

Q8 In your opinion, why aren't fitness/wellness spaces more diverse?

Answered: 521 Skipped: 27

#	RESPONSES	DATE
1	I think because of the racial wealth gap and the fact that boutique fitness is very expensive, studios are not very diverse. I am also a member of a ymca-style gym (did not consider this space when I entered my responses above) and I find that space to be diverse in terms of both clients and staff.	6/17/2020 2:15 PM
2	I think a big factor is access/expense. Gyms and fitness classes are particularly expensive in Boston. There are many financial inequities that POC face daily, for most people it is understandable for the resources they do have they may not be able to spend 30-40 a fitness class or over 200 dollars a month for gym memberships. Also, in my opinion, although many avid fitness professionals care deeply about internal transformation as well as external, the fitness industry does play into the idea of European standards of beauty. With those two factors alone fitness spaces don't feel welcoming to POC. Even when I do go, there are rarely any instructors or workers that look like me (unless you count cleaning/facilities staff). Cleaning and facilities are very important members of the team, but it doesn't make me feel great to go to a studio that only staffs people who look like me in "traditionally undesirable" roles.	6/17/2020 1:47 PM
3	Cost of instructor training/class packages, locations of studios	6/17/2020 7:58 AM
4	Subconsciously, I think many men and women strive for an ideal body type and project this onto their instructor. Ie if I'm a white man I want to see a fit white man as my instructor (just an example). We default to sameness. This isn't always true, as I frequent your classes (I'm a gay white male) and I neither want your body nor want to date you. I like teachers for their technique and energy / attitude but I'm not sure all folks make fitness decisions this way. I think our racism is rooted deeply psychologically into our everyday choices. 2 more things If studios culture were more diverse and not catering to "white frat bro" culture or "white yoga mom" culture, we might see more diversity at studios. Perhaps most importantly, I think more black and brown people being hired as instructors and in leadership positions is critical to diversifying studios.	6/17/2020 12:59 AM
5	Going to a fitness class or caring about your fitness in general, is a luxury. I feel like the people who can attend a 6 am cycle class is someone who is high up in the company and can afford to leave work early later on the day, a stay at home mom who can make it back home in time to take the kids to school, or a student, like me, who got her mom to pay for her cycle class before her 9 am at her private university.	6/16/2020 11:39 PM
6	They don't make it an intentional. Their friend base (instructors) don't have a diverse friend base or go to events that foster diversity. It needs to be intentional. And their client base is likely majority white, so they don't feel pressure to prioritize it.	6/16/2020 11:17 PM
7	The fitness spaces are often already a place of body shame. For so many instructors, there is a huge focus on appearance "let's get that summer body!" That in and of itself shames people for how they look. As a fat white woman, I have rarely felt comfortable in these spaces. Everyone is a thin white lady who is obsessed with appearances. That's the opposite of inclusion. If I were a person of color I would feel that exclusion even harder.	6/16/2020 11:13 PM
8	Lack of targeted advertising/welcoming to diverse communities (including no advertising in alternate languages like Spanish — even where I live in central Florida), location (many gyms and boutique fitness spots typically constructed in primarily white neighborhoods), lack of sliding scale or variable prices (I see much greater diversity at spots which offer a wide variety of memberships but also weekly drop in/community classes at a reduced rate to allow folx to try classes they may otherwise feel intimidated to try or priced out of).	6/16/2020 10:38 PM
9	I think it stems deeper than my studios - I workout in my community and my communities are sadly not very diverse	6/16/2020 10:31 PM
10	My gym is diverse and so is trillfit -2 places I went before COVID and near my house. My fav spin classes however (flywheel, turnstyle) are insanely white	6/16/2020 10:10 PM
11	Clientele of color are often treated with less care/respect, making it a less welcoming space for them	6/16/2020 10:03 PM
12	Lack of diversity from staff and instructors which filters down into clientele feeling under represented and uncomfortable.	6/16/2020 9:40 PM
13	Lack of focus on diversity, and lack of diversity in targeted marketing (unfortunately)	6/16/2020 9:26 PM
14	The "wellness" space very much feels designed for thin white women, and many people who	6/16/2020 9:10 PM

don't fit that mold I think feel uncomfortable trying a new studio — even as someone who does I often feel like I'm entering someone else's private club house when trying a new studio, and they are coded for me to feel belonging. There is a thin line between community and cliquy, and both pay the bills so I think many studios don't go out of their way to broadcast belonging to new people

15	Probably bc minorities don't feel welcome due to lack of diversity	6/16/2020 8:38 PM
16	Lack of education and awareness which is absolutely inexcusable. The prices also are horrendous so the fitness community, in my experience, basically only caters to upper class white people - especially when you look at the communities where they build and promote specialty studios like indoor cycling, Barry's, CrossFit, etc.	6/16/2020 7:53 PM
17	Location, marketing, clientele, staff	6/16/2020 6:29 PM
18	Lack of BIPOC working at said studio. Lack of community classes. Lack of BIPOC instructors.	6/16/2020 6:11 PM
19	Decades of being predominantly white (in the physical spaces, in marketing materials, in society's beauty standards), price point combined with economic inequality as it pertains to race	6/16/2020 4:31 PM
20	Fitness tends to be an area where individuals follow what I'll call a pack meantality they find people who look like them and see what they are doing a follow along.	6/16/2020 2:12 PM
21	I think it depends on the studio and the instructors hired and the stigma behind the studio/type of fitness. When I think of Pilates or barre or spin I think of rich white girls and when I think of boxing I think of black men and treadmill classes I think of both but don't necessarily see that in the clientele demographic	6/16/2020 2:03 PM
22	I believe it starts from the top and is a trickle down effect. Lack of diversity in leaders and instructors; lack of diversity based on the area demographic; lack of marketing to a diverse audience	6/16/2020 2:01 PM
23	The business plan for most fitness/wellness facilities is target white people. Typically the location is very white, the prices are typically what whites can afford. So the business model is set up to be non inclusive	6/16/2020 11:56 AM
24	Because people workout close to their homes and/or office spaces - this stems from more than just lack of diversity in fitness spaces but rather the areas people are living and working	6/16/2020 10:02 AM
25	I was thinking a lot about this recently. I think part of it is location. But a lot of it is if the owners and teachers are not diverse than the student body will not be also. It has to change from the top. The owners have to make their space more inclusive	6/16/2020 9:24 AM
26	Not sure. Perhaps there isn't an interest from different ethnic backgrounds to be instructors? I couldn't really say for sure though.	6/16/2020 9:23 AM
27	Location, lack of BIPOC leadership leading to BIPOC folks feeling uncomfortable exercising in a space that feels dominated by instructors they don't have their well-being in mind	6/16/2020 9:10 AM
28	I go to places north of Boston and they've been very diverse. When I attend classes in the city they are less diverse. Classes in the city tend to be very expensive	6/16/2020 8:24 AM
29	The price and lack of representation in staff.	6/16/2020 7:55 AM
30	I don't think all demographics feel represented or welcome.	6/16/2020 7:52 AM
31	Accessibility: for clients, it's costs, location, the normal "community" that frequents it, and lack of marketing to diverse populations. Accessibilities: for instructors, lack of opportunities for education in the wellness space, costs of building a fitness business	6/16/2020 1:25 AM
32	Larger systemic problem. I frequent financial district of Boston mostly for my fitness spaces. There is a lack of diversity in finance industry which I think has an effect on that entire area of Boston. The wellness spaces are a reflection of the environment in which they are located. Lots of white men. I get frustrated by this being the current reality of the environment in which I spend most of my time. When I have the time I will try to physically go to other parts of the city to be surrounded by different groups people for this reason.	6/15/2020 11:57 PM
33	Because there aren't as many rich Black people in Boston as there are rich white people. And because some people at the fitness/wellness spaces don't actively work to make their spaces more diverse.	6/15/2020 11:32 PM

34	Because Boston is segregated and most people find gyms that are close to home/work - so if living or working in a segregated homogenous neighborhood, then the instructors and clientele are likely to be the same. We need to start crossing neighborhood boundaries !!!	6/15/2020 11:27 PM
35	Accessibility and visibility of instructors of color	6/15/2020 11:09 PM
36	The studios I frequent are more suburban and in less diverse communities, which definitely contributes, but I don't think the spaces themselves invite a diverse audience. They're expensive and intimidating to walk into if you don't know someone who goes there. They didn't feel welcoming as a new person and it took a few visits of feeling uncomfortable before there's a shift. As a white, cisgender, wealthy woman, there's a privilege in that even if I didn't immediately feel comfortable, my race, gender, and socioeconomic status weren't the reasons I felt uncomfortable.	6/15/2020 10:53 PM
37	Most gym owners are white, and appeal to white patrons. A lot of gyms are intimidating and all about appearance, so if you don't meet that stereotype, you won't feel comfortable there.	6/15/2020 10:53 PM
38	The areas the studios are in	6/15/2020 10:47 PM
39	I believe it's a combo of location and also lack of diversity within management of these spaces.	6/15/2020 10:47 PM
40	Lack of representation, access (cost & location)	6/15/2020 10:43 PM
41	It seems as though it is not a priority to have diverse instructors and therefore not a diverse community. People will go where they feel comfortable and connected.	6/15/2020 10:40 PM
42	I feel there's a lack of representation at the top. I think it's vital that diversity be seen at the top to allow for clientele to come in that are diverse. In order to do this Though as a white woman business owner I don't know how I can help. I would love to learn though. I think there's a need for black women at the top who are instructors/trainers/ business owners to empower other black women (or even other races and minorities) so we can see this shift across the board.	6/15/2020 10:36 PM
43	Neighbourhoods aren't diverse so the clientele reflects that.	6/15/2020 10:25 PM
44	Branding in fitness is so tailored to white people. The price point is more comfortable to white people. The staff is usually white and attractive.	6/15/2020 10:08 PM
45	It's about getting white people fit at places like Barry's, flywheel, soul cycle, peloton, etc. They are the majority of the 'pay any price' to get fit population.	6/15/2020 10:01 PM
46	Preferential attachment: people of similar socioeconomic and demographic background tend to cluster together, making it uninviting for people of dissimilar backgrounds to blend in.	6/15/2020 9:51 PM
47	I think gyms that have a higher price tag seem to be more salesy and occupied by white people. I can understand why bipoc would not want to join due to not feeling represented or understood. Fortunately, my gym is pretty diverse and feels very human and real. We see each other for who we are as individuals, even if I do not fully understand the bipoc experience.	6/15/2020 9:34 PM
48	Because this space glorifies a white slim body as the goal. In order to be "in shape" your curves disappear and are replaced with muscles.	6/15/2020 9:09 PM
49	I think because from a very young age we are conditioned to associate healthy, in-shape people as thin, white bodies. Everything we see in magazines, ads on tv, in movies. We hear our friends wanting to look like some celebrity, and they're almost always white and thin. I definitely feel there's a huge lack of inclusion from a very early entry point into our experience with fitness. It is no wonder to me that Black people don't feel welcome in these spaces. They haven't ever been welcomed. We need to champion more Black girls to become strong women and role models for future generations.	6/15/2020 8:49 PM
50	I feel that the boutique fitness industry is out of reach for a lot of people. I also think the emphasis on fitness and personal wellness is very low in non-white communities.	6/15/2020 8:49 PM
51	1. Cost 2. Body image, not all African American women are slim size 0/00	6/15/2020 7:57 PM
52	I think 1) boutique fitness is expensive, 2) it's harder to feel included and welcome in a class if you don't see yourself in the clientele or instructors, 3) I don't think owners make an effort to be diverse	6/15/2020 7:28 PM
53	When we consider the economic disparities between white communities and communities of color consider the hierarchy of needs. POC are often struggling to just SURVIVE. Wellness is a	6/15/2020 7:19 PM

luxury. If a family can't feed their children they are certainly not coming to a fitness class even if it's free. Time = money and if someone can barely feed their kid working 60 hours a week they aren't paying a babysitter to travel to a location that is probably inconvenient to them in the first place.

54	Lack of diversity in management, teachers, marketing.	6/15/2020 7:06 PM
55	To be honest, I'm not sure.	6/15/2020 6:52 PM
56	Starts with ownership and what they really want.	6/15/2020 6:49 PM
57	The places I go tend to be expensive and/or in areas that are majority-white (Southie, Seaport, Back Bay). I'm not sure why they aren't diverse beyond that. My guess would be the cost being prohibitive, the vibe being uncomfortable for people who aren't used to white-dominated spaces.	6/15/2020 6:40 PM
58	I've been thinking about this for years now. Being an immigrant (yet white) it always bothered me. My first thought is financial but by listening to people the last couple of weeks it makes me think of location plus representation being the key.	6/15/2020 6:33 PM
59	I'm an instructor and I become an instructor because Boston needs for diverse fitness instructors. The more the diverse the instructors, the more diverse clientele you get. But unfortunately the Boston space is not supportive and if you don't look a certain way you don't get the support.	6/15/2020 6:33 PM
60	Because they don't pay attention and realize that it's even an important thing to focus on.	6/15/2020 6:31 PM
61	Because yoga and Pilates are expensive and have traditionally been marketed towards white women who don't work. However, I teach yoga at a YMCA in Somerville and the demographics and clientele are much more diverse.	6/15/2020 6:15 PM
62	Systemically, wellness and fitness as a healthy lifestyle (vs. for sport and the opportunities opened up by excelling in a sport) isn't encouraged for Black people. It feels like it was made for white people. When something feels like it isn't for you, it's not encouraged as something you should do, it's not located in neighborhoods that you live in - it feels intentionally separate.	6/15/2020 6:06 PM
63	Fitness-enthusiast white women aren't exactly the most inviting	6/15/2020 6:04 PM
64	I believe it is due to cost (racial wealth gap) of memberships as well as location (i live in New Jersey and most gyms are strategically located in white neighborhoods) of the fitness centers/studios.	6/15/2020 5:56 PM
65	locations not located in culturally diverse neighborhoods or even close to them	6/15/2020 5:55 PM
66	Cycle/Spin breeds instructors from their clientele. And I believe that upper middle class white, specifically female, enjoy cycle classes but more importantly, they have the funds to afford it because it's SO expensive.	6/15/2020 5:52 PM
67	They don't reach out to different people. There's a type of person that loves workout studios and that type of person can afford it.	6/15/2020 5:47 PM
68	Because of the price point	6/15/2020 5:29 PM
69	Location, cost	6/15/2020 5:20 PM
70	probably due to the prices and economic difference.	6/15/2020 5:20 PM
71	Many "boutique fitness" offerings come with premium prices, locations, and schedules that are not accessible to the vast majority of people.	6/15/2020 5:20 PM
72	I am a barre instructor in CT and I think the problem is two-fold: 1) representation and culture. The barre franchise I work for literally had photos of only white women in marketing until about two years ago and 2) cost. Most boutique fitness is quite pricey which excludes all types of people (not just Black folks) but certainly a large number of Black folks	6/15/2020 5:13 PM
73	Cost. Health education. Location.	6/15/2020 5:10 PM
74	This is a great question and not one that I know the answer to. Especially in the Boston fitness scene, where Boston is such a diverse city - with students from all over, people here for work, etc. it's not clear. Possibly because the areas that offer classes or where studios are situated are in areas where a certain clientele works or lives and can afford its classes / services?	6/15/2020 5:02 PM

75	Money	6/15/2020 5:01 PM
76	Because people with privilege don't think it's important. The line "the only thing we value more than diversity is patting ourselves on the back about diversity" seems to be the driving motion.	6/15/2020 4:56 PM
77	A lot of the "senior" instructors aren't. People look to those sorts of people to set the tone for the space. I'm a fitness instructor at a small studio and the "Lead Instructor" so I know this to be true. But I also know those instructors have the ability to influence hiring and the work culture - and I do not think most in that position use their influence to do so. Also as a client at my local Barry's studio I've brought up issues related to diversity and racism to the front desk staff which seemingly fell on deaf ears and/or wasn't escalated. Businesses in general, including the fitness industry, and categorically bad at discussing race and inequity, etc, so when these issues are brought up by people there is not an adequate process to remedy the issue raised.	6/15/2020 4:49 PM
78	For starters, I think many studio owners and leadership are afraid to address diversity for fear of being "controversial." I think this is evident by the wellness and fitness response - or lack there of - to Black Lives Matter. I think some spaces think hiring a teacher/instructor who identifies as BIPOC will solve the issue, when in reality it's a more structural issue that requires deeper, more committed work to equity and justice.	6/15/2020 4:46 PM
79	Not a priority	6/15/2020 4:45 PM
80	Personally, I believe fitness/wellness spaces deep down have always believed "they don't see color" (which is, of course, ignorant and contributing to the problem). For a long time, if they don't see color/acknowledge diversity because "we are all humans", then they are inclusive... Unfortunately, as we know it, this has driven away POC clientele and you can assume that because staff of all levels are white.	6/15/2020 4:43 PM
81	Lack of representation in leadership and with instructors, cost, marketing to all white clientele	6/15/2020 4:41 PM
82	not sure if price is a factor that deters a lot of people from participating due to socioeconomic status (especially somewhere like Boston where fitness classes are NOT cheap by any means).	6/15/2020 4:41 PM
83	Racism, prejudice. Not wanting to try harder. Ingrained narrative of what "fit bodies" look like	6/15/2020 4:41 PM
84	Hair is an issue. If you had to sweat out your style and spend hours getting it back, that would be an issue for you too.	6/15/2020 4:36 PM
85	Really expensive	6/15/2020 4:35 PM
86	Geographical location of studio/center	6/15/2020 12:59 PM
87	I feel like they aren't as diverse because the clientele is based mostly on location. If the neighborhood is less diverse, the space will be less diverse. Boston's neighborhoods are typically homogeneous in their makeup.	6/15/2020 9:30 AM
88	Because management teams of these spaces have not historically paid that much attention to recruiting and hiring diverse talent.	6/14/2020 8:29 AM
89	Cost	6/13/2020 11:15 PM
90	Not enough diversity in brand marketing	6/13/2020 10:47 PM
91	Lack of inclusion- diversity should start within the company leadership and instructor team to create a diverse community that is welcoming for all. Price could also be a limiting factor	6/13/2020 8:19 PM
92	Depends on the location - for example the state of MA not being as diverse as other cities I've lived in such as Philadelphia, NYC and DC	6/13/2020 5:58 PM
93	I'm not sure but maybe due to the locations, or instructors (white instructors attracting white clients), or maybe they are so tailored to white clients that Black clients don't feel welcome or comfortable or want to spend their money there..	6/13/2020 5:02 PM
94	Price, location, lack of diversity in instructors & staff,	6/13/2020 2:44 PM
95	They aren't aware on how to address the problem. Being surrounded by primarily white middle aged women, the lack of diversity is very disappointing. I'm wondering if it's fear to address diversity.	6/13/2020 2:36 PM
96	I think the leadership/ownership and management of fitness/wellness spaces aren't prioritizing making sure BIPOC feel welcomed and safe in these spaces. There's not enough diversity on	6/13/2020 2:08 PM

teaching rosters and in management/staff of studios and there's no palpable effort to change that. It feels disappointing and bad (and I'm sure worse for BIPOC who don't feel welcomed in these spaces).

97	Boutique fitness classes are designed for the stereotypical affluent white woman. While I have sometimes felt out of place due to socio-economic status, I recognize my privilege that I have never felt uncomfortable due to my race.	6/13/2020 1:06 PM
98	I live in a very white suburb area.	6/13/2020 1:05 PM
99	So many reasons, I think one is that a lot of spaces have a particular "look." For example, their clientele is skinny blonde white women or other specific body types/looks. Because of that all kinds of people, but particularly Black people feel unwelcome	6/13/2020 12:35 PM
100	possibly because they're not as accessible to everyone	6/13/2020 12:28 PM
101	Lack of diverse instructors and staff (e.g., desk staff for studios are typically white, whereas their cleaning staff are predominately BIPOC - that's not a welcoming atmosphere). Lack of diversity in marketing. Accessibility (costs and location).	6/13/2020 11:46 AM
102	Studios are often locations in areas that are historically majority-White.	6/13/2020 11:00 AM
103	I do spin, and there is a definitely a stereotype of people who spin (white thin women). I think the stereotype makes others feel not welcome or like they do not fit in	6/13/2020 10:33 AM
104	POC are underrepresented as instructors and leadership - that environment cannot be welcoming for clientele of color.	6/13/2020 10:30 AM
105	Depends on area	6/13/2020 10:30 AM
106	Honestly, I don't have a good answer for this. I don't know. I do think there could be greater representation of other races/ethnicities in fitness leadership.	6/13/2020 10:15 AM
107	Cost, elite reputation, too white, Brand/marketing	6/13/2020 8:48 AM
108	I'm not sure why they aren't but it's pathetic	6/13/2020 8:43 AM
109	Cost, location, time.	6/13/2020 1:27 AM
110	I honestly don't know. I know for a fact the place I frequent most is extremely open to being inclusive to everyone.	6/12/2020 11:47 PM
111	Accessibility to the classes because of a.) price and b.) a sense of welcome (if you don't see people who look like you, you may not come)	6/12/2020 11:01 PM
112	The insane prices attract high SES white customers	6/12/2020 10:50 PM
113	Boutique fitness studios are not diverse bc they create a socioeconomic barrier that prevents people who do not have financial privilege from accessing these spaces. For me, I see money and race as intertwined. A class at Barry's plus a water bottle plus a smoothie can cost \$42!!!! Who will pay for this? People with a disposable income. Who makes up the upper class? Majority is white people. I would say if classes were more accessible (ie cheaper... like \$10 or less), people from lower socioeconomic classes would have access and you would see a jump in diversity. Obviously this is not realistic. Also, I know this survey is geared towards race in a fitness place but I walk into a Barry's studio and Soul Cycle and there's not even diversity amongst white people!! Everyone has good skin, lean body, and wearing name brands. I'm a white girl with the fairest of skin and even I feel out of place bc I don't have a Moncler jacket! (I'm not exaggerating about that, the locker rooms have only Moncler jackets in the winter...) These spaces are designed for a very, very specific niche of people in society and I actually don't see how a place that overcharges for everything can ever be inclusive, let alone diverse.	6/12/2020 10:47 PM
114	They are often located in areas that are more central to a predominantly white population, there is less access to, and awareness of fitness and training in less affluent school districts to begin with and unfortunately, there aren't enough leaders/instructors in our own Boston fitness community because the city itself is not exactly a great environment for non-white people.	6/12/2020 10:47 PM
115	probably those hiring	6/12/2020 10:23 PM
116	Their location and cost. I exercised at various gyms in the Greater Boston area. I find that if the demographics of a city they are located in is diverse, the fitness/wellness space is diverse. In regards	6/12/2020 8:16 PM

to cost, the gyms with the higher monthly costs tend to be less attractive unless there are over the top amenities included.

117	I think fitness and wellness facility owners prioritize profit and popularity over diversity.	6/12/2020 6:45 PM
118	Cost prohibitive, it's a luxury or privilege not everyone can afford (price, time, commitment)	6/12/2020 6:26 PM
119	They are not explicitly promoting themselves as space open to audiences of color, which is necessary because otherwise the assumption is these spaces are only made for white women sporting Lulu Lemon.	6/12/2020 5:55 PM
120	I think this is due to several reasons. Some might include the marketing only displaying certain races, so then others are put off from attending. If the instructors are not diverse then it doesn't feel as welcoming. Also location might be tough for people to get to. Prices might be too high. It is part of systematic racism.	6/12/2020 5:53 PM
121	Demographics play a part. If a studio is located in a city that is predominantly white, this will likely contribute to less diversity in the team and patrons. Socioeconomics also play a role depending on the type fitness or wellness space — large corporations like SoulCycle, Equinox, and Barry's open in metropolitan neighborhoods with large health and wealth disparities.	6/12/2020 5:23 PM
122	Possibly location.	6/12/2020 5:17 PM
123	I don't have an honest answer. Maybe just who they target as their clientele?	6/12/2020 5:11 PM
124	If consumers don't feel welcomed or like they can relate to their instructor and surroundings they are less likely to go (and continue to go repeatedly). I think if there was a much more diverse instructor roster on all class schedules, it would be a much more inviting environment.	6/12/2020 4:52 PM
125	Predominantly white spaces usually don't foster a friendly environment for POC, whether intentional or unintentional	6/12/2020 4:38 PM
126	For the studios where I teach, they are located in predominantly white neighborhoods and therefore clientele and instructor are also mostly white. I also think it's just a long history that we can't seem to break and subconsciously continue to hire what we are familiar with.	6/12/2020 4:22 PM
127	Most boutique fitness studios are located in affluent, predominantly white areas. The price makes it unattainable for many.	6/12/2020 4:16 PM
128	Stigmas surrounding certain types of spaces (barre)	6/12/2020 4:06 PM
129	Not enough diversity in instructors	6/12/2020 3:53 PM
130	I'm learning why and sitting with the guilt for not actively noticing or speaking. There is a lack of diversity in my area in general	6/12/2020 3:09 PM
131	Ignorance, biases with leadership, etc.	6/12/2020 3:02 PM
132	The classes are extremely expensive which makes in accessible to many people. Most of the teachers and clients are white which also makes it feel like an exclusive community.	6/12/2020 2:54 PM
133	As I take location to be a large driver in where one would go for their fitness/wellness needs, the diversity is a general reflection of the neighborhoods they are in. Having lived in Somerville & Cambridge. In various gyms I would frequent, I knew/recognized all of the people of color because they were so few.	6/12/2020 1:44 PM
134	I think there are a ton of reasons, and I think it some are specific to certain businesses. For example, SoulCycle is expensive, so already it cuts off a good portion of people, and then the space inside is so white. Not just the staff, but everything inside is white, I just think that is very off putting since it's supposed to "represent cleanliness." I also think the workout is very catered to a certain demographic and their advertising caters to one group of people - wealthy, upper middle class white women who see a cute blonde girl in a fancy sweatshirt with dumb rhinestones on it, it just doesn't scream "All Souls Welcome." I think also boutique fitness started as a way for wealthy white women in the suburbs to workout, and so a lot of studios were built to cater to that kind of person. Walking into a room of one demographic of people you don't know isn't fun in any situation. I can't begin to imagine how it would feel to be brand new to something like that, and also have the color of your skin be different. That was a long-winded way of saying I think it comes down to studio origins, as well as continued client targeting and adverstising.	6/12/2020 1:36 PM

135	Accessibility, financial restraints on both the consumer and the studio owners. Most studios just break even in higher income areas...	6/12/2020 1:09 PM
136	My guess is price. The club I teach at is pretty expensive. It originally started as a club built for the white privileged man. The club has definitely evolved but we only have one black personal trainer. One black fitness instructor and few other POC employees/members. I love the facilities, but I also have a free membership and wouldn't pay the price to be a member. I would most likely just go to a near by \$20 a month gym.	6/12/2020 12:49 PM
137	I'm not sure. They should be!	6/12/2020 12:16 PM
138	Cost of boutique fitness, not as many social media influencers that are POC	6/12/2020 12:15 PM
139	Possibly due to the location and clientele	6/12/2020 11:28 AM
140	I think for a lot of communities, the more high-quality and or/ expensive gyms are in communities that have already been white washed and gentrified. So there is a lack of diversity in the gyms because a lot of folks (esp. those in under privileged, black communities) can't afford it in their budget to go to the gym like equinox or the Cambridge health club. I am sure there are also other factors at play, but as a white womxn who is working on educating myself, that would be my first thought.	6/12/2020 11:23 AM
141	Cost, location and marketing	6/12/2020 11:06 AM
142	It is frustrating how expensive services and products are in the fitness/wellness realm, and this creates an environment that is absolutely not inclusive to anyone who cannot afford it. In a country where there are systemic issues with racial income inequality which favors white people, white people make up the majority of people who can afford to participate in fitness/wellness activities. White people control most of the fitness/wellness industry, and have not seemed to address this issue of a lack of diversity or change anything.	6/12/2020 10:53 AM
143	Probably because some people are some communities are snobs	6/12/2020 10:32 AM
144	Lack of ownership	6/12/2020 10:31 AM
145	Not located in diverse neighborhoods, BIPOC don't have representation in staff and don't feel the inclusion the studio preaches.	6/12/2020 10:30 AM
146	I think the majority of the BIPOC in my area aren't very well off so they struggle to make fitness a priority because they have to focus on other things to survive. My neighbor works multiple jobs to be able to pay the bills because his mother is older and unable to work. I also think for some people there aren't fitness/wellness spaces in their neighborhood so convenience/accessibility is definitely a factor.	6/12/2020 10:21 AM
147	I think price, social climate, and cliques are a major barrier. I think white instructors and front desk staff are more welcoming and inclusive to white clients. They say their names more often, see their raised hands more often, and look like them more often. I think adding more Black and non-Black people of color to front desks would help a lot.	6/12/2020 10:11 AM
148	I think it's because of marketing, community outreach and comfort amounts POC	6/12/2020 10:07 AM
149	Location where fitness spaces are set up, culture - if gyms aren't in these communities where kids are growing up they won't have interest as they get older, price, discomfort	6/12/2020 9:34 AM
150	The overall environment (mood,price,front desk staff, instructors) does not provide a diverse atmosphere therefore POC choose to workout elsewhere.	6/12/2020 9:34 AM
151	So many reasons but I think the biggest is it is just not accessible for many POC's. Price, product and place have all informed the POC experience at boutique studios and the 3 P's are shaped by white privilege.	6/12/2020 9:30 AM
152	When I travel for work nearly every city had a more diverse fitness scene than what I see when I'm anywhere in New England. I'd never given this much thought - just assumed it was representative of the population breakdown in the area.	6/12/2020 9:17 AM
153	Possible financial barrier for clientele/ studio owners not doing enough to seek out diverse trainers.	6/12/2020 9:17 AM
154	I think it starts with lack of diversity at the top. If there's none visible, then it's likely there won't be diverse instructors and that, alone, can make someone new to the scene who identifies as	6/12/2020 9:04 AM

	BIPOC, not feel that it's a space for them.	
155	I think that the fitness community in general does a piss poor job even trying to be diverse. It's evident just in their marketing. I see a whole lot of people who look just like me but very few that look any different. I can't imagine that's something attractive to any person of color. It sends a message that is opposite of inclusivity. To be honest, you are the only BIPOC instructor I've ever worked with and, outside of those Barry's classes with the Hamilton cast (still swooning) my classes have been pretty freaking white.	6/12/2020 9:02 AM
156	i think a big portion of it is systemic racism. fitness / wellness costs a lot and is a privilege. due to systemic racism there are less POC that can afford to attend fitness classes.	6/12/2020 8:40 AM
157	As a personal trainer, yoga teacher, barre instructor, and reiki practitioner I have maybe in 7 years working in the industry have had 5 POC attend a class or reach out for a private session. Also in my 7 years in the industry I found the yoga community to have more diversity than the general fitness community. I do not know why this is but I would love to see diversity in our community. I also have never worked in a facility that employed any POC. For this too I have no answers. I am assuming that after taking some time to educate myself that POC do not feel comfortable enough to do so. I hope and pray for change here and willing to put in the work to create a more inclusive industry	6/12/2020 8:26 AM
158	Many of the spaces I frequent are in my neighborhood, my white neighborhood, so it attracts its neighbors. EBF is the only gym I go to that is remotely diverse and that was from true intention and leadership from George.	6/12/2020 8:24 AM
159	Cost	6/12/2020 8:24 AM
160	I feel like fitness is completely euro-centric and all of the instructors I see are majority white. For smaller fitness centers that have very regular clientele, it can be intimidating to be new, let alone someone who doesn't "look the part" of the euro-centric culture it promotes. Additionally, whenever I see the fitness spaces advertising/collaborating with other local business, they do not choose diverse companies for their giveaways/free classes.	6/12/2020 8:19 AM
161	Ignorance, lack of knowledge, and priorities	6/12/2020 8:01 AM
162	I think it has to do a lot with location and not living in a very diverse community.	6/12/2020 8:00 AM
163	Crazy high cost per class & probably because there's a lack of diversity it, in some way must, turn off a ton of people of races other than « white ».	6/12/2020 7:59 AM
164	I believe it has to do with location and the systemic racism that has continually gone on. Being white privileged, I've never felt uncomfortable in a space and more times than not, have been able to afford the classes in white, affluent communities.	6/12/2020 7:58 AM
165	Opportunity, access, priority	6/12/2020 7:52 AM
166	Location, cost, lack of diversity in instructors	6/12/2020 7:50 AM
167	I noticed a lack of diversity starting in instructor training programs. I think this is due to cost/location/etc. Which in a sense is true - that's part of a deeply rooted issue of systematic racism where PoC are not afforded the same resources and opportunities from a young age. It's also due to the fact that for so long all the wellness professionals in many boutiques studios and gyms have all had the same "look" (white and thin) so it doesn't feel very welcoming to anyone who doesn't fit that mold.	6/12/2020 7:44 AM
168	1) Boston is still a highly segregated city. 2) Black/POC instructors don't audition in the back bay and frankly, the staff/instructors in charge of hiring don't consider diversity important 3) The fitness companies market to white people and white bodies, which automatically make the space unwelcoming to anyone but fit white women (most men and people with larger bodies, regardless of race) also feel unwelcome in most studio spaces	6/12/2020 7:42 AM
169	Location and the teachers. The most diverse fitness studio I've been connected with is in a diverse neighborhood and the teachers all have different skin color and body shapes. You don't find this in the more popular, downtown areas.	6/12/2020 7:07 AM
170	They're promoted as a tribe / club / squad which often resembles a self selected group vs reflective of the diversity	6/12/2020 7:05 AM
171	The industry has been dominated by white faces and there has been some illusion in some advertising that the space is somewhat inclusive but I feel like that when it comes down to it it	6/12/2020 3:48 AM

	isn't. So there seems to be a complete disconnect	
172	Honestly, I feel it has to do with those in leadership roles. Unaware that's it not diverse because of lack of engagement with staff or clientele.	6/12/2020 3:05 AM
173	I personally go to a gym called Barrys bootcamp and I noticed the majority of clientele is predominantly White and then Asian right behind. I think because the classes are so expensive, and these people can afford it because they get paid well, because they had the privilege to go to a big school, because of the way the system is set up, most of the wealth is controlled by fewer races if not only one, hence a fewer of them can get good jobs that pays well and allow them to afford \$32/class. The distribution of wealth amongst races is biased and favors one race over the other, and unfortunately it grants privileges to the "winner" race.	6/12/2020 1:51 AM
174	It's all about the racial wealth gap and small boutique studios can be and seem very exclusionary. This can be a turn off to people who don't feel like they fit the model of skinny white woman	6/12/2020 1:05 AM
175	I think there's been a huge trend over the past decade or so to move towards more "boutique" facilities that include expensive class packages, fancy amenities (\$50 shampoo...), and instructors with 30k Instagram followers. This is less about wellness and community than about image. These spaces can feel exclusive to myself as a white woman so I can only imagine how they might feel for blacks and POC. Also the price of membership for these gyms draws in a very specific clientele. Granted this is a generalization and I have not seen all Boston gyms but this is my personal perspective from my experience.	6/12/2020 12:45 AM
176	Racism	6/12/2020 12:23 AM
177	Because they don't do anything to promote it and I'm sure people who come don't see a place where they feel very invited into the culture	6/12/2020 12:05 AM
178	Different workouts attract different people/groups- once a set group is the MAJORITY/stereotype at a certain place, it's tough to be the person who comes in with a different gender/age/race	6/11/2020 11:35 PM
179	Lack of neighborhood diversity. No effort made to be inclusive.	6/11/2020 11:16 PM
180	It's hard for me, a white woman, to speculate why I don't see many people of color in wellness spaces. If I had to wager a guess I would say it's because of the lack of POC and fear of judgment.	6/11/2020 10:52 PM
181	POC likely feel unwelcome by white people - so many white people	6/11/2020 10:37 PM
182	Need more representation in leadership and instructors	6/11/2020 10:35 PM
183	Boutique fitness studios have primarily white clients for a variety of reasons, specifically in Boston/burbs because of the distribution of wealth drastically slanted toward white Americans. It costs alot of money to attend group fitness classes. The level of disposable income white families have is higher and available to spend on fitness "self care"--- women who can pay for childcare, stay at home and care for children and a nanny are the people attending the majority of fitness classes and sadly like-follows-like.... stereotypes and cliques exist because we make them real.	6/11/2020 9:51 PM
184	I feel that due to the increasingly high membership prices accessibility is limited for those experiencing financial hardship due to lack of privileges. Aka, if you're white and have a shitload of money you can CrossFit. It's the number one problem with the sport. Don't get me started.	6/11/2020 9:46 PM
185	I primarily go to equinox and barrys in areas that are not very diverse.	6/11/2020 9:31 PM
186	My area is loaded with retired older white people and that is what I see at my gym. It's likely that a lack of excess income due to likely pay discrepancies and social reasons plays a large role.	6/11/2020 9:25 PM
187	Access, opportunity, cost to enter, lack of representation	6/11/2020 9:16 PM
188	price Points	6/11/2020 9:04 PM
189	I feel there is a pretentiousness and lack of integration in the city of Boston in general. There's a coldness and exclusive nature that resides in existing communities and clearly translates into	6/11/2020 9:00 PM

	the fitness community. I also think people aren't paying attention and have not set inclusion as a value.	
190	Lack of awareness, non inclusive classes/language, lack of effort to diversify	6/11/2020 8:55 PM
191	When I go to my gym, Planet Fitness, I see way more diversity than when I go to a "boutique" class which I think is unfortunately due to the price of classes and locations of the studios. They are all near very corporate areas of the city or in affluent suburbs, which are typically not diverse	6/11/2020 8:45 PM
192	They haven't made it a priority by recruiting staff and clients from diverse communities	6/11/2020 8:40 PM
193	I keep thinking about this question and I honestly don't know. There are so many factors. If I had to pick one answer, maybe company branding?	6/11/2020 8:40 PM
194	Sad but most people of color can't afford membership	6/11/2020 8:30 PM
195	Unfortunately the type of people I have sometimes found in large mainstream gym - groups of burly white dudes and tiny women - seem to flock together. As a larger person, I often feel uncomfortable as the odd one out, and prefer to try to make due at home - and that is just based on my weight. I don't presume to know, but feeling like the odd one out based on the color of your skin seems really hard... and fitness/wellness spaces can leave you feeling very vulnerable if you feel like you don't fit. That's just for the clientele. As to instructors - many businesses structure management toward clientele. So they bring in tiny white females and burly white guys, to feed into what they think is their target audience. Again, assumptions based on a working knowledge of toxic business practice.	6/11/2020 8:30 PM
196	Are fitness spaces really less diverse than most other industries? I don't think so! IE: health care, education, CEO's, etc. I think we just notice this because it's our space, but I think it sadly reflects the same way in other industries due to larger, longer history of us white people taking over everything	6/11/2020 8:29 PM
197	Most of the places I go are diverse but not all	6/11/2020 8:19 PM
198	I think because the people making the decisions and selecting the instructors tend to pick the same type of person. I've only auditioned for Soulcycle and I felt like they didn't want someone my age- didn't think it was about my race but I also think I wasn't distinctive enough for them.	6/11/2020 8:18 PM
199	Whitewashed. Some place unfortunately are appealing to their clientele.	6/11/2020 8:14 PM
200	Location of fitness center.	6/11/2020 8:04 PM
201	I have only ever seen the YMCA be diversified. Not sure why others aren't	6/11/2020 8:01 PM
202	I think one of the biggest reasons, if not the biggest reason, is a lack of diversity in instructors.	6/11/2020 8:00 PM
203	I think in part pricing. I attend Barry's a lot but one of the things I hate is the cliché-y groups. Most of the people in these groups are white and don't seem open to increasing their circle. The instructors don't really pay attention to the diverse people	6/11/2020 7:45 PM
204	I think there a number of factors that go into it. Lack of diversity of instructors can be intimidating especially when fitness, getting fit, working out is already a daunting experience. I certainly felt that way when I began to work out.I and finding an instructor that had a similar shape/experience/background, really encouraged me to keep going. I also think this needs to go beyond ensuring there are diverse staff members. What about recruiting diverse instructors and diverse clientele? How about marketing and ads? How many people of color do you see in a studio's advertisements/websites/social media? Is it the same person each time?. In addition, fitness within the Boston community, comes with an economic/price barrier. Barry's, Soul Cycle, spin classes, Pure Barre-however you name it, fitness is pricey and becomes much more of an exclusive atmosphere when the only individuals who can afford to frequent often are those who happen to work in the same industries and fall in the same tax brackets. Some of the studios Im thinking of, a monthly membership to attend class, is higher than the amount of money one budgets for food on a monthly basis.	6/11/2020 7:44 PM
205	There is not an active effort to make them diverse or accessible for all.	6/11/2020 7:37 PM
206	This is a very interesting question because I have never challenged myself to think about it. I would say, the places that I frequent tend to have less diverse communities. Until the pay couple of weeks, I have never really thought about it. Now it's all I am thinking about.	6/11/2020 7:36 PM

207	The gyms itself do not show /have diversity therefore doesn't welcome or market to people of color	6/11/2020 7:34 PM
208	Music choices, how little diversity there is to begin with	6/11/2020 7:34 PM
209	Cost being prohibitive, preconceived ideas of "types" of people who attend those classes & lack of diverse representation for instructors and staff	6/11/2020 7:28 PM
210	They are not accessible (e.g. cost too much), lack proper outreach to new / diverse communities, and not always welcoming to new people (so not part of the culture to be welcoming to new people in classes).	6/11/2020 7:01 PM
211	I do not see a lack of diversity in the centers I have attended.	6/11/2020 6:53 PM
212	Boutique fitness has a price point that caters to middle to upper-middle class, a clientele in Boston that is almost all white. Working out in general goes against many ethnic norms so if there isn't a diverse instructor to start, there's definitely not going to be a diverse clientele.	6/11/2020 6:03 PM
213	Brown and minorities are often turned away because of pricing and access	6/11/2020 5:53 PM
214	Tbh. I don't know. Because it's a white (specifically) dominated culture/business. It's good deep roots of white supremacy. They want money so locations are opened in predominantly white communities because that's where it's believed to have more value. Body shaming... I don't know.	6/11/2020 5:39 PM
215	No one has really worked to make them welcoming spaces, or gone out to communities of color to learn about their needs. The fitness world feels vert exclusive to all outsiders. Also, the cost is v prohibitive	6/11/2020 5:22 PM
216	1. \$\$ 2. The areas in which money is (white) 3. Because we have to introduce health and wellness in areas and in the communities of the people they serve. Taking yoga/meditation/ and fitness where they are not, is activism. Same with any other industry	6/11/2020 4:49 PM
217	Adverts represent predominantly white people, maybe the bipoc communities don't feel very welcome as they don't seem to be targeted demographic?	6/11/2020 4:48 PM
218	Because they aren't hiring black /BIPOC as instructors, lead instructors or as management. Or if they do it's one & they check the box in their diversity list. Also it may not feel inclusive behind the scenes and so a black /BIPOC person may not feel welcomed or safe in that space.	6/11/2020 4:30 PM
219	I really don't have a good answer for this. But I would have to guess partly because owners do not SEEK to make their team diverse. I think a lot of gyms/wellness spaces have initiated diversity leaders over the past week into their leadership team which I think will bring about good change.	6/11/2020 4:30 PM
220	Location/price, self selection, lack of diversity among instructor roster reflected song students	6/11/2020 4:30 PM
221	Inclusivity - if there isn't an offering for everyone, people won't feel the space or studio is for them.	6/11/2020 4:28 PM
222	This question assumes facts not already established. Can't answer.	6/11/2020 3:59 PM
223	Lack of marketing and advertising in more diverse areas, lack of diversity in staff, and cost.	6/11/2020 3:35 PM
224	High status places with lots of amenities and offerings (I'm thinking Equinox) are usually really expensive. To be able to prioritize your health is in itself a privilege. Usually marginalized people are priced out of gyms with a lot of tools and offerings.	6/11/2020 3:29 PM
225	Privilege	6/11/2020 3:07 PM
226	Unfortunately I reside in Oregon, and we are not a very diverse population in general (due to an embarrassingly horrific racist past). I do think that because of this, i can conceive that as a black or latinx person, it would be harder to feel comfortable in these spaces that are dominated by white people, and almost exclusively white staff.	6/11/2020 3:01 PM
227	Culture of a lot of fitness brands probably implicitly hears towards white women. Something I haven't considered until recently, and that I need to take a harsher look at going forward.	6/11/2020 2:24 PM
228	I think in the space I visit, it has a lot to do with price. We have no one who isn't upper middle class or higher, honestly.	6/11/2020 1:54 PM

229	It feels like a vicious cycle because we don't see a lot of diversity in studios in general, it doesn't welcome diversity so new members are usually the same demographic. Price is probably a huge barrier too. Prices continue to rise to rates that exclude a ton of different backgrounds and it makes health a privilege.	6/11/2020 1:52 PM
230	maybe because of the community it's in but i'm not really sure	6/11/2020 1:50 PM
231	I'm not entirely sure if it's because of systemic racism, which then influences heavily where the fitness spaces are, the price tag etc. I think it also depends on how accessible the workout is as well. I will say the fitness space is much more diverse than my corporate job, and that gives me hope.	6/11/2020 1:43 PM
232	They are expensive.	6/11/2020 1:16 PM
233	Racial Economics.	6/11/2020 1:01 PM
234	I think it is not a priority to many people or not something really thought about. As the ranking above showed I was most concerned with time and location because I am only thinking about myself and what works best for me and I think most participants think like this. I hope this is a wake up call for people to recognize the lack of diversity and actively try to and want to make spaces more inclusive.	6/11/2020 12:35 PM
235	I would believe it would be due to conceived judgement of peers (and that beginning stage of building confidence and feeling anxious about working out in public only serves to reinforce it). I remember when I first started working out at the gym, I thought everyone was judging me. But the PT I started to work with really helped me see everyone was simply there to work out and do their own thing (and that helped to minimize that voice saying "just work out at home.").	6/11/2020 12:34 PM
236	As a trainer, I worked part time in a local small studio. The population of the town is primarily white. When we did have people of color sign up, they never stayed more than a few months. Although they never told the owner why they left, I will bet it's because they didn't feel very inclusive. Many times I went to the owners regarding my concern, but it was acknowledged and then no changes. One of the reasons I left that place of work is because they didn't create the sense of community among all, and it made people feel unwelcome. Myself included.	6/11/2020 12:09 PM
237	Cost of membership/class. Located more in predominantly white neighborhoods or near shopping. Some classes are in the late morning/afternoon which is not convenient for those who work. I use to go to Orange Theory, and a class of 15 would have maybe 1-4 POC, where maybe 0-2 would be Black people. Instructors were all White but those working behind reception or cleaning staff would be mostly BIPOC. When I would go in the early morning hours (5-8am) or later evening (6-8pm) I was more likely to workout with BIPOC than the hours between. There was diversity regarding age but not race/ethnicity.	6/11/2020 12:07 PM
238	I'm in Atlanta. There is a fairly good mix of walks of people at my box; which is also black owned. Good gyms can cost a lot of money so that excludes lower income people which disproportionately affects POC. So I guess lack of access.	6/11/2020 12:04 PM
239	Because working on your fitness specifically in the boutique fitness world is a luxury (expensive) and 1/2 of America is living with an income below 50k a year. Fitness isn't a priority for people who have to work 12 hours a day to get food into he table. The poverty levels of blacks, Native Americans, and Hispanics is almost double the amount of white and Asian Americans.	6/11/2020 11:55 AM
240	Eurocentric approach to fitness and what fit means, highly priced certifications with no scholarships, recruitment practices that perpetuate white privilege, focus on an English speaking only population, focus on able bodied staff and teachers, a culture that is created with regulations that are not inclusive (and are white centeree) that immediate favors competition, shaping the body, buying supplements, eating "one" right way, etc. teaching in a divisive way: no pain no gain, mind vs body...that all is not inclusive	6/11/2020 11:52 AM
241	A lot of the fitness spaces I frequent are located in predominantly white neighborhoods and/or more expensive creating locational and socioeconomic barriers to entry. Further, I think the lack of diversity among instructors and staff deters diversity among clientele as POC do not see themselves represented. However, I caveat all of these opinions as a white individual realizing I cannot understand the experience of POC in fitness/wellness spaces in Boston	6/11/2020 11:41 AM
242	Because the fitness/wellness leaders aren't very diverse.	6/11/2020 11:37 AM
243	Tbh I'm really not sure. It's not about location bc Fitness centers are in every town you drive	6/11/2020 11:09 AM

	through - I think it could be the crowds that hang out in the gym	
244	They tend to market themselves towards certain clientele, and they are an added expense. For those who don't have the money or who don't fit the clientele, they can be off putting.	6/11/2020 11:08 AM
245	These spaces are so saturated with and cultivated for white people with specific body types, that POC might not feel safe or welcome- like the space isn't for them. Also, I think the cost of participating in fitness/wellness spaces can be a major obstacle for lower income minorities.	6/11/2020 11:07 AM
246	Wealth inequalities and segregated neighborhoods	6/11/2020 10:51 AM
247	I think from a trainer / leadership level, diversity is more of an afterthought and POC aren't given as many opportunities to be in places to teach. From a member stance, a lot of people go where they are comfortable or look for trainers who they can relate to. But on a personal level and someone that goes to a pretty diverse gym now that I think about it, I never thought about whether it was diverse or not because for me the gym is a place for personal goals and fitness so I don't focus on other people but I think it makes me MORE comfortable to have diversity the way you would see the world outside of the gym so that you don't start noticing a difference like "wow there are only white people here"	6/11/2020 10:44 AM
248	I think that the barrier to entry is too high. In my learnings of systems over the past two weeks, it is clear that we can't possibly expect diversity in these studios if the classes are in an upscale neighborhood, cost \$30+ and are already intimidating to begin with. It then becomes a domino effect. A lot of the best instructors I know were students in those classes first. If diverse clientele doesn't exist because the barrier to entry is too high, they most likely won't pursue the path to becoming an instructor as easily as those who feel welcome in the room. Also, instructor certifications are incredibly expensive. As a white woman who makes a healthy income, even I struggle to keep up with all of my certifications sometimes.	6/11/2020 10:36 AM
249	White woman	6/11/2020 10:31 AM
250	I think fitness and wellness spaces aren't more diverse because of a deeply ingrained idea of what is considered "ideal" within our culture and a severe lack of representation. The "ideal body type" that is constantly portrayed within the fitness/wellness space skews predominantly white. I think this lack of representation can create an exclusive space where if you're reflection isn't mirrored with what is considered the "ideal" it becomes an unwelcome and difficult space to be included in.	6/11/2020 10:31 AM
251	Not promoting inclusivity	6/11/2020 10:26 AM
252	Location and price cater to an already privileged population. \$32 workout class in a well-to-do neighborhood? Yea: that's obscene (and I do it even realizing this!). I don't see fitness locations making proactive efforts to include those who either don't live in the neighborhood or can't afford the class. In honesty, I don't see much effort for them to give back in an *engaging* way much at all: donations seem to be the preferred (and nearly only) method I've seen	6/11/2020 10:14 AM
253	Too expensive. I know that my friends who live in the neighboring city of Lawrence would love to join, but it's too costly. Also recruit more teachers of color. Personally, I am tired of the homogeneity of my yoga studio.	6/11/2020 10:05 AM
254	Clients often come in due to word of mouth so the same groups of people continue to come in	6/11/2020 9:59 AM
255	Level of comfort of POC into coming into new spaces where they are not represented.	6/11/2020 9:56 AM
256	Location	6/11/2020 9:54 AM
257	High prices, lack of studios reaching out of their white bubble	6/11/2020 9:39 AM
258	If I had the answer to this question!!! I have no idea.	6/11/2020 9:38 AM
259	So. Many. Things. Even when you look at some thing like advertising. Yes there are people of color and ads, but they are always perfectly chiseled very thin and not always representative of the entire community. As far as staffing, I don't think anyone aggressively recruits at all. Everyone talks to a friend of a friend and tries to recruit that way. We need to make sure that people of color know that there is a place for them in this industry and we will teach them from the ground up how to be successful regardless of their background or experience!	6/11/2020 9:16 AM
260	Clients most likely not made to feel welcome? Also, I'm not in the HR department-are they receiving applications from highly qualified instructors/managers of different races, and not bringing them on? Are the applications not coming in?	6/11/2020 9:13 AM

261	Less diversity in leadership/instructors = less diversity in clients	6/11/2020 8:59 AM
262	For the gyms I teach/ frequent at - they are set in areas which are very much predominately white. Brookline and Chestnut Hill. The Brookline / Allston gym I attend it more mixed race than the CNH one as I there is a large Asian community and more students which leads to a larger range in diversity than the predominately white CNH gym.	6/11/2020 8:53 AM
263	I feel like 'racism' is too broad of an answer for this box? I spin at Turnstyle and they've addressed they will make changes and hire more POC&black instructors but I would assume the reason they don't currently have any is that they don't try to actively get clients of color to become instructors	6/11/2020 8:52 AM
264	Diversity hasn't been part of the core work/mission of these spaces.	6/11/2020 8:41 AM
265	First I am not quite sure that it is a priority for many of these spaces - I believe one of the leading missions for any working environment should be to promote diversity of all kinds which starts with your team and permeates to your members and clients. Accessibility would be another factor - fitness/wellness spaces tend to choose affluent locations making it challenging in regards to location, convenience, price, etc. I frequent to very different spaces - B/SPOKE and EBF in the seaport. There is a clear difference between the two in regards to diversity and EBF really pays attention to these factors in addition to other initiatives.	6/11/2020 8:35 AM
266	Because of the location of the center as well as the advertisements and the leadership team of the centers.	6/11/2020 8:26 AM
267	In my preferred space, the studio is in a diverse neighborhood with many Black and Hispanic neighbors. Some come to class but I think more would if they saw instructors that looked like them. I also think of the times Black people have come to the studio, I wonder if they've felt welcome, included and empowered. My guess is probably not.	6/11/2020 8:22 AM
268	Studios aren't actively thinking they need to prioritize that.	6/11/2020 8:08 AM
269	Partly because the industry itself does not promote diversity enough (most of the most recognized fitness instructors are white males). Also partly because a lot of facilities cater to richer clientele which, unfortunately, tends to be predominantly white.	6/11/2020 8:07 AM
270	Rich white people get trained Rich white people can pay to attend classes Lack of public transportation I've heard BIPOC say it just "feels like a space for white people"	6/11/2020 8:07 AM
271	Location, price	6/11/2020 7:57 AM
272	Because of a systematic issue of unequal distribution of wealth. It is marketed to that system and in such at best their marketing campaign utilize tokenized POC which can easily be picked out when paying attention. However, people often don't understand tokenization and see it as diversity and then feel comfortable in said spaces as a diverse and equal space. Instead of picking their heads up and looking around to see that the gym is a very one dimensional place in regards to race. I am not an expert here but I am trying to understand how to make corporations get it so that POC feel welcome and not like they are walking around as a token minorities in a space that was designed for a white person by a white person.	6/11/2020 7:50 AM
273	They are probably uncomfortable spaces for BIPOC to want to go to. I've taken classes with BIPOC friends before, and they're typically one of the 1-2 BIPOC in the class of 15+ white faces. Also, I would guess that sometimes the music would make BIPOC uncomfortable, especially when you factor in the racial makeup of the class. Lastly, fitness spaces are cost prohibitive and that hits BIPOC harder.	6/11/2020 7:36 AM
274	Price is a point of contention Location of studio Most of the exclusivity comes from the clients rather than instructors or coaches. I can't tell you how many times I have felt judged by class attendees that make me never want to return to a specific class time slot regardless of who is teaching.	6/11/2020 7:18 AM
275	The million dollar question, right?	6/11/2020 7:04 AM
276	The most common answer I here is BIPOC don't feel comfortable, it's too expensive and it's cliquey. I am white and agree with all of this. There's been many times I haven't feel comfortable or welcomed and I'm white and a teacher! Yoga preaches inclusivity bit everything they do makes it exclusive.	6/11/2020 6:59 AM
277	In my area the diversity mimics the town. If the town isn't diverse the space isn't	6/11/2020 6:45 AM

278	As a wellness practitioner and student, I really do not know. It's not hard to find quality instructors who are POC, especially in the age of social media. I also know of some studios that claim to be diverse and inclusive, but they do not have any POC on their roster, but definitely in their branding and social pages, which is deceiving. I know this, because I worked for one of those studios.	6/11/2020 6:42 AM
279	Less opportunities and areas of inclusiveness for POC, Health disparities that exist within non white communities, less access to fitness spaces within culturally diverse areas, pricing/instructor training largely set by white males who do not recognize institutional racism, limited protocols set in place to include POC within the fitness space	6/11/2020 6:13 AM
280	Price, lack of feeling of belonging/fitting in	6/11/2020 5:59 AM
281	Because they want the skinny blonde girls to teach	6/11/2020 5:12 AM
282	Structurally the bosses are always white so they don't think to hire POC	6/11/2020 3:05 AM
283	I live in a small town, have my whole life. There is some diversity here, but not as much as some other areas. Also, maybe lack of outreach or diverse representation in advertising.	6/11/2020 1:23 AM
284	People tend to self-segregate (subconsciously or consciously). I go to a gym with mostly white fitness instructors, and they have mostly white clients.	6/11/2020 1:17 AM
285	Because of the area it is in??	6/11/2020 1:09 AM
286	Location maybe?	6/11/2020 12:49 AM
287	I think it depends on the owners. What is the demographic they are going after, and who they portray in their social media says a lot. If they aren't showing diversity and your staff isn't well diverse either I can't imagine most would feel they are welcomed in the space.	6/11/2020 12:48 AM
288	I honestly do not have an answer to this. I have absolutely no idea why. The gym I go to has a moderately diverse staff, but now that I'm actually thinking about it, I have no idea why I don't see a more diverse clientele.	6/11/2020 12:24 AM
289	Because of their location and price point	6/11/2020 12:16 AM
290	Location: boutique fitness studios seem to only pop up in gentrified areas in my city and neighborhoods can be pretty segregated by race, so when people go to a place nearby, they're staying in their neighborhood. Access with high costs and marketing targeted toward white people.	6/11/2020 12:07 AM
291	I think perhaps there's a stigma of the "ideal" clientele and that deters people, especially POC. I am white and even sometimes feel that way at places like a pure barre or "trendier" spot. If you're not in lulu, tiny, put together, toned, etc you can easily feel like an outsider, and I absolutely can admit that "ideal" person is more often than not also white.	6/11/2020 12:05 AM
292	in my experience, I feel like fitness/wellness spaces generally hire attractive and young white fitness instructors, and if you don't fit that criteria then you aren't likely to get hired. The instructors of a fitness space directly influenced who they inspire to come to class. If it's all white instructors then I'm sure the clientele won't be that diverse either.	6/11/2020 12:04 AM
293	This is something I ask myself a lot as a white person who aspires to own a fitness studio one day that is truly inclusive. I have been trying to learn more about this but I think a BIG reason is lack of representation. A big generalization but -fitness/wellness is expensive so a lot of times it is only available to people with higher SES. So affluence creates a large divide as well	6/11/2020 12:03 AM
294	Group classes are expensive, instructor trainings are expensive, some studios are exclusive/cult-like vibes, studio locations, little to no community outreach	6/10/2020 11:45 PM
295	Uncomfortable working out around people	6/10/2020 11:42 PM
296	I have never thought about this before and honestly need time to self reflect	6/10/2020 11:36 PM
297	They bow to the their white investors and clientele over diversity and inclusion.	6/10/2020 11:31 PM
298	price is a huge factor- def less poc at barrys and soulcycle than a regular type of gym like planet fitness. but also find that it differs from geo location/ ie) in dc i found the gyms to be way more diverse than boston.	6/10/2020 11:27 PM

299	I don't know	6/10/2020 11:10 PM
300	I'm embarrassed to admit I've never really paused to think about this. But it's likely not a welcoming environment. I'm an affluent white woman and I'm intimidated and feel out of place walking into these studios. Even after dozens of visits.	6/10/2020 10:57 PM
301	Accessibility - the location and price. Lack of diverse instructors	6/10/2020 10:49 PM
302	I don't think it's a priority for most fitness/wellness spaces to invest in ways to making their spaces more diverse. Especially, if they are profitable with existing, non-diverse clientele. Money talks. Organizations/People don't like to change if their current model is working. Spaces that put extra effort to promote, put in the effort, and care about increasing diversity, regardless of cost, tend to have more diverse clientele.	6/10/2020 10:48 PM
303	I think the biggest reason comes down to price point. Most fitness/wellness spaces tend to be in more affluent areas, which systemically tend to have more white residents	6/10/2020 10:43 PM
304	Unfortunately some of the places I go to have a specific public image and marketing catered largely to wealthy white people. I actually despise saying this because I'm now feeling a lot of guilt in supporting some of these places.	6/10/2020 10:41 PM
305	Locations of establishments in white areas/neighborhoods Only accessible to people of a wealthy socioeconomic status	6/10/2020 10:40 PM
306	Lack of diversity, not inclusive environment	6/10/2020 10:38 PM
307	So many reasons. Some include: lack of community outreach, zero diversity in instructors and leadership, expensive ass prices that only people with Starbucks and skyscraper jobs can realistically afford, and therefore an internalized idea that has been perpetuated by studios that these spaces aren't "for some." And therefore, why would you come spend like \$30/class to feel unwelcomed and out of place? Wtf? Working out is hard enough as it is to get your ass in gear. I can't imagine adding on another layer-- racism!	6/10/2020 10:37 PM
308	An underlying level of exclusivity that despite claiming to be "for everyone" it's not.	6/10/2020 10:34 PM
309	Given how pricey the gyms are, I think it's more likely to find white people in the high end gyms, than any POC	6/10/2020 10:33 PM
310	Locations of Boston boutique businesses- don't know of many in Dorchester and Mattapan near me. But many in the south end/back bay etc	6/10/2020 10:31 PM
311	Thinking about it, some part of it may be driven by location and accessibility. I find the level of diversity far different in the places i frequent in MA than when I was in LA	6/10/2020 10:30 PM
312	Sadly there is no diversity in our community to accrue teachers/clientele	6/10/2020 10:27 PM
313	Affordability, family structure differences (ex. Single parent vs married parents), cultural	6/10/2020 10:24 PM
314	I seems like boutique gyms were not created to be places of equity and diversity. They are expensive and exclusive. It seems to matter what brands we wear. Most instructors are white and the boutique gyms are located in predominant white neighborhoods. They don't seem like they even attempt to be welcoming environments to people of color.	6/10/2020 10:23 PM
315	I can only speak to the one fitness space I frequent — SoulCycle. They have not made any effort to recruit POC for front desk staff positions which I think makes it less inviting for non-white clients. In Boston, they consciously select non-diverse neighborhoods to locate their studios. It's just a vicious cycle that perpetuates a non-diverse environment.	6/10/2020 10:22 PM
316	Accessibility and lack of intention of making it a priority	6/10/2020 10:17 PM
317	Most fitness studios/classes are too expensive for minority clients	6/10/2020 10:17 PM
318	Owners and clientele don't prioritize and often create unwelcome environments for people who don't look like them (see e.g., Barry's)	6/10/2020 10:13 PM
319	Not a priority!	6/10/2020 10:13 PM
320	I think we need more instructor and leaders who champion diversity. I also think there is a big financial link related to systemic racism and the means people have to invest in fitness	6/10/2020 10:12 PM
321	Lack of representation in instructors and cost to take class	6/10/2020 10:12 PM

322	I think a lot of the known fitness and wellness spaces are geared toward wealthy, aesthetic seeking clientele and in society that defaults to predominantly white people. The pricing alone creates an automatic disadvantage for lower classes. Perhaps, diverse populations don't feel inclined to even attempt to join either when it's predominantly white run/visited.	6/10/2020 10:07 PM
323	I am honestly not sure, and I want it to change. I guess when something starts white dominated, it is hard to improve diversity and that should not be the case	6/10/2020 10:05 PM
324	Class pricing, location, advertising only white/thin bodies, lack of diversity & representation in staff/instructors	6/10/2020 10:03 PM
325	My initial thought is their onboarding process, outreach and location.	6/10/2020 10:01 PM
326	I've worked as a personal trainer and strength coach for about five years. There is a lot of body shaming with most clients I work with. My clients that were Black and POC have told me they don't feel welcome in gyms and they want to train in the areas that weren't open to the rest of the gym.	6/10/2020 10:01 PM
327	Location based & socioeconomic reasons.	6/10/2020 10:00 PM
328	In terms of clientele, the barrier to entry is clearly the unreasonable price point. As a white male, who wanted to work in the industry, I couldn't afford class. I had to network, work front desk and gain access that way. The price point AND locAtion of boutique studios a la Barrys and soul cycle clearly do a ton of research and do the math based on median income of the surrounding neighborhoods and place studios accordingly. 2. Instructors are often first clients, or in the industry and therefore have a trade and access and there we see the cycle continue. 3. If we're just talking about the SoulCycle hiring process, I could Go into great detail but it's clearly a process of privilege. EXHIBIT A: don't have a fucking audition on a Monday, therefore assuming you can easily say no to a full day of work, and possibly eliminating fantastic talent that doesn't have the luxury. Followed by the completely idiotic expectation that one can uproot for 3 months for no guarantee of employment. Without help from my family, at the age of 28, it would have been impossible to pursue the opportunity. And it goes on and on.	6/10/2020 9:59 PM
329	I live in a very white town, I don't think it's a lack of diversity in just the space but the whole town.	6/10/2020 9:58 PM
330	I work our close to home, and my neighborhood is 69% white. I wish it were more diverse.	6/10/2020 9:58 PM
331	I'm honestly not sure. I do see many people of different backgrounds, sexual orientation, beliefs, but for some reason, and it may be where I work out... There's really not much racial diversity at all.	6/10/2020 9:55 PM
332	I think Boston in general is not very diverse until you expand into greater Boston. The fitness community hasn't done much to reach diverse neighborhoods.	6/10/2020 9:54 PM
333	Price and location. The places I go to (I go to three gyms in Nashville) are pretty diverse. But not the most diverse gym I've been a member.	6/10/2020 9:52 PM
334	Not enough thought on the matter. No welcoming enough. Unintentional (or so I would like to think).	6/10/2020 9:52 PM
335	I think that a lot of people view fit, white women as the "ultimate goal" and women/men of color are just viewed as inspirational. I'll add I am half white and half Vietnamese, and I have yet to really see an asian fitness instructor.	6/10/2020 9:45 PM
336	I go to smaller fitness studios so it is totally up to the owners to make diversity a priority. I'm lucky to frequent places that do try to do that, but I imagine with plenty of places the leadership hires more people that are just like them	6/10/2020 9:44 PM
337	Access / cost and location	6/10/2020 9:43 PM
338	Cost. Boutique fitness is expensive. Wellness can be expensive too.	6/10/2020 9:41 PM
339	Don't know where to start — worry they are being insensitive or going about things wrong by actively trying to be diverse (ie worried people will think they are recruiting based upon diversity just to "check a box." Double edge sword feeling — which then breeds zero action. Zero change.	6/10/2020 9:40 PM
340	Geographic location Inaccessible price points Racism	6/10/2020 9:34 PM

341	The gym I work at, Power Rowing, is the most diverse gym I've ever belonged to in Boston. I'm pretty proud of it. I think other places are less diverse for a variety of reasons-I don't love big chains but they seem to attract a less diverse clientele, don't know if it's marketing or trying to achieve a certain ideal body.	6/10/2020 9:33 PM
342	I think a huge driver is residential segregation in urban and rural cities. I think most people use location as a number 1 driver for where they go for group fitness so when I attend studios in more diverse neighborhoods, the clientele is more diverse, but then less diverse in more segregated areas.	6/10/2020 9:32 PM
343	barrier to entry on all sides - cost - images on websites - if no diverse instructors/clients, why would people of different ethnicity/gender ID/minorities want to visit?	6/10/2020 9:30 PM
344	I believe clientele wise boutique fitness is very inaccessible especially in NYC. Therefore the people attending are privileged to have extra money that can be spent taking class and is not needed to put food on their table, and are privileged to have extra time that can be spent working on themselves. I acknowledge my privilege in being able to take class and it was only because I worked for Flywheel and could therefore take class when I was not working at Fly & Barry's however that is definitely not the case for most people my age (21)	6/10/2020 9:29 PM
345	In my opinion, I believe that In some ways, fitness spaces are not welcoming enough to a more diverse clientele whether that be through advertisements and or culture that has already been set at the studio. With the culture being set maybe even not intentionally, it sends a message to people who may or not be interested in trying out the studio.	6/10/2020 9:28 PM
346	Advertising should use more diversity, showing that their space is inclusive.	6/10/2020 9:28 PM
347	- I think that boutique fitness spaces are often extremely expensive. I also think that they have traditionally marketed themselves towards white women.	6/10/2020 9:27 PM
348	I would say part of it is area I live in, the other part is lack of awareness, openness and general ignorance of fitness studios and community	6/10/2020 9:25 PM
349	They are not marketing and reaching a diverse clientele. One clientele, wealthy single white women, has worked so well that major brands haven't made the effort to reach other groups.	6/10/2020 9:25 PM
350	Not sure	6/10/2020 9:23 PM
351	Because the neighborhoods nearby are not more diverse	6/10/2020 9:23 PM
352	I think cost/accessibility, as most classes are located in heavily gentrified neighborhoods, and that most 'boutique' style classes perpetuate 'white normative bodies' and aren't necessarily inclusive to all body types and perpetuate the ideal that fitness is for thinness. Many fitness instructors are also social media influencing and don't include POC in their narrative.	6/10/2020 9:23 PM
353	The leadership teams have no diversity and unfortunately, only recently have come to the realization that their spaces may lack diversity in the day to day	6/10/2020 9:23 PM
354	Accessibility	6/10/2020 9:18 PM
355	I think it has to do with the "premium experience" associated with fitness/wellness spaces that naturally has been afforded to more privileged people in society. The type of clientele marketed to in most cases is your "rich white folks" and not so much a more diverse group of people no matter their socioeconomic or racial background. Instructors/staff are not diverse and that also probably deters diverse clientele from leveraging these spaces. The majority of diversity I've seen during my Barry's classes, for example, comes from the "invisible labor" that is associated with maintenance staff and janitors. That paints a horrible picture and creates a terrible precedent that diverse people belong in the background, cleaning up after rich white clientele which is CERTAINLY not the reality of things and not how any business should be run. Change starts by leading by example, and I think fitness spaces should start by showing clients that diversity is beautiful and encouraged. And not just say these things, but truly take the time to exemplify them every day	6/10/2020 9:17 PM
356	Price and location (gym I used to belong to was in the middle of a neighborhood with million dollar homes and surrounding neighborhoods are predominantly white.	6/10/2020 9:11 PM
357	I think price is a barrier and I think it's a Vicious cycle that needs to be broken where people don't see people like them so don't want to go.	6/10/2020 9:08 PM
358	In Boston, at least, I feel fitness/wellness spaces target and are marketed toward wealthy,	6/10/2020 9:04 PM

white, upper class women. They have an “aesthetic” they want to maintain and can be absurdly pricey- only drawing a specific, white, wealthy clientele (Barry’s, CorePower, Flywheel, etc)

359	In my opinion I think that it is the fitness industries major flaw. They do not create a space where diversity is welcomed, and not giving the same opportunities to everyone when it comes to jobs . Every gym I have worked at so far there has been ZERO diversity. With instructors AND clientele. Without saying it or advertising it they’re pushing away diversity by employing only white people.	6/10/2020 9:03 PM
360	Tailored to white people	6/10/2020 9:01 PM
361	Perhaps the location? I used to attend Heathworks in Porter Sq. Most trainers and teachers were white. I can only recall one Black female trainer. I know they offered a program to sponsor younger women that could not afford the membership. Unfortunately I don’t remember the details of that program though. Thank you for the opportunity to share. I hope this survey helps.	6/10/2020 8:57 PM
362	I feel like the price pout and they way fitness is marketed really restricts the type of clientele that goes to fitness studios. Also the lack of diversity through their corporate leadership all the way through instructors	6/10/2020 8:57 PM
363	I think a lot has to do with body image and how the studio is marketed.. I am an average size woman by national standards and feel excluded by the images many studios advertise. I would assume people of color feel similar to not seeing people that represent them in marketing and in classes. It seems if you aren’t skinny and white you don’t belong at many places. I am white and feel excluded because I am not skinny enough.	6/10/2020 8:54 PM
364	A lot are inaccessible due to location/price, generally filled with/marked toward white clients	6/10/2020 8:53 PM
365	I believe that my community in general is not diverse. When I moved here over a decade ago I was shocked by the lack of diversity having come from a very diverse city.	6/10/2020 8:53 PM
366	I think the studios reflect the city; Boston is very white, Portland is very white, NYC studios are more diverse.	6/10/2020 8:50 PM
367	Because systemic racism prevents diversity in fitness studios as it does in other walks of life.	6/10/2020 8:47 PM
368	I truly do not know	6/10/2020 8:42 PM
369	Because of how they are marketed, priced, invested in or started, who they’re primarily accessible to/ where they are located.	6/10/2020 8:41 PM
370	I think one part is location as I’ve been in other cities and it is more diverse. But I am certain many studios and gyms have done a piss poor job at creating a diverse environment. The one place I felt it was more diverse and verbalized being an open group was a outdoor group in the city. So I know it can be done!	6/10/2020 8:39 PM
371	I think that fitness studios are built in mostly white, wealthy areas and do not make themselves easily accessible by public transport. I also think they cater to certain body types which make many feel excluded. I also think the only fitness studios that pay a decent living wage charge astronomical prices for classes.	6/10/2020 8:36 PM
372	Lack of focus from leadership in hiring and promoting diverse staff and lack of accessibility for clients due to outrageously expensive pricing.	6/10/2020 8:25 PM
373	Fitness alone is an Intimidating environment, compounded with RIDICULOUS class prices reducing accessibility and lack of representation in branding	6/10/2020 8:23 PM
374	Likely structural racism playing into hiring and lack of access to affordable training for folks from communities of color. As a yoga teacher, it can be hard to get a job at a new fitness and wellness space, and that is for me as a white person. I can only imagine it’s more difficult for black and brown folks to break into the business, especially in white owned and run studios.	6/10/2020 8:22 PM
375	I feel like if we had more Black instructors, more Black clientele would feel comfortable taking class. I imagine it is tough walking into a room where nobody looks like you. Even looking at the studio before on social media it could be a turn off if no Black instructors are highlighted.	6/10/2020 8:21 PM
376	Company leadership does not know how to create an inclusive culture, or the gym’s diversity reflects the diversity of the residents living in the surrounding area.	6/10/2020 8:21 PM
377	They’re outrageously expensive, in predominantly white neighborhoods, focus on white beauty	6/10/2020 8:21 PM

	standards, are intimidating to all people but ESPECIALLY POC... the list goes on	
378	Cost and locations dictate demographics for clients, then lack of diverse clients and instructors discourages diverse clients who can afford it from wanting to go	6/10/2020 8:21 PM
379	I don't think the state of Massachusetts is very well diverse outside of the city so being in the south shore I don't tend to see different races.	6/10/2020 8:19 PM
380	Location and cost- in predominantly white neighborhoods, expensive. I also think then POC don't feel welcome because the students are white and the staff is POC.	6/10/2020 8:18 PM
381	The demographic of the fitness/wellness areas	6/10/2020 8:16 PM
382	Because it's not super welcoming to non white people	6/10/2020 8:15 PM
383	Location, price, interest	6/10/2020 8:10 PM
384	The fitness spaces I attend are typically quite diverse, but it's possible that I'm not aware of the lack of diversity because I'm not paying attention to it. Perhaps people of color don't feel that the existing fitness community is inclusive.	6/10/2020 8:07 PM
385	Price	6/10/2020 8:07 PM
386	Cost	6/10/2020 8:06 PM
387	I think access, affordability and inclusion are some of the biggest issues with diversity in wellness spaces	6/10/2020 8:05 PM
388	I feel like most people connect with instructors they can relate to. As a whole, black people and POC are underrepresented in both instructor and management roles within studios, and therefore they probably don't feel like they have a lot in common or can connect with instructors / people who they can see themselves in. I say "probably" because I'm white and haven't experienced this personally. However, I can say that as a plus size woman who works in fitness, I've had trouble in the past finding places where I feel there is body diversity among staff - shape, size, etc. I connected with my favorite instructors and studios because I felt I had things in common with these strong women who were not your typical skinny fit chick. They inspired me because I could see myself in them, and therefore felt welcomed and encouraged to come back.	6/10/2020 8:05 PM
389	Because white people are the managers and leaders most of the time.	6/10/2020 8:04 PM
390	There's no established connection for other clientele	6/10/2020 8:00 PM
391	I would say access and programming taking a white centric view.	6/10/2020 8:00 PM
392	Not enough efforts to make it so, discomfort, money, location	6/10/2020 7:58 PM
393	Not inclusive spaces because no instructors who look like POC (representation matters)	6/10/2020 7:56 PM
394	Some communities outside of Boston aren't that diverse. I honestly think people are so ignorant in their failure to even notice the generic white washed fat shaming culture they reproduce	6/10/2020 7:56 PM
395	Income disparities and membership costs. Location relative to diverse communities. Not wanting to be the only POC in the gym. Poor representation of POC in marketing.	6/10/2020 7:55 PM
396	I dint think fitness spaces do a great job of promoting diversity within their space. They need to do better from an outreach perspective	6/10/2020 7:53 PM
397	Race and socioeconomic status are often intertwined; joining a fitness space can be costly. From my own personal experience the gyms where I have seen the most diverse clientele are the gyms I've joined with the lowest membership prices. I also think health, fitness ability level, and race can be linked. Those with a lower fitness ability level might feel uncomfortable entering a fitness space surrounded by people that don't look like them.	6/10/2020 7:52 PM
398	I think it's because of opportunity. I go to the more boutique gyms or CrossFit which are expensive. If people of color aren't given the same opportunities in the higher payer jobs, they will not frequent the expensive luxury gyms	6/10/2020 7:50 PM
399	Lack of diversity in trainers, location?	6/10/2020 7:49 PM
400	Price and lack of diversity in coaching positions. At least in the places I typically workout	6/10/2020 7:49 PM

401	Because they don't try to be. Seems over simplified but also it's that simple. If it was important enough, they would find a way	6/10/2020 7:48 PM
402	I have never found a truly inclusive fitness space. There are so many factors, price is a huge factor.	6/10/2020 7:46 PM
403	Targeted towards the preppy white girl aesthetic which draws mainly white women. No diversity with instructors to draw in diversity with clients? I don't live in a very diverse state (VT) which doesn't help.	6/10/2020 7:46 PM
404	I think about the social media and web footprints of places. It can be really intimidating.	6/10/2020 7:45 PM
405	Lack of knowledge and opportunities	6/10/2020 7:44 PM
406	I think location, sadly. My current gym is pretty diverse and it's fantastic.. the one prior to that was closer to a very white area so there were more white people and the gym itself was very vanilla. Bleh no thanks byeee. On to the next!	6/10/2020 7:44 PM
407	Lack of diversity in instructors & leadership!	6/10/2020 7:42 PM
408	The cost! Boutique fitness (soul, Barry's, Core Power, EBF, etc) is a privilege. The average person can not afford classes \$30+ and as a result of the cost and due to the systemic nature of the US the majority of people who are able to go are white. I'm a white female and it upsets me when there is 0 diversity in staff or athletes taking the class. Besides the cost, the lack of diversity in instructor. I believe in order to make a safe space everyone needs to be seen. Too many bottle blonde Becky's.	6/10/2020 7:41 PM
409	The people at the top (CEO etc) don't make it a priority and it trickles down	6/10/2020 7:40 PM
410	I have always felt they were diverse .	6/10/2020 7:40 PM
411	An issue of inclusion- lack of staff representing diversity, lack of pricing ranges that work for the whole community, lack of time ranges for classes to fit with diverse lifestyles	6/10/2020 7:39 PM
412	Lack of diversity in leadership and instructors. Cost, location, marketing.	6/10/2020 7:34 PM
413	price, location (fitness studios, especially boutique fitness studios / experiences typically are located in white dominant affluent neighborhoods	6/10/2020 7:27 PM
414	price point! this was a big one both on east & west coast. now that i'm in CA, i think schedules at most fitness places are terrible for working people. also, being in a very gentrified area of CA, I've noticed most places cater to people that are ALREADY healthy & fit. I'd have a hard time at any of these places if I didn't already have healthy habits.	6/10/2020 7:26 PM
415	It's close to the diversity demographics of the town I live in, but also likely some prejudice/racism. The clients haven't held those spaces accountable, and the decision makers haven't made that a priority.	6/10/2020 7:25 PM
416	Starts young, I was always encourage and active in sports so the importance was entrained in me. These things cost money and take time both for the kids and parents to do pickups, etc.	6/10/2020 7:25 PM
417	Owners seem to have instructors who are similar to them	6/10/2020 7:23 PM
418	I think a lot of the "boujee" high end fitness studios are literally made for white people. Theyre put in predominantly white neighborhoods, and theyre marketed almost the same way you market other popular products. In my experience, the people I see at those studios are the same people I see at my PW schools and town. Classes are generally not super affordable, and theres a lack of representation at most studios I have gone to. Also, theres not really effort to reach more diverse consumers anyway, so I have never really noticed an increase in diversity over the many years I have gone to fitness studios.	6/10/2020 7:23 PM
419	I have never considered diversity as a part of the fitness/wellness space, just have always looked for good workouts and yummy recipes regardless of the race of the person providing workout/recipe. That said I have made a conscious effort to diversify my feed for the last two weeks in the wellness/fitness space.	6/10/2020 7:22 PM
420	Multiple reasons. In terms of boutique fitness it's just that... it's "boutique" labeled as high end which automatically makes people who may not have the "funds" feel welcome. This includes people of all colors and ages. We often see wealthy white people because those are the people boutique fitness advertises to, sells to, brand their clothes to. The price point is higher than the	6/10/2020 7:22 PM

majority of people can afford. We see a much higher level of diversity in gyms in a while but the “high end” gyms you do not as again it’s down to price point. People of color may not feel as welcome due to the overwhelming number of very wealthy white people. Even I as a young white woman didn’t feel comfortable walking into an equinox as I knew my clothes, my shoes my hair did not speak “money” but I was not uncomfortable or at any point thinking about the color of my skin. Lastly (for now) is education. Fitness and wellness is emphasized in specific education systems and most often they’re in primarily white education systems and more diverse education systems are often not funded to the same extent and therefore must focus on the standard academic education if that. Education is a whole other topic. Thank you. And sorry to ramble.

421	Companies don't make it a priority whether it is hiring or picking diverse locations. Also some towns/cities are not diverse to begin with.	6/10/2020 7:20 PM
422	The don't view diversity as an important issue - want to cater to a certain demo	6/10/2020 7:17 PM
423	I could see them not being more diverse because employers aren't being fair or conscious about who they are hiring when it comes to marking there staff diverse.	6/10/2020 7:17 PM
424	As it pertains to the spaces I frequent, I don't think the communities I live in and that are near me are very diverse so I think the spaces reflect that lack of diversity.	6/10/2020 7:15 PM
425	If not owned by a POC, ignorance to the fact that it should be a priority to recruit/engage others who are different from them; the owners simply don't care about representation; they have token so it's deemed as if a quota was met; prices can sometimes be a deterrent; location/neighborhoods; feelings of non-inclusive environment; advertisement to a specific group of people only	6/10/2020 7:14 PM
426	I actually don't know. Would love to learn why? I think they do a good job in diversifying based on gender for most.	6/10/2020 7:13 PM
427	Access is a big one, and when I say access I mean things like location and cost. Cost to attend a class, cost of training, etc. I think the other thing that's huge is the imagery portrayed around certain fitness studios and classes. For me, being in the yoga space, this is something I've been trying to combat since I started teaching (it's also so easy to fall into that trap). The way we portray things in yoga is smiling skinny white women contorting their bodies in shapes that most people can't even fathom. I'd like to see some regular ass yoga images with less emphasis on performative shapes that are unattainable for a majority of the population. The same goes for most boutique fitness studios. It's a lot of white, well groomed women somehow not breaking a sweat. Why would a BIPoC go to a studio that portrays that?	6/10/2020 7:11 PM
428	Not given opportunity	6/10/2020 7:08 PM
429	Lack of opportunity for employment for everyone. I don't know but would assume people don't go to classes if someone they feel represents their life experience is also part of the class either as instructor or participant is there	6/10/2020 7:05 PM
430	They are generally in more affluent areas and are high cost- making them disproportionately and primarily white.	6/10/2020 7:05 PM
431	I would fathom pricing.	6/10/2020 7:05 PM
432	Working out at work is directly impacted by the lack of diversity in the STEM community. (At a research nonprofit)	6/10/2020 7:05 PM
433	I think fitness/wellness places like SoulCycle/Barry's have become havens for wealthy, able bodied white people! And they're priced at such a point that they're exclusionary to people without disposable income!	6/10/2020 7:04 PM
434	It has been an incredibly privileged space and is a current day example of segregation with SES and representation. The privilege of the Boston fitness community is the example of the systemic, inherent racism in boston/Massachusetts. They don't have to pay attention to diversity because of their privilege.	6/10/2020 7:01 PM
435	Microaggressions and SES	6/10/2020 7:01 PM
436	Diversity of the city I live in, price	6/10/2020 7:00 PM
437	I question this all the time. Perhaps it's the cost (I tend to frequent high cost spaces) but I actually think it's more about lack of representation	6/10/2020 6:58 PM

438	Because they don't try to be. The CKO Kickboxing I go to hasn't even posted anything anti-racist, black lives matter, etc.	6/10/2020 6:58 PM
439	I think it hasn't been a priority for these spaces. Basic marketing classes tell people to market towards your clientele and basically everyone has decided white middle class/upper class women are their target market. I think they don't think about it. I had a conversation with one white instructor who worked with a black instructor at a white studio and the black instructor started also working at a predominantly black fitness studio. She asked her if she wanted to quit the white studio and focus on just the black studio. The black instructor told her it was important to her that she represent black people in other spaces besides black spaces. The white instructor was surprised. I literally think they are in this bubble. I am sure there are some flat out racist people too, but I think most of them just don't think about it at all. They make no effort to be inclusive.	6/10/2020 6:58 PM
440	I think they are advertised in seemingly white / homogenous arenas	6/10/2020 6:57 PM
441	The fitness/wellness spaces I frequent are expensive and I realized that these corporations do not have an option or availability to marginalized women or men and not to black people. That systemically this has not been challenged or even a thought. Or if it has been challenged action was not taken but I am hopeful we will see a change and I will certainly start challenging these organizations but also seek out more diverse fitness and wellness spaces as part of my action. In addition, I do think these organizations did status quo hirers that has occurred in many organizations and within these organizations, they have not created an environment that supported and provided opportunities to Black and BIPOC.	6/10/2020 6:55 PM
442	Culture	6/10/2020 6:55 PM
443	High prices of classes; highly skewed marketing toward a particular demographic (wealthier white people)	6/10/2020 6:53 PM
444	For the same reason that black communities are disproportionately impoverished - systemic racism. We live in a society that views fitness as a luxury for the wealthy, which tends to also be white.	6/10/2020 6:52 PM
445	It hasn't been made a priority	6/10/2020 6:52 PM
446	Probably lack of diversity in instructors/staff & lack of messaging directed to more diverse crowds	6/10/2020 6:52 PM
447	It hasn't been a priority of the studio owners	6/10/2020 6:49 PM
448	Cost \$150/mo for most memberships. I think they should offer variety of membership and packages and not "class passes" Most fitness instructors are white	6/10/2020 6:47 PM
449	Admittedly, my gut instinct is to point out the difference in Socioeconomic status as it pertains to racial group. In light of recent conversations with a variety of professionals, however, I've been more in tune with the level of inclusiveness that BIPOC either feel or don't feel in a space.	6/10/2020 6:47 PM
450	Racism	6/10/2020 6:47 PM
451	I think there is an issue with boutique fitness spaces that pertains to sociology economic statistics as well as demographics of communities in which spaces are set up.	6/10/2020 6:44 PM
452	I honestly don't know. I don't know if it has been the locations of the gyms I have been a member at - YMCA in West Roxbury, Dedham Health, 3 different Crossfit gyms (2 in Boston and 1 in Dedham). Currently I use the Peloton. I am not sure how diverse the membership is but I do feel they have a diverse group of instructors.	6/10/2020 6:44 PM
453	I think probably due to the instructors and the leadership	6/10/2020 6:44 PM
454	Leadership and lack of inclusive messaging. Simply a sign on the wall reading "All are welcome here" would make me more comfortable.	6/10/2020 6:42 PM
455	I don't know actually!	6/10/2020 6:41 PM
456	People are afraid of being judged	6/10/2020 6:39 PM
457	The areas they're in are targeted to be in the middle of wealthier, white neighborhoods/parts of they're so expensive they may be out of budget for the lower class of all races but	6/10/2020 6:39 PM

	disproportionately for POC. And a lack of diversity existing in the space to draw them there and make them feel welcome	
458	At least in my area(south of Boston) it's mainly predominately white towns. Also, the prices of classes sometimes steer people away.	6/10/2020 6:39 PM
459	I work out of my city's YMCA and I think it's actually more diverse than the town itself which is predominantly white	6/10/2020 6:38 PM
460	I think it's catered to clientele. And if your community is white, you are more likely to cater to them. From the pictures on the wall, to the music you play, to the way you greet one member versus another.	6/10/2020 6:36 PM
461	Everything from marketing imagery to instructors/owners/etc draws a client base that future owners/instructors/marketers tap from so it becomes this cycle of mostly white spaces that don't feel accessible and welcoming to all.	6/10/2020 6:36 PM
462	I'm not sure- for some it could be a price point. I most recently have been using ClassPass which lets me try out a bunch of different studios for a monthly price, but for a lot of studios, drop in rates or memberships are super expensive	6/10/2020 6:35 PM
463	i've been thinking a lot about this and I'm not entirely sure why but some thing that I have thought about lately is that even the media messaging or advertisements around fitness or wellness or getting your dream body and the images we see in magazines tend to be white people, and i think the fitness industry follows as suite and the cost is also outrageous to go to boutique fitness studios	6/10/2020 6:34 PM
464	Culture and Access; American culture supports certain neighborhoods like Back Bay having gyms and centers while other parts of the same city have fast food chains in abundance. White-centric neighbors and white people have the privilege of not having to think as much of where their next meal will come, ultimately because they can consume more (fitness) because they have more money they have the opportunities to go to the gym. With Lululemon specifically, as a black person *I still don't know what it is* and a few of my (white) friends regularly attend it. So it's completely foreign and therefore scary for me	6/10/2020 6:33 PM
465	Only thin people seem welcome or are modeled	6/10/2020 6:32 PM
466	Cost, lack of diversity in owners and trainers and existing clients,	6/10/2020 6:31 PM
467	I think price is a big issue. I love Barry's, but I can only afford to go two times/month. When you don't frequent a space as often, it's harder to build community. The groups that have the time, money, and resources to attend classes and form relationships with instructors, staff, other clientele are often white, particularly white woman. I show up to my classes alone. No one talks to me. I don't feel a part of any fitness community.	6/10/2020 6:28 PM
468	Less exposure in black communities	6/10/2020 6:28 PM
469	Location, cost	6/10/2020 6:26 PM
470	Could be the neighbourhoods they are situated in, could be their lack of diversity in programming, whether its subconscious or intentional, I also see tons of the same types is white, thin female bodies and it has made me uncomfortable.	6/10/2020 6:26 PM
471	I run a very small fitness space in a predominately white, rural, Canadian town. There's not many people that even use the space. Definitely little to no diversity. I really don't have experience with larger spaces - sorry. I do believe that small towns feel very "clicky" and there is definitely complaints about other ethnicities (we have some Philipino people in our town) by people that have lived here forever. I imagine many people of different diversities would rather be surrounded by their own ethnicities than have to feel that discomfort of judgement/feeling like they stick out or even worse the trauma of microaggressions from us White people in the health and wellness space.	6/10/2020 6:26 PM
472	For the most part in my experience 'boutique' fitness tends to be very cliquy and cliques don't create diversity.	6/10/2020 6:26 PM
473	I'm honestly not sure I would guess level of comfort on the applicants side, if they don't feel like they fit in or are accepted why would they apply to work there. From the management/owners perspective not seeing the business through the full scope, the more inclusion the better your	6/10/2020 6:25 PM

	business. From both parties - we need to break down walls and barriers and make it a must not an I hope.	
474	The price, the lack of diversity in instructors, the lack of diverse praise for all bodies, the cult atmosphere that some people refer to as community that actually more elitist and racist	6/10/2020 6:24 PM
475	Cost, location, leadership, interest	6/10/2020 6:23 PM
476	Cost to participate, geographic locations, white-centered culture	6/10/2020 6:22 PM
477	Location of studios, pricing, marketing photos/strategy, brand messages at some studios, intimidating to take a first class if you don't feel you look the same as most (whether it's age/race/fitness level).	6/10/2020 6:22 PM
478	They don't really try to be diverse, so therefore they aren't	6/10/2020 6:21 PM
479	As a woman I think it has to do with the "idealized" body images we're presented with - and the farther I personally feel from that, the more difficult it is to engage in the space (and this is only pertaining to my weight - as a white woman, I still get to see instructor and branded images with people who look like me).	6/10/2020 6:21 PM
480	I think cost and time availability has caused people who fall in the lower income bracket and those who work full time to put fitness aside making fitness spaces more accessible to those of higher economic class (primarily white people).	6/10/2020 6:20 PM
481	Access to fitness and wellness spaces isn't what it should be when it comes to price and location. If it's not easily accessible (near public transit, close to where people live or work, etc) and it's too expensive to join that severely limits the clientele	6/10/2020 6:19 PM
482	Boutique fitness studios in Boston and the surrounding are so pricey and cliquey. I think the stigma of the boutique studio deters a lot of people, but also where they are located. I also think it's an instructor issue. The two studios I frequent each have only one Black instructor. That doesn't seem very welcoming of everybody.	6/10/2020 6:19 PM
483	Location: Newer/more trendy fitness/wellness spaces tend to favor more segregated areas of my city	6/10/2020 6:19 PM
484	It's easy for gyms or studios owned by white people to just thoughtlessly hire only white people without giving consideration to making people of other races feel welcome or included. And with a lack of instructors who aren't white, it's harder to create a space where students who aren't white would feel comfortable participating, creating a cycle of exclusion.	6/10/2020 6:17 PM
485	This may be naive, but we have different needs and body types, upbringing, etc. that leads us to different places.	6/10/2020 6:17 PM
486	Because the vast majority are white owned, and those owners honestly probably never considered the utter lack of diverse bodies represented in staff, leadership, clientele. The bottom line is generally who will be willing to pay and the studios cater to them.	6/10/2020 6:16 PM
487	One reason is definitely that fitness/wellness spaces don't listen to BIPOC and aren't welcoming to them. When BIPOC try to point out that spaces aren't diverse in terms of clientele or leadership, fitness/wellness spaces take offense. There's also the fact that fitness and wellness spaces are often expensive, making it so that only middle to upper class white women can afford it.	6/10/2020 6:15 PM
488	Society has ingrained societal ideals to be the only representation of fitness and wellness i.e. white, small bodied people.	6/10/2020 6:15 PM
489	I have no idea.	6/10/2020 6:15 PM
490	It tends to feel like a white space which can feel intimidating or like you can't be yourself.	6/10/2020 6:14 PM
491	Money and power	6/10/2020 6:14 PM
492	Lack of access	6/10/2020 6:14 PM
493	I think that comes down to how inclusive they are with the whole brand, and the more inclusive they are from the top, the more likely BIPOC or larger-size people may want to join the brand. I can see now how playing certain types of music can come off as disrespectful and turn people away. Plus, it becomes a cycle of no non-white instructors means there's no diversity in the people in classes so no non-white people try to become instructors. I also think there's a	6/10/2020 6:13 PM

financial barrier to some studios in the area, and the locations of the studios would also play into who goes there. In the end, i think that if people don't feel welcome, don't see themselves in the studio, and don't like the vibes, they're not going to go.

494	Not enough effort on owners parts.	6/10/2020 6:13 PM
495	I think the fitness/wellness industry as a whole is geared towards achieving the "white ideal" version of health and fitness (ie. thin, able bodied, clean/pure). This does not leave space for a wide range of diverse people to feel welcome or like true fitness/wellness is attainable to them, and the fitness/wellness industry also doesn't go out of its way to market to these groups that wellness and fitness is also for them. Additionally, I think access to these spaces is a barrier to diverse populations due to cost, location, etc.	6/10/2020 6:12 PM
496	I think there are a lot of factors that play into this stemming from systemic racism: unconscious bias in hiring, gentrification and wellness/fitness role in that process to target to white people, etc. I hope that this is a much needed wake up call to fitness studios to actively work to diversify the space and make studios welcoming to all as it will improve everyone's experience.	6/10/2020 6:12 PM
497	I think fitness is fundamentally designed to ignore diversity. Most studios are in generally white communities, high cost, and lack diversity in staff making POC lean towards the side of uncomfortable when attending classes.	6/10/2020 6:12 PM
498	I think the fitness space in Boston is a microcosm of the larger Boston affluent area which is predominately white and fitness reflects that. There needs to be systemic change in both spaces	6/10/2020 6:12 PM
499	I think a lot of it stems from the brand advertising, the locations where these spaces are, and the cost of membership	6/10/2020 6:12 PM
500	I think that fitness/wellness spaces can feel very intimate and can be places of great vulnerability for many. I think clients fear being judged on so many levels (not fit enough, not wearing the right clothes, uncoordinated, etc). Studios cultivate a certain brand/image as well that their clients look or dress a certain way, which can just compound that fear. So like begets like. If the studio isn't actively seeking diverse staff, I would think it would be hard to attract diverse clients. If there is no diversity in the client base, it's hard to organically recruit diverse instructors. And the cycle goes on and on.	6/10/2020 6:12 PM
501	Top upper level management is predominantly white hiring predominantly white.	6/10/2020 6:12 PM
502	The white culture in the United States does not put any emphasis on meaningful diversity in leadership positions in any industry	6/10/2020 6:10 PM
503	The clientele all looks the same as the instructors. Almost everyone is white. I'm sure there is a sense of feeling like an outsider if you are the only black person in the class.	6/10/2020 6:10 PM
504	Marketing related to fitness is only largely targeted towards thin white women or ripped white men, these images create ideas to what "fitness" is and anyone who isn't white and/or thin does feel that is a space for them	6/10/2020 6:09 PM
505	If we don't see ourselves represented in the staff and clients we don't feel like that space is for us. Also offerings need to be marketed to different interests. The gym I went to in NY had Afro dance and Zumba dance classes and a very diverse crew and memberships.	6/10/2020 6:08 PM
506	One of the things that I think is a contributing factor is how expensive it is to take classes. The lack of economic diversity throughout the country is a big problem and it shows itself in the fitness world. That's the most glaring issue in my view.	6/10/2020 6:08 PM
507	The people who run the companies, don't put diversity first when hiring for upper management or instructors - I'm not sure if this is a comfort/familiarity thing - regardless it's wrong. They only employ white people in those roles, however they feel very comfortable employing Black and Hispanic people as the cleaning staff - again, very problematic. I'm actually surprised the clientele is as diverse as it is, considering the lack of representation at the front of house and instructor level.	6/10/2020 6:08 PM
508	I think there's a lot of selfishness in the sense that companies are just so focused on making money and not focused on the community and their members. This is my experience at a gym I'm currently working at and we (the staff) are addressing this with management! People > money !!	6/10/2020 6:07 PM

509	Boston is segregated. White people here don't know how to be inclusive to non white people. It's an echo chamber of friends hiring (white) friends.	6/10/2020 6:07 PM
510	Because they don't market themselves as inclusive (in regards to race and monetarily) and are often a huge financial commitment	6/10/2020 6:07 PM
511	Accessibility, representation among staff and instructor, social media targeting	6/10/2020 6:06 PM
512	They don't have a call to action to be. It could also be the locale and what the local diversity is. Accessibility, and lack of diversity breeds lack of diversity	6/10/2020 6:06 PM
513	Being able to prioritize fitness is already a privilege. The pricetag on boutique fitness classes alone makes many people turn away but generally Black and IPOC make less money on average than White people, therefore don't have the extra income to attend classes. Also, if you do have the money to attend classes, why would you go to a place where you don't feel represented on the instructor roster or in the clientel?	6/10/2020 6:06 PM
514	Leadership diversity from an executive standpoint, instructor diversity (only white women and white men) and for those that are the face of the business (mainly the people sitting at the front desk). If they're always white women, it is not going to feel like an inclusive space for anyone else.	6/10/2020 6:06 PM
515	Proximity to clients. Price point = barrier of entry. Lack of representation in leadership. Brand voice / design + marketing speaking to a VERY specific type of consumer. Comparison to others (students + clientele).	6/10/2020 6:04 PM
516	Lack of diversity in my neighborhood	6/10/2020 6:04 PM
517	As predominantly white-run fitness centers, it's not something they have to think about on a daily basis therefore is not their focus. They want to focus on making a profit so they'll focus on how to get people in, rather than focusing on WHO is coming in.	6/10/2020 6:02 PM
518	Because no one has really taken on the challenge and the work of understanding how to diversify wellness spaces. It's profit over people. The exuberant prices don't allow for any real change to occur.	6/10/2020 5:59 PM
519	Because they cater to people with specific needs (i.e if you're lower income, have kids or a full time office job) and only serve once audience based on their brand.	6/10/2020 5:58 PM
520	I feel as though it's because studios open in the trendy neighborhoods, the rich neighborhoods and the like. Due to the systematic racism in America it's incredibly hard for anyone not white to get to the financial level to make up the majority of people living there (see the seaport, more like whiteport). On top of that and add on the costs of these classes and it becomes very selective on who can take them.	6/10/2020 5:58 PM
521	Studios need to make marketing more inclusive and show more diverse people frequenting class in images. They also should proactively hire more diverse instructors	6/10/2020 5:55 PM