



Factum

Four in Ten (40%) Canadians Aged 25-64 get Less Than 30 Minutes Exercise or Physical Activity Each Day

Majority says Making Time for an Exercise Class is Difficult (75%), would Work Out More if they could Do It from Home (70%)

Toronto, ON, October 10, 2018 — Four in ten (40%) Canadians aged 25-64 say they get less than 30 minutes physical activity or exercise each day, including 6% who get none at all, according to a new Ipsos poll conducted on behalf of Peloton. Four in ten (37%) get between 30 and 59 minutes of exercise each day, while few get between 60 to 89 minutes (10%), 90 minutes to 2 hours (5%), or more than 2 hours per day (8%). Quebecers are the Canadians by far the most likely to get less than 30 minutes of exercise of physical activity each day (64%).

Thinking about what prevents them getting more exercise or physical activity, not having enough time (40%), being too lazy (29%) or the belief that it doesn't fit with their schedule (25%) are the primary barriers. Men are more likely than women to mention not having enough time (45% of men vs. 35% of women) or not being able to fit it in with their schedule (30% men vs. 21% women). Those aged 25-34 are most likely (42%) to say that laziness prevents them from working out more.

Other barriers include: not liking to work out (22%), the belief that it is inconvenient to join a class or gym (15%), having not found something they like to do yet (12%), not having anything to help them stay active at home (9%), not having anybody to be active with (9%), or some other reason (16%).

The results of the poll also reveal that:

- Three quarters (75%) agree (29% strongly/47% somewhat) that **making time to get to an exercise class is difficult**, led by 81% of Ontarians.
- Eight in ten (77%) agree (34% strongly/44% somewhat) that it is **more convenient for them to get exercise at home than to go to a gym**. In fact, the majority of Canadians (73%) **prefer to exercise on their own**, rather than with other people (27%).
- Seven in ten (70%) agree (23% strongly/47% somewhat) that **they would work out more if they could do it from their home**.
- Most (84%) agree (40% strongly/44% somewhat) that **they want to work out on their own time, when they're available, not on a schedule**, rising to 89% among those aged 35-54.
- Six in ten (64%) agree (18% strongly/46% somewhat) that **working out with others motivates them to exercise harder**, led by BC residents (68%).
- Six in ten (62%) agree (15% strongly/48% somewhat) that **they get bored easily when working out**. This figure rises to 67% in Ontario and 70% among those aged 25-34.
- One in six (17%) **Canadians incorporate spinning (indoor cycling) into their exercise or physical activity**, including 28% of those aged 25-34.

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About the Study

These are some of the findings of an Ipsos poll conducted between October 4 and 9, 2018, on behalf of Peloton. For this survey, a sample of 1,001 Canadians aged 25 to 64 with a household income of at least \$60,000 was interviewed online via the Ipsos I-Say panel and non-panel sources. Quota sampling and weighting were employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20, had all Canadian adults in this segment been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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About Ipsos

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