



## New Jersey Statewide Planet Fitness Survey Results *July 30 – August 2, 2020*

*N=500 likely voters  
Method: IVR and Text*

*Confidence Interval: 95%  
Margin of Error: +/-4.38%*

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**Q1.** Do you feel that things in New Jersey are going in the right direction, or have things gotten off on the wrong track?

|                 |     |
|-----------------|-----|
| Right direction | 40% |
| Wrong track     | 45% |
| Not sure        | 16% |

**Q2.** As you may know, gyms and fitness centers have been required to stay closed in New Jersey, even as some other venues and recreational activities have been allowed to re-open. Do you favor or oppose allowing gyms and fitness centers to re-open, with strict safety protocols in place?

|                     |            |
|---------------------|------------|
| <i>Total Favor</i>  | <i>57%</i> |
| <i>Total Oppose</i> | <i>37%</i> |

|                 |     |
|-----------------|-----|
| Strongly favor  | 39% |
| Somewhat favor  | 18% |
| Somewhat oppose | 19% |
| Strongly oppose | 18% |
| Not sure        | 6%  |

Now I am going to read you a series of statements about re-opening gyms and fitness centers in New Jersey. For each statement, please indicate how persuasive you find it as a reason to support allowing gyms and fitness centers to re-open.

**Q3.** Neighboring states like Delaware and Pennsylvania have already safely re-opened gyms and fitness centers with no negative consequences.

|                             |            |
|-----------------------------|------------|
| <i>Total Persuasive</i>     | <i>57%</i> |
| <i>Total Not Persuasive</i> | <i>39%</i> |
| Very persuasive             | 31%        |
| Somewhat persuasive         | 26%        |
| Not too persuasive          | 20%        |
| Not at all persuasive       | 19%        |
| Not sure                    | 3%         |

**Q4.** If allowed to re-open, gyms and fitness centers would sanitize equipment after each use and conduct full hydrostatic cleaning and sanitization of the gym space.

|                             |            |
|-----------------------------|------------|
| <i>Total Persuasive</i>     | <i>67%</i> |
| <i>Total Not Persuasive</i> | <i>30%</i> |
| Very persuasive             | 43%        |
| Somewhat persuasive         | 24%        |
| Not too persuasive          | 15%        |
| Not at all persuasive       | 15%        |
| Not sure                    | 3%         |

**Q5.** Masks would be mandatory for all patrons, including while working out, if gyms were allowed to re-open.

|                             |            |
|-----------------------------|------------|
| <i>Total Persuasive</i>     | <i>60%</i> |
| <i>Total Not Persuasive</i> | <i>35%</i> |
| Very persuasive             | 38%        |
| Somewhat persuasive         | 22%        |
| Not too persuasive          | 19%        |
| Not at all persuasive       | 16%        |
| Not sure                    | 5%         |

**Q6.** Gyms would limit the number of people allowed in the fitness center at once in order to comply with social distancing protocols.

|                             |            |
|-----------------------------|------------|
| <i>Total Persuasive</i>     | <i>70%</i> |
| <i>Total Not Persuasive</i> | <i>28%</i> |
| Very persuasive             | 46%        |
| Somewhat persuasive         | 24%        |
| Not too persuasive          | 15%        |
| Not at all persuasive       | 13%        |
| Not sure                    | 2%         |

**Q7.** Gyms would always require all patrons to be at least 6 feet apart by only allowing use of socially distanced pieces of equipment.

|                             |            |
|-----------------------------|------------|
| <i>Total Persuasive</i>     | <i>70%</i> |
| <i>Total Not Persuasive</i> | <i>29%</i> |
| Very persuasive             | 45%        |
| Somewhat persuasive         | 25%        |
| Not too persuasive          | 15%        |
| Not at all persuasive       | 14%        |
| Not sure                    | 1%         |

**Q8.** Gyms would upgrade their air filtration systems with high-grade, high-efficiency filters.

|                             |            |
|-----------------------------|------------|
| <i>Total Persuasive</i>     | <i>68%</i> |
| <i>Total Not Persuasive</i> | <i>31%</i> |
| Very persuasive             | 44%        |
| Somewhat persuasive         | 24%        |
| Not too persuasive          | 17%        |
| Not at all persuasive       | 14%        |
| Not sure                    | 2%         |

**Q9.** If allowed to re-open, gyms would continue their policy of documenting each visitor's time in the building for future contact tracing.

|                             |            |
|-----------------------------|------------|
| <i>Total Persuasive</i>     | <i>63%</i> |
| <i>Total Not Persuasive</i> | <i>35%</i> |
| Very persuasive             | 41%        |
| Somewhat persuasive         | 22%        |
| Not too persuasive          | 18%        |
| Not at all persuasive       | 17%        |
| Not sure                    | 2%         |

**Q10.** Gyms have been shuttered for four months, and many are facing permanent closure and job losses. With nearly 17% unemployment in New Jersey, the second highest rate in the country, reopening gyms would put thousands of people back to work and allow the fitness industry to move forward with planned expansion, meaning thousands more construction jobs and permanent jobs as well.

|                             |            |
|-----------------------------|------------|
| <i>Total Persuasive</i>     | <i>69%</i> |
| <i>Total Not Persuasive</i> | <i>29%</i> |
| Very persuasive             | 46%        |
| Somewhat persuasive         | 23%        |
| Not too persuasive          | 16%        |
| Not at all persuasive       | 13%        |
| Not sure                    | 2%         |

**Q11.** New Jersey has already allowed casinos, amusement parks, and museums to re-open with restrictions in place. Gyms have five times more square footage per person than establishments like cycling studios and hair salons that have already been allowed to re-open. Gyms should be put on the same playing field and allowed to re-open while following strict safety protocols.

|                             |            |
|-----------------------------|------------|
| <i>Total Persuasive</i>     | <i>71%</i> |
| <i>Total Not Persuasive</i> | <i>28%</i> |
| Very persuasive             | 53%        |
| Somewhat persuasive         | 18%        |
| Not too persuasive          | 14%        |
| Not at all persuasive       | 14%        |
| Not sure                    | 2%         |

**Q12.** Exercise plays a vital role in mental health especially during stressful times and is required for some with underlying medical conditions. Gyms and health clubs can operate with the same safety protocols as big box and grocery stores, while supporting physical and mental health.

|                             |            |
|-----------------------------|------------|
| <i>Total Persuasive</i>     | <i>70%</i> |
| <i>Total Not Persuasive</i> | <i>28%</i> |
| Very persuasive             | 52%        |
| Somewhat persuasive         | 18%        |
| Not too persuasive          | 15%        |
| Not at all persuasive       | 13%        |
| Not sure                    | 2%         |

**Q13.** The need for gyms to reopen is even greater in urban communities, which provide safe access to healthy living particularly for those who cannot afford personal fitness equipment or lack access to safe, outdoor recreation spaces.

|                             |            |
|-----------------------------|------------|
| <i>Total Persuasive</i>     | <i>69%</i> |
| <i>Total Not Persuasive</i> | <i>30%</i> |
| Very persuasive             | 44%        |
| Somewhat persuasive         | 25%        |
| Not too persuasive          | 15%        |
| Not at all persuasive       | 15%        |
| Not sure                    | 2%         |

**Q14.** And thinking ahead to the Fall and Winter seasons with colder weather, regular exercise will become harder for most New Jersey residents. Reopening gyms with safe protocols will become even more imperative for physical and mental health.

|                             |            |
|-----------------------------|------------|
| <i>Total Persuasive</i>     | <i>71%</i> |
| <i>Total Not Persuasive</i> | <i>28%</i> |
| Very persuasive             | 48%        |
| Somewhat persuasive         | 23%        |
| Not too persuasive          | 17%        |
| Not at all persuasive       | 11%        |
| Not sure                    | 1%         |

**Q15.** Now that you have heard some additional information, do you favor or oppose allowing gyms and fitness centers to re-open, with strict safety protocols in place?

|                     |            |
|---------------------|------------|
| <i>Total Favor</i>  | <i>69%</i> |
| <i>Total Oppose</i> | <i>29%</i> |
| Strongly favor      | 50%        |
| Somewhat favor      | 19%        |
| Somewhat oppose     | 17%        |
| Strongly oppose     | 12%        |
| Not sure            | 2%         |

**Q16.** Do you approve or disapprove of the way Phil Murphy is handling his job as Governor?

|                         |            |
|-------------------------|------------|
| <i>Total Approve</i>    | <i>54%</i> |
| <i>Total Disapprove</i> | <i>43%</i> |
| Strongly approve        | 32%        |
| Somewhat approve        | 22%        |
| Somewhat disapprove     | 13%        |
| Strongly disapprove     | 30%        |
| Not sure                | 3%         |

**Q17.** And, do you approve or disapprove of the way Phil Murphy is handling the coronavirus pandemic?

|                         |            |
|-------------------------|------------|
| <i>Total Approve</i>    | <i>60%</i> |
| <i>Total Disapprove</i> | <i>39%</i> |
| Strongly approve        | 38%        |
| Somewhat approve        | 22%        |
| Somewhat disapprove     | 15%        |
| Strongly disapprove     | 24%        |
| Not sure                | 2%         |

**Q18.** Are you currently, or have you been in the last two years, a member of a gym or fitness center?

|                            |     |
|----------------------------|-----|
| Yes, currently             | 41% |
| Yes, in the last two years | 19% |
| No                         | 38% |
| Not sure                   | 1%  |

**Q19.** Would you describe the community where you live as urban, suburban, or rural?

|          |     |
|----------|-----|
| Urban    | 14% |
| Suburban | 74% |
| Rural    | 11% |
| Not sure | 2%  |

## Demographics

### Type of Phone

|           |     |
|-----------|-----|
| Cellphone | 30% |
| Landline  | 70% |

### Age

|             |     |
|-------------|-----|
| 18 to 34    | 15% |
| 35 to 44    | 15% |
| 45 to 54    | 20% |
| 55 to 64    | 20% |
| 65 to 74    | 19% |
| 75 or older | 11% |

### Party Registration

|               |     |
|---------------|-----|
| Republican    | 30% |
| Democrat      | 44% |
| Unaffiliated  | 26% |
| Another party | 1%  |

### Gender

|        |     |
|--------|-----|
| Female | 54% |
| Male   | 46% |

### Race

|                           |     |
|---------------------------|-----|
| White                     | 70% |
| Hispanic or Latino        | 12% |
| African-American          | 9%  |
| Another race or ethnicity | 9%  |

### Region

|         |     |
|---------|-----|
| Central | 28% |
| North   | 39% |
| South   | 33% |

**Media Market**

NEW YORK

74%

PHILADELPHIA

26%

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*METHODOLOGY: The sample size for the survey is 500 likely voters in New Jersey and the margin of error is +/-4.38% at a 95% confidence interval, meaning that if this survey were repeated, results would not vary from the population by more than 4.38 percentage points 19 times out of 20. Responses were gathered via landline interviews conducted using Interactive Voice Response (IVR) technology and cellphone interviews conducted via text message solicitation. Demographics were adjusted to reflect the population from which the sample was drawn. The survey was conducted July 30–August 2, 2020 by Harper Polling. The total percentages of responses may not equal 100% due to rounding.*

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