



Baby Boomers Physical Activity Survey

A Physical Activity Strategy - *KEEP IT MOVING* - was developed for the Town and Municipality of Shelburne in 2006. You may have attended one of the community meetings held at that time. The Strategy is a comprehensive plan to get more people regularly physically active.

During the first two years efforts have been focused on increasing the number of trained leaders and the number of opportunities available to our residents.

In the next phase of the strategy, efforts will be focused on "The Baby Boomers" aged 45-65.

To make sure that a plan specifically suited for the target group is developed we are seeking your input. Focus groups will be held, but first we need to get some baseline information from you with the following short survey. (A focus group is a marketing research tool in which a small group of people engages in a roundtable discussion of selected topics of interest in an informal setting.)

If you are a Baby Boomer (age 45-65) please complete the following survey.

Return the completed survey to Allison Hallett, Physical Activity & Community School Coordinator

- By fax: 875-4909
- By mail: P.O. Box 699 Shelburne NS B0T 1W0
- In person: Office located at Shelburne Regional High School, 415 Woodlawn Drive

SURVEY DEADLINE IS FEBRUARY 28 2011

Complete the survey and your name will be entered into a draw for \$50!

Name: _____ Age: _____ Phone: _____

Civic Address: _____ Email: _____

1) Which of the following best describes your current physical activity behavior (check one):

- Not thinking about being active (no intention of changing behavior to become active)
- Thinking about being active (seriously thinking about changing behavior but have not made the commitment to take action)
- Doing some physical activity - less than 30 min/day, less than 5 days/week (intending to take action within the next six months and may have already taken action but was unable to sustain)
- Doing enough physical activity - 30 min/day, 5 days/week (have taken action to modify behavior to be regularly active)
- Physical activity is a habit (currently working to maintain your behavior and to prevent a relapse)

2) Where do you do your physical activities? (check those that apply)

- At home
- At work
- At a fitness facility
- At a physical activity program (sport, exercise class, etc.) – Circle those that apply
- At a community hall or centre
- At an indoor recreation facility (gymnasium, arena, curling rink, bowling alley) – Circle those that apply
- At an outdoor recreation facility (ball field, soccer field, park, trail, woods, water activities, outdoor skating areas) – Circle those that apply
- On a road, street or sidewalk (walking, biking, jogging, running) – Circle those that apply

3) When do you do your physical activities? (circle those that apply): Morning Afternoon Evening

4) Are you willing to participate in a focus group to discuss future physical activity opportunities in your area? (circle) YES NO MAYBE Best time for you (circle): Morning Afternoon Evening

5) Do you know someone else who would be willing to participate in a focus group? Please give their name and contact info: