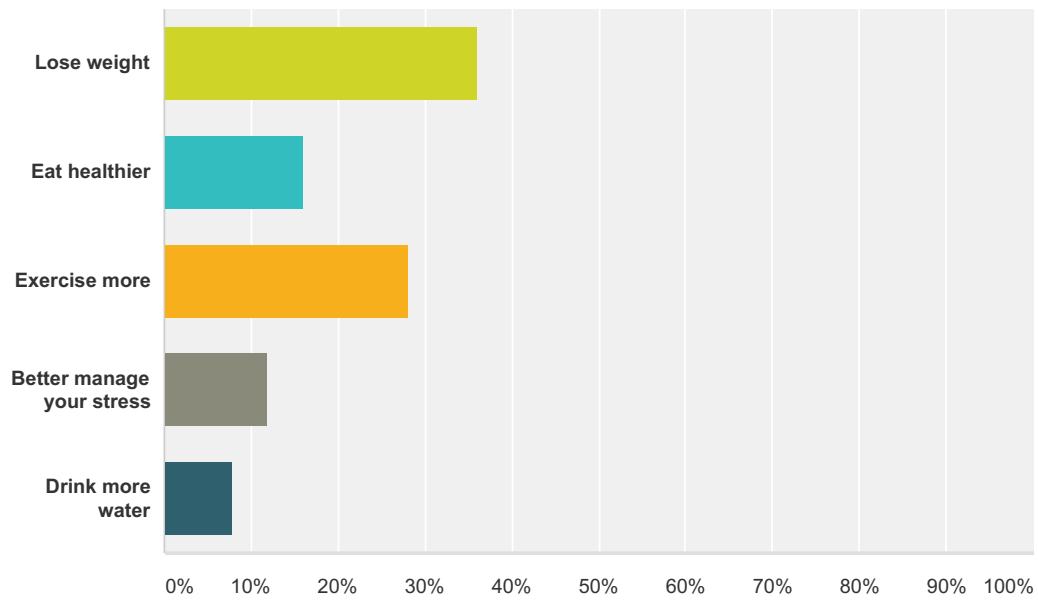


Q1 What is your main health and fitness goal/resolution for 2015?

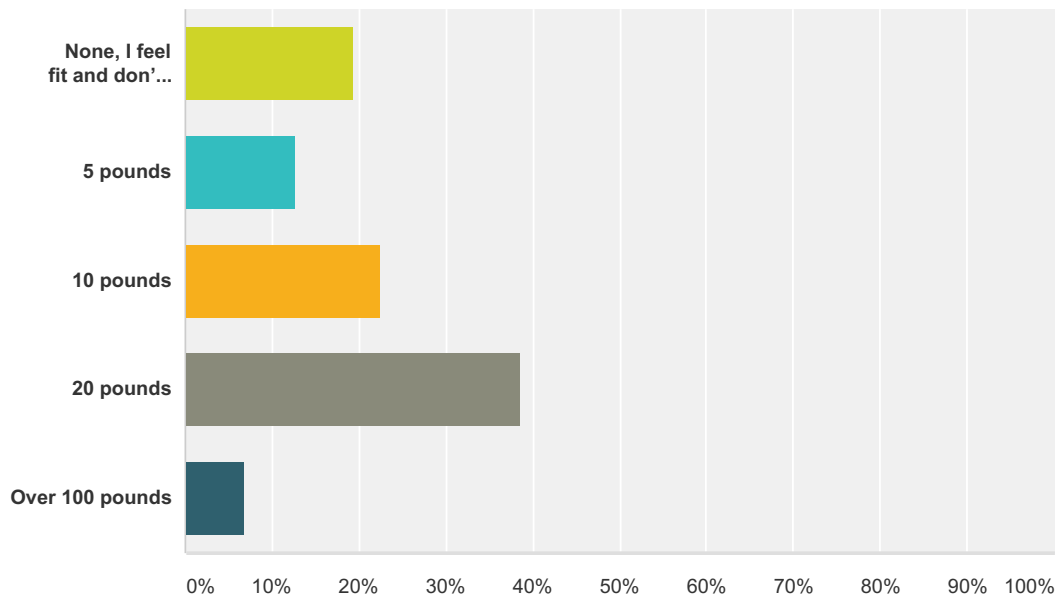
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
Lose weight	36.20%	960
Eat healthier	16.03%	425
Exercise more	28.09%	745
Better manage your stress	11.84%	314
Drink more water	7.84%	208
Total		2,652

Q2 How much weight do you want to lose in 2015?

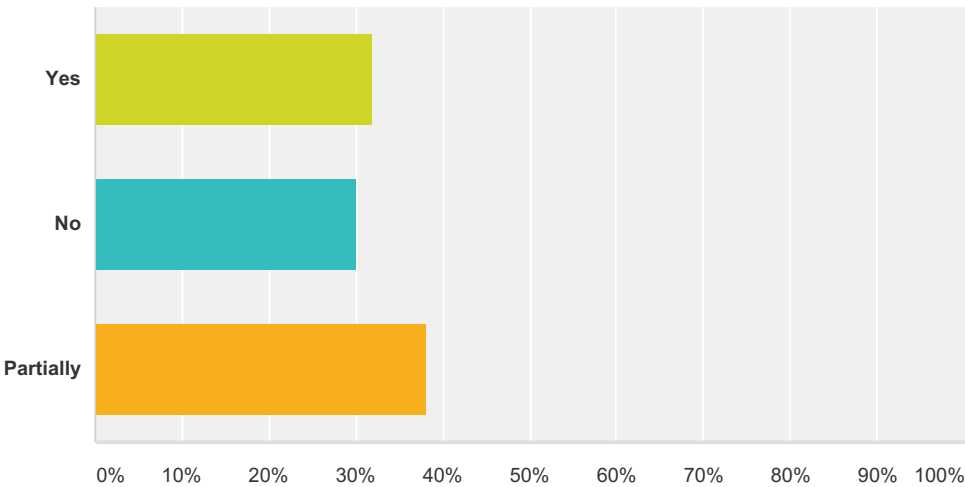
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
None, I feel fit and don't plan on losing any weight	19.34%	513
5 pounds	12.71%	337
10 pounds	22.62%	600
20 pounds	38.54%	1,022
Over 100 pounds	6.79%	180
Total		2,652

Q3 Did you accomplish any of last year’s health and fitness New Year’s resolutions?

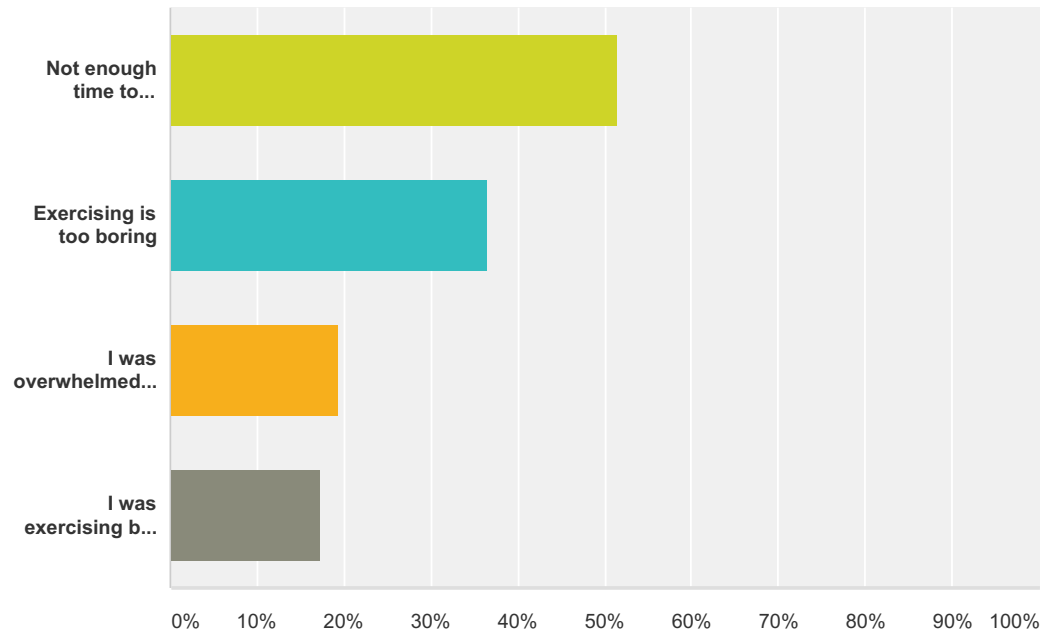
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
Yes	31.86%	845
No	30.02%	796
Partially	38.12%	1,011
Total		2,652

Q4 Why did you fail at your health and fitness New Year’s Resolutions? (Check all that apply)

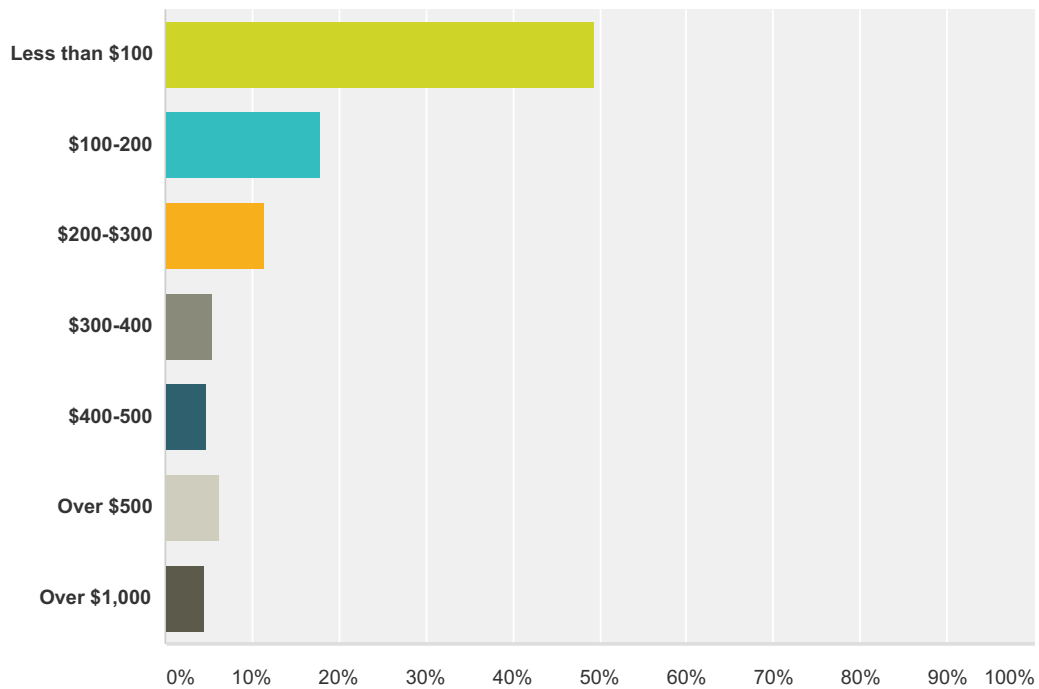
Answered: 796 Skipped: 1,856



Answer Choices	Responses	
Not enough time to exercise	51.63%	411
Exercising is too boring	36.43%	290
I was overwhelmed with choices and options	19.35%	154
I was exercising but wasn't seeing the results	17.34%	138
Total Respondents: 796		

Q5 How much money do you think you'll spend in 2015 to meet your health/fitness goals? (Consider things like Weight Watchers, fitness DVDs, gym memberships, class memberships, apps, running shoes, exercise clothes, etc.)

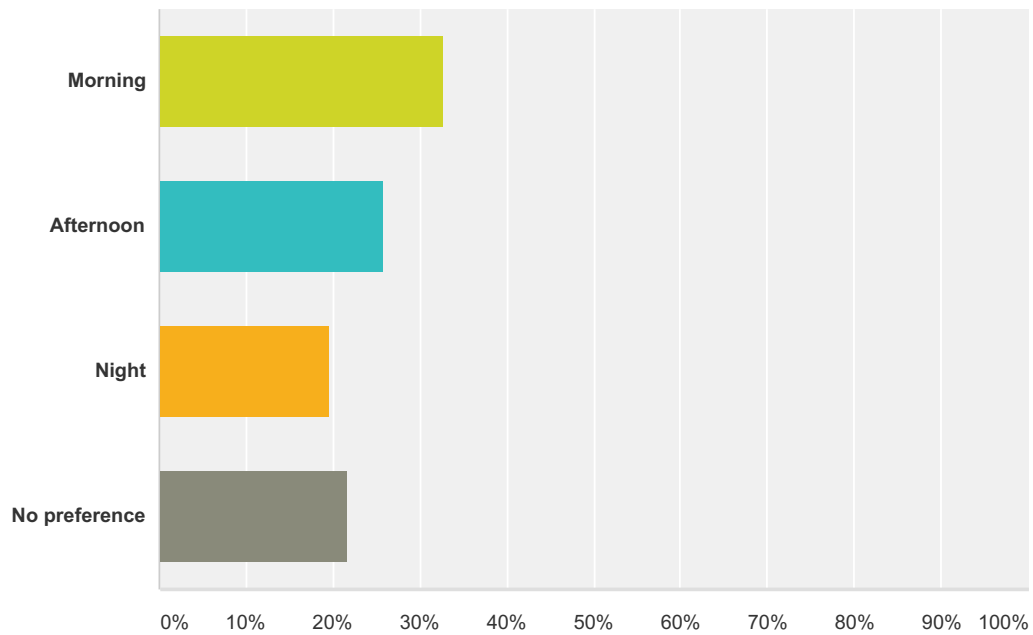
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
Less than \$100	49.55%	1,314
\$100-200	17.87%	474
\$200-\$300	11.50%	305
\$300-400	5.43%	144
\$400-500	4.75%	126
Over \$500	6.22%	165
Over \$1,000	4.68%	124
Total		2,652

Q6 What time of day are you most “in the mood” to exercise?

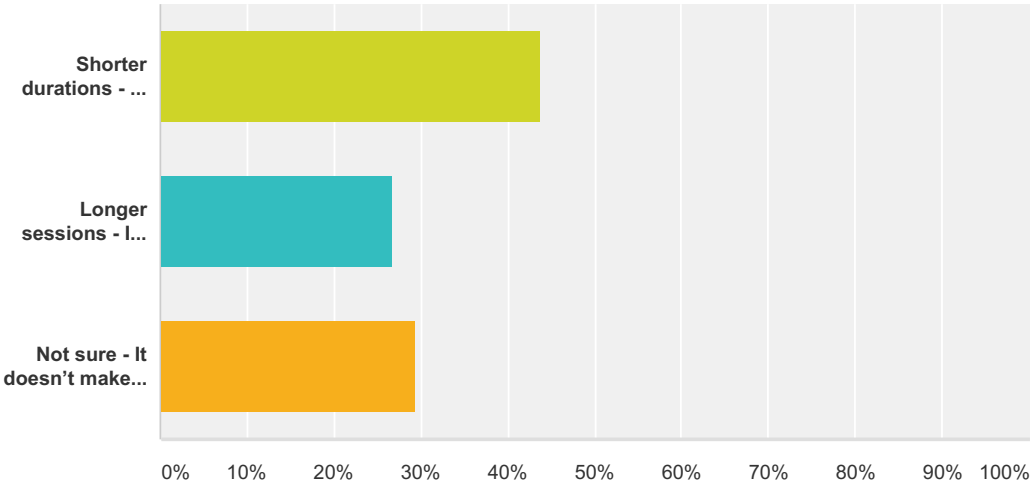
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
Morning	32.73%	868
Afternoon	25.79%	684
Night	19.68%	522
No preference	21.79%	578
Total		2,652

Q7 What’s your preferred length of time for an exercise session?

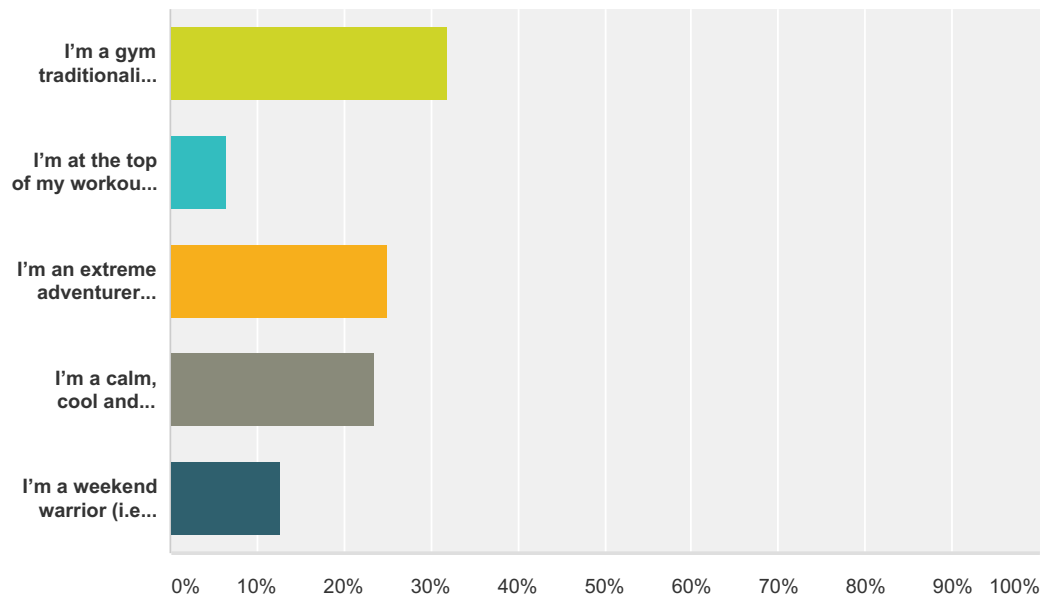
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
Shorter durations - I like my workouts to fly by	43.78%	1,161
Longer sessions - I feel like I get a good workout	26.77%	710
Not sure - It doesn't make a difference to me	29.45%	781
Total		2,652

Q8 How would you describe your workout personality?

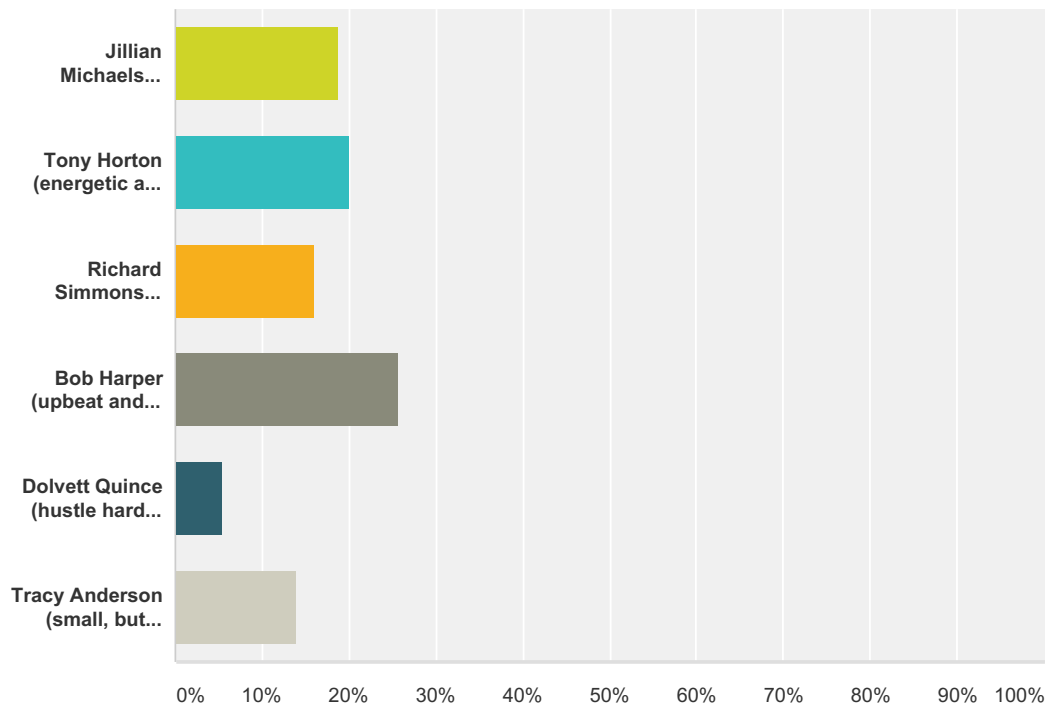
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
I'm a gym traditionalist (i.e. I like to do all of my workouts at the gym)	31.98%	848
I'm at the top of my workout class (i.e. I like to take classes like barre or kickboxing, etc.)	6.52%	173
I'm an extreme adventurer (i.e. I like to hike, swim, run outdoors, etc.)	25.11%	666
I'm a calm, cool and collected yogi (i.e. I like to practice yoga, tai-chi, pilates, etc.)	23.64%	627
I'm a weekend warrior (i.e. I like to snowboard, kayak, etc. over the weekend)	12.75%	338
Total		2,652

Q9 Which celebrity would you want to be your personal trainer/workout coach?

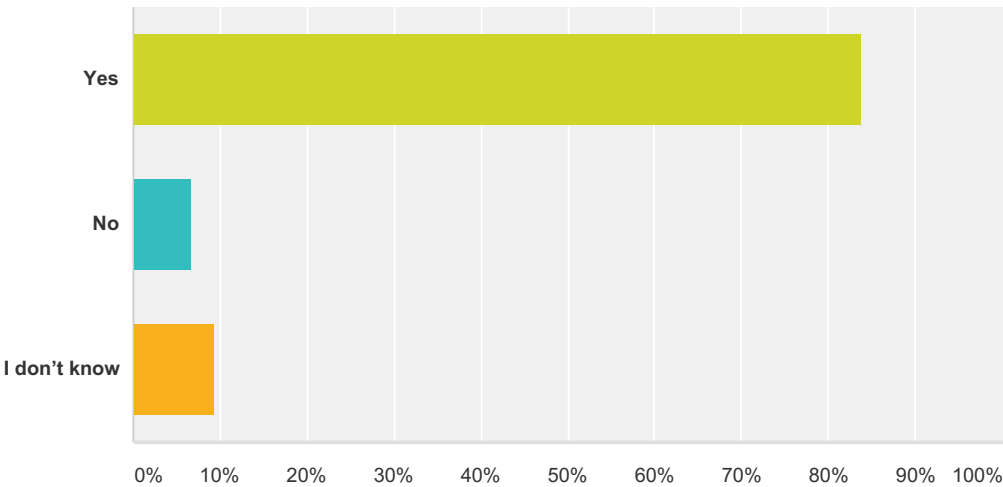
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
Jillian Michaels (brutal, but gets results)	18.74%	497
Tony Horton (energetic and fun)	20.10%	533
Richard Simmons (eccentric and motivational)	16.06%	426
Bob Harper (upbeat and real)	25.72%	682
Dolvett Quince (hustle hard and rest)	5.35%	142
Tracy Anderson (small, but mighty)	14.03%	372
Total		2,652

Q10 Do you think you could find 5 minutes to work out a few times a day?

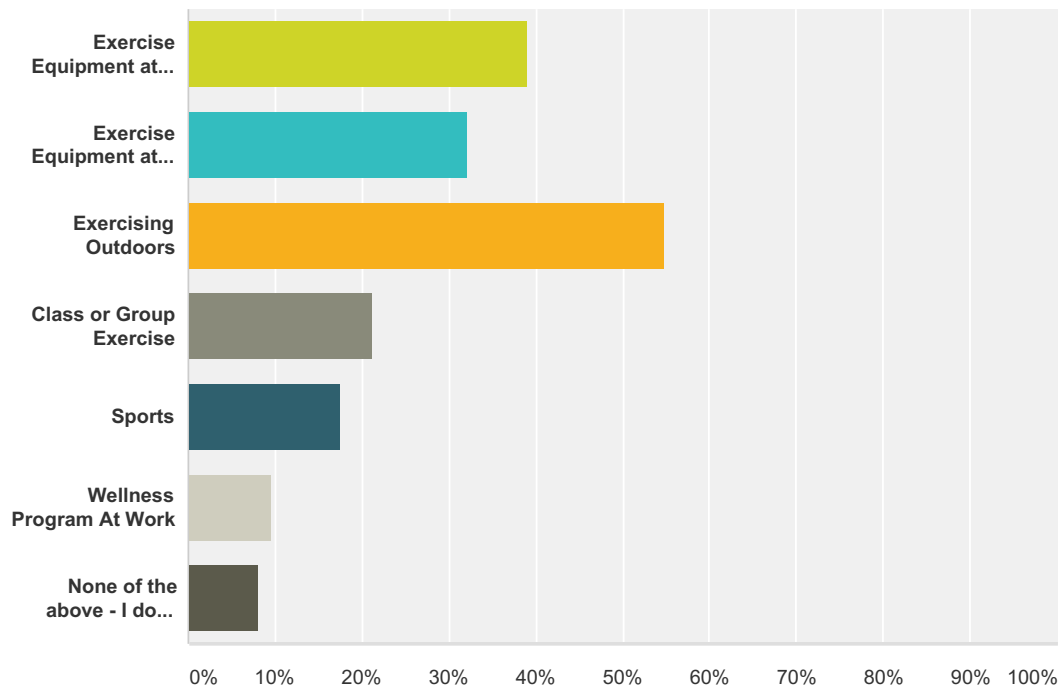
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
Yes	83.86%	2,224
No	6.71%	178
I don't know	9.43%	250
Total		2,652

Q11 What will you use to get in shape in 2015? (Check all that apply)

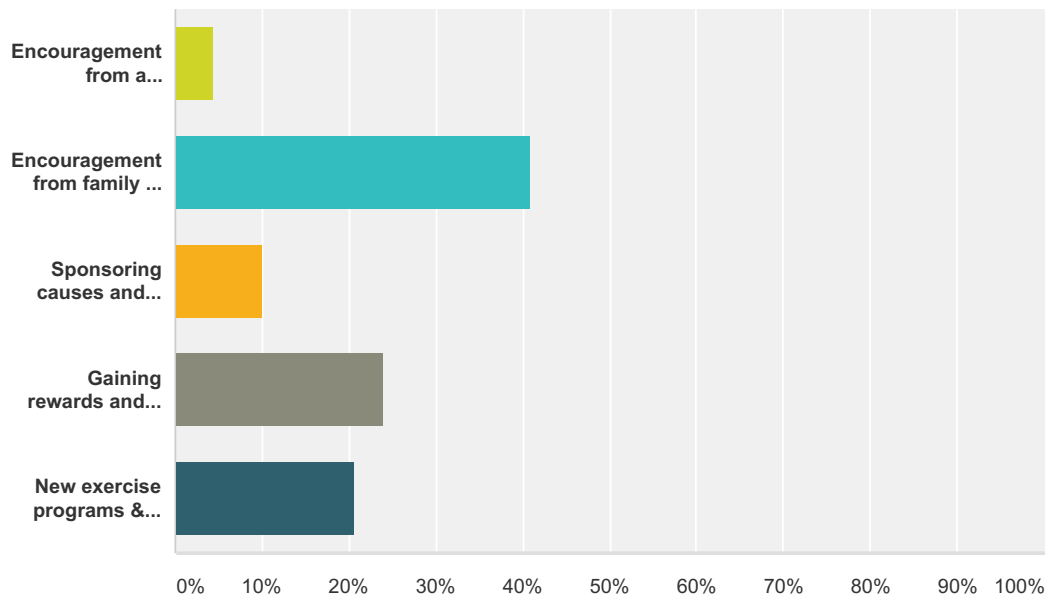
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
Exercise Equipment at Home	39.14%	1,038
Exercise Equipment at the Gym	32.05%	850
Exercising Outdoors	54.90%	1,456
Class or Group Exercise	21.23%	563
Sports	17.53%	465
Wellness Program At Work	9.69%	257
None of the above - I do not plan to get in shape in 2015	8.07%	214
Total Respondents: 2,652		

Q12 What would most motivate you to keep exercising?

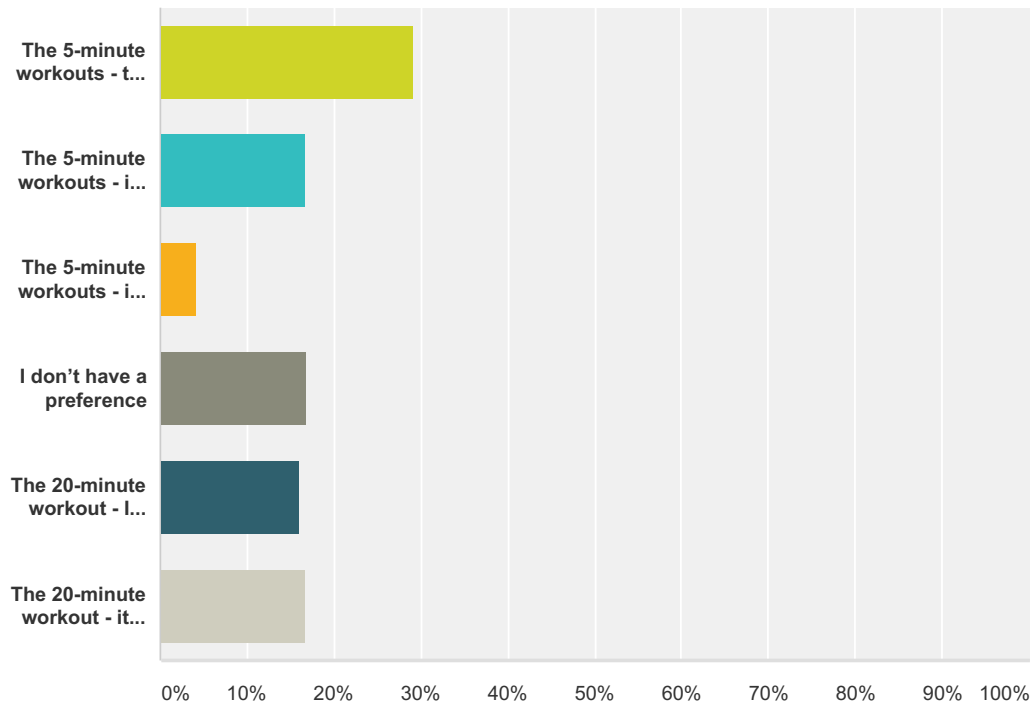
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
Encouragement from a community	4.41%	117
Encouragement from family and friends	40.87%	1,084
Sponsoring causes and giving back as you reach goals	10.03%	266
Gaining rewards and prizing as you reach goals	23.94%	635
New exercise programs & experiences	20.74%	550
Total		2,652

Q13 If four 5-minute workouts were as effective or more effective than one 20-minute workout, which would you prefer?

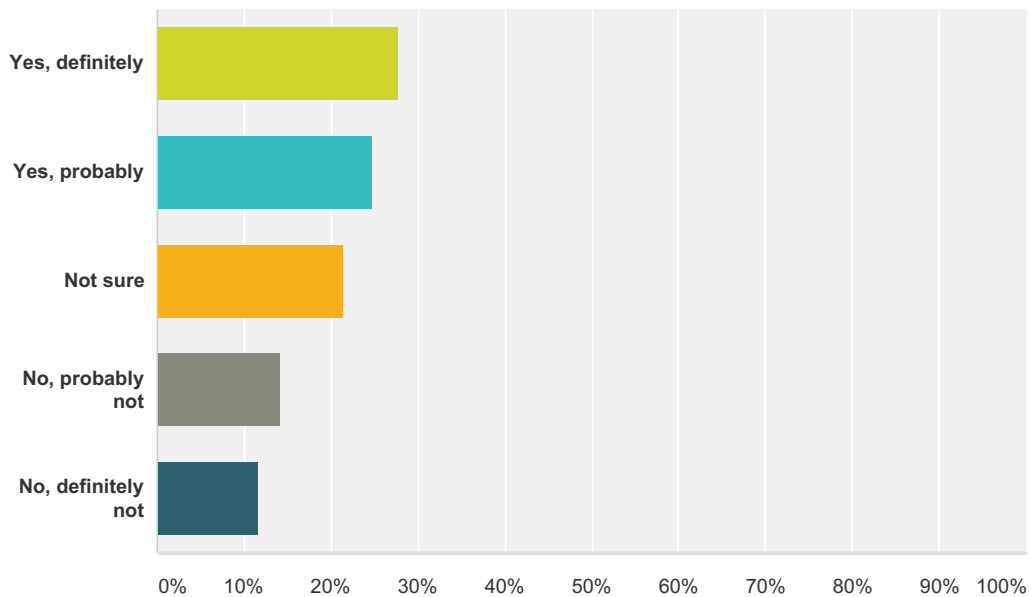
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
The 5-minute workouts - they seem more achievable	29.26%	776
The 5-minute workouts - it would fit my schedule better	16.78%	445
The 5-minute workouts - it wouldn't require extra showering	4.22%	112
I don't have a preference	17.01%	451
The 20-minute workout - I like a longer duration	16.03%	425
The 20-minute workout - it would fit my schedule better	16.70%	443
Total		2,652

Q14 If cardio machines were made available at work, do you think you would use them for short intervals (e.g., about 5 minutes) at a time so that you could avoid sweating?

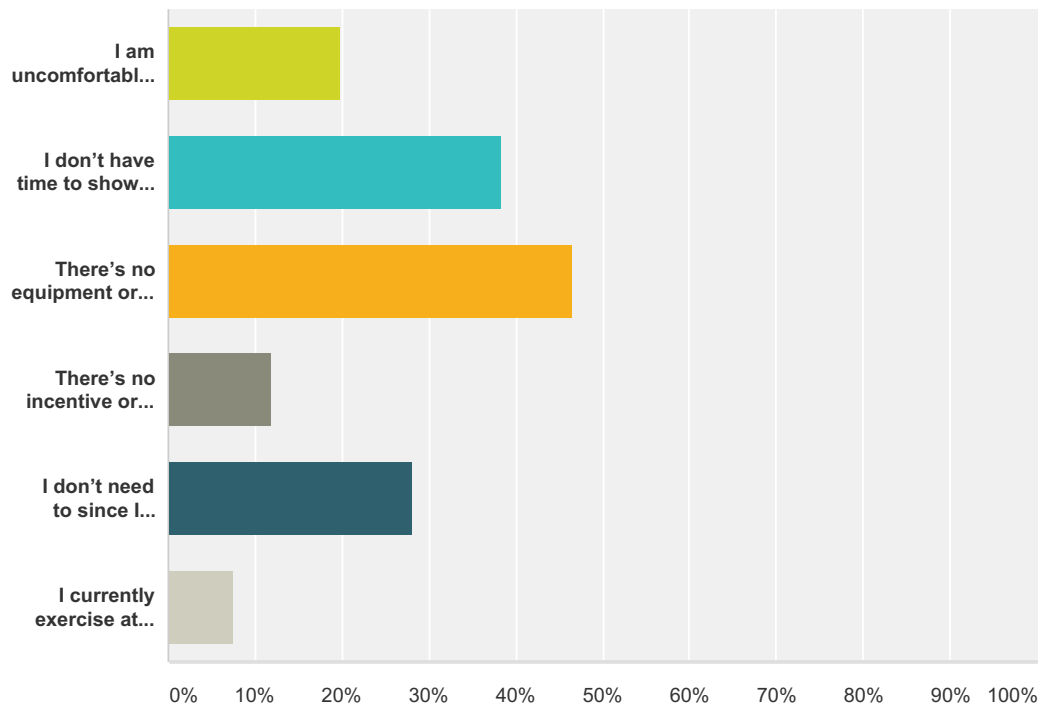
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
Yes, definitely	27.79%	737
Yes, probably	24.81%	658
Not sure	21.46%	569
No, probably not	14.25%	378
No, definitely not	11.69%	310
Total		2,652

Q15 If you don't exercise at work, what are the reasons? (Check all that apply)

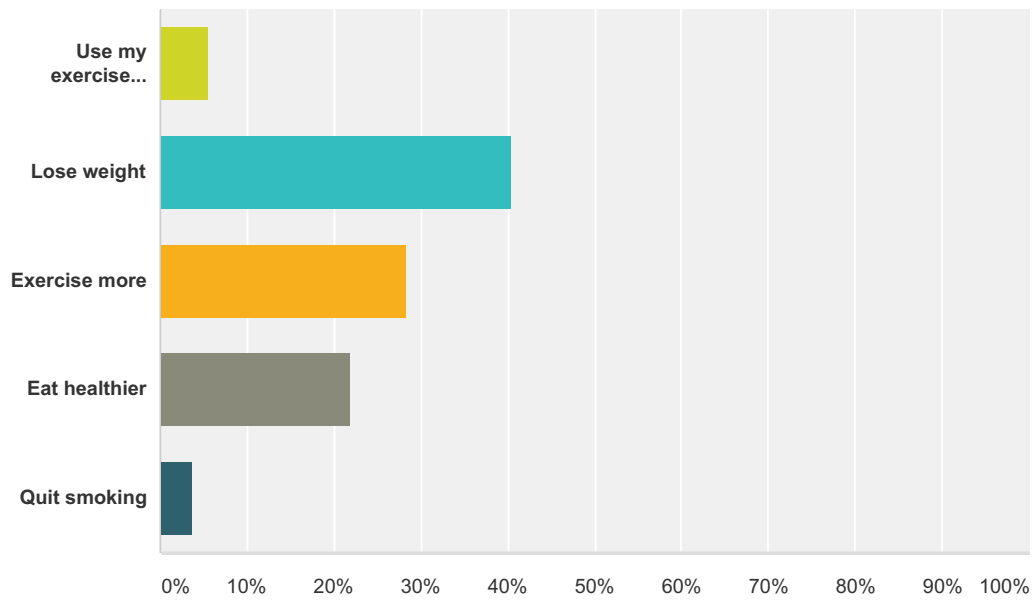
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
I am uncomfortable exercising in front of my co-workers	19.83%	526
I don't have time to shower and change clothes	38.42%	1,019
There's no equipment or poor equipment	46.53%	1,234
There's no incentive or reward	11.88%	315
I don't need to since I exercise away from work	28.28%	750
I currently exercise at work	7.62%	202
Total Respondents: 2,652		

Q16 Out of the following, what is your top health resolution for 2015?

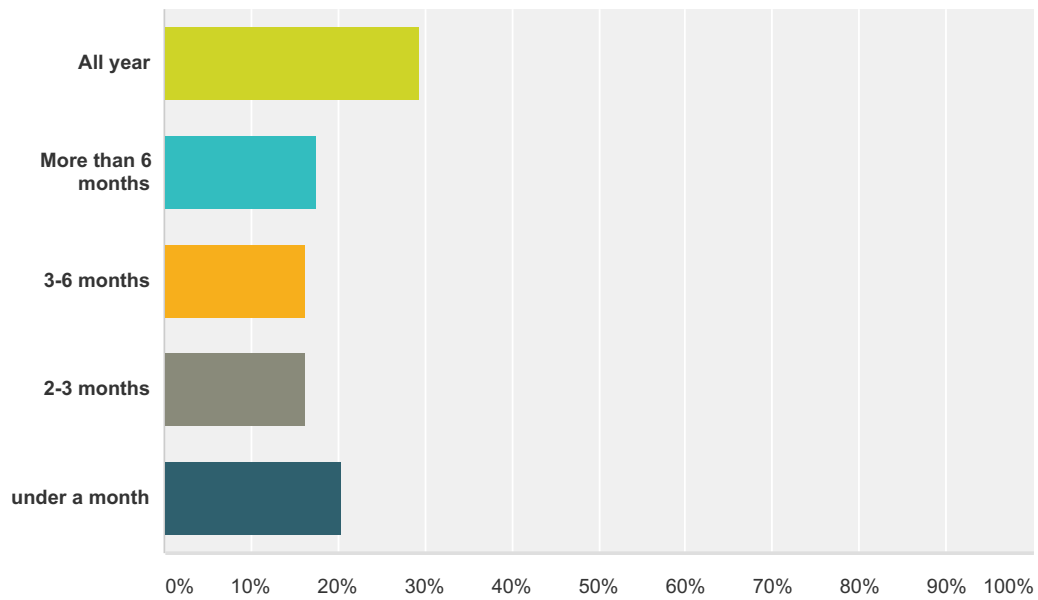
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
Use my exercise equipment/gym membership more	5.58%	148
Lose weight	40.46%	1,073
Exercise more	28.43%	754
Eat healthier	21.87%	580
Quit smoking	3.66%	97
Total		2,652

Q17 How long do you typically keep your fitness New Year's resolutions?

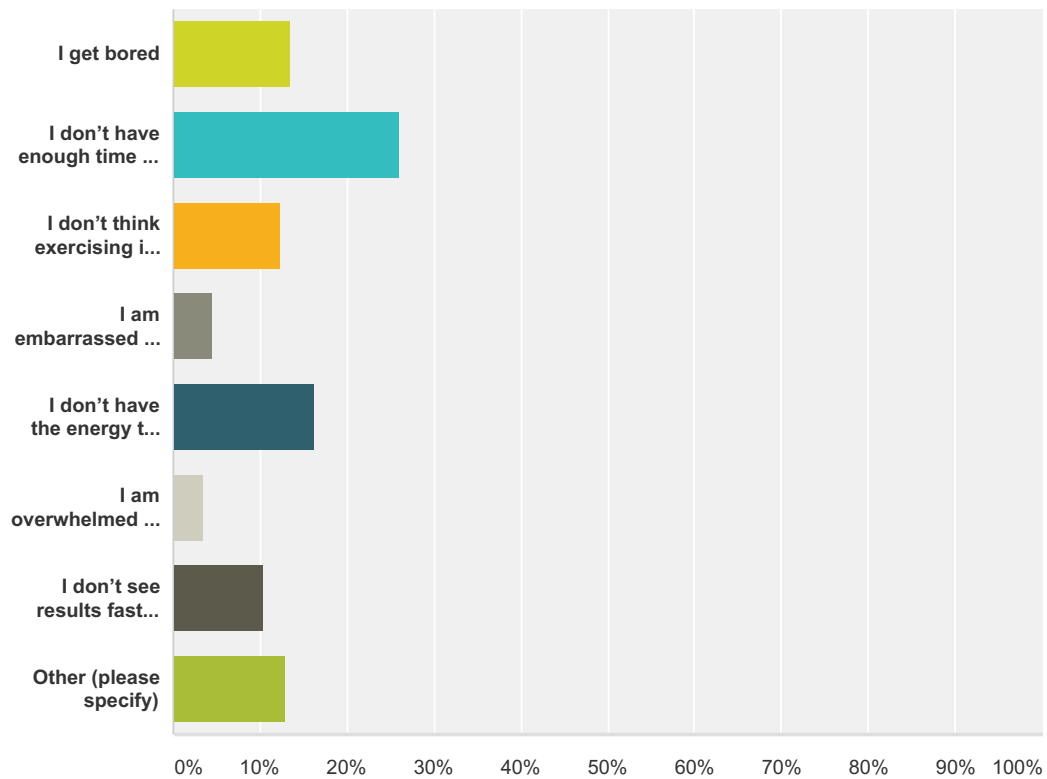
Answered: 2,652 Skipped: 0



Answer Choices	Responses
All year	29.49% 782
More than 6 months	17.61% 467
3-6 months	16.25% 431
2-3 months	16.25% 431
under a month	20.40% 541
Total	2,652

Q18 What are your biggest barriers to working out?

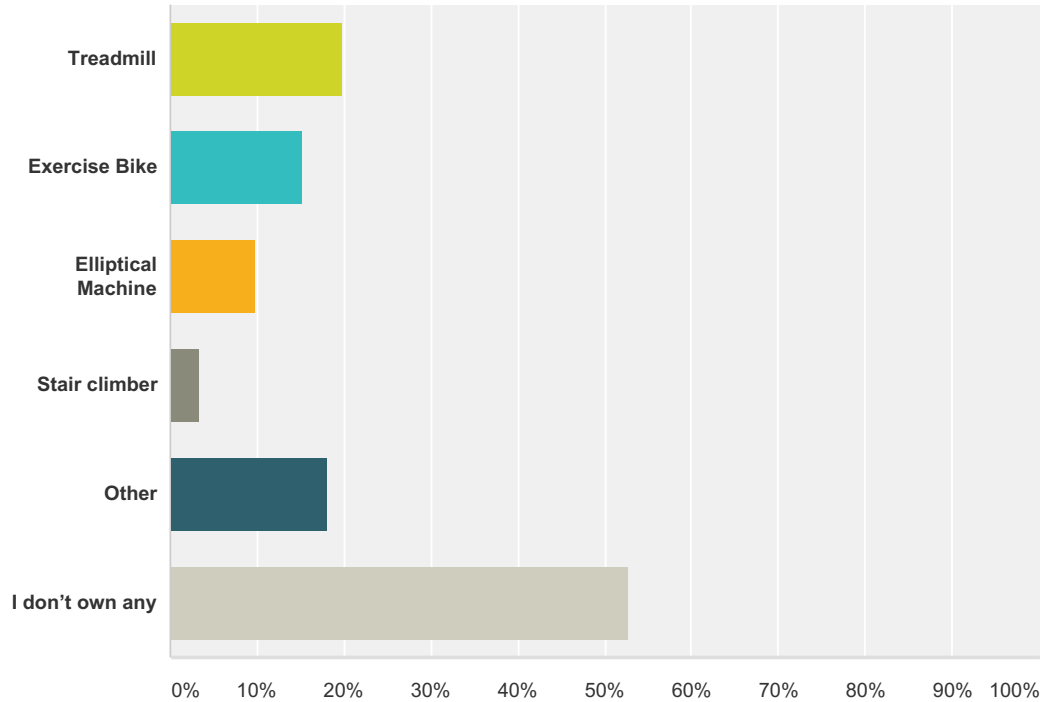
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
I get bored	13.61%	361
I don't have enough time to exercise	26.13%	693
I don't think exercising is fun	12.25%	325
I am embarrassed to work out in front of other people	4.56%	121
I don't have the energy to work out	16.33%	433
I am overwhelmed by all of the exercise options and don't know where to start	3.62%	96
I don't see results fast enough (i.e. weight loss)	10.44%	277
Other (please specify)	13.05%	346
Total		2,652

Q19 Which of the following pieces of exercise equipment do you own? (Check all that apply)

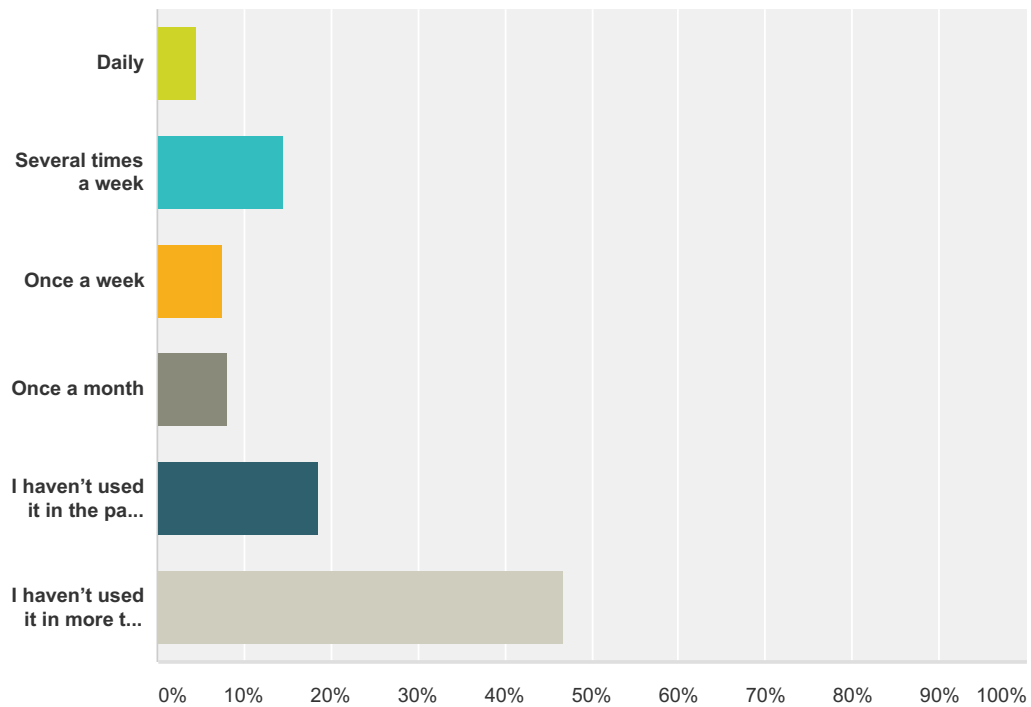
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
Treadmill	19.76%	524
Exercise Bike	15.20%	403
Elliptical Machine	9.84%	261
Stair climber	3.36%	89
Other	18.10%	480
I don't own any	52.87%	1,402
Total Respondents: 2,652		

Q20 How often do you use this cardio exercise equipment?

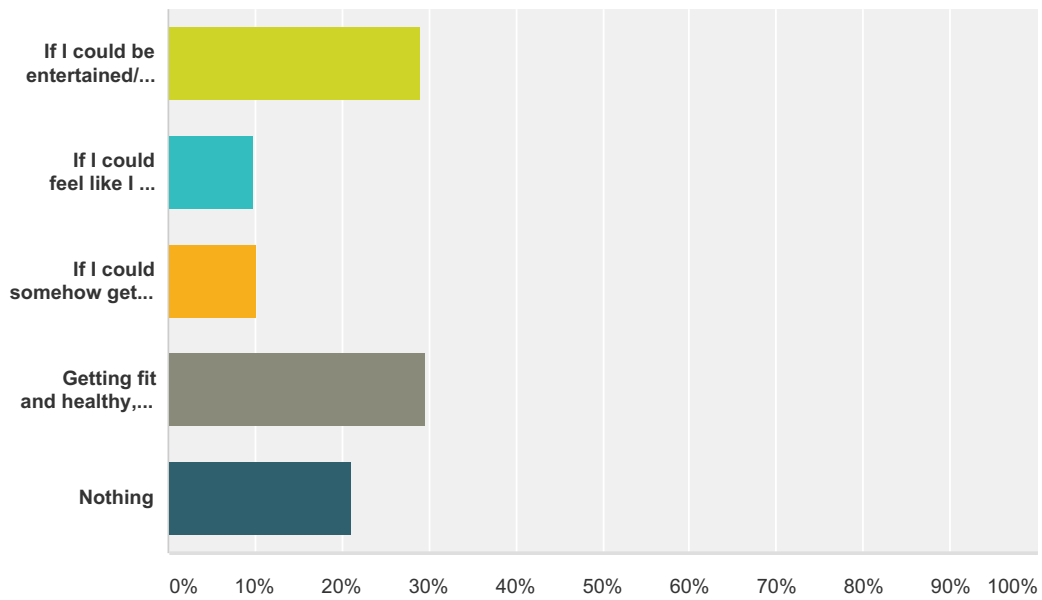
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
Daily	4.52%	120
Several times a week	14.59%	387
Once a week	7.47%	198
Once a month	8.07%	214
I haven't used it in the past six months	18.55%	492
I haven't used it in more than a year	46.79%	1,241
Total		2,652

Q21 What would motivate you to regularly use cardio machines?

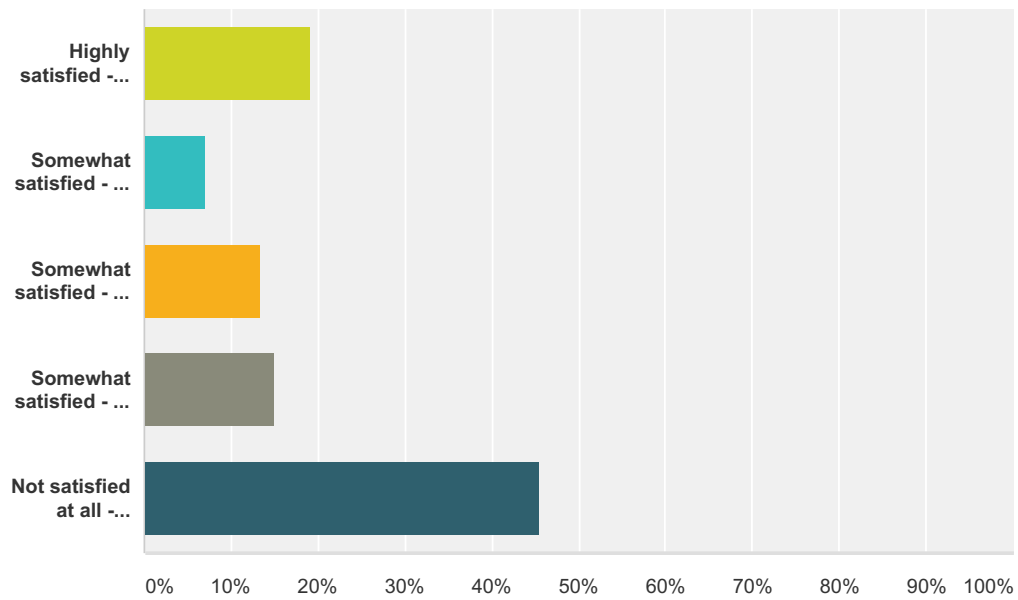
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
If I could be entertained/have fun while using them	29.00%	769
If I could feel like I was working out outdoors while using them	9.88%	262
If I could somehow get rewarded for using them (chance to win prizes, a trip)	10.33%	274
Getting fit and healthy, of course!	29.64%	786
Nothing	21.15%	561
Total		2,652

Q22 How satisfied are you with your family's level of fitness?

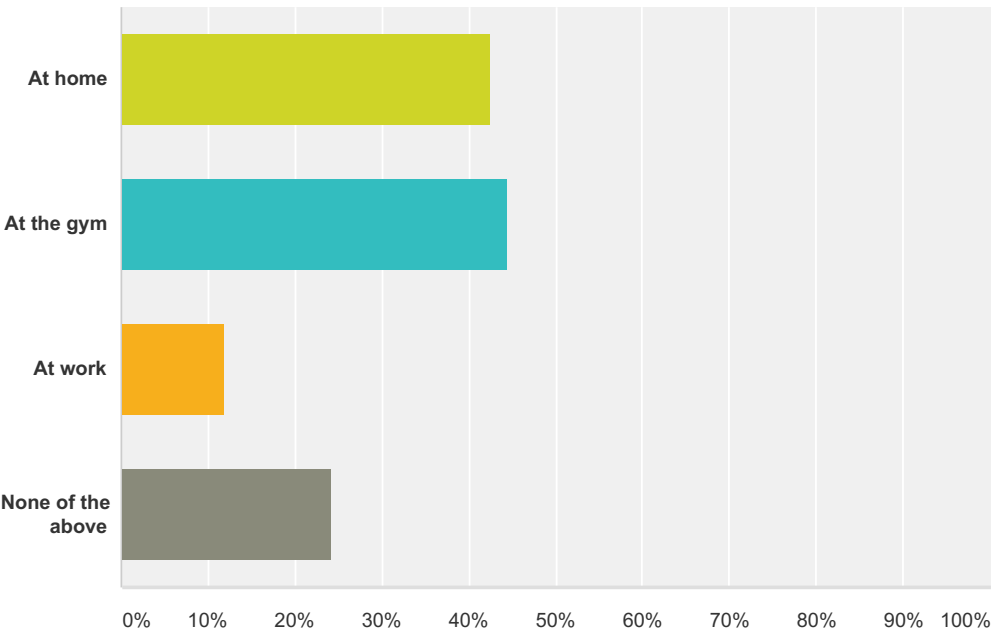
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
Highly satisfied - everyone in the house is fit	19.16%	508
Somewhat satisfied - my spouse is fit but the kids are not fit enough	7.16%	190
Somewhat satisfied - the kids are fine but my spouse is not fit enough	13.27%	352
Somewhat satisfied - the kids and my spouse are fine, but I'm not fit enough	14.97%	397
Not satisfied at all - everyone in the house needs to be more fit	45.44%	1,205
Total		2,652

Q23 Where do you have access to exercise equipment (Check all that apply)

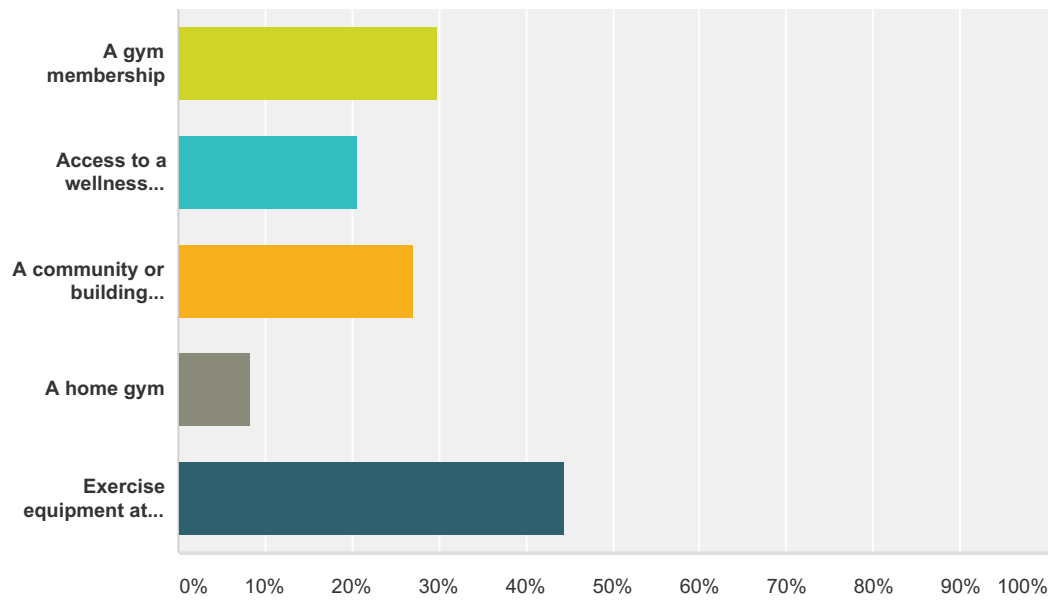
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
At home	42.65%	1,131
At the gym	44.46%	1,179
At work	11.92%	316
None of the above	24.25%	643
Total Respondents: 2,652		

Q24 Which of the the following do you have? (Check all that apply)

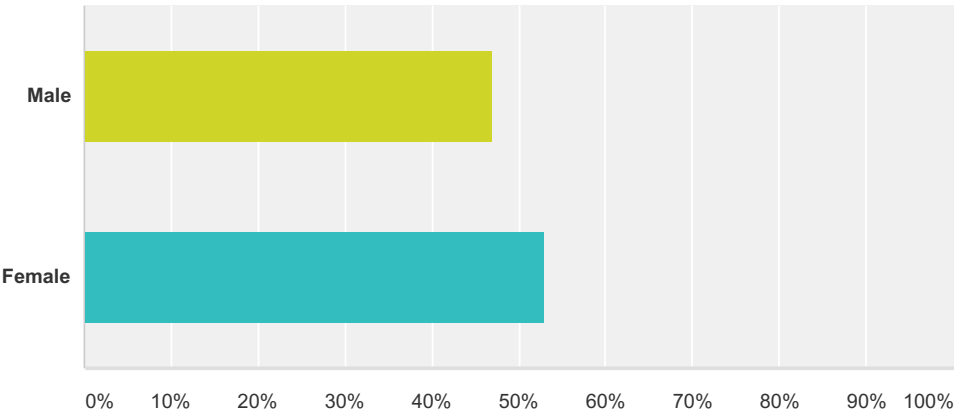
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
A gym membership	29.75%	789
Access to a wellness program at work	20.63%	547
A community or building workout center	27.04%	717
A home gym	8.30%	220
Exercise equipment at home	44.57%	1,182
Total Respondents: 2,652		

Q25 Are you male or female?

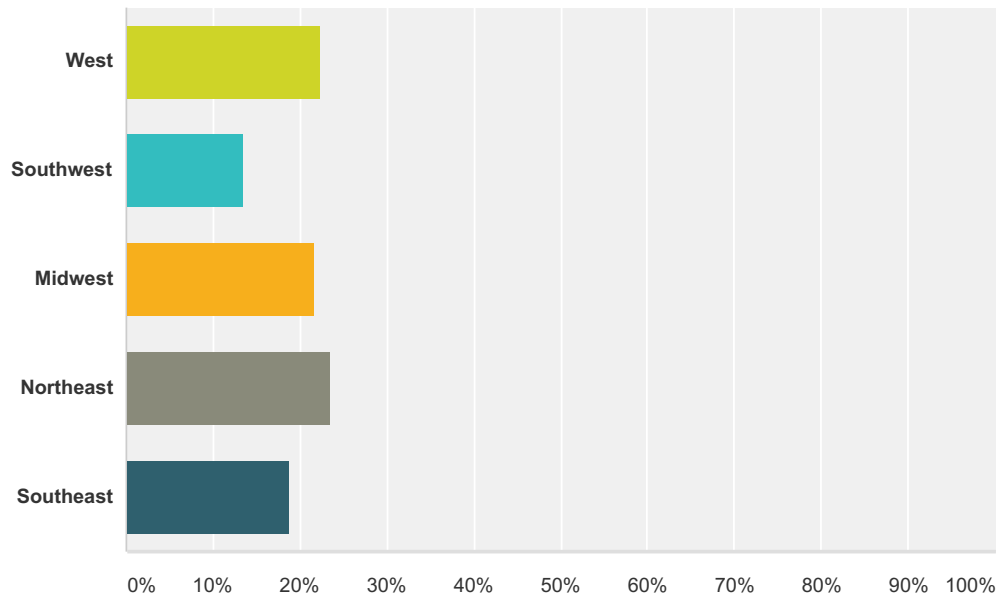
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
Male	46.87%	1,243
Female	53.13%	1,409
Total		2,652

Q26 What U.S. region do you live in?

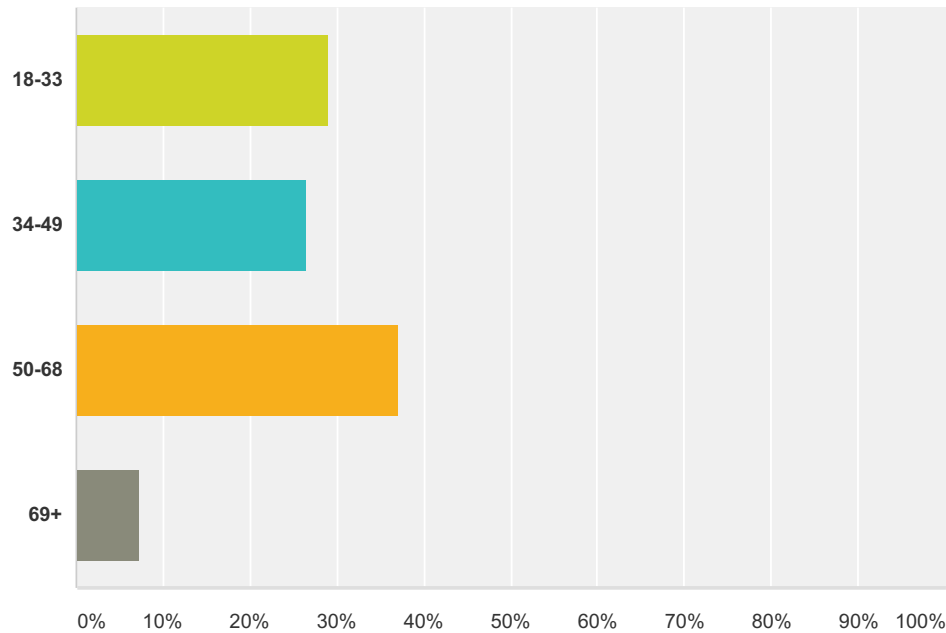
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
West	22.29%	591
Southwest	13.57%	360
Midwest	21.64%	574
Northeast	23.60%	626
Southeast	18.89%	501
Total		2,652

Q27 What is your age?

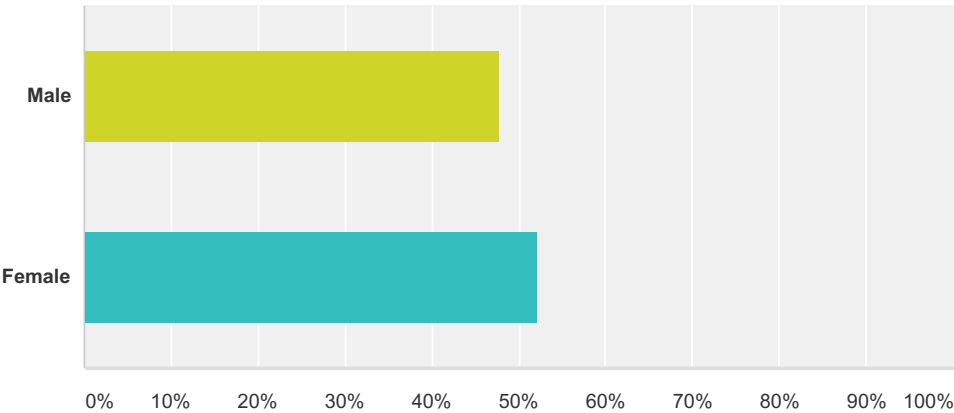
Answered: 2,652 Skipped: 0



Answer Choices	Responses	
18-33	29.03%	770
34-49	26.43%	701
50-68	37.14%	985
69+	7.39%	196
Total		2,652

Q28 Gender

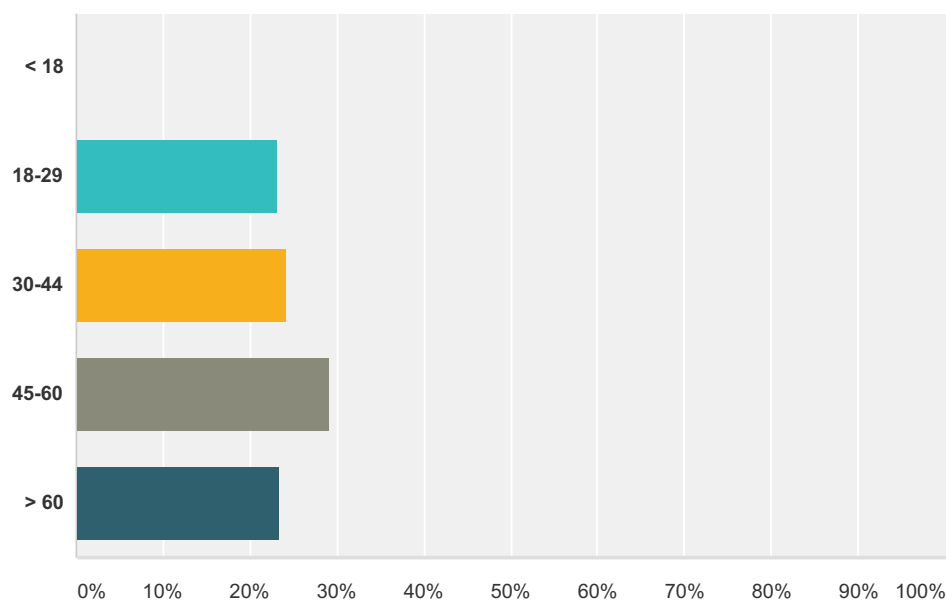
Answered: 2,633 Skipped: 19



Answer Choices	Responses	
Male	47.85%	1,260
Female	52.15%	1,373
Total		2,633

Q29 Age

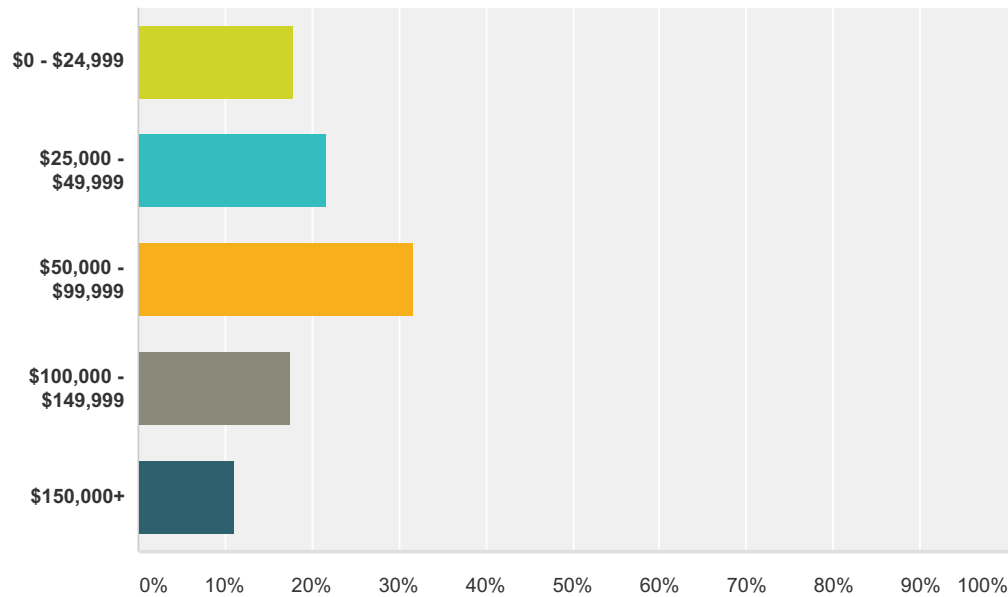
Answered: 2,633 Skipped: 19



Answer Choices	Responses	
< 18	0.00%	0
18-29	23.09%	608
30-44	24.27%	639
45-60	29.32%	772
> 60	23.32%	614
Total		2,633

Q30 Household Income

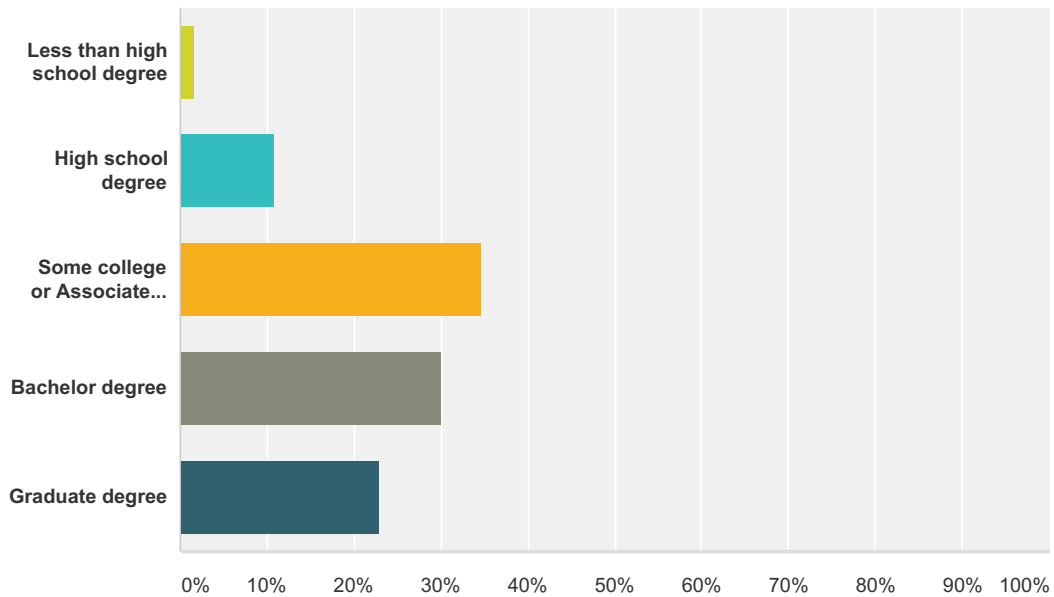
Answered: 2,170 Skipped: 482



Answer Choices	Responses	
\$0 - \$24,999	17.88%	388
\$25,000 - \$49,999	21.80%	473
\$50,000 - \$99,999	31.75%	689
\$100,000 - \$149,999	17.60%	382
\$150,000+	10.97%	238
Total		2,170

Q31 Education

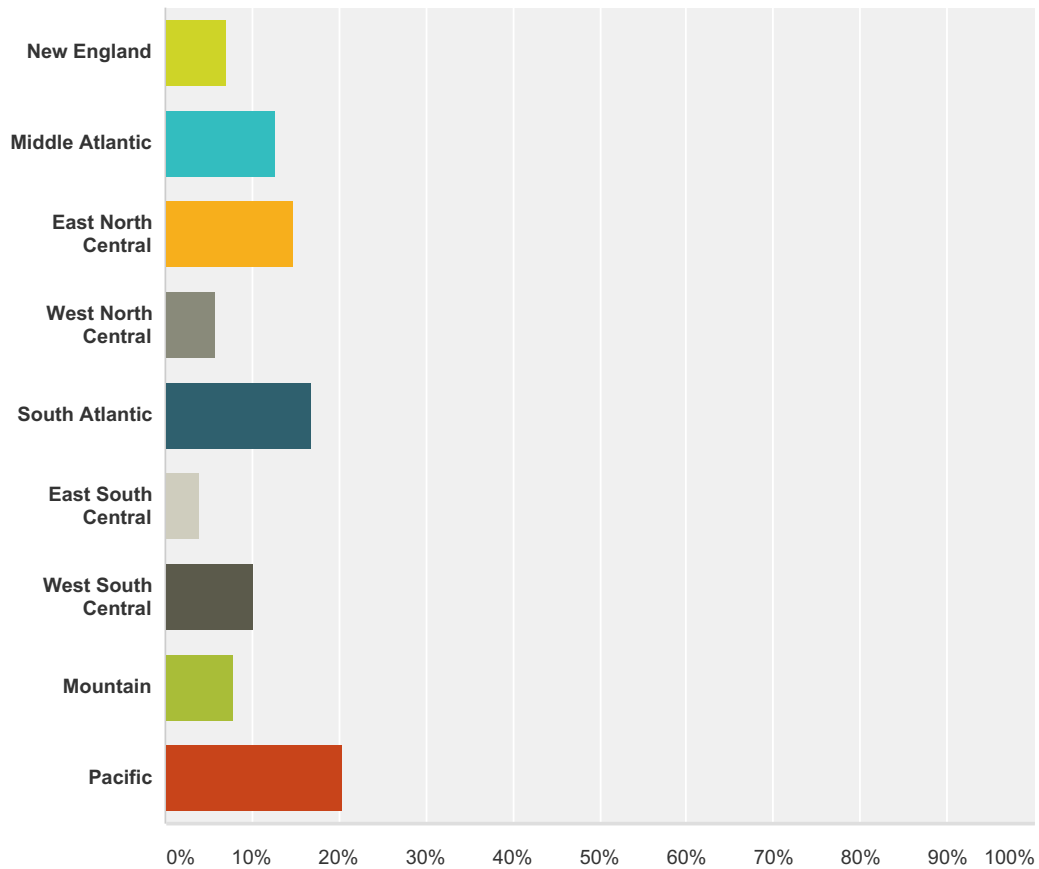
Answered: 2,609 Skipped: 43



Answer Choices	Responses	
Less than high school degree	1.61%	42
High school degree	10.81%	282
Some college or Associate degree	34.61%	903
Bachelor degree	29.97%	782
Graduate degree	23.00%	600
Total		2,609

Q32 Location (Census Region)

Answered: 2,603 Skipped: 49



Answer Choices	Responses
New England	7.11% 185
Middle Atlantic	12.75% 332
East North Central	14.75% 384
West North Central	5.88% 153
South Atlantic	16.90% 440
East South Central	3.88% 101
West South Central	10.30% 268
Mountain	7.99% 208
Pacific	20.44% 532
Total	2,603