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

**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**

Like "NO PAIN, NO GAIN" is all over social media.

**FITSPIRATION**

Nearly half (45%) of Americans believe you have to work out 5+ times per week.*

**#3**

**FREQUENCY**

Fitspiration like "NO PAIN, NO GAIN" is all over social media.

**#4**

**FITSPIRATION**

53% of Americans are intimidated by sayings like "NO PAIN, NO GAIN".

**FITNESS GOALS IN ORDER TO:**

**72%** feel healthier

**62%** feel better about themselves

**47%** reduce stress

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

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*Online survey conducted by Innovate MR
*U.S. Department of Health & Human Services
*Online survey conducted by Kelton Global