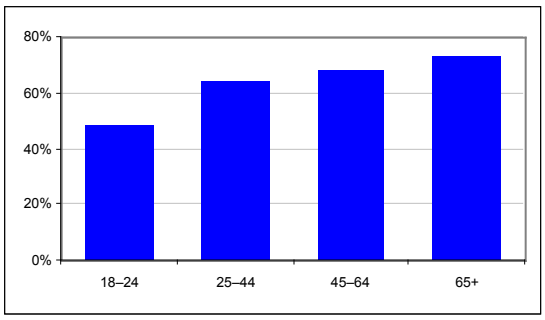
Physical inactivity levels of adults

Physical inactivity levels in Canada have not changed during the latter part of the nineties,[1,2,3] with two-thirds of Canadians still not active enough to achieve desired health benefits. This is a major public health concern. What do we mean by not active enough? Inactivity is defined as expending fewer than three kilocalories per kilogram of body weight daily (KKD), or roughly equivalent to walking an hour a day. These results are consistent across all regions of Canada, with the notable exception of the territories where inactivity levels are lower and Quebec where they are higher than in Canada as a whole.

Age and sex As Canadians get older, their activity levels decrease. Sex-related differences are most apparent among young adults aged 18–24, where 60% of women are insufficiently active compared with only 36% of men. A considerable gap is also evident among adults aged 65 and older, where 79% of women versus 64% of men are not active enough.

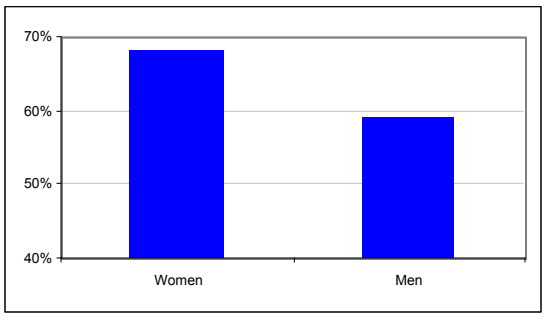
Implications The lack of change in population inactivity levels during the mid-to-late 1990s may be associated, at least in part, with a period when governments were reducing spending in promoting physical activity. Governments have only begun reinvesting in initiatives to reduce population physical inactivity during the last couple of years. It is also important to interpret the Canadian findings in a more global context, in particular with trends in the United States, our nearest neighbour. Indeed, the Surgeon General's report on physical activity[4] summarizes well the issue of stalled progress in leisure-time physical activity participation in that country over the past two decades. Results from United States research, including the National Health Interview Survey and the Behavioral Factor Risk Surveillance System, show negligible change in participation rates from the mid-1980s to the early 1990s in the United States. In contrast, inactivity levels in Canada fell steadily throughout the 1980s and the early part of the 1990s, stalling only during the latter part of the 1990s. In the wake of findings such as these, both Canadian and American authorities have now stepped up efforts to address this major public health risk factor with decisively focused strategies for reducing the current, dangerously high levels of population inactivity. The results of such initiatives may become apparent over the next several years.

PHYSICAL INACTIVITY OF CANADIANS
by age



1999 Physical Activity Monitor, CFLRI

PHYSICAL INACTIVITY OF CANADIANS
by sex



1999 Physical Activity Monitor, CFLRI

Popular physical activities for adults

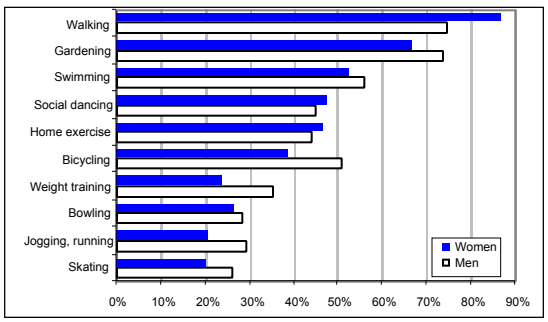
Walking remains the most popular physical activity, cited by 81% of adults as an activity they did during the past 12 months. It is followed by gardening, reported by 70%, and swimming, reported by 54%. Just under half of adults report participating in social dancing, home exercise, and bicycling. Roughly one-quarter report participation in weight training, bowling, jogging, and skating. Fewer than one in five adults state that they participated in baseball or softball, exercise classes, in-line skating, basketball, alpine skiing, volleyball, badminton, soccer, tennis, cross-country skiing, or hockey.

Age and sex Women are more likely than men to participate in exercise classes, to walk for exercise, and to take part in yoga or tai chi. Men are more likely than women to report activities including hockey, baseball or softball, soccer, bicycling, weight training, basketball, football, jogging, gardening, tennis, skating, and alpine skiing. Walking is cited as the most popular activity by all age groups. As one would expect, participation in moderate-to-vigorous types of activities generally decreases with age.

Activity level Active Canadians are more likely than less active Canadians to report participation in all activities. The difference between these two groups is most evident for participation in weight training, jogging, bicycling, and social dancing.

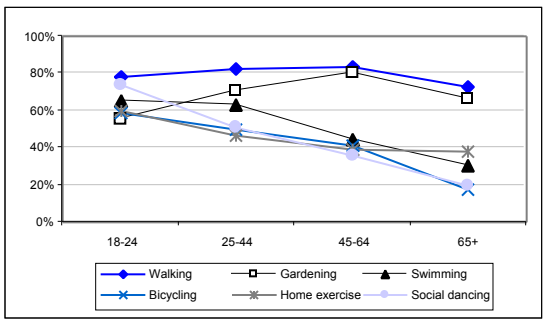
Implications While the most popular activities appear to be unstructured and low-cost, it is important to offer a variety of activities ranging from incidental activity in daily routines to structured, competitive activities. A challenge for the sports and recreation system is to promote specific physical activities to segments of the population who have historically demonstrated lower participation in physical activity. For example, older adults might be encouraged to take part in activities of various degrees of physical effort if the positive benefits and social aspects of physical activity are emphasized (as in mall walking and aquasize). Likewise, women will be more active if facilities, programs, and services address common barriers (by incorporating child care facilities, for instance), provide convenient class times (early in the morning, at lunch time, right after traditional work hours, or later in the evening), provide family-oriented programming and practical, accessible information on how to incorporate physical activity into everyday life.

POPULAR PHYSICAL ACTIVITIES
by sex



1999 Physical Activity Monitor, CFLRI

POPULAR PHYSICAL ACTIVITIES
by age



1999 Physical Activity Monitor, CFLRI

Accessibility of information on physical activity

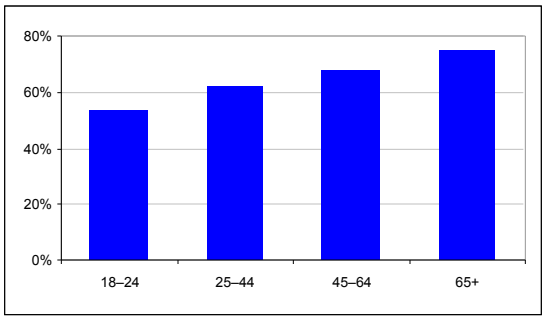
Two-thirds of Canadian adults report that there is a lot of information on physical activity and sports available in their community. A further 30% cite limited information and only 3% say there is none at all. Furthermore, 64% state that it is easy to get this type of information and a further 24% say it is somewhat easy. Only 12% feel that it is either hard or somewhat hard to obtain this type of information. Residents of the Atlantic region and Quebec are less likely and adults in the Yukon are more likely than Canadians overall to report an abundance of this type of information in their community. Finally, individuals in Newfoundland and New Brunswick are less likely and those in Alberta and the Yukon are more likely to report that it is easy to obtain this type of information.

Age and sex Women and men report similar availability of information and ease of access to this information. Adults in older age groups are much more likely to report that it is easy to obtain this information: whereas 53% of 18–24 year-olds feel it is easy, as many as 75% of adults over 65 feel the same way.

Activity level Active Canadians are slightly more likely than less active Canadians to state that there is a lot of information available on physical activity and that it is easy to obtain.

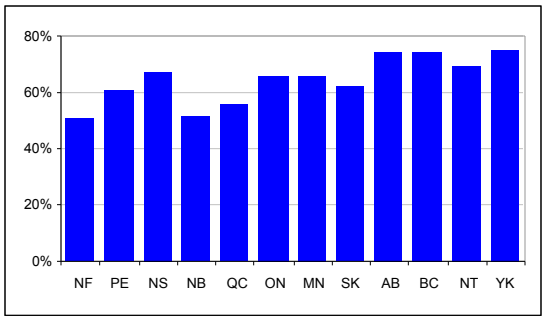
Implications As detailed in a recently released report detailing data from the 1998 Physical Activity Monitor,[3] a key ingredient in an effective social marketing campaign to change physical activity patterns is information that increases knowledge and awareness. Since Canadians appear to have a reasonably high level of awareness of the need and benefits of participation, they are more likely to require information on how to take steps to become more active and on local opportunities for being active. The findings reported above indicate that information on physical activity and sports is readily available in most communities. Data on the type of information received will be discussed in upcoming topics.

EASE OF GETTING INFORMATION
by age



1999 Physical Activity Monitor, CFLRI

EASE OF GETTING INFORMATION
by province



1999 Physical Activity Monitor, CFLRI

Exposure to physical activity information

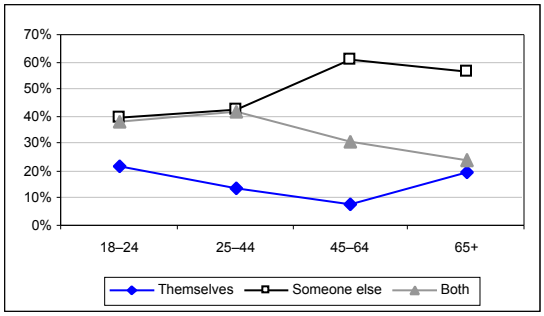
Only two out of five Canadians have personally received information during the last three months about sports or physical activity programs and services in their community, or have spoken to someone about becoming or remaining active. Of these individuals, only 14% had sought this information out themselves, 49% report that the information was offered to them by someone else, and 37% received the information both ways. Residents of the Eastern region of Canada are less likely and those in the Western region and territories are more likely than Canadians generally to receive information on physical activity.

Age and sex Women are more likely than men to have received information concerning physical activity and sport. Older adults (aged 65 and older) are less likely than all other age groups to have received such information. Adults in older age groups are less likely than the youngest age group to seek out information themselves. In fact, adults aged 45–64, followed closely by adults over age 65, are the most likely to obtain this type of information from someone else.

Activity level Active Canadians are more likely than less active Canadians to have received information on local physical activity programs and services or to have spoken to someone about becoming or remaining active. Less active adults are more likely than active adults to obtain information from someone else, whereas active individuals are more likely to obtain this information both ways.

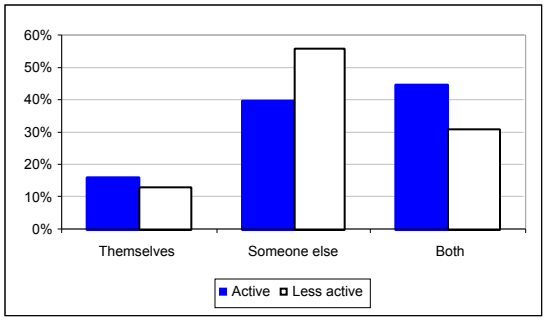
Implications The data described above indicate that relatively few individuals have recently received information on physical activity and, of these individuals, very few have actually attempted to seek out the information on their own. This appears to be most evident among the older adult population, as well as among inactive Canadians. Indeed, these segments, particularly the inactive, are key target groups for behaviour-change strategies. Sports and recreation service providers can play a key role in targeting inactive Canadians by reaching out to them in innovative ways and by offering programs that are easy to do, enjoyable, sociable, and readily incorporated into everyday life. The challenge is to reach the inactive, provide relevant services and opportunities, and address potential barriers restricting participation.

EXPOSURE TO ACTIVITY INFORMATION
by age



1999 Physical Activity Monitor, CFLRI

EXPOSURE TO ACTIVITY INFORMATION
by activity level



1999 Physical Activity Monitor, CFLRI

How Canadians get information on physical activity

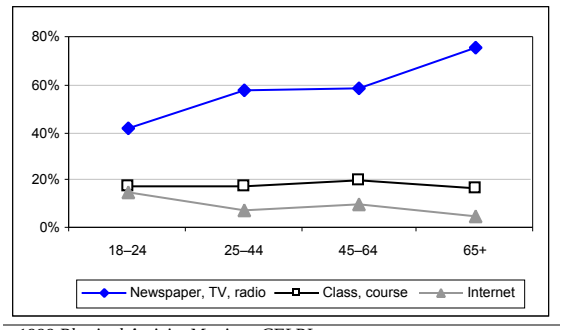
The majority of Canadians (57%) receive information on physical activity or sports through the media, including newspapers, television, and radio. In addition, 18% of adults receive physical activity information from an organized course, lecture, or workshop, and 10% receive information through the Internet. Residents of the territories are more likely than Canadians in general to report receiving information on physical activity through the media.

Age and sex Women are more likely than men to receive information on physical activity and sports from an organized course, class, workshop, or lecture. Adults in older age groups are more likely to receive physical activity information through the media: whereas 42% of 18–24 year-olds obtain information in this manner, as many as 76% of adults over 65 do so.

Activity level Active Canadians are more likely than less active Canadians to receive information on physical activity through an organized course, class, workshop, or lecture.

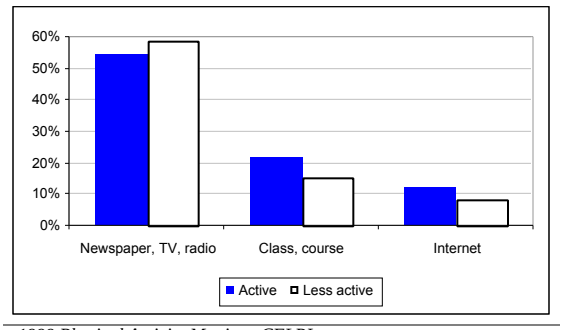
Implications The media have an important impact on the lives of Canadians. In a typical day, Canadians on the whole watch just over two hours of television,[5] listen to the radio for roughly three hours,[6] and spend roughly 15 minutes reading the newspaper, books, or magazines.[5] Moreover, the Internet is used in approximately 42% of Canadian households.[7] Policy and program developers, along with sports and recreation service providers, should consider using these channels when promoting physical activity to the masses. For example, solicit public service spots on local television and radio stations for informative tips on how to be active, and link these to advertisements. Advertise local physical activity programs through community newspapers or relevant sections of the city newspapers. Municipalities can provide information on local opportunities via the Internet, including program descriptions, fees, location, and so on. Provide secure electronic alternatives (such as phone, fax, and on-line) to facilitate registration for individuals in physical activity programs.

INFORMATION CHANNELS
by age



1999 Physical Activity Monitor, CFLRI

INFORMATION CHANNELS
by activity level



1999 Physical Activity Monitor, CFLRI

Where Canadians get information on physical activity

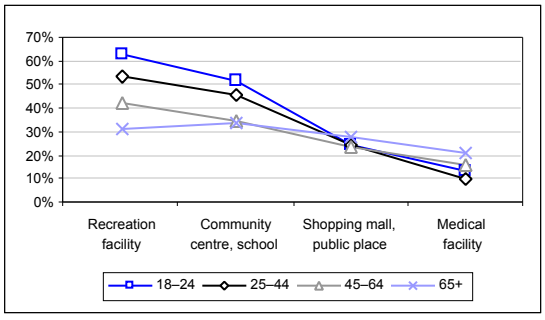
Half of Canadian adults obtain information on physical activity and sports at a facility designated specifically for recreation and sports, and 43% indicate receiving this information at a community centre, a school, or another facility not specifically designed for physical activity. One in four adults receive such information at a shopping mall, on the street, or in some other type of public place. Notably, only 13% of individuals gather this type of information from a medical facility, such as a doctor's office, a clinic, or another type of health care facility. Residents of Ontario are less likely and those in the Northwest Territories are more likely than Canadians in general to receive information at a shopping mall, on the street, or in some other type of public place.

Age and sex Women are more likely than men to receive information on physical activity from a facility not specifically designated for physical activity. With age, Canadians are less likely to receive information at a sport or recreation facility and at a facility not specifically designated for physical activity.

Activity level Active Canadians are more likely than less active Canadians to obtain information at recreation facilities and facilities not geared toward physical activity alone.

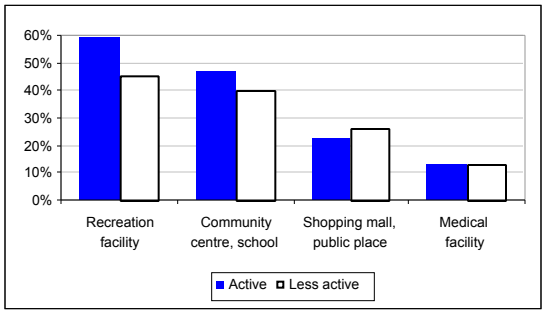
Implications Generally, Canadians seem to find information in facilities where they typically do their physical activities, such as recreation or community centres. However, one would expect (and this appears to be corroborated by the data) that these facilities reach more active than inactive individuals. Encouraging these types of facilities to become more involved in supporting physical activity may potentially reach inactive Canadians and influence them to become more active. For example, grocery stores can promote active transportation by providing home deliveries, allowing individuals to walk to the store without the worry of transporting their goods home. The fact that few adults report receiving information from medical facilities presents an opportunity to involve health practitioners in the promotion of physical activity. Given that Canadians recognize the link between physical activity and health, physical activity counselling by health care professionals may influence the inactive, especially older and sedentary adults, to be more active.

INFORMATION THROUGH FACILITIES
by age



1999 Physical Activity Monitor, CFLRI

INFORMATION THROUGH FACILITIES
by activity level



1999 Physical Activity Monitor, CFLRI

Obtaining information through social networks

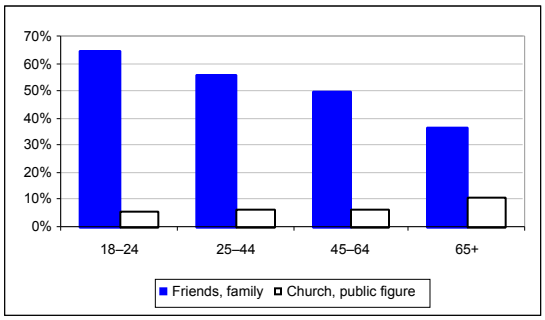
Many Canadians (55%) who have received information on physical activity or sports received this information from friends or family members. Only 7% of individuals who received information did so from a church member, public figure, or other prominent member of their community.

Age and sex Women and men are equally likely to receive information on physical activity and sports from friends or family or from a church member or a public figure. Adults in older age groups are less likely to receive their physical activity information from friends or family members.

Activity level Active Canadians are more likely than less active Canadians to receive information on physical activity or sports from friends or family members.

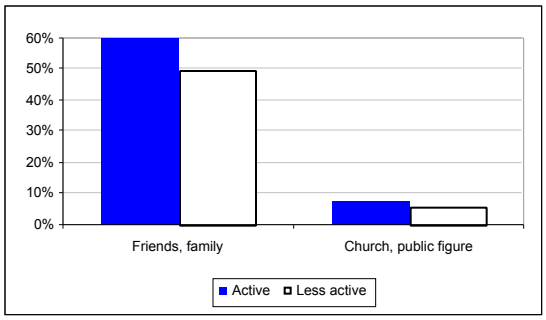
Implications At an individual level, a strong network of social support, including informal groups and individuals, can positively influence a person's behaviour. As evident in the above findings, many Canadians receive their information from their own social network of family and friends. However, this appears to be less of a recourse as one ages. Companionship, however, is a major reason why older individuals participate in group activities, including those involving physical activity.[8] Program and communication strategies could focus on solutions for overcoming the common barriers of loneliness and lack of social support, especially among older adults and women, by strengthening the social support systems enabling these groups to be more active. An integrated system that includes individuals from local sports clubs, community recreation and parks, voluntary agencies, schools, workplaces, and churches would be most effective. All must provide leadership, or possibly even a mentoring role, for promoting and engaging in physical activity and active living.[8] Moreover, programs can encourage people, when they are physically active, to find support through their own social network of friends, family, or co-workers.

INFORMATION THROUGH CONTACTS
by age



1999 Physical Activity Monitor, CFLRI

INFORMATION THROUGH CONTACTS
by activity level



1999 Physical Activity Monitor, CFLRI

Type of information received

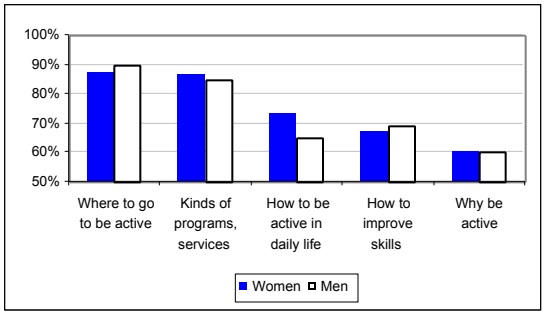
Canadian adults received various types of information on physical activity during the previous year: 88% received information on where to go to be active in their local community; 86% obtained information on the kinds of physical activity or sports facilities, programs, and services available in their community; 70% had information on how to become more active in their daily life; 68% obtained information on how to improve physical activity or sport skills; and 60% received information on why they should be active.

Age and sex Women are more likely than men to have received information on how to become more active in daily life. Where age groups are concerned, adults aged 18–44 are less likely than those over 45 to have received information on why they should be active, and adults aged 25–44 are less likely than those aged 45–64 to have received information on how to become more active in their daily life. Young adults (aged 18–24) are more likely than those aged 25–44 to report that they have received information on how to improve physical activity or sport skills. Young adults are also more likely than other age groups to have received information on the kinds of physical activity facilities, programs, and services available locally.

Activity level There is no difference between active and less active Canadians as to the type of information received.

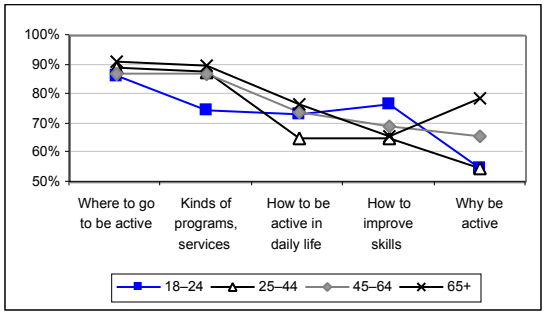
Implications Data in an earlier topic on accessing information on physical activity indicate that information on physical activity and sport is readily available in most communities. However, only 14% of adults actively seek this information. Tailoring information on physical activity to specific target groups may increase its relevance, thereby facilitating increases in the physical activity levels of Canadians. For example, programmers could provide parents (who are having a difficult time juggling conflicting commitments) and older adults (who often rate fear of injury or lack of skill as barriers to physical activity) with information on how to develop their own regular routine based on walking, home exercise, and swimming (for other ideas of activities to promote, see the topic *Popular physical activities for adults* earlier in this report) and with information on how to incorporate physical activity into daily life.

TYPE OF INFORMATION RECEIVED
by sex



1999 Physical Activity Monitor, CFLRI

TYPE OF INFORMATION RECEIVED
by age



1999 Physical Activity Monitor, CFLRI

Does the information help you to become more active?

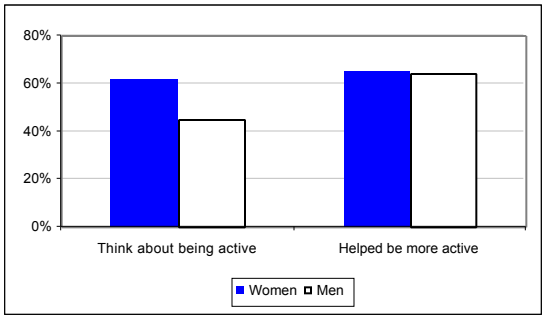
Of the Canadians who obtained information on physical activity, two-thirds believe that they are active regularly, 32% occasionally, and 3% not at all. Just over half of participants agree that the information they received during the past year has led them to think about being more active. Indeed, 65% report that the information helped them become more active, and 35% report that it had no influence at all. There are no provincial differences in responses.

Age and sex While women are more likely than men to report that the information they received during the year led them to think about becoming more active, men and women are just as likely to report that the information they received actually helped them become more active. Adults over 65 are more likely than adults aged 45–64 to say that the information they received during the year actually helped them become more active. Older adults are also more likely than all other age groups to agree that the information they received led them to think about becoming more active.

Activity level Less active adults are more likely than active adults to agree that the information they received led them to think about being more active, but less likely to say that the information actually helped them become more active.

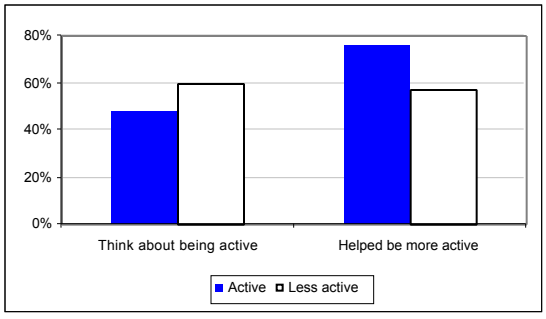
Implications Information strategies appear to be having the desired effect, having helped those currently active to become more active and those less active to think about being active. For the less active, information on the benefits of physical activity, how to easily access information on physical activity, along with practical suggestions on how to take steps to become more active (through traditional media, 1-800 numbers, personal help lines, cyber coaching, etc.) remain key ingredients of strategies to achieve the goal of reducing physical inactivity levels in Canada.

EFFECT OF INFORMATION
by sex



1999 Physical Activity Monitor, CFLRI

EFFECT OF INFORMATION
by activity level



1999 Physical Activity Monitor, CFLRI

Barriers to becoming more active: skill and ability

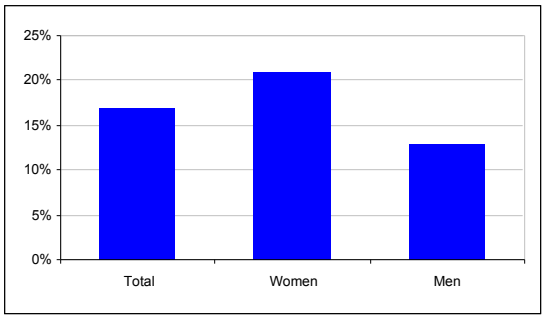
Barriers to physical activity are diverse and individual, with the majority discriminating between more active and less active Canadians. In this and the following seven topics, we will look at Canadians' beliefs toward a number of perceived barriers. These barriers are grouped by category, the first one related to skill and ability. One in five (17%) Canadian adults strongly agree that they are not good at doing sports and physical activity, with another 9% agreeing with the statement at least to some extent.

Age and sex Women are more likely than men to hold a strong belief that they are not good at doing sports and physical activity. Holding strong beliefs about one's lack of skill or ability increases with age, from 8% among 18–24 year-olds to 30% among adults over 65.

Activity level Less active Canadians are more likely than their active counterparts to strongly agree that they lack skills for sports and physical activity.

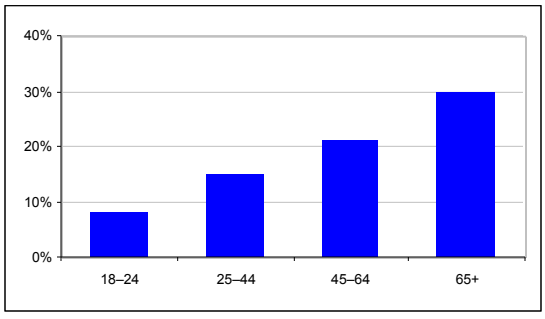
Implications Perception of lack of ability or skills related to physical activity appears to be most pervasive among women, older adults, and less active Canadians. Therefore, programs and policies that focus on activities such as mall walking, walking to the corner store rather than taking the car, playing with the kids at the playground, or gardening offer a good start toward a physically active lifestyle and may help these target groups become more active. Beginner programs and events could be promoted specifically to these groups. Moreover, since women and inactive Canadians are also the most likely groups to report "feeling uncomfortable" as a barrier to physical activity,[9] advertising the programs and events as "beginner only" may help to encourage participation.

LACK OF SKILL FOR PHYSICAL ACTIVITY
by sex (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

LACK OF SKILL FOR PHYSICAL ACTIVITY
by age (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

Barriers to becoming more active: cost

One-quarter of Canadian adults strongly agree that the dollar costs of doing physical activity are too high for them. A further 12% agree with this statement. New Brunswickers are more likely than Canadians overall to strongly agree that the cost of physical activity is simply too high.

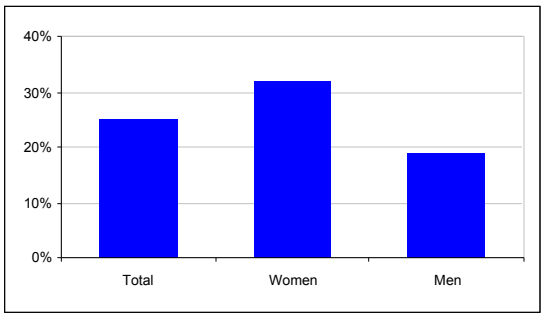
Age and sex Women are more likely than men to strongly agree that the cost of doing physical activity is too high for them. Adults aged 18–44 are more likely than adults aged 45–64 to strongly agree with the statement.

Activity level Active Canadians are as likely as less active Canadians to strongly agree that the cost of doing activity is too high.

Income level Individuals from low-income groups are more likely than those in higher income groups to agree strongly that the cost of physical activity is too high.

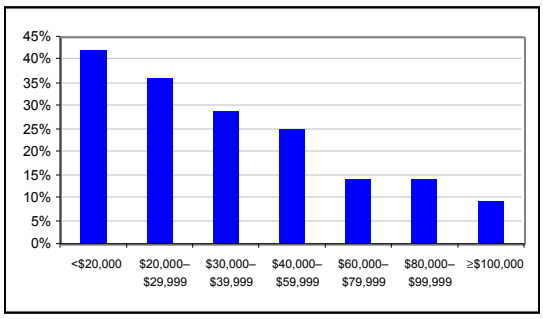
Implications With one in four Canadians strongly agreeing that the cost of physical activity is too high, programs and policies must focus on how Canadians can adopt a physically active lifestyle without overburdening their pocketbooks. A focus on active commuting, taking the stairs instead of the elevator, and other inexpensive yet active alternatives provides a viable means of incorporating physical activity into daily life. Recreation facilities, sports clubs, and organizations may consider waiving or reducing user fees for low-income families and providing discounts for enrolment of two or more members from one family within a given sport. For low-income Canadians, facilities and sports organizations may also consider services in lieu of registration fees, such as volunteering to coach a soccer team or serve on the executive board of a sports organization.

EXCESSIVE COST
by sex (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

EXCESSIVE COST
by income level (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

Barriers to becoming more active: information

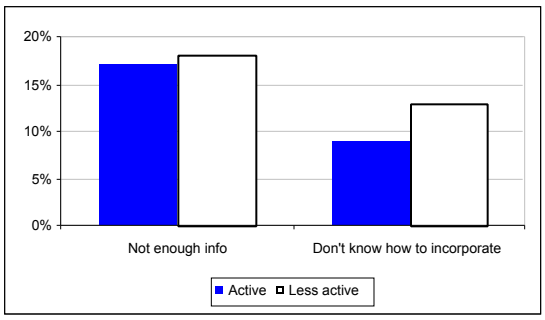
One-third of adults believe that there is not enough information available on local physical activity and sport opportunities (with 17% of Canadians *strongly* agreeing that this is so). In addition, as many as 12% of adults strongly agree and 9% agree that they lack awareness of how to build physical activity into their daily life. Residents of New Brunswick are more likely than Canadians overall to agree strongly that there is a lack of information available on local physical activity.

Age and sex Men are just as likely as women to strongly agree that there is not enough information on local physical activity opportunities. Older adults (aged 65 and older) are more likely than young adults to cite both a lack of information on opportunities available locally and a lack of awareness of how to build physical activity into daily life.

Activity level Less active Canadians are more likely than active Canadians to strongly agree that they do not know how to build physical activity into daily life.

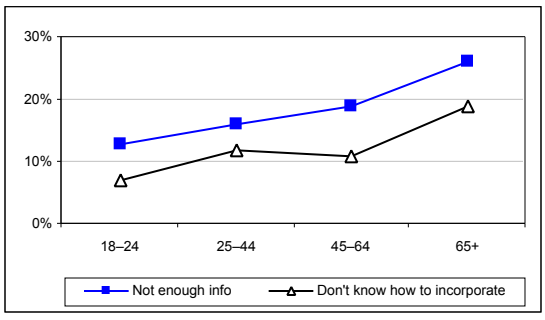
Implications An earlier topic reported that adults over 65 are less likely than other age groups to have received information about physical activity. This observation is consistent with the above findings showing that older adults are more likely to perceive a lack of information on local physical activity opportunities. To counter this barrier, recreation facilities and physical activity organizations may wish to collaborate with other professionals who deal with older adults on a regular basis (such as nurses, local physicians, staff at retirement homes, churches, hospitals, etc.) in the development and delivery of programs and opportunities targeted to older adults. This collective insight may help to determine the best strategies for clearly communicating the benefits (social, physical, mental) of a physically active lifestyle, providing supportive social networks for physical activity, identifying the types and locations of local physical activity programs, facilitating convenient transportation to these opportunities, and improving referrals to existing opportunities. In addition, policies and programs might incorporate information on how to incorporate physical activity into daily life as a first step to getting the inactive population to become more active.

LACK OF INFORMATION
by activity level (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

LACK OF INFORMATION
by age (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

Barriers to becoming more active: convenience

Almost one-quarter of Canadian adults strongly agree and 14% agree that the hours and class times offered by their local centres don't suit them. In addition, 14% of adults strongly agree and 7% agree that it is too hard to get to places where they can be active. Residents of New Brunswick are more likely than Canadians overall to strongly agree with this second statement.

Age and sex Women are more likely than men to strongly agree that the hours and classes provided by local centres do not suit their schedule and that these places are too hard to get to. Adults aged 65 and older are more likely than adults in younger age groups to strongly agree that it is too hard to get to places to be active.

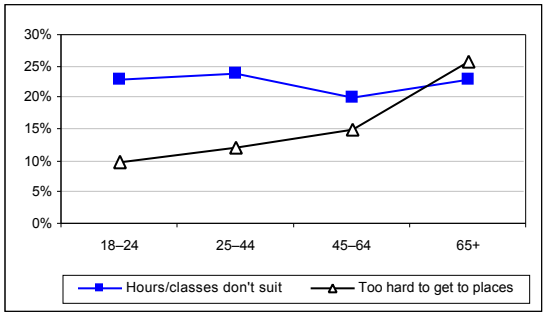
Activity level Less active Canadians are more likely than active Canadians to strongly agree that it is too hard to get to places to be active.

Implications Older adults and women appear to perceive issues of convenience more keenly than do other groups. Facilities and programs may need to adjust their services to support the constant juggle that Canadians have to face in balancing current work, family, and social obligations. Various time slots such as early morning, lunch hour, after work, or late night may provide more flexibility for women to participate in physical activity, whereas mid-morning and afternoon classes may suit older adults. Family-oriented scheduling may also provide such flexibility for women. To overcome this barrier, promote activities that do not require specific facilities and that can be easily incorporated into daily life, such as walking. Also promote at-home activities as an alternative. Because safety is a concern of women (as will be discussed in one of the following topics), working with local authorities to ensure accessible public transit to the facilities, particularly in the evening, may help to overcome the barrier of safe access and increase suitable scheduling opportunities.

INCONVENIENCE
by sex (% agreeing strongly)

1999 Physical Activity Monitor, CFLRI

INCONVENIENCE
by age (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

Barriers to becoming more active: programs available

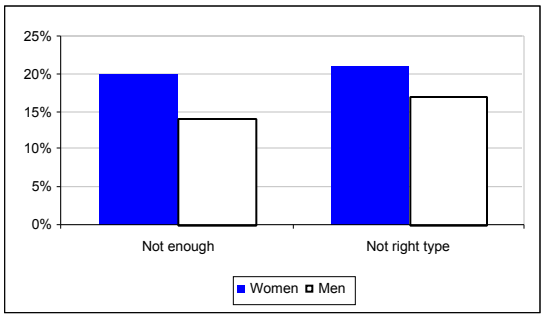
A full 17% of Canadians strongly agree that there are not enough programs, services, or facilities in and around their local community, with another 19% agreeing with this statement. Similarly, one in five adults strongly agree, and 13% agree, that the programs and facilities available are not the right type for them. Residents of Newfoundland and Nova Scotia are more likely than Canadians overall to strongly agree that there are not enough programs, services, and facilities, and residents of New Brunswick are more likely to strongly agree that programs and facilities are not the right type.

Age and sex Women are more likely than men to strongly agree that there are not enough programs, services, or facilities in their local community. Older adults are more likely than younger adults to strongly agree that there are not enough programs, services, or facilities and that the programs and facilities are not the right type for them.

Activity level Less active Canadians are more likely than active Canadians to strongly agree that the programs and facilities available are not the right type.

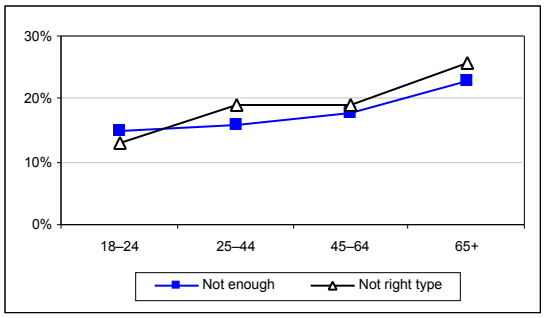
Implications The above findings indicate that current programs and facilities are less likely to address the needs of less active Canadians, creating a major challenge in increasing the activity levels of Canadians. This is consistent with the fact that older adults and women—over-represented among the less active—are more likely to report that currently available services, programs, and facilities do not meet their needs. Therefore, communities and service providers may want to find out what types of activities the less active population wishes to do. While more research is required to understand the needs of less active people and the types of facilities, programs, and services that would assist them in becoming more active, current findings indicate that a greater focus on the principles of behaviour change (e.g., self-efficacy, self-regulation, relapse-prevention strategies, group cohesion, etc.) can significantly increase attendance and reduce drop-out rates.[4,10]

PROGRAM ISSUES
by sex (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

PROGRAM ISSUES
by age (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

Barriers to becoming more active: social support

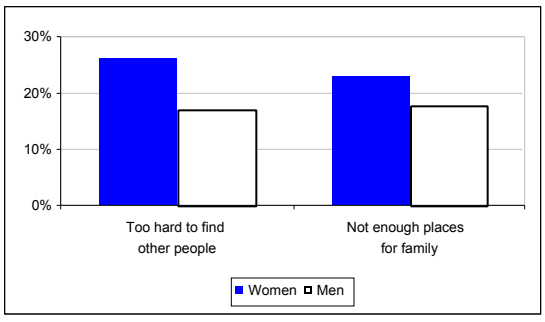
Almost one-quarter of Canadians strongly agree that it is too hard to find other people to be active with, with a further 15% agreeing that this is the case. One in five adults strongly agree and 11% agree that there aren't enough places where they can be active and bring their children along. Finally, 17% of adults strongly agree and 12% agree that it is too hard to find the right type of coaching or instruction. Newfoundlanders are more likely than Canadians overall to strongly agree that it is too hard to find the right type of coaching and instruction and, along with New Brunswickers, to strongly agree that there aren't enough places to be active with the family.

Age and sex Women are more likely than men to strongly agree that it is too hard to find other people to be active with and that there are not enough places where you can bring the children. Older adults (over 65) are more likely than those aged 45–64 to strongly agree that it is too hard to find other people to be active with. Adults aged 25–44 are more likely than those aged 45–64 to strongly agree that there are not enough places where you can be active and bring the children along.

Activity level Active Canadians are as likely as less active Canadians to feel strongly that social support is an issue.

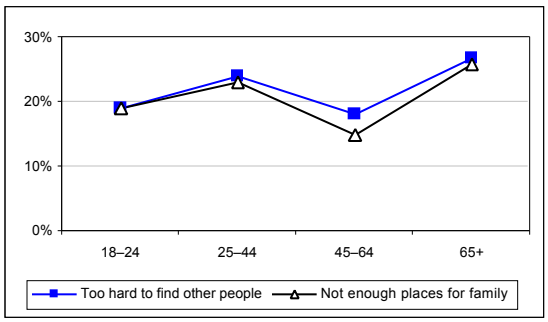
Implications Lack of child care, lack of a partner, and lack of support are all personal factors that have been identified as important issues in maintaining an active lifestyle.[9] To help reduce these obstacles, facilities could offer more family-oriented programming, such as Parents' and Tots' swim classes, aerobic classes where you can bring your infant, simultaneous programming where parent and child can engage in separate physical activity classes at the same time at the same facility, child care services, and amenities such as family change rooms to encourage and support family participation. In addition, providing networking opportunities, especially for women and older adults, and adding a social component to programs so participants get to know one another can help to encourage the development of "buddies" for physical activity, thereby increasing potential partners for participating in activities.

LACK OF SOCIAL SUPPORT
by sex (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

LACK OF SOCIAL SUPPORT
by age (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

Barriers to becoming more active: safety

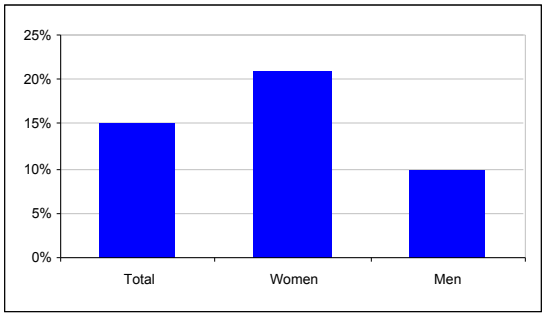
As many as 15% of Canadian adults strongly agree and 8% agree that safety concerns keep them from walking or bicycling. Although the majority (62%) strongly disagree that safety concerns keep them from walking and bicycling, those who do find safety an issue cite many factors that prevent safe walking and bicycling in their neighbourhoods: 34% strongly agree that there is too much traffic, 20% strongly agree that there is too much crime on the streets, 24% strongly agree that there are badly maintained sidewalks and bike lanes, and 27% strongly agree that there are poorly lit sidewalks and streets. New Brunswickers are more likely than Canadians overall to agree strongly that safety concerns prevent them from walking or bicycling. Compared with Canadians overall, adults in Nova Scotia are more likely to agree strongly that poor lighting is a factor.

Age and sex Women are more likely than men to strongly agree that concerns of safety keep them from walking or bicycling. Adults over 65 are more likely than adults in younger age groups to strongly agree that concerns of safety keep them from walking or bicycling and that too much crime on the streets prevent them from walking or bicycling.

Activity level Active and less active Canadians hold similar views about these types of safety issues.

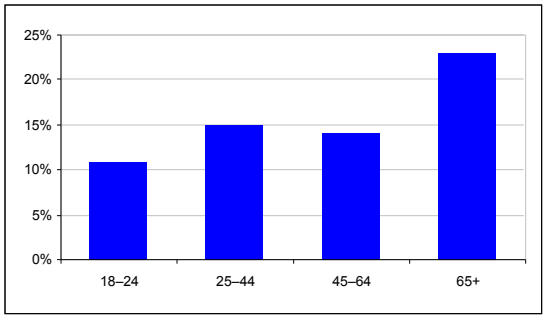
Implications Safety issues are a primary concern in designing policies, programs, and services to increase physical activity among older adults and women. A "buddy" network system, where people can link up with others who also want to be active, can both increase social support and decrease concerns about safety. It would also be worthwhile to work with municipal authorities to maintain and increase the security features of existing infrastructure for physical activity, such as adequate lighting on sidewalks and bike paths, adequate maintenance of sidewalks, and the provision of separate bicycle lanes, especially on roads with heavy traffic.

SAFETY CONCERNS
by sex (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

SAFETY CONCERNS
by age (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

Barriers to becoming more active: maintenance of facilities

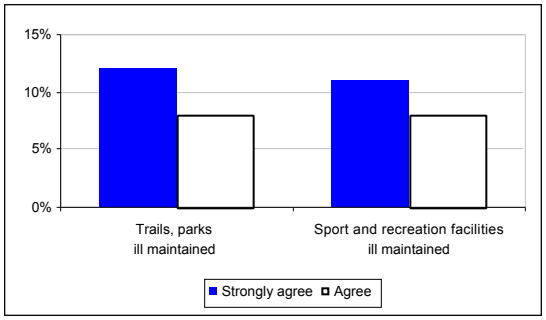
One in five adults agree that trails and parks are not well maintained in their community, (12% strongly agree, 8% agree). Similarly, 11% of Canadians strongly agree and 8% agree that sport and recreation facilities are not well maintained in their community. New Brunswickers are more likely than Canadians overall to strongly agree that sports and recreation facilities are not well maintained.

Age and sex Women are as likely as men to strongly agree that trails, parks, and sport and recreation facilities are not well maintained in their community. Adults aged 65 and older are more likely than adults aged 18–44 to strongly agree that these facilities are not well maintained.

Activity level Active and less active Canadians hold similar views about the maintenance of trails, parks, and sport and recreation facilities.

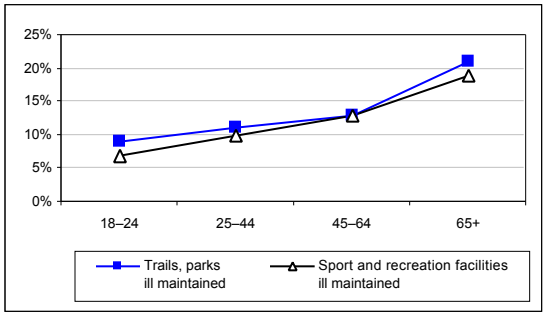
Implications Although the majority of Canadians do not appear to find the maintenance of facilities to be an issue, ill-maintained facilities and trails may add to the safety concerns identified in the preceding topic. While these concerns do not appear to be directly related to activity level, they do have particular relevance for older adults and may be related to the relative prominence of lack of facilities and lack of safety being cited as factors decreasing participation among this group.[9] To better understand the needs of older clients and help retain them, it may be helpful to survey them about maintenance issues and the appropriateness of various aspects of a facility in meeting their needs now or in the future (e.g., swimming pool, changing rooms, entrance way, etc.).

POOR MAINTENANCE OF FACILITIES
% of Canadians agreeing strongly



1999 Physical Activity Monitor, CFLRI

POOR MAINTENANCE OF FACILITIES
by age (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

Helping to become more active: provide incentives

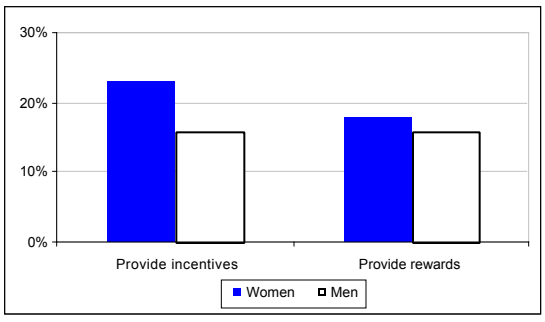
In the previous chapter, we examined perceived barriers to physical activity. This topic and the next five look at the contrary; that is, things which communities, organizations, and agencies can do to try to encourage people to become more active. About one in five adults strongly agree that the provision of incentives (such as certificates for attendance or completion of programs) or the provision of rewards for people who walk or bike at lot would help them become more active. But the majority of Canadians strongly disagree that incentives (51%) and rewards (55%) promote activity.

Age and sex Women are more likely than men to strongly agree that the provision of incentives, such as certificates for attendance, would help them become more active. Adults aged 45–64 are less likely than those younger than 45 to strongly agree that the provisions of incentives would help them become more active. They are also less likely than those aged 25–44 to strongly agree that the provision of rewards would help them become more active.

Activity level Active Canadians are more likely than less active Canadians to strongly agree that the provision of incentives and the provision of rewards would help them become more active.

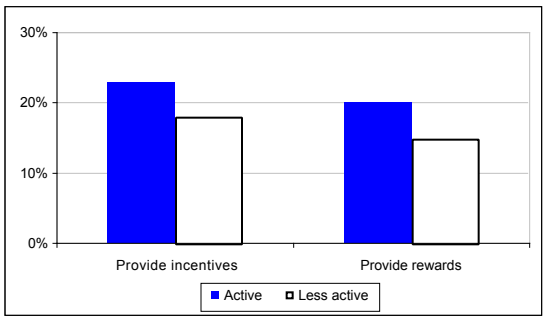
Implications Service providers could consider advertising incentive or reward programs for physical activity through the media to increase awareness.[11] Workplaces could promote taking the stairs over elevators and recognize employees who reach stair-climbing targets. Municipalities could partner with workplaces to offer incentive programs for active commuting. Governments could work with insurance agencies to reduce rates for those who are active and fit.[11] Workplaces could subsidize memberships to health clubs or recreation facilities both to reduce cost, which may be a barrier for some employees, and to provide an incentive to be active. Retirement homes could offer programs for walking or wheeling and recognize those who attend regularly or who reach specified distance targets.

PROVISION OF INCENTIVES AND REWARDS
by sex (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

PROVISION OF INCENTIVES AND REWARDS
by physical activity level (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

Helping to become more active: reduce costs

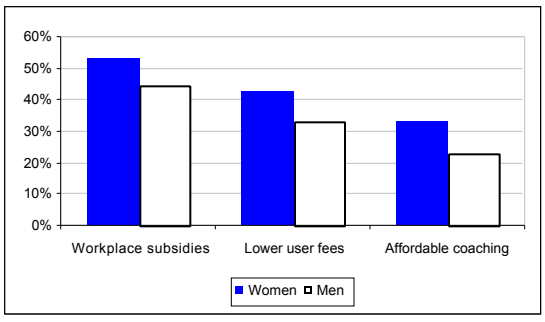
Half of Canadians strongly agree that if their workplace provided employee subsidies for health or fitness memberships, it would help them become more active. Moreover, approximately two in five adults strongly agree that dropping or reducing user fees at places like arenas or swimming pools would help them become more active, and 28% strongly agree that providing affordable instruction and coaching on how to do different sports and physical activity would help. Residents of the Northwest Territories are less likely than Canadians overall to strongly agree that workplace subsidies for memberships would help them become more active.

Age and sex Women are more likely than men to strongly agree that workplace subsidies for health or fitness memberships, dropping or reducing user fees at physical activity locations, and the provision of affordable coaching would help them to become more active. Younger age groups are more likely than older age groups to strongly agree that a reduction in user fees would help them become more active. Similarly, adults under 45 are more likely than those over 45 to agree strongly that workplace subsidies on memberships and affordable coaching would help them become more active.

Activity level Active Canadians are more likely than less active Canadians to strongly agree that workplace subsidies for health or fitness memberships, reduction of user fees at physical activity venues, and affordable coaching would help them become more active.

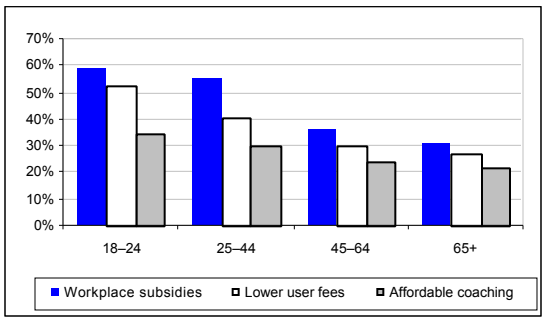
Implications In an earlier topic on barriers to physical activity, one in four Canadians were shown to strongly agree that the cost of physical activity acts as a deterrent to their physical activity. Indeed, this topic reveals that half of the population believes that workplace subsidies would help increase their participation. Workplaces can help their employees to be more active by sponsoring physical activity events, encouraging participation in lunch-time team sports, or providing incentives to employees who actively commute. In addition, walking trails have been shown to be used by women and lower-income earners, two target groups indicating that affordable opportunities would assist them to be more active.[12]

REDUCING COSTS OF PHYSICAL ACTIVITY
by sex (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

REDUCING COSTS OF PHYSICAL ACTIVITY
by age (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

Helping to become more active: provide information

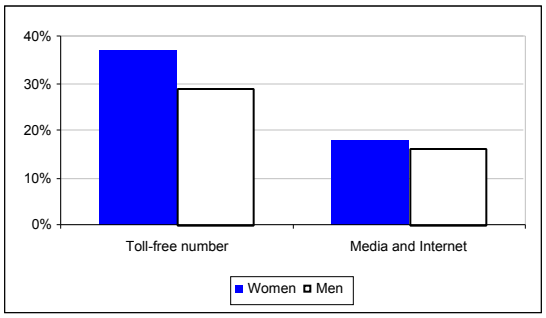
One-third of Canadians strongly agree that the provision of a toll-free (1-800) number, which they can call to obtain information on local activities, child care services, and so on, would help them be more active. However, only half as many (17%) adults strongly agree that the provision of more information about physical activity through the media and over the Internet would help them be more active. There are no provincial or territorial differences for these factors across Canada.

Age and sex Women are more likely than men to strongly agree that a toll-free telephone number providing local information related to physical activity would contribute to their becoming more active. Adults aged 18–44 are more likely than those over 45 to agree strongly that a toll-free number providing information would help them be more active.

Activity level Active Canadians are more likely than less active Canadians to strongly agree that a toll-free number providing information related to physical activity would help them be more active.

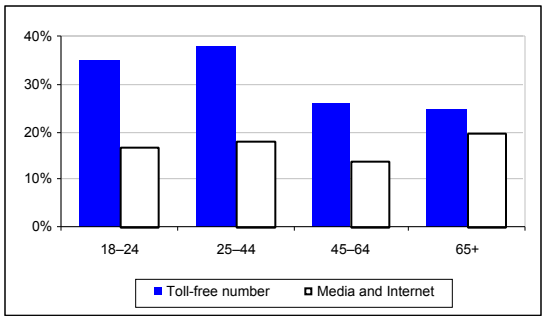
Implications Although relatively few Canadians say that more information via electronic media would be helpful, it is important to recall that an earlier topic showed that 57% of Canadians receive physical activity information through the media, including newspaper, television, and radio. The type rather than the amount of information is key. For example, municipalities may wish to take advantage of these media to promote their physical activity programs and opportunities, schedules, lists of community resources, skill development and registration information. In contrast, a toll-free number is more appropriate for providing information on the age-specific short- and long-term benefits of being active. Self-instruction videos or printed materials may help individuals who wish to try physical activities on their own.[13] In all cases, the usefulness of information will be enhanced by providing links to local-level opportunities to be active.

PROVIDING INFORMATION
by sex (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

PROVIDING INFORMATION
by age (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

Helping to become more active: provide a variety of activities

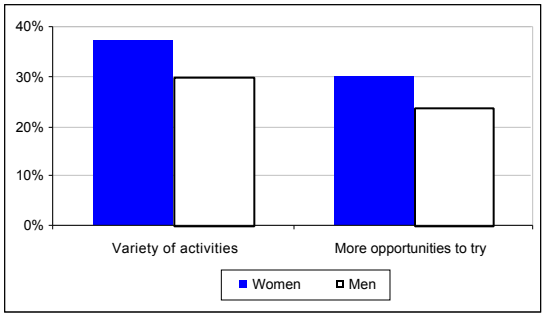
One-third of Canadian adults strongly agree that the provision of a wide variety of activity programs, facilities, and places to be active would help them become more active, and 27% strongly agree that the provision of more opportunities for them to try out different activities would encourage their participation.

Age and sex Women are more likely than men to strongly agree that a wider variety of activity programs, facilities, and places to be active and more opportunities for them to try out different activities would help them to become more active. Adults under 45 are more likely than their older counterparts to strongly agree a wider variety of activity programs, facilities, and places would help them become more active. Younger Canadians (aged 18–24) are more inclined than older ones to strongly agree that more opportunities to try different activities would help them be more active.

Activity level Active Canadians are more likely than less active Canadians to strongly agree that a wider variety of activities and more opportunities to try different activities would help them to become more active.

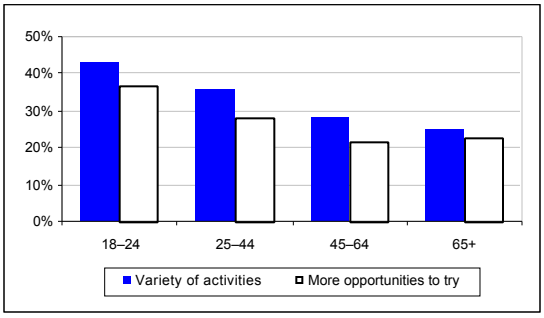
Implications Organizing municipal events or open houses can provide residents with the opportunity to observe a variety of physical activities or even try the activities before registering for classes. Opportunities should be geared to beginners, with coaching or instruction appropriately targeted to a range of age and ability levels. Service providers should also evaluate their programs in terms of scheduling, accessibility, and convenience for women and older adults to reduce factors that may be limiting the apparent choices of programs and facilities.

VARIETY OF ACTIVITIES
by sex (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

VARIETY OF ACTIVITIES
by age (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

Helping to become more active: increase social support

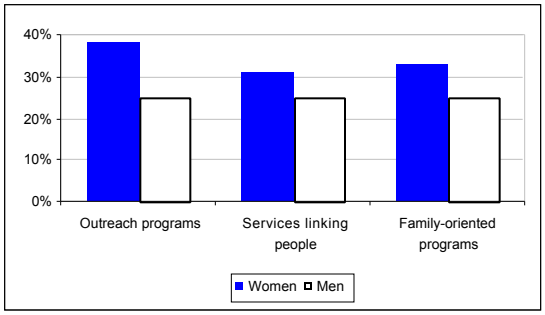
According to Canadians, increasing outreach programs, networking, and family-oriented programs would help them to become more active: 31% strongly agree that if communities provided outreach programs to help people be active at home, work, or school, it would help them to be more active; 28% strongly agree that the provision of services that link people up with other people who want to be active would help them be more active; and 29% also strongly agree that if there were more family-oriented programs and classes, it would help them become more active. Newfoundlanders are more likely than Canadians overall to strongly agree with the last statement.

Age and sex Women are more likely than men to strongly agree with all three social support factors as means of helping them become more active. Young adults aged 18–24 are more likely than adults over 25 to strongly agree that services that link up people who want to be active would help them become more active. Adults aged 25–44 are more likely than all other age groups to strongly agree that more family-oriented programs and classes would contribute to their becoming more active.

Activity level A sizable number of Canadians report that these types of social support would help them to become more active irrespective of their activity level.

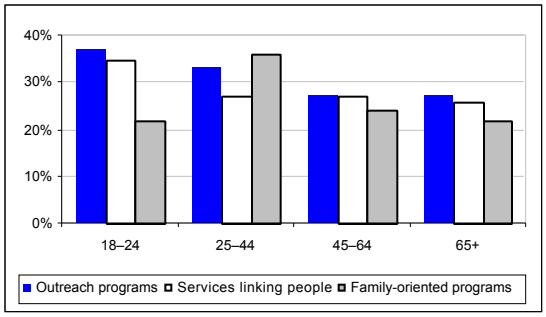
Implications Service providers can build social support and help to network individuals by building group cohesion in physical activity classes and encouraging people to ask for support from important people in their lives, such as spouses or partners, children, friends, family, or co-workers. Providing child care services or increasing family-oriented programming may decrease scheduling difficulties and indirectly increase social support among other family members. Innovative ways are required for service providers to deliver adequate instruction for physical activity and provide appropriate physical activity facilities, not only in larger urban and central facilities but also in smaller or rural communities.[13] Outreach services include providing appropriate instruction through a variety of settings, featuring age-sex and culturally appropriate role models, and providing opportunities for adults to observe physical activity behaviours and activities prior to engaging in the activity themselves. These services may help build confidence and act as a teaching mechanism for performing that activity.[14]

INCREASING SOCIAL SUPPORT
by sex (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

INCREASING SOCIAL SUPPORT
by age (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

Helping to become more active: build a supportive infrastructure

Three aspects of a supportive infrastructure are examined in the 1999 Physical Activity Monitor. More than two in five adults strongly agree that if their community maintained a well-linked network of trails and paths, it would help them become more active. Just over one-quarter strongly agree that if supportive facilities were provided, such as showers, bicycle racks, and lockers at schools, workplaces, and community centres, it would help them be more active. Finally, 17% agree strongly that the provision of ski racks, bicycle carriers, and such on buses and other public transportation would contribute to a regular pattern of physical activity.

Age and sex Women are more likely than men to strongly agree that the maintenance of a well-linked network of trails and paths would support their activity. Adults aged 25–44 are more likely than all other age groups to strongly agree that more supportive facilities, such as showers, bike racks, and lockers at school, community centres, and workplaces, would help them become more active. Furthermore, adults aged 45–64 are less likely than other adults to strongly agree that ski racks and bicycle carriers on public transportation would promote their activity.

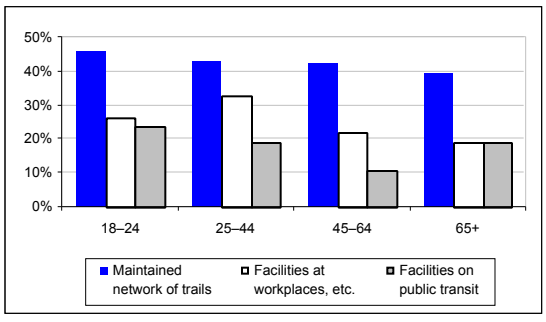
Activity level Active Canadians are more likely than less active Canadians to strongly agree that all these aspects of a supportive infrastructure would promote their activity.

Implications Recent research shows that physical activity levels may be improved if the physical environment is conducive to participation.[11] For example, more convenient exercise facilities, safe and well-maintained walking and bicycling paths near people's homes, and aesthetically pleasing green spaces (including tree-lined paths and trails) are all related to increased participation. Improvements to infrastructure can be facilitated by working with municipal councils to develop pedestrian- and cyclist-centred transportation plans and by-laws governing building codes, suburban development, and retrofitting of communities to favour higher density and mixed-land use (i.e., shops, schools, churches, community centres, workplaces, etc.).

SUPPORTIVE INFRASTRUCTURE
by sex (% agreeing strongly)

1999 Physical Activity Monitor, CFLRI

SUPPORTIVE INFRASTRUCTURE
by age (% agreeing strongly)



1999 Physical Activity Monitor, CFLRI

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Physical activity levels of Canadians

1999 Physical Activity Monitor

	Active (≥3 KKD[1])	Moderately active (1.5–2.9 KKD)	Somewhat active (0.5–1.4 KKD)	Sedentary (<0.5 KKD)
TOTAL, ADULTS (18+)	36%	29%	21%	14%
women	32	30	23	15
men	41	28	19	13
18–24	52	31	12	–
women	40	37	16	–
men	64	26	–	–
25–44	36	31	22	12
women	33	32	21	13
men	39	29	22	10
45–64	32	28	22	18
women	31	26	26	16
men	33	30	18	19
65+	27	24	24	25
women	22	25	26	27
men	35	22	20	23
REGION				
East	35	25	23	17
Newfoundland	33	24	23	20
Prince Edward Island	32	28	22	18
Nova Scotia	35	24	24	16
New Brunswick	35	28	23	14
Quebec	28	29	25	18
Ontario	39	29	19	14
West	40	30	19	11
Manitoba	35	34	19	12
Saskatchewan	40	22	19	19
Alberta	38	30	21	11
British Columbia	43	31	17	–
North	49	27	15	8
Northwest Territories	45	25	18	12
Yukon	53	28	14	–

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Physical activity levels of Canadians (cont'd)

1999 Physical Activity Monitor

	Active (≥3 KKD[1])	Moderately active (1.5–2.9 KKD)	Somewhat active (0.5–1.4 KKD)	Sedentary (<0.5 KKD)
EDUCATION LEVEL				
Less than secondary	27%	25%	26%	23%
Secondary	35	30	20	15
College	38	31	19	12
University	41	29	20	10
HOUSEHOLD INCOME				
< $20,000	28	22	23	28
$20,000–29,999	29	31	24	16
$30,000–39,999	36	29	19	16
$40,000–59,999	36	29	24	11
$60,000–79,999	35	32	21	13
$80,000–99,999	41	35	15	–
≥ $100,000	50	30	15	–
EMPLOYMENT STATUS				
Full-time worker	36	29	23	12
Part-time worker	40	35	16	9
Unemployed	23	26	18	32
Homemaker	28	27	26	19
Student	52	32	10	–
Retired	31	24	22	23
COMMUNITY SIZE				
< 1,000	29	27	21	22
1,000–9,999	35	29	23	13
10,000–74,999	39	30	19	13
75,000–299,999	40	31	17	12
≥ 300,000	37	29	22	12
FAMILY COMPOSITION				
Living with a partner	34	30	22	14
with children at home	34	32	20	14
without children at home	35	28	23	14
Widowed, divorced, separated	29	23	23	25
with children at home	36	25	29	–
without children at home	27	23	22	28
Never married	44	31	16	10
with children at home	48	21	–	–
without children at home	43	32	15	10

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Trends in physical inactivity since 1981

1999 Physical Activity Monitor

	Not active enough (< 3 KKD[1])				
	1999	**1998[2]**	**1997 + 1995[3]**	**1988[4]**	**1981[5]**
TOTAL, ADULTS (18+)	64%	63%	63%	71%	79%
women	68	67	67	78	83
men	59	59	59	64	76
18–24	48	44	45	62	70
women	60	54	48	73	74
men	36	33	42	51	67
25–44	64	65	61	73	81
women	67	69	65	79	85
men	61	62	57	67	76
45–64	68	64	67	75	83
women	69	64	70	80	84
men	67	64	64	70	83
65+	73	79	78	70	81
women	78	82	80	78	85
men	65	74	76	59	76
REGION					
East	65	69	68	77	82
Newfoundland	67	67	64	–	86
Prince Edward Island	68	73	–	–	87
Nova Scotia	65	69	69	–	78
New Brunswick	65	70	69	–	83
Quebec	72	68	63	75	82
Ontario	61	63	63	72	80
West	60	59	60	67	75
Manitoba	65	63	70	–	80
Saskatchewan	60	63	65	–	79
Alberta	62	58	61	–	74
British Columbia	57	56	55	–	74
North	51	57	n/a	n/a	n/a
Northwest Territories	55	60	60	n/a	n/a
Yukon	47	51	n/a	n/a	n/a

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

2 1998 Physical Activity Monitor.

3 1995 and 1997 Physical Activity Monitor (merged data).

4 1988 Campbell Survey on Well-Being in Canada.

5 1981 Canada Fitness Survey.

– Data unavailable because of insufficient sample size.

Popularity of physical recreation activities, age 18+

1999 Physical Activity Monitor

Rank, 1999	Activity	Percent of population[1]		
		Total	Women	Men
1	Walking for exercise	81%	87%*	75%
2	Gardening, yard work	70	67	74*
3	Swimming	54	53	56
4	Social dancing	46	48	45
5	Home exercise	45	46	44
6	Bicycling	45	39	51*
7	Weight training	29	24	35*
8	Bowling	27	26	28
9	Golf	26	16	36*
10	Jogging, running	25	21	29*
11	Skating	23	20	26*
12	Baseball, softball	19	12	26*
13	Exercise classes, aerobics	18	28*	9
14	In-line skating	18	17	19
15	Basketball	15	10	21*
16	Downhill skiing	14	12	17*
17	Volleyball	14	12	15
18	Badminton	14	12	16
19	Soccer	13	7	20*
20	Tennis	13	9	16*
21	Cross-country skiing	12	12	12
22	Ice hockey	10	3	18*
23	Yoga, tai chi	9	12*	6
24	Football	8	2	13*
25	Ballet, modern dance	6	8	5
26	Snowboarding	4	2	6
27	Squash	4	2	6
28	Racquetball	3	2	4

1 Percentage of Canadians who participated at least once in given activity within last 12 months.

* Significantly greater than other sex.

– Data unavailable because of insufficient sample size.

Popularity of physical recreation activities, by age

1999 Physical Activity Monitor

	18–24		25–44		45–64		65+	
	Top activities	**%**	**Top activities**	**%**	**Top activities**	**%**	**Top activities**	**%**
1.	Walking	78	Walking	82	Walking	83	Walking	73
2.	Social dancing	74	Gardening	70	Gardening	80	Gardening	66
3.	Swimming	66	Swimming	63	Swimming	44	Home exercise	38
4.	Home exercise	60	Social dancing	51	Bicycling	41	Swimming	31
5.	Weight training	59	Bicycling	50	Home exercise	39	Social dancing	20
6.	Bicycling	59	Home exercise	47	Social dancing	36	Bicycling	17
7.	Gardening	55	Weight training	33	Golf	23	Golf	14
8.	Jogging, running	53	Bowling	31	Weight training	17	Bowling	13
9.	Bowling	48	Skating	31	Bowling	17	Exercise classes	9
10.	Basketball	45	Golf	30	X-country skiing	17	Yoga, tai chi	9
11.	In-line skating	44	Jogging, running	29	Skating	15	Weight training	9
12.	Baseball, softball	38	Baseball, softball	24	Jogging, running	14	X-country skiing	8
13.	Volleyball	33	In-line skating	22	Exercise classes	12	Jogging, running	6
14.	Golf	32	Exercise classes	21	Badminton	11		
15.	Exercise classes	30	Downhill skiing	18	Downhill skiing	9		
16.	Tennis	30	Volleyball	16	Baseball, softball	9		
17.	Soccer	30	Soccer	16	Yoga, tai chi	8		
18.	Badminton	29	Basketball	16	Tennis	8		
19.	Skating	28	Badminton	14	Volleyball	6		
20.	Football	24	Ice hockey	14	In-line skating	5		
21.	Downhill skiing	23	Tennis	13	Soccer	5		
22.	Ice hockey	19	X-country skiing	12	Ballet, modern dance	5		

Accessibility of information on physical activity

1999 Physical Activity Monitor

	Ease of getting physical activity information in the community				Amount of physical activity information available in the community		
	Easy	Somewhat easy	Somewhat hard	Hard	None at all	Limited info	Lots of info
TOTAL, ADULTS (18+)	64%	24%	6%	6%	3%	30%	66%
women	63	24	7	6	4	30	65
men	65	24	5	6	3	29	66
18–24	53	35	7	–	–	36	61
women	53	32	–	–	–	34	63
men	52	38	–	–	–	39	58
25–44	62	25	7	6	3	31	65
women	60	26	8	6	3	30	66
men	64	25	6	6	–	32	64
45–64	68	22	5	5	4	25	69
women	69	21	–	5	5	29	65
men	67	22	–	6	–	22	74
65+	75	13	–	8	4	26	65
women	72	16	–	–	–	27	64
men	80	–	–	–	–	24	68
REGION							
East	58	25	7	10	8	36	56
Newfoundland	51	22	–	17	14	36	51
Prince Edward Island	61	28	–	–	–	33	57
Nova Scotia	67	23	–	–	–	32	64
New Brunswick	51	29	9	11	8	42	50
Quebec	56	32	–	–	–	38	56
Ontario	66	22	7	5	–	26	70
West	72	20	4	5	2	25	72
Manitoba	65	19	–	–	–	30	62
Saskatchewan	62	20	–	–	–	33	62
Alberta	75	21	–	–	–	25	74
British Columbia	74	19	–	–	–	21	77
North	73	19	–	–	–	21	76
Northwest Territories	69	22	–	–	–	29	68
Yukon	75	18	–	–	–	17	82
ENERGY EXPENDITURE							
Active (≥3 KKD[1])	67	23	5	5	2	28	69
Moderately active (1.5–2.9)	63	27	7	4	4	30	66
Somewhat active (0.5–1.4)	61	26	7	7	–	34	61
Sedentary (<0.5 KKD)	65	20	–	10	7	27	62

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Accessibility of information on physical activity (cont'd)

1999 Physical Activity Monitor

	Ease of getting physical activity information in the community				Amount of physical activity information available in the community		
	Easy	Somewhat easy	Somewhat hard	Hard	None at all	Limited info	Lots of info
EDUCATION LEVEL							
Less than secondary	60%	24%	6%	10%	6%	35%	57%
Secondary	65	26	5	5	3	30	67
College	64	24	8	5	2	32	65
University	66	23	5	5	3	25	71
HOUSEHOLD INCOME							
< $20,000	56	20	10	13	8	32	56
$20,000–29,999	61	28	7	4	4	34	60
$30,000–39,999	58	30	6	5	–	33	64
$40,000–59,999	66	25	6	4	–	29	69
$60,000–79,999	67	26	–	–	–	30	68
$80,000–99,999	74	18	–	–	–	25	71
≥ $100,000	68	23	–	–	–	23	75
EMPLOYMENT STATUS							
Full-time worker	66	24	6	5	3	27	69
Part-time worker	62	24	8	6	–	34	62
Unemployed	56	29	–	–	–	37	53
Homemaker	64	29	–	–	–	33	63
Student	44	41	–	–	–	42	53
Retired	69	17	–	8	4	28	65
COMMUNITY SIZE							
< 1,000	43	22	13	22	17	45	36
1,000–9,999	57	28	9	6	3	40	55
10,000–74,999	68	26	3	–	–	24	75
75,000–299,999	72	21	–	–	–	19	78
≥ 300,000	72	20	6	–	–	25	73
FAMILY COMPOSITION							
Living with a partner	66	24	5	5	3	28	67
with children at home	66	23	6	5	3	29	67
without children at home	66	24	5	5	3	28	67
Widowed, divorced, separated	72	16	5	7	4	24	69
with children at home	71	15	–	–	–	22	73
without children at home	72	16	–	8	–	25	67
Never married	57	29	8	6	3	35	61
with children at home	47	32	–	–	–	43	53
without children at home	58	29	8	5	–	34	62

– Data unavailable because of insufficient sample size.

Exposure to physical activity information

1999 Physical Activity Monitor

	Obtained information during past 3 months	Who obtained the information?		
		They sought it out themselves	Someone else offered	Both
TOTAL, ADULTS (18+)	41%	14%	49%	37%
women	44	14	47	39
men	38	14	51	35
18–24	46	22	40	38
women	46	–	39	37
men	46	–	41	38
25–44	42	14	43	42
women	47	14	42	44
men	37	15	46	39
45–64	44	8	61	31
women	47	10	55	35
men	40	–	68	27
65+	24	–	57	24
women	25	–	63	–
men	22	–	–	–
REGION				
East	34	16	43	41
Newfoundland	25	–	–	–
Prince Edward Island	32	–	37	43
Nova Scotia	41	–	48	37
New Brunswick	32	–	40	47
Quebec	39	–	51	34
Ontario	39	15	50	35
West	47	13	47	40
Manitoba	43	–	48	39
Saskatchewan	44	–	44	43
Alberta	46	–	51	38
British Columbia	50	–	45	41
North	54	–	49	47
Northwest Territories	47	–	42	56
Yukon	58	–	53	43
ENERGY EXPENDITURE				
Active (≥3 KKD[1])	48	16	40	45
Moderately active (1.5–2.9 KKD)	40	15	51	34
Somewhat active (0.5–1.4 KKD)	37	14	54	32
Sedentary (<0.5 KKD)	28	–	78	18

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Exposure to physical activity information (cont'd)

1999 Physical Activity Monitor

	Obtained information during past 3 months	Who obtained the information?		
		They sought it out themselves	Someone else offered	Both
EDUCATION LEVEL				
Less than secondary	26%	19%	54%	27%
Secondary	37	10	56	34
College	45	16	48	36
University	50	15	43	42
HOUSEHOLD INCOME				
< $20,000	30	23	53	24
$20,000–29,999	32	–	53	31
$30,000–39,999	37	16	59	24
$40,000–59,999	47	13	42	45
$60,000–79,999	44	–	53	39
$80,000–99,999	47	–	49	40
≥ $100,000	54	–	44	44
EMPLOYMENT STATUS				
Full-time worker	42	13	49	37
Part-time worker	45	16	44	40
Unemployed	36	–	–	–
Homemaker	45	–	38	50
Student	39	–	43	47
Retired	31	–	63	26
COMMUNITY SIZE				
< 1,000	27	–	50	28
1,000–9,999	38	15	52	33
10,000–74,999	42	15	45	40
75,000–299,999	50	12	52	36
≥ 300,000	44	13	48	39
FAMILY COMPOSITION				
Living with a partner	42	12	52	37
with children at home	47	9	49	41
without children at home	38	14	54	32
Widowed, divorced, separated	37	18	50	32
with children at home	45	–	49	39
without children at home	35	20	51	29
Never married	41	19	41	40
with children at home	47	–	–	–
without children at home	40	18	42	41

– Data unavailable because of insufficient sample size.

How Canadians get information on physical activity

1999 Physical Activity Monitor

	Obtained information on physical activity through…		
	Newspaper, TV, or radio	Organized course, lecture, class, or workshop	Computer or internet
TOTAL, ADULTS (18+)	57%	18%	10%
women	57	21	8
men	57	15	11
18–24	42	18	15
women	40	–	–
men	43	–	–
25–44	58	18	8
women	58	22	8
men	58	13	9
45–64	59	20	10
women	56	22	–
men	62	–	–
65+	76	–	–
women	81	–	–
men	–	–	–
REGION			
East	59	16	9
Newfoundland	69	–	–
Prince Edward Island	63	–	–
Nova Scotia	60	–	–
New Brunswick	53	–	–
Quebec	67	–	–
Ontario	49	20	9
West	57	22	13
Manitoba	55	27	–
Saskatchewan	64	–	–
Alberta	57	–	–
British Columbia	56	23	–
North	68	20	15
Northwest Territories	69	25	–
Yukon	67	–	–
ENERGY EXPENDITURE			
Active (≥3 KKD[1])	54	22	12
Moderately active (1.5–2.9 KKD)	54	16	10
Somewhat active (0.5–1.4 KKD)	63	16	–
Sedentary (<0.5 KKD)	65	–	–

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

How Canadians get information on physical activity (cont'd)

1999 Physical Activity Monitor

	Obtained information on physical activity through…		
	Newspaper, TV, or radio	Organized course, lecture, class, or workshop	Computer or internet
EDUCATION LEVEL			
Less than secondary	61%	20%	–
Secondary	62	19	–
College	56	16	8
University	53	19	15
HOUSEHOLD INCOME			
< $20,000	55	14	–
$20,000–29,999	51	24	–
$30,000–39,999	56	20	–
$40,000–59,999	68	16	9
$60,000–79,999	60	15	–
$80,000–99,999	54	–	–
≥ $100,000	48	17	–
EMPLOYMENT STATUS			
Full-time worker	56	18	12
Part-time worker	57	23	–
Unemployed	60	–	–
Homemaker	59	–	–
Student	39	–	–
Retired	73	–	–
COMMUNITY SIZE			
< 1,000	56	–	–
1,000–9,999	62	21	–
10,000–74,999	64	14	10
75,000–299,999	60	22	–
≥ 300,000	46	16	–
FAMILY COMPOSITION			
Living with a partner	61	17	8
with children at home	59	16	7
without children at home	62	18	9
Widowed, divorced, separated	64	24	–
with children at home	49	–	–
without children at home	69	20	–
Never married	45	20	13
with children at home	48	–	–
without children at home	44	18	12

– Data unavailable because of insufficient sample size.

Where Canadians get information on physical activity

1999 Physical Activity Monitor

	Obtained information on physical activity through…			
	Sport and recreation facility	Community centre, school, or other facility not designed for physical activity	Shopping mall, on the street, or any other public place	Doctor's office, medical clinic, or other health care facility
TOTAL, ADULTS (18+)	51%	43%	25%	13%
women	51	46	24	12
men	51	39	26	15
18–24	63	52	25	14
women	60	47	–	–
men	65	57	33	–
25–44	54	46	25	10
women	54	51	25	11
men	55	39	26	9
45–64	43	35	24	16
women	44	39	26	13
men	41	30	22	20
65+	32	34	28	–
women	–	–	–	–
men	–	–	–	–
REGION				
East	55	43	24	15
Newfoundland	53	–	–	–
Prince Edward Island	57	42	–	–
Nova Scotia	56	46	–	–
New Brunswick	53	43	29	–
Quebec	47	45	34	–
Ontario	52	42	16	11
West	51	42	27	12
Manitoba	43	43	24	–
Saskatchewan	47	42	–	–
Alberta	52	39	28	–
British Columbia	54	44	–	–
North	55	39	27	11
Northwest Territories	54	40	37	–
Yukon	56	39	21	–
ENERGY EXPENDITURE				
Active (≥3 KKD[1])	59	47	23	13
Moderately active (1.5–2.9 KKD)	54	40	26	10
Somewhat active (0.5–1.4 KKD)	40	43	28	18
Sedentary (<0.5 KKD)	26	32	22	–

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Where Canadians get information on physical activity (cont'd)

1999 Physical Activity Monitor

	Obtained information on physical activity through…			
	Sport and recreation facility	Community centre, school, or other facility not designed for physical activity	Shopping mall, on the street, or any other public place	Doctor's office, medical clinic, or other health care facility
EDUCATION LEVEL				
Less than secondary	38%	41%	28%	16%
Secondary	47	43	31	16
College	51	46	28	13
University	58	42	17	11
HOUSEHOLD INCOME				
< $20,000	42	47	28	17
$20,000–29,999	36	52	34	19
$30,000–39,999	40	37	26	–
$40,000–59,999	56	48	26	16
$60,000–79,999	54	43	22	–
$80,000–99,999	63	39	28	–
≥ $100,000	59	33	16	–
EMPLOYMENT STATUS				
Full-time worker	51	42	24	9
Part-time worker	67	52	29	–
Unemployed	–	–	–	–
Homemaker	48	48	–	–
Student	60	59	–	–
Retired	34	34	26	31
COMMUNITY SIZE				
< 1,000	35	43	35	–
1,000–9,999	48	48	32	12
10,000–74,999	51	40	25	13
75,000–299,999	54	40	20	15
≥ 300,000	54	41	18	11
FAMILY COMPOSITION				
Living with a partner	48	43	26	14
with children at home	54	51	22	8
without children at home	42	37	31	20
Widowed, divorced, separated	42	37	23	18
with children at home	42	43	–	–
without children at home	43	34	24	18
Never married	62	45	21	9
with children at home	74	60	–	–
without children at home	59	42	22	6

– Data unavailable because of insufficient sample size.

Obtaining information through social networks

1999 Physical Activity Monitor

	Obtained information on physical activity through…		
	Friends or family	Church representative public figure, or other prominent persor	Someone not mentioned
TOTAL, ADULTS (18+)	55%	7%	30%
women	56	7	29
men	53	7	32
18–24	65	–	20
women	60	–	–
men	70	–	–
25–44	56	7	32
women	59	7	32
men	53	–	31
45–64	50	7	32
women	54	8	29
men	45	–	37
65+	37	–	35
women	33	–	–
men	–	–	–
REGION			
East	59	11	30
Newfoundland	71	–	–
Prince Edward Island	70	–	–
Nova Scotia	51	–	39
New Brunswick	63	–	23
Quebec	57	–	26
Ontario	52	–	36
West	54	8	26
Manitoba	45	–	40
Saskatchewan	59	–	27
Alberta	48	–	29
British Columbia	60	–	–
North	59	9	34
Northwest Territories	55	–	36
Yukon	61	–	33
ENERGY EXPENDITURE			
Active (≥3 KKD[1])	60	8	26
Moderately active (1.5–2.9 KKD)	48	5	32
Somewhat active (0.5–1.4 KKD)	54	–	32
Sedentary (<0.5 KKD)	46	–	37

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Obtaining information through social networks (cont'd)

1999 Physical Activity Monitor

	Obtained information on physical activity through…		
	Friends or family	Church representative public figure, or other prominent persor	Someone not mentioned
EDUCATION LEVEL			
Less than secondary	49%	10%	28%
Secondary	51	8	28
College	58	6	24
University	55	5	36
HOUSEHOLD INCOME			
< $20,000	46	–	29
$20,000–29,999	59	–	29
$30,000–39,999	53	–	22
$40,000–59,999	58	–	26
$60,000–79,999	54	–	26
$80,000–99,999	53	–	40
≥ $100,000	51	–	43
EMPLOYMENT STATUS			
Full-time worker	54	6	31
Part-time worker	65	–	25
Unemployed	55	–	–
Homemaker	56	–	–
Student	55	–	–
Retired	43	–	36
COMMUNITY SIZE			
< 1,000	67	17	–
1,000–9,999	58	8	24
10,000–74,999	53	5	30
75,000–299,999	52	–	32
≥ 300,000	54	–	34
FAMILY COMPOSITION			
Living with a partner	52	7	31
with children at home	53	7	32
without children at home	52	7	30
Widowed, divorced, separated	52	9	34
with children at home	58	–	30
without children at home	49	–	36
Never married	61	5	25
with children at home	57	–	–
without children at home	62	5	25

– Data unavailable because of insufficient sample size.

Type of information received

1999 Physical Activity Monitor

	Type of information received					
	Why someone should become active	How to become more active in daily life	How to improve physical activity skills	Where to go to be active	Kinds of facilities, programs, services available	Any other kind of info
TOTAL, ADULTS (18+)	60%	70%	68%	88%	86%	10%
women	60	73	67	87	86	11
men	60	65	69	90	85	9
18–24	55	73	77	86	75	–
women	50	75	69	80	73	–
men	59	71	86	93	77	–
25–44	55	65	65	89	88	9
women	56	72	68	90	90	9
men	54	56	60	88	84	–
45–64	66	74	69	87	87	14
women	67	73	65	85	85	13
men	65	75	73	90	90	–
65+	79	77	66	91	90	–
women	78	80	63	88	89	–
men	–	73	–	95	92	–
REGION						
East	59	74	67	89	87	8
Newfoundland	55	72	71	89	85	–
Prince Edward Island	59	75	74	81	85	–
Nova Scotia	59	74	62	92	91	–
New Brunswick	63	76	74	85	83	–
Quebec	64	64	69	90	82	–
Ontario	58	73	65	87	86	12
West	60	70	72	88	88	10
Manitoba	59	76	73	87	87	–
Saskatchewan	58	74	67	85	86	–
Alberta	60	70	70	90	88	–
British Columbia	61	67	75	88	87	–
North	64	74	71	90	90	–
Northwest Territories	57	71	73	91	93	–
Yukon	68	76	70	89	89	–
ENERGY EXPENDITURE						
Active (≥3 KKD[1])	59	69	70	88	84	9
Moderately active (1.5–2.9)	62	68	67	89	89	12
Somewhat active (0.5–1.4)	61	72	68	90	85	–
Sedentary (<0.5 KKD)	62	76	69	85	82	–

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Type of information received (cont'd)

1999 Physical Activity Monitor

	Type of information received					
	Why someone should become active	How to become more active in daily life	How to improve physical activity skills	Where to go to be active	Kinds of facilities, programs, services available	Any other kind of info
EDUCATION LEVEL						
Less than secondary	61%	64%	66%	87%	83	–
Secondary	64	69	68	88	87	–
College	61	73	73	89	85	9
University	57	70	66	89	86	13
HOUSEHOLD INCOME						
< $20,000	60	75	70	79	70	–
$20,000–29,999	53	67	72	91	89	–
$30,000–39,999	68	70	67	86	77	–
$40,000–59,999	61	67	68	89	89	10
$60,000–79,999	64	72	66	92	93	–
$80,000–99,999	61	67	67	93	92	–
≥ $100,000	57	70	70	85	83	–
EMPLOYMENT STATUS						
Full-time worker	56	67	64	90	86	11
Part-time worker	59	67	69	85	88	–
Unemployed	79	73	81	91	80	–
Homemaker	61	69	73	86	90	–
Student	61	79	81	88	75	–
Retired	74	77	72	86	85	–
COMMUNITY SIZE						
< 1,000	53	62	57	76	78	–
1,000–9,999	61	71	74	90	83	–
10,000–74,999	61	70	69	88	89	8
75,000–299,999	65	74	70	89	89	10
≥ 300,000	55	68	67	90	85	15
FAMILY COMPOSITION						
Living with a partner	61	71	67	89	88	10
with children at home	54	68	64	91	90	8
without children at home	67	73	69	87	87	12
Widowed, divorced, separated	69	68	69	90	88	–
with children at home	59	63	67	90	91	–
without children at home	73	70	70	90	86	–
Never married	55	68	73	86	78	8
with children at home	57	71	84	85	78	–
without children at home	55	67	71	86	78	–

– Data unavailable because of insufficient sample size.

Does the information help you to become more active?

1999 Physical Activity Monitor

	Respondents' perception of how active they are			Info received made them…		
	Not at all	Occasionally	Regularly	Think about being more active	Become more active	Had no influence
TOTAL, ADULTS (18+)	3%	32%	65%	55%	65%	35%
women	5	32	62	62	65	34
men	–	30	68	45	64	36
18–24	–	26	74	56	77	23
women	–	30	69	62	76	–
men	–	–	79	50	78	–
25–44	–	33	64	56	64	36
women	–	35	59	66	67	32
men	–	30	69	44	58	42
45–64	–	35	61	57	57	42
women	–	31	63	63	53	46
men	–	39	58	50	63	37
65+	–	–	75	27	85	–
women	–	–	67	33	–	–
men	–	–	88	–	–	–
REGION						
East	–	33	65	59	65	34
Newfoundland	–	–	67	68	–	–
Prince Edward Island	–	–	64	60	68	–
Nova Scotia	–	38	60	59	63	–
New Brunswick	–	24	73	56	64	35
Quebec	–	37	58	57	62	38
Ontario	–	30	66	53	64	36
West	–	29	69	54	66	34
Manitoba	–	25	74	53	62	–
Saskatchewan	–	31	66	58	70	–
Alberta	–	27	71	52	53	–
British Columbia	–	30	67	54	74	–
North	–	28	70	53	72	28
Northwest Territories	–	36	63	56	65	36
Yukon	–	24	74	52	76	–
ENERGY EXPENDITURE						
Active (≥3 KKD[1])	–	12	88	48	76	24
Moderately active (1.5–2.9 KKD)	–	37	61	56	69	31
Somewhat active (0.5–1.4 KKD)	–	53	41	61	53	46
Sedentary (<0.5 KKD)	–	64	21	71	34	66

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Does the information help you to become more active? (cont'd)

1999 Physical Activity Monitor

	Respondents' perception of how active they are			Info received made them…		
	Not at all	Occasionally	Regularly	Think about being more active	Become more active	Had no influence
EDUCATION LEVEL						
Less than secondary	–	28%	59%	50%	59%	41%
Secondary	–	34	63	60	66	34
College	–	33	64	59	62	38
University	–	30	68	49	66	34
HOUSEHOLD INCOME						
< $20,000	–	38	52	63	62	36
$20,000–29,999	–	34	65	50	71	–
$30,000–39,999	–	32	66	61	64	36
$40,000–59,999	–	29	67	55	63	37
$60,000–79,999	–	32	64	51	53	47
$80,000–99,999	–	27	73	62	70	–
≥ $100,000	–	27	72	49	81	–
EMPLOYMENT STATUS						
Full-time worker	–	35	63	52	60	40
Part-time worker	–	20	75	61	66	33
Unemployed	–	–	55	67	–	–
Homemaker	–	–	59	66	68	–
Student	–	34	64	62	74	–
Retired	–	22	74	46	76	–
COMMUNITY SIZE						
< 1,000	–	33	65	44	57	–
1,000–9,999	–	32	68	56	62	38
10,000–74,999	–	37	61	56	71	29
75,000–299,999	–	27	69	57	62	38
≥ 300,000	–	31	66	56	64	36
FAMILY COMPOSITION						
Living with a partner	–	32	65	53	67	33
with children at home	–	36	62	55	65	35
without children at home	–	29	67	52	68	31
Widowed, divorced, separated	–	27	67	53	53	47
with children at home	–	–	59	65	–	–
without children at home	–	23	69	48	51	49
Never married	–	30	66	59	63	37
with children at home	–	–	72	60	–	–
without children at home	–	31	65	59	63	37

– Data unavailable because of insufficient sample size.

Barriers to becoming more active

1999 Physical Activity Monitor

	Lack of skill		Cost is too high	
	Strongly agree	Agree	Strongly agree	Agree
TOTAL, ADULTS (18+)	17%	9%	25%	12%
women	21	9	32	13
men	13	9	19	11
18–24	8	–	29	13
women	–	–	34	14
men	–	–	24	13
25–44	15	8	27	13
women	19	9	36	14
men	11	7	17	12
45–64	21	11	21	11
women	23	8	24	12
men	18	13	18	9
65+	30	16	27	11
women	40	14	29	12
men	18	–	24	–
REGION				
East	21	9	31	13
Newfoundland	21	–	26	–
Prince Edward Island	21	–	26	13
Nova Scotia	23	–	32	14
New Brunswick	18	13	33	12
Quebec	19	–	28	12
Ontario	16	10	24	13
West	16	9	24	11
Manitoba	15	–	22	12
Saskatchewan	16	–	24	–
Alberta	18	–	24	12
British Columbia	15	–	25	–
North	13	9	23	12
Northwest Territories	17	13	25	11
Yukon	–	–	22	–
ENERGY EXPENDITURE				
Active (≥3 KKD[1])	10	7	24	12
Moderately active (1.5–2.9 KKD)	16	8	23	13
Somewhat active (0.5–1.4 KKD)	21	12	27	12
Sedentary (<0.5 KKD)	34	13	33	12

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Barriers to becoming more active (cont'd)

1999 Physical Activity Monitor

	Lack of skill		Cost is too high	
	Strongly agree	Agree	Strongly agree	Agree
EDUCATION LEVEL				
Less than secondary	26%	13%	34%	11%
Secondary	18	10	28	12
College	15	7	27	13
University	13	7	18	13
HOUSEHOLD INCOME				
< $20,000	26	13	42	11
$20,000–29,999	19	9	36	10
$30,000–39,999	17	9	29	13
$40,000–59,999	16	10	25	15
$60,000–79,999	13	10	14	12
$80,000–99,999	17	–	14	12
≥ $100,000	–	–	9	–
EMPLOYMENT STATUS				
Full-time worker	15	7	22	12
Part-time worker	17	10	28	18
Unemployed	23	–	48	–
Homemaker	22	13	35	–
Student	–	–	29	17
Retired	26	14	27	11
COMMUNITY SIZE				
< 1,000	20	10	17	13
1,000–9,999	19	11	30	10
10,000–74,999	15	11	24	13
75,000–299,999	15	7	24	15
≥ 300,000	16	6	21	12
FAMILY COMPOSITION				
Living with a partner	18	9	23	12
with children at home	18	10	23	12
without children at home	18	9	23	11
Widowed, divorced, separated	23	11	32	15
with children at home	–	–	28	–
without children at home	26	12	33	15
Never married	13	8	28	13
with children at home	15	–	36	–
without children at home	12	8	27	13

– Data unavailable because of insufficient sample size.

Barriers to becoming more active (cont'd)

1999 Physical Activity Monitor

	Not enough information about local physical activity opportunities		Don't know how to build more physical activity into lifestyle	
	Strongly agree	Agree	Strongly agree	Agree
TOTAL, ADULTS (18+)	17%	17%	12%	9%
women	18	18	13	10
men	17	15	10	8
18–24	13	22	7	6
women	11	23	–	–
men	16	21	–	–
25–44	16	16	12	8
women	17	15	12	9
men	15	16	12	6
45–64	19	15	11	13
women	18	18	14	12
men	20	13	9	13
65+	26	18	19	12
women	30	26	22	12
men	21	–	–	–
REGION				
East	22	21	15	10
Newfoundland	24	22	16	–
Prince Edward Island	23	21	15	–
Nova Scotia	18	20	17	–
New Brunswick	24	20	14	12
Quebec	20	16	14	11
Ontario	17	19	12	8
West	16	14	10	8
Manitoba	16	16	–	9
Saskatchewan	15	15	–	–
Alberta	12	15	–	–
British Columbia	19	–	–	–
North	14	15	9	8
Northwest Territories	16	16	11	12
Yukon	13	15	–	–
ENERGY EXPENDITURE				
Active (≥3 KKD[1])	17	19	9	6
Moderately active (1.5–2.9 KKD)	15	16	11	8
Somewhat active (0.5–1.4 KKD)	20	16	15	14
Sedentary (<0.5 KKD)	20	16	17	15

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Barriers to becoming more active (cont'd)

1999 Physical Activity Monitor

	Not enough information about local physical activity opportunities		Don't know how to build more physical activity into lifestyle	
	Strongly agree	Agree	Strongly agree	Agree
EDUCATION LEVEL				
Less than secondary	27%	18%	19%	15%
Secondary	19	17	12	10
College	16	17	10	8
University	13	15	9	7
HOUSEHOLD INCOME				
< $20,000	27	15	19	14
$20,000–29,999	22	17	15	12
$30,000–39,999	20	15	11	8
$40,000–59,999	16	18	14	10
$60,000–79,999	10	18	7	–
$80,000–99,999	12	14	–	–
≥ $100,000	12	12	–	–
EMPLOYMENT STATUS				
Full-time worker	14	16	11	8
Part-time worker	22	13	10	9
Unemployed	24	16	–	–
Homemaker	28	14	11	13
Student	13	25	–	–
Retired	23	19	18	14
COMMUNITY SIZE				
< 1,000	24	19	12	11
1,000–9,999	20	19	12	10
10,000–74,999	15	15	12	8
75,000–299,999	16	17	8	9
≥ 300,000	14	15	11	8
FAMILY COMPOSITION				
Living with a partner	17	16	12	10
with children at home	15	15	12	10
without children at home	19	17	12	10
Widowed, divorced, separated	20	17	14	11
with children at home	22	–	–	–
without children at home	20	18	16	12
Never married	17	17	10	7
with children at home	27	–	–	–
without children at home	15	17	11	7

– Data unavailable because of insufficient sample size.

Barriers to becoming more active (cont'd)

1999 Physical Activity Monitor

	Hours and class times offered by local centres not suitable		Too hard to get to places to be active	
	Strongly agree	Agree	Strongly agree	Agree
TOTAL, ADULTS (18+)	23%	14%	14%	7%
women	25	15	16	8
men	20	12	11	6
18–24	23	15	10	10
women	22	17	14	–
men	24	–	–	–
25–44	24	13	12	6
women	27	13	14	8
men	20	13	9	4
45–64	20	13	15	6
women	22	17	15	5
men	18	10	15	7
65+	23	14	26	9
women	29	13	32	–
men	–	–	20	–
REGION				
East	26	15	19	9
Newfoundland	26	15	19	–
Prince Edward Island	26	–	18	–
Nova Scotia	27	17	19	–
New Brunswick	26	13	20	9
Quebec	23	18	14	–
Ontario	24	12	14	8
West	19	12	12	6
Manitoba	21	11	13	9
Saskatchewan	23	–	14	–
Alberta	20	15	15	–
British Columbia	17	–	–	–
North	20	14	10	6
Northwest Territories	23	13	11	–
Yukon	18	14	–	–
ENERGY EXPENDITURE				
Active (≥3 KKD[1])	22	10	11	7
Moderately active (1.5–2.9 KKD)	21	14	12	6
Somewhat active (0.5–1.4 KKD)	23	17	17	8
Sedentary (<0.5 KKD)	27	17	23	7

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Barriers to becoming more active (cont'd)

1999 Physical Activity Monitor

	Hours and class times offered by local centres not suitable		Too hard to get to places to be active	
	Strongly agree	Agree	Strongly agree	Agree
EDUCATION LEVEL				
Less than secondary	24%	15%	27%	7%
Secondary	24	12	15	7
College	22	13	10	5
University	21	15	9	8
HOUSEHOLD INCOME				
< $20,000	32	12	29	8
$20,000–29,999	25	15	19	8
$30,000–39,999	20	13	13	8
$40,000–59,999	21	13	10	7
$60,000–79,999	21	12	7	–
$80,000–99,999	18	15	–	–
≥ $100,000	19	13	–	–
EMPLOYMENT STATUS				
Full-time worker	22	12	10	6
Part-time worker	27	17	13	7
Unemployed	27	–	22	–
Homemaker	20	19	22	–
Student	16	–	10	–
Retired	22	13	26	10
COMMUNITY SIZE				
< 1,000	24	21	25	6
1,000–9,999	26	12	16	8
10,000–74,999	19	12	10	6
75,000–299,999	21	16	10	7
≥ 300,000	23	12	12	7
FAMILY COMPOSITION				
Living with a partner	22	14	13	6
with children at home	22	13	11	7
without children at home	21	14	14	6
Widowed, divorced, separated	26	12	24	8
with children at home	31	–	19	–
without children at home	24	13	25	8
Never married	24	14	12	8
with children at home	26	–	19	–
without children at home	23	14	11	8

– Data unavailable because of insufficient sample size.

Barriers to becoming more active (cont'd)

1999 Physical Activity Monitor

	Not enough programs, services, facilities in the community		Programs and facilities are not the right type	
	Strongly agree	Agree	Strongly agree	Agree
TOTAL, ADULTS (18+)	17%	19%	19%	13%
women	20	19	21	13
men	14	18	17	12
18–24	15	17	13	14
women	19	18	16	14
men	11	17	10	14
25–44	16	17	19	12
women	18	17	21	12
men	14	17	18	11
45–64	18	21	19	12
women	19	22	21	12
men	16	19	16	12
65+	23	23	26	17
women	30	22	26	17
men	15	24	25	–
REGION				
East	26	23	25	15
Newfoundland	29	22	23	15
Prince Edward Island	26	20	21	14
Nova Scotia	28	23	25	13
New Brunswick	23	23	27	17
Quebec	18	21	17	12
Ontario	17	18	19	14
West	14	16	17	12
Manitoba	14	19	18	14
Saskatchewan	16	17	17	15
Alberta	15	17	17	14
British Columbia	12	15	17	–
North	16	20	17	15
Northwest Territories	18	20	17	17
Yukon	15	19	17	–
ENERGY EXPENDITURE				
Active (≥3 KKD[1])	17	18	16	12
Moderately active (1.5–2.9 KKD)	15	18	21	11
Somewhat active (0.5–1.4 KKD)	15	22	19	14
Sedentary (<0.5 KKD)	26	16	22	19

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Barriers to becoming more active (cont'd)

1999 Physical Activity Monitor

	Not enough programs, services, facilities in the community		Programs and facilities are not the right type	
	Strongly agree	Agree	Strongly agree	Agree
EDUCATION LEVEL				
Less than secondary	28%	21%	27%	17%
Secondary	16	18	17	14
College	16	19	19	10
University	13	17	15	12
HOUSEHOLD INCOME				
< $20,000	26	19	28	14
$20,000–29,999	20	18	19	15
$30,000–39,999	22	20	19	14
$40,000–59,999	14	23	17	11
$60,000–79,999	11	17	13	12
$80,000–99,999	13	13	17	13
≥ $100,000	12	13	16	11
EMPLOYMENT STATUS				
Full-time worker	15	18	16	13
Part-time worker	14	18	23	12
Unemployed	24	13	31	–
Homemaker	24	18	19	17
Student	20	19	18	–
Retired	22	24	25	15
COMMUNITY SIZE				
< 1,000	31	17	27	9
1,000–9,999	24	21	24	14
10,000–74,999	13	20	13	13
75,000–299,999	13	15	15	11
≥ 300,000	12	16	16	11
FAMILY COMPOSITION				
Living with a partner	17	18	18	12
with children at home	17	16	17	11
without children at home	18	20	20	12
Widowed, divorced, separated	20	20	22	14
with children at home	22	20	25	12
without children at home	19	20	21	15
Never married	15	18	18	15
with children at home	–	–	25	–
without children at home	15	18	17	16

– Data unavailable because of insufficient sample size.

Barriers to becoming more active (cont'd)

1999 Physical Activity Monitor

	Hard to find other people to be active with		Not enough places to be active as a family		Hard to find right type of coaching or instruction	
	Strongly agree	Agree	Strongly agree	Agree	Strongly agree	Agree
TOTAL, ADULTS (18+)	22%	15%	21%	11%	17%	12%
women	26	15	23	10	19	13
men	17	15	18	11	15	11
18–24	19	15	19	–	18	14
women	23	16	21	–	18	15
men	15	14	17	–	18	–
25–44	24	14	23	12	17	10
women	28	14	27	11	18	11
men	20	14	19	13	15	9
45–64	18	17	15	10	17	12
women	21	17	16	7	19	13
men	15	17	15	13	14	11
65+	27	14	26	–	18	16
women	32	16	–	–	21	20
men	18	–	–	–	–	–
REGION						
East	24	15	30	12	23	15
Newfoundland	25	16	34	–	29	–
Prince Edward Island	27	17	26	–	21	15
Nova Scotia	24	15	27	–	20	15
New Brunswick	24	15	31	12	22	16
Quebec	23	13	21	–	21	11
Ontario	22	15	20	12	17	12
West	20	16	18	10	13	12
Manitoba	21	15	20	–	13	14
Saskatchewan	17	17	19	–	18	13
Alberta	19	16	19	–	12	13
British Columbia	21	17	–	–	–	–
North	17	12	25	12	16	14
Northwest Territories	23	–	26	12	21	11
Yukon	–	–	24	–	–	15
ENERGY EXPENDITURE						
Active (≥3 KKD[1])	20	13	22	9	16	12
Moderately active (1.5–2.9 KKD)	23	14	20	11	16	11
Somewhat active (0.5–1.4 KKD)	23	14	20	11	18	10
Sedentary (<0.5 KKD)	25	24	19	15	20	17

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Barriers to becoming more active (cont'd)

1999 Physical Activity Monitor

	Hard to find other people to be active with		Not enough places to be active as a family		Hard to find right type of coaching or instruction	
	Strongly agree	Agree	Strongly agree	Agree	Strongly agree	Agree
EDUCATION LEVEL						
Less than secondary	27%	18%	25%	13%	25%	13%
Secondary	23	16	22	9	18	12
College	25	12	22	15	17	14
University	15	15	17	7	13	10
HOUSEHOLD INCOME						
< $20,000	30	15	34	7	25	14
$20,000–29,999	28	13	20	11	24	11
$30,000–39,999	24	15	25	13	15	16
$40,000–59,999	20	17	18	11	17	10
$60,000–79,999	15	15	16	10	11	9
$80,000–99,999	18	12	16	–	–	–
≥ $100,000	14	13	15	–	13	–
EMPLOYMENT STATUS						
Full-time worker	19	15	18	10	13	11
Part-time worker	24	13	24	12	22	10
Unemployed	25	25	34	–	33	–
Homemaker	28	11	29	–	20	13
Student	24	17	19	–	23	12
Retired	26	12	23	–	19	13
COMMUNITY SIZE						
< 1,000	27	19	31	10	26	11
1,000–9,999	24	12	27	11	24	12
10,000–74,999	17	17	16	10	13	11
75,000–299,999	17	17	13	11	12	15
≥ 300,000	22	13	20	10	13	10
FAMILY COMPOSITION						
Living with a partner	20	16	21	11	16	12
with children at home	22	15	24	11	17	10
without children at home	19	16	17	12	16	14
Widowed, divorced, separated	28	14	22	11	17	14
with children at home	18	–	24	–	13	–
without children at home	30	15	21	–	18	13
Never married	23	14	20	7	19	11
with children at home	23	–	37	–	–	–
without children at home	23	13	17	6	20	10

– Data unavailable because of insufficient sample size.

Barriers to becoming more active (cont'd)

1999 Physical Activity Monitor

	Concerns about safety keep from walking or bicycling		Too much traffic in area for walking or bicycling		Too much crime on the streets for safe walking or bicycling	
	Strongly agree	Agree	Strongly agree	Agree	Strongly agree	Agree
TOTAL, ADULTS (18+)	15%	8%	34%	16%	20%	11%
women	21	10	37	15	20	11
men	10	7	30	17	20	12
18–24	11	12	31	–	–	–
women	19	18	–	–	–	–
men	–	–	–	–	–	–
25–44	15	8	36	16	19	10
women	20	8	38	16	18	10
men	11	7	34	16	20	–
45–64	14	7	30	20	18	13
women	19	8	35	17	18	11
men	10	6	23	24	20	–
65+	23	10	39	15	33	–
women	30	–	41	–	39	–
men	–	–	35	–	–	–
REGION						
East	20	11	39	21	19	6
Newfoundland	17	–	40	–	–	–
Prince Edward Island	17	–	30	–	–	–
Nova Scotia	22	–	42	–	–	–
New Brunswick	21	10	37	20	17	–
Quebec	13	–	37	–	–	–
Ontario	16	9	38	16	24	12
West	15	9	27	15	19	14
Manitoba	15	11	25	–	–	–
Saskatchewan	12	–	–	–	–	–
Alberta	12	–	–	–	–	–
British Columbia	17	–	31	–	–	–
North	11	6	28	14	19	–
Northwest Territories	14	–	–	–	–	–
Yukon	–	–	–	–	–	–
ENERGY EXPENDITURE						
Active (≥3 KKD[1])	14	7	34	14	17	10
Moderately active (1.5–2.9 KKD)	15	7	33	15	21	12
Somewhat active (0.5–1.4 KKD)	17	10	37	15	25	12
Sedentary (<0.5 KKD)	18	12	34	22	22	–

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Barriers to becoming more active (cont'd)

1999 Physical Activity Monitor

	Concerns about safety keep from walking or bicycling		Too much traffic in area for walking or bicycling		Too much crime on the streets for safe walking or bicycling	
	Strongly agree	Agree	Strongly agree	Agree	Strongly agree	Agree
EDUCATION LEVEL						
Less than secondary	24%	12%	42%	18%	29%	15%
Secondary	15	10	36	17	23	11
College	14	6	34	15	20	11
University	12	7	29	14	12	9
HOUSEHOLD INCOME						
< $20,000	25	9	39	13	26	12
$20,000–29,999	18	10	30	18	15	18
$30,000–39,999	16	8	36	17	17	–
$40,000–59,999	13	9	39	14	26	–
$60,000–79,999	7	–	35	–	–	–
$80,000–99,999	–	–	–	–	–	–
≥ $100,000	–	–	–	–	–	–
EMPLOYMENT STATUS						
Full-time worker	13	8	34	15	19	10
Part-time worker	16	8	39	17	24	–
Unemployed	16	–	–	–	–	–
Homemaker	28	–	38	–	22	–
Student	14	–	–	–	–	–
Retired	21	10	34	16	29	14
COMMUNITY SIZE						
< 1,000	19	9	50	12	21	–
1,000–9,999	15	7	40	15	16	12
10,000–74,999	12	7	27	17	18	12
75,000–299,999	13	9	29	14	13	–
≥ 300,000	15	9	32	16	25	14
FAMILY COMPOSITION						
Living with a partner	15	7	35	17	20	11
with children at home	15	8	37	17	19	10
without children at home	15	6	34	17	22	11
Widowed, divorced, separated	21	9	34	16	26	12
with children at home	23	–	39	–	–	–
without children at home	20	7	33	15	28	15
Never married	13	11	32	14	17	12
with children at home	19	–	–	–	–	–
without children at home	13	12	30	15	17	13

– Data unavailable because of insufficient sample size.

Barriers to becoming more active (cont'd)

1999 Physical Activity Monitor

	Badly maintained sidewalks and bicyle lanes keep from bicycling		Poorly lit sidewalks and streets keep from walking or bicycling	
	Strongly agree	Agree	Strongly agree	Agree
TOTAL, ADULTS (18+)	24%	10%	27%	12%
women	25	11	29	13
men	23	8	23	11
18–24	16	–	26	–
women	–	–	32	–
men	–	–	–	–
25–44	25	9	26	11
women	27	9	29	11
men	21	8	22	11
45–64	24	10	24	13
women	22	12	23	14
men	27	–	26	–
65+	32	13	33	13
women	30	–	35	–
men	–	–	–	–
REGION				
East	32	13	34	14
Newfoundland	–	–	31	–
Prince Edward Island	–	–	–	–
Nova Scotia	40	–	43	–
New Brunswick	30	14	28	17
Quebec	–	–	–	–
Ontario	23	10	28	10
West	23	13	25	14
Manitoba	20	–	24	–
Saskatchewan	–	–	–	–
Alberta	–	–	–	–
British Columbia	–	–	–	–
North	31	–	24	19
Northwest Territories	36	–	–	–
Yukon	–	–	–	–
ENERGY EXPENDITURE				
Active (≥3 KKD[1])	24	9	25	10
Moderately active (1.5–2.9 KKD)	24	8	29	14
Somewhat active (0.5–1.4 KKD)	24	13	26	10
Sedentary (<0.5 KKD)	27	–	29	18

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Barriers to becoming more active (cont'd)

1999 Physical Activity Monitor

	Badly maintained sidewalks and bicyle lanes keep from bicycling		Poorly lit sidewalks and streets keep from walking or bicycling	
	Strongly agree	Agree	Strongly agree	Agree
EDUCATION LEVEL				
Less than secondary	35%	10%	34%	13%
Secondary	27	11	27	12
College	19	11	28	13
University	18	8	22	11
HOUSEHOLD INCOME				
< $20,000	32	8	34	12
$20,000–29,999	20	12	27	13
$30,000–39,999	23	–	27	–
$40,000–59,999	26	–	23	14
$60,000–79,999	–	–	–	–
$80,000–99,999	–	–	–	–
≥ $100,000	–	–	–	–
EMPLOYMENT STATUS				
Full-time worker	21	9	24	13
Part-time worker	25	–	24	–
Unemployed	–	–	–	–
Homemaker	28	–	35	–
Student	–	–	–	–
Retired	35	11	35	11
COMMUNITY SIZE				
< 1,000	39	–	39	–
1,000–9,999	29	15	31	14
10,000–74,999	24	8	28	10
75,000–299,999	14	–	13	–
≥ 300,000	20	10	25	14
FAMILY COMPOSITION				
Living with a partner	26	10	27	13
with children at home	24	9	27	15
without children at home	28	10	27	11
Widowed, divorced, separated	25	11	29	12
with children at home	–	–	–	–
without children at home	25	–	26	13
Never married	20	9	26	11
with children at home	–	–	–	–
without children at home	17	9	25	10

– Data unavailable because of insufficient sample size.

Barriers to becoming more active (cont'd)

1999 Physical Activity Monitor

	Trails and parks not well maintained		Sport and recreation facilities not well maintained	
	Strongly agree	Agree	Strongly agree	Agree
TOTAL, ADULTS (18+)	12%	8%	11%	8%
women	12	7	12	8
men	12	9	11	8
18–24	9	7	7	10
women	–	–	–	14
men	–	–	–	–
25–44	11	8	10	8
women	10	6	11	7
men	12	10	9	9
45–64	13	7	13	6
women	12	6	13	7
men	13	–	13	5
65+	21	12	19	9
women	25	–	21	–
men	–	–	17	–
REGION				
East	18	6	18	10
Newfoundland	21	–	19	–
Prince Edward Island	20	–	16	–
Nova Scotia	17	–	18	–
New Brunswick	17	–	18	11
Quebec	12	–	11	10
Ontario	14	9	12	8
West	10	6	11	6
Manitoba	15	–	15	12
Saskatchewan	–	–	13	–
Alberta	–	–	–	–
British Columbia	–	–	–	–
North	13	8	12	9
Northwest Territories	13	–	15	10
Yukon	–	–	–	–
ENERGY EXPENDITURE				
Active (≥3 KKD[1])	11	8	10	8
Moderately active (1.5–2.9 KKD)	12	4	13	6
Somewhat active (0.5–1.4 KKD)	14	8	11	6
Sedentary (<0.5 KKD)	15	15	14	15

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Barriers to becoming more active (cont'd)

1999 Physical Activity Monitor

	Trails and parks not well maintained		Sport and recreation facilities not well maintained	
	Strongly agree	Agree	Strongly agree	Agree
EDUCATION LEVEL				
Less than secondary	22%	10%	20%	11%
Secondary	13	10	14	11
College	12	7	8	6
University	8	6	7	5
HOUSEHOLD INCOME				
< $20,000	19	12	16	10
$20,000–29,999	14	8	15	11
$30,000–39,999	9	–	12	8
$40,000–59,999	13	9	14	5
$60,000–79,999	8	–	7	–
$80,000–99,999	–	–	–	–
≥ $100,000	–	–	–	–
EMPLOYMENT STATUS				
Full-time worker	10	7	9	8
Part-time worker	14	–	15	6
Unemployed	16	–	13	–
Homemaker	20	–	19	–
Student	–	–	–	–
Retired	20	11	17	9
COMMUNITY SIZE				
< 1,000	18	–	18	9
1,000–9,999	16	8	17	9
10,000–74,999	11	8	9	9
75,000–299,999	9	8	6	6
≥ 300,000	10	6	9	6
FAMILY COMPOSITION				
Living with a partner	12	8	12	7
with children at home	12	8	12	8
without children at home	12	8	12	7
Widowed, divorced, separated	19	8	14	7
with children at home	–	–	–	–
without children at home	19	9	14	7
Never married	10	7	9	10
with children at home	–	–	–	–
without children at home	10	6	9	9

– Data unavailable because of insufficient sample size.

Helping to become more active

1999 Physical Activity Monitor

	Provide incentives		Provide rewards	
	Strongly agree	Agree	Strongly agree	Agree
TOTAL, ADULTS (18+)	20%	11%	17%	9%
women	23	11	18	11
men	16	10	16	8
18–24	24	16	18	13
women	26	19	15	14
men	22	12	20	12
25–44	20	11	20	10
women	24	12	21	12
men	16	11	18	7
45–64	16	8	13	8
women	18	9	14	9
men	13	8	11	7
65+	22	6	17	7
women	27	–	19	–
men	–	–	15	–
REGION				
East	21	14	18	13
Newfoundland	24	–	22	–
Prince Edward Island	21	14	16	15
Nova Scotia	19	13	14	12
New Brunswick	21	15	19	15
Quebec	26	9	21	9
Ontario	17	12	16	10
West	18	9	16	8
Manitoba	12	–	12	–
Saskatchewan	19	–	16	13
Alberta	18	–	15	–
British Columbia	20	–	17	–
North	15	10	14	8
Northwest Territories	16	11	16	–
Yukon	14	–	13	–
ENERGY EXPENDITURE				
Active (≥3 KKD[1])	23	11	20	10
Moderately active (1.5–2.9 KKD)	16	12	13	9
Somewhat active (0.5–1.4 KKD)	20	8	20	10
Sedentary (<0.5 KKD)	19	10	14	10

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Helping to become more active (cont'd)

1999 Physical Activity Monitor

	Provide incentives		Provide rewards	
	Strongly agree	Agree	Strongly agree	Agree
EDUCATION LEVEL				
Less than secondary	29%	12%	27%	11%
Secondary	22	11	19	11
College	18	10	13	10
University	15	10	14	8
HOUSEHOLD INCOME				
< $20,000	30	13	25	14
$20,000–29,999	27	10	23	10
$30,000–39,999	19	12	15	12
$40,000–59,999	20	11	19	11
$60,000–79,999	11	10	11	–
$80,000–99,999	17	–	–	–
≥ $100,000	13	–	13	–
EMPLOYMENT STATUS				
Full-time worker	17	10	15	9
Part-time worker	26	12	26	11
Unemployed	28	–	23	–
Homemaker	27	13	20	–
Student	26	15	19	11
Retired	21	7	15	6
COMMUNITY SIZE				
< 1,000	15	12	12	7
1,000–9,999	25	9	24	8
10,000–74,999	16	10	13	10
75,000–299,999	19	10	14	12
≥ 300,000	18	12	16	9
FAMILY COMPOSITION				
Living with a partner	18	9	17	9
with children at home	19	11	19	9
without children at home	17	8	16	8
Widowed, divorced, separated	27	10	20	9
with children at home	33	–	24	–
without children at home	26	10	19	9
Never married	22	14	17	11
with children at home	26	–	21	–
without children at home	21	14	17	11

– Data unavailable because of insufficient sample size.

Helping to become more active (cont'd)

1999 Physical Activity Monitor

	Subsidize fitness or health memberships at work		Drop or reduce user fees		Provide affordable instruction or coaching	
	Strongly agree	Agree	Strongly agree	Agree	Strongly agree	Agree
TOTAL, ADULTS (18+)	49%	14%	38%	12%	28%	15%
women	53	14	43	13	33	18
men	45	14	33	11	23	13
18–24	59	16	53	14	35	21
women	69	16	60	15	44	23
men	49	16	45	13	26	19
25–44	55	11	41	11	30	16
women	57	11	47	12	34	19
men	52	11	35	11	25	12
45–64	36	18	30	12	24	14
women	39	19	33	15	30	17
men	33	17	27	8	19	11
65+	31	–	27	10	22	10
women	37	–	28	–	25	–
men	25	–	25	–	19	–
REGION						
East	51	14	42	15	31	16
Newfoundland	52	16	40	15	30	18
Prince Edward Island	52	16	39	14	26	–
Nova Scotia	54	–	43	15	32	15
New Brunswick	48	14	42	15	32	17
Quebec	42	16	37	9	30	16
Ontario	52	13	39	13	29	13
West	50	14	38	11	27	18
Manitoba	47	14	33	13	25	16
Saskatchewan	52	–	35	–	24	18
Alberta	49	15	36	12	25	17
British Columbia	51	14	42	–	30	19
North	42	13	38	13	27	18
Northwest Territories	39	11	35	15	28	19
Yukon	44	15	39	–	26	17
ENERGY EXPENDITURE						
Active (≥3 KKD[1])	57	12	43	11	33	18
Moderately active (1.5–2.9 KKD)	47	14	38	13	28	13
Somewhat active (0.5–1.4 KKD)	47	17	35	11	25	16
Sedentary (<0.5 KKD)	33	14	34	11	24	11

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Helping to become more active (cont'd)

1999 Physical Activity Monitor

	Subsidize fitness or health memberships at work		Drop or reduce user fees		Provide affordable instruction or coaching	
	Strongly agree	Agree	Strongly agree	Agree	Strongly agree	Agree
EDUCATION LEVEL						
Less than secondary	46%	16%	44%	11%	31%	11%
Secondary	48	13	36	12	30	16
College	52	12	40	12	28	14
University	49	15	37	11	26	18
HOUSEHOLD INCOME						
< $20,000	53	13	53	11	39	13
$20,000–29,999	46	15	42	13	29	15
$30,000–39,999	45	17	35	13	28	16
$40,000–59,999	56	11	38	13	31	18
$60,000–79,999	44	18	32	13	19	15
$80,000–99,999	48	14	34	–	28	15
≥ $100,000	48	10	28	9	25	17
EMPLOYMENT STATUS						
Full-time worker	49	14	36	11	26	15
Part-time worker	53	11	44	15	37	21
Unemployed	55	–	58	–	44	13
Homemaker	44	16	42	16	28	17
Student	64	15	54	12	41	19
Retired	34	16	32	9	23	11
COMMUNITY SIZE						
< 1,000	34	11	32	10	19	19
1,000–9,999	46	13	41	12	32	17
10,000–74,999	45	17	35	10	25	14
75,000–299,999	57	14	38	14	28	14
≥ 300,000	52	12	36	12	28	15
FAMILY COMPOSITION						
Living with a partner	46	14	35	12	26	15
with children at home	51	11	39	12	29	16
without children at home	41	16	33	11	24	14
Widowed, divorced, separated	50	13	40	9	31	12
with children at home	66	–	45	–	35	18
without children at home	44	14	39	7	30	10
Never married	56	14	45	12	33	18
with children at home	47	–	44	–	46	–
without children at home	58	11	45	11	31	18

– Data unavailable because of insufficient sample size.

Helping to become more active (cont'd)

1999 Physical Activity Monitor

	Provide information via a toll-free number		Provide information via the media or Internet	
	Strongly agree	Agree	Strongly agree	Agree
TOTAL, ADULTS (18+)	33%	14%	17%	13%
women	37	15	18	12
men	29	14	16	13
18–24	35	18	17	19
women	43	11	21	18
men	27	25	13	19
25–44	38	16	18	12
women	40	19	18	12
men	35	13	18	12
45–64	26	12	14	12
women	32	12	17	11
men	20	11	10	13
65+	25	9	20	9
women	27	–	20	–
men	23	–	20	–
REGION				
East	34	15	19	15
Newfoundland	31	18	23	17
Prince Edward Island	32	12	17	15
Nova Scotia	34	15	16	17
New Brunswick	37	13	19	13
Quebec	33	14	18	12
Ontario	35	13	18	14
West	30	16	14	11
Manitoba	30	11	15	12
Saskatchewan	28	12	12	14
Alberta	26	21	14	10
British Columbia	34	14	15	–
North	28	15	16	14
Northwest Territories	27	12	13	14
Yukon	29	17	18	15
ENERGY EXPENDITURE				
Active (≥3 KKD[1])	36	15	19	14
Moderately active (1.5–2.9 KKD)	34	13	16	13
Somewhat active (0.5–1.4 KKD)	31	15	17	15
Sedentary (<0.5 KKD)	26	12	15	6

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Helping to become more active (cont'd)

1999 Physical Activity Monitor

	Provide information via a toll-free number		Provide information via the media or Internet	
	Strongly agree	Agree	Strongly agree	Agree
EDUCATION LEVEL				
Less than secondary	37%	10%	24%	11%
Secondary	35	13	18	12
College	32	15	16	14
University	29	17	14	13
HOUSEHOLD INCOME				
< $20,000	46	10	27	13
$20,000–29,999	34	14	17	15
$30,000–39,999	35	14	20	10
$40,000–59,999	33	17	17	15
$60,000–79,999	23	18	11	14
$80,000–99,999	32	15	–	15
≥ $100,000	26	14	12	13
EMPLOYMENT STATUS				
Full-time worker	31	15	15	13
Part-time worker	41	15	18	16
Unemployed	38	–	20	15
Homemaker	41	12	22	11
Student	37	15	20	12
Retired	27	9	19	11
COMMUNITY SIZE				
< 1,000	28	13	14	15
1,000–9,999	35	14	19	13
10,000–74,999	30	15	16	14
75,000–299,999	29	14	14	12
≥ 300,000	33	15	17	12
FAMILY COMPOSITION				
Living with a partner	32	13	16	12
with children at home	37	15	16	12
without children at home	28	12	16	12
Widowed, divorced, separated	34	14	19	13
with children at home	40	–	23	–
without children at home	32	14	18	15
Never married	35	17	19	14
with children at home	41	–	17	–
without children at home	35	17	19	14

– Data unavailable because of insufficient sample size.

Helping to become more active (cont'd)

1999 Physical Activity Monitor

	Provide a wide variety of activities		Provide more opportunities to try activities	
	Strongly agree	Agree	Strongly agree	Agree
TOTAL, ADULTS (18+)	34%	17%	27%	18%
women	37	18	30	20
men	30	16	24	15
18–24	43	19	37	21
women	52	17	43	21
men	34	21	32	21
25–44	36	19	28	20
women	36	22	28	26
men	36	16	28	14
45–64	28	15	22	15
women	32	16	27	15
men	23	14	18	14
65+	25	10	23	11
women	30	9	29	–
men	17	–	–	–
REGION				
East	39	19	33	17
Newfoundland	44	21	36	20
Prince Edward Island	33	20	29	18
Nova Scotia	37	18	33	16
New Brunswick	38	19	32	18
Quebec	34	15	26	19
Ontario	33	19	27	18
West	32	15	27	16
Manitoba	29	21	22	20
Saskatchewan	27	22	25	17
Alberta	32	13	27	16
British Columbia	35	14	28	15
North	33	18	26	21
Northwest Territories	36	21	28	17
Yukon	31	16	26	23
ENERGY EXPENDITURE				
Active (≥3 KKD[1])	38	18	31	17
Moderately active (1.5–2.9 KKD)	34	17	25	18
Somewhat active (0.5–1.4 KKD)	30	17	25	20
Sedentary (<0.5 KKD)	24	12	24	12

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Helping to become more active (cont'd)

1999 Physical Activity Monitor

	Provide a wide variety of activities		Provide more opportunities to try activities	
	Strongly agree	Agree	Strongly agree	Agree
EDUCATION LEVEL				
Less than secondary	35%	17%	32%	15%
Secondary	35	13	28	17
College	34	17	29	18
University	31	20	24	19
HOUSEHOLD INCOME				
< $20,000	43	15	39	15
$20,000–29,999	33	17	28	19
$30,000–39,999	36	16	25	19
$40,000–59,999	35	19	30	19
$60,000–79,999	25	22	20	19
$80,000–99,999	33	15	22	21
≥ $100,000	33	18	25	16
EMPLOYMENT STATUS				
Full-time worker	32	18	25	18
Part-time worker	42	19	34	21
Unemployed	41	14	35	20
Homemaker	36	20	29	22
Student	42	23	41	22
Retired	26	11	23	11
COMMUNITY SIZE				
< 1,000	31	20	28	19
1,000–9,999	38	15	30	20
10,000–74,999	30	18	26	15
75,000–299,999	32	19	24	19
≥ 300,000	33	17	26	15
FAMILY COMPOSITION				
Living with a partner	32	17	25	17
with children at home	36	17	26	18
without children at home	30	17	24	16
Widowed, divorced, separated	31	17	29	15
with children at home	38	19	29	14
without children at home	29	17	28	16
Never married	38	17	33	19
with children at home	38	15	44	–
without children at home	38	17	32	21

– Data unavailable because of insufficient sample size.

Helping to become more active (cont'd)

1999 Physical Activity Monitor

	Provide outreach programs		Provide services that link people up		Provide more family-oriented programs	
	Strongly agree	Agree	Strongly agree	Agree	Strongly agree	Agree
TOTAL, ADULTS (18+)	31%	16%	28%	18%	29%	13%
women	38	17	31	19	33	13
men	25	15	25	17	25	12
18–24	37	20	35	20	22	13
women	45	25	39	19	29	15
men	29	15	30	20	15	11
25–44	33	18	27	20	36	15
women	39	18	28	20	42	15
men	27	17	25	20	31	14
45–64	27	14	27	16	24	12
women	34	15	32	20	25	12
men	20	14	22	12	23	12
65+	27	11	26	12	22	7
women	31	12	30	12	23	–
men	23	–	21	–	21	–
REGION						
East	34	18	31	20	36	13
Newfoundland	40	18	32	23	44	14
Prince Edward Island	33	28	31	20	37	–
Nova Scotia	32	15	28	19	33	–
New Brunswick	33	22	33	19	34	15
Quebec	37	15	30	17	35	11
Ontario	32	15	27	16	27	16
West	26	18	26	19	27	11
Manitoba	24	17	25	15	28	10
Saskatchewan	27	17	29	21	28	13
Alberta	22	19	26	16	31	13
British Columbia	29	18	26	21	23	–
North	24	15	25	17	31	13
Northwest Territories	27	17	26	17	30	14
Yukon	22	14	25	17	31	–
ENERGY EXPENDITURE						
Active (≥3 KKD[1])	33	15	30	16	30	13
Moderately active (1.5–2.9 KKD)	32	18	27	19	28	13
Somewhat active (0.5–1.4 KKD)	32	17	29	20	33	13
Sedentary (<0.5 KKD)	25	13	22	15	25	11

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Helping to become more active (cont'd)

1999 Physical Activity Monitor

	Provide outreach programs		Provide services that link people up		Provide more family-oriented programs	
	Strongly agree	Agree	Strongly agree	Agree	Strongly agree	Agree
EDUCATION LEVEL						
Less than secondary	38%	17%	36%	15%	36%	12%
Secondary	31	16	30	18	33	11
College	32	18	27	19	30	13
University	28	15	22	18	22	15
HOUSEHOLD INCOME						
< $20,000	46	16	40	18	39	11
$20,000–29,999	35	18	33	19	31	11
$30,000–39,999	27	21	25	20	33	13
$40,000–59,999	33	20	25	23	35	16
$60,000–79,999	22	11	21	13	20	9
$80,000–99,999	24	13	25	18	21	16
≥ $100,000	29	12	24	16	22	16
EMPLOYMENT STATUS						
Full-time worker	30	16	25	19	28	13
Part-time worker	38	17	36	16	31	16
Unemployed	35	22	35	17	39	10
Homemaker	38	17	34	21	46	–
Student	34	25	33	18	24	17
Retired	28	12	27	13	24	7
COMMUNITY SIZE						
< 1,000	26	15	29	20	30	14
1,000–9,999	35	17	34	18	34	15
10,000–74,999	27	17	23	18	28	13
75,000–299,999	28	20	23	20	26	11
≥ 300,000	32	13	25	17	25	11
FAMILY COMPOSITION						
Living with a partner	30	15	26	18	33	13
with children at home	31	18	25	19	45	14
without children at home	29	13	27	17	24	12
Widowed, divorced, separated	36	14	35	16	31	12
with children at home	34	23	33	26	52	–
without children at home	36	11	36	13	24	12
Never married	34	20	30	18	19	13
with children at home	41	–	43	20	37	–
without children at home	33	21	28	17	17	13

– Data unavailable because of insufficient sample size.

Helping to become more active (cont'd)

1999 Physical Activity Monitor

	Maintain a well-linked network of trails and paths		Provide supportive facilities, such as showers, bike racks, lockers		Provide ski racks, bike carriers on public transit	
	Strongly agree	Agree	Strongly agree	Agree	Strongly agree	Agree
TOTAL, ADULTS (18+)	43%	16%	28%	13%	17%	10%
women	46	18	28	14	18	11
men	39	15	27	11	16	9
18–24	46	17	26	17	24	13
women	55	23	26	20	26	15
men	38	11	26	15	23	–
25–44	43	19	33	14	19	10
women	46	19	35	15	18	11
men	40	19	32	13	19	9
45–64	42	13	22	11	11	9
women	43	16	23	15	14	9
men	40	10	22	6	8	10
65+	39	11	19	6	19	8
women	39	10	20	–	21	–
men	38	–	18	–	–	–
REGION						
East	50	16	28	15	15	10
Newfoundland	51	17	32	18	16	13
Prince Edward Island	43	18	28	14	14	–
Nova Scotia	50	–	26	–	13	–
New Brunswick	49	19	28	16	16	11
Quebec	40	15	32	11	20	14
Ontario	43	16	28	12	17	9
West	42	17	23	15	17	8
Manitoba	37	18	22	13	13	–
Saskatchewan	41	15	32	12	16	–
Alberta	44	14	20	17	16	–
British Columbia	43	20	22	15	19	–
North	42	14	30	13	19	8
Northwest Territories	41	13	28	13	10	–
Yukon	43	15	31	13	24	–
ENERGY EXPENDITURE						
Active (≥3 KKD[1])	51	15	32	15	21	11
Moderately active (1.5–2.9 KKD)	39	19	24	14	15	9
Somewhat active (0.5–1.4 KKD)	39	17	29	10	17	7
Sedentary (<0.5 KKD)	31	12	18	9	14	11

1 Kilocalories/kilogram of body weight/day; an energy expenditure of 3 KKD is roughly equivalent to walking one hour every day.

– Data unavailable because of insufficient sample size.

Helping to become more active (cont'd)

1999 Physical Activity Monitor

	Maintain a well-linked network of trails and paths		Provide supportive facilities, such as showers, bike racks, lockers		Provide ski racks, bike carriers on public transit	
	Strongly agree	Agree	Strongly agree	Agree	Strongly agree	Agree
EDUCATION LEVEL						
Less than secondary	41%	17%	32%	11%	22%	12%
Secondary	41	16	27	13	17	11
College	42	17	26	12	15	9
University	45	15	27	15	17	9
HOUSEHOLD INCOME						
< $20,000	49	13	37	13	29	15
$20,000–29,999	37	18	26	14	20	12
$30,000–39,999	37	17	28	14	14	14
$40,000–59,999	44	19	29	16	14	9
$60,000–79,999	38	20	21	10	13	–
$80,000–99,999	48	12	26	13	–	–
≥ $100,000	45	13	26	11	17	–
EMPLOYMENT STATUS						
Full-time worker	41	17	28	13	16	9
Part-time worker	51	14	33	19	21	13
Unemployed	47	–	40	–	28	–
Homemaker	46	18	32	12	23	–
Student	44	18	26	15	22	12
Retired	42	12	21	7	14	8
COMMUNITY SIZE						
< 1,000	43	14	22	13	12	7
1,000–9,999	46	12	30	12	18	9
10,000–74,999	41	18	21	14	15	10
75,000–299,999	39	19	28	12	16	10
≥ 300,000	43	15	29	12	19	10
FAMILY COMPOSITION						
Living with a partner	43	16	26	12	15	9
with children at home	45	17	30	13	15	8
without children at home	41	15	23	11	14	10
Widowed, divorced, separated	39	15	31	11	20	9
with children at home	39	21	45	12	23	–
without children at home	39	13	26	11	19	8
Never married	43	17	30	16	24	13
with children at home	35	–	31	20	35	–
without children at home	44	16	30	15	22	12

– Data unavailable because of insufficient sample size.