

THE PELOTON REPORT UK:

A FITNESS JOURNEY



THE PELOTON REPORT: A FITNESS JOURNEY

Fitness is about more than cycling, running, or playing tennis. It's about more than yoga or strength training, more than any one game, any one rep, or any one class. These activities, and many others, are part of a larger effort, a personal, lifelong **fitness journey**.

We're introducing our study,

THE PELOTON REPORT: A FITNESS JOURNEY

to better **understand the motivators and challenges** to the successful pursuit of fitness and wellness, as well as gain insights into the support and resources people need to achieve their goals.

We also shine a **spotlight on how Gen Z** takes a different approach to fitness and analyse whether our fitness environments are as **inclusive and welcoming** as they could – and should – be.



CONTENTS

In The Peloton Report we share our findings and explore:



What motivates and what hinders people's progress



What shapes the journey: when, where, and how people pursue fitness



What people hope to achieve along their fitness journey



How people manage their fitness journey: technology and information

REPORT METHODOLOGY

WHERE

United Kingdom
Adults 18+

WHO



General Population (Gen Pop): representing the broader United Kingdom population, $n = 1009$

- Active respondents are those who either currently exercise at least a couple of times a month, or previously exercised at least once a week, $n = 932$



Fitness Enthusiasts (FE): approaches fitness as a journey, using the physical and mental benefits of exercise to reach their full potential, $n = 502$

Fitness Seekers (FS): busy individuals who aspire to prioritise fitness, but struggle due to their time-constrained schedules, $n = 232$



Gen Z (aged 18-26), $n = 511$



Men, $n = 482$
Women, $n = 505$

HOW & WHEN

Online Survey

Fielding: September 2023

LANGUAGE

English

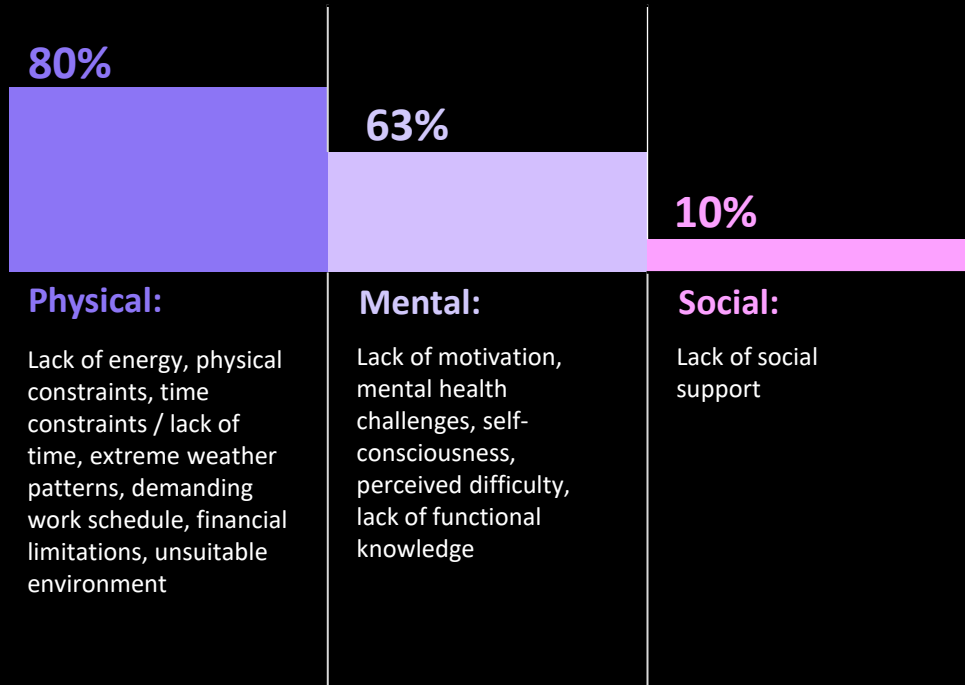
Overall Margin of Error (M.O.E) for Gen Pop sample of +/- 3%
Overall MOE for FEs and Gen Z samples of + / - 4%
95% Confidence Level



MOTIVATION FUELS OUR FITNESS JOURNEY

HOW WE FEEL PHYSICALLY, MENTALLY, AND SOCIALLY IMPACTS OUR MOTIVATION – FOR BETTER AND FOR WORSE

GEN POP



Physical:

Lack of energy, physical constraints, time constraints / lack of time, extreme weather patterns, demanding work schedule, financial limitations, unsuitable environment

Mental:

Lack of motivation, mental health challenges, self-consciousness, perceived difficulty, lack of functional knowledge

Social:

Lack of social support

Q: What are some of the **challenges in engaging in fitness and physical activities?** *Please select all that apply.*



UK respondents identified lack of energy (**39%**) and lack of motivation (**39%**) as the top barriers to engaging in fitness. Other barriers include time restraints (**33%**), physical constraints (**29%**), demanding work schedule (**28%**), financial limitations (**26%**), self-consciousness (**25%**), and mental health challenges (**24%**).



Women are about twice as likely than men to say that time constraints (**42%** vs. **25%**), financial limitations (**36%** vs. **15%**), and self-consciousness (**32%** vs. **16%**) are challenges to engaging in fitness.



Millennials are more likely to find time constraints as a barrier to fitness, compared to the other generations (**50%** of Millennials vs. **30%** of Gen X, **28%** of Gen Z, and **16%** of baby boomers).

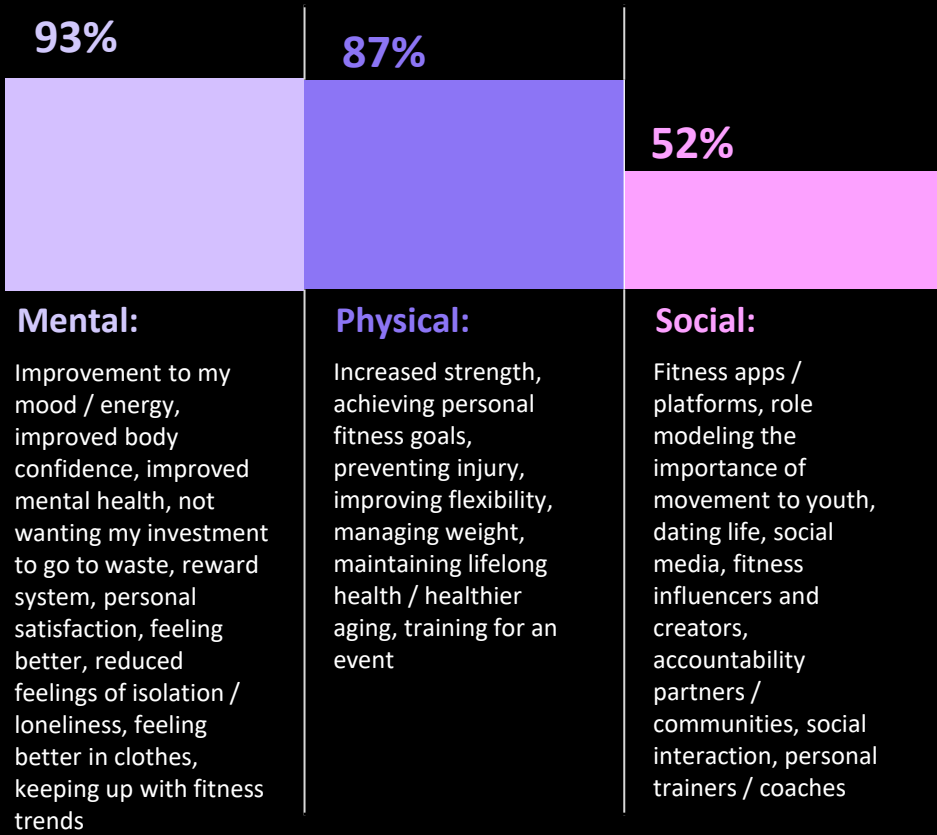


Fitness Seekers (92% and 79%) are more likely than Fitness Enthusiasts (**77%** and **64%**) to face physical and mental challenges when trying to engage in fitness.

Please note: These groupings (i.e., Mental, Physical, Social) reflect the frequency of respondents that chose AT LEAST ONE of those answer choices in a multi-choice question.

THE PURSUIT OF BETTER MENTAL HEALTH MOTIVATES US MOST OF ALL

GEN POP



Q: What motivates / encourages you to engage in fitness and physical activities? Please select all that apply.



Women are more likely than men to be encouraged to exercise because of mental (96% vs. 91%) and social (63% vs. 41%) factors. These include improvement in mood (58% vs. 51%), improved mental health (58% vs. 51%), improved body confidence (55% vs. 37%), and not wanting investment to go to waste (19% vs. 8%).

Men are more likely than women to be motivated by personal satisfaction (57% vs. 48%) and preventing injury (28% vs. 18%) to engage in fitness.



Older generations are more likely than younger generations to be motivated to exercise by maintaining lifelong health (61% of baby boomers, 55% of Gen X, and 56% of Millennials vs. 44% of Gen Z) and personal satisfaction (61% of baby boomers, 52% of Gen X, and 48% of Millennials vs. 42% of Gen Z).

Younger generations are more likely to be motivated by social aspects to exercise (73% of Gen Z and 70% of Millennials vs. 47% of Gen X, 29% of baby boomers).



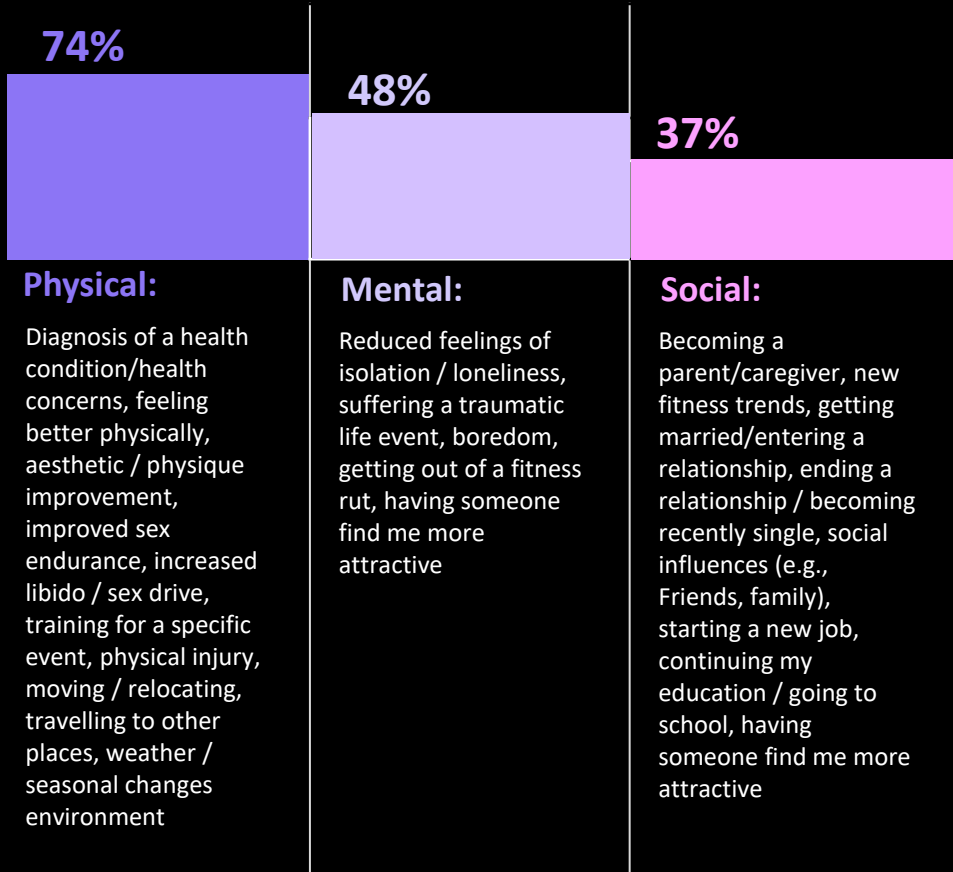
Fitness Seekers are more likely than Fitness Enthusiasts to be motivated by physical factors (93% vs. 86% of Fitness Enthusiasts), while **Fitness Enthusiasts** are more likely to be motivated by social factors (76% vs. 61% of Fitness Seekers).

Fitness Seekers are more likely than Fitness Enthusiasts to be encouraged to engage in fitness to feel better (67% vs. 49%), feel better in clothes (63% vs. 41%), improve mood / energy (62% vs. 44%) improve mental health (60% vs. 44%), improve body confidence (60% vs. 45%), and personal satisfaction (48% vs. 40%).

Please note: These groupings (i.e., Mental, Physical, Social) reflect the frequency of respondents that chose AT LEAST ONE of those answer choices in a multi-choice question.

PHYSICAL HEALTH SPARKS GREATER FREQUENCY...

GEN POP



Physical:

Diagnosis of a health condition/health concerns, feeling better physically, aesthetic / physique improvement, improved sex endurance, increased libido / sex drive, training for a specific event, physical injury, moving / relocating, travelling to other places, weather / seasonal changes environment

Mental:

Reduced feelings of isolation / loneliness, suffering a traumatic life event, boredom, getting out of a fitness rut, having someone find me more attractive

Social:

Becoming a parent/caregiver, new fitness trends, getting married/entering a relationship, ending a relationship / becoming recently single, social influences (e.g., Friends, family), starting a new job, continuing my education / going to school, having someone find me more attractive

Q: Which of the following factors, if any, have caused you to increase how regularly you engage in fitness and physical activities? *Please select all that apply.*



Feeling better physically (**47%**) is the top factor that encourages **people in the UK** to increase how regularly they exercise. Other top factors include diagnosis of a health condition (**25%**), getting out of a fitness rut (**21%**), and aesthetic improvement (**18%**).



Women are twice as likely than men to increase exercise when training for an event (**16%** vs. **8%**) or to have someone find them more attractive (**14%** vs. **7%**). **Women** are also more likely than men to increase fitness activity due to becoming a parent/caregiver (**19%** vs. **5%**), reducing feelings of isolation (**19%** vs. **12%**), boredom (**18%** vs. **13%**), social influences (**15%** vs. **10%**), starting a new job (**10%** vs. **5%**), and new fitness trends (**8%** vs. **5%**).



60% of **Fitness Enthusiasts** increase their physical activities due to social aspects while only **42%** of Fitness Seekers do the same.

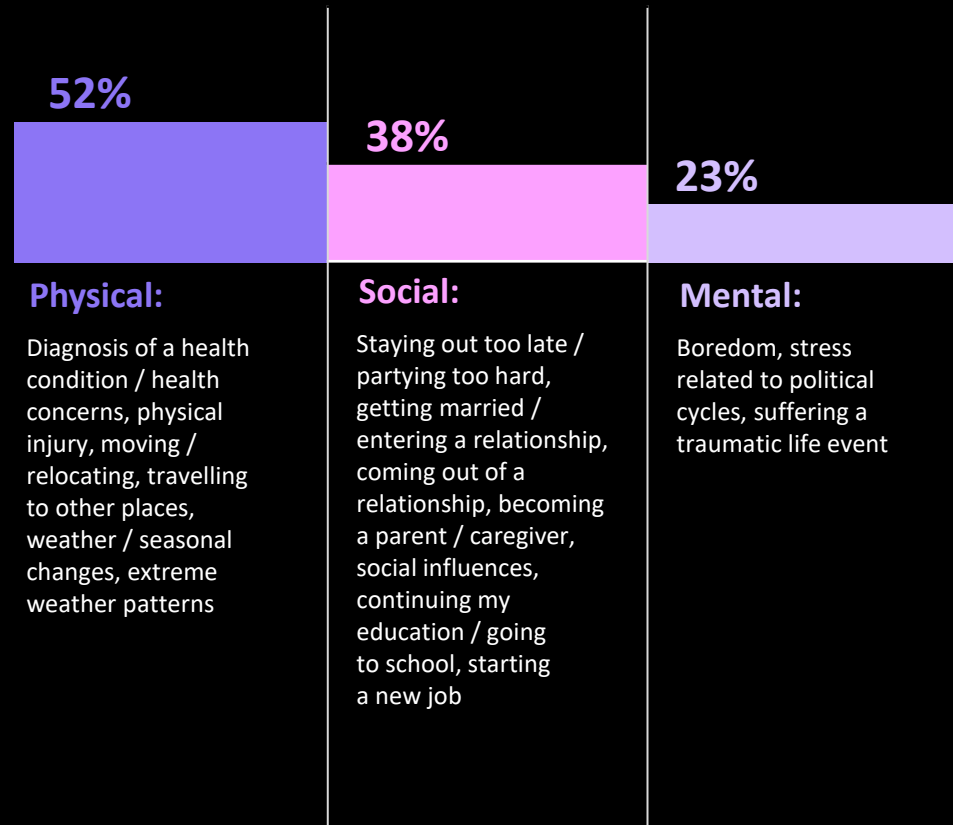


Older generations are more likely to increase exercise to feel better physically (**49%** of Millennials, **48%** of Gen X, and **47%** of baby boomers vs. **39%** of Gen Z), or due to health concerns (**26%** of Gen X and baby boomers vs. **21%** of Millennials and **19%** of Gen Z) compared to the **younger generations**.

Please note: These groupings (i.e., Mental, Physical, Social) reflect the frequency of respondents that chose AT LEAST ONE of those answer choices in a multi-choice question.

...AND ALSO **CREATES** **LIMITATIONS** IN OUR PURSUIT OF FITNESS

GEN POP



Physical:

Diagnosis of a health condition / health concerns, physical injury, moving / relocating, travelling to other places, weather / seasonal changes, extreme weather patterns

Social:

Staying out too late / partying too hard, getting married / entering a relationship, coming out of a relationship, becoming a parent / caregiver, social influences, continuing my education / going to school, starting a new job

Mental:

Boredom, stress related to political cycles, suffering a traumatic life event

Q: And which of the following factors, if any, have caused you to **decrease how regularly you engage in fitness** and physical activities? *Please select all that apply.*



Physical injury (**19%**), weather changes (**19%**), and diagnosis of a health condition (**19%**) are the leading factors that decrease the frequency in which **people** engage in fitness activities.




Interestingly, **women** are more likely than men to decrease physical activities to become a parent/caregiver (**21%** vs. **4%**) pointing to how everyone has a different parenting experience, as well as when starting a new job (**16%** vs. **5%**).



Older generations are more likely to decrease fitness activity due to physical injury (**23%** of baby boomers and **21%** of Gen X vs. **17%** of Millennials and **16%** of Gen Z) or health concerns (**22%** of baby boomers and **18%** of Gen X vs. **15%** of Millennials and **14%** of Gen Z) compared to the younger generations.

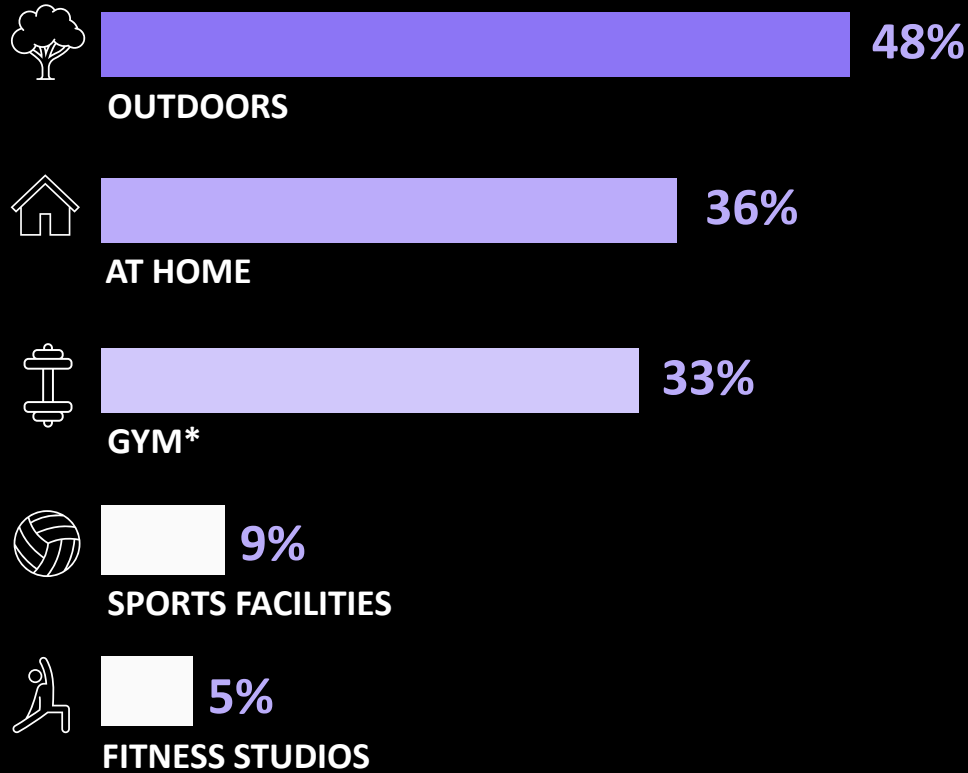
Please note: These groupings (i.e., Mental, Physical, Social) reflect the frequency of respondents that chose **AT LEAST ONE** of those answer choices in a multi-choice question.

A man with a beard and sunglasses is running past a brick wall. He is wearing a dark long-sleeved shirt, dark pants, and white sneakers with yellow accents. The background is a brick wall and a dark sky.

WHAT SHAPES OUR JOURNEY: WHEN, WHERE, AND HOW PEOPLE PURSUE FITNESS

THE GREAT OUTDOORS IS THE TOP FITNESS LOCATION

GEN POP*



*Commercial gym/health club, gym in apartment building, gym in work building, school/educational institution provided facility, hotel gym

Q: When thinking about your fitness routine, where do you typically engage in fitness? Please select all that apply.



31% of people in the **U.K.** typically engage in fitness at two or more locations. Gen Z (**47%**) and Millennials (**38%**) are more likely to work out at two or more locations than Gen X (**30%**) and baby boomers (**18%**).



Women are more likely than men to work out in their homes (**41%** vs. **30%**), in commercial gyms (**26%** vs. **17%**), or in fitness studios (**7%** vs. **3%**).

Men are more likely than women to work out in outdoor spaces (**55%** vs. **40%**).



Fitness Enthusiasts are more likely to work out at home (**47%**) than Fitness Seekers (**39%**).



Younger generations are more likely to work out in gyms (**58%** of Gen Z and **42%** of Millennials vs. **29%** of Gen X and **16%** of baby boomers) or at home (**45%** of Gen Z and **43%** of Millennials vs. **39%** of Gen X and **24%** of baby boomers).



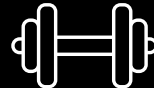







Older generations are more likely to work out outdoors (**56%** of baby boomers, **49%** of Gen X, and **44%** of Millennials vs. **29%** of Gen Z).

Baby boomers are almost twice as likely than Gen Z to exercise outdoors (**56%** vs. **29%** of Gen Z).

*Active UK, n=932

Please note: These groupings reflect the frequency of respondents that chose AT LEAST ONE of those answer choices in a multi-choice question.

...UNLESS YOU'RE A GEN Z GYM-GOER

	 HOME	 OUTDOOR	 GYM	 FITNESS STUDIOS	 SPORTS LEAGUES	 PREFERRED TIME OF DAY	
GEN Z	45%	29%	58%	9%	13%	5PM-8PM (34%)	
MILLENNIAL	43%	44%	42%	7%	10%	Before 9AM, 5PM – 8PM (36%)	
GEN X	39%	49%	29%	4%	5%	5PM – 8PM (39%)	
BABY BOOMERS	24%	56%	16%	0%	9%	9AM–11AM (36%)	

FLOOR EXERCISES, LIKE PILATES AND YOGA, ARE THE MOST POPULAR FITNESS ACTIVITIES

GEN POP*

93%

FLOOR/LOW IMPACT

Barre, mat Pilates, reformer Pilates, sculpting yoga, stretching or foam rolling, meditation, Tai Chi

92%

CARDIO ACTIVITIES

Running or jogging outside, walking outside for exercise, dance cardio class, hiking outside, high-intensity interval training (HIIT), swimming, boxing / kickboxing / martial arts, outdoor rowing in a boat, sports

59%

CARDIO ON EQUIPMENT

Indoor cycling (stationary bike), outdoor cycling, running or jogging inside on a treadmill, walking inside on a treadmill, cardio on an elliptical, cardio on a step machine, walking on an incline on a treadmill inside, indoor rowing on a machine

44%

STRENGTH TRAINING

Strength training with or without equipment

20%

CIRCUIT TRAINING

Bootcamp classes, circuit classes, CrossFit, and/or circuit training (excluding running)

Q: In general, what are the **types of fitness and physical activities** you engage in? *Please select all that apply.*



Walking outside for exercise (**69%**) is the most **common** type of physical activity.



Women are more likely to do low-impact floor exercises (**96%** vs. **91%**), cardio on equipment (**61%** vs. **55%**), strength training (**49%** vs. **40%**), and circuit training (**26%** vs. **13%**) than men.



Younger generations are more likely than older generations to engage in low-impact floor exercises (**98%** of Gen Z, **98%** of Millennials, and **93%** of Gen X vs. **86%** of baby boomers), cardio on equipment (**75%** of Gen Z, **65%** of Millennials, and **60%** of Gen X vs. **45%** of baby boomers), strength training (**61%** of Gen Z, **51%** of Millennials, and **45%** of Gen X vs. **26%** of baby boomers), and circuit training (**29%** of Gen Z and **31%** of Millennials vs. **15%** of Gen X, and **9%** of baby boomers).



Fitness Enthusiasts are more likely than Fitness Seekers to do cardio on equipment (**80%** vs. **56%**) and strength training (**58%** vs. **41%**).

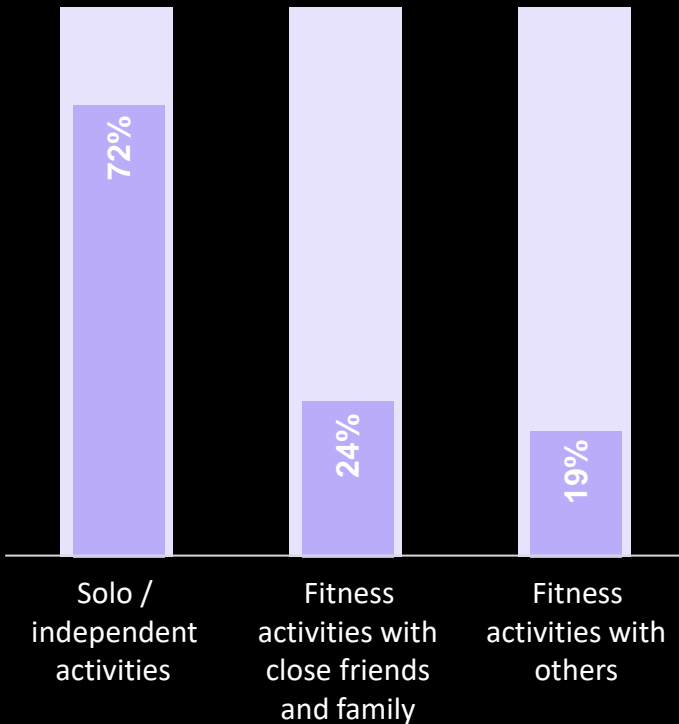
*Active UK, n=932

Please note: These groupings reflect the frequency of respondents that chose **AT LEAST ONE** of those answer choices in a multi-choice question.

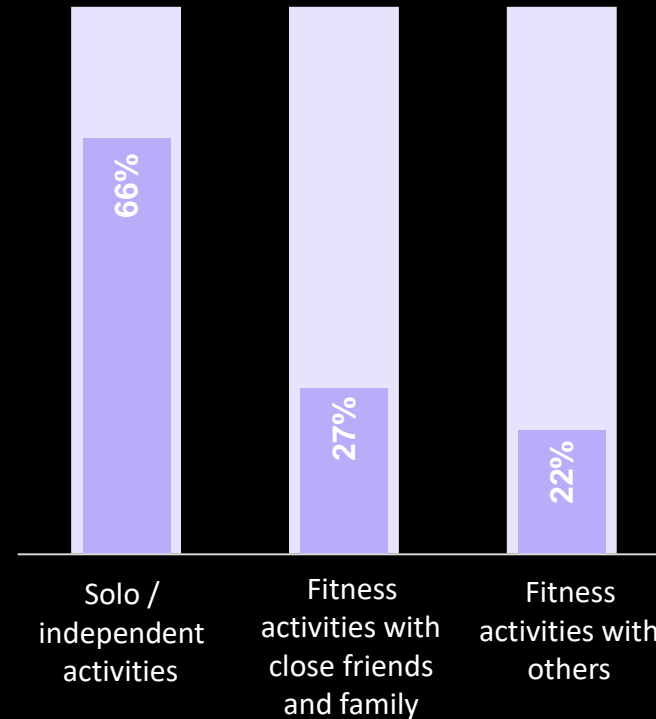
PEOPLE LIKE TO WORK OUT ALONE – WHEN AND WHERE THEY WANT

GEN POP*

My current fitness routine is mostly...*



My ideal fitness routine is mostly...



23% of women participate in fitness activities with others, while only 14% of men agree.



Younger generations are more likely to engage in fitness activities with friends and family, or with strangers (Gen Z, **34%** and **28%**, Millennials, **25%** and **26%**, Gen X, **20%** and **10%**, baby boomers **23%** and **12%**).



Fitness Enthusiasts are more likely than Fitness Seekers to choose to exercise with close friends and family (**39%** vs. **23%**) or strangers (**36%** vs. **17%**).

*Active UK, n=932

BUT PEOPLE'S PREFERENCES EVOLVE OVER TIME

"Over the course of my life, my approach to fitness and physical activities has changed and evolved at various points."

GEN POP

Almost half of UK respondents (45%) say they've rethought their routines in the past 18 months alone.



Women are more likely than men to agree with this statement (68% vs. 56%).



Millennials are most likely to agree with this statement (70% of Millennials, 61% of Gen Z, 59% Gen X, and 55% of baby boomers).



Fitness Seekers (77%) are more likely than **Fitness Enthusiasts (59%)** to agree with the statement.

Q: What are the **biggest moments** and changes in your life that have caused you to **change your fitness and physical activities?**



Getting long COVID completely changed my ability and stamina. I had to change from cardio to resistance training.

Male, Gen X, UK

When I got the chance to go to the gym and I started to notice a positive impact in my physical health and body and it changed my life.

Female, Millennial, UK

Growing older and being unable to run and move as well as I did 20 years ago.

Male, Boomer, UK

Losing a lot of weight was my biggest insecurity. However, now that I've put on weight and I'm constantly at the gym, I changed my mind a lot.

Female, Gen Z, UK

My PTSD has made me rethink a lot of things that could change, and I feel that exercising will and is doing me a lot better.

Other, Gen Z, UK



Majority of reasons include aging, health and physical issues, weight issues, life transitions, such as parenthood and career changes, mental health, and traumatic life events.

SPOTLIGHT



GEN Z

GEN Z IS CREATING ITS OWN UNIQUE PATH FORWARD...

We can learn a lot from Gen Z's behaviors, priorities, expectations, interests, and the overall trends they're setting.



When it comes to their everyday habits, Gen Z are:

- Most likely to **work out in a gym (58%)**, and least likely to exercise **outdoors (29%)** when compared to other generations.
- More likely to work out **in the evening (34%)** and less likely to **work out first thing in the morning (24%)** compared to other generations.

And while mental health and physical health are inextricably linked among all generations, Gen Z's fitness journey is particularly impacted by the mind – for better *and* for worse:

- Over **two thirds of Gen Z (66%)** say **mental factors cause them to increase their exercise**, such as boredom and reduced feelings of loneliness, which is more than Millennials (**59%**), Gen X (**47%**) and baby boomers (**28%**).
- **Gen Z (35%)** are more likely to **decrease exercise frequency due to mental factors**, such as boredom and stress related to political cycles, than older generations (**30%** of Millennials, **21%** of Gen X, **10%** of baby boomers).

...AS AN ANTIDOTE TO LONELINESS



A number of studies have found that Gen Z is deeply impacted by the loneliness epidemic. So perhaps it's no wonder Gen Z is more likely to:

- Want to **participate in fitness with close friends and family (37%)**, compared to Millennials (27%), Gen X (24%), and baby boomers (22%).
- Identify **social media as a motivator** to engage in fitness (32%), compared to Millennials (26%), Gen X (9%), and baby boomers (5%).
- Identify **accountability partners** as an effective **strategy to establish and maintain a consistent fitness routine (20%)**, compared to Gen X (12%) and baby boomers (5%).
- **Say social influences** (e.g., friends, family) leads to an **increase in their fitness engagement (20%)**, compared to Millennials (16%), Gen X (8%), and baby boomers (8%).
- **Prefer to use social media to get information about fitness (44%)**, compared to Gen X (27%) and baby boomers (13%).

GEN Z KNOWS WHAT THEY WANT OUT OF FITNESS

Gen Z wants to **feel confident in their body (36%), attractive (29%), and increase stamina (29%).**

Gen Z is more likely than baby boomers to seek **improved sex endurance (+14%) and increased libido (+9%)** as a **fitness goal for the next year.**

Compared to Gen X and baby boomers, **Gen Z** is more likely to say that **entertainment variety while exercising (+9% to Gen X and +17% to baby boomers)** would **help them in their fitness journey.**

Gen Z is more likely than Gen X and baby boomers to say that **finding workout buddies (+9% to Gen X and +17% to baby boomers)** and **access to nutrition and health professionals (+9% to Gen X and +15% to baby boomers)** as a **way in which apps could help them.**

TOP 5 FITNESS GOALS FOR GEN Z

Feeling confident in their bodies 36%

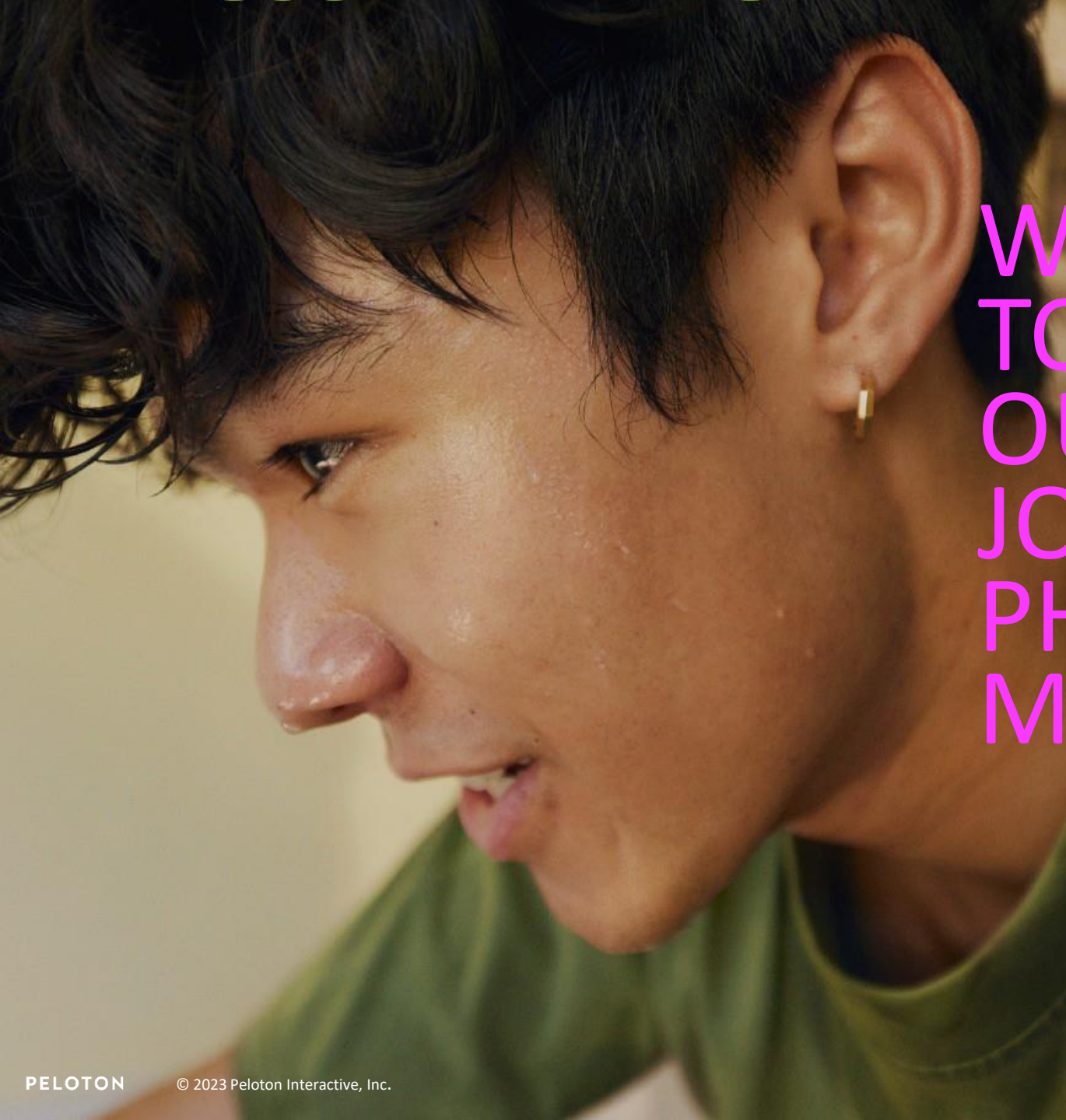
Increase my stamina 29%

Feeling attractive 29%

Improve/manage their mental health 28%

Personal growth 26%

**Fitness goals in the top 5 for Gen Z but not in the top 5 for General Population.*



WHAT WE HOPE
TO ACHIEVE ON
OUR FITNESS
JOURNEY: BETTER
PHYSICAL AND
MENTAL HEALTH

THERE IS A SYMBIOTIC RELATIONSHIP BETWEEN MENTAL STATE AND FITNESS ACTIVITY

MY FITNESS AND PHYSICAL ACTIVITIES AFFECT MY MENTAL / EMOTIONAL STATE

86%

GEN POP

A horizontal bar chart with a purple-to-dark-purple gradient. The bar is 86% full, with the percentage value '86%' displayed above it. The text 'GEN POP' is written inside the bar.

MY MENTAL / EMOTIONAL STATE AFFECTS MY FITNESS AND PHYSICAL ACTIVITIES

84%

GEN POP

A horizontal bar chart with a light purple-to-dark purple gradient. The bar is 84% full, with the percentage value '84%' displayed above it. The text 'GEN POP' is written inside the bar.

BETTER SLEEP, MORE ENERGY, IMPROVED MOOD, AND DECREASED STRESS ARE THE TOP MENTAL BENEFITS



Women are more likely than men to say improved sleep quality (**84%** vs. **66%**), improved mood / mood regulation (**85%** vs. **59%**), enhanced energy levels (**84%** vs. **66%**), reduced depression (**81%** vs. **52%**), and reduced anxiety (**79%** vs. **53%**) are important mental benefits.



Younger generations (85% of Millennials and 72% of Gen Z) are more likely than older generations (**63%** of Gen Z and **35%** of baby boomers) to say increased body confidence is an important mental / emotional benefit of fitness.

Millennials are more likely than other generations to say that decreased stress levels (**87%** vs. **72%** of Gen Z, **71%** of Gen X, and **53%** of baby boomers), improved sleep quality (**85%** of Millennials vs. **71%** of Gen Z, **77%** of Gen X, and **64%** baby boomers), and reduced depression (**84%** of Millennials vs. **70%** of Gen Z, **69%** of Gen X, and **43%** of baby boomers) are important benefits of physical exercise.

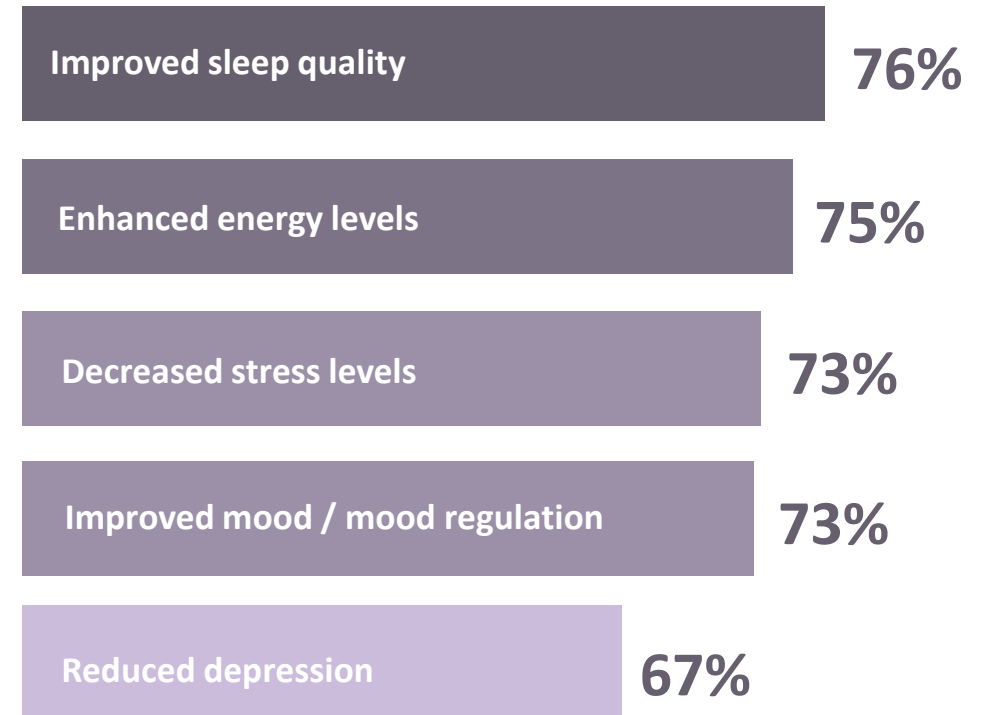


Fitness Seekers are more likely than Fitness Enthusiasts to say enhanced energy levels (**87%** vs. **79%**) and decreased stress levels (**84%** vs. **78%**) are important mental benefits of fitness.

Thinking about the **mental / emotional benefits** of fitness and physical activities...

...**how important** are each of the following to you?

GEN POP



A BETTER QUALITY OF LIFE AND IMPROVED CARDIOVASCULAR HEALTH ARE THE TOP PHYSICAL BENEFITS



Women are more likely than men to say that improved body confidence / perception (**82% vs. 45%**), improved posture (**78% vs. 52%**), strengthened immune system (78% vs. 63%) and improved wardrobe / fitting better in clothes (**75% vs. 37%**) are important benefits of fitness.



Younger generations are more likely than older generations to say improved body confidence / perception (**88%** of Millennials and **71%** of Gen Z vs. **62%** of Gen X and **33%** of baby boomers), improved aesthetic / physique (**75%** of Millennials and **65%** of Gen Z vs. **56%** of Gen X and **31%** of baby boomers), and improved skin (**79%** of Millennials and **61%** of Gen Z vs. **47%** of Gen X and **31%** of baby boomers) are important benefits of fitness.

Millennials are more likely than other generations to say improved overall quality of life (**88%** vs. **81%** of Gen X, **74%** of Gen Z, and **71%** of baby boomers), strengthened immune system (**78%** vs. **70%** of Gen X, **67%** of Gen Z, and **59%** of baby boomers), and improved flexibility (**77%** vs. **74%** of Gen X, **69%** of baby boomers, and **66%** of Gen Z) is an important physical benefit of fitness.

Millennials (83%) and Gen X (82%) are more likely than baby boomers (**71%**) and Gen Z (**68%**) to say that improved cardiovascular health is an important benefit of exercise.

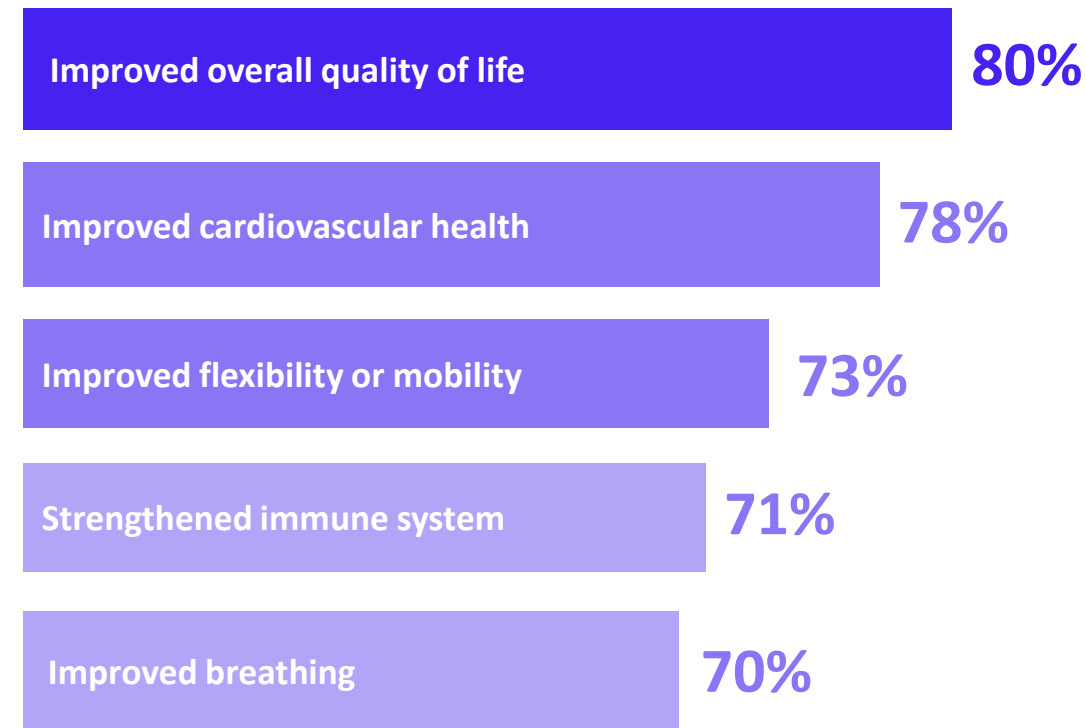


Fitness Enthusiasts are more likely than Fitness Seekers to say pain management (**69% vs. 50%**), improved sex life / endurance (**64% vs. 42%**) increased libido / sex drive (**64% vs. 41%**), and improved dating life (**55% vs. 23%**) are important benefits of fitness.

Thinking about the **physical benefits** of fitness and physical activities...

...**how important** are each of the following to you?

GEN POP



WHILE BEING A BETTER PERSON AND ENHANCED PERSONAL PRODUCTIVITY ARE THE TOP SOCIAL BENEFITS



Women are more likely than men to note the social / external benefits of fitness, such as being a role model for those in their life (65% vs. 32%), reduced feelings of isolation (56% vs. 39%), connection to the environment (50% vs. 43%), and learning from others (49% vs. 33%).



Younger generations are more likely than older generations to say improving their social battery (65% of Millennials and 62% of Gen Z vs. 44% of Gen X and 25% of baby boomers) and reduced feelings of isolation / loneliness (61% of Millennials and 60% of Gen Z vs. 43% of Gen X and 31% of baby boomers), are top social benefits.

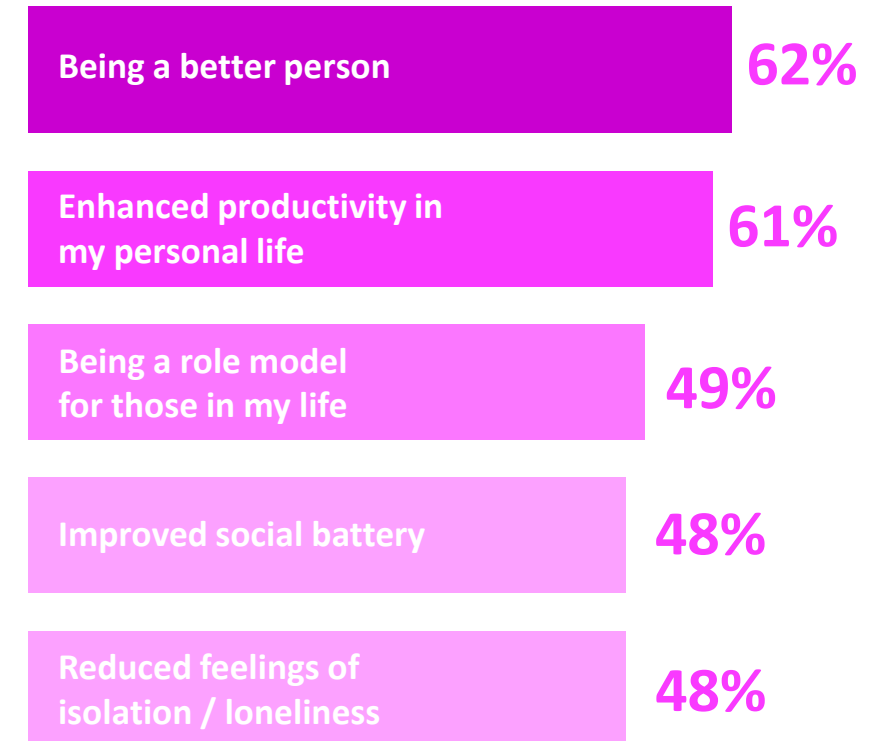


Fitness Enthusiasts are more likely than Fitness Seekers to say feeling more connected to their communities (66% vs. 32%) is a social benefit of fitness.

Thinking about the **social / external benefits** of fitness and physical activities...

...**how important** are each of the following to you?

GEN POP



A close-up, over-the-shoulder view of a person using a Peloton bike. The person's hands are on the silver handlebars. The bike's console is visible, featuring a large screen displaying a woman in a purple outfit riding a Peloton bike. Above the screen is a control panel with a numeric keypad (4-9, 0, CLEAR, ENTER) and a 'QUICK START' button. The bike's frame is black with silver accents. The background is dark and out of focus.

HOW WE MANAGE
OUR FITNESS
JOURNEY:

TECHNOLOGY AND
INFORMATION

SETTING CLEAR GOALS IS THE BEST STRATEGY FOR SUCCESS



Women are more likely than men to say setting clear and achievable goals (**37%** vs. **31%**), tracking progress (**35%** vs. **25%**), engaging in a variety of exercises (**25%** vs. **14%**), having accountability partners (**22%** vs. **10%**), and implementing a reward system (**21%** vs. **11%**), are effective in establishing and maintaining a consistent fitness routine.



Millennials are more likely than Gen Z to say that setting clear and achievable goals (**41%** vs. **25%**) and tracking progress (**40%** vs. **25%**) are effective in establishing and maintaining a consistent fitness routine.

Younger generations are more likely than older generations to say that having accountability partners / communities (**25%** of Millennials and **20%** of Gen Z vs. **12%** of Gen X and **5%** of baby boomers) and creating a home gym (**18%** of Gen Z and **17%** of Millennials vs. **11%** of Gen X and **6%** of baby boomers) are effective methods in establishing and maintaining a consistent fitness routine.



Fitness Seekers are more likely than Fitness Enthusiasts to say that progress tracking (**37%** vs. **24%**), setting clear and achievable goals (**36%** vs. **25%**), and being flexible with your routine (**30%** vs. **19%**), are effective in establishing and maintaining a consistent fitness routine.

Q: What **strategies or methods** have you found to be effective, or do you believe would be **effective** in establishing and maintaining a **consistent fitness routine**? *Please select all that apply.*

GEN POP



AND APPS HELP PEOPLE TRACK PROGRESS & ACHIEVE THEIR GOALS



Women are more likely than men to believe that fitness apps can support them in making it easier to track their progress (**40%** vs. **29%**), helping them build a personal fitness routine (**38%** vs. **26%**), and celebrate their progress (**30%** vs. **14%**).



Younger generations are more likely than the older generations to say that fitness apps can support them by helping them integrate a fitness schedule into their daily life (**29%** of Gen Z and **37%** of Millennials vs. **21%** of Gen X and **18%** of baby boomers).

Gen X is more likely than other generations to say that fitness apps can support them by building fitness routines they can stick to (**38%** vs. **34%** of Millennials, **27%** of Gen Z, and **24%** of baby boomers)



Fitness Seekers are more likely than Fitness Enthusiasts to say that fitness apps can support them by providing more cost-effective solutions (**47%** vs. **26%**) and making it easy to track progress (**43%** vs. **29%**).

Q: What are the most effective ways fitness apps can help to **empower / support your engagement** in fitness and physical activities? *Please select all that apply.*

GEN POP



SMART EQUIPMENT AND AI AND BIOMETRIC TOOLS ARE GAINING SPEED...



44% of UK respondents would consider using integrated health / fitness platforms to improve their fitness engagement, followed by smart equipment (**43%**), AI powered personalisation (**42%**), recovery tools (**42%**) and biometric measurement tools (**42%**).

Biometric clothing (**56%**) and virtual reality / augmented reality (**56%**) are the top tools people would not consider using in the future.



Women are more likely than men to consider using wearable fitness trackers (**63% vs. 39%**) and using fitness apps (**55% vs. 24%**).

Men are more likely than women to say they would not consider using smart equipment (**59% vs. 27%**), online training platforms (**45% vs. 25%**), or fitness apps (**44% vs. 15%**) to improve their fitness engagement.



Younger generations are much more likely than older generations to use technology, such as Fitness Apps (**62%** of Millennials and **52%** of Gen Z vs. **32%** of Gen X and **17%** of baby boomers) and online training platforms (**34%** of Millennials and **32%** of Gen Z vs. **14%** of Gen X and **6%** of baby boomers), to improve their fitness engagement.

Q: What technological tools / aids have you used, or would you consider using to improve your fitness engagement?

GEN POP	Currently use	Would consider	Would not consider
Wearable fitness trackers (e.g., Fitbit, Apple Watch, etc.)	52%	29%	20%
Fitness apps (e.g., MyFitnessPal, Peloton App, Nike Training Club, etc.)	40%	31%	29%
Nutrition apps (e.g., meal planning, calorie tracking)	30%	36%	33%
Smart equipment (e.g., smart treadmills, personalised stationary bikes)	23%	43%	34%
Recovery tools (e.g., massage devices)	23%	37%	41%
Social fitness apps (e.g., connect with friends, friendly fitness challenges)	21%	33%	34%
Integrated health / fitness platforms (e.g., all in one: fitness, nutrition, sleep, mental health)	20%	37%	42%
Online training platforms (e.g., on-demand workouts with personal trainers)	20%	42%	39%
Biometric measurement tools (e.g., body composition, muscle quality)	15%	42%	43%
Virtual reality / augmented reality (e.g., Oculus, Meta Quest, etc.)	9%	42%	49%
AI-powered personalisation (e.g., personalised workout and nutrition recommendations)	8%	35%	56%
Biometric clothing (e.g., embedded sensors that track data)	7%	37%	56%

SOCIAL MEDIA & FRIENDS AND FAMILY ARE KEY INFLUENCES...BUT **YOUTUBE** IS THE TOP SOURCE OF INFORMATION



More than half of all **UK respondents (56%)** said they feel overwhelmed by the amount of fitness information, which some said can lead to confusion.



Social media is the primary source of fitness information for **women (50%** vs. **18%** for men), while YouTube channels / videos were the primary source for **men (32%** vs. **40%** for women).

Women are more likely than men to get fitness information from a variety of sources such as fitness apps / platforms (**33%** vs. **16%**), fitness influencers / creators (**25%** vs. **6%**), and professional trainers / coaches (**16%** vs. **8%**).

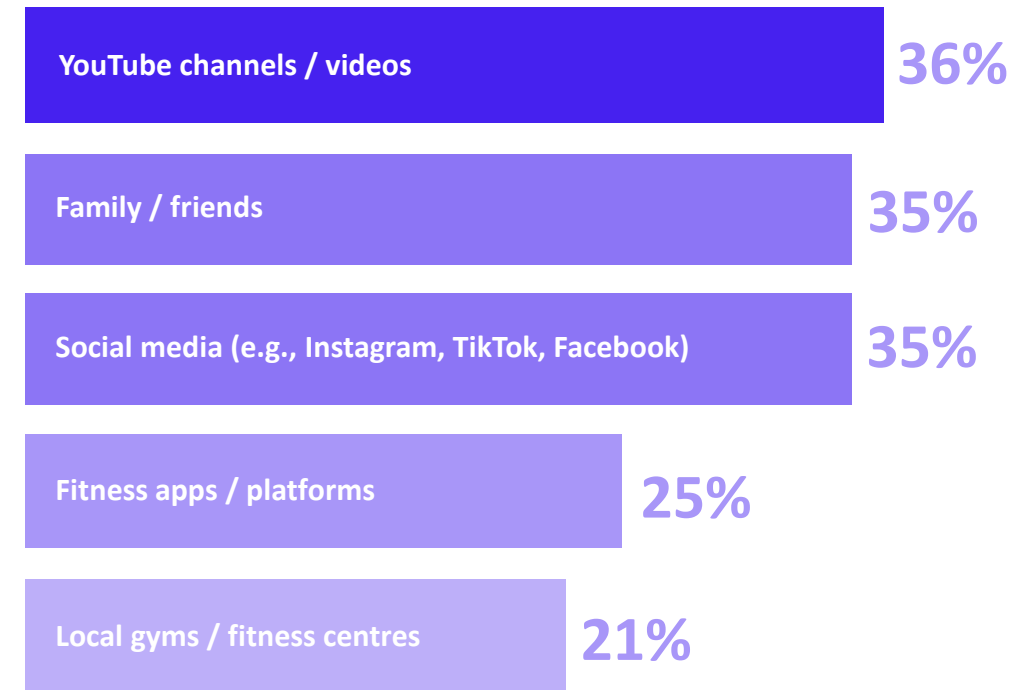


Younger generations (55% of Millennials and **44%** of Gen Z) are more likely to typically get information from social media than older generations (**27%** of Gen X and **13%** of baby boomers).

Millennials are most likely to get their fitness information from family / friends (**42%** vs. **33%** of Gen X, **32%** of Gen Z, and **31%** of baby boomers), fitness apps / platforms (**40%** vs. **26%** of Gen Z, **20%** of Gen X, and **11%** of baby boomers), fitness influencers / creators (**28%** vs. **23%** of Gen Z, **9%** of Gen X and **2%** of baby boomers).

Q: When thinking about fitness and physical activities, where do you typically **get information**? *Please select all that apply.*

GEN POP



REDUCED STRESS AND REDUCED FEELINGS OF ISOLATION ARE VIEWED AS THE TOP BENEFIT OF PROMOTING FITNESS IN ONE'S COMMUNITY



Women are more likely than men to say that reduced feelings of isolation / loneliness (42% vs. 28%), social bonding / increased sense of belonging (35% vs. 24%), and increased inclusivity and diversity (30% vs. 17%) are benefits to promoting fitness in their communities.

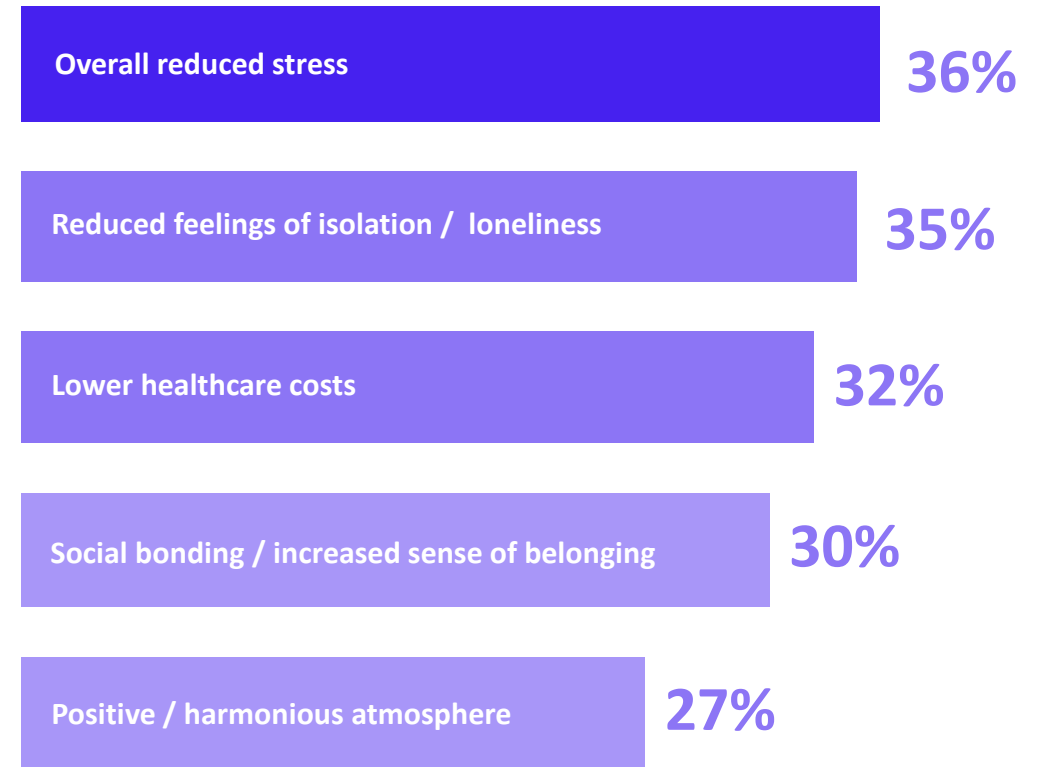


Millennials are most likely to say that reduced feelings of loneliness is a benefit to promoting fitness in their communities (42% vs. 33% of Gen X, and 29% of Gen Z and baby boomers).

Millennials are more likely to say that increased inclusivity and diversity is a benefit to promoting fitness in their communities, compared to the other generations (33% vs. 21% of Gen X, 19% of Gen Z, and 15% of baby boomers).

Q: What do you believe would be the benefits to your community of fostering / promoting fitness? Please select all that apply.

GEN POP



SPOTLIGHT

SPOTLIGHT



SPOTLIGHT

**SPOTLIGHT:
INCLUSIVITY
MATTERS**

MIND/BODY BENEFITS AREN'T EXCLUSIVE TO ANY ONE POPULATION



Motivated to engage in fitness by the promise of **better physical health**



Motivated by the promise of **better mental health**



GEN Z RESPONDENTS HAVE THE MOST POSITIVE RELATIONSHIP WITH FITNESS



Nearly two thirds (**64%**) of **UK respondents** agree that people with their background tend to have a positive relationship with fitness and physical activity.



Gen Z are most likely to believe that people with their background have a positive relationship with fitness (**74%** of Gen Z vs. **66%** of Millennials, **62%** of Gen X, and **58%** of baby boomers).

Top 2 Box: "Strongly agree" or "Somewhat agree"

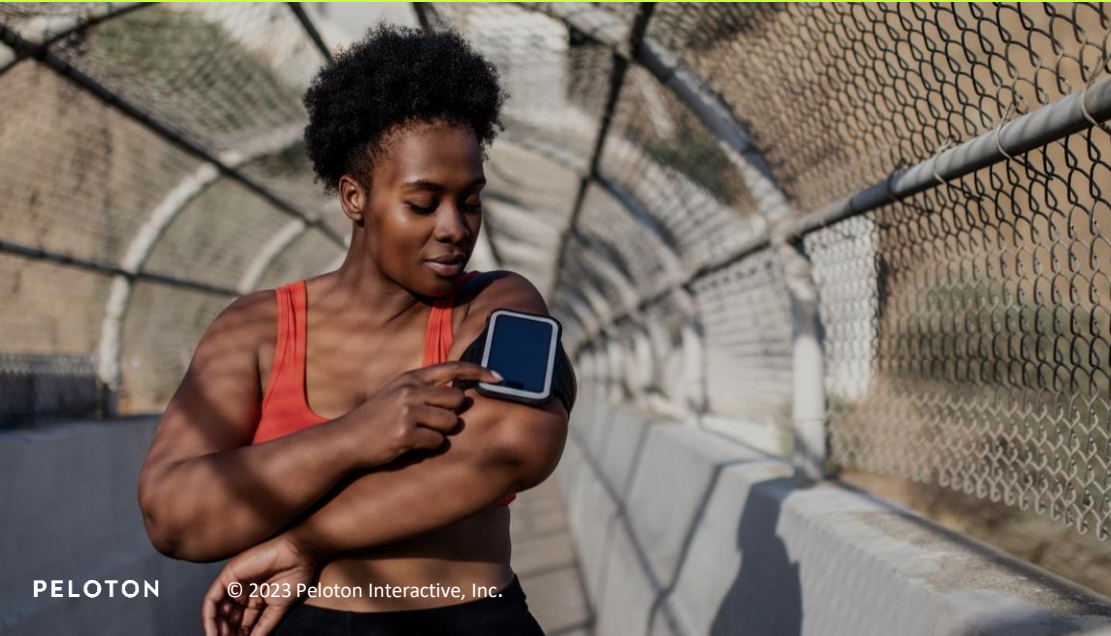
THE FITNESS INDUSTRY HAS WORK TO DO, BUT IS SEEN AS MAKING PROGRESS



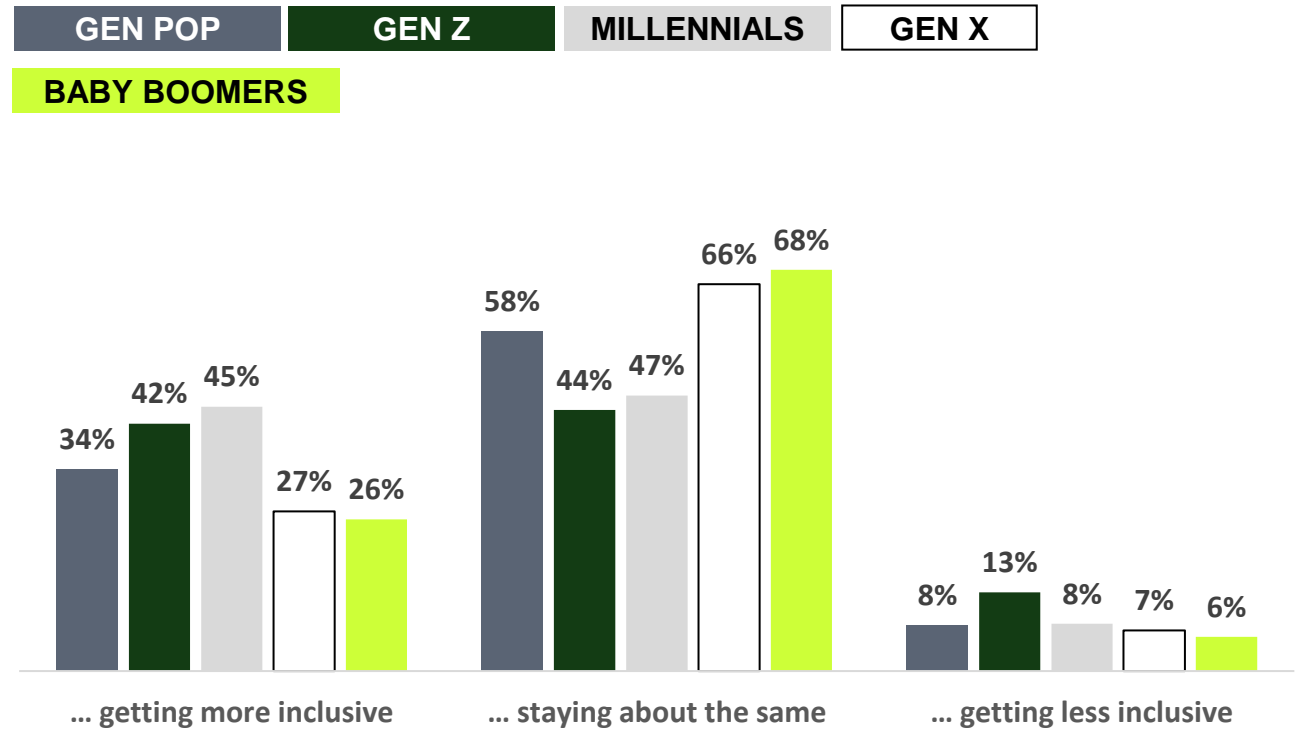
Women (40%) are more likely than men (29%) to say the industry is getting more inclusive.



Younger generations are more likely than older generations to believe the industry is getting more inclusive (42% of Gen Z and 45% of Millennials vs. 27% of Gen X and 26% of baby boomers).



Thinking about **inclusivity** in the **fitness industry** during the last few years, the industry is generally...



Top two boxes: "Strongly agree" or "Somewhat agree"

PELOTON IS COMMITTED TO BRINGING FITNESS TO **ANYONE,** **ANYWHERE**

That's why we'll continue listening to people's feelings about inclusivity in the fitness industry, learn from them, and take action to improve their experiences - holding ourselves accountable every step of the way.

We asked respondents, "What does 'inclusive fitness' mean to you?" Here is what they had to say:

"Fitness that meets the needs of everyone and includes everyone no matter their gender, race, religion, sexuality, etc."

Female, Gen Z, Arab, Middle Eastern, or North African, UK

"To me, inclusive fitness means creating an environment where everyone feels welcome and included in fitness and physical activities, regardless of their age, gender, ability, or background. It's about embracing diversity and making sure that everyone has equal opportunities to participate and thrive in their fitness journey."

Non-Binary, Millennial, Asian, UK

"Allowing different people to exercise without judgement."

Female, Gen X, Black British, UK

"'Inclusive fitness' means engaging in fitness and physical activities that are accessible, welcoming, and beneficial for people of all backgrounds and abilities. It's about creating an inclusive and supportive environment where everyone can participate and thrive in their fitness journey."

Female, Millennial, Black British, UK

"I think it means a program of fitness that is design for an individual person."

Female, Gen X, Black British, UK

"Inclusive fitness refers to a system that allows all to participate in fitness activities, regardless of their starting point, having a fitness plan that builds from their starting point"

Male, Gen X, White, UK

"Fitness accommodating people of all backgrounds and fitness levels."

Male, Gen Z, Black British, UK

"Making fitness benefits available to all. By providing free / affordable fitness programs that multi generations can enjoy together"

Male, Baby Boomer, White, UK

"It means an industry that strives to incorporate all races, genders, ethnic minorities and all backgrounds"

Male, Baby Boomer, White, UK

"People of all backgrounds, shapes, sizes, ages, ethnicity can work out when they want, where they choose, and how they feel most comfortable"

Female, Millennial, White, UK

THE END