

Market Research Results of Creative Brief for the Introduction of Corporate Fitness Programs

HiFlex Physio

The date received for this market research project is a follows:

Brisbane CBD

Organisations with fewer than 50 staff- 52 canvassed	Y	N
1. Would you invest in a corporate fitness program for your employees?	2	50
2. Would you pay for employees to use this program?	1	51
3. Would you subsidise employee use of this program?	1	51

Organisations with more than 50 staff - 104 canvassed	Y	N
4. Would you invest in a corporate fitness program for you employees?	76	28
5. Would you pay for employees to use this program?	73	31
6 . Would you subsidise employee use of this program?	3	101

Sydney CBD

Organisations with fewer than 50 staff - 152 canvassed	Y	N
7. Would you invest in a corporate fitness program for your employees?	138	14
8. Would you pay for employees to use this program?	116	36
9. Would you subsidise employee use of this program?	132	20

Organisations with fewer than 50 staff - 104 canvassed	Y	N
10. Would you invest in a corporate fitness program for your employees?	86	18
11. Would you pay for employees to use this program?	42	62
12. Would you subsidise employee use of this program?	78	26

Melbourne CBD

Organisations with fewer than 50 staff - 167 canvassed	Y	N
13. Would you invest in a corporate fitness program for your employees?	143	24
14. Would you pay for employees to use this program?	110	57
15. Would you subsidise employee use of this program?	135	32

Organisations with more than 50 staff - 129 canvassed	Y	N
16. Would you invest in a corporate fitness program for you employees?	52	77
17. Would you pay for employees to use this program?	28	101
18 . Would you subsidise employee use of this program?	81	48