



provoke

insights

Fitness: Brand Loyalty
Spring 2022



Background & Objectives

In today's increasingly digital world, it has become easier for brands to increase consumers' awareness. However, this is useless without loyal customers.

Understanding brand loyalty and consumer mindsets is vital in helping brands manage and grow in today's ever-changing markets.

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 and their loyalty to brands. The study covers multiple industries, including fitness.



Methodology

Provoke Insights conducted a 15-minute survey among 1,500 Americans between the ages of 21 and 65. The study was in-field from March 1st to March 10th, 2022.

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.

Overview



Who's Buying Fitness Gear?

Fitness buyers tend to be higher-income, have children, and be employed full-time. Despite being more optimistic than the average American, they are slightly more worried about the pandemic's impact on their health.



More Online Purchasing

Fitness purchasers are split between online and in-store when it comes to where they recently purchased their exercise gear. This cohort is unlikely to purchase fitness gear directly from the brand's website compared to e-Commerce sites.



Brand Loyalty

Compared to other industries, consumers are less loyal to one brand. They are more open to purchasing multiple brands in the fitness category.

A group of people are practicing yoga in a bright, airy studio. They are sitting on mats in a row, with their hands resting on their knees in a meditative pose. The background is softly blurred, showing more people and large windows that let in natural light. A dark blue rectangular box is overlaid on the left side of the image, containing the title text in white.

Overall Fitness Habits & Buying Behavior

Americans Are Active



51%

exercise as a
hobby



31%

camping/hiking
as a hobby



23%

bike as a hobby



13%

play golf as a
hobby



1 in 10 (12%) of Americans
Purchased Fitness Gear in the Last
Month [-1% from 2021]



Who's Buying Fitness Gear?



Employed full-time **70%** vs. 63%



Optimistic about the future **87%** vs. 70%



Have children **57%** vs. 33%

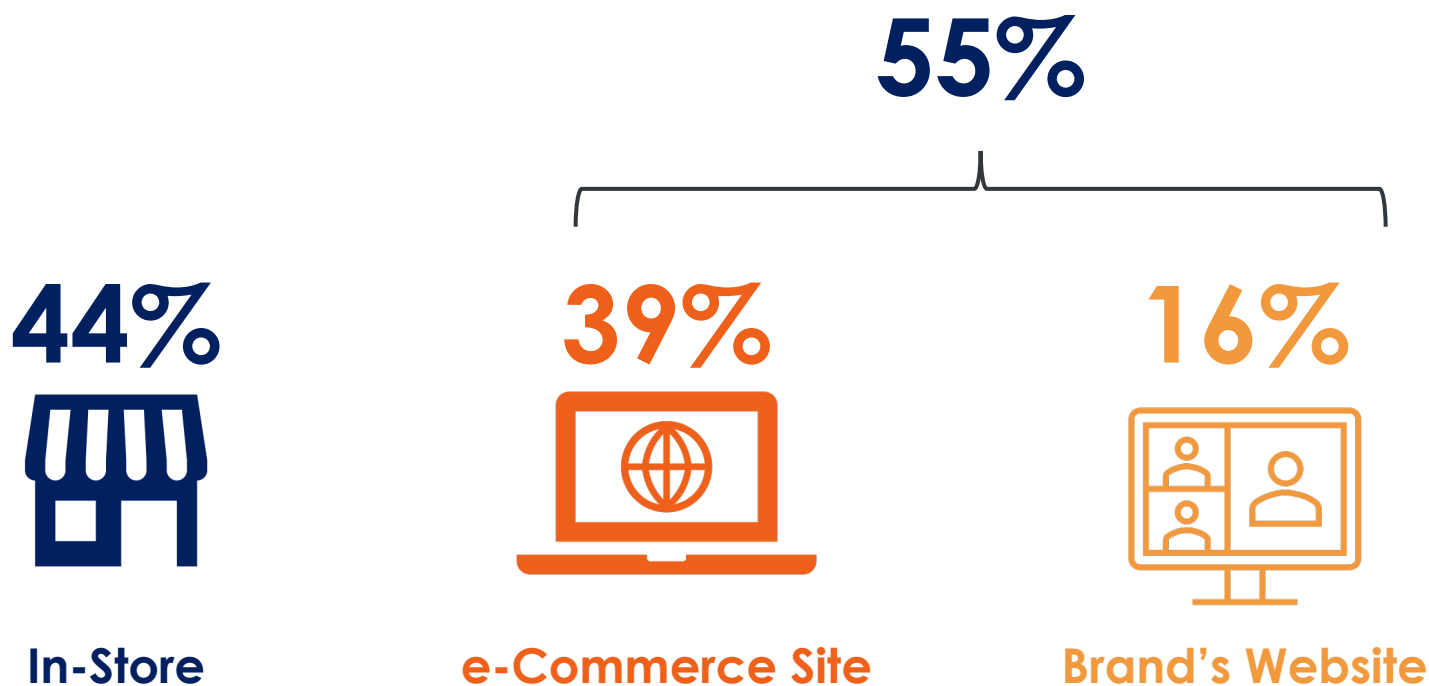


Household income of \$100K+ **44%** vs. 32%



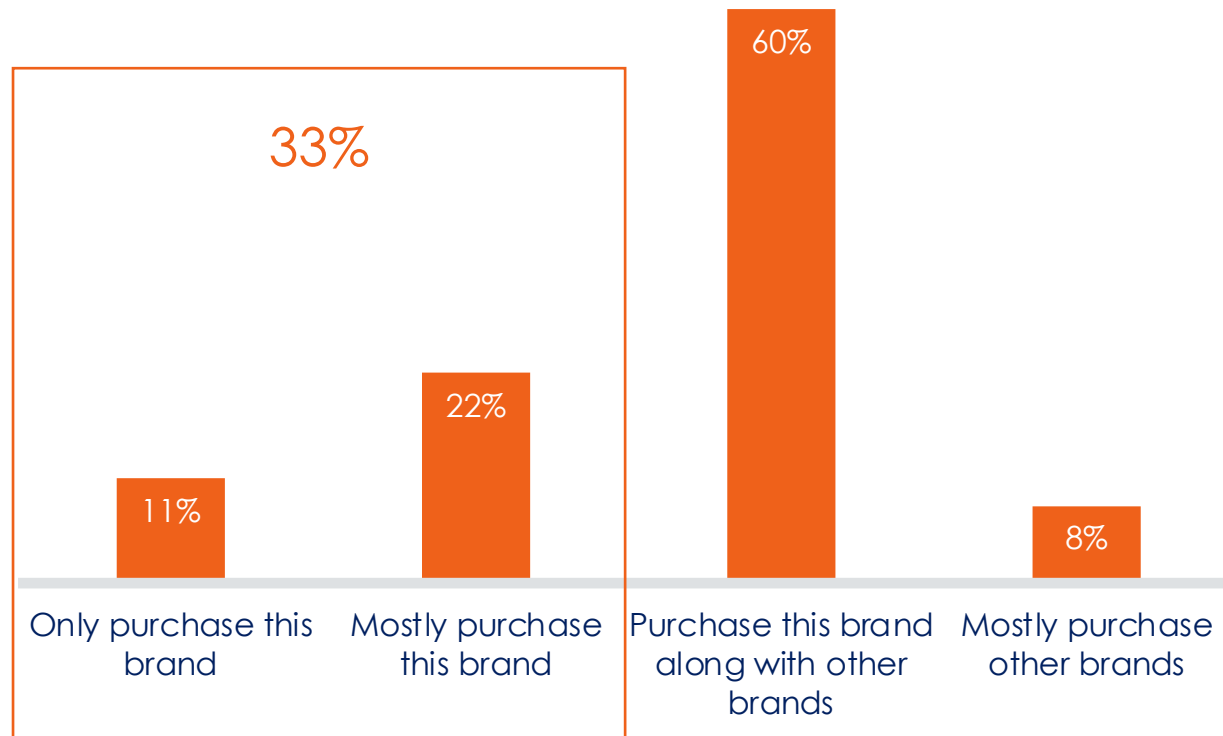
Concerned about impact of COVID on personal health **46%** vs. 41%

More Americans are Purchasing Fitness Gear Online



**1% other method*

While Some are Loyal, Most Consumers are Open to New Fitness Brands



Consumers are Less Loyal to the Fitness Category.

The loyalty score is calculated by the mean overall industry score minus the individual category score.

Industry		Loyalty Score
1	Automobiles	14.31
2	Major appliances	12.61
3	Airline	11.11
4	Cruise line	9.01
5	Power tools	7.71
6	Skincare	6.11
7	Electronics	6.01
8	Fine jewelry/watches	2.41
9	Beauty supplies	2.51
10	Hotel	-7.19
11	Fitness gear	-8.39
12	Furniture	-9.39
13	Outdoor gear	-11.89
14	Apparel	-15.99
15	Toys	-19.99

Respondent Overview

Gender



53%
Female



47%
Male

Generation

44 years old
Average Age



Z

7% Gen Z

X

34% Gen X

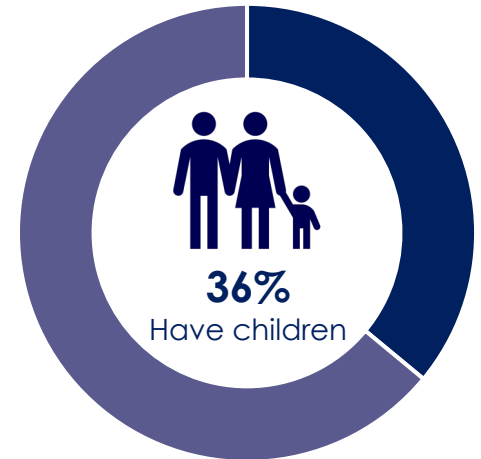
M

38% Millennials

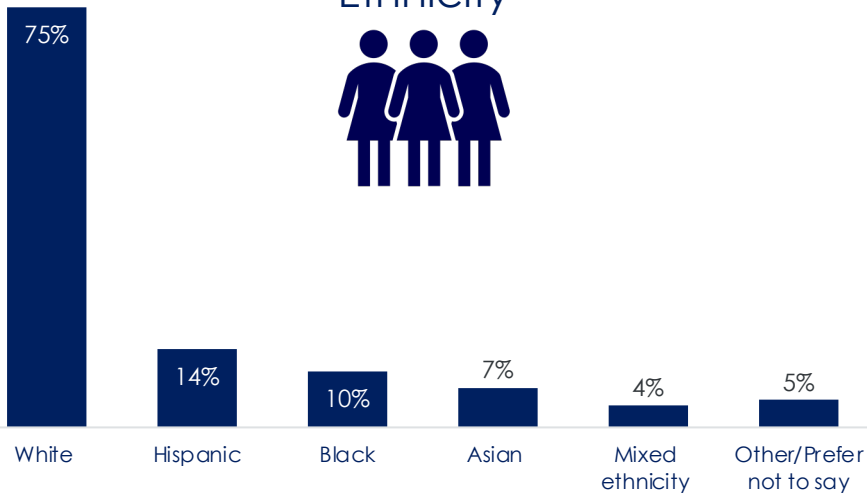
B

21% Baby Boomers

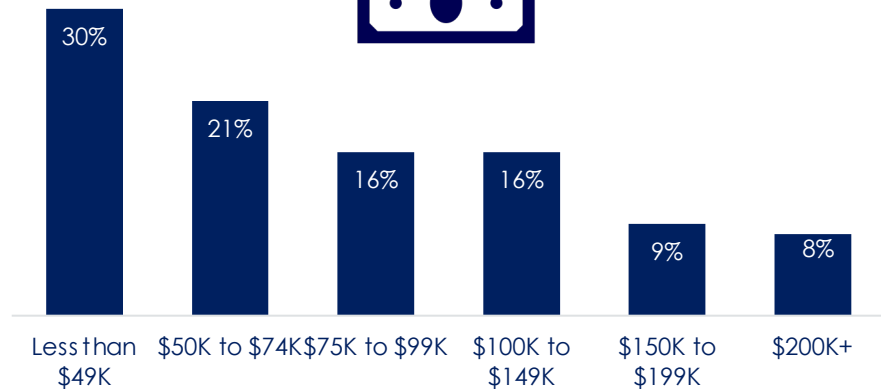
Parental Status



Ethnicity



Household Income



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.