

Boosts and Barriers to Healthy Lifestyles

From the Yukon Healthy Living Segmentation Study

- 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.
- 55% of Yukoners believe “activities which include the use of parks and trails” encourage the pursuit of healthy lifestyles.
- Whitehorse residents are most likely to find the promotion of healthy lifestyles through “brochures or newspaper inserts” (40%) encouraging.
- In Yukon, the primary barriers to healthy lifestyles are time and money.
- 55% disagree with the statement “I don't have time to exercise”. Of the remaining 45%, “time needed for work” (54%) and “time needed for family” (42%) are barriers.
- Money-related barriers include “the cost of the gym” (20%), “the cost of programs” (17%), and “the cost of equipment” (12%).
- Rural residents are more likely to agree that “the recreation centre is too far away” (19%), and “there are no volunteers to run programs” (14%).
- Those with lower incomes are more likely to agree on all cost related items; “I am always too tired” (23%) and “I don't like to exercise in public” (17%) are barriers for this group.
- Barriers to eating fruits/vegetables, apart from cost and availability, are “the inconvenience of washing and preparing them” (24%) and “the quality of produce in stores” (18%).



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