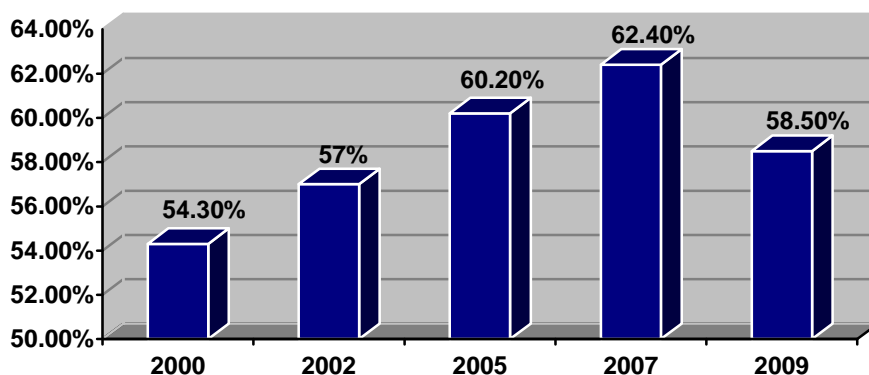


2009 Alberta Survey on Physical Activity: Executive Summary of Results

% of Sufficiently Physically Active Adult Albertans

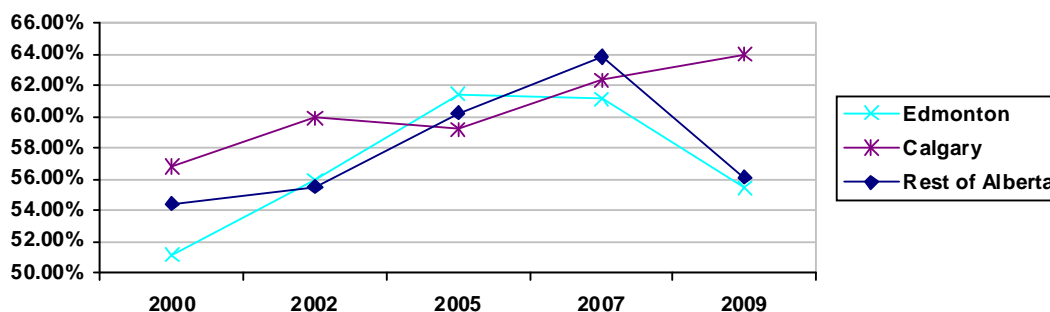
The percentage of adult Albertans who are physically active enough to experience health benefits has decreased compared to the last two surveys.



Results by Location

The percentage of physically active Calgarians has increased. However, the percentages of active Edmontonians and active Albertans from other regions have decreased.

Location	2000	2002	2005	2007	2009
Edmonton	51.1%	55.9%	61.4%	61.1%	55.4%
Calgary	56.8%	59.9%	59.2%	62.3%	64.0%
Rest of Alberta	54.4%	55.5%	60.2%	63.8%	56.1%



Factors Influencing Physical Activity

Sociodemographic factors

Similar to previous years, several sociodemographic factors influence physical activity levels. Generally, the percentage of sufficiently physically active Albertans:

- Decreases with age (also found in 2007). Albertans tend to be less active as they get older.
- Is highest among people with an annual household income of \$100,000 or more (also found in 2007).
- Is higher among people who have common-law or live-in partners or who have never married (not found in 2007).
- Is lowest among people who are widowed (also found in 2007).
- Is highest among people who have both a paid job and are self-employed (also found in 2007).

Psychological factors

Several psychological factors can influence the physical activity levels of Albertans. The percentage of sufficiently physically active Albertans increases as:

- General self-efficacy increases (also found in 2007). (General self-efficacy means confidence in being able to participate in regular physical activity.)
- Coping self-efficacy increases (also found in 2007). (Coping self-efficacy means confidence in being able to overcome potential barriers to physical activity such as bad weather, feeling tired or being in a bad mood.)
- Scheduling self-efficacy increases (also found in 2007). (Scheduling self-efficacy means confidence in being able to arrange one's schedule to participate in physical activity.)
- Belief in the health benefits of physical activity increases (also found in 2007).
- Intention to participate in physical activity increases (also found in 2007).
- Perceived behavioural control increases (also found in 2007). (Perceived behavioural control is the perception that if one wanted to, one could easily participate in regular physical activity.)

Accessibility and awareness factors

- The percentage of sufficiently physically active Albertans rises with increases in perceptions about easy access to places where one can get physical activity.
- 59.5% of physically active Albertans look for physical activity information.

% of Albertans Who Are Aware of Health Campaigns and Resources

Public health campaigns are a method of creating awareness about the importance of physical activity.

79.4% of active Albertans and 74.4% of inactive Albertans were able to recall the ParticipACTION campaign. 53.5% of active Albertans and 46.2% of inactive Albertans were able to recall the *Canada's Physical Activity Guide* resource.

Health Campaigns and Resources	Total Albertans	Active Albertans	Inactive Albertans
<i>Canada's Physical Activity Guide</i>	50.5%	53.5%	46.2%
<i>Canada's Food Guide</i>	83.0%	85.0%	80.3%
Healthy U	20.0%	22.5%	16.4%
ParticipACTION	77.3%	79.4%	74.4%

Predictors of Physical Activity

The sociodemographic factors that predict physical activity status (sufficiently active vs. insufficiently active) are:

- Age. Albertans aged 18–24 are 4.91 times more likely to obtain sufficient levels of physical activity than those 65 years or older.
- Income. Albertans with annual household incomes greater than \$100,000 are 5.53 times more likely to obtain enough physical activity to achieve health benefits than those who have an annual income lower than \$20,000.
- Marital status. Widowed Albertans are 0.28 times as likely to be sufficiently active as Albertans who have never been married.

The psychological factors that predict physical activity status are:

- Moderate or high general self-efficacy
- High coping self-efficacy
- High intention to participate in regular physical activity
- Moderate or high perceived behavioural control

The accessibility and awareness factors that predict physical activity status are:

- Perception of access to places where one can get physical activity
- If one looks for information about physical activity

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