



BACKGROUND

Insights West MEC 2013 Activity Study

About this Research: Results are based on an online study conducted by Insights West for MEC (Mountain Equipment Co-op) from May 30 – June 10, 2013. The study screened 16,425 Canadians 18+ regarding their physical activities. The data has been statistically weighted according to Canadian census figures for age and gender. While statistical margins of error are arguably not applicable to online panels/online studies of this nature, we have assumed that the same margins of error apply as if it were a true unweighted random probability sample with a margin of error of +/-0.8%, nineteen times out of twenty.

About Insights West: Insights West is a progressive, Western-based full-service marketing research company. It exists to serve the market with insights-driven research solutions and interpretive analysis through leading-edge tools, normative databases and senior-level expertise across a broad range of public and private sector organizations. Insights West is based in Vancouver and Calgary and has ten full-time and five part-time employees.

How often do you typically participate in the following physical activities? (AMONG ALL SCREENED RESPONDENTS)

REGULAR PARTICIPATION AS DEFINED IN BRACKETS FOR EACH	TOTAL	PROVINCE						AGE		
		BC	AB	SK/MB	ON	QU	Atlantic	18-34	35-54	55+
Weighted base	16,425	2,085	1,352	1,118	6,283	4,297	1,290	4,578	6,074	5,773
Unweighted base	16,425	2,643	1,578	1,188	6,552	3,393	1,071	1,484	5,225	9,716
Walking: to get to a destination (including commuting), at a moderate/quick pace for fitness/to be outdoors (once/week or more)	70%	74%	71%	70%	71%	64%	70%	73%	69%	67%
Yoga or pilates (a few times/month or more)	13%	14%	17%	11%	15%	8%	12%	20%	12%	8%
Jogging/running: road or trail (once/week or more)	11%	10%	13%	12%	11%	9%	13%	21%	11%	3%
Cycling: to get to a destination/commuting, road, cross-country/enduro, downhill or touring (once/week or more)	16%	12%	14%	16%	16%	21%	9%	20%	17%	11%
Hiking: day or multi-day backpacking (a few times/year or more)	42%	54%	48%	34%	42%	36%	42%	53%	45%	30%
Camping: backcountry/base or tent/car (once/year or more)	38%	41%	47%	40%	36%	36%	38%	56%	41%	21%
Watersports: canoeing/kayaking, surfing, wind/kite surfing, or stand up paddle boarding (a few times/year or more)	20%	19%	17%	15%	23%	17%	20%	30%	20%	11%
Climbing: sport/bouldering, traditional, mountaineering/ice/alpine, or indoor climbing/bouldering (a few times/year or more)	8%	8%	10%	7%	9%	6%	6%	16%	6%	2%
Snowsports: lift-assisted skiing/snowboarding, backcountry skiing, nordic/cross-country skiing or snow-shoeing (a few times/year or more)	24%	22%	23%	17%	19%	34%	20%	34%	24%	15%

Insights West: MEC Activity and Motivation Study (2013)