

# **AMERICAN FITNESS FAILURE?**

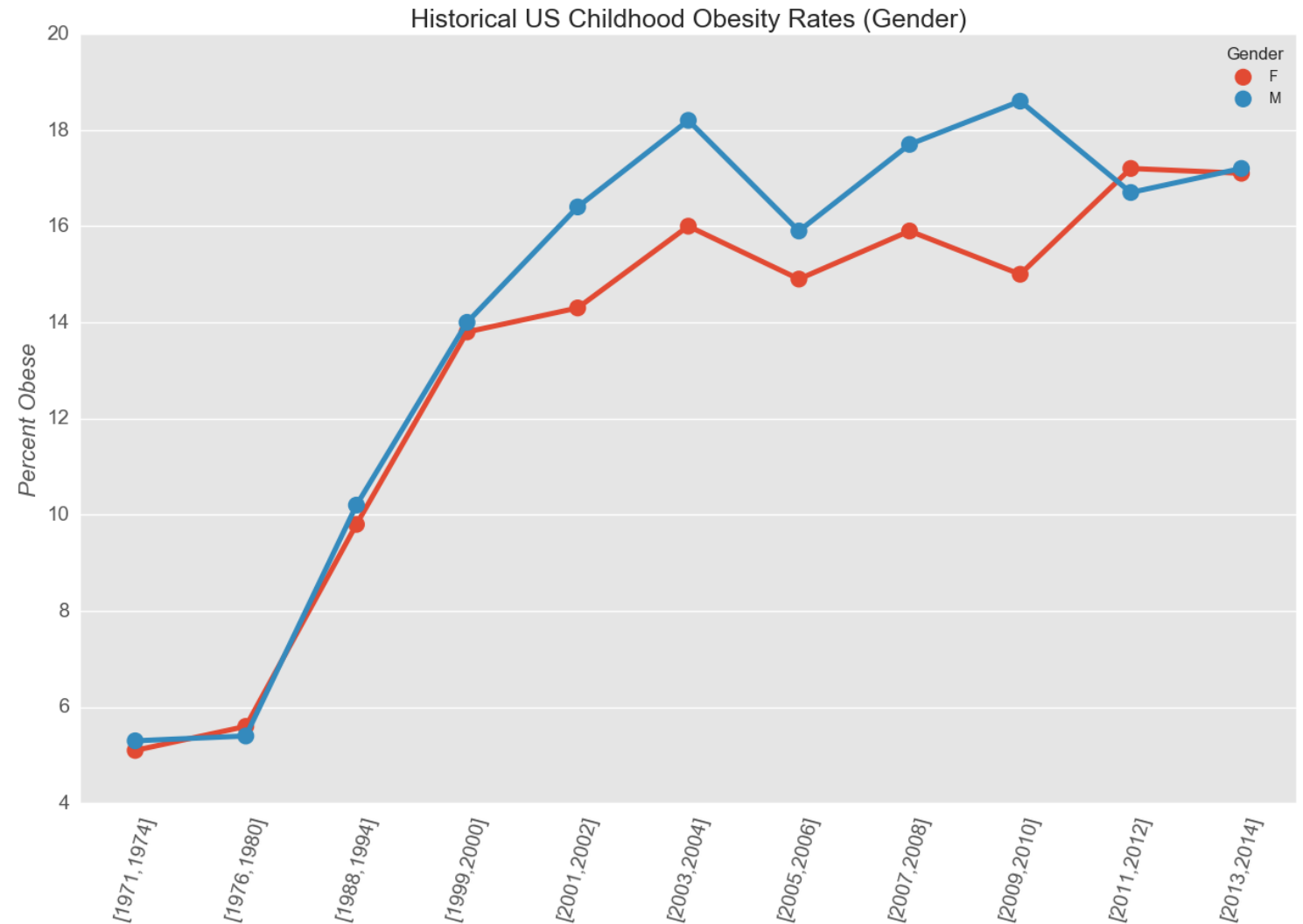
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**The Disconnections Between Actual  
Health/Fitness and our American  
Fitness and Sports Industries**

# AMERICAN FITNESS SYSTEM FAILURE

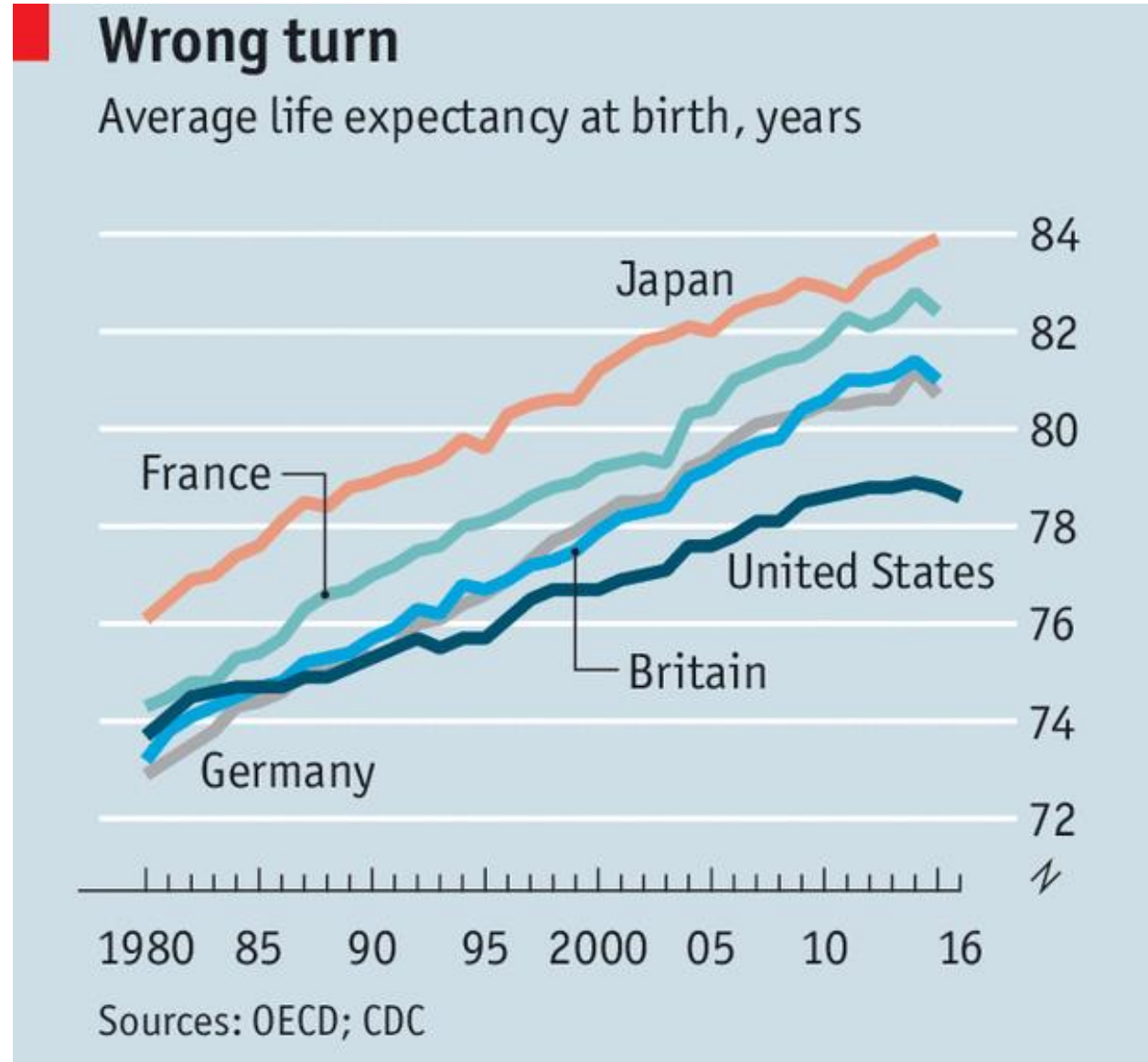
## The Data

1. College represent an incredibly important transition point in exercise and fitness.
2. Adult American Fitness is the worst it has been in the history of the nation (mental and physical)
3. Millennials represent the first generation in the history of American children who are **WORSE OFF** on every single standard health measure than **ANY** generation before them.
4. HOW CAN WE DO BETTER?



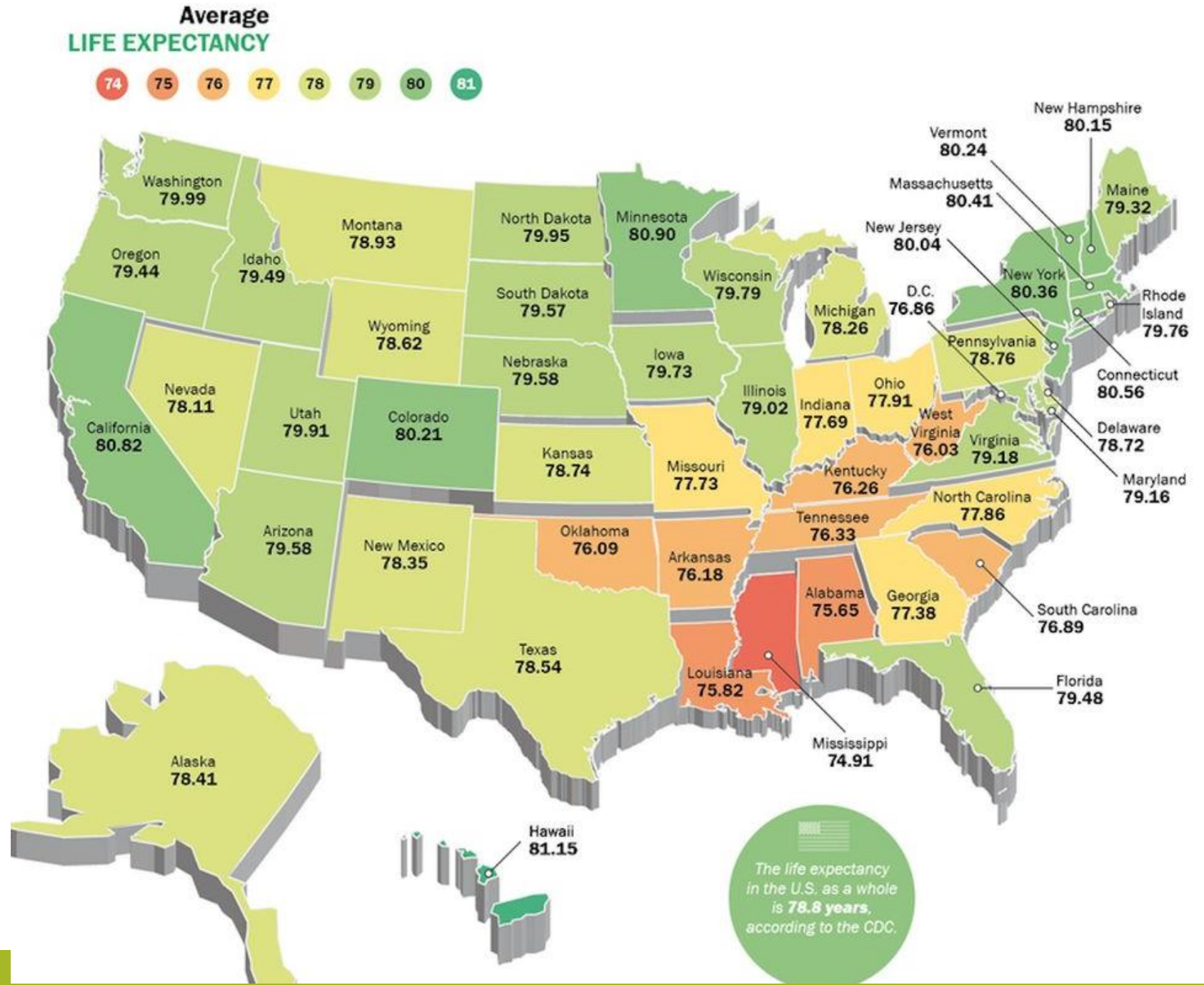
# AMERICAN FITNESS FAILURE

## The Data



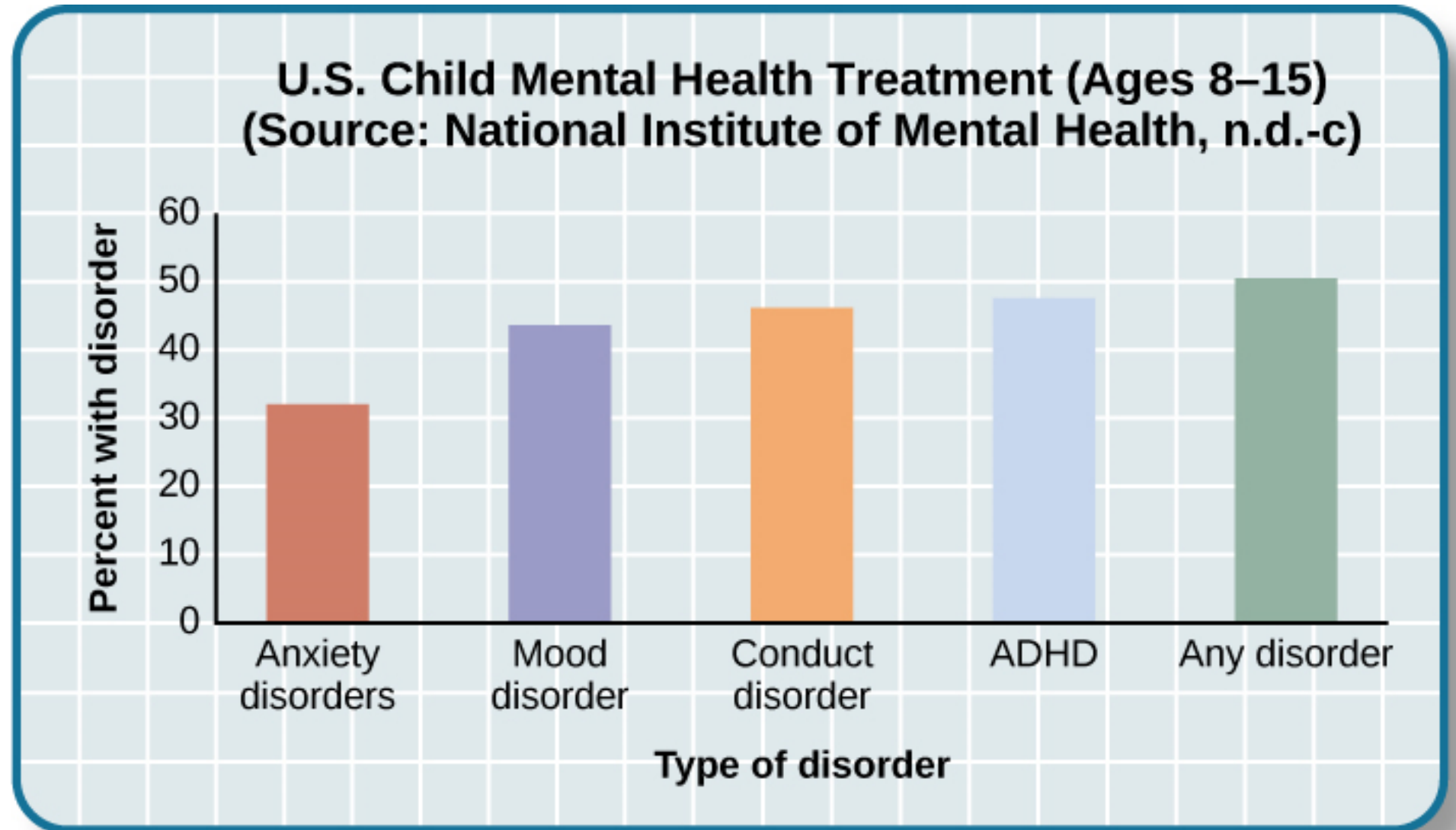
# Longevity

## The Data



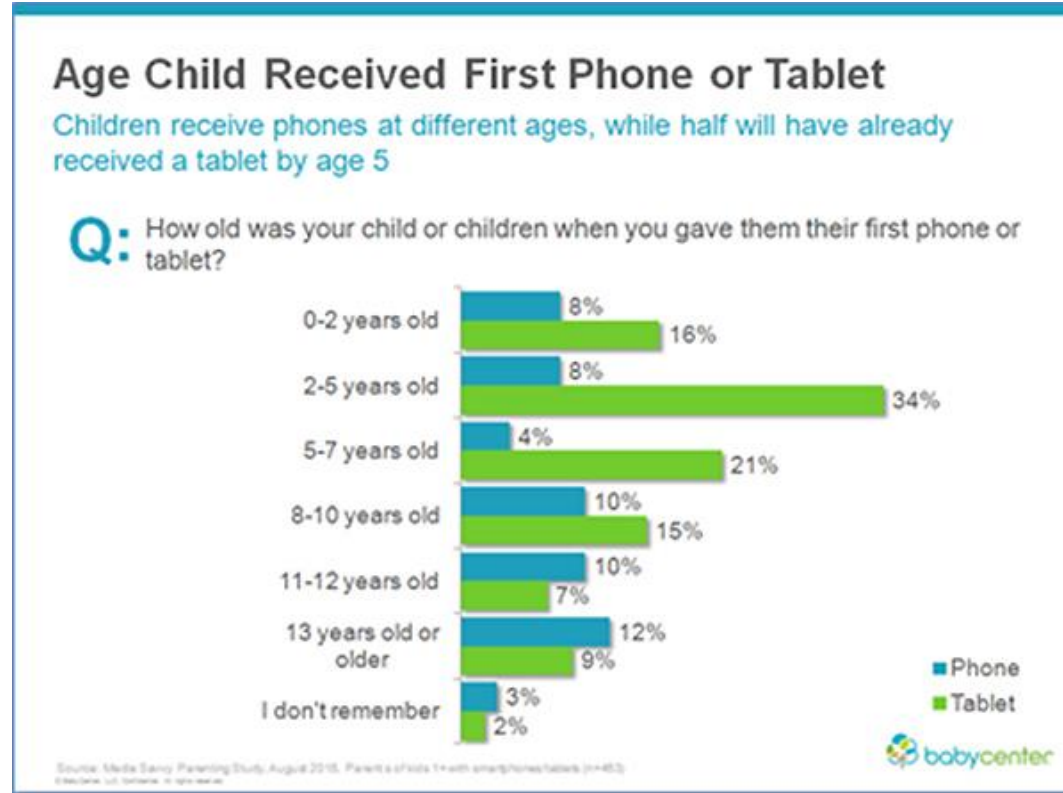
# AMERICAN FITNESS FAILURE

## The Data



# Media Use—Screen Time Uberalles

1. For the first time in history, people are spending more hours in a day watching screens than ANY other activity (including sleep).
2. “Tech Tots”
  - 71 % of Children Have Their Own Tablet by Age 8.



# Media Use—Screen Time Uberalles

Daily Average of Screen Time of American Children & Teens, By Age (in years)

[9][10]

Age Group (in years)	Daily Average of Screen Time	Year Data Was Collected
Under 2	42 minutes	2017
2-4	2 hours, 39 minutes	2017
5-8	2 hours, 59 minutes	2017
8-12	4 hours, 44 minutes	2019
13-18	7 hours, 22 minutes	2019

# Screen Time and Mental Health



ScienceDirect



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Associations between screen time and lower psychological well-being among children and adolescents: Evidence from a population-based study

Jean M. Twenge<sup>a</sup>, W. Keith Campbell<sup>b</sup>

## Highlights

- More hours of screen time are associated with lower well-being in ages 2 to 17.
- High users show less curiosity, self-control, and emotional stability.
- Twice as many high (vs. low) users of screens had an anxiety or depression diagnosis.
- Non-users and low users did not differ in well-being.
- Associations with well-being were larger for adolescents than for children.

# Covid-19 Screen Times



Kids' soaring screen time: How to impose limits during the pandemic

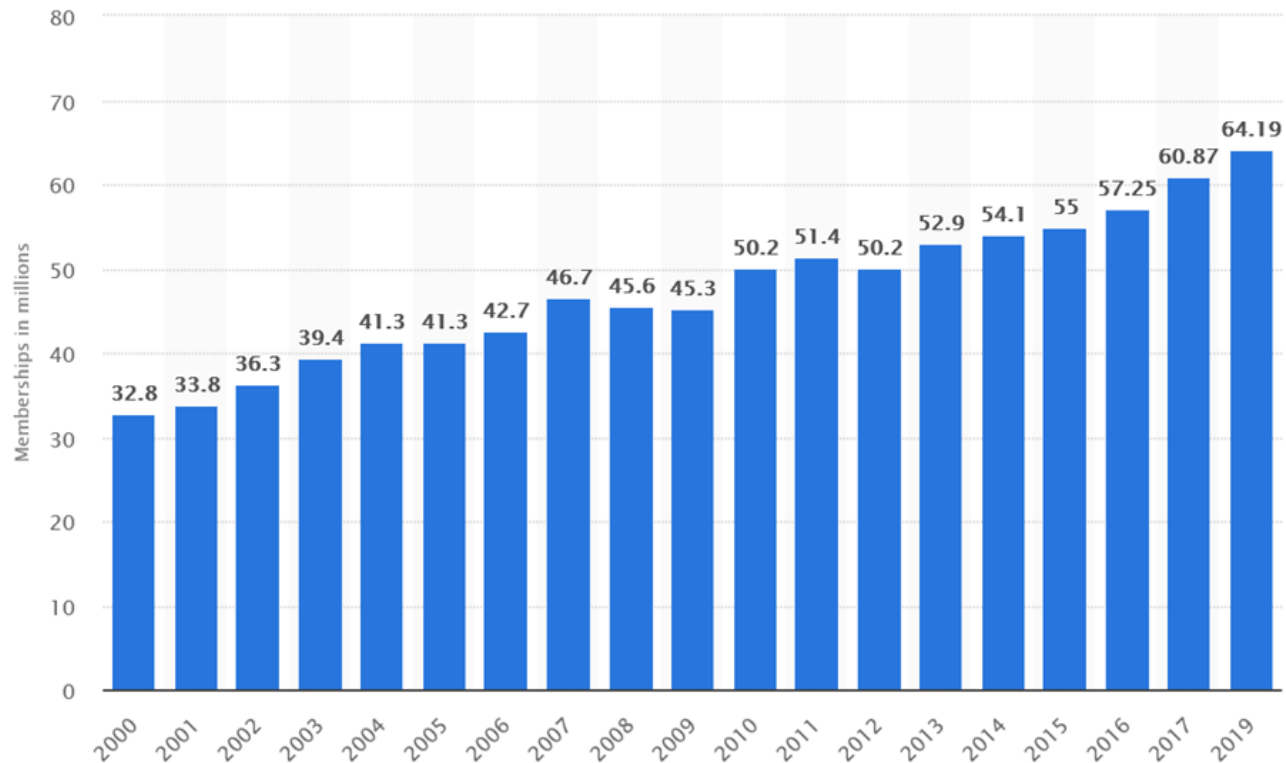
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# GYM MEMBERSHIPS

Total number of memberships at fitness centers / health clubs in the U.S. from 2000 to 2019

(in millions)



Details: United States; 2000 to 2019

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## SOURCE

## DETAILS

## FAQ

### Sources

IHRSA; Baird

### Survey by

IHRSA

### Survey name

The IHRSA Global Report 2020

### Published by

IHRSA

### Source link

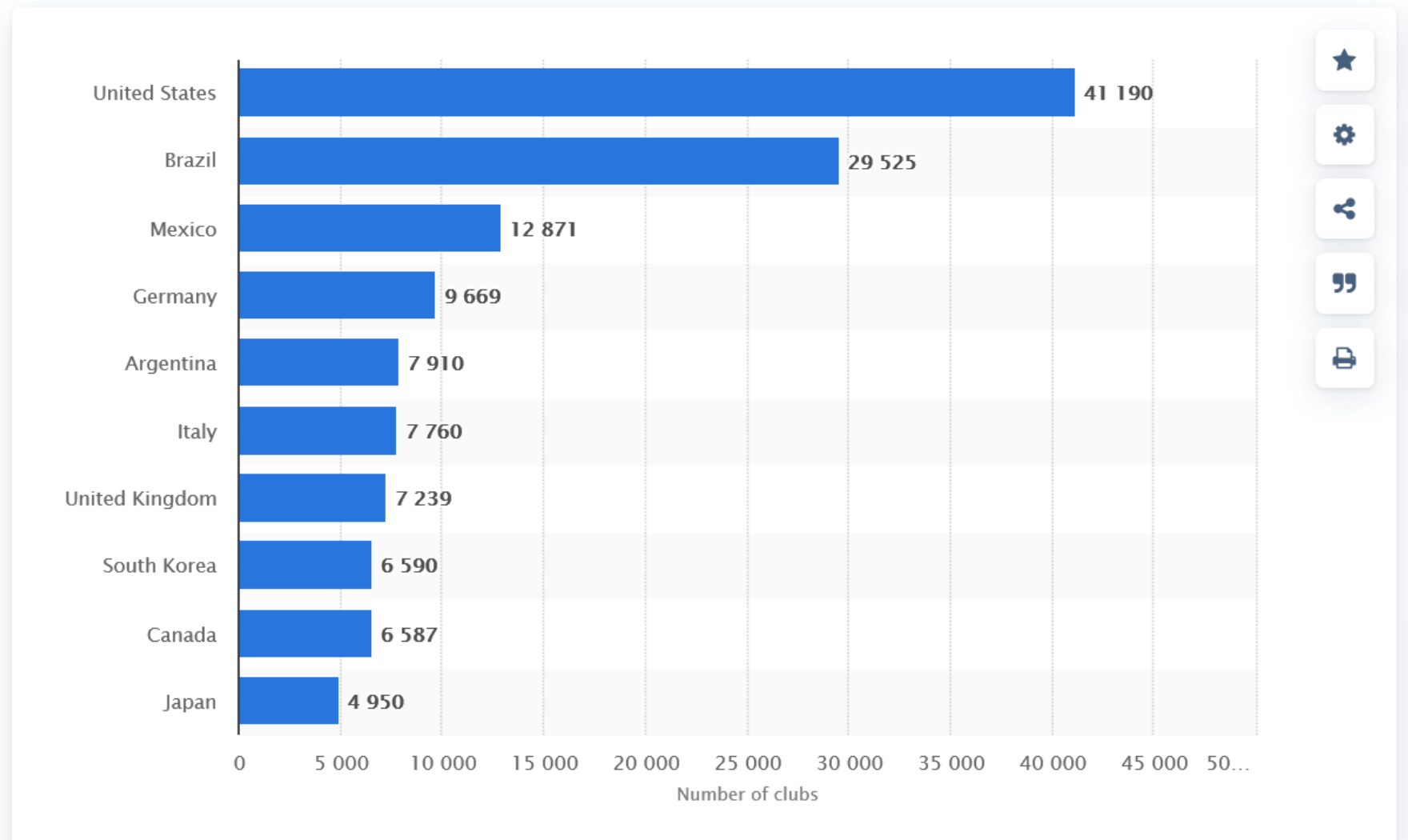
[The IHRSA Global Report 2020, page 24](#)

### Release date

June 2020

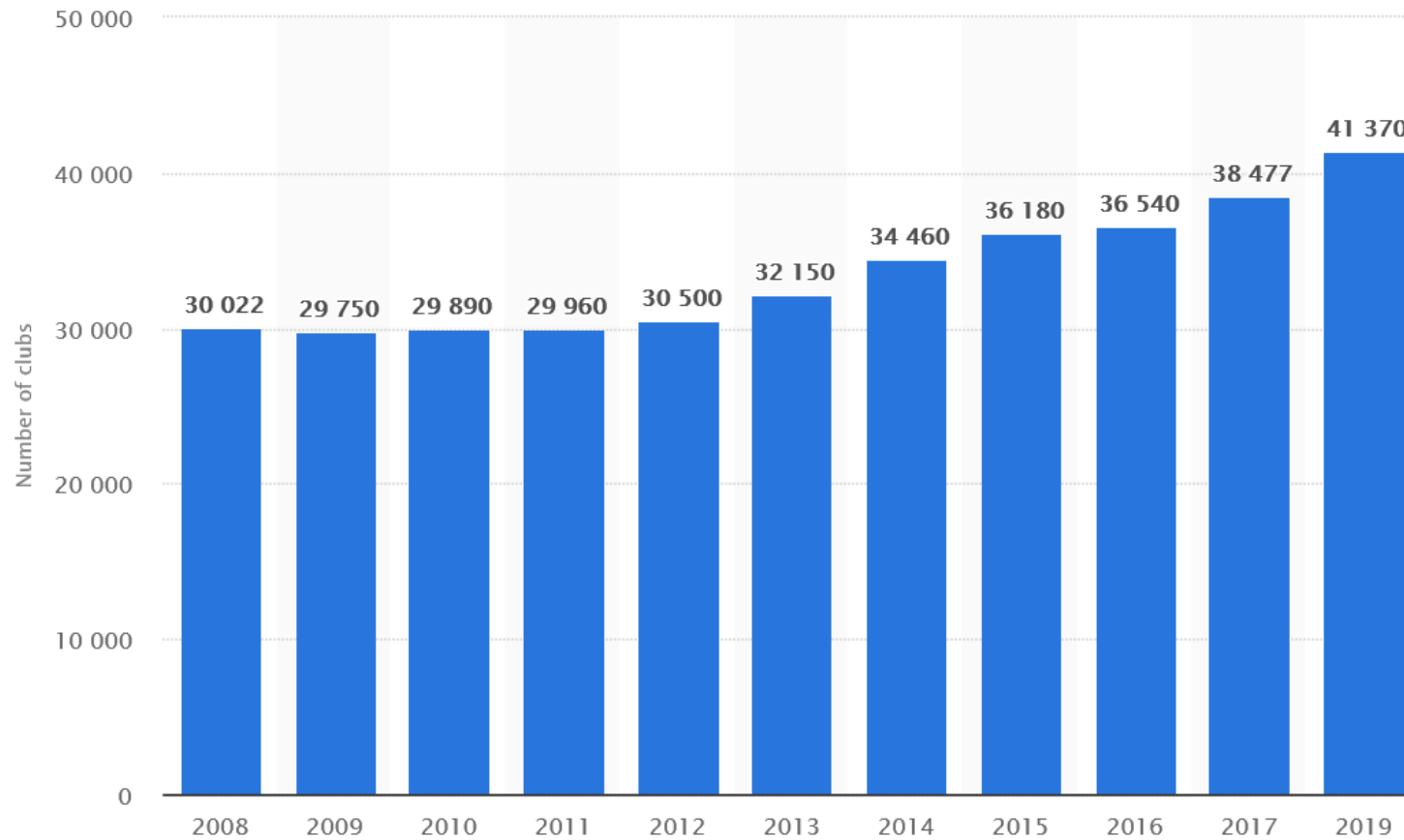
# GYMS

## Number of health clubs worldwide in 2019, by country



# GYMS

## Number of health clubs & fitness centers in the U.S. from 2008 to 2019



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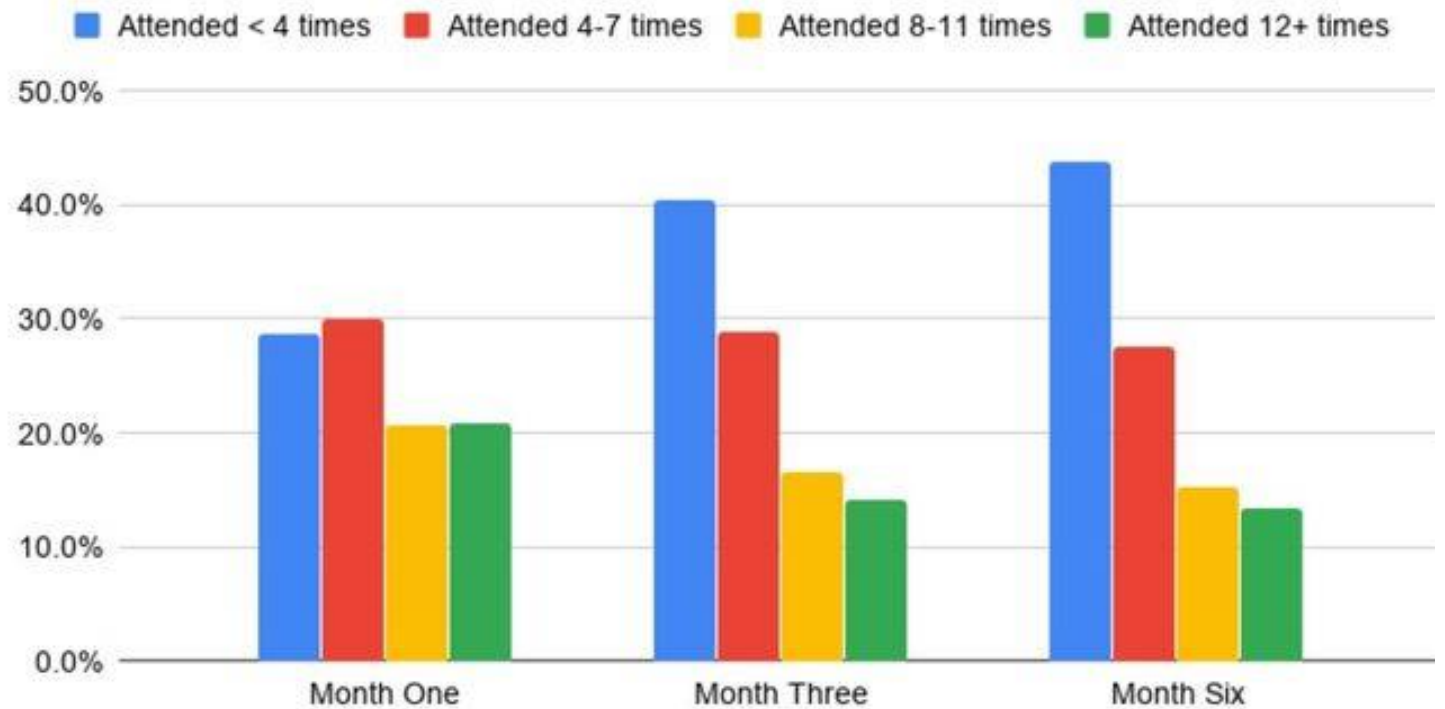
June 2020

# GYM MEMBERSHIPS

- 🏋️ 80% of gym memberships go unused.
- 🏋️ Only 18% of gym members use their membership consistently.
- 🏋️ Walking is the most common gym activity
- 🏋️ 30% of members say they never break a sweat.
- 🏋️ 44% work out with a partner
- 🏋️ 40% enroll in group exercise

## % Gym Member Attendance over Six Months











*"Winning the retention battle", Fitness Industry Association*



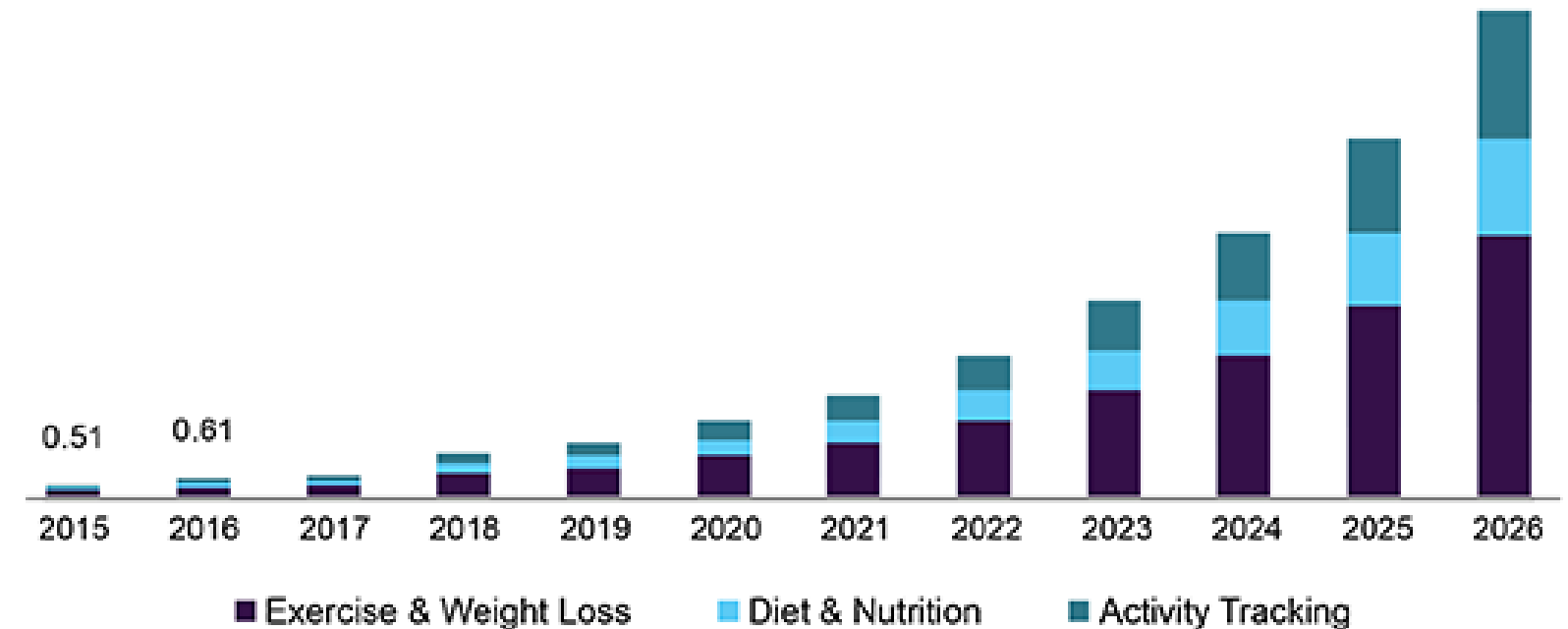
# Fitness Apps/Tech

## Top Health & Fitness Apps

### Overall Downloads

-  Calm
-  BetterMe
-  Sweatcoin
-  Fitbit
-  MyFitnessPal
-  Flo
-  GoodRx
-  Sleep
-  BetterMe: Walking
-  Reflectly

U.S. fitness app market size, by type, 2015 - 2026 (USD Billion)



Source: [www.grandviewresearch.com](http://www.grandviewresearch.com)

# Competitive Sports Paradigm

## Critiques

1. Institutionalized at ALL levels of American cultural life
2. Dominates Childhood
3. Dominates personal identity (participation or not)
4. Dominates economics/politics of all schools
5. Specialized--Technicalized
6. HUGE Time commitments
7. ANXIETY: Body image + Team/Coaches/Parents
8. Overwhelms nearly ALL notions of fitness, exercise, and overall HEALTH
9. HYPER-MEDIATED: ESPN, Fox, Sports Illustrated, Local News
10. Commodified
11. "heroes" have become athletes
12. ALMOST NO CRITIQUE of the PARADIGMS and DOMINANT NARRATIVES



# The Price of Youth Sports



#HBO #RealSports

The Price of Youth Sports (Full Segment) | Real Sports w/ Bryant Gumbel | HBO

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