

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

|                       |       | REGION |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD |         |
|-----------------------|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
|                       | Total | BC     | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60K | 60k - <100k | 100k+ | Kids      | No Kids |
|                       |       | A      | B   | C     | D       | E      | F        | G                | H          | I           | J     | K         | L       |
|                       |       |        |     |       |         |        |          |                  |            |             |       |           |         |
| Base: All Respondents | 1507  | 200    | 166 | 126   | 546     | 347    | 122      | 382              | 246        | 415         | 270   | 356       | 1151    |
| Weighted              | 1507  | 202    | 160 | 98    | 578     | 362    | 107      | 459              | 255        | 375         | 225   | 348       | 1159    |
| Yes                   | 268   | 32     | 25  | 13    | 104     | 72     | 23       | 69               | 31         | 81          | 60    | 76        | 191     |
|                       | 18%   | 16%    | 16% | 13%   | 18%     | 20%    | 21%      | 15%              | 12%        | 22%         | 27%   | 22%       | 17%     |
|                       |       |        |     | *     |         |        | *        |                  |            | GH          | GH    | L         |         |
| No                    | 1239  | 170    | 135 | 85    | 474     | 290    | 85       | 390              | 224        | 295         | 165   | 271       | 968     |
|                       | 82%   | 84%    | 84% | 87%   | 82%     | 80%    | 79%      | 85%              | 88%        | 78%         | 73%   | 78%       | 83%     |
|                       |       |        |     | *     |         |        | *        | IJ               | IJ         |             |       |           | K       |

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

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

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

|                                                                   |       | REGION |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD |         |
|-------------------------------------------------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
|                                                                   | Total | BC     | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60K | 60k - <100k | 100k+ | Kids      | No Kids |
|                                                                   |       | A      | B   | C     | D       | E      | F        | G                | H          | I           | J     | K         | L       |
| Base: Do Not Currently Go To The Gym On A Regular Basis           | 1221  | 163    | 137 | 108   | 439     | 279    | 95       | 324              | 209        | 327         | 197   | 271       | 950     |
| Weighted                                                          | 1239  | 170    | 135 | 85    | 474     | 290    | 85       | 390              | 224        | 295         | 165   | 271       | 968     |
| Financial                                                         | 374   | 38     | 35  | 31    | 151     | 94     | 25       | 164              | 57         | 83          | 25    | 94        | 280     |
|                                                                   | 30%   | 22%    | 26% | 37%   | 32%     | 32%    | 30%      | 42%              | 25%        | 28%         | 15%   | 35%       | 29%     |
|                                                                   |       |        |     | A*    | A       | A      | *        | HIJ              | J          | J           |       |           |         |
| Lack of time                                                      | 334   | 27     | 31  | 27    | 151     | 77     | 20       | 89               | 47         | 99          | 60    | 117       | 217     |
|                                                                   | 27%   | 16%    | 23% | 32%   | 32%     | 27%    | 23%      | 23%              | 21%        | 34%         | 37%   | 43%       | 22%     |
|                                                                   |       |        |     | A*    | A       | A      | *        |                  |            | GH          | GH    | L         |         |
| Fatigue                                                           | 250   | 28     | 20  | 18    | 113     | 55     | 16       | 85               | 36         | 64          | 31    | 70        | 181     |
|                                                                   | 20%   | 17%    | 15% | 21%   | 24%     | 19%    | 18%      | 22%              | 16%        | 22%         | 19%   | 26%       | 19%     |
|                                                                   |       |        |     | *     |         |        | *        |                  |            |             |       | L         |         |
| Other commitments (including work, family, volunteer commitments) | 245   | 36     | 35  | 19    | 102     | 36     | 18       | 52               | 45         | 79          | 41    | 85        | 160     |
|                                                                   | 20%   | 21%    | 26% | 22%   | 22%     | 12%    | 21%      | 13%              | 20%        | 27%         | 25%   | 31%       | 17%     |
|                                                                   |       | E      | E   | E*    | E       |        | *        |                  |            | G           | G     | L         |         |
| Feeling intimidated                                               | 176   | 20     | 22  | 14    | 88      | 18     | 14       | 60               | 25         | 39          | 25    | 44        | 132     |
|                                                                   | 14%   | 12%    | 16% | 16%   | 19%     | 6%     | 16%      | 15%              | 11%        | 13%         | 15%   | 16%       | 14%     |
|                                                                   |       |        | E   | E*    | E       |        | E*       |                  |            |             |       |           |         |
| Lack of training partner/friend                                   | 162   | 17     | 16  | 9     | 76      | 33     | 13       | 52               | 24         | 30          | 29    | 30        | 132     |
|                                                                   | 13%   | 10%    | 12% | 10%   | 16%     | 11%    | 15%      | 13%              | 11%        | 10%         | 18%   | 11%       | 14%     |
|                                                                   |       |        |     | *     |         |        | *        |                  |            |             | I     |           |         |
| I have a home gym                                                 | 160   | 21     | 17  | 17    | 57      | 37     | 10       | 33               | 24         | 45          | 44    | 41        | 119     |
|                                                                   | 13%   | 12%    | 13% | 20%   | 12%     | 13%    | 12%      | 8%               | 11%        | 15%         | 27%   | 15%       | 12%     |
|                                                                   |       |        |     | *     |         |        | *        |                  |            | G           | GHI   |           |         |
| None of the above                                                 | 376   | 66     | 37  | 20    | 126     | 102    | 25       | 114              | 81         | 75          | 42    | 53        | 322     |
|                                                                   | 30%   | 39%    | 28% | 23%   | 27%     | 35%    | 30%      | 29%              | 36%        | 25%         | 25%   | 20%       | 33%     |
|                                                                   |       | CD     |     | *     |         | CD     | *        |                  | IJ         |             |       |           | K       |

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

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

|                                                              |       | REGION |     |       |         |        |          | HOUSEHOLD INCOME |            |             |       | HOUSEHOLD |         |
|--------------------------------------------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|------------|-------------|-------|-----------|---------|
|                                                              | Total | BC     | AB  | SK/MB | Ontario | Quebec | Atlantic | <40k             | 40k - <60K | 60k - <100k | 100k+ | Kids      | No Kids |
|                                                              |       | A      | B   | C     | D       | E      | F        | G                | H          | I           | J     | K         | L       |
|                                                              |       |        |     |       |         |        |          |                  |            |             |       |           |         |
| Base: Do Not Currently Go To The Gym On A Regular Basis      | 1221  | 163    | 137 | 108   | 439     | 279    | 95       | 324              | 209        | 327         | 197   | 271       | 950     |
| Weighted                                                     | 1239  | 170    | 135 | 85    | 474     | 290    | 85       | 390              | 224        | 295         | 165   | 271       | 968     |
| Personal goal or life choice                                 | 306   | 41     | 28  | 21    | 127     | 68     | 21       | 79               | 64         | 68          | 49    | 86        | 219     |
|                                                              | 25%   | 24%    | 21% | 25%   | 27%     | 23%    | 25%      | 20%              | 28%        | 23%         | 30%   | 32%       | 23%     |
|                                                              |       |        |     | *     |         |        | *        |                  | G          |             | G     | L         |         |
| A reliable training partner/friend                           | 248   | 34     | 21  | 11    | 106     | 57     | 20       | 89               | 44         | 53          | 33    | 61        | 187     |
|                                                              | 20%   | 20%    | 15% | 12%   | 22%     | 20%    | 23%      | 23%              | 20%        | 18%         | 20%   | 22%       | 19%     |
|                                                              |       |        |     | *     | C       |        | *        |                  |            |             |       |           |         |
| A health scare/doctor recommendation                         | 225   | 36     | 22  | 15    | 86      | 50     | 15       | 71               | 46         | 52          | 27    | 53        | 172     |
|                                                              | 18%   | 21%    | 17% | 18%   | 18%     | 17%    | 18%      | 18%              | 20%        | 18%         | 17%   | 19%       | 18%     |
|                                                              |       |        |     | *     |         |        | *        |                  |            |             |       |           |         |
| Convenient locations                                         | 220   | 20     | 18  | 15    | 108     | 40     | 19       | 68               | 31         | 52          | 40    | 59        | 161     |
|                                                              | 18%   | 12%    | 13% | 18%   | 23%     | 14%    | 23%      | 17%              | 14%        | 18%         | 24%   | 22%       | 17%     |
|                                                              |       |        |     | *     | ABE     |        | A*       |                  |            |             | H     |           |         |
| Personal trainer                                             | 163   | 17     | 8   | 10    | 65      | 43     | 21       | 54               | 26         | 38          | 21    | 41        | 122     |
|                                                              | 13%   | 10%    | 6%  | 12%   | 14%     | 15%    | 25%      | 14%              | 11%        | 13%         | 13%   | 15%       | 13%     |
|                                                              |       |        |     | *     | B       | B      | ABCDE*   |                  |            |             |       |           |         |
| An upcoming milestone (wedding, birthday, anniversary, etc.) | 47    | 6      | 6   | 3     | 22      | 3      | 7        | 20               | 5          | 7           | 10    | 10        | 37      |
|                                                              | 4%    | 4%     | 5%  | 4%    | 5%      | 1%     | 8%       | 5%               | 2%         | 2%          | 6%    | 4%        | 4%      |
|                                                              |       |        | E   | *     | E       |        | E*       |                  |            |             |       |           |         |
| Nothing                                                      | 548   | 78     | 66  | 42    | 209     | 124    | 30       | 182              | 88         | 129         | 69    | 96        | 453     |
|                                                              | 44%   | 46%    | 49% | 50%   | 44%     | 43%    | 36%      | 47%              | 40%        | 44%         | 42%   | 35%       | 47%     |
|                                                              |       |        |     | *     |         |        | *        |                  |            |             |       |           | K       |

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