

YouGov / PPL Survey

Gym Goers

GB Sample : 07th - 10th April 2014

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Thinking about gyms...

Which ONE of the following BEST applies to you?

	Unweighted base	7492	3622	3870	966	962	1198	1512	2854	4071	3421
Base: All GB Adults 18+	7492	3596	3896	898	1256	1311	1404	2622	4120	3372	
I am currently a member of a gym	15%	16%	15%	25%	21%	17%	13%	10%	18%	13%	
I currently use a gym on a pay-as-you-go basis	3%	3%	3%	5%	3%	5%	2%	2%	3%	3%	
I am not currently a member of a gym (either membership or pay-as-you-go), but I have been a member within the past 5 years	13%	12%	14%	22%	22%	15%	11%	7%	14%	12%	
I am not currently a member of a gym (either membership or pay-as-you-go), but I was a member longer than 5 years ago	19%	17%	21%	6%	17%	24%	24%	20%	22%	16%	
I've never been a member of a gym (either membership or pay as-you-go)	48%	50%	46%	41%	35%	39%	49%	61%	43%	54%	
Don't know	1%	1%	1%	2%	2%	1%	1%	0%	1%	1%	

Which, if any, of the following do you feel determines the success of your workout at a gym/ during a fitness class?

	Unweighted base	2304	1042	1262	497	442	437	407	521	1362	942
Base: All GB Adults who are current members of a gym or have been members within the past 5 years	2385	1137	1248	462	582	485	372	484	484	1431	954
The music I'm listening to	32%	25%	38%	44%	40%	34%	25%	15%	32%	32%	
The support and enthusiasm of my instructor	22%	17%	26%	20%	23%	20%	21%	25%	23%	20%	
The type of fitness activity/ activities that I am doing	71%	71%	71%	69%	70%	71%	71%	72%	73%	67%	
None of these	12%	14%	11%	10%	10%	12%	15%	15%	12%	13%	

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

And have you attended a fitness class at ANY gym within the last year (i.e. since April 2013)?

Unweighted base	2304	1042	1262	497	442	437	407	521	1362	942
Base: All GB Adults who are current members of a gym or have been members within the past 5 years	2385	1137	1248	462	582	485	372	484	1431	954
Yes, I have	39%	29%	48%	39%	42%	38%	38%	37%	42%	35%
No, I haven't	61%	71%	52%	61%	58%	62%	62%	63%	58%	65%

For the following question, by "sound-alikes/ cover versions" we mean a recording intended to sound like a popular music track or the style of a popular performer.

If you had to choose, which ONE of the following types of music would you MOST prefer to listen to when working out at a fitness class?

Unweighted base	902	302	600	199	186	168	158	191	562	340
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and have been to a fitness class in L12M	930	334	596	179	247	183	142	179	594	336
Music by original artists/ performers	87%	84%	89%	84%	82%	90%	91%	92%	88%	86%
Music by sound-alikes/ cover versions	13%	16%	11%	16%	18%	10%	9%	8%	12%	14%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which, if any, of the following best describe why you prefer to listen to music by original artists/ performers when attending a fitness class rather than music by sound-alikes/ cover versions?

	Unweighted base	807	263	544	172	159	153	146	177	505	302
Base: All GB Adults who are current members of a gym or have been members within the past 5 years, have been to a fitness class in L12M and prefer music by original artists/performers		813	280	533	151	202	165	130	165	525	288
I find it more enjoyable to listen to music by the original artist(s)/ performer(s)		52%	48%	54%	54%	46%	53%	51%	56%	52%	51%
I think music by the original artist(s)/ performer(s) is of better quality		51%	48%	52%	49%	52%	48%	59%	45%	52%	48%
I feel more motivated listening to music that I know		48%	44%	50%	58%	51%	48%	39%	40%	48%	48%
I like to listen to music that I am familiar with		48%	41%	51%	56%	46%	51%	40%	46%	47%	49%
I think music by the original artist(s)/ performer(s) creates a better atmosphere for me to work out to		30%	32%	30%	33%	28%	29%	37%	28%	28%	34%
Music by sound-alikes/ cover versions are less inspiring to listen to		22%	27%	20%	23%	23%	25%	23%	19%	25%	18%
Other		3%	2%	3%	1%	3%	1%	4%	4%	3%	2%
Don't know		3%	3%	4%	3%	4%	4%	3%	3%	3%	4%

For the following question, by "sound-alikes/ cover versions" we mean a recording intended to sound like a popular music track or the style of a popular performer.

If you had to choose, which ONE of the following types of music would you MOST prefer to listen to when working out at a gym?

	Unweighted base	1402	740	662	298	256	269	249	330	800	602
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and have not been to a fitness class in L12M		1455	803	652	284	335	301	230	305	837	618
Music by original artists/ performers		96%	94%	97%	95%	92%	99%	97%	96%	96%	95%
Music by sound-alikes/ cover versions		4%	6%	3%	5%	8%	1%	3%	4%	4%	5%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which, if any, of the following best describe why you prefer to listen to music by original artists/ performers when working out at a gym rather than music by sound-alikes/ cover versions?

	Unweighted base	703	643	281	238	266	242	319	772	574
Base: All GB Adults who are current members of a gym or have been members within the past 5 years, have not been to a fitness class in L12M and prefer music by original artists/performers	1391	756	634	268	307	299	223	294	804	586
I find it more enjoyable to listen to music by the original artist(s)/ performer(s)	53%	52%	54%	55%	50%	57%	53%	52%	52%	55%
I think music by the original artist(s)/ performer(s) is of better quality	50%	50%	49%	51%	50%	55%	52%	42%	51%	48%
I like to listen to music that I am familiar with	44%	44%	45%	47%	50%	42%	43%	40%	45%	44%
I feel more motivated listening to music that I know	38%	34%	43%	43%	46%	37%	34%	27%	39%	36%
I think music by the original artist(s)/ performer(s) creates a better atmosphere for me to work out to	24%	24%	25%	24%	22%	25%	28%	23%	23%	26%
Music by sound-alikes/ cover versions are less inspiring to listen to	22%	24%	20%	24%	23%	27%	19%	16%	23%	20%
Other	4%	4%	3%	1%	4%	3%	3%	7%	5%	2%
Don't know	7%	8%	5%	7%	6%	7%	4%	8%	6%	7%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

You stated that you would prefer to listen to music by original artists/ performers when working out at a gym or fitness class rather than music by sound-alikes/ cover versions...

Taking the above into account, to what extent do you agree or disagree with each of the following statements?

I would be less motivated to exercise if a gym/ fitness class didn't play music by the original artists/ performers and only played music by sound-alikes/ cover versions

Unweighted base	2153	966	1187	453	397	419	388	496	1277	876
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and prefer music by original artists/performers	2204	1036	1168	419	509	464	352	459	1330	874
Strongly agree	10%	10%	9%	8%	12%	11%	11%	6%	10%	9%
Tend to agree	26%	26%	26%	32%	27%	24%	27%	20%	26%	25%
Neither agree nor disagree	40%	41%	39%	34%	35%	41%	42%	50%	40%	40%
Tend to disagree	16%	15%	17%	19%	20%	16%	11%	13%	16%	16%
Strongly disagree	8%	8%	9%	7%	6%	8%	10%	12%	8%	9%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Listening to music by sound-alikes/ cover versions rather than music by original artists/ performers would negatively affect my gym/ fitness class experience

Unweighted base	2153	966	1187	453	397	419	388	496	1277	876
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and prefer music by original artists/performers	2204	1036	1168	419	509	464	352	459	1330	874
Strongly agree	9%	9%	9%	8%	11%	9%	10%	6%	9%	9%
Tend to agree	21%	23%	20%	24%	22%	22%	23%	16%	22%	20%
Neither agree nor disagree	44%	45%	43%	41%	41%	44%	45%	49%	44%	44%
Tend to disagree	17%	15%	19%	19%	19%	17%	12%	18%	17%	17%
Strongly disagree	9%	8%	10%	8%	8%	8%	10%	12%	8%	10%

I am more likely to sign up to a gym/ fitness class that plays music by original artists/ performers than one that does not

Unweighted base	2153	966	1187	453	397	419	388	496	1277	876
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and prefer music by original artists/performers	2204	1036	1168	419	509	464	352	459	1330	874
Strongly agree	10%	9%	10%	10%	12%	9%	11%	6%	9%	11%
Tend to agree	21%	22%	20%	27%	20%	20%	21%	17%	22%	20%
Neither agree nor disagree	45%	45%	45%	41%	41%	49%	44%	51%	45%	46%
Tend to disagree	13%	12%	13%	13%	15%	12%	10%	12%	13%	12%
Strongly disagree	11%	12%	11%	9%	11%	10%	13%	14%	11%	12%

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Gym Goers

GB Sample : 07th - 10th April 2014

Total	Region			Region						
	North	Midlands	South	North	Midlands	East	London	South	Wales	Scotland

Thinking about gyms...

Which ONE of the following BEST applies to you?

	Unweighted base	North	Midlands	South	North	Midlands	East	London	South	Wales	Scotland
	7492	2630	2105	2757	1683	1070	648	1137	1620	387	947
Base: All GB Adults 18+	7492	2495	2323	2675	1843	1229	719	959	1716	375	652
I am currently a member of a gym	15%	15%	15%	16%	15%	15%	14%	19%	15%	14%	17%
I currently use a gym on a pay-as-you-go basis	3%	4%	2%	3%	4%	3%	1%	4%	2%	3%	4%
I am not currently a member of a gym (either membership or pay-as-you-go), but I have been a member within the past 5 years	13%	13%	14%	13%	13%	14%	13%	15%	11%	17%	14%
I am not currently a member of a gym (either membership or pay-as-you-go), but I was a member longer than 5 years ago	19%	19%	18%	20%	20%	18%	20%	19%	20%	14%	16%
I've never been a member of a gym (either membership or pay-as-you-go)	48%	48%	50%	47%	47%	49%	51%	42%	50%	51%	49%
Don't know	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%

Which, if any, of the following do you feel determines the success of your workout at a gym/ during a fitness class?

	Unweighted base	North	Midlands	South	North	Midlands	East	London	South	Wales	Scotland
	2304	826	616	862	508	317	177	414	448	122	318
Base: All GB Adults who are current members of a gym or have been members within the past 5 years	2385	807	721	858	581	384	208	363	495	129	226
The music I'm listening to	32%	33%	33%	30%	31%	33%	28%	27%	32%	42%	38%
The support and enthusiasm of my instructor	22%	20%	23%	23%	19%	23%	23%	26%	21%	24%	21%
The type of fitness activity/ activities that I am doing	71%	70%	71%	71%	70%	70%	72%	74%	68%	73%	70%
None of these	12%	13%	11%	13%	14%	12%	11%	13%	13%	10%	10%

Total	Region			Region						
	North	Midlands	South	North	Midlands	East	London	South	Wales	Scotland

And have you attended a fitness class at ANY gym within the last year (i.e. since April 2013)?

Unweighted base	2304	826	616	862	508	317	177	414	448	122	318
Base: All GB Adults who are current members of a gym or have been members within the past 5 years	2385	807	721	858	581	384	208	363	495	129	226
Yes, I have	39%	37%	39%	41%	38%	37%	41%	42%	39%	42%	36%
No, I haven't	61%	63%	61%	59%	62%	63%	59%	58%	61%	58%	64%

For the following question, by "sound-alikes/ cover versions" we mean a recording intended to sound like a popular music track or the style of a popular performer.

If you had to choose, which ONE of the following types of music would you MOST prefer to listen to when working out at a fitness class?

Unweighted base	902	310	243	349	187	126	69	174	175	48	123
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and have been to a fitness class in L12M	930	301	282	348	218	143	85	154	194	54	82
Music by original artists/ performers	87%	87%	88%	87%	85%	84%	89%	83%	91%	97%	92%
Music by sound-alikes/ cover versions	13%	13%	12%	13%	15%	16%	11%	17%	9%	3%	8%

Total	Region			Region						
Base	North	Midlands	South	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following best describe why you prefer to listen to music by original artists/ performers when attending a fitness class rather than music by sound-alikes/ cover versions?

Unweighted base	807	281	217	309	165	109	62	149	160	46	116
Base: All GB Adults who are current members of a gym or have been members within the past 5 years, have been to a fitness class in L12M and prefer music by original artists/performers	813	261	248	304	186	121	75	128	176	52	76
I find it more enjoyable to listen to music by the original artist(s)/ performer(s)	52%	49%	55%	52%	46%	63%	45%	50%	53%	49%	57%
I think music by the original artist(s)/ performer(s) is of better quality	51%	49%	58%	45%	46%	59%	60%	52%	41%	55%	57%
I feel more motivated listening to music that I know	48%	46%	53%	45%	48%	53%	50%	44%	47%	56%	42%
I like to listen to music that I am familiar with	48%	49%	50%	44%	48%	55%	44%	45%	44%	49%	51%
I think music by the original artist(s)/ performer(s) creates a better atmosphere for me to work out to	30%	30%	34%	28%	28%	31%	35%	32%	25%	40%	34%
Music by sound-alikes/ cover versions are less inspiring to listen to	22%	25%	21%	22%	23%	18%	21%	21%	22%	26%	31%
Other	3%	1%	3%	3%	2%	2%	6%	5%	2%	2%	1%
Don't know	3%	3%	3%	3%	4%	2%	2%	3%	3%	6%	3%

For the following question, by "sound-alikes/ cover versions" we mean a recording intended to sound like a popular music track or the style of a popular performer.

If you had to choose, which ONE of the following types of music would you MOST prefer to listen to when working out at a gym?

Unweighted base	1402	516	373	513	321	191	108	240	273	74	195
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and have not been to a fitness class in L12M	1455	506	439	510	362	240	123	209	301	76	144
Music by original artists/ performers	96%	96%	95%	95%	95%	96%	95%	94%	96%	96%	98%
Music by sound-alikes/ cover versions	4%	4%	5%	5%	5%	4%	5%	6%	4%	4%	2%

Total	Region			Region						
	North	Midlands	South	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following best describe why you prefer to listen to music by original artists/ performers when working out at a gym rather than music by sound-alikes/ cover versions?

	Unweighted base	North	Midlands	South	North	Midlands	East	London	South	Wales	Scotland
	1346	497	359	490	306	184	104	224	266	71	191
Base: All GB Adults who are current members of a gym or have been members within the past 5 years, have not been to a fitness class in L12M and prefer music by original artists/performers	1391	486	419	486	344	230	117	196	290	72	142
I find it more enjoyable to listen to music by the original artist(s)/ performer(s)	53%	54%	52%	53%	52%	54%	54%	50%	56%	44%	58%
I think music by the original artist(s)/ performer(s) is of better quality	50%	46%	53%	50%	43%	54%	55%	48%	52%	48%	55%
I like to listen to music that I am familiar with	44%	47%	41%	45%	46%	42%	37%	48%	44%	44%	48%
I feel more motivated listening to music that I know	38%	38%	38%	37%	38%	39%	34%	38%	37%	38%	40%
I think music by the original artist(s)/ performer(s) creates a better atmosphere for me to work out to	24%	25%	24%	23%	22%	23%	24%	22%	24%	27%	34%
Music by sound-alikes/ cover versions are less inspiring to listen to	22%	23%	19%	23%	21%	19%	20%	21%	25%	19%	29%
Other	4%	4%	3%	4%	4%	3%	2%	5%	4%	4%	3%
Don't know	7%	7%	7%	6%	8%	6%	6%	6%	6%	8%	4%

Total	Region			Region						
Base	North	Midlands	South	North	Midlands	East	London	South	Wales	Scotland

You stated that you would prefer to listen to music by original artists/ performers when working out at a gym or fitness class rather than music by sound-alikes/ cover versions...

Taking the above into account, to what extent do you agree or disagree with each of the following statements?

I would be less motivated to exercise if a gym/ fitness class didn't play music by the original artists/ performers and only played music by sound-alikes/ cover versions

Unweighted base	2153	778	576	799	471	293	166	373	426	117	307
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and prefer music by original artists/performers	2204	747	667	789	530	351	192	324	465	124	217
Strongly agree	10%	10%	9%	9%	10%	11%	7%	8%	11%	9%	11%
Tend to agree	26%	25%	27%	25%	25%	27%	27%	26%	25%	25%	27%
Neither agree nor disagree	40%	41%	39%	39%	41%	39%	41%	38%	40%	39%	44%
Tend to disagree	16%	14%	19%	15%	15%	18%	18%	17%	14%	21%	13%
Strongly disagree	8%	9%	6%	10%	10%	5%	7%	11%	10%	6%	5%

Total	Region			Region						
	North	Midlands	South	North	Midlands	East	London	South	Wales	Scotland

Listening to music by sound-alikes/ cover versions rather than music by original artists/ performers would negatively affect my gym/ fitness class experience

	Total	North	Midlands	South	North	Midlands	East	London	South	Wales	Scotland
Unweighted base	2153	778	576	799	471	293	166	373	426	117	307
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and prefer music by original artists/performers	2204	747	667	789	530	351	192	324	465	124	217
Strongly agree	9%	11%	7%	9%	11%	8%	5%	8%	9%	7%	10%
Tend to agree	21%	21%	21%	22%	21%	23%	17%	22%	22%	24%	22%
Neither agree nor disagree	44%	44%	44%	44%	43%	39%	54%	45%	43%	42%	47%
Tend to disagree	17%	15%	20%	16%	15%	24%	15%	16%	15%	19%	15%
Strongly disagree	9%	9%	7%	10%	10%	6%	8%	10%	11%	7%	6%

I am more likely to sign up to a gym/ fitness class that plays music by original artists/ performers than one that does not

	Total	North	Midlands	South	North	Midlands	East	London	South	Wales	Scotland
Unweighted base	2153	778	576	799	471	293	166	373	426	117	307
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and prefer music by original artists/performers	2204	747	667	789	530	351	192	324	465	124	217
Strongly agree	10%	11%	8%	10%	12%	9%	5%	9%	12%	6%	10%
Tend to agree	21%	21%	22%	20%	19%	22%	21%	20%	20%	23%	24%
Neither agree nor disagree	45%	45%	45%	45%	44%	42%	53%	45%	45%	44%	48%
Tend to disagree	13%	11%	15%	12%	11%	18%	7%	13%	11%	19%	11%
Strongly disagree	11%	12%	10%	12%	14%	9%	13%	13%	12%	7%	7%

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Gym Goers

GB Sample : 07th - 10th April 2014

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Thinking about gyms...

Which ONE of the following BEST applies to you?

	Unweighted base	7492	346	742	595	523	547	648	1137	963	657	387	947
Base: All GB Adults 18+	7492	372	806	665	589	639	719	959	1039	676	375	652	
I am currently a member of a gym	15%	13%	16%	14%	16%	14%	14%	19%	16%	13%	14%	17%	
I currently use a gym on a pay-as-you-go basis	3%	3%	4%	4%	2%	3%	1%	4%	2%	2%	3%	4%	
I am not currently a member of a gym (either membership or pay-as-you-go), but I have been a member within the past 5 years	13%	15%	13%	13%	16%	12%	13%	15%	12%	10%	17%	14%	
I am not currently a member of a gym (either membership or pay-as-you-go), but I was a member longer than 5 years ago	19%	23%	20%	19%	19%	18%	20%	19%	21%	20%	14%	16%	
I've never been a member of a gym (either membership or pay as-you-go)	48%	45%	46%	50%	47%	51%	51%	42%	48%	53%	51%	49%	
Don't know	1%	2%	0%	1%	1%	1%	1%	2%	1%	1%	1%	0%	

Which, if any, of the following do you feel determines the success of your workout at a gym/ during a fitness class?

	Unweighted base	2304	102	233	173	168	149	177	414	285	163	122	318
Base: All GB Adults who are current members of a gym or have been members within the past 5 years	2385	112	267	201	200	184	208	363	321	174	129	226	
The music I'm listening to	32%	31%	31%	30%	30%	35%	28%	27%	31%	34%	42%	38%	
The support and enthusiasm of my instructor	22%	10%	18%	26%	21%	24%	23%	26%	24%	16%	24%	21%	
The type of fitness activity/ activities that I am doing	71%	67%	69%	73%	71%	70%	72%	74%	67%	70%	73%	70%	
None of these	12%	19%	14%	11%	13%	10%	11%	13%	13%	13%	10%	10%	

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

And have you attended a fitness class at ANY gym within the last year (i.e. since April 2013)?

Unweighted base	2304	102	233	173	168	149	177	414	285	163	122	318
Base: All GB Adults who are current members of a gym or have been members within the past 5 years	2385	112	267	201	200	184	208	363	321	174	129	226
Yes, I have	39%	31%	38%	41%	35%	40%	41%	42%	38%	41%	42%	36%
No, I haven't	61%	69%	62%	59%	65%	60%	59%	58%	62%	59%	58%	64%

For the following question, by "sound-alikes/ cover versions" we mean a recording intended to sound like a popular music track or the style of a popular performer.

If you had to choose, which ONE of the following types of music would you MOST prefer to listen to when working out at a fitness class?

Unweighted base	902	33	87	67	64	62	69	174	107	68	48	123
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and have been to a fitness class in L12M	930	34	102	82	69	74	85	154	123	71	54	82
Music by original artists/ performers	87%	88%	83%	87%	84%	85%	89%	83%	89%	93%	97%	92%
Music by sound-alikes/ cover versions	13%	12%	18%	13%	16%	15%	11%	17%	11%	7%	3%	8%

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Which, if any, of the following best describe why you prefer to listen to music by original artists/ performers when attending a fitness class rather than music by sound-alikes/ cover versions?

Unweighted base	807	30	75	60	55	54	62	149	97	63	46	116
Base: All GB Adults who are current members of a gym or have been members within the past 5 years, have been to a fitness class in L12M and prefer music by original artists/performers	813	30	84	71	58	63	75	128	110	66	52	76
I find it more enjoyable to listen to music by the original artist(s)/ performer(s)	52%	66%	41%	43%	70%	57%	45%	50%	52%	54%	49%	57%
I think music by the original artist(s)/ performer(s) is of better quality	51%	56%	55%	32%	71%	48%	60%	52%	38%	45%	55%	57%
I feel more motivated listening to music that I know	48%	56%	50%	42%	57%	49%	50%	44%	40%	57%	56%	42%
I like to listen to music that I am familiar with	48%	55%	55%	38%	69%	41%	44%	45%	41%	48%	49%	51%
I think music by the original artist(s)/ performer(s) creates a better atmosphere for me to work out to	30%	29%	28%	28%	40%	24%	35%	32%	23%	30%	40%	34%
Music by sound-alikes/ cover versions are less inspiring to listen to	22%	23%	25%	22%	17%	19%	21%	21%	24%	18%	26%	31%
Other	3%	4%	2%	1%	-	4%	6%	5%	1%	2%	2%	1%
Don't know	3%	-	6%	3%	3%	2%	2%	3%	3%	5%	6%	3%

For the following question, by "sound-alikes/ cover versions" we mean a recording intended to sound like a popular music track or the style of a popular performer.

If you had to choose, which ONE of the following types of music would you MOST prefer to listen to when working out at a gym?

Unweighted base	1402	69	146	106	104	87	108	240	178	95	74	195
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and have not been to a fitness class in L12M	1455	78	165	120	130	110	123	209	198	103	76	144
Music by original artists/ performers	96%	96%	96%	94%	95%	96%	95%	94%	96%	97%	96%	98%
Music by sound-alikes/ cover versions	4%	4%	4%	7%	5%	4%	5%	6%	4%	3%	4%	2%

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Which, if any, of the following best describe why you prefer to listen to music by original artists/ performers when working out at a gym rather than music by sound-alikes/ cover versions?

	Unweighted base	66	140	100	99	85	104	224	173	93	71	191
Base: All GB Adults who are current members of a gym or have been members within the past 5 years, have not been to a fitness class in L12M and prefer music by original artists/performers	1391	75	158	112	124	106	117	196	190	99	72	142
I find it more enjoyable to listen to music by the original artist(s)/ performer(s)	53%	54%	54%	48%	52%	56%	54%	50%	56%	55%	44%	58%
I think music by the original artist(s)/ performer(s) is of better quality	50%	41%	38%	51%	56%	51%	55%	48%	50%	54%	48%	55%
I like to listen to music that I am familiar with	44%	50%	43%	48%	43%	40%	37%	48%	42%	47%	44%	48%
I feel more motivated listening to music that I know	38%	30%	41%	39%	37%	42%	34%	38%	37%	37%	38%	40%
I think music by the original artist(s)/ performer(s) creates a better atmosphere for me to work out to	24%	19%	25%	18%	24%	23%	24%	22%	27%	17%	27%	34%
Music by sound-alikes/ cover versions are less inspiring to listen to	22%	24%	21%	18%	16%	21%	20%	21%	27%	20%	19%	29%
Other	4%	3%	3%	6%	4%	3%	2%	5%	3%	5%	4%	3%
Don't know	7%	10%	9%	6%	5%	9%	6%	6%	6%	6%	8%	4%

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

You stated that you would prefer to listen to music by original artists/ performers when working out at a gym or fitness class rather than music by sound-alikes/ cover versions...

Taking the above into account, to what extent do you agree or disagree with each of the following statements?

I would be less motivated to exercise if a gym/ fitness class didn't play music by the original artists/ performers and only played music by sound-alikes/ cover versions

Unweighted base	2153	96	215	160	154	139	166	373	270	156	117	307
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and prefer music by original artists/performers	2204	105	242	183	182	169	192	324	300	165	124	217
Strongly agree	10%	19%	6%	9%	12%	9%	7%	8%	11%	10%	9%	11%
Tend to agree	26%	20%	25%	27%	26%	28%	27%	26%	25%	23%	25%	27%
Neither agree nor disagree	40%	41%	44%	35%	34%	44%	41%	38%	40%	40%	39%	44%
Tend to disagree	16%	8%	17%	16%	23%	13%	18%	17%	13%	16%	21%	13%
Strongly disagree	8%	12%	7%	13%	5%	6%	7%	11%	10%	10%	6%	5%

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Listening to music by sound-alikes/ cover versions rather than music by original artists/ performers would negatively affect my gym/ fitness class experience

	Unweighted base	2153	96	215	160	154	139	166	373	270	156	117	307
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and prefer music by original artists/performers		2204	105	242	183	182	169	192	324	300	165	124	217
Strongly agree	9%	22%	8%	9%	9%	8%	5%	8%	10%	8%	7%	10%	
Tend to agree	21%	15%	23%	22%	22%	24%	17%	22%	22%	22%	24%	22%	
Neither agree nor disagree	44%	42%	45%	40%	34%	45%	54%	45%	43%	43%	42%	47%	
Tend to disagree	17%	9%	17%	17%	30%	16%	15%	16%	15%	16%	19%	15%	
Strongly disagree	9%	12%	7%	13%	6%	6%	8%	10%	11%	12%	7%	6%	

I am more likely to sign up to a gym/ fitness class that plays music by original artists/ performers than one that does not

	Unweighted base	2153	96	215	160	154	139	166	373	270	156	117	307
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and prefer music by original artists/performers		2204	105	242	183	182	169	192	324	300	165	124	217
Strongly agree	10%	18%	7%	14%	9%	10%	5%	9%	13%	9%	6%	10%	
Tend to agree	21%	17%	23%	16%	20%	24%	21%	20%	20%	20%	23%	24%	
Neither agree nor disagree	45%	37%	47%	43%	41%	42%	53%	45%	44%	47%	44%	48%	
Tend to disagree	13%	13%	11%	11%	19%	17%	7%	13%	11%	11%	19%	11%	
Strongly disagree	11%	15%	12%	16%	11%	7%	13%	13%	11%	13%	7%	7%	

YouGov / PPL Survey

Gym Goers

GB Sample : 07th - 10th April 2014

Total	Working status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Thinking about gyms...

Which ONE of the following BEST applies to you?

	Unweighted base	7492	3651	780	4431	492	1749	304	516	3168	730	554	189	1492
Base: All GB Adults 18+	7492	3783	788	4571	436	1635	310	539	3182	784	528	181	1521	
I am currently a member of a gym	15%	19%	14%	19%	25%	9%	7%	7%	14%	17%	9%	6%	17%	
I currently use a gym on a pay-as-you-go basis	3%	3%	2%	3%	5%	2%	5%	2%	2%	3%	3%	2%	3%	
I am not currently a member of a gym (either membership or pay-as-you-go), but I have been a member within the past 5 years	13%	16%	13%	15%	21%	7%	12%	11%	10%	18%	12%	5%	17%	
I am not currently a member of a gym (either membership or pay-as-you-go), but I was a member longer than 5 years ago	19%	20%	22%	20%	8%	19%	15%	19%	21%	18%	24%	23%	14%	
I've never been a member of a gym (either membership or pay as-you-go)	48%	40%	48%	42%	39%	63%	57%	59%	52%	43%	51%	63%	47%	
Don't know	1%	1%	1%	1%	2%	0%	4%	2%	1%	0%	1%	1%	2%	

Which, if any, of the following do you feel determines the success of your workout at a gym/ during a fitness class?

	Unweighted base	2304	1350	227	1577	257	298	73	99	797	273	130	26	543
Base: All GB Adults who are current members of a gym or have been members within the past 5 years	2385	1464	229	1693	225	288	76	104	844	299	129	24	562	
The music I'm listening to	32%	34%	34%	34%	44%	12%	28%	34%	26%	37%	27%	29%	36%	
The support and enthusiasm of my instructor	22%	22%	25%	22%	21%	22%	14%	28%	24%	21%	26%	24%	20%	
The type of fitness activity/ activities that I am doing	71%	71%	72%	71%	70%	73%	63%	67%	72%	71%	68%	71%	72%	
None of these	12%	12%	13%	12%	9%	14%	17%	10%	13%	13%	12%	7%	13%	

Total	Working status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

And have you attended a fitness class at ANY gym within the last year (i.e. since April 2013)?

Unweighted base	2304	1350	227	1577	257	298	73	99	797	273	130	26	543
Base: All GB Adults who are current members of a gym or have been members within the past 5 years	2385	1464	229	1693	225	288	76	104	844	299	129	24	562
Yes, I have	39%	39%	45%	40%	37%	38%	32%	34%	40%	40%	46%	50%	35%
No, I haven't	61%	61%	55%	60%	63%	62%	68%	66%	60%	61%	54%	50%	65%

For the following question, by "sound-alikes/ cover versions" we mean a recording intended to sound like a popular music track or the style of a popular performer.

If you had to choose, which ONE of the following types of music would you MOST prefer to listen to when working out at a fitness class?

Unweighted base	902	534	100	634	98	111	22	37	313	102	57	13	200
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and have been to a fitness class in L12M	930	577	103	680	83	109	24	35	337	118	60	12	197
Music by original artists/ performers	87%	87%	90%	87%	93%	91%	74%	79%	90%	85%	75%	100%	88%
Music by sound-alikes/ cover versions	13%	13%	10%	13%	7%	9%	26%	22%	10%	15%	25%	-	12%

Total	Working status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Which, if any, of the following best describe why you prefer to listen to music by original artists/ performers when attending a fitness class rather than music by sound-alikes/ cover versions?

	Unweighted base	807	474	90	564	93	102	17	31	285	89	45	13	181
Base: All GB Adults who are current members of a gym or have been members within the past 5 years, have been to a fitness class in L12M and prefer music by original artists/performers		813	499	93	592	77	99	18	27	304	101	45	12	175
I find it more enjoyable to listen to music by the original artist(s)/ performer(s)		52%	52%	50%	51%	51%	60%	41%	42%	51%	48%	52%	60%	57%
I think music by the original artist(s)/ performer(s) is of better quality		51%	50%	50%	50%	49%	46%	74%	69%	53%	55%	64%	27%	56%
I feel more motivated listening to music that I know		48%	50%	46%	49%	48%	37%	38%	55%	42%	56%	38%	47%	56%
I like to listen to music that I am familiar with		48%	47%	49%	47%	53%	48%	43%	44%	47%	54%	47%	42%	49%
I think music by the original artist(s)/ performer(s) creates a better atmosphere for me to work out to		30%	30%	31%	30%	40%	24%	34%	30%	32%	30%	24%	20%	32%
Music by sound-alikes/ cover versions are less inspiring to listen to		22%	25%	26%	25%	19%	15%	13%	11%	23%	18%	22%	20%	27%
Other		3%	3%	3%	3%	1%	6%	-	-	3%	3%	4%	-	1%
Don't know		3%	3%	4%	3%	4%	4%	7%	2%	3%	3%	2%	-	4%

For the following question, by "sound-alikes/ cover versions" we mean a recording intended to sound like a popular music track or the style of a popular performer.

If you had to choose, which ONE of the following types of music would you MOST prefer to listen to when working out at a gym?

	Unweighted base	1402	816	127	943	159	187	51	62	484	171	73	13	343
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and have not been to a fitness class in L12M		1455	887	126	1013	142	179	52	69	506	181	69	12	365
Music by original artists/ performers		96%	95%	98%	95%	96%	96%	91%	99%	95%	97%	93%	100%	94%
Music by sound-alikes/ cover versions		4%	5%	2%	5%	4%	4%	9%	1%	5%	3%	7%	-	6%

Total	Working status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Which, if any, of the following best describe why you prefer to listen to music by original artists/ performers when working out at a gym rather than music by sound-alikes/ cover versions?

	Unweighted base	782	125	907	150	180	48	61	465	164	70	13	326
Base: All GB Adults who are current members of a gym or have been members within the past 5 years, have not been to a fitness class in L12M and prefer music by original artists/performers	1391	842	124	966	137	173	47	68	482	175	65	12	344
I find it more enjoyable to listen to music by the original artist(s)/ performer(s)	53%	54%	57%	54%	58%	46%	35%	60%	51%	50%	59%	57%	54%
I think music by the original artist(s)/ performer(s) is of better quality	50%	51%	51%	51%	54%	46%	40%	38%	51%	47%	44%	41%	49%
I like to listen to music that I am familiar with	44%	44%	47%	45%	50%	38%	38%	48%	44%	47%	46%	72%	47%
I feel more motivated listening to music that I know	38%	40%	34%	39%	41%	25%	46%	40%	36%	39%	31%	37%	43%
I think music by the original artist(s)/ performer(s) creates a better atmosphere for me to work out to	24%	25%	20%	24%	23%	21%	23%	37%	23%	22%	31%	31%	24%
Music by sound-alikes/ cover versions are less inspiring to listen to	22%	24%	22%	24%	20%	16%	16%	18%	20%	23%	26%	6%	21%
Other	4%	4%	1%	3%	2%	9%	5%	-	5%	3%	3%	-	3%
Don't know	7%	6%	4%	6%	6%	9%	4%	9%	7%	10%	8%	6%	4%

Total	Working status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

You stated that you would prefer to listen to music by original artists/ performers when working out at a gym or fitness class rather than music by sound-alikes/ cover versions...

Taking the above into account, to what extent do you agree or disagree with each of the following statements?

I would be less motivated to exercise if a gym/ fitness class didn't play music by the original artists/ performers and only played music by sound-alikes/ cover versions

Unweighted base	2153	1256	215	1471	243	282	65	92	750	253	115	26	507
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and prefer music by original artists/performers	2204	1342	217	1558	214	271	65	95	786	276	109	24	518
Strongly agree	10%	11%	7%	11%	6%	6%	12%	12%	8%	10%	11%	19%	10%
Tend to agree	26%	27%	26%	27%	30%	17%	18%	27%	24%	25%	24%	21%	28%
Neither agree nor disagree	40%	39%	46%	40%	32%	48%	44%	42%	43%	40%	47%	43%	40%
Tend to disagree	16%	16%	13%	15%	22%	17%	17%	15%	16%	20%	7%	14%	14%
Strongly disagree	8%	8%	8%	8%	11%	12%	10%	4%	10%	5%	12%	4%	8%

Total	Working status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Listening to music by sound-alikes/ cover versions rather than music by original artists/ performers would negatively affect my gym/ fitness class experience

Unweighted base	2153	1256	215	1471	243	282	65	92	750	253	115	26	507
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and prefer music by original artists/performers	2204	1342	217	1558	214	271	65	95	786	276	109	24	518
Strongly agree	9%	9%	10%	9%	7%	5%	11%	15%	9%	6%	12%	12%	9%
Tend to agree	21%	24%	24%	24%	21%	11%	15%	14%	21%	21%	20%	18%	21%
Neither agree nor disagree	44%	43%	43%	43%	42%	50%	43%	52%	44%	46%	42%	38%	45%
Tend to disagree	17%	17%	13%	16%	19%	20%	20%	10%	17%	18%	14%	24%	16%
Strongly disagree	9%	7%	10%	8%	11%	12%	10%	9%	9%	8%	13%	8%	9%

I am more likely to sign up to a gym/ fitness class that plays music by original artists/ performers than one that does not

Unweighted base	2153	1256	215	1471	243	282	65	92	750	253	115	26	507
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and prefer music by original artists/performers	2204	1342	217	1558	214	271	65	95	786	276	109	24	518
Strongly agree	10%	10%	10%	10%	8%	5%	10%	17%	9%	6%	14%	19%	10%
Tend to agree	21%	22%	22%	22%	24%	14%	14%	17%	18%	22%	21%	8%	23%
Neither agree nor disagree	45%	44%	44%	44%	40%	51%	55%	53%	49%	47%	42%	63%	43%
Tend to disagree	13%	13%	12%	13%	14%	13%	4%	7%	12%	15%	10%	8%	13%
Strongly disagree	11%	10%	11%	10%	13%	16%	17%	5%	12%	9%	13%	2%	11%

YouGov / PPL Survey

Gym Goers

GB Sample : 07th - 10th April 2014

Total	Children in Household						Social Media (monthly or more)				Attended a fitness class within the last year	
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	Yes, I have	No, I haven't

Thinking about gyms...

Which ONE of the following BEST applies to you?

	Unweighted base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	Yes, I have	No, I haven't
	7492	5386	907	632	262	1801	305	5046	1026	516	1874	902	1402
Base: All GB Adults 18+	7492	5231	979	701	300	1980	281	5092	990	512	1886	930	1455
I am currently a member of a gym	15%	15%	15%	16%	19%	16%	11%	17%	25%	17%	20%	60%	41%
I currently use a gym on a pay-as-you-go basis	3%	2%	4%	5%	8%	5%	3%	3%	4%	6%	3%	14%	7%
I am not currently a member of a gym (either membership or pay-as-you-go), but I have been a member within the past 5 years	13%	12%	17%	14%	16%	16%	15%	15%	18%	15%	18%	26%	52%
I am not currently a member of a gym (either membership or pay-as-you-go), but I was a member longer than 5 years ago	19%	19%	22%	21%	15%	21%	16%	19%	20%	17%	19%	-	-
I've never been a member of a gym (either membership or pay-as-you-go)	48%	51%	41%	43%	40%	42%	47%	44%	32%	44%	40%	-	-
Don't know	1%	1%	1%	1%	1%	1%	7%	1%	1%	1%	0%	-	-

Which, if any, of the following do you feel determines the success of your workout at a gym/ during a fitness class?

	Unweighted base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	Yes, I have	No, I haven't
	2304	1584	314	213	102	629	91	1747	471	185	751	902	1402
Base: All GB Adults who are current members of a gym or have been members within the past 5 years	2385	1578	354	242	128	725	83	1810	473	195	773	930	1455
The music I'm listening to	32%	32%	33%	31%	31%	32%	27%	34%	32%	34%	37%	34%	30%
The support and enthusiasm of my instructor	22%	22%	20%	23%	28%	22%	27%	22%	22%	21%	22%	35%	14%
The type of fitness activity/ activities that I am doing	71%	71%	70%	73%	61%	69%	69%	72%	73%	63%	72%	73%	69%
None of these	12%	13%	13%	8%	9%	11%	14%	12%	13%	15%	10%	6%	16%

Total	Children in Household						Social Media (monthly or more)				Attended a fitness class within the last year	
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	Yes, I have	No, I haven't

And have you attended a fitness class at ANY gym within the last year (i.e. since April 2013)?

Unweighted base	2304	1584	314	213	102	629	91	1747	471	185	751	902	1402
Base: All GB Adults who are current members of a gym or have been members within the past 5 years	2385	1578	354	242	128	725	83	1810	473	195	773	930	1455
Yes, I have	39%	37%	38%	42%	54%	42%	43%	40%	42%	36%	40%	100%	-
No, I haven't	61%	63%	62%	58%	46%	58%	57%	60%	58%	64%	60%	-	100%

For the following question, by "sound-alikes/ cover versions" we mean a recording intended to sound like a popular music track or the style of a popular performer.

If you had to choose, which ONE of the following types of music would you MOST prefer to listen to when working out at a fitness class?

Unweighted base	902	601	117	91	54	262	39	693	198	69	307	902	-
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and have been to a fitness class in L12M	930	588	134	103	70	307	35	716	199	70	311	930	-
Music by original artists/ performers	87%	90%	91%	81%	66%	82%	91%	90%	91%	73%	89%	87%	-
Music by sound-alikes/ cover versions	13%	10%	9%	19%	34%	18%	9%	10%	9%	27%	11%	13%	-

Total	Children in Household						Social Media (monthly or more)				Attended a fitness class within the last year	
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	Yes, I have	No, I haven't

Which, if any, of the following best describe why you prefer to listen to music by original artists/ performers when attending a fitness class rather than music by sound-alikes/ cover versions?

	Unweighted base	807	548	108	77	39	224	35	630	182	53	278	807	-
Base: All GB Adults who are current members of a gym or have been members within the past 5 years, have been to a fitness class in L12M and prefer music by original artists/performers		813	530	122	84	46	252	32	642	181	51	276	813	-
I find it more enjoyable to listen to music by the original artist(s)/ performer(s)		52%	57%	46%	42%	44%	44%	32%	52%	50%	50%	52%	52%	-
I think music by the original artist(s)/ performer(s) is of better quality		51%	53%	44%	54%	37%	46%	43%	51%	56%	44%	52%	51%	-
I feel more motivated listening to music that I know		48%	48%	56%	44%	38%	49%	30%	49%	50%	48%	51%	48%	-
I like to listen to music that I am familiar with		48%	48%	48%	49%	45%	48%	39%	50%	52%	42%	51%	48%	-
I think music by the original artist(s)/ performer(s) creates a better atmosphere for me to work out to		30%	31%	29%	28%	32%	29%	32%	31%	32%	35%	34%	30%	-
Music by sound-alikes/ cover versions are less inspiring to listen to		22%	24%	19%	16%	22%	19%	19%	22%	25%	30%	25%	22%	-
Other		3%	3%	3%	0%	3%	2%	6%	2%	4%	1%	4%	3%	-
Don't know		3%	4%	2%	1%	2%	2%	10%	3%	4%	5%	3%	3%	-

For the following question, by "sound-alikes/ cover versions" we mean a recording intended to sound like a popular music track or the style of a popular performer.

If you had to choose, which ONE of the following types of music would you MOST prefer to listen to when working out at a gym?

	Unweighted base	1402	983	197	122	48	367	52	1054	273	116	444	-	1402
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and have not been to a fitness class in L12M		1455	990	220	140	58	418	47	1094	274	125	461	-	1455
Music by original artists/ performers		96%	96%	95%	97%	94%	96%	93%	96%	95%	96%	96%	-	96%
Music by sound-alikes/ cover versions		4%	4%	5%	3%	6%	4%	7%	4%	5%	4%	4%	-	4%

Total	Children in Household						Social Media (monthly or more)				Attended a fitness class within the last year	
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	Yes, I have	No, I haven't

Which, if any, of the following best describe why you prefer to listen to music by original artists/ performers when working out at a gym rather than music by sound-alikes/ cover versions?

	Unweighted base	948	185	118	46	349	49	1014	261	109	426	-	1346
Base: All GB Adults who are current members of a gym or have been members within the past 5 years, have not been to a fitness class in L12M and prefer music by original artists/performers	1391	947	209	136	55	400	44	1051	260	120	444	-	1391
I find it more enjoyable to listen to music by the original artist(s)/ performer(s)	53%	55%	51%	56%	36%	51%	44%	54%	55%	58%	59%	-	53%
I think music by the original artist(s)/ performer(s) is of better quality	50%	49%	46%	55%	54%	50%	54%	50%	55%	50%	54%	-	50%
I like to listen to music that I am familiar with	44%	45%	45%	45%	42%	45%	37%	45%	41%	48%	47%	-	44%
I feel more motivated listening to music that I know	38%	37%	42%	39%	39%	41%	38%	38%	42%	40%	43%	-	38%
I think music by the original artist(s)/ performer(s) creates a better atmosphere for me to work out to	24%	25%	20%	28%	17%	22%	33%	24%	23%	32%	23%	-	24%
Music by sound-alikes/ cover versions are less inspiring to listen to	22%	22%	20%	27%	23%	23%	18%	22%	28%	22%	25%	-	22%
Other	4%	4%	2%	2%	2%	2%	5%	3%	6%	3%	3%	-	4%
Don't know	7%	7%	6%	2%	7%	5%	9%	6%	8%	5%	5%	-	7%

Total	Children in Household						Social Media (monthly or more)				Attended a fitness class within the last year	
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	Yes, I have	No, I haven't

You stated that you would prefer to listen to music by original artists/ performers when working out at a gym or fitness class rather than music by sound-alikes/ cover versions...

Taking the above into account, to what extent do you agree or disagree with each of the following statements?

I would be less motivated to exercise if a gym/ fitness class didn't play music by the original artists/ performers and only played music by sound-alikes/ cover versions

	Unweighted base	2153	1496	293	195	85	573	84	1644	443	162	704	807	1346
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and prefer music by original artists/performers		2204	1477	331	220	101	651	76	1693	441	171	720	813	1391
Strongly agree	10%	9%	11%	7%	11%	10%	11%	9%	11%	15%	10%	12%	8%	
Tend to agree	26%	24%	31%	28%	36%	31%	22%	25%	28%	25%	29%	28%	25%	
Neither agree nor disagree	40%	42%	36%	36%	37%	36%	38%	41%	37%	37%	38%	35%	43%	
Tend to disagree	16%	16%	15%	20%	12%	16%	14%	17%	16%	18%	17%	17%	16%	
Strongly disagree	8%	9%	7%	9%	4%	7%	14%	8%	9%	5%	6%	8%	9%	

Total	Children in Household						Social Media (monthly or more)				Attended a fitness class within the last year	
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	Yes, I have	No, I haven't

Listening to music by sound-alikes/ cover versions rather than music by original artists/ performers would negatively affect my gym/ fitness class experience

	Total	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	Yes, I have	No, I haven't
Unweighted base	2153	1496	293	195	85	573	84	1644	443	162	704	807	1346
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and prefer music by original artists/performers	2204	1477	331	220	101	651	76	1693	441	171	720	813	1391
Strongly agree	9%	8%	10%	10%	12%	11%	9%	8%	9%	14%	9%	10%	8%
Tend to agree	21%	21%	26%	20%	26%	24%	16%	21%	27%	25%	27%	22%	21%
Neither agree nor disagree	44%	45%	41%	42%	47%	42%	46%	44%	41%	39%	40%	40%	46%
Tend to disagree	17%	18%	15%	18%	10%	15%	17%	18%	14%	16%	16%	19%	16%
Strongly disagree	9%	9%	8%	10%	5%	8%	12%	9%	9%	6%	8%	9%	9%

I am more likely to sign up to a gym/ fitness class that plays music by original artists/ performers than one that does not

	Total	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	Yes, I have	No, I haven't
Unweighted base	2153	1496	293	195	85	573	84	1644	443	162	704	807	1346
Base: All GB Adults who are current members of a gym or have been members within the past 5 years and prefer music by original artists/performers	2204	1477	331	220	101	651	76	1693	441	171	720	813	1391
Strongly agree	10%	10%	11%	10%	6%	10%	8%	9%	9%	17%	10%	13%	8%
Tend to agree	21%	20%	24%	19%	30%	23%	21%	21%	25%	21%	24%	22%	20%
Neither agree nor disagree	45%	45%	43%	46%	51%	45%	40%	46%	40%	46%	41%	41%	47%
Tend to disagree	13%	13%	13%	14%	8%	12%	11%	13%	14%	12%	14%	13%	13%
Strongly disagree	11%	12%	9%	11%	6%	9%	21%	11%	12%	5%	10%	11%	11%