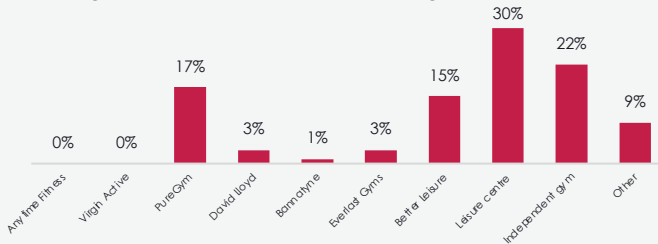


Gyms & Activewear

This month we explored our Northern Ireland insight community's opinions and habits on all things related to gyms and activewear. Things like memberships, gym companies, important factors when choosing a gym. We're also asked about activewear which could be for working out or simply just for fashion! Here's a snapshot of what they told us...

Gym membership

26% of our Northern Ireland insight community are members of gym. Here are the most popular gym choices...



Gym statements

89% say they choose a gym that is close to their home, whilst **9%** opt for a gym location that is close to their workplace

36% spend £30+ on gym membership fees every month with **6%** preferring to 'pay as they go'. **Almost half** spend between £10-£30 per month

24% have just recently joined their current gym in the last 6 months whilst **37%** have been with their current gym for 2+ years

Gym motivations and reasons

88% visit the gym to **improve their physical fitness** (e.g. lose weight, build muscle etc.)

76% visit the gym to **improve their mental health and wellbeing**

35% visit the gym because they simply **enjoy it** / for general enjoyment

9% visit the gym to **train and aid performance in other areas** (e.g. sports)

Gym frequency

60% visit their gym regularly with **50%** doing so several times a week and **10%** doing so every day.

Non-gym goers

27%

of those who don't currently visit a gym would consider joining in the next year

54%

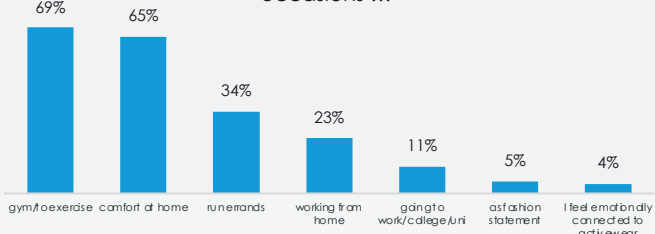
For over half, the expense of membership is the main reason for not joining a gym

67%

do other health & fitness activities instead, including **32%** who work out at home

Active and leisurewear

Almost **7in10** of our Northern Ireland insight community wear leisure wear. Here are the main activewear reasons / occasions ...



WORKOUT FROM HOME

60% own some form of gym / exercise equipment for working out at home

LEISURE LOYALTY

19% said nothing would make them switch from their current gym and that they "love their gym"

ACTIVWEAR AFFLUENCE

40% spend £100 or more on activewear clothing each year with 17% spending £200+

For more insights and opinions visit:

workshopplay.ie/opinions