



IHRSA

CONSUMERS SAY THERE'S **NO PERFECT SUBSTITUTE** FOR THEIR HEALTH CLUB

Part of the COVID Era Fitness Consumer Series | October 2020

SUMMARY

With news headlines stirring up constant concern in 2020, Americans are stressed—and many are having to get creative to relieve that given Coronavirus closures. Many are finding respite in fitness, whether at the health club or at home.

A new survey* by the International Health, Racquet & Sportsclub Association (IHRSA), conducted by Kelton, a Material Company, shows that American health club and gym users are awaiting the opportunity to resume their fitness routine with bated breath.

While at-home workouts satisfy some, many feel they're no match for the health club experience. They're taking note of and are satisfied with the safety precautions their club is taking, leaving many feeling ready to hit the gym again—if they haven't done so already.

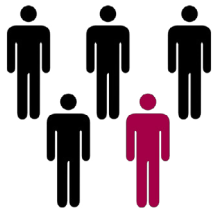
*a survey to 1,171 Americans aged 18+ who have a gym membership or recently canceled one due to COVID-19

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FOR CONSUMERS, THERE'S NO PERFECT SUBSTITUTE FOR THEIR HEALTH CLUB

As gyms closed due to COVID-19, members were forced to change up their routines. While some have gotten creative with at-home workouts, others continue to struggle as nothing quite compares to being in the gym. Health club and gym users look forward to returning to their gym—and the routines and friendly faces they associate with it—as they push to reach their personal fitness goals.



more than **4/5**
(85%) fitness club users admit their exercise regimen has changed over the past several months

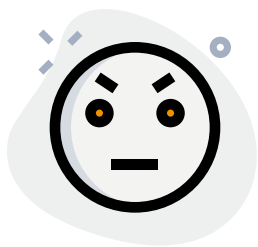
FITNESS ROUTINES HAVE BEEN UPENDED SINCE COVID-19 BEGAN

53% are going for walks or runs more often

33% are streaming at-home fitness videos

30% are taking pets for more walks

29% have purchased fitness equipment



WHY ARE **50%** OF GYM GOERS DISSATISFIED WITH THEIR NEW FITNESS ROUTINES?

54% said less challenging

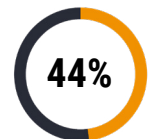
53% said less consistent

51% said simply worse



those who have **not** returned

dissatisfied with their new routine

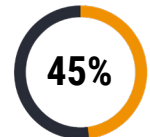


those who have

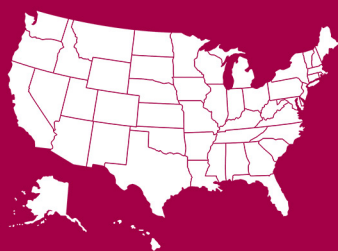


those who have **not** returned

believes their new routine to be worse

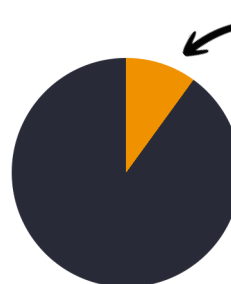


those who have



48%

of people admitted to having a harder time finding the motivation to exercise



10%

or 1/10 of people who haven't kept up their routine, admit they've **stopped exercising altogether**

54%
of women

41%
of men



52% those who have not returned to their gym since it reopened are having a harder time getting motivated to work out compared to 42% of those who have.

admit they have a hard time finding the motivation to exercise

IT'S ONLY TEMPORARY: SAYS 53% OF CONSUMERS WHO CHANGED THEIR FITNESS ROUTINE

63% of Boomers+ say changes are temporary

51% of Gen X say changes are temporary

44% of Millennials say changes are temporary

47% of Gen Z say changes are temporary

MANY LOOK FORWARD TO RESUMING THEIR NORMAL GYM ROUTINE AND THE RESOURCES THAT COME WITH IT

95%

nearly all club users miss at least one aspect of physically being at their gym

54%

report having limited equipment at home

51%

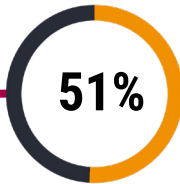
say they're unable to get the same variety of workouts

Many acknowledge that they're now more able to focus on physical fitness and health.

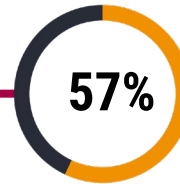
- **68%** say they are prioritizing their health more
- **59%** say they are eating healthier than they did previously
- **77%** members say they have more time to exercise now
- **65%** are spending more time focusing on their own health and fitness than before

53%

of consumers say they and their friends motivate each other to stay active during the pandemic



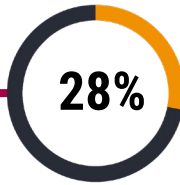
those who have **not** returned to their gym



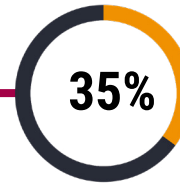
those who have

31%

of consumers participated in an online fitness challenge



those who have **not** returned to their gym



those who have

MEMBERS MISS THE COMMUNITY FITNESS CLUBS PROVIDE

Here are three things consumers miss about their club ...

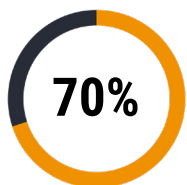
42%
working out with other people

36%
sense of community that comes with belonging to a gym

26%
having people at the gym cheer them on through a workout

Among those who miss being at the gym, more women than men say they miss working out with other people (**48% of women vs. 37% of men**) and the sense of community there (**40% of women vs. 33% of men**).

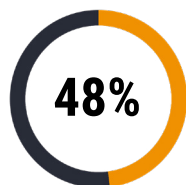
WHY CONSUMERS ARE RETURNING TO THEIR GYMS



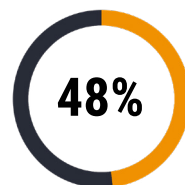
to maintain their overall health



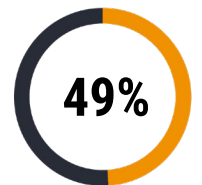
to get stronger



to improve flexibility



to build muscle



to boost their mood

53% of those who have returned to their gym since it reopened say one of their goals in having a membership is to elevate their mood versus 44% of those who have not returned.

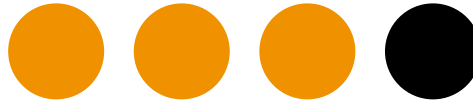


DISSATISFIED WITH YOUR CURRENT FITNESS ROUTINE?

You're not alone!

MORE THAN

4/5 AMERICANS



ADMIT COVID-19 HAS UPENDED THEIR EXERCISE ROUTINE

HAVE YOU RECRUITED YOUR WORKOUT TEAM?



2/5 SURVEYED

SAY THEY MISS WORKING OUT WITH OTHER PEOPLE!



of gym goers are dissatisfied with their new fitness routines

WHY?

54% said less challenging



53% said less consistent



51% said simply worse



LET OUR CLUB BE YOUR SOLUTION!

CHECK OUT OUR VIRTUAL AND SOCIALLY-DISTANCED CLASSES!

METHODOLOGY

SAMPLE

This survey was fielded among 1,171 people aged 18+ in the United States who currently have a gym membership, or recently canceled their gym membership due to COVID-19. The survey was conducted online during the period of August 24-28, 2020, and has a margin of error of +/- 2.9%.

METHODOLOGY

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 2.9 percent, from the result that would be obtained if interviews had been conducted with all personas in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.

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ABOUT IHRSA

The International Health, Racquet & Sportsclub Association (IHRSA) is a nonprofit trade association founded in 1981. IHRSA represents a global community of health and fitness professionals committed to building their businesses and improving their communities' health and well-being.

Health clubs, gyms, fitness facilities, and industry suppliers—millions of people—all working toward one goal: helping more people get active. To learn more, visit ihrsa.org.

CONNECT WITH IHRSA

IHRSA HELPS HEALTH CLUBS IMPROVE PROFITABILITY, GROW, AND STAY COMPETITIVE BY PROVIDING UNIQUE NETWORKING AND EDUCATIONAL OPPORTUNITIES, INDUSTRY BENCHMARKING, AND HEALTH PROMOTION TOOLS, SO IHRSA MEMBERS CAN HELP THEIR COMMUNITIES LEAD HEALTHIER LIFESTYLES.

FOR MORE INFORMATION ON HOW IHRSA CAN HELP YOUR BUSINESS SUCCEED, EMAIL [INFO@IHRSA.ORG](mailto:info@ihrsa.org) OR CALL +1 617-951-0055.



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