

FITNESS ROUTINES: ACTIVITY LEVELS AND GYM PREFERENCES

From high-energy adventurers to laid-back couch dwellers, Gen X approaches fitness in many ways. Whether they're cycling, swimming, or streaming Netflix in the sauna, each segment has a unique relationship with exercise.



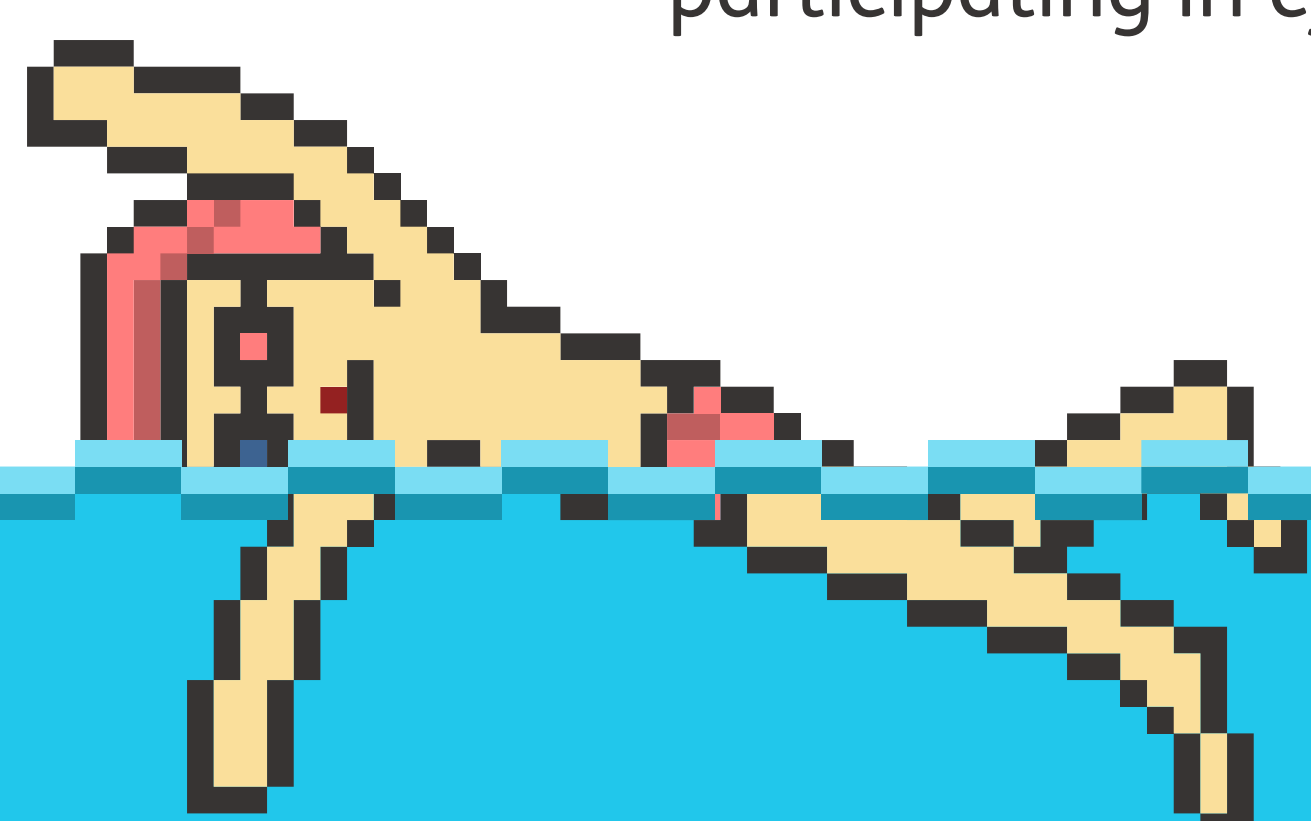
BREAKING A SWEAT OR BREAKING BAD MARATHON

Gen X splits into two fitness camps – **a quarter** spend more than 4 hours exercising a week, while others are more comfortable on the couch.

Adventurous Achievers are nearly
5X MORE LIKELY
to exercise 4+ hours weekly compared to Cynical Fatalists.

POOLS, PITCHES, AND PIGEON POSES

Gen X engages in a range of workouts from a simple jog to a fitness class. Adventurous Achievers are the most active group, participating in cycling, swimming and jogging.



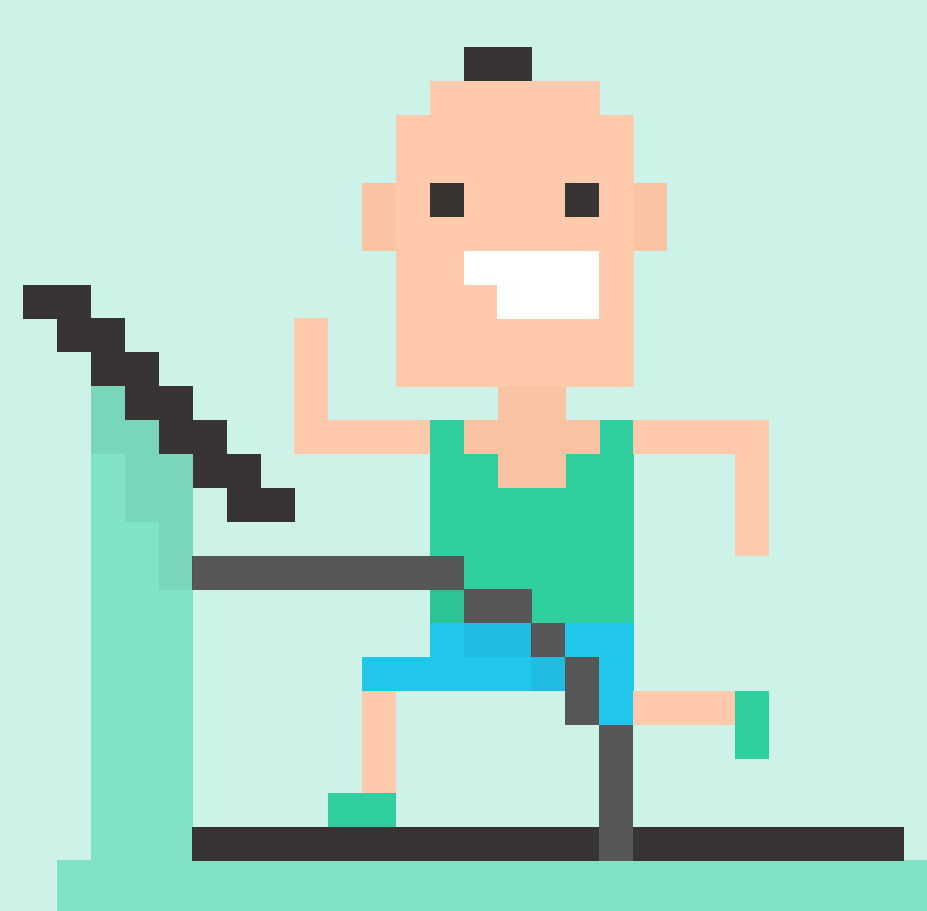
OVER 1 IN 4
of Gen X prefer swimming
over other forms of exercise.



1 IN 10
of all Gen X regularly
zen out their yoga mats.

PRIVATE GYMS OR LEISURE CENTRES?

About a quarter of Gen X has access to a gym or leisure centre, where they typically swim or work out. As the most exercise-conscious segment, 26% of Adventurous Achievers have access to a private gym.



Cynical Fatalists are
1.7X LESS LIKELY
to use a gym compared to the average Gen Xer.