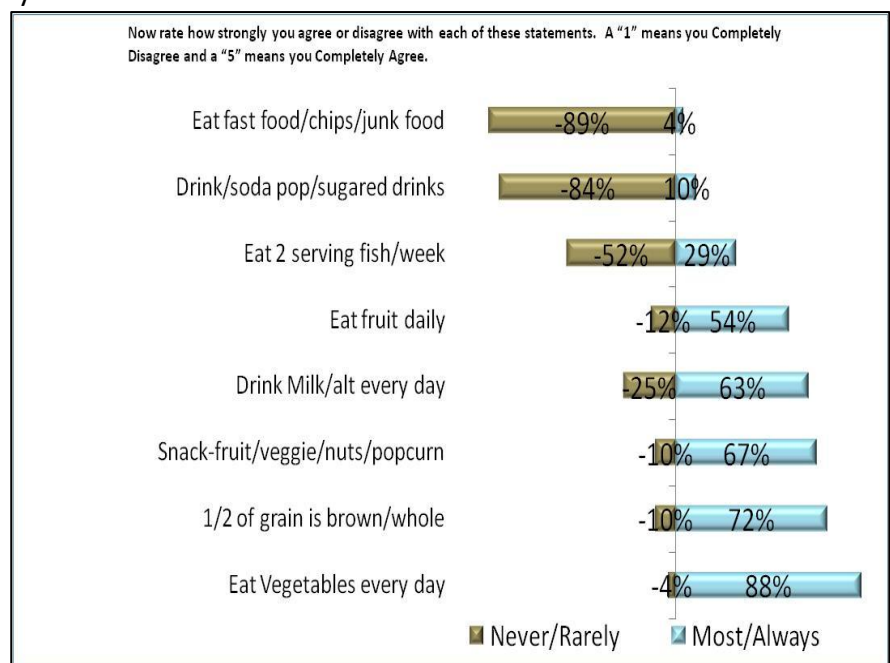
Slightly over half of Yukoners include **100% fruit juice** with breakfast.

- Men are more likely than women to include juice at breakfast, lunch and dinner.
- Those over age 50 are more likely to include juice at breakfast and snacks.

Frequency

Most Yukoners always or mostly always eat vegetables every day. Most feel that half of their grain products are whole grains (like brown or wild rice, barley or oats, whole wheat bread or pasta). Most snack on fruit, raw vegetables, popcorn, nuts or sunflower seeds rather than chips, cookies or candy. And most drink milk or a milk alternative every day and eat fruit daily.

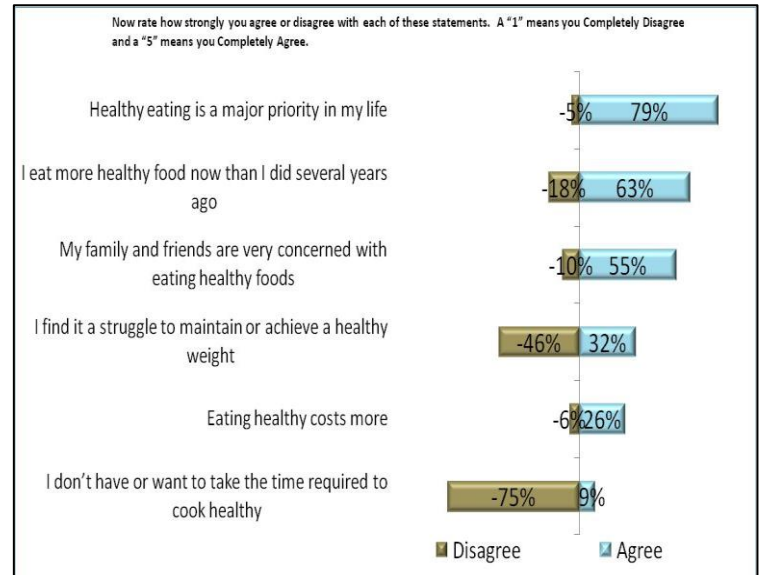
- Most Yukoners never or rarely eat fast food or junk food or drink soda pop or sugared drinks.
- Those with children at home are more likely to eat vegetables and drink milk every day.
- Women are more likely to eat fruit or vegetables daily, and snack on healthier food compared to men.
- Those earning under \$50K are less likely than other groups to eat either fruit or vegetables daily.



Lifestyle

Most Yukoners somewhat or strongly agree that healthy eating is major priority in their life, and that they eat healthier now than several years ago. About half agree their family and friends are very concerned with eating healthy. Most do not agree they do not have or want to take the time to cook healthy. About one-third struggle with their weight.

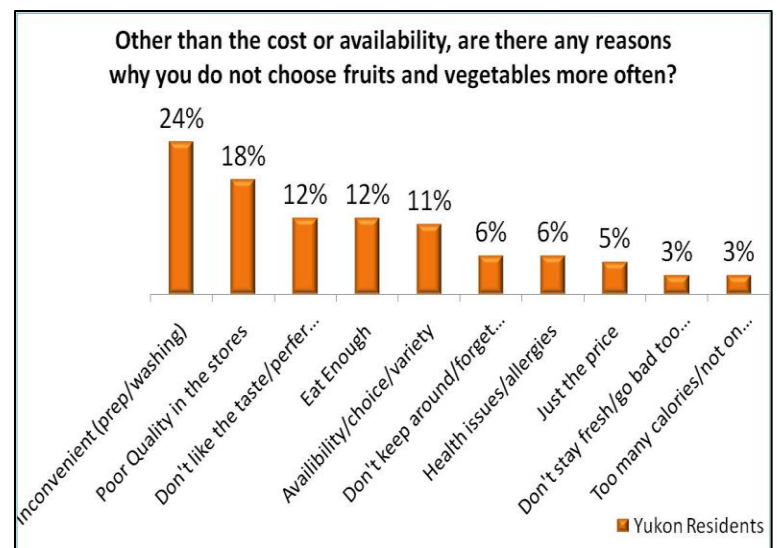
- Women, middle income group, older respondents and those with children are more likely than their counterparts to feel that healthy eating is a major priority to them.
- The lower the income the less likely they are to feel they eat healthier now than several years ago.
- Whitehorse residents and older residents are more likely to feel their family and friends are concerned about healthy eating.
- Women and older residents are more likely struggling with their weight.
- Rural residents and those earning under \$50K are more likely to feel that eating healthy costs more.
- Those under the age of 35 are more likely to agree they don't have or want to take time to cook healthy.



Barriers

The primary barrier to eating more fruit and vegetables is the inconvenience of washing and preparing them. Another key reason is the quality of the produce in the stores.

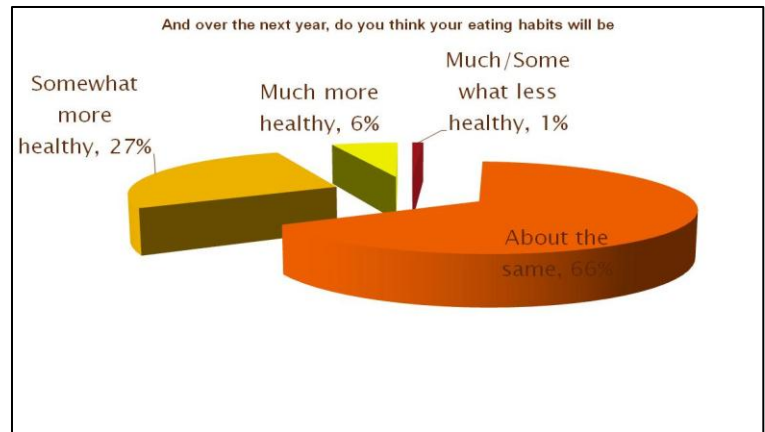
- Not liking the taste, already eating enough and the poor choice/variety are other key barriers.
- Non-Whitehorse residents are more likely to state the availability of fruits and vegetables locally as an issue.
- Men are more likely to mention the inconvenience of prepping and cooking, while women are more likely to mention not liking the taste.
- The lower the income of the respondent the more likely they are to mention not liking the taste and not thinking to buy them or keep them in the house. The higher income group is more likely to state that the barrier is the quality of fruit/vegetables available.
- The younger the Yukoner the more likely that inconvenience is the barrier; while the barrier for older Yukoners is quality and already eating enough.



Future Plans

Two-thirds of Yukoners feel their eating habits will be about the same next year as it is now.

- Few feel it will be less healthy, while 27% feel it will be somewhat healthier and 6% feel it will be much more healthy.
- Those over age 50 are least likely to feel next year they will be eating more healthy.



Behaviour between Groups

Behavioural differences between those with low priority on eating healthy and those with high priority are:

- The high priority group is much more likely to feel they are making healthy choices (85% vs. 49%).
- The low priority group is significantly less likely to eat fruit/vegetables for any meal, more likely to drink soda and eat fast/junk food at all meals, and less likely to drink milk for breakfast.
- The high priority group is much more likely to eat fruit and vegetables daily, eat whole grain products, drink milk daily, eat fish twice a week, and eat healthy snacks.
- The low priority group is more likely to drink soda pop and eat fast food or junk food each day.
- The high priority group is more likely to agree that they “eat healthier now than several years ago”, and that their “family and friends are concerned about healthy eating”.
- The low priority group is more likely to respond that they find it a “struggle to maintain or achieve a healthy weight” and that they “don’t have or want to take the time to cook healthy”.
- The “inconvenience of prepping and cooking” and “forgetting to buy fruits and vegetables” are bigger barriers for the low priority group than for the high priority group.
- Those who felt that eating healthy was a low priority in their lives are more likely to fall into the No-Goers (low motivation and low activity levels) or Reluctant Do-ers (moderate motivation and moderate activity) segments.
- The low priority group is more likely to feel that their eating habits will be somewhat or much more healthy next year.

Demographics

Compared to the high priority group, the lower priority group is:

- More often employed full time (70% vs. 61%), and of those employed, more often in the private sector (58% vs. 47%).
- Slightly more often single (33% vs. 28%), and less likely to have children living at home (28% vs. 36%).
- Lower educated (30% high school or less vs. 20%), but higher incomes (40% over \$110K vs. 27%) and lower incomes (22% under \$50K vs. 19%).
- Younger (31% under age 35 vs. 25% and, 30% over age 50 vs. 37%).
- Male (66% vs. 45%).
- Slightly more likely Aboriginal (18% vs. 12%).

Yukon Children Activity Levels & Food Behaviour



Results from RPAY 2009 Survey of Yukoners

Methodology Overview

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Family Overview

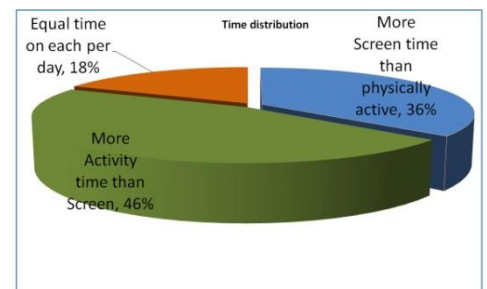
Respondents were asked if they had children living at home, and if so, how many. For the activity section of the survey they were asked to think about the child living at home with the next birthday.

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 then they do on screen time.

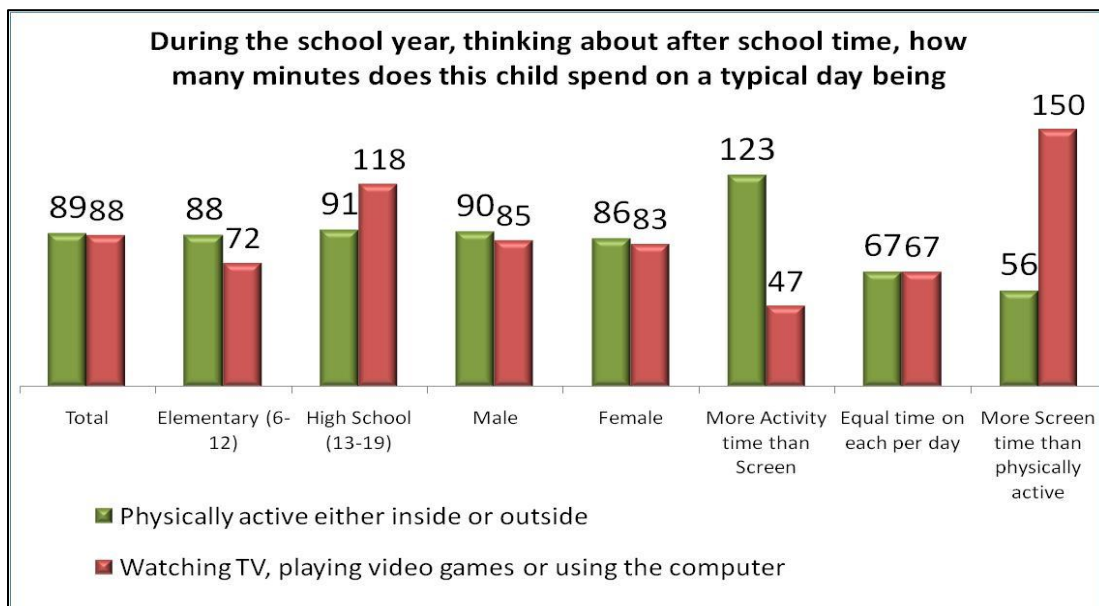
When it comes to screen time, the average time is also nearly one and a half hours a day.

- 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%).



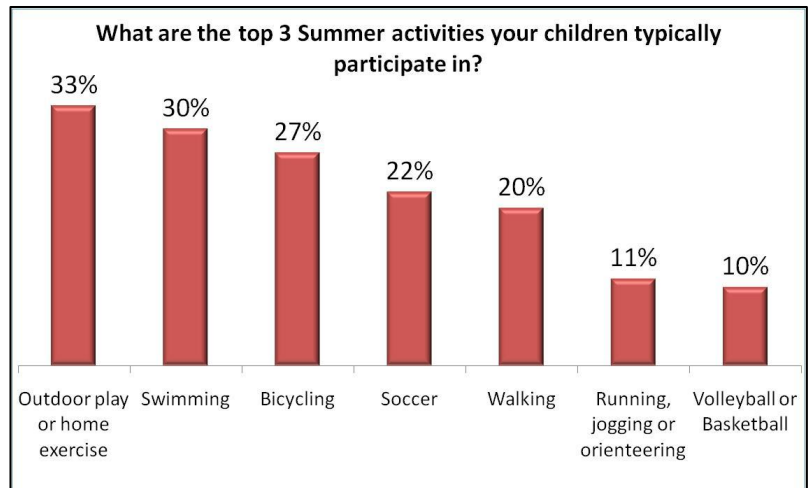
How to Increase Activity Time

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

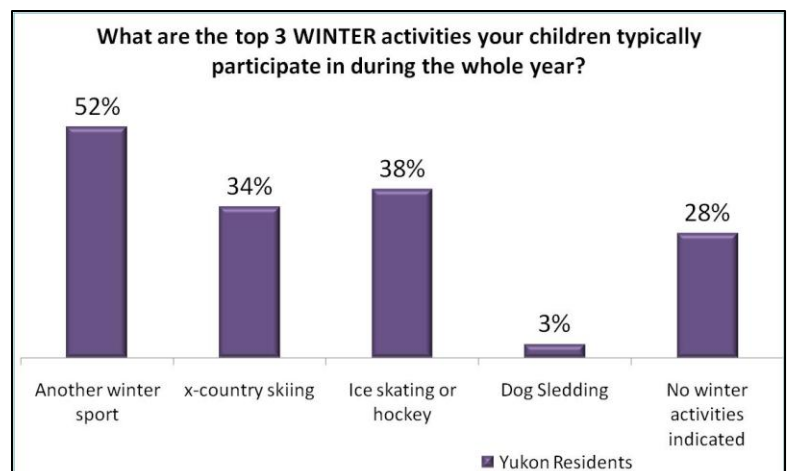
In the **summer**, the top activities are outdoor play or home exercise, swimming, bicycling, soccer and walking. There are significant differences by age, gender and screen time levels.

- 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.**

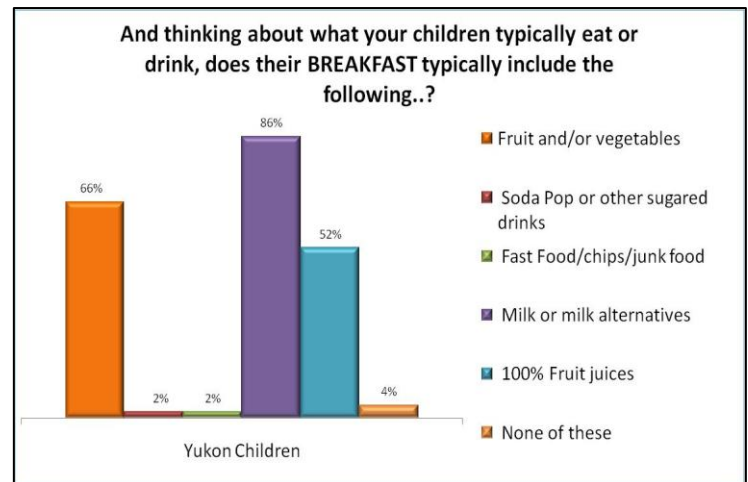
- The older the child, the less likely they were to participate in these activities (skiing dropped from 39% of those under 12 to 28% of those 13 -19, ice skating/hockey dropped from 42% to 33%).
- Boys are more likely to ice skate/play hockey (45% vs. 29%), while girls are more likely not to do any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



Food

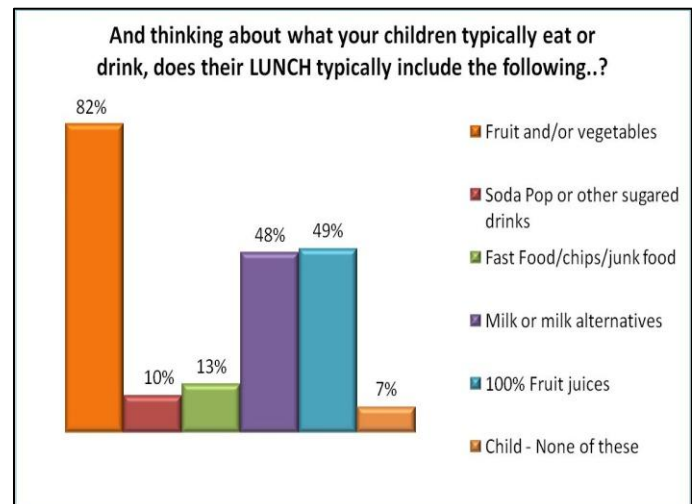
Breakfast behaviour shows that most Yukon children eat fruit (66%) and drink milk or milk alternatives (86%). Nearly half drink fruit juice for breakfast (52%).

- 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%).



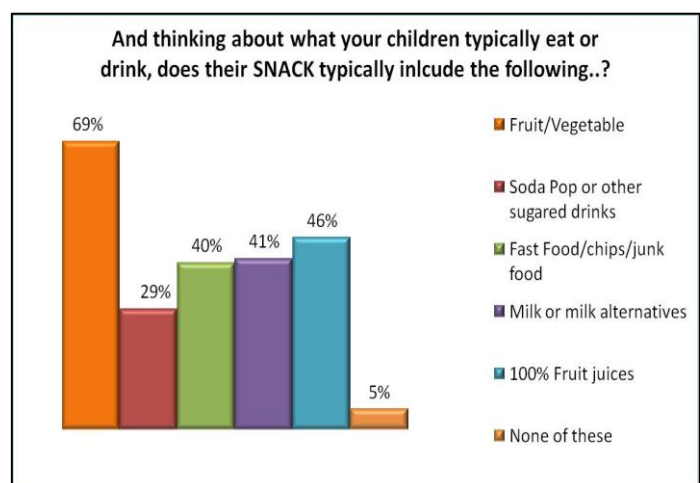
Lunch also shows a high level of consumption of fruit/vegetables (82%), fruit juice (49%), and milk (48%). 13% also eat fast food/chips/junk food for lunch, while 10% drink soda pop or sugared drinks.

- 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%).



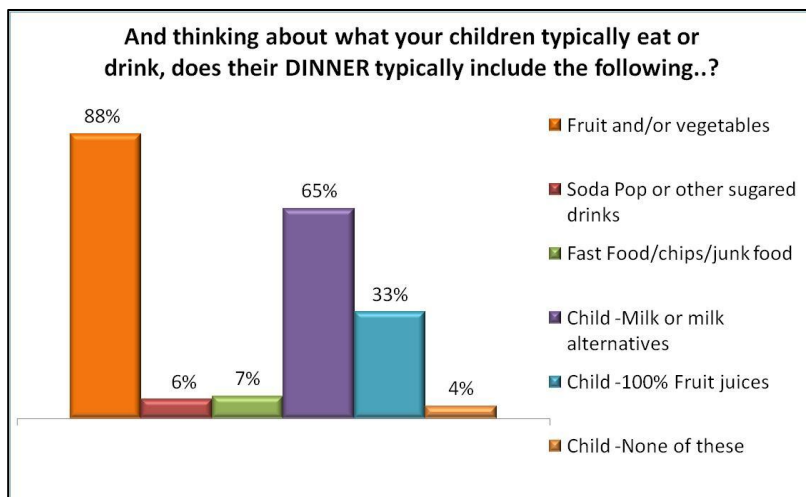
For **Snacks**, approximately half of Yukon children drink fruit juice (52%), milk (47%) and eat junk food/fast food/chips (46%). 33% drink soda pop as a snack. The majority (69%) eat fruit or vegetables for a snack.

- 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%).



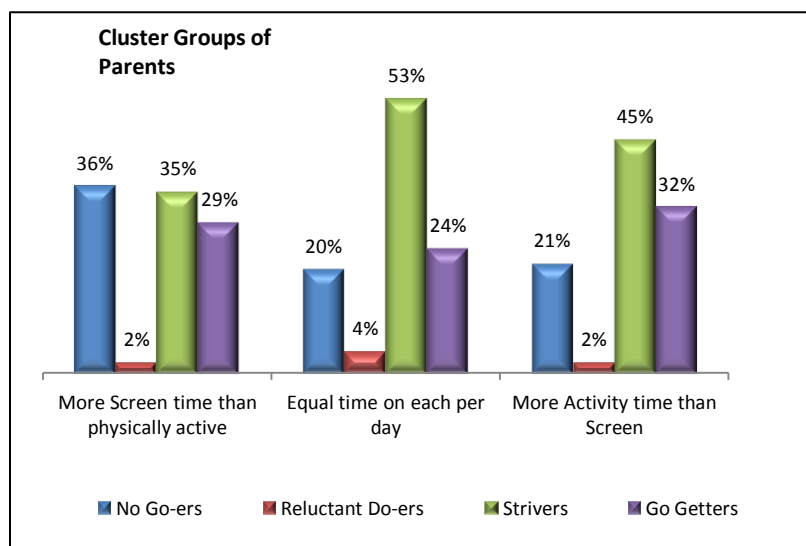
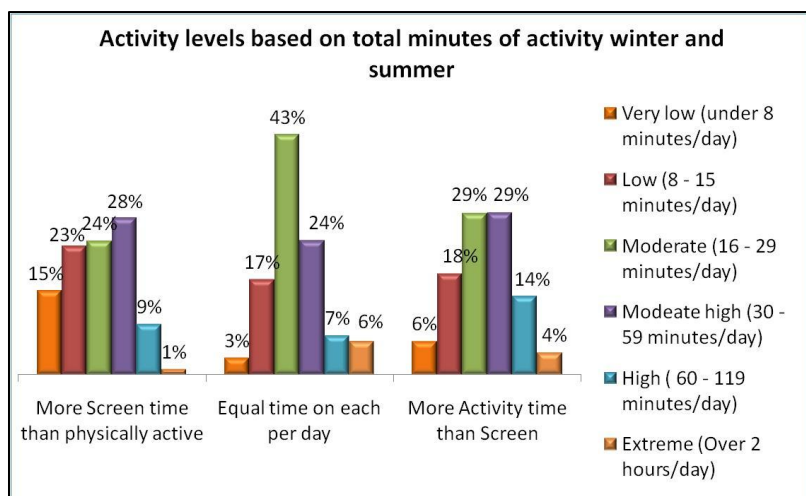
Compared to Parents Activity Levels

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%).



Yukon Seniors Activity Levels and Attitudes



Results from RPAY 2009 Survey of Yukoners

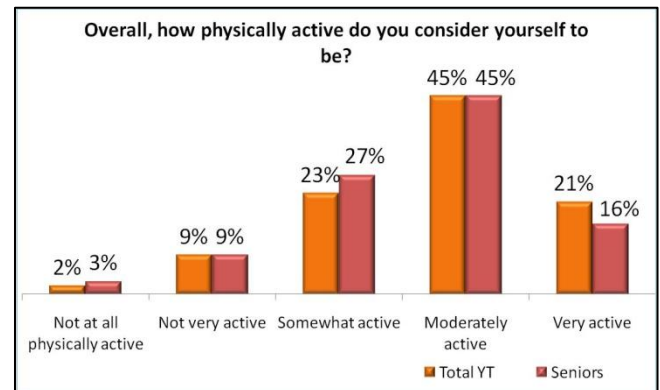
Methodology Overview

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. Seniors are only slightly less likely to feel that they also quite active; 61% report they are either moderately or very active.

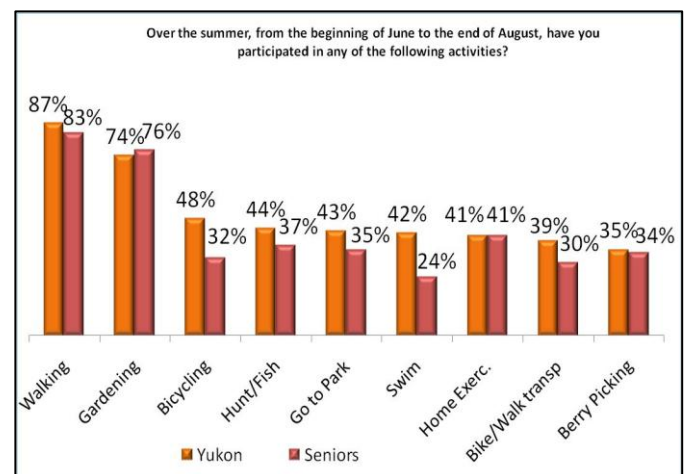
Only 11% of Yukoners and 12% of seniors feel they are not active.



Activities

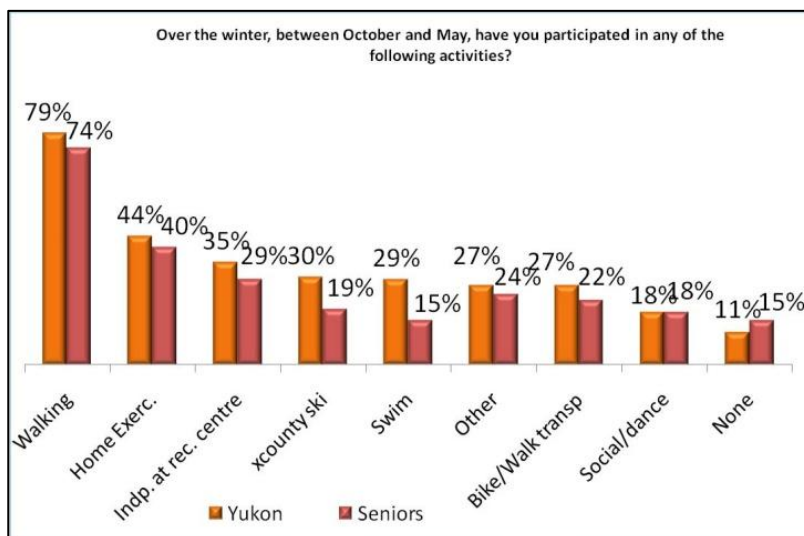
The top **summer** activities for seniors were walking (83% participation rates) and gardening/yard work (76%). This is followed by home exercise (41%), hunting/fishing (37%), going to parks (35%), berry picking (34%), and biking/walking for transportation (30%).

- While seniors are slightly less likely to do most of the activities compared to younger Yukoners, they are more likely to do gardening or yard work.
- 5% did not participate in any summer activity (compared to 3% for Yukoners overall)
- They were much less likely to participate in bicycling, going to a national, territorial or municipal park, swimming, biking for transportation, doing independent recreation centre activities, running/jogging, canoeing or baseball.



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

- For seniors, walking remains the top activity (74%); however, participation drops on most activities.
- 15% of seniors are not participating in any winter activity.



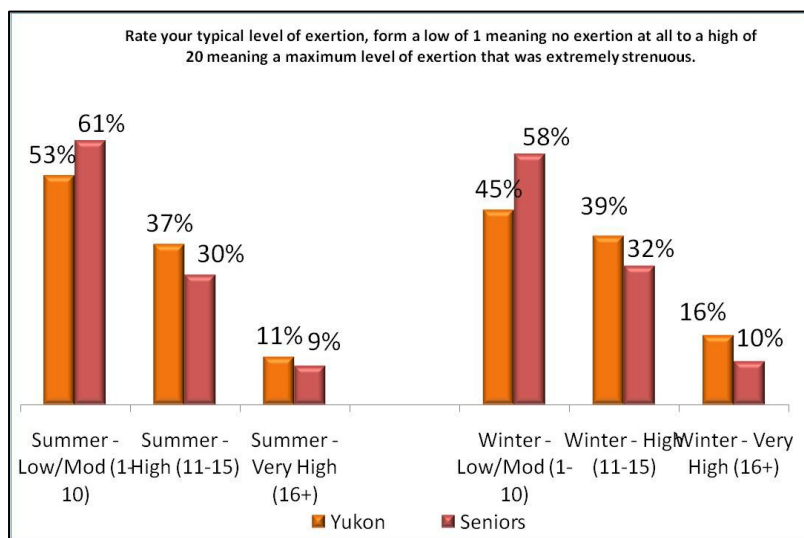
Exertion

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

- This is much lower for Seniors with 39% rating it as high (over 10)

Exertion rates are higher in the **winter** with 10% of Yukoners rating their exertion as very low at 5 or less (on a 20 point scale). 35% rated it between 6 and 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).

- Seniors rated their exertion lower; 58% rated it 10 or less and 42% rated it over 10.



Actual Activity Levels

Summer

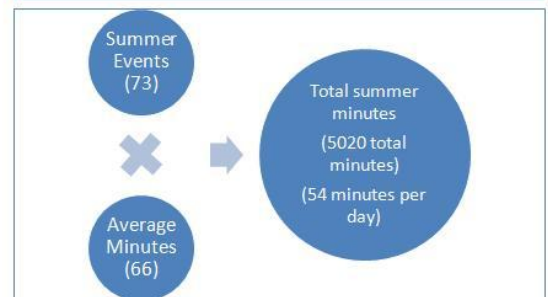
When asked to report the number of times they participated in their top two activities between June and the end of August (92 days), the average response was 70 times (approximately 3 out of 4 days) for total Yukon, while seniors reported 73 times or 4% more activity events in the summer.

- 24% reported fewer than 51 events during the summer (which is the same as for all Yukoners).
- 39% reported between 51 and 90 events (compared to 44% for all Yukoners).
- 36% reported over 90 events (more than once a day), compared to 33% for the Yukon.

The average length of each activity event was 66 minutes or 7% (5 minutes) less than the 71 minutes reported on average across all Yukoners.

This results in the "average" Yukon Senior being active for 5,020 minutes (approximately 54 minutes a day) over the summer as compared to 5,170 minutes for the "average" Yukoner.

Seniors - Summer Activity Time



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 for the average Yukoner and 69 for seniors (6% above average). This relates to once every four days.

The average length of time participating per activity is shorter in winter than in summer; 58 minutes for total Yukon and 51 minutes for seniors (12% less than average).

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

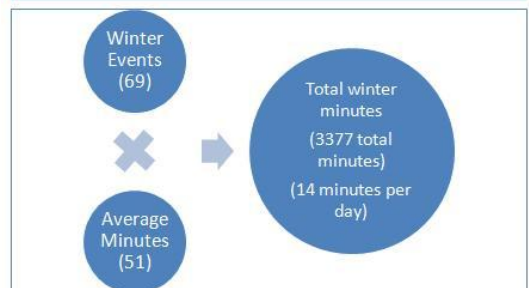
- Seniors reported total winter activity at 3,377 minutes or 14 minutes a day (10% below average).

Full Year

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

- Activity levels are slightly lower (by 6%) for seniors at 8,331 total minutes or 25 minutes a day.

Seniors - Winter Activity Time

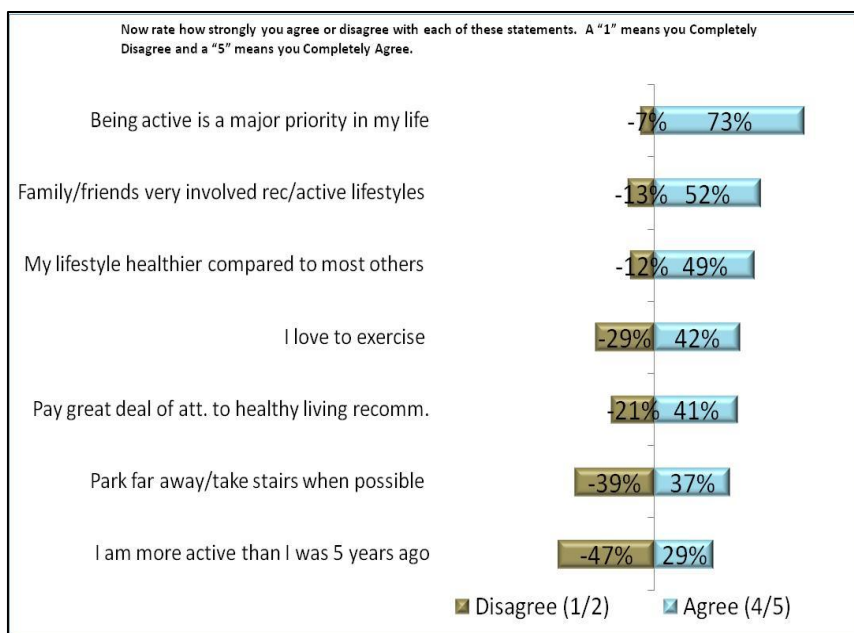


Attitudes

Attitudes for Yukon Seniors are not significantly different from those of younger residents.

The vast majority (73%) of seniors agree that being active is a major priority in their lives.

- Most also agree that their “friends/family are involved in recreation and active lifestyles” and they are “healthier compared to most others they know”.
- 42% “love to exercise” (compared to 47% for total Yukon) and 41% feel they “pay a great deal of attention to healthy living recommendations”. 37% will “park further away or take the stairs” in order to get more exercise.
- Only 29% are more active than 5 years ago (compared to 34% among total Yukon).

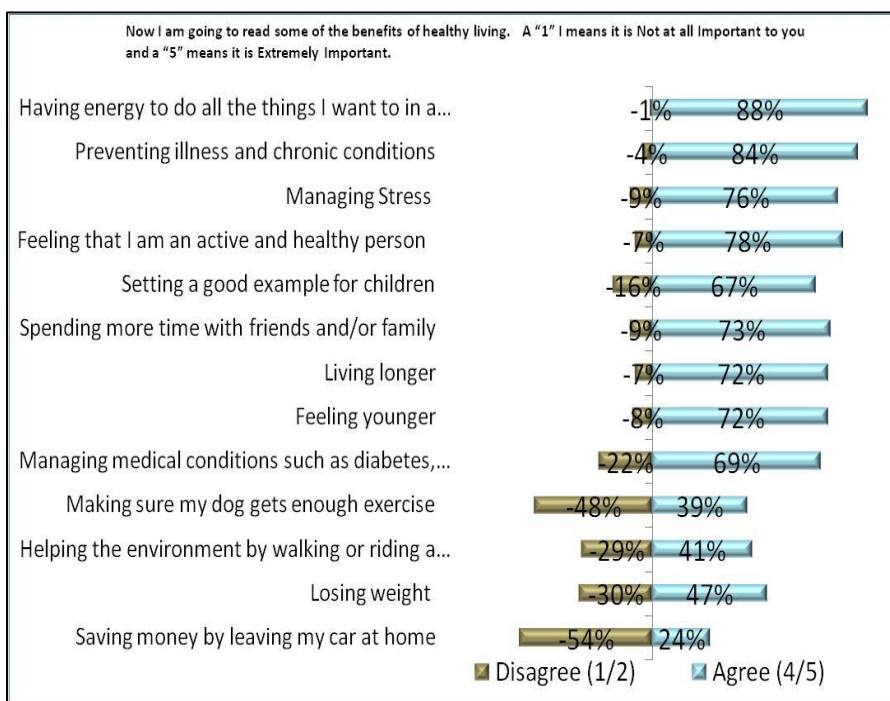


Motivations

While the biggest motivators are also related to personal health: having energy, preventing illness, and managing stress, most motivators are less important to seniors.

- Seniors placed lower importance on “managing stress”, “setting a good example”, “giving the dog exercise”, “helping the environment”, and “saving money”.
- “Spending time with friends/family”, “living longer” and “feeling younger” are also key motivators.

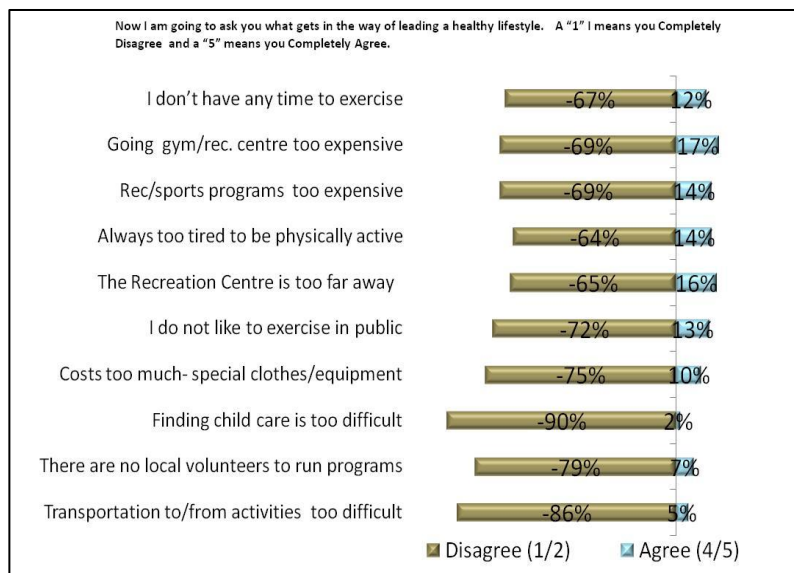
Seniors are more motivated by “managing medical conditions” compared to Yukoners in general.



Barriers

The primary barriers for Yukoners are money and time. However, time is much less an issue for seniors.

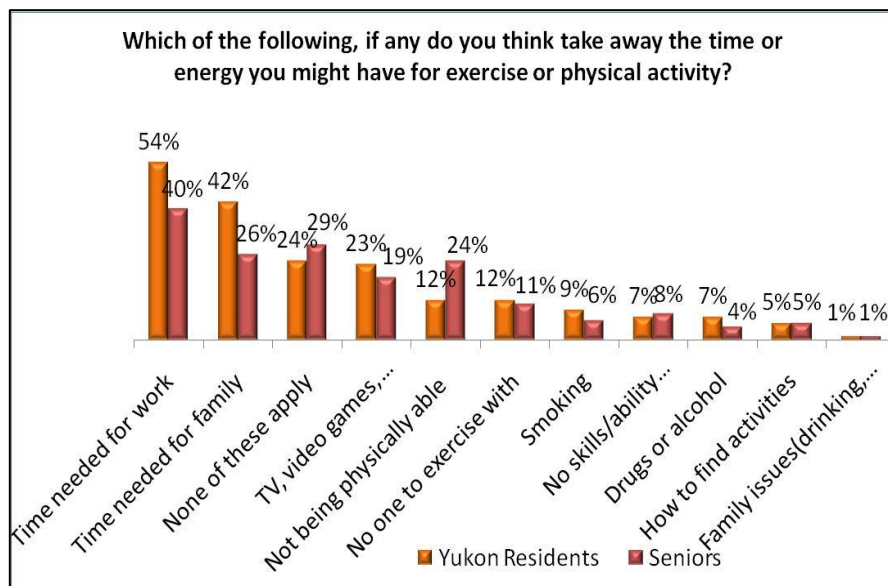
- Seniors place a higher significance on the cost of participation than they do on time (the reverse is true for younger Yukoners).
- There are few other differences between seniors and non-seniors except that seniors are slightly less discouraged by most of these factors, especially child care.
- The largest barrier was the cost of the gym/recreation centre and the cost of programs. This is followed by the recreation centre being too far away.



Time Barriers

While the issue of time needed for work is the area most infringing on exercise time for both Yukoners in general and seniors, it is much less of a factor for seniors.

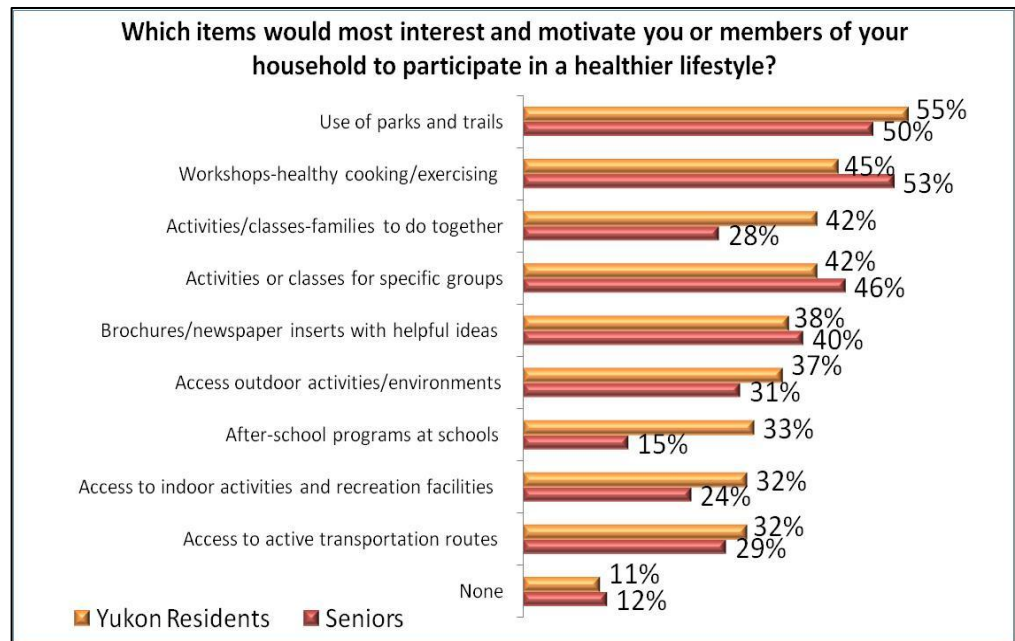
- 29% of seniors felt that "none" of these areas impacted their activity time.
- Following "none" was "needing time for family".
- "Not being physically able" was relevant for nearly one-quarter of all seniors.



Encouragements

The top encouragement was “activities which include the use of parks and trails” for Yukoners overall, but “workshops on specific topics like healthy cooking or exercise” for seniors.

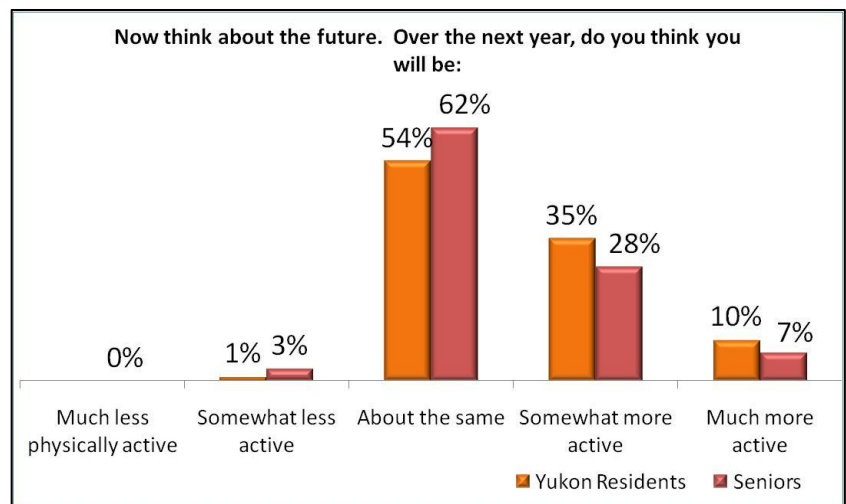
- For seniors, the next encouragement was “activities which include the use of parks and trails” and “activities or classes for specific groups” (seniors, teens, girls).
- Seniors are less interested in “activities for families to do together”, “after-school programs” or “access to indoor or outdoor activities”.



Future Plans

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

- Seniors are less optimistic that their activity levels will increase. Still, 35% felt it would increase somewhat or much more.
- The majority (62%) felt it would remain about the same.



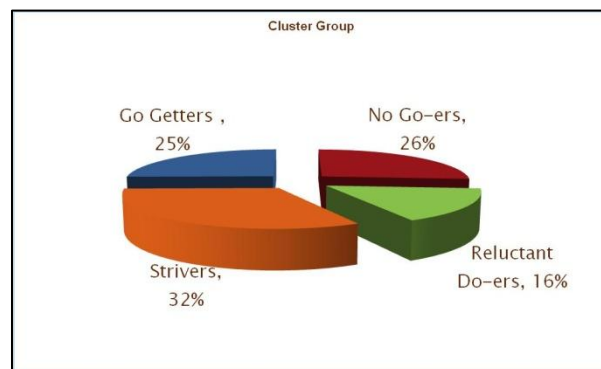
Yukoners Segmentation on Activity, Food Choices and Attitudes



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. This report includes analysis of segmentation based on a K-means cluster analysis which included 9 questions on activity levels and attitudes. Four clusters were created.



Introduction to the Clusters

The segments ranged from low motivation and low activity, to high motivation and high activity.

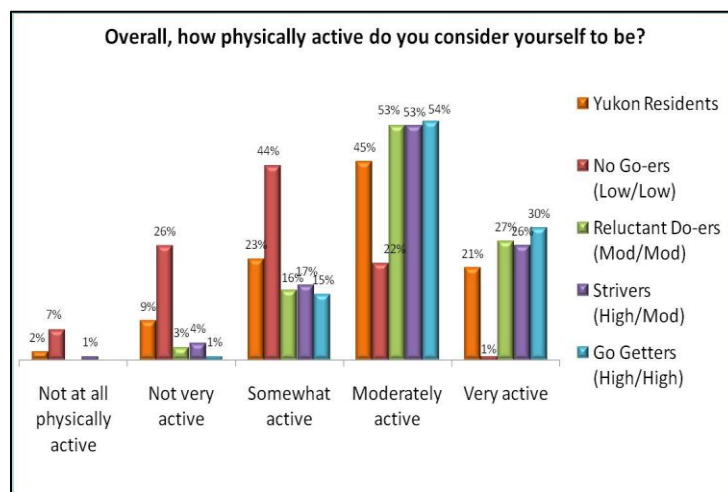
- The least motivated and least active group is the No Go-ers. They account for 26% of the population.
- At the opposite end of the scale for both activity and motivation are the Go Getters. This group is 25% of the population has the highest activity levels and are the most motivated for healthy living.
- The smallest group is the Reluctant Do-ers. This segment (16%) has a moderate level of activity but is not highly motivated for healthy living.
- The largest group is the Strivers. They account for 32% of the population. They are highly motivated for healthy living, but are only achieving moderate activity levels.

ACTIVITY

Perceptions of Activity Levels

The three most active groups are all most likely to feel they are moderately active, followed by very active. Even though the Go Getters are more active than the other groups, their perception of their activity level is not any higher.

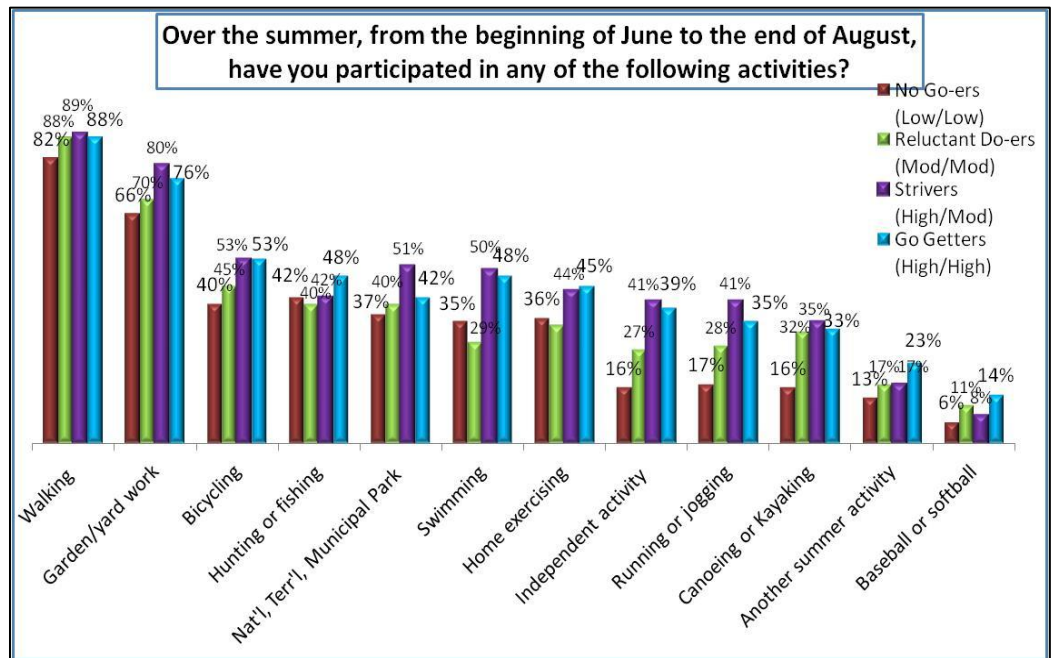
- No Go-ers are aware they are not very active.



Activities

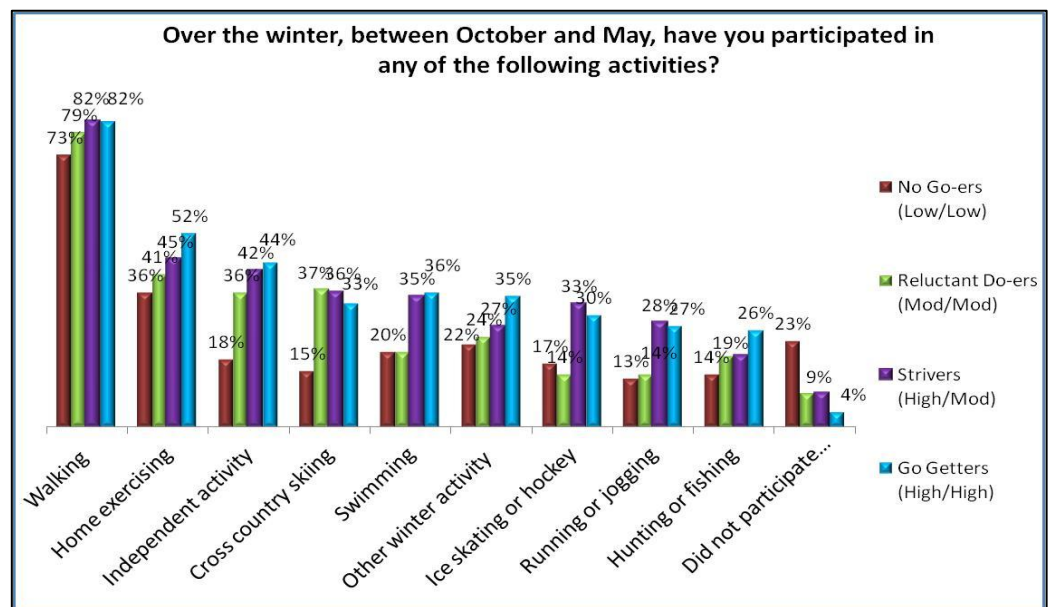
Summer: The Strivers and Go Getters are more likely than either the Reluctant Do-ers or No Go-ers to participate in all of the activities.

- The top activity for all groups is walking.
- Strivers are more likely than the other groups to garden, go to National, Territorial or Municipal parks, and run or jog.
- The Go Getters are more likely than others to hunt/fish, do other activities, and play baseball or softball.
- The No Go-ers are significantly less likely to do any independent activities, run/jog or canoe/kayak.



Winter: Again, the Strivers and Go Getters are the most active groups in the winter.

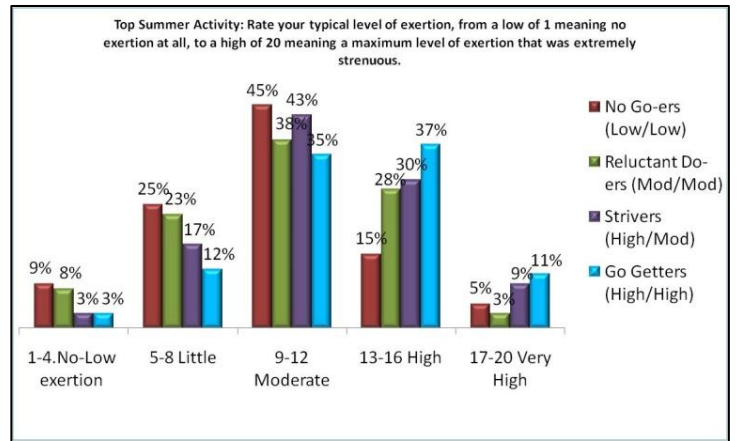
- Walking is still the primary activity for all groups.
- Go Getters are more often involved in home exercise, independent activities, other activities, and hunting/fishing than the other groups.
- Strivers continue to swim and run/jog as well as ice skate or play hockey.
- Reluctant Do-ers are home exercising and cross country skiing at similar rates to the Strivers and Go Getters, but are less likely to be ice skating, running/jogging.
- Nearly one-quarter of No-Goers do no winter activities.



Exertion

In general, the lower the activity in a segment, the lower level of exertion they experience when involved in an activity.

- Half of the No Go-ers and the Reluctant Do-ers rated their exertion at a 10 or under.
- These same trends are seen in Winter.

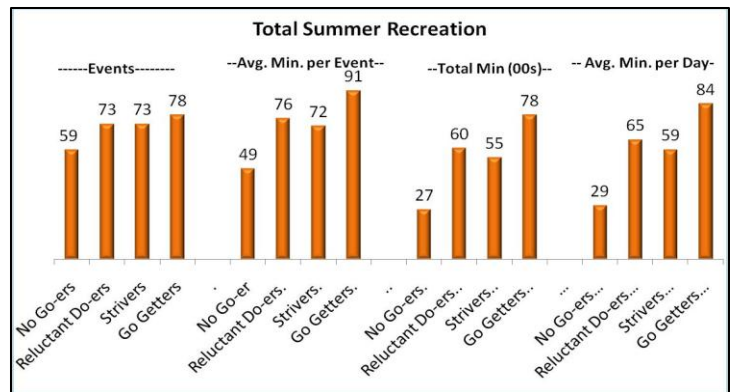


Actual Activity Levels

Summer

Activity levels vary greatly between the groups.

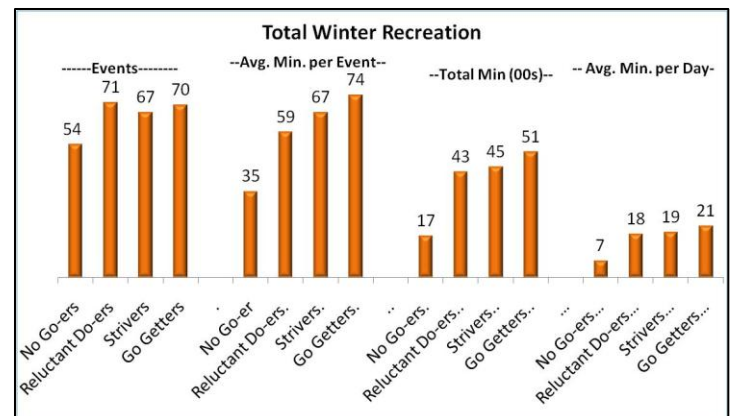
- The No Go-ers do fewer activities, less often, for less time. In total, they do about half the activity compared to Reluctant Do-ers and Strivers, and about one-third the activity of the Go Getter.
- Go Getters are active more often, and for longer, resulting in a highest level of total activity. They also have the largest drop between summer and winter activity levels.
- While behaviour is quite different between the Reluctant Do-ers and Strivers, the total activity levels are similar.



Winter

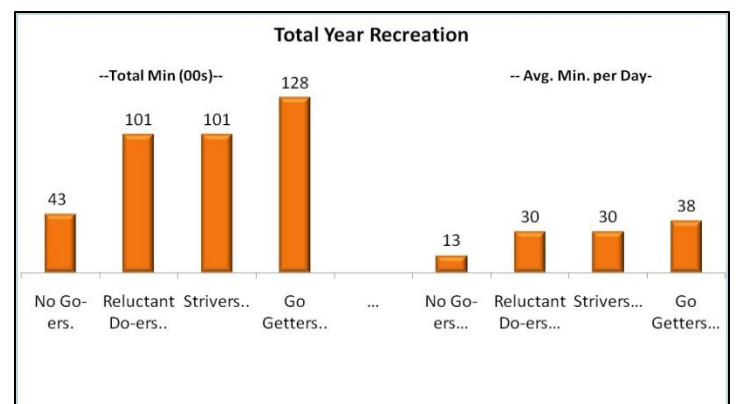
Similar results are seen in Winter between the groups.

- All groups had only slightly fewer events; however, the length of each event decreased by 10-22%.
- This resulted in lower total minutes and lower total minutes per day. Average minutes per day in winter are about one-third of average minutes per day in the summer for all groups.



Full Year

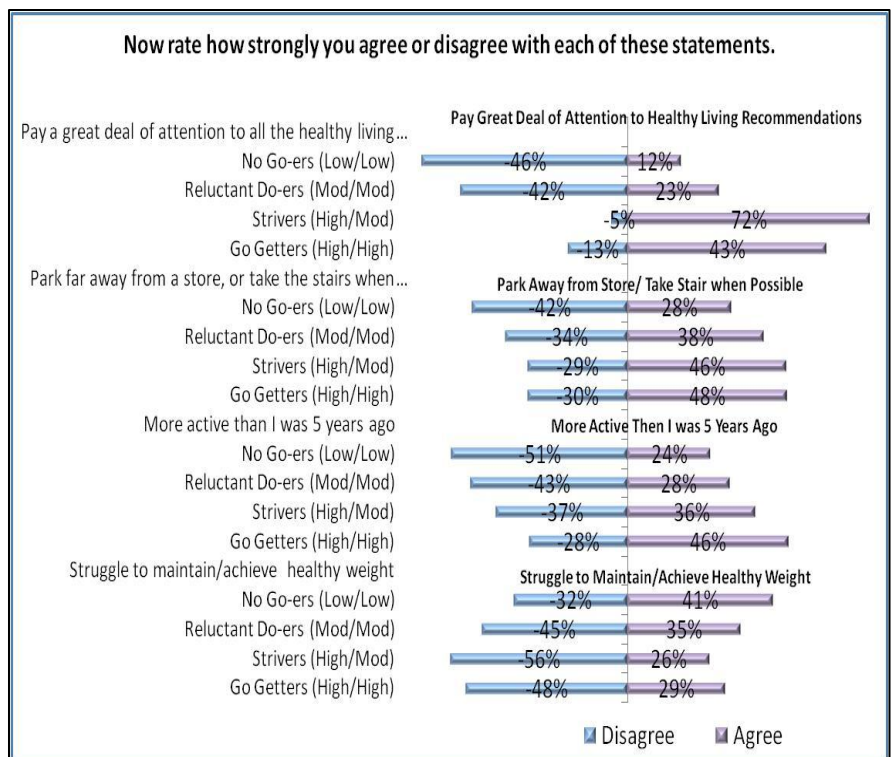
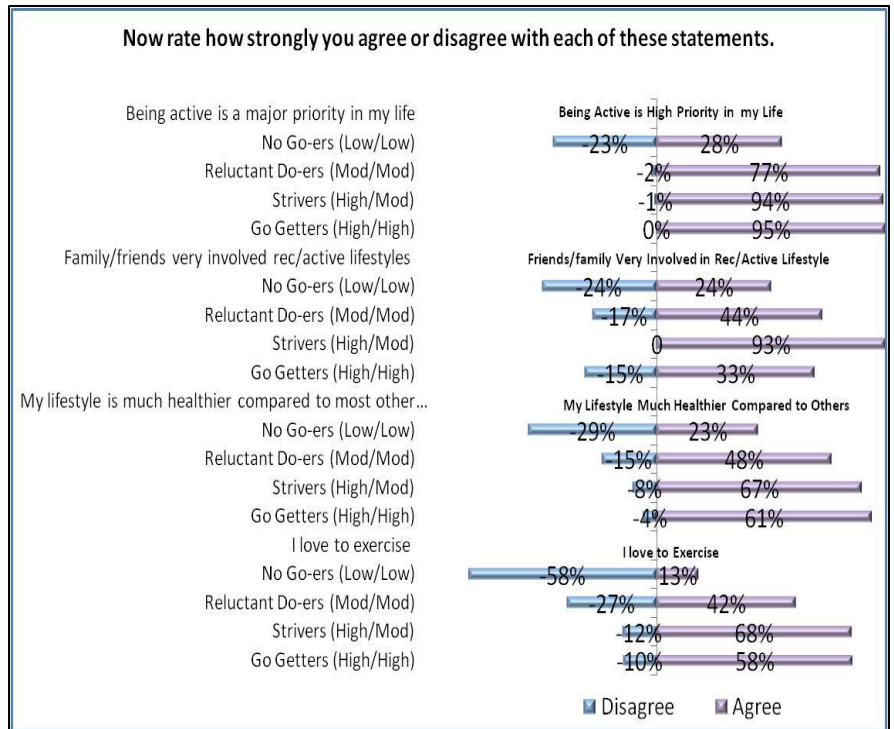
Over the course of the year, No Go-ers are exercising about one-quarter of an hour a day, while the Go Getters are more than twice that level at closer to one-half an hour each day.



Attitudes on Activity

Attitudes differ greatly between the groups.

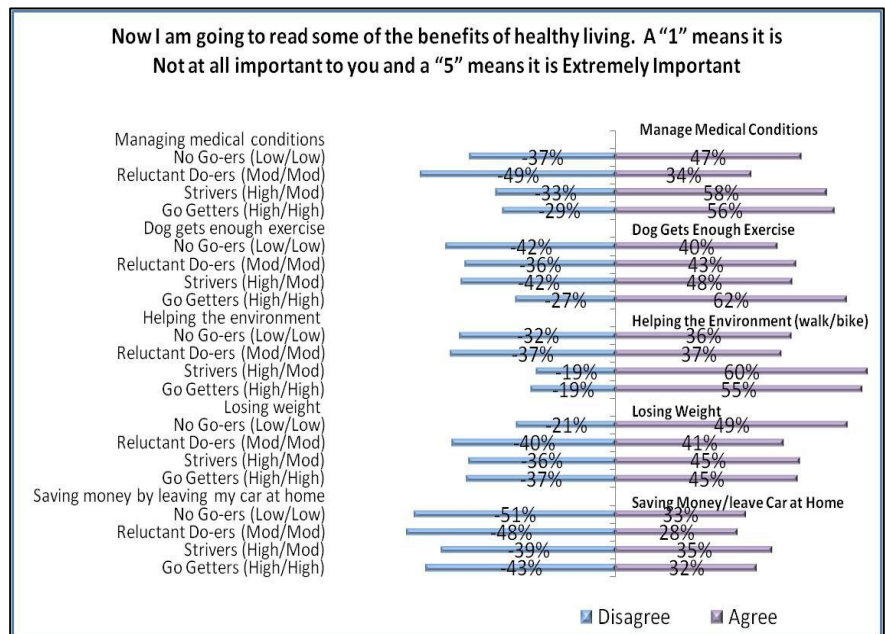
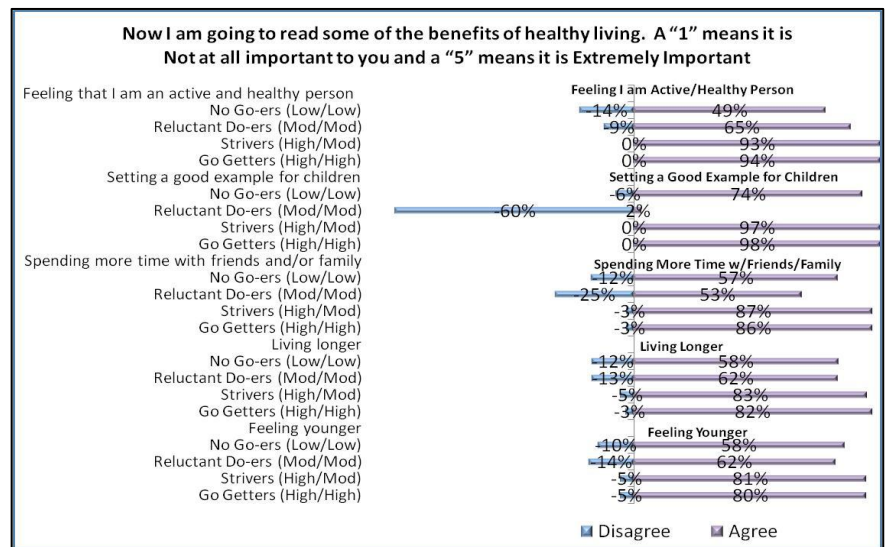
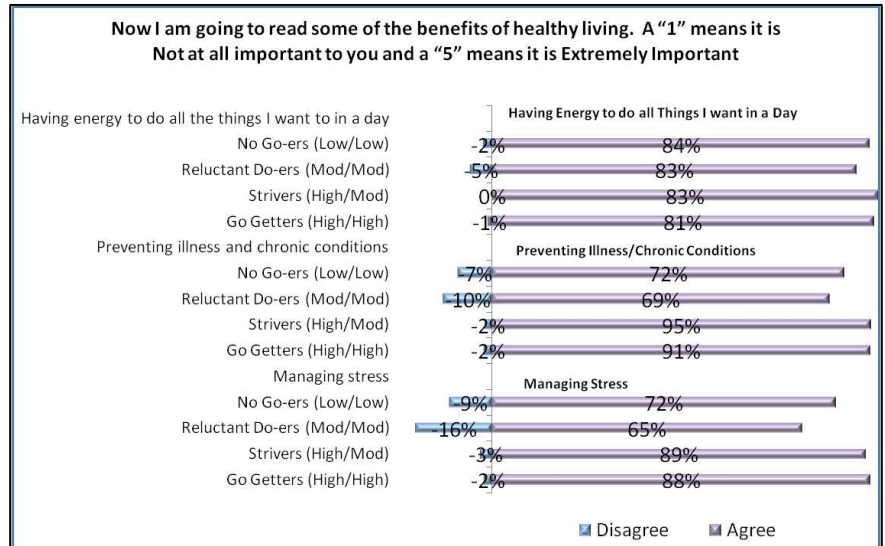
- No Go-ers are the least likely to agree with any of the statements; especially “I love to exercise”.
- Most No Go-ers do not pay a great deal of attention to “healthy living recommendations” nor do they “park away from a store”. They have the highest percentage who feels they “struggle to maintain a healthy weight”.
- Reluctant Do-ers feel being active is a high priority, but not to the levels of the Strivers or Go Getters. While they feel they are “healthier than others”, they do not “pay attention to healthy living recommendations”. They do not “like to exercise” and tend to “struggle with their weight”.
- Strivers are unique in that most feel their “family and friends are involved in recreation or active lifestyles”. They also feel “being active” is a high priority, they “pay attention to recommendations”, and they “love to exercise”.
- The Go Getters also “love to exercise” and agree “being active is a high priority”. Surprisingly, compared to the Strivers, they are less likely to agree their “friends/family are involved” and they are less likely to “pay attention to recommendations”.



Benefits

On the top three benefits of healthy living, all four groups agree in similar levels, except for the Reluctant Do-ers who are less concerned with “managing stress” than the other groups are. The more active the group, the more likely they are to rate more of the benefits as important. This would indicate it is not just one benefit motivating them, but the combination of many benefits.

- No Go-ers are the least likely to place high importance on “feeling that they are an active and healthy person”, “living longer”, “feeling younger”, and “helping the environment”.
- Reluctant Do-ers are unique in how strongly they place **no** importance on “setting a good example for children”. They are also the lowest group on “spending more time with friends/family”, “managing medical conditions”, “helping the environment”, or “losing weight”.
- Both Strivers and Go Getters are similar in their levels of importance on “feeling active”, “setting a good example for children”, “spending time with friends/family”, “living longer”, “feeling younger”, “managing medical conditions”, “helping the environment”, “losing weight”, and “saving money”.
- Those groups differ on “having the dog get enough exercise”. The Go Getters rate this higher than any other group.



Barriers to Activity

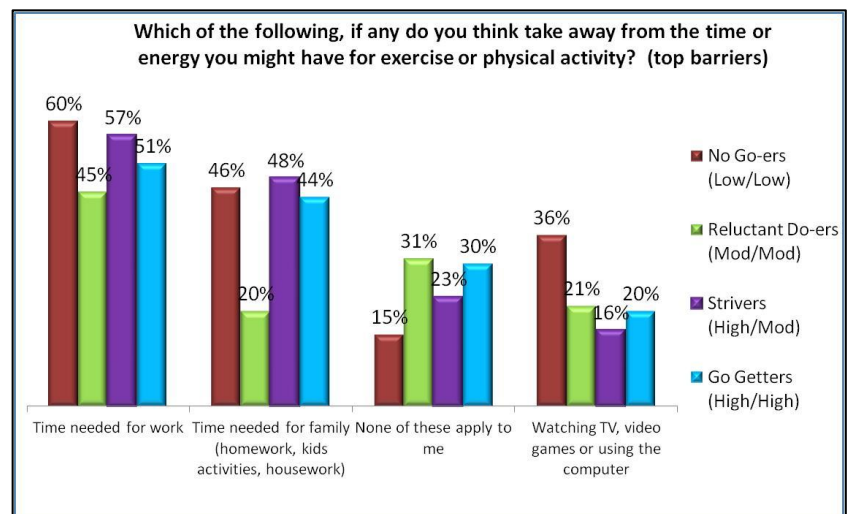
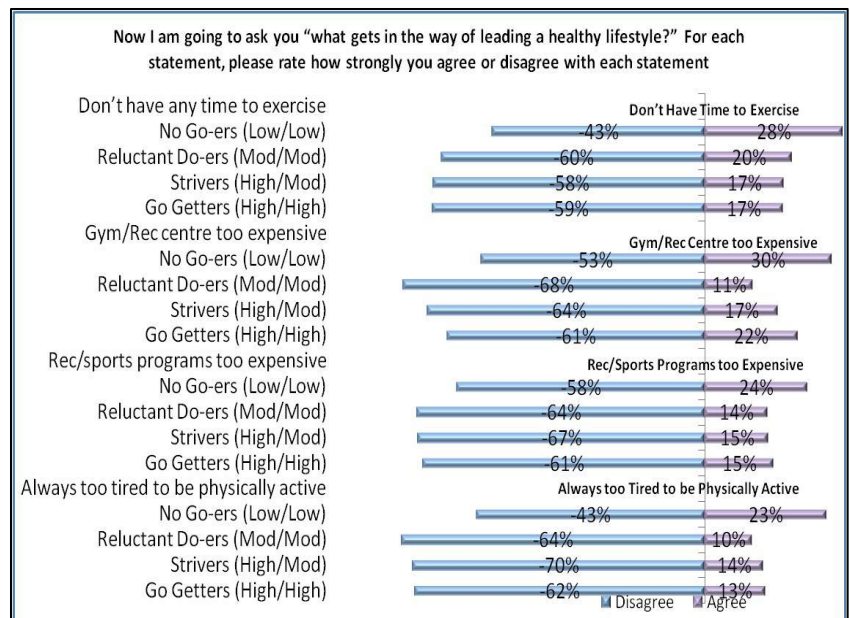
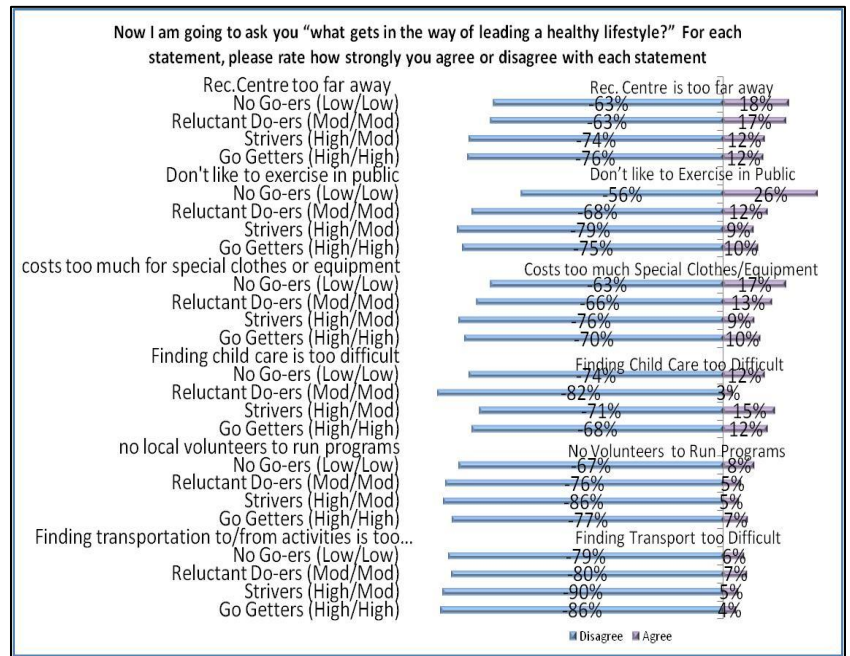
On the top 6 barriers to activity there are little differences between the groups.

- No Go-ers are more likely to “not want to exercise in public”.
- No Go-ers are more likely to have a greater number of barriers. This is particularly true for “don't have time to exercise”, “gym/recreation centre is too expensive”, “costs too much for special clothes”, “recreation/sports programs are too expensive”, and “always too tired to be physically active”.
- Strivers and Go Getters are the least likely to agree any of these are barriers.
- Strivers feel that “finding child care” is more difficult than the other groups.

Time Barriers to Activity

Time needed for Work is the top time issue for all groups.

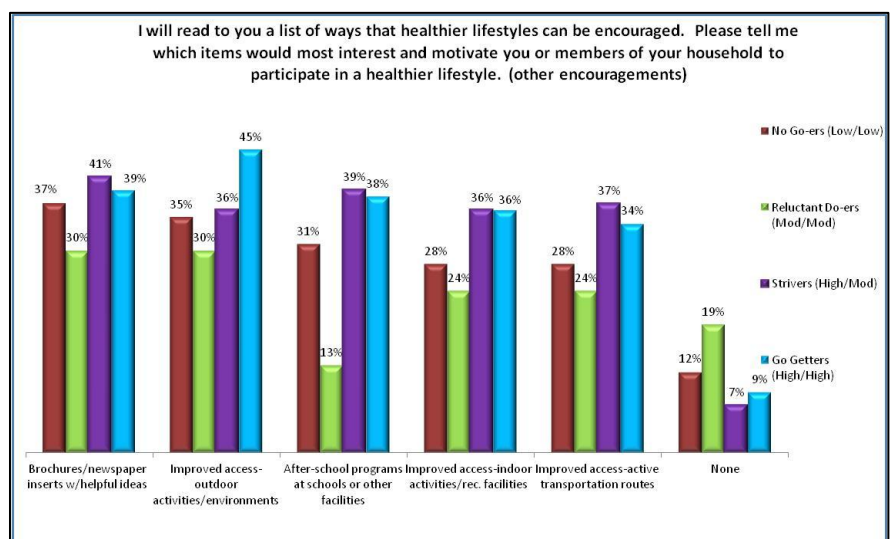
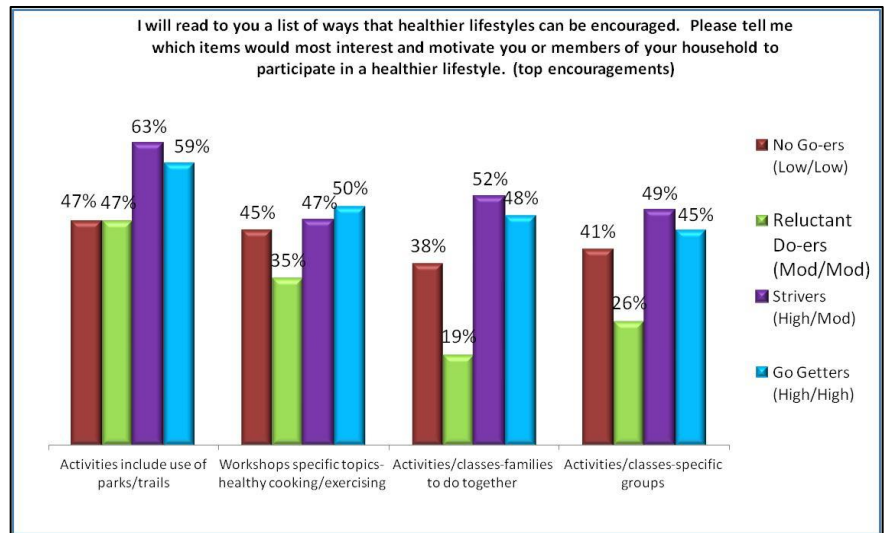
- No Go-ers are more likely to state all top barriers are reasons not to exercise.
- Reluctant Do-ers actually rate the barriers as not affecting their time, compared to the other groups (especially “time for family”).
- Strivers feel both “time for work” and “time for family” are major barriers.
- Go Getters also feel “time for work” and “time for family” are significant.



Encouragements

Those who are the most active are also the ones most likely to feel the top encouragements would enable them to be more active.

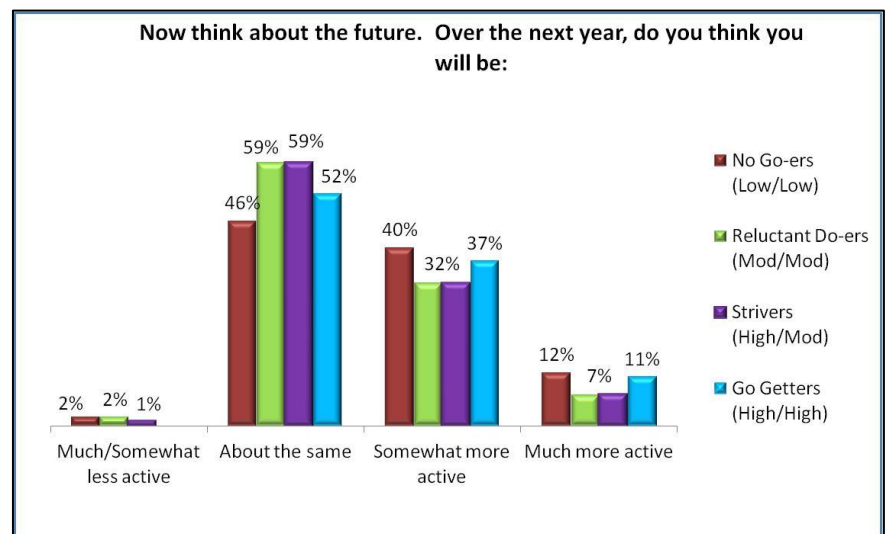
- Nearly half of the No Go-ers felt that “activities that include parks/trails” and “workshops on specific topics” would motivate them.
- The Reluctant Do-ers are the most difficult to motivate. They showed the lowest levels of interest for these areas.
- Strivers and Go Getters were equally motivated on most areas. Go Getters had above average interest in “access to outdoor environments”.



Future Plans - Activity

All groups feel they will be either the same or more healthy in the next year.

- No Go-ers are the most optimistic, with 52% predicting improvement
- Reluctant Do-ers and Strivers are the least optimistic with only 39% seeing improvement.
- 48% of Go Getters intend to improve.

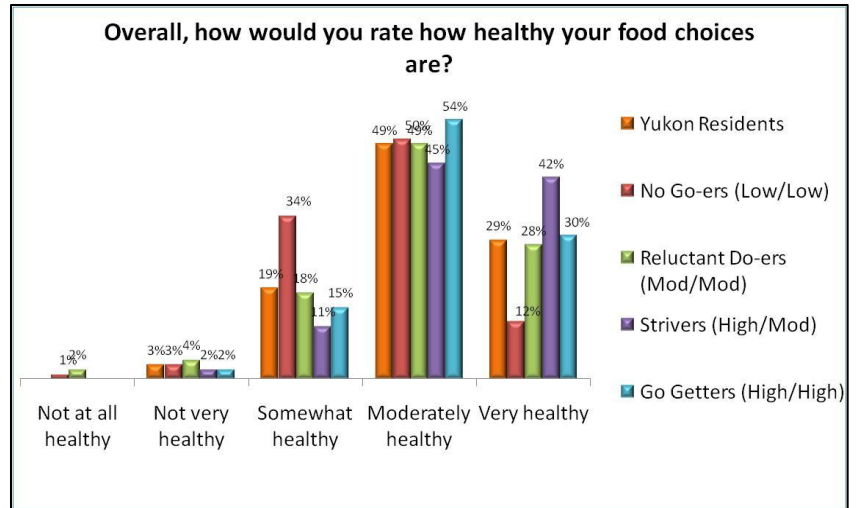


FOOD

Perception of Healthy Eating

The Strivers are the segment who most likely feels they are eating very healthy.

- All groups most often rated their own eating behaviour as moderately healthy.
- The No Go-ers were most likely to rate their eating as only somewhat healthy.
- Surprisingly, more Go Getters rated their food choices as moderately healthy than as very healthy.

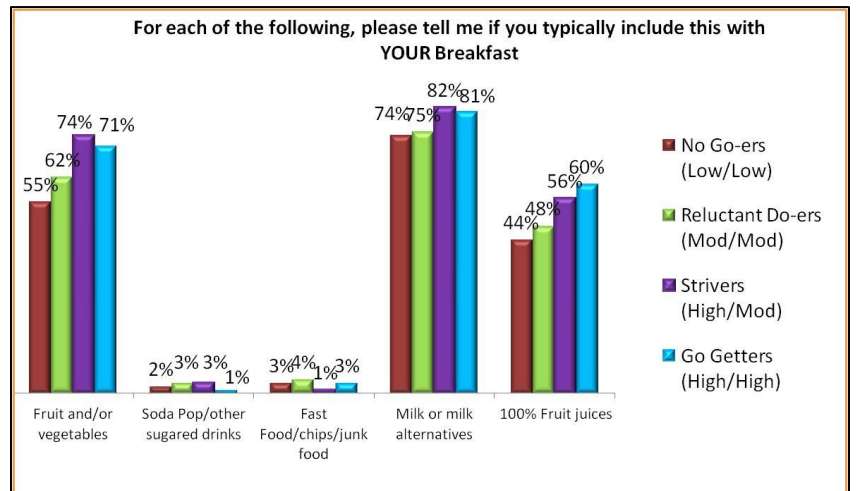


Food Choices

Breakfast

The higher the activity level and motivation for healthy living, the higher the likelihood that fruit/vegetables, milk and fruit juice was consumed at breakfast.

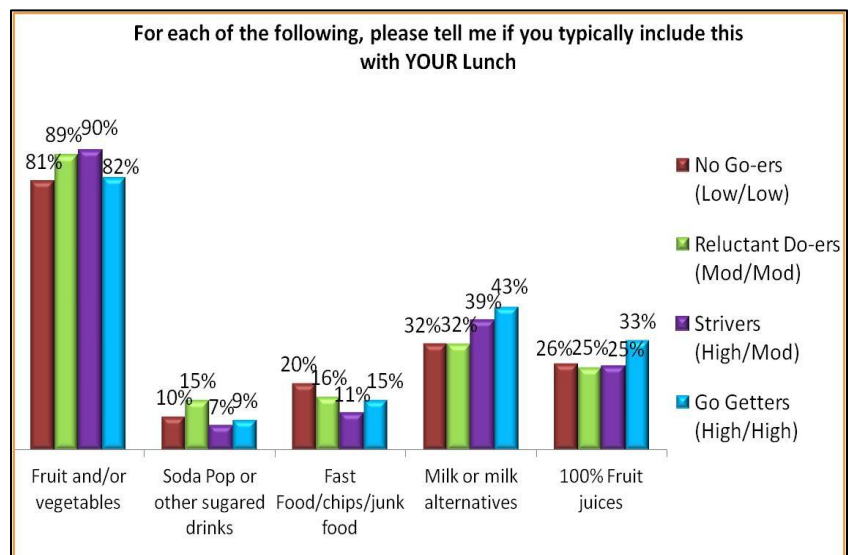
- No Go-ers are the least likely to eat fruit/vegetables and drink fruit juice.



Lunch

Lunch shows fewer differences between the groups, with a few key exceptions:

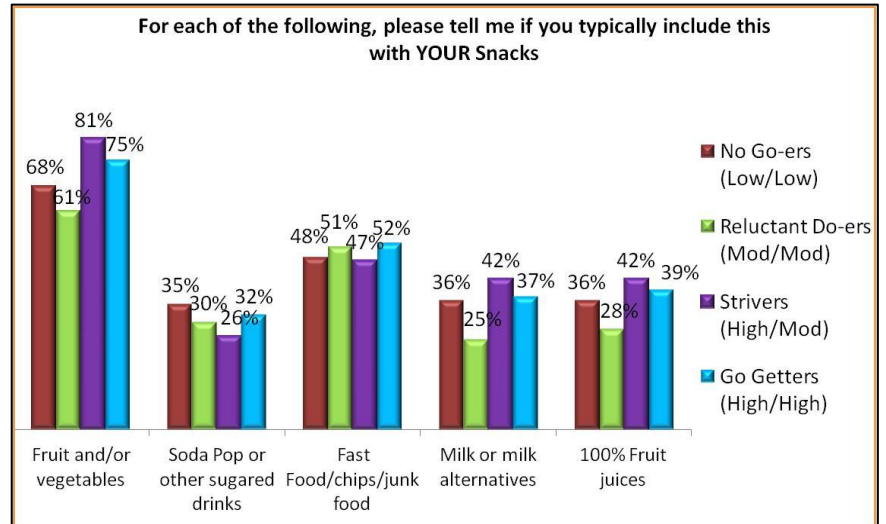
- No Go-ers are more likely to eat fast food, and less likely to eat fruit/vegetables or drink milk.
- Reluctant Do-ers are the most likely to include soda pop with lunch.
- Strivers are the most likely to include fruit/vegetables.
- Go Getters are much more likely to drink fruit juice and drink milk.



Snacks

Snack time shows the greatest differences between the groups; however, the majority of all groups report eating fruit/vegetables and also eating fast food.

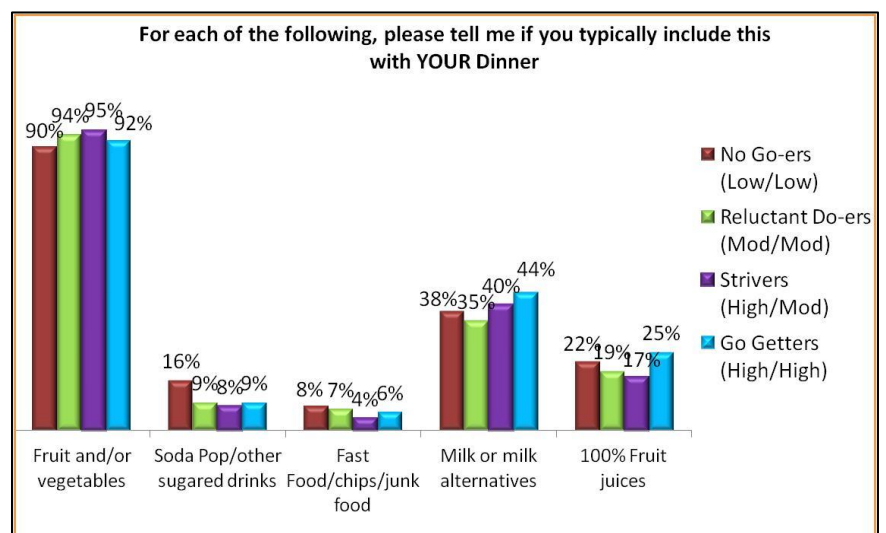
- No Go-ers are the most likely to drink soda pop.
- Reluctant Do-ers are the most likely to eat fast food (along with Go Getters)
- Strivers are most likely to eat fruit/vegetables and drink fruit juice.
- Go Getters are most surprisingly the second highest on soda pop and fast food, but also on fruit juice.



Dinner

All groups report typically eating fruits/vegetables at dinner, while few report eating fast food or drinking soda pop.

- No Go-ers are most likely to drink soda pop.
- Reluctant Do-ers are similar to Strivers with moderate levels of drinking milk.
- Go Getters are the most likely to drink milk and/or fruit Juice with dinner.



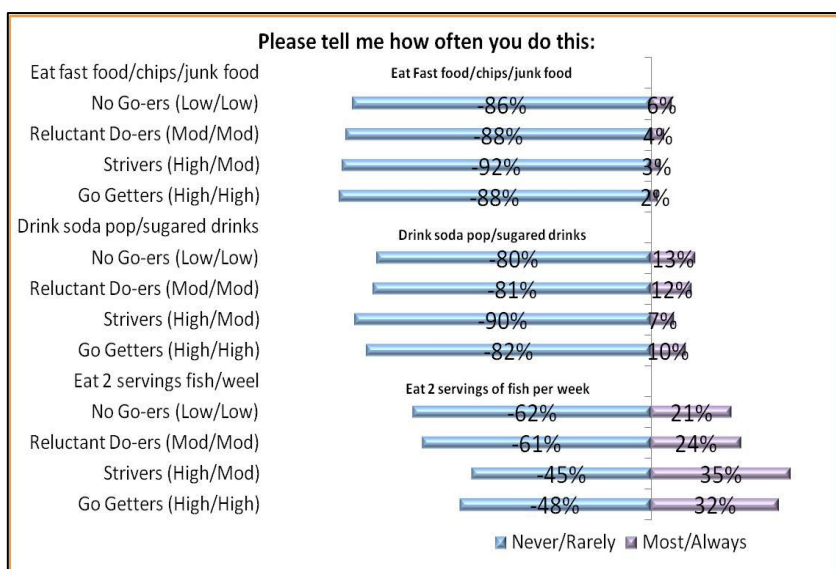
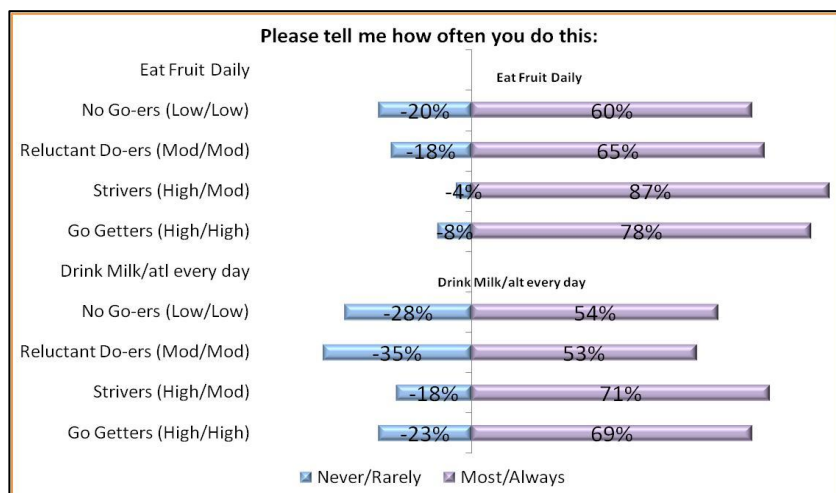
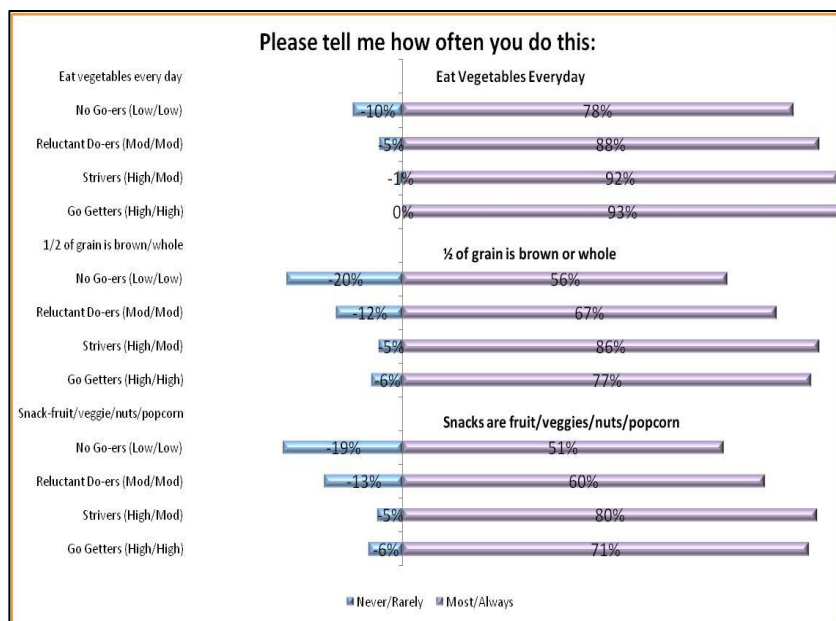
Frequency of Food Choices

The more active the group the more likely they are to eat healthier foods.

- No Go-ers are the least likely to eat vegetables, whole/brown grains, or healthy snacks.
- Reluctant Do-ers are slightly more healthy eaters, and again, this increases for the Strivers.
- The Go Getters are less likely than the Strivers to eat whole grains or healthy snacks, but much more likely than the No Go-ers or Reluctant Do-ers.

A similar pattern is seen for other healthy eating recommendations; the group least likely to follow these is the No Go-ers who are then followed by the Reluctant Do-ers.

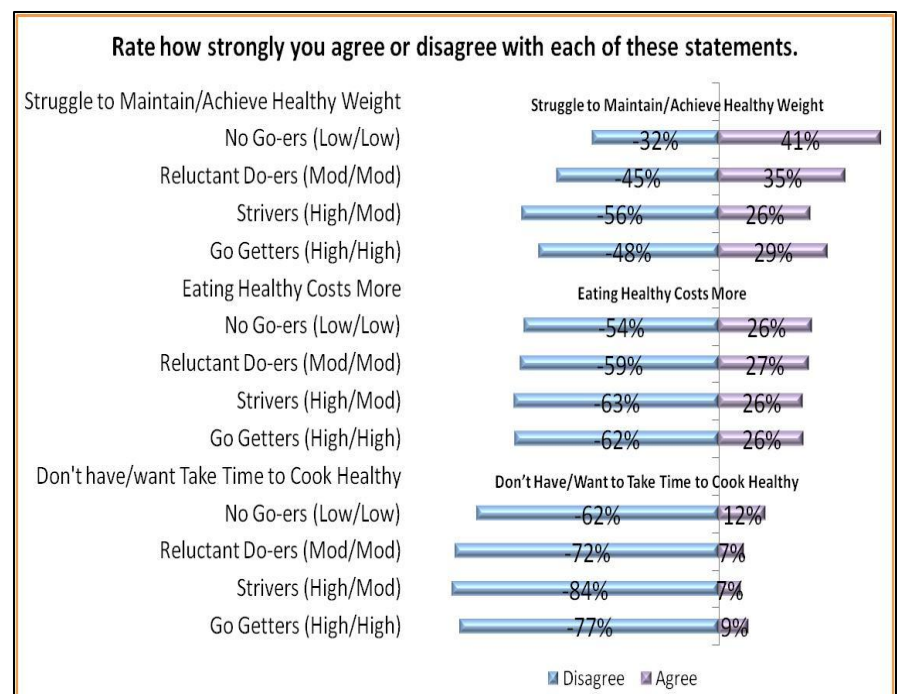
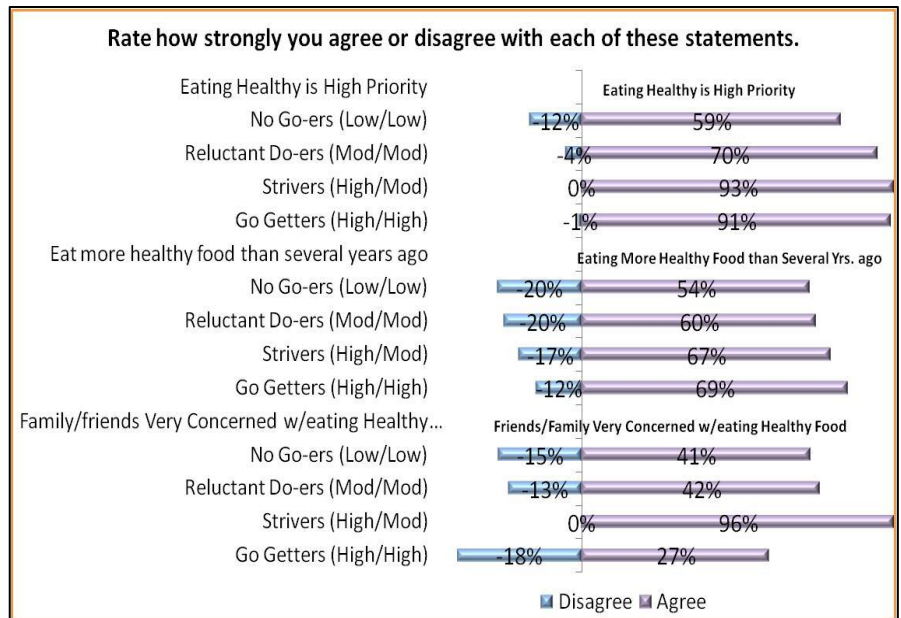
- Strivers are slightly more likely than Go Getters to eat healthy.
- For the non-healthy choices, while most groups report never or rarely eating fast food/chips/junk food or drinking soda pop, the No Go-ers are the most likely to do either, closely followed by the Reluctant Do-ers.
- Again, the Go Getters are slightly more likely than the Strivers to eat junk food or drink soda pop.



Attitudes on Eating Healthy

Attitudes on healthy eating differ by group in a similar fashion to attitudes on activity.

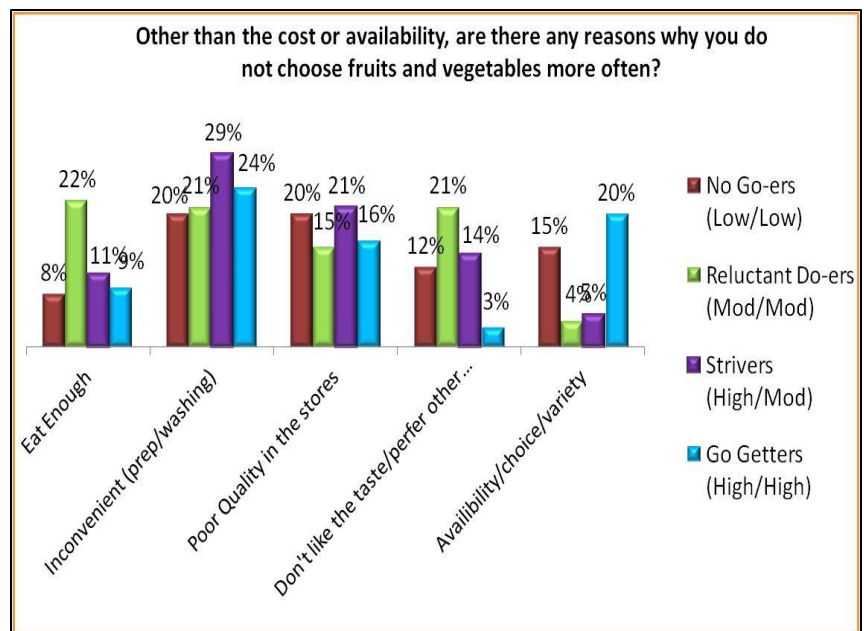
- Only slightly more than half of No Go-ers rate eating healthy as a high priority. This group is least likely to be eating healthier, and have “friends/family concerned with eating healthy”. They are the most likely to feel they “struggle to maintain/achieve a healthy weight” and that they “don’t have time to cook healthy”.
- Reluctant Do-ers are similar to the No Go-ers on most issues, with a slightly higher priority on “eating healthy” and less concern with “struggling to achieve a healthy weight”.
- Strivers rate eating healthy as a high priority, but their highest level of agreement was that “friends/family are very concerned with eating healthy”.
- Go Getters also rate eating healthy as a high priority, but they have a low level of agreement that “friends/family are very concerned with eating healthy”.



Barriers to Eating Healthy

The barriers to eating more fruits and vegetables are quite different across groups.

- No Go-ers tended to report the time needed to prep/wash/cook was the top reason followed by availability/choice.
- Reluctant Do-ers felt that they already “eat enough” and that they “don't like the taste”.
- Strivers mainly focused on the “inconvenience of prep/wash/cooking”.
- Go Getters also felt “inconvenience” was a major issue, but compared to other groups they were more concerned with the “availability/choice in the Yukon”.



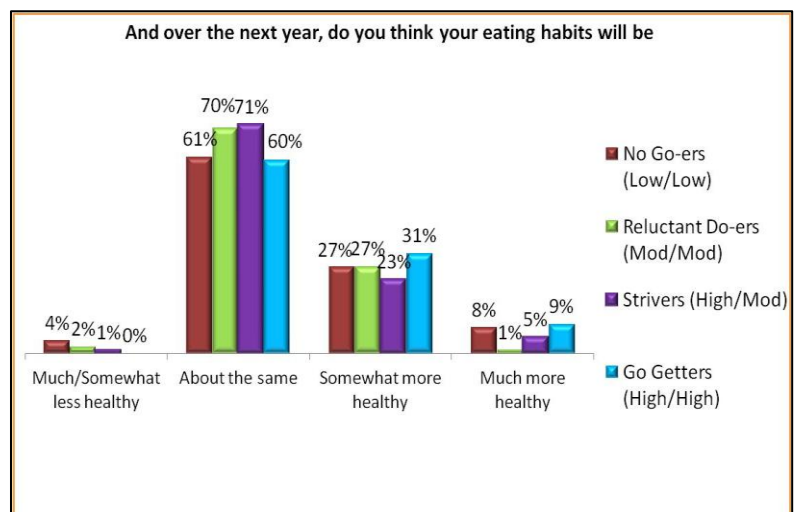
Future Plans - Food Choices

The majority of all groups feel their eating habits will be about the same in the next year.

35% of No Go-ers do expect to improve.

Reluctant Do-ers and Strivers have the lowest improvement planned as 28% expect to eat healthier.

Go Getters are the most likely to be expecting change with 40% planning to do so. This coincides with the Go Getters having slightly worse eating habits compared to the Strivers.



DEMOGRAPHICS

Demographic Profile of Groups

No Go-ers

- 70% married, 35% have children at home
- 62% employed full time, with 51% of those in government positions
- 52% earn under \$90,000, 48% earn over \$90,000
- 51% female, 49% male
- 40% between the ages of 35 - 49 (average age = 45.3)

Reluctant Do-ers

- 67% married, 7% have children at home
- 60% employed full time, with 60% of those in private sector positions
- 55% earn under \$90,000, 45% earn over \$90,000
- 65% male, 35% female
- 42% over the age of 49 (average age = 47)

Strivers

- 74% married, 44% have children at home
- 63% employed full time, with 58% of those in government positions
- 53% earn under \$90,000, 47% earn over \$90,000
- 60% female, 40% male
- 39% between the ages of 35 – 49, 39% over the age of 49 (average age = 46)

Go Getters

- 71% married, 39% have children at home
- 65% employed full time, with 52% of those in private sector positions
- 53% earn under \$90,000, 47% earn over \$90,000
- 51% male, 49% female
- 35% under the age of 35, 37% between the ages of 35 - 49 (average age = 42)

Demographic Differences between Groups

No Go-ers

- More likely to have children at home (35%)
- More likely to be a student (6% although small, a high rate)
- Showed the highest average income (slightly)
- Above average percentage of women (51%)



Reluctant Do-ers

- Far less likely than any group to have children at home (7%)
- 15% retired (highest of all groups)
- Showed the lowest average income of all groups
- Highest percentage of men (65%)
- The oldest group (42% over age 49)



Strivers

- Most often married (74%) with children (44%)
- Highest level of females (60%) amongst groups



Go Getters

- Above average percentage with children (39%)
- Highest rates of full time employment (65%)
- The youngest group



Questions used to create the Clusters

- Overall, how physically active do you consider yourself to be?
- Overall, how would you rate how healthy your food choices are?
- Being active is a major priority in my life
- I pay a great deal of attention to all the healthy living recommendations
- Feeling that I am an active and health person
- My family and friends are very concerned with eating healthy foods
- My family and friends are very involved in recreation and active lifestyles
- Setting a good example for children
- Total minutes of recreation group

DESCRIPTION OF SEGMENTS

“No Go-ers” (Low Motivation/Low Activity)

26% of the population

- Do not consider themselves as physically active.
- 10% did not participate in any summer activities, and 23% did not participate in any winter activities.
- Do 20% less activity based on the number of times they are active in the summer, and 21% less active in the winter, compared to the average Yukoner.
- Spend 35% less time per summer activity and 39% less time per winter activity, compared to average number of minutes per activity event.
- Spend 51% less time in total on summer activities and 54% less time in the winter compared to average.
- Across both summer and winter, they spend 59% less time participating in activities than the average Yukoner.
- Exert themselves less.
- Being active and eating healthy is not a major priority in their life.
- They do realize their lifestyle is not healthier than others, and they do not like to exercise.
- They have not changed their eating habits, nor are their family and friends concerned with healthy foods or active lifestyles.
- They do not pay attention to healthy living recommendations.
- They struggle with their weight, and are less active then they were 5 years ago.
- They place less importance than most Yukoners on living longer, feeling younger, having energy, setting a good example, managing stress, preventing illness, managing medical conditions, helping the environment, spending time with their family or pet, and feeling they are active and healthy.
- Their primary barriers were not liking to exercise in public, the cost of recreation programs and gyms and healthy food, and being too tired to exercise.
- Areas that take them away from exercise are primarily time needed for work and TV/video games/computer. They are more likely to cite not being physically able to participate, don't have the skills to participate, no one to exercise with, TV, and smoking compared to other Yukoners.
- They are less likely motivated by any items listed; although the highest motivator was activities that use parks and trails.
- 40% feel they might be more active next year.
- Demographically they are unique from the typical Yukoners by having slightly higher incomes, and have lived in the Yukon longer. Surprisingly there are no other significant demographic differences.



“Reluctant Do-ers” (Moderate Priority/Moderate Activity)

16% of the population

- Most feel they are moderately to very active.
- Summer activities are not different from the other groups, except for somewhat less participation in swimming.
- Do 3% more activity based on the number of times they are active in the summer, and 10% more active in the winter, compared to the average Yukoner.
- Spend 24% more time per summer activity and 10% less time per winter activity, compared to average number of minutes per activity event.
- Spend 18% more time in total on summer activities and 4% less time in the winter compared to average.
- Across both summer and winter, they spend 10% more time participating in activities than the average Yukoner.
- When they exercise, they exert themselves less than other groups (except for No Go-ers).
- Being active and eating healthy is a priority, but not as strong as for the other more active groups.
- They do not feel they are healthier, and they do not like to exercise.
- Only half feel they eat healthier, and very few feel their friends/family are concerned with eating healthy or recreation.
- They do not pay much attention to healthy living recommendations.
- Weight is a struggle, and most are not more active compared to 5 years ago.
- Like the No Go-ers, they place less importance on living longer, feeling younger, having energy, setting a good example (this is extremely low), managing stress, losing weight, preventing illness, managing medical conditions, helping the environment or saving money, and spending time with family.
- Barriers for this group are very low.
- The main reason for not exercising more is time needed for work (same for all groups), followed by watching TV, and time for family needs.
- They have the highest rate of responding that none of the encouragements would have them exercise more.
- Most are not planning to be more physically active next year.
- Demographically they are different from other groups, by being much less likely to have children at home, more likely to work in the private sector, have the lowest income across the segments, the highest percentage of men, and be over 50 years old.



“Strivers” (High Priority/Moderate Activity)

32% of the population

- Most feel they are moderately to very active (same as Reluctant Do-ers).
- More likely to participate in more summer activities and show a wide variety of interests (higher rates for gardening, berry picking, cross country skiing, skating and dance).
- Do 2% more activity based on the number of times they are active in the summer, and are 1% more active in the winter, compared to the average Yukoner.
- They are the average Yukoner for time per activity in both summer and winter (about 3 hours per event).
- They are the average Yukoner for time spent in total on summer and winter (about 233 total hours for the season).
- They exert themselves more than the previous two groups.
- They are more likely to say being active and eating healthy is a major priority than any other group, including the highest activity group.
- They are unique from all other groups by being more likely to love to exercise, eat more healthy, have friends and family concerned about eating well and being active, and paying attention to healthy living recommendations.
- They place more importance than any other group on living longer, feeling younger, having energy, setting a good example, managing stress, preventing illness, managing medical conditions.
- They also place equal importance compared to the most active group on spending time with friends/family, feeling they are active and healthy, leaving the car at home, and walking/riding a bike.
- None of the barriers are significantly high.
- They are more likely than the No-Go-ers and Reluctant Do-ers to be motivated with all types of programs. Key motivations are parks/trails, activities or classes for families to do together, activities for specific groups, and workshops on topics like healthy cooking or exercise.
- Demographically they are more likely to have children at home, work in government, be female, and be over the age of 50.



“Go Getters” (High Active Group)

25% of the population

- Consider themselves very active.
- High participation in most activities, especially in golf, baseball, home exercise in the winter, hunting/fishing.
- Do 13% more activity based on the number of times they are active in the summer, and 8% more active in the winter, compared to the average Yukoner.
- Spend 23% more time per summer activity and 37% more time per winter activity, compared to average number of minutes per activity event.
- Spend 40% more time in total on summer activities and 45% more time in the winter compared to average.
- Across both summer and winter, they spend 52% more time participating in activities than the average Yukoner.
- When they exercise they exert themselves more than other groups.
- Being active and eating healthy are high priorities.
- They are similar to Strivers by feeling they are healthier than others, loving to exercise, eating better, and parking away from stores or taking stairs.
- Interestingly, their family and friends are not as concerned with eating healthy or recreation.
- They do not pay a great deal of attention to healthy living recommendations.
- They place high importance on living longer, feeling younger, having energy, setting a good example, managing stress, preventing illness, managing medical conditions.
- They also place equal importance compared to the moderate group on spending time with friends/family, feeling they are active and healthy, leaving the car at home, and walking/riding a bike.
- They are more concerned than any other group that their dog gets enough exercise.
- There are no significant barriers to increasing their activity time; however, they are more likely than other groups to be motivated by workshops and improved access to outdoor activities.
- Demographically they are slightly less likely to have children at home, more likely male, and are the youngest of the four groups.



The Recreation and Parks Association of the Yukon would like to thank all the Yukoners who took time to participate in this Study. Through active living and healthy eating, you can make a difference to your personal health and to the health of your families and communities.



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