



Health Club Industry
Data & Consumer
Trends from IHRSA

FOR MEDIA USE ONLY
FALL 2021



2021

IHRSA MEDIA REPORT
HEALTH AND FITNESS CONSUMER
DATA & INDUSTRY TRENDS
THROUGHOUT THE COVID-19
PANDEMIC

INTRODUCTION

IHRSA, the Global Health & Fitness Association, is the not-for-profit trade association representing the global health and fitness industry—health and fitness clubs, gyms, studios, industry professionals, 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 released over 155 Coronavirus Resources materials—and counting—including articles, checklists, webinars, videos, and more.

During this pandemic, memberships were frozen or cancelled, revenue greatly declined, and as of July 1, 2021, **22% 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 119,600 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 have any questions about this report or the industry, would like a copy of the IHRSA 2021 Global Report, or would like to receive news alerts about health club industry trends, **please email Sami Smith at pr@ihrsa.org**.

TABLE OF CONTENTS

METHODOLOGY	4
FAQ	5
HOW MANY CLUBS HAVE CLOSED?	
ARE MEMBERSHIP LEVELS DECLINING?	
WHAT ARE CURRENT ATTENDANCE LEVELS?	
HOW MUCH REVENUE HAS THE INDUSTRY GENERATED/LOST IN THE PAST YEAR?	
WHAT WE KNOW ABOUT COVID'S IMPACT ON THE FITNESS INDUSTRY	7
INDUSTRY DAMAGE	
FITNESS INDUSTRY'S RESPONSE TO COVID	
RESEARCH ON EXERCISE AND COVID	
THE NEW NORMAL: GYM MEMBER OUTLOOK POST-COVID	
WHY AMERICANS EXERCISE AT HEALTH CLUBS/GYMS	15
COVID ISN'T THE ONLY REASON EXERCISE MATTERS	17
MENTAL/EMOTIONAL HEALTH	
PHYSICAL/IMMUNE	
SOCIAL	
ECONOMIC	
FOUNDATION	23
EXPANDING INCLUSION	
MENTAL HEALTH PROJECTS	
ABOUT IHRSA	24

METHODOLOGY

The majority of this media report's information comes from the 2020 IHRSA Health Club Consumer Report, 2021 IHRSA Global Report, and The Next Fitness Consumer Report.

The 2020 IHRSA Health Club Consumer Report is 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.

The 2021 IHRSA Global Report provides a comprehensive overview of the health club industry worldwide. An annual IHRSA bestseller, this report heavily focuses on COVID-19's impact on the health club industry. Data in the report is collected from various sources worldwide.

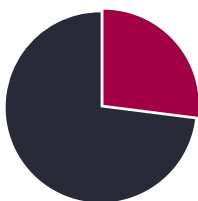
The Next Fitness Consumer Report was conducted by ClubIntel and commissioned by the IHRSA Foundation and ABC Fitness Solutions. In June 2021, survey participants from across the U.S. were recruited for this study using a series of screening questions to qualify a highly targeted profile of "active" consumers.

This study reflects the responses from 2,113 consumers who are ages 18 and older, and who are currently active. The study also captured responses from consumers who stated they were not active but had an interest in doing so. Those who were not currently active and had no interest were disqualified from the study.

If you'd like more information on the methodology used and sources of the information in this report, **please contact Sami Smith at pr@ihrsa.org.**

HOW MANY CLUBS HAVE CLOSED?

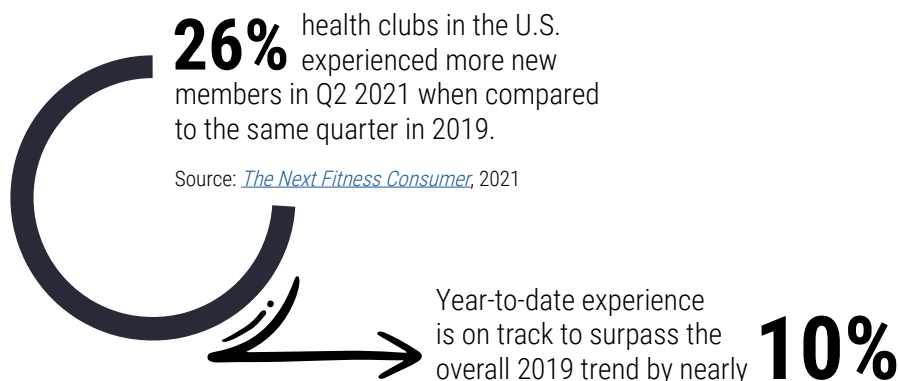
As of July 1, 2021, 22% of gyms and studios permanently closed their doors due to COVID. The closures amount to roughly 9,100 facilities. In 2019, there were 41,3700 fitness facilities.



27% of fitness studios alone closed permanently

Source: IHRSA & Industry Data

ARE MEMBERSHIP LEVELS DECLINING?



IHRSA expects that because of COVID, memberships declined in 2020. However, precise gym membership numbers are not available.

Since restrictions lifted in the U.S., data from club management firms point to an uptick in membership levels.

It's important to note the methodology for collecting the data does not take into account the impact of membership fluctuations—i.e., cancellations and new joins—during the year. Because of gym and studio closures, we intuitively know that membership fluctuated significantly in 2020.

The membership question in the survey asks whether or not a consumer has been a member over the past 12 months; there is no separate question that gathers cancellations or membership suspension data.

WHAT ARE CURRENT ATTENDANCE LEVELS?

Throughout the pandemic,
gym and studio usage
declined by more than **50%**



While visits were down at clubs nationwide in early Q1, relative to pre-pandemic levels, some segments closed out the quarter on a positive note. [Placer Ai](#) foot traffic data shows top fitness brands closed the gap in year-over-year visits. While Q4 2020 saw a visit decline of 20% relative to Q4 2019, Q1 2021 visits were down by only 14%, comparable to Q1 2019.

Data from [Daxko](#) (May 2021), a club management firm that serves multiple segments, highlights a similar uptrend:



Check-ins at boutique studios in March this year reached 87% of March 2019.



At health clubs, check-ins were 68% of pre-pandemic levels, while new joins outpaced March 2019 data.



For all facilities in the firm's portfolio, active members reached 66% of 2019 levels, and revenue hit nearly 80% of pre-pandemic March 2020 levels.

With new membership-join velocity increasing into mid-year, attendance level is expected to continue improving.

HOW MUCH REVENUE HAS THE INDUSTRY GENERATED/LOST IN THE PAST YEAR?

After 10 years of consistent revenue growth, the fitness industry [lost \\$29.2 billion](#) in revenue from March 2020 through June 2021. In 2020, alone, the industry lost \$20.2 billion in revenue, down from \$35 billion in 2019.

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

Data shows that reopening and relaxing restrictions won't be enough to help fitness facilities survive COVID-19's devastating impact.

INDUSTRY DAMAGE

Source: data from major gym & studio payment processing companies as of July 1, 2021

PERMANENT CLOSURES

just over
1 out 5 fitness facilities



22% of fitness facilities have permanently closed

just over
1 out 4 studios



27% of studios have permanently closed

39%
of CA clubs
permanently
closed

31%
of NY clubs
permanently
closed



1.5
million

industry employees have
lost their jobs, that's 47%
of jobs in the industry

\$29.2
billion

how much revenue the
industry lost from March
2020 through June 2021



27 days

the number of days' worth of expenses in reserve that the typical small business has

Source: a 2020 [JP Morgan Study](#) of nearly 600,000 small businesses

portion of the
U.S. health and fitness
industry that are small
business owners

80%

In worst case scenarios—such as California—fitness facilities were closed for **more than 9 months** with outdoor only options and operated with 10% maximum capacity indoors.

With little to no revenue stream during closures, health clubs, gyms, and studios banded together to lobby for relief, but to no avail. In past economic relief packages, Congress has either left out the industry completely or didn't really help.

2 to 5
MONTHS

How long U.S. gyms closed due to lockdowns, with little to no relief, and clubs in some states were closed 2 or 3 times

THE 3-PART SOLUTION



1

The GYMS (Gym Mitigation & Survival) Act (H.R. 890/S. 1613)

2

The Personal Health Investment Today (PHIT) Act

3

ENGAGING THE 80%

1. The [GYMS Act](#) (H.R. 890/S. 1613)

If passed, the GYMS Act will create a \$30 billion fund to provide grants to affected businesses in the health and fitness industry. A sample of expenses the grant would cover include:

- Payroll costs,
- Rent or mortgage payments, including interest,
- Utilities,
- Interest on debt accrued before February 15, 2020, taxes,
- Payments required for insurance on any insurance policy costs required under any law or guideline related to social distancing, and more.

So far, persistent efforts by the National Health & Fitness Alliance—IHRSA's advocacy arm—and fitness industry partners have garnered more than 550,000 actions on behalf of the industry for the GYMS Act. These actions have led to 155 House Representatives and 25 Senators to sign as co-sponsors for the respective bills—as of September 21, 2021.

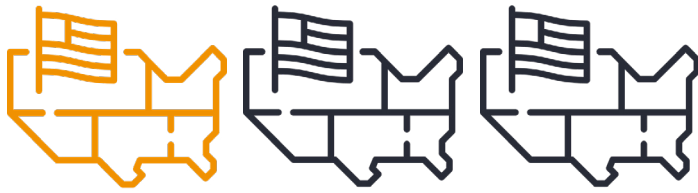
For up-to-date numbers, visit ihrsa.org/dashboard.

2. The 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.

In 2021, PHIT was reintroduced in the House and Senate and as of August 2021, has the support of 50 U.S. Reps. and Senators.

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.



1/3 OF AMERICANS FROM THE LOWEST INCOME GROUP OBSERVED DO NOT WORK OUT BUT ARE INTERESTED IN REGULAR ACTIVITY

Source: [The Fitness Consumer Market Research Report](#)

On average, the household income of families with HSAs and FSAs falls between \$50 - \$70,000.

In addition to helping more people get healthier through exercise, the PHIT Act could help many in lower income brackets get active.



3. 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.

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

ENGLAND

1,500 GYMS
77 MILLION CHECK-INS
1 CASE OF COVID-19 FOUND FOR EVERY 100,000 VISITS
DATA COLLECTED BY UKACTIVE FROM APRIL TO AUGUST 2021

UNITED STATES

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

DATA COLLECTED BY MXM &
IHRSA FROM JUNE - AUGUST
2020



AUSTRALIA

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

DATA COLLECTED BY
FITNESS AUSTRALIA IN 2020

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

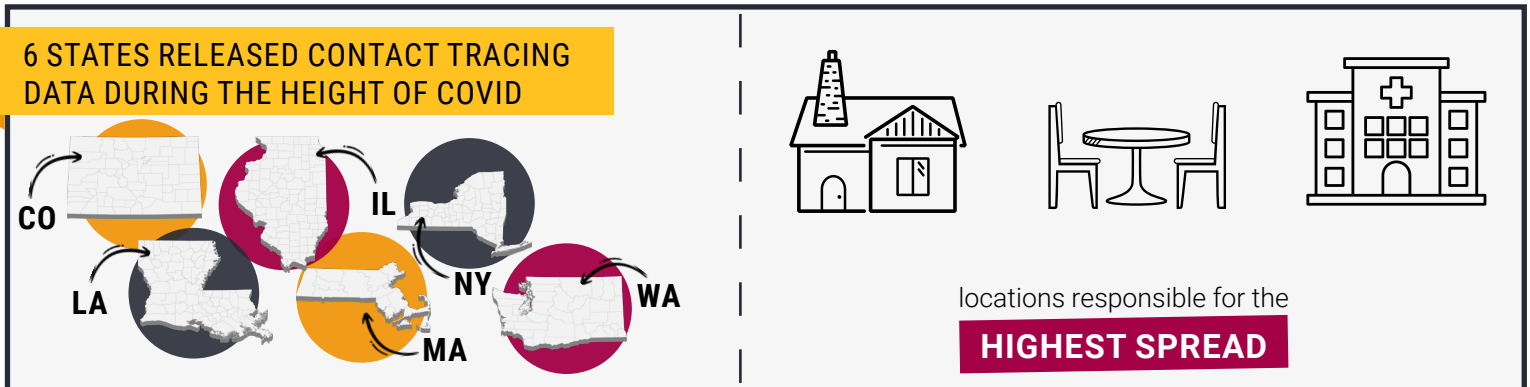
A case control study published in the CDC's Morbidity and Mortality Weekly Report found that people who tested positive for COVID-19 were more likely to have dined in a restaurant or have had a close contact diagnosed with COVID-19. There was **no statistically significant association** between COVID-19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

Data collected in 2020 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 CONFIRMS PROTOCOLS WORK

*Many states have stopped releasing their contact tracing data publicly. Numbers reflect the most current public data we could find.



Colorado

Of 90,706 total cases linked to outbreaks, they found 3,091 cases linked to bars and restaurants, 2,126 cases linked to offices, but only 41 cases resulting from outbreaks linked to health clubs or fitness centers. Colorado opened health clubs and fitness centers in June 2020.

Source: [Colorado Department of Public Health & Environment](#)

Louisiana

Of 24 reported settings, industrial settings (#1), restaurants (#2), and retail stores (#3) ranked highest for spread.

Gym/fitness centers rank 15th—even lower than office settings and religious gatherings.

Source: [Louisiana Department of Health](#)

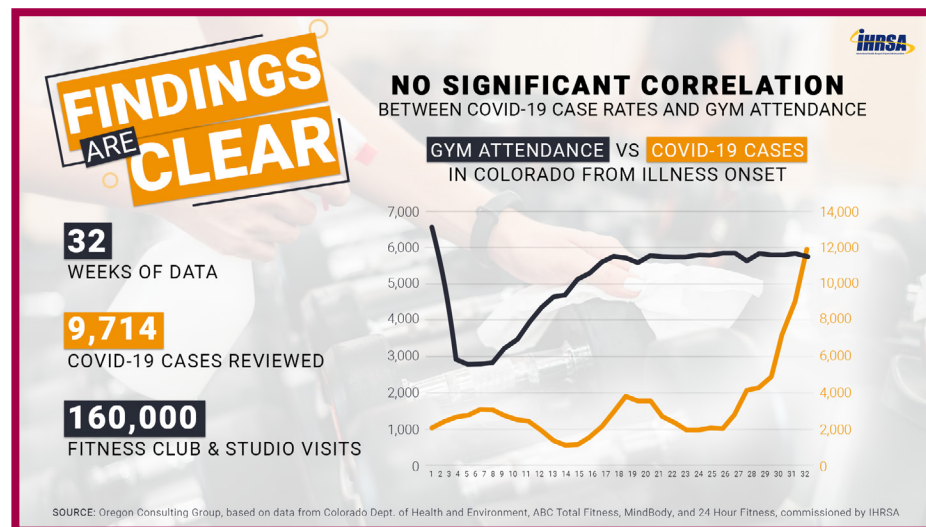
Illinois

Since July 1, 2020, restaurants have been linked to 3.47% of outbreaks, bars linked to 2.15%, offices to 2.84%, whereas gyms/fitness/dance facilities have only been linked to 1.39% of outbreaks.

Source: [Illinois Department of Public Health](#)

Massachusetts and Washington

These states combine fitness centers with other sectors like casinos, pools, beaches, and hospitality. As of January 2021—last reporting—outbreaks attributed to those locations account for a small proportion of total outbreaks. **0.2% in MA and 1% in WA**



RESEARCH ON EXERCISE AND COVID



A study of 66 Chinese college students at the height of the pandemic found that physical activity had a direct, positive effect on negative emotions.

Source: [International Journal of Environmental Research and Public Health, 2020](#)



A study including 3,971 identical twin pairs in Washington found an association between a perceived decline in physical activity and higher stress levels.

Source: [PLOS ONE, 2020](#)

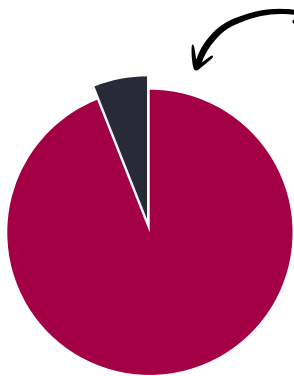


In Brazil, people who got >30 minutes of moderate or >15 minutes of vigorous daily exercise had lower odds of having depression, anxiety, or both during the COVID shutdown. People who were sedentary for >10 hours a day were more likely to have symptoms of depression.

Source: [Psychiatry Research vol. 292, 2020](#)

THE 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.



94% of people say they plan to return to their gym in some capacity, pre-pandemic 42% of users went 3-4 days a week, when gyms reopen 35% anticipate they'll go just as often.

Source: The [COVID Era Fitness Consumer](#), 2020

**ACTIVE
CONSUMERS
POLLED**

49% ← --- --- --- → **44%**

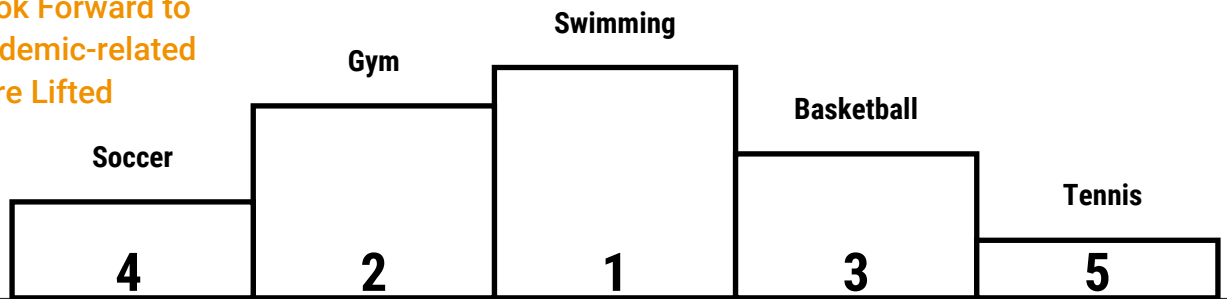
nearly half (49%) of active consumers that used to belong to a big-box gym indicate intentions to return within the next 6-12 months

say their concern for not returning was that the pandemic was not yet under control

Source: [The Next Fitness Consumer](#), 2021

5 Activities

Americans Most Look Forward to Resuming Once Pandemic-related Restrictions Are Lifted



2 out of 5 active consumers (43%) engaged in outdoor exercise

This trend **grew by 7%** during the pandemic while brick and mortar facilities were closed. Exercising in natural environments can boost self-esteem and mood, reduce stress, and even help manage symptoms of anxiety and depression.

Source: [Queensland Health](#)

60%

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

Source: The [COVID Era Fitness Consumer](#), 2020

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)

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.

Millennials: 35% pay for an online fitness service

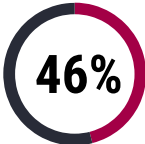
Gen Z: 25% pay for an online fitness service

Gen X: 27% pay for an online fitness service

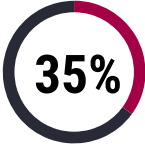
Boomers: 4% pay for an online fitness service

WHY AMERICANS EXERCISE AT HEALTH CLUBS/GYMS

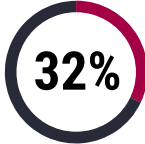
Gym goers have diverse goals that fitness centers help them achieve. The latest research shows the top 3 extrinsic fitness motivators for consumers:



JUST TO
BE ACTIVE



FOR THEIR MENTAL
WELLBEING



TO LOSE
WEIGHT

4 MAIN REASONS PEOPLE GO TO THE GYM



SOLVE A PROBLEM

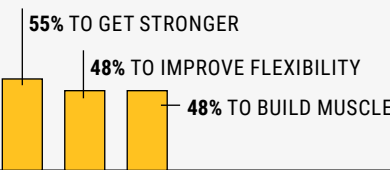
More than **1 out of 4 members** indicate using a gym or health club to address a specific health concern.

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

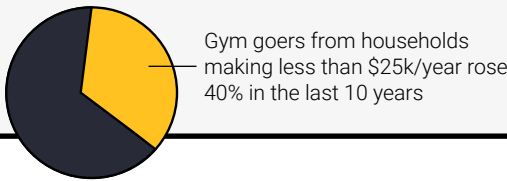
The social aspects of a club rank highly among members.

42% miss working out with other people

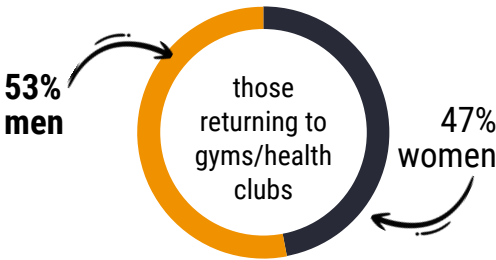
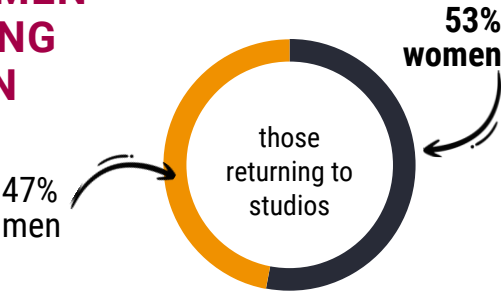
36% miss their gym's sense of community

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



MEN AND WOMEN ARE RETURNING TO IN-PERSON FITNESS



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

\$5.80
all facilities

\$13.00
studios

\$4.20
fitness-only

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

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

DIGITAL HOME FITNESS | IN-PERSON

Peloton cycle

Hardware/equipment: about \$2,000 (\$1,895 - \$2,245)
Subscription (membership): \$39/mo

Peloton connected treadmill

Hardware/equipment: \$2,495 - \$4,295 (varies based on tread or tread+)
Subscription (membership): \$39/mo

Hydrow

Hardware/equipment: \$2,245 - \$2,455
Subscription (membership): \$38/mo

Mirror

Hardware: starts at \$1,495
Subscription (membership): \$39/month

Tonal

Hardware: \$2,995 - \$3,495
Subscription (membership): \$49/month

CONNECTED FITNESS EQUIPMENT

ONLINE FITNESS SUBSCRIPTIONS

Daily Burn

\$14.95 - 19.95 per month

Beachbody on Demand

\$99 per year

7-Minute Workout

\$2.99 per month (app only)

Fitbit

Watches: can get up to \$299
Subscription (membership): \$9.99/month

Apple Watch/ Apple Fitness+

Watches: can get up to \$499
Subscription (membership): \$9.99/month

WEARABLES

COVID ISN'T THE ONLY REASON EXERCISE MATTERS

EXERCISE IS GOOD FOR MENTAL & EMOTIONAL HEALTH

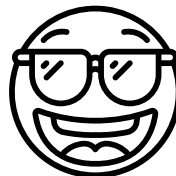
35%

of consumers surveyed said mental well-being is why they get active, followed by weight loss at 32%

Source: [The Next Fitness Consumer](#), 2021

RESEARCH SHOWS THAT PEOPLE WHO ARE MORE PHYSICALLY ACTIVE ...

are happier



experience greater
levels of excitement
and enthusiasm

are more satisfied
with life



have higher self-
esteem

Source: [University of Cambridge](#), [Penn State](#), [University of Wisconsin](#)



Regular physical activity can help children develop important life skills, boost self-esteem, motivation, confidence, and well-being.

Source: [University of Exeter](#)

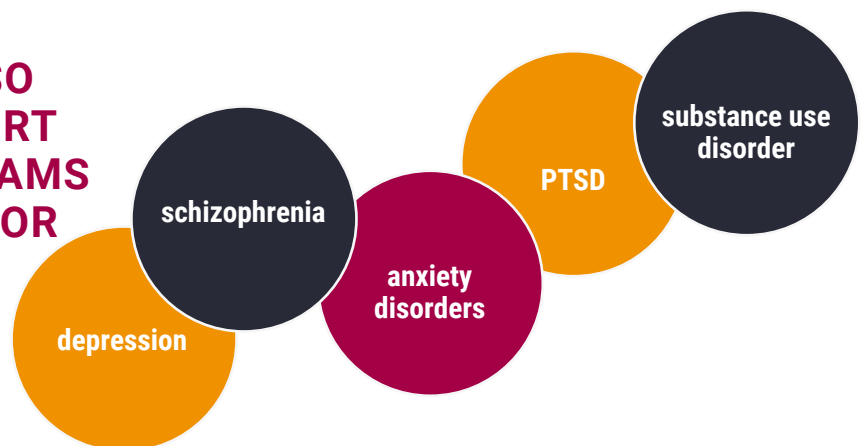


The effects of exercise for mild and moderate depression may be comparable with antidepressant medication and psychotherapy and may be a valuable complementary therapy to traditional therapy for severe depression.

Source: [Disability and Rehabilitation, Vol. 37](#)

AN AUSTRALIAN STUDY ALSO FOUND EVIDENCE TO SUPPORT PHYSICAL ACTIVITY PROGRAMS AS AN ADJUNCT THERAPY FOR SEVERAL MENTAL HEALTH CONDITIONS, INCLUDING ...

Source: [Australasian Psychiatry](#)



Meta-analyses of studies have shown that exercise is more effective in treating anxiety than control group settings.

People with anxiety also benefit from adding more mindful forms of exercise like yoga, Tai Chi, and Qigong one or two times per week.

The top three exercise types linked to mental health benefits are:

- general physical activity (a broad category representing any movement),
- cardiovascular/aerobic physical activity, and
- yoga.

Source: [John W. Brick Foundation, Move Your Mental Health Report](#)

EXERCISE IS GOOD FOR PHYSICAL & IMMUNE HEALTH

Gyms help prevent lifestyle-related illnesses and help address the needs of those with underlying conditions by providing regular activity, collaboration with medical providers, and offering 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.

3x the common conditions below carry
the risk for hospitalization
due to COVID-19

Hypertension

Regular aerobic exercise results in reductions in blood pressure of 5-7 mmHg among individuals with hypertension and these reductions translate to a reduced risk of CVD of 20-30%

Diabetes

Physical activity can reduce your risk of developing Type 2 Diabetes by 58%

Obesity (BMI 30+)

Severe Obesity (BMI40+) raises the risk from 3x to 5x the risk for hospitalization due to COVID

Physical activity is associated with a 31% lower risk of a community-acquired infection and 37% lower risk of infectious disease death.

High levels of activity are associated with lower mortality across all adiposity categories, except BMI over 35.

Source: [Mayo Clinic Proceedings](#), [ACSM](#), [Sports Medicine](#)

Resistance training has been found to:

- Reduce disease activity,
- Reduce ESR—a measure of inflammation—and
- Improve patients' 50-foot walk test score.

Other similar studies have found resistance training improved grip strength, slowed disease progression, improved joint function, alleviated pain, and improved joint stiffness.

Physical activity exerts several key benefits in older age, including:

- muscle strength,
- balance,
- postural control, and
- improved recovery following injury.

Source: Medicine, 2021, [Article 1](#) and [Article 2](#)

EXERCISE HAS SOCIAL BENEFITS

01

BECOME A “MORE SOCIAL VERSION OF YOURSELF”

Endorphins released during exercise help us bond to others, and help strengthen ties to individuals we're not related to—e.g., team mates—which helps us build extended families and important social networks that help stave off loneliness and social isolation.

Source: [NPR, 2020](#)

02

STRENGTHEN RELATIONSHIPS

Physical activity can strengthen and foster relationships with peers, parents, and coaches. Just as importantly, activities that take account of culture and context can promote social inclusion for those from different backgrounds, ethnicities, sexual orientation, skill levels, and physical capacity.

Source: [University of Exeter](#)

03

CREATES OPPORTUNITIES FOR SOCIAL INTERACTIONS

During the pandemic, the Boomer's uptick in sports participation and studio usage highlights the importance of in-person social interactions. Fitness clubs meet this need by emphasizing the social aspects of the club and providing small group exercise workshops focused on a sports activity or discipline.

Source: [The Next Fitness Consumer](#), 2021

EXERCISE HAS ECONOMIC BENEFITS

01 STIMULATE THE ECONOMY

Over the pandemic, nearly half of consumers invested in fitness equipment while gyms and studios were closed. 1 in 10 active consumers spent more than \$1,000 on fitness equipment.

Source: [The Next Fitness Consumer](#), 2021

02 LOWER OUT-OF-POCKET MEDICAL COSTS

People with heart disease who met weekly exercise recommendations saved on average \$2,500 a year in out-of-pocket medical costs.

Source: [Journal of the American Heart Association](#)

03 LOWER ANNUAL HEALTHCARE COSTS FOR OLDER ADULTS

High-fit participants showed 40% lower average annual healthcare costs compared to low-fit participants based on Medicare charges after age 65. This savings comes out to an average annual saving of \$5,242 for men's healthcare costs and an average of \$3,964 for women.

Source: [Journal of the American College of Cardiology](#)

04 BETTER LIFETIME WAGES & LOWER LIFETIME MEDICAL COSTS

Increasing the % of U.S. elementary school children getting 25 minutes of physical activity 3x a week from 32% to 50% would avoid \$21.9 billion in medical costs and lost wages over the course of their lifetimes. If 100% of kids aged 8-11 were that active, \$60 billion in lifetime medical costs and lost wages could be saved.

Source: [Johns Hopkins School of Public Health](#)

AND ECONOMIC COSTS

\$147 BILLION
A YEAR

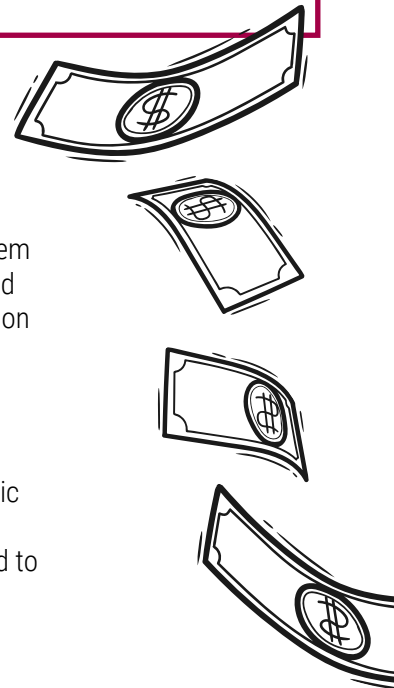
The U.S. adult obesity rate is 42.4%—costing the healthcare system \$147 billion a year. Increased activity levels, reduced smoking and obesity rates, and improved treatment rates could save \$116 billion yearly.

Source: [CDC](#)

\$2 TRILLION

86% of healthcare spending is for people with one or more chronic condition. Regular exercise has been shown to be effective at preventing the incidence of chronic diseases, which are projected to cost the U.S. \$2 trillion between 2016 and 2030.

Source: [CDC](#)



\$19,000

Over the lifetime, an obese child who continues to remain obese in adulthood incurs lifetime medical costs \$19,000 higher than a non-obese child who maintains a healthy weight through adulthood.

Source: [Pediatrics](#)



\$3 TRILLION

Americans spend \$3 trillion treating existing health issues, yet only \$60 billion—0.2%—on preventative healthcare measures like physical activity and lifestyle behaviors.

Source: [IHRSA Compiled Physical Activity Stats](#)



8 IN 10

8 in 10 of the most expensive medical conditions are more common in the inactive population.

Source: [WHO](#)



\$794 BILLION

Chronic diseases cost \$794 billion in lost employee productivity each year. Someone diagnosed with a chronic illness can expect a 12% drop in earnings at the time of onset. Over time, this increased to an 18% loss in earnings.

Source: [Partnership to Fight Chronic Disease](#) and [Health Affairs](#)

KEY FINDINGS FROM THE IHRSA FOUNDATION

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:

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

EXPANDING INCLUSION OF PEOPLE WITH INTELLECTUAL DISABILITIES IN FITNESS

There's an increasing need to provide more inclusive fitness opportunities and to assist people with disabilities to overcome any barriers to exercise. The IHRSA Foundation helps gyms and health clubs increase 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 ID are fully and intentionally included in mainstream fitness programs and services.

Learn more at ihrsafoundation.org

CURRENT PROJECT INCREASING MENTAL HEALTH EDUCATION & AWARENESS

IHRSA Foundation has been awarded a grant from the [John W. Brick Foundation](#) for a project that aims to assess and address awareness around the mental health benefits of exercise. As well as the role the fitness industry and industry professionals can play in improving mental health and well-being.

During the project, IHRSA Foundation will conduct an assessment and follow-up survey of fitness industry professionals, provide education and resources, and launch an awareness campaign.

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.



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