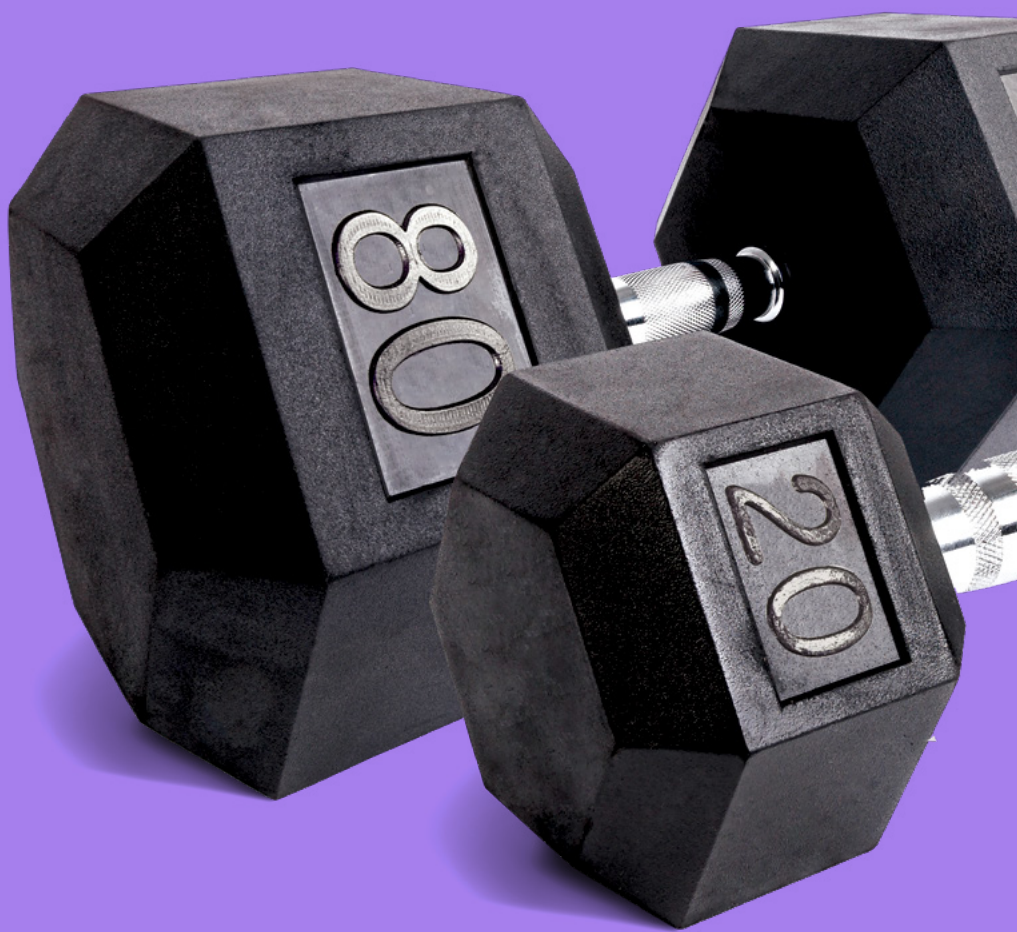


STOP THE BULLFIT. LET’S GET REAL ABOUT FITNESS.

According to a recent Planet Fitness study, growing frustrations with fad fitness, social media and competition leaderboards are **keeping AMERICANS out of the gym.**

80% of America doesn’t belong to a gym. Why not?



FOUR MISCONCEPTIONS KEEPING PEOPLE OUT OF FITNESS

#1

TIME
THE AVERAGE AMERICAN BELIEVES YOU NEED TO WORK OUT FOR 95 MINUTES

in a session to be beneficial. Non-gym members think it requires at least 2 full hours.

IN 95 MIN. YOU COULD FLY FROM LONDON TO PARIS...



#2

COMPETITION
IS THE LATEST FAD IN FITNESS.

LEADERBOARD

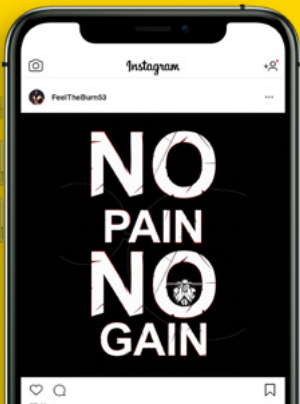
1 ST	Jane S.	5:20
2 ND	Thomas J.	5:57
3 RD	Emily B.	6:28

68% of non-gym members are demotivated by leaderboards and competition in fitness.

#3

FITSPIRATION
LIKE “NO PAIN, NO GAIN” IS ALL OVER SOCIAL MEDIA.

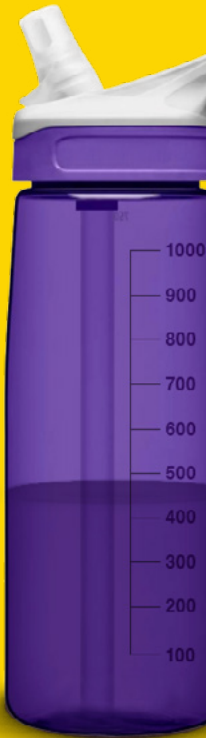
53% of Americans are intimidated by sayings like



#4

FREQUENCY
NEARLY HALF **(45%)** OF AMERICANS BELIEVE YOU HAVE TO WORK OUT 5+ TIMES PER WEEK.*

New government fitness guidelines^ say as little as 10 minutes of activity per day can show health benefits, improve cognitive function, and relieve anxiety.



NEW YEAR, YOUR RULES

IN 2020, AMERICANS ARE SETTING FITNESS GOALS IN ORDER TO:

72% **FEEL HEALTHIER**

62% **FEEL BETTER ABOUT THEMSELVES**

47% **REDUCE STRESS**



01
JAN 2020

s	m	t	w	t	f	s
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

As Americans look ahead to January, they have **realistic motivations** for getting healthy.

HOW THEY WANT TO STAY MOTIVATED:*

49% by seeing steady progress through the year

31% by being forgiving along the way

27% reminding themselves they will feel less stressed

* Online survey conducted by Innovate MR

^ U.S. Department of Health & Human Services

+ Online survey conducted by Kelton Global

