

1. Do you currently go to the gym on a regular basis?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1507	687	820	359	569	579	86	296	627	498
Weighted	1507	731	776	420	558	529	156	529	591	232
Yes	268	127	141	123	74	71	9	98	101	60
	18%	17%	18%	29%	13%	13%	6%	18%	17%	26%
				DE			*	F	F	FGH
No	1239	604	635	298	483	458	147	431	489	172
	82%	83%	82%	71%	87%	87%	94%	82%	83%	74%
					C	C	GHI*	I	I	

- 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](#)

2. What are the barriers that prevent you from going to the gym on a regular basis?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Do Not Currently Go To The Gym On A Regular Basis	1221	559	662	248	475	498	81	244	521	375
Weighted	1239	604	635	298	483	458	147	431	489	172
Financial	374	151	223	91	166	116	51	133	145	44
	30%	25%	35%	31%	34%	25%	35%	31%	30%	26%
			A		E		*			
Lack of time	334	174	160	147	137	50	34	102	141	57
	27%	29%	25%	49%	28%	11%	23%	24%	29%	33%
				DE	E		*			G
Fatigue	250	87	163	81	104	65	19	91	111	30
	20%	14%	26%	27%	22%	14%	13%	21%	23%	17%
			A	E	E		*		FI	
Other commitments (including work, family, volunteer commitments)	245	126	120	75	88	82	22	76	107	41
	20%	21%	19%	25%	18%	18%	15%	18%	22%	24%
				DE			*			
Feeling intimidated	176	57	119	74	63	39	12	73	62	29
	14%	9%	19%	25%	13%	9%	8%	17%	13%	17%
			A	DE	E		*			F
Lack of training partner/friend	162	64	98	75	50	37	10	56	74	23
	13%	11%	15%	25%	10%	8%	7%	13%	15%	13%
			A	DE			*		F	
I have a home gym	160	76	83	40	72	48	9	47	80	24
	13%	13%	13%	13%	15%	11%	6%	11%	16%	14%
							*		FG	F
None of the above	376	214	161	47	134	195	51	133	138	54
	30%	35%	25%	16%	28%	43%	35%	31%	28%	31%
		B			C	CD	*			

- 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](#)

3. What would motivate you to start going to the gym on a regular basis?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Do Not Currently Go To The Gym On A Regular Basis	1221	559	662	248	475	498	81	244	521	375
Weighted	1239	604	635	298	483	458	147	431	489	172
Personal goal or life choice	306	141	164	106	108	91	33	114	113	45
	25%	23%	26%	36%	22%	20%	22%	27%	23%	26%
				DE			*			
A reliable training partner/friend	248	113	135	103	81	64	18	91	102	37
	20%	19%	21%	35%	17%	14%	12%	21%	21%	22%
				DE			*			F
A health scare/doctor recommendation	225	116	109	71	74	80	16	89	87	34
	18%	19%	17%	24%	15%	17%	11%	21%	18%	19%
				D			*	F		F
Convenient locations	220	100	120	78	74	67	17	76	92	36
	18%	17%	19%	26%	15%	15%	11%	18%	19%	21%
				DE			*			F
Personal trainer	163	63	100	55	75	33	18	53	68	24
	13%	10%	16%	18%	16%	7%	12%	12%	14%	14%
			A	E	E		*			
An upcoming milestone (wedding, birthday, anniversary, etc.)	47	14	34	33	10	4	2	18	17	12
	4%	2%	5%	11%	2%	1%	1%	4%	3%	7%
			A	DE			*			FH
Nothing	548	285	264	81	226	241	85	173	221	69
	44%	47%	42%	27%	47%	53%	58%	40%	45%	40%
					C	C	GHI*			

- 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](#)