

A grayscale photograph of a person in athletic wear stretching on a wooden boardwalk. The person is in the foreground, with their back to the camera, arms raised and hands clasped behind their head. In the background, there is a calm body of water, likely a lake, with a line of trees on the far shore. The sky is filled with soft, wispy clouds, and the sun is low on the horizon, creating a warm, golden glow. The overall mood is peaceful and active.

provoke

insights

Fitness/Exercise:
Fall 2021 Trends



Background & Objectives

Since the start of the pandemic in March 2020, new trends have emerged, and consumers have modified their behaviors.

As the environment changes, brands now need to understand consumer purchasing habits and trends that impact their industry.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers. The study covers multiple industries, including fitness and exercise.



Methodology

Provoke Insights conducted a 15-minute survey among 1,504 Americans between the ages of 21 and 65. The study was in-field from September 22nd to September 28th, 2021.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).¹

Results based on this sample have a maximum margin of sampling error of $\pm 2.5\%$ at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

Overview



Since the start of the pandemic, a fifth of Americans have been exercising more. Those employed at companies with a hybrid model are working out more frequently. Not surprisingly, people working a mix of at home and in the office claim they are in better shape now than they were pre-pandemic. These individuals find that video classes (e.g., Zoom or Peloton) are as beneficial as going to the gym.



Others who state they are working out more include Hispanics, those who are affluent, those in urban areas, Millennials, Democrats, and parents. People who are exercising more often are also more concerned about COVID-19 impacting their health. However, compared to the rest of Americans, they are significantly happier.



Thirteen percent of Americans have purchased fitness gear in the last month. Asians, those who are more affluent, and Millennials have a higher propensity for buying these items.



Over a quarter of Americans are comfortable going inside a gym to work out. Men, African-Americans, Republicans, younger generations, and parents tend to be more at ease visiting these facilities.

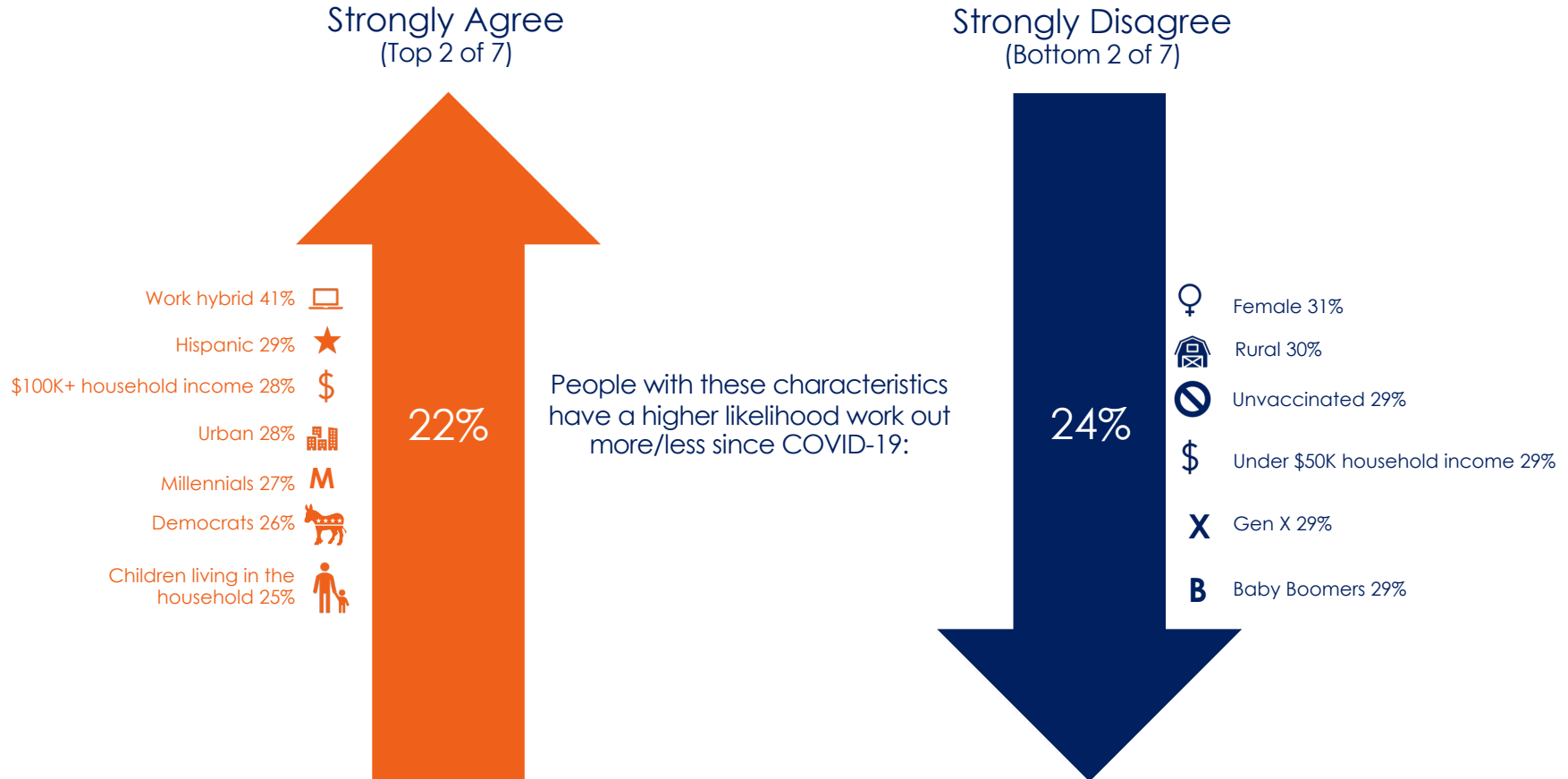


COVID-19 has also prevented other cohorts from workouts. Women, those living in rural areas, unvaccinated, lower-income, are older cohorts are more often disagreeing that they are exercising out more.

Frequency of Working Out

Those who are working via a hybrid model are much more likely to have increased their exercise frequency.

Working Out More:



In Better Shape Now vs. Pre-COVID

People currently working in a hybrid model are significantly more likely to say they are in better shape now than pre-COVID.

19%

Strongly Agree
(Top 2 of 7)



Those significantly more likely to be in shape:



Work hybrid **36%**



Males **25%**



Hispanic **24%**, Black **24%**



Democrats **24%**



Millennials **23%**



Urban **23%**



\$100K+ household income **23%**

vs.

24%

Strongly Disagree
(Bottom 2 of 7)



Those significantly more likely to agree that they are NOT in shape:



Females **33%**



Under \$50K household income **30%**



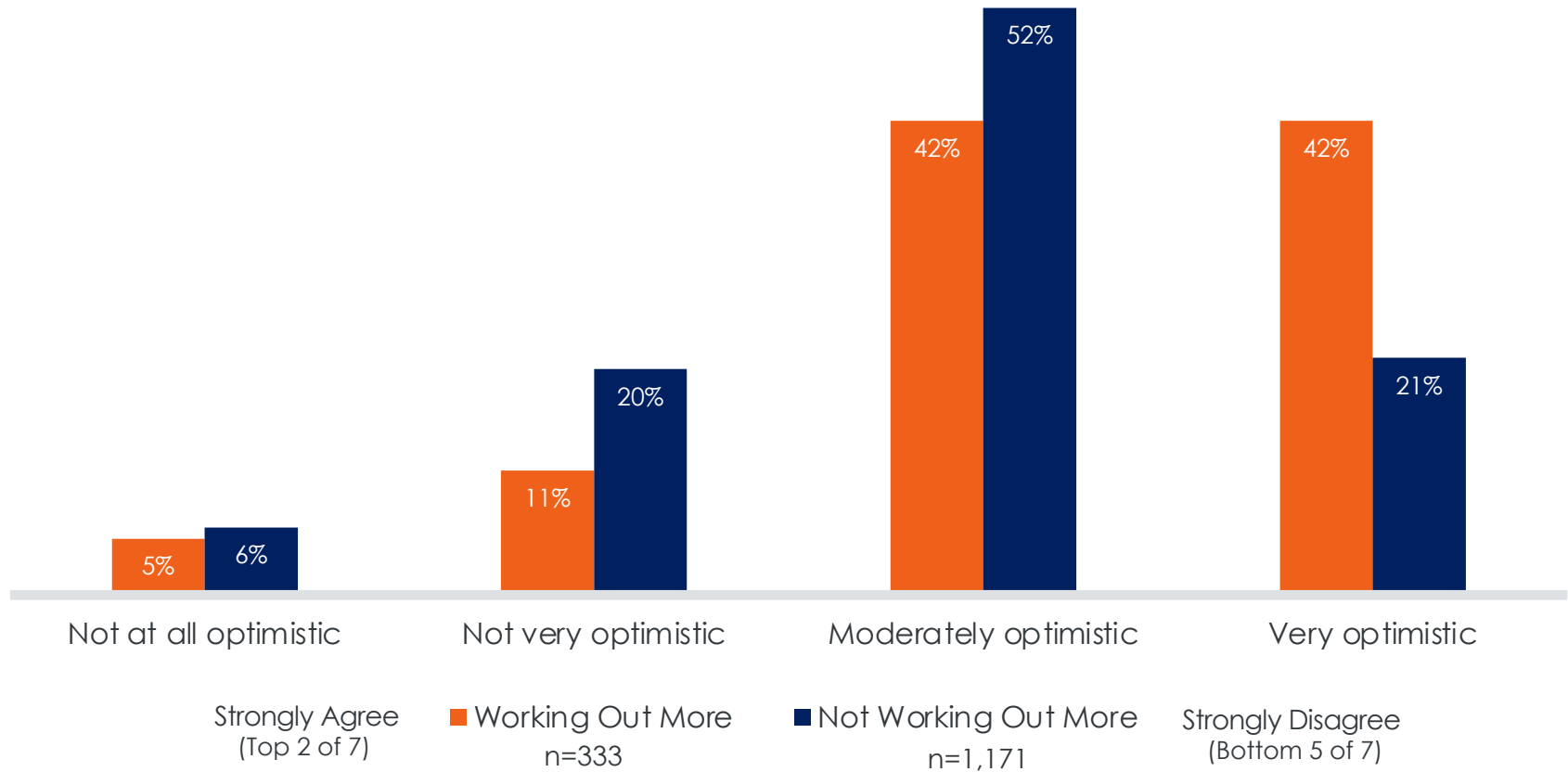
Rural **29%**



White **26%**

Optimism & Working Out 😊

During COVID-19, optimism and working out correlate with each other. Those who exercise more during the pandemic are happier.



Concerned About Health & Working Out

Americans who are working out more during the pandemic are more concerned about COVID-19 impacting their health.



Who is Purchasing Fitness Gear?

Asians, those with a higher household income, and Millennials are more likely to have purchased fitness gear in the last month.

13%
Bought exercise
gear in the last
month



People with these characteristics are significantly more likely to purchase fitness gear:



Asian **19%**



\$100K+ household income
17%



Millennials **17%**

Working Out via Video is as Beneficial as the Gym (e.g., Peloton, Zoom)

Those who work in a hybrid model most often believe that using videos such as Zoom or the Peloton is as beneficial as going to a gym.

19%

Strongly Agree
(Top 2 of 7)



Significantly more likely to say working out via video is just as beneficial as the gym



Work hybrid **30%**



Black **29%**



Millennials **23%**



Urban **23%**



Democrats **23%**

VS.

27%

Strongly Disagree
(Bottom 2 of 7)



Significantly more likely to say working out via video is NOT just as beneficial as the gym



Baby Boomers **36%**



Republican **32%**



Gen Z **36%**



No children **31%**

Comfortable Working Out at Gyms

Only 28% of Americans are comfortable exercising indoors at gyms. Men, Republicans, and those who are younger say they are fine working out at these facilities.

28%

Strongly Agree
(Top 2 of 7)



People with these characteristics are significantly more likely to be comfortable working out at gyms:



Males **35%**



\$100K+ household income **35%**



Black **34%**



Republicans **34%**



Millennials **34%**



Gen Z **34%**



Children living in the household **32%**

Respondent Overview

Gender



52%
Female



48%
Male

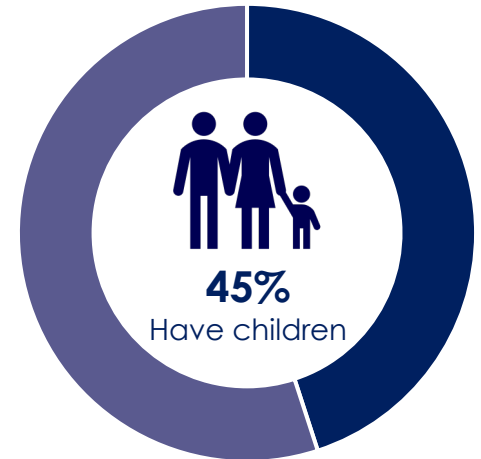
Generation

42 years old
Average Age

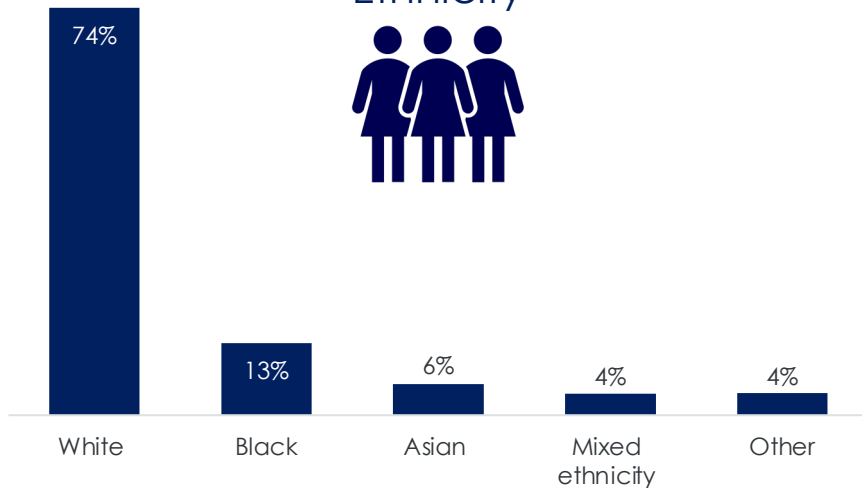


M 43% Millennials	X 33% Gen X
B 18% Baby Boomers	Z 6% Gen Z

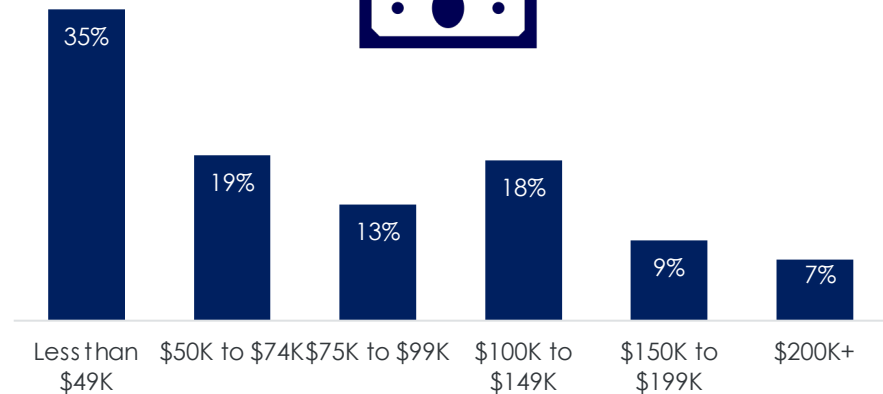
Parental Status



Ethnicity



Household Income



Respondent Overview (Continued)

Vaccinated



68%

Vaccinated



30%

Unvaccinated

2% Prefer not to say

Region



44% South



22% Midwest

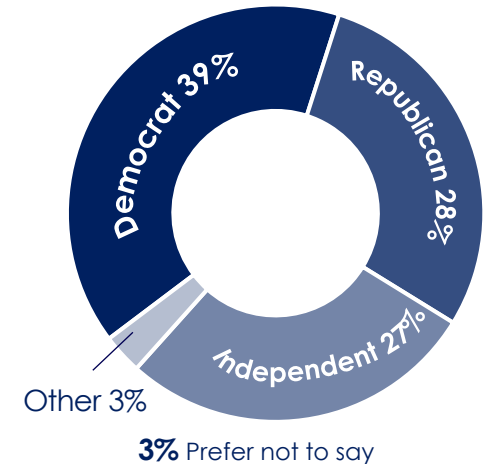


17% Northeast

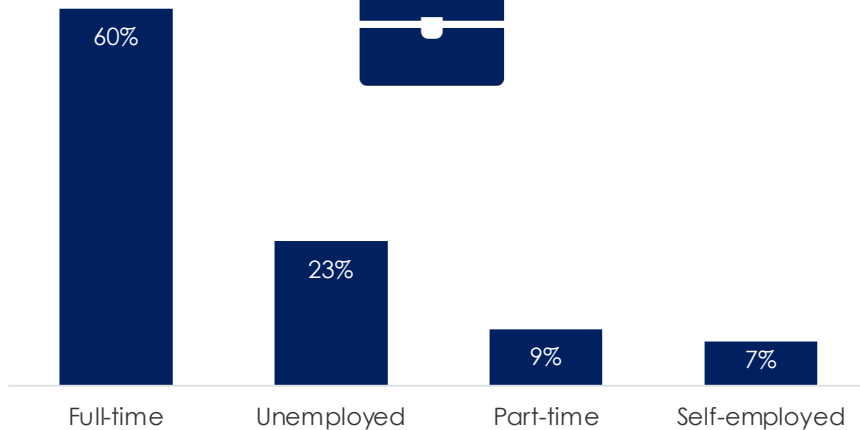


17% West

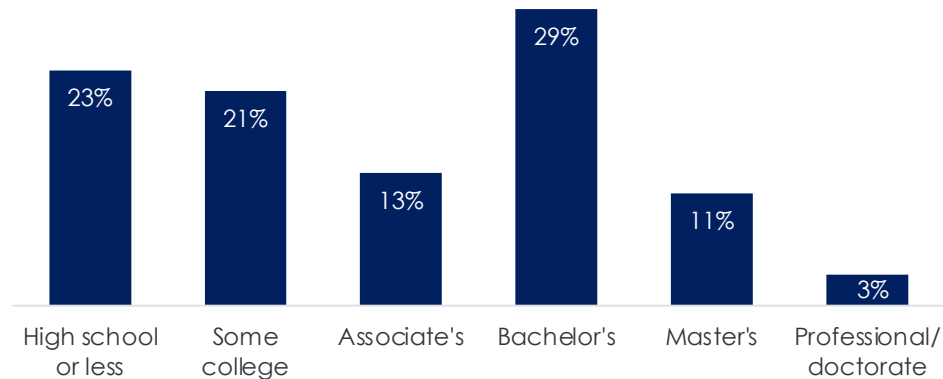
Political Party



Employment Status



Highest Level of Education



About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding**, **advertising**, and **content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to breeda@provokeinsights.com.