

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%

37%

40%

49%

54%

Hobbies &
Personal
Interests

Relationship
with Friends
& Family

Nutrition
& Diet

Money &
Finances

Health,
Fitness, &
Exercise

LEADING FITNESS RESOLUTIONS

50%

Build muscle
or strength

48%

Improve mobility,
flexibility, or posture

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

