

ATTITUDE
PRÉVENTION

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BAROMETER ATTITUDE PRÉVENTION
—
**ON THE LEVEL OF SPORTS
OR PHYSICAL ACTIVITY
PRACTICE IN THE FRENCH
POPULATION**
—

PRESS RELEASE - THURSDAY 12 JANUARY 2017

**2016 RESULTS
AND ASSESSMENTS
OF 5 YEARS STUDY**
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Results of the 5 year study on the level of physical activity in the French population

3 out of 4 French walk less than 10,000 steps per day

Attitude Prévention presents the results of the 5 year study on the level of physical activity in the French population.¹ These results show that the mean number of daily steps for $\frac{3}{4}$ of the French population is below the public health recommendation of 10,000 steps; they also show a stagnation of the level of regular sports or physical activity practice over the 5 years.

7,889 steps a day: 3/4 of the French population are not sufficiently active

Each year, since 2012, Attitude Prévention collects behavioral data (measurement of the number of daily steps using a pedometer over 7 days) and declarative data concerning physical or sports activity practice, daily lifestyle habits, environment...

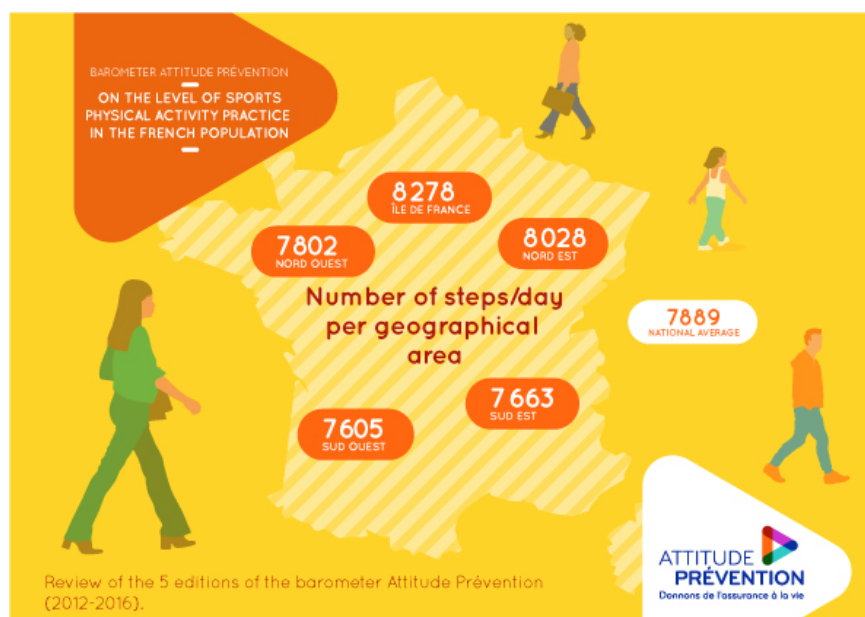
After 5 years of observation, results show that, with a mean of 7,889 daily steps, even with an increase (+386 steps in 2016 compared to 2015), $\frac{3}{4}$ of the French population are insufficiently active with levels way below the recommended 10,000 daily steps for a healthy lifestyle (WHO recommendation).

Yet, over time, the French are increasingly aware of the 10,000 steps objective: 1 out of 2 French in 2016 knows this recommendation, compared with 1 in 3 from 2014 and 2015.

The 5 year study also reports the different factors impacting the number of steps: weather conditions, BMI (Body Mass Index), gender, age, previous sports practice and screen time. In 2016, French are more active during workdays (8,024 steps compared to 7,630 on week-ends) and during good weather (8,206 steps compared with 6,846 when it rains). Men are more active (8,313 steps compared with 7,524 for the women), as are the parents of children (8,321 steps).

In 2016, more than 1 out of 2 French responded saying the time they spend in front of a screen impacts the time they spend being active (53%). This percentage increases up to 63% among participants between 18-24 years old.

Mean number of daily steps by geographic area
(2012 - 2016)



1. In 2016, the survey was undertaken by OpinionWay and IRMES, between 5 - 29 September 2016 on behalf of Attitude Prévention, with a mean representative sample of 1 048 people aged between 18 - 64 and an additional sample of 300 parents with children between 6 - 17 years old, having answered an online questionnaire and measured the number of daily steps using a pedometer during 7 days. Previous editions of the survey were conducted between 2012 to 2015.

Physical activity and sports: only 1 out of 2 in France is practicing

On average, over the 5 years of the study, 48% of the French population practices a physical activity or sport on a regular basis. This practice strongly impacts their daily number of steps. Those who practice at least one activity, walk on average 8,722 steps each day, while those who practice no activity walk 7,128 steps.

Activities practiced the most over the last 5 years include walking / hiking (38%), biking (27%) and jogging (24%). 96% of the people practicing these activities do so least once a week.

Physical activity and sports: enhancers and barriers

In 2016, 73% of respondents said their main motivator for physical activity was to keep in shape. While 58% reported their main motivator as wellbeing and 40% noted enjoyment and having fun. Practicing with friends and family is also a strong motivator for regular practice. The French who travel short distances either mostly by foot (25%) or bike (6%) are primarily motivated by having good health, enjoyment and relaxation.

For the French who do not practice an activity, lack of time is the main barrier each year.

ZOOM IN ON THE CHILDREN - 2016 RESULTS

A sports activity influenced by the parents

69% of the children between 6 - 17 years old engage in some form of physical activity on a regular basis, 4% more compared to 2015. The practice level decreases with age: from 75% for children between 6 – 10 years to 63% for those 11 - 17 years old.

The two main motivators for children are enjoyment / having fun (79%) and physical exercise / relaxation (71%). These are positive results, since enjoyment at a young age has a positive impact on the level of practice as an adult.

Results also show that the engagement level of children is similar to that of their parents. For example, 78% of children having parents that engage in regular physical activity or sports do so themselves; on the other hand, levels drop down to 61% if parents do not participate. The time that parents spend in front of screens also has an important impact on children's habits. In fact, 79% of children whose parents spend less than 2 hours in front of screens during leisure time, practice a sports activity; while only 64% participate when the parent spends 2h or more in front of the screen.

These results confirm the essential role of parents on children's behavior: encouraging active habits, registering for and accompanying to activities, limitation of the time spent in front of screens.

By acting at an early age, it is possible to impact behaviors in an effective and sustainable way. In order to raise awareness among children in a fun way, Attitude Prévention has created a learning kit for 6-10 year olds: **Bouge avec les Zactifs !** (www.bouge-avec-les-zactifs.fr).

Move regularly on a daily basis: simple solutions to put in place

Some solutions to increase daily levels of activity are widespread. For example, in 2016, 86% of French people regularly took the stairs instead of the elevator or escalator and 69% get up regularly during their workday to reduce sitting time. On the other hand, some practices, just as simple to follow, struggle to be adopted. Only 47% of the French exit a metro station early to walk and only 44% walk after lunch.

The beginning of the year presents a good opportunity to make resolutions to reach 10,000 daily steps. Objective: 2,000 more steps on average, an additional 20 minutes of walking (or 10 minutes of skating, 15 minutes of jogging, swimming or cycling, 30 minutes of DIY, gardening or 40 minutes of yoga).

Achieved, this goal of 10,000 steps allows for healthier everyday living with health implications such as the ability to better resist an influenza outbreak. Practicing 1 hour of daily physical activity reduces the risk of death by 30% (7 hours of walking per week increases life expectancy by 4.5 years).²

For Patrick Jacquot, President of Attitude Prevention: "This assessment of 5 years of observation of the French PSA level testifies for the need to enhance opportunities for physical activity in everyday life to achieve the health goal of 10,000 steps a day. To promote regular activity in adulthood, this awareness must begin at an early age through the role of parents. Good habits, acquired early and maintained throughout life, allow a longer and healthier life. "

Key data of the 5 year study

- 7,889 daily steps walked on average by the French:
 - 8,208 for men / 7,572 for women.
 - 8,180 during the week / 7,514 over the weekend.
 - the average number of steps is constant regardless of age, except after 65 years (average age of retirement) where it drops significantly (5,144 steps on average).
 - the number of steps is lower in overweight people (7,627 steps on average) and obese people (6,470 steps on average).
- 76% of French people do less than 10,000 steps a day.
- 52% of French do not practice physical or sports activities.
- Top 3 activities practiced: walking (38%), cycling (27%) and jogging (24%).
- Over 5 years, the level of activity of the French did not progress, either in number of steps or in sports practice.
- The more time spent in front of screens (during leisure time), the lower the level of activity. For example, people who spend more than 6 hours in front of screens walk only 6,320 steps a day on average and 60% of them do not practice physical or sports activity
- Since 2014, awareness of the '10,000 daily steps' recommendation has increased significantly (51% in 2016 compared to 36% in 2014).

Study methodology

A major topic in public health is the promotion of Physical Activity and Sports (PSA). The practice of these within the French population is a priority for Attitude Prevention. In 2016, and for five consecutive years prior, the association has completed its annual barometer on the level of physical or sports activity and sedentary lifestyles in French people. This unique study combines both field and declarative studies.

Attitude Prévention study undertaken by:

*

“opinionway



- Declarative online survey using the CAWI system.
- Field survey – wearing a pedometer over the course of one week.



Main sample of 1 048 French participants:

- Aged between 18-64
- Additional sample of 300 parents of children between 6-17 years old



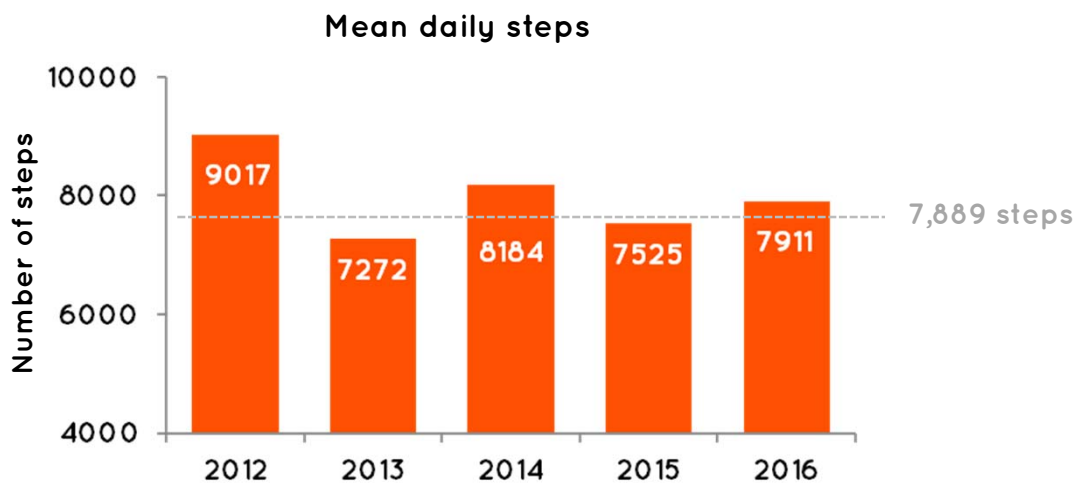
* **The Institute for Bio-Medical Research and Epidemiology of Sport (IRMES) is at the service of top athletes.** This team develops a national and international program of studies targeting, as a priority, four fields of investigation: the pathophysiology of sport, the epidemiology of performance, experimental physiology and prevention through physical activity or sports . It also reinforces the actions carried out by the Medical Department in the area of prevention and monitoring of high level athletes.

Review of 5 years of study

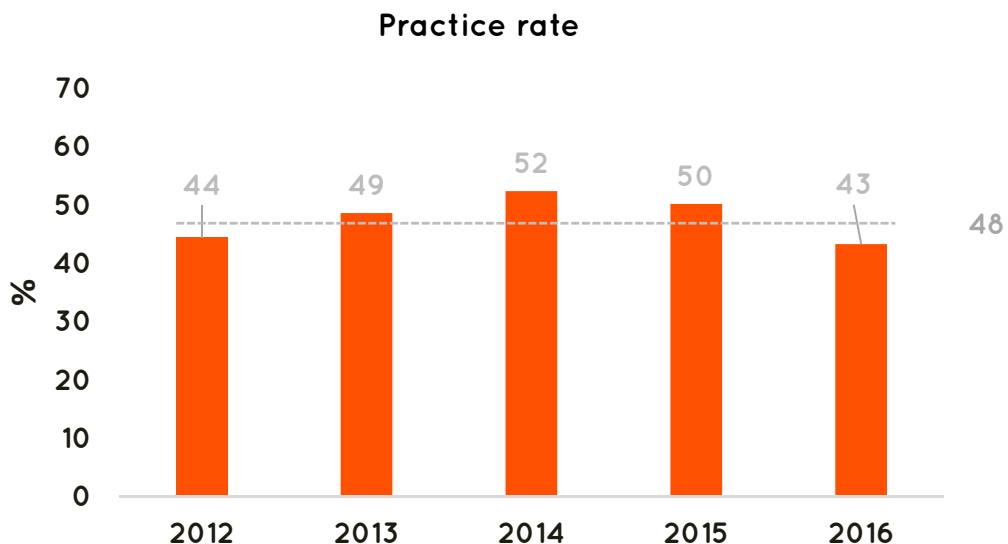
5 years of Barometer Attitude Prevention on the level of physical activity and sports in the French population allows a solid assessment to be made highlighting the evolution and tendencies of the daily activity for the French.

Level of Physical or Sports Activity of the French

Between 2012 and 2016, French people walk on average 7,889 steps daily. Despite some variations over 5 years, the average number of steps remains stable and does not increase significantly.



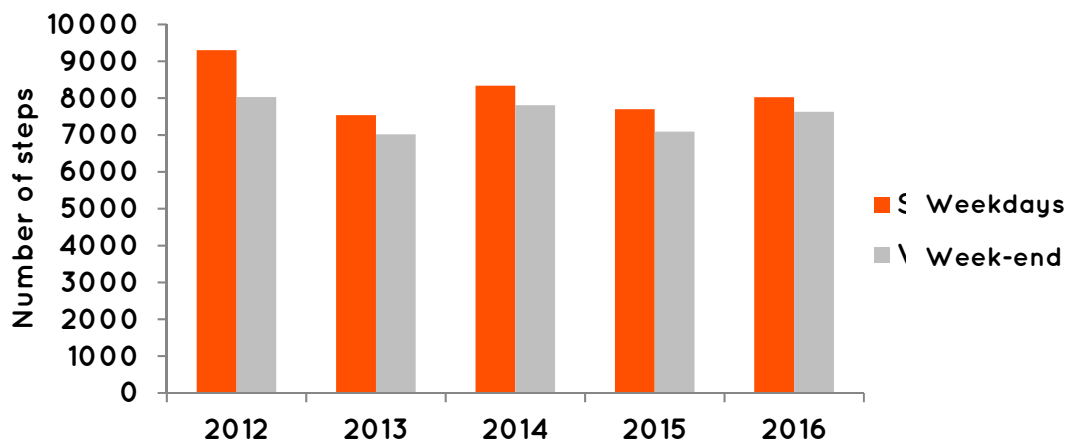
The practice rate remains constant at about 48%.



Factors influencing the level of physical or sports activity of the French

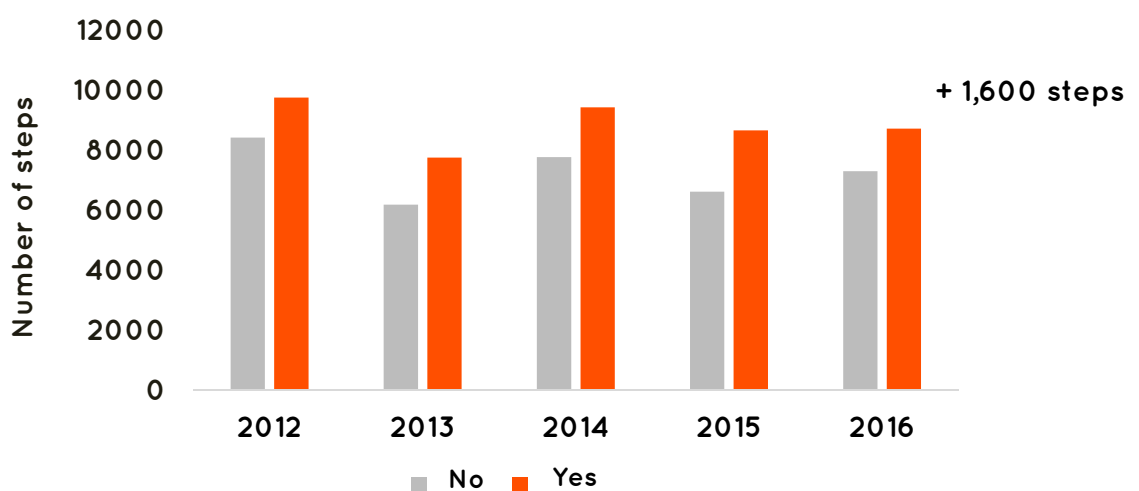
The five year study shows that several factors have a direct impact on the number of daily steps taken by the French. Thus, the number of steps taken is higher during weekdays (8,180 steps on average) compared to weekends (7,514 steps).

Average number of steps: weekdays vs. week-end



The practice of a physical or sports activity also affects the number of steps: people engaged in a regular physical activity or sport walk on average 8,722 steps compared to 7,128 for those with no participation.

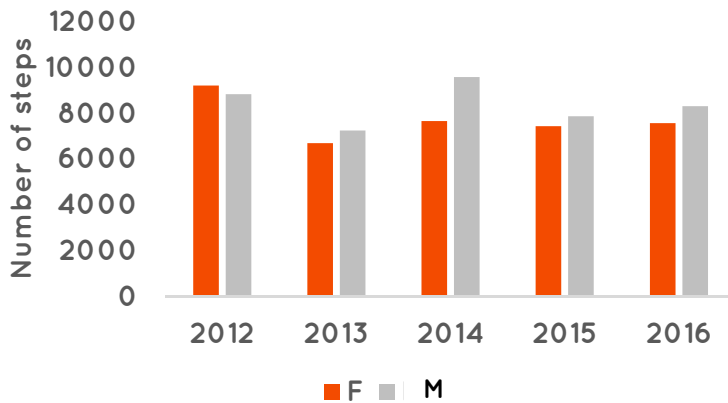
Average number of steps: with vs. without physical activity or sport practice



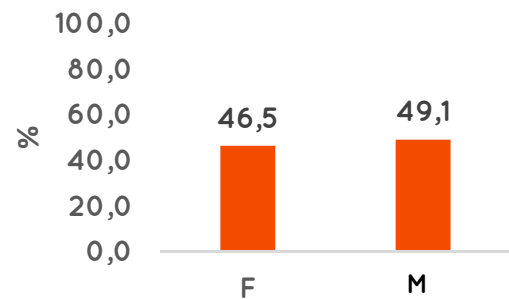
Several factors play a role in the number of daily steps and regular sports practice:

- **Gender:** men walk 8,208 steps on average, compared to 7,572 for women. 49% of men practice a physical or sports activity while this number drops to 46% in women.
- **Age:** the average number of steps is constant regardless of age, except after 65 years (average age of retirement), when it drops significantly (5,144 steps on average). The share of people practicing a physical or sports activity, meanwhile, varies little by age.
- **Time spent in front of screens:** the time spent in front of a screen at work does not impact the practice time of physical or sports activity. On the other hand, time spent in front of a screen during leisure time has a negative impact on the practice time of a physical or sports activity.

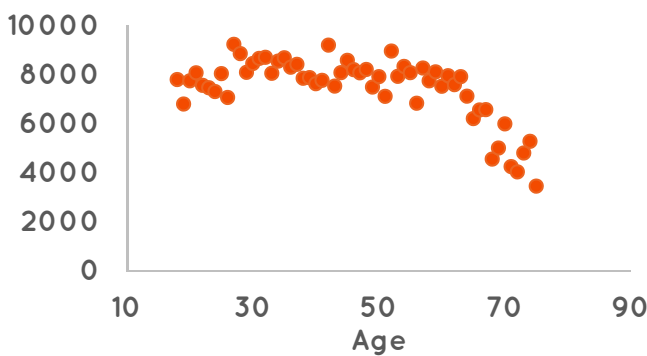
Average daily steps / gender



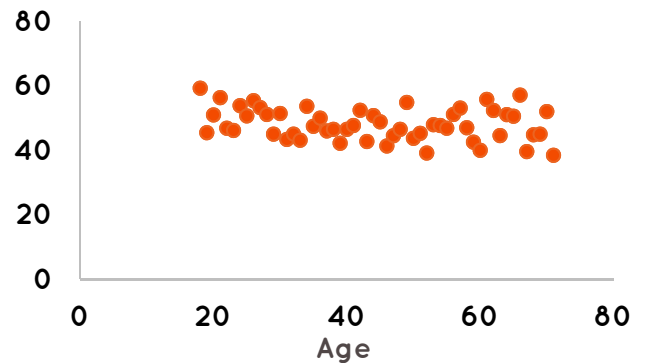
Physical or Sports Activity / gender



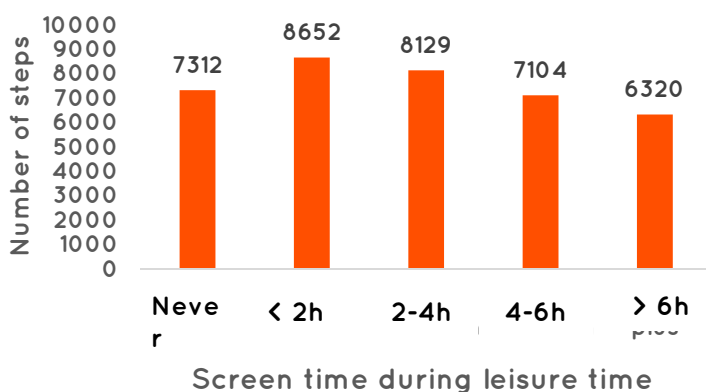
Average daily steps / age



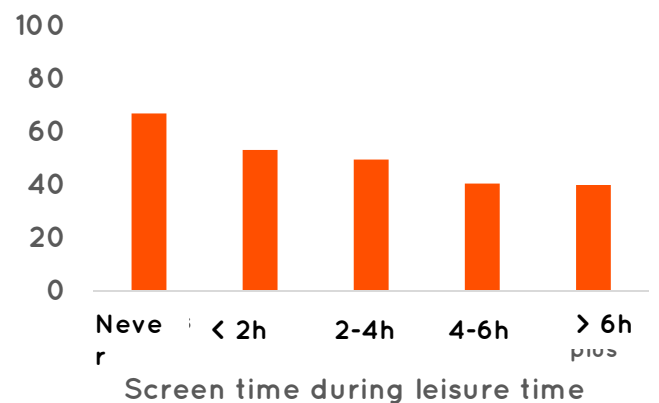
Physical or Sports Activity / age



Average daily steps / screen time



Physical or Sports Activity / screen time

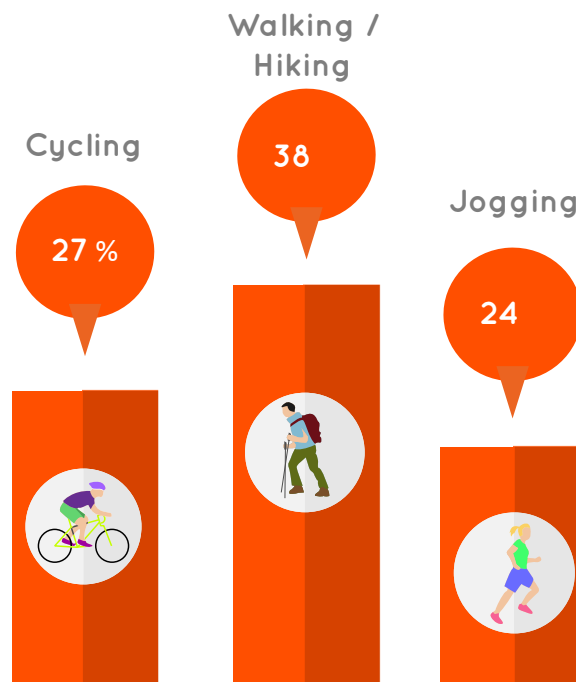


Physical or sports activity practice

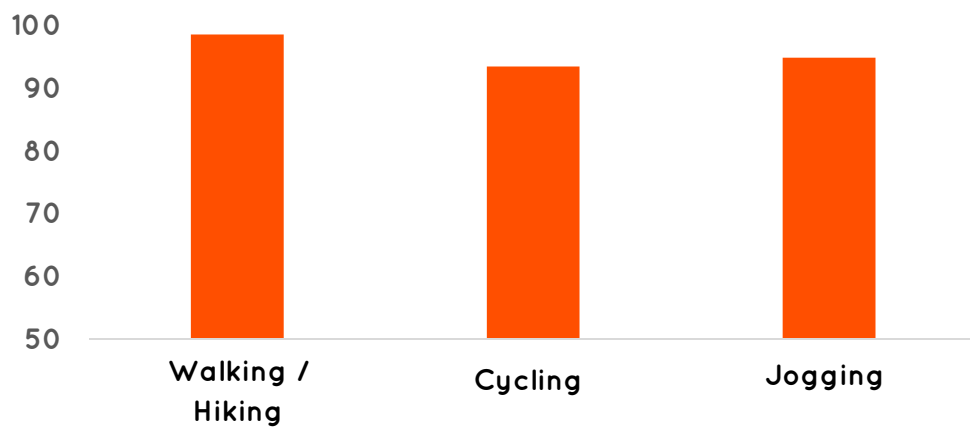
Over the 5 year study, walking is at the top of the 3 most practiced activities (38.2%). Next is cycling (27.1%) followed by running (24.4%).

The vast majority of French (95.7%) practiced these activities at least once a week.

Top 3 Physical or Sports Activities



Weekly practice frequency



2016 Key Results

Beyond the general trends, the 2016 edition of the barometer provides additional data on how the French relate to physical activity or sports.

Number of steps

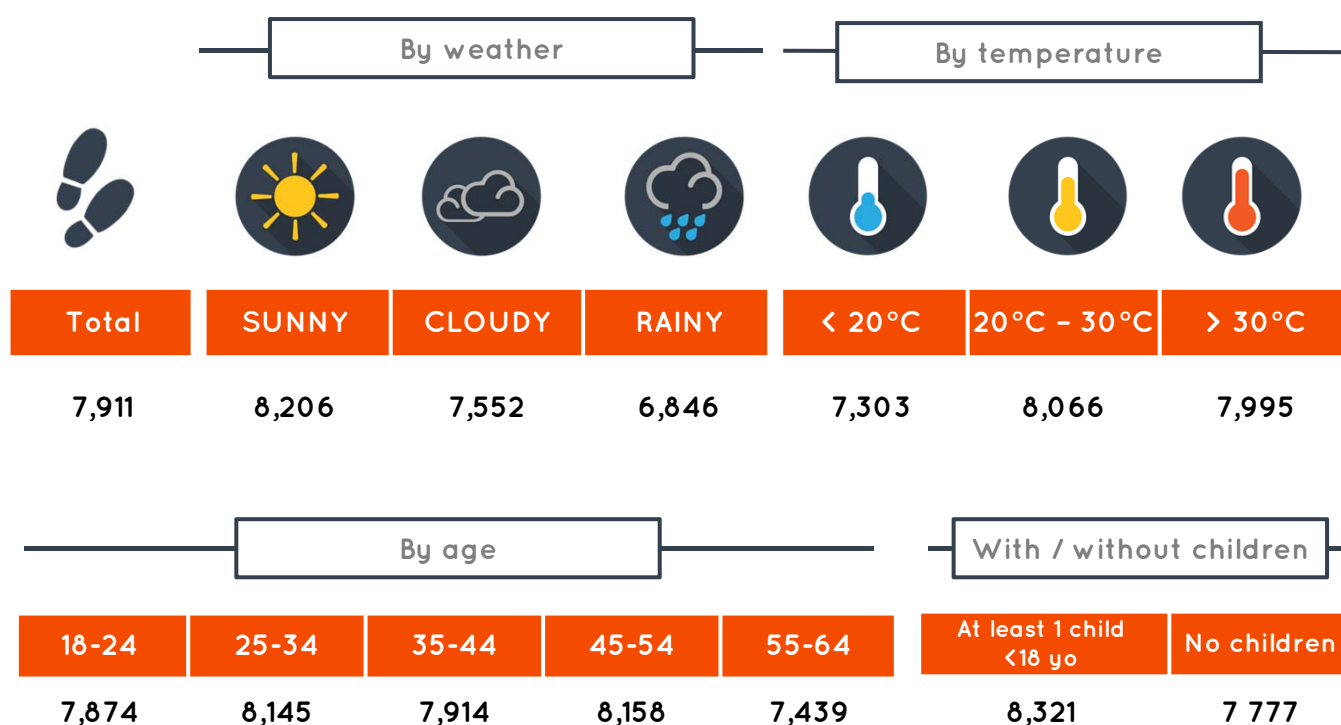
In 2016, French people walk on average 7,911 steps per day, a level slightly above the average over the 5 years of study.

Only 26% of French people reach the level of 10,000 daily steps recommended by the WHO (World Health Organisation).

Distribution of French activity level

Sedentary (<5,000)	Low active (5,000 to 7,499)	Moderately active (7,500 to 9,999)	Active (10,000 to 12,499)	Very active (>12,500)
25	26	23	14	12

Distribution of the number of steps



Practice of physical or sports activities

In 2016, 43% of French people declare practicing physical activity or sports. One of the lowest practice levels in the 5 years of the barometer.

When asked to estimate their level of practice, only 44% of French people think they do enough physical activity.

In terms of activities, walking, running and cycling are the top most practiced in 2016. The choice of activities is strongly correlated with age. Thus, jogging is more widely practiced by the youngest (38% among the 18-24 year olds and 35% among the 25-34 year olds) while walking/hiking attracts the older age categories: 45-54 year olds (38%) and 55-64 year olds (37%). In the same way, team and combat sports are practiced more frequently by 18-24 year olds (18% compared to 9% overall for team sports and 14% vs. 6% for combat sports).

In most cases, these activities are done at least once a week, for at least 30 minutes and practice started more than 2 years ago.

Concerning the motivations for activities, keeping in shape and physical fitness are the most cited (73%). These motivations vary significantly according to the age of the respondents. Thus, 88% of 55-64 year olds consider physical fitness as one of the main motivations. 53% of 18-24 year olds are motivated by fun and amusement (versus 40% overall).



This barometer also reveals the factors that would encourage the French to practice in an activity more regularly: 65% mention practicing with family or friends. For 55% of them, it would be more attractive prices (or financial subsidies) and for 42% a medical recommendation.

For French people not practicing physical or sports activities, the main barriers to this practice are lack of time and lack of motivation.

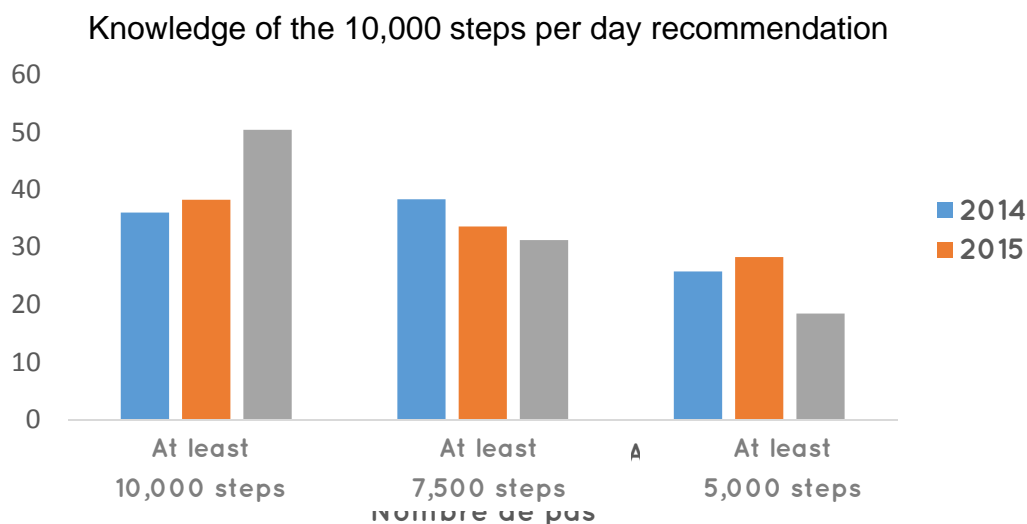
Screen time

The time spent in front of screens during leisure hours takes away from the time that could be devoted to the practice of a physical or sports activity. This is the case for nearly 53% of French for whom the time spent in front of screens is at the expense of physical or sports activities. This rate goes up to 63% among the 18-24 year olds.

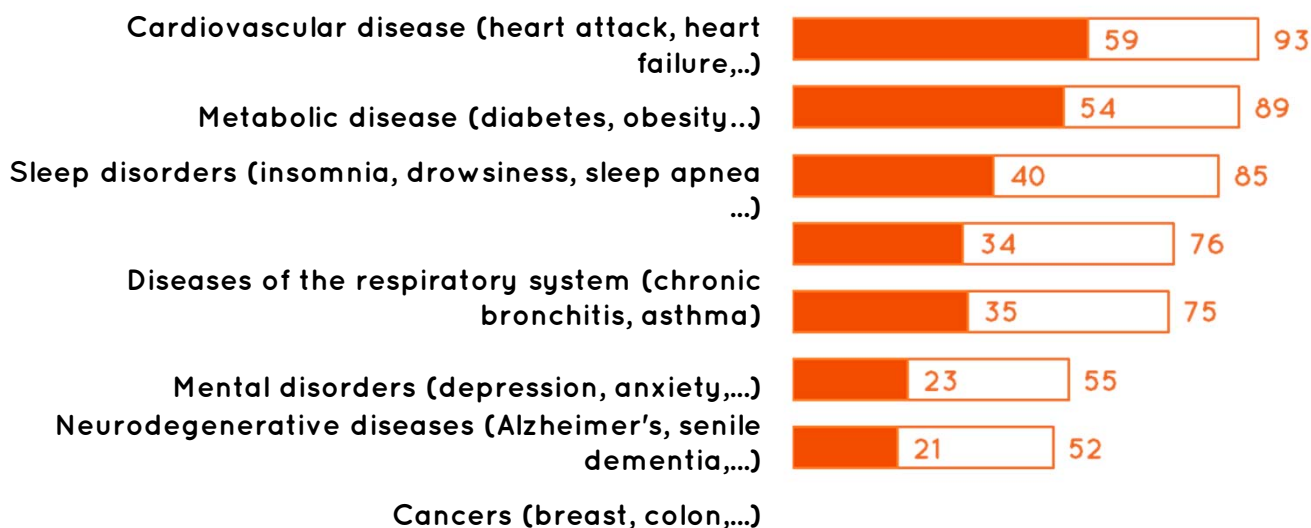
The link between screen time and PSA practice is obvious since persons who spend at least 4 hours in front of a screen during their leisure time (29%) do not reach 7,000 daily steps.

Knowledge of the physical activity benefits

In 2016, 51% of French people were familiar with the 10,000 daily step recommendation. Although this knowledge remains average, it has nevertheless increased by 15 percentage points compared to 2015. This awareness is higher among young people (18-24 years old), as well as among inhabitants of Ile-de-France.



The majority of French people are aware of the beneficial and protective effects of physical activity on most pathologies. Knowledge of these effects declines for neurodegenerative diseases or cancers, but nevertheless increased compared to 2015. Note that the protective effects are more perceived by women and high income classes, often more invested in problems related to health.

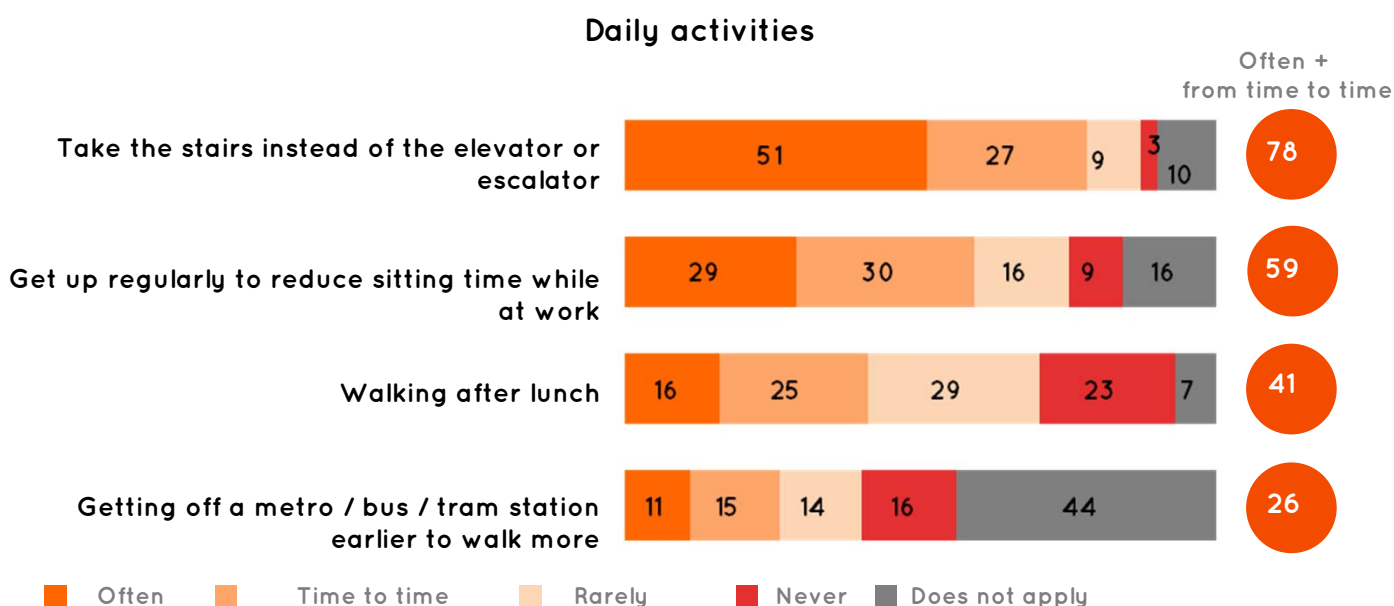


The 2016 barometer also asked smokers how they relate to physical activity. 46% admit that a physical or sports activity could help them stop smoking and 58% think that their smoking limits their ability to practice. It should also be noted that nearly 1/4 of former smokers report that physical activity has helped them quit smoking.

The practice of PSA also has a role to play on weight regulation for 84% of respondents aged 18 - 64 years. Finally, the perception is not as clear on the benefits of PSA for a healthy diet (49%).

Daily activities and further development of physical activity

In addition to the goal of 10,000 daily steps, simple actions would allow the French to maintain a minimum PSA level. For example, favoring walking for short trips or taking the stairs instead of the elevator or escalator. While some are widely known, others are more difficult to implement.



For 54% of French people, motorized modes of transportation and more specifically cars - even for journeys of up to 30 minutes - are still a strong obstacle to more active alternatives, such as walking or biking for daily trips. A phenomenon very present in suburbs, and whose main reasons mentioned by the respondents are convenience (36%) or saving time (36%). The development of bike routes would encourage nearly one in two non-cyclists to bike on a daily basis.

In addition, the use of the electric bike is still marginal (3%) but the ability to travel longer distances, saving time, ease of movement and improved fitness could be levers of development.

Finally, the possibility of working standing up interests only 30% of French people but attracts even the youngest (40% of 18-24 years). The integration of objects allowing more movement during work is an interesting option for 41% of French.

Focus children

Since 2014, the barometer has had a specific focal point on children aged 6 - 17 and analyzes their activity related to that of their parents. Parents were therefore directly questioned about the activities of their children.

In 2016, 69% of children practice physical activities or sports outside of school, an increase of 4 points compared to 2015.

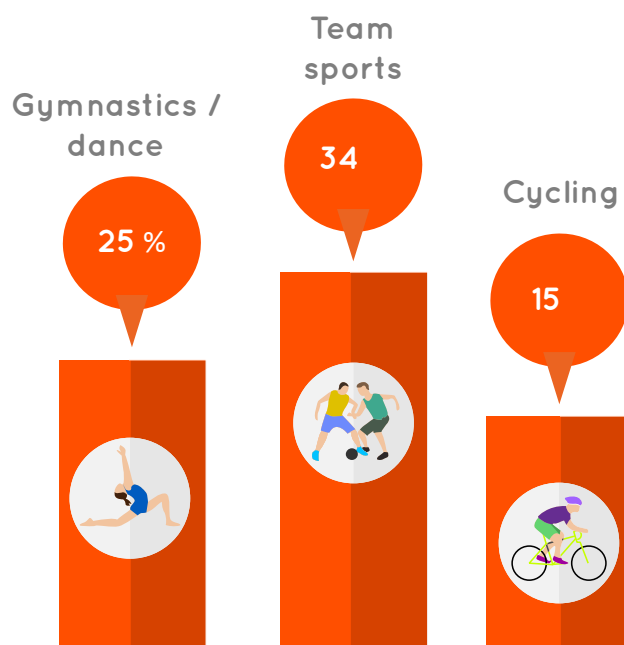
As in previous years, this rate of practice is higher for boys than for girls and decreases with advancing age:

Physical or sports activity practice by age and gender

Boys 6-10 yo	Boys 11-17 yo	Girls 6-10 yo	Girls 11-17 yo
77 %	65 %	74 %	60 %

Main activities practiced by children are team sports, gymnastics / dance and cycling.

Top 3 activities practiced by children



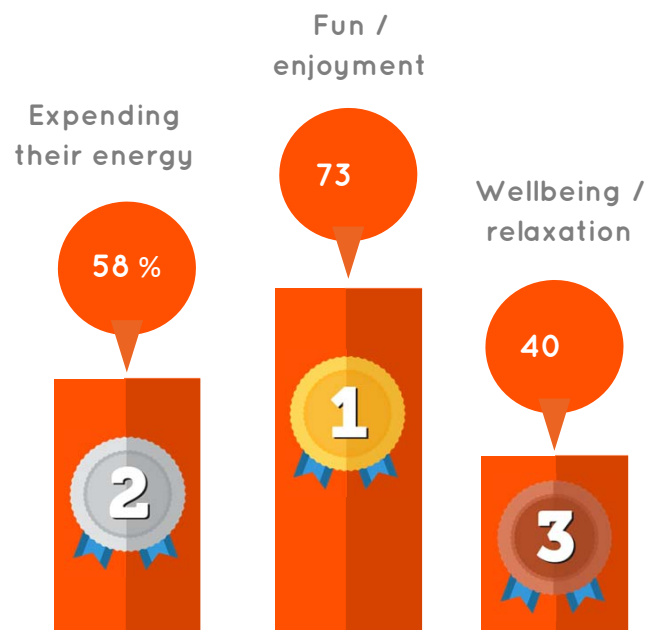
These activities vary according to the sex and age of the children. Thus, team sports are practiced particularly by boys aged 6 to 10 (55%), gymnastics by girls aged 6 to 10 (60%) and cycling by boys aged 11 to 17 (27%). In smaller proportions, horseback riding is practiced more by girls 6 to 10 years (11% compared to 5% overall), and jogging / running by those 11 to 17 years old (12% compared to 5% overall).

Among the 93% of children practicing PSA, 83% practice at least once a week for more than 30 minutes. In 73% of the cases, the child has been practicing this activity for at least 1 year.

The main motivation for children to practice PSA is fun (79%), followed by expending energy and relaxation (71%).

These are encouraging results since the pleasure associated with physical activity during childhood and adolescence positively influences the level of practice into adulthood.

Top 3 motivations for children to practice an activity



For children, a busy schedule (18%), not liking sports (17%) and a preference to devote their free time to other activities (16%) are the main obstacles to practice physical or sports activity.

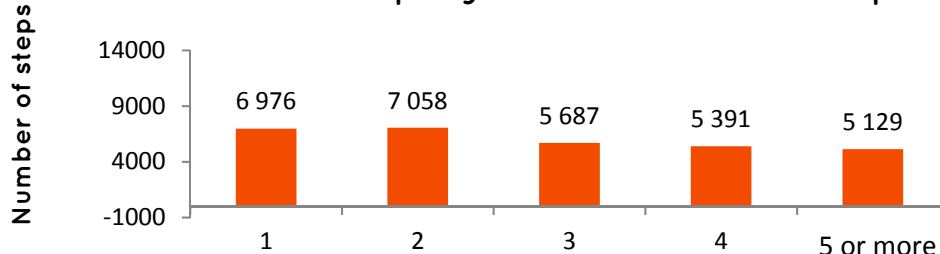
The results also show that children's PSA level is closely related to that of their parents. In fact, the rate of practice among children whose parent exercises is 78%. Conversely, it drops to 61% when the parent does not practice. The time parents spend in front of screens also has a significant influence on the habits of children. Thus, 79% of children whose parents spend less than 2 hours in front of screens during their leisure time practice a sport, compared to 64% when parents spend 2 hours or more.

Physical activity and pathologies

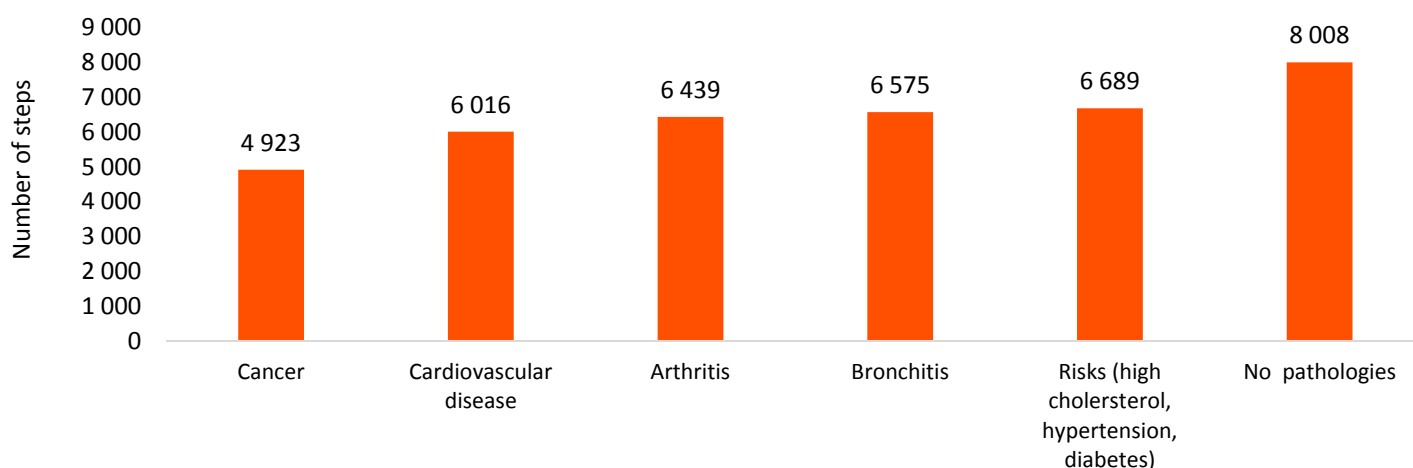
Since its second edition, the impact of pathologies has been studied in the Attitude Prevention barometer. An analysis of the results of individuals with at least one declared pathology (nearly 2000 people from 2013 to 2016) allows us to establish correlations between physical activity levels and presence of pathologies.

The average number of daily steps is directly impacted by the presence of one or more pathologies. Thus, for French people who declare at least one pathology, the average number of steps decreases to about 7000. This number also varies according to the type of pathology.

Mean number of steps by the number of declared pathologies

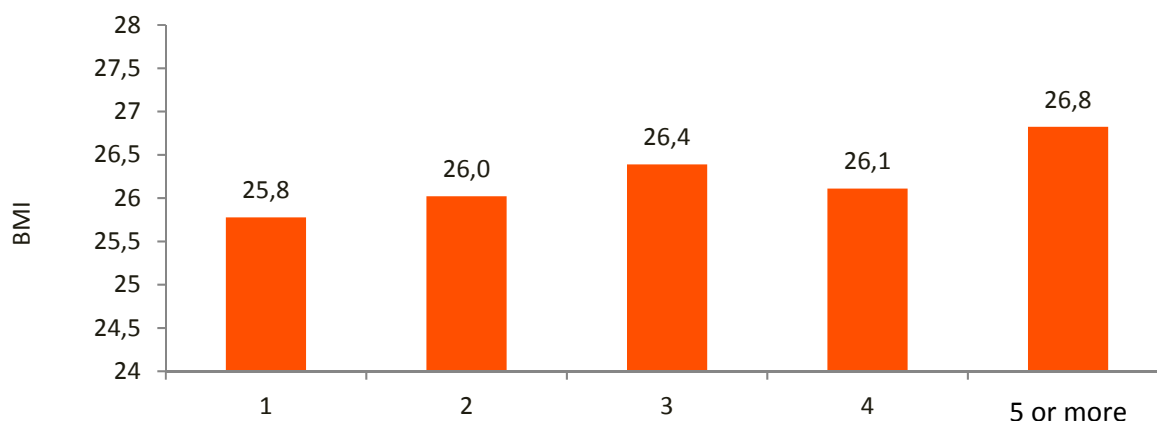


Mean number of steps by pathology



The results of the study also show that the presence of a pathology is related to a higher BMI.

BMI by number of pathologies



Physical activity, health and fun

Regular practice of physical activity and following the recommended 10,000 steps per day sustainably acts on both physical and moral health.

The benefits of physical activity or sports*

The benefits of physical activity on chronic diseases are scientifically proven.

The practice of physical activity decreases, for example:

- the risk of different cancers (breast, colon, endometrium) between 17 to 27%
- the risk of a stroke by 20 - 30%
- the risk of cardiovascular mortality
- the risk and symptoms of neurodegenerative diseases (Alzheimer's disease, Parkinson's disease, multiple sclerosis)

On the contrary, physical inactivity is the cause of:

- 6% of cardiovascular diseases
- 7% of type 2 diabetes
- 10% of breast cancer cases
- 10% of colon cancer cases
- 9% premature mortality

Reaching the recommendation of 10,000 daily steps supports both keeping in better shape and living a healthier life. For example, it aids in combatting such illnesses as influenza.

Being physically active for 1 hour per day reduces the risk of death by 30%.

1 hour of walking per week increases life expectancy by 1.8 years; 7 hours of walking by 4.5 years.

The pleasure of physical activity

The 2016 barometer highlights the impact of enjoyment on the level of physical or sports activity of the French. Thus, for 58% well-being is an important motivator for keeping physically active and for 40%, pleasure and fun are the highest incentives.

Similarly, health as well as pleasure and relaxation are main motivators for those French taking short trips on foot (25%) or by bike (6%).

* Sources : Institut National du Cancer - Activité physique et cancers, 2012 ; British Heart Foundation National Centre - Making the case for physical activity, 2014 ; Zanuso S, Jimenez A, Pugliese G, Exercise for the management of type 2 diabetes a review of the evidence - Acta Diabetol 2010, Vol.47(1), 15- ; 2015 Am Med Association - Leisure Time Physical Activity and Mortality - A Detailed Pooled Analysis of the Dose-Response Relationship ; 2012 PLOS Medecine - Leisure Time Physical Activity of Moderate to Vigorous Intensity and Mortality: A Large Pooled Cohort Analysis ; Chi Pang Wen The Lancet 2011 ; 2012 The Lancet - Effect of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy ; 2011 Television Viewing Time is Associated with Overweight/Obesity Among Older Adults, Independent of Meeting Physical Activity and Health Guidelines.

Objective: 2,000 more steps

With an average of 7,889 daily steps over 5 years, the vast majority of French people do not reach the recommended 10,000 daily steps for a healthy level of activity.

To achieve this goal, 2,000 daily additional steps are needed. An objective easy to reach since an average of 2,000 steps correspond to:



20 minutes walking



10 minutes rollerblade



15 minutes jogging



15 minutes swimming



15 minutes biking

...but also 30 minutes DIY, gardening or 40 minutes of yoga!

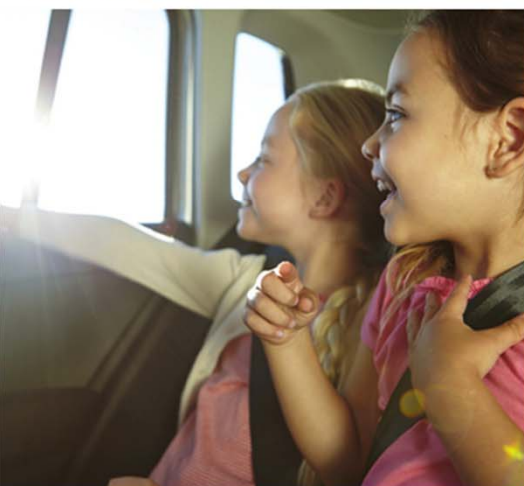
Our association

Prevention is an integral part of the insurance business. It is a great cause, to which all insurers are committed, as it is inseparable from their social responsibility.

By the side of their clients when the incident occurs, insurers help them, to the best of their ability, to minimize the consequences. But there is the need to go beyond and raise awareness about the risks. The members of the French Federation of Insurance also lead many awareness campaigns and decided to invest in collective actions within the association Attitude Prevention.

Attitude Prévention was formed as the merger of Assurances Prévention and GEMA Prévention. Its missions include:

- to raise awareness of the issues of prevention (in particular road risks, accidents of life and health) on behalf of all the members of the French Insurance Federation
- design and deploy awareness campaigns on road, domestic and health risks for the general public and for businesses, also in partnership with other organizations
- to become a reference for the analysis of numerical data on road, everyday life and health risks



Sur la route



À la maison



Santé et loisirs

For more information :
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