



FINAL REPORT
***in motion* AWARENESS SURVEY**

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Prepared for:

Manitoba Healthy Living, Youth and Seniors

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Executive Summary

In motion is a province-wide program that encourages all Manitobans to do physical activity for daily health and enjoyment. *In motion* does public awareness campaigns and provides tools and resources to help individuals, families, communities, schools, and workplaces to identify barriers and plan ways for people to be more active. The program launched in October 2005. Manitoba Healthy Living, Youth and Seniors wanted to measure Manitobans' awareness of *in motion* and compare the results, where possible, to the 2008 *in motion* awareness survey.

PRA Inc. (Prairie Research Associates) was engaged to conduct an awareness survey of Manitoba adults, 16 or older. This research involved a general population telephone survey with 800 Manitobans, 479 Winnipeg residents and 321 non-Winnipeg residents. PRA called about 8,474 residents over the three-week period in March 2011. Potential respondents were somewhat cooperative; about 52% refused and, overall, 32% of households were willing to complete a survey.

Awareness of *in motion*

Most Manitobans are aware of information on the need to be physically active, and most report that they have heard more information about this now compared to two years ago.

About 8 Manitobans in 10 (79%) are aware of physical activity promotions, saying that they have recently heard, read, or seen something in this regard (this may or may not include information about *in motion*). Conversely, 21% report having not heard anything regarding the promotion of physical activity.

Manitobans have heard health messages such as general information about being active or more active (24%), specific information referring to children and physical activity (9%), information about the guidelines for physical activity (8%), or information about nutrition such as eating healthy, preventing obesity, and reading Canada's Food Guide (7%). Many of these are similar to the message intended by *in motion*. Manitobans most often heard, read, or saw promotion about physical activity through the media including on television (51%), in the newspaper (15%), or on the radio (8%).

Most Manitobans (66%) say that they are hearing more information now on the need for people to be physically active compared to two years ago, while few (4%) say that they have heard less information. There has been an increase in the proportion of Manitobans having heard more information on the need to be physically active, compared to 2008 (56%).

The name *in motion* is well known. Almost half of Manitobans (48%) report having heard of *in motion* based on the name alone, which is an increase from the 2008 results (40%). Another 9% say that they may have heard of the program. Among those Manitobans who recall *in motion* based on the name alone, most often heard, read, or saw the information through the media including on television (41%), in the newspaper (6%), and on the radio (4%).

They associate *in motion* with messages about being active in general, including most commonly get active or get more active (31%), get moving or get up and get moving (12%), and exercise or exercise more (8%). Others say that the main message was about the benefits of physical activity, including get active for health reasons or it's healthy (13%) or it's good/important for you (5%). Some Manitobans say that they heard general information about *in motion* (6%); knew the name, but nothing else (4%); or mentioned specifics such as *in motion* at the library (<1%).

In motion advertises at a number of professional sport events. About 1 in 3 Manitobans (35%) have attended at least one Winnipeg Blue Bombers, Winnipeg Goldeyes, or Manitoba Moose game in past years. Of the Manitobans who have attended at least one professional sport game, more than 1 in 5 (22%) recall seeing or hearing information or advertising about *in motion*.

Manitobans' activity levels

Manitobans claim to be quite active themselves and are aware of the amount of time adults and children need to be active to be healthy.

More than half of Manitobans (54%) perceive their own activity level as active or very active, with respondents reporting that they are active an average of 8 hours per week. The average number of minutes ranges from 0 to 120 minutes. About 6 Manitobans in 10 claim to meet the recommended daily level of physical activity of 30 to 60 minutes a day. On average, they say that adults should be physically active 52 minutes a day. Most (76%) gave responses within the 30- to 60-minute range. Not surprisingly, they believe that children should be more active than adults. For children who are 14 years or younger, Manitobans on average say they should be more physically active, an average of 91 minutes a day.

Almost all Manitobans (86%) believe that being physically active is very important to their overall health and well-being, with the key benefit being to their personal or physical health (37%) or feeling better or good (13%). Few (1%) say that it is not very important or not at all important to their health. These results are very similar to those from 2008.

Many Manitobans (23%) say that they have been more physically active compared to a year ago. Many more say they are no more active (57%) or less active (21%) than a year ago. These results are similar to the 2008 results, when 22% of Manitobans said they were more active and 24% said they were less active. Those who are more active say that it is because they want to be healthy (26%) or stay healthy, or lose weight (15%). Overall, about 1 in 5 (21%) say specifically that *in motion* played a part in influencing them to become more physically active.

About 3 Manitobans in 4 (73%) are not as active as they would like to be and report several barriers. The biggest barrier that prevents Manitobans from being physically active is related to having time or balancing other commitments and includes specific comments such as having a lack of time or being busy (27%), being busy with work or volunteering (21%), and children or family (12%). Other barriers often have to do with their attitudes or circumstances preventing physical activity, including not being motivated (20%), an injury or medical problem such as surgery (17%), or the weather (13%). Conversely, 26% say that they are as active as they would like to be.

The best method of getting information out to Manitobans on the importance of physical activity is through the media, including television and TV commercials (27%), the Internet or online (23%), or in the newspaper (11%).

While Manitobans claim to be quite physically active, most do not believe they are as active as they should be, suggesting that Manitobans continue to need reminders as to the importance of being physically active.

1.0 Introduction

Manitoba *in motion* is “a provincial strategy to help all Manitobans make physical activity part of their daily lives for health and enjoyment” (*in motion*, 2008). In April 2005, the *in motion* Research Committee conducted a baseline survey of the physical activity level of Manitobans. The strategy launched in October 2005. A provincial survey was conducted in 2008 to measure Manitoban’s awareness of *in motion*. For the current survey, Manitoba Healthy Living, Youth and Seniors wanted to measure Manitoban’s awareness of *in motion* again and compare the results, where possible, to the 2008 survey.

The Manitoba *in motion* strategy targets five groups: children, youth, adults, older adults, and families. PRA Inc. (Prairie Research Associates) was engaged to conduct an awareness survey of Manitoba adults, 16 or older.

2.0 Methodology

2.1 Questionnaire design

Building on the questionnaire used in 2008, PRA, in consultation with Manitoba Healthy Living, Youth and Seniors, designed a questionnaire. The questionnaire gathered information on six main respondent attributes:

- ▶ awareness of *in motion*
- ▶ knowledge of the recommended amount of physical activity
- ▶ current physical activity levels
- ▶ attitudes and beliefs toward physical activity
- ▶ intentions to change their current activity level
- ▶ previous physical activity behaviours

A final draft version of the questionnaire was then programmed into PRA’s computer-aided telephone interviewing (CATI) system for the pretest.

2.1.1 Pretesting

PRA conducted a pretest involving intensive review and testing of questions. The pretest took place on February 10 and February 28, 2011, at PRA’s Winnipeg office.

The initial part of the pretest involved:

- ▶ a general discussion about the purpose of the research
- ▶ a question-by-question review of the survey instrument and a discussion of the intent of each question
- ▶ pretest surveys with Manitobans
- ▶ a debrief of the results of the pretest, which resulted in some minor modifications to the questionnaire

The final version of the questionnaire is found in Appendix A.

2.2 Sampling method

2.2.1 Random digit dialling

PRA used Canada Survey Sampler to generate a random sample of telephone numbers. First, PRA generated a sample for all of Manitoba and then, using the postal code/RHA database supplied by the client, assigned each record to its appropriate Winnipeg/non-Winnipeg region.

The telephone sample generated comprises directory-listed telephone numbers and a smaller portion (approximately 15% for large urban areas) of telephone numbers not listed. The latter is created by randomly changing the last two digits of the telephone number (and checking against the listed database to ensure it does not already appear there). The resulting sample list is randomized before being loaded into the CATI survey form for calling.

2.2.2 Quotas

The goal was to complete 800 questionnaires with respondents living in various Manitoba geographic locations. The total number of surveys completed within Winnipeg was 479 and 321 were completed outside of the city.

Table 1 summarizes the population and sample in Winnipeg and outside of Winnipeg.

| | Population | | Sample (completed surveys) | |
|---------------------|------------|------|-------------------------------|------|
| | N | % | n | % |
| Winnipeg | 694,668 | 60% | 479 | 60% |
| Outside of Winnipeg | 453,733 | 40% | 321 | 40% |
| Total | 1,148,401 | 100% | 800 | 100% |

Source: Statistics Canada Catalogue no. 97-550-XWE2006002. Ottawa. Released March 13, 2007. Accessed March 29, 2011, <http://www12.statcan.ca/english/census06/data/popdwell/Table.cfm?T=202&SR=1&S=0&O=A&RPP=50&PR=46&CMA=0>

At the beginning of the questionnaire, we asked all respondents to tell us which age group the people in their household belong to. Since it is difficult to contact people in the youngest strata, if any 16- to 29-year-olds resided in the household, we asked to speak to them first. If that person was unavailable, we completed the survey with the person on the phone if they were willing.

2.3 Summary of methods

Of the 13,838 numbers loaded, PRA called about 8,474 over the three-week period. Potential respondents were somewhat co-operative; about 52% refused and, overall, 32% of households were willing to complete a survey. A complete list of the outcomes of all numbers dialled can be found in Appendix B.

Table 2 summarizes the methodology.

| | |
|------------------------|-----------------------------|
| Sampling method | Random sample |
| Survey method | Telephone |
| Total sample | n = 800 |
| Theoretical error rate | +/- 3.5% 19 times out of 20 |
| Pretest dates | February 10 and 28, 2011 |
| Survey dates | March 1 to 21, 2011 |

2.4 Demographic characteristics

Table 3 shows the estimated population overall in Manitoba based on age, gender, and income and compares it to the survey sample.

- ▶ Survey respondents are an average of 50 years old, with an age range of 16 to 91.
- ▶ More respondents are female (61%) than male (39%).
- ▶ For annual family income, 24% of the sample did not respond. The distribution of annual family income closely follows the population distribution.

| Table 3: Manitoba population – age, gender, income (unweighted) | | | | |
|--|-------------------|----------|---------------------------------------|----------|
| | Population | | Sample (completed surveys) | |
| | N | % | n | % |
| Age | | | | |
| 16 to 29 | 214,400 | 24% | 140 | 18% |
| 30 to 44 | 232,465 | 26% | 158 | 20% |
| 45 to 59 | 243,285 | 27% | 245 | 31% |
| 60 or older | 215,650 | 24% | 255 | 32% |
| Don't know/no response | - | - | 2 | <1% |
| Total population in Manitoba | 905,800 | 101% | 800 | 101% |
| Gender | | | | |
| Female | 466,945 | 52% | 488 | 61% |
| Male | 438,890 | 48% | 310 | 39% |
| No response | - | - | 2 | <1% |
| Total population in Manitoba | 905,835 | 100% | 800 | 100% |
| Annual family income | | | | |
| Under \$30,000 | 52,060 | 17% | 93 | 12% |
| \$30,000 to \$50,000 | 68,655 | 22% | 145 | 18% |
| \$50,000 to \$90,000 | 109,810 | 35% | 197 | 25% |
| Over \$90,000 | 79,590 | 26% | 172 | 22% |
| Don't know/no response | - | - | 193 | 24% |
| Total population in Manitoba | 310,115 | 100% | 800 | 101% |
| Source: Statistics Canada catalogue no. 97-551-XCB2006009. Ottawa. Released July 17, 2007. Accessed March 29, 2011, http://www12.statcan.gc.ca/english/census06/data/topics/Print.cfm?PID=88984&GID=837928&D1=0&D2=0&D3=0&D4=0&D5=0&D6=0 | | | | |
| Source: Statistics Canada catalogue no. 97-563-XCB2006023. Ottawa. Released May 1, 2008. | | | | |
| Note: Due to rounding, totals may not sum to 100%. | | | | |

Table 4 shows the demographics of survey respondents by education level, marital status, and whether there are children in household.

- ▶ Half of respondents (50%) have completed university, college, or technical school.
- ▶ Many respondents (57%) are married, 28% are single, and 7% are separated or divorced.
- ▶ About 1 in 3 respondents (32%) have at least one child in their household that is 5 to 17 years old.

| Table 4: Education, marital status, and children demographics | |
|--|----------------------|
| | % (n=800) |
| Education | |
| Less than high school | 14% |
| High school graduate | 18% |
| Some post-secondary/college/technical school | 18% |
| University/college/technical school graduate | 50% |
| No response | 1% |
| Marital status | |
| Married (including common law) | 57% |
| Single | 28% |
| Separated or divorced | 7% |
| Widowed | 6% |
| Other | <1% |
| No response | 1% |
| Children in the household | |
| Have at least one child 5 to 17 years old | 32% |
| Have at least one child 5 to 11 years old | 18% |
| Have at least one child 12 to 17 years old | 19% |
| No children 5 to 17 in household | 66% |
| No response | 2% |
| Note: Due to rounding, totals may not sum to 100%. | |

2.5 Weighting

The data presented in this report were weighted to correct for differences between the demographics of the sample and the Manitoba population. Tables presented are weighted unless otherwise stated.

In some cases, when the random sample produces a divergence from Canadian census data, we correct for slight discrepancies in gender, age, and income. For example, since men tend to refuse to participate more often than women, and since younger Manitobans are often more difficult to find at home, we re-weight the data to conform more closely to Statistics Canada information.

Since this technique assigns a percentage “weight” to a respondent, the number of weighted respondents may be slightly different from the total number interviewed.

3.0 Aware of *in motion* and other physical activity promotions

This section presents the results of the 2011 *in motion* Awareness Survey.

Results, where applicable, are compared to the 2008 survey results. However, it is important to note the sampling for the 2008 survey was not a general population survey, having specific age quotas in place. Therefore, caution should be used when directly comparing results.

3.1 Promotions about physical activity

We asked Manitobans if they had recently heard, read, or seen anything that promotes physical activity. In 2011, almost 8 in 10 (79%) Manitobans report they have heard, read, or seen something that promotes physical activity. Conversely, 1 respondent in 5 (21%) reports having not heard, read, or seen anything regarding the promotion of physical activity. Remember, this refers to anything promoting physical activity, not necessarily *in motion*.

Current results are similar to those from 2008, when 77% reported having heard, read, or seen something promoting physical activity. See Figure 1.

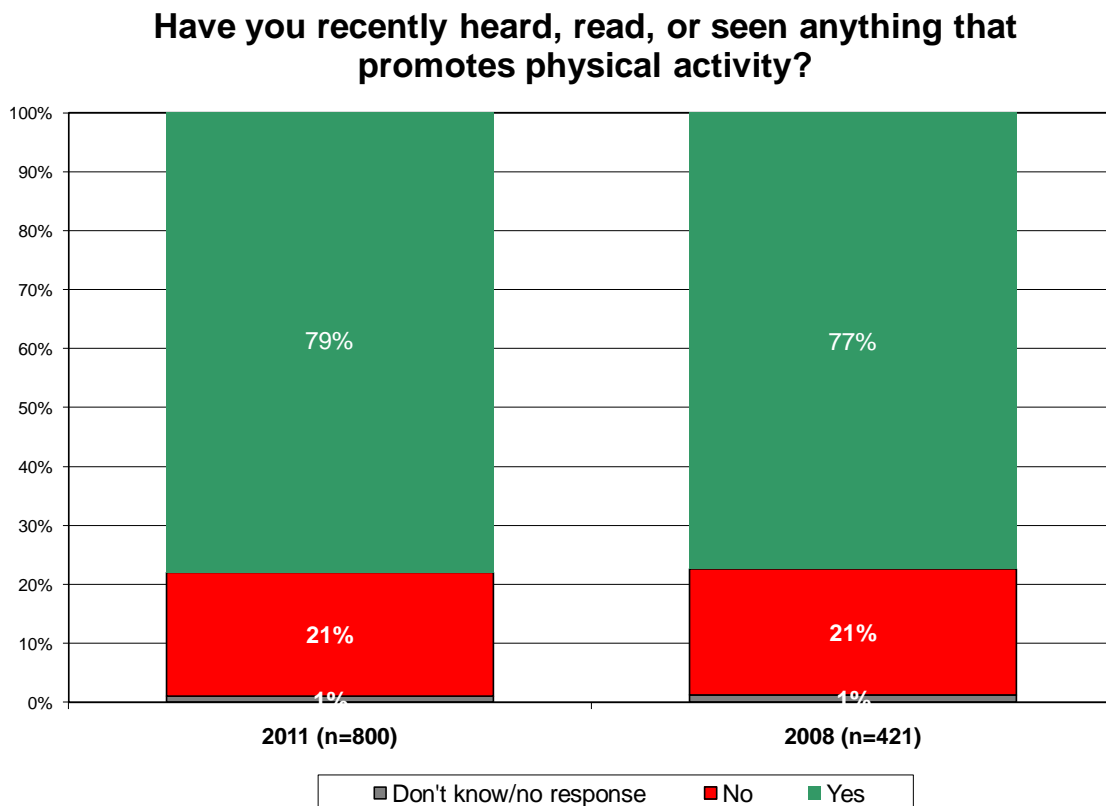


Figure 1

Table 5 provides a demographic profile of Manitobans who have recently heard, read, or seen something that promotes physical activity. Among our 2011 respondents:

- ▶ Women (87%) are more likely than men (71%) to have heard, read, or seen something.
- ▶ As income increases, so does respondent awareness of physical activity promotion. Those with household incomes under \$30,000 (61%) are least likely to be aware of such promotion, while those with household incomes over \$90,000 (88%) are most likely.

| Table 5: Profile of Manitobans who have heard, read, or seen something that promotes physical activity | |
|---|---|
| 2011 | Manitobans who had heard, read, or seen promotion % (n=800) |
| Overall | 79% |
| Gender | |
| Female | 87% |
| Male | 71% |
| Region | |
| Winnipeg | 79% |
| Rural | 79% |
| Age | |
| 16 to 29 | 76% |
| 30 to 44 | 79% |
| 45 to 59 | 82% |
| 60 and older | 78% |
| Income | |
| Under \$30,000 | 61% |
| \$30,000 to \$50,000 | 80% |
| \$50,000 to \$90,000 | 84% |
| Over \$90,000 | 88% |
| Children 5 to 17 in household | |
| Yes | 77% |
| No | 80% |
| Bolded values are a statistically significant difference. | |

3.1.1 Where information about physical activity was heard, read, or seen

We asked those Manitobans who recall hearing, reading, or seeing something that promotes physical activity where they specifically had heard, read, or seen it.¹ Table 6 presents a summary of the results. Among respondents, the most common responses include:

- ▶ Almost 3 in 4 (73%)² report hearing, reading, or seeing something that promotes physical activity through the media including on television (51%), in the newspaper (15%), and on the radio (8%).
- ▶ About 1 in 6 (16%)³ report hearing, reading, or seeing something that promotes physical activity through other methods including at school (7%) or at work (3%).

| Table 6: Where have you heard, read, or seen anything that promotes physical activity | |
|---|-------------------------------|
| <i>Have you recently heard, read, or seen anything that promotes physical activity? Please describe for me where and what you have recently heard, read, or seen.</i> | |
| | 2011 % (n=800) |
| Heard, read, or seen something | 79% |
| Where the information was heard, read, or seen | (n=631) |
| Through media | |
| TV (ad, program, or announcers promoting physical activity) | 51% |
| Newspaper (ad or article) | 15% |
| Radio (ad or program) | 8% |
| News (e.g., research study) | 7% |
| Magazine (ad or article) | 6% |
| Poster/booklet/pamphlet | 5% |
| Internet/websites (e.g., Facebook) | 4% |
| Ad on bus/bus board | 1% |
| Other place/media (e.g., cereal box, email) | 1% |
| Billboard | 1% |
| Through other means | |
| At or from school (e.g., flyer, newsletter, increase in physical education) | 7% |
| At or from work (e.g., work in area promoting physical activity, office signed up) | 3% |
| Through a specific organization (e.g., YMCA, program at university, Sport Manitoba, community organization, gym) | 2% |
| Word of mouth (e.g., friend, family, seniors' residence) | 2% |
| Presentation, workshop, university course/class | 2% |
| Health professional/hospital | 1% |
| Other | 6% |
| Don't know/no response | 3% |
| Note: Respondents could provide more than one answer. Totals may sum to more than 100%. | |

¹ It is important to note that the question was, "Where and what have you heard, read, and seen about *in motion*?" Therefore, not all respondents may have provided a response for both parts of the question.

² This is a net result where all multiple responses by respondents have been removed.

³ This is a net result where all multiple responses by respondents have been removed.

3.1.2 What respondents have heard, read, or seen about physical activity

We asked those Manitobans who recall hearing, reading, or seeing something that promotes physical activity what they had heard, read, or seen.⁴ Table 7 presents a summary of the results. The most common responses include health messages such as:

- ▶ general information about being active or more active (24%)
- ▶ specific information referring to children and physical activity (9%)
- ▶ information about the guidelines for physical activity (8%)
- ▶ information about nutrition such as eating healthy, preventing obesity, and reading Canada’s Food Guide (7%)

Respondents mention other programs such as ParticipACTION (7%) and CBC’s “Live Right Now.” Top of mind, about 3% of Manitobans mention that they heard, read, or saw something about *in motion*.

| Table 7: What have you heard, read, or seen that promotes physical activity | |
|---|-------------------------------|
| <i>Have you recently heard, read, or seen anything that promotes physical activity? Please describe for me where and what you have recently heard, read, or seen.</i> | |
| | 2011 % (n=800) |
| Heard, read, or seen something | 79% |
| What information was heard, read, or seen | (n=631) |
| Mentioned <i>in motion</i> | |
| <i>in motion</i> (general) | 2% |
| Workplace activity (office <i>in motion</i>) | 1% |
| Manitoba <i>in motion</i> /Winnipeg <i>in motion</i> | <1% |
| “Get Off the Couch” | <1% |
| Health messages | |
| Generally be active/more active (fit) | 24% |
| Specific reference to children | 9% |
| Specific guideline (e.g., data, guideline about how much activity) | 8% |
| Nutrition related (e.g., eat healthy, prevent obesity, read Canada’s Food Guide) | 7% |
| Specific benefit (e.g., good for health, live longer, helps immune system) | 5% |
| Other specified activities (e.g., jogging, biking, getting outdoors) | 4% |
| Specific disease (e.g., book, chronic disease group) | 4% |
| Walking (about walking) | 4% |
| Government ad/promotion | 3% |
| Get up/get moving/keep moving | 2% |
| Specific reference to seniors | 2% |
| Specific reference to family and family activities | 1% |
| Go to the gym/take classes | 1% |
| Other topics (e.g., women, watch sports on TV, community sports club) | 1% |
| Program promoting physical activity for everyone (all ages) | 1% |
| Commercial/ad (for gym or equipment) | <1% |
| Stretching/yoga | <1% |
| Other physical activity programs | |
| ParticipACTION (replaced ParticipACTION) | 7% |
| CBC “Live Right Now” | 4% |
| Leisure Guide (City of Winnipeg Leisure Guide) | 2% |
| Body Break (Hal and Joanne) | 1% |
| Walk around Manitoba (logging miles/km) | - |
| Other | 6% |
| Don’t know/no response | 3% |

Note: Respondents could provide more than one answer. Totals may sum to more than 100%.

⁴ It is important to note that the question was, “Where and what have you heard, read, and seen about *in motion*?” Therefore, not all respondents may have provided a response for both parts of the question.

3.2 Hearing more about the need for people to be physically active

We asked Manitobans if they have heard more, less, or about the same amount of information on the need for people to be physically active compared to two years ago. As shown in Figure 2, among Manitobans:

- ▶ Two in 3 (66%) say they have heard more information on the need for people to be physically active compared to two years ago.
- ▶ About 3 in 10 (29%) say they have heard about the same amount of information.
- ▶ Few (4%) say they have heard less information.

There has been an increase in the proportion of Manitobans who have heard more information about the need for physical activity, compared to 2008 when 56% reported the same. See Figure 2.

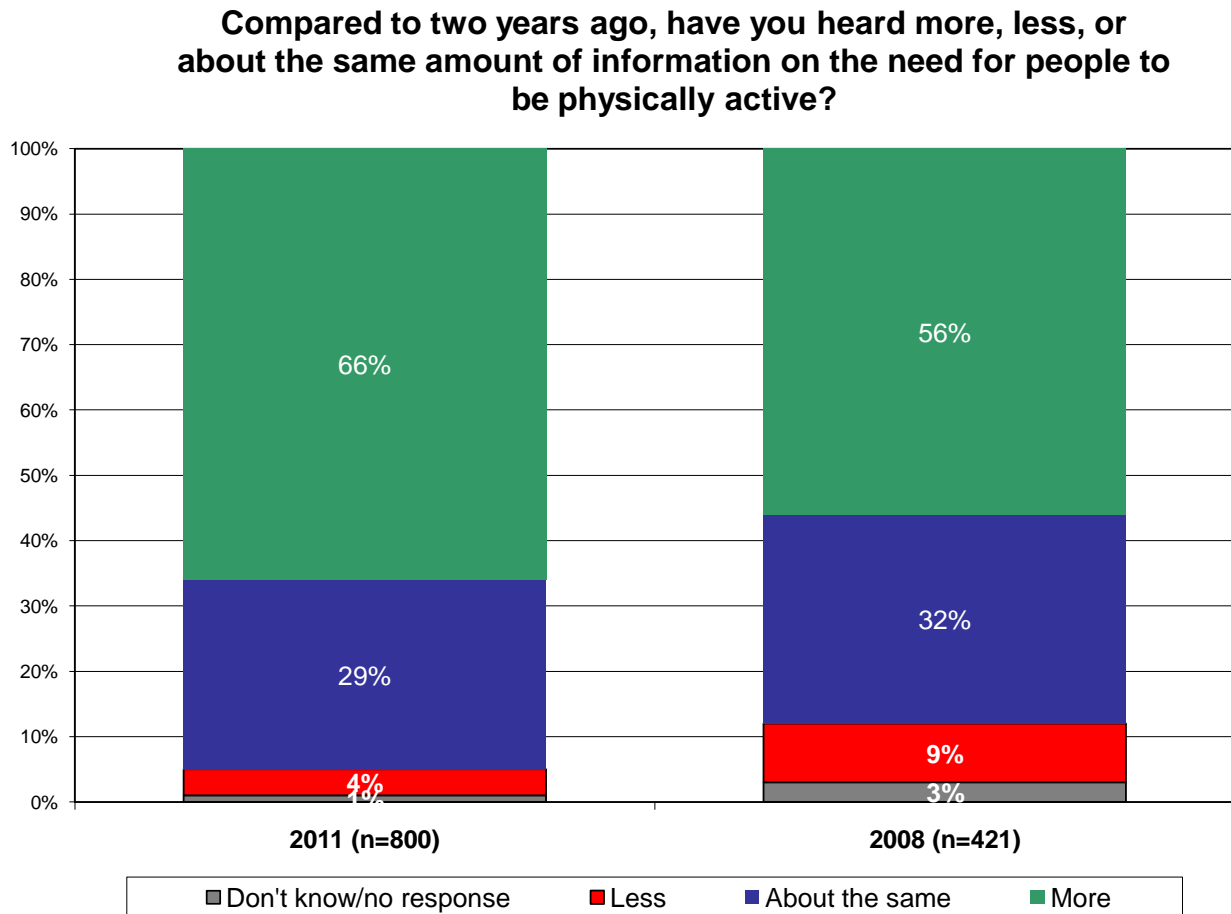


Figure 2

Table 8 provides a demographic profile of Manitobans who have heard more information about the need for people to be physically active. Regardless of gender, region, age, income, or children in the household, respondents are as likely to report hearing more information now compared to two years ago. There are no statistically significant differences among the demographic subgroups.

| Table 8: Profile of Manitobans who have heard more information about the need for people to be physically active | |
|---|---|
| 2011 | Manitobans who have heard more information % (n=800) |
| Overall | 66% |
| Gender | |
| Female | 71% |
| Male | 61% |
| Region | |
| Winnipeg | 65% |
| Rural | 68% |
| Age | |
| 16 to 29 | 64% |
| 30 to 44 | 62% |
| 45 to 59 | 65% |
| 60 and older | 72% |
| Income | |
| Under \$30,000 | 60% |
| \$30,000 to \$50,000 | 69% |
| \$50,000 to \$90,000 | 69% |
| Over \$90,000 | 63% |
| Children 5 to 17 in household | |
| Yes | 65% |
| No | 67% |
| Bolded values are a statistically significant difference. | |

3.3 Recall of *in motion*

We asked Manitobans if they had heard of a program called *in motion*. Based on the name alone:

- ▶ Almost half of Manitobans (48%) report having heard of the program.
- ▶ Another 1 in 10 (9%) say they may have heard of the program.
- ▶ Conversely, about 4 in 10 (41%) say they have not heard of *in motion* (see Figure 3).

In 2011, more Manitobans (48%) recall the *in motion* program compared to 2008 (40%).

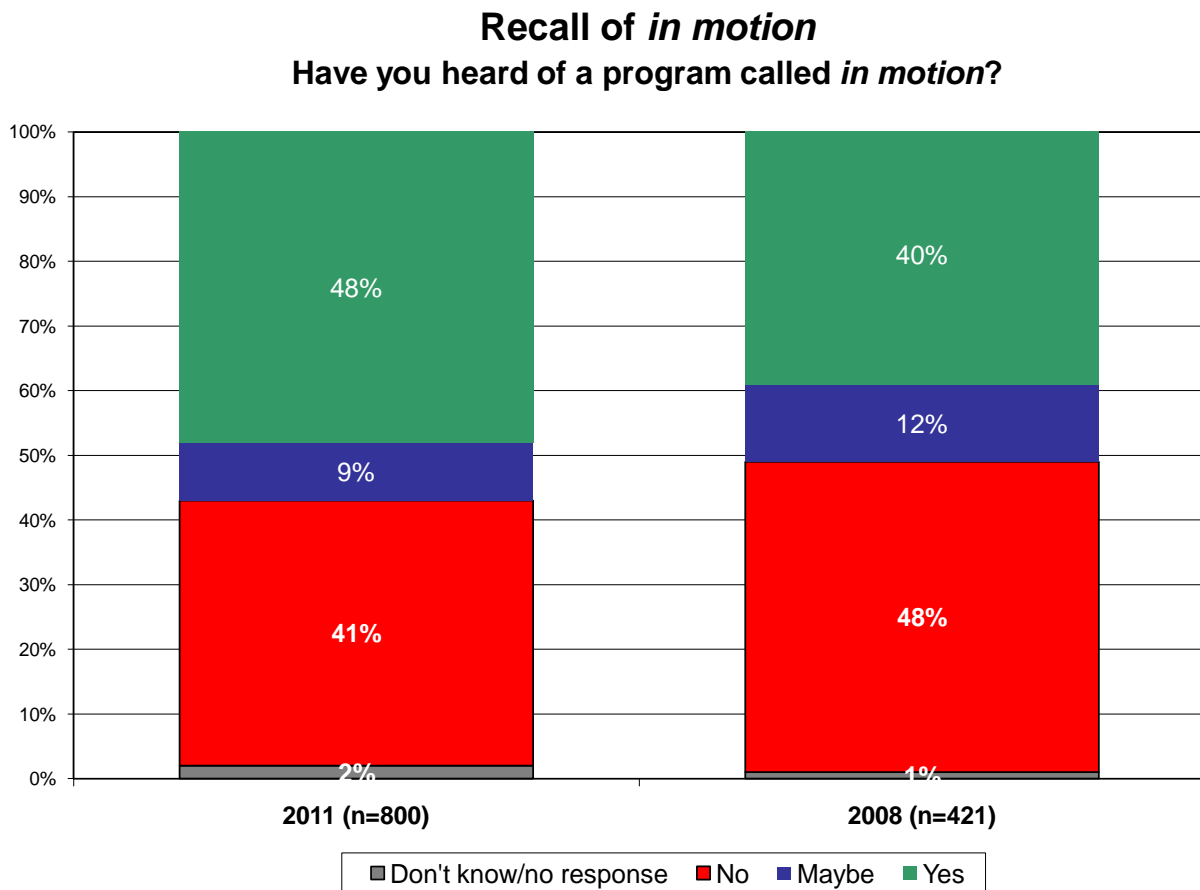


Figure 3

Table 9 provides a demographic profile of Manitobans who recall the program *in motion*.

- ▶ Women are more likely than men to recall *in motion* unaided.

There are no other statistically significant differences among the demographic subgroups.

| Table 9: Profile of Manitobans who recall <i>in motion</i> | |
|---|---|
| 2011 | Manitobans who recall <i>in motion</i> % (n=800) |
| Overall | 48% |
| Gender | |
| Female | 56% |
| Male | 40% |
| Region | |
| Winnipeg | 49% |
| Rural | 46% |
| Age | |
| 16 to 29 | 41% |
| 30 to 44 | 55% |
| 45 to 59 | 54% |
| 60 and older | 42% |
| Income | |
| Under \$30,000 | 37% |
| \$30,000 to \$50,000 | 47% |
| \$50,000 to \$90,000 | 48% |
| Over \$90,000 | 54% |
| Children 5 to 17 in household | |
| Yes | 49% |
| No | 48% |
| Bolded values are a statistically significant difference. | |

3.3.1 Where heard, read, or seen about *in motion*

We asked those Manitobans who recall *in motion*, where they had heard, read, or seen about the program.⁵ Table 10 presents a summary of the results. Among respondents, the most common responses include:

- ▶ Almost 6 in 10 (57%)⁶ report hearing, reading, or seeing about *in motion* through the media including on television (41%), in the newspaper (6%), and on the radio (4%).
- ▶ One in 10 (10%)⁷ report hearing, reading, or seeing about *in motion* through other means including at school (3%) or at work (3%).

| Table 10: Where it was heard, read, or seen – based on name alone | |
|--|-------------------|
| <i>Have you heard of a program called in motion?</i> | |
| <i>Where and what have you heard, read, or seen?</i> | |
| | 2011 % |
| Heard of a program called <i>in motion</i> | (n=800) |
| Yes | 48% |
| Maybe | 9% |
| Where the information was heard, read, or seen | (n=456) |
| Through media | |
| TV (ad, programs, and announcers promoting physical activity) | 41% |
| Newspaper (ad or article) | 6% |
| Radio (ad or program) | 4% |
| Poster/booklet/pamphlet | 3% |
| News (e.g., research study) | 3% |
| Magazine (ad or article) | 2% |
| Internet/websites (e.g., Facebook) | 2% |
| Saw logo/slogan | 2% |
| Billboard | 2% |
| Ad on bus/bus board | 1% |
| Other place/media (e.g., cereal box, email) | 1% |
| Through other means | |
| At or from school (e.g., flyer, newsletter, increase in physical education) | 3% |
| At or from work (e.g., work in area promoting physical activity, office signed up) | 3% |
| Presentation, workshop, university course/class | 2% |
| Through a specific organization (e.g., YMCA, program at university, Sport Manitoba, community organization, gym) | 1% |
| Word of mouth (e.g., friend, family, seniors' residence) | 1% |
| Health professional/hospital | <1% |
| Other | 5% |
| Don't know/no response | 26% |

Note: Respondents could provide more than one answer. Totals may sum to more than 100%.

⁵ It is important to note that the question was, “Where and what have you heard, read, and seen about *in motion*?” Therefore, not all respondents may have provided a response for both parts of the question.

⁶ This is a net result where all multiple responses by respondents have been removed.

⁷ This is a net result where all multiple responses by respondents have been removed.

3.3.2 What heard, read, or seen about *in motion*

We asked those Manitobans who recall *in motion* unaided, what they had heard, read, or seen about the program.⁸ The most common responses include:

- ▶ General information about *in motion* (6%), know the name but nothing else (4%), or mention specifics such as *in motion* at the library (<1%).
- ▶ Others associate it with information about being active or being more active (18%), a specific activity (e.g., walking or walking more often [5%]), or a specific group (e.g., references to children [3%]).

Table 11 presents a summary of the results.

| Table 11: What was heard, read, or seen – based on name alone | |
|--|-------------------|
| <i>Have you heard of a program called in motion?</i> | |
| <i>Where and what have you have heard, read, or seen?</i> | |
| | 2011 % |
| Heard of a program called <i>in motion</i> | (n=800) |
| Yes | 48% |
| Maybe | 9% |
| What information was heard, read, or seen | (n=456) |
| Described/mentioned <i>in motion</i> | |
| <i>in motion</i> (general) | 6% |
| Recognize name/no other recall | 4% |
| Manitoba <i>in motion</i> /Winnipeg <i>in motion</i> | 1% |
| <i>in motion</i> at the library (Fridays at the Millennium Library) | <1% |
| Health message | |
| General be active/more active (fit) | 18% |
| Walking (about walking) | 5% |
| Other specific activities (e.g., jogging, biking, outdoors) | 3% |
| Specific reference to children | 3% |
| Get up/get moving/keep moving | 3% |
| Specific benefit (e.g., good for health, live longer, helps immune system) | 2% |
| Nutrition related (e.g., eat healthy, prevent obesity, read Canada's Food Guide) | 2% |
| Specific guideline (e.g., data, guideline about how much activity) | 1% |
| Specific reference to family and family activities | 1% |
| Program promoting physical activity for everyone (all ages) | 1% |
| Specific reference to seniors | 1% |
| Associated with other physical activity programs | |
| Leisure Guide (City of Winnipeg Leisure Guide) | 1% |
| ParticipACTION (replaced ParticipACTION) | 1% |
| Wrong <i>in motion</i> (wheels/joints) | <1% |
| Body Break (Hal and Joanne) | <1% |
| CBC "Live Right Now" | <1% |
| Walk around Manitoba (logging miles/km) | - |
| Other | |
| Government ad/promotion | 3% |
| Other | 6% |
| Don't know/no response | 22% |

Note: Respondents could provide more than one answer. Totals may sum to more than 100%.

⁸

It is important to note that the question was, "Where and what have you heard, read, and seen about *in motion*?" Therefore, not all respondents may have provided a response for both parts of the question.

3.3.3 Main message of *in motion*

We asked those Manitobans who recall *in motion*, to identify the main message of what they saw, read, or heard about the program. Table 12 presents a summary of the results. Among respondents:

- ▶ Almost 6 in 10 (57%)⁹ say the main message is about activity in general including most commonly:
 - get active or get more active (31%)
 - get moving or get up and get moving (12%)
 - exercise or exercise more (8%)

- ▶ More than 1 in 5 (22%)¹⁰ say the main message is about the benefits of physical activity including:
 - get active for health reasons or it's healthy (13%)
 - it's good/important for you (5%)

- ▶ Less than 1 in 10 say the main message is about the specific guidelines for physical activity (6%) or other physical activity promotions (4%).

⁹

This is a net result where all multiple responses by respondents have been removed.

¹⁰

This is a net result where all multiple responses by respondents have been removed.

| Table 12: Main message of <i>in motion</i> – based on name alone | |
|--|--|
| <i>What was the main message you took from what you saw, read, or heard about in motion?</i> | |
| | Manitobans who have heard of <i>in motion</i> (n=456) % |
| General activity messages | 60% |
| Get active/more active | 31% |
| Get moving/get up and get moving (keeping moving, get in motion) | 12% |
| Exercise/get more exercise | 8% |
| Can do a variety of activities/any type of activity | 5% |
| Develop a healthy lifestyle/make physical activity part of daily life | 4% |
| Get kids more active | 4% |
| For fitness, get fit/in shape | 3% |
| Walk (walk more often) | 3% |
| It's for everyone/all ages | 2% |
| Specifically mention families or family activities | 2% |
| Get outside | 1% |
| It's not hard, it's easy, simple things | 1% |
| Can do anywhere, at desk, etc. | 1% |
| Benefits of physical activity | 22% |
| Get active for health reasons, it's healthy | 13% |
| It's good for you/important | 5% |
| For benefits of physical activity | 3% |
| Prevents disease | 2% |
| To prevent obesity, combat obesity, weight | <1% |
| Reduction in medical costs | <1% |
| To feel better | - |
| Specific physical activity guidelines | 8% |
| Participate in daily activity, every day | 5% |
| Specifically mention children (60 minutes per day) | 2% |
| Any is better than none | 1% |
| Other time frames | <1% |
| Active three times per week | - |
| Other physical activity promotion | 4% |
| Get off the couch | 3% |
| Eat healthy | 1% |
| Other | |
| Government campaign to promote activity | 1% |
| We are lazy/sedentary/inactive | 1% |
| Inappropriate answer (did not answer the question correctly) | 1% |
| Other | 4% |
| Don't know/no response | 22% |

Note: Respondents could provide more than one answer. Totals may sum to more than 100%.

3.4 Aided recall of *in motion*

We provided all respondents with the following description of *in motion*:

As you may know, in motion is a province-wide program that encourages all Manitobans to do physical activity for daily healthy and enjoyment. In motion does public awareness campaigns and provides tools and resources to help individuals, families, communities, schools, and workplaces to identify barriers and plan ways for people to be more active.

We then asked if they have seen, heard, or read anything about *in motion*, based on this description. About 4 Manitobans in 10 (41%) are aware of *in motion*, which is slightly lower than awareness of the name itself. (Obviously, for some the *in motion* they were thinking of does not mesh with this description.)

As shown in Figure 4, these results are similar to those in 2008.

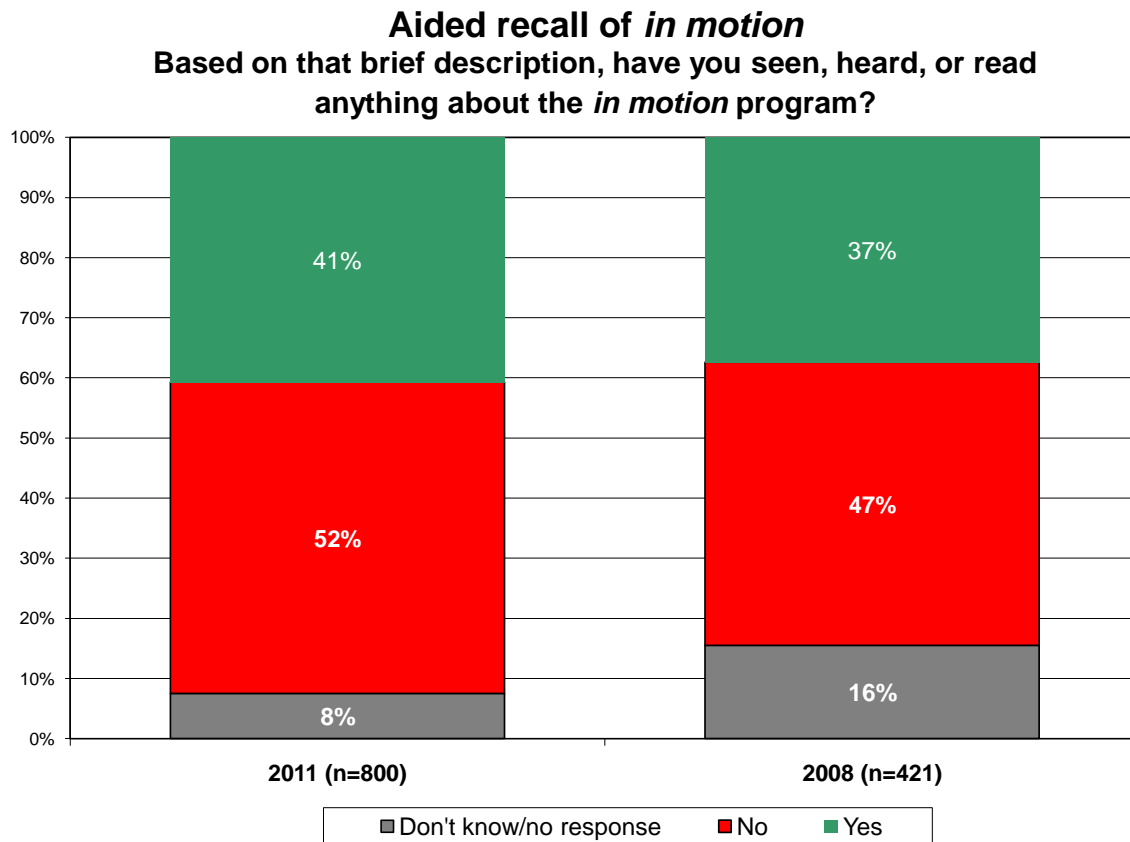


Figure 4

Table 13 provides a demographic profile of Manitobans who are aware of *in motion* after they are provided with a description of the program.

- ▶ As was the case with the name alone, women are more likely than men to be aware of *in motion* when it is described.

There are no other statistically significant differences among the demographic subgroups.

| Table 13: Profile of Manitobans aware of <i>in motion</i> based on the description | |
|---|---|
| 2011 | Manitobans aware of <i>in motion</i> % (n=800) |
| Overall | 41% |
| Gender | |
| Female | 48% |
| Male | 33% |
| Region | |
| Winnipeg | 43% |
| Rural | 38% |
| Age | |
| 16 to 29 | 40% |
| 30 to 44 | 41% |
| 45 to 59 | 47% |
| 60 and older | 35% |
| Income | |
| Under \$30,000 | 24% |
| \$30,000 to \$50,000 | 45% |
| \$50,000 to \$90,000 | 41% |
| Over \$90,000 | 48% |
| Children 5 to 17 in household | |
| Yes | 42% |
| No | 40% |

Bolded values are a statistically significant difference.

When comparing the aided recall of the program to the recall of the program name alone (see Table 14), we find:

- ▶ Most Manitobans (77%) who say they are aware of *in motion* are also aware after they heard the program description. Conversely, most Manitobans (64%) who say they were unaware of *in motion* in the unaided recall question are also unaware after the description.
- ▶ About 3 in 10 Manitobans (28%) who say they have heard of *in motion*, say the description is not the *in motion* they were thinking of.
- ▶ About 1 in 10 Manitobans (10%) who say they did not recognize the name *in motion* are actually aware of *in motion* after they were read the description.

| Table 14: Profile of Manitobans aware of <i>in motion</i> | | | |
|--|--|--------------|------------|
| 2011 | Recall of <i>in motion</i> name % (n=800) | | |
| | Yes | Maybe | No |
| Recall <i>in motion</i> after description | | | |
| Yes | 77% | 11% | 10% |
| No | 28% | 6% | 64% |

Bolded values are a statistically significant difference.

3.4.1 Where heard, read, or seen about *in motion*

We asked those Manitobans who are aware of *in motion*, where they had heard, read, or seen about the program.¹¹ Table 15 presents a summary of the results. Among respondents, the most common responses include:

- ▶ Almost 2 in 3 (64%)¹² report hearing, reading, or seeing about *in motion* through the media including on television (46%), in the newspaper (13%), and in a poster, booklet, or pamphlet (4%).
- ▶ More than 1 in 10 (13%)¹³ report hearing, reading, or seeing about *in motion* through other means such as at school (6%) or work (3%).

| Table 15: Where the information was heard, read, or seen – with description | |
|--|-------------------------------|
| <i>Based on that brief description, have you seen, heard, or read anything about the in motion strategy? Where and what have you heard, read, or seen about in motion?</i> | |
| | 2011 % (n=800) |
| Heard, read, or seen something | 41% |
| Where the information was heard, read, or seen | (n=326) |
| Through media | |
| TV (ad, programs, announcers promoting physical activity) | 46% |
| Newspaper (ad or article) | 13% |
| Poster/booklet/pamphlet | 4% |
| Radio (ad or program) | 3% |
| News (e.g., research study) | 3% |
| Internet/websites (e.g., Facebook) | 3% |
| Billboard | 3% |
| Ad on bus/bus board | 2% |
| Magazine (ad or article) | 2% |
| Other place/media (e.g., cereal box, email) | 2% |
| Saw logo/slogan | 1% |
| Through other means | |
| At or from school (e.g., flyer, newsletter, increase in physical education) | 6% |
| At or from work (e.g., work in area promoting physical activity, office signed up) | 3% |
| Word of mouth (e.g., friend, family, seniors' residence) | 1% |
| Through a specific organization (e.g., YMCA, program at university, Sport Manitoba, community organization, gym) | 1% |
| Health professional/hospital | 1% |
| Presentation, workshop, university course/class | 1% |
| Inappropriate answer (did not answer the question correctly) | 2% |
| Recognize name/no other recall | 1% |
| Other | 6% |
| Don't know/no response | 10% |
| Note: Respondents could provide more than one answer. Totals may sum to more than 100%. | |

¹¹ It is important to note that the question was, "Where and what have you heard, read, and seen about *in motion*?" Therefore, not all respondents may have provided a response for both parts of the question.

¹² This is a net result where all multiple responses by respondents have been removed.

¹³ This is a net result where all multiple responses by respondents have been removed.

3.4.1 What heard, read, or seen about *in motion*

We asked those Manitobans who are aware of *in motion* based on the description, what they had heard, read, or seen about the program.¹⁴ Table 16 presents a summary of the results.

The most common responses are about a health message:

- ▶ be active or more active (21%)
- ▶ information about walking or walking more (5%) or other activities (3%)
- ▶ specific information about children and physical activity (5%)
- ▶ information about the specific benefits of physical activity such as good for health, living longer, and helps immune system (5%)

| Table 16: What information was heard, read, or seen – with description | |
|--|-------------------------------|
| <i>Based on that brief description, have you seen, heard, or read anything about the in motion strategy? Where and what have you heard, read, or seen about in motion?</i> | |
| | 2011 % (n=800) |
| Heard, read, or seen something | 41% |
| What information was heard, read, or seen | (n=326) |
| Mentioned <i>in motion</i> | |
| <i>in motion</i> (general) | 5% |
| Recognize name and description but no other recall | 1% |
| Manitoba <i>in motion</i> /Winnipeg <i>in motion</i> | <1% |
| Workplace activity (office <i>in motion</i>) | <1% |
| “Get Off the Couch” | <1% |
| Health message | |
| General be active/more active (fit) | 21% |
| Walking (about walking) | 5% |
| Specific reference to children | 5% |
| Specific benefit (e.g., good for health, live longer, helps immune system) | 5% |
| Other specific activities (e.g., jogging, biking, outdoors) | 3% |
| Nutrition related (e.g., eat healthy, prevent obesity, read Canada’s Food Guide) | 2% |
| Specific guideline (e.g., data, guideline about how much activity) | 2% |
| Get up/get moving/keep moving | 2% |
| Specific reference to family and family activities | 2% |
| Specific reference to seniors | 1% |
| Program promoting physical activity for everyone (all ages) | 1% |
| Other physical activity program | |
| ParticipACTION (replaced ParticipACTION) | <1% |
| Leisure Guide (City of Winnipeg Leisure Guide) | <1% |
| Other | |
| Government ad/promotion | 1% |
| Specific disease (e.g., book, chronic disease group) | 1% |
| Other | 6% |
| Don’t know/no response | 12% |
| Note: Respondents could provide more than one answer. Totals may sum to more than 100%. | |

¹⁴

It is important to note that the question was, “Where and what have you heard, read, and seen about *in motion*?” Therefore, not all respondents may have provided a response for both parts of the question.

3.5 Awareness of *in motion* at professional sporting events

Over the past two years, *in motion* has been promoted and advertised at Winnipeg Blue Bombers, Winnipeg Goldeyes, and Manitoba Moose games. Advertising has included video board commercials, public address announcements, signs, posters, displays, and activity breaks such as the wave, pitching change, and “Get Up and Move.”

We asked Manitobans if they had attended any professional sports events in the past year. Those who attended at least one game were asked if they recall seeing or hearing information or advertising about *in motion*.

In total, more than 1 in 3 Manitobans (35%) have attended at least one Blue Bomber, Goldeyes, or Moose game in the past years. Younger Manitobans (16 to 44 years old), Winnipeg residents, and those with higher household incomes (\$50,000 or more) are the most likely to have attended at least one professional sporting game.

Of the Manitobans who have attended at least one professional sporting game, more than 1 in 5 (22%) recall seeing or hearing information or advertising about *in motion*.

Table 17: Attended a professional sporting event in the past year
In the past years, have you attended any of the following professional sports: the Winnipeg Blue Bombers, the Winnipeg Goldeyes, or the Manitoba Moose?
While at these professional sporting events, do you recall seeing or hearing any information or advertising about in motion?

| | 2011 % |
|--|----------------|
| Attended a professional sporting event in the past year* | (n=800) |
| Attended at least one Blue Bombers, Goldeyes, or Moose game) | 35% |
| Attended Manitoba Moose game(s) | 22% |
| Attended Winnipeg Blue Bombers game(s) | 19% |
| Attended Winnipeg Goldeyes game(s) | 15% |
| No, did not attend any games | 65% |
| Don't know/no response | <1% |
| Recall seeing/hearing information or advertising about <i>in motion</i> at professional sporting events | (n=283) |
| Yes | 22% |
| No | 72% |
| Don't know/no response | 6% |

* Note: Respondents could provide more than one answer. Totals may sum to more than 100%.

Table 18 provides a demographic profile of Manitobans who have seen or heard information or advertising about *in motion* at a professional sporting game.

- ▶ Those who are aware of *in motion* (31%) are more likely than those who are not aware (12%) to have seen or heard information about the program at a professional sporting game.

There are no other statistically significant differences among the demographic subgroups.

| Table 18: Profile of Manitobans who have seen/heard information or advertising about <i>in motion</i> at a professional sporting game | |
|--|---|
| | Those who have seen/heard information or advertising at professional sporting game % (n = 283) |
| Overall | 22% |
| Gender | |
| Female | 28% |
| Male | 19% |
| Region | |
| Winnipeg | 22% |
| Rural | 23% |
| Age | |
| 16 to 29 | 21% |
| 30 to 44 | 27% |
| 45 to 59 | 23% |
| 60 and older | 15% |
| Income | |
| Under \$30,000 | 15% |
| \$30,000 to \$50,000 | 16% |
| \$50,000 to \$90,000 | 23% |
| Over \$90,000 | 26% |
| Children 5 to 17 in household | |
| Yes | 23% |
| No | 23% |
| Aware of <i>in motion</i> | |
| Yes | 31% |
| No | 12% |
| Bolded values are a statistically significant difference. | |

4.0 Knowledge of guidelines for physical activity

Two questions were asked to determine Manitobans' knowledge of the guidelines regarding number of minutes per day both adults and children should be physically active.

4.1 Guidelines for daily physical activity for adults

We asked Manitobans to report how many minutes a day an adult should be physically active. For adults, the Canada Physical Activity Guide (CPAG) recommends from 30 to 60 minutes daily depending on the intensity. On average, Manitobans say adults should be physically active 52 minutes a day with the number of minutes ranging from 4 to 660 minutes. In total, 609 respondents or 76% gave responses within the 30 to 60 minutes range. As shown in Table 19, among Manitobans:

- ▶ Nearly half (46%) report the number of minutes to be 30 or under including 8% who say 20 minutes or less.
- ▶ About 4 in 10 (38%) say 31 to 60 minutes per day.
- ▶ One in 10 (10%) say 61 or more minutes per day, including 2% who say more than 120 minutes.

While the average number of minutes that Manitobans report is similar over time when comparing the current results to 2008, there is an increase in the proportion of Manitobans who say over 30 minutes in 2011 (48%) compared to 2008 (40%).

| Table 19: Minutes per day an adult should be physically active | | |
|---|-------------------------------|-------------------------------|
| <i>As far as you know, how many minutes a day should an adult be physically active?</i> | | |
| | 2011 % (n=800) | 2008 % (n=421) |
| 20 minutes or less | 8% | 13% |
| 21 to 30 minutes | 38% | 42% |
| 31 to 60 minutes | 38% | 29% |
| 61 to 120 minutes | 8% | 7% |
| More than 120 minutes | 2% | 4% |
| Don't know/no response | 6% | 5% |
| Total | 100% | 100% |
| Average number of minutes | 52 | 50 |
| Median number of minutes | 40 | 30 |

Table 20 provides a demographic profile of Manitobans by the average number of minutes an adult should be physically active. There are no statistically significant differences among the demographic subgroups.

| Table 20: Profile of Manitobans by the average number of minutes they say an adult should be physically active | |
|---|--|
| 2011 | Average number of minutes an adult should be active per day (n=800) |
| Overall | 52 |
| Gender | |
| Female | 51 |
| Male | 52 |
| Region | |
| Winnipeg | 47 |
| Rural | 59 |
| Age | |
| 16 to 29 | 54 |
| 30 to 44 | 50 |
| 45 to 59 | 48 |
| 60 and older | 54 |
| Income | |
| Under \$30,000 | 60 |
| \$30,000 to \$50,000 | 50 |
| \$50,000 to \$90,000 | 52 |
| Over \$90,000 | 42 |
| Children 5 to 17 in household | |
| Yes | 54 |
| No | 51 |
| Aware of <i>in motion</i> | |
| Yes | 52 |
| No | 51 |
| Bolded values are a statistically significant difference. | |

4.2 Guidelines for daily physical activity for children 14 or younger

We asked Manitobans to report how many minutes a day a child 14 or younger should be physically active. For children, the CPAG recommends 60 minutes of daily activity. On average, Manitobans are more likely to say that children should be more active than adults. For children 14 years or younger, respondents say, on average, they should be physically active 91 minutes a day. As shown in Table 21, among Manitobans:

- ▶ About 1 in 10 (12%)¹⁵ report 30 minutes or less including 3% who say 20 minutes or less.
- ▶ More than 4 in 10 (44%) say 31 to 60 minutes per day, including 39% who report children should be active 60 minutes a day.
- ▶ One in 3 (33%) say 61 minutes or more per day, including 11% who say more than 120 minutes.

¹⁵

Due to rounding, this proportion is 12% not 13% as it appears to be in Table 21 when categories are summed.

The average number of minutes that Manitobans report is similar over time when comparing the current results to 2008. Although, more Manitobans (44%) in 2011 than in 2008 (33%) provide a range of 31 to 60 minutes.

| Table 21: Minutes per day a child, 14 years or younger, should be physically active <i>How many minutes a day should a child, 14 years or younger, be physically active?</i> | | |
|--|-------------------------------|-------------------------------|
| | 2011 % (n=800) | 2008 % (n=421) |
| 20 minutes or less | 3% | 5% |
| 21 to 30 minutes | 10% | 13% |
| 31 to 60 minutes | 44% | 33% |
| 61 to 120 minutes | 22% | 22% |
| More than 120 minutes | 11% | 11% |
| Don't know/no response | 12% | 16% |
| Total | 102% | 100% |
| Average number of minutes | 91 | 89 |
| Median number of minutes | 60 | 60 |

Note: Due to rounding, totals may not sum to 100%.

Table 22 provides a demographic profile of Manitobans by the average number of minutes they think a child 14 or younger should be physically active. There are no statistically significant differences among the demographic subgroups.

| Table 22: Profile of Manitobans by the average number of minutes they say a child 14 years old or younger should be physically active | |
|--|---|
| 2011 | Average number of minutes a child 14 or younger should be active per day (n=800) |
| Overall | 91 |
| Gender | |
| Female | 86 |
| Male | 95 |
| Region | |
| Winnipeg | 85 |
| Rural | 99 |
| Age | |
| 16 to 29 | 85 |
| 30 to 44 | 77 |
| 45 to 59 | 94 |
| 60 and older | 109 |
| Income | |
| Under \$30,000 | 111 |
| \$30,000 to \$50,000 | 90 |
| \$50,000 to \$90,000 | 88 |
| Over \$90,000 | 74 |
| Children 5 to 17 in household | |
| Yes | 79 |
| No | 98 |
| Aware of in motion | |
| Yes | 84 |
| No | 96 |

Bolded values are a statistically significant difference.

4.3 Physical activity benefits and participation

4.3.1 Importance of being physically active

We asked Manitobans to rate how important they think being physically active is to their overall health and well-being. Table 23 presents a summary of the results.

- ▶ Most Manitobans (86%) rate being physically active as very important to their overall health and well-being.
- ▶ More than 1 in 10 (13%) say it is somewhat important to their health and well-being.
- ▶ About 1% say it is not very important or not at all important to their health.

Results in 2011 are very similar to those from 2008.

| Table 23: Importance of being physically active to overall health and well-being | | |
|---|-------------------------------|-------------------------------|
| <i>How important would you say being physically active is to your overall health and well-being? Would you say it is very important, somewhat important, not very important, or not at all important?</i> | | |
| | 2011 % (n=800) | 2008 % (n=421) |
| Very important | 86% | 85% |
| Somewhat important | 13% | 13% |
| Not very important | 1% | 1% |
| Not at all important | <1% | <1% |
| Don't know/no response | <1% | <1% |
| Total | 100% | 99% |
| Note: Due to rounding, totals may not sum to 100%. | | |

Table 24 provides a demographic profile of Manitobans who say that being physically active is very important to their overall health and well-being. There are no statistically significant differences among the demographic subgroups.

| Table 24: Profile of Manitobans who say that being physically activity is very important to their overall health and well-being | |
|--|--|
| 2011 | Manitobans who say very important % (n=800) |
| Overall | 86% |
| Gender | |
| Female | 88% |
| Male | 85% |
| Region | |
| Winnipeg | 86% |
| Rural | 88% |
| Age | |
| 16 to 29 | 83% |
| 30 to 44 | 87% |
| 45 to 59 | 89% |
| 60 and older | 86% |
| Income | |
| Under \$30,000 | 79% |
| \$30,000 to \$50,000 | 86% |
| \$50,000 to \$90,000 | 90% |
| Over \$90,000 | 89% |
| Children 5 to 17 in household | |
| Yes | 87% |
| No | 86% |
| Aware of <i>in motion</i> | |
| Yes | 89% |
| No | 85% |
| Bolded values are a statistically significant difference. | |

4.3.2 Most important benefit of being physically active

We asked Manitobans to report what the most important benefit of being physically active is to them. As shown in Table 25, among Manitobans:

- ▶ About 7 in 10 say general benefits such as health or physical benefits (37%), feeling better or good (13%), and benefits for motor ability or being active (9%).
- ▶ Nearly 4 in 10 say there are benefits such as having more energy or less fatigue (11%), weight control (10%), and having a better fitness level (8%).
- ▶ One in 10 say there are benefits to their health such as cardiovascular and heart health (5%) and prevention of specific diseases (4%).

The results in 2011 are similar to 2008, although in 2011, fewer Manitobans say it makes them feel better or good (13% in 2011 compared to 19% in 2008) and for the mental health benefits (7% in 2011 compared to 14% in 2008).

| Table 25: Personal benefits of being physically active | | |
|---|-------------------------------|-------------------------------|
| <i>Thinking about your own situation, what is the most important benefit to you of being physically active?</i> | | |
| Benefits | 2011 % (n=800) | 2008 % (n=421) |
| General benefits | | |
| Health or physical benefits | 37% | 32% |
| Feel better/good | 13% | 19% |
| Benefits for motor ability/do activities/job | 9% | 5% |
| Mental health benefits (e.g., mental, emotional, feel better about self) | 7% | 14% |
| Better quality of life/well-being/happy | 5% | 1% |
| Mobility/joint benefits (e.g., better flexibility, mobility, looser, less pain) | 5% | 8% |
| Cognitive benefits (e.g., good for mind/brain, more alert) | 4% | 4% |
| Other physical benefits (e.g., breath better, sleep better, more rested) | 2% | 2% |
| Social benefits (e.g., getting out/with family, better romance, more dates) | 2% | 2% |
| Benefits to appearance (e.g., look better/better physique) | 2% | 3% |
| Fitness/energy benefits | | |
| More energy, endurance, less fatigue | 11% | 14% |
| Weight control (e.g., prevent obesity, maintenance, slimmer) | 10% | 15% |
| Better fitness/shape | 8% | 5% |
| Related to aging (e.g., live longer, feel or stay younger, be independent) | 7% | 9% |
| Relieves/reduces stress | 3% | - |
| Better strength/muscle tone | 2% | 3% |
| Walking ability (e.g., walk, move better, keep walking) | 2% | 3% |
| Health benefits | | |
| Cardiovascular/heart health | 5% | 8% |
| Prevents specific diseases (e.g., illness, colds) | 4% | 7% |
| Controls or lowers blood pressure/cholesterol | 2% | 3% |
| Helps specific diseases/illnesses (e.g., aids recovery from surgery, physical disability) | 1% | 4% |
| Enjoyment/fun | 1% | 2% |
| Children specific (e.g., children's health, role model) | 1% | 1% |
| Reduces costs (e.g., personal and public, less personal medical expenses) | 1% | 1% |
| Not applicable (can't be active, disabled) | <1% | 2% |
| Inappropriate answer (did not answer the question correctly) | - | 1% |
| Other | 2% | - |
| Don't know/no response | 4% | 4% |

Note: Respondents could provide more than one answer. Totals may sum to more than 100%.

4.4 Perceived levels of being physically active

To determine Manitobans’ perceived physical activity levels, we asked respondents how physically active they are. As shown in Figure 5, among Manitobans:

- ▶ More than half report they are at least active, including 16% who say very active.
- ▶ About 1 in 3 (35%) say they are somewhat active.
- ▶ About 1 in 10 (11%) say they are somewhat inactive or inactive, including 4% who say they are inactive.

When comparing results over time, it appears little has changed. In 2011 (54%) and 2008 (55%) a slim majority report being active or very active and few (11% in 2011 and 10% in 2008) report being somewhat inactive or inactive. While there appears to be a slight decrease in those who are very active, it is important to note that this difference may be due to the differences in sampling as the 2008 survey had a larger proportion of younger respondents.

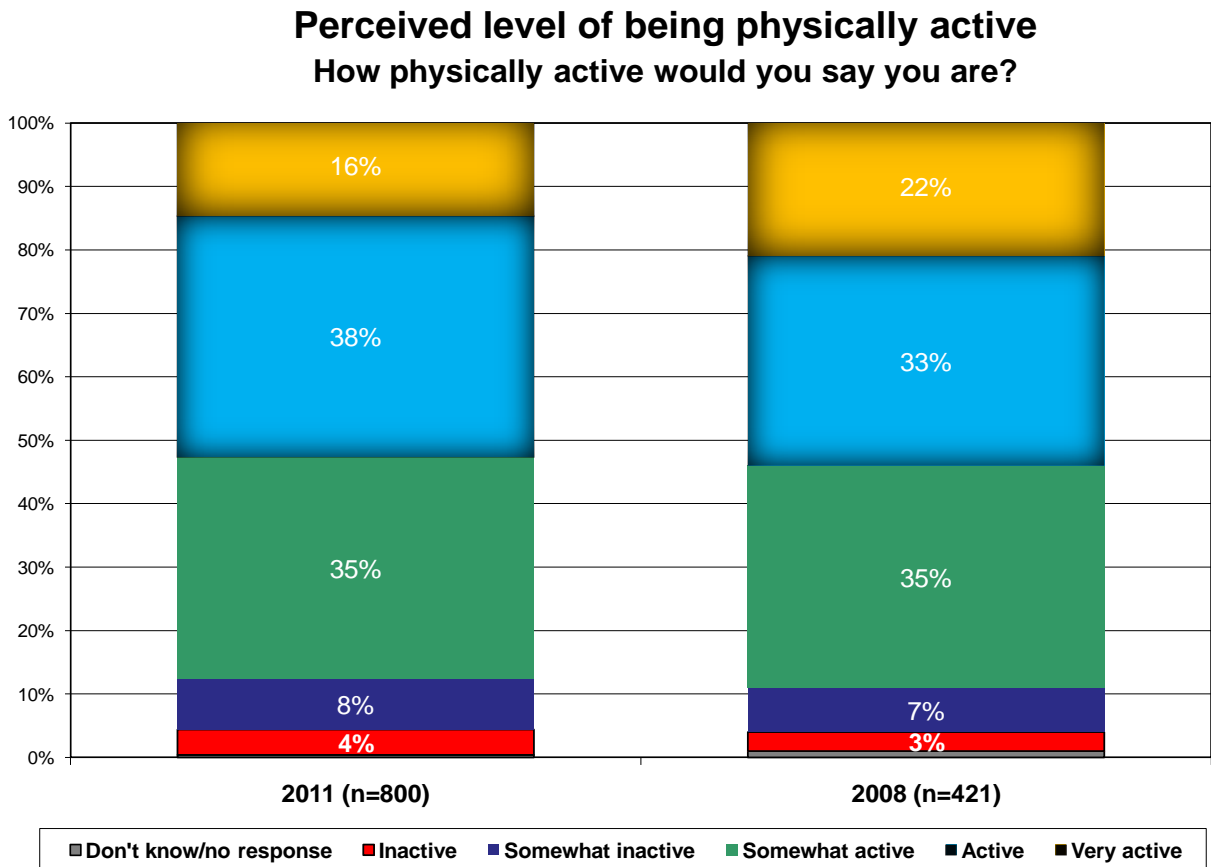


Figure 5

Table 26 provides a demographic profile of Manitobans who say they are active or very active. There are no statistically significant differences among the demographic subgroups, although as might be expected younger respondents appear more likely to be active or very active.

| Table 26: Profile of Manitobans who perceive themselves to be at least active | |
|--|--|
| 2011 | Manitobans who are active/very active % (n=800) |
| Overall | 54% |
| Gender | |
| Female | 47% |
| Male | 60% |
| Region | |
| Winnipeg | 54% |
| Rural | 53% |
| Age | |
| 16 to 29 | 65% |
| 30 to 44 | 53% |
| 45 to 59 | 49% |
| 60 and older | 48% |
| Income | |
| Under \$30,000 | 39% |
| \$30,000 to \$50,000 | 55% |
| \$50,000 to \$90,000 | 53% |
| Over \$90,000 | 58% |
| Children 5 to 17 in household | |
| Yes | 58% |
| No | 51% |
| Aware of <i>in motion</i> | |
| Yes | 58% |
| No | 41% |
| Bolded values are a statistically significant difference. | |

4.5 Number of hours per week of being physically active

We asked Manitobans to estimate the number of hours in a typical week they are physically active. We provided them with the following definition:

By physically active, we mean activity that causes an increase in your breathing, heartbeat, and/or body temperature.

Manitobans report being physically active an average of 8 hours per week, with the number of hours ranging from 0 to 120. More specifically:

- ▶ About 1 in 5 are physically active for two or less hours per week, including 10% that report being active for 1 or less hours.
- ▶ More than half are physically active for more than two to eight hours per week. This includes 8% who say seven hours a week, which averages to one hour per day.
- ▶ More than 1 in 5 are physically active for more than 8 hours a week, including 8% who say more than 21 hours per week.

These findings suggest that about 6 respondents in 10 meet the recommended daily level of physical activity of 30 to 60 minutes a day.

| Table 27: Number of hours of being physically active in a typical week <i>Thinking about a typical week, how many minutes or hours are you physically active? By physically active we mean activity that causes an increase in your breathing, heartbeat, and/or body temperature.</i> | |
|--|-------------------------------|
| Per week | 2011 % (n=800) |
| 1 hour or less | 10% |
| More than 1 hour to 2 hours | 12% |
| More than 2 hours to 4 hours | 23% |
| More than 4 hours to 8 hours | 28% |
| More than 8 hours to 21 hours | 14% |
| More than 21 hours | 8% |
| Don't know/no response | 5% |
| Total | 100% |
| Average number per week | 8.1 hours |
| Median number per week | 5.0 hours |

Table 28 provides a demographic profile of Manitobans by the average number of hours per week they are physically active. There are no statistically significant differences among the demographic subgroups, which is perhaps surprising. Those 16 to 29 are, on average, no more active than those who are older.

| Table 28: Profile of Manitobans by the average number of hours per week they are physically active | |
|---|--|
| 2011 | Average number of hours per week they are physically active (n=800) |
| Overall | 8.1 |
| Gender | |
| Female | 7.0 |
| Male | 9.3 |
| Region | |
| Winnipeg | 7.5 |
| Rural | 9.2 |
| Age | |
| 16 to 29 | 8.0 |
| 30 to 44 | 8.7 |
| 45 to 59 | 7.9 |
| 60 and older | 7.8 |
| Income | |
| Under \$30,000 | 9.0 |
| \$30,000 to \$50,000 | 9.5 |
| \$50,000 to \$90,000 | 7.9 |
| Over \$90,000 | 6.8 |
| Children 5 to 17 in household | |
| Yes | 9.2 |
| No | 7.6 |
| Aware of in motion | |
| Yes | 7.5 |
| No | 8.7 |

Bolded values are a statistically significant difference.

4.6 Current level of physical activity compared to a year ago

We asked Manitobans if they were more physically active, less physically active, or about the same compare to a year ago. As shown in Figure 6:

- ▶ Almost 1 in 4 (23%) say they are more physically active.
- ▶ Less than 6 in 10 (57%) say they have about the same level of activity as a year ago.
- ▶ About 1 in 5 (19%) say they are less physically active.

The 2011 results are similar to 2008 with 22% of Manitobans saying they were more active and 24% saying they are less active.

Compared to a year ago, would you say you are more physically active, less physically active, or about the same?

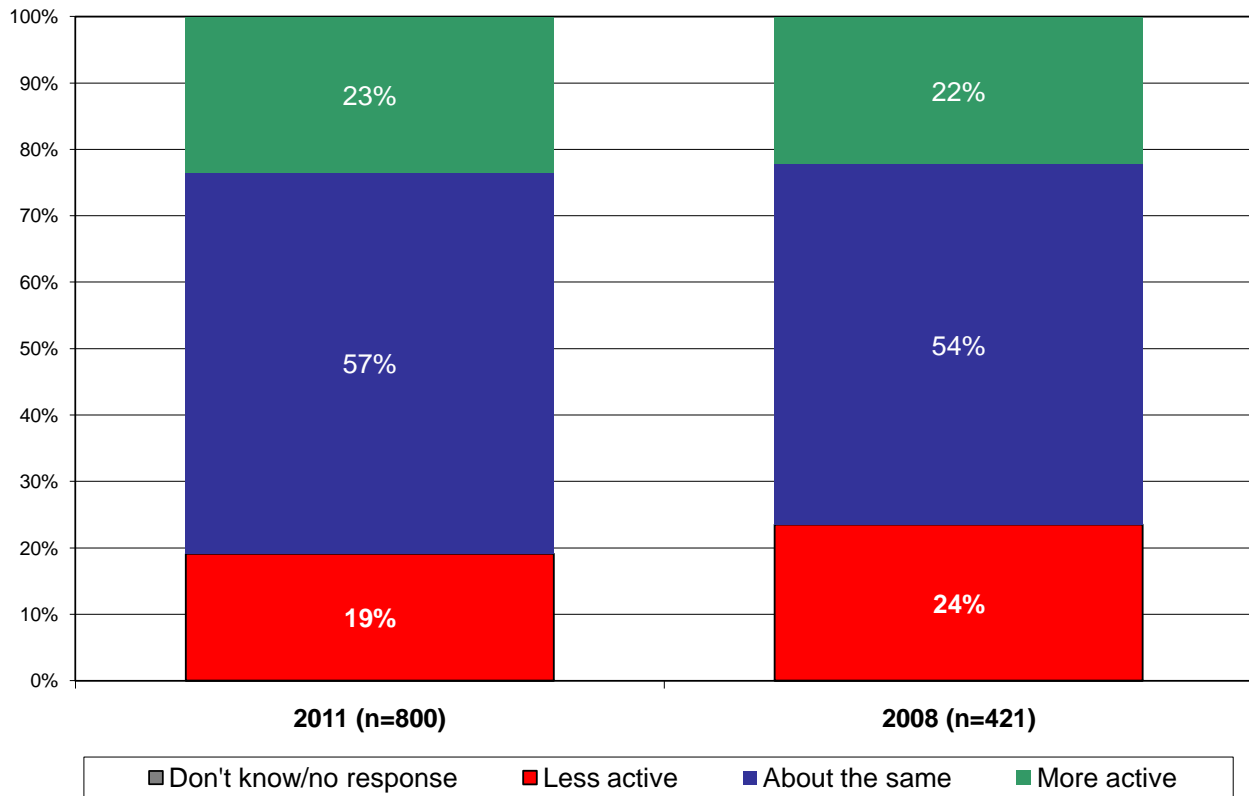


Figure 6

Table 29 provides a demographic profile of Manitobans who say they are more or less physically active now compared to a year ago. Among Manitobans who are more or less active:

- ▶ Those 60 years or older are least likely to say they are more active now compared to a year ago and are most likely to say they are less active.
- ▶ Households with children 5 to 17 are more likely than households without children in that age range to say they are more physically active compared to a year ago and less likely to say they are less active.

There are no other statistically significant differences among the demographic subgroups.

| Table 29: Profile of Manitobans who are more or less physically active now compared to a year ago | | |
|--|---|--------------------|
| | All Manitobans % (n=800) | |
| | More active | Less active |
| Overall | 23% | 19% |
| Gender | | |
| Female | 27% | 19% |
| Male | 19% | 19% |
| Region | | |
| Winnipeg | 25% | 20% |
| Rural | 21% | 18% |
| Age | | |
| 16 to 29 | 32% | 19% |
| 30 to 44 | 28% | 18% |
| 45 to 59 | 21% | 14% |
| 60 and older | 12% | 26% |
| Income | | |
| Under \$30,000 | 15% | 22% |
| \$30,000 to \$50,000 | 20% | 21% |
| \$50,000 to \$90,000 | 28% | 18% |
| Over \$90,000 | 25% | 17% |
| Children 5 to 17 in household | | |
| Yes | 32% | 15% |
| No | 19% | 21% |
| Aware of <i>in motion</i> | | |
| Yes | 24% | 20% |
| No | 23% | 19% |

Bolded values are a statistically significant difference.

4.7 Encouraging people to be more physically active

We asked those Manitobans who report being more physically active now than a year ago, what encourages people to be more physically active. As shown in Table 30, the most common causes include:

- ▶ About 1 in 4 say they are more physically active because they want to be healthy, stay healthy, or get healthy (26%).
- ▶ More than 1 in 10 are more active because they want to lose weight/have gained weight (15%) or their children or grandchildren (13%) make them more active.

We also explicitly asked whether *in motion* played a part in influencing them to become more active. One in 5 (21%) of those who report being more physically active than a year ago, say it played a role.

| Table 30: Encourages people to be more physically active <i>What encourages you to be more physically active than a year ago?</i> <i>Has in motion played a part in influencing you to become more active?</i> | |
|---|---|
| 2011 | Manitobans who are more active compared to a year ago % (n=187) |
| Want to be healthy/stay healthy/get healthy (e.g., heart condition, arthritis, recovery from injuries, diabetes) | 26% |
| <i>in motion</i> | 21% |
| Want to lose weight/gained weight | 15% |
| Children/grandchildren | 13% |
| Getting older – want to look after self | 9% |
| Was unable last year (e.g., surgery, injury, pregnancy) | 7% |
| Have more time | 7% |
| Joined exercise group/class (e.g., yoga, gym) | 6% |
| Better informed | 6% |
| Work/job | 5% |
| Change in personal life/lifestyle (e.g., have a partner, quit smoking, quit drinking) | 4% |
| Feel better/overall well-being | 4% |
| Want to be physically fit | 4% |
| Have a dog/got a new dog | 3% |
| Trying harder/getting better at it/it's a priority | 2% |
| Benefits to appearance | 1% |
| Other | 5% |
| Don't know/no response | 2% |

Note: Respondents could provide more than one answer. Totals may sum to more than 100%.

Table 31 provides a demographic profile of Manitobans who say *in motion* has encouraged them to be more physically active compared to a year ago. Not surprisingly, those who have heard of *in motion* (37%) are more likely than those who have not (10%) to say *in motion* has encouraged them to be more active.

There are no other statistically significant differences among the demographic subgroups.

| Table 31: Profile of Manitobans who are more physically active than a year ago who say <i>in motion</i> has encouraged this increase | |
|---|--|
| | Manitobans who are more active compared to a year ago % (n=187) |
| Overall | 21% |
| Gender | |
| Female | 28% |
| Male | 11% |
| Region | |
| Winnipeg | 20% |
| Rural | 24% |
| Age | |
| 16 to 29 | 11% |
| 30 to 44 | 28% |
| 45 to 59 | 19% |
| 60 and older | 34% |
| Income | |
| Under \$30,000 | 54% |
| \$30,000 to \$50,000 | 28% |
| \$50,000 to \$90,000 | 14% |
| Over \$90,000 | 21% |
| Children 5 to 17 in household | |
| Yes | 19% |
| No | 24% |
| Aware of <i>in motion</i> | |
| Yes | 37% |
| No | 10% |

Bolded values are a statistically significant difference.

4.8 Satisfied with their current level of physical activity

We asked Manitobans to think about their current activity level and indicate whether they are as physically active as they want to be. As shown in Figure 7:

- ▶ About 1 in 4 (26%) say they are as active as they would like to be.
- ▶ Conversely, about 3 in 4 (73%) say they are not as active as they would like to be.

The 2011 results are similar to the results from 2008 when 23% of Manitobans indicated this.

Thinking about your current activity level, are you as physically active as you want to be?

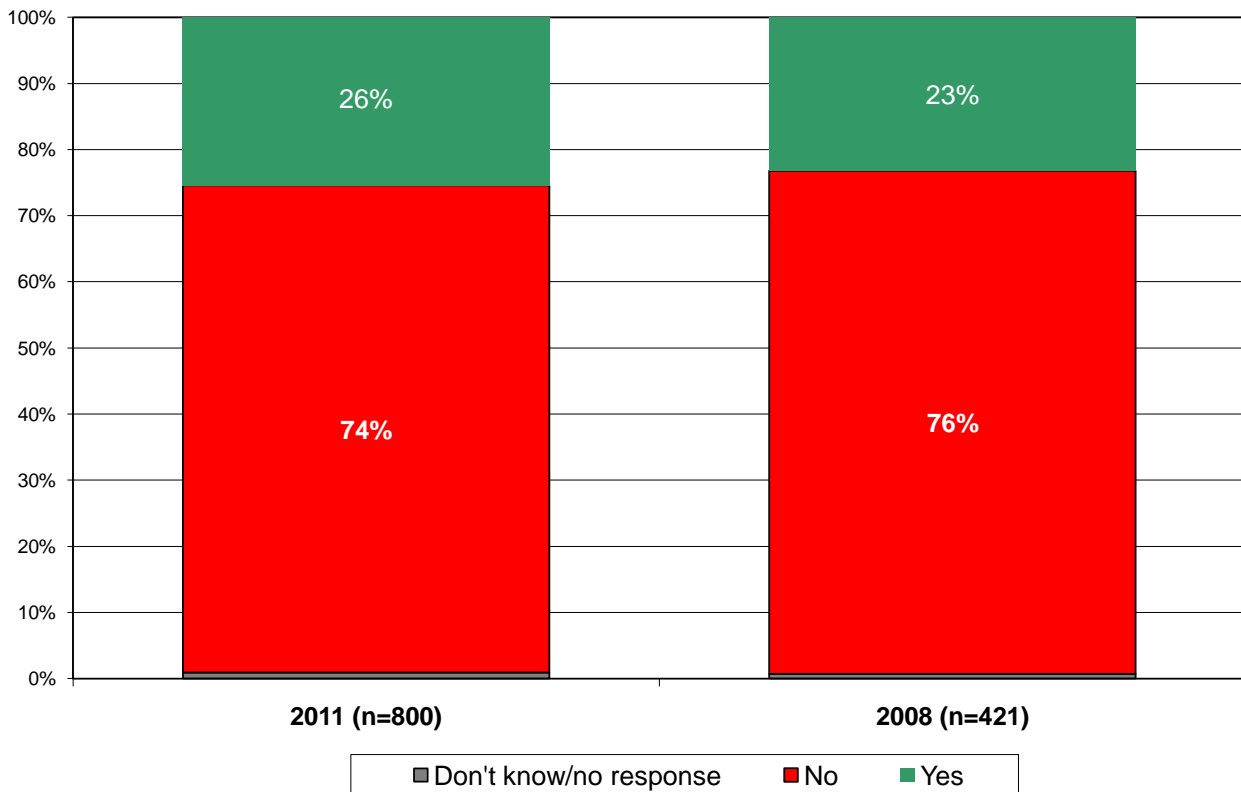


Figure 7

Table 32 provides a demographic profile of Manitobans who indicate they are as physically active as they want to be.

- ▶ Manitobans who are 16 to 29 years old are most likely to say they are as active as they would like to be compared to all other age cohorts, while those 30 to 44 are least likely.

There are no other statistically significant differences among the demographic subgroups.

| Table 32: Profile of Manitobans who are as physically active as they want to be | |
|--|---|
| | All Manitobans % (n=800) |
| Overall | 26% |
| Gender | |
| Female | 22% |
| Male | 31% |
| Region | |
| Winnipeg | 26% |
| Rural | 27% |
| Age | |
| 16 to 29 | 39% |
| 30 to 44 | 17% |
| 45 to 59 | 23% |
| 60 and older | 27% |
| Income | |
| Under \$30,000 | 24% |
| \$30,000 to \$50,000 | 25% |
| \$50,000 to \$90,000 | 24% |
| Over \$90,000 | 23% |
| Children 5 to 17 in household | |
| Yes | 29% |
| No | 26% |
| Aware of <i>in motion</i> | |
| Yes | 26% |
| No | 27% |

Bolded values are a statistically significant difference.

4.8.1 Reasons for not being as physically active as want to be

Manitobans who report they are not as physically active as they want to be were asked to explain what prevents them from doing so. The most common reasons include not having time or balancing other commitments.

- ▶ lack of time/busy (27%)
- ▶ busy with work or volunteering (21%)
- ▶ children or family (12%)

Other barriers often have to do with their attitudes or circumstances that prevent more physical activity. These include:

- ▶ not motivated (20%)
- ▶ injury or medical problem such as surgery (17%)
- ▶ weather (13%)

These and other reasons are shown in Table 33.

| Table 33: Prevents people from being as physically active as they want to be | |
|---|---|
| <i>What prevents you from being as physically active as you would like to be?</i> | |
| Reasons that prevent people | Manitobans who are not as active as they want to be % (n=582) |
| Time/other commitments | |
| Lack of time/busy (e.g., the day isn't long enough, not enough time) | 27% |
| Work/volunteering (e.g., too demanding, busy season) | 21% |
| Kids/family (e.g., household commitments, peers) | 12% |
| School (e.g., exam time, too many assignments) | 5% |
| Attitudes/motivation | |
| Not motivated (e.g., lazy, procrastinate, tired, don't feel like it) | 20% |
| Age (e.g., I'm too old, if I were younger) | 3% |
| Accessibility (e.g., lack of facilities in the community, lack of transportation) | 2% |
| Money (e.g., gym memberships too costly, activities are too expensive) | 2% |
| No groups/partners to exercise with (e.g., spouse not interested) | 1% |
| Temporary circumstances | |
| Injury/medical problem (e.g., surgery) | 17% |
| Weather (e.g., bad, not nice, wasn't good, mosquitoes, winter) | 13% |
| Illness/pregnancy (e.g., flu, cold, headaches) | 2% |
| Other | |
| Have a sit down job/office job | 1% |
| Lifestyle | 1% |
| Unhealthy choices (e.g., food, drugs, alcohol, smoking) | 1% |
| Other | 4% |
| No reason/nothing | 1% |
| Don't know/no response | 2% |

Note: Respondents could provide more than one answer. Totals may sum to more than 100%.

4.9 Method of getting information to Manitobans

We asked Manitobans to indicate the best method to get information about the importance of physical activity to them and their families.

The most common methods mentioned are through the media, including:

- ▶ television and TV commercials (27%)
- ▶ Internet/online (23%)
- ▶ newspaper (11%)

Other methods mentioned include sending information to them at home or other locations they frequent and that they could pick up. These include:

- ▶ newsletters through the mail (13%) or email (8%)
- ▶ brochures/flyers/pamphlets (6%)

These and other methods are shown in Table 34.

| Table 34: Methods of getting information about physical activity to Manitobans <i>What would be the best method to get information about the importance of physical activity to you and your family?</i> | |
|--|-------------------------------|
| Best method | 2011 % (n=800) |
| Media | |
| Television/TV commercials | 27% |
| Internet/online (e.g., Google, websites, Facebook) | 23% |
| Newspaper | 11% |
| Radio | 8% |
| Magazines | 2% |
| Advertising/media (unspecified) | 1% |
| Billboard | 1% |
| Other methods | |
| Mail (newsletter) | 13% |
| Email (newsletter) | 8% |
| Brochures/flyers/pamphlets | 6% |
| School/work | 4% |
| Doctor/hospital/clinic | 2% |
| Word of mouth | 2% |
| Community centre/club/event | 2% |
| Library/books | 2% |
| Leisure Guide | 1% |
| Sports venue (e.g., gym, club, team) | 1% |
| Printed material/reading material (unspecified) | 1% |
| Posters | 1% |
| Other | 6% |
| Have enough info/don't need any/not interested | 4% |
| Don't know/no response | 12% |
| Note: Respondents could provide more than one answer. Totals may sum to more than 100%. | |

5.0 Summary

5.1 Awareness of *in motion*

Most Manitobans are aware of information on the need to be physically active, and most report that they have heard more information about this now compared to two years ago.

About 8 Manitobans in 10 (79%) are aware of physical activity promotions, saying that they have recently heard, read, or seen something in this regard (this may or may not include information about *in motion*). Asked what they had heard, read, or seen, top of mind, about 3% of Manitobans mention something about *in motion*. More commonly, Manitobans have heard health messages such as general information about being active or more active, specific information referring to children and physical activity, information about the guidelines for physical activity, or information about nutrition such as eating healthy, preventing obesity, and reading Canada's Food Guide. Many of these are similar to the message intended by *in motion*.

Most Manitobans (66%) say that they are hearing more information now on the need for people to be physically active compared to two years ago. There has been an increase in the proportion of Manitobans who have heard more information on the need to be physically active compared to 2008 (56%).

The name *in motion* is well known. Almost half of Manitobans (48%) report having heard of *in motion* based on the name alone, which is an increase from the 2008 results (40%). Among those Manitobans who recall *in motion* based on the name alone, most often heard, read, or saw the information through the media including on television, in the newspaper, and on the radio. They associate *in motion* with messages about being active in general, including most commonly get active or get more active, get moving or get up and get moving, and exercise or exercise more.

Providing a brief description of *in motion* makes many question their knowledge of the program. Indeed, slightly fewer Manitobans (41%) indicate that they are aware of *in motion* once the description is provided. As with the name alone, most report that they have heard, read, or seen something about the program through the media, most often on television. Again, the information that is most often associated with the program is about being active or more active.

In motion advertises at a number of professional sport events. About 1 in 3 Manitobans (35%) have attended at least one Winnipeg Blue Bombers, Winnipeg Goldeyes, or Manitoba Moose game in past years. Of the Manitobans who have attended at least one professional sport game, more than 1 in 5 (22%) recall seeing or hearing information or advertising about *in motion*. This represents about 8% of all Manitobans who have seen such promotions.

5.2 Manitobans' activity levels

Manitobans claim to be quite active themselves and are aware of the amount of time adults and children need to be active to be healthy.

More than half of Manitobans perceive their own activity level as active or very active, with respondents reporting that they are active an average of 8 hours per week. About 6 Manitobans in 10 claim to meet the recommended daily level of physical activity of 30 to 60 minutes a day. On average, they say that adults should be physically active for 52 minutes a day. Most (76%) gave responses within the 30- to 60-minute range. Not surprisingly, they believe that children should be more active than adults. For children who are 14 years or younger, Manitobans on average say they should be more physically active, an average of 91 minutes a day.

Almost all Manitobans (86%) believe that being physically active is very important to their overall health and well-being, with the key benefit being to their personal or physical health. Many Manitobans (23%) say that they have been more physically active compared to a year ago. Many more say they are no more active (57%) or less active (21%) than a year ago. Those who are more active say that it is because they want to be healthy, stay healthy, or lose weight. Overall, about 1 in 5 (21%) say specifically that *in motion* played a part in influencing them to become more physically active.

About 3 Manitobans in 4 (73%) are not as active as they would like to be and report several barriers. The biggest barrier that prevents Manitobans from being physically active is related to having time or balancing other commitments. Other barriers often have to do with their attitudes or circumstances preventing physical activity, including not being motivated, an injury or medical problem such as surgery, or the weather.

The best method of getting information out to Manitobans on the importance of physical activity is through the media, including television and TV commercials, the Internet or online, or in the newspaper.

Overall, Manitobans appear to be aware of *in motion* although they are not always clear as to the goals of the program. While Manitobans claim to be quite physically active, most do not believe they are as active as they should be, suggesting that Manitobans continue to need reminders as to the importance of being physically active.

Appendix A – Questionnaire

INTRO:

START OF QUESTIONNAIRE

Hello, is this \$N ? (LD CODE:4063) CALLBACK INFO: <NAME > <INFO1 >
<INFO2 >

(ANYTHING IN UPPER CASE IS NOT TO BE READ TO RESPONDENT)

YES, Continue with survey 1 D
Terminate Call 2 => /INT01

TZONE:

=> +1
sinon => +1
si 1==1

Newfoundland 1
Atlantic 2
East 3
Center 4
Mountain..... 5
Pacific 6
Alaska 7

INTR1:

START OF QUESTIONNAIRELD CODE:4063

Hello, this is _____, and I'm calling from PRA (Prairie Research Associates) on behalf of the Manitoba government. Today we are talking to Manitobans 16 years of age and older about their awareness of health issues. The survey will take about 5 to 10 minutes to complete. We are interested in getting responses from many types of households in Manitoba. Would your household happen to have someone 16 to 29 living in it? IF YES: Would that be you? (IF NO: Could I speak to that person?) IF NO 16-29 YEAR OLDS: Would you have time for an interview now? (PROMPT: PRA is a professional public opinion firm based in Winnipeg that gathers information from people.)

YES - CONTINUE 1
16-29 year old lives there but not available - SET 07 CALLBACK 2 => /INT01
Terminate Call/Callback 7 => /INT01

AGEGR:

TO BEGIN.. Which of the following age groups do YOU belong to? Is it... (READ RESPONSES)

16 - 29..... 1
30 - 44..... 2
45 - 59..... 3
60 or over..... 4
(DO NOT READ) Don't know / No response 9

INTR3:

HIT F8 FOR CONTACT INFORMATION

INTR3. Before we begin, if you prefer not to answer a question let me know and we will move on to the next one. The information that you provide will be handled in accordance with applicable privacy laws (e.g., the federal Privacy Act, the Access to Information Act, and the provincial Freedom of Information and Protection of Privacy Act). The answers you provide will NOT be associated with you in any way and will only be presented as grouped information. ---> CONTINUE

CONTINUE..... 1 D => Q1
Terminate Call 9 => /INT01

INT01:

INITIAL CALL STATUS SCREEN

----- RECORD CALL STATUS BELOW -----

YES, CONTINUE WITH SURVEY 01 N
Hard appointment 04 => /NAME
Soft appointment..... 05 => /NAME
Male respondent callback 06 => /NAME
16-29 yr old Callback 07 => /NAME
Not in service..... 10 => /END
Fax/Modem line..... 11 => /END
Business line 12 => /END
Household refusal 20 => /END
Respondent refusal 21 => /END
Quota Filled 22 => /END
Soft Refusal 23 => /END
Termination - Mid interview 24 N => /END
Busy..... 30 => /END
No answer..... 31 => /END
Answering machine 32 => /END
Other 50 O => /END
Language/Health/Hearing problem..... 60 => /END
Non-qualified respondent 70 => /END

SAMP:

Random sample 1
FG database sample 2

REG:

Winnipeg 01
Non-Winnipeg 02

INSPH:

FSA:

Q1:

Q1. First, have you recently heard, read, or seen anything that promotes physical activity?
 Yes..... 1
 No 0 => Q4
 Don't know 8 => Q4
 No response 9 => Q4

Q2:

Q2. Please describe for me where and what you have recently heard, read, or seen.
 IN MOTION..... 01
 Other (SPECIFY) 66 O
 Don't know 88 X
 No response 99 X

Q3:

QUESTION DROPPED FOLLOWING PRE-TEST

Q3. Where did you see, read, or hear this information that promotes physical activity?

=> +1
 sinon => +1
 si 1==1

Response (specify)..... 66 O
 Don't know 88 X
 No response 99 X

Q4:

Q4. Have you heard of a program called IN MOTION?
 Yes..... 1
 Maybe/Perhaps 2
 No 0 => Q7
 Don't know 8 => Q7
 No response 9 => Q7

Q5:

Q5. WHERE and WHAT have you heard, read, or seen about IN MOTION?
 Other (specify)..... 66 O
 Don't know 88 X
 No response 99 X

Q6:

Q6. What was the main message you took from what you saw, read, or heard about IN MOTION? (PROMPT: What was IN MOTION trying to tell you?)
 Other (specify)..... 66 O
 Don't know 88 X
 No response 99 X

Q7:

Q7. Compared to two years ago, have you heard more, less, or about the same amount of information on the need for people to be physically active?

| | |
|----------------------|---|
| More | 2 |
| Less..... | 0 |
| About the same | 1 |
| Don't know | 8 |
| No response | 9 |

Q8:

Q8. How important would you say being physically active is to your overall health and well-being? Would you say it is very important, somewhat important, not very important, or not at all important?

| | |
|---------------------------|---|
| Very important..... | 4 |
| Somewhat important..... | 3 |
| Not very important..... | 2 |
| Not at all important..... | 1 |
| Don't know | 8 |
| No response | 9 |

Q9:

Q9. Thinking about your own situation, what is the most important benefit to you of being physically active?

| | | |
|-------------------------|----|---|
| Response (specify)..... | 66 | O |
| Don't know | 88 | X |
| No response | 99 | X |

Q10X:

Q10X. As you may know, IN MOTION is a province-wide program that encourages all Manitobans to do physical activity for daily health and enjoyment. IN MOTION does public awareness campaigns and provides tools and resources to help individuals, families, communities, schools, and workplaces to identify barriers and plan ways for people to be more active. --> CONTINUE

CONTINUE..... 1 D

Q10:

Q10. Based on that brief description, have you seen, heard, or read anything about the IN MOTION program?

| | | |
|----------------------------------|---|--------|
| Yes..... | 1 | |
| No | 0 | => Q13 |
| Don't remember / Don't know..... | 8 | => Q13 |
| No response | 9 | => Q13 |

Q11:

Q11. WHERE and WHAT have you heard, read, or seen about IN MOTION?

| | | |
|----------------------|----|---|
| Other (specify)..... | 66 | O |
| Don't know | 88 | X |
| No response | 99 | X |

Q13:

Q13. In the past year, have you attended any of the following... (READ RESPONSES)

| | | |
|------------------------------------|---|---|
| A Winnipeg Blue Bombers game | 1 | |
| A Winnipeg Goldeyes game | 2 | |
| A Manitoba Moose game..... | 3 | |
| No, none of the above..... | 0 | X |
| Don't know | 8 | X |
| No response | 9 | X |

Q14:

Q14. While at these professional sporting events, do you recall seeing or hearing any information or advertising about IN MOTION? (PROMPT: This information or advertising may include video board (Jumbotron) commercials, public address announcements, signs, posters, displays, and activity breaks such as the wave, pitching change, and Get up and move.)

=> +1
si Q13=0,8,9

| | |
|-------------------|---|
| Yes..... | 1 |
| No | 0 |
| Don't know | 8 |
| No response | 9 |

Q15:

Q15. Now, I'd like you to think about being physically active. As far as you know, how many minutes a day SHOULD an adult be physically active?

\$R 0 960

| | |
|-------------------|-----|
| Don't know | 888 |
| No response | 999 |

Q16:

Q16. How many minutes a day SHOULD a child, 14 years of age or younger, be physically active?

\$R 0 960

| | |
|-------------------|-----|
| Don't know | 888 |
| No response | 999 |

Q17A:

Q17A. Thinking about a typical week, how many minutes or hours are you physically active? By physically active we mean activity that causes an increase in your breathing, heartbeat, and/or body temperature. ENTER AMOUNT ON THIS SCREEN.

\$R 0 960

| | | |
|-------------------|-----|--------|
| Zero / None..... | 000 | => Q18 |
| Don't know | 888 | => Q18 |
| No response | 999 | => Q18 |

Q17B:

Q17B. ENTER WHETHER RESPONDENT ANSWERED IN MINUTES OR HOURS

| | |
|---------------|---|
| Minutes | 1 |
| Hours | 2 |

Q18:

Q18. How physically active would you say you are? Would you say you are... (READ RESPONSES)

| | |
|---------------------------------|---|
| Very active..... | 5 |
| Active | 4 |
| Somewhat active..... | 3 |
| Somewhat inactive..... | 2 |
| Inactive | 1 |
| (DO NOT READ) Don't know | 8 |
| (DO NOT READ) No response | 9 |

Q19:

Q19. Compared to a year ago, would you say you are more physically active, less physically active, or about the same?

| | |
|----------------------|---|
| More | 2 |
| Less..... | 0 |
| About the same | 1 |
| Don't know | 8 |
| No response | 9 |

Q20:

Q20. What encourages you to be more physically active than a year ago?

=> Q22
si Q19=0,1,8,9

| | | |
|----------------------|----|---|
| In Motion..... | 01 | |
| Other (specify)..... | 66 | O |
| Don't know | 88 | X |
| No response | 99 | X |

Q21:

Q21. Has IN MOTION played a part in influencing you to become more active?

=> +1
si Q20=01,88,99

| | |
|-------------------|---|
| Yes..... | 1 |
| No | 0 |
| Don't know | 8 |
| No response | 9 |

Q22:

Q22. Thinking about your current activity level, are you as physically active as you want to be?

| | |
|-------------------|---|
| Yes..... | 1 |
| No | 0 |
| Don't know | 8 |
| No response | 9 |

Q23:

Q23. What prevents you from being as physically active as you would like to be?

=> +1
si Q22=1,8,9

Other (specify)..... 66 O
Don't know 88 X
No response 99 X

Q12:

Q12. What would be the best method to get information about the importance of physical activity to you and your family?

Response (specify)..... 66 O
Don't know 88 X
No response 99 X

Q24:

Q24. Before I finish speaking to you, I have some background questions that will help us analyze the data. In what year were you born? (IF THEY REFUSE: ASK IF THEY WOULD BE WILLING TO TELL US WHICH OF THE FOLLOWING AGE CATEGORIES THEY BELONG TO: 1=16-29 2=30-44 3=45-59 4=60+ ENTER THE NUMBER ASSOCIATED WITH APPROPRIATE AGE CATEGORY.)

\$R 1 1995

Don't know 8888
No response 9999

AGE:

THIS IS A CALCULATION OF RESPONDENT AGE FROM Q24

=> *
si IF((NOT Q24=8888,9999), 2010-Q24)

Q25:

Q25. Please stop me when I reach the category that best describes your level of education. (READ RESPONSES)

Grade school..... 0
Some high school..... 1
High school graduate 2
Some college/technical school/university..... 3
Complete college/technical school 4
University graduate..... 5
Graduate school or professional school 6
(DO NOT READ) Don't know 8
(DO NOT READ) No response 9

Q26:

Q26. What is your marital status? (IF RESPONDENT HAS TROUBLE ANSWERING, READ LIST)

| | |
|--------------------------------------|----|
| Married (including common law) | 01 |
| Single | 02 |
| Separated or divorced | 03 |
| Widowed..... | 04 |
| (DO NOT READ) Other (specify)..... | 66 |
| (DO NOT READ) Don't know | 88 |
| (DO NOT READ) No response | 99 |

Q26A:

ADDED AFTER THE PRE-TEST

Q26A. Are there any children in your household who are 12 to 17 years old?

| | |
|-------------------|---|
| Yes..... | 1 |
| No | 0 |
| Don't know | 8 |
| No response | 9 |

Q26B:

ADDED AFTER THE PRE-TEST

Q26B. Are there any children in your household who are 5 to 11 years old?

| | |
|-------------------|---|
| Yes..... | 1 |
| No | 0 |
| Don't know | 8 |
| No response | 9 |

Q27:

Q27. What are the first three characters of your postal code?

| | |
|-------------------|-----|
| A9A | |
| Don't know | 888 |
| No response | 999 |

Q28:

Q28. I'm now going to mention some broad income categories. When I come to the category that best describes your total annual family income, please stop me. (READ RESPONSES)

| | |
|---------------------------------|---|
| Under \$30,000 | 1 |
| \$30,000 to \$50,000 | 2 |
| \$50,000 to \$90,000 | 3 |
| Over \$90,000 | 4 |
| (DO NOT READ) Don't know | 8 |
| (DO NOT READ) No response | 9 |

GENDR:

RECORD GENDER - DO NOT ASK

This concludes our survey. I want to thank you for taking the time to complete this survey.
Have a nice day/evening.

GENDER:

Female 1 => /INT99
Male..... 2 => /INT99
Undetermined 3 => /INT99

INT99:

CALL RESULT

CompletionCO D => END

INT:

CALL STATUS CODE PAGE

CALL STATUS CODES: ENTER THE CALL RESULT ----- END OF SURVEY -----

-

DOS CODE 01 N => /END
Hard appointment 04 R => /NAME
Soft appointment..... 05 R => /NAME
Male respondent callback 06 R => /NAME
16-29 yr old Callback 07 R => /NAME
Not in service..... 10 N => /END
Fax/Modem line..... 11 N => /END
Business line 12 N => /END
Household refusal 20 N => /END
Respondent refusal 21 N => /END
Quota Filled 22 N => /END
Soft Refusal 23 N => /END
Termination - Mid interview 24 => /END
Busy 30 N => /END
No answer 31 N => /END
Answering machine 32 N => /END
Other 50 RO => /END
Language/Heath/Hearing problem..... 60 N => /END
Non-qualified respondent 70 => /END
(INT99) CompletionCO N

F8:

procédure 2 -> F8

You can call Nicole Szajcz at PRA if you have any questions about this research. She can
be reached at 987-2030 or 1-888-877-7744.

CONTINUE..... 1 D

Appendix B – Call record

Call record for *in motion* Survey

| Call Record for <i>in motion</i> Survey | | |
|--|----------|----------|
| Outcome | N | % |
| A Total numbers attempted | 8,474 | 100% |
| 1. Not in service | 1,803 | 21% |
| 2. Fax | 160 | 2% |
| 3. Business | 117 | 1% |
| Remaining | 6,394 | 75% |
| B Total eligible numbers | 6,394 | 100% |
| 4. Busy | 95 | 1% |
| 5. Answering machines | 1,120 | 18% |
| 6. No answer | 428 | 7% |
| 7/8. Language/illness/incapability | 223 | 3% |
| 9. Selected/eligible respondent not available | 229 | 4% |
| Remaining | 4,299 | 67% |
| C Total asked | 4,229 | 100% |
| 10. Household refusal | 480 | 11% |
| 11. Respondent refusal | 997 | 23% |
| 12. Qualified respondent break off | 745 | 17% |
| Remaining | 2,077 | 48% |
| D Co-operative contacts | 2,077 | 100% |
| 13. Disqualified | 1,277 | 61% |
| 14. Completed interviews | 800 | 39% |
| Refusal rate = (10+11+12)/C | 2,222 | 52% |
| Response rate (D/B) | 2,077 | 32% |