



Live Active Edmonton Physical Activity Survey 2018



ADVANIS

for

Edmonton

LIVE
ACTIVE

Presentation of Results

December 2018

Objectives & Methodology

Objectives

-  Determine **Edmontonians' current participation** in active recreation and sport;
-  Gauge how **participation has changed** and where it is heading
 - e.g., are specific activities or sports trending downward, or emerging?
-  Identify **barriers** to participation;
-  Determine how far **people will travel** for sport and active recreation;
-  Identify **trends** compared to 2016 results, where applicable.

Target Population & Sampling Method

Target Population

Edmonton residents aged 18+.

Sample Source

Advanis' proprietary public sector sample.

Surveying Mode

- CATI system used to conduct random-recruit to online survey.
- Survey respondents completed questions about up to 5 other members of their household.

Representativeness

- Soft quotas were set by age, gender, and City quadrant to ensure a representative sample.
- Results were weighted to census data for age, gender by quadrant

Sample Size

Survey respondents only: **n=675** (MOE: $\pm 3.8\%$ at 95% confidence level)

Total respondents: **n=1,729**
(including other household members)

Cautions When Comparing 2018 & 2016 Results



Questionnaire Design

- This year's survey was developed using the 2016 survey as a starting point.
 - However, *substantial changes were made to both survey questions and survey paths* for different types of respondents.
 - Questions that have been added or significantly modified from the 2016 survey are marked with an asterisk (*) in the base notes, located at the bottom of each slide.
 - Trending is shown wherever a valid comparison is possible.
-

Definitions (provided to respondents in survey)



Active Recreational Activity

The definition of an *active recreational activity* is any activity that encourages social or individual participation, provides a sense of fun and is physically active.



Organized Sport

The definition of an *organized sport** is any physical activity – both competitive and non-competitive – organized by a sport organization or league, includes observation of formal rules and regulations, participated in either individually or as a team, and may or may not include a coaching and / or officiating/judging component. Organized sport is scheduled and involves social/group participation.

**In previous surveys, this was referred to as “competitive sport”.*

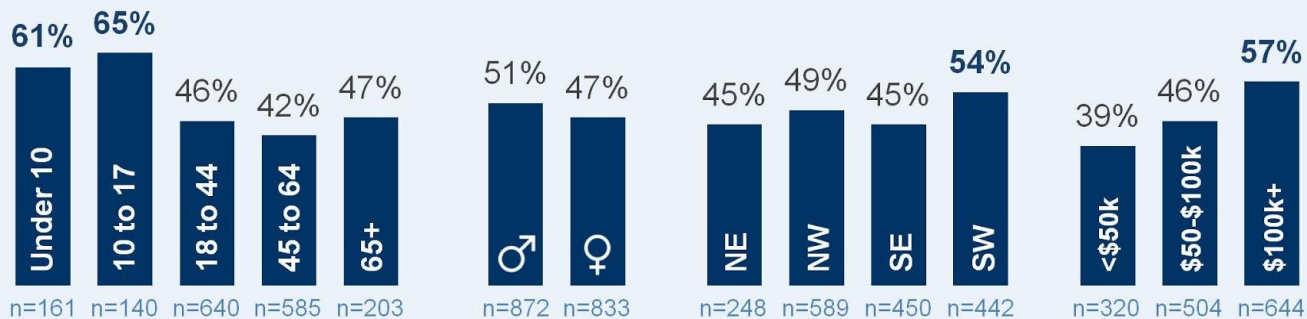
Survey Findings: Participation

Edmontonians' Past Year Participation Level

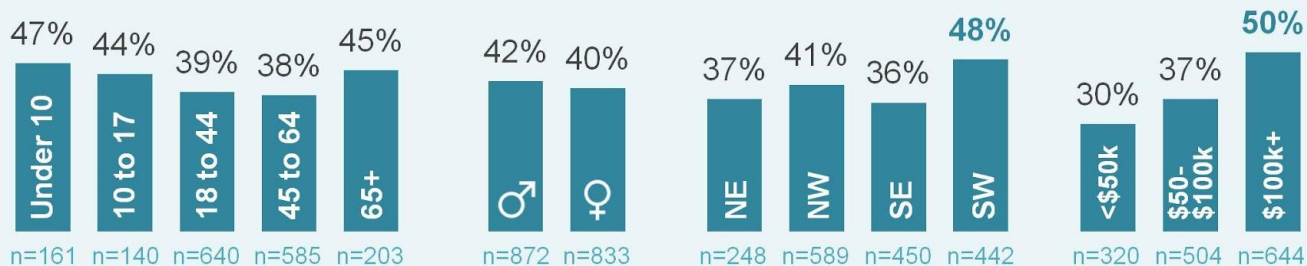


Participation by Demographic (age, gender, quadrant, income)

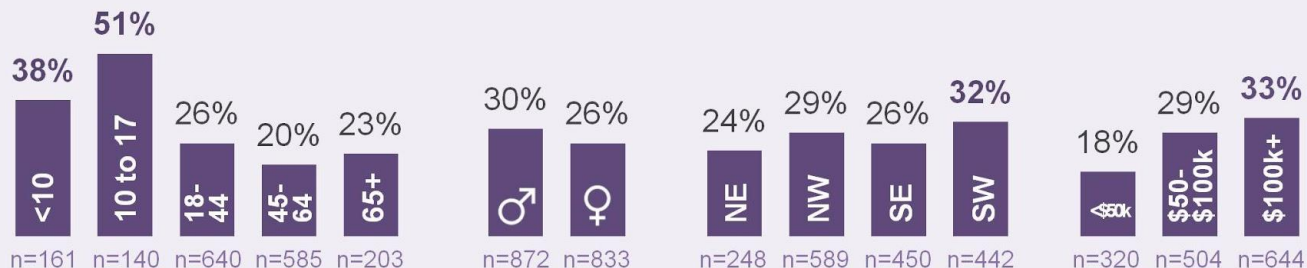
Any active recreational activity and/or organized sport:



Any active recreational activity:



Any organized sport:



Top 15 Activities – Recreational or Organized

Among those Edmontonians who have participated in either active recreation activities or organized sport, over 2 in 5 **walk / run / jog / hike**.

Over one-quarter **swim**, and roughly 1 in 5 do **aerobics / fitness** or **cycle**.

In total, 49% participated in any active recreational activity OR organized sport.

Among active Edmontonians, the Top 15 Activities are:



Top 15 Activities – Trending

49% participated in any active recreational activity OR organized sport.

Among active Edmontonians, the Top 15 Activities are:

	2018 (n=843)	2016 (n=1,093)
Walking / Running / Jogging / Hiking	43%	63%
Swimming	29%	24%
Aerobics / fitness	21%	18%
Cycling (road)	18%	18%
Golf	17%	15%
Weight training	16%	13%
Soccer	16%	12%
Yoga / Pilates	15%	13%
Dancing	13%	14%
Skiing (downhill)	12%	3%
Ice hockey	10%	5%
Ice skating (including figure skating)	10%	4%
Bowling	9%	9%
Aquafit / Waterworks	9%	4%
Cycling (mountain)	8%	6%

Top 15 Active Recreational Activities & Organized Sports

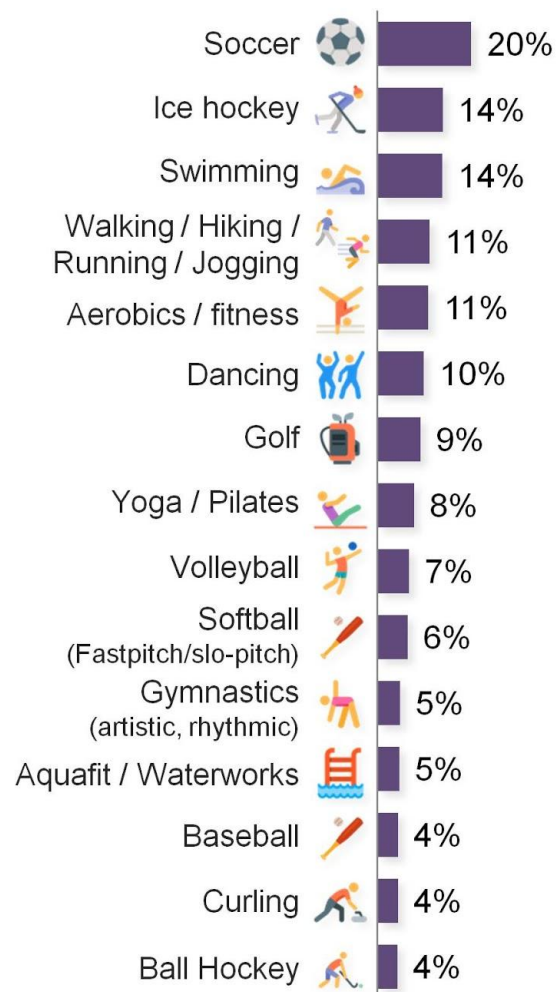
41% participated in any active recreational activity.

Among them, the Top 15 Active Recreational Activities are:



28% participated in any organized sport.

Among them, the Top 15 Organized Sports are:



Top 15 Active Recreational Activities & Organized Sports – Trending

41% participated in any active recreational activity.

Among them, the Top 15 Active Recreational Activities are:

	2018 (n=706)	2016 (n=1,072)
Walking / Running / Jogging / Hiking	50%	64%
Swimming	30%	24%
Aerobics / fitness	21%	18%
Cycling (road)	20%	19%
Weight training	18%	14%
Golf	17%	13%
Yoga / Pilates	11%	13%
Skiing (downhill)	11%	3%
Ice skating (including figure skating)	10%	4%
Dancing	10%	14%
Soccer	9%	8%
Bowling	9%	8%
Cycling (mountain)	8%	6%
Aquafit / Waterworks	8%	4%
Canoeing	6%	4%

28% participated in any organized sport.

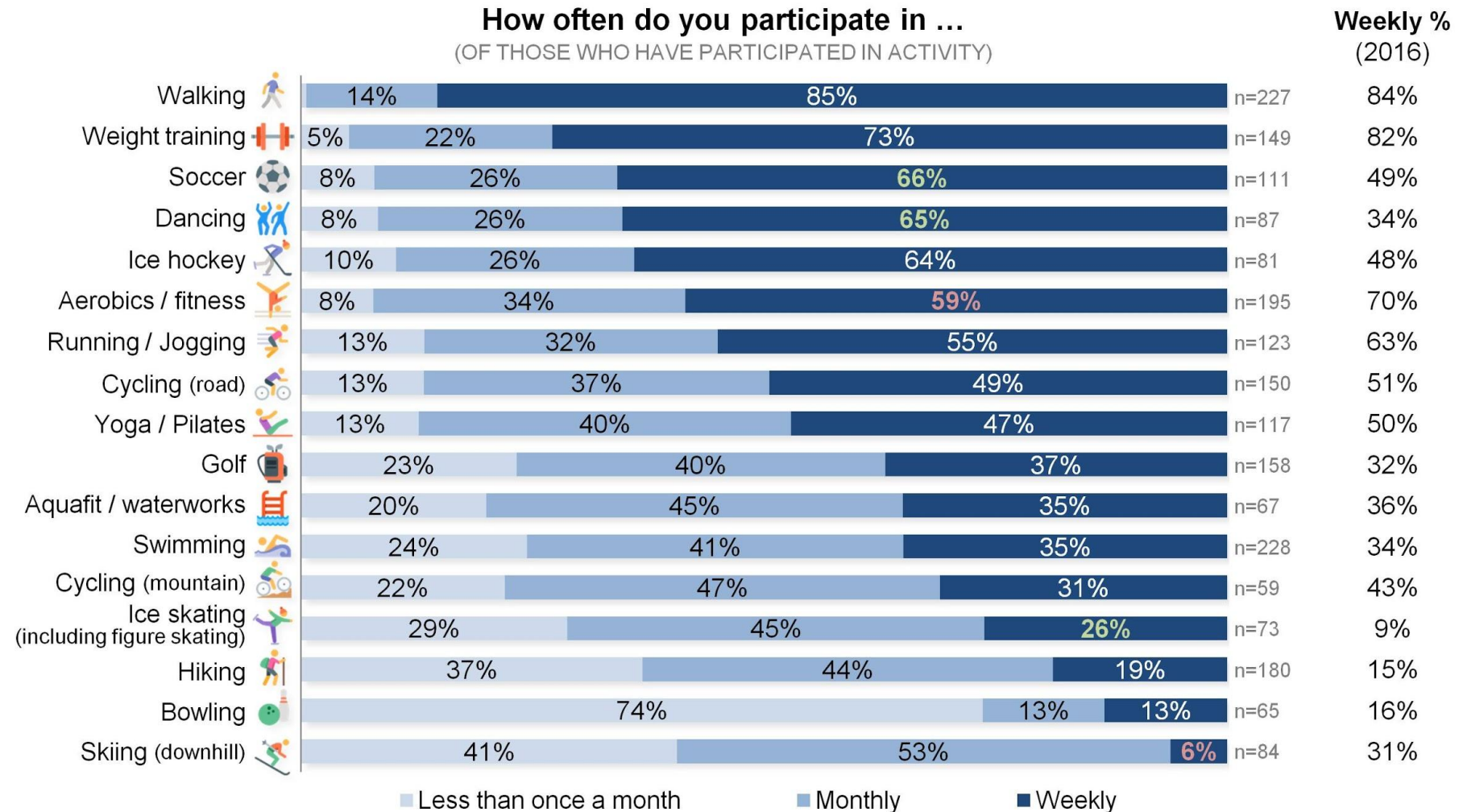
Among them, the Top 15 Organized Sports are:

	2018 (n=470)	2016 (n=247)
Soccer	20%	23%
Ice hockey	14%	12%
Swimming	14%	5%
Walking / Hiking / Running / Jogging	11%	11%
Aerobics / fitness	11%	1%
Dancing	10%	4%
Golf	9%	15%
Yoga / Pilates	8%	1%
Volleyball	7%	9%
Softball (Fastpitch/slo-pitch)	6%	9%
Gymnastics (artistic, rhythmic)	5%	1%
Aquafit / Waterworks	5%	-
Baseball	4%	6%
Curling	4%	5%
Ball Hockey	4%	5%

Top Activities – Frequency

Among top activities, **walking, weight training, soccer, dancing, ice hockey, aerobics / fitness, and running / jogging** are all done on a *weekly basis* by the majority of participants.

Downhill skiing, bowling, hiking, and ice skating have the *lowest frequency* of participation, with about three quarters or more participating on a *monthly basis* (or less often).

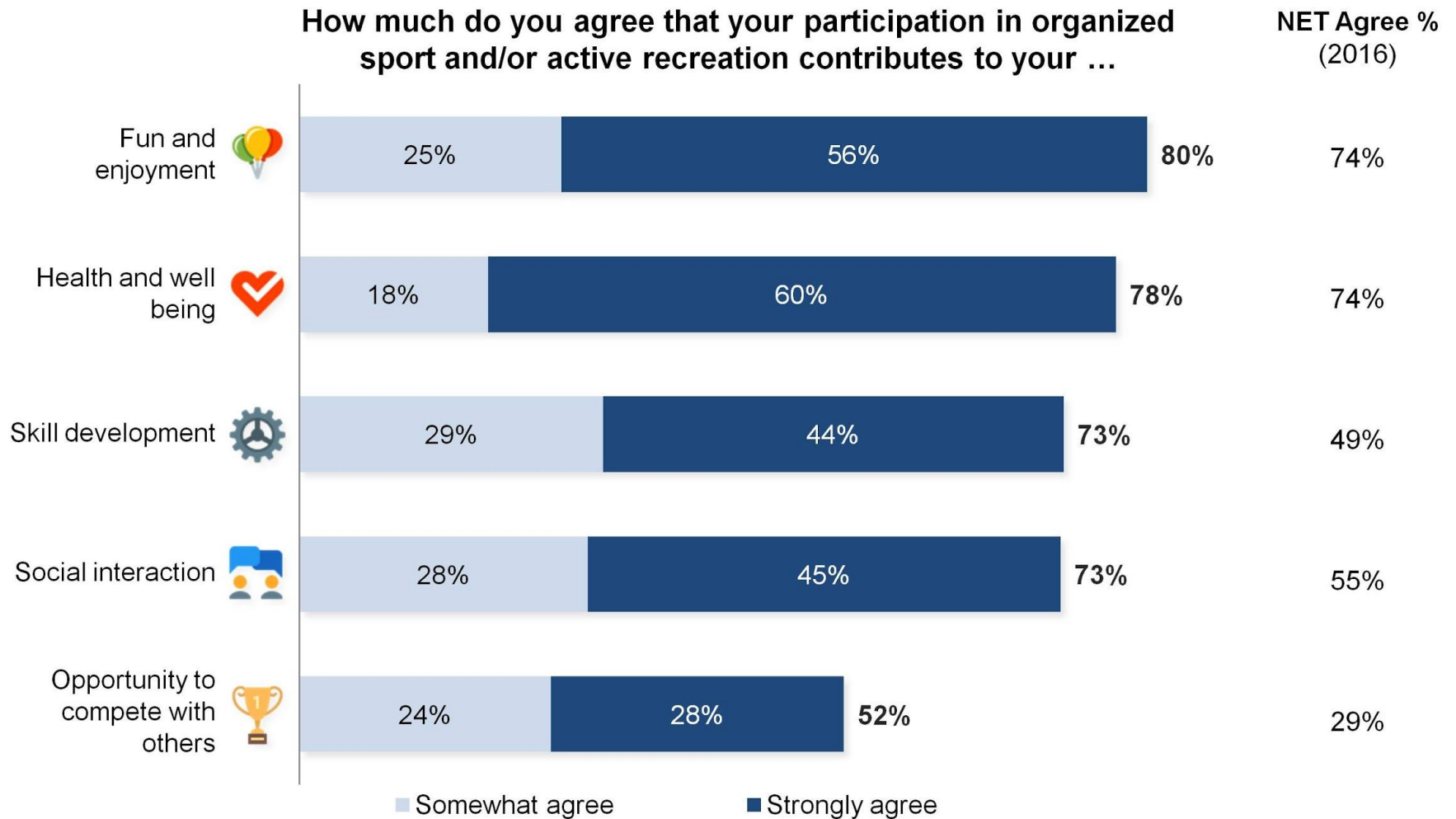


Note: Data labels for values of 3% or less have been removed from the chart above to enhance readability.

Q6 -- How often do you participate in... Base: All respondents participating in activity (varies; see right side of chart)

Motivations for Participation

The strongest motivations for active participation are promoting **fun and enjoyment** and **health and well being**. Over half strongly agree that active participation contributes (or can contribute) to both. Agreement with all motivators is notably higher than in 2016.



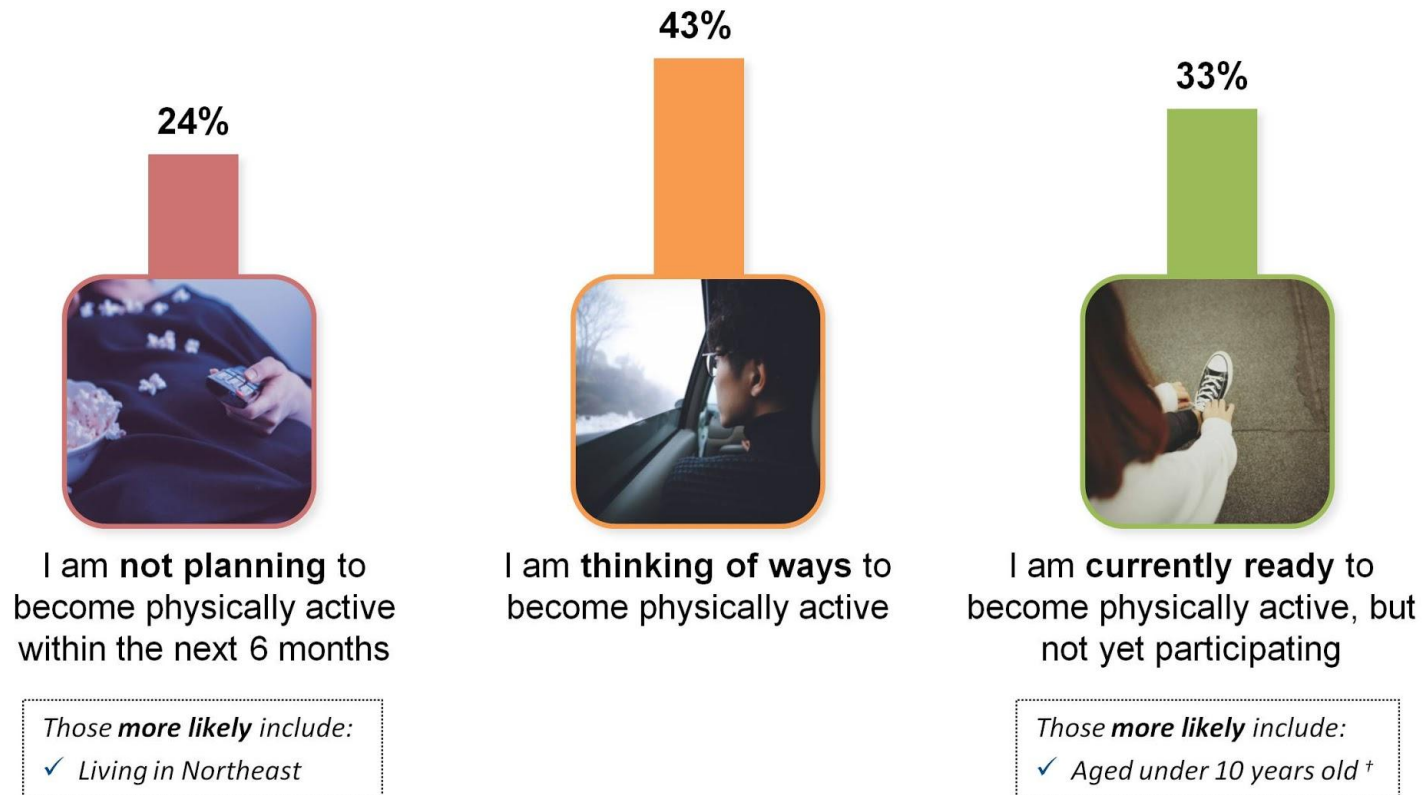
Survey Findings: Barriers

Physical Activity Contemplation

Three-quarters of Edmontonians who have not participated in any activity during the past year are currently ready (33%) or thinking of ways to become (43%) physically active.

How inactive Edmontonians feel about becoming more physically active:

(OF THOSE WHO HAVE NOT PARTICIPATED IN ANY ACTIVITY)



Those **more likely** include:

✓ Living in Northeast

Those **more likely** include:

✓ Aged under 10 years old †

†Caution: small base size (n<30).

Q7e* -- Please select where you feel you best fit when thinking about becoming more physically active. Base: All respondents that did not participate in any activity (n=596)

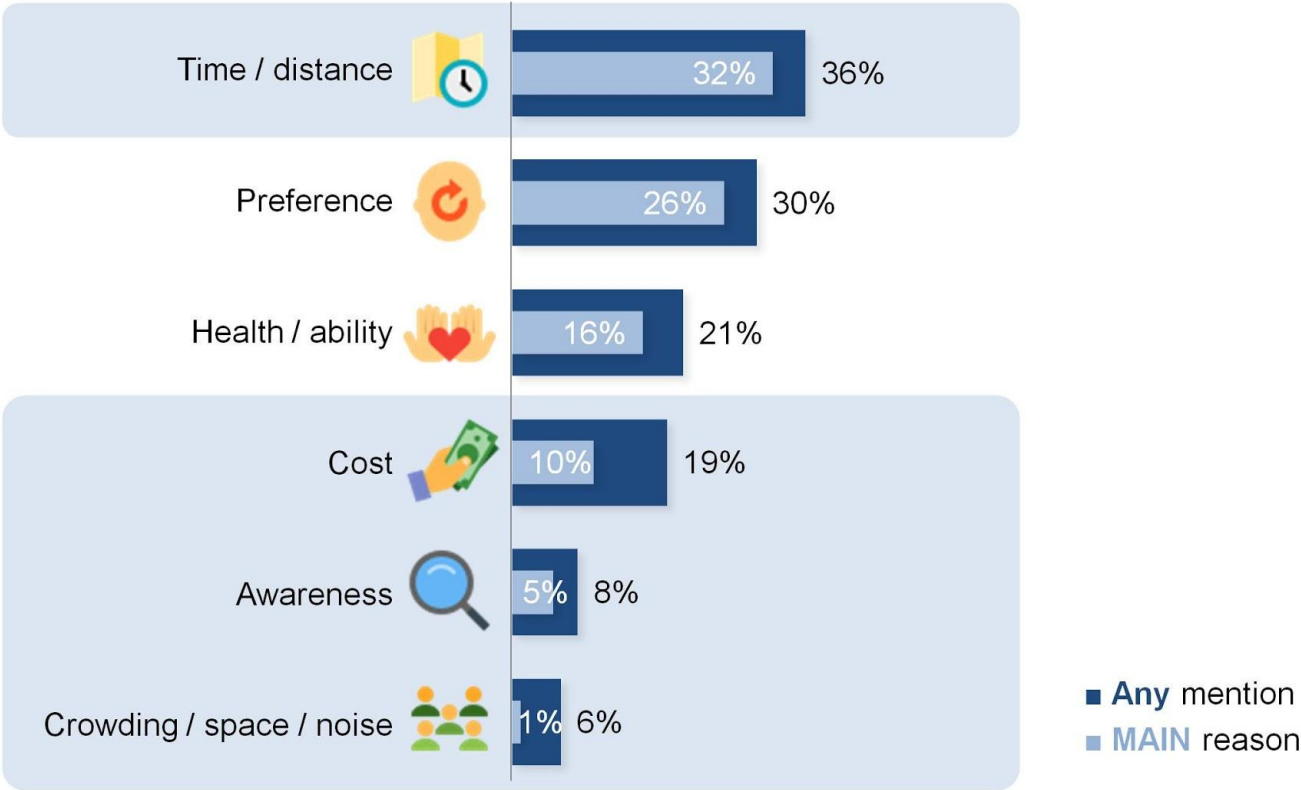
Barriers to Participation

The most common barrier to active participation relates to **time constraints** and **traveling distance**. Preference and health / ability are also common barriers, but the City has little to no influence on these.

Ensuring that recreational facilities are conveniently located and easily accessible is essential to minimizing barriers to active recreation for Edmontonians.

Barriers to Participation (NETS)

City-influenced factors



Q4* -- Why haven't you participated in (more/any) organized sports or active recreational activities in the last 12 months? Base: All respondents that did not participate in any activity, or wish to do more activities (n=1,412) // Q5* -- What is the main reason you have not participated in [any/more] organized sports or active recreational activities in the last 12 months? Base: All respondents that did not participate in any activity, or wish to do more activities (n=1,412)

Barriers to Participation – Physical Activity Contemplation

Those who are **not planning** to become active are most likely to cite **preference** as a barrier to participation.

Those **thinking of ways** to become active are most likely to cite **time / distance**.

Those **currently ready** to become active are most likely to cite **cost and awareness**.

Main reason for not participating in [any/more] activities:

	 Time / distance	 Preference	 Health / ability	 Cost	 Awareness	 Crowding / space / noise	
 Not planning to become physically active	19%	53% ↑	16%	7%	1%	0%	n=146
 Thinking of ways to become physically active	31% ↑	31%	20%	7%	8%	1%	n=260
 Currently ready to become physically active	25%	25%	10%	18% ↑	11% ↑	1%	n=190

City-influenced factors

Arrows indicate that subgroup score is statistically higher than for the other rows in the table (at 95% confidence level).

Q4* -- Why haven't you participated in (more/any) organized sports or active recreational activities in the last 12 months? Base: All respondents that did not participate in any activity, or wish to do more activities (see subgroup bases above) // Q5* -- What is the main reason you have not participated in [any/more] organized sports or active recreational activities in the last 12 months? Base: All respondents that did not participate in any activity, or wish to do more activities (see subgroup bases above)

Barriers to Participation – Demographics

Cost is cited (by the adult responding to the survey) as the main barrier to participation for over one-quarter of 10 to 17 year olds - more than any other age group. In addition, cost is the main barrier to participation for nearly one-fifth of those under 10 years old.

Main reason for not participating in [any/more] activities:

	 Time / distance	 Preference	 Health / ability	 Cost	 Awareness	 Crowding / space / noise	
Males	33%	26%	14%	9%	4%	2%	n=689
Females	31%	26%	18%	11%	5%	1%	n=699
Under 10	23%	10%	32% ↑	18%	6%	1%	n=110
10 to 17	34%	19%	2%	27% ↑	3%	4%	n=94
18 to 44	39% ↑	27%	9%	9%	5%	1%	n=542
45 to 64	31%	25%	21% ↑	8%	6%	2%	n=508
65 and older	20%	43% ↑	25% ↑	4%	2%	1%	n=158
Under \$50k	28%	26%	19%	11%	5%	0%	n=209
\$50k - <\$100k	30%	28%	14%	13%	5%	2%	n=492
\$100k+	40% ↑	23%	14%	8%	4%	2%	n=375

City-influenced factors

Arrows indicate that subgroup score is statistically higher than other demographic segment(s) (at 95% confidence level).

Q4* -- Why haven't you participated in (more/any) organized sports or active recreational activities in the last 12 months? Base: All respondents that did not participate in any activity, or wish to do more activities (see subgroup bases above) // Q5* -- What is the main reason you have not participated in [any/more] organized sports or active recreational activities in the last 12 months? Base: All respondents that did not participate in any activity, or wish to do more activities (see subgroup bases above)

Survey Findings: Willingness to Travel

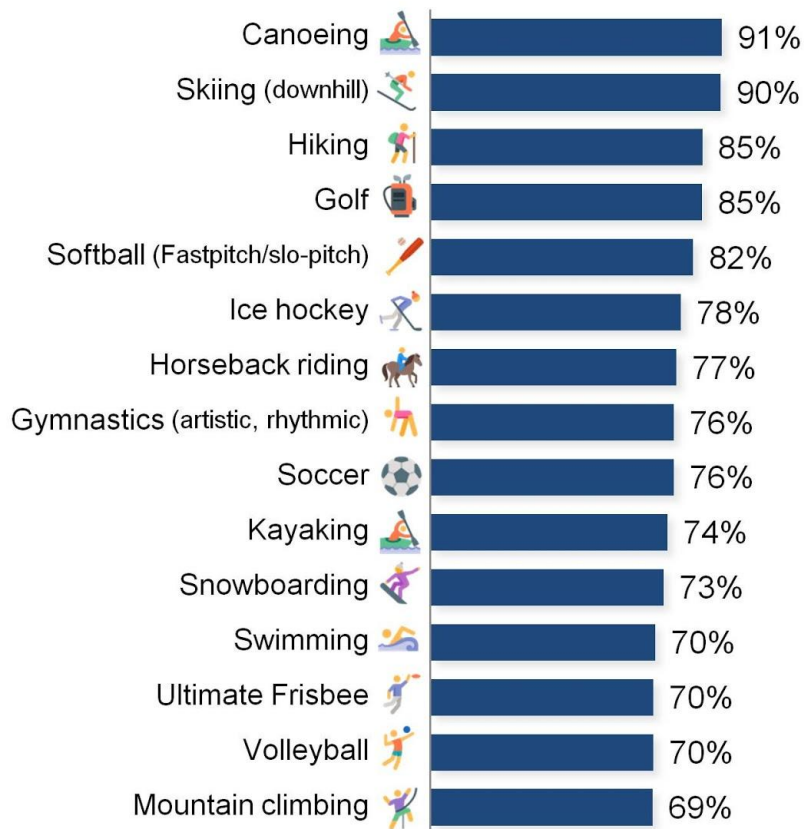
Recent Travel Outside Neighbourhood

Not surprisingly, Edmontonians are *most likely* to have travelled to participate in **canoeing, downhill skiing, hiking, golf, and softball** over the past year, and *least likely* to have travelled for **table tennis, parkour, inline skating, skateboarding, and road cycling**.

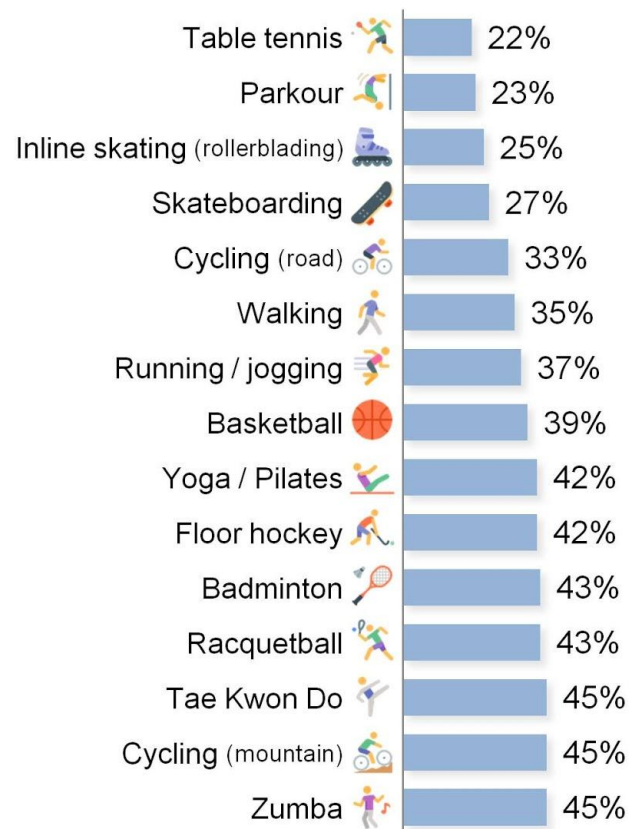
Which of the following have you traveled *outside of your neighbourhood* to participate in over the last 12 months?

(OF THOSE WHO HAVE PARTICIPATED IN ACTIVITY)

MOST OFTEN:



LEAST OFTEN:



Note: Only activities with at least 10 participants have been included above.

Q7a* -- Which of the following have you traveled outside of your neighbourhood to participate in over the last 12 months? Base: Participated in activity during past year (varies)

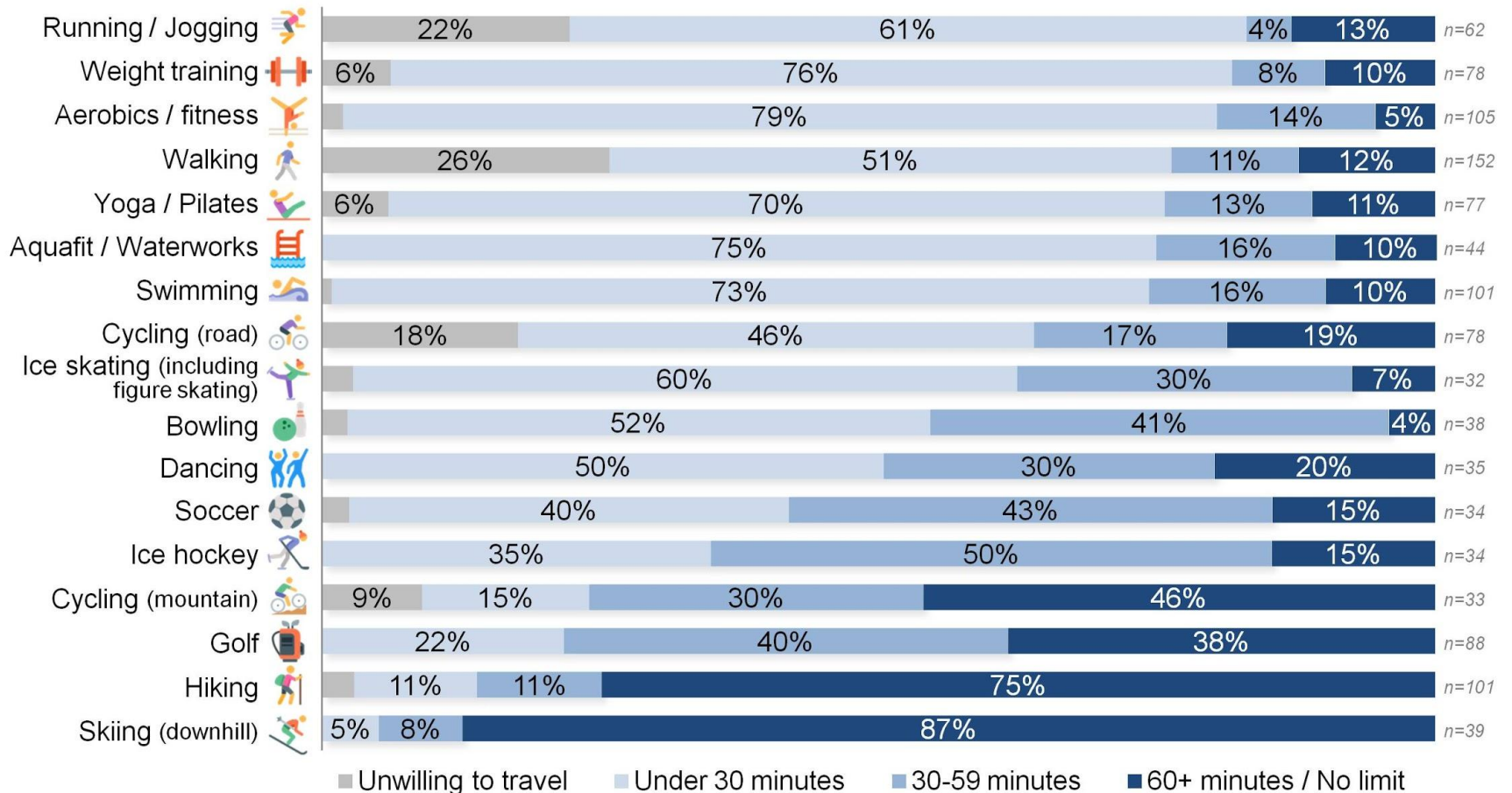
Willingness to Travel, Top Activities

Among top activities, there are several which Edmontonians are willing to travel great distances to participate in, such as **downhill skiing, hiking, mountain biking, and golf**.

However – for the majority of these activities – *most Edmontonians are unwilling to travel more than 30 minutes.*

How many minutes are you willing to travel specifically to participate in ...

(ranked in descending order by sum of “unwilling” and “under 30 min”)



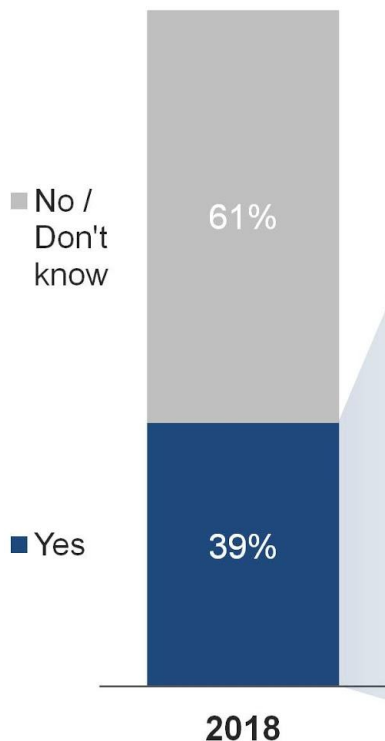
Note: Data labels for values of 3% or less have been removed from the chart above to enhance readability.

Q7b* -- How many minutes are you willing to travel specifically to participate in the following activities? Base: All adults participating in activity (varies; see right side of chart)

If Activities Were Closer to Home

Nearly four-in-ten would participate in more activities if they were located closer to home. Notably swimming and aerobics / fitness are the top “intentional” activities, indicating a need for better-located and/or more easily-accessible recreation centres.

Would you participate in [more/any] activities if they were closer to home?



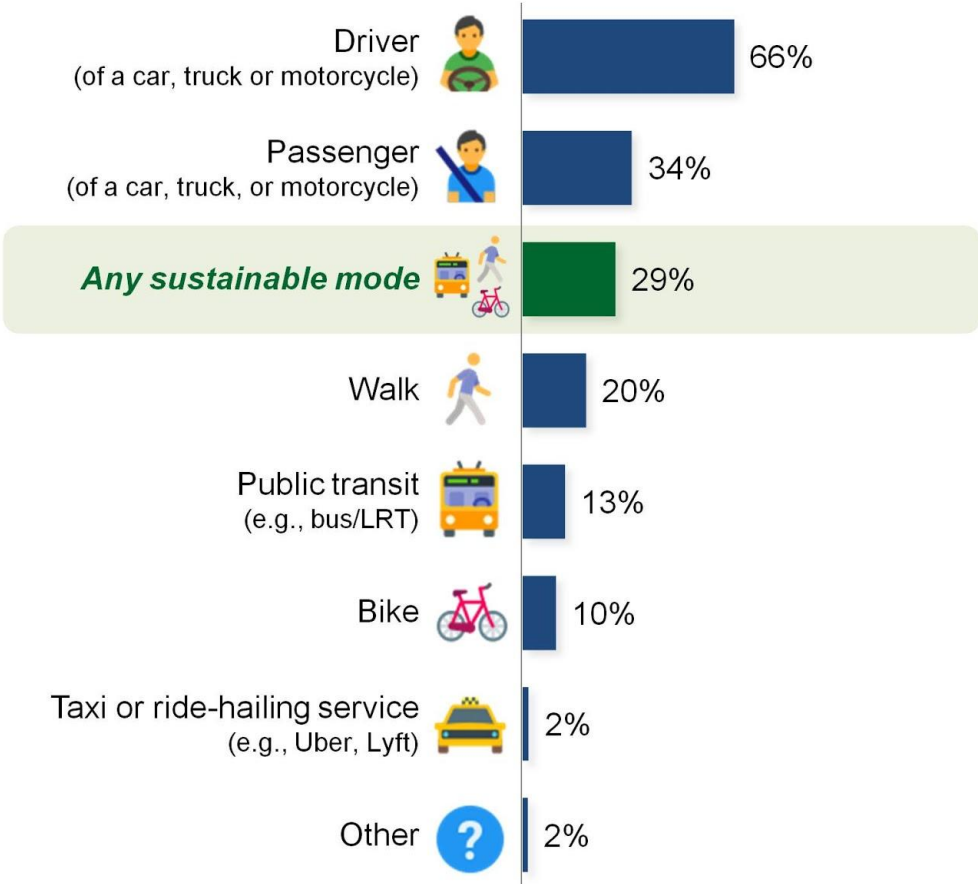
(YES) Which activities would you participate in?



Method of Travelling to Activities

Edmontonians typically drive themselves to activities. Nearly one-third (29%) use a sustainable mode of transport (walking, public transit or biking). However, just 13% use public transit to get to and from activities.

How do you typically travel to organized sport and recreation activities?



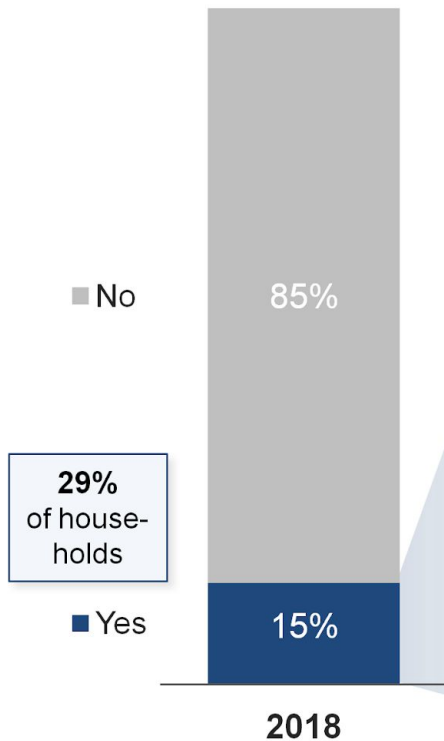
Q7d* -- How do you typically travel to organized sport and recreation activities? Base: All respondents participating in an activity (2018 n=843)

Survey Findings:
Volunteering & Awareness of Programs

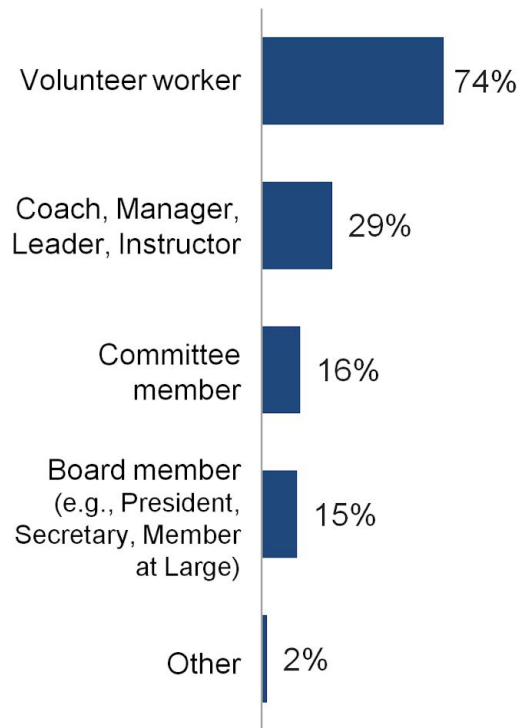
Volunteering in Sport and Recreation

15% of Edmontonians volunteered with recreation or sports in the past year, and 29% of households had at least one person volunteering in these areas. Typically this involves basic volunteer work, with the average volunteer working a not-insignificant 7.3 hours per week.

Done Volunteer Work Connected With Recreation/ Sports in Past Year?

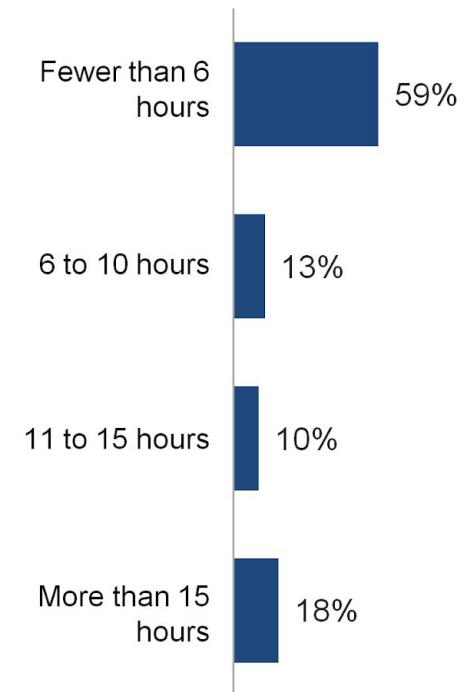


(YES) What job(s) did you do?



(YES) How many per average week?

mean = 7.3 hours



V1* -- Have you done volunteer work connected with recreation or sports in the last 12 months? Base: All respondents (n=1,516)

V2* -- What job(s) did you do as a volunteer? Base: Volunteered with recreation/sport during past year (n=216)

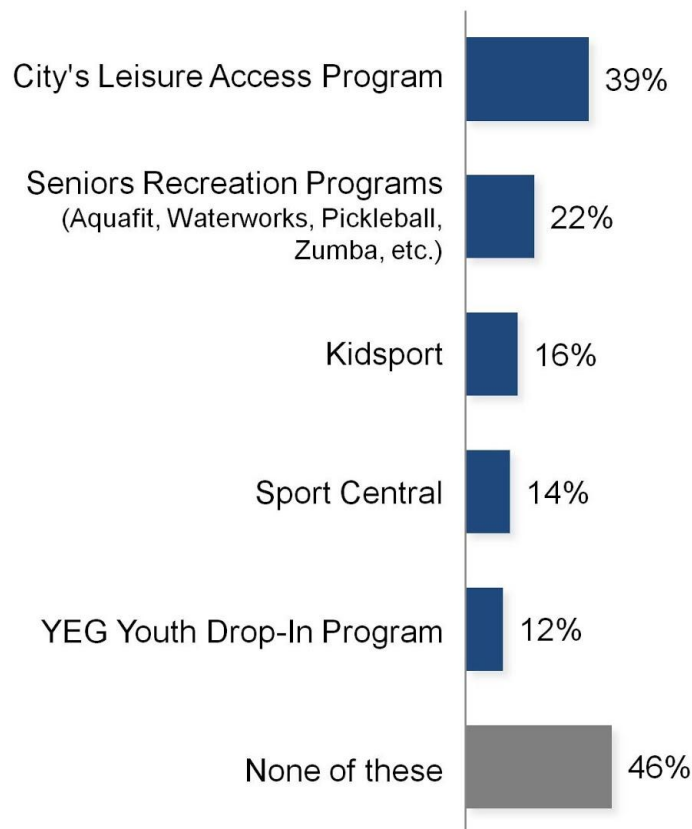
V3* -- How many hours in an average week did you spend doing volunteer work during the last 12 months? Base: Volunteered with recreation/sport during past year (n=216)

Awareness of Recreational Programs

Nearly half are unaware of any of the following recreational programs in Edmonton.

The City's Leisure Access Program is most widely known, with 39% citing awareness, followed by Seniors Recreation Programs at 22% awareness.

Before today, which of the following recreational programs were you aware of in the City of Edmonton?



*Those **more likely** to be aware of at least one recreational program include:*

- ✓ Women
- ✓ Aged 65 years and over
- ✓ Born in Canada

Summary

Participation, Motivators, and Barriers



KEY MOTIVATORS

- fun and enjoyment (80% agree)
- health and well being (78%)

MAIN BARRIERS
(among those who have *not* participated, OR would like to participate more)

- time / distance (32%) **Edmonton**
- preference (26%)
- health / ability (16%)
- cost (10%) **Edmonton**

Top Activities

49%

Most popular activities:
(active recreational activities
OR organized sports)

Walking / Running / Jogging / Hiking		43%
Swimming		29%
Aerobics / fitness		21%
Cycling (road)		18%
Golf		17%
Weight training		16%
Soccer		16%
Yoga / Pilates		15%
Dancing		13%
Skiing (downhill)		12%

41%

Most popular active recreational activities:

Walking / Running / Jogging / Hiking		50%
Swimming		30%
Aerobics / fitness		21%
Cycling (road)		20%
Weight training		18%
Golf		17%
Yoga / Pilates		11%
Skiing (downhill)		11%
Ice skating (including figure skating)		10%
Dancing		10%

28%

Most popular organized sports:

Soccer		20%
Ice hockey		14%
Swimming		14%
Walking / Hiking / Running / Jogging		11%
Aerobics / fitness		11%
Dancing		10%
Golf		9%
Yoga / Pilates		8%
Volleyball		7%
Softball (Fastpitch/slo-pitch)		6%

Willingness to Travel

MOST PARTICIPANTS ARE WILLING TO TRAVEL ...

(Top Activities)

Under 30 minutes:



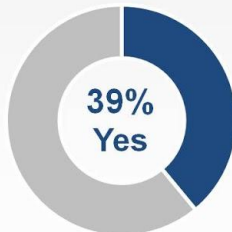
30 minutes or more:



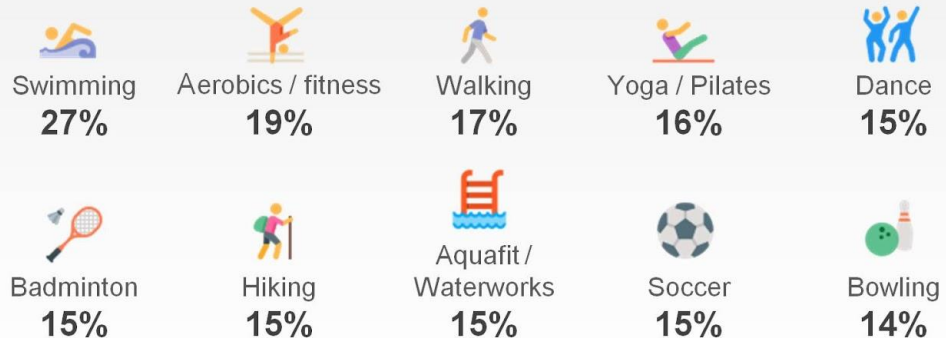
60 minutes or more:



WOULD YOU PARTICIPATE IN MORE ACTIVITIES IF THEY WERE CLOSER TO HOME?



(YES) WOULD PARTICIPATE IN:



Thank you!

Any comments / questions?

Top 15 Activities – Trending Discussion

49% participated in any active recreational activity OR organized sport.

Among active Edmontonians, the Top 15 Activities are:

	2018 (n=843)	2016 (n=1,093)
Walking / Running / Jogging / Hiking	43%	63%
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Bowling	9%	9%
Aquafit / Waterworks	9%	4%
Cycling (mountain)	8%	6%

In 2016, the percentage of Edmontonians who walk/run/jog/hike is likely higher for two reasons:

1. In 2016, survey respondents had chances in *two* questions to indicate that a person did an activity.
2. To determine if each person was active, they were *not* asked directly; rather, an entire list of all possible activities was shown to them.
 - So if the respondent saw “walking” and checked “yes”, the person would be counted as active, even if they just walked to the bus.
 - Note that the *intended* definition of “active” – shown to respondents at the beginning of the survey – is “*any activity that encourages social or individual participation, provides a sense of fun and is physically active.*”

Given that percentages of activities *other* than walking are similar to or higher in 2018 than in 2016; and given that in 2018, people were asked more directly whether they/other household members are active, we suspect that the 2018 “walk/run/jog/hike” percentage is more accurate.