

WITNESS THE FITNESS

A Look at Workout Trends Across the Country

Many of us make resolutions to get fit in the New Year, but how we shape up isn't always the same. We looked at Google and YouTube data to find the latest trends across the United States.

WHERE WE WORK OUT



People are more likely to search for gyms in big cities and home workouts in central states.¹



Based on searches related to physical fitness, California is the most fitness-obsessed state in the nation.²



Running is most popular in Boston—year-round, not just around the marathon.³

WHEN WE WORK OUT



Searches related to physical fitness peak in January every year. Searches from mobile devices are up 40% YoY (as of December 2014).⁴



We want to fit in fitness.

Searches for “desk exercises” and “workouts on the go” are both on the rise.⁵



Weather influences our workout.



Gym-related searches peak in January.



Searches related to running peak in the warmer months of April and August.



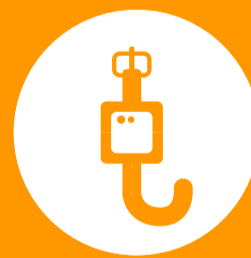
How are brides-to-be getting buff?

Searches for “wedding prep” are strongly correlated with “arm workout” and “hiit” (high-intensity interval training).⁶

HOW WE WORK OUT



As workouts get more extreme, watchtime of videos related to recovery and stretching on YouTube is up 50% YoY.⁷



Searches for wearable devices such as fitness bands and trackers have overtaken searches for fitness apps.⁸



On YouTube, yoga and bodybuilding are the largest fitness categories, and they are growing.⁹



On your mark... Search interest in “blacklight runs” and “mud runs” has taken off.¹⁰



Yoga
+91%
YoY



Bodybuilding
+44%
YoY



Blacklight Runs
+350%
YoY



Mud Runs
+1150%
YoY

Sources

1 - Google Data, January 2004–December 2014.
2 - Google Data, January–December 2014.
3 - Google Data, January 2011–December 2014.
4 - Google Data, December 2014.
5 - Google Data, January 2013–December 2014.

6 - Google Data, January 2004–December 2014.
7 - YouTube Data, November 2014.
8 - Google Data, January–December 2014.
9 - YouTube Data, November 2014.
10 - Google Data, January–December 2014.