2010 IDEA Fitness Programs & Equipment Trends

How to Read the Numbers

The **percentage (%)** reflects the number of survey respondents who answered yes to a given survey question. All percentages have been rounded up at 0.5 and down at 0.4. Percentages do not necessarily total 100, because of multiple or missing responses.

The **mean,** or **average,** is all of the answers added together and then divided by the number of respondents. An average can be influenced by extremely high and extremely low numbers. In some cases, the extremely high and extremely low responses were eliminated to present a more accurate number.

The **median** is the midpoint, meaning that half of the respondents answered above and half answered below. A median is useful because, unlike an average, it is not influenced by high and low extremes.

Methodology

In February 2010, four e-mails were sent to IDEA business and program director members who gave IDEA permission to contact them. Respondents linked to a Web-based survey. There were 157 completed questionnaires from the United States and Canada, for a 9% response rate. At a 95% confidence level, the margin of error is ±5%.

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Survey Respondents

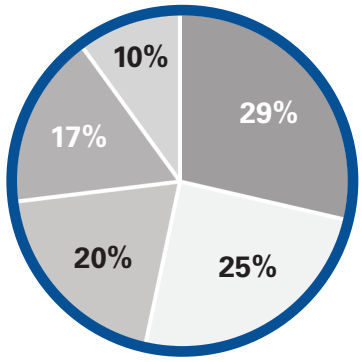
The demographics of the businesses where the respondents work.

- According to industry definitions, "multipurpose" health clubs have fitness facilities and racquet courts. "Fitness-only" health clubs have fitness (group exercise and/or a fitness center with equipment), but no racquet courts. Either type of club may have a swimming pool or a gymnasium.
- Respondents were 54% owners, 8% general managers, 26% fitness directors, 5% personal training directors and 7% group fitness directors/coordinators.

GEOGRAPHIC REGION

North Central USA	29%
West USA	25
South USA	20
Northeast USA	17
Canada	10

Geographic Region



LOCATION OF BUSINESS

Large city	42%
Small city or town	38
Suburb	13
Rural area	7

TYPE OF BUSINESS

Multipurpose health club	17%
Personal training gym	13
College or university	12
Yoga or Pilates studio	12
Fitness-only health club	10
Group exercise studio	7
Personal training in clients' homes	7
YMCA/YWCA/JCC	6
Parks or recreation program	5
Corporate fitness center	4
Hospital fitness center	4
Personal training in trainer's home	3
No facility, satellite classes	1

NUMBER OF MEMBERS/CLIENTS

Mean	3,774 members/clients
Median	300 members/clients

Under 300	48%
300–1,499	18
1,500–3,499	10
3,500 and above	24

APPROXIMATE SQUARE FOOTAGE OF FACILITY

Mean	25,204 square feet
Median	3,000 square feet

Under 2,500	41%
2,500–9,999	27
10,000–31,999	15
32,000 and above	17 >>

Customer Profile

How owners and managers describe their clients.

- Percentages in this section are likely the respondents' estimates or observations. Respondents may not have had reference data.
- Owing to respondents' estimations or to rounding, the estimated percentages do not equal 100%.

AVERAGE FITNESS EXPERIENCE OF CLIENTS

Beginners	34%
Intermediate	48
Advanced	20

AVERAGE AGE OF MEMBERS/CLIENTS

Under 18 years	6%
18–34	20
35–44	21
45–54	25
55–64	20
65 or older	16

CATEGORIES OF MEMBERS/CLIENTS

Apparently healthy adults	98%
Older adults	86
Those with special medical needs (e.g., diabetes, arthritis, obesity)	85
Those with chronic or temporary injuries	83
Amateur athletes	68
Those with physical disabilities	63
Children and teens (aged 18 or younger)	55
Professional athletes	25
Women only	17

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Program Profile

How owners and managers describe their businesses and programs.

BUSINESS FACTS

- 34% have a swimming pool available for fitness classes.
- 43% sell products or have a pro shop.
- 37% charge dues plus a separate fee for some classes or programs.
- 69% ask clients to pay for individual sessions/classes or packages of sessions/classes.
- 31% ask clients to pay monthly dues that include all programs.
- 22% ask clients to pay annual membership dues that include all programs.

WEEKLY PROGRAM SCHEDULE

Number of sessions conducted and number of classes scheduled per week.

	Mean	Median
Personal training sessions	103	40
Group exercise classes	38	20
Pilates classes	10	6
Yoga classes	8	5

WEEKLY NUMBER OF PERSONAL TRAINING SESSIONS

Counting all the trainers, how many personal training sessions do you conduct in an average week?

1–9 sessions	15%
10–19	11
20–29	12
30–49	17
50 or more	45

AVERAGE CLASS PARTICIPATION

How many people attend an average group fitness class or an average yoga or Pilates class?

	Group Exercise	Pilates	Yoga
Mean	16	12	16
Median	14	10	14
1–9 participants	28%	42%	29%
10–19	36	42	37
20–29	21	12	22
30–49	12	4	11
50 or more	2	0	1

AVERAGE LENGTH OF CLASSES AND SESSIONS

How much time do you schedule for these activities?

	30 minutes	45 minutes	60 minutes	90 minutes
Personal training sessions	52%	25%	89%	6%
Group exercise classes	22	42	83	10
Pilates classes	5	27	81	4
Yoga classes	5	15	87	18

Programs and Activities

For the 15th year in a row, personal training is the top-ranked program, with 97% of respondents who offer it providing different instructional formats for their clientele.

- In group exercise classes, aerobics, water fitness and martial arts–based aerobics have experienced the largest declines since 2002 (although aerobics has increased in each of the past 3 years). Dance and boot camp classes have demonstrated the largest growth.
- The greatest program growth over the years has been observed in small-group personal training (3–5 clients), online client reminders, Pilates and yoga.
- Fitness assessments are performed by 90% of facilities.
- The term *combined* means that subcategories have been added together. "Personal training, combined" adds together one-on-one, 2 clients share and small-group. "Strength training in group, combined" includes no music, background music and choreographed to music. "Aerobics, combined" includes high-, low- and mixed-impact.

MOST FREQUENTLY OFFERED PROGRAMS AND ACTIVITIES

Do you offer the program?	% of all respondents
Personal training, combined	97%
Personal training, adult, one-on-one	96
Pilates	90
Personal training, 2 clients share	90
Fitness assessment	90
Strength training, individual, nongroup	88
Yoga	82
Core-conditioning classes	80
Stretching and/or flexibility	78
Strength training in group, combined	78
Circuit classes	77
Personal training, 3–5 clients share	76
Abdominals	72
Personal training, youth, aged 18 or younger, one-on-one	70
Boot camp classes, indoor	67
Aerobics, combined	66
Small-group circuit training	66
Step aerobics	65
Clinics on special topics	65
Stability ball–based programs	63
Community outreach programs	62
Strength training, group, with background music	62
Sport-specific training	61
Pilates or yoga training, one-on-one	61
Nutrition coaching	61
Nutrition assessment	59
Pilates and yoga fusion	59
Cycling-based classes, indoor	59
Combination/Hybrid classes	58
Dance (e.g., urban street, funk, hip-hop)	56
Online client reminders and information	55
Small-group boot camps	52
Postrehab following injury	51
Health fairs	49
Body weight leverage *training* (body weight only, TRX® Suspension Trainer™, GTS® [Gravity Training System], climbing ladders, ropes, push-up and pull-up devices, etc)	46

Do you offer the program?	% of all respondents
Branded choreography	45
Social activity groups (walking or running clubs, group trips, organized group activities)	44
Lifestyle coaching	44
Weight management classes	43
Seniors' classes	43
Strength training, group, no music	42
Body weight leverage *classes* (body weight only, TRX® Suspension Trainer™, GTS®, climbing ladders, ropes, push-up and pull-up devices, etc)	42
Back pain prevention	41
Strength training, group, choreographed to music	39
Exercise for chronic medical conditions (e.g., diabetes, coronary heart disease)	38
Group reformer classes	37
Boxing-based/Kickboxing sessions	36
Small-group classes on machines	35
Sports clinics	33
Walking	33
Water fitness	32
Personal training, outdoor	32
Mind-body fusion	31
Group activities, outdoor	31
Tai chi	31
Boot camp classes, outdoor	28
Kids' fitness (e.g., classes or after-school camps, aged 10 and younger)	27
Meditation	26
Teen fitness (e.g., classes or after-school camps, aged 13–17)	25
Martial arts–based aerobics	19
Very slow strength training	17
Prenatal classes	16
Parent-and-baby classes	16
Online training programs	14
Mixed martial arts	6
Gyrotonic® or Gyrokinesis® exercise	4

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PROGRAM TRENDS

Based on your experience, are these programs or activities growing, staying the same or declining?

		Yes, my company offers this program or activity, and I think it is:		
	Offer	Growing	Stable	Declining
Going Outdoors				
Boot camp classes, outdoor	28%	69%	25%	3%
Group activities, outdoor	31	40	43	5
Personal training, outdoor	32	49	44	7
Walking	33	33	57	7
Water fitness	32	35	45	13
Group Classes				
Abdominals	72%	37%	57%	2%
Aerobics, combined	66	23	61	15
Body weight leverage classes (body weight only, TRX® Suspension Trainer™, GTS®, climbing ladders, ropes, push-up and pull-up devices, etc.)	42	63	32	3
Boot camp classes, indoor	67	62	29	5
Branded choreography	45	61	34	3
Circuit classes	77	53	41	3
Combination/Hybrid classes	58	39	57	4
Core-conditioning classes	80	54	41	1
Cycling-based classes, indoor	59	53	42	4
Dance (e.g., urban street, funk, hip-hop)	56	62	38	0
Small-group classes on machines	35	40	53	3
Stability ball–based programs	63	18	74	4
Step aerobics	65	3	73	20
Martial Arts				
Boxing-based/Kickboxing sessions	36%	35%	59%	7%
Martial arts–based aerobics	19	29	63	8
Mixed martial arts	6	38	25	38
Mind-Body				
Gyrotonic® or Gyrokinesis® exercise	4%	50%	50%	0%
Mind-body fusion	31	58	31	0
Pilates	90	42	51	3
Pilates and yoga fusion	59	49	41	0
Pilates reformer classes, group	37	33	67	0
Tai chi	31	28	64	8
Yoga	82	51	40	7
Personal Training				
Online client reminders and information	55%	58%	34%	2%
Online training programs	14	46	46	8
Personal training, adult, one-on-one	96	41	55	4
Personal training, 2 clients share	90	46	45	6
Personal training, 3–5 clients share	76	54	37	5

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PROGRAM TRENDS (CONTINUED)

	Offer	Yes, my company offers this program or activity, and I think it is: Growing	Stable	Declining
Personal Training (continued)				
Personal training, youth, aged 18 or younger, one-on-one	70%	37%	47%	8%
Pilates or yoga training, one-on-one	61	44	46	7
Small-group boot camps	52	64	31	4
Small-group circuit training	66	58	39	1
Special Interest				
Clinics on special topics	65%	46%	44%	4%
Community outreach programs	62	34	56	4
Fitness assessment	90	26	59	11
Health fairs	49	30	57	7
Lifestyle coaching	44	48	40	2
Meditation	26	36	48	7
Nutrition assessment	59	39	55	3
Nutrition coaching	61	44	47	3
Social activity groups (walking or running clubs, group trips, organized group activities)	44	43	48	2
Sports clinics	33	46	43	0
Sport-specific training	61	36	51	8
Weight management classes	43	45	45	2
Special Populations				
Back pain prevention	41%	60%	32%	4%
Exercise for chronic medical conditions (e.g., diabetes, coronary heart disease)	38	66	30	0
Kids' fitness (e.g., classes or after-school camps, aged 10 and younger)	27	45	48	7
Parent-and-baby classes	16	47	37	16
Postrehab following injury	51	60	37	3
Prenatal classes	16	37	42	11
Seniors' classes	43	61	33	4
Teen fitness (e.g., classes or after-school camps, aged 13–17)	25	38	45	17
Strength and Stretch				
Body weight leverage training (body weight only, TRX® Suspension Trainer™, GTS®, climbing ladders, ropes, push-up and pull-up devices, etc.)	46%	64%	30%	4%
Strength training, group, choreographed to music	39	49	44	2
Strength training, group, no music	42	48	40	6
Strength training, group, with background music	62	53	41	0
Strength training, individual, nongroup	88	36	53	8
Stretching and/or flexibility	78	39	54	3
Very slow strength training	17	22	72	6

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MULTIPLE-YEAR TREND COMPARISON: PROGRAMS

Program	2002	2003	2004	2005	2006	2007	2008	2009	2010	% Point Change*
Abdominals	72%	66%	57%	56%	61%	62%	74%	71%	72%	0
Aerobics, combined	85	73	60	55	49	47	49	57	66	–19
Back pain prevention	38	47	40	33	41	43	48	46	41	+3
Body weight leverage *classes* (body weight only, TRX® Suspension Trainer™, GTS®, climbing ladders, ropes, push-up and pull-up devices, etc.)	—	—	—	—	—	—	—	—	42	n/a
Body weight leverage *training* (body weight only, TRX® Suspension Trainer™, GTS®, climbing ladders, ropes, push-up and pull-up devices, etc.)	—	—	—	—	—	—	—	—	46	n/a
Body weight–only training	—	—	35	31	39	36	54	49	—	n/a
Boot camp classes, indoor	—	—	28	35	36	36	47	51	67	+39
Boot camp classes, outdoor	—	—	14	16	16	30	28	32	28	+14
Boxing-based/Kickboxing sessions	71	50	42	48	39	36	39	33	36	–35
Branded choreography	—	—	—	—	—	22	—	22	45	+23
Circuit classes	69	66	57	56	51	48	69	66	77	+8
Clinics on special topics	68	74	63	64	60	58	66	64	65	–3
Combination/Hybrid classes	70	65	45	48	43	38	47	36	58	–12
Community outreach programs	—	—	—	—	54	51	61	57	62	+8
Core-conditioning classes	72	75	64	63	62	65	73	66	80	+8
Cycling-based classes, indoor	44	48	38	45	39	37	46	45	59	+15
Dance (e.g., urban street, funk, hip-hop)	30	33	24	27	31	34	40	39	56	+26
Exercise for chronic medical conditions (e.g., diabetes or coronary heart disease)	—	—	30	32	35	31	40	46	38	+8
Fitness assessment	85	85	77	82	84	77	76	81	90	+5
Group activities, outdoor	44	44	35	34	29	50	36	32	31	–13
Gyrotonic® or Gyrokinesis® exercise	—	—	—	—	3	4	2	1	4	+1
Health fairs	60	53	46	44	43	38	44	44	49	–11
Kids-specific fitness	44	45	40	41	—	—	—	—	—	n/a
Kids' fitness (classes or after-school programs)	—	—	—	—	37	33	36	—	—	n/a
Kids' fitness (classes or after-school programs, aged 10 and younger)	—	—	—	—	—	—	—	31	27	–4
Lifestyle coaching	—	—	32	27	34	27	33	38	44	+12
Martial arts–based aerobics	43	40	20	19	29	20	21	20	19	–24
Meditation	37	27	17	18	17	16	19	23	26	–11
Mind-body fusion	—	—	—	—	—	27	20	16	31	+4
Mixed martial arts	—	—	—	—	—	—	—	—	6	n/a
Nutrition assessment	—	—	51	55	55	45	51	48	59	+8
Nutrition counseling or coaching	48	67	48	47	48	44	53	47	61	+13
Online client reminders and information	—	—	—	—	30	32	45	51	55	+25
Online training programs	—	—	8	7	5	5	9	15	14	+6
Parent-and-baby classes	32	25	17	17	18	15	19	18	16	–16

*Over 9 years in many cases; fewer years in other instances.

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MULTIPLE-YEAR TREND COMPARISON: PROGRAMS (CONTINUED)

Program	2001	2002	2003	2004	2005	2006	2007	2008	2009	% Point Change*
Personal training										
All types combined	87%	90%	89%	88%	85%	82%	89%	91%	97%	+10
One-on-one	87	87	83	87	—	—	—	—	—	n/a
Adult, one-on-one	—		—	—	84	80	87	89	96	+12
2 clients share	66	71	65	71	68	71	83	79	90	+24
3–5 clients share	43	54	42	43	44	44	58	60	76	+33
Youth, aged 18 or younger, one-on-one	—	—	—	—	60	55	63	64	70	+10
Personal training, outdoor	—	—	26	24	27	60	32	31	32	+6
Pilates	63	65	63	66	64	68	68	70	90	+27
Pilates and traditional strength training fusion	—	—	34	27	29	—	—	—	—	n/a
Pilates and yoga fusion	—	—	31	30	32	38	40	43	59	+28
Pilates or yoga training, one-on-one	—	—	55	60	59	48	48	56	61	+6
Pilates reformer classes, group	—	—	—	—	—	—	—	—	37	n/a
Postrehab following injury	—	—	46	38	47	42	48	44	51	+5
Prenatal classes	28	26	21	18	17	19	20	17	16	–12
Seniors' classes	61	54	47	49	45	39	51	55	43	–18
Small-group boot camps	—	—	—	—	—	—	—	47	52	+5
Small-group circuit training	—	—	—	—	—	—	—	55	66	+11
Small-group classes (8 people or fewer)	—	—	41	44	45	48	55	58	—	n/a
Small-group classes on machines	—	—	24	28	28	24	35	32	35	+11
Social activity groups (walking or running clubs, group trips, organized group activities)	—	—	—	—	—	—	43	45	44	+1
Sports clinics	33	38	24	24	25	16	31	26	33	0
Sport-specific training	55	57	53	47	56	42	67	52	61	+6
Stability ball–based programs	61	71	67	58	55	54	61	59	63	+2
Step aerobics	82	67	52	59	50	44	46	53	65	–17
Strength training, individual	—	75	74	76	74	67	82	81	88	+13
Strength training, group										
All types combined	87	79	79	80	77	74	88	83	78	–9
Background music	69	61	64	60	58	58	74	71	62	–7
Choreographed to music	60	45	45	42	41	32	47	40	39	–21
No music	45	37	30	32	32	29	48	47	42	–3
Stretching and/or flexibility	82	82	72	70	73	68	81	81	78	–4
Tai chi	35	37	26	24	20	22	24	25	31	–4
Teen fitness (e.g., classes or after-school camps, aged 13–17 years)	—	—	—	—	—	—	—	30	25	–5
Very slow strength training	—	—	17	17	22	22	30	19	17	0
Walking	38	44	36	33	34	30	36	34	33	–5
Water fitness	56	45	35	43	34	27	38	35	32	–24
Weight management classes	56	51	33	36	35	32	31	38	43	–13
Yoga	85	73	60	66	58	56	61	62	82	–3
Yoga and traditional strength training fusion	—	—	23	21	23	—	—	—	—-	n/a

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Equipment

- Small equipment again tops the survey this year with stability balls (95%), resistance tubing or bands (95%), barbells and/or dumbbells (90%), balance equipment (87%) and medicine balls (87%) reported as the most frequently offered equipment.
- All small equipment has increased in usage over the past 9 years, with the exception of barbells and/or dumbbells and steps and platforms.
- Of the different types of cardiorespiratory equipment, stair climbers and upright cycles have declined in usage the most over the past 9 years; however, treadmill and elliptical trainer usage have remained relatively stable.
- Types of equipment that rely on technology—such as computer training programs (interactive), computer workout tracking, nutrition analysis software and computerized strength machines—have experienced small declines over the past 9 years.

MOST FREQUENTLY OFFERED EQUIPMENT

Which of the following types of equipment are provided to your clients?

	% of all respondents
Stability balls	95%
Resistance tubing or bands	95
Barbells and/or dumbbells	90
Balance equipment (e.g., BOSU® Balance Trainers, disks, wobble boards, balance boards)	87
Medicine balls	87
Yoga mats and equipment	85
Foam rollers and small balls	83
Weighted bars	82
Steps and platforms	81
Treadmills	76
Elliptical trainers	72
Pulley equipment	70
Cycles, recumbent	67
Selectorized (pin-selected) machines	66
Cycles, upright	63
Plate-loaded machines	60
Body weight leverage equipment (TRX® Suspension Trainer™, GTS®, climbing ladders, ropes, push-up and pull-up devices, etc.)	56
Stair climbers	51
Pilates equipment	50
Cycles, for indoor classes	46
Indoor rowing machines	45
Kettlebells	43
Boxing equipment	42
Heart rate monitors	37
Water fitness equipment	37
Pedometers	26
Arm ergometers	25
Nutrition analysis software	22
Computer workout tracking	18
Pneumatic machines	11
Computerized strength machines	10
Interactive computer training programs (exergaming)	7
Child-sized machines	4
Gyrotonic® equipment	2

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EQUIPMENT TRENDS

Based on your experience, is the use of this equipment growing, staying the same or declining?

		Yes, my company provides this equipment, and I think it is:		
	Provide	Growing	Stable	Declining
Cardio Machines				
Arm ergometers	25%	23%	57%	17%
Cycles, recumbent	67	14	76	5
Cycles, upright	63	4	87	7
Elliptical trainers	72	42	54	1
Indoor rowing machines	45	19	69	10
Stair climbers	51	2	64	33
Treadmills	76	27	70	0
Computer				
Computer training programs, interactive	7%	75%	25%	0%
Computer workout tracking	18	64	32	0
Heart rate monitors	37	32	52	11
Nutrition analysis software	22	52	40	8
Pedometers	26	37	50	13
Special Interest				
Balance equipment (e.g., BOSU® Balance Trainers, disks, wobble boards, balance boards)	87%	47%	47%	5%
Boxing equipment	42	35	51	12
Cycles, for indoor classes	46	45	45	8
Foam rollers and small balls	83	48	46	4
Gyrotonic® equipment	2	0	100	0
Pilates equipment	50	52	41	4
Steps and platforms	81	12	74	12
Water fitness equipment	37	23	64	5
Yoga mats and equipment	85	29	65	1
Strength and Core				
Barbells and/or dumbbells	90%	38%	59%	2%
Body weight leverage equipment (TRX® Suspension Trainer™, GTS®, climbing ladders, ropes, push-up and pull-up devices, etc.)	56	66	29	5
Child-sized machines	4	20	60	0
Computerized strength machines	10	18	46	0
Kettlebells	43	74	22	2
Medicine balls	87	37	60	1
Plate-loaded machines	60	4	88	4
Pneumatic machines	11	18	64	9
Pulley equipment	70	21	75	0
Resistance tubing or bands	95	23	72	3
Selectorized (pin-selected) machines	66	8	84	5
Stability balls	95	31	64	2
Weighted bars	82	20	66	7

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MULTIPLE-YEAR TREND COMPARISON: EQUIPMENT

% of all respondents

Equipment Provided	2002	2003	2004	2005	2006	2007	2008	2009	2010	% Point Change*
Arm ergometers	—%	—%	—%	—%	—%	—%	—%	24%	25%	+1
Balance equipment (e.g., BOSU® Balance Trainers, disks, wobble boards, balance boards)	—	—	60	70	75	79	83	80	87	+27
Barbells and/or dumbbells	93	91	87	89	90	78	87	91	90	–3
Body weight leverage equipment (TRX® Suspension Trainer™, GTS®, climbing ladders, ropes, push-up and pull-up devices, etc.)	—	—	—	—	—	—	—	—	56	n/a
Boxing equipment	48	42	36	36	41	29	40	32	42	–6
Child-sized machines	—	—	—	—	2	4	5	5	4	+2
Computer training programs, interactive	16	13	8	9	8	5	5	10	7	–9
Computer workout tracking	21	18	16	14	17	11	14	17	18	–3
Cycles, for indoor classes	46	51	42	48	41	38	50	45	46	0
Cycles, recumbent	77	69	68	72	68	60	68	68	67	–10
Cycles, upright	83	77	67	70	60	56	67	61	63	–20
Elliptical trainers	77	75	70	74	71	60	70	67	72	–5
Foam rollers and small balls	—	—	62	64	72	72	82	81	83	+21
Gravity trainers	—	—	11	12	11	9	12	9	—	n/a
Gyrotonic® equipment	—	—	—	—	2	3	3	2	2	0
Heart rate monitors	—	—	—	—	—	—	—	—	37	n/a
Indoor rowing machines	—	—	—	—	—	—	—	42	45	+3
Kettlebells	—	—	—	—	—	—	—	—	43	n/a
Medicine balls	—	—	—	—	—	71	81	79	87	+16
Nutrition analysis software	23	26	23	26	27	19	21	16	22	–1
Pedometers	—	—	—	—	—	—	—	—	26	n/a
Pilates equipment	29	34	28	35	37	44	46	44	50	+21
Plate-loaded machines	—	—	62	64	60	53	62	50	60	–2
Pneumatic machines	—	—	9	12	8	7	9	10	11	+2
Pulley equipment	72	70	66	65	68	62	73	64	70	–2
Resistance tubing or bands	91	92	90	89	90	84	94	94	95	+4
Stability balls	79	89	87	87	89	85	88	92	95	+16
Stair climbers	82	70	59	64	51	50	60	48	51	–31
Steps and platforms	91	85	75	76	76	66	73	74	81	–10
Strength machines, computerized	17	17	11	13	10	6	9	11	10	–7
Strength machines, selectorized	56	63	68	69	66	56	65	64	66	+10
Suspension training apparatus (TRX®, Inkaflexx straps, etc.)	—	—	—	—	—	—	—	25	—	n/a
Treadmills	85	79	74	76	74	65	73	71	76	–9
Water fitness equipment	—	—	31	40	34	28	39	35	37	+6
Weighted bars	71	72	62	61	64	64	70	65	82	+11
Yoga mats and equipment	73	73	63	65	65	70	73	70	85	+12

*Over 9 years in many cases; over fewer years in other instances. ●

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