

Keeping **Gen Z**
employees **happy,**
healthy and
engaged with
next generation
benefits



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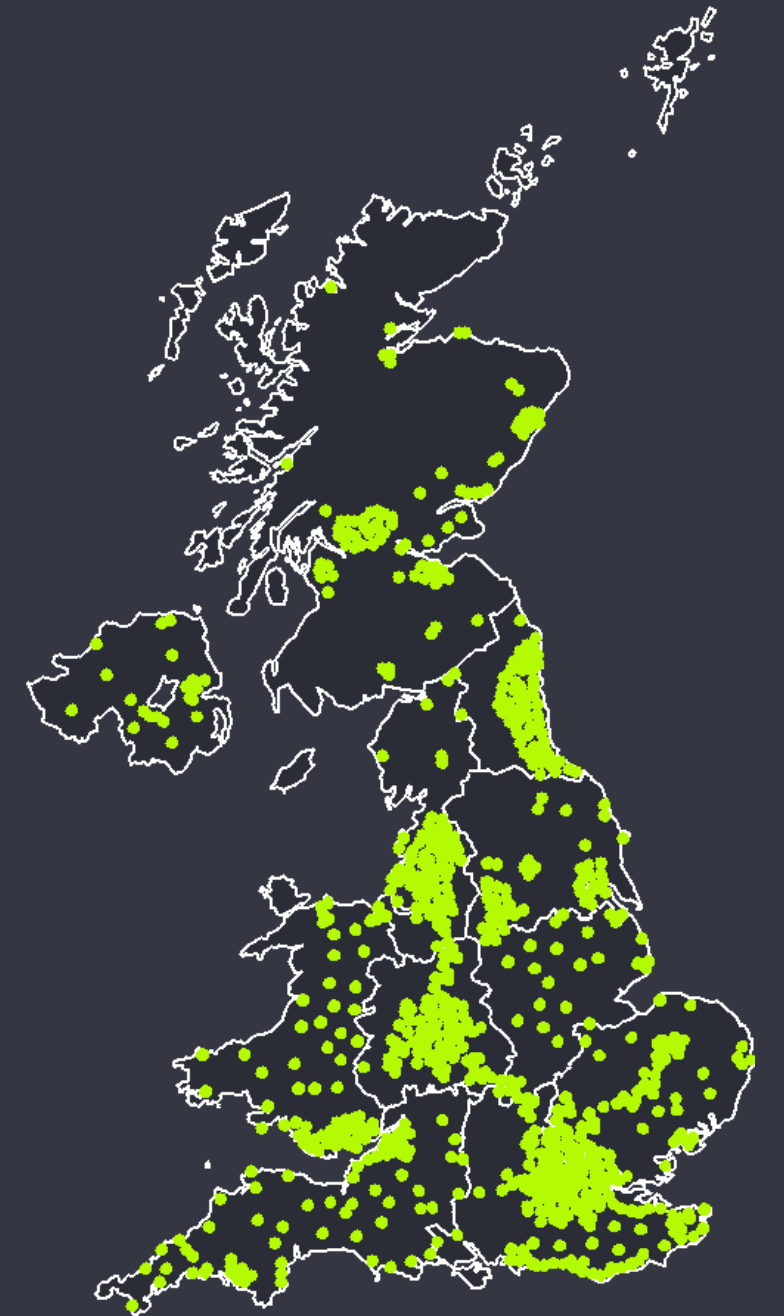


Matt Hatcher

Director of Business
Development



Introducing Hussle

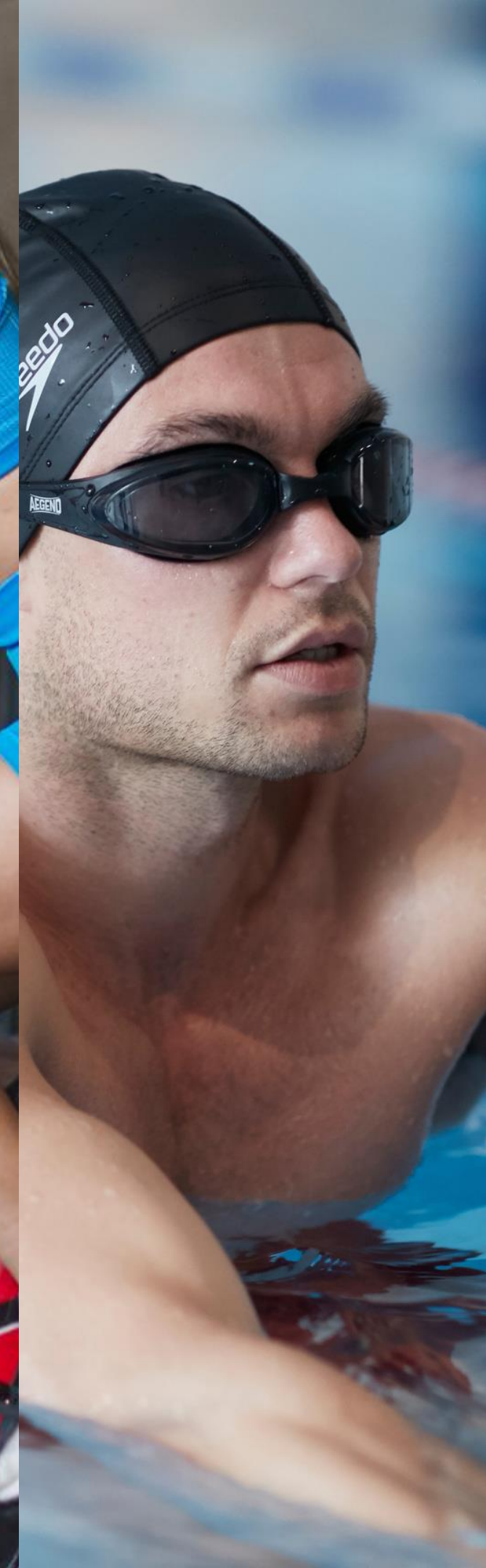


Thousands of Gyms, Pools & Spas



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What are the benefits of regular exercise?



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30%
More
productive

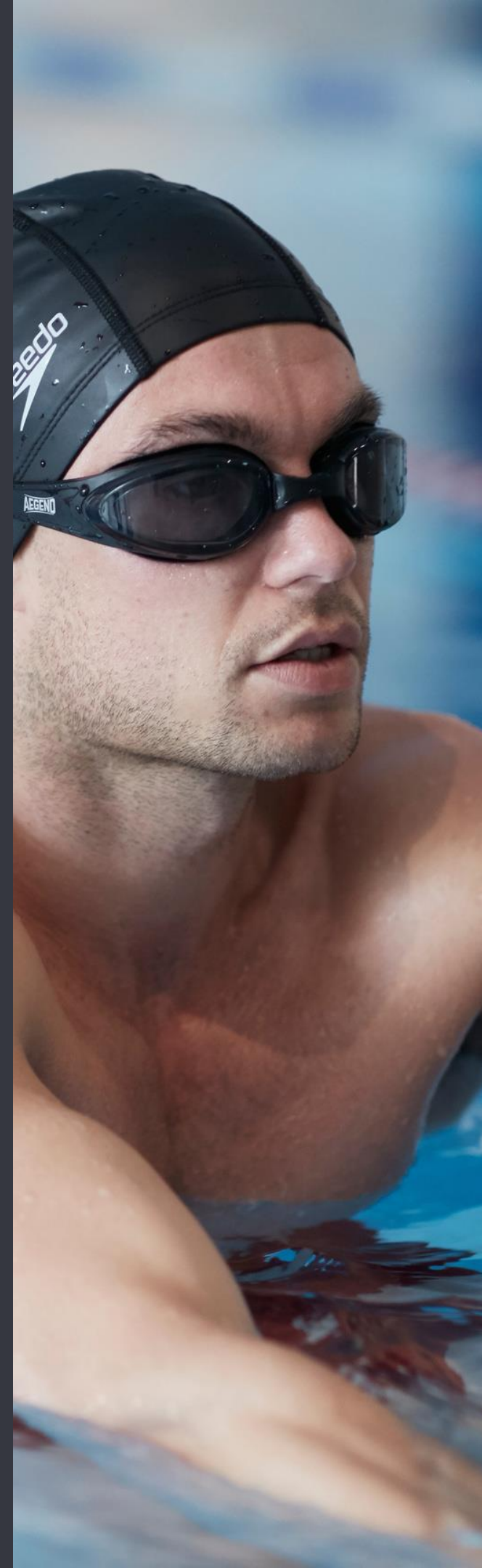


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46%

Better at
dealing with
stress



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30%

Less likely to
suffer with
depression



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But why is
this?



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Boomers vs Gen Z



Mental Health & Wellbeing

1 in 3

Gen Z experiences higher rates of mental health issues than any other generation, with 1 in 3 citing stress, anxiety, or depression in the past year.





Flexible Working Environments

13%

Flexibility is a top priority for Gen Z, with 13% leaving jobs due to poor work-life balance.

Boomers tend to value a strong work ethic, often placing career success above personal life.





Career Growth & Recognition

45%

For 45% of Gen Z workers, their self-worth is tied to work performance and purpose driven work.

Boomers value stability, loyalty, and clear hierarchies, and are motivated by promotions and titles.

Making it work out

Unique Insights: How different generations
view fitness



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28%

Enjoyment

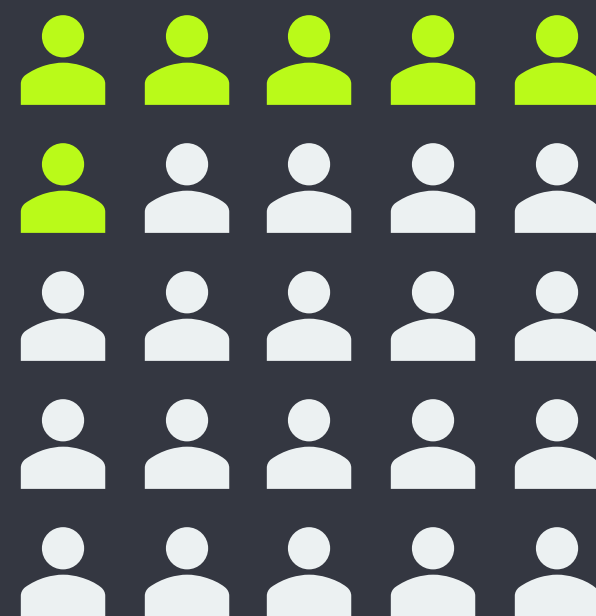
Enjoyment is rated as the primary reason people want to workout, with building and maintaining muscle mass following closely behind. This varies significantly with age.



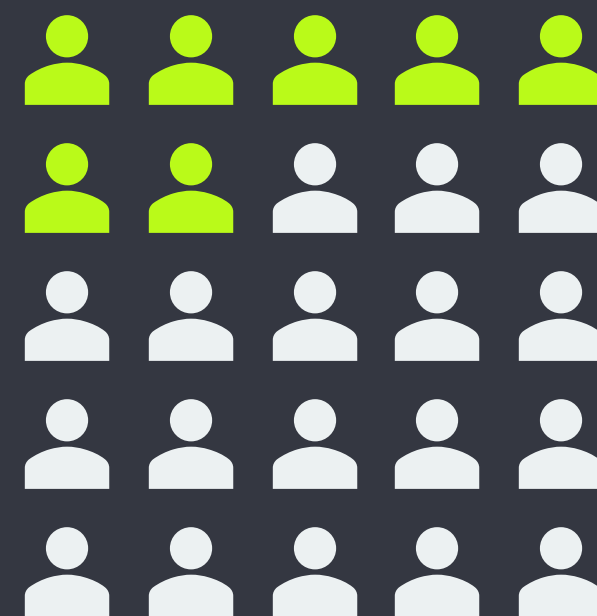
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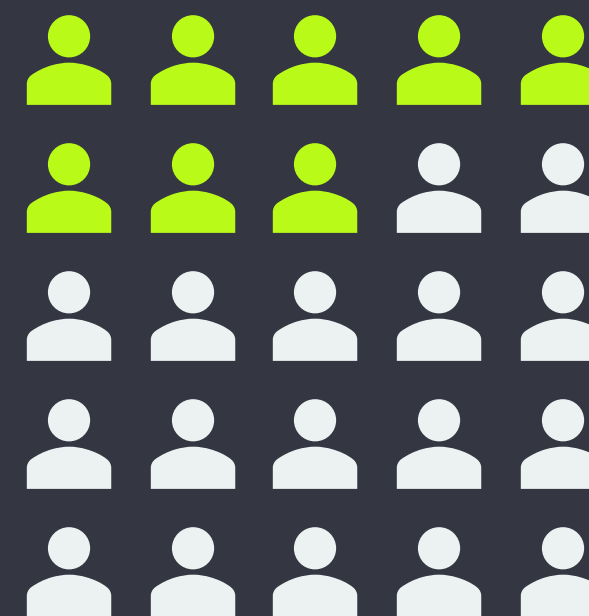
Gen Z
1997-2012



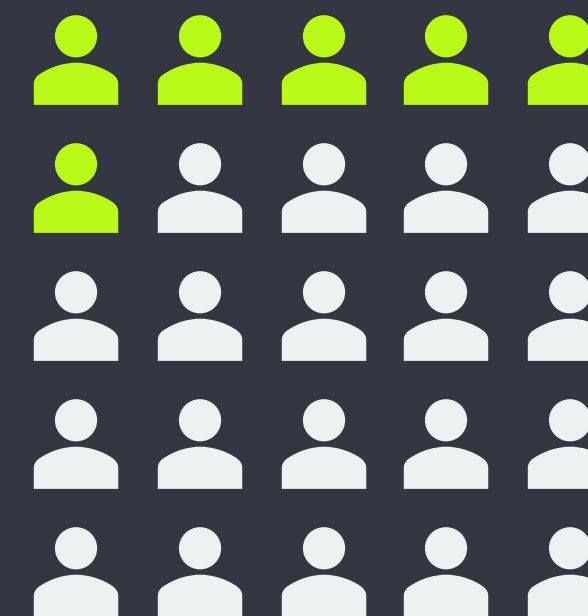
Millennials
1981-1996



Gen X
1965-1980



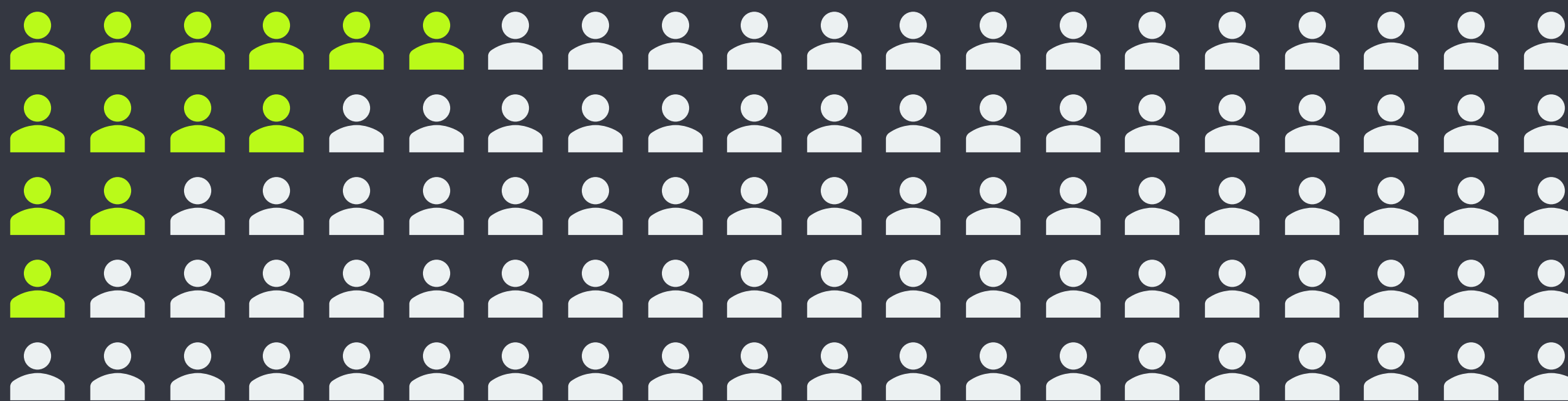
Boomers
1946-1964



28%

Enjoyment

Overall enjoyment ranks the most popular reason for exercise. For Gen Z, the main reason for exercise is to build and maintain muscle mass, whereas for Boomers healthy aging is the clear winner



12.5%

Healthy Ageing

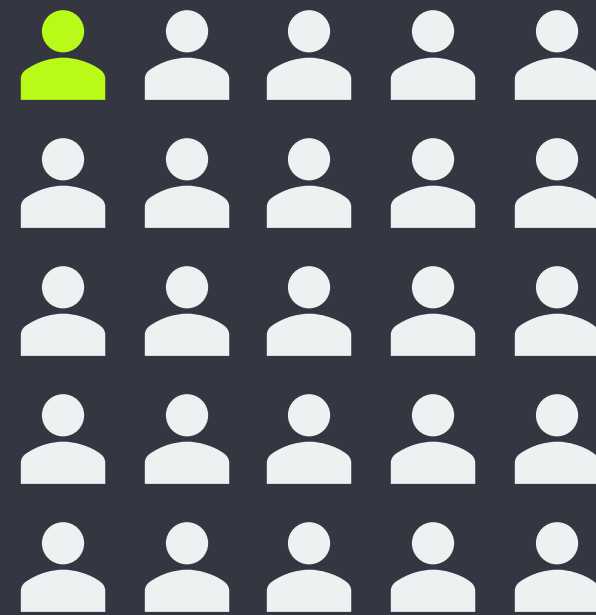
Healthy ageing is the ability to stay healthy, socially connected, and free from major illness. Replacing inactivity with regular exercise can boost healthy ageing by 28% and add 2-4 years to life expectancy.



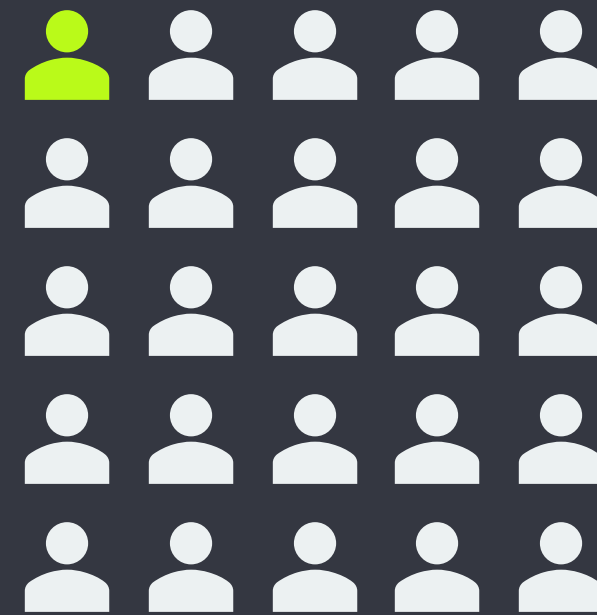
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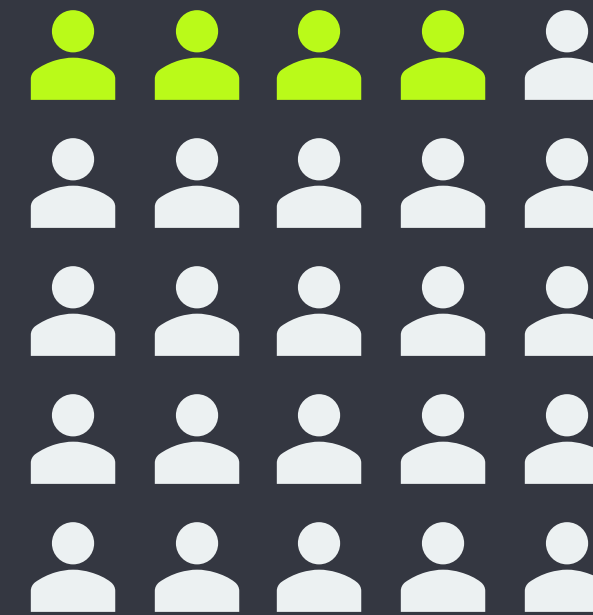
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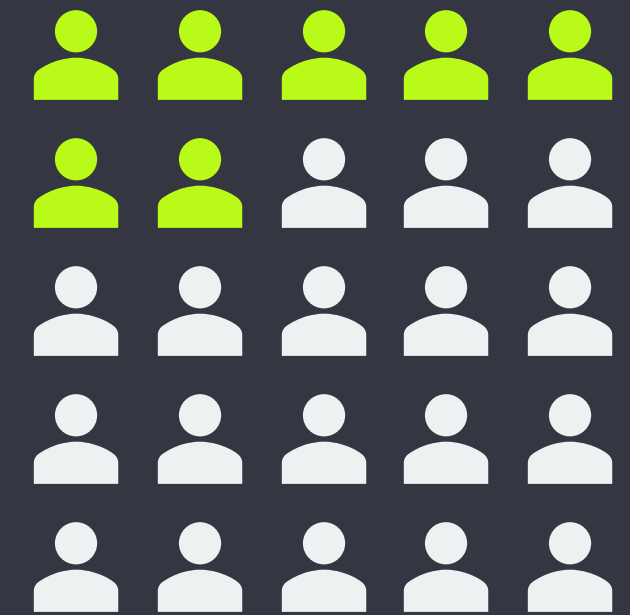
Millennials
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Boomers
1946-1964



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Healthy Ageing

Over 40% of Boomers rated healthy ageing as their primary reason for exercise. Whereas for Gen Z this was only 5.6% of motivators

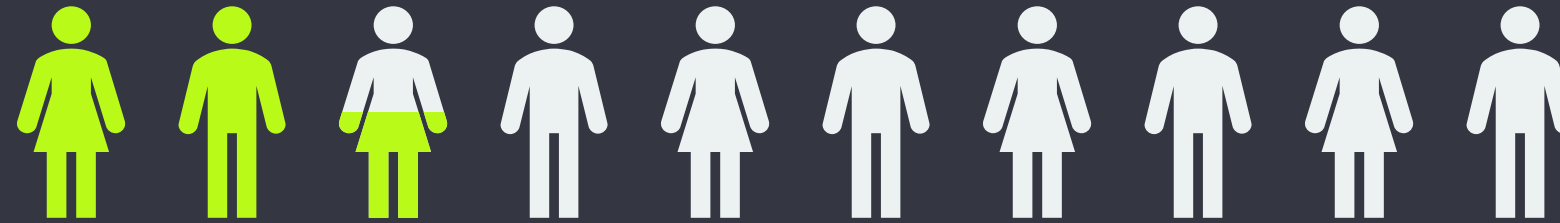
But what is
stopping us?



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23%



Work Commitments

Work commitments are especially acute to men who cited this as a blocker 19% more than women, whilst somewhat stereotypically women cited family commitments as a blocker 53% more than men.

18%



Cost

Cost is most acutely felt by those at either end of the spectrum. 52% believe the cost of gym memberships and sports facilities are a significant barrier to exercising.

16%



General Motivation

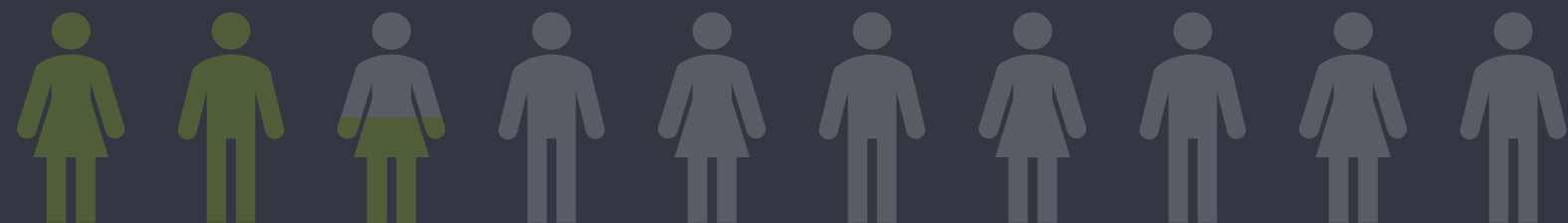
Gen-z are impacted more than most by a lack of motivation to exercise, with less than 40% recognising the mental health benefits, highlighting the need for targeted support to improve motivation and accessibility.



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It's **not** one
size fits all

Getting your team active

1

2

3



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Getting your team active

Inclusivity

Ensure wellness initiatives cater to diverse needs and preferences.

1

2

3



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Getting your team active

Inclusivity

Ensure wellness initiatives cater to diverse needs and preferences.

1

Communication

Use different messaging to maximise reach to each generation.

2

3

Getting your team active

Inclusivity

Ensure wellness initiatives cater to diverse needs and preferences.

1

Communication

Use different messaging to maximise reach to each generation.

2

Flexibility

Find a solution that is agile and fits into a busy day-to-day life for some but also works within a schedule for others.

3



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Thank You!

Any Questions?

Find out more at:
www.hussle.com/employers



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References

[1] 2024 Deloitte Survey: <https://www.deloitte.com/content/dam/assets-shared/docs/campaigns/2024/deloitte-2024-genz-millennial-survey.pdf?dlva=1>

[2] 2023 Voxburner survey: <https://www.statista.com/statistics/1403189/uk-gen-z-attitudes-towards-work/#:~:text=According%20to%20a%20survey%20conducted,with%2026%20percent%20who%20disagreed.>

[3] Hussle (2025) Insights & perceptions around exercise study. www.hussle.com

The statistics outlined in this report are based on a post-checkout survey conducted amongst 2837 Hussle customers. Individuals were asked three multiple choice questions:

- 1.What is your main barrier to staying active?
- 2.What is your main motivation to exercise?
- 3.What would most help you exercise more?

Respondents selected one option from a multiple choice list for each question, with responses such as those referenced in this report. To avoid any selection bias based on order of appearance, the order of selection responses was programmatically randomised. All survey completions were voluntary and anonymous. Customers could opt to not complete the questions, should they not wish to do so. Upon collection of the data, answers were split by demographical details of the respondents (not personally identifiable), including gender, age and UK region. Age demographics have been grouped into generational labels, as follows: Generation Z (16-28), Millennials (29-44), Generation X (45-60), Baby Boomers (61-79), Silent Generation (79-97), Greatest Generation (98-1000). All data points and inferences from this study are wholly owned by (and subject to copyright) Archway Fitness Ltd trading as Hussle 2024. All rights reserved. Company no. 14042412.