

# Let's Get Active!

## Planning Effective Communication Strategies

### PHYSICAL ACTIVITY AND SPORT MONITORING PROGRAM



### Social norms for walking

The 2014-2015 Physical Activity Monitor asked Canadian adults (aged 18+) about the walking behaviours of their family and peers. About half of Canadian adults *agree to some extent* that most of their family members walk for at least 30 minutes almost every day. About one-third of Canadians agree to some extent that most of their friends and other people they know walk at least this much. See Table 1 for a summary of social norms for walking.

#### Region

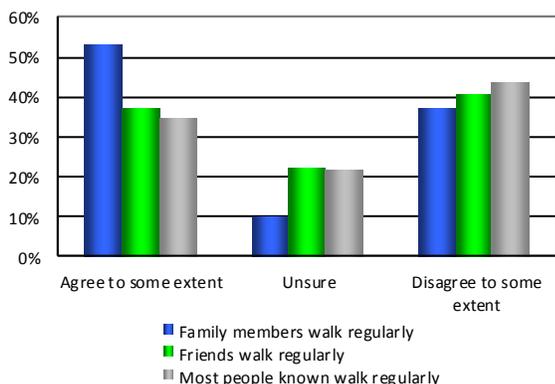
Compared to the national average, adults living in the Northwest Territories are more likely to agree to some extent that most of the people they know walk for at least 30 minutes almost every day and are less likely to disagree to some extent with this statement. They are also less likely to disagree to some extent that most friends walk regularly. Similarly, a greater proportion of adults living in the Yukon indicate that most friends walk at least 30 minutes almost every day, while they are less likely to disagree to some extent with this statement. Adults in the Yukon are also less likely to disagree that most people they know walk regularly.

#### Age and Gender

There are no differences in social norms for walking behaviour by gender. A greater proportion of young adults (aged 18 to 24) agree to some extent that most of their friends walk at least 30 minutes almost every day compared to older adults (aged 25 to 64). Similarly, relatively more young adults (aged 18 to 24) than 45 to 64 year olds say that most of the people they know walk this much.

FIGURE 1

Social norms for walking, overall



2014-2015 Physical Activity Monitor, CFLRI

TABLE 1

Social norms for walking

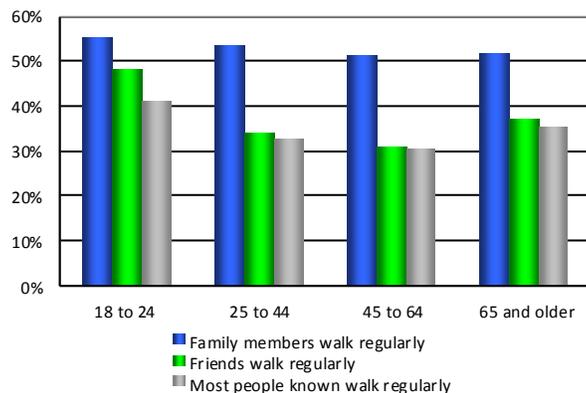
	Agreeing to some extent	Unsure	Disagree to some extent
Most family members walk regularly*	53%	10%	37%
Most friends walk regularly*	37%	22%	41%
Most other people known walk regularly*	35%	22%	44%

\*regularly = 30 minutes almost every day

2014-2015 Physical Activity Monitor, CFLRI

FIGURE 2

Social norms for walking (% agreeing to some extent), by age



2014-2015 Physical Activity Monitor, CFLRI

### Socio-demographic characteristics

With respect to household income, adults living in lower income households (\$30,000 to \$39,999 per year) are *more* likely than those from higher income households (\$80,000 to \$99,999 per year) to agree that most people they know walk regularly. Canadians who are single or never married are *most* likely to agree to some extent that their friends do this. Compared to the average, students are more likely to agree to some extent that most of their friends walk at least 30 minutes almost every day.

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