



UNDERSTANDING ASPECTS OF THE “PRODUCT” OF PHYSICAL ACTIVITY

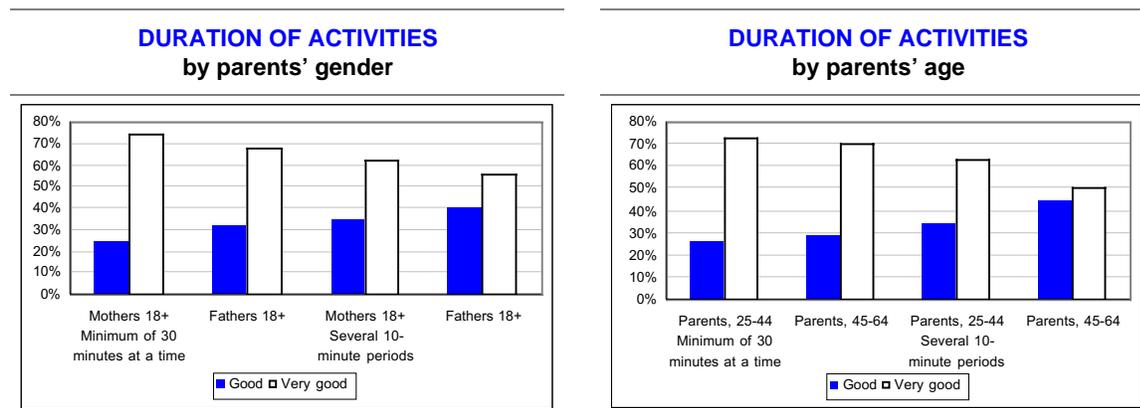


Duration of activities: one bout versus accumulation of time

Parents were asked about how long they thought that children should be active at a time in order to become fit and maintain a healthy weight. Most (72%) parents state that *doing physical activities for a minimum of 30 minutes at a time* is a *very good* way for children to get fit and maintain a healthy weight; almost all of the remaining parents report that this is a *good* way. Nearly 60% of parents also believe that *engaging in several 10-minute periods of physical activity throughout the day* is a *very good* way for children to achieve these benefits. The remaining 37% of parents say that this is a *good* way for children to get fit and maintain a healthy weight.

Parental characteristics Mothers aged 45–64 are significantly more likely than fathers of the same age to believe that doing physical activity for a minimum of 30 minutes at a time and doing several 10-minute periods of physical activity throughout the day is a *very good* way for children to get fit and maintain a healthy weight. Parents living in communities with a population between 250,000 and 499,999 are the most likely to say that doing physical activity for a minimum of 30 minutes at a time is a *very good* way for children to get fit and maintain a healthy weight.

Implications Generally, parents are more likely to report that doing physical activity for *at least* 30 minutes at a time is a very good way of being fit and maintaining a healthy weight compared to incorporating 10-minute bouts of activity throughout the day. The Guide recommends that children begin by adding 30 minutes a day and gradually build up to an additional 90 minutes daily. Canada’s guidelines for physical activity also promote many shorter bouts. Shorter bouts of activity can help a child make active choices such as walking to the store instead of taking the bus, using stairs instead of elevators or escalators, playing outside, or incorporating time spent doing active household chores, any of which may be appealing to less active children. Adding these types of shorter bouts to longer bouts (including sports) can help children achieve the goal of 90 additional minutes a day.



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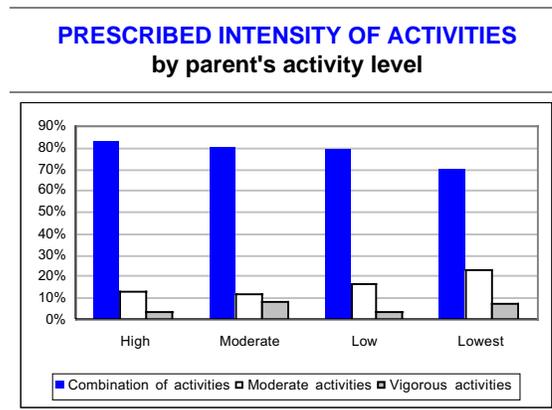
Intensity of activities

Parents were asked about the intensity of activities and the degree to which a child achieves health benefits by (1) activities of moderate effort only, (2) activities of vigorous effort only, or (3) a combination of both moderate and vigorous activities. The overwhelming majority of parents indicate that a combination of moderate and vigorous activities would help children maintain a healthy weight and health benefits. Parents who report that a combination of moderate and vigorous activities is beneficial (15%) also state that children need an average of almost 90 minutes daily, whereas parents reporting only vigorous (6%) intensity is beneficial state an average of 60 minutes was needed daily.

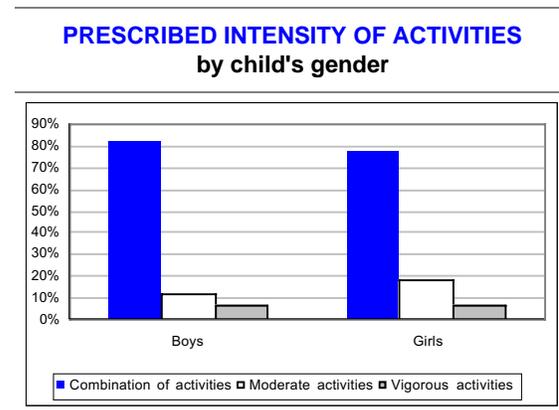
Parental characteristics Less active parents are the most likely to say that engaging solely in activities of moderate effort is sufficient for children to realize health benefits. They are also more likely to report lower amounts of time per day need to be spent in moderate-intensity activities. Parents with a post-secondary school education are more likely than parents with less than a secondary school education to say that children need to engage in a combination of both moderate and vigorous physical activities to achieve health benefits, and are more likely to report a lower required number of minutes per day be spent in moderate and vigorous activity.

Child's characteristics Parents of boys are less likely than those of girls to say that participating in only moderate intensity activities is required for children to attain health benefits. Parents of boys are more likely than those of girls to report that a higher amount of time in moderate activities is required to achieve benefits. This difference is most pronounced among parents of older children (aged 10–14).

Implications A key message in the Guide for children and youth is that both moderate and vigorous intensity activities are required. Generally, parents seem to realize this fact. Several important findings are highlighted in these data. Less active parents tend to underestimate the exercise prescription outlined in the Guide, as do parents with lower levels of education. Therefore, particular attention needs to be paid to increasing awareness of children's physical activity prescription to these parents. Parents of girls also tend to underestimate what is required in terms of intensity of activity and time. This parallels data on physical activity levels, in that girls are less active than boys.⁶



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Rating activities as beneficial for children: recreational activities

Similar to ratings of organized sports (see topic entitled "Rating activities as beneficial for children: organized sports"), over three-quarters of parents believe that participating in recreational activities is a *very good* way for children to get fit and maintain a healthy weight. Almost all of the remaining individuals report that this is a *good* way for children to get fit and maintain a healthy weight (24%).

Parental and child characteristics There are no significant differences by the socio-demographic characteristics of parents and children for those who report that recreational activities are beneficial for children.

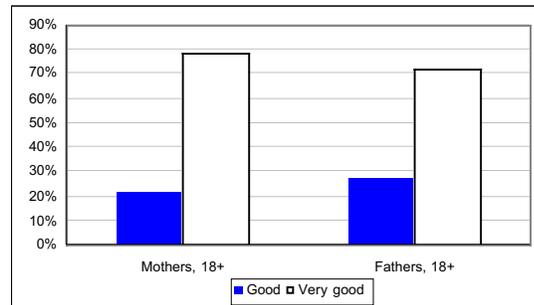
Implications Popular recreational activities among younger children are: bicycling, swimming, playing on swings, slides, and teeter-totters, walking, and tobogganing or other winter activities. Among youth, the most prevalent recreational activities are walking, bicycling, swimming, social dancing, in-line-skating, ice skating, and tobogganing or other winter play.⁶ Parents appear to equally extol the benefits of recreational physical activities and organized sports (see topic entitled "Rating activities as most beneficial for children: organized sports"). It is interesting to note that parents are more likely to rate recreational activities as a very good way for children to get fit than Canadians adults (15+) are for themselves.¹² Perhaps this is due in part to the fact that recreational sports and activities provide an opportunity to learn a variety of skills. Parents may view this as very important for children. To appeal to a wide range of children, the activities need to emphasize fun, ease, and inclusiveness or, "everyone plays".

RATING OF ACTIVITIES AS BENEFICIAL

Activity	Good	Very good
Recreational activities	24%	76%
Organized sports	23%	76%
Outdoor activities	30%	70%
Walking and bicycling	34%	60%
Household chores	50%	37%

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RECREATIONAL ACTIVITIES AS BENEFICIAL by parent's gender



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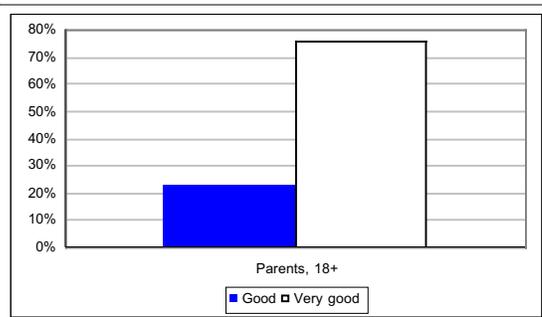
Rating activities as beneficial for children: organized sports

Roughly three-quarters of parents believe that participating in an organized sport is a *very good* way for children to get fit and maintain a healthy weight. Almost all of the remaining individuals report that this is a *good* way for children to get fit and maintain a healthy weight (23%).

Parental characteristics Mothers are more likely than fathers to state that participating in organized sport is a *very good* way for children to get fit and maintain a healthy weight, with 79% of mothers compared to 71% of fathers stating this.

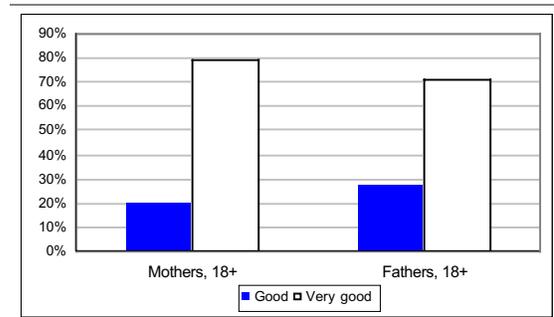
Implications A later topic in this report (see topic entitled “Participation in organized sports”) reveals that 63% of parents indicate that their child does participate in some sort of organized sport. Additional analyses of these data show that of those parents who report that participating in organized sport is either a *good* or *very good* way for children to get fit or maintain a health weight, over one-third report that their child does not actually participate in organized sport (data not shown). Why is there disconnect between what parents ‘believe’ and what children ‘do’? Are parents encouraging involvement in organized sports? What are children’s preferences? In 2000, 50% of parents stated that their children like to participate in organized and unorganized physical activities equally well, one-third reported a preference for unorganized activities, and 16% a preference for organized activities.⁶ Focus group work is needed to better understand what resonates with children in different age and sex segments and among those of various skill levels and preferences so that effective messaging can be appropriately tailored to these groups.¹⁵

ORGANIZED SPORTS AS BENEFICIAL
overall



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ORGANIZED SPORTS AS BENEFICIAL
by parent's sex



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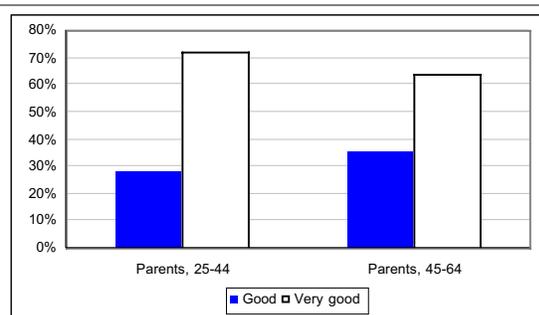
Rating activities as beneficial for children: outdoor activities

Nearly seven out of ten parents report that engaging in outdoor activity or playing outside is a *very good* way for children to get fit and maintain a healthy weight. Virtually all remaining parents report that this is a *good* way for children achieve these benefits.

Parental characteristics Overall, mothers are more likely than fathers to believe that participating in outdoor activities is a *very good* way for children to get fit and maintain a healthy weight, with 75% of mothers versus 63% of fathers indicating this. This is particularly evident among mothers and fathers aged 45–64. Parents who report their own daily physical activity to be in the moderate range are more likely than parents with lower levels of daily physical activity to say that engaging in outdoor activities is a very good way for children to achieve health benefits.

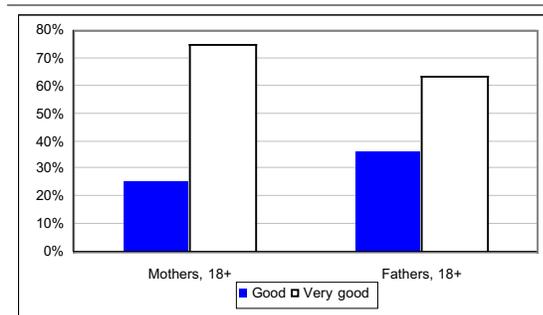
Implications Outdoor activities are already popular among Canadian children and youth, in that many of the top ten activities can be done as outdoor activities. Research shows that time spent outdoors is positively correlated with children’s physical activity levels, and has been a major factor differentiating children who are active enough and those who are not.¹⁶ Research indicates that children’s physical activity levels tend to be associated with weather patterns and changes in climate.^{17, 18} This research states that activity levels of children increase in the summer, then decline in the fall and winter months. Promoting seasonal activities (e.g., ski trips to local ski facilities) or providing innovative ways of using existing facilities (e.g., school walking clubs in the hall) may be useful for countering these patterns.

**OUTDOOR ACTIVITIES AS BENEFICIAL
by parent's age**



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**OUTDOOR ACTIVITIES AS BENEFICIAL
by parent's gender**



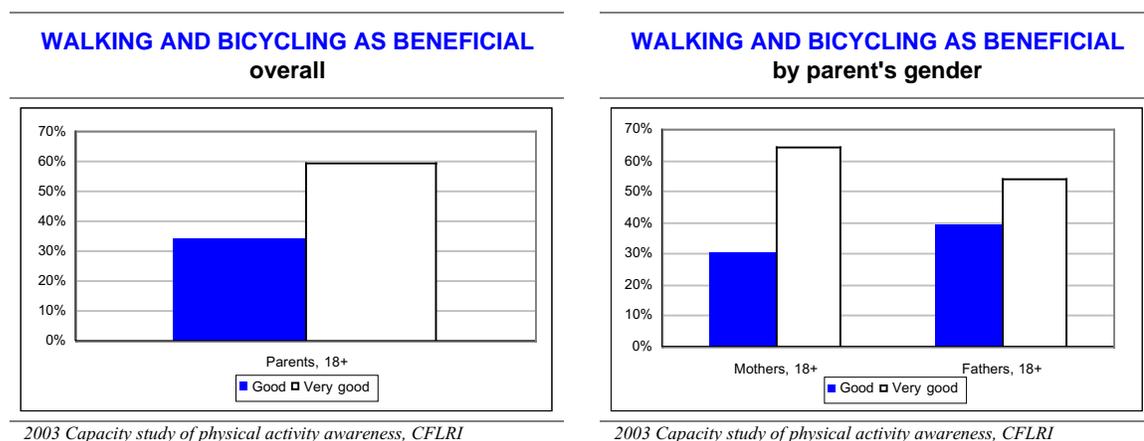
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Rating activities as beneficial for children: walking and bicycling

Although the fourth ranked among beneficial activities, the majority of parents (6 in 10) report that walking or bicycling to school is a *very good* way for young children to get fit and maintain a healthy weight. Just over one-third of parents report that this is a *good* way for children to get fit and maintain a healthy weight.

Parental characteristics Overall, mothers are more likely than fathers to say that walking or bicycling to school is a *very good* way for children to get fit and maintain a healthy weight. Parents who are college graduates are more likely than parents with less than secondary school education to say that walking or biking to school is a *very good* way for children to get fit and maintain a healthy weight, with nearly two-thirds of those surveyed providing this as their response. Parents who work part-time are the most likely to say that walking or bicycling to school is a *very good* way for children to get fit and maintain a healthy weight. Parents who report a moderate level of daily physical activity for themselves are more likely than parents reporting the lowest level of personal daily physical activity to say that walking or bicycling to school is a *very good* way for children to achieve health benefits.

Implications Research has shown that children who walk to school are significantly more active than children who travel by car (using accelerometer counts). In that research, however, major differences in physical activity between travel groups were seen only in boys, where walking to school was associated with higher physical activity after school and during the evening.¹⁹ Walking and bicycling provide low-cost, easy, and relatively convenient ways of incorporating physical activity into daily life, with active commuting to school being one such opportunity to do so. Research has shown that community's land use, environmental design, and transportation systems that promote walking and bicycling, can create more active communities.²⁰ In the United States, long distances and dangerous motor-vehicle traffic pose the most common barriers to children for walking and biking to school.²¹ Barriers to active commuting to school in Canada must be understood and addressed. Increased promotion of walking and bicycling for short trips, along with local community efforts to effectively increase opportunities to actively commute through its built environment and systems may prove effective in increasing overall physical activity.²⁰

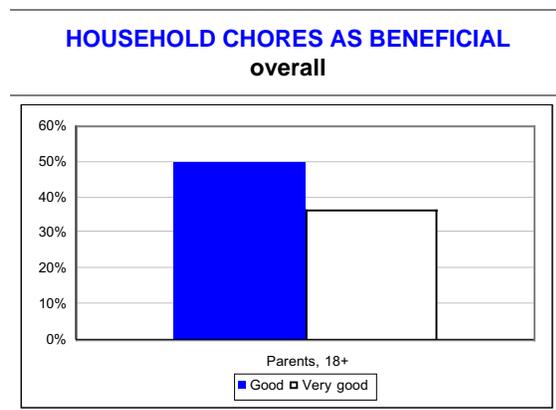


Rating activities as beneficial for children: household chores

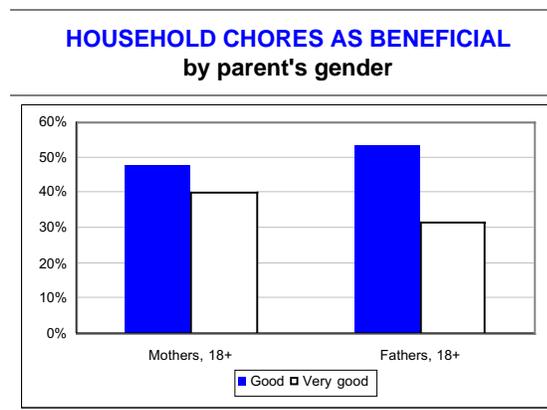
Half of all parents report that doing household chores is a *good* way for children to get fit and maintain a healthy weight. A further 37% of respondents say that this is a *very good* way for children to get fit and maintain a healthy weight.

Parental characteristics Mothers are more likely than fathers to say that doing household chores is a *very good* way for children to get fit and maintain a healthy weight. Mothers, aged 25–44, are more likely than fathers of the same age to report that chores are a *very good* way for children to get fit and maintain a healthy weight. Parents who have a secondary school education are more likely than parents with a university education to believe that doing household chores is a *very good* way for children to get fit and maintain a healthy weight.

Implications As anticipated, parents generally rate the benefits of household chores lower than other types of activities. *Canada’s Physical Activity Guide for children and youth* incorporates household chores into suggested activities. This may be an important way to increase the total amount of activity by supplementing time spent in moderate and vigorous activity. However, fundamental to the development of our children is a foundation of physical movement and decision-making skills that will enable them to pursue a lifetime of enjoyable activity. Thus, health promotion efforts should underscore the value all physical activities, particularly sport and recreational physical activities, plus bicycling and walking as a utilitarian means of travel.



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Duration of activities: one bout versus accumulation of time

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	Minimum of 30 minutes at a time		Several 10-minute periods	
	Good	Very good	Good	Very good
<i>TOTAL, PARENTS (18+)</i>	27%	72%	37%	60%
<i>mothers</i>	24	75	34	63
<i>fathers</i>	31	68	40	56
<i>25–44</i>	26	73	34	63
<i>mothers</i>	25	74	34	63
<i>fathers</i>	28	72	34	62
<i>45–64</i>	29	70	44	50
<i>mothers</i>	–	80	36	60
<i>fathers</i>	37	62	50	42
<i>TOTAL, CHILDREN (5–14)</i>	27	72	37	60
<i>boys</i>	26	73	38	59
<i>girls</i>	28	71	36	60
<i>5–9</i>	29	70	34	63
<i>boys</i>	28	71	34	63
<i>girls</i>	30	69	34	63
<i>10–14</i>	26	74	39	57
<i>boys</i>	24	75	41	56
<i>girls</i>	27	72	38	58
<i>REGION</i>				
<i>East</i>	–	78	39	61
<i>Newfoundland</i>	–	–	–	–
<i>Prince Edward Island</i>	–	–	–	–
<i>Nova Scotia</i>	–	–	–	–
<i>New Brunswick</i>	–	–	–	–
<i>Quebec</i>	25	74	35	60
<i>Ontario</i>	27	71	39	58
<i>West</i>	31	69	35	60
<i>Manitoba</i>	–	–	–	–
<i>Saskatchewan</i>	–	–	–	–
<i>Alberta</i>	–	67	–	58
<i>British Columbia</i>	–	69	–	62
<i>North</i>	–	77	36	59
<i>Yukon</i>	–	73	–	–
<i>Northwest Territories</i>	–	–	–	–
<i>Nunavut</i>	–	–	–	–
<i>PARENTS' ACTIVITY LEVEL</i>				
<i>High</i>	27	72	37	58
<i>Moderate</i>	21	78	33	64
<i>Low</i>	31	69	41	58
<i>Lowest</i>	32	67	36	60

– Data unavailable because of insufficient sample size.

Duration of activities: one bout versus accumulation of time (cont'd)

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	Minimum of 30 minutes at a time		Several 10-minute periods	
	Good	Very good	Good	Very good
<i>PARENT'S EDUCATION LEVEL</i>				
Less than secondary	38%	62%	42%	58%
Secondary	30	69	37	59
College	25	74	41	56
University	24	74	32	62
<i>HOUSEHOLD INCOME</i>				
< \$20,000	–	60	–	55
\$20,000–29,999	–	70	–	63
\$30,000–39,999	33	67	34	64
\$40,000–59,999	27	71	40	58
\$60,000–79,999	26	73	35	61
\$80,000–99,999	–	74	35	58
≥ \$100,000	23	76	35	58
<i>PARENT'S EMPLOYMENT STATUS</i>				
Full-time worker	26	73	37	59
Part-time worker	–	75	33	64
Unemployed	–	66	–	63
Homemaker	–	70	–	59
Student	–	–	–	–
Retired	–	–	–	–
<i>COMMUNITY SIZE</i>				
< 1,000	–	57	–	60
1,000–4,999	27	73	41	55
5,000–9,999	–	–	–	–
10,000–29,999	–	84	30	70
30,000–49,999	–	–	–	–
50,000–99,999	–	67	–	53
100,000–249,999	–	82	–	69
250,000–499,999	–	84	–	50
500,000–1,000,000	28	72	34	62
> 1,000,000	30	68	38	58
<i>FAMILY COMPOSITION</i>				
Living with a partner	28	71	37	58
Widowed, divorced, separated	–	81	31	68
Never married	–	75	–	62

– Data unavailable because of insufficient sample size.

Intensity of activities

2003 Capacity study of physical activity awareness, CFLRI

	Health benefits for children are best achieved by		
	A combination of activities	Moderate activities	Vigorous activities
<i>TOTAL, PARENTS (18+)</i>	79%	15%	6%
<i>mothers</i>	82	14	4
<i>fathers</i>	77	16	7
<i>25–44</i>	80	14	5
<i>mothers</i>	82	13	–
<i>fathers</i>	78	15	–
<i>45–64</i>	77	17	–
<i>mothers</i>	81	–	–
<i>fathers</i>	73	–	–
<i>TOTAL, CHILDREN (5–14)</i>	79	15	6
<i>boys</i>	82	12	6
<i>girls</i>	77	18	6
<i>5–9</i>	81	16	–
<i>boys</i>	83	14	–
<i>girls</i>	79	17	–
<i>10–14</i>	78	14	8
<i>boys</i>	82	–	–
<i>girls</i>	74	19	–
<i>REGION</i>			
<i>East</i>	86	–	–
<i>Newfoundland</i>	–	–	–
<i>Prince Edward Island</i>	–	–	–
<i>Nova Scotia</i>	–	–	–
<i>New Brunswick</i>	–	–	–
<i>Quebec</i>	78	16	–
<i>Ontario</i>	77	15	7
<i>West</i>	83	–	–
<i>Manitoba</i>	–	–	–
<i>Saskatchewan</i>	–	–	–
<i>Alberta</i>	84	–	–
<i>British Columbia</i>	81	–	–
<i>North</i>	75	–	–
<i>Yukon</i>	83	–	–
<i>Northwest Territories</i>	66	–	–
<i>Nunavut</i>	–	–	–
<i>PARENT'S ACTIVITY LEVEL</i>			
<i>High</i>	83	13	–
<i>Moderate</i>	80	12	–
<i>Low</i>	79	17	–
<i>Lowest</i>	70	23	–

– Data unavailable because of insufficient sample size.

Intensity of activities (cont'd)

2003 Capacity study of physical activity awareness, CFLRI

	Health benefits for children are best achieved by		
	A combination of activities	Moderate activities	Vigorous activities
<i>PARENT'S EDUCATION LEVEL</i>			
<i>Less than secondary</i>	63%	–	–
<i>Secondary</i>	77	16	–
<i>College</i>	84	13	–
<i>University</i>	81	14	–
<i>HOUSEHOLD INCOME</i>			
<i>< \$20,000</i>	69	–	–
<i>\$20,000–29,999</i>	67	–	–
<i>\$30,000–39,999</i>	81	–	–
<i>\$40,000–59,999</i>	77	15	–
<i>\$60,000–79,999</i>	78	–	–
<i>\$80,000–99,999</i>	83	–	–
<i>≥ \$100,000</i>	86	–	–
<i>PARENT'S EMPLOYMENT STATUS</i>			
<i>Full-time worker</i>	80	14	5
<i>Part-time worker</i>	77	–	–
<i>Unemployed</i>	70	–	–
<i>Homemaker</i>	79	–	–
<i>Student</i>	–	–	–
<i>Retired</i>	–	–	–
<i>COMMUNITY SIZE</i>			
<i>< 1,000</i>	82	–	–
<i>1,000–4,999</i>	76	–	–
<i>5,000–9,999</i>	91	–	–
<i>10,000–29,999</i>	89	–	–
<i>30,000–49,999</i>	–	–	–
<i>50,000–99,999</i>	79	–	–
<i>100,000–249,999</i>	86	–	–
<i>250,000–499,999</i>	80	–	–
<i>500,000–1,000,000</i>	85	–	–
<i>> 1,000,000</i>	72	18	–
<i>FAMILY COMPOSITION</i>			
<i>Living with a partner</i>	79	15	6
<i>Widowed, divorced, separated</i>	81	–	–
<i>Never married</i>	88	–	–

– Data unavailable because of insufficient sample size.

Rating activities as beneficial for children: organized sports

2003 Capacity study of physical activity awareness, CFLRI

	Participation in organized sport as a way for children to get fit and maintain a healthy weight	
	Good	Very good
<i>TOTAL, PARENTS (18+)</i>	23%	76%
<i>mothers</i>	19	79
<i>fathers</i>	27	71
<i>25–44</i>	22	77
<i>mothers</i>	19	80
<i>fathers</i>	27	72
<i>45–64</i>	24	74
<i>mothers</i>	–	77
<i>fathers</i>	–	71
<i>TOTAL, CHILDREN (5–14)</i>	23	76
<i>boys</i>	22	77
<i>girls</i>	23	75
<i>5–9</i>	22	77
<i>boys</i>	21	79
<i>girls</i>	23	75
<i>10–14</i>	24	75
<i>boys</i>	24	74
<i>girls</i>	23	75
<i>REGION</i>		
<i>East</i>	–	83
<i>Newfoundland</i>	–	–
<i>Prince Edward Island</i>	–	–
<i>Nova Scotia</i>	–	–
<i>New Brunswick</i>	–	–
<i>Quebec</i>	22	77
<i>Ontario</i>	24	75
<i>West</i>	24	73
<i>Manitoba</i>	–	–
<i>Saskatchewan</i>	–	–
<i>Alberta</i>	–	73
<i>British Columbia</i>	–	69
<i>North</i>	–	85
<i>Yukon</i>	–	91
<i>Northwest Territories</i>	–	82
<i>Nunavut</i>	–	–
<i>PARENT'S ACTIVITY LEVEL</i>		
<i>High</i>	24	74
<i>Moderate</i>	18	81
<i>Low</i>	25	75
<i>Lowest</i>	27	71

– Data unavailable because of insufficient sample size.

Rating activities as beneficial for children: organized sports (cont'd)

2003 Capacity study of physical activity awareness, CFLRI

	Participation in organized sport as a way for children to get fit and maintain a healthy weight	
	Good	Very good
PARENT'S EDUCATION LEVEL		
Less than secondary	30%	67%
Secondary	23	77
College	21	79
University	23	75
HOUSEHOLD INCOME		
< \$20,000	–	63
\$20,000–29,999	–	67
\$30,000–39,999	–	68
\$40,000–59,999	–	80
\$60,000–79,999	–	76
\$80,000–99,999	–	78
≥ \$100,000	–	81
PARENT'S EMPLOYMENT STATUS		
Full-time worker	23	76
Part-time worker	–	83
Unemployed	–	74
Homemaker	–	76
Student	–	–
Retired	–	–
COMMUNITY SIZE		
< 1,000	–	75
1,000–4,999	–	76
5,000–9,999	–	–
10,000–29,999	–	75
30,000–49,999	–	–
50,000–99,999	–	72
100,000–249,999	–	81
250,000–499,999	–	80
500,000–1,000,000	–	78
> 1,000,000	24	75
FAMILY COMPOSITION		
Living with a partner	23	75
Widowed, divorced, separated	–	78
Never married	–	78

– Data unavailable because of insufficient sample size.

Rating activities as beneficial for children: recreational activities

2003 Capacity study of physical activity awareness, CFLRI

	Participation in recreational activities as a way for children to get fit and maintain a healthy weight	
	Good	Very good
<i>TOTAL, PARENTS (18+)</i>	24%	76%
<i>mothers</i>	21	78
<i>fathers</i>	27	72
<i>25–44</i>	22	77
<i>mothers</i>	21	79
<i>fathers</i>	25	74
<i>45–64</i>	26	72
<i>mothers</i>	–	76
<i>fathers</i>	–	70
<i>TOTAL, CHILDREN (5–14)</i>	24	76
<i>boys</i>	23	76
<i>girls</i>	24	75
<i>5–9</i>	21	79
<i>boys</i>	18	81
<i>girls</i>	23	77
<i>10–14</i>	26	73
<i>boys</i>	27	73
<i>girls</i>	25	74
<i>REGION</i>		
<i>East</i>	–	82
<i>Newfoundland</i>	–	–
<i>Prince Edward Island</i>	–	–
<i>Nova Scotia</i>	–	–
<i>New Brunswick</i>	–	–
<i>Quebec</i>	21	77
<i>Ontario</i>	24	75
<i>West</i>	27	73
<i>Manitoba</i>	–	–
<i>Saskatchewan</i>	–	–
<i>Alberta</i>	–	77
<i>British Columbia</i>	–	66
<i>North</i>	–	81
<i>Yukon</i>	–	86
<i>Northwest Territories</i>	–	–
<i>Nunavut</i>	–	–
<i>PARENT'S ACTIVITY LEVEL</i>		
<i>High</i>	26	74
<i>Moderate</i>	17	82
<i>Low</i>	24	75
<i>Lowest</i>	30	70

– Data unavailable because of insufficient sample size.

Rating activities as beneficial for children: recreational activities (cont'd)

2003 Capacity study of physical activity awareness, CFLRI

	Participation in recreational activities as a way for children to get fit and maintain a healthy weight	
	Good	Very good
PARENT'S EDUCATION LEVEL		
Less than secondary	33%	66%
Secondary	24	76
College	20	79
University	24	76
HOUSEHOLD INCOME		
< \$20,000	–	69
\$20,000–29,999	–	72
\$30,000–39,999	–	68
\$40,000–59,999	–	82
\$60,000–79,999	–	82
\$80,000–99,999	–	76
≥ \$100,000	24	76
PARENT'S EMPLOYMENT STATUS		
Full-time worker	24	75
Part-time worker	–	83
Unemployed	–	62
Homemaker	–	79
Student	–	–
Retired	–	–
COMMUNITY SIZE		
< 1,000	–	70
1,000–4,999	–	77
5,000–9,999	–	79
10,000–29,999	–	81
30,000–49,999	–	–
50,000–99,999	–	75
100,000–249,999	–	79
250,000–499,999	–	72
500,000–1,000,000	–	77
> 1,000,000	23	75
FAMILY COMPOSITION		
Living with a partner	24	75
Widowed, divorced, separated	–	78
Never married	–	82

– Data unavailable because of insufficient sample size.

Rating activities as beneficial for children: outdoor activities

2003 Capacity study of physical activity awareness, CFLRI

	Participation in outdoor activities as a way for children to get fit and maintain a healthy weight	
	Good	Very good
<i>TOTAL, PARENTS (18+)</i>	30%	70%
<i>mothers</i>	25	75
<i>fathers</i>	36	63
<i>25–44</i>	28	72
<i>mothers</i>	25	74
<i>fathers</i>	32	68
<i>45–64</i>	35	64
<i>mothers</i>	–	75
<i>fathers</i>	44	56
<i>TOTAL, CHILDREN (5–14)</i>	30	70
<i>boys</i>	31	69
<i>girls</i>	29	70
<i>5–9</i>	26	74
<i>boys</i>	26	74
<i>girls</i>	26	74
<i>10–14</i>	33	67
<i>boys</i>	34	66
<i>girls</i>	32	67
<i>REGION</i>		
<i>East</i>	–	69
<i>Newfoundland</i>	–	–
<i>Prince Edward Island</i>	–	–
<i>Nova Scotia</i>	–	–
<i>New Brunswick</i>	–	–
<i>Quebec</i>	24	76
<i>Ontario</i>	31	69
<i>West</i>	35	65
<i>Manitoba</i>	–	–
<i>Saskatchewan</i>	–	–
<i>Alberta</i>	–	71
<i>British Columbia</i>	–	61
<i>North</i>	–	75
<i>Yukon</i>	–	75
<i>Northwest Territories</i>	–	–
<i>Nunavut</i>	–	–
<i>PARENT'S ACTIVITY LEVEL</i>		
<i>High</i>	28	72
<i>Moderate</i>	21	79
<i>Low</i>	38	61
<i>Lowest</i>	40	60

– Data unavailable because of insufficient sample size.

Rating activities as beneficial for children: outdoor activities (cont'd)

2003 Capacity study of physical activity awareness, CFLRI

	Outdoor activities as a way for children to get fit and maintain a healthy weight	
	Good	Very good
<i>PARENT'S EDUCATION LEVEL</i>		
Less than secondary	–	73%
Secondary	29	71
College	27	73
University	34	66
<i>HOUSEHOLD INCOME</i>		
< \$20,000	–	61
\$20,000–29,999	–	73
\$30,000–39,999	–	68
\$40,000–59,999	24	75
\$60,000–79,999	28	72
\$80,000–99,999	35	65
≥ \$100,000	32	68
<i>PARENT'S EMPLOYMENT STATUS</i>		
Full-time worker	30	69
Part-time worker	–	77
Unemployed	–	65
Homemaker	–	73
Student	–	–
Retired	–	–
<i>COMMUNITY SIZE</i>		
< 1,000	–	61
1,000–4,999	–	76
5,000–9,999	–	–
10,000–29,999	–	82
30,000–49,999	–	–
50,000–99,999	–	68
100,000–249,999	–	79
250,000–499,999	–	64
500,000–1,000,000	31	69
> 1,000,000	34	66
<i>FAMILY COMPOSITION</i>		
Living with a partner	31	69
Widowed, divorced, separated	–	77
Never married	–	70

– Data unavailable because of insufficient sample size.

Rating activities as beneficial for children: walking and bicycling

2003 Capacity study of physical activity awareness, CFLRI

	Walking and bicycling as a way for children to get fit and maintain a healthy weight	
	Good	Very good
<i>TOTAL, PARENTS (18+)</i>	34%	60%
<i>mothers</i>	30	64
<i>fathers</i>	39	54
<i>25–44</i>	34	60
<i>mothers</i>	32	63
<i>fathers</i>	36	55
<i>45–64</i>	35	59
<i>mothers</i>	–	68
<i>fathers</i>	44	52
<i>TOTAL, CHILDREN (5–14)</i>	34	60
<i>boys</i>	33	60
<i>girls</i>	35	59
<i>5–9</i>	35	57
<i>boys</i>	32	59
<i>girls</i>	38	56
<i>10–14</i>	33	62
<i>boys</i>	35	61
<i>girls</i>	32	62
<i>REGION</i>		
<i>East</i>	–	54
<i>Newfoundland</i>	–	–
<i>Prince Edward Island</i>	–	–
<i>Nova Scotia</i>	–	–
<i>New Brunswick</i>	–	–
<i>Quebec</i>	27	69
<i>Ontario</i>	35	58
<i>West</i>	39	54
<i>Manitoba</i>	–	–
<i>Saskatchewan</i>	–	–
<i>Alberta</i>	–	–
<i>British Columbia</i>	41	53
<i>North</i>	–	61
<i>Yukon</i>	–	–
<i>Northwest Territories</i>	–	–
<i>Nunavut</i>	–	–
<i>PARENT'S ACTIVITY LEVEL</i>		
<i>High</i>	35	60
<i>Moderate</i>	26	67
<i>Low</i>	36	57
<i>Lowest</i>	44	49

– Data unavailable because of insufficient sample size.

Rating activities as beneficial for children: walking and bicycling (cont'd)

2003 Capacity study of physical activity awareness, CFLRI

	Walking and bicycling as a way for children to get fit and maintain a healthy weight	
	Good	Very good
PARENT'S EDUCATION LEVEL		
Less than secondary	44%	47%
Secondary	36	60
College	27	66
University	36	57
HOUSEHOLD INCOME		
< \$20,000	–	59
\$20,000–29,999	–	54
\$30,000–39,999	45	49
\$40,000–59,999	30	65
\$60,000–79,999	29	63
\$80,000–99,999	–	64
≥ \$100,000	37	57
PARENT'S EMPLOYMENT STATUS		
Full-time worker	35	58
Part-time worker	–	75
Unemployed	–	65
Homemaker	–	53
Student	–	–
Retired	–	–
COMMUNITY SIZE		
< 1,000	–	–
1,000–4,999	25	65
5,000–9,999	–	–
10,000–29,999	33	59
30,000–49,999	–	–
50,000–99,999	–	66
100,000–249,999	–	67
250,000–499,999	49	46
500,000–1,000,000	36	58
> 1,000,000	31	63
FAMILY COMPOSITION		
Living with a partner	35	58
Widowed, divorced, separated	25	69
Never married	–	64

– Data unavailable because of insufficient sample size.

Rating activities as beneficial for children: household chores

2003 Capacity study of physical activity awareness, CFLRI

	Doing household chores as a way for children to get fit and maintain a healthy weight	
	Good	Very good
<i>TOTAL, PARENTS (18+)</i>	50%	37%
<i>mothers</i>	48	40
<i>fathers</i>	53	32
<i>25–44</i>	49	39
<i>mothers</i>	47	43
<i>fathers</i>	52	32
<i>45–64</i>	53	32
<i>mothers</i>	53	30
<i>fathers</i>	54	33
<i>TOTAL, CHILDREN (5–14)</i>	50	37
<i>boys</i>	49	37
<i>girls</i>	51	36
<i>5–9</i>	47	36
<i>boys</i>	43	38
<i>girls</i>	51	34
<i>10–14</i>	52	37
<i>boys</i>	53	36
<i>girls</i>	51	39
<i>REGION</i>		
<i>East</i>	65	–
<i>Newfoundland</i>	–	–
<i>Prince Edward Island</i>	–	–
<i>Nova Scotia</i>	–	–
<i>New Brunswick</i>	–	–
<i>Quebec</i>	50	42
<i>Ontario</i>	46	39
<i>West</i>	52	31
<i>Manitoba</i>	–	–
<i>Saskatchewan</i>	–	–
<i>Alberta</i>	55	–
<i>British Columbia</i>	50	–
<i>North</i>	47	43
<i>Yukon</i>	–	–
<i>Northwest Territories</i>	–	–
<i>Nunavut</i>	–	–
<i>PARENT'S ACTIVITY LEVEL</i>		
<i>High</i>	50	37
<i>Moderate</i>	43	43
<i>Low</i>	52	34
<i>Lowest</i>	59	27

– Data unavailable because of insufficient sample size.

Rating activities as beneficial for children: household chores (cont'd)

2003 Capacity study of physical activity awareness, CFLRI

	Doing household chores as a way for children to get fit and maintain a healthy weight	
	Good	Very good
PARENT'S EDUCATION LEVEL		
Less than secondary	54%	37%
Secondary	48	44
College	49	40
University	52	28
HOUSEHOLD INCOME		
< \$20,000	–	–
\$20,000–29,999	53	37
\$30,000–39,999	51	37
\$40,000–59,999	48	42
\$60,000–79,999	50	38
\$80,000–99,999	49	–
≥ \$100,000	54	31
PARENT'S EMPLOYMENT STATUS		
Full-time worker	51	37
Part-time worker	49	41
Unemployed	–	–
Homemaker	54	–
Student	–	–
Retired	–	–
COMMUNITY SIZE		
< 1,000	–	–
1,000–4,999	50	40
5,000–9,999	–	–
10,000–29,999	48	37
30,000–49,999	–	–
50,000–99,999	–	–
100,000–249,999	41	54
250,000–499,999	53	–
500,000–1,000,000	51	34
> 1,000,000	49	35
FAMILY COMPOSITION		
Living with a partner	51	36
Widowed, divorced, separated	48	38
Never married	–	–

– Data unavailable because of insufficient sample size.