

Barrington / Clark's Harbour

Physical Activity Community Survey Among Adults

November, 2017

Sponsored By:



Conducted By:



Market research for your most important decisions

www.novainsights.ca

(t) 902.482.9688 - (e) pdesbarres@novainsights.ca

1. To further the development, implementation, and continued evaluation of physical activity strategies in municipalities and Indigenous communities across Nova Scotia.
2. To provide local data to inform the strategies on physical activity – and the extent to which these align with physical activity opportunities in the area.
3. To inform Communities, Sport and Recreation policy and decision making.

Barrington / Clark's Harbour

114 Telephone Interviews ~ 18+ years old living in the community

Random Digit Dialing (RDD) Telephone Sampling ~ November 1 – December 8, 2017

As with any quantitative study, the data reported in this research are subject to **sampling error**, which can be defined as the likely range of difference between the reported results and the results that would have been obtained had we been able to interview everyone in the relevant population. Sampling error decreases as the size of the sample increases and as the percentage giving a particular answer moves toward unanimity. At the **95% confidence level**, worst-case potential sampling error for a **sample of 114 is ±9.2 percentage points**.

This is considered a **small sample size**, but is adequate for analyzing at the community level. The sample is less reliable when comparing segments, such as age and gender within the broader community.

Where results by gender differ from the general community population significantly at this 95% confidence level, an indicator will show whether it is significantly higher ↑ or lower ↓ .

Opinions and comments expressed within this research are in response to community-wide opportunities and preferences. They are not specific to any particular department, agency, or organization.

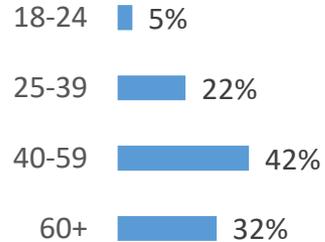
Data presented is based on telephone sample and is **weighted** to reflect census distributions by age and gender.

Demographics

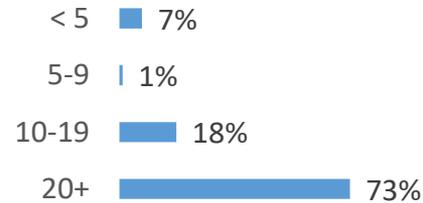
Gender



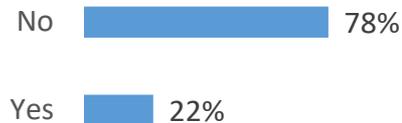
Age



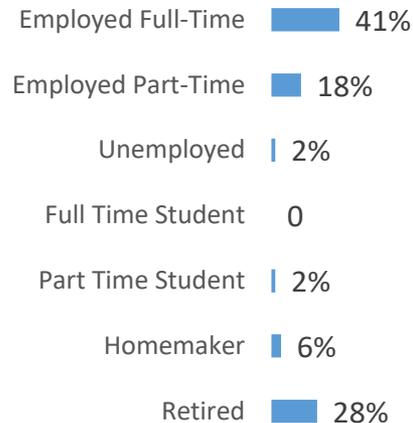
Years in Community



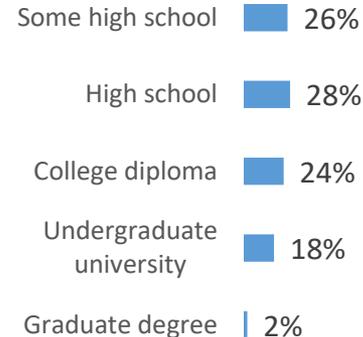
First Nations



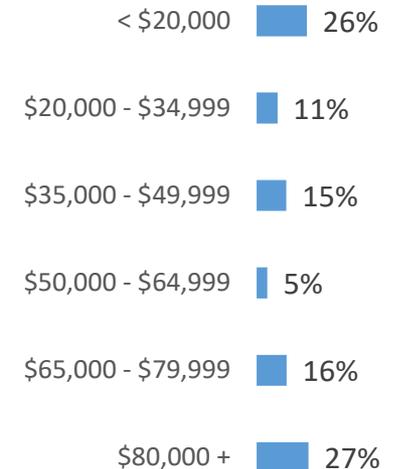
Employment



Education



Household Income



Key findings

Factors influencing engagement in physical activity can vary across age groups and gender. It is important that opportunities, scheduling, and communications be designed with these differences in mind.

Top Activities on Wish List

Walking: Top of the wish list for future activity.
Swimming: Second highest interest overall, especially for females.

Most Common Challenges

Infrastructure: Condition and maintenance of bicycle lanes and roadsides for walking
Finding time: Working activity into daily life and around schedules
Social barriers: Having someone to be active with.

Physical Activity Opportunities

Family-friendly opportunities with children able to participate
Organized group activities to provide a social component
Non-competitive (recreational) activities (especially among females)

AT Motivators

One-in-seven walk at least weekly. No one reports bicycling weekly.
Three-in-four would like to **walk more often**, affected by sidewalk maintenance, trails, and condition of roads.
About one-quarter would like to **bicycle more often** with bicycle lanes, better road conditions, and off-road paths.

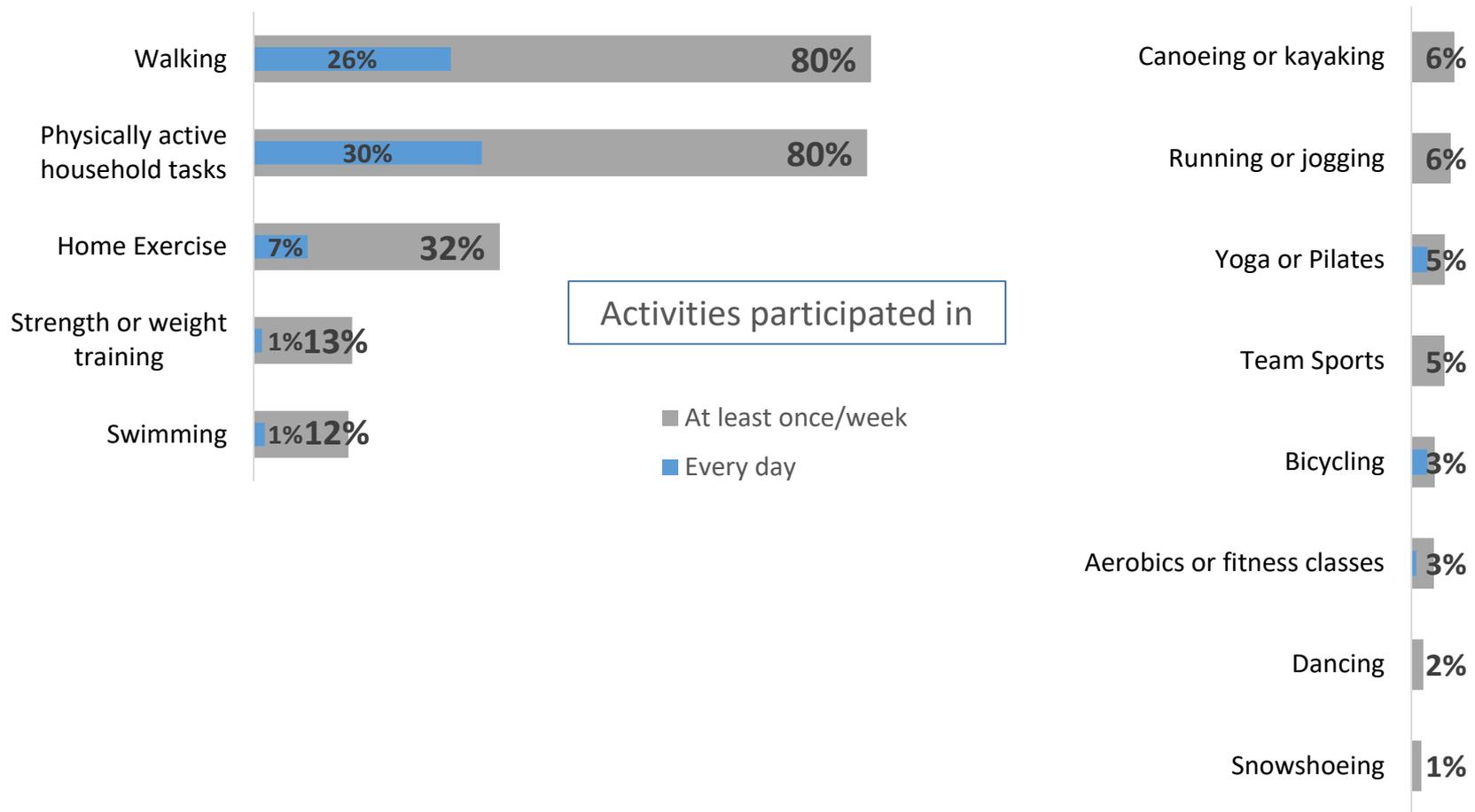
Conclusions

1. With walking as the most popular activity for future participation in general as well as for Active Transportation, there is a significant opportunity to increase activity in this community by prioritizing support for walking. (Slides 12, 42)
2. Swimming is also mentioned as a wish list item for increased participation, but to a far lesser degree than walking. (Slide 12)
3. Infrastructure for walking and cycling is a clear need based on identified physical activity challenges in general and Active Transportation facilitators. (Slides 23,43,45)
4. Interventions to support social connections are important. They address significant barriers and garner significant interest among programming concepts. (Slides 25,38)
5. Time (availability of residents, scheduling of programs) is an important barrier to consider in planning interventions. (Slides 14, 24)
6. There may be a role for health care providers in supporting participation in physical activity given the proportion who perceive their current health status as a challenge. (Slide 29)

More community members may be engaged by improving accessibility of community-based physical activity opportunities by offering family-friendly, non-competitive, and flexible activities that incorporate social interactions.

Activities

Walking and household tasks top the list of most common physical activities by a wide margin. Although in the top three, far fewer exercise at home. All the top activities tend to be ones with individual flexibility that help overcome barriers of available time and scheduling.



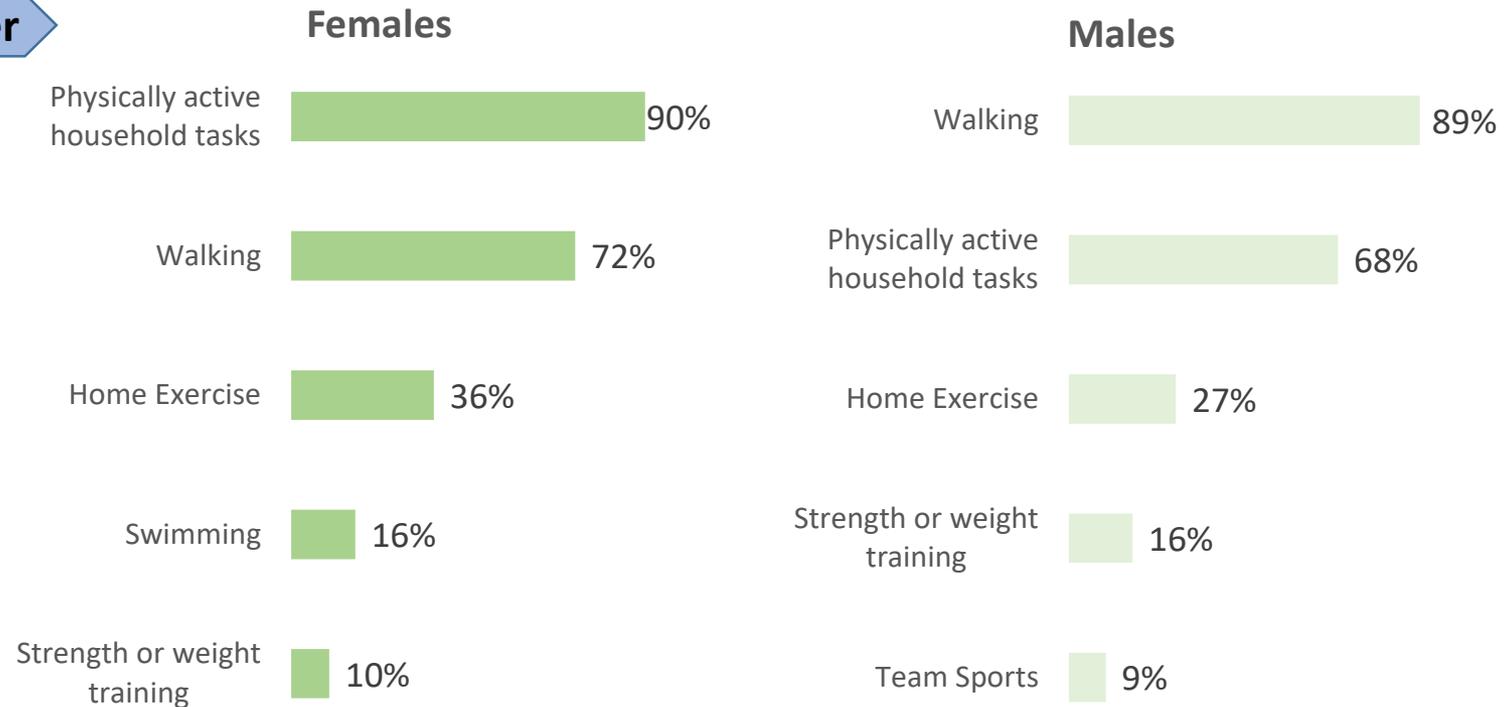
A3. I'm going to read you a list of activities. Thinking back over the last 12 months and accounting for all seasons, please tell me whether you regularly participated in each of these activities, and if so, how frequently—Every day, several times a week, about once a week, several times a month, about once a month, several times a year, or once a year. First take ...

Activities

Physically active household tasks are more common among females, as is swimming. Males tend to walk somewhat more than females.

Participation At Least Once Per Week

Gender

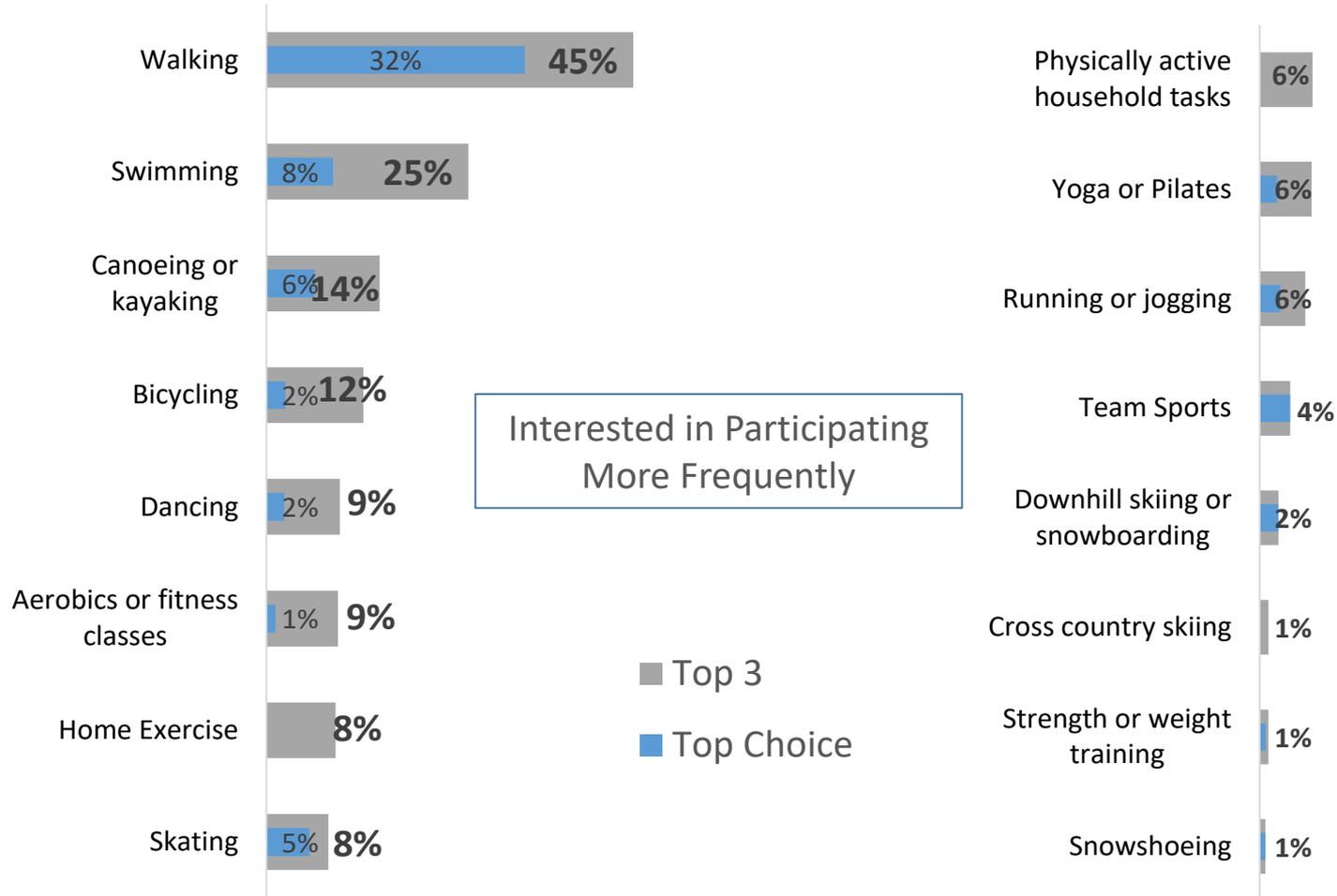


A3. I'm going to read you a list of activities. Thinking back over the last 12 months and accounting for all seasons, please tell me whether you regularly participated in each of these activities, and if so, how frequently—Every day, several times a week, about once a week, several times a month, about once a month, several times a year, or once a year. First take ...

↑ Significantly higher than total
↓ Significantly lower than total

Activities

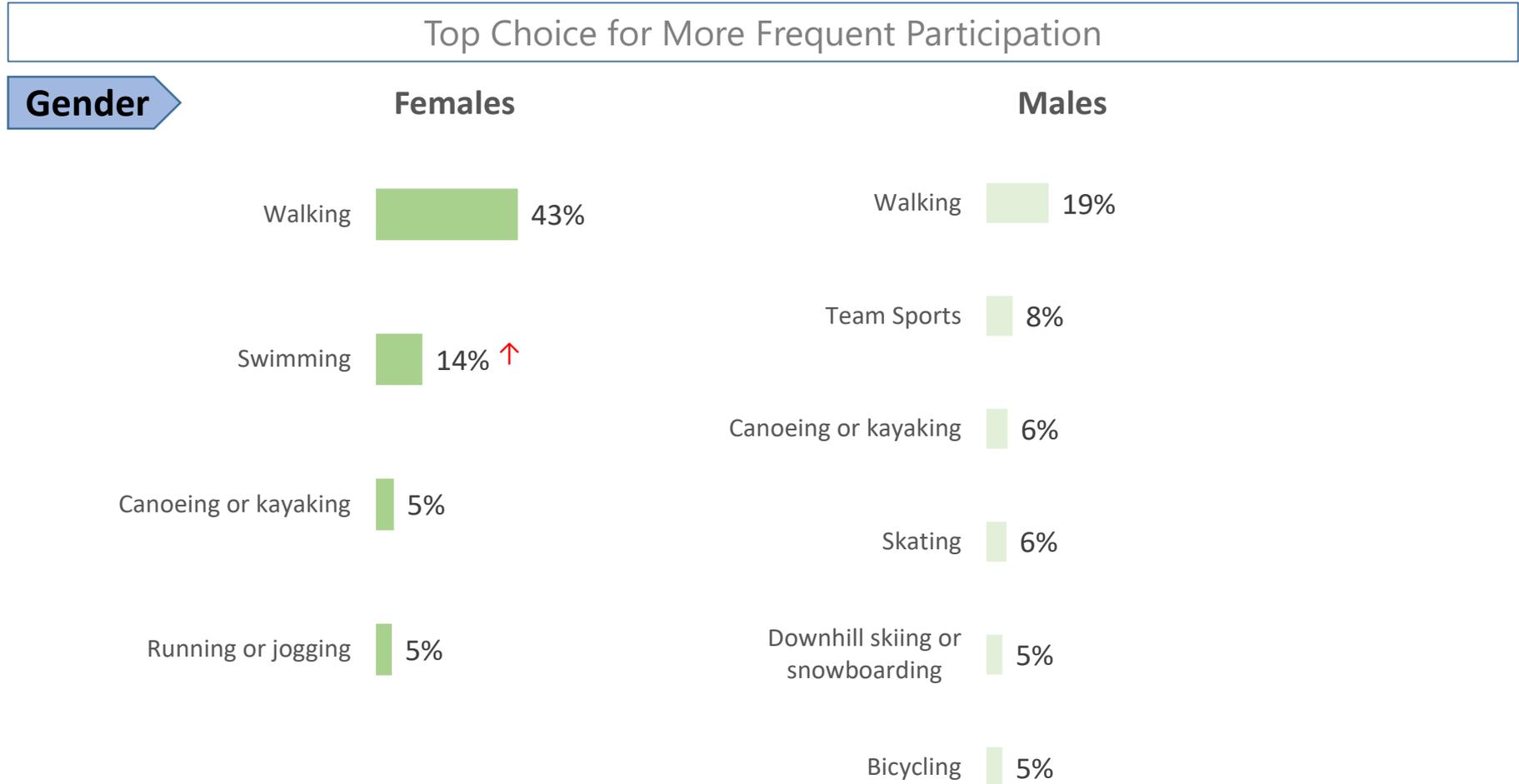
Across the community, the greatest proportion of citizens *wish* they could walk more frequently. This is followed by swimming. All other activities fall far behind on the wish list.



A4. Now I'd like to know which, if any, of these activities you'd like to participate in more frequently. Please tell me up to three activities you'd like to participate in more frequently in the order of your level of interest?

Activities

Walking and swimming are top choices for females. Males also prioritize walking for increased participation, but not to the same frequency as females.



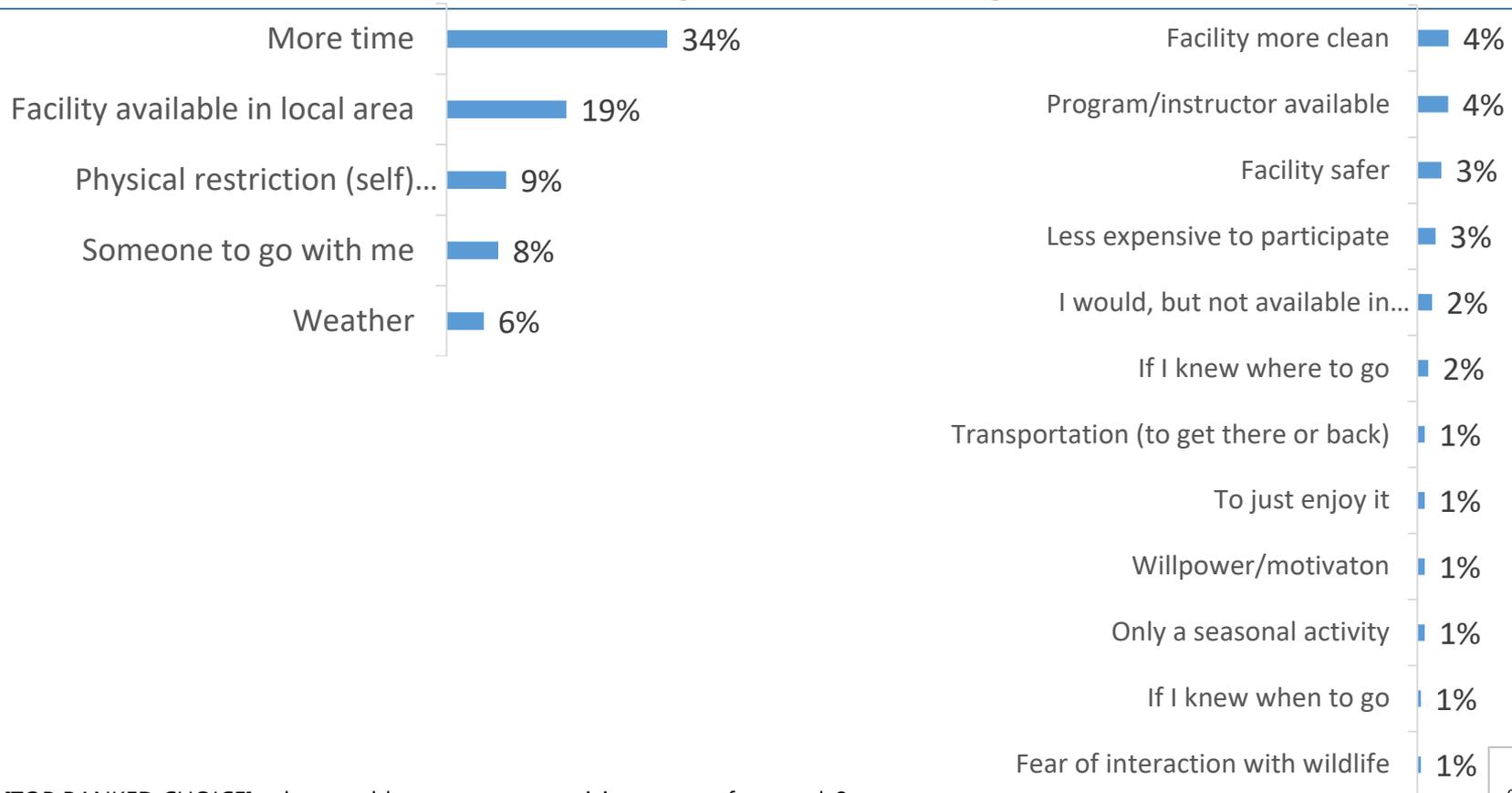
A4. Now I'd like to know which, if any, of these activities you'd like to participate in more frequently. Please tell me up to three activities you'd like to participate in more frequently in the order of your level of interest?

↑ Significantly higher than total
↓ Significantly lower than total

Activities

To encourage citizens to participate in their top ranked wish list activity, the most common comments relate to having the time to participate or the facility available. There are many demands on time, so offering flexible and less structured physical activity opportunities, responding to community preferences, and supporting the integration of physical activity throughout the day may be valuable to help engage community members.

Would Cause To Participate In Top Choice
(among those responding)

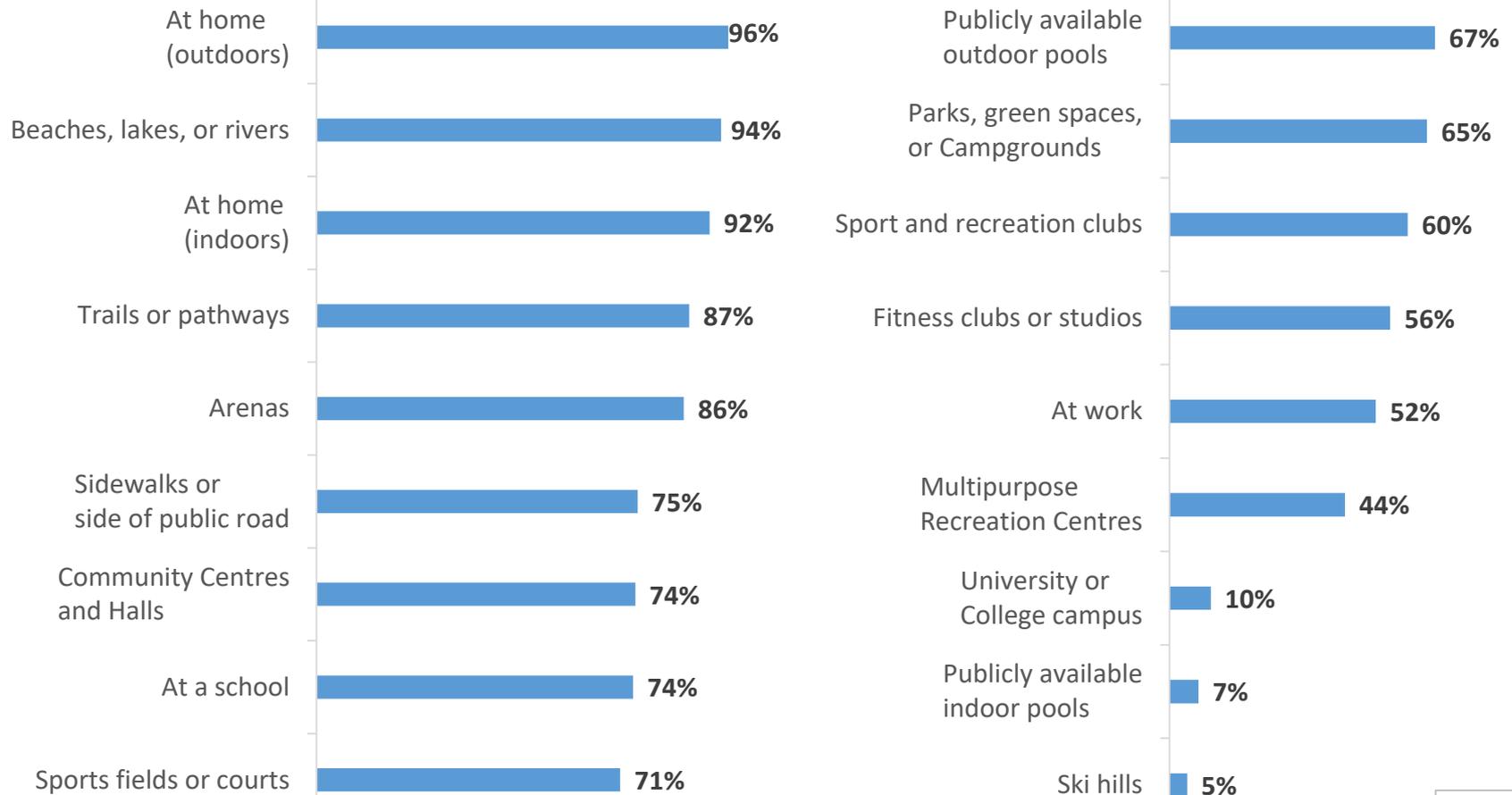


A5. For [TOP RANKED CHOICE], what would cause you to participate more frequently?

Places

Whether or not they utilize the place for activities, very strong majorities cite outdoor spaces as places within a reasonable distance to be active — natural waterways, trails. Strong majorities also say they have arenas, community centres, schools, and sports fields within a reasonable distance.

Places To Be Physically Active

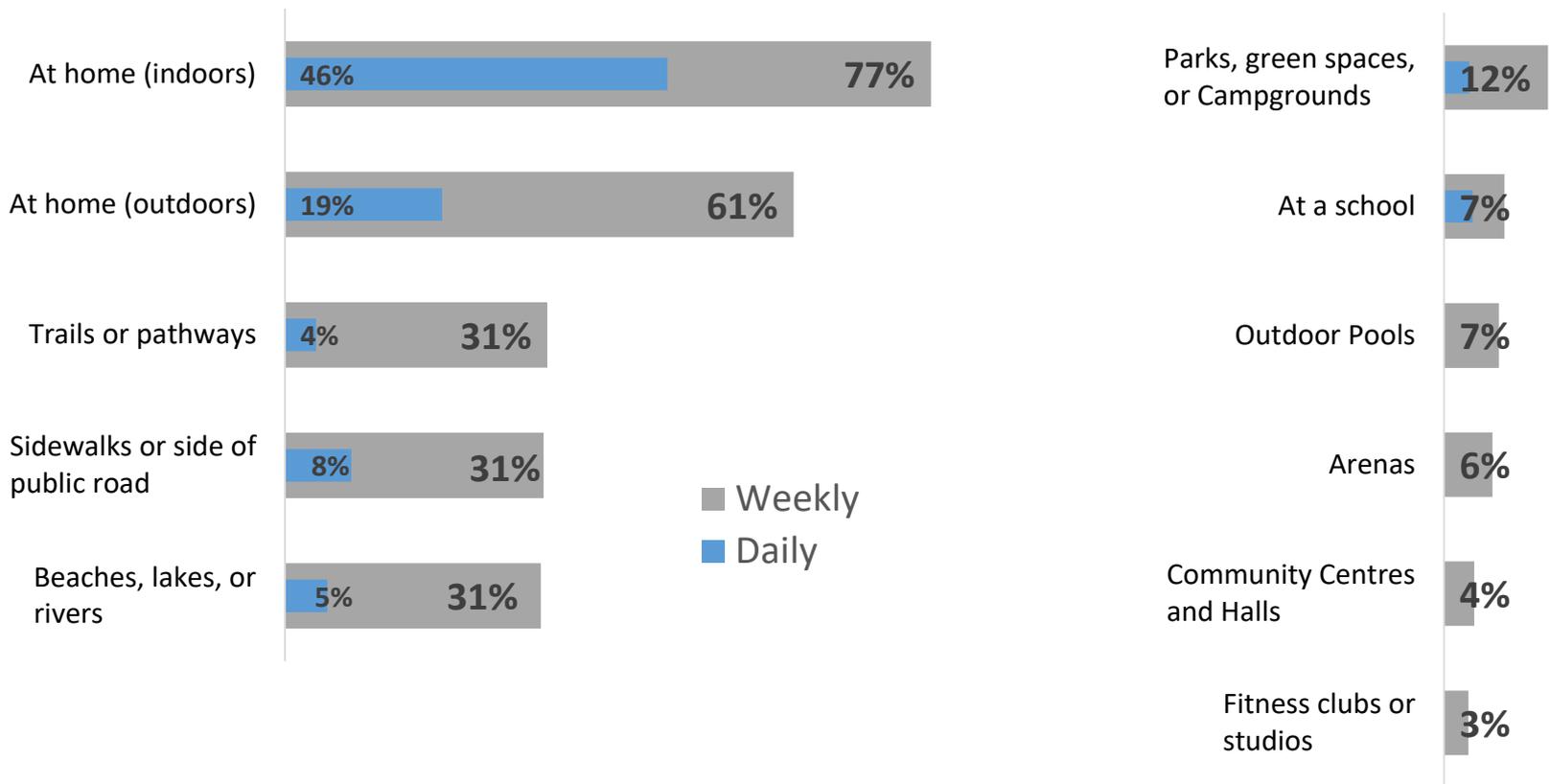


B1. For each one, please tell me if this is a place that is reasonably accessible to where you live (whether or not you use it personally).

Places

Residents are most commonly active at home. Trails, roadsides, and waterways make a distant second tier.

Places Where Physically Active



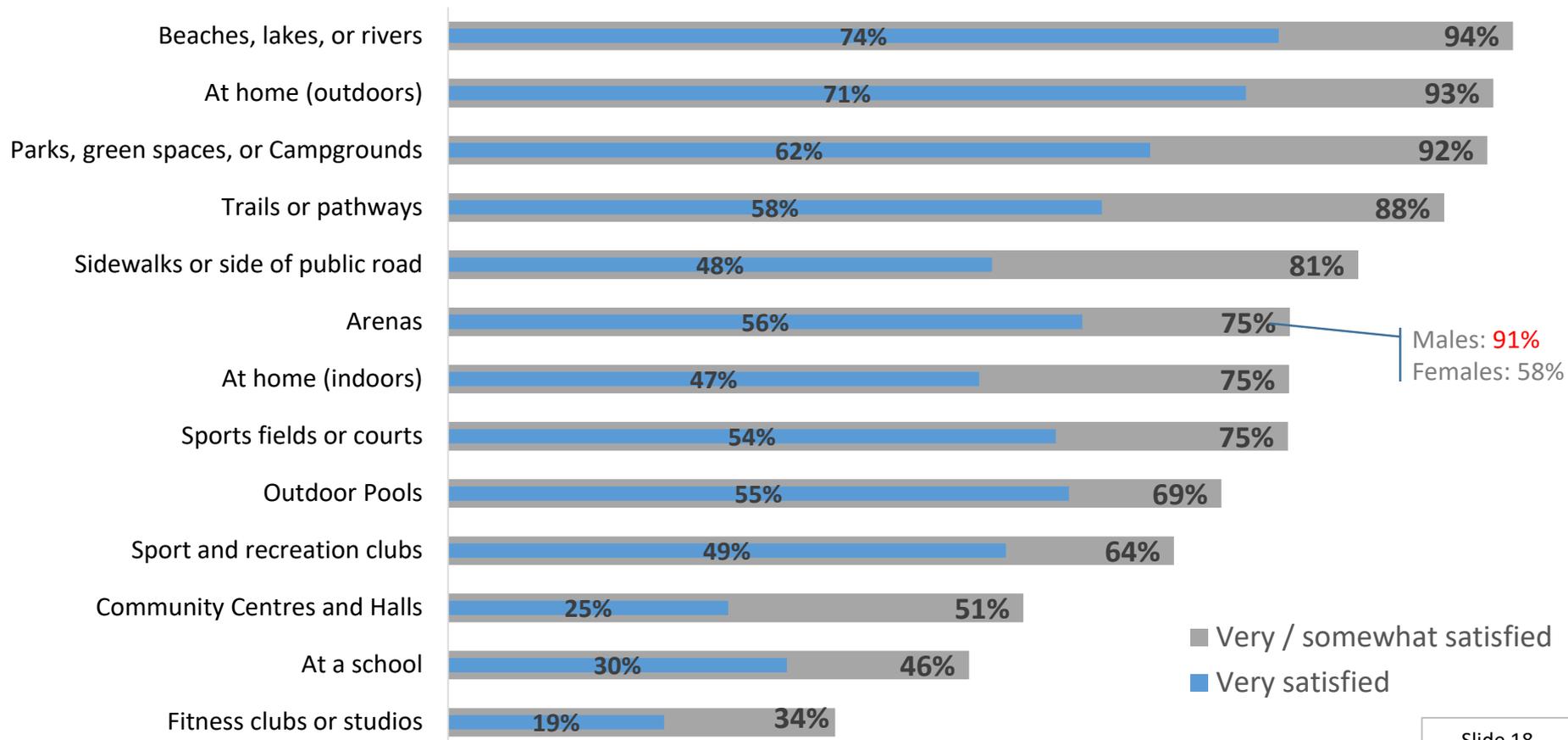
B2. Now for each of these places that you say are available in your community, please tell me how often you engage in physical activity at that place during its prime season.

Places

There is high satisfaction with outdoor spaces for being active in this community, including waterways, at home, parks, and trails.

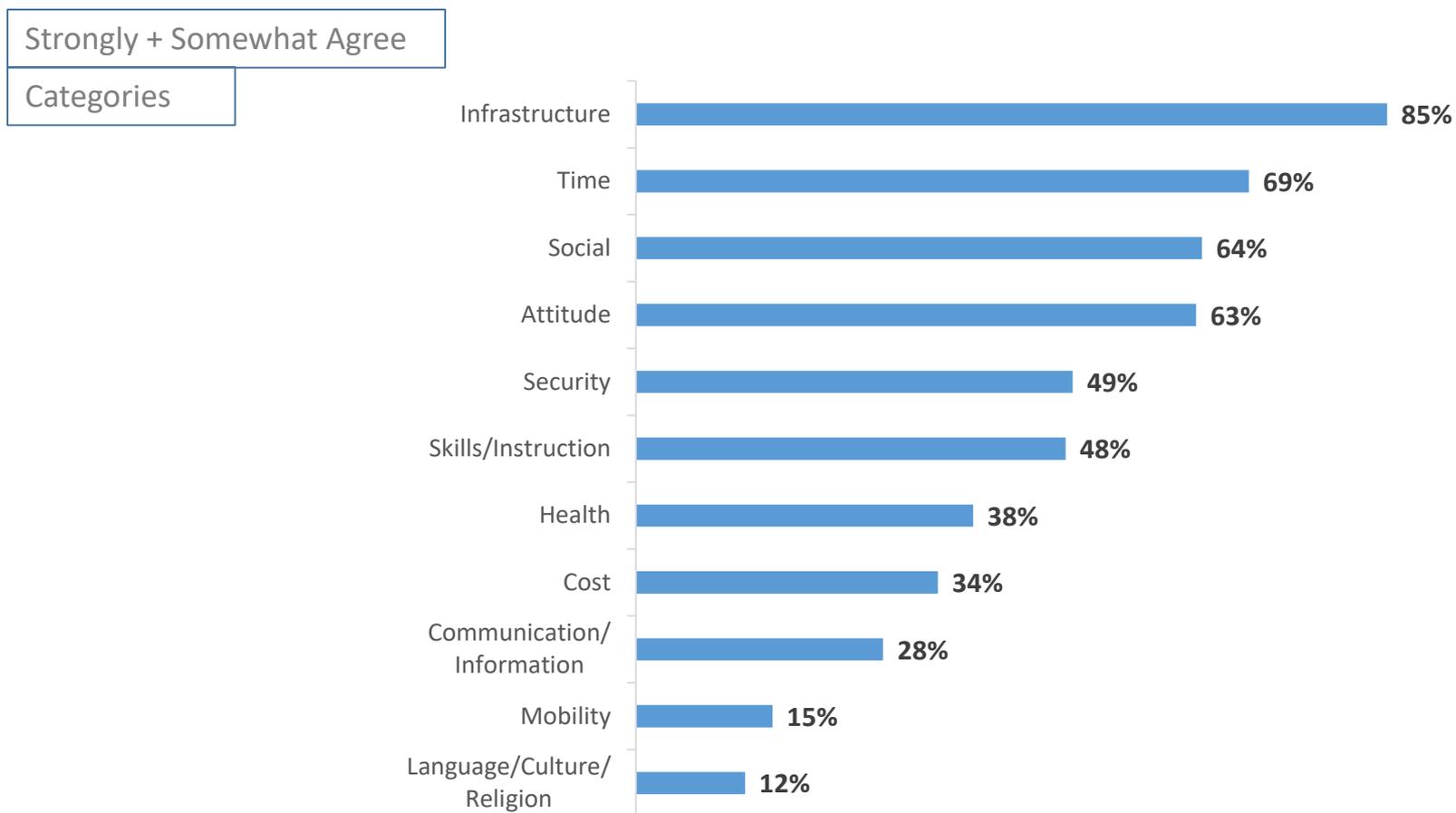
Males are even more likely to be satisfied with arenas.

Satisfaction With Places Available (among those saying they have place accessible)



Challenges

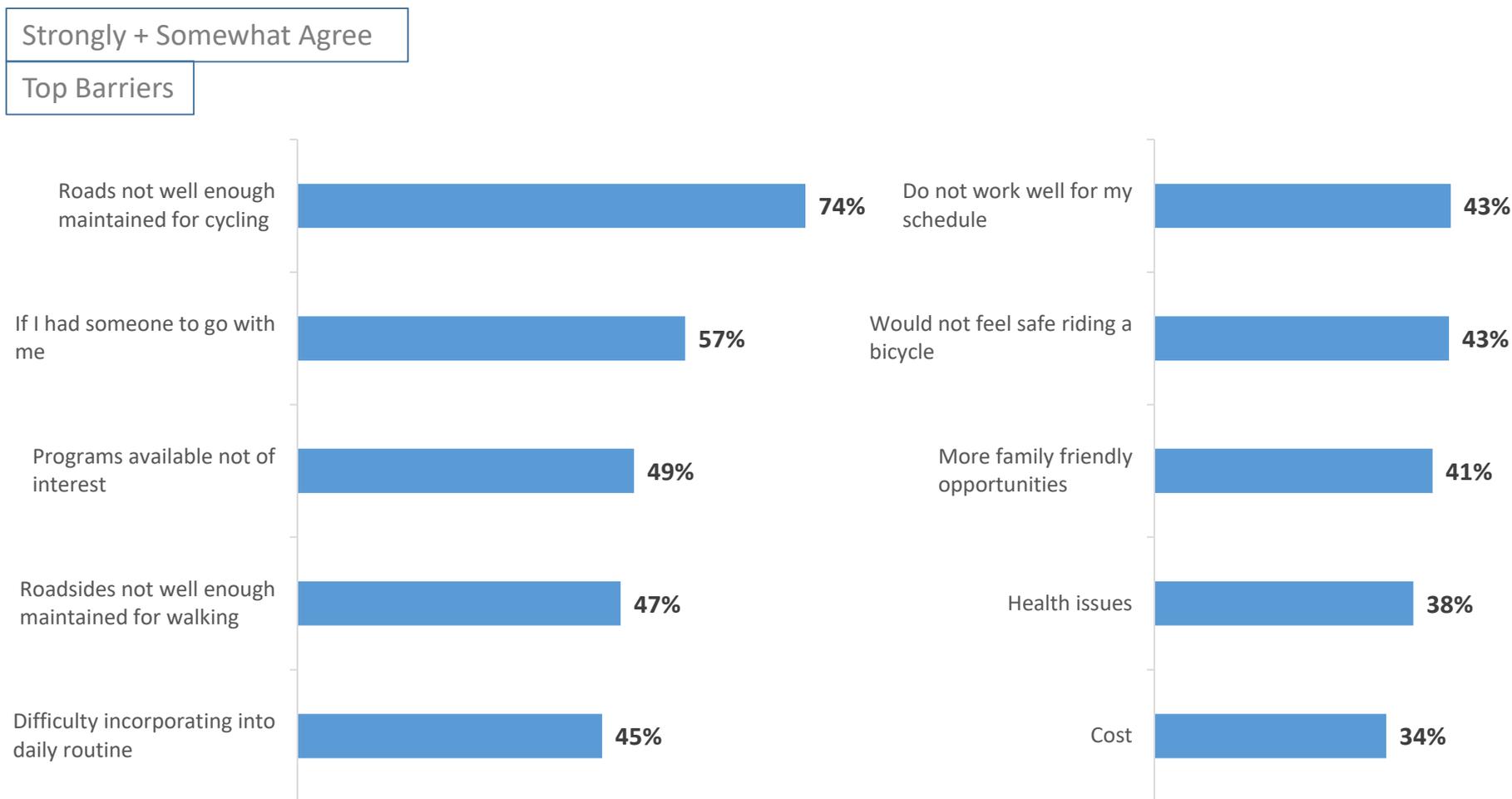
Across categories of challenges the greatest proportions cite aspects of infrastructure, time, social, and attitude barriers as affecting their ability to be more physically active.



C1. I'm now going to read you some statements that may or may not apply to you, but may be challenges that some people face in becoming more physically active. After I read each one, please tell me for you, personally, whether you ...

Challenges

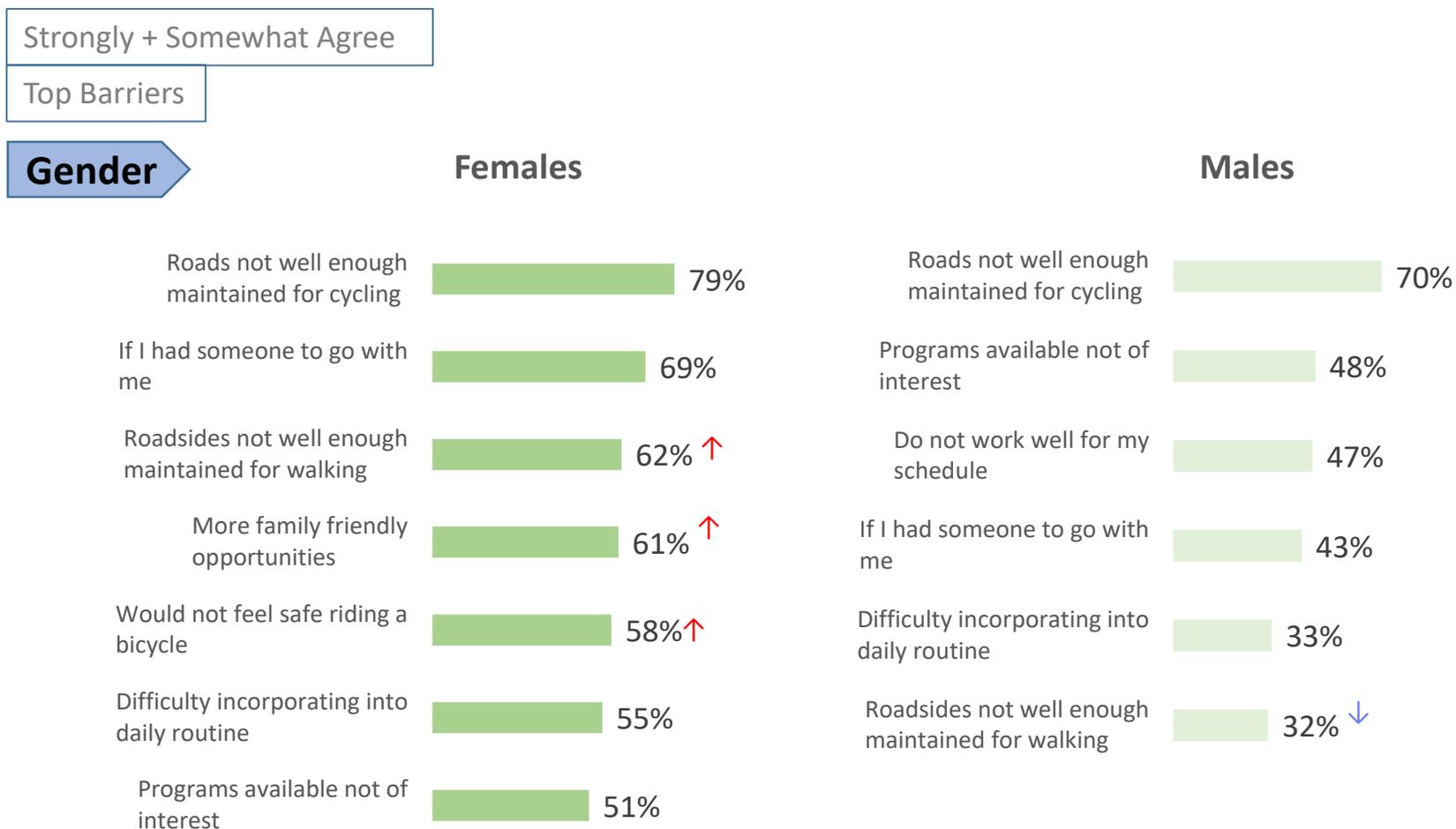
Across specific challenges, road conditions and having someone to be active with tops the list of barriers, followed by programming preferences and scheduling issues.



C1. I'm now going to read you some statements that may or may not apply to you, but may be challenges that some people face in becoming more physically active. After I read each one, please tell me for you, personally, whether you ...

Challenges

Road conditions top the list for both genders, but is especially high for females. A majority of females say they'd feel unsafe riding a bicycle in the community. Having someone to go with for activities is a somewhat higher challenge for females.

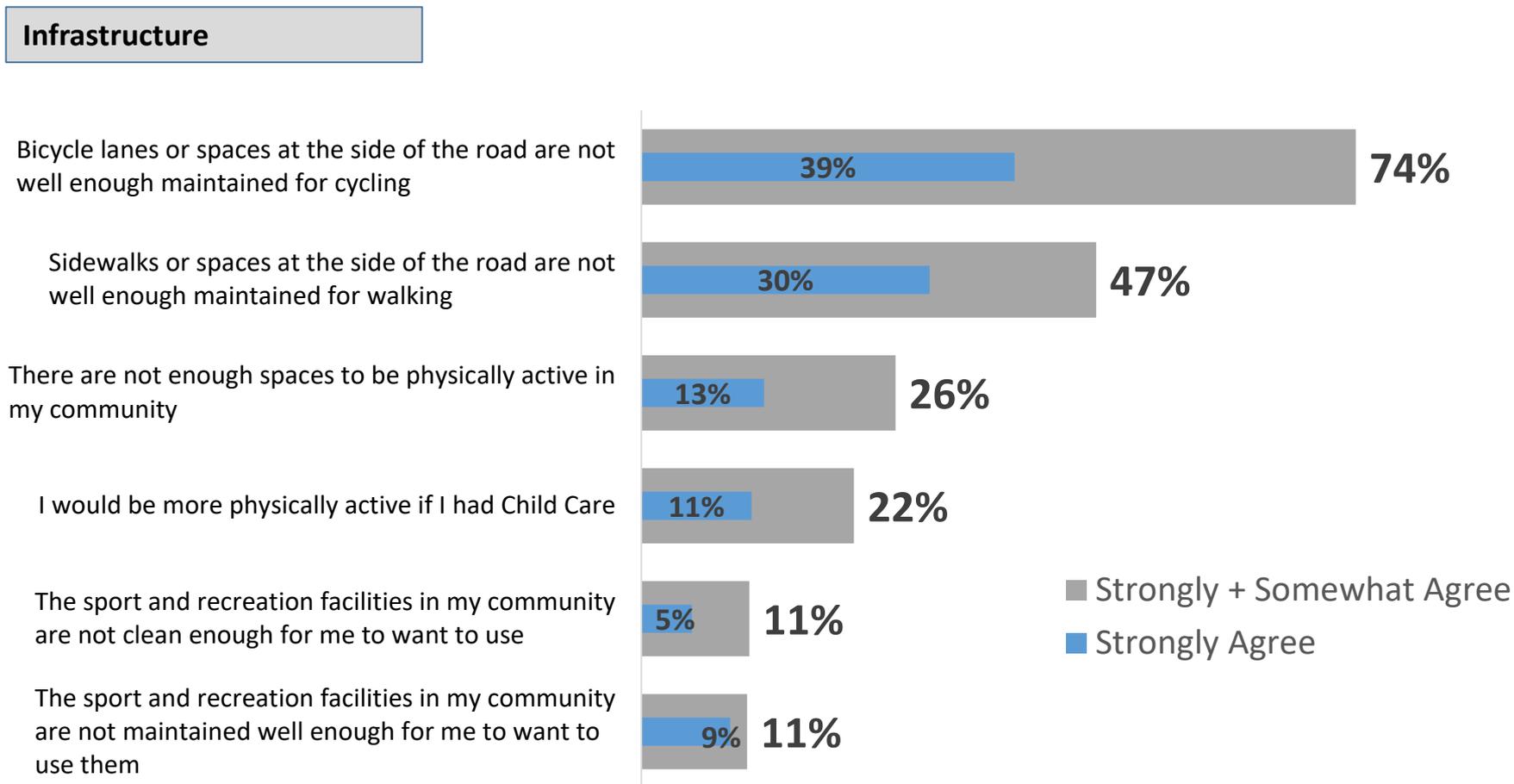


C1. I'm now going to read you some statements that may or may not apply to you, but may be challenges that some people face in becoming more physically active. After I read each one, please tell me for you, personally, whether you ...

↑ Significantly higher than total
↓ Significantly lower than total

Challenges

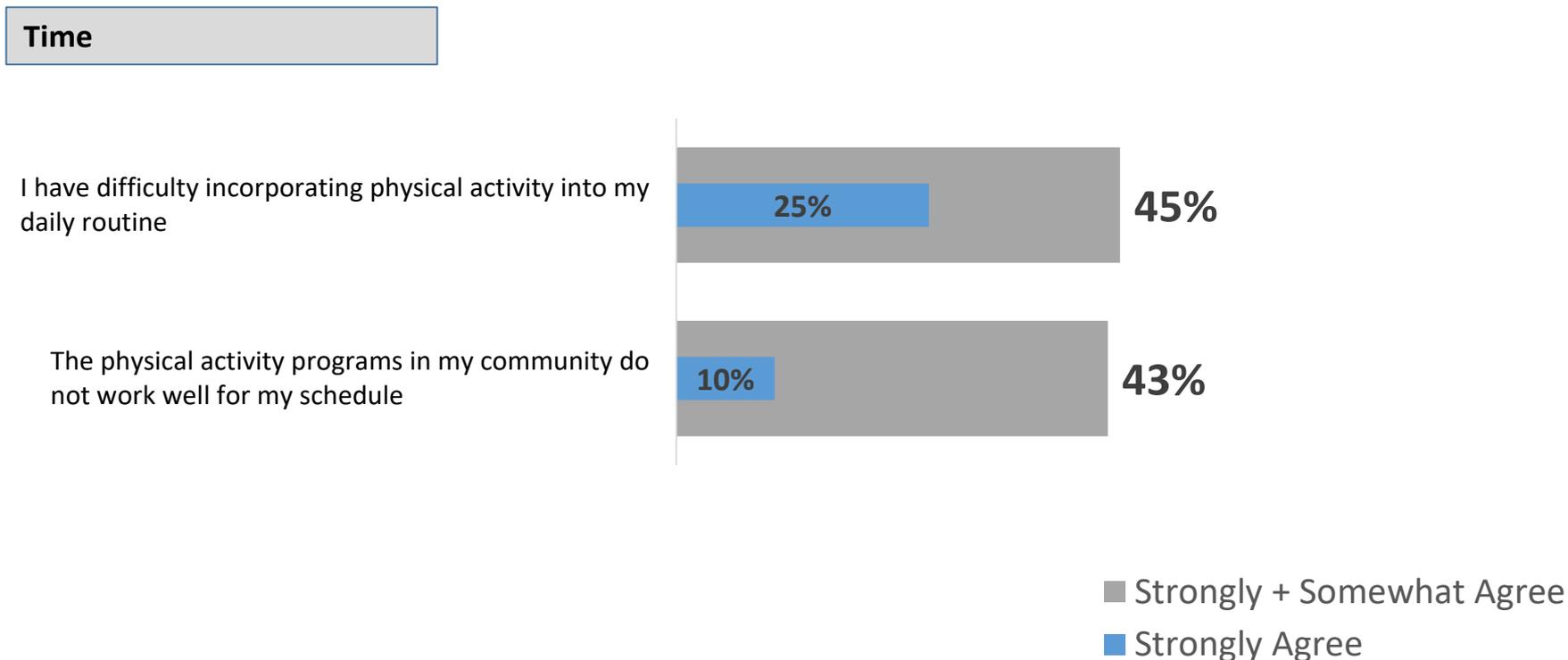
Topping the list of infrastructure barriers is the condition of bicycle lanes and spaces at the side of the road. A distant second are roadside spaces for walking.



C1. I'm now going to read you some statements that may or may not apply to you, but may be challenges that some people face in becoming more physically active. After I read each one, please tell me for you, personally, whether you ...

Challenges

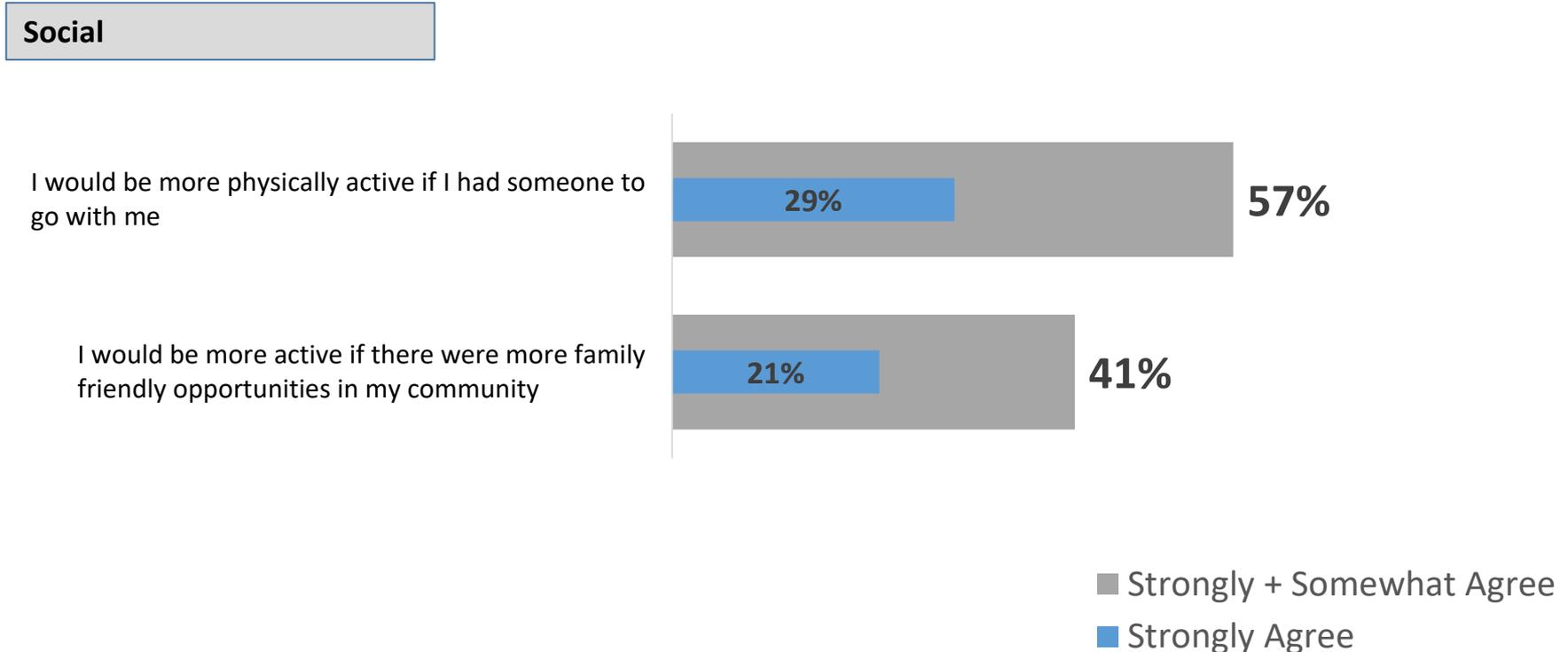
Nearly half say they have difficulty incorporating physical activity into their daily routine, and nearly as many say programs in their community do not work for their schedule.



C1. I'm now going to read you some statements that may or may not apply to you, but may be challenges that some people face in becoming more physically active. After I read each one, please tell me for you, personally, whether you ...

Challenges

Having someone to go with is a significant barrier to greater participation in this community. Having family-friendly opportunities would also affect two-in-five citizens.



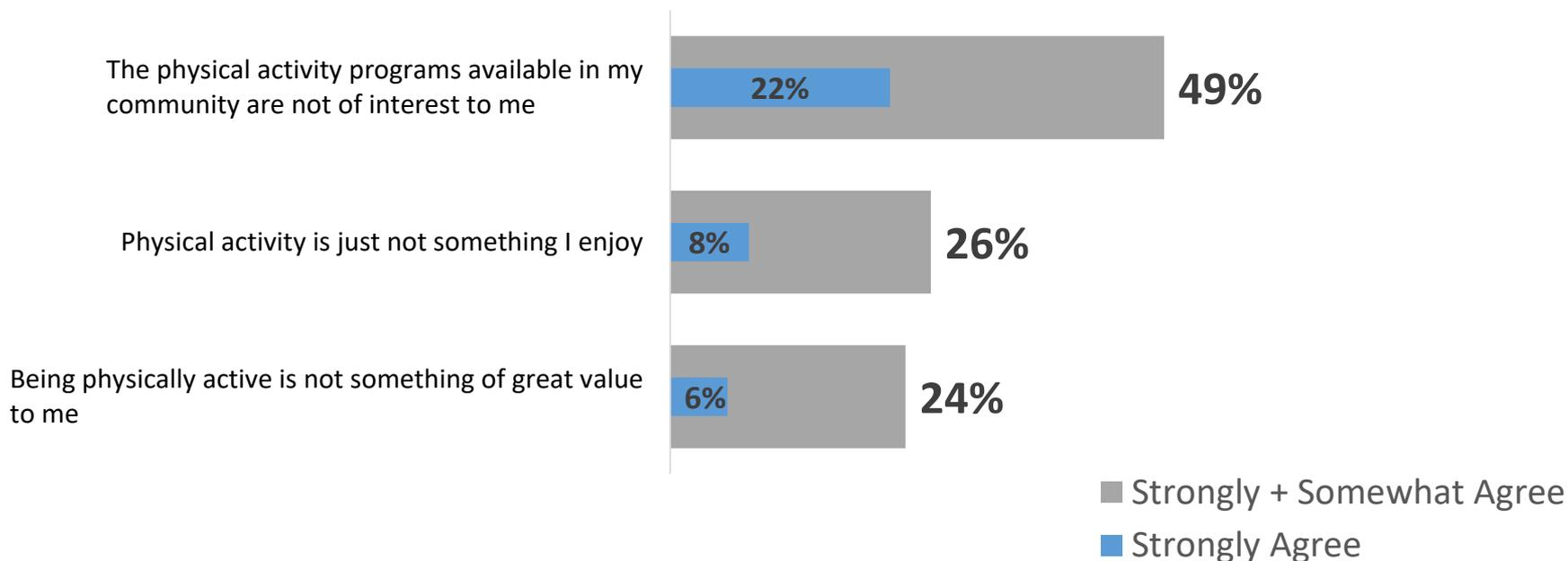
C1. I'm now going to read you some statements that may or may not apply to you, but may be challenges that some people face in becoming more physically active. After I read each one, please tell me for you, personally, whether you ...

Challenges

Half say the programs in their community are not of interest to them.

Far fewer say they are just not interested in physical activity or it is not of value to them.

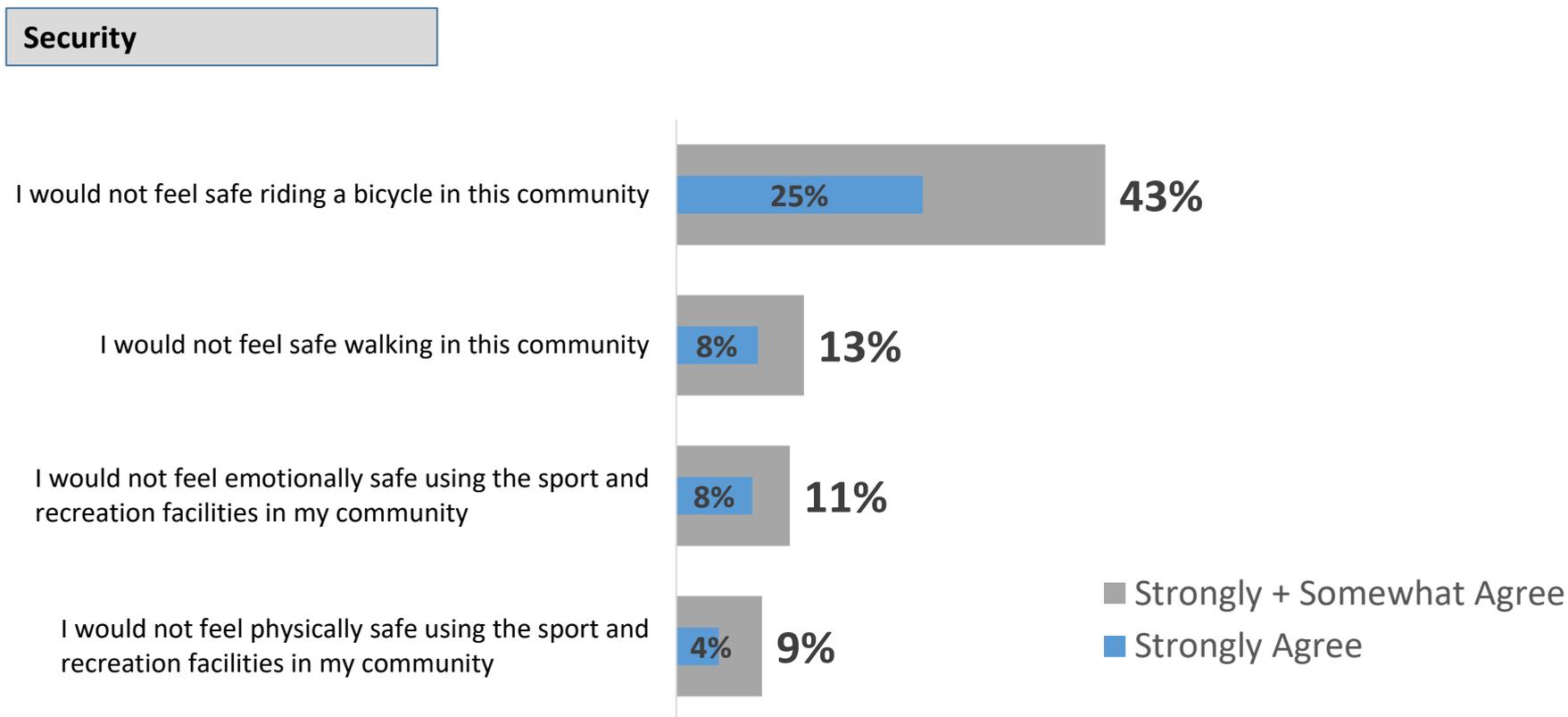
Attitude and Interest



C1. I'm now going to read you some statements that may or may not apply to you, but may be challenges that some people face in becoming more physically active. After I read each one, please tell me for you, personally, whether you ...

Challenges

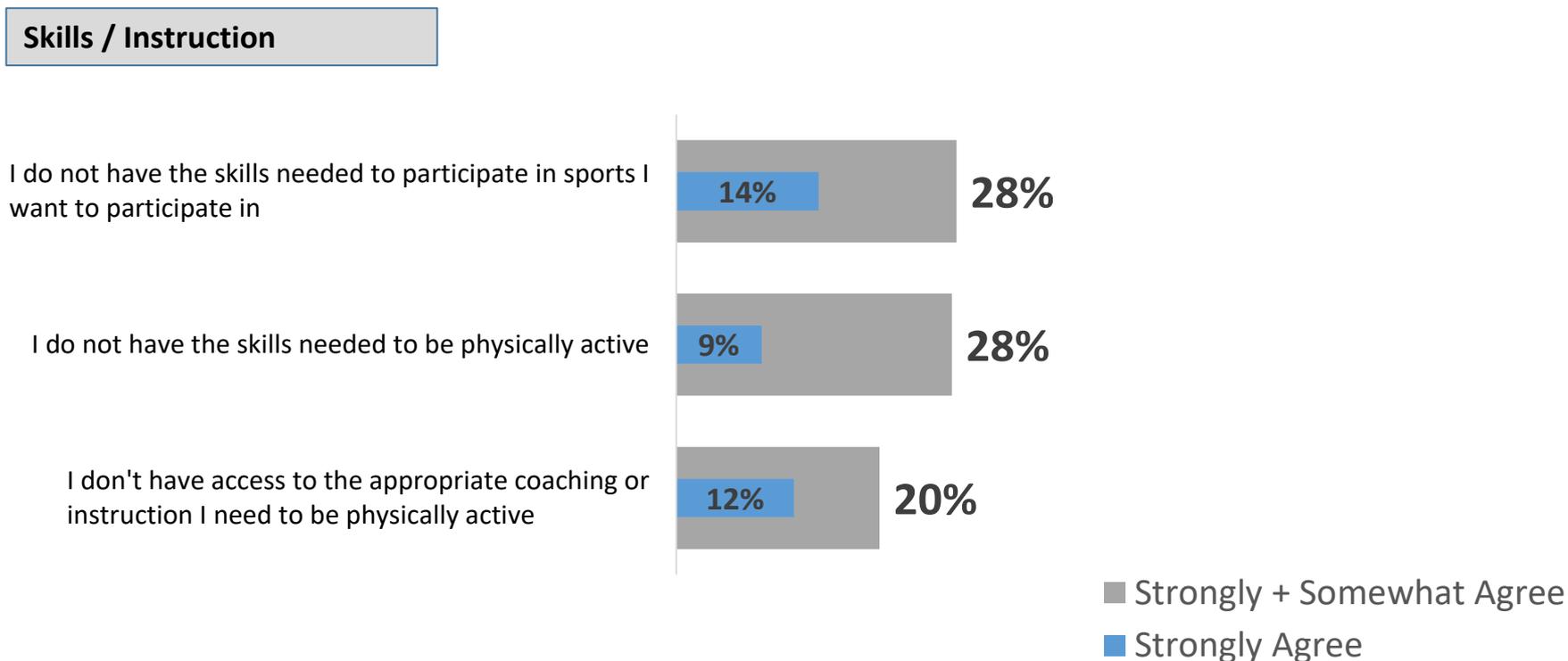
For two-in-five, there is a sense of insecurity in riding a bicycle in the community. Far fewer have the concern about walking or have concerns about physical or emotional safety.



C1. I'm now going to read you some statements that may or may not apply to you, but may be challenges that some people face in becoming more physically active. After I read each one, please tell me for you, personally, whether you ...

Challenges

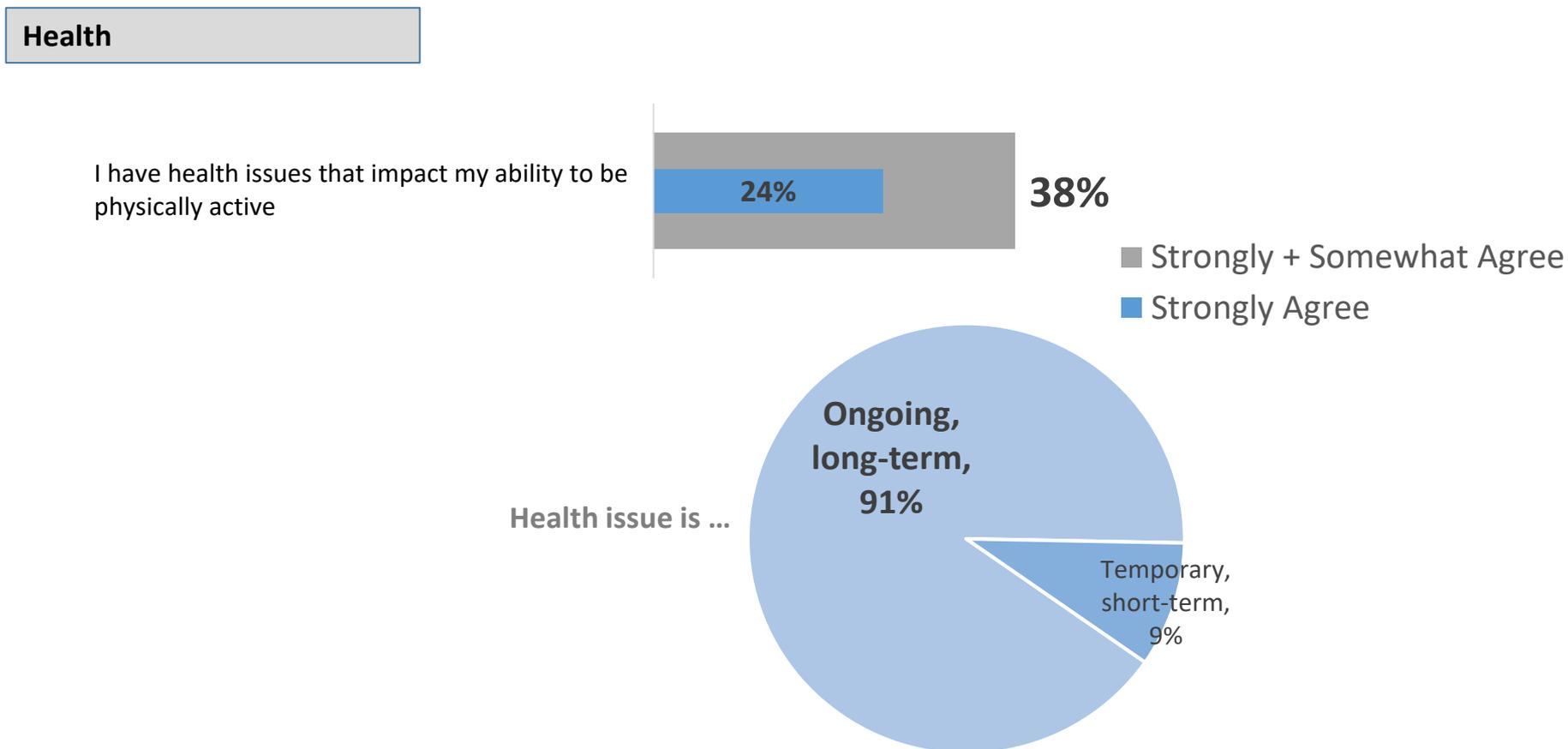
More than a quarter of citizens feel they do not have the skills to be active or participate in sports they like. Accessing coaching needed for physical activities is a challenge for somewhat fewer.



C1. I'm now going to read you some statements that may or may not apply to you, but may be challenges that some people face in becoming more physically active. After I read each one, please tell me for you, personally, whether you ...

Challenges

More than one-in-three say they have health issues that affect their participation level, and most of these say these issues are ongoing, long-term ones.

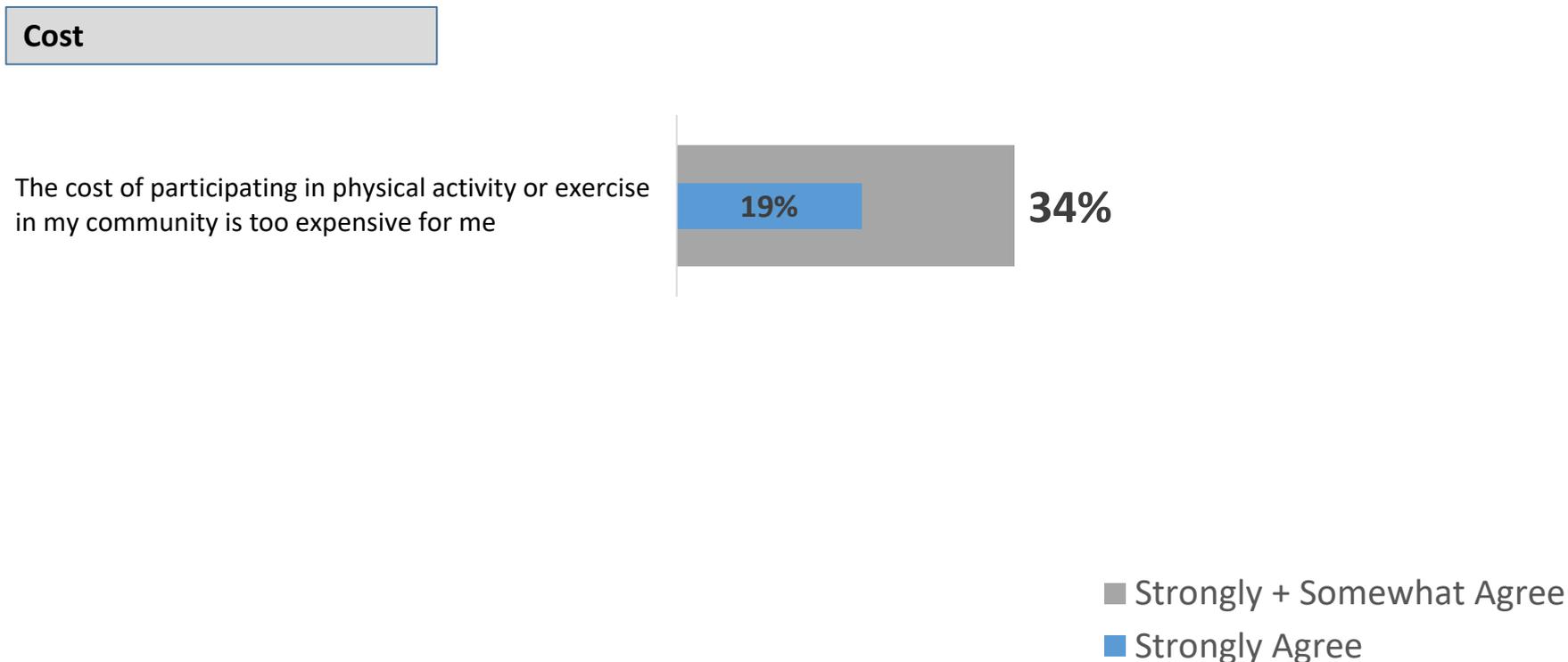


C1. I'm now going to read you some statements that may or may not apply to you, but may be challenges that some people face in becoming more physically active. After I read each one, please tell me for you, personally, whether you ...

C2. You mentioned that you have health issues that impact your ability to be physically active. Is this a health issue you would consider to be ongoing, long-term, or is it more of a temporary, short-term health issue?

Challenges

The cost of participating is seen as a barrier for one-in-three.



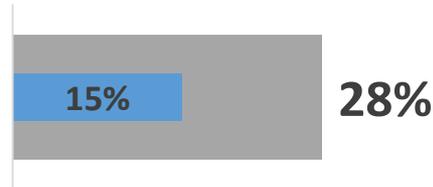
C1. I'm now going to read you some statements that may or may not apply to you, but may be challenges that some people face in becoming more physically active. After I read each one, please tell me for you, personally, whether you ...

Challenges

Access to information about opportunities for physical activity is a barrier for one-in-four citizens. Fewer say they have trouble getting to opportunities, which could indicate either a medical or transportation barrier.

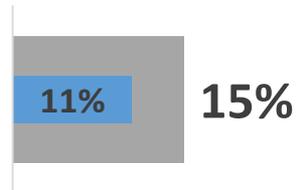
Communication / Information

It is difficult to find information about local opportunities for physical activity and sport



Mobility

I have difficulty physically getting to physical activity opportunities in my community



■ Strongly + Somewhat Agree

■ Strongly Agree

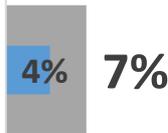
C1. I'm now going to read you some statements that may or may not apply to you, but may be challenges that some people face in becoming more physically active. After I read each one, please tell me for you, personally, whether you ...

Challenges

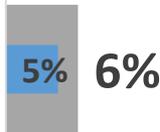
Fulfilling language and cultural needs are less common barriers in this community.

Language / Culture / Religion

The physical activity programs and services offered in my community do not meet my religious needs



The physical activity programs and services offered in my community do not meet my language and cultural needs



- Strongly + Somewhat Agree
- Strongly Agree

C1. I'm now going to read you some statements that may or may not apply to you, but may be challenges that some people face in becoming more physically active. After I read each one, please tell me for you, personally, whether you ...

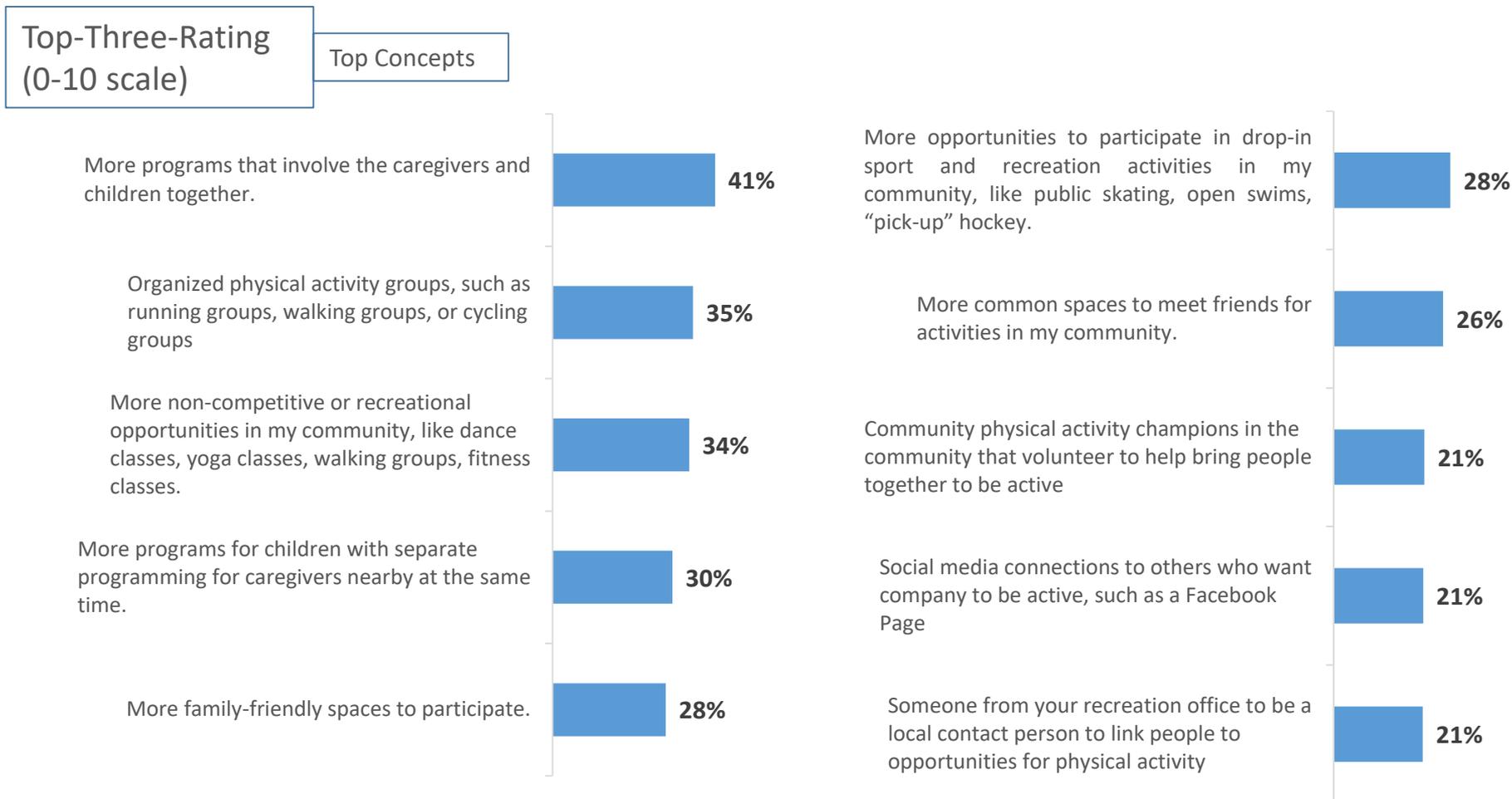
Topics

- 1 Objectives and Method
- 2 Key Findings and Conclusions
- 3 Activities
- 4 Places
- 5 Challenges
- ✓ 6 Physical Activity Opportunities
 - Active Transportation
 - Community Advice



Opportunities

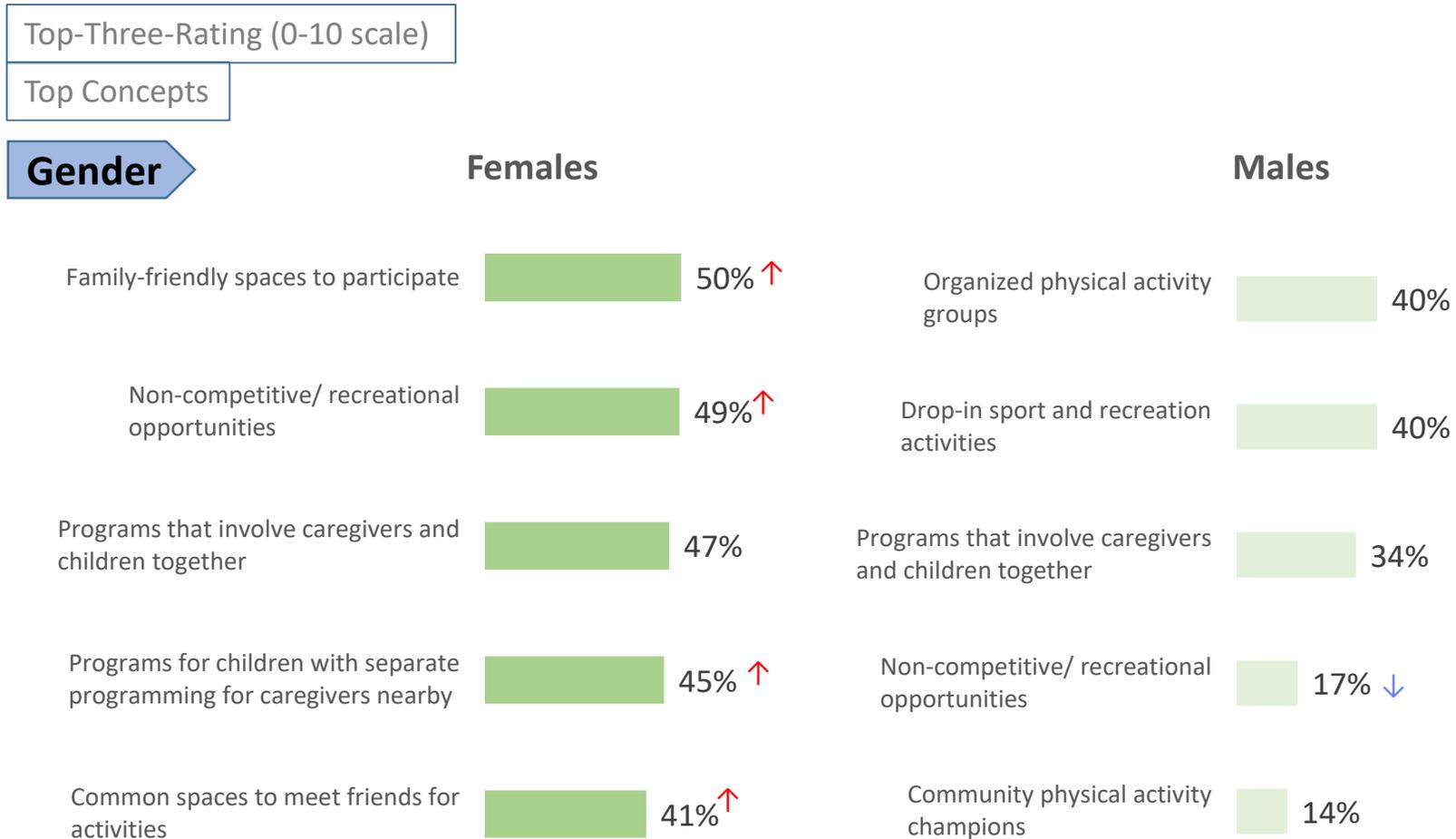
Across specific program concepts, the greatest proportions cite family-friendly programs, social activity groups, and non-competitive activities as most likely to increase their participation.



D1. Thinking about the physical activity programs and services available in your community, please tell me the degree to which each of the following would impact your participation in physical activities

Opportunities

Females tend to have different priorities from males in evaluating interest in participation. Family-friendly, non-competitive, and social spaces are more likely to influence participation among females.



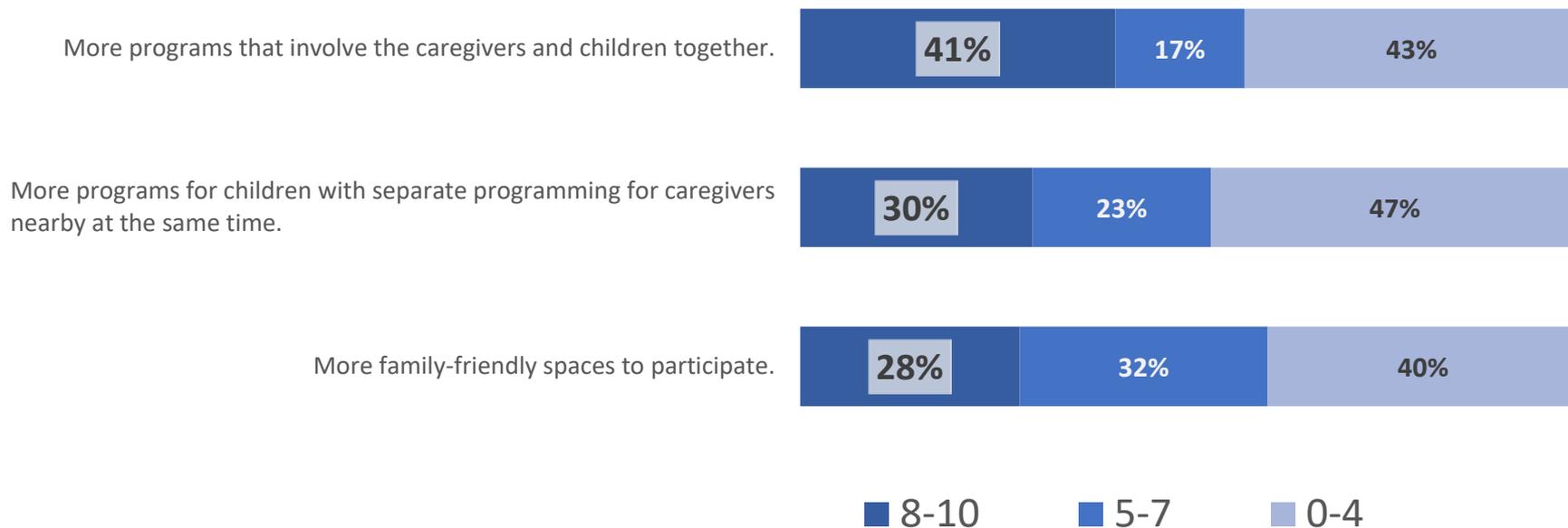
D1. Thinking about the physical activity programs and services available in your community, please tell me the degree to which each of the following would impact your participation in physical activities

↑ Significantly higher than total
↓ Significantly lower than total

Opportunities

Family-friendly programs with children are strongly supported by about two-in-five adults. The influence of this opportunity is somewhat higher than an option for participating separately from children, or simply having family-friendly spaces.

Family-friendly



0-10 Scale: 0=No increase in participation; 10=Great deal more participation

D1. Thinking about the physical activity programs and services available in your community, please tell me the degree to which each of the following would impact your participation in physical activities.

Opportunities

There is some indication that more drop-in opportunities would increase physical activity, but more among males as we saw earlier. Non-competitive, organized activities are of greater interest, but competitive sports are far less of a draw.

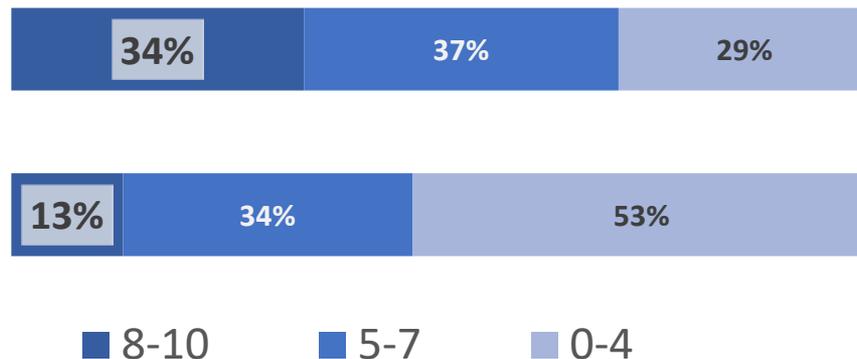
Drop-in

More opportunities to participate in drop-in sport and recreation activities in my community, like public skating, open swims, “pick-up” hockey.

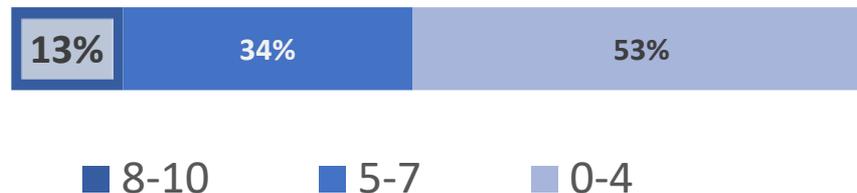


Organized

More non-competitive or recreational opportunities in my community, like dance classes, yoga classes, walking groups, fitness classes.



More organized competitive sport opportunities in my community, like sport leagues.



0-10 Scale: 0=No increase in participation; 10=Great deal more participation

D1. Thinking about the physical activity programs and services available in your community, please tell me the degree to which each of the following would impact your participation in physical activities.

Opportunities

One-in-three would be encouraged to participate more frequently by organized activity groups. Social spaces and tools for helping make connections would also influence many people.

Social



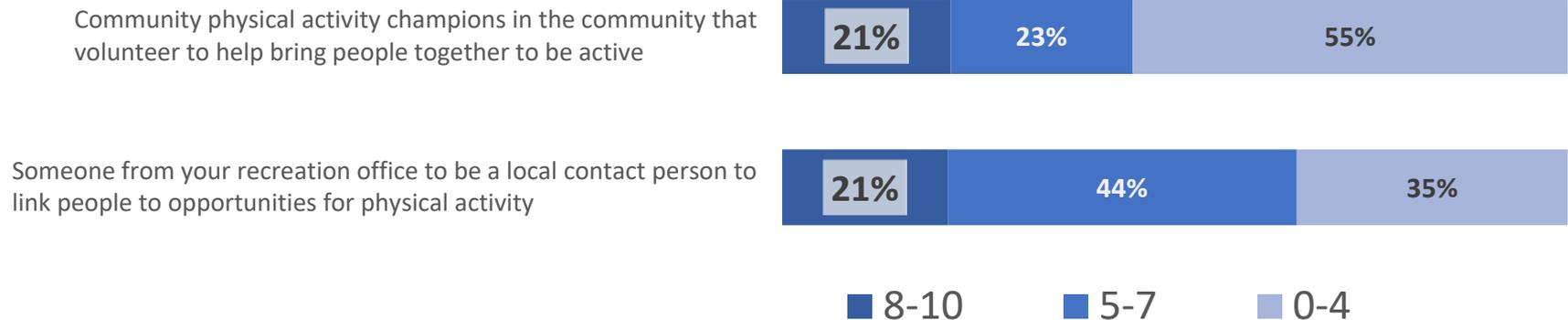
0-10 Scale: 0=No increase in participation; 10=Great deal more participation

D1. Thinking about the physical activity programs and services available in your community, please tell me the degree to which each of the following would impact your participation in physical activities.

Opportunities

Having physical activity champions in the community and recreation staff to coordinate could encourage one-in-five to participate more often.

Leadership



0-10 Scale: 0=No increase in participation; 10=Great deal more participation

D1. Thinking about the physical activity programs and services available in your community, please tell me the degree to which each of the following would impact your participation in physical activities.

Opportunities

More than one-in-three women would be likely to increase their participation if there were opportunities open only to their gender.

Female support (asked among females only)

Total adults

Female-only drop in swims.



Physical activity opportunities open only to women.



Females

Female-only drop in swims.



Physical activity opportunities open only to women.



■ 8-10 ■ 5-7 ■ 0-4

0-10 Scale: 0=No increase in participation; 10=Great deal more participation

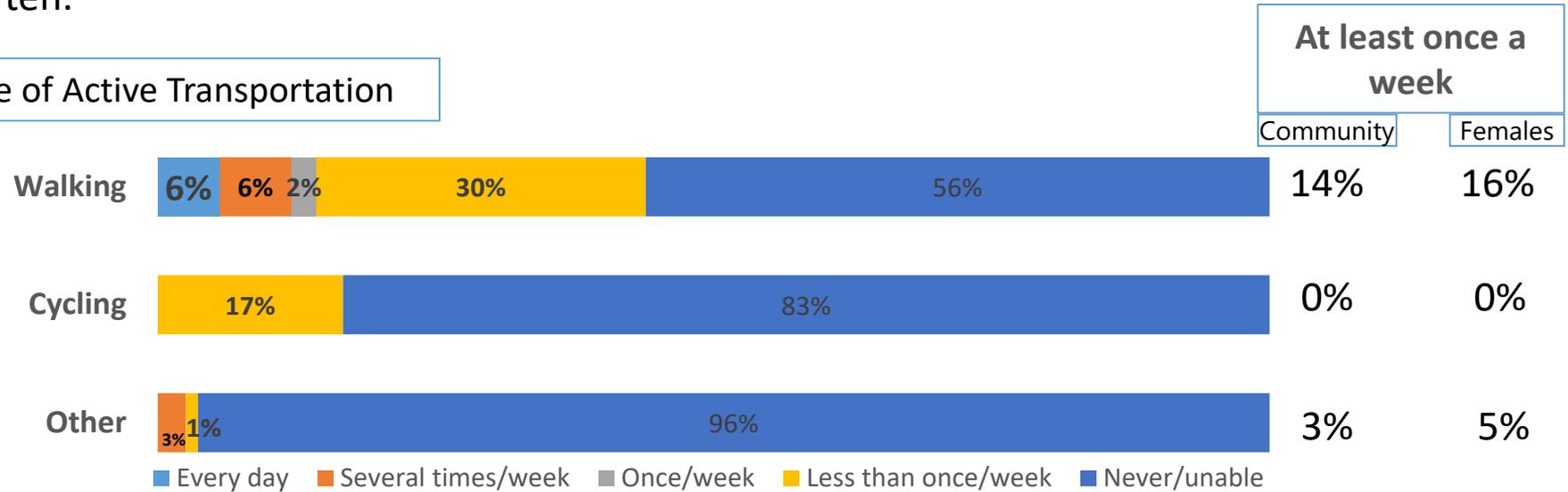
D1. Thinking about the physical activity programs and services available in your community, please tell me the degree to which each of the following would impact your participation in physical activities.

Active transportation

Walking to a specific destination at least weekly is not common in the community, but nobody bicycles for transportation with this frequency.

A strong majority would like to walk more often, but far fewer would like to bicycle more often.

Use of Active Transportation

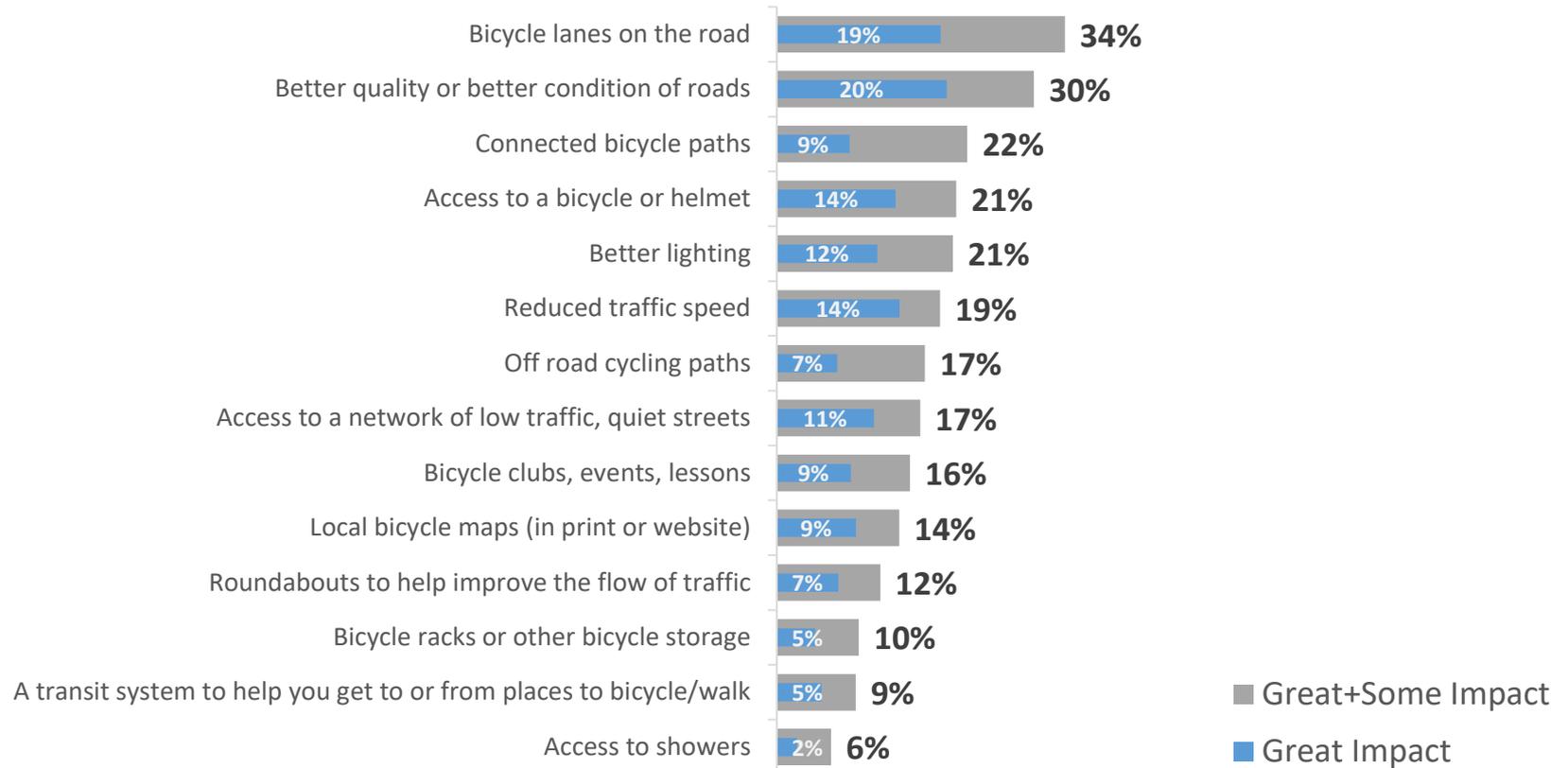


↑ Significantly higher than total
↓ Significantly lower than total

Active transportation

Bicycle lanes and better road conditions would have the greatest influence on increased bicycling. Connected routes, access to a helmet, and better lighting could also be influencers to increase bicycling.

Impact on decision to bicycle more often



E4. For each of the following, please tell me to what extent each would encourage you to ride a bicycle more often in the community.

Active transportation

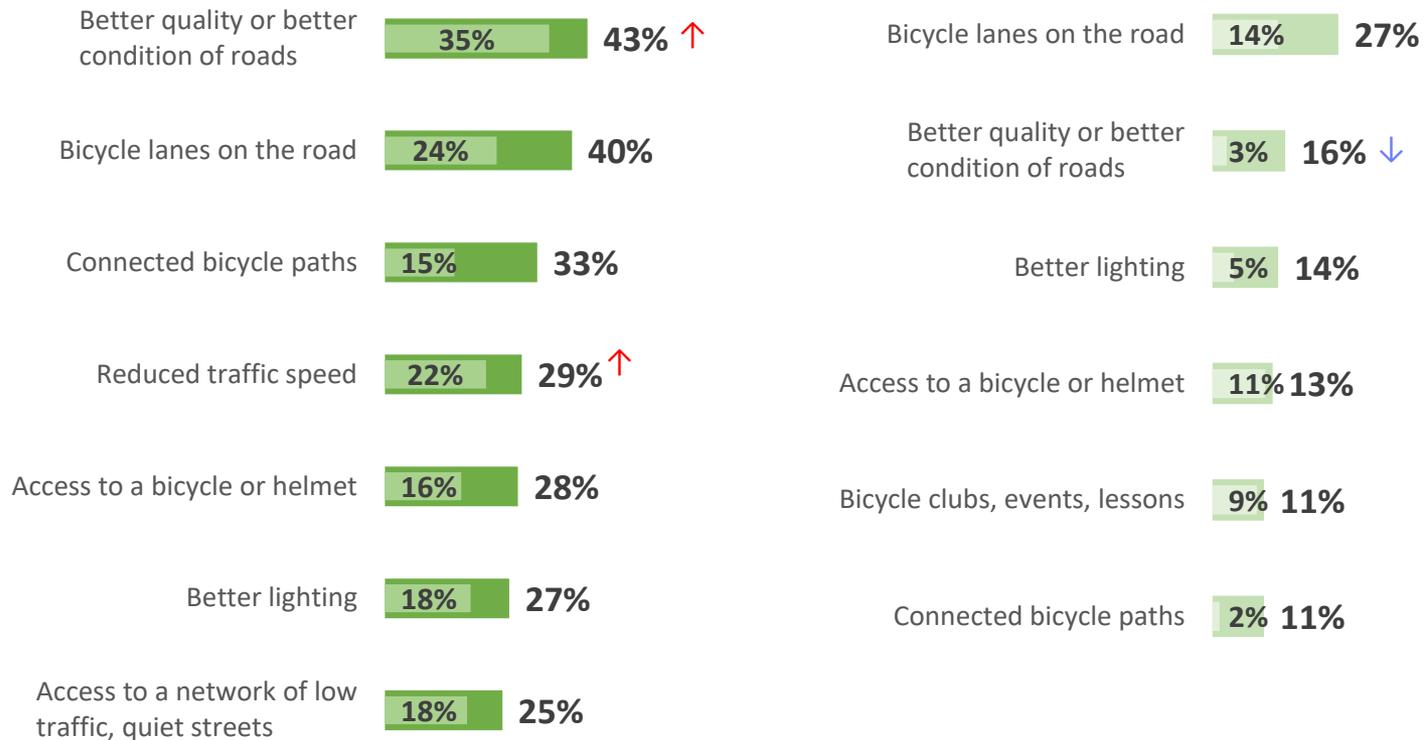
The top factors influencing bicycling more often are very similar between genders. However, the level of influence on bicycling more frequently is greater for females across the board.

Impact on decision to bicycle more often

Gender

Females

Males



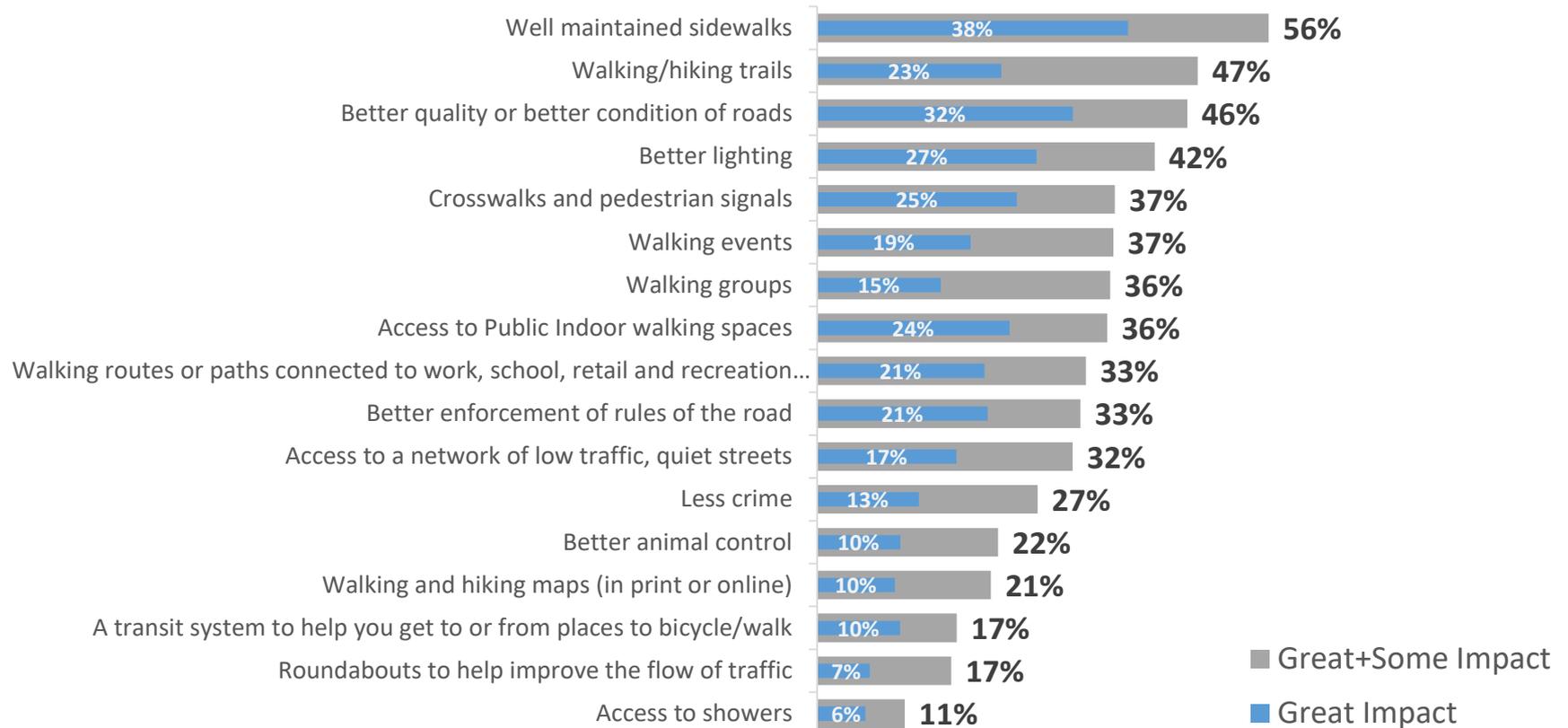
E4. For each of the following, please tell me to what extent each would encourage you to ride a bicycle more often in the community.

↑ Significantly higher than total
↓ Significantly lower than total

Active transportation

Having well-maintained sidewalks, more trails, and better road conditions are the greatest potential influences on walking more frequently in this community. These are followed by better lighting and crosswalks.

Impact on decision to walk more often



E5. For each of the following, please tell me to what extent each would encourage you to walk more often in the community.

Active transportation

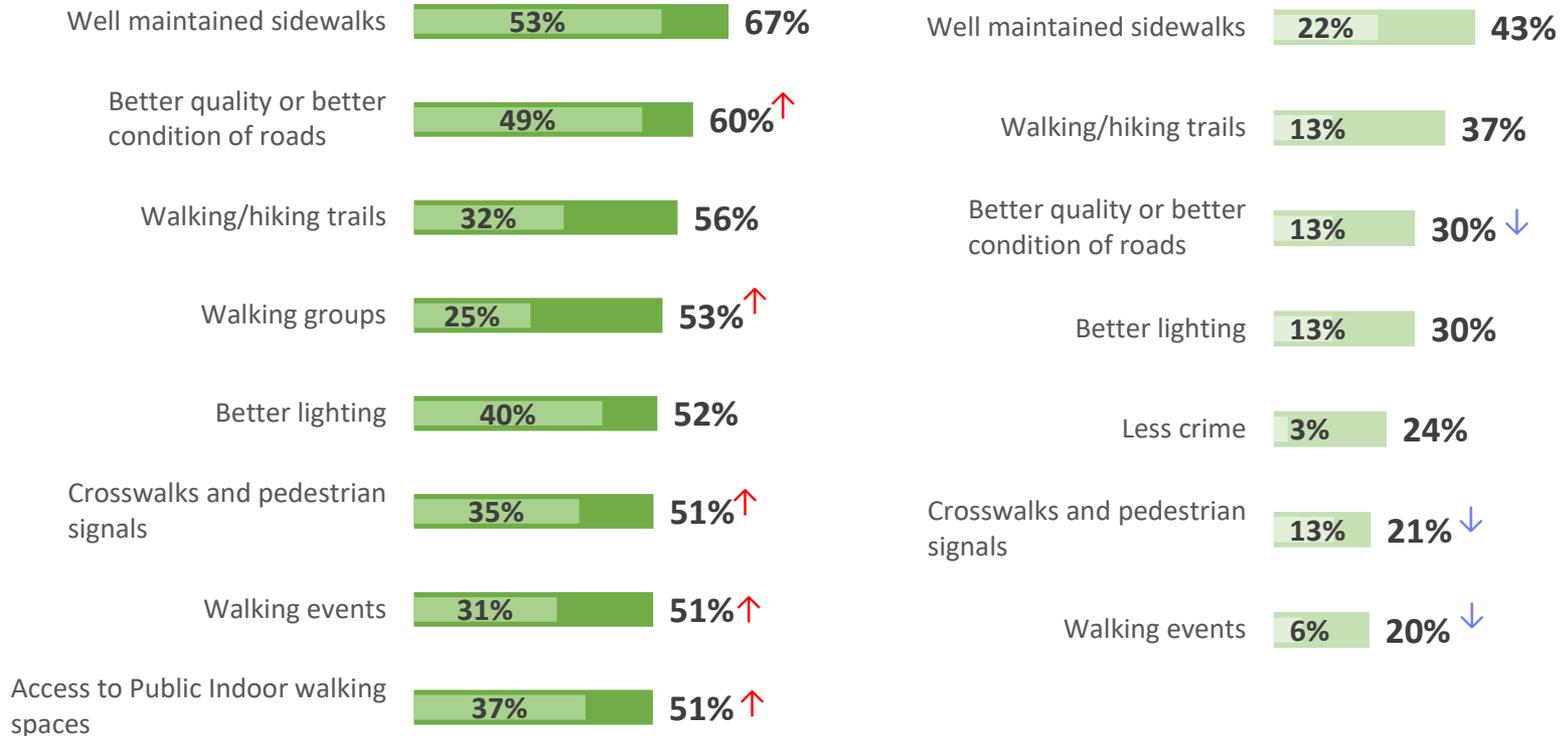
Females tend to have a higher probability of being influenced to walk more often, overall. They are particularly influenced by well maintained sidewalks. However, better road conditions, walking trails, walking groups, and lighting are almost as influential.

Impact on decision to walk more often

Gender

Females

Males



↑ Significantly higher than total
 ↓ Significantly lower than total

Community advice

Given the opportunity to provide advice for increasing physical activity, the highest proportion of comments recommend facilities. This is followed by roads and sidewalks and programming.

Among those who made comments

Facilities/equipment
(39%)

A nice swimming pool - Indoor swimming pool.

An indoor pool with a walking area surrounding the pool.

Indoor walking area for all year walking and jogging.

Some kind of a complex with more choices like an inside pool and other things like a multi purpose recreation center

Roads/sidewalks (37%)

Sidewalks would be a great start.

Upgrade the roads so they're useable and safe.

Improve road shoulders in Barrington Head. Improve the drainage along the shoulders, and better maintenance of the foliage. Complete improvement of sidewalks.

If sidewalks were available in my community I believe it would increase physical activity.

Programming (17%)

More family friendly activities available in the community.

Exercise classes for seniors at the recreation centre

I think that walking groups would be nice, I know there are groups of friends that go but I am not part of that group.

More walking groups and a contact person with the town for these groups.

Key findings

Factors influencing engagement in physical activity can vary across age groups and gender. It is important that opportunities, scheduling, and communications be designed with these differences in mind.

Top Activities on Wish List

Walking: Top of the wish list for future activity.
Swimming: Second highest interest overall, especially for females.

Most Common Challenges

Infrastructure: Condition and maintenance of bicycle lanes and roadsides for walking
Finding time: Working activity into daily life and around schedules
Social barriers: Having someone to be active with.

Physical Activity Opportunities

Family-friendly opportunities with children able to participate
Organized group activities to provide a social component
Non-competitive (recreational) activities (especially among females)

AT Motivators

One-in-seven walk at least weekly. No one reports bicycling weekly.
Three-in-four would like to **walk more often**, affected by sidewalk maintenance, trails, and condition of roads.
About one-quarter would like to **bicycle more often** with bicycle lanes, better road conditions, and off-road paths.

Conclusions

1. With walking as the most popular activity for future participation in general as well as for Active Transportation, there is a significant opportunity to increase activity in this community by prioritizing support for walking. (Slides 12, 42)
2. Swimming is also mentioned as a wish list item for increased participation, but to a far lesser degree than walking. (Slide 12)
3. Infrastructure for walking and cycling is a clear need based on identified physical activity challenges in general and Active Transportation facilitators. (Slides 23,43,45)
4. Interventions to support social connections are important. They address significant barriers and garner significant interest among programming concepts. (Slides 25,38)
5. Time (availability of residents, scheduling of programs) is an important barrier to consider in planning interventions. (Slides 14, 24)
6. There may be a role for health care providers in supporting participation in physical activity given the proportion who perceive their current health status as a challenge. (Slide 29)

More community members may be engaged by improving accessibility of community-based physical activity opportunities by offering family-friendly, non-competitive, and flexible activities that incorporate social interactions.