

HEALTH & FITNESS

The **#1 New Year's Resolution** for
Americans in 2026

82M

AMERICANS
ARE SETTING
FITNESS
GOALS

Goal-setters plan to spend
an estimated

\$60B

in support of fitness and
exercise resolutions in 2026

TOP RESOLUTION THEMES

36%

Hobbies &
Personal
Interests

37%

Relationship
with Friends
& Family

40%

Nutrition
& Diet

49%

Money &
Finances

54%

Health,
Fitness, &
Exercise

LEADING FITNESS RESOLUTIONS

50%

Build muscle
or strength

Improve mobility,
flexibility, or posture

48%

46%

Improve
mental health

86%

say access to
gyms, studios, &
health clubs is
important to goal
achievement

FITNESS
FACILITIES
ARE KEY

89%

of Americans say regular physical
activity is one of the most effective
forms of preventive healthcare

EXERCISE IS HEALTHCARE

