Health Club Industry
Data & Consumer
Trends from IHRSA

FOR MEDIA USE ONLY

2021

IHRSA MEDIA REPORT

HEALTH AND FITNESS CONSUMER DATA & INDUSTRY TRENDS BEFORE AND DURING THE COVID-19 PANDEMIC

INTRODUCTION

IHRSA, the International Health, Racquet & Sportsclub Association, is the not-for-profit trade association representing the global health and fitness industry—health and fitness clubs, gyms, spas, sports clubs—and their suppliers.

IHRSA and its members diligently work to make the world healthier, happier, and more productive through regular exercise. As a recognized leader in research for and about the fitness industry, IHRSA tracks and reports industry performance and consumer behavior trends.

In a year unlike any other, 2020 tested the resiliency and strength of the fitness industry. From the start of the pandemic, IHRSA focused its efforts on advocating for the industry and curating resources to aid facilities through unmarked territory—such as government-mandated closures, capacity restrictions, and new safety and cleaning guidelines. In total, IHRSA's released over 140 Coronavirus Resources materials—and counting—including articles, checklists, webinars, videos, and more.

During this pandemic, memberships were frozen or cancelled, revenue declined 58%, and 17% of health and fitness clubs closed their doors for good. In the coming years, we will learn even more about COVID-19's devastating impact on the industry—as well as the public's activity levels and overall health and wellness.

Throughout these unprecedented times, IHRSA launched national and state-level grassroots campaigns, ranging from reopening health clubs to urging lawmakers to include the health and fitness industry in any coronavirus relief package. As of this writing, more than 79,000 fitness professionals and consumers took action on IHRSA campaigns relating to the coronavirus pandemic.

This report is created specifically for members of the media and comprises IHRSA's industry and consumer research, specifically covering U.S. health club consumer trends. We hope that the following information helps you develop accurate, compelling coverage of fitness clubs, their members, and the countless benefits these clubs provide to their communities.

Please credit IHRSA if and when using material from this report. If you would like information on the global health club industry, please email pr@ihrsa.org for a copy of the IHRSA 2020 Global Report.

If you have any questions about this report or the industry, or would like to receive news alerts about health club industry trends, email pr@ihrsa.org.

METHODOLOGY

The majority of this media report's information comes from the IHRSA Health Club Consumer Report, derived from an omnibus study conducted in collaboration with Sports Marketing Surveys. This report concentrates on the health club consumer and member (i.e., someone who used a health club within the past 12 months).

In 2019, a total of 18,000 online interviews were carried out with a nationwide sample of individuals from U.S. proprietary online panels representative of the U.S. population for people ages six and older. Strict quotas associated with gender, age, income, region, and ethnicity were followed to ensure a balanced sample.

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WHAT WE KNOW SO FAR ABOUT COVID'S IMPACT ON THE FITNESS INDUSTRY

The small businesses and millions of fitness professionals that make up the health and fitness industry have been exceptionally impacted, through no fault of their own.

2 to **5**
MONTHS

How long U.S. gyms closed due to lockdowns, with little to no relief, and clubs in some states are being forced to close a second or third time

U.S. FITNESS INDUSTRY BEFORE COVID-19

3% net membership growth from 2018 to 2019

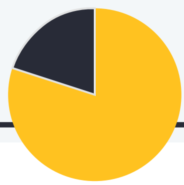
40K health clubs

3M employees

73M gym-goers

$35B industry revenue

$14B in taxes and payroll benefits



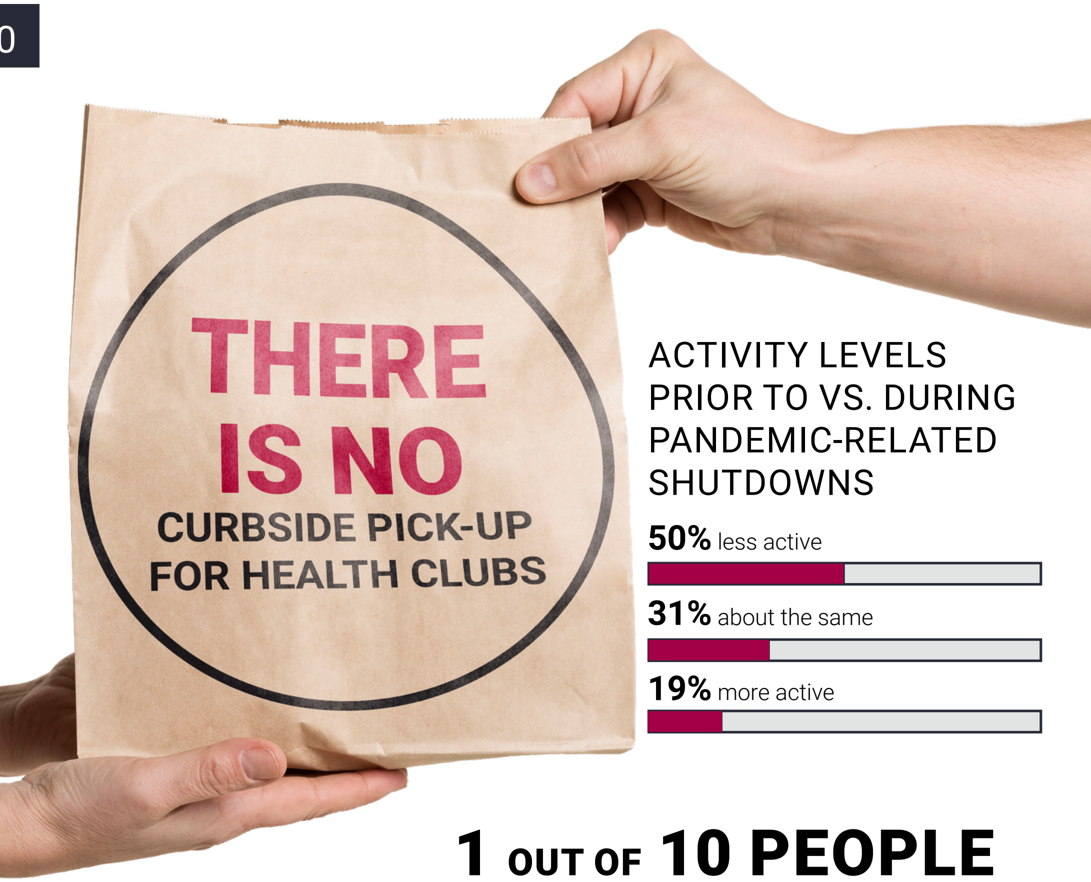
80% were considered small businesses

AS OF DECEMBER 31, 2020

ROUGHLY **6,800**
or **17%** of health clubs have permanently closed

AN ESTIMATED **1.4M**
American jobs lost, given the closures and reduced staffing patterns of remaining clubs

$20.4B lost in revenue



ACTIVITY LEVELS PRIOR TO VS. DURING PANDEMIC-RELATED SHUTDOWNS

50% less active

31% about the same

19% more active

1 OUT OF 10 PEOPLE
who haven't kept up their routine, admit they've stopped exercising altogether

THE FITNESS INDUSTRY'S RESPONSE TO COVID

Clubs around the world have made the Active & Safe Commitment developed by industry experts in accordance with the foremost public health guidance.

- Physical distancing/mitigation measures;
- Employee/member safety protocols;
- Cleaning, sanitizing, and disinfecting; and
- Contact tracing.

Clubs immediately started working with and following a four-pronged framework for managing risks associated with COVID-19 in exercise facilities. IHRSA created this framework with reference to the World Health Organization (WHO), U.S. Centers for Disease Control and Prevention (CDC), John Hopkins Center for Health Security, as well as in consultations with club operators and federations partners worldwide.

IHRSA and the fitness industry created a Medical, Science, and Health Advisory Council to work with medical, science, and health experts to protect public safety while improving population health and individual health risks, and advance the health and fitness industry.

PROTOCOLS WORK

There is substantial data that America's gyms and health clubs, when following safety protocols can operate safely.

UNITED STATES

2,877 GYMS
49.4 MILLION CHECK-INS
0.002% INFECTION RATE

DATA COLLECTED BY MXM & IHRSA FROM JUNE - AUGUST

ENGLAND

1,300 GYMS
8 MILLION CHECK-INS
17 CASES OF COVID-19

DATA COLLECTED BY UKACTIVE

AUSTRALIA

423 GYMS
6.26 MILLION CHECK-INS
13 CASES OF COVID-19

DATA COLLECTED BY FITNESS AUSTRALIA

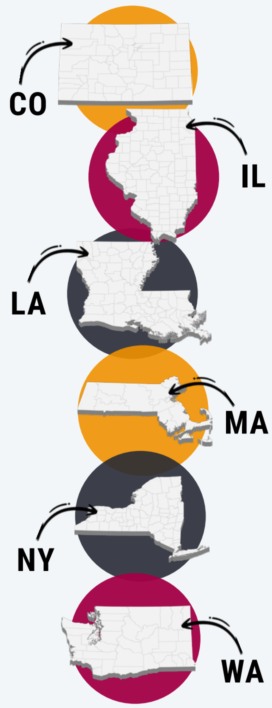
A case control study published in the CDC's Morbidity and Mortality Weekly Report found that people who tested positive for COVID-19 were more likely to have dined in a restaurant or have had a close contact diagnosed with COVID-19. There was no statistically significant association between COVID-19 test results and visiting a gym.

Data collected as part of an ongoing study at the University of Florida found no detectable SARS-CoV-2 (the virus causing COVID-19) in the air during multiple testing periods at a health club in Florida in which patrons were following state guidelines and appropriate social distancing measures.

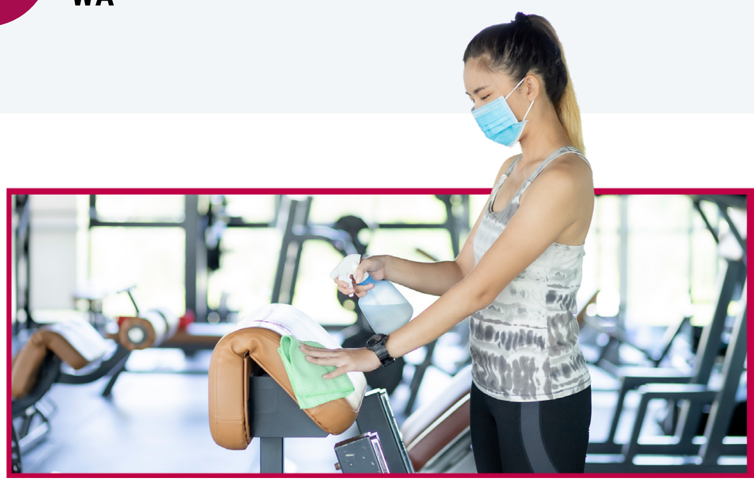
CONTACT TRACING PER STATE BEARS THIS OUT AS WELL

As of December 21, 2020 six U.S. states have released COVID-19 contact tracing data.

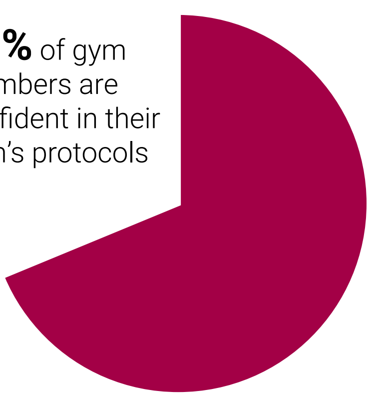
*Massachusetts combined with casinos, pools, beaches, and hospitality and
Washington combined gyms with arts, entertainment, and recreation.



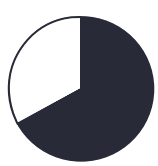
locations responsible for the **HIGHEST SPREAD**	State	cases linked to **GYMS**
27% healthcare locations	CO	**0.03%**
13.4% factory and manufacturer	IL	**1.5%**
21% bars & restaurants	LA	**2.5%**
87.6% households	MA	**0.2%***
74% households & social gatherings	NY	**0.06%**
25% healthcare & social assistance	WA	**1%***



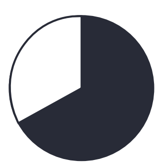
PEOPLE ARE MORE CONFIDENT IN THEIR GYM'S SAFETY PROTOCOLS THAN OTHER BUSINESSES



69% of gym members are confident in their gym's protocols



67% confident in retailers' protocols



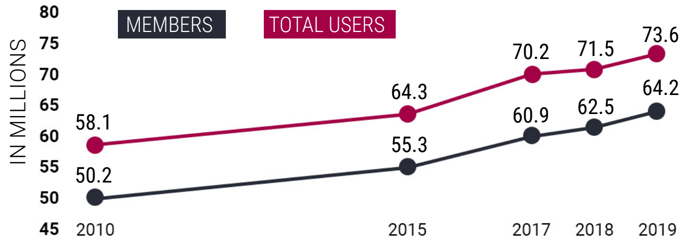
67% confident in coffee shops' protocols

62% confident in indoor dining protocols

10 KEY FINDINGS, 10 YEARS OF FITNESS CONSUMER TRENDS

Recovering after COVID-19 will be daunting, but 10 years of data show the health club industry is resilient when faced with challenges. These 10 key findings from the 2020 IHRSA Health Club Consumer Report reveal fitness club trends since 2010, the impact of COVID on the consumer, and applications for fitness industry stakeholders.

1 HEALTH CLUB MEMBERSHIP & USAGE TRENDS INDICATE SUSTAINABLE GROWTH OVER THE LONG-TERM.



2 THE HEALTH CLUB INDUSTRY OFFERS MULTIPLE OPTIONS FOR ANY CONSUMER'S GOALS, PREFERENCES, & BUDGET.

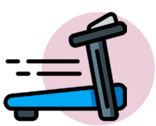
2010

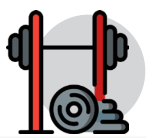
22% Growth

across traditional for-profits, multipurpose clubs generated the greatest growth.

2019

3 TREADMILLS, FREE WEIGHTS, & RESISTANCE MACHINES REMAIN THE MOST POPULAR PIECES OF EQUIPMENT AMONG MEMBERS.





4 MEMBERS WILL PAY MORE FOR AN EXPERIENCE & PERCEIVED VALUE.

average monthly dues paid across

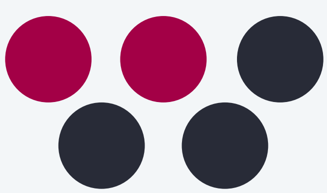
all facilities

$51

boutique studios

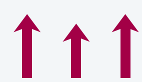
$90

5 ROUGHLY 2 OUT OF 5 MEMBERS PAY UNDER $25 PER MONTH.



6 DEMAND FOR FITNESS SHOWED STRONG GROWTH BEFORE & DURING PANDEMIC-INDUCED CLOSURES.

fitness equipment sales increased during peak of shutdowns (NPD Group)



130%

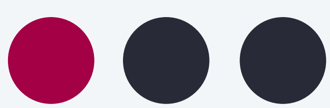
7 GENERATION Z HAS THE INGREDIENTS OF A LONG-TERM, AVID FITNESS USER.

the youngest generation achieved the greatest growth over 10 years

69.8%

8 MILLENNIALS WANT TO EXPERIENCE POPULAR CLUB ATTRACTIONS, DELIVERED THROUGH THEIR PLATFORMS OF CHOICE.

9 FITNESS IS A HIGH PRIORITY FOR GEN X.



more than **one-third** of avid health club users are from Gen X

10 THE MOST LOYAL MEMBERS MAY BE THE WARIEST OF RETURNING TO THEIR CLUBS.

Silents (1928 to 1944) have the longest tenure of all age groups

WHERE AND HOW OFTEN AMERICANS CHOOSE TO WORKOUT

Heading into 2020, health club membership and usage trends indicated sustainable growth over the long-term. While recovery from the current downturn will be daunting, the health club industry has shown resilience when faced with previous challenges. This data shows the strength of the industry at the beginning of 2020.

TOP 6 FACILITY TYPES

19.1 M fitness-only

12.9 M multipurpose

11.8 M YMCA/YWCA/JCC

7.47 M personal/small group training

5.66 M yoga, pilates, or barre

4.66 M indoor cycling or rowing

*other segment types: 27.45 M

PENETRATION RATE INCREASE 2010 - 2019

The increasing penetration rates over the last 10 years speaks to the significant role fitness facilities play in promoting health and physical activity.

+3.5% health club members (from 17.7% to 21.2%)

+3.8% total gym-goers (from 20.5% to 24.3%)

6.7 BILLION

U.S. health club visits in 2019

27.3 MILLION visited a fitness facility 100 or more times

17.8 MILLION visited a fitness facility 150 or more times

109.5 visits average health club member attendance in 2019

fitness-only facilities had the highest average member attendance at **116 visits**

multipurpose facilities had the highest average member tenure at **5.7 years**

4.7 years average time people stay members

PRICE AMERICAN'S PAY FOR FITNESS

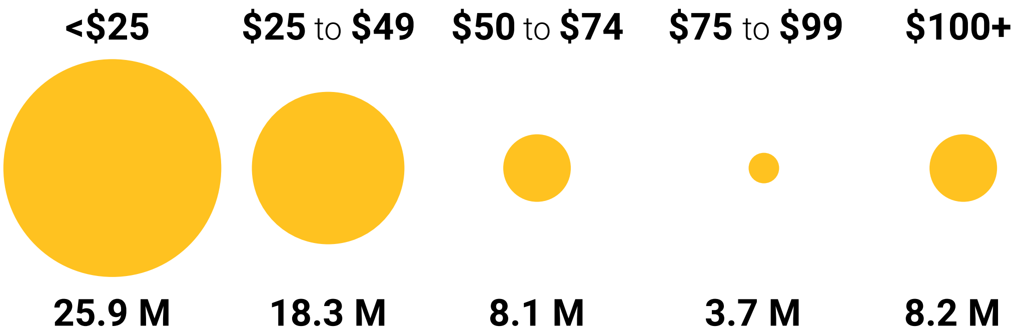
Health club fees hit a plateau to close out the decade, and continued COVID-related restrictions may impact future pricing.

in 2019, members paid an average price of

$52 a month

11% less
than the average price paid in 2015 when adjusted for inflation

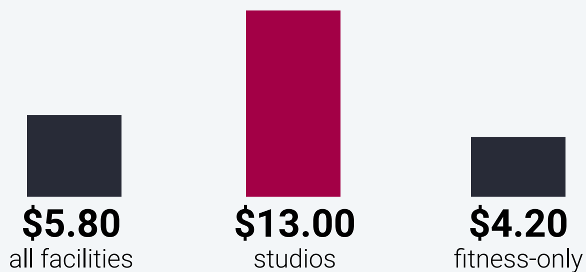
HEALTH CLUB MEMBERS BY MONTHLY DUES



roughly **2** out of **5** of all health club members pay under $25 per month

MEMBERS WILL PAY MORE FOR AN EXPERIENCE AND PERCEIVED VALUE

The average cost per visit paid by studio members was more than twice the per-visit cost of overall members.



FOR MANY, DIGITAL HOME FITNESS IS NOT NECESSARILY SAFE OR AFFORDABLE

For many Americans, home fitness can be a challenge due to environment, lack of safe spaces—like sidewalks or parks—to exercise outdoors, room in their homes to be active, or even access to reliable internet. For those with the space, cost can be an issue.

These are just a few of the barriers that Americans face when it comes to home fitness.

looking at five of the most popular connected home fitness equipment: hardware/ equipment can range from **$1,400 - $5,000,** on top of the subscription fees costing roughly **$40-$50 a month**

WHO IS GOING TO HEALTH CLUBS

MEMBERS BY GENDER

male members increased **23.2%** between 2010 & 2019

$54/month average paid for membership dues

more likely to pay for premium access 65% of members that paid more than $200 monthly were men

5 years average length of membership, about four months longer than the overall average

106 visits a year to health and fitness facilities on average

favors **multipurpose clubs** and **sports-specific studios**

men tend to prefer **strength equipment**

more likely to participate in **athletic activities** at health clubs

51% of men aim to increase their physical activity

female members increased **32.2%** between 2010 & 2019

$50/month average paid for membership dues

more likely to pay less for access over half of members paying less than $100 monthly were women

4.4 years average length of membership, about four months shorter than the overall average

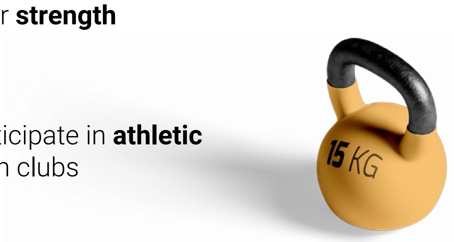
102 visits a year to health and fitness facilities on average

more likely to belong to a **yoga, Pilates,** or **barre studios**

women tend to prefer **cardio equipment**

more likely to engage in **group-based activities** at health clubs

65% of women aim to increase their physical activity



*The annual fitness and sports participation study demographic groups are based on the U.S. Census questionnaire. To date, analysis by non-binary gender groups is not available yet, but may be in the future.

MEMBERS BY AGE

	U.S. HEALTH CLUB MEMBERS (in millions) 2010	2019	TOP 3 CLUB ATTRACTIONS FOR EACH AGE GROUP		
members ages **6 - 17** (increased 69.81%)	6.07	10.3	treadmills	step/choreographed exercise	free weights
members ages **18 - 34** (increased 23.8%)	16.02	19.83	treadmills	free weights	resistance machines
members ages **35 - 54** (increased 11.55%)	17.68	19.72	treadmills	resistance machines	free weights
members ages **55 - 64** (increased 42.48%)	4.52	6.44	treadmills	resistance machines	stationary bike
members ages **65+** (increased 34.16%)	5.88	7.88	treadmills	resistance machines	stationary bike

GEN Z
UNDER 20
(born 2000 and later)

16% of total U.S. health club members

YMCA/YWCA/JCC: facility type with highest concentration at 25%

fitness-only: facility type with lowest concentration at 10%

55% want to be more physically active

MILLENNIALS
21 - 40
(born 1980 - 1999)

35% of total U.S. health club members

corporate/business: facility type with highest concentration at 48%

YMCA/YWCA/JCC: club type with lowest concentration at 31%

45% want to be more physically active

GEN X
41 - 55
(born 1965 - 1979)

22% of total U.S. health club members

fitness-only: facility type with highest concentration at 28%

other nonprofit: club type with lowest concentration at 18%

53% want to be more physically active

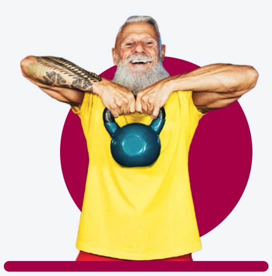
BOOMERS
56 - 75
(born 1945 - 1964)

21% of total U.S. health club members

fitness-only: facility type with highest concentration at 25%

studios: facility type with lowest concentration at 8%

69% want to be more physically active



SILENT
OVER 76
(born 1928 - 1944)

6% of total U.S. health club members

other nonprofit: facility type with highest concentration at 7%

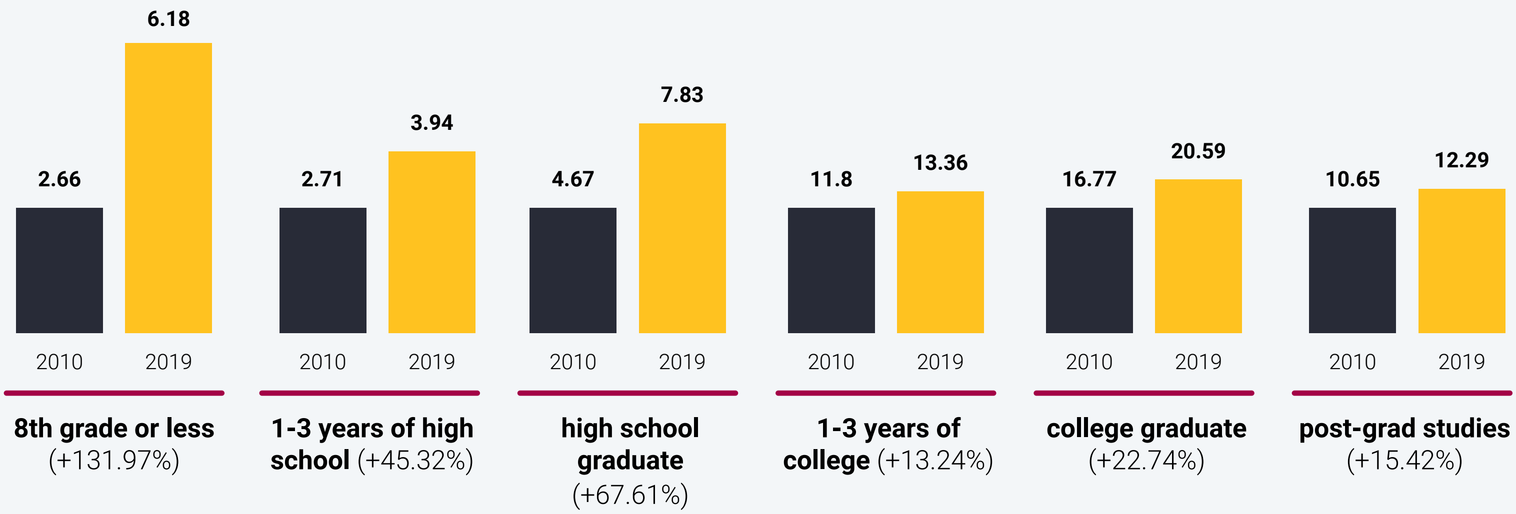
studios: facility type with lowest concentration at 2%

MEMBERS BY EDUCATION & HOUSEHOLD INCOME

EDUCATION

Over the past decade, members with the least amount of formal education grew at the fastest rate across educational brackets. This trend may be because clubs have been attracting younger children and adults in recent years.

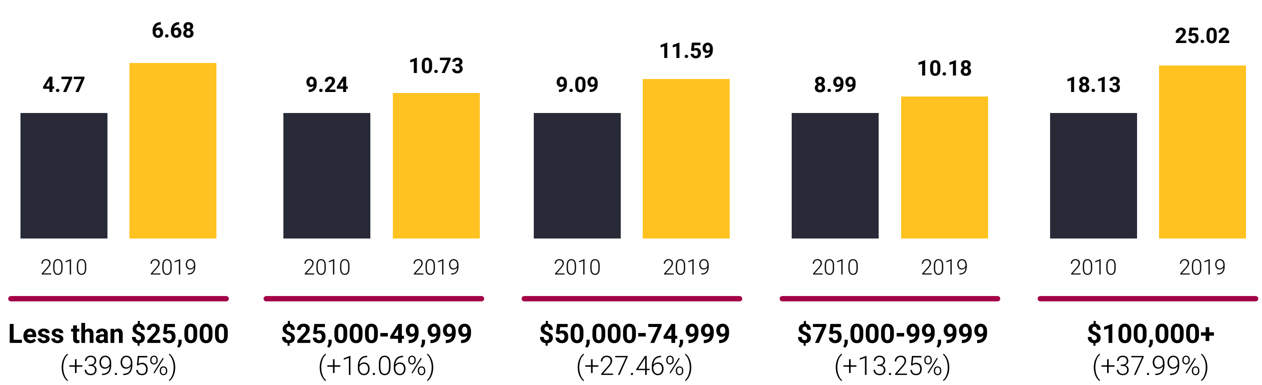
HEALTH CLUB MEMBER GROWTH BY EDUCATION (in millions)



HOUSEHOLD INCOME

Historically, consumers from higher income households are more likely than consumers from lower income households to be health club members. However, the lowest income bracket posted the greatest growth from 2010 to 2019.

HEALTH CLUB MEMBER GROWTH BY INCOME (in millions)



MEMBERS BY RACE & ETHNICITY

*Due to the low base for minority group categories, a three-year average was used in analysis.

	AFRICAN AMERICAN/ BLACK	ASIAN/PACIFIC ISLANDER	CAUCASIAN/WHITE, NON-HISPANIC	HISPANIC
% of total health club members in 2019	12.3%	7.19%	66.34%	12.78%
increase in memberships 2010 - 2019	24.75%	2.06%	25.62%	94.48%
facility type with **highest** concentration of members*	YMCA/YWCA/JCC: 13.3%	STUDIO: 11%	FITNESS-ONLY: 72.9%	STUDIO: 14.7%
facility type with **lowest** concentration of members*	MULTIPURPOSE: 8.2%	YMCA/YWCA/JCC: 5%	STUDIO: 61.7%	YMCA/YWCA/JCC: 9.1%
top 3 club attractions by race & ethnicity				
1	TREADMILL (36%)	TREADMILL (38%)	TREADMILL (46%)	TREADMILL (37%)
2	FREE WEIGHTS (30%)	FREE WEIGHTS (31%)	RESISTANCE MACHINES (37%)	FREE WEIGHTS (33%)
3	RESISTANCE MACHINES (28%)	YOGA (29%)	FREE WEIGHTS (32%)	RESISTANCE MACHINES (30%)

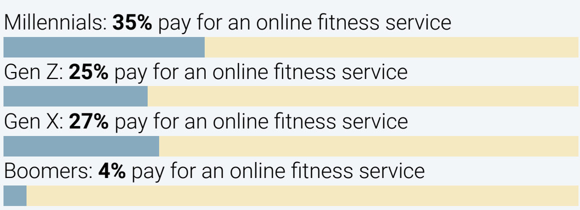
THE FITNESS INDUSTRY'S NEW NORMAL

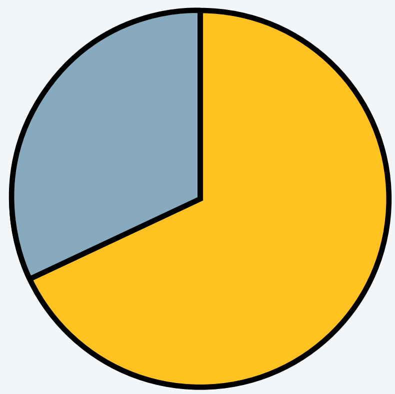
GYM MEMBER OUTLOOK POST-COVID

The full impact of the pandemic may not be quantified for some time, but early feedback from Americans is encouraging, and shows how much they value their health clubs, gyms, and studios.

1 OUT OF 5 MEMBERS ALSO SUBSCRIBE TO A PREMIUM ONLINE FITNESS SERVICE

To meet the demands of health club members, clubs will need to do it all. It's no longer outdoor versus virtual versus in-club versus at-home fitness. Moving forward, a hybrid or omni-channel approach to delivering fitness, wellness, and sport will be the expectation of consumers.





68% of Americans that started using an online fitness service during the pandemic plan to continue to do so in the future

31% of consumers participated in an online fitness challenge

6 of the top 10 health and fitness apps people download offer video workouts or video-guided exercises (based on app data from Apptopia)

Offering a combination of in-club, outdoor, and online via on-demand or live programming may help club operators engage the 15 million American adults who are currently inactive.

Gyms help prevent lifestyle-related illnesses and help address the needs of those with underlying conditions by providing an outlet for regular activity, collaborate with medical providers, and offer online coaching to facilitate healthy behavior.

Regular exercise plays a vital role in preventing lifestyle-related diseases and conditions. Several of the underlying conditions that carry an elevated risk of hospitalization from COVID-19 are often lifestyle-related.

AMERICANS WANT TO ...

... INCREASE THEIR PHYSICAL ACTIVITY

94% OF PEOPLE SAY THEY **PLAN TO RETURN TO THEIR GYM** IN SOME CAPACITY

88% of those who have returned to their gym since it reopened are confident in the safety precautions their gym has taken

60%

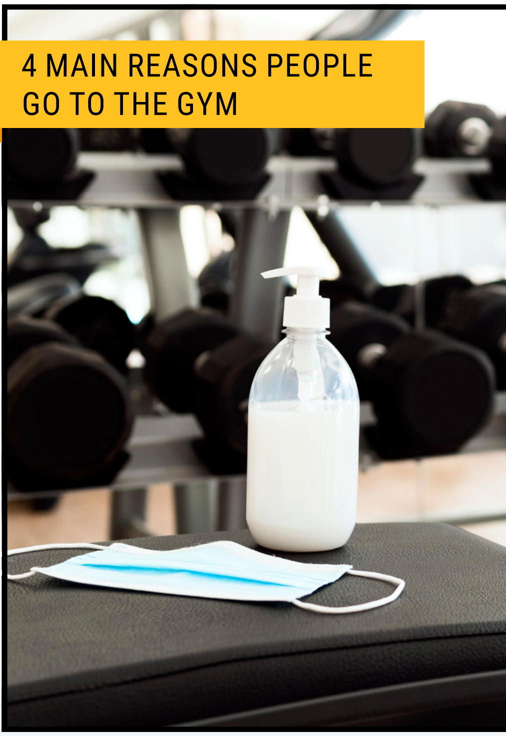
of people at elevated risk of COVID-19 due to pre-existing conditions say they're committed to being more physically active

- Hypertension: 3x the risk for hospitalization due to COVID-19
- Diabetes: 3x the risk of hospitalization due to COVID-19
- Physical activity can reduce your risk of developing Type 2 Diabetes by 58%
- Obesity (BMI 30+): 3x the risk
- Severe Obesity (BMI 40+): 5x the risk

WHY AMERICANS EXERCISE AT GYMS

Gym goers have diverse goals that fitness centers help them achieve. The latest research shows why Americans belong—and will continue to belong—to gyms.

70% of people say maintaining overall health is why they'll return to their gym in some capacity



4 MAIN REASONS PEOPLE GO TO THE GYM

SOLVE A PROBLEM

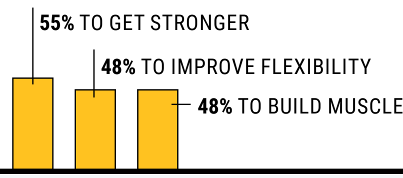
More than **one out of four members** indicate using a gym or health club to address a specific health concern.

ENHANCE THEIR WELL-BEING

Nearly **half of gym goers** (49%) use their club to improve their mood and reduce stress.

FUEL A PASSION

Sport-specific conditioning rank high among members' goals.



IT'S THEIR COMMUNITY

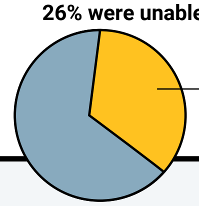
The social aspects of a club rank highly among members.

42% miss working out with other people

36% miss their gym's sense of community

For consumers with a lower annual household income, health clubs and gyms may be their only outlet for exercise.

Of Californians making less than $75k/year **43% reported having no where to exercise at home** & **26% were unable to exercise outside**



Gym goers from households making less than $25k/year rose 40% in the last 10 years

BIGGEST ISSUES FACING THE FITNESS INDUSTRY

ENGAGING THE 80%

Declining activity levels and affordable access to places where people can exercise contribute to the 80% of people who do not currently belong to a health and fitness club. Before the pandemic, the industry was on track to reach 230 million global club members by 2030.

STATE ISSUES

Health and fitness clubs need to be wary of the following issues that may impact their operations—these can vary in each state:

- Government-mandated closures and severe capacity limitations,
- Changes to contract language (VT), and
- Sales tax on membership dues to pay for COVID-related costs.

RELIEF FOR THE FITNESS INDUSTRY

Since health and fitness clubs were among the first businesses mandated to close and one of the last to reopen, COVID-19 had a disproportionate—and costly—impact on the industry. Clubs, unlike other businesses, had limited pandemic-friendly business models to earn alternative revenue.

Even Congress's economic relief packages left the industry out to dry, as they either left out the industry entirely or really didn't help cover costs associated with the pandemic. The impact on the industry has been devastating:

- 1.4 million jobs lost as of December 31, 2020.
- $20.4 billion in lost revenue through December 31, 2020.
- 17% of fitness clubs and studios have closed permanently as of December 31, 2020.
- As many as one in four clubs are projected to close.
- National fitness chains have filed for bankruptcy with expected closures of many facilities.

To provide imperative relief to the industry, we are working on a bipartisan bill that would create a $30 billion fund for businesses specifically in the health and fitness industry.

Eligible expenses for the grants include:

- payroll costs,
- rent or mortgage payments,
- utilities,
- maintenance expenses, including construction or reconfiguration to satisfy social distancing requirements, and
- supplies, including PPE and cleaning materials.

For more information on this bill, please contact IHRSA at pr@ihrsa.org.

PERSONAL HEALTH INVESTMENT TODAY (PHIT) ACT

Before COVID-19, many Americans weren't reaching the minimum physical activity requirements—and the pandemic made matters worse. The Personal Health Investment Today (PHIT) Act can play a crucial role in reversing sedentary behaviors.

PHIT will allow flexible spending accounts (FSAs) and health savings accounts (HSAs) to pay for health club memberships, fitness equipment, exercise videos, and youth sports leagues. If passed, PHIT would enable individuals to use up to $1,000 per year—up to $2,000 for families—to cover physical activity-related expenses.

INCLUSIVITY

There's an increasing need to provide a more inclusive fitness industry, as people with disabilities commonly face barriers to exercise. The Get Active for All Pledge is an awareness and education campaign to get health and fitness clubs committed to increasing opportunities for inclusion of people with disabilities, such as intellectual disabilities (ID), chronic disease, and mobility limitations.

The IHRSA Foundation and the American Council on Exercise (ACE), supported by the UNESCO Chair in Inclusive Fitness, Sport & Recreation, PE, received a grant from the Special Olympics with funding through their Inclusive Health Innovation Grant. The grant, supported by the U.S. Centers for Disease Control and Prevention (CDC), aims to support organizations in making practices more inclusive and tip the balance toward a fully inclusive world where people with intellectual disabilities (ID) are fully and intentionally included in mainstream fitness programs and services.

ABOUT IHRSA

As the trade association representing the global fitness industry of over 200,000 health and fitness facilities and their suppliers, IHRSA maintains a leadership role in advancing physical activity, which is critical to peak health and fight the battle against obesity and chronic lifestyle disease.

IHRSA is one of the world's leading authorities on the commercial health club industry, and the mission is to grow, promote, and protect the health and fitness industry, while providing its members with benefits and resources. IHRSA and its members are devoted to making the world happier, healthier, and more prosperous through regular exercise and activity promotion.

The events of the coronavirus pandemic have magnified the need for the industry to be stronger politically. It's vital for the health and fitness industry to have a "seat at the table" when policymakers discuss and decide on issues that impact the health of the nation, individual states, or the fates of America's small businesses.

IHRSA formed the National Health and Fitness Alliance and Global Health and Fitness Alliance to support common goals, increase access to physical activity and health education, boost policymaker relationships, and more. A strong association with a powerful advocacy arm that represents and is supported by the entire health and fitness industry is necessary to track, confront, and overcome threats, jump on opportunities, and deliver results.

Population health can be improved through regular physical activity. The IHRSA Foundation is a 501(c)3 charitable organization building capacity and developing programs and resources for fitness facilities to more effectively provide people of all ages, backgrounds, and abilities a place to improve their health through regular physical activity.

The elements that will help the IHRSA Foundation achieve these aims include the following:

1. Research on outcome-based wellness programs in clubs
2. Education and resources to support wellness
3. Programs and staff training that promote health through exercise
4. Growing the support for and availability of ACCESS Health Programs

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