

Money, Time, Fatigue and Commitments Leading Barriers

Preventing Canadians from Going to the Gym

Personal Goal/Life Choice and a Workout Buddy are Primary Motivators

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Toronto, ON – Money, time, fatigue and commitments are most likely to prevent Canadians from going to the gym on a regular basis, according to a new Ipsos poll conducted on behalf of GoodLife Fitness.

While 18% of Canadians report going to the gym on a regular basis, for the 82% of Canadians who do not, the primary barriers to going to the gym regularly appear to be financial considerations (30%), a lack of time (27%), fatigue (20%) and other commitments such as work, family and volunteering (20%). Other barriers include feeling intimidated (14%), the lack of training partner or friend to go with (13%), or having a home gym (13%). Interestingly, three in ten (30%) don't cite any of these as barriers, and yet they still don't go to the gym on a regular basis.

Thinking about what might motivate them to start going to the gym on a regular basis, a personal goal or life choice (25%), a reliable training partner or friend to go with (20%), a health scare or doctor's recommendation (18%) and convenient location of the gym (18%) are most likely to inspire Canadians to go to the gym more often. Other motivating factors include access to a personal trainer (13%) or an upcoming milestone such as a wedding, birthday, or anniversary (4%). However, 44% say that none of these things would motivate them to start going to the gym on a regular basis.



Women are more likely than men to cite financial concerns (35% women vs. 25% men), fatigue (26% women vs. 14% men), intimidation (19% women vs. 9% men) and lack of a training buddy (15% women vs. 11% men) as barriers while men are more likely than women to maintain that they have no barriers (35% men vs. 25% women). Young adults under 35 are most likely to claim that time (49%), fatigue (27%), commitments (25%), intimidation (25%) and lack of a training friend (25%) are stopping them from going to the gym.

In every case, young adults are most motivated by every factor: personal goal or life choice (36%), a reliable training partner/friend (35%), convenient gym location (26%), a health scare/doctor's recommendations (24%), a personal trainer (18%), and an upcoming milestone (11%).

These are some of the findings of an Ipsos poll conducted between July 30 and August 5, 2015, on behalf of GoodLife Fitness. For this survey, a sample of 1,507 Canadians from Ipsos' online panel was interviewed online, including 1,221 who do not currently go to a gym on a regular basis. Weighting was then 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 +/- 2.9 percentage points, 19 times out of 20, had all Canadian adults been polled, and +/- 3.2 percentage points for the sample of non-gym goers. 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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