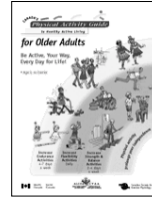


Research supports the Guide

- **The Guide is based on research on the benefits of physical activity.**
- **Our survey findings help us understand older adults so we can intervene effectively.**



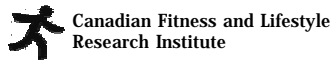

Knowing our audience

- **How active they are**
- **Physical activities they like**
- **Where? With whom? \$\$\$**
- **Obstacles they face**
- **Benefits they see**
- **Emotional needs**
- **What else is going on in their life**

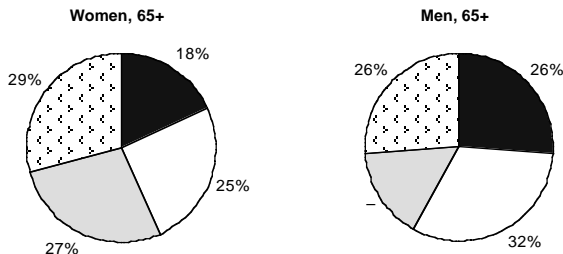


Physical Activity Monitor

- our annual telephone survey of Canadians in all provinces and territories
 - 1995, 1997, 1998 results out
- funded by governments
 - federal/provincial/territorial



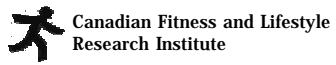
Physical activity levels

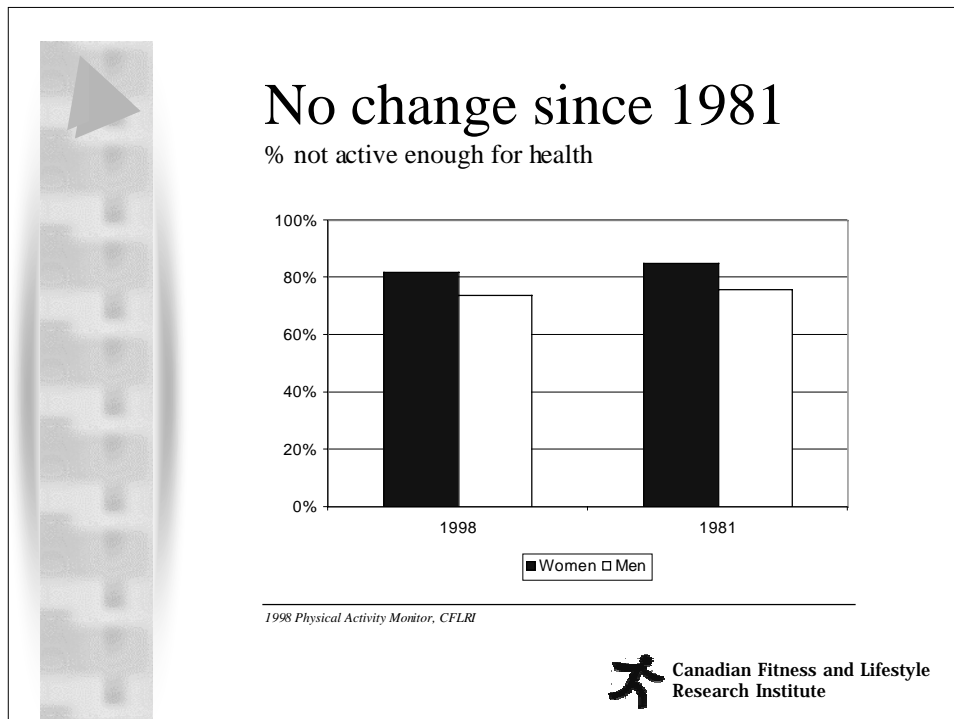


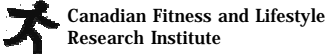
Group	Active enough for health	Moderately active	Somewhat active	Sedentary
Women, 65+	18%	25%	27%	29%
Men, 65+	26%	32%	26%	16%

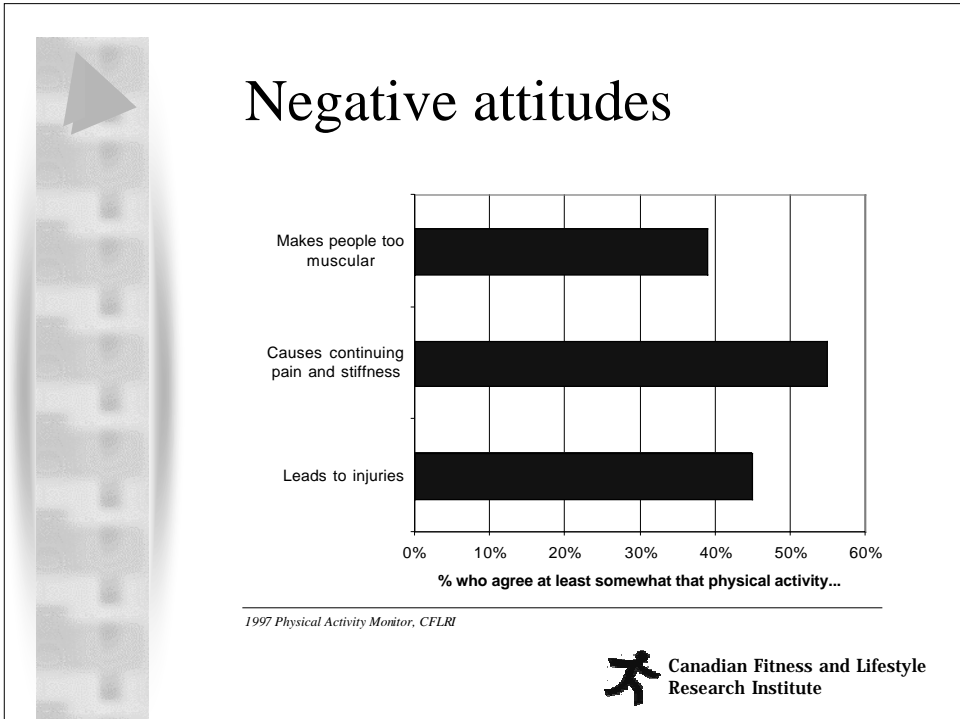
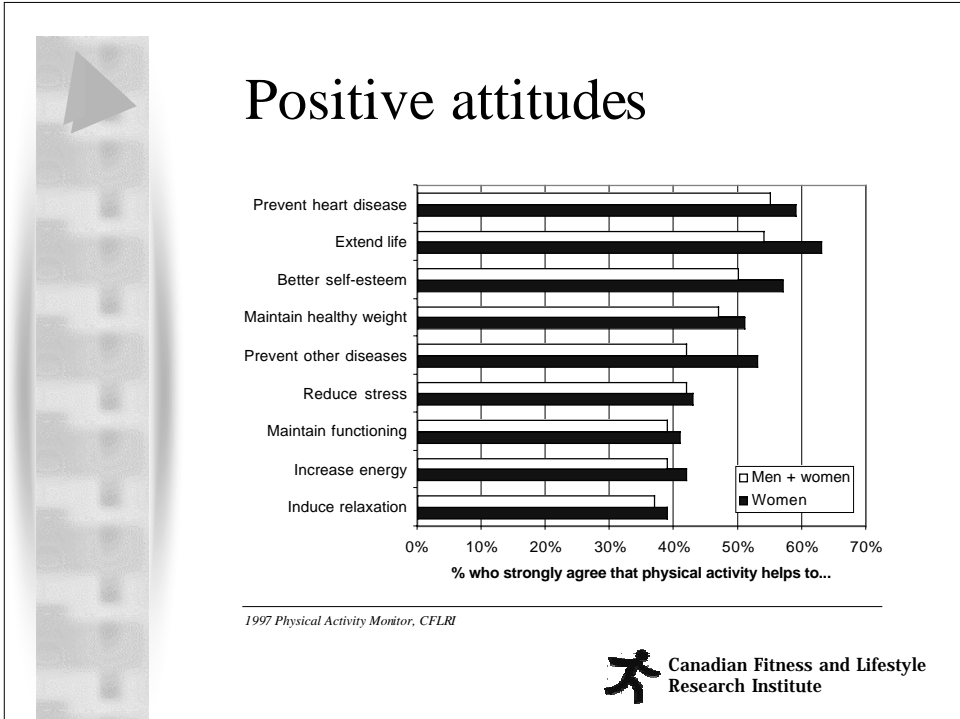
■ Active enough for health
□ Moderately active
□ Somewhat active
□ Sedentary

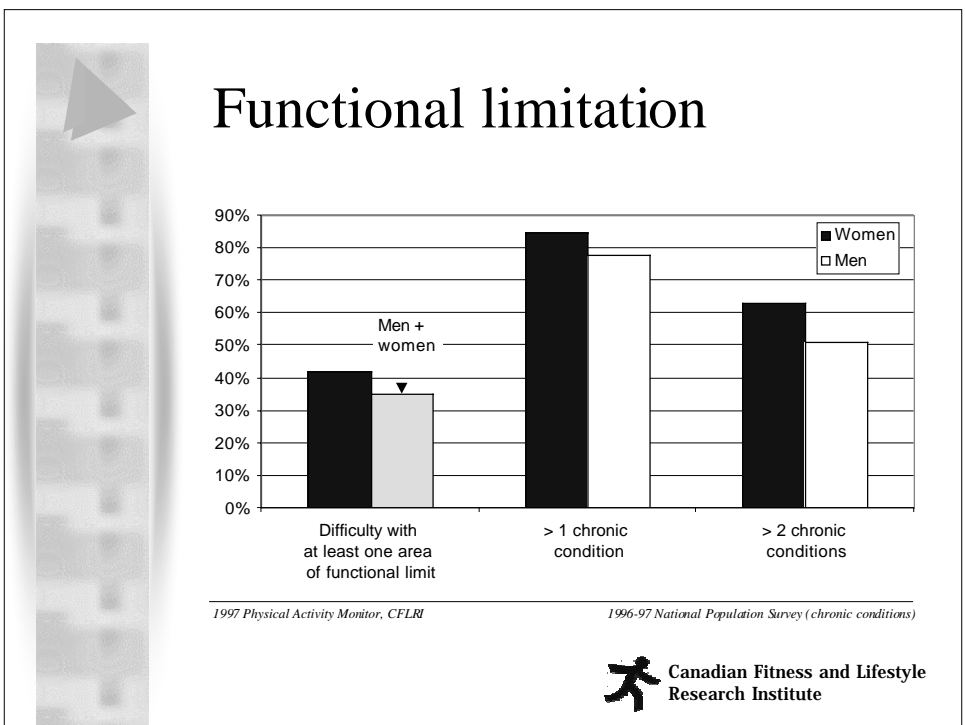
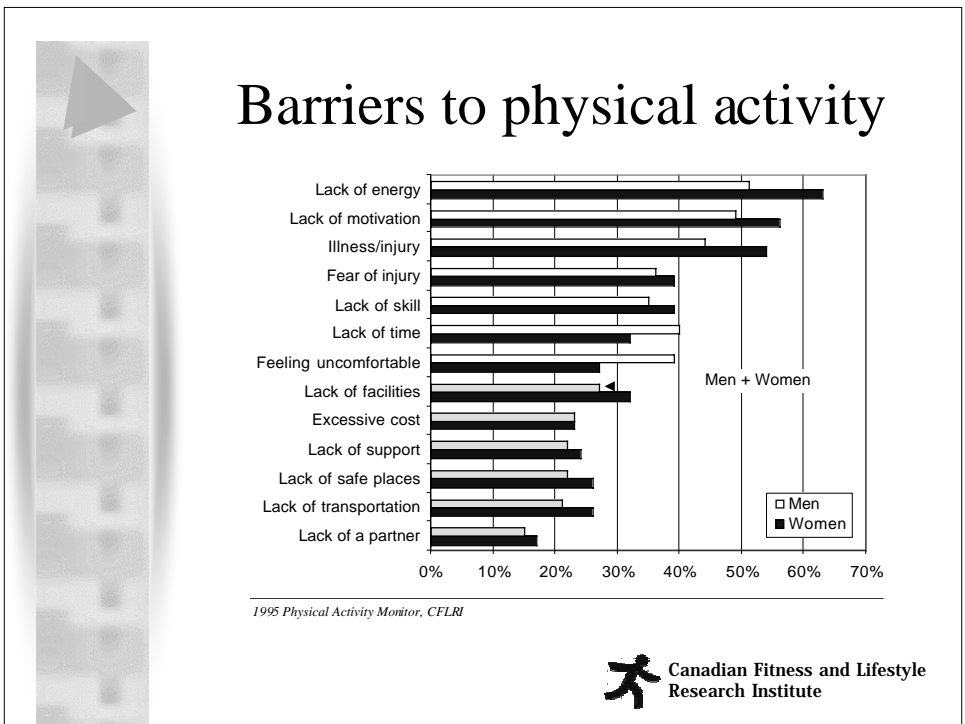
1998 Physical Activity Monitor, CFLRI

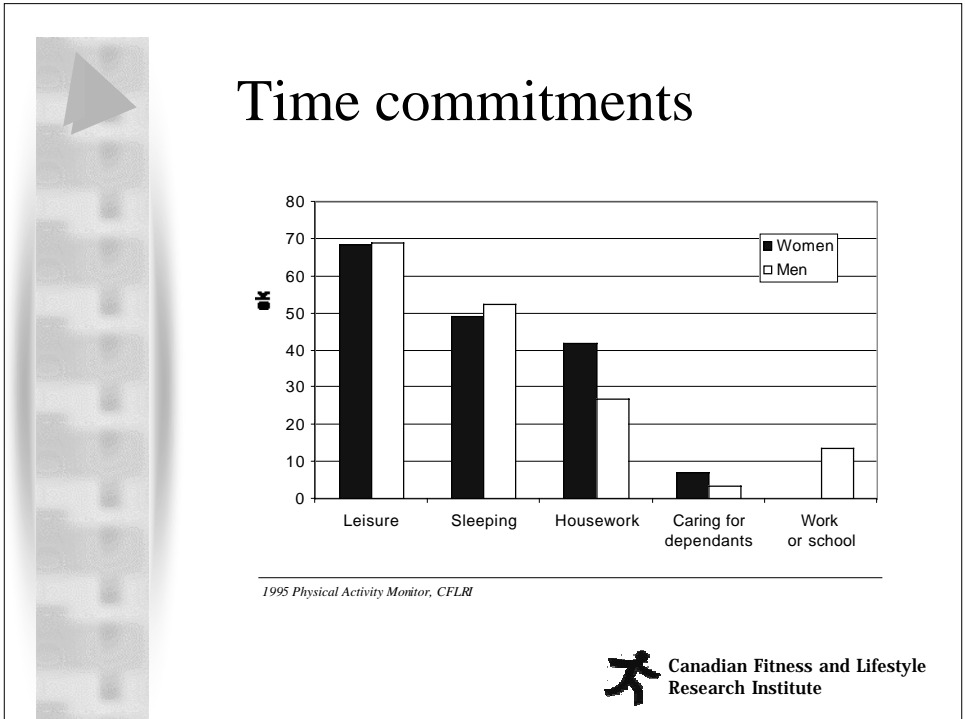
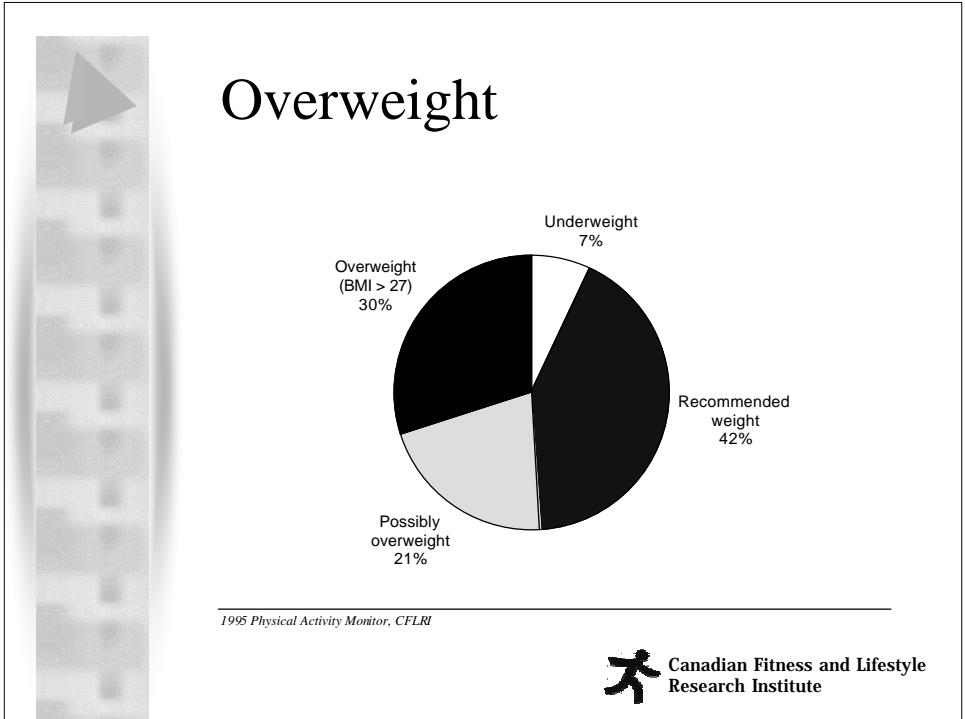


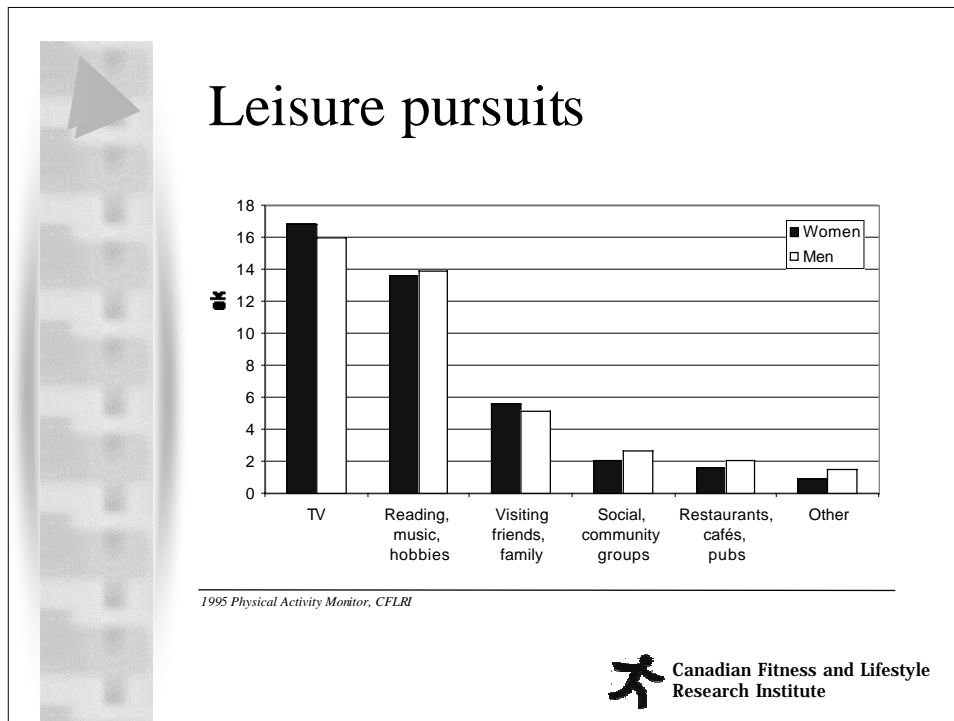


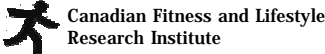
- ## Focus on a daily pattern
- **36% are active daily**
 - **22% are active 4–6 times a week**
 - **22% are active 1–3 times a week**
- F I T
- 1998 Physical Activity Monitor, CFLRI
- 









- ## Volunteerism
- **Half of older adults volunteer**
 - 104 hours/year
 - 139 hours/year for women
 - **They spend more time volunteering than other age groups**
- 1997 Physical Activity Monitor, CFLRI
- 

Importance of social life

- **Social life is very important**
 - 72% of women and 64% of men rate it very important
- **Yet only 1 in 3 are active with friends**
 - 61% exercise alone
 - 77% exercise at home

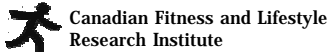
1995 Physical Activity Monitor, CFLRI

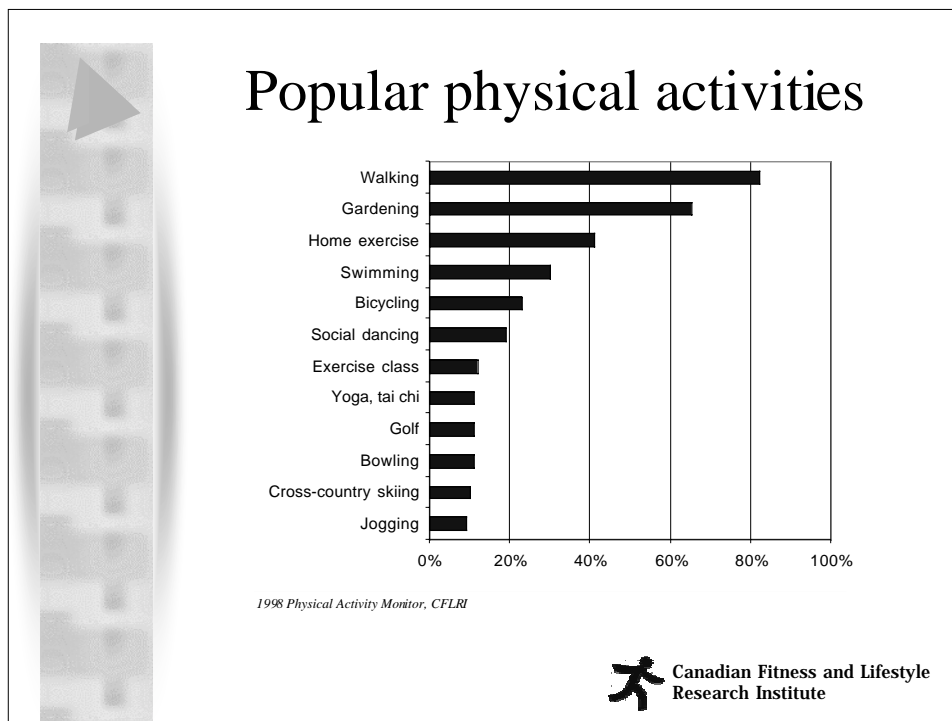


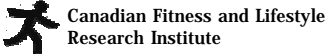
State of mind

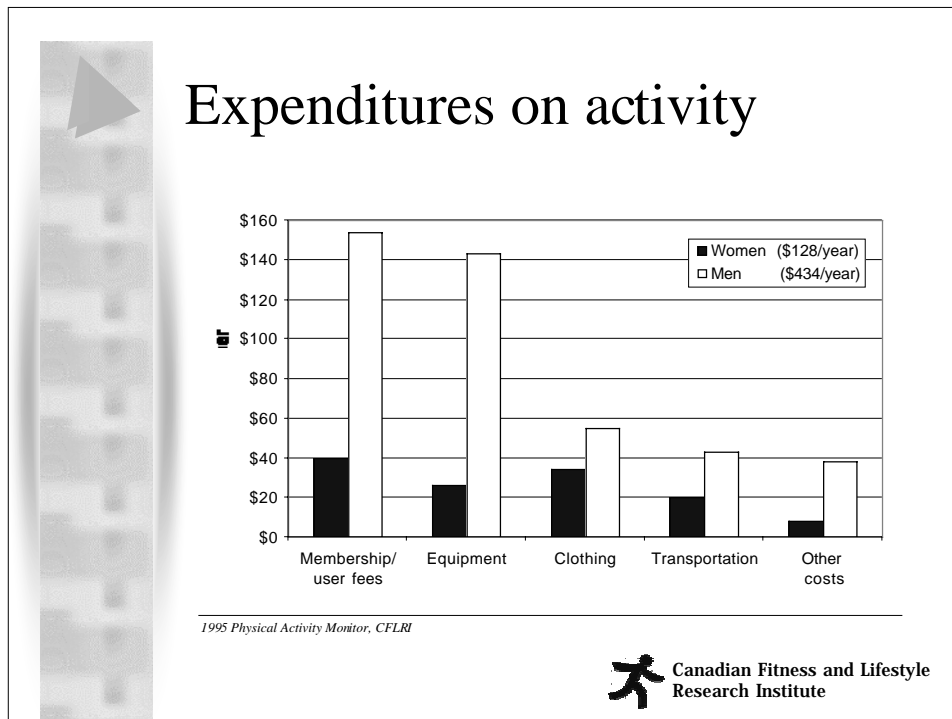
State of Mind	Men (%)	Women (%)
<i>All or most of the time</i>		
In control	85	85
Happy	82	78
Relaxed	75	70
Hopeful about future	75	70
<i>At least some of the time</i>		
Things are too much	25	35
Stressed	25	28
Lonely	25	32
Depressed	20	25

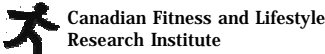
1995 Physical Activity Monitor, CFLRI





- ## Building activities in daily life
- **Ways of incorporating activities:**
 - **Commuting by walking (72%)**
 - **Light chores (72%)**
 - **Stairs vs. elevators (67%)**
 - **Housework good for functional ability, standing, easy stretching**
 - **flexibility, strength**
- 1997 Physical Activity Monitor, CFLRI*
- 



- ## So what?
- **Our survey findings show the need for a Guide to inform them**
 - awareness of benefits
 - negative expectations to address
 - how to build activity in daily routine
 - **We now have the ingredients to know the Guide audience**
- 

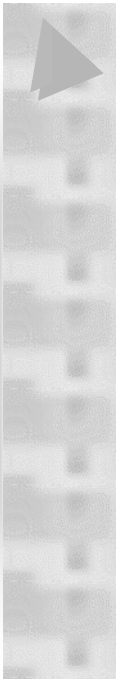


Looking for more statistics?

Visit our website:
www.cflri.ca



Canadian Fitness and Lifestyle
Research Institute



Survey publications (free online)

1998

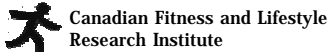
- report in progress, topics added every month

1997

- Foundation for Joint Action: Reducing Physical Inactivity
- Progress in Prevention (bulletins 22-36)

1995

- 1997 Physical Activity Benchmarks Report (full report and highlights report)
- Progress in Prevention (bulletins 1-21)



Canadian Fitness and Lifestyle
Research Institute