

Survey Of Active Adults

Survey Overview

An online study conducted within the United States by Propeller Insights on behalf of Massage Envy surveyed 1,000 adults between the ages of 30 and 49 who exercise or are physically active three or more times each week. Survey questions were intended to understand what they're doing to take care of their bodies and improve personal performance, their current intensity levels of workouts compared to workouts at earlier ages and current practices for warming up, cooling down and recovery. The survey was conducted in June 2017.

Survey Findings

Active adults are working out just as hard if not harder than they did in their 20s.

- **62%** of everyday athletes report the same level or more intense workouts compared to their 20s
- **31%** of everyday athletes report a hard or maximum level of exertion while exercising or being physically active
- Activities they've started doing in the past five years include:
 - Yoga (**38%**)
 - CrossFit (**21%**)
 - HIIT (High-Intensity Interval Training) (**16%**)
 - Mud runs or competitive racing (**11%**)

More than half would like to be more active than they are now, but are stopped by sore muscles.

- **39%** always or very often feel muscle soreness from working out
- **34%** report tight muscles
- **28%** experience joint pain
- **17%** have aggravated an injury while working out

Active adults know stretching can make a difference

- The majority of participants say better flexibility (**91%**), mobility (**92%**) and range of motion (**90%**) were important when it came to improving performance
- The majority also believe they can reduce their risk of injury by improving their flexibility (**92%**), mobility (**94%**) and range of motion (**91%**)
- Just over half (**54%**) stretch on their own, but could be getting better results with assisted stretching

Assisted stretching is proven to:

- Increase mobility, flexibility and blood flow
- Improve how muscles function
- Help people perform at their highest level