MAKING ACTIVE CHOICES

Future intention to be active

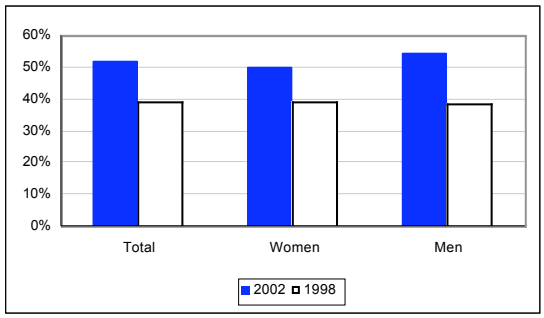
The majority of Canadians *fully* intend to be active in the next six months, and this is true nation-wide. However, those living in Nunavut are less likely and those in British Columbia are more likely, to *fully* intend to be active in the future than others. The proportion of Canadians who *fully* intend to be active in the future is higher in more active groups.

Population Groups Men are more likely than women to fully intend to be active in the future. Fully intending to be active is higher in those with greater levels of income and education.

Trends Compared to 1998,[1] Canadians are significantly more likely to *fully* intend to be physically active in the six months after the survey (39% in 1998 versus 52% in 2002). In 1995,[2] 46% of Canadians reported that they *fully* intended to be active in the future. Taken together, the prevalence of future intention has been somewhat volatile over the last 7 years. Nonetheless, the trend of those who fully intend to be active seems to be increasing. Since 1998, the increase has occurred in every province and territory, for men and women, for every age and education group, and in most income groups, particularly those with incomes of $40,000 and higher. However, differential increases have led to the emergence of a gender gap and a widening of the gaps between the lowest and highest income levels.

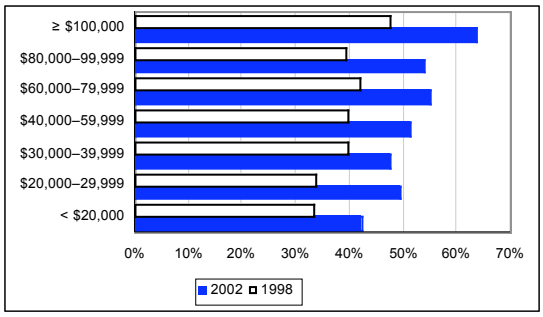
Implications The increase in the proportion who intend to be active in the future is a positive finding as the intention to be active is related to future activity levels. The emergence of a gender difference and the widening of gaps for income is disturbing as it suggests that future gains may continue to be amongst those groups who are already the most active, exacerbating gender, and income disparities. Since intention is related to expectations, attitudes and perceived control over choice, [3,4] within a population strategy to increase physical activity, strategies should focus on making the decision to be active an easy and attractive one in order to move individuals from "fully intending" to actually "being" active. More specifically strategies are required to target women, and individuals with lower education and lower income.

FULLY INTEND TO BE ACTIVE
trends by sex (18+), 1998–2002



1998 & 2002 Physical Activity Monitor, CFLRI

FULLY INTEND TO BE ACTIVE
trends by income, 1998–2002



1998 & 2002 Physical Activity Monitor, CFLRI

Perceived control over choice to be active

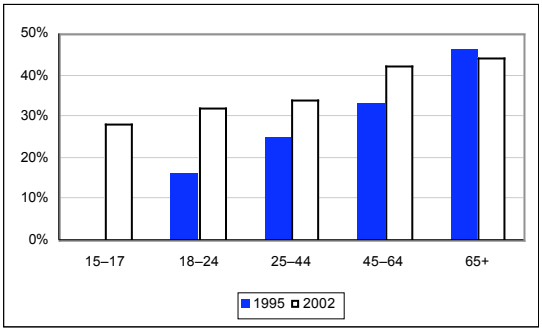
Canadians were asked how much personal control they had over their choice to be active. Almost 40% of adults stated that they have *complete* control over their decision to be active, 25% said they had *a lot* of control and another 27% reported *moderate* control. This pattern was generally consistent across the country. The more active the individual, the more likely they were to say that they had complete control over their decision to be active.

Population Groups The likelihood of having *complete* control increases in older age groups and to some extent as income level increases. Consistent with the relationship with age, retired adults are more likely than others to report having complete control over the decision to be active. Those who are widowed, divorced, or separated are more likely than others to report having complete control over their decision to be active.

Trends Adults are much more likely to say that they have complete control over their choice to be active than they did seven years earlier (28% in 1995 versus 37% in 2002).[2] This increase occurred among men and women, aged 18 to 64, those with education at the college level or below, and those with middle income levels.

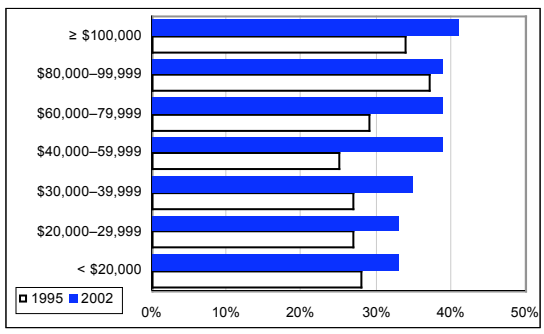
Implications Despite the increased importance attached to various barriers to an active lifestyle, Canadian adults report an increase in perceived control over their decision to be active. This is particularly true for men, who were much more likely in 2002 to cite barriers to activity than they were in 1995 [see topic entitled *Barriers to physical activity*]. Since being active and having complete control go hand in hand, the increasing trends in both reported barriers and perceived control suggests that adults are developing strategies to overcome barriers to being active. Progress has been made in closing the gap between higher and lower-to-mid income and education level groups. Understanding this trend may help develop more tailored strategies for the lowest income and education groups.

COMPLETE CONTROL OVER CHOICE
trends by age, 1995–2002



1995 & 2002 Physical Activity Monitor, CFLRI

COMPLETE CONTROL OVER CHOICE
trends by income, 1995–2002



1995 & 2002 Physical Activity Monitor, CFLRI

Barriers to physical activity

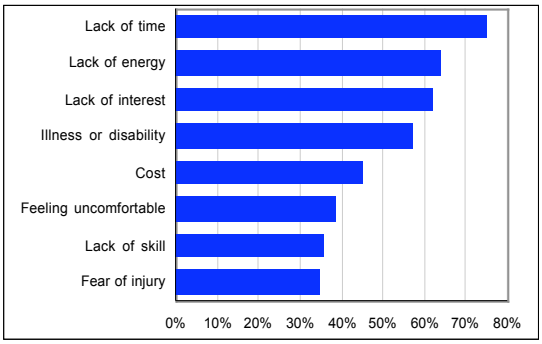
Lack of time, energy and motivation are most frequently rated as *important* barriers to being active by Canadian adults, followed by long-term illness or disability, cost, feeling uncomfortable or ill at ease, lack of skill and fear of injury. In Quebec, the proportions of individuals reporting feeling ill at ease and having a fear of injury were lower than in other regions. Conversely, in Nunavut, residents were more likely than others to report these two barriers as well as lack of skill.

Population Groups Women are more likely than men to cite lack of energy or skill as barriers to an active lifestyle. Teenagers are more likely to cite feeling ill at ease or lack of skill compared with others. The likelihood of reporting the lack of time as a barrier is less likely to be reported by older age groups. However, lack of skill and fear of injury are more frequently cited by older adults. In general, those with higher education and income levels are less likely to report barriers. The likelihood of reporting that lack of skill or feeling ill at ease inhibits pursuit of an active lifestyle increases as community size decreases.

Trends The prevalence of each reported barrier has increased significantly since 1995.[5] The largest increases occurred for long-term illness or disability, fear of injury, feeling uncomfortable or ill at ease, and lack of motivation. Increases in these four barriers have arisen due to a sizeable increase in the proportions of men citing these barriers. This increase in barriers cited by men has resulted in narrowing of previously reported gaps between men and women in illness or injury, lack of motivation, feeling ill at ease, lack of skill and fear of injury as important barriers. The gap between men and women citing lack of skill as a barrier has also narrowed.

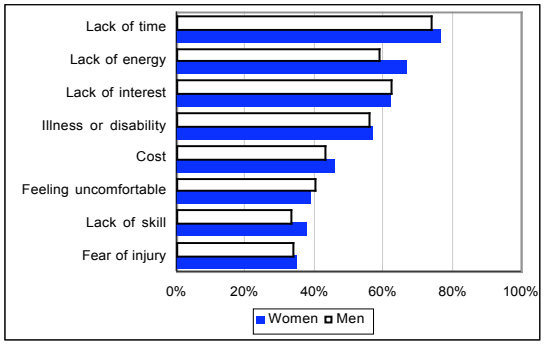
Implications Although the relative ranking of barriers is the same as that reported in 1995, there is increased importance attached to various barriers, particularly among men. It is not clear whether there has been an underlying change in perception of barriers, in perception of what constitutes an active lifestyle or in the actual prevalence of factors. For example, have injury rates increased or have the types of activities that men wish to pursue changed so that existing injuries and chronic conditions are now seen as posing a barrier to more vigorous or extreme types of activity among men?

BARRIERS TO PHYSICAL ACTIVITY
overall, 2002



2002 Physical Activity Monitor, CFLRI

BARRIERS TO PHYSICAL ACTIVITY
by sex, 2002



2002 Physical Activity Monitor, CFLRI

References

[1] Cameron, C., Craig, C.L., Russell, S.J. & Beaulieu, A. (2000). Increasing physical activity: Creating effective communications. Ottawa, ON: Canadian Fitness and Lifestyle Research Institute.

[2] Craig, C.L., Russell, S.J., Cameron, C. & Beaulieu, A. (1998). *1997 Physical activity benchmarks report.* Ottawa, ON. Canadian Fitness and Lifestyle Research Institute.

[3] Fishbein, M. & Ajzen, I. (1975*). Belief, attitude, intention, and behavior. An introduction to theory and research*. Reading, MA: Addison, Wesley.

[4] Godin, G. (1993). The theories of reasoned action and planned behavior. Overview of findings, emerging research problems, and usefulness for exercise promotion. *Journal of Applied Sport Psychology*, 5 (2), 141-157.

[5] Canadian Fitness and Lifestyle Research Institute (1996). Barriers to physical activity. Progress in Prevention Series, Bulletin No.4.

Future intention to be active

2002 Physical Activity Monitor

	Somewhat intend or less	Strongly or moderately intend	Fully intend
TOTAL, ADULTS (15+)	7%	41%	52%
women	7	43	50
men	6	40	54
15–17	–	41	56
women	–	40	55
men	–	–	57
18–24	4	45	51
women	–	53	44
men	–	37	57
25–44	5	42	53
women	5	43	52
men	6	40	54
45–64	8	40	53
women	8	39	53
men	8	40	52
65+	11	42	47
women	14	44	42
men	–	38	55
REGION			
East	9	43	49
Newfoundland	–	46	45
Prince Edward Island	–	42	49
Nova Scotia	–	42	50
New Brunswick	–	42	50
Quebec	8	43	49
Ontario	6	42	52
West	5	39	56
Manitoba	–	41	52
Saskatchewan	–	49	46
Alberta	–	38	57
British Columbia	–	36	60
North	6	44	50
Yukon	–	39	59
Northwest Territories	–	44	51
Nunavut	–	51	37

– Data unavailable because of insufficient sample size.

Future intention to be active (cont'd)

2002 Physical Activity Monitor

	Somewhat intend or less	Strongly or moderately intend	Fully intend
DAILY ACTIVITY			
High	2%	28%	71%
Moderate	5	49	46
Lower	6	54	39
Lowest	19	49	32
EDUCATION LEVEL			
Less than secondary	11	42	47
Secondary	6	44	50
College	5	41	54
University	6	39	56
HOUSEHOLD INCOME			
< $20,000	10	47	42
$20,000–29,999	9	41	50
$30,000–39,999	6	46	48
$40,000–59,999	5	43	51
$60,000–79,999	–	40	55
$80,000–99,999	–	39	54
≥ $100,000	–	33	64
EMPLOYMENT STATUS			
Full-time worker	6	41	53
Part-time worker	–	40	56
Unemployed	13	42	45
Homemaker	–	45	47
Student	–	44	52
Retired	11	40	50
COMMUNITY SIZE			
< 1,000	7	41	52
1,000–9,999	6	43	51
10,000–74,999	6	42	52
75,000–299,999	6	43	51
≥ 300,000	6	38	57
FAMILY COMPOSITION			
Living with a partner	7	43	51
Widowed, divorced, separated	10	38	52
Never married	4	40	55

– Data unavailable because of insufficient sample size.

Perceived control over choice to be active

2002 Physical Activity Monitor

	Degree of perceived control over choice				
	None	A bit	Moderate	A lot	Complete
TOTAL, ADULTS (15+)	2%	9%	27%	25%	37%
women	2	10	28	24	36
men	2	7	27	26	38
15–17	–	–	23	36	28
women	–	–	–	–	–
men	–	–	–	–	–
18–24	–	10	26	30	32
women	–	14	23	28	35
men	–	–	28	31	29
25–44	3	8	30	24	34
women	–	10	31	24	33
men	–	7	30	25	36
45–64	2	8	24	24	42
women	–	8	26	23	40
men	–	8	22	25	44
65+	–	8	27	18	44
women	–	10	29	17	41
men	–	–	24	20	47
REGION					
East	–	9	30	25	36
Newfoundland	–	–	29	28	33
Prince Edward Island	–	–	25	23	39
Nova Scotia	–	–	33	25	34
New Brunswick	–	–	27	22	40
Quebec	–	11	25	25	35
Ontario	–	9	29	24	36
West	3	6	26	25	40
Manitoba	–	–	25	25	42
Saskatchewan	–	–	28	21	45
Alberta	–	–	27	27	38
British Columbia	–	–	26	24	39
North	–	9	25	25	38
Yukon	–	–	18	28	44
Northwest Territories	–	–	28	24	39
Nunavut	–	13	30	22	31
DAILY ACTIVITY					
High	–	4	20	30	45
Moderate	–	9	33	24	32
Lower	–	11	30	23	34
Lowest	7	15	33	16	29

– Data unavailable because of insufficient sample size.

Perceived control over choice to be active (cont'd)

2002 Physical Activity Monitor

	Degree of perceived control over choice				
	None	A bit	Moderate	A lot	Complete
EDUCATION LEVEL					
Less than secondary	3%	12%	30%	21%	34%
Secondary	–	8	26	24	40
College	–	8	28	26	37
University	–	8	26	27	37
HOUSEHOLD INCOME					
< $20,000	–	13	34	17	33
$20,000–29,999	–	9	29	26	33
$30,000–39,999	–	11	27	24	35
$40,000–59,999	–	8	25	27	39
$60,000–79,999	–	6	25	28	39
$80,000–99,999	–	–	31	23	39
≥ $100,000	–	8	24	26	41
EMPLOYMENT STATUS					
Full-time worker	2	9	28	24	37
Part-time worker	–	7	28	31	32
Unemployed	–	13	22	26	30
Homemaker	–	8	33	18	40
Student	–	11	25	29	34
Retired	–	8	26	19	45
COMMUNITY SIZE					
< 1,000	–	9	27	25	38
1,000–9,999	2	8	29	25	36
10,000–74,999	–	9	26	25	38
75,000–299,999	–	7	29	26	37
≥ 300,000	–	9	23	26	40
FAMILY COMPOSITION					
Living with a partner	2	9	28	24	37
Widowed, divorced, separated	–	7	28	20	44
Never married	–	8	25	29	35

– Data unavailable because of insufficient sample size.

Barriers to physical activity

2002 Physical Activity Monitor

	Lack of time	Lack of energy	Lack of skill	Lack of interest/ motivation
TOTAL, ADULTS (15+)	75%	64%	36%	62%
women	77	67	38	62
men	74	59	33	62
15–17	90	71	45	59
women	95	76	45	58
men	85	66	44	59
18–24	85	67	32	61
women	85	68	34	59
men	84	67	30	63
25–44	81	64	32	62
women	84	68	33	64
men	79	59	30	61
45–64	67	60	35	60
women	69	65	39	59
men	66	56	31	62
65+	54	63	52	62
women	57	68	55	64
men	50	56	48	61
REGION				
East	74	63	37	60
Newfoundland	75	60	43	61
Prince Edward Island	74	69	38	64
Nova Scotia	76	68	34	57
New Brunswick	71	57	37	61
Quebec	76	59	37	62
Ontario	76	66	34	63
West	75	64	35	61
Manitoba	75	66	36	64
Saskatchewan	77	62	38	60
Alberta	74	68	40	65
British Columbia	75	62	31	56
North	71	64	35	60
Yukon	69	59	30	55
Northwest Territories	71	65	33	61
Nunavut	74	68	46	66

Barriers to physical activity (cont'd)

2002 Physical Activity Monitor

	Lack of time	Lack of energy	Lack of skill	Lack of interest/ motivation
DAILY ACTIVITY				
High	75%	58%	32%	54%
Moderate	79	68	36	64
Lower	76	65	35	69
Lowest	72	69	44	68
EDUCATION LEVEL				
Less than secondary	73	73	54	68
Secondary	74	64	42	62
College	77	62	31	59
University	77	58	22	59
HOUSEHOLD INCOME				
< $20,000	71	68	51	65
$20,000–29,999	71	66	46	62
$30,000–39,999	71	63	41	63
$40,000–59,999	75	64	34	65
$60,000–79,999	78	61	26	63
$80,000–99,999	76	60	26	61
≥ $100,000	80	53	16	53
EMPLOYMENT STATUS				
Full-time worker	79	62	30	61
Part-time worker	82	67	34	64
Unemployed	66	73	57	66
Homemaker	71	64	43	59
Student	88	68	34	61
Retired	47	57	48	61
COMMUNITY SIZE				
< 1,000	76	68	41	63
1,000–9,999	79	65	38	60
10,000–74,999	71	61	36	63
75,000–299,999	76	58	31	61
≥ 300,000	75	63	28	60
FAMILY COMPOSITION				
Living with a partner	75	62	33	61
Widowed, divorced, separated	61	67	46	62
Never married	82	65	37	63

Barriers to physical activity (cont'd)

2002 Physical Activity Monitor

	Feeling ill at ease/ uncomfortable	Illness and disability	Fear of injury	Cost
TOTAL, ADULTS (15+)	39%	57%	35%	45%
women	39	57	35	46
men	40	56	34	43
15–17	59	71	48	50
women	54	68	–	53
men	65	75	58	48
18–24	43	62	30	47
women	42	67	29	49
men	44	57	32	45
25–44	37	53	32	47
women	37	52	29	47
men	38	53	34	46
45–64	34	56	35	42
women	35	57	39	44
men	33	55	32	39
65+	44	63	44	42
women	43	62	49	43
men	46	66	36	39
REGION				
East	41	54	33	42
Newfoundland	39	58	35	44
Prince Edward Island	47	50	39	43
Nova Scotia	41	53	30	40
New Brunswick	42	53	34	41
Quebec	27	60	26	45
Ontario	44	57	38	45
West	42	57	38	46
Manitoba	41	59	38	42
Saskatchewan	37	55	33	46
Alberta	47	58	39	48
British Columbia	41	55	38	48
North	41	54	36	38
Yukon	38	47	28	36
Northwest Territories	36	55	33	34
Nunavut	51	63	49	46

– Data unavailable because of insufficient sample size.

Barriers to physical activity (cont'd)

2002 Physical Activity Monitor

	Feeling ill at ease/ uncomfortable	Illness and disability	Fear of injury	Cost
DAILY ACTIVITY				
High	38%	58%	35%	42%
Moderate	37	54	31	47
Lower	39	56	31	44
Lowest	44	60	40	49
EDUCATION LEVEL				
Less than secondary	54	66	46	52
Secondary	43	60	39	47
College	36	57	30	46
University	29	49	27	38
HOUSEHOLD INCOME				
< $20,000	51	71	48	55
$20,000–29,999	48	60	39	52
$30,000–39,999	43	61	37	50
$40,000–59,999	39	58	34	47
$60,000–79,999	38	53	28	40
$80,000–99,999	27	48	24	37
≥ $100,000	25	46	23	27
EMPLOYMENT STATUS				
Full-time worker	34	52	30	43
Part-time worker	46	65	36	50
Unemployed	51	73	48	50
Homemaker	44	54	38	51
Student	45	58	33	45
Retired	39	61	44	42
COMMUNITY SIZE				
< 1,000	46	59	44	46
1,000–9,999	40	58	34	43
10,000–74,999	37	57	30	45
75,000–299,999	35	53	30	45
≥ 300,000	35	55	34	42
FAMILY COMPOSITION				
Living with a partner	37	54	33	43
Widowed, divorced, separated	38	59	44	50
Never married	45	62	35	47