

THE PELOTON REPORT



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METHODOLOGY

HOW

Online Survey

WHEN

August 31st - September 13th 2023

WHERE

Conducted in the US

WHO

A representative cross section of the US with a sample size of *n*=1013

Additionally, we obtained "OverSamples": Hispanic/Latinx community (n=1008) Black/African American community (n=1027) Gen Z Americans (n=506) "Fitness Enthusiasts" (n=502)



INTRODUCTION

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.

It is a journey that impacts – and is impacted by – people's physical and mental health, as well as their communities both online and in real life. A journey that evolves over time as people get older, as lives move in new directions, as health and bodies change, and as careers and aspirations grow and evolve.

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 to gain insights into the support and resources people need to achieve their goals. Our purpose in conducting this study was straightforward: we wanted to better understand how fitness impacts us physically, mentally, and socially. We wanted to discover how people are navigating the growing volume of advice, opinion, and technology. And we wanted to learn how we could inspire people to become the best version of themselves anytime, anywhere.

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

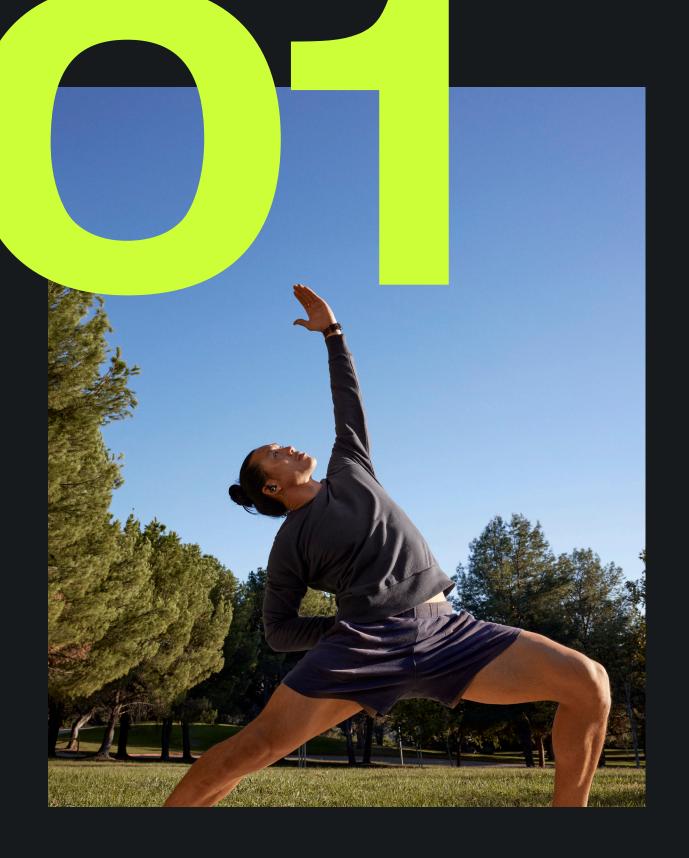
What people hope to achieve along their fitness journey

How people manage their fitness journey: technology and information

We also shine a spotlight on how Gen Z takes a different approach to fitness and analyze whether our fitness environments are as inclusive and welcoming as they could – and should – be with Black/ African American and Hispanic/LatinX exercise enthusiasts and consumers.

And while we confirmed no fitness journey is exactly the same, our report reveals these journeys have something profound in common. That connection? Regardless of generation or race, nearly nine in 10 say their fitness journeys impact their mental and emotional state as significantly as their mental and emotional state impacts their fitness journeys.

We believe this finding illustrates a virtuous circle of body and mind, one that holds the potential to transform how people nurture their well-being, as well as how all of us understand the interdependence between the physical and mental aspects of fitness. This virtuous circle is a powerful reminder that fitness is about so much more than the physical. It is increasingly about self-care, community, and connection.



WHAT FUELS A FITNESS JOURNEY: MOTIVATION

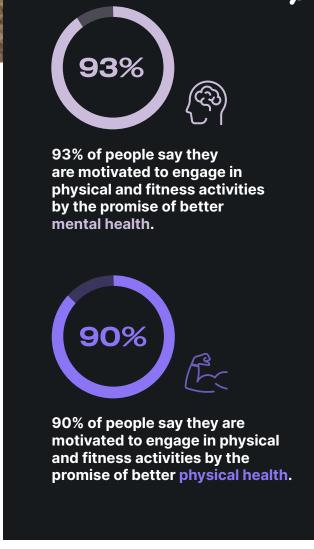


The mind/body connection.

While **90**% of people say they are motivated by the promise of better physical health, an astounding **93**% say they are motivated by the promise of better mental health – an important insight that challenges conventional thinking about what drives people to pursue fitness. It's not only physical factors, but also – and even more so – mental factors that compel people forward on their fitness journey.

In fact, the data shows that when people pursue fitness they feel better physically which, in turn, makes them feel better mentally, which, in turn, makes them feel better physically, which... Well, you get the idea.

This symbiotic relationship not only fuels the journey, but redefines the very nature and *purpose* of the journey. It also reframes how we should think about what people are trying to achieve as they move forward on their fitness journey throughout their lives.



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GENERATION GAP



Millennials are more likely than Gen Z, Gen X, and Baby Boomers to say they decrease their frequency of exercise due to extreme weather patterns.

GENDER DIFFERENCES 💆 🚫

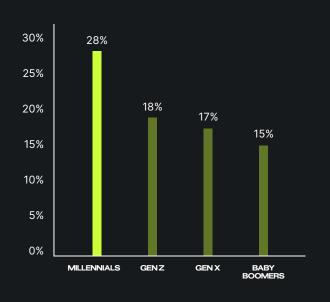


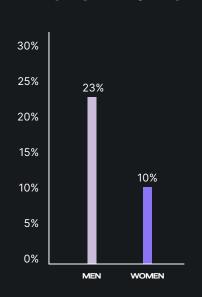


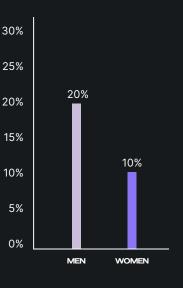
Men are more than twice as likely than women to increase their exercise frequency in order to improve sex endurance and to increase libido.

IMPROVE SEX ENDURANCE



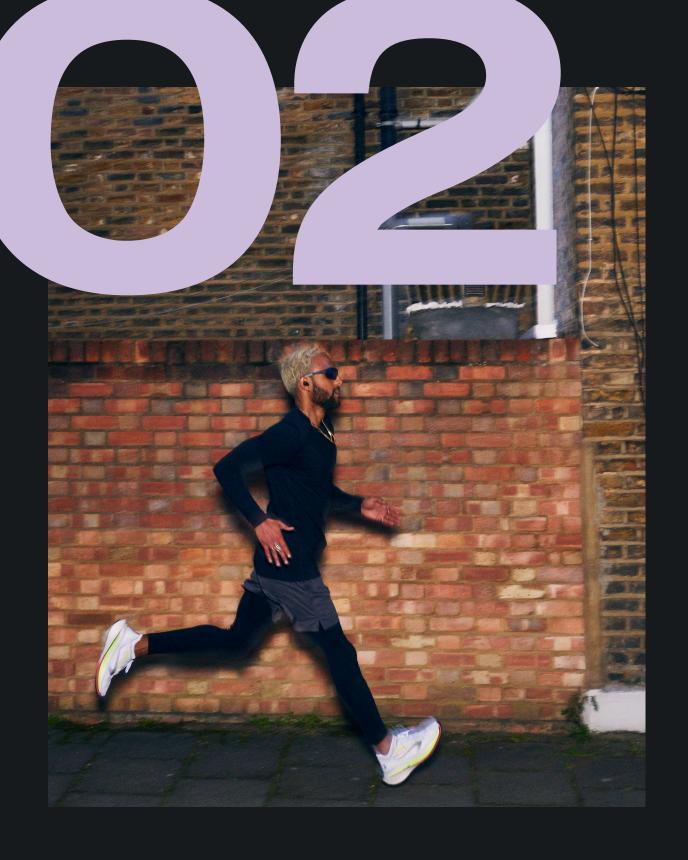






Another thing about motivation? It's complicated.

For instance, even though 80% of people are most likely to increase their fitness due to physical factors - such as health concerns and injuries, training for an event; wanting a better physique, a more robust libido, and longer sexual endurance – almost **60%** say physical factors are the primary reason they decrease their fitness activities, as well. Circumstances like health conditions and injuries both motivate people to pursue fitness and prevent people from pursuing fitness.



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



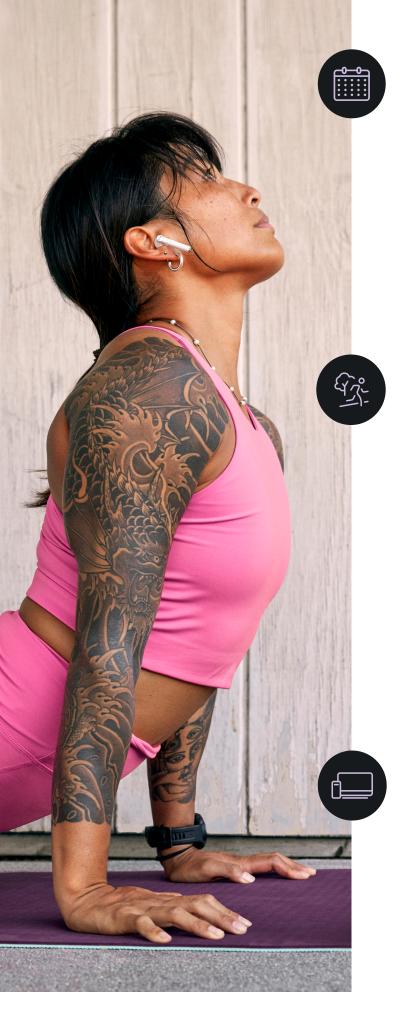
The past few years have forced a lot of people to experiment with new ways of pursuing fitness, which has had a significant - and, we believe, lasting - impact on their fitness journey. Our research shows that people recognize when they work out, where they work out, and how they work out aren't static. They know they can work out anytime, anywhere, and any way they like. There's no one way to pursue fitness. Today, there are fewer barriers to fitness, as well as more opportunities to get the most out of the fitness journey. Fitness is more approachable, and more achievable, than ever.

THERE'S NO PLACE LIKE HOME.

of people engage in physical and fitness activities

AT HOME,

making it the most popular place to exercise.



WHEN PEOPLE WORK OUT

People are busy. Families. Careers. Hobbies. Volunteer work. There are only so many hours in the day and a lot of them are already spoken for.

So finding the time for fitness can be a challenge, even when it's a top priority. And yet people do find the time, with respondents saying they work out during hours that work best for them, with some varying their workout time frame depending on their schedule. More than a third of our respondents (37%) are early birds and work out before 9 a.m., 27% work out in the hours immediately after that, and 30% after the traditional workday ends. Only 12% are night owls, working out after 8 p.m.

WHERE PEOPLE WORK OUT

Once people find the time, the next big question is where to spend that time.

There's the gym around the corner. Maybe a fitness center in their apartment building. There's the yoga studio. The great outdoors. Even that corner of their bedroom between the dresser and the closet they call a "home gym." As it turns out, despite the fact that gyms and fitness studios reopened as the pandemic subsided, over half of our respondents (51%) continue to work out primarily at home. Facilities outside their own four walls continue to be popular, as well – 39% of people work out at the gym, 9% in a fitness studio, and 8% in a sports league. Almost four out of 10 (39%) work out in the great outdoors - for them, the world is their gym. What's clear is that fitness journeys, for the majority of our respondents, happen at multiple locations - home + gym, or home + outdoor, or home + gym + outdoor, and almost endless other combinations of locations.

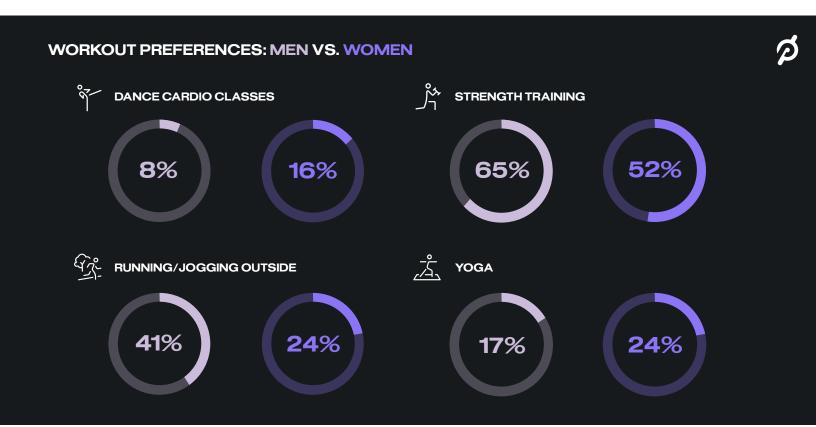
HOW PEOPLE WORK OUT

By a wide majority (75%), people prefer to work out on their own, whether they are running to music or tuning into a virtual class – providing the flexibility to workout anytime, anywhere.

Especially at home, solo workouts give people the chance to have a variety of workouts, including virtual personal trainers and classes. Some people prefer a more social experience, with over a quarter of respondents (26%) preferring to work out with friends and family, while 21% prefer working out with others.

Nearly all people (95%) incorporate low-impact and floor exercises in their routines, with more people continuing to incorporate walking outside **(65%)** into their fitness routines than any other physical activity. Thirty-five percent also include walking inside on a treadmill in their work outs. People of all generations like to walk.

More robust exercise is popular, too, with heart-pumping, sweat-inducing cardio high on the list. Among active* respondents, 86% participate in cardio activities like running, swimming, and kickboxing, while 69% choose cardio on equipment, such as treadmills, ellipticals, and rowing machines. Strength training with equipment (barbells, dumbbells, bench) also is a common activity for nearly half (43%) of those surveyed. And about a third (29%) of people say they include circuit-training in their routines.



Finally, fitness routines not only reflect where people are along their fitness journey, but where they are along their life journey. No wonder that the majority of respondents (61%) say their approach to fitness has evolved over the course of their lifetime, impacted by changing priorities, life situations (kids, work, school), age, aches and pains, weight management, changes in mood and mental health, influencers like friends and social media, and a host of other things. In fact, almost half (47%) say they've rethought their routines in the past 18 months alone, perhaps as a result of fewer to no pandemic restrictions, returning to pre-pandemic routines, or creating new hybrid routines.

Our respondents are clear: their fitness journeys are happening on their own terms, when they want, where they want, and across multiple activities. Fitness today is not a single, straight-ahead path. Instead, it winds and twists, turns and changes – creating new opportunities that allow people to grow and change in ways that make sense for them.

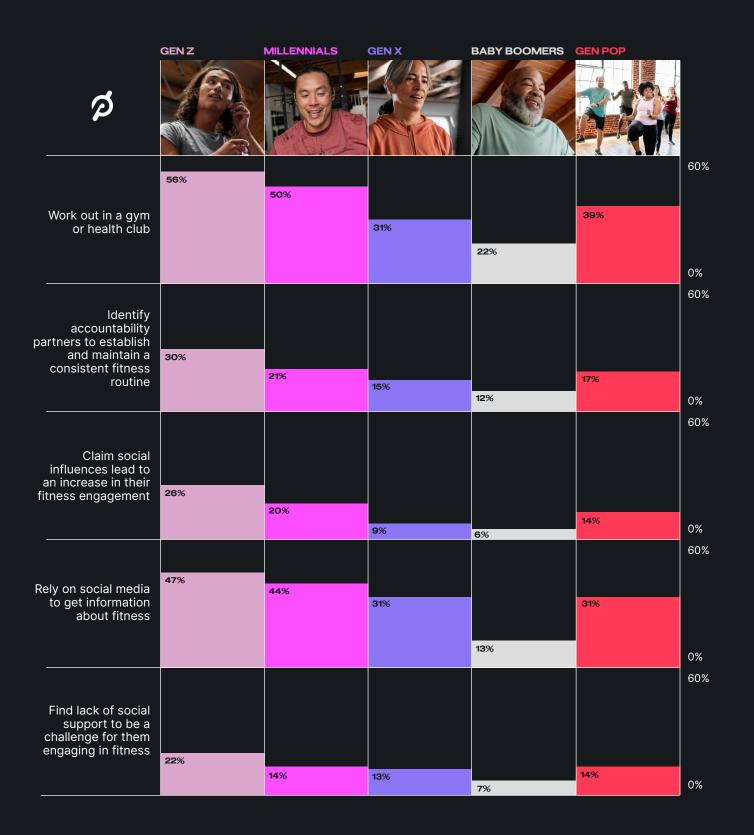
^{*}Active Americans are those who either currently exercise at least a couple of times a month, or previously exercised at least once a week



Gen Z is taking a different approach to their fitness journeys when compared to other generations.

We can learn a lot from their behaviors, priorities, expectations, interests, and the overall trends they're setting. 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, which is more than Gen X (49%) and a quarter more than baby boomers (40%). Yet Gen Z (79%) is also more likely to face challenges related to mental factors when trying to engage in fitness (Millennials: 70%, Gen X: 64%, baby boomers: 65%).

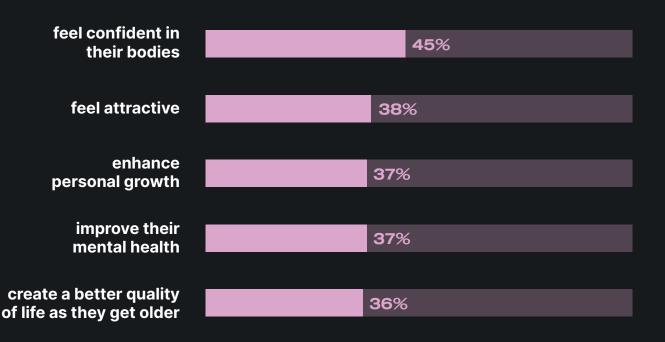
But where Gen Z truly stands apart is in its attitude to fitness and the connection it fosters between its social life and its mental health. This is especially relevant given that a number of studies have found that Gen Z is deeply impacted by the loneliness epidemic. So perhaps it's no wonder Gen Z is more likely to do the following:

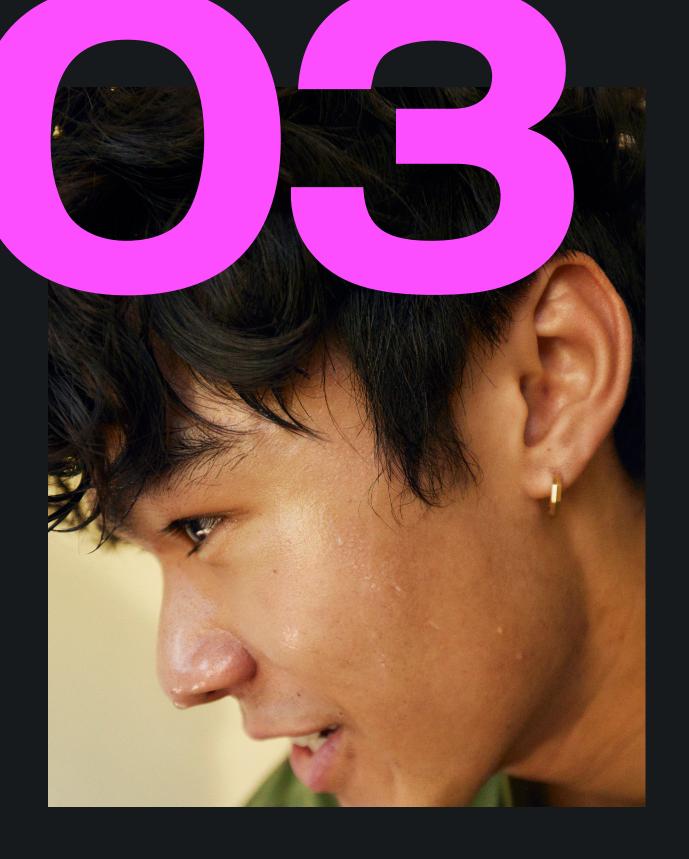




In the coming year, Gen Z respondents say they are interested in pursuing fitness to:







WHAT PEOPLE HOPE TO ACHIEVE ON THEIR FITNESS JOURNEY: MENTAL, PHYSICAL, AND SOCIAL BENEFITS



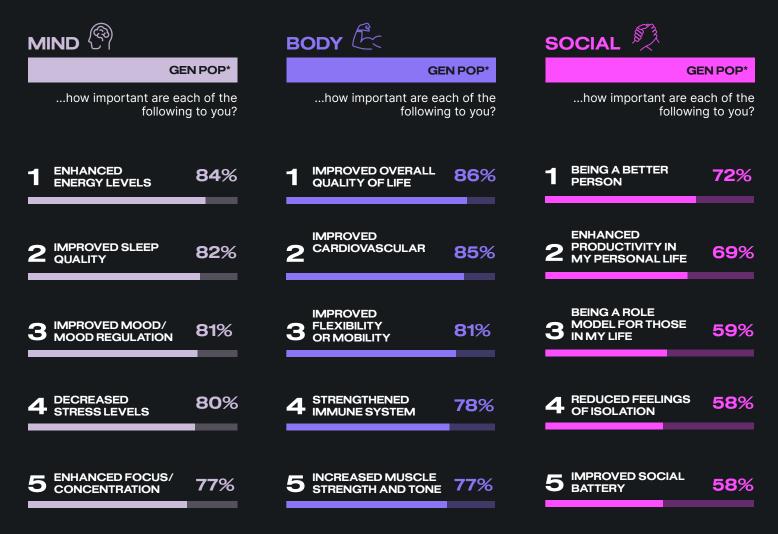
As we saw earlier in the report, physical and mental health are inextricably linked when it comes to fitness. People believe engaging in fitness improves not only their physical but also their mental health - and that their mental health improves their physical health. It's that virtuous circle of body and mind that our research shows makes people's fitness journeys such a powerful and sustainable experience.

People have high hopes for how fitness will benefit their physical and mental health and even society at large. **88%** &

of people say their mental/emotional health has an effect on their

FITNESS AND PHYSICAL ACTIVITIES.





Across the active* general population, between **77%** and **86%** of people expect the physical benefits of their fitness journey to improve their overall quality of life, improve their cardiovascular health, improve their flexibility and mobility, strengthen their immune system, and increase muscle strength and tone.

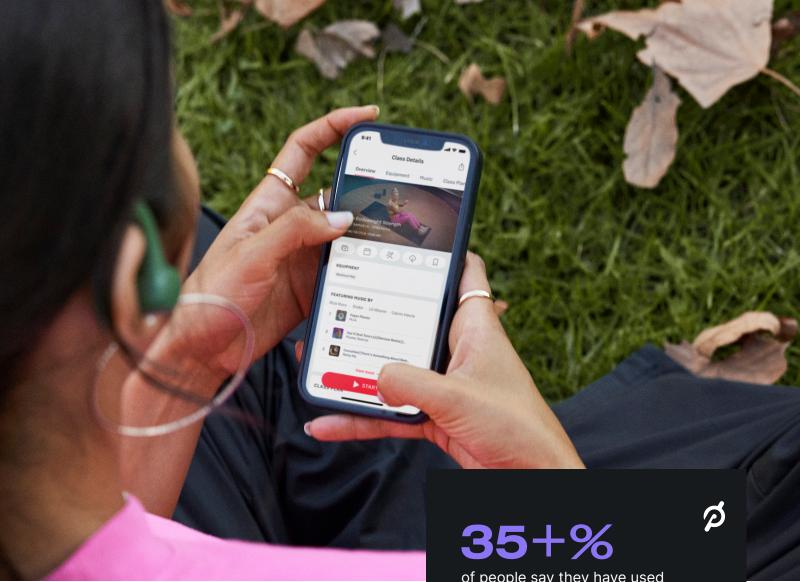
When it comes to their mental health, between **77%** and **84%** of people want their fitness journey to enhance their energy levels, focus, and concentration; improve their sleep and mood; and decrease stress in their lives, but far less experience these benefits today.

Looking at the society-enhancing benefits, people are hopeful their fitness journey makes them a better person (72%), enhances productivity in their personal lives (68%), helps them become a better role model for people in their lives (60%), and reduces feelings of loneliness and isolation (58%).

^{*}Active Americans are those who either currently exercise at least a couple of times a month, or previously exercised at least once a week



HOW PEOPLE MANAGE THE FITNESS JOURNEY: TECHNOLOGY AND INFORMATION



Our respondents were clear, setting simple and achievable goals is the most effective strategy for maintaining engagement in a fitness journey - but how? They include other people and resources in their personal fitness ecosystem – like friends, family, and instructors (both real and virtual), as well as technology to help them stay on track.

Beyond people, technology has become a critical component of the fitness journey.

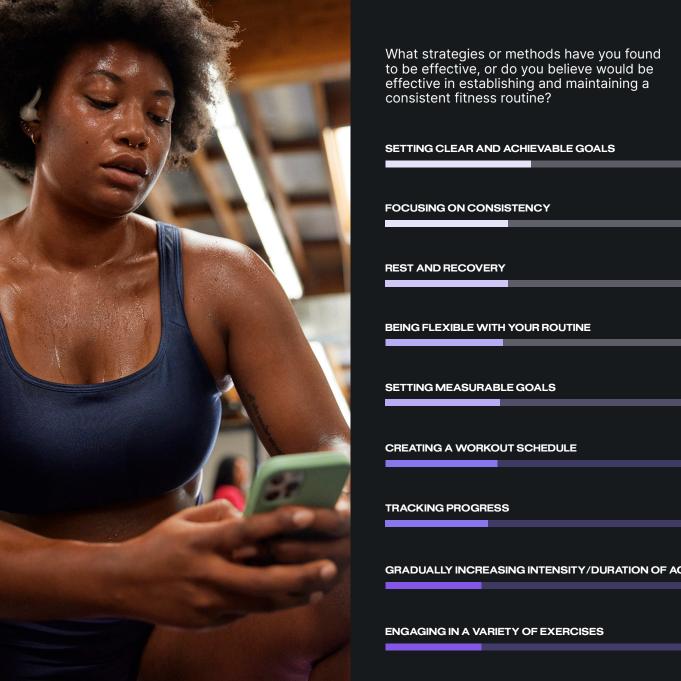
People are using readily available fitness apps and YouTube channels, videos, and social

media to inspire them and to improve the quality of their fitness experience. People, of course, continue to take advantage of other technological aids to enhance their workouts. These run the gamut from wearable fitness trackers (43%) to online training platforms (23%) to next-gen biometric clothing (12%). Fitness apps (35%), nutrition apps (34%), and recovery tools (29%) are all a part of the mix, too. We also found that **68%** of people believe emerging technologies like A.I. and machine learning have the potential to improve access to fitness and physical activities for themselves and others, reflecting a growing interest in using technology to help themselves reach their fitness goals.

of people say they have used

technological tools and aids like apps and wearables to improve their fitness.

of people say they would consider using Al-powered personalization and biometric measurement tools in their fitness routines.





SETTING CLEAR AND ACHIEVABLE GOALS	37 %
FOCUSING ON CONSISTENCY	33%
REST AND RECOVERY	33%
BEING FLEXIBLE WITH YOUR ROUTINE	32%
SETTING MEASURABLE GOALS	30%
	_
CREATING A WORKOUT SCHEDULE	29%
TRACKING PROGRESS	27%
GRADUALLY INCREASING INTENSITY/DURATION OF ACTIVITY	25%
ENGAGING IN A VARIETY OF EXERCISES	25%

People increasingly rely on fitness apps to help them design, maintain, and track their fitness routines.

Respondents told us apps empower them along their fitness journey by helping them to stick with it (39%), build a personalized fitness routine (38%), make it easy to track progress (35%), and help integrate fitness into their everyday lives (29%).

Younger generations also are more likely to want apps to offer access to fitness instructors to enhance their workouts, with more than two times as many Gen Z respondents as baby boomers looking for that opportunity (24% vs. 10%). It's notable that among those who work out four or more times a week, one in five say access to fitness instructors through their apps empowers them on their fitness journey.



	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS
TRACK PROGRESS	41%	43%	32%	32%
IMPLEMENT REST & RECOVERY	32%	27%	18%	16%
PROVIDE ENTERTAINMENT WHILE EXERCISING	34%	35%	22%	15%

54%

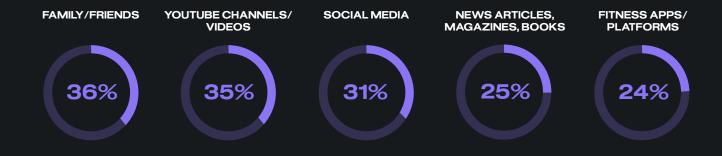
of people say they are overwhelmed by the amount of fitness information available to them. It takes a village: people turn to friends, family, and social media for up-to-date expertise – but information overload can take a toll.

Despite the pervasiveness of technology, people still turn to friends and family for information (36%), compared to YouTube channels and videos (35%), and social media (31%). Women primarily rely on those they know and trust over other sources (41%), while the primary source of fitness information and instruction for men is YouTube channels and videos (36%). Younger generations rely on social media, with nearly half (47%) of Gen Z and Millenials (44%) turning to it, while less than a third of Gen X (31%) and only about one in 10 baby boomers (13%) look to it for information.

While the information is readily available, over half of all respondents **(54%)** said they feel overwhelmed by the amount of fitness information, which some said can lead to confusion. Not surprisingly, those who exercise less frequently were nearly **20%** more likely to feel inundated by the vast amount of information that is out there.

When thinking about fitness and physical activities, where do you typically get information?







Peloton is committed to bringing fitness to anyone, anywhere.

But we know that to deliver on this goal we have to understand how consumers are feeling today in order to effectively meet them where they are. We took a deep dive into people's feelings about inclusivity in the fitness industry, particularly as related to representation and participation among different races, genders, ages, or abilities.



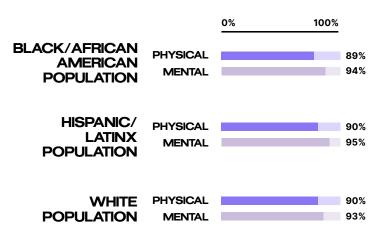
HERE'S SOME OF WHAT WE'VE LEARNED:

Regardless of race, our data shows that while everyone's unique fitness journey is theirs and theirs alone, people share the experience of the virtuous circle of mind and body, body and mind, and its benefits.

In fact, as we noted earlier, **90%** of the general population say they are motivated by the promise of better physical health, and **93%** say they are motivated by the promise of better mental health. The research shows that the same pretty much holds true when we dive deeper and look at the data across Black/African American and Hispanic/Latinx audiences.



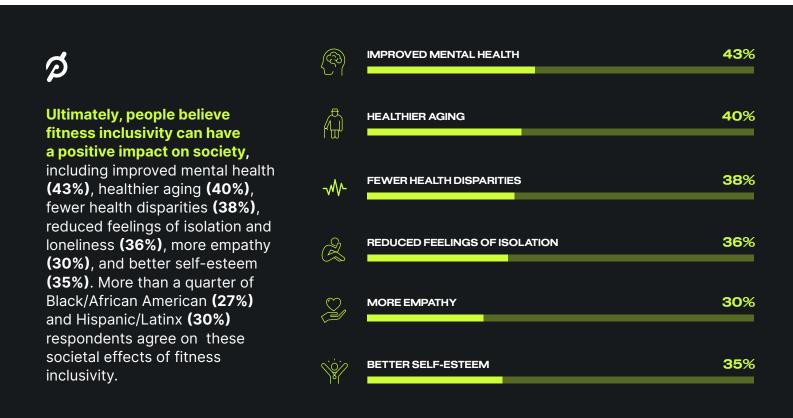
Among the Black/African American and Hispanic/Latinx population, 89% of Black/African American and 90% of Hispanic/Latinx say they are motivated by the promise of better physical health, and 94% of the Black/African American and 95% Hispanic/Latinx populations also say they are motivated by the promise of better mental health. Comparatively, 90% of White Americans are motivated to engage in fitness due to physical reasons, while 93% are motivated by mental ones.



This notion of the virtuous circle of mental and physical health benefits of the fitness journey extends to diverse populations who in many environments, and in many aspects of societal engagement, do not feel included or welcomed.

While the fitness industry has work to do, 88% of Black/African Americans, 88% of Hispanic/Latinx, and 91% White Americans believe it is "on par or getting more inclusive," a positive finding that brings benefit to them and their physical and mental health, their communities, and to society.

There are positive signs for the fitness industry, as well: 68% of the general population believe "people with my background have a positive relationship with fitness." This is true across genders, with 72% of men and 64% of women, and races, with 75% of Black/African American respondents, 68% of Hispanic/Latinx respondents, and 66% of White respondents, agreeing with that sentiment. While nearly six in 10 respondents (58%) believe fitness companies and brands have a responsibility to address barriers to inclusiveness, a similar percentage (65%) of people feel fitness brands and companies are, in fact, listening to and taking into account the opinions and needs of "people with my background," with younger generations agreeing more (Gen Z: 71%, Millennials: 78%) than older generations (Gen X: 62%, baby boomers: 50%).





People believe that by fostering fitness activities in their lives and communities, the quality of life for society overall would improve (51%), with better public health (44%), increased life expectancy (41%), reduced feelings of loneliness and fewer mental health challenges (39%), and better role models (36%). There is little doubt these results could have a positive ripple effect, not only across people's lives and society at large, but across generations.

