



Veridata Insights

Health & Fitness Habits

2023 Insights Report



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Veridata Insights surveyed over 3,000 members from our validated proprietary panel to uncover their health and fitness habits.

Health & Fitness Habits

It is no secret that exercise and healthy eating are important for our fitness, health, and longevity. Most people know what to do to be fit and healthy. But actually taking action can be a different matter! In a modern world and with a busy schedule, it isn't always easy to find the time to exercise. And with the many distractions and temptations of everyday life, eating healthily isn't always so straightforward.

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Exercise is a Love-Hate Affair

Our results indicate that the majority of people exercise regularly. Over half of our members exercise at least once a week, with 28% exercising several times a week and 16% exercising every day.

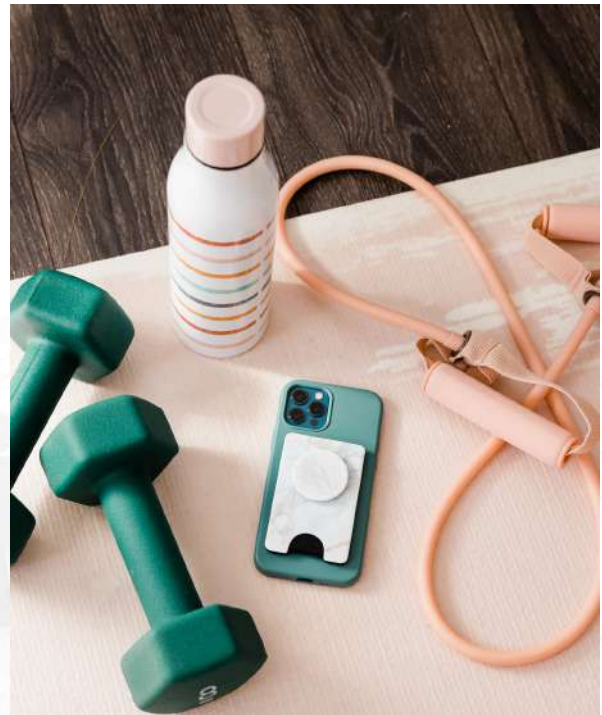
While these results might suggest that overall, our panel is conscious of the importance of physical fitness, a significant 29% of people do not do any exercise.

It is interesting to note that almost the same number of people exercise several times a week as the number of people that don't exercise at all. This might suggest that people are polarized in their views of exercise, either loving it or hating it.

Home is Where the Heart is

For those that do take part in exercise, an 85% majority opt to work out from home. With the closure of gyms, health clubs, and fitness facilities during the pandemic, those wanting to keep fit were left with little choice but to exercise from home. Post pandemic, perhaps many people enjoy the convenience or privacy of exercising from home as opposed to visiting exercise facilities, so continue to do so.

But this also may be a reflection of the current economic climate, where people may be forfeiting the luxury of a gym membership for financial reasons.



It's All About The Pump!

When it comes to people's preferred method of exercise, our survey results indicates that resistance training is most popular. 16% of respondents work out from home using dumbbells, and 12% use resistance bands. We can speculate that this may be in part due to the growing popularity of muscle and fitness culture across television, movies, and social media. It would make sense that people don't just wish to exercise for health, but also to achieve the physical aesthetic benefits too.

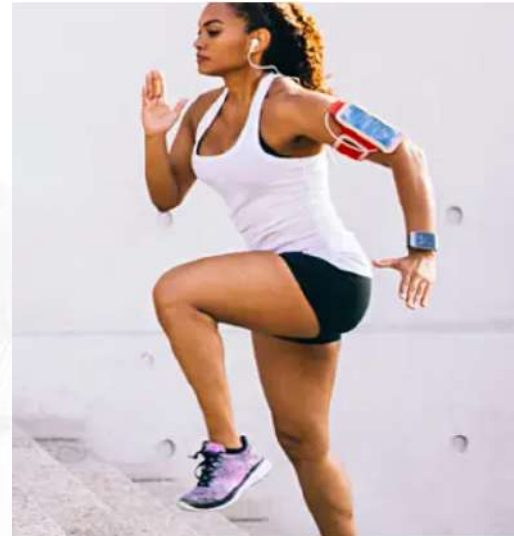
Being healthy is cool, but big biceps are even cooler.



Cardio Sucks

Only 20% of respondents exercise using cardio equipment, with 9% using an exercise bike and 11% using a treadmill.

Cardiovascular training is clearly less popular than resistance training and pumping iron. 16% of respondents also reported using an exercise mat, but it is unclear whether this is used for resistance training or for floor-based exercises like yoga and Pilates.



It Just Ain't App-ening

Most of us use apps on our phones to assist with many aspects of everyday life, but that isn't the case for our panel when it comes to health and fitness. Nearly two thirds of our members don't use a fitness app for exercise. And over three quarters don't use an app for counting calories.

Perhaps a reason for this is that people prefer to detach from their phones when they exercise. Our phones can be a source of stress and anxiety, and we are now always accessible. It would make sense that people exercise for mental health benefits, which includes taking a break from technology.

Financial reasons may also come into play, as most fitness apps require a paid subscription. With people being more conscious of their spending, they may deem a fitness app subscription as an unnecessary expense they can do without. However, of those that do use a fitness app, MyFitnessPal was the most popular choice.

Healthy Eating & Exercise Go Hand-in-Hand

Despite most people not using a calorie counting app, a 70% majority of our members stated that they're conscious of the food they consume and that they try to eat healthy. 30% were not conscious or were indifferent of eating healthily.

These figures are interesting because they mirror the statistics of those that exercise versus those that don't. This suggests a correlation between healthy eating and exercise, that those that exercise are more likely to eat healthily, and that those that eat healthily are more likely to exercise! Equally, it suggests that those that do not exercise do not eat healthily either.

It is generally agreed that pursuing and maintaining health and fitness is a holistic lifestyle endeavor, and these results only support that.



Take Your Vitamins



When it comes to using health and fitness supplements, multivitamins were the most popular choice used by more than one in three of our members. Next in popularity were probiotics and protein powder used by 14% and 13% of our respondents respectively. This was followed by cannabidiol (CBD) and herbal supplements, both used by 9% of our members.

Overall, our results suggest that supplement use is generally low, with 17% not using any supplements at all. Reasons for this are unclear, but it may be that people prefer to try to obtain all their nutritional requirements from their food intake.

Or it may be due to financial reasons, in that people don't believe that supplements are necessary or are worth the money.

Conclusion

Most people exercise regularly and are conscious of eating healthily. There seems to be a correlation between exercise and healthy eating, with the two going hand-in-hand.

The majority of people prefer to exercise from home, with most opting for resistance training as opposed to cardiovascular training.

Most of our members do not use an app for exercise or for calorie counting. And most people do not use health and fitness supplements, though multivitamins are the most popular choice.



Veridata Insights' validated proprietary panel is an online community of thoughtful members that are geographically and demographically representative of the United States.

Collecting over 2,500 profiling attributes, our panel consists of business professionals, consumers and hard-to-reach audiences that are double opted in and validated in real time.

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