Table of Contents

1. Thinking about a typical day, how much physical activity or exercise would you say you get?

		Gender		AGE	
	Total	Male	Female	25-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**1001**	**478**	**523**	**175**	**653**
Base: All Respondents (wtd)	**1001**	**486**	**515**	**250**	**500**
none at all	59	35	24	8	31
	6%	7%	5%	3%	6%
				*	
less than 30 minutes	342	152	190	75	176
	34%	31%	37%	30%	35%
				*	
30 to 59 minutes	369	173	197	112	182
	37%	35%	38%	45%	36%
				E*	
60 minutes to 89 minutes	102	54	48	28	49
	10%	11%	9%	11%	10%
				*	
90 minutes to 2 hours	49	27	21	14	24
	5%	6%	4%	6%	5%
				*	
more than 2 hours a day	79	45	34	14	39
	8%	9%	7%	6%	8%
				*	
Sigma	1001	486	515	250	500
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

55-64	EDUCATION			
	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
173	**21**	**125**	**412**	**443**
250	**69**	**386**	**392**	**154**
20	10	20	22	7
8%	14%	5%	6%	5%
*	**			
92	23	138	136	45
37%	33%	36%	35%	29%
*	**			
76	9	139	149	72
30%	13%	36%	38%	47%
*	**			GH
26	4	34	45	18
10%	6%	9%	11%	12%
*	**			
11	8	16	19	7
4%	11%	4%	5%	4%
*	**			
26	16	38	21	4
10%	23%	10%	5%	3%
*	**	I		
250	69	386	392	154
100%	100%	100%	100%	100%

2. Do you prefer to exercise or engage in physical activity on your own or with other people?

		Gender		AGE	
	Total	Male	Female	25-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**1001**	**478**	**523**	**175**	**653**
Base: All Respondents (wtd)	**1001**	**486**	**515**	**250**	**500**
	727	357	371	168	378
on my own	73%	73%	72%	67%	76%
				*	
	274	130	144	82	122
with other people	27%	27%	28%	33%	24%
				*	
	1001	486	515	250	500
Sigma	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

55-64	EDUCATION			
	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
173	**21**	**125**	**412**	**443**
250	**69**	**386**	**392**	**154**
181	55	285	279	109
72%	80%	74%	71%	71%
*	**			
69	14	101	114	45
28%	20%	26%	29%	29%
*	**			
250	69	386	392	154
100%	100%	100%	100%	100%

3. Do you incorporate spinning (indoor cycling) into your exercise or physical activity?

		Gender		AGE	
	Total	Male	Female	25-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**1001**	**478**	**523**	**175**	**653**
Base: All Respondents (wtd)	**1001**	**486**	**515**	**250**	**500**
yes	173	98	75	71	86
	17%	20%	15%	28%	17%
				DE*	E
no	828	389	439	179	414
	83%	80%	85%	72%	83%
				*	C
Sigma	1001	486	515	250	500
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B,C/D/E,F/G/H/I

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B,C/D/E,F/G/H/I

   Minimum Base: 30 (**), Small Base: 100 (*)

55-64	EDUCATION			
	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
173	**21**	**125**	**412**	**443**
250	**69**	**386**	**392**	**154**
15	5	59	64	45
6%	7%	15%	16%	29%
*	**			GH
235	64	326	329	109
94%	93%	85%	84%	71%
CD*	**	I	I	
250	69	386	392	154
100%	100%	100%	100%	100%

4. Which of the following prevents you from getting more exercise or physical activity?

		Gender		AGE	
	Total	Male	Female	25-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**1001**	**478**	**523**	**175**	**653**
Base: All Respondents (wtd)	**1001**	**486**	**515**	**250**	**500**
Not enough time	399	221	178	125	213
	40%	45%	35%	50%	42%
		B		E*	E
Too lazy	286	136	150	105	124
	29%	28%	29%	42%	25%
				DE*	
Doesn't fit with my schedule	255	147	108	51	142
	25%	30%	21%	20%	28%
		B		*	
Haven't found something I like to do yet	120	51	69	35	52
	12%	10%	13%	14%	10%
				*	
Inconvenient to join a class or gym	154	60	94	55	62
	15%	12%	18%	22%	12%
				D*	
I don't have anything to help me stay active at home	95	46	49	43	43
	9%	10%	9%	17%	9%
				DE*	
Don't have anybody to be active with	87	35	52	24	41
	9%	7%	10%	10%	8%
				*	
I don't like working out	225	91	134	46	97
	22%	19%	26%	18%	19%
				*	
Some other reason	158	66	92	28	79
	16%	14%	18%	11%	16%
				*	
Sigma	1778	852	926	513	853
	178%	175%	180%	205%	170%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H/I
  Minimum Base: 30 (**), Small Base: 100 (*)

55-64	<HS	HS	Post Sec	Univ Grad
		EDUCATION		
E	F	G	H	I
173	**21**	**125**	**412**	**443**
250	**69**	**386**	**392**	**154**
62	28	130	169	72
25%	40%	34%	43%	47%
*	**			G
57	19	126	96	45
23%	28%	33%	25%	29%
*	**			
61	15	101	96	43
25%	21%	26%	25%	28%
*	**			
33	7	55	42	16
13%	10%	14%	11%	11%
*	**			
36	7	66	61	19
15%	10%	17%	16%	13%
*	**			
8	10	43	34	8
3%	15%	11%	9%	5%
*	**	I		
21	9	23	41	13
8%	14%	6%	10%	8%
*	**			
82	15	118	67	25
33%	22%	31%	17%	16%
CD*	**	HI		
50	11	57	71	20
20%	16%	15%	18%	13%
*	**			
411	121	719	676	261
164%	176%	187%	172%	169%

5_1. To what extent do you agree or disagree with the following - Making time to get to an exercise class is difficult.

	Total	Gender		AGE	
		Male	Female	25-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**1001**	**478**	**523**	**175**	**653**
Base: All Respondents (wtd)	**1001**	**486**	**515**	**250**	**500**
Top 2 Box (Net)	756	373	383	166	399
	75%	77%	74%	66%	80%
				*	C
Strongly agree	287	150	137	74	149
	29%	31%	27%	29%	30%
				*	
Somewhat agree	469	223	245	93	250
	47%	46%	48%	37%	50%
				*	C
Bottom 2 Box (Net)	245	113	132	84	102
	25%	23%	26%	34%	20%
				D*	
Somewhat disagree	172	87	85	53	77
	17%	18%	17%	21%	15%
				*	
Strongly disagree	74	27	47	31	25
	7%	6%	9%	12%	5%
				D*	
Sigma	1001	486	515	250	500
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B,C/D/E,F/G/H/I

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B,C/D/E,F/G/H/I

   Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

	EDUCATION			
55-64	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
173	**21**	**125**	**412**	**443**
250	**69**	**386**	**392**	**154**
191	54	283	307	112
76%	78%	73%	78%	73%
*	**			
64	23	93	132	39
26%	33%	24%	34%	25%
*	**		I	
126	31	190	175	73
50%	45%	49%	45%	48%
*	**			
60	15	103	86	42
24%	22%	27%	22%	27%
*	**			
41	8	68	65	31
16%	11%	18%	17%	20%
*	**			
18	7	35	21	11
7%	10%	9%	5%	7%
*	**			
250	69	386	392	154
100%	100%	100%	100%	100%

5_2. To what extent do you agree or disagree with the following - It is more convenient for me to get exercise at home

		Gender		AGE	
	Total	Male	Female	25-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**1001**	**478**	**523**	**175**	**653**
Base: All Respondents (wtd)	**1001**	**486**	**515**	**250**	**500**
Top 2 Box (Net)	775	369	406	180	379
	77%	76%	79%	72%	76%
				*	
Strongly agree	337	135	202	73	186
	34%	28%	39%	29%	37%
			A	*	
Somewhat agree	438	233	205	107	193
	44%	48%	40%	43%	39%
				*	
Bottom 2 Box (Net)	226	118	108	71	121
	23%	24%	21%	28%	24%
				E*	E
Somewhat disagree	177	94	82	60	89
	18%	19%	16%	24%	18%
				E*	
Strongly disagree	49	23	26	11	33
	5%	5%	5%	4%	7%
				*	
Sigma	1001	486	515	250	500
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

than to go to a gym.

55-64	EDUCATION			
	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
173	**21**	**125**	**412**	**443**
250	**69**	**386**	**392**	**154**
216	53	294	307	121
86%	78%	76%	78%	78%
CD*	**			
78	14	134	134	55
31%	21%	35%	34%	35%
*	**			
138	39	160	173	66
55%	56%	41%	44%	43%
D*	**			
34	15	92	85	33
14%	22%	24%	22%	22%
*	**			
28	3	76	74	24
11%	5%	20%	19%	16%
*	**			
6	12	16	12	9
2%	18%	4%	3%	6%
*	**			
250	69	386	392	154
100%	100%	100%	100%	100%

5_3. To what extent do you agree or disagree with the following - I would work out more if I could do it from my home.

	Total	Gender		AGE	
		Male	Female	25-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**1001**	**478**	**523**	**175**	**653**
Base: All Respondents (wtd)	**1001**	**486**	**515**	**250**	**500**
Top 2 Box (Net)	702	324	378	182	352
	70%	67%	73%	73%	70%
				*	
Strongly agree	227	90	137	70	117
	23%	19%	27%	28%	23%
			A	*	
Somewhat agree	474	234	241	112	236
	47%	48%	47%	45%	47%
				*	
Bottom 2 Box (Net)	299	163	137	68	148
	30%	33%	27%	27%	30%
				*	
Somewhat disagree	236	145	91	48	117
	24%	30%	18%	19%	23%
		B		*	
Strongly disagree	64	18	46	20	31
	6%	4%	9%	8%	6%
			A	*	
Sigma	1001	486	515	250	500
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

	EDUCATION			
55-64	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
173	**21**	**125**	**412**	**443**
250	**69**	**386**	**392**	**154**
167	40	276	287	99
67%	58%	72%	73%	64%
*	**		I	
40	31	79	84	34
16%	45%	20%	21%	22%
*	**			
127	9	197	202	66
51%	13%	51%	52%	43%
*	**		I	
83	29	110	106	55
33%	42%	28%	27%	36%
*	**			H
70	26	78	89	43
28%	37%	20%	23%	28%
*	**			
13	3	32	17	12
5%	5%	8%	4%	8%
*	**			H
250	69	386	392	154
100%	100%	100%	100%	100%

5_4. To what extent do you agree or disagree with the following - I want to work out on my own time, when I'm availab

		Gender		AGE	
	Total	Male	Female	25-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**1001**	**478**	**523**	**175**	**653**
Base: All Respondents (wtd)	**1001**	**486**	**515**	**250**	**500**
Top 2 Box (Net)	839	405	434	193	446
	84%	83%	84%	77%	89%
				*	CE
Strongly agree	404	173	231	88	214
	40%	36%	45%	35%	43%
			A	*	
Somewhat agree	435	233	203	105	233
	44%	48%	39%	42%	47%
				*	
Bottom 2 Box (Net)	162	81	81	58	54
	16%	17%	16%	23%	11%
				D*	
Somewhat disagree	136	69	67	53	45
	14%	14%	13%	21%	9%
				D*	
Strongly disagree	26	12	14	5	9
	3%	2%	3%	2%	2%
				*	
Sigma	1001	486	515	250	500
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

le, not on a schedule.

	EDUCATION			
55-64	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
173	**21**	**125**	**412**	**443**
250	**69**	**386**	**392**	**154**
200	62	310	335	131
80%	90%	80%	85%	85%
*	**			
102	36	157	155	55
41%	52%	41%	40%	36%
*	**			
98	26	152	180	77
39%	38%	40%	46%	50%
*	**			
50	7	76	57	23
20%	10%	20%	15%	15%
D*	**			
37	7	60	50	19
15%	10%	16%	13%	13%
*	**			
13	-	16	7	3
5%	-	4%	2%	2%
*	**			
250	69	386	392	154
100%	100%	100%	100%	100%

5_5. To what extent do you agree or disagree with the following - Working out with others motivates me to exercise ha

	Total	Gender		AGE	
		Male	Female	25-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**1001**	**478**	**523**	**175**	**653**
Base: All Respondents (wtd)	**1001**	**486**	**515**	**250**	**500**
Top 2 Box (Net)	639	298	341	168	324
	64%	61%	66%	67%	65%
				*	
Strongly agree	183	73	110	56	92
	18%	15%	21%	22%	18%
				*	
Somewhat agree	456	225	231	112	232
	46%	46%	45%	45%	46%
				*	
Bottom 2 Box (Net)	362	189	174	82	176
	36%	39%	34%	33%	35%
				*	
Somewhat disagree	238	135	102	50	108
	24%	28%	20%	20%	21%
		B		*	
Strongly disagree	124	53	71	32	69
	12%	11%	14%	13%	14%
				*	
Sigma	1001	486	515	250	500
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

rder

55-64	EDUCATION			
	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
173	**21**	**125**	**412**	**443**
250	**69**	**386**	**392**	**154**
146	42	246	249	102
58%	62%	64%	63%	66%
*	**			
35	9	57	80	37
14%	13%	15%	20%	24%
*	**			G
111	33	189	169	65
45%	48%	49%	43%	42%
*	**			
104	26	140	144	53
42%	38%	36%	37%	34%
*	**			
80	23	80	99	36
32%	34%	21%	25%	23%
D*	**			
24	3	60	45	17
10%	5%	15%	11%	11%
*	**			
250	69	386	392	154
100%	100%	100%	100%	100%

5_6. To what extent do you agree or disagree with the following - I get bored easily when working out

	Total	Gender		AGE	
		Male	Female	25-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**1001**	**478**	**523**	**175**	**653**
Base: All Respondents (wtd)	**1001**	**486**	**515**	**250**	**500**
Top 2 Box (Net)	625	302	323	175	284
	62%	62%	63%	70%	57%
				D*	
Strongly agree	145	68	77	33	74
	15%	14%	15%	13%	15%
				*	
Somewhat agree	480	234	246	142	209
	48%	48%	48%	57%	42%
				D*	
Bottom 2 Box (Net)	376	185	191	75	217
	38%	38%	37%	30%	43%
				*	C
Somewhat disagree	292	143	149	51	175
	29%	29%	29%	20%	35%
				*	C
Strongly disagree	84	42	42	24	42
	8%	9%	8%	9%	8%
				*	
Sigma	1001	486	515	250	500
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

55-64	EDUCATION			
	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
173	**21**	**125**	**412**	**443**
250	**69**	**386**	**392**	**154**
166	52	254	231	87
66%	76%	66%	59%	57%
*	**			
38	13	56	51	25
15%	19%	15%	13%	16%
*	**			
128	39	198	180	63
51%	57%	51%	46%	41%
*	**			
84	16	132	161	67
34%	24%	34%	41%	43%
*	**			
65	15	108	124	46
26%	21%	28%	31%	30%
*	**			
19	2	24	38	21
8%	2%	6%	10%	14%
*	**			G
250	69	386	392	154
100%	100%	100%	100%	100%

5. To what extent do you agree or disagree with the following - Top 2 Box Summary

	Total	Gender		AGE	
		Male	Female	25-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**1001**	**478**	**523**	**175**	**653**
Base: All Respondents (wtd)	**1001**	**486**	**515**	**250**	**500**
Making time to get to an exercise class is difficult.	756	373	383	166	399
	75%	77%	74%	66%	80%
				*	C
It is more convenient for me to get exercise at home than to go to a gym.	775	369	406	180	379
	77%	76%	79%	72%	76%
				*	
I would work out more if I could do it from my home.	702	324	378	182	352
	70%	67%	73%	73%	70%
				*	
I want to work out on my own time, when I'm available, not on a schedule.	839	405	434	193	446
	84%	83%	84%	77%	89%
				*	CE
Working out with others motivates me to exercise harder	639	298	341	168	324
	64%	61%	66%	67%	65%
				*	
I get bored easily when working out	625	302	323	175	284
	62%	62%	63%	70%	57%
				D*	

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

	EDUCATION			
55-64	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
173	**21**	**125**	**412**	**443**
250	**69**	**386**	**392**	**154**
191	54	283	307	112
76%	78%	73%	78%	73%
*	**			
216	53	294	307	121
86%	78%	76%	78%	78%
CD*	**			
167	40	276	287	99
67%	58%	72%	73%	64%
*	**		I	
200	62	310	335	131
80%	90%	80%	85%	85%
*	**			
146	42	246	249	102
58%	62%	64%	63%	66%
*	**			
166	52	254	231	87
66%	76%	66%	59%	57%
*	**			

5. To what extent do you agree or disagree with the following - Bottom 2 Box Summary

	Total	Gender		AGE	
		Male	Female	25-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**1001**	**478**	**523**	**175**	**653**
Base: All Respondents (wtd)	**1001**	**486**	**515**	**250**	**500**
Making time to get to an exercise class is difficult.	245	113	132	84	102
	25%	23%	26%	34%	20%
				D*	
It is more convenient for me to get exercise at home than to go to a gym.	226	118	108	71	121
	23%	24%	21%	28%	24%
				E*	E
I would work out more if I could do it from my home.	299	163	137	68	148
	30%	33%	27%	27%	30%
				*	
I want to work out on my own time, when I'm available, not on a schedule.	162	81	81	58	54
	16%	17%	16%	23%	11%
				D*	
Working out with others motivates me to exercise harder	362	189	174	82	176
	36%	39%	34%	33%	35%
				*	
I get bored easily when working out	376	185	191	75	217
	38%	38%	37%	30%	43%
				*	C

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H/I

  Minimum Base: 30 (**), Small Base: 100 (*)

55-64	EDUCATION			
	<HS	HS	Post Sec	Univ Grad
E	F	G	H	I
173	**21**	**125**	**412**	**443**
250	**69**	**386**	**392**	**154**
60	15	103	86	42
24%	22%	27%	22%	27%
*	**			
34	15	92	85	33
14%	22%	24%	22%	22%
*	**			
83	29	110	106	55
33%	42%	28%	27%	36%
*	**			H
50	7	76	57	23
20%	10%	20%	15%	15%
D*	**			
104	26	140	144	53
42%	38%	36%	37%	34%
*	**			
84	16	132	161	67
34%	24%	34%	41%	43%
*	**			