

SECTION B

Introduction

*Canada's Physical Activity Guide to Healthy Active Living*¹ was released in the fall of 1998 by the Public Health Agency of Canada (formerly Health Canada) and the Canadian Society for Exercise Physiology (CSEP). The original purpose of the initiative was to provide a practical guide (similar to Canada's Food Guide to Healthy Eating) that would: help Canadians determine how much physical activity they needed to achieve health benefits; understand why physical activity is important for health; choose suitable activities from provided examples; and build physical activity into daily routines in a variety of settings.¹ This section will examine Canadians' awareness of physical activity guidelines in general and more specifically awareness of Canada's Guide.

Media can be used as a "conduit" for transmitting key information to a large audience² in efforts to raise consciousness.³ Consciousness raising involves informing and educating individuals about a health behaviour and its associated costs and benefits, and thus play a role in increasing awareness and knowledge in the target population. Community wide campaigns that espouse a variety of components, including the use of media, informational packages, events, and support are considered strongly recommended.⁴

This section will also explore whether Canadians have personally and recently received information about physical activity or sport, how they obtained this data, and whether they believe this information has affected their physical activity behaviour. These data will be examined by socio-demographic and economic information, including the respondent's age, gender, region of residence, community size, income, education, and daily physical activity level, as well as comparing trends over time. For the purposes of these analyses, physical activity covers overall daily activity (energy expenditure) from all domains, including commuting, work, leisure, chores and errands. The definitions of the levels of activity are as follows: *High* represents 3000 metabolic (MET) minutes of activity. This is equivalent to about 2 hours of activity a day and includes activities like walking to the cafeteria at work (not normally included in questionnaires); *moderate* represents 1500 MET-minutes of activity or about one hour of daily activity; *low* is equivalent to 30 minutes of activity on at least 5 days; and *lowest* represents less than 30 minutes of activity on 5 days. Research indicates that individuals amass approximately 5,000 steps through non-purposeful or incidental activity each day, which roughly translates to accumulating sufficient steps throughout the day to be approximately equivalent to one hour of walking a day.⁵ Canada's *Physical Activity Guide to Healthy Active Living* for adults recommends that those aged 25–55 years should consciously include achieve 60 minutes of physical activity every day, or 30 minutes for 4 days a week if activity is moderate to vigorous in intensity. This purposeful activity can include added chores, active transportation or leisure time physical activity. Adults older than 55 should achieve 30-60 minutes of moderate activity most days of the week. In general, the higher the MET level achieved by an individual, the greater the derived health benefits.

Awareness of guidelines for physical activity

Over half of all Canadians (54%) say that they are aware of some guidelines for physical activity. However, only 37% of adults say that they have heard of Canada's Physical Activity Guide when prompted. In comparison, nearly nine in ten adults indicate that they have heard of Canada's Food Guide. Adults living in Alberta, Yukon, and Ontario are more likely to say that they are aware of some physical activity guidelines, whereas those living in Quebec are the least likely to say this compared to Canadians in general. Residents of Newfoundland are more likely than Canadians overall to report having knowledge of Canada's Physical Activity Guide per se.

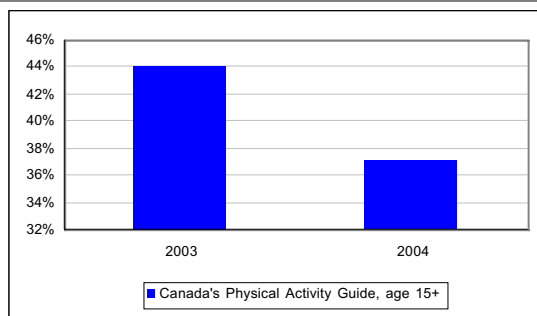
Age and sex Overall, women are more likely than men to have heard about some guidelines regarding how much physical activity adults should do. Women are also more likely than men to say that they have heard of specific guidelines like Canada's Food Guide and Canada's Physical Activity Guide when prompted. With the exception of older adults (65+), awareness of guidelines for physical activity becomes more prevalent in people who are older.

Socio-economic and -demographic factors Canadians with higher levels of education and income are more likely to say that they have heard of or have some knowledge of some physical activity guidelines compared to those with lower education and income. Generally speaking, the same pattern exists for Canada's Food Guide. Residents in communities with population sizes greater than 10,000 are more likely than those with smaller populations to have knowledge of some physical activity guidelines.

Activity level Generally speaking, adults with the lowest level of daily physical activity are less likely than more active adults to say that they have heard of either Canada's Food Guide or Canada's Physical Activity Guide when prompted.

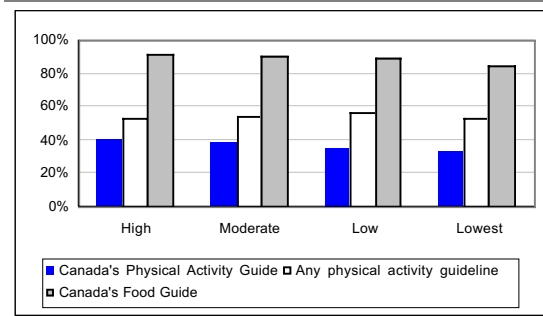
Trends Prompted awareness of Canada's Physical Activity Guidelines has decreased from last year.⁶ The reason for this is unknown. Moreover, it should be noted that, when Canadians are not specifically prompted with the name of the Guide, Canada's Physical Activity Guide per se is rarely mentioned as an option for guidelines (i.e., less than 5%).⁶

AWARENESS OF GUIDELINES
trends, adults 2003 – 2004



2003 and 2004 Physical Activity Monitors

AWARENESS OF GUIDELINES
by activity level



2004 Physical Activity Monitor

Exposure to physical activity and sport information

Just over two in five Canadians (41%) say that they have personally received information about physical activity or sport, or that they have spoken to someone about how to become or remain active sometime in the three months prior to participating in the survey. Residents of Quebec are more likely to say this compared to Canadians more generally. For this survey, information may have been received through a variety of modes, including from people, media, books, community programs, by mail, on television, through the internet, and so on.

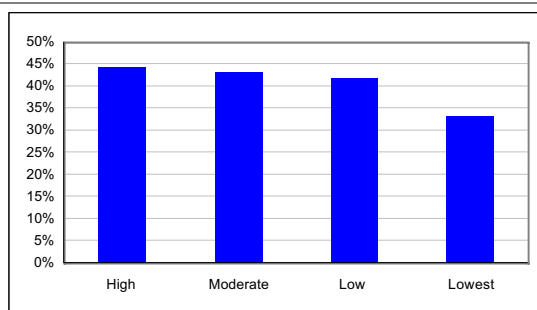
Age and sex Overall, women are more likely than men to have received physical activity or sport information. This relationship is most significantly pronounced amongst those aged 25–64. Generally speaking, receiving physical activity and sport information is less likely to be reported by people in older age groups, with adults aged 65 and older being the least likely to report receiving information.

Socio-economic and -demographic factors People with greater levels of education are more likely to say that they have personally received physical activity or sport information or that they have spoken to someone about how to become or remain active sometime during the past 3 months. Similarly, people with greater levels of income are more likely to indicate that they have received information about physical activity or sport.

Activity level Canadians who are the least active daily are also the least likely to say that they have personally received any information about physical activity or sport, or that they have spoken to anyone about how to become or remain active sometime in the past three months.

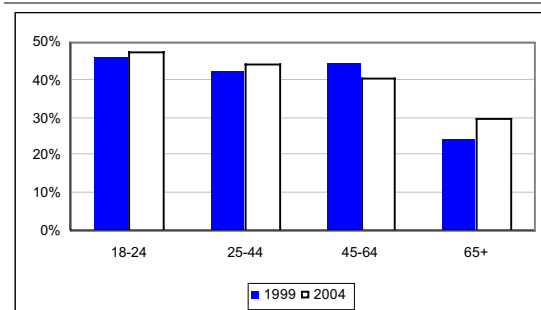
Trends Overall, there is no difference in the proportion of Canadians who state that they have received information on physical activity and sport during the last 3 months compared to 5 years ago. Moreover, the same patterns that appeared in 1999 also appear in the 2004 data: that is, women, younger adults, and active adults are more likely to have received information on physical activity or sport.

**EXPOSURE TO INFORMATION
by activity level**



2004 Physical Activity Monitor

**EXPOSURE TO INFORMATION
trends, by age 1999 – 2004**



1999 and 2004 Physical Activity Monitors

Source of physical activity and sport information

About half of Canadians (53%) received information by *both* seeking the information about physical activity and sport themselves (see topic entitled “Exposure to physical activity and sport information”), and by having it offered to them by others. In addition, 22% received it solely by finding it themselves and 24% had it offered to them. When compared to Canadians more generally, individuals living in the Northwest Territories are more likely to say that they have received this information *both* ways.

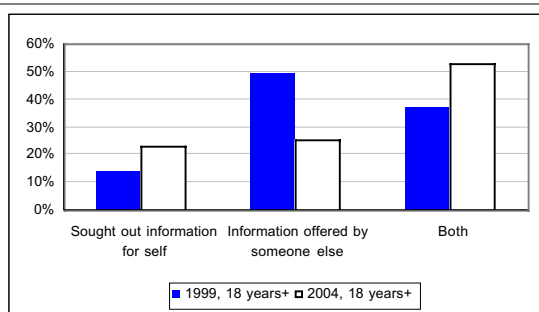
Age and sex Overall, women are less likely than men to say that someone offered them information about physical activity or sport. With the exception of those younger than 25, being offered this information is more likely to be reported by people in older age groups. Adults, aged 25–44 years, are more likely than adults who are older to say that they have obtained information both ways, that is by seeking it out themselves and by receiving it from someone else.

Socio-economic and -demographic factors Canadians with a post secondary school education are more likely than those with higher levels of education to report receiving information about physical activity or sport from others. Those with a university degree however, are more likely than those with less than a secondary school education to say that they sought out this information for themselves. Adults in the lowest income bracket are more likely than those in the highest income bracket to state that someone offered physical activity information to them.

Activity level Inactive Canadians are more likely than those who are moderately or highly active to say that someone offered information to them.

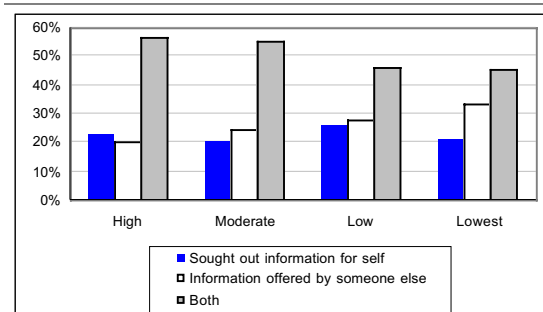
Trends How Canadians received information on physical activity and sport has changed significantly over the 5 year period.⁷ The proportion of adults who sought the information themselves jumped from 14% in 1999 to 22% in 2004. The proportion of adults who solely had the information offered to them reduced dramatically from 49% (1999) to 24% (2004), and the proportion receiving it both ways increased from 37% in 1999 to 53% in 2004. The pattern that inactive Canadians are more likely to have the information offered to them persists over time.

SOURCE OF INFORMATION
trends, adults 1999 – 2004



1999 and 2004 Physical Activity Monitors

SOURCE OF INFORMATION
by activity level



2004 Physical Activity Monitor

Reported usefulness of the information in increasing activity

Although half of Canadian adults say that the information they received helped them to become more active, roughly the same proportion (49%) say that it has had no influence at all. Newfoundlanders are the most likely to say that the information has helped them to become more active compared to Canadians more generally.

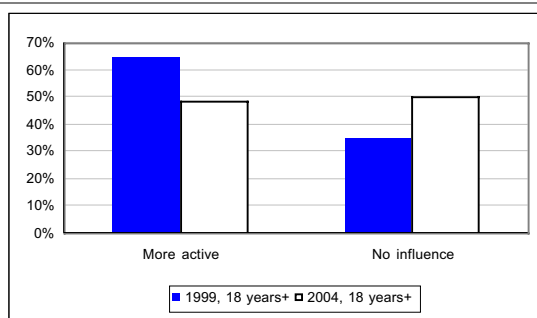
Age and sex Overall, women are more likely than men to say that the information they received about physical activity has helped them to become more active, and are less likely than men to say that this information has had no influence on them at all. These gender differences are more apparent among 25–64 year olds. Generally speaking, people in older age groups are less likely to report that information helps them become more active.

Socio-economic factors University graduates are more likely than those with less than some secondary school education to say that the physical activity information that they have received has had no influence on them whatsoever. In general, Canadians who fall in the lowest income bracket are more likely than those in higher income brackets (\$60,000 per year or more) to say that the information they have obtained about physical activity has helped them to become more active.

Activity level Canadians with the lowest reported level of daily physical activity are less likely than those who are more active to report that this information has helped them become more active and conversely, are more likely than those who are either moderately or highly active to say that this information has not impacted them at all.

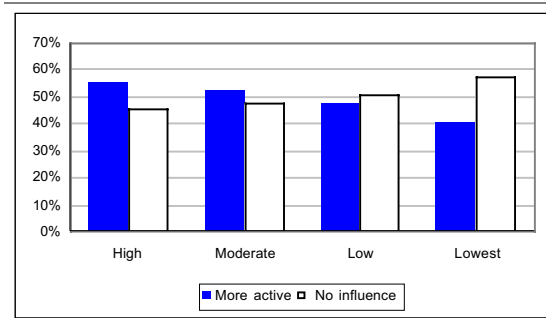
Trends Fewer people in 2004 (50%) than in 1999 (65%) stated that the information that they received on physical activity and sport helped them to become more active.⁷ Although this decrease is apparent across all age groups, it is most notable among older adults (65+) where the proportion has decreased by half from 85% in 1999 to 42% in 2004. Importantly, this segment of the population is also the least active of the population (data not shown).

INFORMATION HELP BECOME MORE ACTIVE
trends, adults (18+), 1999 – 2004



1999 and 2004 Physical Activity Monitors

INFORMATION HELP BECOME MORE ACTIVE
by activity level



2004 Physical Activity Monitor

Summary of section

Less than half of Canadians have either received information about physical activity or sport, or have spoken to someone about how to become or remain active.

Who are less likely to have received information?

- Men
- Adults with lower levels of education
- Adults with the lowest amount of income
- Inactive Canadians

Who are more likely to have the information given to them?

- Men
- Older adults
- Low income earners
- Inactive Canadians

Who are more likely to report that the information has helped them become more active?

- Women
- Young adults
- Adults with less than secondary education
- Adults with the lowest level of income
- More active individuals

Who are more likely to report that the information has had no influence on their activity level?

- Men
- Older adults
- Higher income earners
- Inactive Canadians

Discussion, Implications and Recommendations

Informational approaches employed as part of a social marketing campaign of increasing activity may be geared to increasing awareness about physical activity and its associated health benefits and motivating individuals to increase activity levels. These approaches can communicate information on the “what, where, when, why and how” of being active.

Previous national data revealed that two-thirds of Canadians believe that there is a lot of information on physical activity and sports available in their community and that this information is fairly easy to obtain (88% reported that it is easy to some degree).⁷ However, survey results in this section indicate that only 41% of Canadians have been exposed (or at least paid attention) to this type of information in the past 3 months. Generally speaking, although equally as likely to only have sought out the information themselves or only received it from another individual, roughly half of individuals obtain it *both* ways. Interestingly, inactive adults are as likely as others to seek the information out themselves, yet are more likely to report being given the information from others. To better understand this, additional analyses (data not shown) reveal a relationship between the method of obtaining information and its perceived usefulness in increasing physical activity. More specifically, individuals who seek the information themselves are more likely to report that the information helped them to become more active (66%) and less likely to say that it had no influence at all (34%) compared to adults who had the information offered to them by others (34% state will help and 66% state that it will have no influence). Although this relationship holds irrespective of activity level, it appears stronger among those with higher activity levels than among those with lower levels. Those who are highly active who seek information themselves are more than twice as likely to view the information as useful in becoming more active than their counterparts who received the information from others (71% seeking versus 32% receiving). In contrast, among the least active adults, 55% of those seeking the information themselves said that it helped them to become more active versus 29% of those who received it from others. This would indicate that although the provision of appropriate information is a key activity, approaches that motivate individuals to seek out further information may increase the likelihood that they either pay greater attention to it or that it provides reinforcement and further motivates them. Approaches that lead to information seeking have the added advantage that the information could be better tailored to meet individual needs and circumstances. For example, it provides the opportunity to tailor messages to the person’s “stage of change” and to address key issues related to overcoming perceived barriers and preventing relapse from their current activity level. Increasing awareness or motivating individuals to take a first step towards an active lifestyle, such as seeking information, seeking advice from family, friends, or health professionals, or making active choices in their usual routine⁶ will be important among those with no intention. This is also important in for individuals in the “maintenance” stage in order to help with the prevention of relapse.

Surprisingly, over the five-year period from 1999 to 2004, there was a dramatic decrease in the prevalence rate of adults who reported that the information helped them become more active. One can speculate that the reason for this is the higher proportion of individuals who state that they received information *both* through their own efforts and

from others. As noted in the discussion above, adults not seeking the information themselves are more likely to state that the information does not influence their behaviour. This also happens to be more prevalent among older adults who are less active and inactive adults in general. Although there is some understanding of the types of information that would help motivate inactive individuals to become more active, little is known about how to motivate inactive individuals to actually seek such additional information themselves. 'Pushing' information at inactive individuals is of benefit (with 29% rating information received as such), yet it appears that it might be even more effective if individuals could be 'pulled' into seeking the information themselves so that it reinforces their motivation to be more active. Interventions to increase adoption or maintenance of physical activity become challenging for practitioners given that (1) the majority of inactive Canadians have moderate intentions at best of becoming active (58%), and 29% of these respondents somewhat intend or have no intentions of becoming active at all and (2) inactive Canadians are more likely than active Canadians to report that it is somewhat or not at all feasible of fitting an ideal physical activity regime into their lives or that they could maintain such a regime only for less than 3 months.⁶ Further work is needed to find ways to do motivate the inactive population to become more active.

So what do we know about the type of information that could motivate the inactive population? For those individuals who may be less ready to increase their activity levels, an individualized or tailored approach may be effective. Such an approach would include strategies that reduce perceived barriers and increase knowledge of personal benefits and self-efficacy through cognitive and behaviour change and the appropriate use of delivery modes.⁸ For the less active population, information on the benefits of physical activity, practical ideas on how to overcome perceived barriers to physical activity, how to easily access information on physical activity, practical suggestions on how to take steps to become more active, and information on how to incorporate physical activity into daily life may be useful. The least active individuals are most likely to make the greatest number of yearly visits to a doctor or other health professional.⁶ Counselling during consultations with physicians and other health care providers may prove to be an effective source for promoting physical activity among this population.^{9,10,11} Interventions such as PACE Canada (Physician-Based Assessment and Counselling for Exercise) or the Green Prescription have been shown to increase physical activity among those less active.^{12,11,10,9} Less active individuals are also more likely to obtain information on physical activity through television, so appropriate use of this communication vehicle may prove beneficial.⁶

Previous research has shown that the majority of Canadians receive physical activity and sport information through the media, including television, newspapers, and radio.⁷ The use of technology could be useful in implementing physical activity interventions. This may be particularly useful for national, provincial, and territorial governments or organizations promoting population-based interventions, as this communication mode can be used cost effectively to a population.¹³ Television, itself, is currently cited as the most common media vehicle for receiving physical activity and sport information. Physical activity campaigns by national organizations have used these media successfully

for increasing awareness of physical activity through a combination of media messages, marketing, educational information and community mobilization.¹⁴ Given that ParticipACTION's last media campaign was in 1999,¹⁵ it is noteworthy that Canadians still remember and view this organization as credible.⁶ This suggests that messaging campaigns with a consistent brand association can achieve long term impacts with respect to recall and brand recognition.¹⁶ Furthermore, the more recent public-private partnership of *Canada on the Move* (see <https://www.canadaonthemove.ca/INMD/en/about.jsp>) with Kellogg's has shown that a campaign linking social advertising and a tool to both increase motivation and help individuals to self-regulate their behaviour can have significant impact in raising awareness and immediate short-term behaviour change.¹⁷ The re-establishment of a multi-year social marketing campaign would be a key component in increasing the physical activity levels of Canadians by reinforcing and focusing the myriad of activities being undertaken by governments and agencies at all levels in the minds of Canadians.

Tailoring the information through appropriate use of vocabulary, graphics and illustration, as well as diffusing it using appropriate channels, such as ethnic associations, is important when targeting particular groups. For example, when customizing messages for individuals, focus more on what is required or involved in specific activities. For youth, a good example is illustrated through the Centers for Disease Control and Prevention's (CDC) VERB campaign, which is an initiative to increase physical activity among youth aged 9 to 13. The campaign associates with popular brands, and catches attention through the use of celebrities. The activities and products are promoted as "cool", fun, and motivating. The campaign uses paid advertising in general and ethnic specific media within age appropriate television and radio, print publications, or advertisements on bulletin boards (see <http://www.cdc.gov/youthcampaign/index.htm>). Another example is the CDC's campaign called "Powerful Bones: Powerful Girls" that promotes the benefits of weight bearing physical activities and healthy eating for young girls (see <http://www.cdc.gov/powerfulbones/stayingstrong/index.html>). "Wheeling Walks" is an example of a community campaign targeting sedentary older adults uses media to increase walking in Virginia, U.S. (see <http://www.wheelingwalks.org/index.asp>). When targeting specific population groups (e.g., low income or ethnic cultures) it is also important to understand and supply suggestions to overcome key barriers specific to those groups.^{16,18}

References

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Awareness of guidelines for physical activity

2004 Physical Activity Monitor

	% of Canadians reporting that they have heard of		
	Any guidelines on how much physical activity adults should do	Canada's Physical Activity Guide	Canada's Food Guide
<i>TOTAL, ADULTS (15+)</i>	54%	37%	89%
<i>women</i>	59	39	93
<i>men</i>	49	35	85
<i>15–17</i>	24	30	91
<i>women</i>	–	–	94
<i>men</i>	–	–	89
<i>18–24</i>	39	31	90
<i>women</i>	42	32	91
<i>men</i>	37	29	90
<i>25–44</i>	56	36	91
<i>women</i>	62	37	96
<i>men</i>	49	34	87
<i>45–64</i>	62	40	90
<i>women</i>	65	41	94
<i>men</i>	57	39	85
<i>65+</i>	56	42	80
<i>women</i>	59	46	88
<i>men</i>	52	36	70
<i>REGION</i>			
<i>East</i>	55	42	93
<i>Newfoundland</i>	53	48	91
<i>Prince Edward Island</i>	58	43	94
<i>Nova Scotia</i>	59	42	96
<i>New Brunswick</i>	51	37	90
<i>Quebec</i>	35	33	87
<i>Ontario</i>	58	34	87
<i>West</i>	60	38	90
<i>Manitoba</i>	53	35	90
<i>Saskatchewan</i>	59	40	93
<i>Alberta</i>	63	43	92
<i>British Columbia</i>	61	35	85
<i>North</i>	57	39	89
<i>Yukon</i>	62	44	90
<i>Northwest Territories</i>	53	35	89
<i>Nunavut</i>	–	–	–

– Data unavailable because of insufficient sample size.

Awareness of guidelines for physical activity (cont'd)

2004 Physical Activity Monitor

	% of Canadians reporting that they have heard of		
	Any guidelines on how much physical activity adults should do	Canada's Physical Activity Guide	Canada's Food Guide
<i>COMMUNITY SIZE</i>			
< 1,000	51%	40%	92%
1,000–4,999	48	39	89
5,000–9,999	45	37	87
10,000–74,999	57	38	91
75,000–299,999	63	39	92
More than 300,000	59	33	88
<i>ACTIVITY LEVEL</i>			
High	54	40	91
Moderate	54	39	90
Lower	56	35	89
Lowest	53	32	84
<i>EDUCATION LEVEL</i>			
Less than secondary	36	37	80
Secondary	46	36	90
College	58	35	93
University	70	40	92
<i>HOUSEHOLD INCOME</i>			
< \$20,000	38	34	79
\$20,000–29,999	48	36	84
\$30,000–39,999	45	36	89
\$40,000–59,999	57	37	92
\$60,000–79,999	58	39	92
\$80,000–99,999	65	39	95
≥ \$100,000	70	37	95
<i>EMPLOYMENT STATUS</i>			
Full-time worker	58	37	91
Part-time worker	52	36	91
Unemployed	37	32	84
Homemaker	53	38	92
Student	39	33	91
Retired	58	43	83
<i>FAMILY COMPOSITION</i>			
Living with a partner	59	39	90
Widowed, divorced, separated	57	39	85
Never married	43	32	89

– Data unavailable because of insufficient sample size.

Exposure to physical activity and sport information

2004 Physical Activity Monitor

	% of Canadians indicating they have received information about physical activity or sports, or spoken with someone about how to become or remain active	
	Yes	No
<i>TOTAL, ADULTS (15+)</i>	41%	59%
<i>women</i>	44	56
<i>men</i>	38	62
<i>15–17</i>	48	52
<i>women</i>	53	47
<i>men</i>	44	56
<i>18–24</i>	48	52
<i>women</i>	49	51
<i>men</i>	46	54
<i>25–44</i>	44	56
<i>women</i>	48	52
<i>men</i>	39	61
<i>45–64</i>	40	60
<i>women</i>	44	56
<i>men</i>	36	64
<i>65+</i>	30	70
<i>women</i>	30	70
<i>men</i>	29	71
<i>REGION</i>		
<i>East</i>	39	61
<i>Newfoundland</i>	39	61
<i>Prince Edward Island</i>	43	57
<i>Nova Scotia</i>	41	59
<i>New Brunswick</i>	35	65
<i>Quebec</i>	47	53
<i>Ontario</i>	40	60
<i>West</i>	41	59
<i>Manitoba</i>	41	59
<i>Saskatchewan</i>	38	62
<i>Alberta</i>	41	59
<i>British Columbia</i>	44	56
<i>North</i>	41	59
<i>Yukon</i>	41	59
<i>Northwest Territories</i>	40	60
<i>Nunavut</i>	–	–

– Data unavailable because of insufficient sample size.

Exposure to physical activity and sport information (cont'd)

2004 Physical Activity Monitor

	% of Canadians indicating they have received information about physical activity or sports, or spoken with someone about how to become or remain active	
	Yes	No
<i>COMMUNITY SIZE</i>		
< 1,000	32%	68%
1,000–4,999	36	64
5,000–9,999	42	58
10,000–74,999	44	56
75,000–299,999	46	54
More than 300,000	45	55
<i>ACTIVITY LEVEL</i>		
High	44	56
Moderate	43	57
Lower	42	58
Lowest	33	67
<i>EDUCATION LEVEL</i>		
Less than secondary	31	69
Secondary	35	65
College	44	56
University	51	49
<i>HOUSEHOLD INCOME</i>		
< \$20,000	30	70
\$20,000–29,999	35	65
\$30,000–39,999	40	60
\$40,000–59,999	43	57
\$60,000–79,999	48	52
\$80,000–99,999	52	48
≥ \$100,000	49	51
<i>EMPLOYMENT STATUS</i>		
Full-time worker	45	55
Part-time worker	46	54
Unemployed	30	70
Homemaker	31	69
Student	47	53
Retired	32	68
<i>FAMILY COMPOSITION</i>		
Living with a partner	41	59
Widowed, divorced, separated	35	65
Never married	45	55

– Data unavailable because of insufficient sample size.

Source of physical activity and sport information

2004 Physical Activity Monitor

	% of Canadians reporting that they		
	Sought out information themselves	Were offered the information by someone else	Received information both ways
<i>TOTAL, ADULTS (15+)</i>	22%	24%	53%
<i>women</i>	23	22	54
<i>men</i>	21	27	52
<i>15–17</i>	–	–	65
<i>women</i>	–	–	–
<i>men</i>	–	–	–
<i>18–24</i>	19	19	62
<i>women</i>	18	–	65
<i>men</i>	–	–	58
<i>25–44</i>	26	19	55
<i>women</i>	26	19	55
<i>men</i>	25	20	55
<i>45–64</i>	22	29	49
<i>women</i>	27	24	49
<i>men</i>	15	37	49
<i>65+</i>	21	38	41
<i>women</i>	–	37	45
<i>men</i>	–	40	34
<i>REGION</i>			
<i>East</i>	21	26	53
<i>Newfoundland</i>	25	–	62
<i>Prince Edward Island</i>	–	29	54
<i>Nova Scotia</i>	26	32	42
<i>New Brunswick</i>	–	29	55
<i>Quebec</i>	21	24	55
<i>Ontario</i>	24	25	51
<i>West</i>	24	24	52
<i>Manitoba</i>	24	22	53
<i>Saskatchewan</i>	–	32	49
<i>Alberta</i>	26	–	58
<i>British Columbia</i>	24	27	48
<i>North</i>	18	20	62
<i>Yukon</i>	22	23	54
<i>Northwest Territories</i>	–	18	69
<i>Nunavut</i>	–	–	–

– Data unavailable because of insufficient sample size.

Source of physical activity and sport information (cont'd)

2004 Physical Activity Monitor

	% of Canadians reporting that they		
	Sought out information themselves	Were offered the information by someone else	Received information both ways
<i>COMMUNITY SIZE</i>			
< 1,000	17%	29%	54%
1,000–4,999	22	23	55
5,000–9,999	22	21	56
10,000–74,999	21	26	54
75,000–299,999	21	24	56
More than 300,000	28	23	49
<i>ACTIVITY LEVEL</i>			
High	23	20	57
Moderate	20	25	55
Lower	26	28	46
Lowest	21	33	45
<i>EDUCATION LEVEL</i>			
Less than secondary	17	30	54
Secondary	21	29	49
College	23	23	54
University	25	20	55
<i>HOUSEHOLD INCOME</i>			
< \$20,000	21	31	49
\$20,000–29,999	29	23	48
\$30,000–39,999	19	26	55
\$40,000–59,999	22	27	51
\$60,000–79,999	21	24	55
\$80,000–99,999	20	18	62
≥ \$100,000	28	18	54
<i>EMPLOYMENT STATUS</i>			
Full-time worker	23	23	54
Part-time worker	24	25	51
Unemployed	–	–	58
Homemaker	–	–	57
Student	19	17	64
Retired	23	36	42
<i>FAMILY COMPOSITION</i>			
Living with a partner	23	26	51
Widowed, divorced, separated	22	26	52
Never married	20	21	58

– Data unavailable because of insufficient sample size.

Reported usefulness of the information in increasing activity

2004 Physical Activity Monitor

	% of Canadians reporting that the physical activity information they received in the last three months	
	Influenced them to become more active	Had no influence on them to become more active
<i>TOTAL, ADULTS (15+)</i>	50%	49%
<i>women</i>	56	44
<i>men</i>	43	56
<i>15–17</i>	64	–
<i>women</i>	–	–
<i>men</i>	–	–
<i>18–24</i>	61	39
<i>women</i>	66	33
<i>men</i>	55	45
<i>25–44</i>	51	49
<i>women</i>	58	42
<i>men</i>	42	58
<i>45–64</i>	45	54
<i>women</i>	51	48
<i>men</i>	37	62
<i>65+</i>	42	57
<i>women</i>	44	54
<i>men</i>	39	61
<i>REGION</i>		
<i>East</i>	60	40
<i>Newfoundland</i>	71	29
<i>Prince Edward Island</i>	56	44
<i>Nova Scotia</i>	58	42
<i>New Brunswick</i>	54	46
<i>Quebec</i>	43	57
<i>Ontario</i>	48	51
<i>West</i>	50	49
<i>Manitoba</i>	51	49
<i>Saskatchewan</i>	55	44
<i>Alberta</i>	52	48
<i>British Columbia</i>	45	54
<i>North</i>	54	45
<i>Yukon</i>	59	41
<i>Northwest Territories</i>	49	48
<i>Nunavut</i>	–	–

– Data unavailable because of insufficient sample size.

Reported usefulness of the information in increasing activity (cont'd)

2004 Physical Activity Monitor

	% of Canadians reporting that the physical activity information they received in the last three months	
	Influenced them to become more active	Had no influence on them to become more active
<i>COMMUNITY SIZE</i>		
< 1,000	57%	42%
1,000–4,999	54	45
5,000–9,999	48	52
10,000–74,999	48	51
75,000–299,999	52	47
More than 300,000	47	53
<i>ACTIVITY LEVEL</i>		
High	55	45
Moderate	52	47
Lower	48	51
Lowest	40	58
<i>EDUCATION LEVEL</i>		
Less than secondary	55	44
Secondary	50	48
College	52	48
University	47	52
<i>HOUSEHOLD INCOME</i>		
< \$20,000	59	40
\$20,000–29,999	53	45
\$30,000–39,999	57	42
\$40,000–59,999	50	49
\$60,000–79,999	45	54
\$80,000–99,999	48	52
≥ \$100,000	50	50
<i>EMPLOYMENT STATUS</i>		
Full-time worker	47	53
Part-time worker	55	45
Unemployed	58	40
Homemaker	50	50
Student	68	31
Retired	44	55
<i>FAMILY COMPOSITION</i>		
Living with a partner	48	51
Widowed, divorced, separated	45	54
Never married	55	44

– Data unavailable because of insufficient sample size.