

## YouGov/ SixthSense Survey Results

Sample Size: 2200

Fieldwork: 9-11 November 2010

	Social Grade		Region								
	Total	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
<b>g4. We would like you to think about gyms and health clubs. Which of the following apply to you?</b>											
Unweighted Base											
Base											
I use/visit a gym and/or health club on a regular basis	34%										
I use/visit a gym and/or health club occasionally											
I use/visit a gym and/or health club very rarely											
I used to use/visit a gym and/or health club, but long do so											
I have never used/visited a gym and/or health club											
Don't know											

**g8. You have stated that you used to use/visit a gym/health club, but no longer do so. Why did you stop? You may choose up to three responses.**

	Total	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Unweighted Base											
Base											
Never used it	59%										
Too expensive											
Moved home											
Moved job											
Major life change, eg had a baby											
Illness or injury											
Other reason											
Would rather not say											

## YouGov/ SixthSense Survey Results

Sample Size: 2200

Fieldwork: 9-11 November 2010

	Age Gender								Gender		
	Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	Male	Female
<b>g4. We would like you to think about gyms and health clubs. Which of the following apply to you?</b>											
Unweighted Base											
Base											
I use/visit a gym and/or health club on a regular basis	34%										
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Don't know											

**g8. You have stated that you used to use/visit a gym/health club, but no longer do so. Why did you stop? You may choose up to three responses.**

	Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	Male	Female
Unweighted Base											
Base											
Never used it	59%										
Too expensive											
Moved home											
Moved job											
Major life change, eg had a baby											
Illness or injury											
Other reason											
Would rather not say											

## YouGov/ SixthSense Survey Results

Sample Size: 2200

Fieldwork: 9-11 November 2010

		Education age					
Total	15 or under	16	17-18	19	20+	Still at school/Full time student	Can't remember
<b>g4. We would like you to think about gyms and health clubs. Which of the following apply to you?</b>							
Unweighted Base							
Base							
I use/visit a gym and/or health club on a regular basis	34%						
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Don't know							

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Total	15 or under	16	17-18	19	20+	Still at school/Full time student	Can't remember
Unweighted Base							
Base							
Never used it	59%						
Too expensive							
Moved home							
Moved job							
Major life change, eg had a baby							
Illness or injury							
Other reason							
Would rather not say							

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		Marital status					
Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership
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Don't know							

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Base							
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Other reason							
Would rather not say							

## YouGov/ SixthSense Survey Results

Sample Size: 2200

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		Housing status				
Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know
<b>g4. We would like you to think about gyms and health clubs. Which of the following apply to you?</b>						
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Don't know						

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Total	Never used it	Too expensive	Moved home	Moved job	Major life change, eg had a baby	Illness or injury	Other reason	Would rather not say
Unweighted Base								
Base								
Never used it	59%							
Too expensive								
Moved home								
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Major life change, eg had a baby								
Illness or injury								
Other reason								
Would rather not say								

## YouGov/ SixthSense Survey Results

Sample Size: 2200

Fieldwork: 9-11 November 2010

		Household size											
Total		1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4	5+
<b>g4. We would like you to think about gyms and health clubs. Which of the following apply to you?</b>													
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		Gross household income								
Total		under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year
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Illness or injury										
Other reason										
Would rather not say										

## YouGov/ SixthSense Survey Results

Sample Size: 2200

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		Gross household income							
Total		45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer
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Total	Social Grade		Region							
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**g11. Thinking about the gym/health club that you use most often, which of these, if any, were important to you in choosing which one to use?**

	Unweighted Base	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
	Base										
Reasonable price	64%										
Value for money											
Flexible package/subscription											
Location convenient to home	70%										
Location convenient to work	18%										
Opening hours											
Helpful/qualified staff											
Good range of fitness classes											
Range of facilities (eg sauna, swimming pool, etc)											
Creche facilities											
Good shower/changing facilities											
Restaurant/bar facilities											
Other											
None of these											

**g13. Why do you visit the gym/health/club? Please choose all that apply**

	Unweighted Base	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
	Base										
To lose weight/excess body fat	58%										
To build muscle	29%										
To improve general health/fitness levels	80%										
To get fit for other sports activities (eg playing football, rugby, etc)											
To socialise											
Because my GP told me to											
To generally feel better about myself											
Other reason											
Don't know/would rather not say											

## YouGov/ SixthSense Survey Results

Sample Size: 2200

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Total	Age Gender								Gender	
	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	Male	Female

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Other						
None of these						

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Sample Size: 2200

Fieldwork: 9-11 November 2010

	Household size											
Total	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4	5+

**g11. Thinking about the gym/health club that you use most often, which of these, if any, were important to you in choosing which one to use?**

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Other reason												
Don't know/would rather not say												

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	Gross household income								
Total	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year

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Other reason									
Don't know/would rather not say									

## YouGov/ SixthSense Survey Results

Sample Size: 2200

Fieldwork: 9-11 November 2010

	Gross household income								
Total	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer	

**g11. Thinking about the gym/health club that you use most often, which of these, if any, were important to you in choosing which one to use?**

Unweighted Base								
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	Social Grade		Region							
Total	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland

g15. When exercising/working out at the gym/health/club, which of these, if any, do you normally use? Please choose all that apply.

	Unweighted Base									
	Base									
Free weights										
Rowing machine										
Treadmill	63%									
Stationery bicycle	51%									
Cross trainer										
Step machine										
Multi-gym/resistance machine										
Other equipment										
Swimming pool	48%									
Spin class										
Other class										
None of these										

## YouGov/ SixthSense Survey Results

Sample Size: 2200  
Fieldwork: 9-11 November 2010

Total	Age Gender								Gender	
	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	Male	Female

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Other class							
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