

One Quarter (25%) of Canadians Aged 25-65 Spend Less Than One Hour a Week Engaged in Physical Activity

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Convenient for Them Would Help Them Become
More Physically Active*

Public Release Date: Tuesday June 16, 2009, 6:00am EDT



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for Them Would Help Them Become More Physically Active*

Toronto, ON - According to a new Ipsos Reid poll conducted on behalf of the Canadian Chiropractic Association, one quarter (25%) of Canadians aged 25 to 65 spend less than one hour a week engaged in physical activity. In fact, 7% spend no time at all engaged in sports, exercise, running/jogging or walking. Further, four in ten (39%) spend one to three hours a week, one quarter (24%) spends four to six hours a week and 13% spend seven or more hours a week engaged in physical activity.

Nine in ten (87%) would like to be more physically active than they are now, and almost all 'agree' (84% strongly/14% somewhat) that 'physical activity is good for their health'.

One half (48%) of Canadians aged 25 to 65 'agree' (10% strongly/37% somewhat) that 'it's nearly impossible for them to find the time to exercise or go for a run', and eight in ten (80%) 'wish' (35% strongly/46% somewhat) that 'they could be more fit without having to spend so much time and energy to get to that point'. In a similar vein, eight in ten (79%) 'agree' (25% strongly/54% somewhat) that they 'often have the intention to engage in physical activity, but other things get in the way'. But 48% 'agree' (14% strongly/34% somewhat) that they 'just don't like working out'.

Leading an active lifestyle does more than simply help one's own body, but also one's own mind. Most (94%) Canadians 'agree' (61% strongly/34% somewhat) that 'being more fit would help them feel better' about themselves.

Thinking about what they consider to be the primary reason why they're not currently as physically active as they would like to be, 35% indicate that when they do have the time they're just too tired. Other reasons include a lack of time (23%), having nobody to be active with (12%), believing that it's too expensive for formal exercise training (9%) and not liking physical activity (5%). Two in ten (17%) say it's some other obstacle that keeps them from being physically active.

Turning to what would help them become more physically active, a majority (55%) says finding an activity that is convenient for them would do the trick, while 44% say finding an activity that they like to do would help them be more active. For others, having more money to spend on a gym, exercise classes or a personal trainer would help them (32%), while 18% are looking for more support from their family or friends. One in ten (10%) would like more support from outside organizations who promote physical health and fitness.

These are some of the findings of an Ipsos poll conducted on behalf of the Canadian Chiropractic Association from April 14 to 17, 2009. For this survey, a national sample of 1,025 adults aged 25-65 was interviewed online via the Ipsos I-Say Canadian Online Panel. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the Canadian adult population aged 25-65 according to Census data and to provide results intended to approximate the sample universe. An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points 19 times out of 20, of what the results would have been had the entire population of Canadians aged 25-65 been polled. All sample surveys

and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

Quebecers Most Likely To Spend Less than 60 Minutes a Week Being Physical, But Least Likely To Say They Dislike Working Out...

Thinking about the amount of physical activity they engage in during the course of one week, Quebecers (35%) are the most likely to say they spend less than one hour doing so, while those living in Saskatchewan and Manitoba (26%), Alberta (23%), Ontario (22%), Atlantic Canada (20%) and British Columbia (14%) are less likely to say they're active for less than one hour a week.

Interestingly, nine in ten (91%) Quebecers, second only to residents of Saskatchewan and Manitoba (93%), would like to be more physically active than they currently are. And despite reporting relatively low levels of physical activity, Quebecers are the least likely (40%) to 'agree' that they just don't like working out.

Gender Splits...

In many cases, men and women are not necessarily on the same page when it comes to physical activity:

- Men (40%) are more likely than women (33%) to spend more than four hours a week engaged in physical activity.
- Women (86%) are more likely than men (74%) to wish that they could be more fit without having to spend so much time and energy to get there.

- Women (52%) are more likely than men (44%) to say they just don't like working out.

Generational Divide...

In many cases, responses varied based on age:

- Interestingly, those aged 25-39 are most likely (90%) to say that they'd like to be more physically active, followed by those aged 40-49 (86%) and 50-65 (84%).
- Those aged 25-39 are most likely to 'strongly agree' (88%) that physical activity is good for their health, while those aged 40-49 (84%) and 50-65 (79%) are less likely to 'strongly agree'.
- Those aged 25-39 are by far the most likely to 'strongly agree' (45%) that they wish they could be more fit without having to spend so much time and energy to get there. Those aged 40-49 (28%) or 50-65 (29%) are much less likely to say the same.
- Those aged 25-39 are most likely to 'agree' (53%) that it's nearly impossible to find the time to exercise or to go for a run when compared to 40-49 year olds (47%) or those aged 50 to 65 (43%).
- Older Canadians (59%) are more likely than middle-aged (44%) or younger (41%) individuals to say that they just don't like working out.
- Seven in ten (70%) younger Canadians strongly agree that they'd feel better about themselves if they were more fit. Only 55% of those aged 40-49 and 56% of those aged 50-65 say the same.



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