

7 FACTS

ABOUT THE
PHYSICAL ACTIVITY
"PULSE" IN CANADA



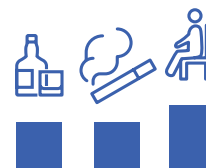
PARTICIPACTION
**PULSE
REPORT**
POWERED BY MEC
2018

Only **18%** of Canadian adults are active enough to reap health benefits. ParticipACTION wanted to understand why, so we set out to learn more about Canadians' attitudes, beliefs and opinions on physical activity.

1 Canadians know physical inactivity is a problem.



83% said it's a more serious health issue than tobacco and alcohol use.



2 Canadians are aware people need to be more active.



Yet **82%** of Canadian adults are not.

3 Canadians have positive feelings about being active.



74% said they enjoy being active.



4 Canadians think that a more active life is within reach.



61% said they wouldn't need to change too much to be more active.



5 Canadians think everyone contributes to the physical inactivity problem.



parents • employers • schools • government parks & recreation • fitness industry

6 Canadians think individuals are at the heart of the issue.



88% believe individuals are the solution.

7 Canadians support public policy to encourage increased physical activity.



- mandatory physical activity in schools
- access to recreation facilities
- enhanced green spaces

