**Supplemental Digital Content 1.** Basic description of the trends chosen to be included in the study.

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| **Trend** | **Description** |
| Exercise is Medicine | Exercise is Medicine (EIM) is a global health initiative that is focused on encouraging primary care physicians and other health care providers to include physical activity assessment and associated treatment recommendations as part of every patient visit and referring their patients to exercise professionals. Additionally, EIM recognizes fitness professionals as part of the health care team in their local communities. |
| Group Training | Group exercise instructors teach, lead, and motivate individuals through intentionally designed larger in person group movement classes (more than 5 participants, or it would be group personal training). Group classes are designed to be effective, motivational sessions for different fitness levels with instructors teaching many types of classes and equipment, from cardio-based classes and indoor cycling to dance-based classes to step classes.  |
| Online Training | Developed for the at-home and traveling public exercise experience, this trend uses digital streaming (live classes or recorded) technology to deliver group, individual, or instructional exercise programs online. On-line training is available 24/7 and can be a live class (live streaming workouts) or pre-recorded. |
| Body Weight Training | A combination of variable resistance body weight training and neuromotor movements using multiple planes of movement, this program is all about using body weight as the training modality. Body weight training often uses minimal equipment, which makes it an inexpensive functional way to exercise effectively.  |
| Wearable Technology | Wearable technology includes fitness trackers, smart watches, heart rate monitors, and GPS tracking devices. Examples include fitness and activity trackers like those made by Misfit, Garmin, and Apple. These devices can track heart rate, calories, sitting time, and much more.  |
| High Intensity Interval Training (HIIT) | These exercise programs typically involve short bursts of high intensity bouts of exercise followed by a short period of rest. While there are several commercial examples of HIIT, all emphasize higher intensities (above 90%) of maximum during the higher intensity segments followed by periods of rest and recovery. |
| Walking/Running/Jogging/Cycling Clubs | This is a trend toward more organized walking, running, jogging, or cycling clubs or groups that meet at a specified time, even if only on the weekends and in a park. These groups typically have a goal such as training for a 10K race or a marathon or a cycling competition.  |
| Boxing, Kickboxing, and Mixed Martial Arts (MMA) | Using both the hands and feet while kicking and throwing punches to a punching bag can be a high intensity, interval type of workout. Boxing, kickboxing, and mixed martial arts is popular for both men and women. |
| Dance-Based Work-Outs  | This form of workout requires energy, enthusiasm, and having a sense of rhythm from both the instructor and participants. This form of exercise uses anticipatory cuing and dance as the basis of the exercise format with prearranged movements and steps that can be practiced at home. Ballroom, Hip Hop, Zumba, LaBlast, and Latin are examples of dance work-outs. |
| Aquatic Exercise | Aquatic exercise is vertical training in water that combines adaptations of swimming skills and land-based physical activity (i.e., walking, jogging, calisthenics, dance, resistance training). Movements and equipment are specifically designed so participants can engage the properties of water (buoyancy and resistance) to effectively perform exercises that target cardio and muscular endurance, power, range of motion, and functional activities of daily living. Various water depths provide a variety of off-loaded or partial weight bearing options for training. |
| Yoga | Yoga has taken on a variety of forms within the past year (including Power Yoga, yoga in hot environments (hot Yoga), and others). Instructional tapes and books also are plentiful, as are certifications in the many yoga formats. |
| Pilates | Pilates is a form of exercise that targets the core of the body, that is, the abdomen, back, and hips, while using the entire body. It also increases flexibility and improves posture. Pilates can be done on special Pilates equipment such as allegro beds and Pilates chairs, or on a mat. |
| Boot Camp-Style | This is a high intensity, structured activity that is patterned after United States Army and Navy Seal style training. It includes cardiovascular, strength, endurance, and flexibility drills and usually involves both indoor and outdoor exercises. Boot camps also combine sports drills, calisthenics, and often running through obstacles (Tough Mudder and Spartan events). |
| Circuit Training | A group of 6 to 10 exercises that are completed one after another. Each exercise is performed for a specified number of repetitions or for a set time period before having a quick rest and moving on to the next exercise.  |
| Sport-specific Training | This is a trend that incorporates sport-specific training especially for young athletes. For example, a high school athlete might join a commercial, sports medicine, or community-based fitness organization to help develop skills during the off-season and to increase strength, power, and endurance. |
| Health/Wellness Coaching | This is a trend to incorporate behavioral science into health promotion and lifestyle medicine programs for individuals. Health/Wellness coaching uses a one-on-one (and at times small group) approach with the coach providing support, goal-setting, guidance, and encouragement. The health/wellness coach focuses on the client’s values, needs, vision, and short- and long-term goals using behavior change intervention strategies. |
| Personal Training | This trend continues as the profession of personal training becomes more accessible online, in health clubs, in the home, and in worksites that have fitness facilities. Personal training includes, fitness testing and goal setting with the trainer working one on one with a client to prescribe workouts specific to clients’ individual needs and goals. |
| Small Group Personal Training | This trend expands the personal trainer’s role from strictly one-on-one training to small group training. The personal trainer works with two or more people (but in a small group of less than 5) and offers discounts for the group. |
| Mobility/Myofascial Devices | These devices include the deep tissue roller, myofascial release, and trigger point relief, and designed to massage, relieve muscle tightness and muscle spasms, increase circulation, ease muscular discomfort, and assist in the return to normal activity. Rollers have been designed for the low back, the hips, and larger muscle groups, such as the hamstrings and the gluteals. Some rollers are made of foam while others are hard rubber, to achieve the desired effect. |
| Mobile Exercise Apps | Now available for mobile devices such as the iPhone, iPad, and Android, apps like Nike Run Club and MapMyRun or Ride include both audio and visual prompts to begin and end exercise and cues to move on. Other apps include Endomondo Pro and Yoga with Janet Stone among many others. Some of these apps can track progress over time as well as hundreds of other functionalities.  |
| Fitness Programs for Older Adults | This is a trend that emphasizes and caters to the fitness needs of the Baby Boom and older generations. These individuals in general have more discretionary money than their younger counterparts, and fitness clubs may capitalize on this growing market. People are living longer, working longer, and remaining healthy and active much longer. |
| Low-cost and Budget Gyms | Many reasons drive consumers to low-cost discount gyms including the cost of a typical gym membership. These box gyms offer very little of the personal service provided by more expensive options. Low-cost gyms usually attract those clients who want to get in and then out of the gym quickly and don’t need the luxuries of larger multipurpose facilities.  |
| Worksite Health Promotion and Workplace Well-being Programs | This is a trend toward a range of programs and services provided by employers to improve the health and wellness of workers, and is integrated with systems to support the evaluation of and reporting on the impact on health, costs, and productivity. Programs are generally on-site or programmed with a local gym. |
| Functional Fitness Training | This is a trend toward using strength training to improve balance, coordination, strength, and endurance to improve activities of daily living. Exercise programs will reflect actual activities someone might do during the day. |
| Post Rehabilitation Classes | These are exercise programs specifically designed for patients with chronic health conditions such as, cancer, cardiovascular disease, Parkinson’s disease, and stroke recovery, which are generally outside of a medical referral; could also include post traumatic disorders seen in soldiers coming back from military combat. |
| Core Training | This is a trend that emphasizes strength and conditioning of the stabilizing muscles of the abdomen and back. Core training continues to use stability balls, BOSU balls, wobble boards, and foam rollers. In core training there is usually a special emphasis on posture. |
| Exercise for Weight Loss | This is a trend toward incorporating all weight loss programs with a sensible exercise program. Most sensationalized diet programs incorporate some kind of exercise program into the daily routine. However, in 2019 the coupling of diets, diet pills, and cooking classes with exercise will become more important. |
| Training with Free Weights | Free weights, barbells, kettlebells, dumbbells and medicine ball classes don’t just incorporate barbells into another functional class/activity. Instructors start by teaching proper form/movement for each exercise and then progressively increase the resistance once the correct form is accomplished. New exercises are added periodically, and those begin at the form/movement level. |
| Outdoor Activities | This is a trend for health and fitness professionals to offer more outdoor activities such as group walks, group rides, or organized hiking groups. They can be short events, daylong events, or planned week hiking excursions. Participants may meet in a local park, hiking area, or on a bike trail with a leader.  |
| Children and Exercise  | This is a trend toward more wellness and fitness professionals providing specific diet, exercise, and perhaps behavior modification programs for overweight and obese kids and their families. It is an opportunity to open new markets to under-served populations. |
| Worker Incentive Programs | This is a trend toward creating incentive programs to stimulate healthy behavior change as part of employer-based health promotion programming and health care benefit design. Employees are provided either wellness points (discounts on clothing and classes) or a cash bonus for staying well and being engaged in the program. |
| Employing Certified Fitness Professionals | The importance of hiring certified health/fitness professionals through educational programs and certification programs that are fully accredited for health/fitness professionals is more important than ever. More certification programs have become accredited by the National Commission for Certifying Agencies and thus allows employers easy access to certification validation. |
| Clinical Integration/Medical Fitness | This is a trend toward the true integration of the blending of prevention and clinical services to the extent there exists no duplication of equipment, facilities, or staff, and services are provided in a shared environment. |
| Outcome Measurements | This is a trend toward accountability. There will be efforts to define, track, and report outcomes. Measurements are necessary to determine the benefits of health and fitness programs in disease management and to document success in changing negative lifestyle habits. The proliferation of technology will aid in data collection to support these efforts. |
| Licensure for Fitness Professionals  | Some professions in the United States and around the world are regulated by licensure. For example, someone cannot call themselves a medical doctor or nurse and in most states a physical therapist or dietitian without holding a license. This is a trend in the fitness industry for more regulations of fitness professionals such as personal trainers. |
| Boutique Fitness Studios | A boutique fitness studio is typically a small gym (800 to 3500 square feet) that focuses on small group exercise and specializes in one or two fitness programs. They are usually in shopping centers or malls with easy access and are very popular in urban areas where people take public transportation and don’t have cars. |
| Mind-Body Movement | Tai Chi is an example of this growing trend toward focusing on the inward you and less on physical appearance, although proponents say (with some scientific research support) that there is as much muscular strength, aerobic capacity, flexibility, and balance improvement as there is a facilitation of the mind. One of the benefits to fitness practitioners and to clients is that in a single class there may be many different ages, both sexes, and a variety of abilities taking part simultaneously. Tai Chi has been around for hundreds of years but “mind-body movement” seems to be having a resurgence in the health fitness world. |
| Lifestyle Medicine | Lifestyle medicine is the evidence-based practice of helping individuals and families adopt and sustain healthy behaviors that affect health and quality of life. Examples of target patient behaviors include, but are not limited to, eliminating tobacco use, improving diet, increasing physical activity, and moderating alcohol consumption. Lifestyle medicine promotes healthy behaviors as the foundation to medical care, disease prevention, and health promotion. |