



2016 Yukon Healthy Living Study

Prepared for:

The Recreation and Parks Association of the Yukon
And Yukon Government Sport and Recreation Branch

Prepared for:

DataPath Systems, Marsh Lake, Yukon

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~ Working Together to Build Active and Healthy Communities ~



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Section A:

Survey/Data Collection

1. Funding
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A.1 Funding

Funding for the Yukon Healthy Living Study was provided by Yukon Government's Department of Community Services Sport and Recreation Branch through the Yukon Northern Wellness Project in partnership with the Public Health Agency of Canada and the Recreation and Parks Association of the Yukon.

The opinions expressed in this publication are those of the authors/researchers and do not necessarily reflect the official views of the Public Health Agency of Canada or of Yukon Government.

A.2 Methodology

- ▶ Data Collection included online surveys using the DataPath Yukon Panel and intercept interviews in the Communities.
- ▶ Data Collection ran September 1 to November 1, 2016.
- ▶ 735 surveys were completed online and in-person and weighted to Yukon census data.
 - 383 through the DataPath Panel
 - 352 via local interviewers.
- ▶ Data is weighted by demographics including: Aboriginal, Gender, Education, Employment, Age, and Community.
- ▶ As in 2009, a 5% trim was done on the number of times activities were done. This was done to reduce the impact of those outliers on the total averages. Margin of Error is +/- 3.57.
- ▶ Seasons were defined as “*Summer*” from June to the end of August, and “*Winter*” from the end of October to the beginning of May.

YHLS Questionnaire available upon request.

A.3 Sample Composition

- ▶ 502 surveys were completed in Whitehorse, and 211 in the Communities (labeled as Rural).
 - Communities near Whitehorse like Ibex Valley and Mt. Lorne are coded into Whitehorse.
 - Communities further out, like Marsh Lake are considered Rural.
 - All communities are included in the study.
- ▶ Approximately 200 men and 503 women completed the survey. Gender is not known for all respondents. Data was weighted to correct for the over-sample among women. This occurs for almost all market research studies.

A.4 Demographic Summary

Data is weighted to match Yukon census data:

- ▶ 73% Married
- ▶ 37% High school education or less
- ▶ 29% under Age 35, 27% aged 35 – 55, 44% over age 55
- ▶ Average household income - \$93,000/year
- ▶ 18% Aboriginal/First Nations
- ▶ 54% Male
- ▶ 77% living in Whitehorse
- ▶ 28% have Kids under 18 living at home



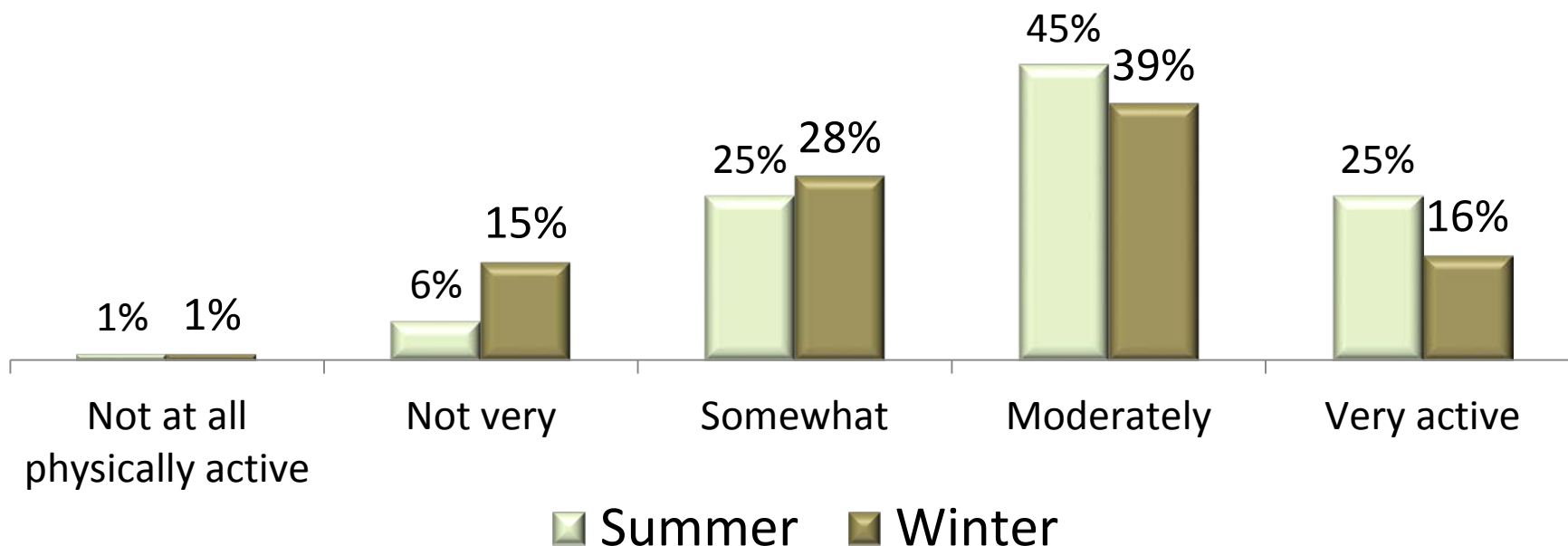
Section B

Physical Activity Levels

1. Physical Activity Perceptions
2. Physical Activity Levels – Summer
3. Physical Activity Levels – Winter
4. Exertion Levels

B.1 Physical Activity Perceptions

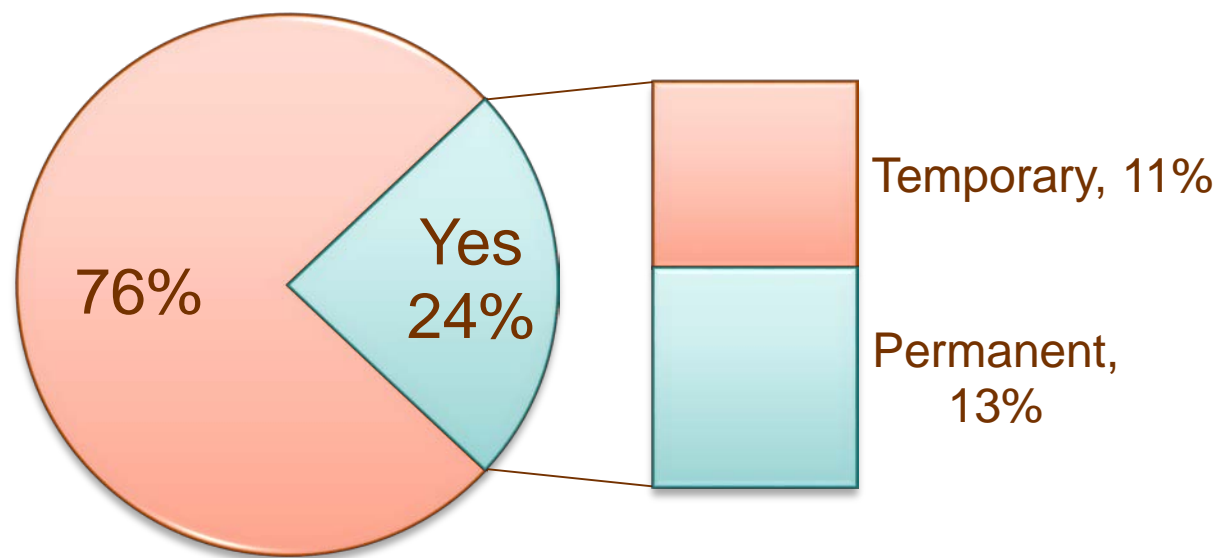
Thinking about your level of physical activity each week, overall, how physically active do you consider yourself to be:



- Yukoners consider themselves to be more active in Summer than in Winter. 27% are more active in Summer (70% Moderate/Very active in Summer vs. 55% in Winter).
- In 2009, 66% of Yukoners considered themselves Moderately/Very active (no winter/summer split was done in 2009).

B.1 Physical Activity Perceptions

Is your level of physical activity affected because of any pregnancy, illness, injury?



- Nearly $\frac{1}{4}$ of Yukoners feel their activity levels are impacted by pregnancy, illness or injury.
- In 2009, only those not at all physically active were asked this question, 45% reported being affected, vs. 25% this year (very small sample size)

B.1 Physical Activity Perceptions - Summary

Most Yukoners (70%) consider themselves to be moderately or very active in Summer months, which drops to 55% in Winter.

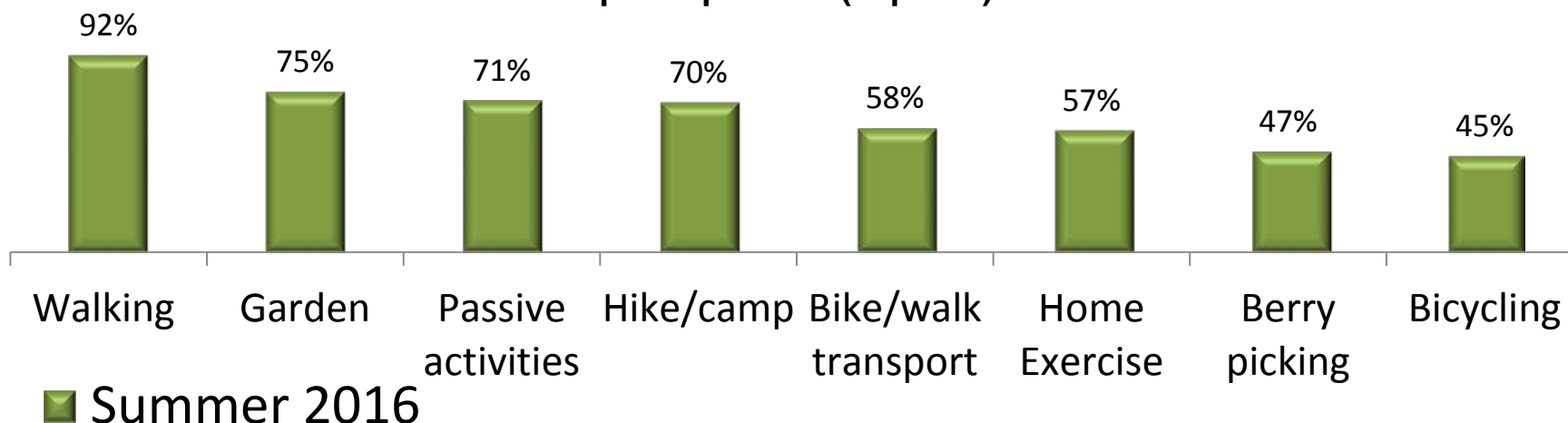
- This is slightly lower among Seniors (65% in Summer and 52% in Winter).
- This is slightly higher:
 - in the Communities (76% in Summer and 59% in Winter), and
 - among those with Children at Home (75% in Summer and 63% in Winter).

Overall, one-quarter (24%) of Yukoners report their physical activity is affected because of pregnancy, illness or injury.

- This is not significantly different across demographic groups.

B.2 Physical Activity - Summer

Over this past summer, which of the following recreational activities have you participated in (Top Tier)



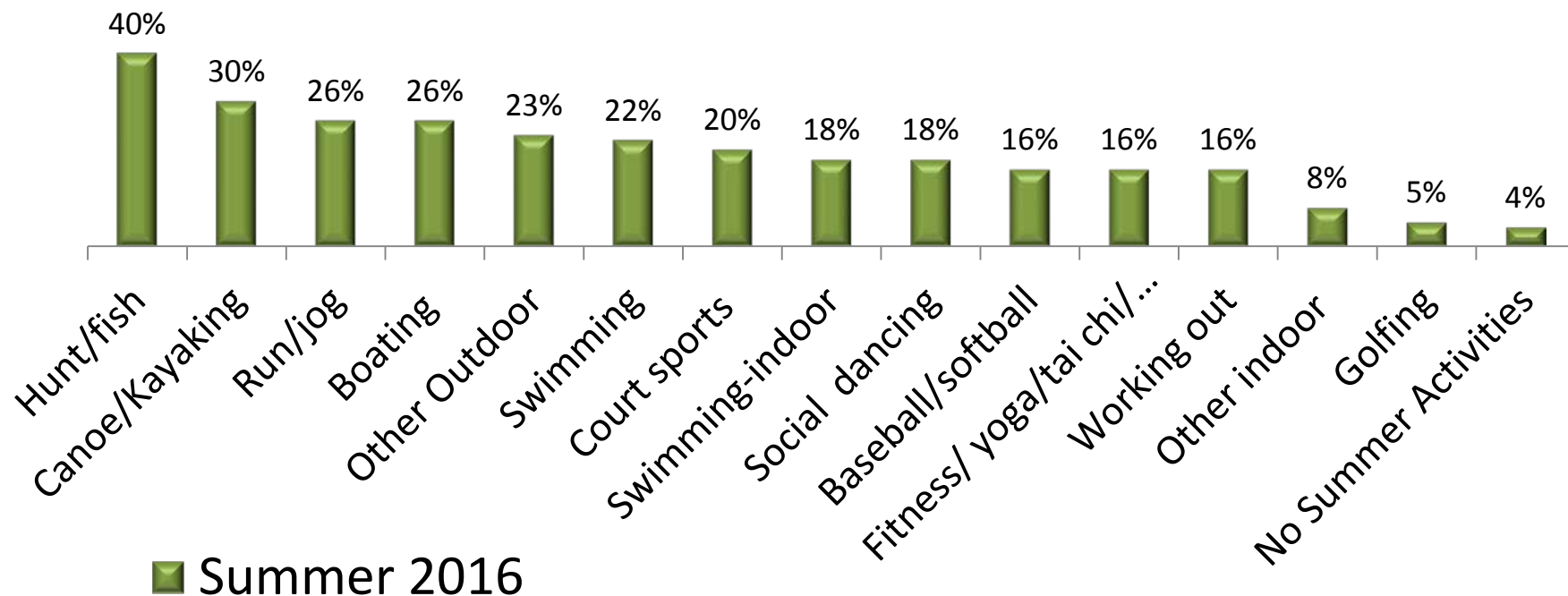
Walking is the most common summer activity, with 92% participation.

- Gardening, Passive Activities and Hike/Camping follow with about 3 out of 4 Yukoners partaking.
- Over half Bike or Walk for transportation, and/or Exercise at home.

Compared to 2009 when 87% Walked and 39% Biked/walked for transportation, 2016 shows higher participation.

B.2 Physical Activity - Summer

Over this past summer, which of the following recreational activities have you participated in – (Lower Tier)



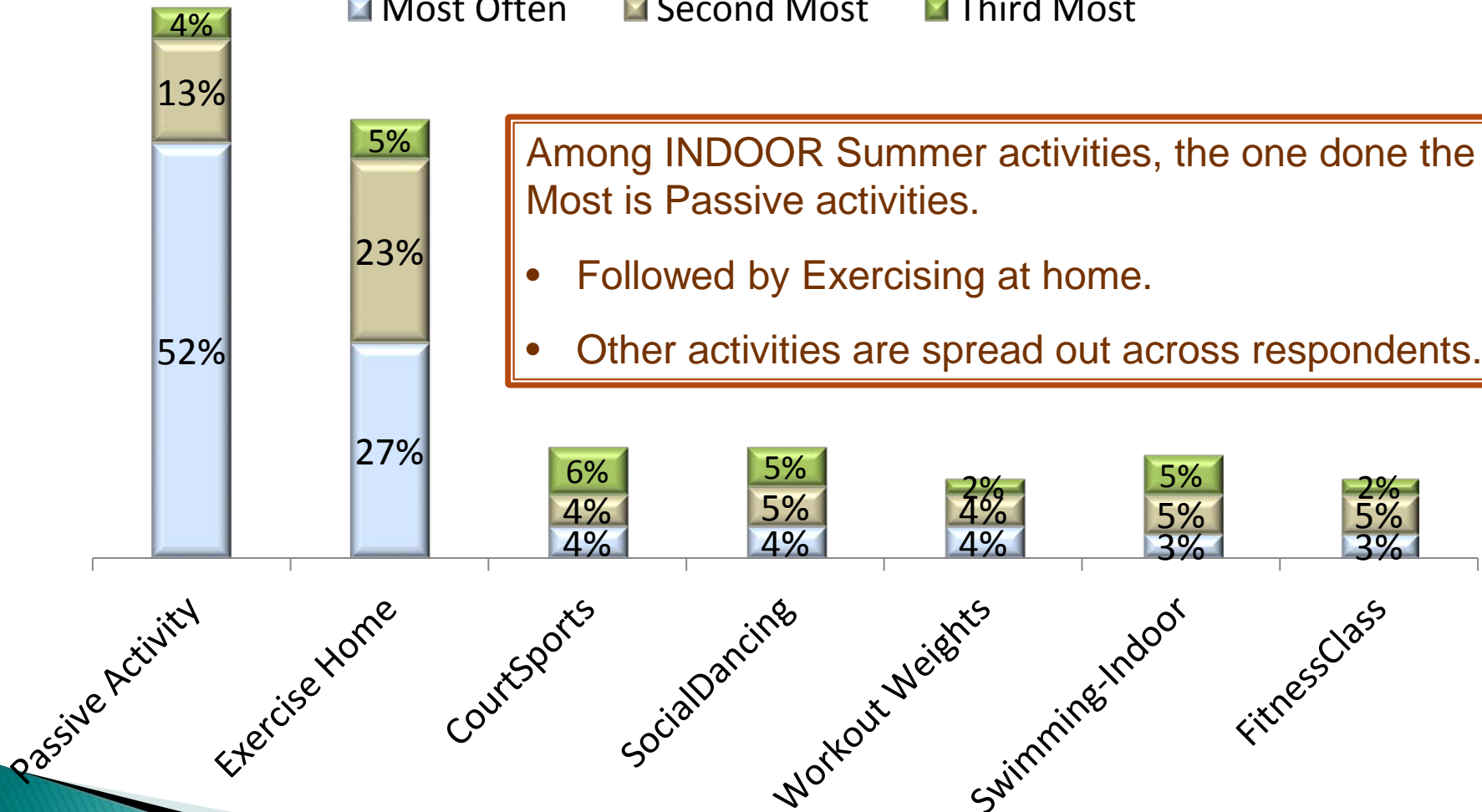
Compared to 2009, Running/Jogging dropped from 31% to 26%.

No other activity changed significantly.

B.2 Physical Activity - Summer

Summer INdoor Activity Frequency

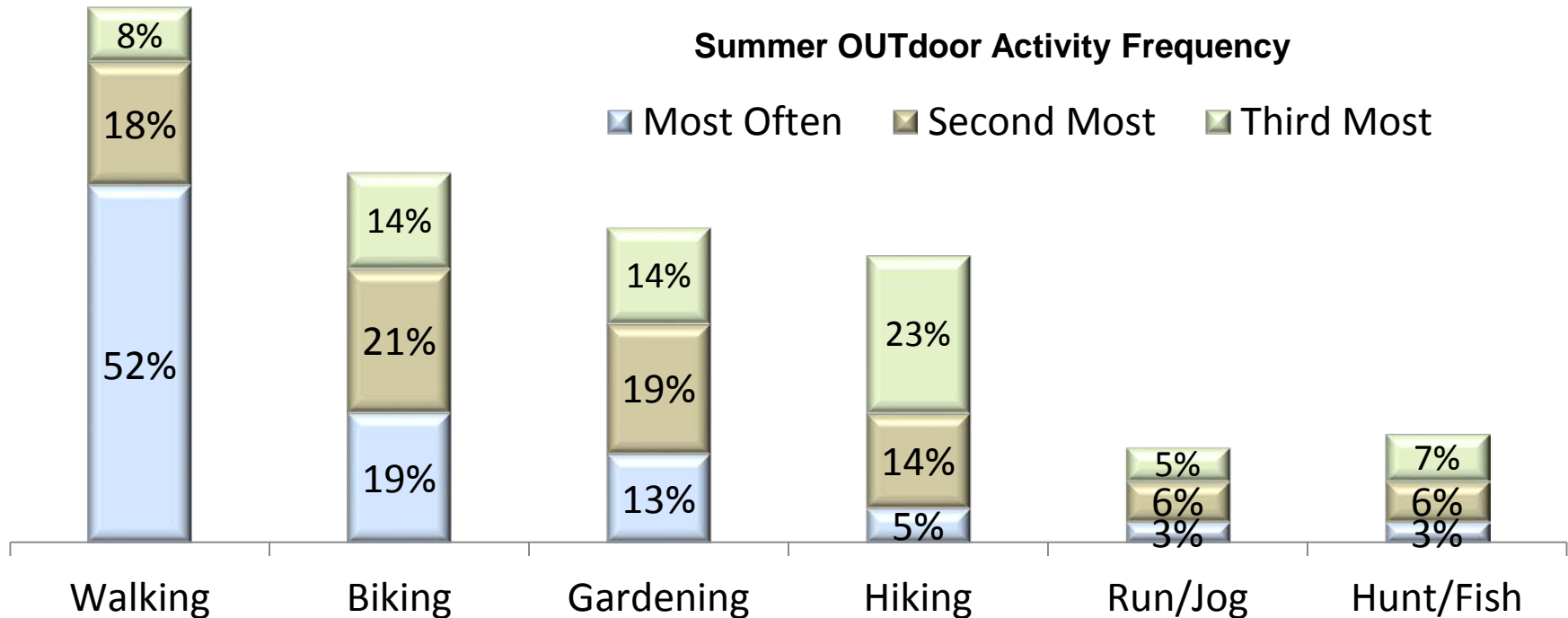
■ Most Often ■ Second Most ■ Third Most



B.2 Physical Activity - Summer

Summer OUTdoor Activity Frequency

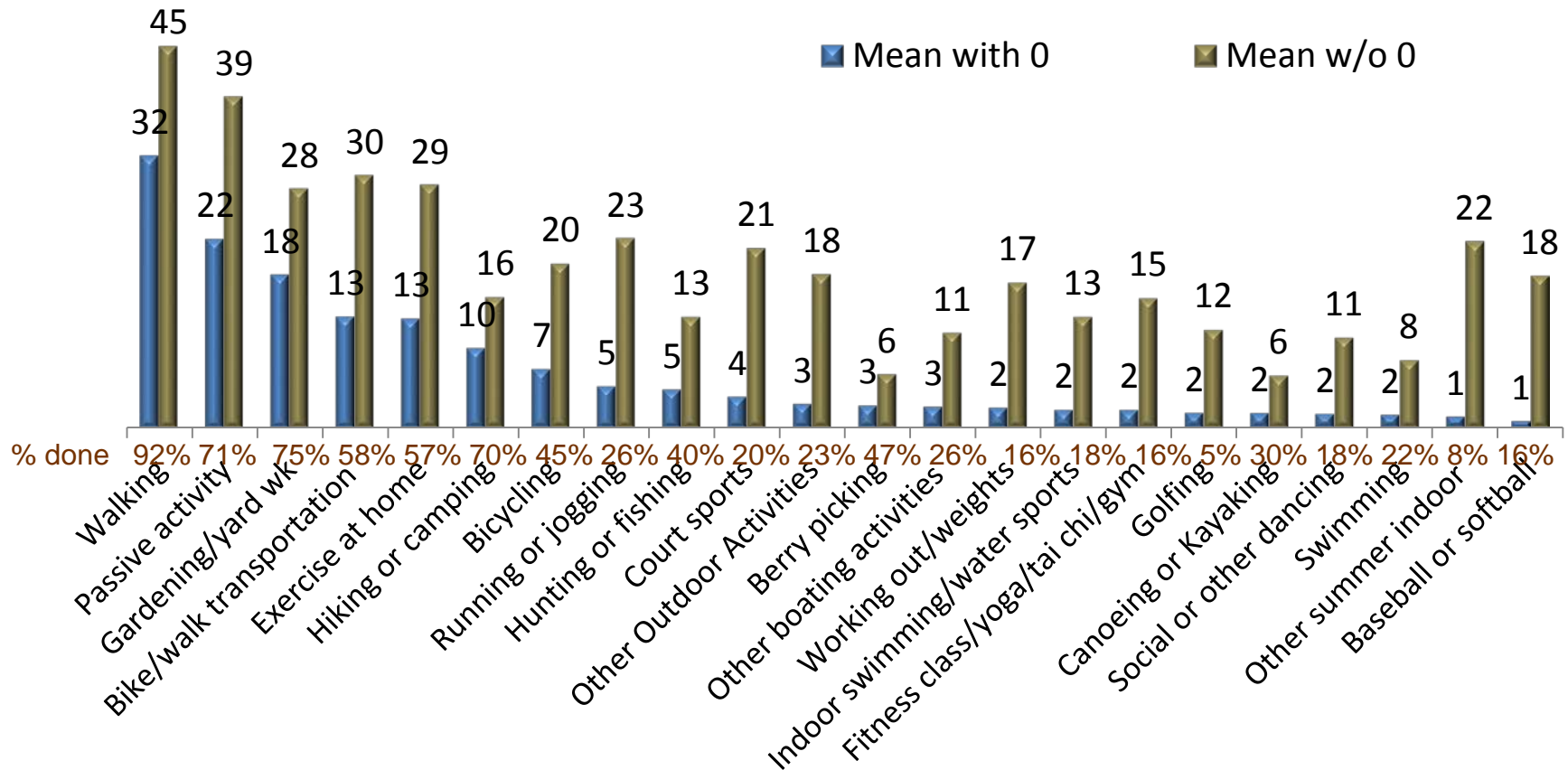
■ Most Often ■ Second Most ■ Third Most



Among OUTDOOR Summer activities, the one done the Most Often is Walking.

- This is followed by Biking and Gardening.
- Hiking is often in the top 3, but is typically the third most often.
- Other Activities are spread out across respondents.

B.2 Physical Activity– # of Times in Summer

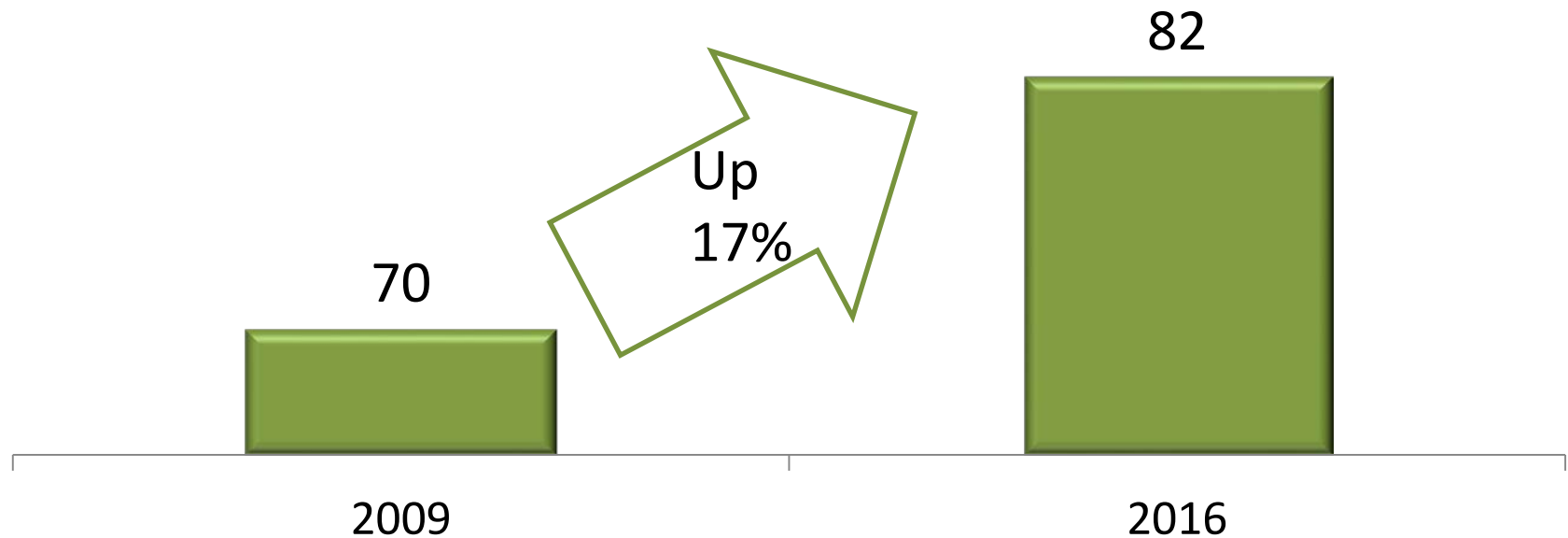


The average Yukoner, over the summer, Walked 32 times, Passive Activity 22 times, Gardened 18 times, Biked/Walked for Transportation 13 times, Exercised at home 13 times.

For most activities they either did it at least 15 times or not at all.

B.2 Physical Activity – # of Times in Summer

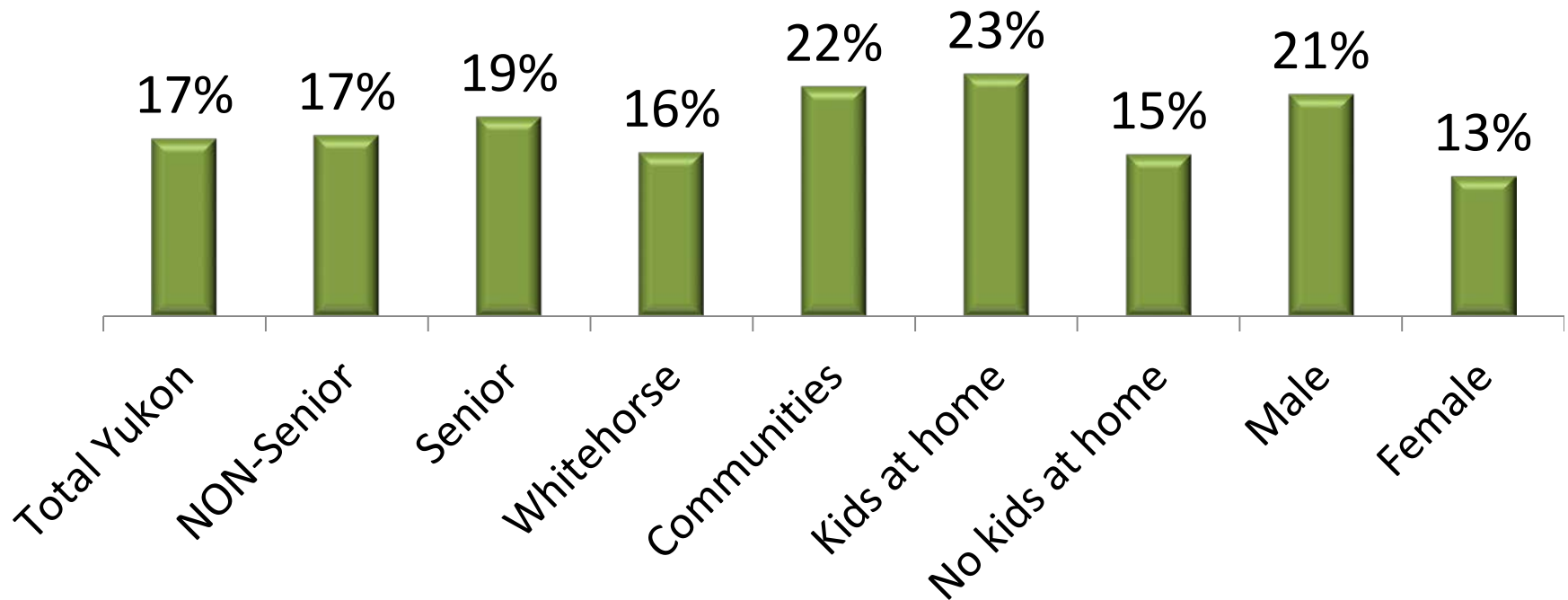
Average Number of Times done in the Summer



Among Yukoners who participate in at least one activity, (excluding Passive activities), they partake in their top 2 activities on average 82 times over a 93-day season. This is up 15% from 2009.

B.2 Physical Activity in Summer – # of Times

Changes in the number of times participated in top 2 Summer activities –
2009 - 2016



The greatest increase in activity participation was among those with Kids at home, in the Communities and among Men. All groups show at least a 13% increase per year.



B.2 Physical Activity in Summer - Summary

Across all demographic groups, Walking is the most common activity (with over 90% participation).

- ▶ Gardening/Yard work is slightly higher in the communities (80%) vs. total Yukon (75%), and among those with children at home (79%).
- ▶ Passive activities are highest among females (76%) and among those without children (75%) compared to 71% across the Yukon.
- ▶ Hiking / Camping is lower among Seniors (68% vs 79% for non-seniors) and highest (75%) among those with children at home.
- ▶ Biking or walking for transportation (58% overall) is highest for non-seniors (63%) and women (63%). Only 54% of men reported Walking or biking for transportation.
- ▶ In general, Seniors had lower participation rates in all activities except for Passive activities and Berry Picking.
- ▶ In general, Rural Yukoners had higher participation rates in: Gardening, Hunting/Fishing, Biking/Walking for Transportation, Other boating, Swimming, Social dancing, Golf and lower rates for Exercising at home, and Canoeing/Kayaking.
- ▶ Those with children at home are more likely than those without to: Garden, Hike/Camp, Berry Pick, Bicycle, Hunt/Fish, Run/Jog, Swim, Court sports, and Fitness classes and less likely to: do Passive activities or Exercise at home.
- ▶ Compared to Men, Women are more likely to do all the types of activities, except they are lower on Bicycling, Hunt/Fish, Other boating, and Baseball/Softball.

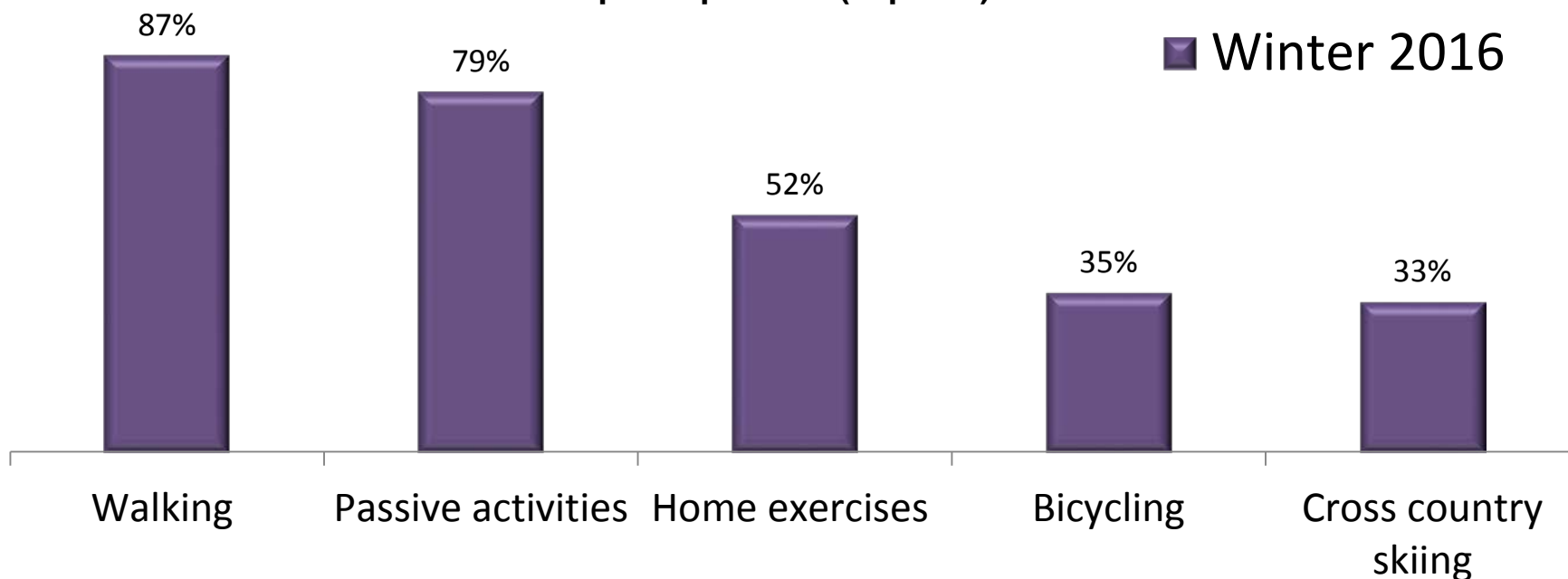


B.2 Physical Activity in Summer - Summary

- ▶ Compared to 2009, the number of times Yukoners participated in their top 2 summer activities increased 17%.
 - This added an average of 12 new activity events over the summer, or more than one a week.
 - The largest increase was among men, rural community residents, and those with children at home.

B.3 Physical Activity - Winter

Over this past Winter, which of the following recreational activities have you participated in (Top Tier)

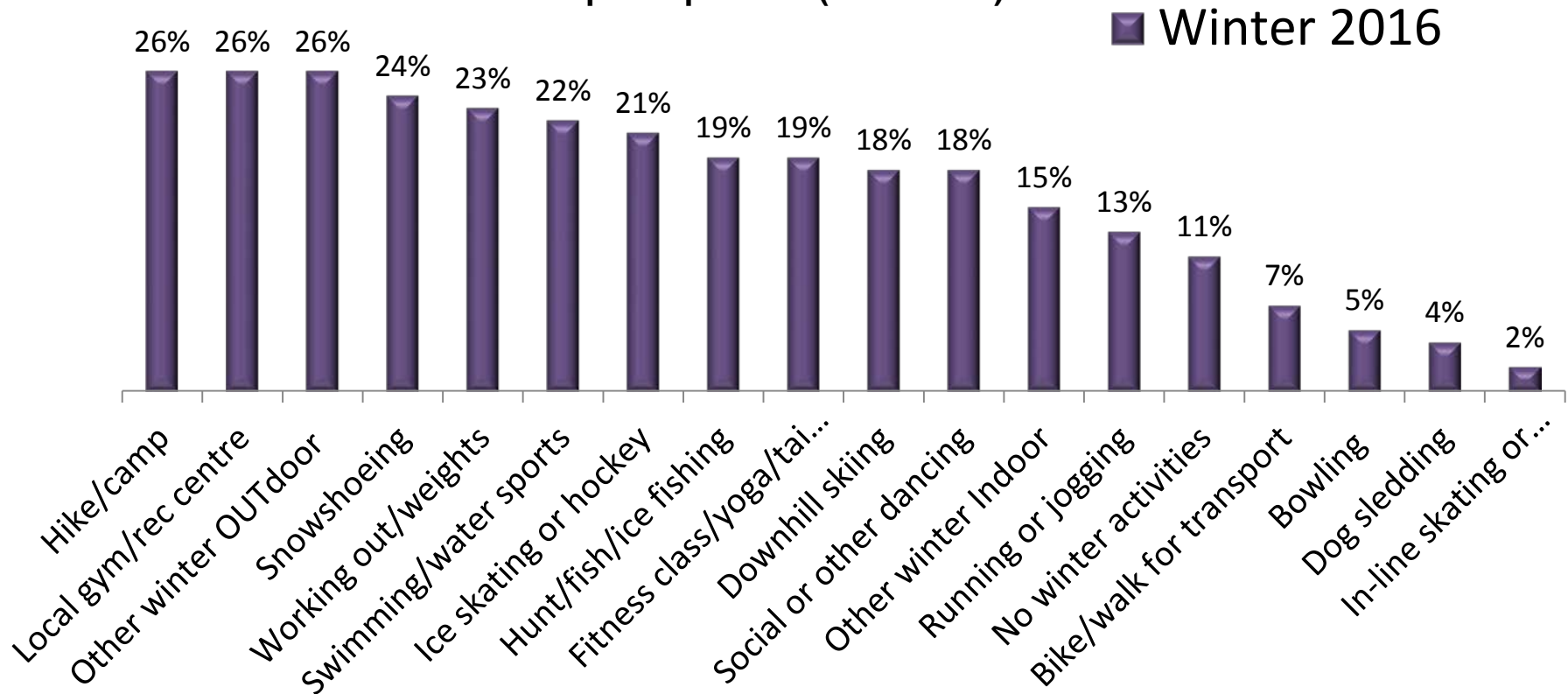


In Winter, as in summer, Walking, Passive activities and Home exercising top the list of activities.

- Compared to 2009, Walking has increased from 79% to 87%, Home exercising has increased from 43% to 52%, and Cross Country Skiing is similar at 33% to 30% in 2009.

B.3 Physical Activity - Winter

Over this past Winter, which of the following recreational activities have you participated in (Lower Tier)

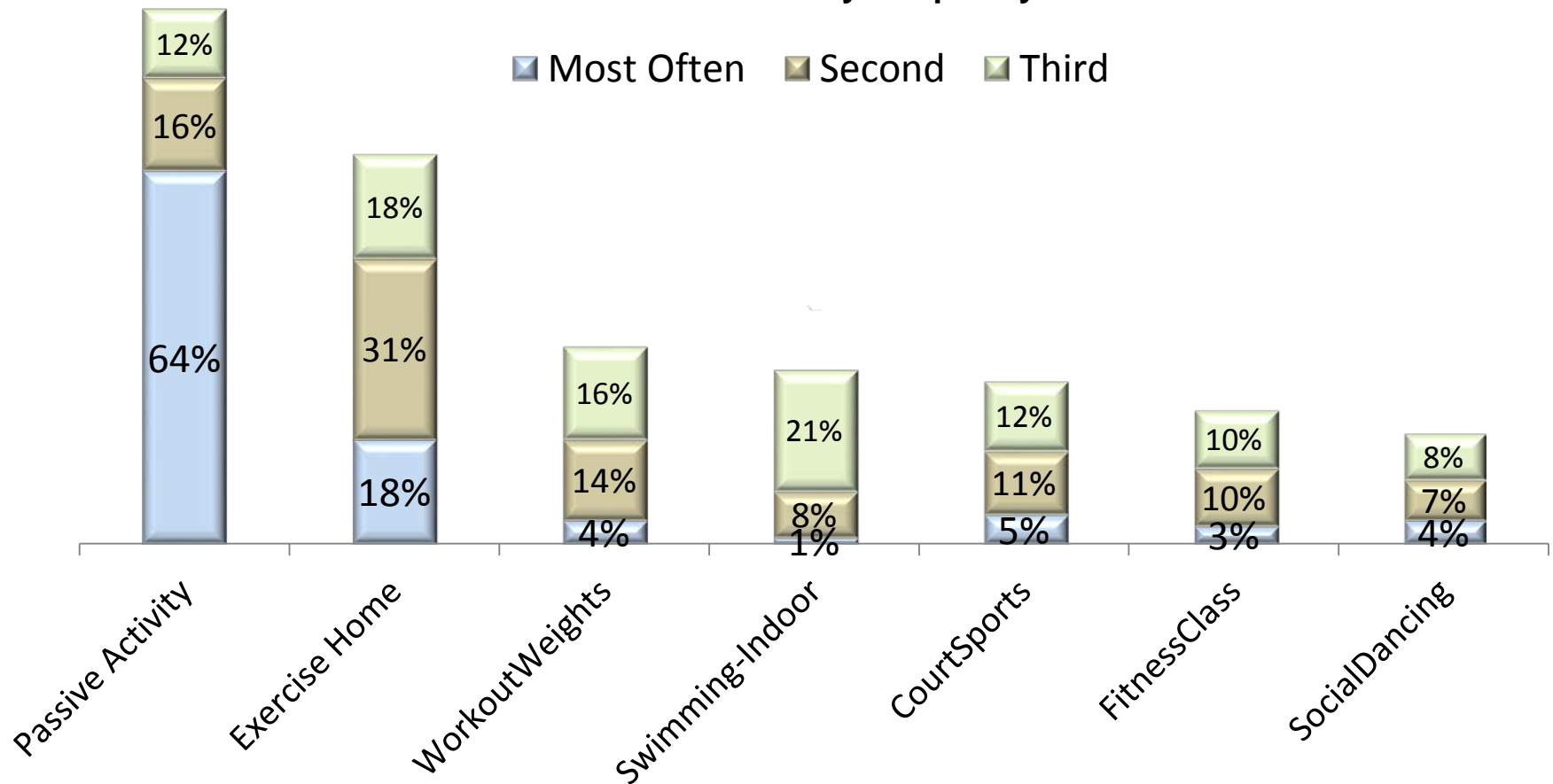


Activity levels are not much lower in Winter compared to summer. In 2009 Bicycling and Walk/Bike for transportation was combined and 27%. Combining those in 2016, 35% did one or the other.

B.3 Physical Activity - Winter

Winter INdoor Activity Frequency

■ Most Often ■ Second ■ Third



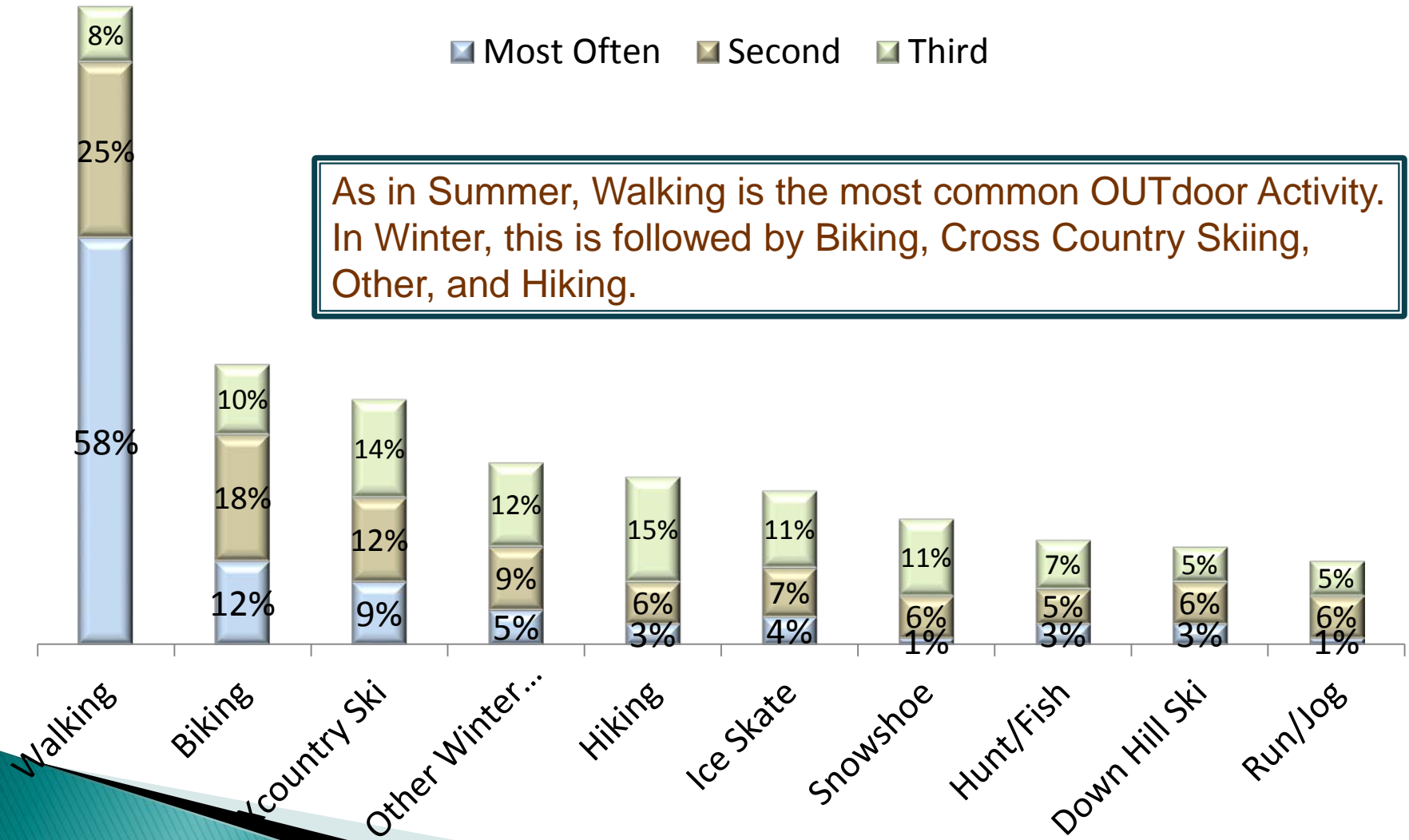
Similar to Summer, Passive Activities are the most common in Winter followed by Exercising at Home.

B.3 Physical Activity - Winter

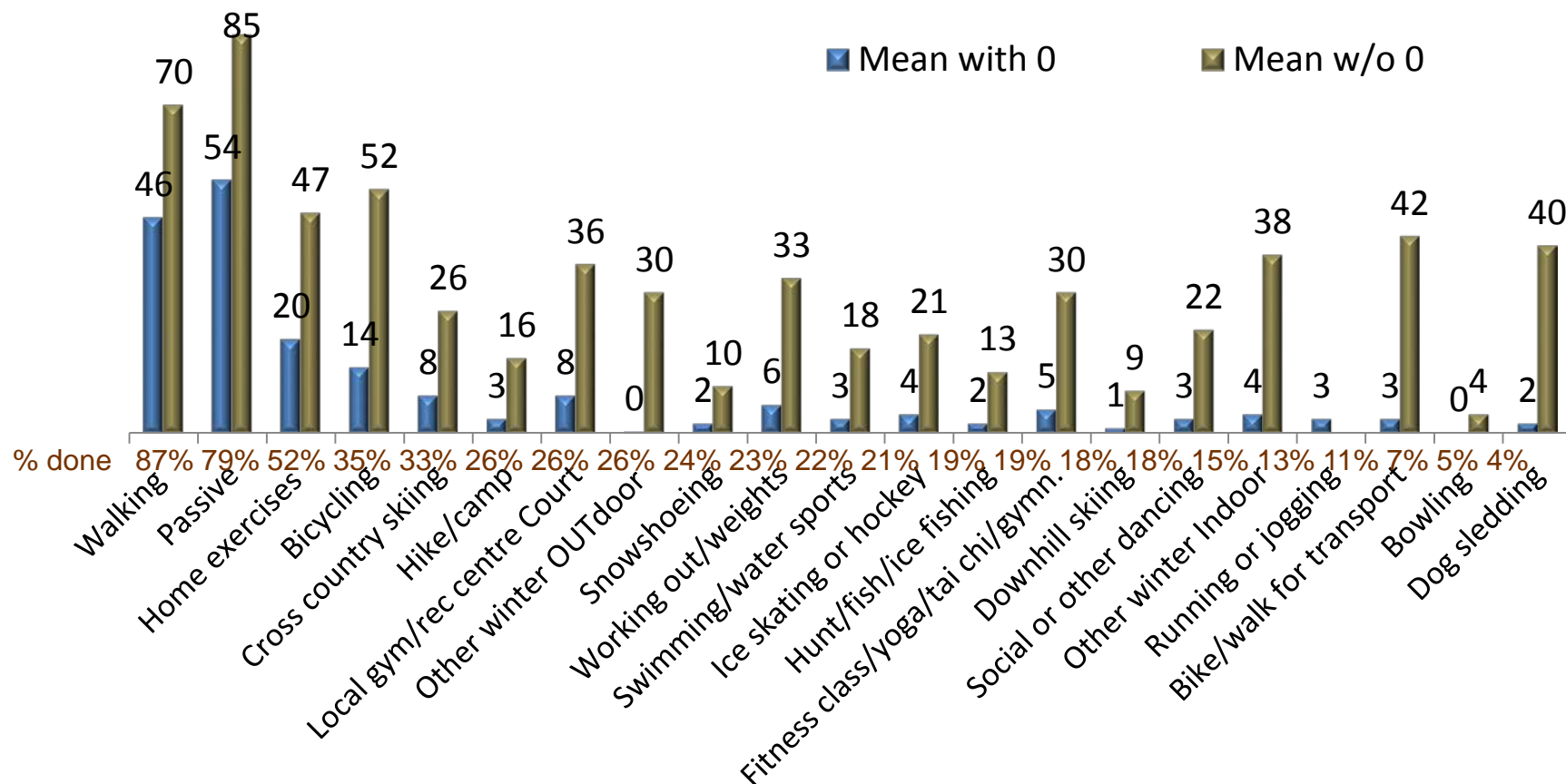
Winter OUTdoor Activity Frequency

■ Most Often ■ Second ■ Third

As in Summer, Walking is the most common OUTdoor Activity. In Winter, this is followed by Biking, Cross Country Skiing, Other, and Hiking.



B.3 Physical Activity – # of Times in Winter

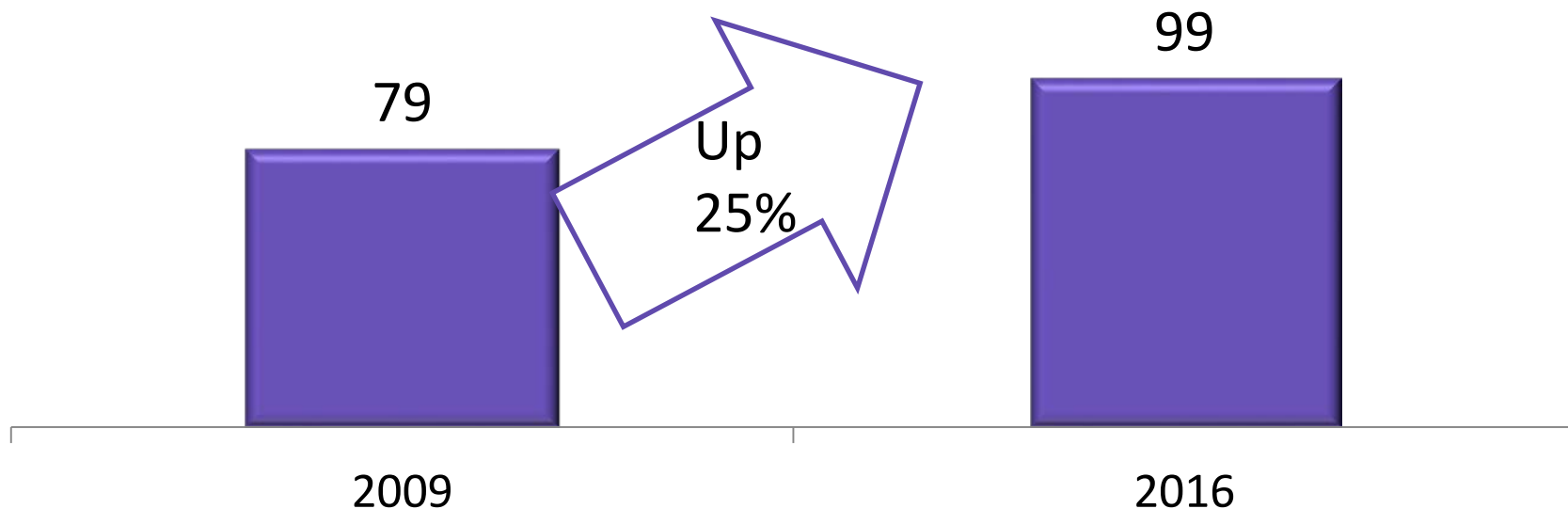


The average Yukoner, over the Winter, did Passive Activities 54 times and Walked 46 times. Home Exercise and Bicycling follow.

Other common activities, among those doing any, include Bike/Walk for transportation, Dog sledding, Other Indoor activities, and Court sports.

B.3 Physical Activity – # of Times in Winter

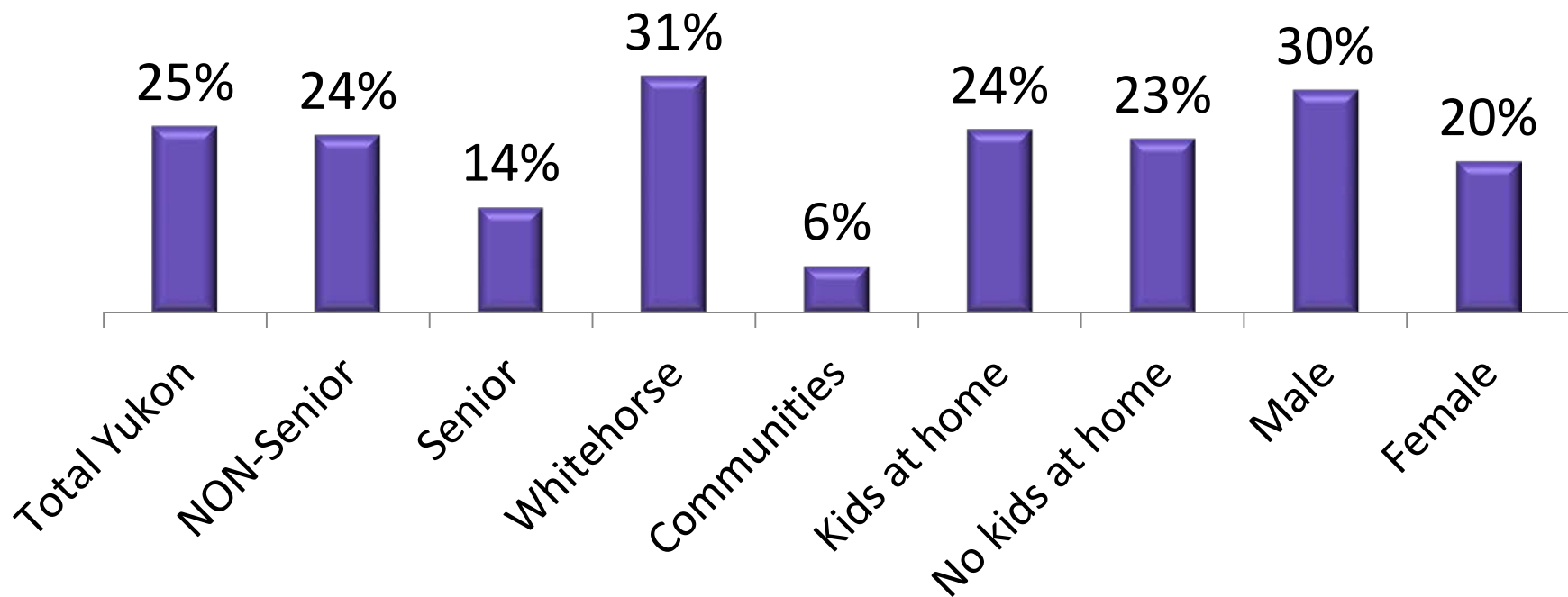
Average Number of Times done in the Winter – top 2 Activities



Among Yukoners who participate in at least one activity, (excluding Passive activities), they partake in their top 2 activities on average 79 times (over a 180 day season). This is up 25% from 2009. (3.5% per year)

B.3 Physical Activity – # of Times in Winter

Changes in the number of times participated in top 2 Winter activities –
2009 - 2016



The greatest increase in Winter activity participation was among those in Whitehorse (opposite as in Summer) and among Men.

Communities showed only a 6% increase per year.

B.3 Physical Activity in Winter - Summary

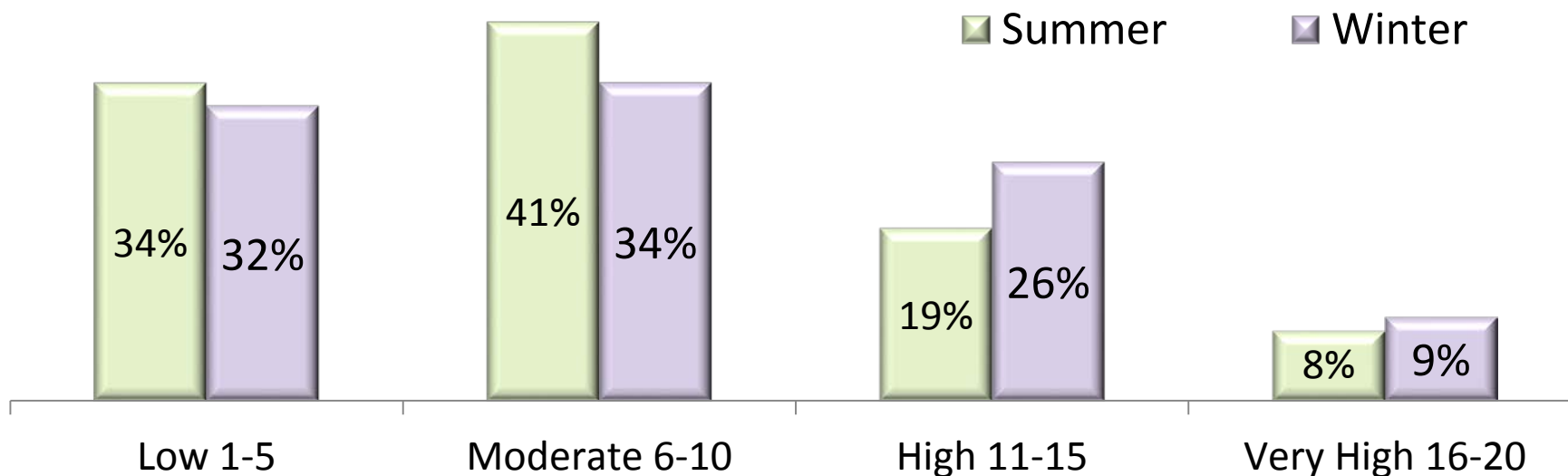
- ▶ Over 85% of Yukoners, across all demographics, participate in Winter Walking except for Seniors (77%).
- ▶ Those with children at home are significantly more likely to do Indoor exercises at home (61% vs. 52% total Yukon).
- ▶ Non-seniors and those with children at home are the most likely to use a Gym for Court sports (40% for non-seniors, 36% for those with children, vs. 26% total Yukon).
- ▶ In general, non-seniors participate in all activities more than Seniors except for Passive activities. This is especially true for Court sports, Indoor swimming, Ice skating/Hockey, Social dancing, and Running/Jogging.
- ▶ Between Whitehorse and Rural communities, Whitehorse residents are more likely to Cross Country ski, Court sports, Swim indoors, go to a Local gym/rec centre for Fitness classes, and less likely to Dog sled, Social dance, Hunt/Ice Fish, or Winter camp.
- ▶ Those with children at home, compared to those without, are more likely to Exercise at home, Court sports, Local gym for Weights, and Fitness classes.
- ▶ Men in the Winter, compared to Women, are more likely to Hunt, Camp, Hockey, and Downhill ski, while Women are more likely to do Social dancing, take Fitness classes, Exercise at home and do Passive activities.

B.3 Physical Activity in Winter - Summary

- ▶ Compared to 2009, the number of times Yukoners participated in their top 2 Winter activities increased 25%.
 - This added an average of 20 new activity events over the Winter, or about one a week, slightly more than over the summer.
 - The largest increase was among men and Whitehorse residents.

B.4 Physical Activity – Exertion Levels

Exertion Rating of Activity Level – Average for Top 2 activities done the most



- Only 8% of Yukoners rate their typical Summer exertion level as Very High on a scale from 1 to 20.
- Because Passive activities were included, $\frac{3}{4}$ of Yukoners report Low/Moderate exertion levels.
- Winter exertion is slightly higher than Summer levels.
- No direct comparison to 2009 is possible due to the inclusion of Passive activities. However, a similar pattern of higher exertion in the Winter than the Summer is consistent.

B.4 Physical Activity – Exertion Levels Summary

Exertion rates in the Summer: (Based on most done activity)

- ▶ Lower for Seniors (17% rated their exertion over a '10', vs. 29% for non-seniors).
- ▶ Lower in the Communities (58% under a '6' rating, vs. 51% in Whitehorse).
- ▶ Lower among those without children (26% rated over a '10', vs. 38% for those with children).
- ▶ Slightly lower among Men compared to Women, 25% rated over a '10', vs. 29% for Women).

Exertion rates in the Winter: (Based on most done activity)

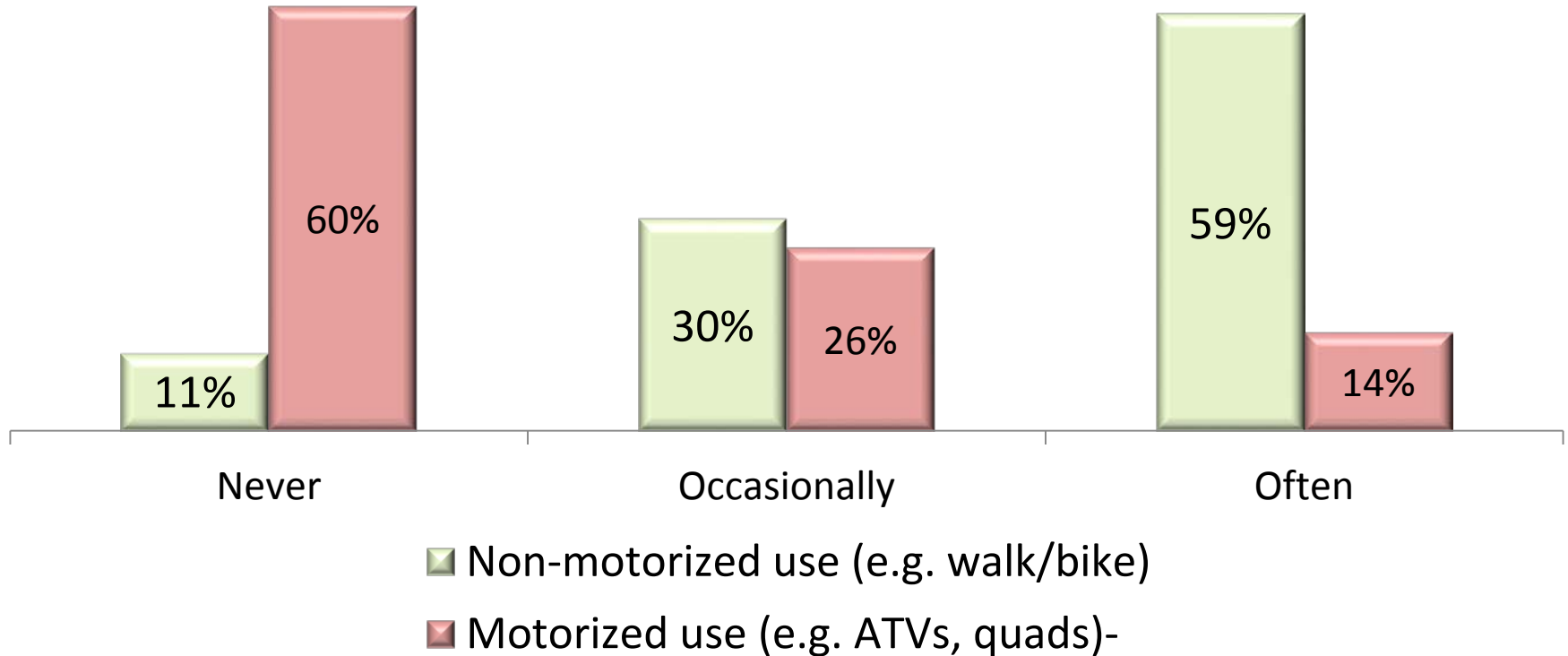
- ▶ Less difference between Seniors (29%) and Non-seniors (32%), Whitehorse (28%) vs. Rural (34%) – rated over 10 level.
- ▶ Again, those with children report higher exertion rates in the Winter (37%) compared to those without children (28%).
- ▶ No gender differences in the Winter.

Section C: Trails

1. Summer
2. Winter
3. Improvements

C.1 Trail Usage - Summer

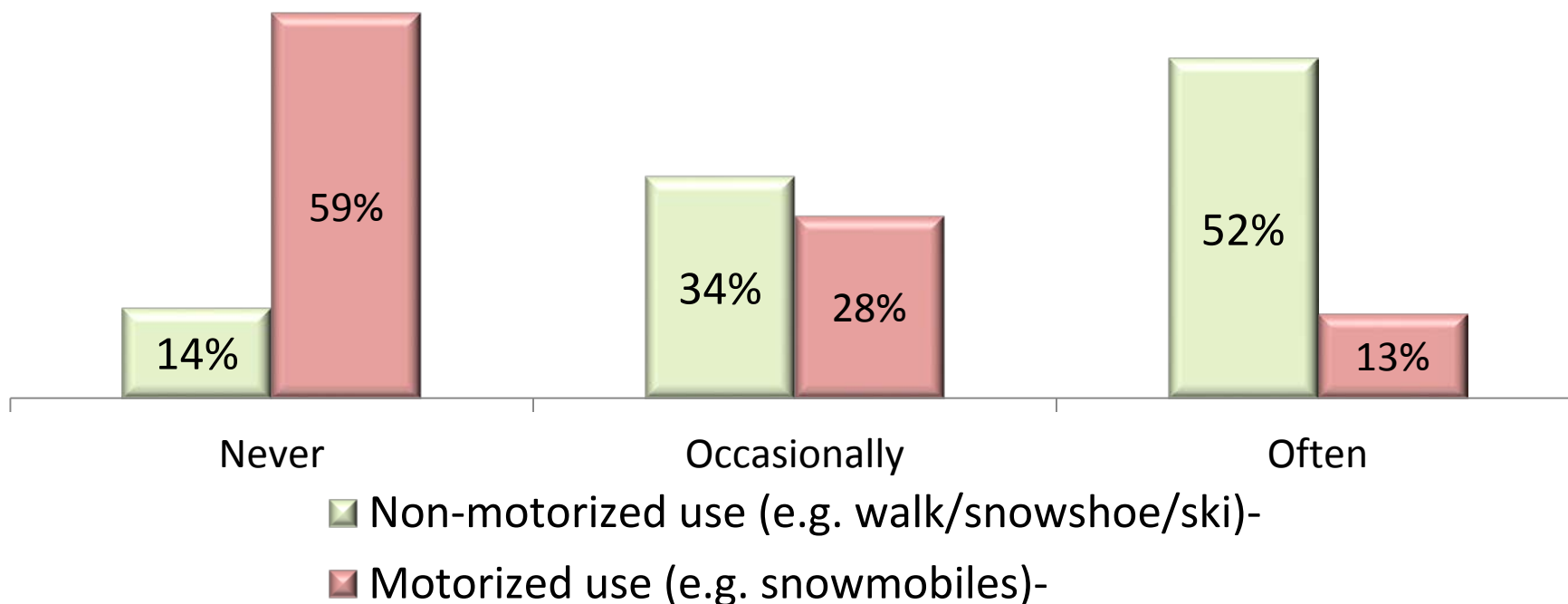
In the past 12 months, how often do you use those local trails in Summer for



89% of Yukoners report using a trail for Non-motorized activities, vs. 40% for Motorized uses.

C.2 Trail Usage - Winter

In the past 12 months, how often do you use those local trails in Winter for

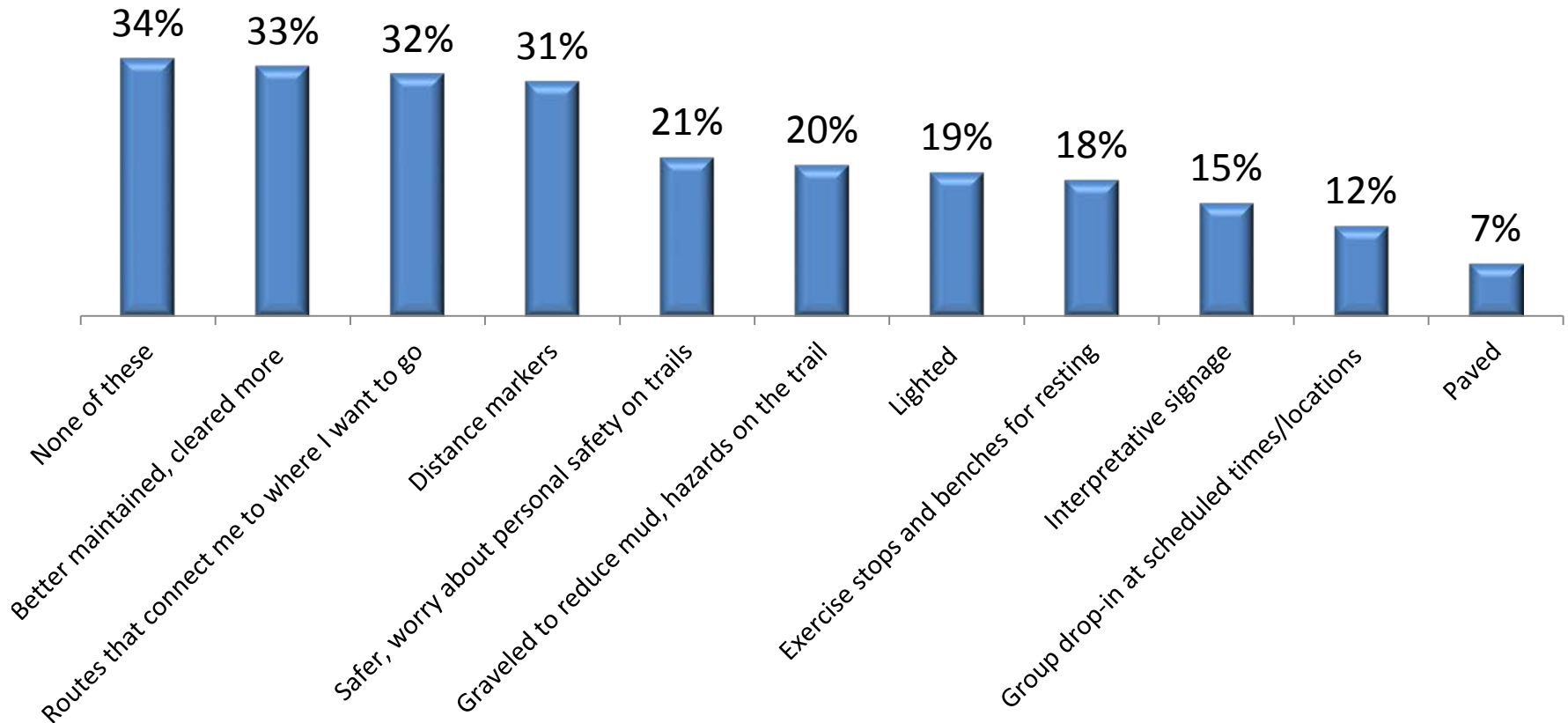


86% of Yukoners report using a trail for Non-motorized activities in the Winter (also similar to Summer usage).

41% of Yukoners report using a trail for Motorized activities in the Winter (similar to Summer usage).

C.3 Trail Usage - Improvements

Please check each of the items below that would significantly increase your use of the local trails.



Nearly one-third of Yukoners report they would increase their use of trails if the trails were better maintained, had routes that connect to where they want to go, and had distance markers.



C. Trail Usage - Summary

Trail usage is high in both seasons for Non-motorized activities (89% in Summer and 86% in Winter).

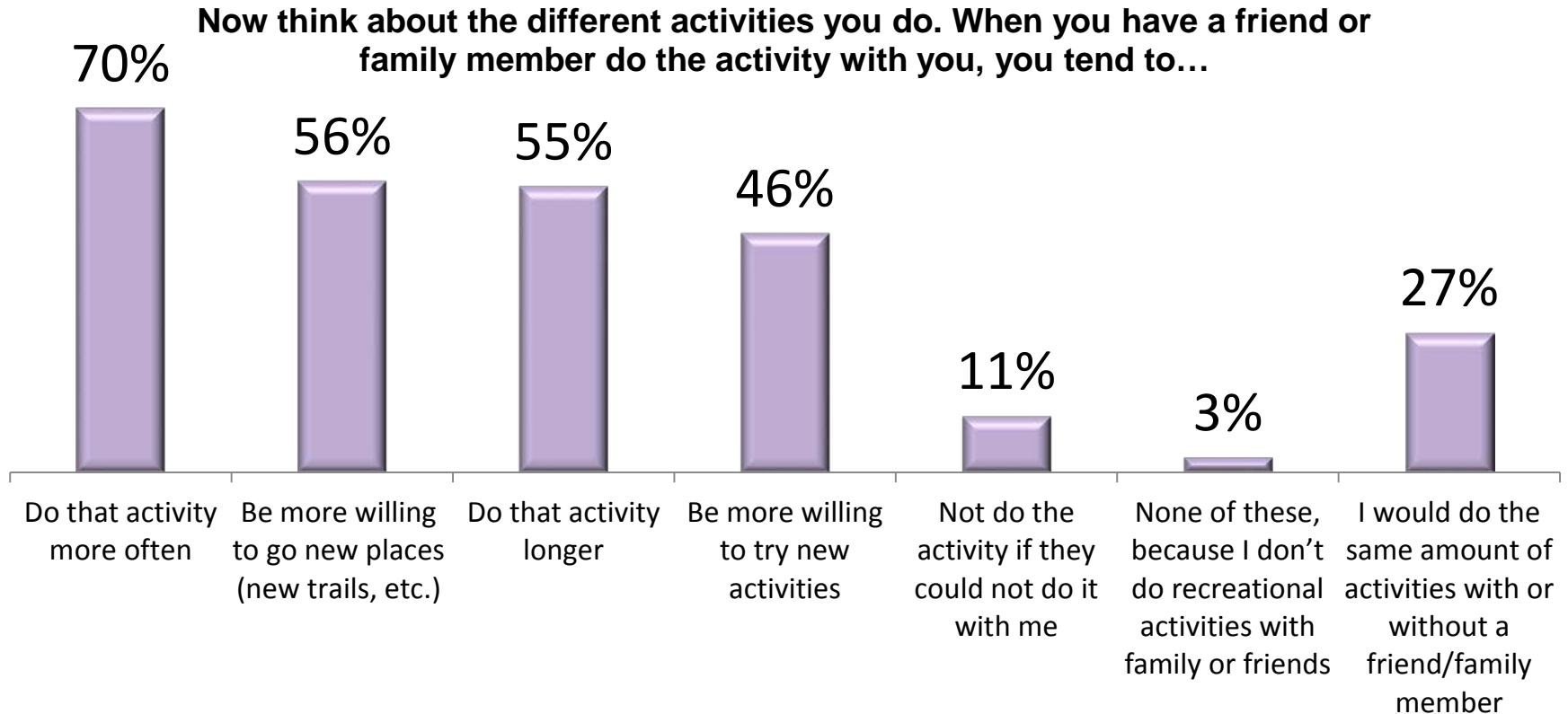
- ▶ Non-seniors use the trails for motorized and non-motorized in both Summer and Winter more often more than Seniors .
- ▶ Rural residents use the trail for motorized use in the Summer and Winter more so than Whitehorse residents (60% vs. 33% in the Summer) (68% vs. 32% in the Winter).
- ▶ Those with children at home also use the trails for motorized activities more compared to those without children (49% vs. 36% in Summer) (45% vs. 39% in Winter).
- ▶ Men use the trails more than Women for motorized activities (43% vs. 36% in Summer) (47% vs. 34% in Winter).
- ▶ Demographics has little impact on non-motorized trail use.

Section D:

Personal Preferences

1. Attitudes
2. Motivations
3. Barriers/Take Aways
4. Encouragements

D.1 Personal Preferences – Friends/Family



The majority of Yukoners (70%) will do an activity more if they have a friend or family member to do it with. Over half would be willing to try new places and do the activity longer.

Over 10% will drop out of the activity if having to do it alone.

D.1 Personal Preferences - Attitudes

Rate how strongly you agree or disagree with each of these statements

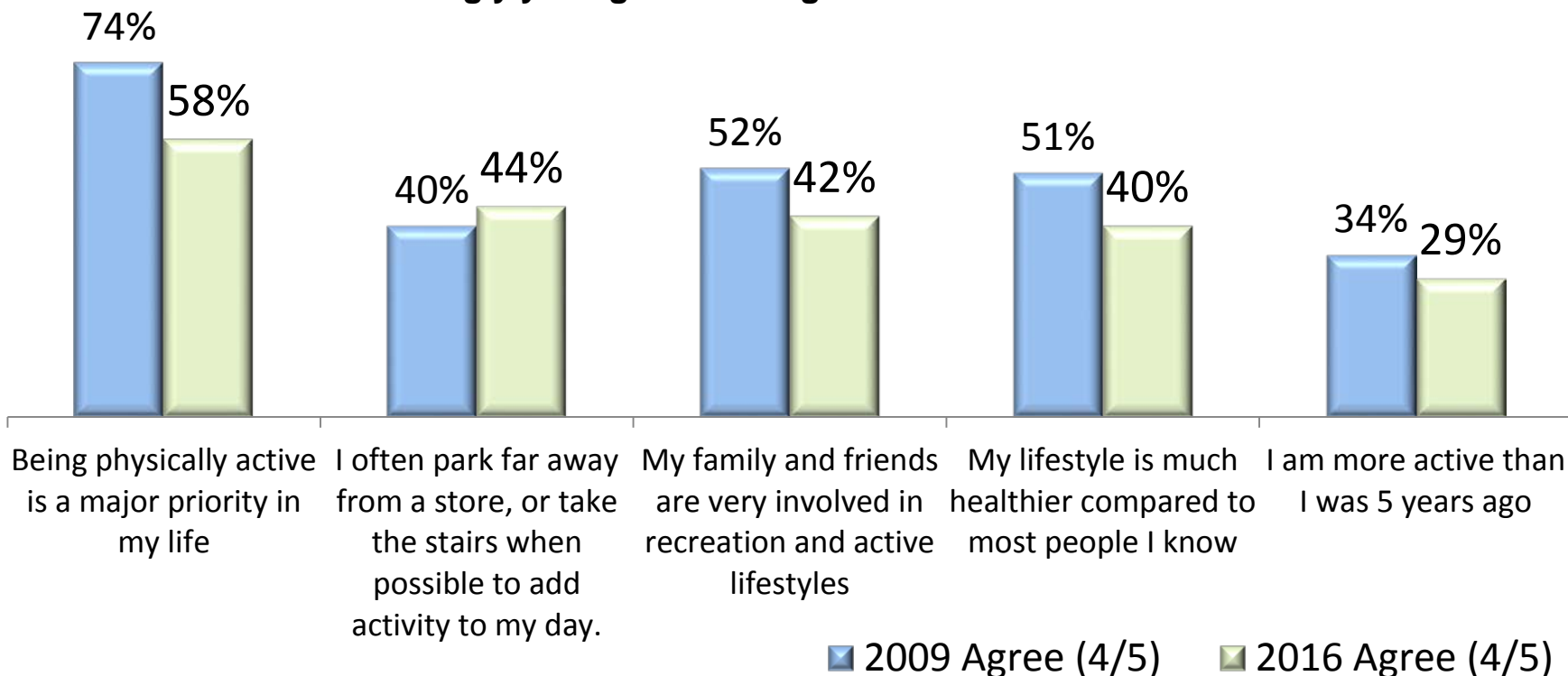


Most Yukoners agree that physical activity reduces stress.

- Over half agree they Love to exercise in Summer while slightly fewer than half love to exercise in Winter.
- Only 11% would rather Exercise indoors than outdoors.
- Only 29% are more active than 5 years ago.

D.1 Personal Preferences – Attitudes vs. 2009

Rate how strongly you agree or disagree with each of these statements

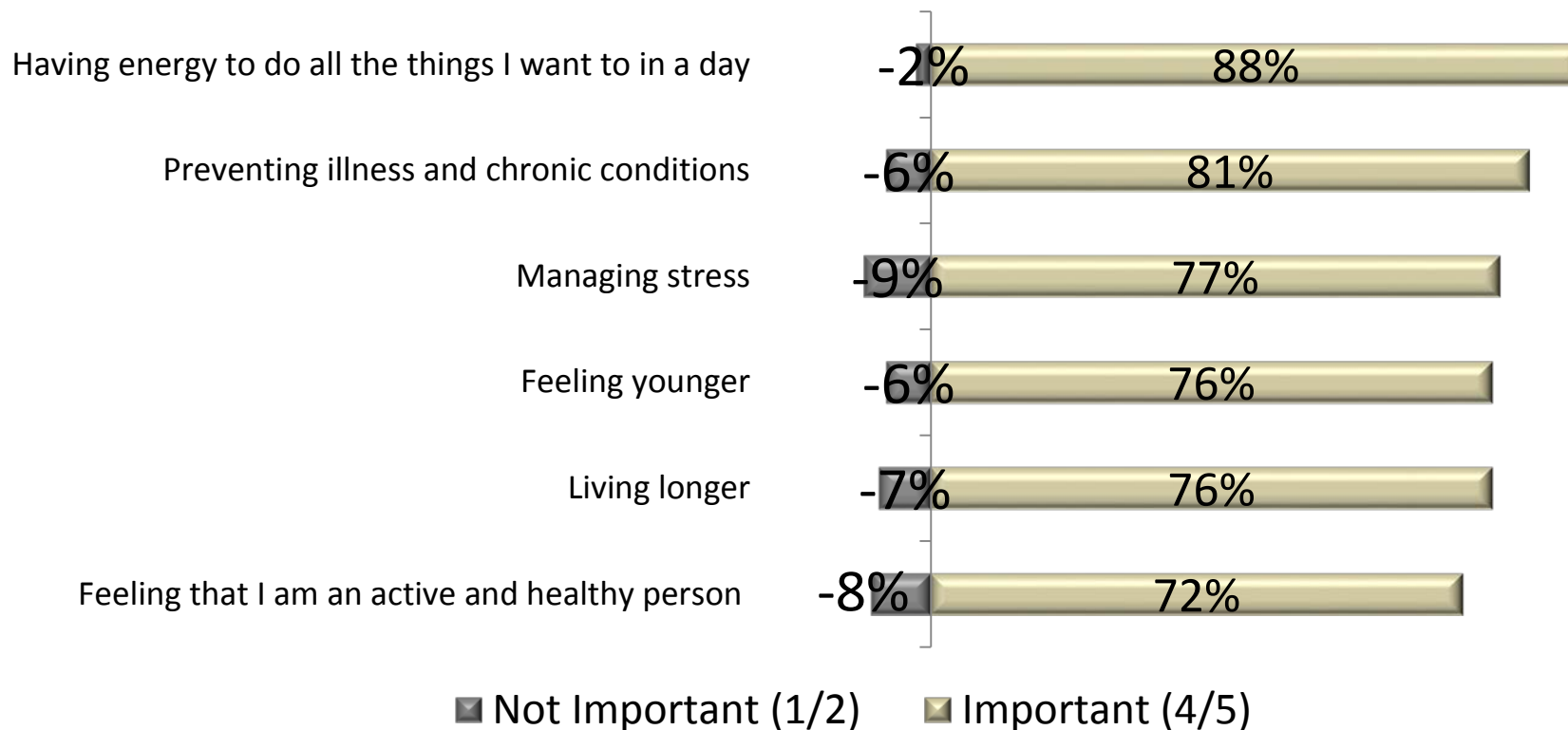


Compared to 2009, there is a slight increase in Parking far away/taking stairs. However all other areas decreased in agreement levels.

The largest drop is in Making physical activity a major priority in my life (down from 74% to only 58%).

D.2 Personal Preferences - Motivations

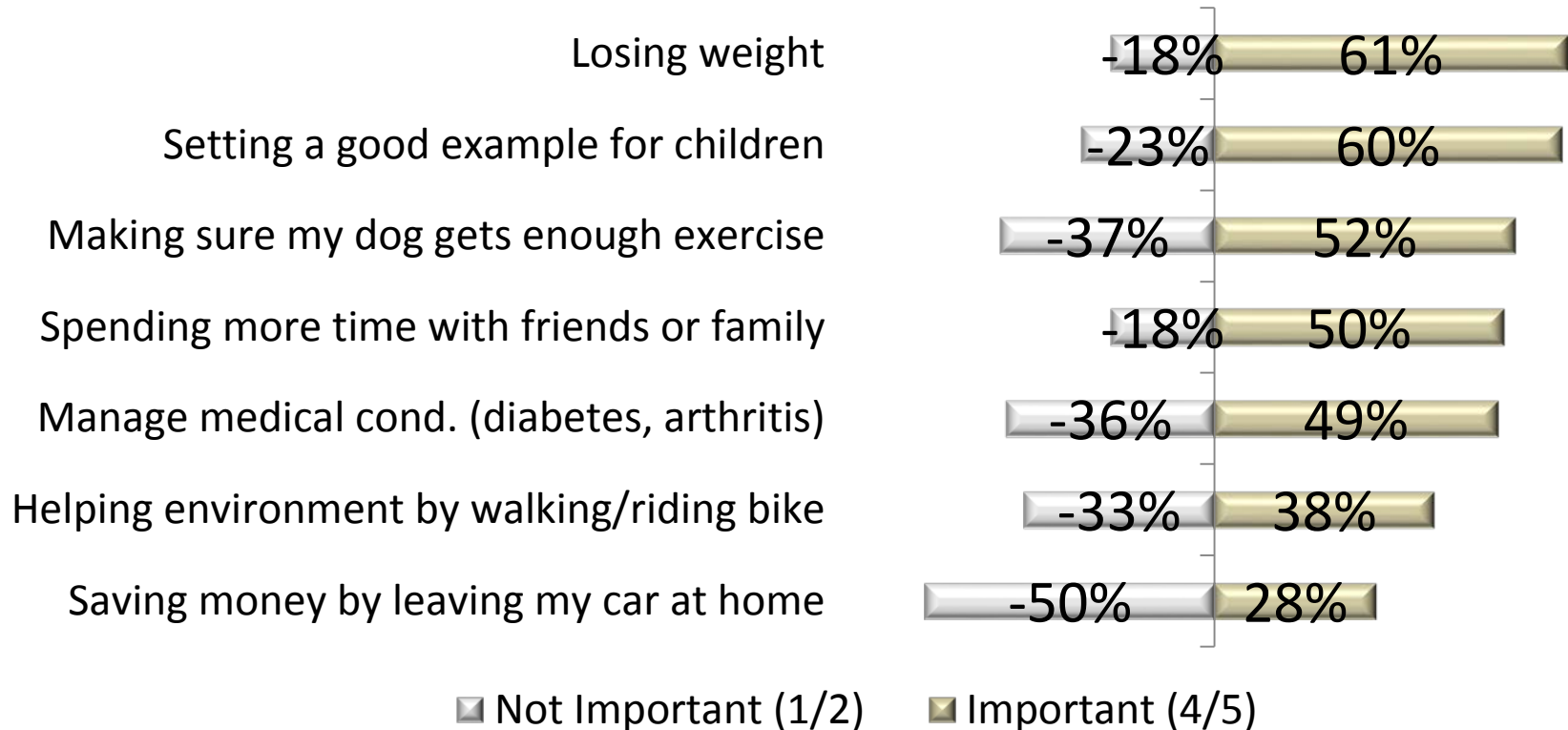
Benefits of healthy living. ... please rate how important this is to you –
Top Group



Over three-quarters of Yukoners rate the above items as Very Important benefits in their lives.

D.2 Personal Preferences - Motivations

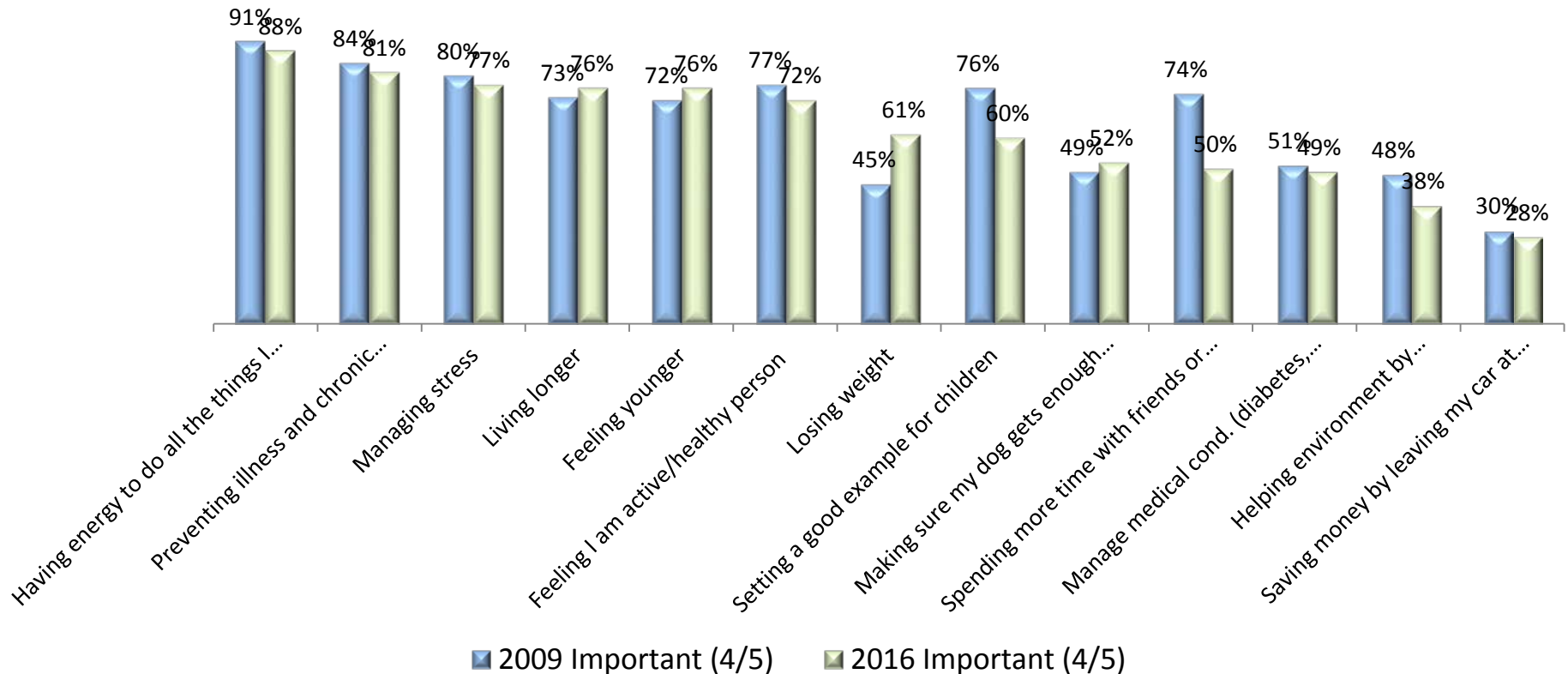
Benefits of healthy living. ... please rate how important this is to you –
Lower Group



External benefits, like the environment or budget are much less important motivators.

D.2 Personal Preferences – Motivations vs. 2009

Benefits of healthy living. ... please rate how important this is to you

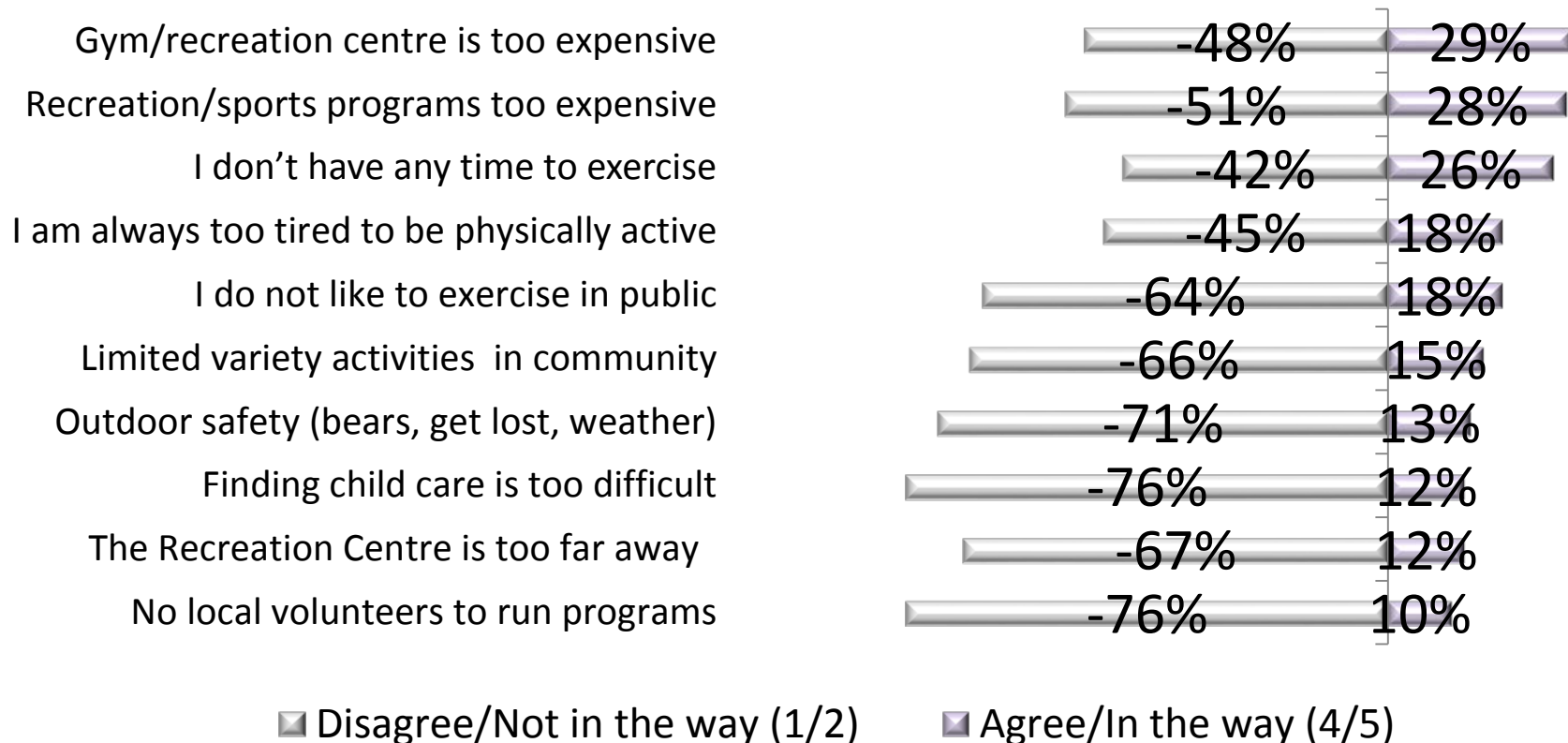


While most motivators have not changed much since 2009, a large drop was seen in Setting a good example for children and Spending more time with friends/family.

The importance of Losing weight increased.

D.3 Personal Preferences - Barriers

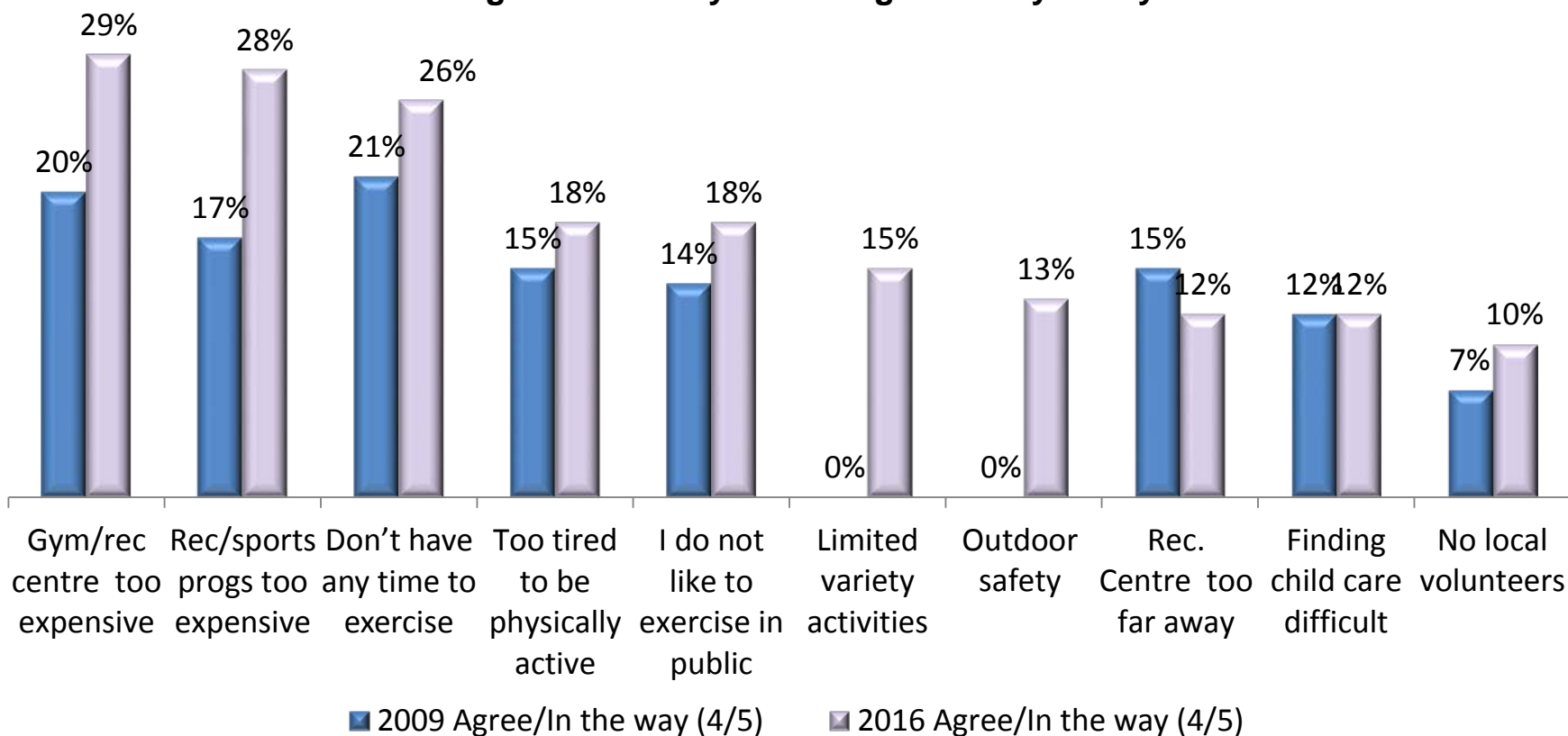
What gets in the way of leading a healthy lifestyle?



Two items lead the barriers to physical activity: Cost and Time. These deter slightly over one-quarter of Yukoners.

D.3 Personal Preferences – Barriers vs. 2009

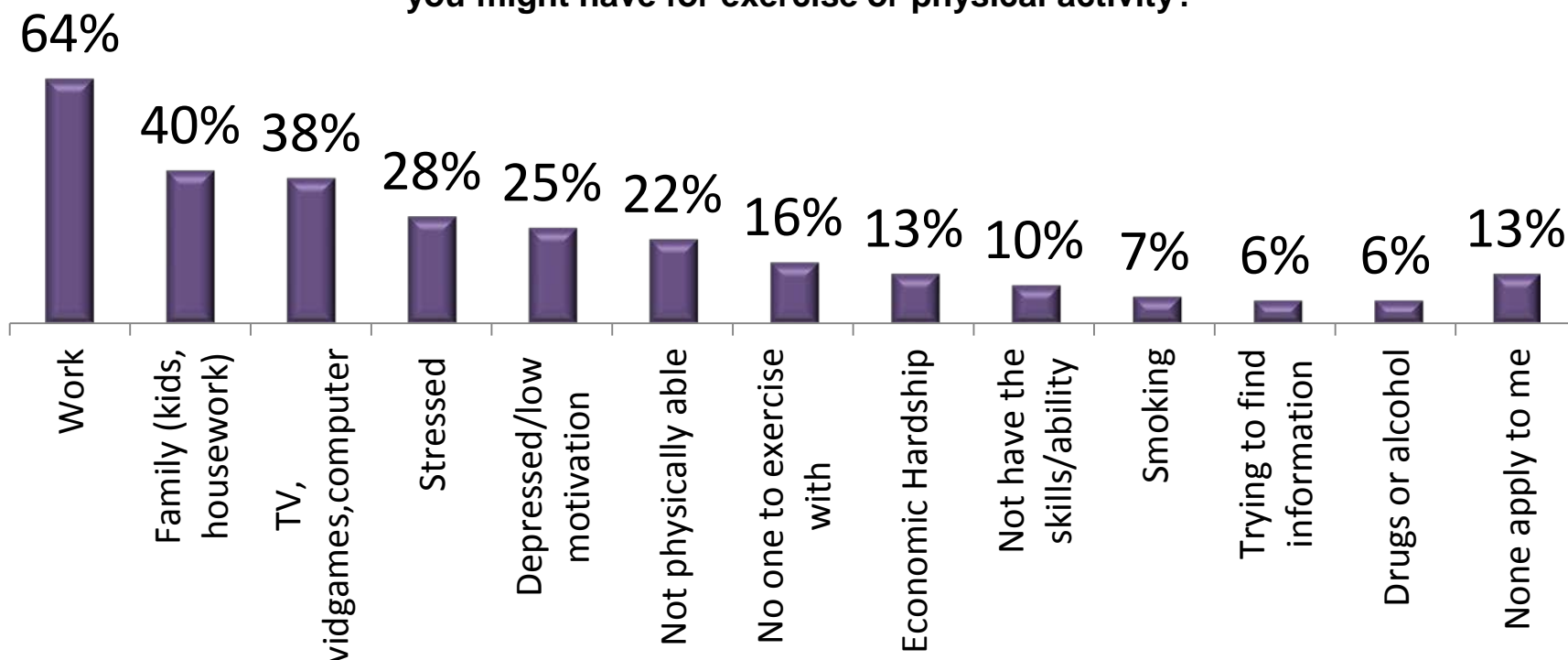
What gets in the way of leading a healthy lifestyle?



With the exception of the Rec Centre being too far away, all other barriers have increased from 2009. This is especially true for the cost related items. The exception is that Rec/Sports programs too expensive is less of a barrier for rural residents than for Whitehorse residents.

D.3 Personal Preferences – Take Away

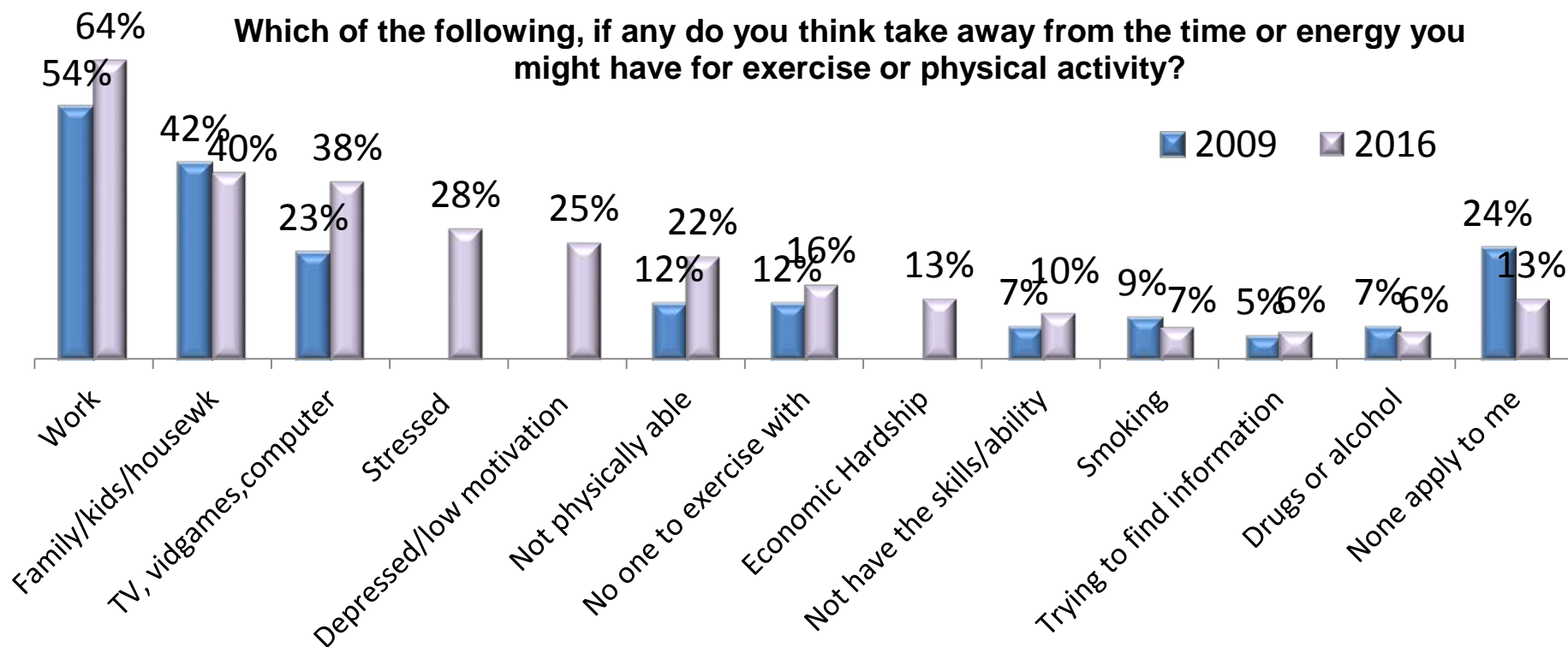
Which of the following, if any do you think take away from the time or energy you might have for exercise or physical activity?



Work dominates as the main thing that takes time or energy away from physical activity.

- Family and Screen time follow.
- Mental motivations follow (stress, depression).

D.3 Personal Preferences – Take Away vs. 2009

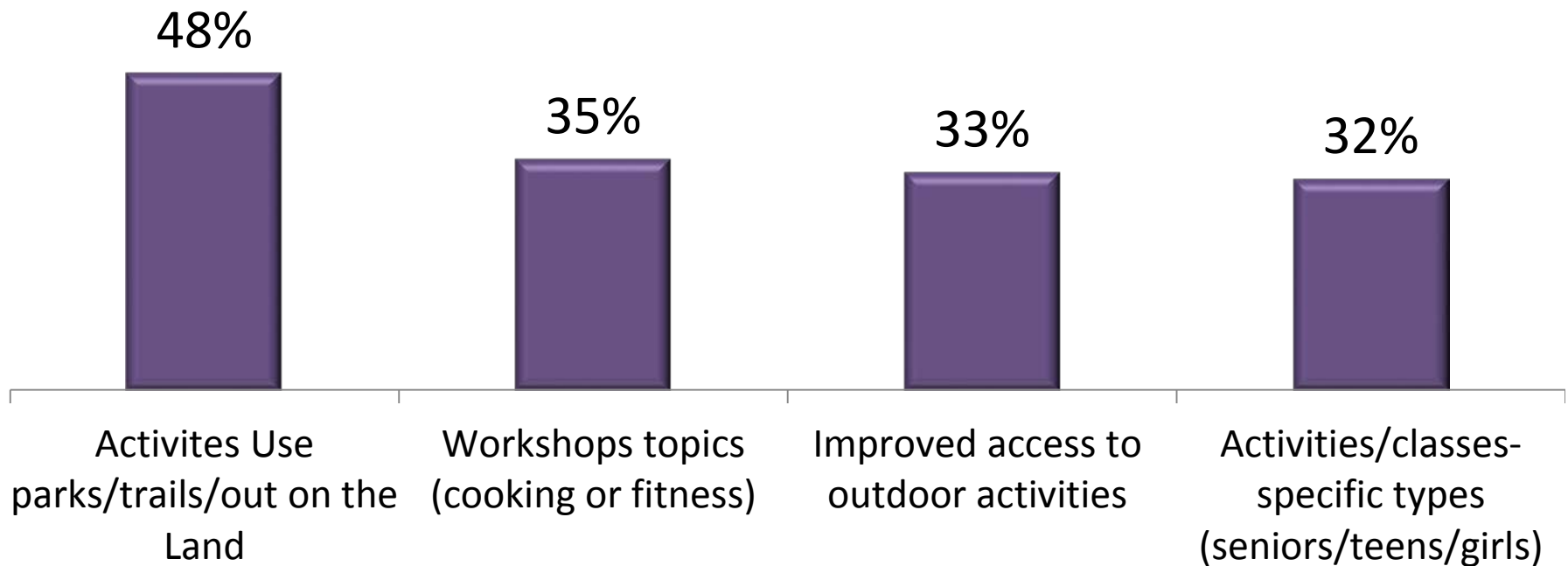


Work has increased as the largest time factor.

Screen time and physical ability have also increased.

D.4 Personal Preferences – Encouragements

Which items would most interest and motivate you or members of your household to participate in a healthier lifestyle. – TOP group

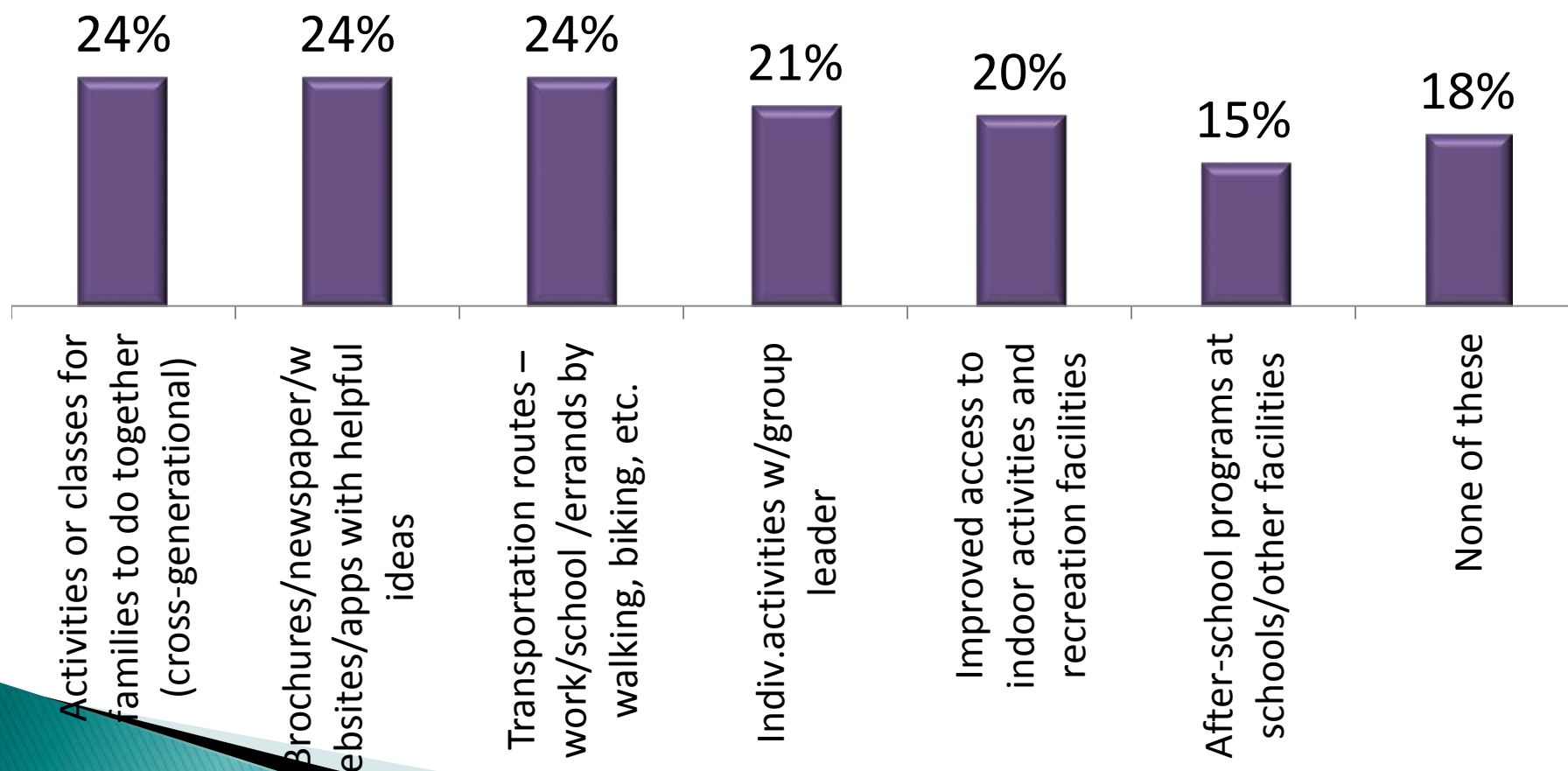


Having Activities that use the parks/trails/land is the top encouragement.

Access to activities outdoors are greater motivators than activities indoors.
However, Workshops are also good motivators.

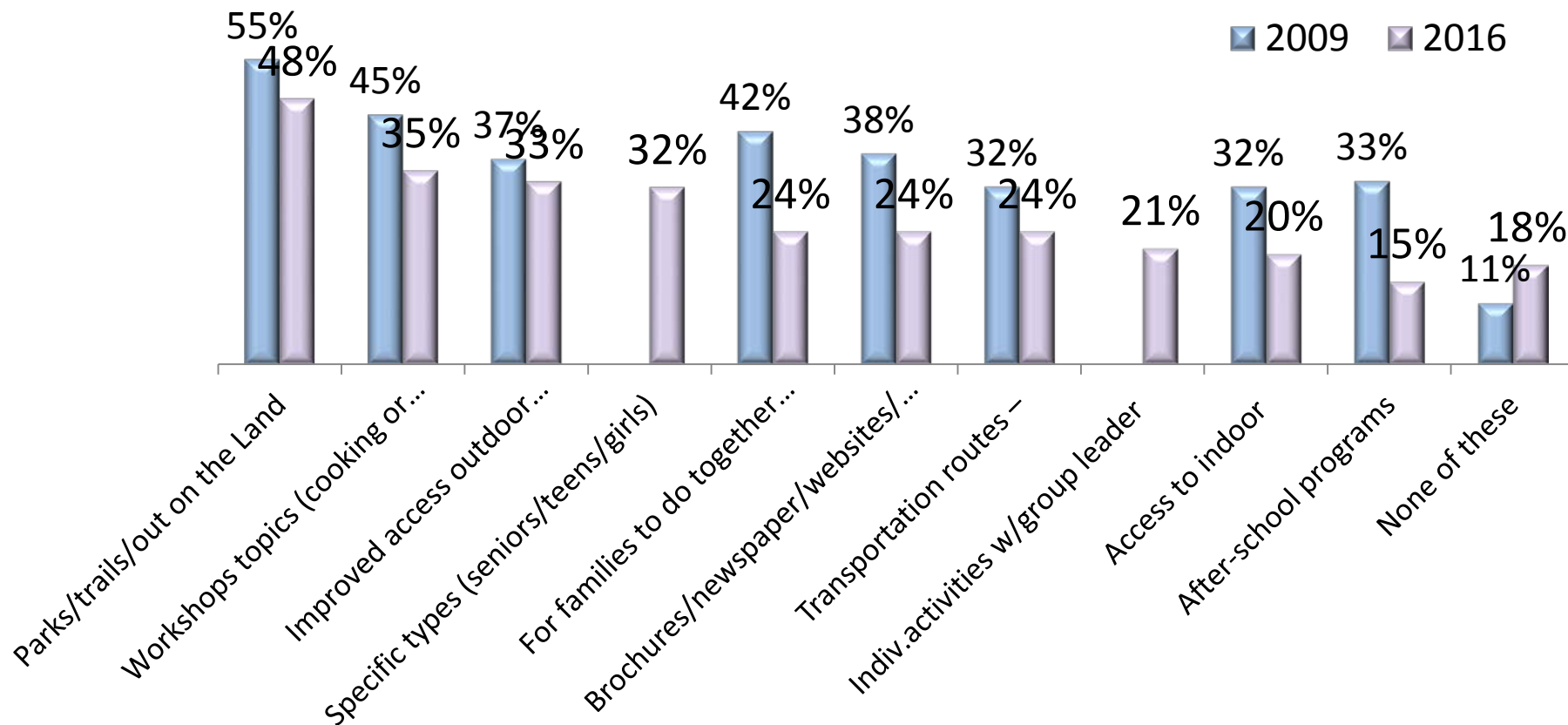
D.4 Personal Preferences – Encouragements

Which items would most interest and motivate you or members of your household to participate in a healthier lifestyle. LOWER group



D.4 Preferences – Encouragements vs. 2009

Which items would most interest and motivate you or members of your household to participate in a healthier lifestyle.



The rank order has not changed since 2009. All types of encouragement values have dropped. (Note: a slight change in the questionnaire wording took place.)

D. Personal Preferences - Summary

Friends/Family

Over half of Yukoners will either do activities more often, longer, or try new locations or activities if they have a friend/family member to do the activity with.

- ▶ Non-Seniors are more impacted by friends/family (81% vs. 66% for Seniors), especially when it comes to Trying new activities, Going to new places or Doing the activity longer.
- ▶ Rural residents are more likely than Whitehorse residents to Try new activities with a friend/family (54% vs. 44%).
- ▶ Women are more likely to Try new activities and Locations and Do the activity more often with a friend/family member than Men are.

Attitudes

Most Yukoners agree that physical activity reduces stress and is good for their mental health, although only 58% report making it a major priority in their life.

- ▶ Physical activity is a higher priority for Non-Seniors, Women (63%), and those with children (70%).
- ▶ It is a lower priority in the Communities (54%) vs. Whitehorse (59%).

D. Personal Preferences - Summary

Motivations

The leading motivators of physical activity are all self-directed. They are reasons related to the individual (stress, health, energy, weight). Second tier items relate to external factors (dog, children, environment).

- ▶ Non-Seniors place greater importance on: Having Energy, Setting Examples for Children, Saving Money and Exercising the Dog. Seniors place greater importance on Losing Weight, Managing Medical conditions
- ▶ Rural residents place more importance on Setting examples for children and lower importance on: Losing Weight, Managing Stress, Feeling Younger, Living Longer
- ▶ Those with children at home place greater importance on: Living Longer, Feeling Younger, Having Energy, Setting Examples of Children, Managing Stress, Losing Weight, Preventing Illness, More time with Friends/Family, Feeling Active/Healthy
- ▶ Women place greater importance on: Having Energy, Setting Examples of Children, Managing Stress, Losing Weight, Preventing Illness , Managing Medical conditions , More time with Friends/Family, Feeling Active/Healthy, and Exercising the dog.

D. Personal Preferences - Summary

Barriers

Cost and Lack of Time have increased as the main barriers to activity.

- ▶ Higher Barriers for Rural residents: Limited variety of activities, Limited volunteers to run programs (significantly higher) and Outdoor safety (Bears, getting lost, weather).
- ▶ Higher Barriers for Whitehorse residents: Rec/Sports programs too expensive.
- ▶ Higher Barriers for Those with children at home: Finding childcare.
- ▶ Higher Barriers for Women: Don't have time, and Outdoor safety (Bears, getting lost, weather).
- ▶ Higher Barriers for Non-seniors: Don't have time, Child care, Too tired.

Encouragements

- ▶ Compared to Seniors, non-Seniors are more motivated by Workshops, Cross generational activities, and Access to Indoor activities.
- ▶ Rural residents are more encouraged by Activities using parks/trails, Workshops, Activities targeted as specific groups, Access to indoor activities and Cross generational activities.
- ▶ Households with children are more encouraged by Cross generational activities and After school programs and less motivated by Individual activities with group leaders.
- ▶ Women are more encouraged by Individual activities with group leaders than Men are, as well as Activities using parks/trails.

D. Personal Preferences - Summary

Take Away: Time/Energy

Work, Family, Stress, Screen Time, and Depression are all factors that take away from the time and/or energy needed to be physically active.

- ▶ Drugs/Alcohol are more often issues for Non-Seniors than for Seniors.
- ▶ Seniors are more hampered by Physical Ability and No one to exercise with.
- ▶ Rural residents are more impacted by Smoking, Drugs/Alcohol, and Screen Time, than Whitehorse residents.
- ▶ People with children at home are more affected by Family time and Stress and less affected by Not being physically able, than are those without children.
- ▶ Women are more impacted by Family time, Stress and Economic hardship than Men are, but Men are more impacted by Screen time.

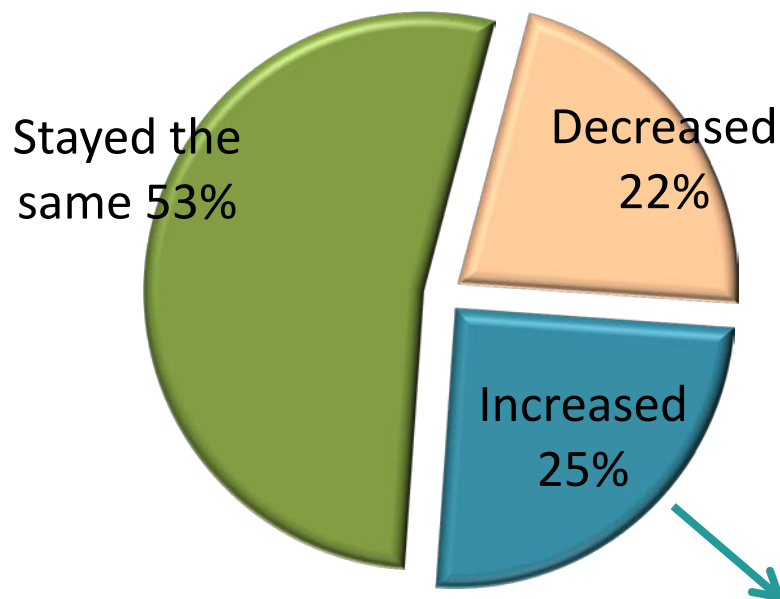
Section E:

Activity Levels - Changes

1. Past Year
2. Next Year

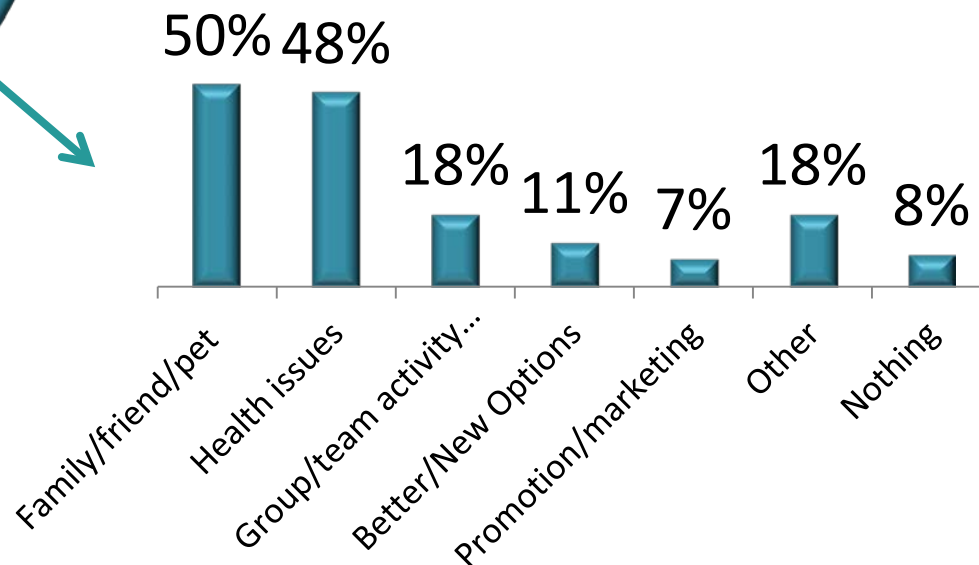
E.1 Activity Levels - Changes

Over the past year, do you think that your activity level has:



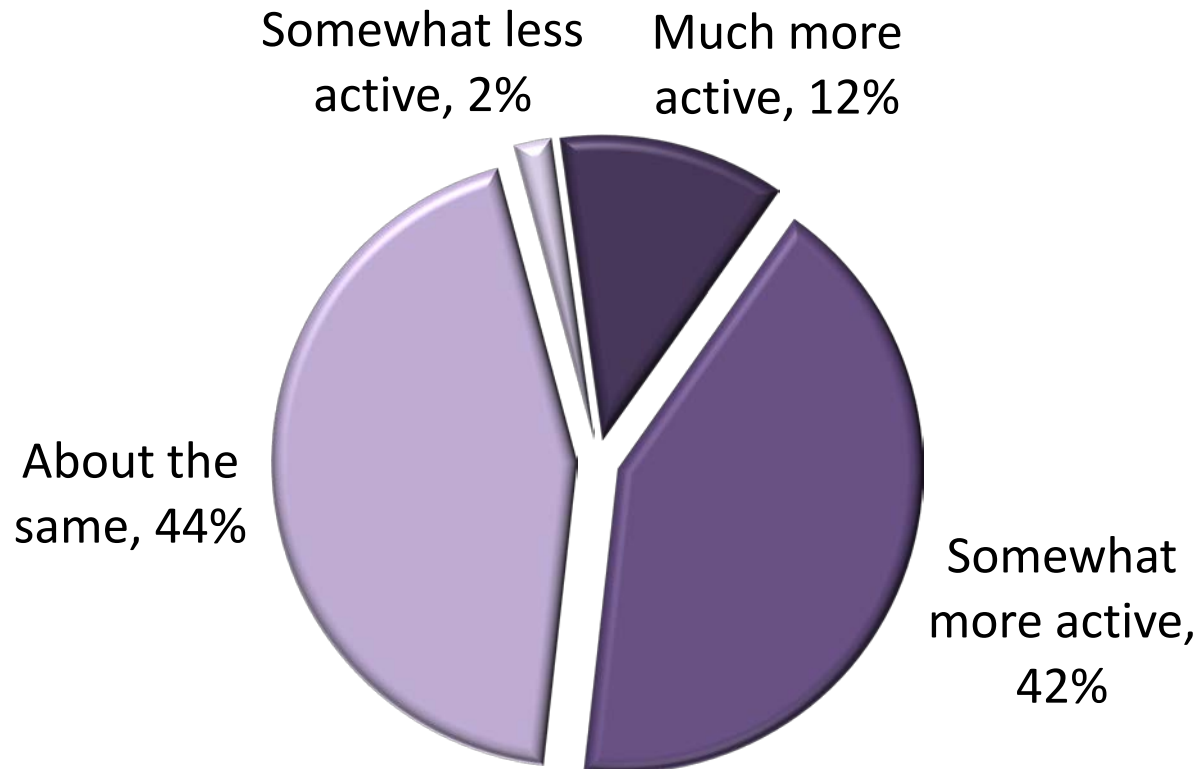
One in four Yukoners reported their activity levels have increased mainly due to Encouragement from Friends/family/pet and motivation from Health Issues.

What encouraged/supported this increase?



E.2 Activity Levels - Changes

Now think about the future. Over the next year, do you think you will be:



Slightly over half of all Yukoners believe they will increase their activity levels.

E. Activity Levels - Summary

Past Year

- ▶ Seniors were more likely than Non-Seniors to report an increase in activity levels.
- ▶ Among those reporting an increase in activity:
 - Seniors were more often encouraged primarily by Health Issues, but also by Family/Friend/Pet encouragement, while Non-Seniors were more often encouraged by a Group or Team sport they joined.
 - Rural residents were more often encouraged by Health Issues, New Options at the Community Centre, and Promotions, while Whitehorse residents were more encouraged by Family/Friend/Pet.
 - Those with children were more influenced by Health Issues, while those without were more influenced by a Group/Team sport.
 - Men (married) were more likely than Women to be encouraged by Family/Friend/Pet. Single men were more influenced by team/group activities/programs. Women were more influenced by Health reasons.

Next Year

- ▶ Non-Seniors are slightly more likely to hope they will increase activity levels than Seniors.
- ▶ No other demographic difference occurred.

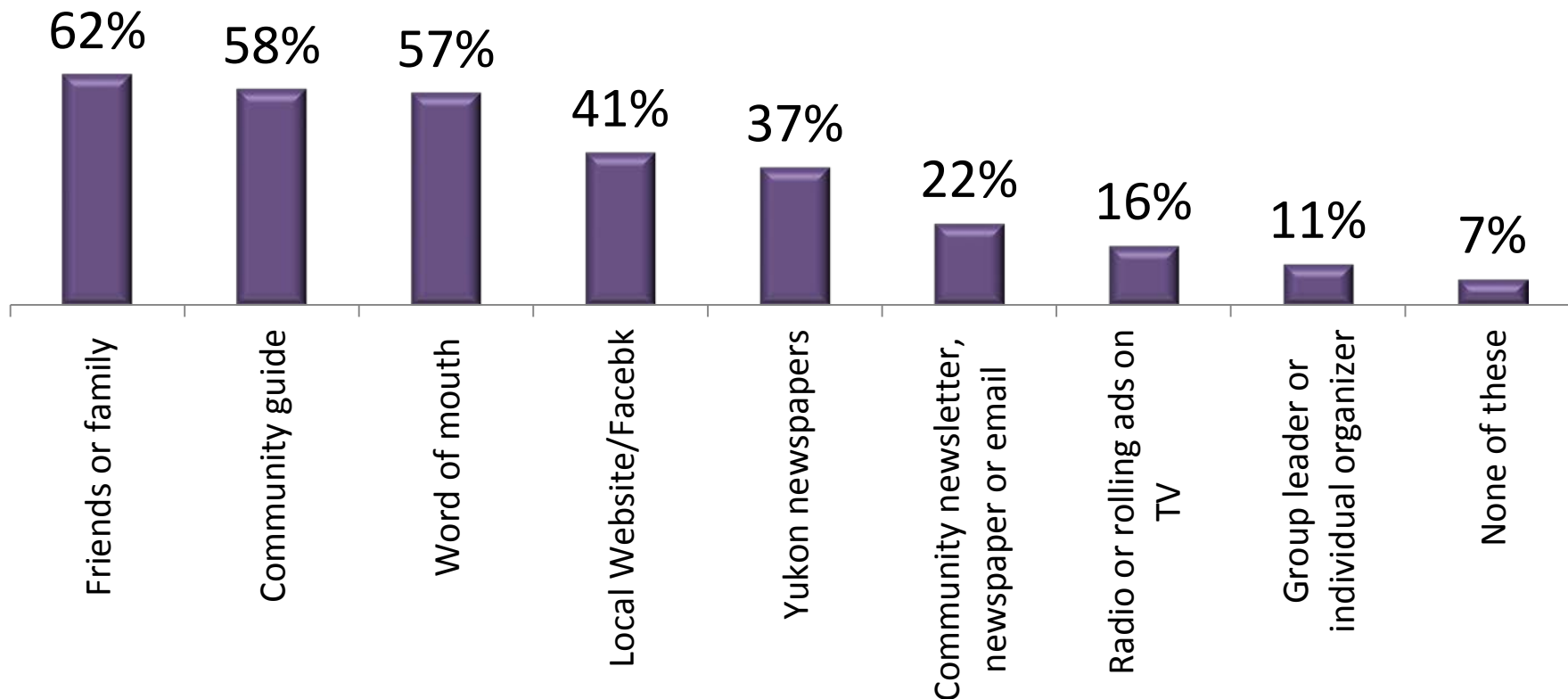
Section F:

Communication

1. Programs/Activities
2. Health Information

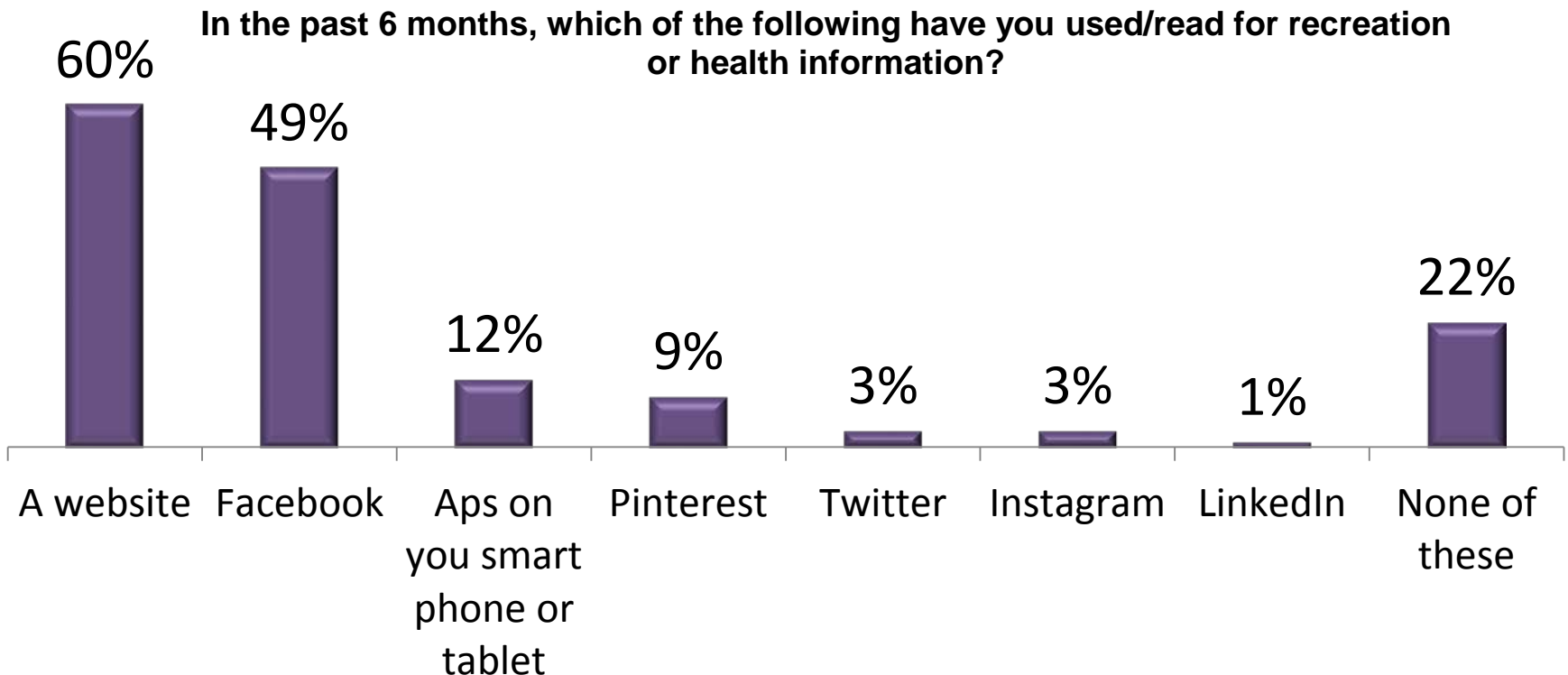
F.1 Communication – Programs/Activities

How do you typically find out about places that offer recreation programs, activities and trails in your community?



Friends/Family, Community guides and Word of mouth are main methods used for program/activity information. Local Websites and Yukon Newspapers follow.

F.2 Communication – Recreation/Health Info



Most Yukoners have looked online for recreation or health information. Nearly half have used Facebook. Few use any other source.

F. Communication - Summary

Communication Methods for Programs/Activities

- ▶ Seniors are more likely to get information from a Yukon Newspaper and less likely to get it from a Website or Facebook. (Friends/Family is still the top reason for both groups).
- ▶ Rural residents are more likely than Whitehorse to use Word of Mouth, Website/Facebook, Community newsletter or a Group leader. Whitehorse residents are more likely to use a Yukon Newspaper or Radio/TV rolling ads.
- ▶ Those with children at home are more likely to use a Website/Facebook and less likely to use a Community Newsletter than those without children.
- ▶ Women are more likely than Men to use Friends/Family or a Website/Facebook.

Sources for Recreation/Health Information

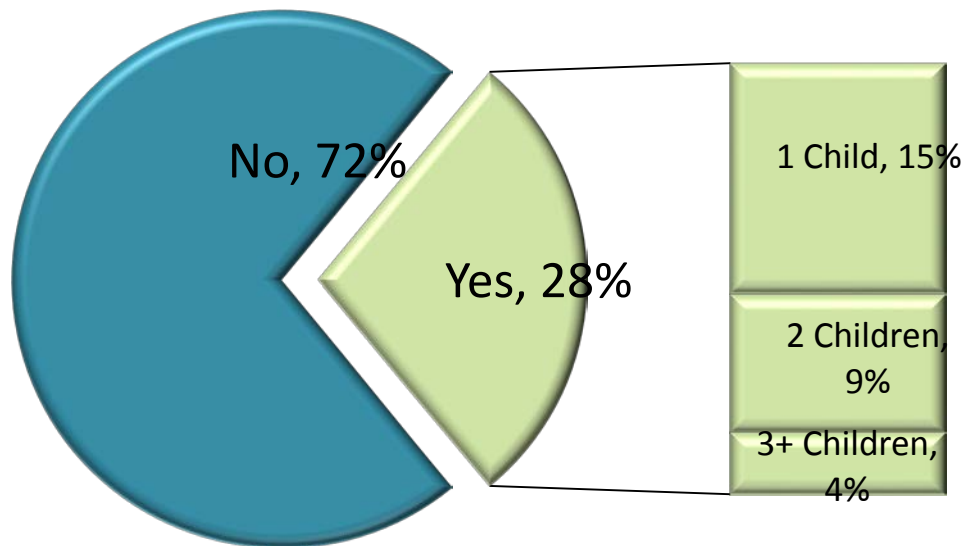
- ▶ While Web usage is the same for Seniors and Non-Seniors, Non-Seniors are significantly more likely to use Facebook (their top source), Pinterest and Apps.
- ▶ Rural residents are less likely to use the Internet and more likely to use none of these sources.
- ▶ Women are much more likely to use Facebook (their number one source), and Men are more likely to use None of these sources.

Section G: Children/Youth

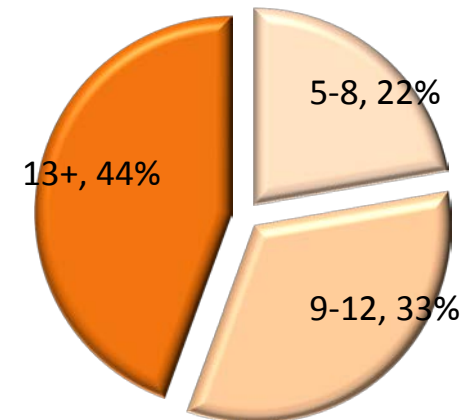
1. Activity Levels
2. Parent Attitudes
3. Communication

G. Children Section - Profile

**Do you have any children under 18 living at home?
(age 5 to 17)**



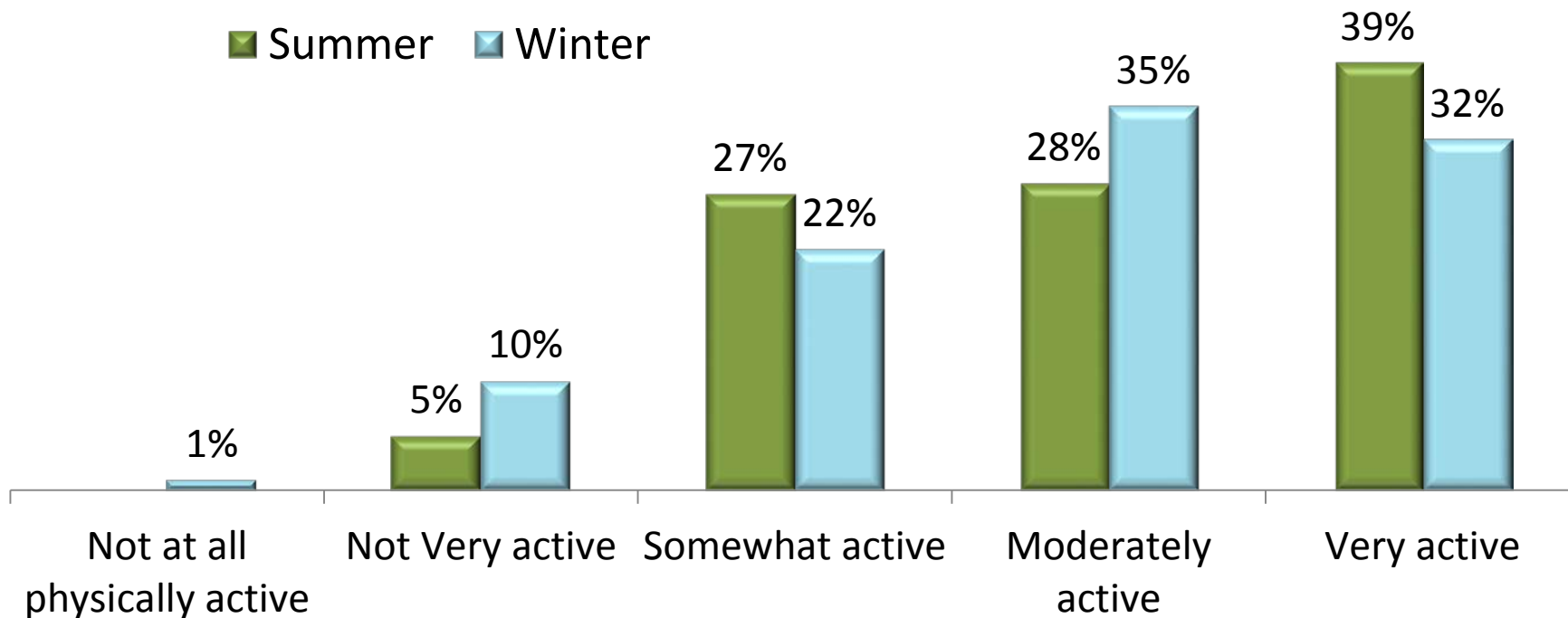
What is the age of the child with the next birthday who is now between 5 – 17?



28% of the respondents reported have children under 18 at home, closely matching Census data (34% of Yukon households have children 0 – 24). This is similar to 24% in 2009. Only 2% reported their child's activity is limited by illness or disability.

G.1 Children Section – Activity

Overall, how physically active do you consider this child to be in the ...

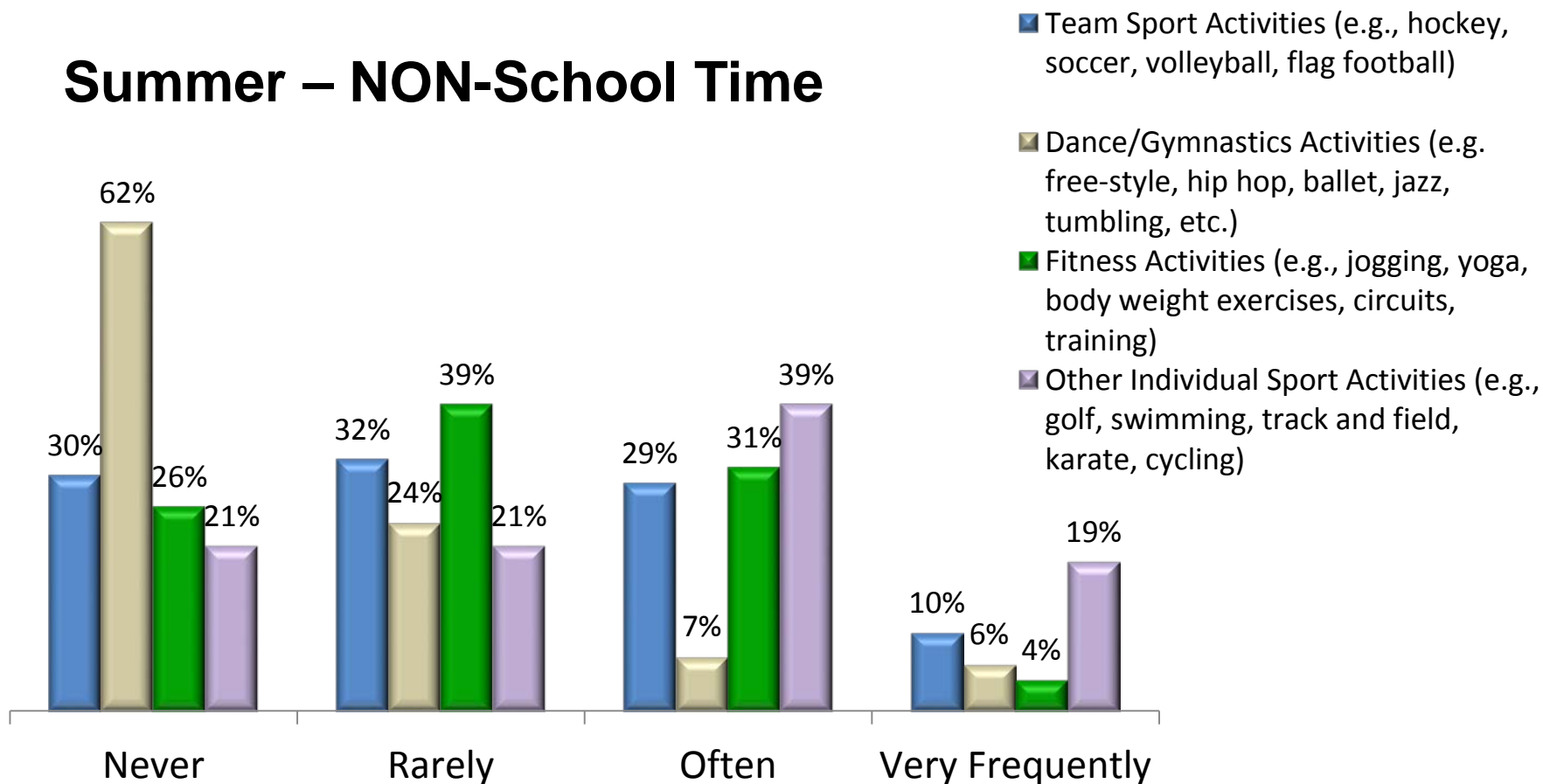


Reported child activity levels are higher in the Summer than the Winter.

However in both the Summer and in Winter, 67% of parents consider the child to be at least Moderately active.

G.1 Children Section – Activity

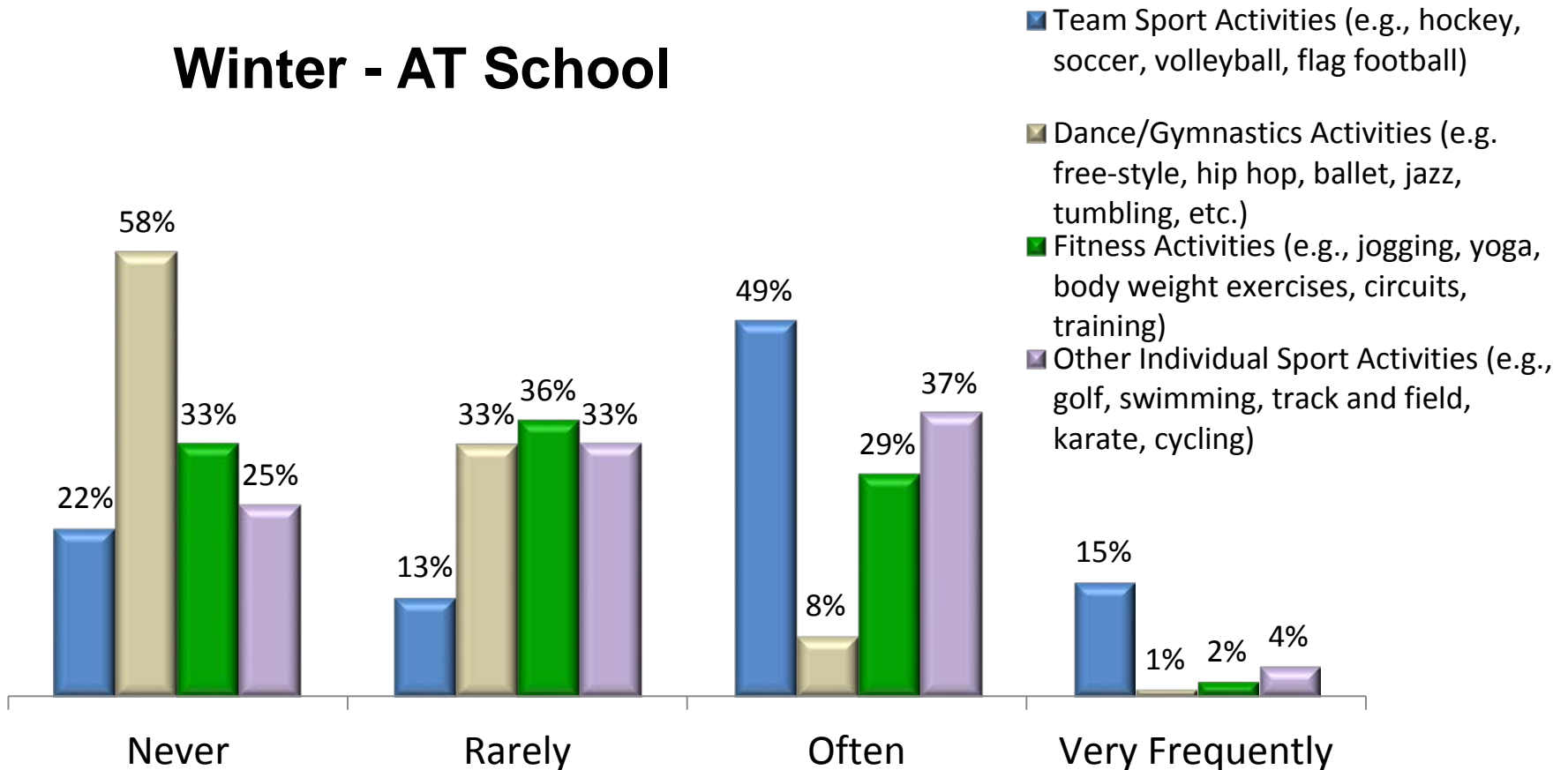
Summer – NON-School Time



Summer NON-SCHOOL are dominated by Individual Sports in which 58% participate Often/Frequently. Team Sport follows at 39% and Fitness Activities at 35%.

G.1 Children Section – Activity

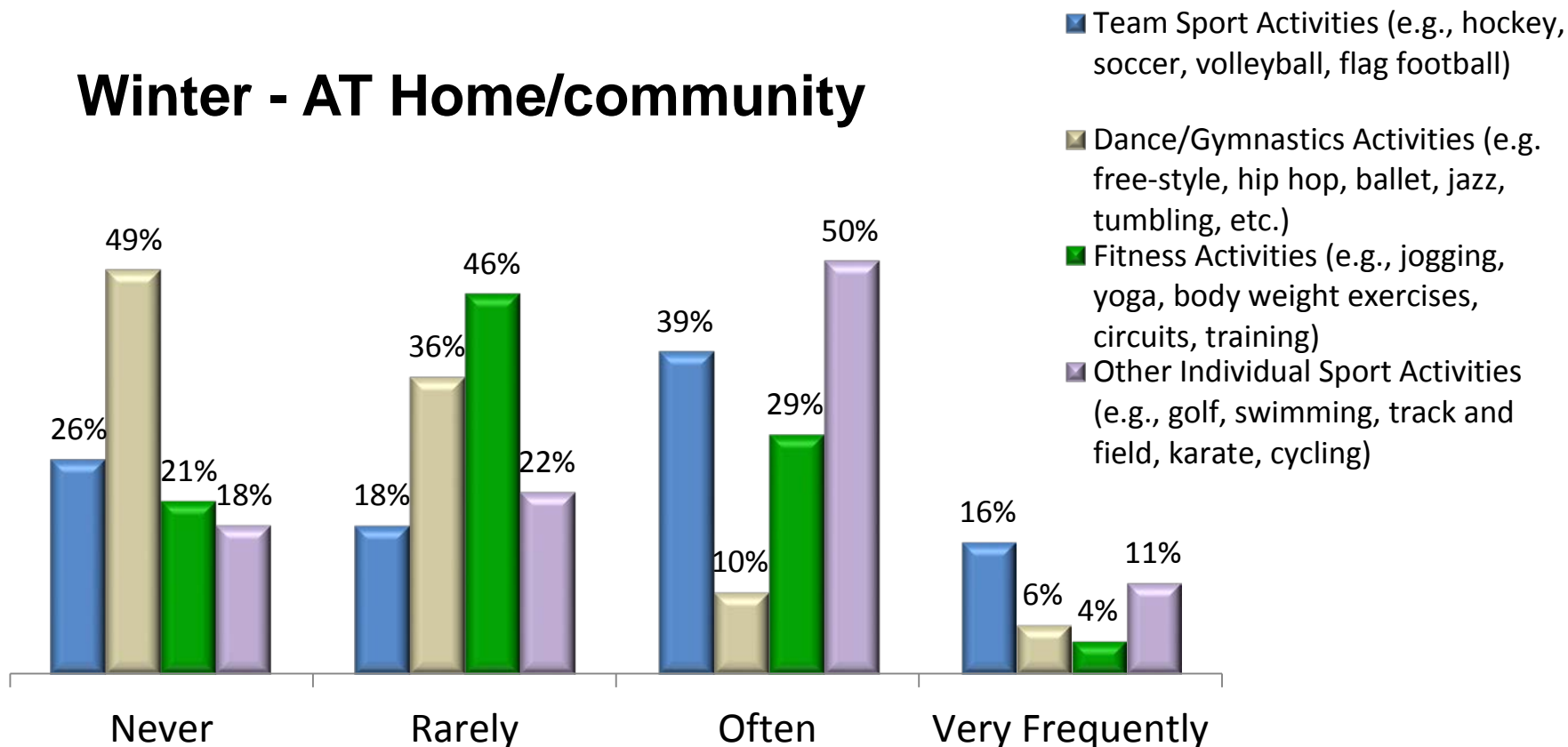
Winter - AT School



Winter Activities AT SCHOOL are dominated by Team Sports in which 64% participate Often/Frequently. This is followed by 41% in Individual Sport and 31% in Fitness Activities.

G.1 Children Section – Activity

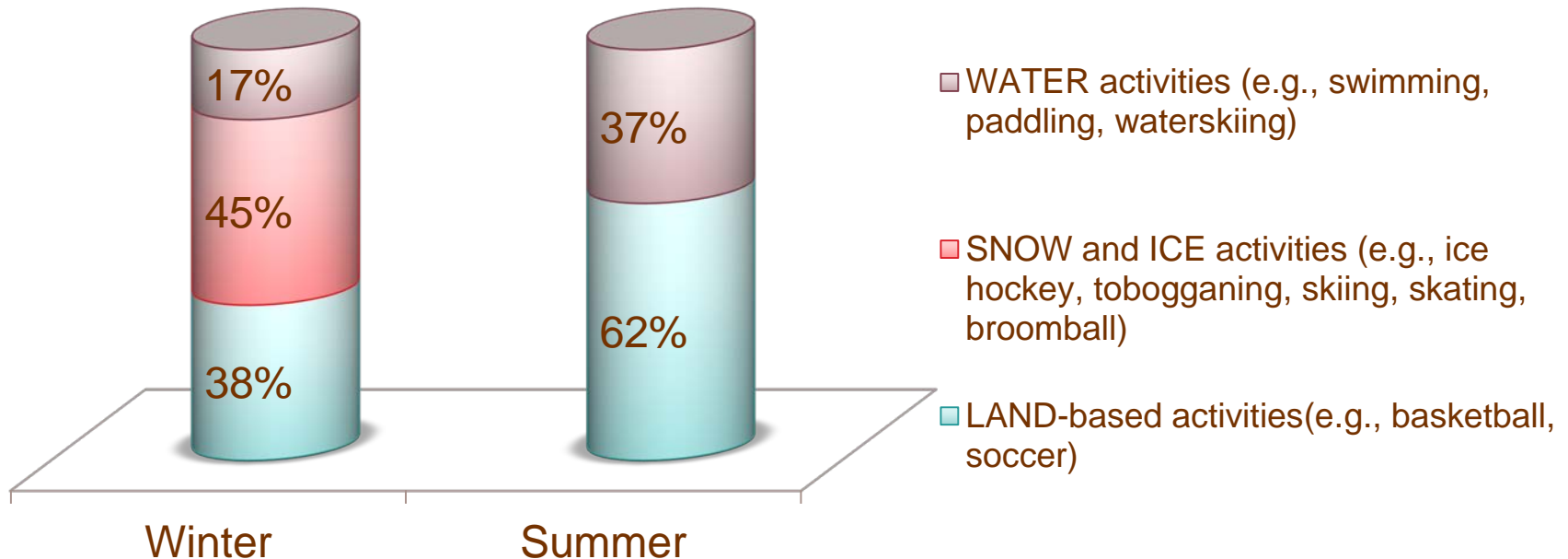
Winter - AT Home/community



Winter Activities AT HOME or in the COMMUNITY are dominated by Individual Sports. 61% participate in Individual Sport Often/Frequently. Team Sport follows at 55% and Fitness Activities at 33%.

G.1 Children Section – Activity

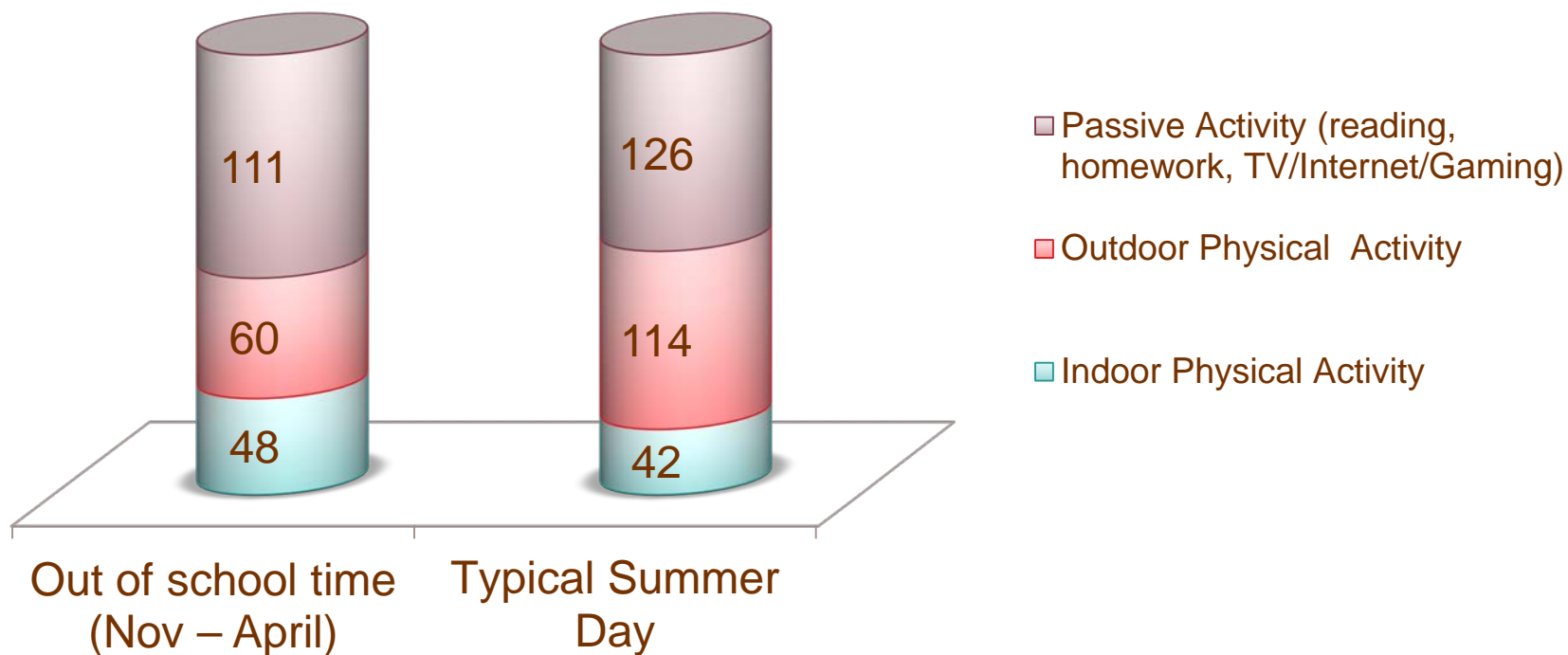
And for each season, what percentage of their total time in those activities is spent doing:



Not surprisingly, Winter's most popular activities are Snow and Ice related. Summer is mainly Land Based Activities.

G.1 Children Section – Activity

How many minutes does this child spend on a typical day being physically active:



Passive activities consume the most time in both Summer and Winter.

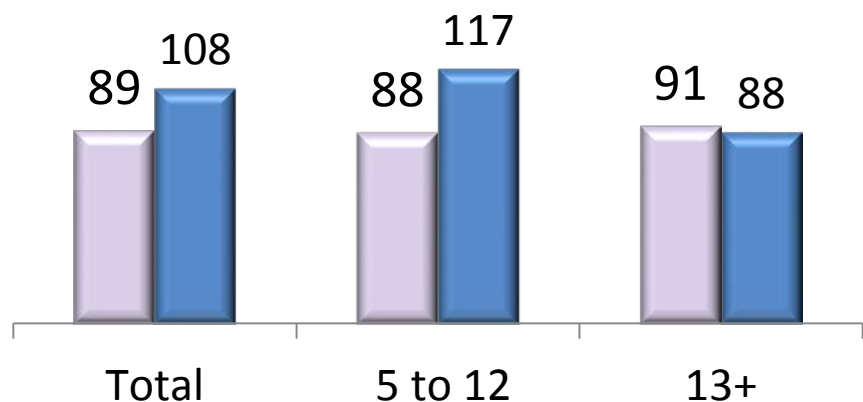
- Outdoor time in the Summer is nearly double the levels in Winter.
- Indoor Activities are similar in both seasons.

G.1 Children Activity – # of Minutes After-School

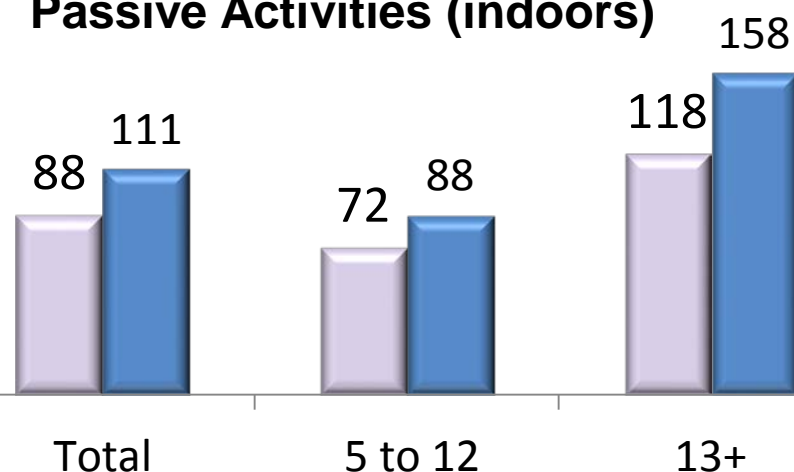
During the school year between November and April calculating physical activity minutes after/out of school time:

Physically active (indoors and outdoors)

■ 2009 ■ 2016



Passive Activities (indoors)



Total Active minutes increased 21%.

(Note: In 2016, two questions were used – indoor and outdoor, while in 2009 they were one question which can explain the increase in physical activity levels).

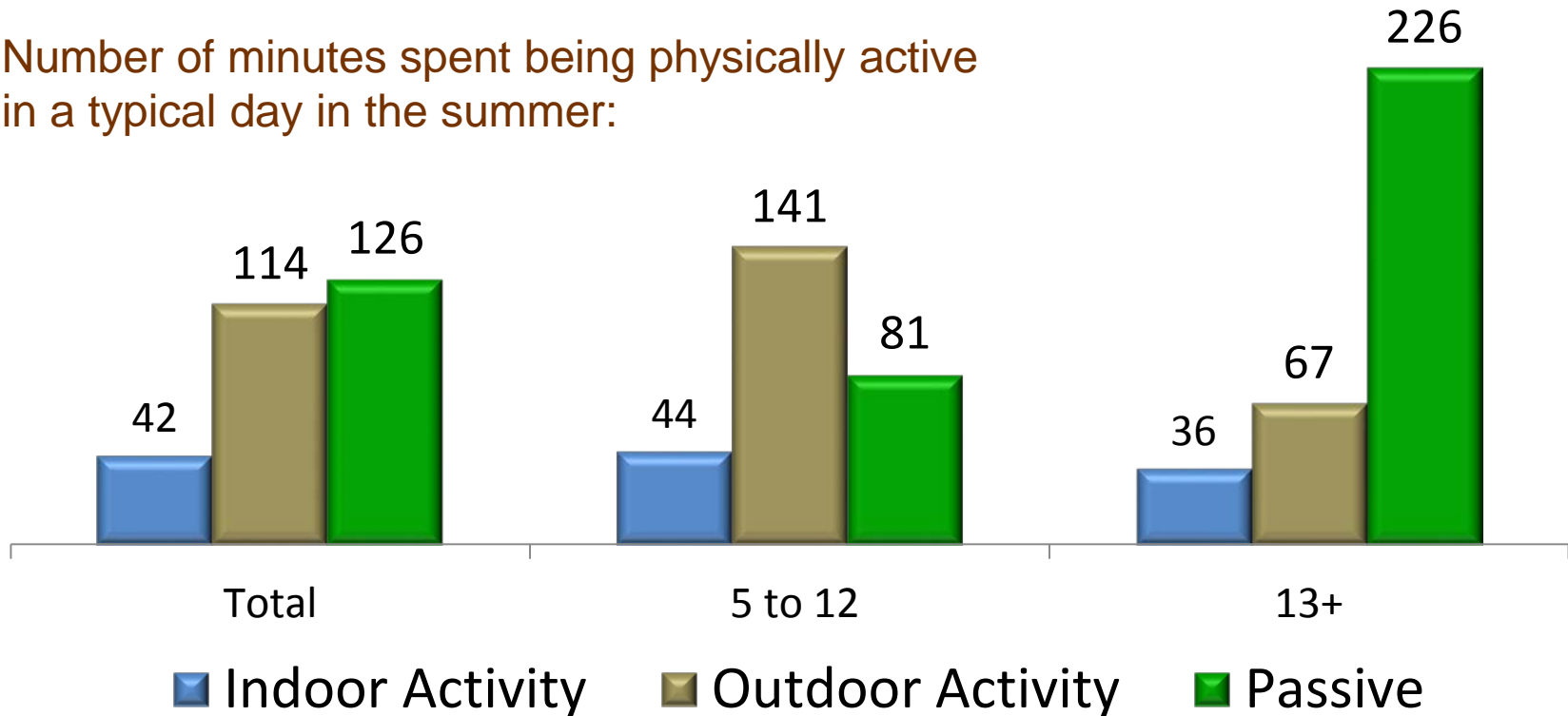
- All the increase is in children under 13.
- Youth over 13 showed a 3% decrease.

Total Passive minutes (reading, homework, watching TV, playing video games or using the computer) increased 26%.

- Children under 13 increased 22%.
- Youth over 13 increased by 34%.

G.1 Children Activity – # of Minutes Summer

Number of minutes spent being physically active in a typical day in the summer:

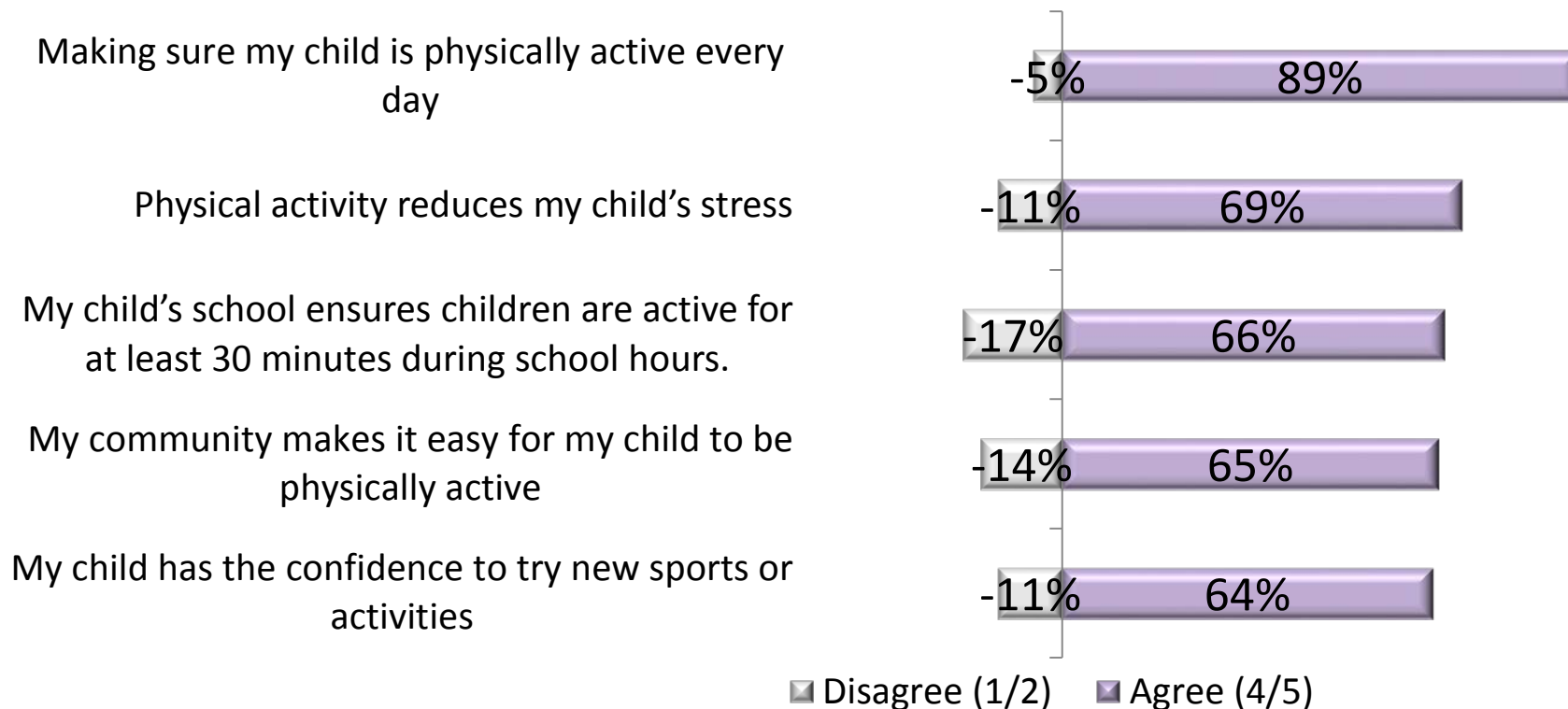


Yukon children average just over 2 hours a day on Passive Activities and just under 2 hours a day being active outside and indoors.

Those under 13 spend more time outside and active. Youth spend much more time inside and passive (nearly 4 hours).

G.2 Children Section – Parent Attitudes

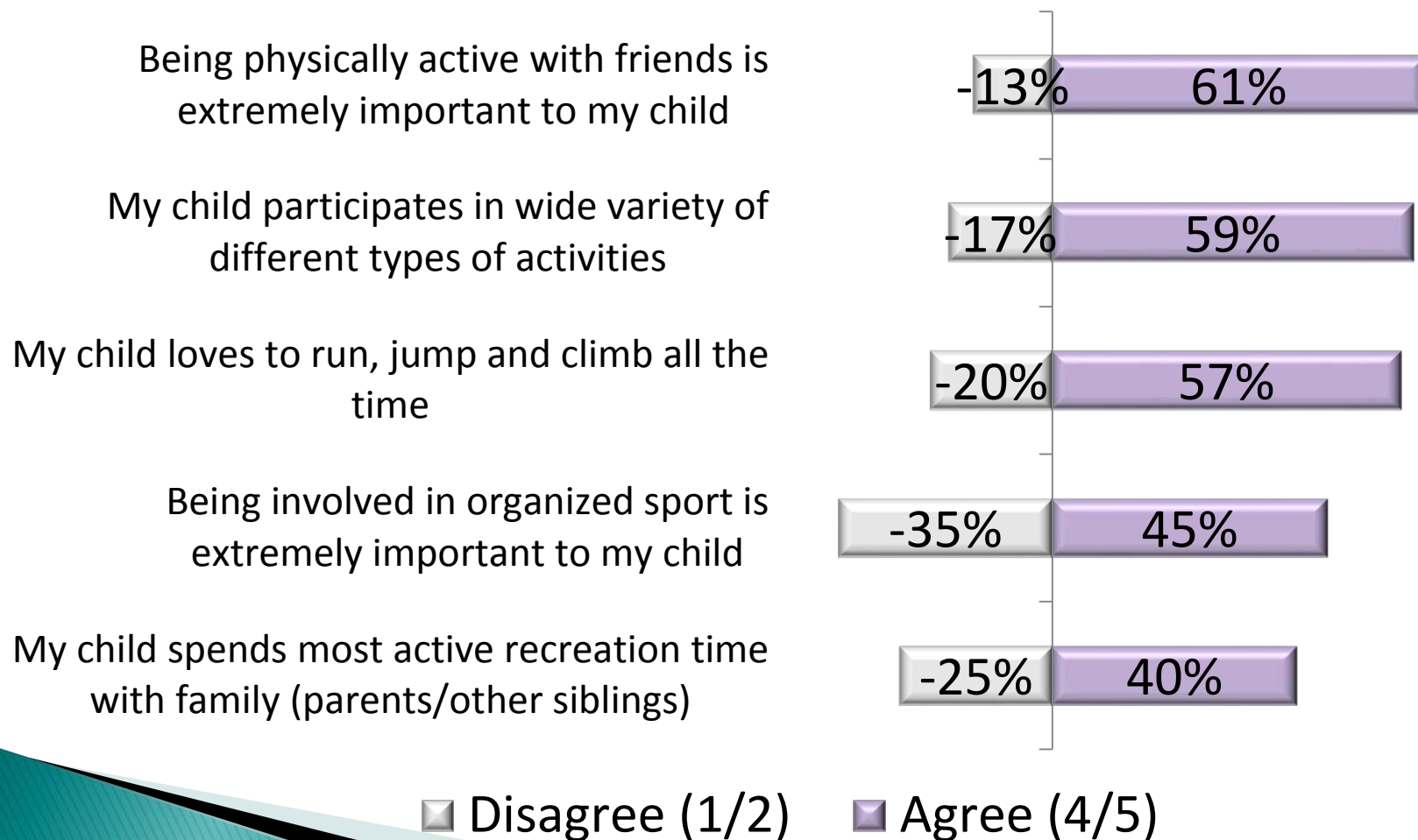
Your opinion on motivating your children to participate in recreational activities
TOP GROUP



While parents agree it is important to make sure their child is physically active, they are slightly less confident that schools or community provides this opportunity for them.

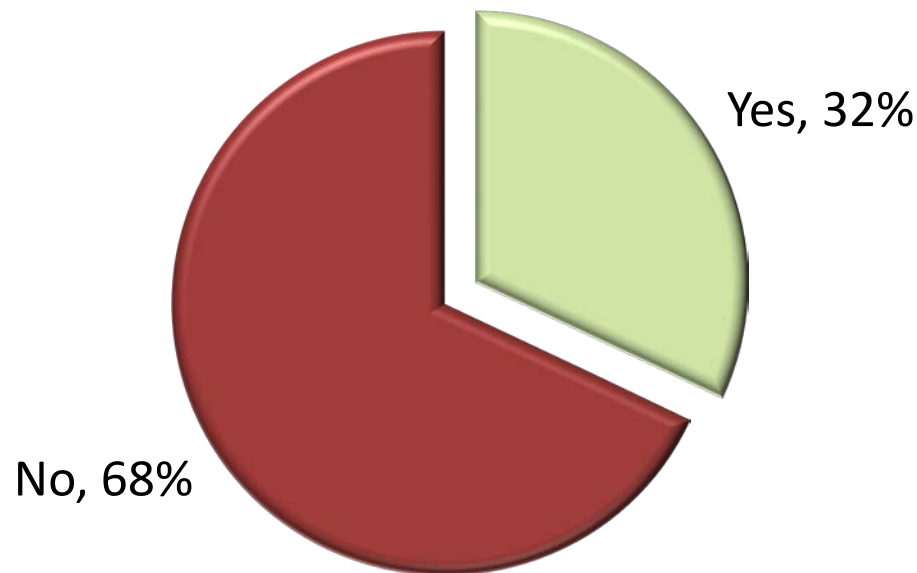
G.2 Children Section – Parent Attitudes

Your opinion on motivating your children to participate in recreational activities
LOWER GROUP



G.3 Children Section - Communication

Does this child use Facebook, Twitter or Instagram to communicate with you or with their friends?



Most parents report their children are not using social media. However, among Youth, this increases to 64% (vs. 11% for those under 13).

G. Children Section - Summary

Activity Levels

- ▶ In the Summer, 78% of parents of children (aged 5-12) report their child to be Very/Moderately Active compared to 53% parents of youth (aged 13+). This pattern is similar in Winter (71% vs. 53%).
- ▶ Children are much more active than Youth in the Summer (47% Very active for Children vs. 24% for Youth). Winter levels are more similar (30% vs. 34%).
- ▶ Not participating in ANY AT School activities or Home/Community Activity is significantly higher among Youth than Children.
- ▶ Whitehorse parents report a higher frequency of Never participating in activities (school or non-school) compared to the Communities.
- ▶ Those living in the Communities report a greater percentage of Summer Activities revolving around the Water than Whitehorse (45% vs. 36%). The opposite is true in the Winter, when 19% of Whitehorse time is in Water (Canada Games Centre) vs. 6% for the Communities.
- ▶ The age of the child had no impact on Summer activity locations, but in the Winter, youth have a higher percentage of time on Land and less on Water than younger children.
- ▶ While fewer parents of youth rate Physical Activity as Very Important (51% vs 72% for parents of young children), parents of youth are more likely to agree that Physical Activity reduces their stress (76% vs. 67%).

G. Children Section - Summary

Differences by Income

Higher Income Households (HH) of above \$90K, more often rate their children as Very Physically Active in the Summer (43% vs. 34%) and in the Winter (38% vs. 25%).

Higher Income HH are LESS likely to agree with the following:

- ▶ Making sure my child is physically active every day is extremely important (86% vs. 97%).
- ▶ My child loves to run, jump and climb all the time (53% vs. 64%).
- ▶ My child participates in wide variety of different types of activities (49% vs. 71%).

But they are MORE likely to agree:

- ▶ Physical activity reduces my child's stress (75% vs. 67%).

Section H:

Key Findings

1. Activity is Increasing
2. Is Winter Catching Up to Summer?
3. Desire to Get Outside
4. It's All About Me
5. With Support from Family/Friends/Dog...
6. It's All About Time...
7. It's All About Money...
8. Activity Drops in Teenage Years
9. Looking Back
10. Looking Ahead
11. Rural Residents
12. Seniors
13. Children and Youth
14. Living with Low Income
15. Aboriginal Residents

H.1 Activity is Increasing

Yukoners are more active than in 2009.

- Walking, Biking, Parking further away from store increased
- The total number of times they participated in their top 2 activities increased 17%; from one activity 3 out of 4 days to one activity nearly 9 out of 10 days.

Top Summer Activities	Top Winter Activities
↑ Walking (92%) – Up from 87% in 2009	↑ Walking (87%) – Up from 79% in 2009
Gardening (75%) – Similar to 2009	Passive activities (79%) – N/A in 2009
Passive activities (71%) – N/A in 2009	↑ Home exercise (52%) – Up from 44% in 2009
Hike/Camp (70%) – N/A in 2009	
↑ Bike/Walk for Transportation (58%) – Up from 39% in 2009	↑ Bike/Walk for Transportation (35%) – up from 27% in 2009
↑ Home Exercise (57%) – Up from 41% in 2009	

H.2 Activity still higher in Summer

But winter is gaining.. Summer up 17%, Winter up 25%

- Yukoners are 27% more likely to consider themselves Very/Moderately active in Summer than in Winter. (23% in Whitehorse and 29% in the Communities). In fact, they are 59% more active in Summer.

Summer	Winter
Very/Moderately Active – 70%	Very/Moderately Active – 55%
Non-motorized Trail Use often – 59%	Non-motorized Trail Use often – 52%
Love to Exercise in Summer – 61%	Love to Exercise in Winter – 46%
High Exertion Rate – 35%	High Exertion Rate – 27%
↑ Average Top 2 Activities = 27 per month (up from 23)	↑ Average Top 2 Activities = 17 per month (up from 13)

H.3 Desire to Get Outside

- 64% of Yukoners prefer Outdoor Exercise to Indoor.
- For 52%, Making sure my dog gets enough exercise is a motivator.
- 48% are motivated by activities which include the use of parks and trails or are out on the Land and 33% by Improved access to outdoor activities and/or environments.
- Yukoners would use trails more frequently if: they were Better maintained and cleared more often (32%), they had Better routes that connect me to where I want to go (32%), and they had Distance markers (31%).



H.4 It's All About Me...

Top motivators are mainly focused on the person such as...

- Having energy to do all the things I want to in a day (88%).
- Preventing illness and chronic conditions (81%).
- Physical activity reduces my stress/improves mental health (81%).
- Living longer (76%).
- Feeling younger (76%).
- Managing stress (77%).
- Losing Weight (61% - up from 45% in 2009).

H.5 With Support from Family/Friends/Dog...

- Do that activity more often (70%) with family or friends.
- Setting a good example for children (60%).
- Be more willing to go new places (new trails, etc.) (56%) with family or friends.
- Do that activity longer (55%) with family or friends.
- Making sure my dog gets enough exercise (52%).
- Spending more time with friends and/or family (50%).
- Encouragement from family, a friend or a pet (50% of those who increased activity levels).
- My family and friends are very involved in recreation and active lifestyles (42%).
- Cross-generational Activities or classes for families to do together (24%).

H.6 It's All About Time...

- Time needed for work (64%).
- Time needed for family (homework, kids activities, housework) (40%).
- Time for: Watching TV, video games or using the computer (38%).
- Don't have any time to exercise (26%).

H.7 It's All About Money...

- Gym/rec centre too expensive (29%) is up from 2009 (20%).
- Only Whitehorse reports Rec/sports programs are too expensive (31%) which is up from 2009 (17%).

H.8 Activity Drops in Teenage Years

- Two out three parents report their child is Moderately to Very Active. The younger the child, the more active.
- The main difference between Summer and Winter activity is greater participation in Team Sports in the Winter months (due to school programs).
- Younger Children are more active than Youth in the Summer.
- Youth, during the Summer, spend nearly 4 hours a day on Passive activities such as screen time.

H.9 Looking Back...

While reported activity levels are up, fewer people feel they have become more active.

- In 2009, 34% felt they were more active than they were 5 years before. In 2016, that dropped to 29%.
- Only 25% report they have increased their activity levels in the past year.
- Only 58% report physical activity is a major priority in their life (down from 74% in 2009).

H.10 And Looking Ahead...

More Yukoners want to do better in the future.

- 54% expect to increase their physical activity levels over the next year.
- This is up from 45% in 2009.

KEY FINDINGS - Rural Residents

- ▶ Summer activity increased by 22% from 2009 which is above average and now equal to Whitehorse at 82 times/season.
- ▶ Winter activity increased 6% from 2009 which is well below average and now slightly lower than Whitehorse at 94 vs. 100 times/season.
- ▶ Over 50% use trails for non-motorized activities in both seasons.
- ▶ Volunteers to run programs continues to be a barrier, yet cost of programs is not. Friends/Family help to increase activity length, time, locations.
- ▶ Biggest barriers are Time for Work (55%), Screen time (43%), and Time for family (42%).
- ▶ Highest interests are in Activities using trails/land (56%), Specific groups targeted (44%), Workshops (43%).
- ▶ 49% hope to be more active next year.
- ▶ Over half use Word of Mouth (66%), Facebook/email (61%), and Community Guide (54%) for Recreation Information.

KEY FINDINGS - Rural Residents

Compared to Whitehorse, Rural residents:

Consider themselves more active in Summer (76% vs. 68% Moderately/Very active)

Less likely to xc ski (23% vs. 36%) and do gym activities. Do more Hiking/camping (35% vs 24%) and Hunting/fishing (33% vs. 15%) in Winter and more social dancing (34% vs. 13%) in Summer.

Use trails more for motorized activities (36% vs. 23% in Summer, 28% vs. 8% in Winter). Note greater support for trail clearing (41% vs. 31%) and Interpretative signage (21% vs. 13%) is needed.

Be more active on Water in the Summer.

Be more active on the Land in Winter.

Less likely to agree that activity results in Living Longer (68% vs. 78%) and Losing weight (52% vs. 64%). Value more Setting example for Children (68% vs. 58%), Time with Family/Friends (59% vs. 47%)

Are less concerned about the cost of Rec/Sport programs.

Experience barriers: Smoking (20% vs. 3%), Drugs/alcohol (17% vs. 3%), Screen time (43% vs. 36%).

More encouraged by: Activities using trails/land (56% vs. 46%), Workshops (43% vs. 32%), Specific groups (44% vs. 29%), Improved access to indoor activities (31% vs. 17%), Afterschool (22% vs. 13%).

Consider their children to be less active (59% vs. 69% Moderately/Very Active).

More likely to use Word of Mouth (66% vs. 54%), Community newsletter (39% vs. 17%) or a Group leader (22% vs. 7%).

KEY FINDINGS - Seniors

- ▶ Summer activity increased by 19% which is about average. Seniors actually exercise more times (87/summer) compared to non-seniors (81/summer).
- ▶ Winter activity increased by 14% which is well below the average. Seniors actually exercise more times (99/winter) compared to non-seniors (91/winter).
- ▶ 42% use the trails often in the Summer for non-motorized use.
- ▶ While 71% report they would exercise more often with a Friend or Family member, 32% report they would exercise the same regardless.
- ▶ Biggest barrier is Time needed for Work (53%), followed by Not being physically able (28%).
- ▶ Highest interest is in Activities using trails/land (53%), Access to outdoor activities (40%), and Targeted activities for Seniors (36%).
- ▶ 59% disagree that they were more active 5 years ago.
- ▶ 33% report increasing their activity levels over the past year and were mostly encouraged by health issues. 48% plan to be more active next year.
- ▶ Top way for getting information about recreation is means of communication is from Friends or Family by word of mouth, email or Facebook (62%), then by Word of Mouth (59%), then through a Community guide (54%), and then from a Yukon newspapers (44%).

KEY FINDINGS - Seniors

Compared to Non-Seniors, Seniors:

Are more likely to report an increase in their activity levels.

Consider themselves less active in Summer (65% vs. 75% Moderately/Very active).

Have lower participation on all activities except Walking, Gardening, Passive activities in Summer. Walking is lower in Winter.

Have lower Exertion levels in Summer (17% vs. 29% 11+), but similar in Winter.

Use trails for motorized purposes less (64% vs. 58% Summer; 65% vs. 55% Winter who “Never use”). Lower non-motorized use of trails in the Winter (21% vs. 9% who “Never use”). More likely to use trails with exercise stops/benches (24% vs. 16%).

More likely to agree exercise contributes to Living Longer (80% vs. 68%) and Feeling younger (85% vs. 75%).

Place less importance on Setting a good example (53% vs. 67%), Save money by leaving car (19% vs. 40%), Exercising the dog (41% vs. 55%) and more on Managing medical conditions (55% vs. 46%).

Lower agreement that No time (17% vs. 33%) gets in the way of being active.

Higher barrier is Not being physically able (28% vs. 12%), but all other barriers are lower.

More likely to get information from a Yukon Newspaper (44% vs. 26%) and less likely to get it from a Website or Facebook hosted by a recreation centre, facility, community or team (37% vs. 52%).

KEY FINDINGS – Children and Youth

- ▶ 67% of parents consider their child (aged 5-18) to be at least Moderately active.
- ▶ Parents of Children (aged 5-12) are much more likely to report their child as Very Active compared to parents of Youth (aged 13+).
- ▶ Not participating in any AT School activities or Home/Community Activity is significantly higher among Youth than Children.
- ▶ Youth have a higher percentage of time on Land and less on Water than children.
- ▶ During the school year and in the Summer, Children aged 5-12 spend about 1.5 hours a day doing Passive activities. During the school year, they have about 2 hours of activity, increasing to 3 hours in the summer.
- ▶ During the school year, Youth spend 2.6 hours/day being Passive and this jumps to 3.8 hours in the Summer. During the school year, Youth have about 1.5 hours of activity, with little change in this amount in the Summer.
- ▶ 64% of youth 13 and older are using social media.

KEY FINDINGS – Living with Low Income

Among those living in households with incomes under \$50,000, 30% are under 35, 30% are aged 36-55 and 40% over 55. 45% earn less than \$30K. 31% are Aboriginal. 64% are Female. 37% live in rural Yukon. 18% have children at home.

- ▶ 67% report being Moderately/Very Active in Summer and are most likely to participate in Walking (96%), Passive activities (74%), Bike/walk for transportation (62%).
- ▶ 39% report being Moderately/Very Active in Winter and are most likely to participate in Passive activities (86%) and Walking (85%) but no other winter activities over 36%.
- ▶ 41% would use trails more if Better maintained and 38% if Better routes.
- ▶ Time for active recreation is reduced by Time for work (40%) and Lack of money (34%) and also by Time for family, screen time, depression (33% each).
- ▶ 54% are motivated by Activities using parks/trails.
- ▶ 26% report their activities Increased in past year while 47% plan to be more active next year.
- ▶ 67% learn about recreation programs from Word of mouth in their community.

KEY FINDINGS - Living with Low Income

Compared to Higher Income Households, Lower Income Households:

Consider themselves less active in the Winter (39% vs. 61%) with a slightly lower frequency of Winter activities (94:101), and have lower winter participation in Home gym (36% vs. 55%), Cross county skiing (18% vs. 37%), Court sports (16% vs. 30%), Gym working out/Weights (8% vs. 29%).

Have a slightly lower frequency of Summer activities (80:85), but are more likely to participate in Berry picking (54% vs. 44%) and Social Dancing (26% vs. 15%), and less likely to participate in Gardening (60% vs. 79%), Hiking/Camping (51% vs. 75%), Bicycling (31% vs 47%), Other boating (10% vs. 31%), Baseball (7% vs. 21%), Local gym for working out/weights (7% vs. 19%).

Tend to have Lower exertion (18% 10+ score vs. 28% for Summer, and 18% vs. 30% in Winter).

Are more likely to Try new Activity with Friend/Family (60% vs. 42%).

Are less likely to agree that I love to Exercise in Winter (35% vs. 48%) and that Family/friends are involved in rec/active lifestyles (35% vs. 46%).

Place a lower importance on Losing weight (53% vs. 64%), and greater importance on Helping the Environment (53% vs. 35%), Saving money (42% vs. 23%), Spending time with friends/family (63% vs. 46%), Feeling active/healthy (78% vs. 70%).

Are more likely to agree on cost being Too expensive (Programs - 47% vs. 23%, and Gym/Rec Ctr 51% vs. 24%), Rec Centre too far (23% vs. 9%), Limited variety in community (35% vs. 12%), Don't like to Exercise in public (29% vs. 16%), Concerned about safety (22% vs. 10%).

KEY FINDINGS - Living with Low Income

Compared to Higher Income Households, Lower Income Households:

Are less likely to believe that Time for Work (40% vs. 69%) or Family (33% vs. 43%) takes away from recreation, but more likely to believe that Depression (33% vs. 23%), Lack of money (34% vs. 8%), Smoking (15% vs. 5%), Drugs/alcohol (13% vs. 5%) do.

Are more motivated by Classes for specific types of people (46% vs. 30%), Improved access to transportation routes (33% vs. 21%), and Improved access to indoor activities (35% vs. 16%).

47% feel they will be more active next year (as compared to 59%).

Are more likely to find out about recreation programs through Community Word of mouth (67% vs. 54%) and Community newsletters (32% vs. 20%).

Are less likely to have read health/recreation information (33% vs. 20%), or use a Website (43% vs. 64%) or Smart phone apps (4% vs. 14%) for health information.

Are less likely to have children at home (18% vs. 33%).

Are less often Employed full time (48% vs. 78%), more often employed part time (37% vs. 15%) and more often retired (11% vs. 6%).

Are more often single (57% vs. 18%), Female (64% vs. 41%), have High school education or less (46% vs. 38%), live in the Communities (37% vs. 18%), and identify as Aboriginal (31% vs. 13%).

KEY FINDINGS – Aboriginal Residents

Among those who consider themselves to be Aboriginal, 41% are under 35, 36% are aged 36-55 and 23% over 55. 59% are Female. 46% live in rural Yukon. 33% have children at home, and 69% are married. 38% earn less than \$50K while 48% earn over \$70K. Among those employed, 62% work for government.

- ▶ 67% report being Moderately/Very Active in Summer in Walking (92%), Gardening (73%) Passive activities (65%), Bike/walk for Transportation (63%).
- ▶ 57% report being Moderately/Very Active in Winter in Walking (88%) and Passive activities (76%). Frequency of winter activities levels is high (122).
- ▶ Over 60% use trails for motorized vehicles in Winter and Summer. 46% would use the trails more if Distance markers, Better maintained (44%), Safer (41%).
- ▶ Time for work (53%), Screen time (53%), Time for family,(43%), and Stress (31%) take away from time for recreation.
- ▶ 63% are motivated by Activities including parks/trails.
- ▶ 29% report activities Increased in past year while 65% plan to be more active next year.
- ▶ 74% learn about recreation programs from Friends/Family. 61% use Facebook.

KEY FINDINGS – Aboriginal Residents

Compared to non-Aboriginal residents, Aboriginal Residents:

Are active less frequently in the Summer (70 vs. 85 times); are more likely in Summer to go Berry picking (58% vs. 46%) and Hunting/Fishing (55% vs. 36%); and are less likely to Garden (60% vs. 79%), Hike/Camp (51% vs. 75%), Bicycle (31% vs 47%), do Other boating (10% vs. 31%), play Baseball (7% vs. 21%), or use a Local gym for working out/weights (7% vs. 19%).

Are active more frequently in Winter (122 vs. 94 times); are more likely to participate in Winter in Bicycling (43% vs 33%), Hunting/Ice fishing (38% vs. 15%), Social dancing (35% vs. 14%); and are less likely to participate in Cross county skiing (24% vs. 36%), going to the Gym for fitness classes (9% vs. 20%), Downhill Skiing (11% vs. 21%).

Use trails more for motorized purposes (61% vs. 35% in Summer, 66% vs. 36% in Winter).

Would be more likely to use trails that had Distance markers (46% vs. 28%), were Better Maintained (44% vs. 31%), Safer (41% vs. 18%), Graveled (37% vs. 16%), Lighted (37% vs. 15%), had Exercise stops (34% vs. 15%) and Signage (27% vs. 13%).

More likely with a Friend or Family member to Try a new Activity (69% vs. 43%), do the activity more often (87% vs. 69%) and Longer (65% vs. 54%).

More likely to agree that they are Healthier than most other people I know (51% vs. 39%), and More active than 5 years ago (39% vs. 28%).

Place a higher importance on Feeling Younger (86% vs. 73%), Setting good example of Children (78% vs. 55%), Managing medical condition (64% vs. 46%), Helping the Environment (60% vs. 33%), Saving money (45% vs. 23%), Spending time with friends/family (71% vs. 46%), and Feeling active/healthy (82% vs. 69%); but, place less importance on Losing weight (73% vs. 58%).

KEY FINDINGS – Aboriginal Residents

Compared to non-Aboriginal residents, Aboriginal Residents:

More likely to agree on barriers about Too expensive (Programs - 39% vs. 26%, and Gym/Rec Ctr 40% vs. 28%), Rec Centre too far (27% vs. 9%), Too tired (32% vs. 14%), No local volunteers (25% vs. 7%), Limited variety in community (31% vs. 13%), Concerned about safety (30% vs. 9%).

More likely to agree that Screen Time (53% vs. 37%), Lack of money (25% vs. 11%), Smoking (30% vs. 3%), Drugs/alcohol (26% vs. 3%) takes away from recreation; but less likely to agree that Time for Work (53% vs. 66%) does so.

More motivated by Classes for specific types of people (47% vs. 29%), Activities using parks/trails (63% vs. 46%), Improved access to indoor activities (29% vs. 18%), Cross-generational classes (36% vs. 21%), and After school programs (24% vs. 13%).

Believe they will be more active next year (65% vs. 51%).

Find out about recreation programs from Friends/Family (74% vs. 61%), Community Word of mouth (68% vs. 58%), and a Group leader (21% vs. 9%). Are more likely to use Facebook (61% vs. 46%) and Pinterest (19% vs. 8%) for health/recreation information, but less likely to use a Website (41% vs. 64%).

Are more likely under the age of 35 (41% vs. 26%), Female (59% vs. 44%), and live in rural Yukon (46% vs. 17%).

More likely have High school or less education (58% vs. 33%) and Earn under \$50K (32% vs. 15%).

Are more often employed in government (62% vs. 25%).

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