

Q9 In your opinion, what are the barriers to creating more diversity and racial equity in fitness/ wellness spaces?

Answered: 510 Skipped: 38

| # | RESPONSES | DATE |
|----|---|--------------------|
| 1 | The cost of classes in many boutique gyms makes them inaccessible to a lot of people, but because of the racial wealth gap this disproportionately affects people of color. | 6/17/2020 2:15 PM |
| 2 | Cost of quality fitness - yes there are gyms that's are 10 dollars a month, but you don't get the same experience/attention that you would at a boutique fitness or CrossFit type gym (etc). Instructors - if gyms aren't adding POC or different identities to their staff (outside of sanitation staff) then how can they expect to see changes in their environment/clientele | 6/17/2020 1:47 PM |
| 3 | Locations of studios (typically found in predominately white neighborhoods/suburbs), lack of diversity in leadership | 6/17/2020 7:58 AM |
| 4 | Lack of representation of diversity in staffing and leadership in fitness space No one wanting to talk about it Old rich white men hiring young female white trainers to lust over (gross but true) MORE BROADLY, white people with money paying other white people for the image of fitness (ie systemic racism) | 6/17/2020 12:59 AM |
| 5 | For example, in Boston, the fitness crowd is predominantly white. As a black girl, I would find it extremely intimidating to try and open a barre place on Newbury when all my competition is white. Also if I don't see people like me attending these classes (which I don't) why would I feel like anyone LIKE me would want to attend my classes? | 6/16/2020 11:39 PM |
| 6 | First, many boutique gyms I love are very expensive. It's hard to foster diversity when you are only affordable to a certain socioeconomic class. Second, it needs to be a welcoming environment. I don't think it feels welcoming to many people to attend class as the only (insert minority here). | 6/16/2020 11:17 PM |
| 7 | A welcoming environment. So many of the fitness spaces rely on an elitist mentality. If I'm a marginalized person, who's already excluded from many "elite" positions & experiences, I'm going to feel that even more in these types of fitness spaces. There is also a culture of classism in these spaces. | 6/16/2020 11:13 PM |
| 8 | Systemic racism in leadership structures - most leadership and education teams in gyms and boutique fitness spots I've been a part of are primarily white with inherent biases. Also, companies not using their resources to outreach to underrepresented communities and provide opportunities for engagement at a lower risk (financial, emotional, location) for the participants. | 6/16/2020 10:38 PM |
| 9 | More inclusive communities. More reasonable prices. More diverse instructors. | 6/16/2020 10:31 PM |
| 10 | Price, location come to mind first but also places need to be open to newcomers that don't already know where to get shoes, where to sit, etc. Also if all your instructors are white and/or under a size 6 I'm sorry but a lot of people aren't going to feel welcome. Shout out to trillfit again for having enough space on the floor for diverse bodies, explaining everything clearly, being accessible from Roxbury and jp, fair prices, and having non white and non-tiny instructors. | 6/16/2020 10:10 PM |
| 11 | Implicit biases of service providers / employees | 6/16/2020 10:03 PM |
| 12 | Needs to start in the team representation (ideally) but it feels like a vicious cycle that's hard to break. Most people who work at fitness studios were once clients. But people don't become regular clients when they feel under represented. Which do you tackle first? Clients or staff? For either option, how can studios seek out people in the Black community in a way that isn't performative or offensive? | 6/16/2020 9:40 PM |
| 13 | Humans. That said, the mindset among fitness professionals & clientele seems to be one of the most welcoming communities, in my opinion. | 6/16/2020 9:26 PM |
| 14 | Leadership buy-in Corporate studio ownership (related to above) Price In Boston, location and transportation | 6/16/2020 9:10 PM |
| 15 | Continuing to select white promoters or educators | 6/16/2020 8:38 PM |
| 16 | Cost and education. Trainers of all levels and activities should be mandated to take courses about cultural appropriation, systemic racism, systematic oppression, and studios should have a sliding scale pay schedule for clients depending on income so that it can be affordable for everyone. Fitness should not be a privilege. | 6/16/2020 7:53 PM |
| 17 | Lack of interest/focus only on profit | 6/16/2020 6:29 PM |

| | | |
|----|---|--------------------|
| 18 | The wellness space is out pricing everyone right now. Boston has diversity in pockets and many studios are in certain neighborhoods that cater towards 9-5'ers but not others. I feel like if there were more studios downtown with more diverse teams we would slowly start to see change. Doesn't seem like a bad idea to start in the center and work our way out location wise. | 6/16/2020 6:11 PM |
| 19 | I think it comes down to laziness and getting industry leaders to try harder. At this point, Black people and other POC already feel less welcome in these spaces (I imagine). So it will require some intentional outreach to different communities in hiring and seeking clients, rather than just catering to who shows up on their own. I think pricing (for clients and professional education) is the trickiest part. POC are statistically less wealthy than white people, but it's not cute to assume anyone's economic status. It might require the entire industry lowering prices to make everything more accessible, while at the same time, managing to pay bills, upkeep, labor, etc. Or maybe some sort of tiered pricing or sponsorships/scholarships, though screening for that could get complicated. | 6/16/2020 4:31 PM |
| 20 | Self awareness and more honest discussions about what is going on at any individual space | 6/16/2020 2:12 PM |
| 21 | Mgmt hiring diverse instructors, maintaining a space that feels safe for all colors and sexes | 6/16/2020 2:03 PM |
| 22 | Trickling down the same way: hiring diverse instructors; obviously can't control the diversity of your studio physical location BUT can certainly allocate resources and energy into seeking out a broader audience! | 6/16/2020 2:01 PM |
| 23 | Spreading awareness about racism. You cannot shy away from a topic. You need to drill it down until we see no more of it. Those that have an issue with it they can find a racist establishment to get zen from their internal demons! I hope they figure it out | 6/16/2020 11:56 AM |
| 24 | Working and living in communities | 6/16/2020 10:02 AM |
| 25 | Location, leadership, promoting it being an inclusive space. Not just posting black lives matter on their website. Really working hard to show who they hire and expressing it's an environment for all races and ethnicities | 6/16/2020 9:24 AM |
| 26 | Access to fitness/wellness spaces. There could be a bigger expansion in the more diverse neighborhoods which I believe severely lacks. | 6/16/2020 9:23 AM |
| 27 | Creating a safe space for a diverse clientel to feel comfortable exercising in. Studio owners not wanting to alienate their existing clients if located in certain gentrified areas of a city. Not having BIPOC leadership even if the studio is owned by a white man or woman. But also, I do think location plays a role. | 6/16/2020 9:10 AM |
| 28 | Diverse Instructors tend to lend itself to more inclusive classes | 6/16/2020 8:24 AM |
| 29 | Building more facilities in more diverse neighborhoods. | 6/16/2020 7:55 AM |
| 30 | Leadership / marketing / brand messaging | 6/16/2020 7:52 AM |
| 31 | Cost is the the biggest barriers for lower income individuals . Lack of diversity trickles down from the executives, instructors, and clientele - organizations must actively seek out diversity from the top to the bottom. | 6/16/2020 1:25 AM |
| 32 | Systemic inequalities - financial barriers, geographic barriers, the (perhaps unconscious) bias/tendency for those to hire what is 'familiar' aka who looks and acts like them. | 6/15/2020 11:57 PM |
| 33 | Too many barriers to list here (social, structural, governmental, etc) | 6/15/2020 11:32 PM |
| 34 | As above — neighborhood boundaries/location. Need to integrate various neighborhoods in a more central location perhaps. | 6/15/2020 11:27 PM |
| 35 | Accessibility (financially and otherwise) and visibility of instructors of color | 6/15/2020 11:09 PM |
| 36 | Representation among staff and instructors. "Work study" or "trade" positions at front desks make working there prohibitive for someone who needs a job. The people who spend more time in the studio are people who could've afforded to spend more time there. Community outreach. Location. Price. | 6/15/2020 10:53 PM |
| 37 | More diverse group of gym owners and instructors, along with the reason why the gym is open. Making the end goal to lose weight and be skinny isn't healthy for anyone, but doesn't apply to all beauty standards. But we should end this bullshit point of view anyway. | 6/15/2020 10:53 PM |
| 38 | Openness and education | 6/15/2020 10:47 PM |

| | | |
|----|--|--------------------|
| 39 | Studios wanting to make a profit and hiring individuals with a following or who the majority of clientele can relate to, which are predominantly white individuals. Studios will need to work hard on hiring staff/instructors who are more representative of the diverse population in the US. | 6/15/2020 10:47 PM |
| 40 | Same as above - studios and communities need to be intentional about creating a more diverse space despite "barriers" | 6/15/2020 10:43 PM |
| 41 | People not asking for it so leaders keeping the status quo. A lot of wellness spaces seem to cater to affluent white clients and will then choose their location based on that keeping it mostly accessible to white people. | 6/15/2020 10:40 PM |
| 42 | Lack of representation. Lack of knowledge and or empowerment on how to get started and grow in the industry. | 6/15/2020 10:36 PM |
| 43 | Segregation within cities. Price I'm sure plays a part. Also while many instructors may be diverse the ownership is not and may not reach out to certain communities. I've followed instructors I loved to different studios so hiring great, diverse instructors is one step but typically the make out of the clientele reflects the location of the studios and I'm more likely to go to a studio very close to where I live. | 6/15/2020 10:25 PM |
| 44 | Trainers often have the same body type. Marketing and sales does not consider non-white experiences or desires or incomes. Fitness/wellness spaces have evolved into social clubs and socially, it's a lot of white people hanging out with white people talking about white things | 6/15/2020 10:08 PM |
| 45 | As long as a skinny white woman is the body standard, hard to create more diversity. | 6/15/2020 10:01 PM |
| 46 | Many things, from inclusive marketing to recruiting a more diverse instruction team. I was part of a teacher training program in a Boston area fitness studio, and I was never encountered to actually audition to teach, in contrast to my white, female counter-parts, who were always met with words of encouragement by the managing team to apply for a role. It was easier for my white female counter-parts to blend in with the community and make personal and professional connections that I would never be able to establish as a middle eastern male. | 6/15/2020 9:51 PM |
| 47 | I think price can be a factor in some communities. Also, not feeling included if a facility is mostly white. White people need to listen to and empower more BIPOC in the community to have the courage and/or opportunity to teach or participate. Participation in a fitness routine themselves can lead to interest in coaching or teaching eventually. I have BIPOC friends in fitness that I could empower to grow their coaching businesses, or support them in their entrepreneurial ventures. | 6/15/2020 9:34 PM |
| 48 | Diversifying the goal. Focusing on healthy bodies no matter what that looks like. | 6/15/2020 9:09 PM |
| 49 | In my area, a lack of representation (my town had one Black person in my entire graduating class). As an instructor, I want to network with more people of color, and there aren't enough in the industry where I am. I think addressing the why behind that would help with that barrier. And as mentioned earlier, the sense of unwelcome that I am sure Black people are feeling in these spaces. | 6/15/2020 8:49 PM |
| 50 | I think the location of studios and pricing structure limits access. I also think that there isn't a lot of representation in instructors and studio staff, which is likely intimidating to clients of different backgrounds. | 6/15/2020 8:49 PM |
| 51 | The pool of minority instructors in the Boston area is very very small. | 6/15/2020 7:57 PM |
| 52 | Cost, lack of BIPOC in positions of leader in some studios (or only in diversity leadership positions), lack of BIPOC as instructors in some studios, | 6/15/2020 7:28 PM |
| 53 | Everything that comes before the luxury of fitness/wellness. Fitness is a luxury. Even when someone can afford the luxury (time and money) it's impossibly expensive to become certified and there are so few scholarships it's discouraging to POC to even apply. | 6/15/2020 7:19 PM |
| 54 | Breaking down barriers for entry, creating a culture of Inclusion, | 6/15/2020 7:06 PM |
| 55 | Society and the way that people are stuck in their habits | 6/15/2020 6:52 PM |
| 56 | Owners are still being racist and stereotypical, period. Boston should be full of black instructors and leaders in fitness. Hello, where is the representation?! They are scared of change. Think they will play offensive music and attract the 'wrong clientele' and think they can't afford it. I have been in the fitness industry for the 12 years and have always said we need to hire more | 6/15/2020 6:49 PM |

black people. We need to better represent the demographic of the city and owners and others in charge will look at me like I'm racist saying we need to hire more black people. No, I'm saying it because no one else is. Why aren't we hiring them? Why don't our black prospects sign up? But here I am jobless because they don't like the people that ask the hard questions even if they are white.

| | | |
|----|---|-------------------|
| 57 | I'm not sure. I did a 6 week challenge at a black owned gym in Mattapan and even there, it wasn't diverse. It was a great workout and community - but it was also all-black and brown. I think one barrier could be that people tend to go where feel comfortable and where their friends are - and if people only have one black friend, or you are the token amongst your friends, it just lends itself to the spaces you go reflecting that same dynamic. I think high costs are a barrier (maybe offer class cards to make it more accessible), offer more specials, community classes, etc. Also, advertising needs to reflect the community you want. If all of the ads are one race, people might assume your clientele is as well. | 6/15/2020 6:40 PM |
| 58 | I think right now the biggest barrier is the people at the top (CEOs, etc) admitting that this is a problem. Once that happens, the solutions (not that they are simple and easy) will come. | 6/15/2020 6:33 PM |
| 59 | The people, the instructors. Fitness spaces don't think about diversity, they don't see that as part of their business. They hire and support people who look like them and they promote to that same audience. | 6/15/2020 6:33 PM |
| 60 | Education - most white people don't know where to begin, because they themselves don't feel the affects | 6/15/2020 6:31 PM |
| 61 | Price, welcoming environment, more instructors who look like their students | 6/15/2020 6:15 PM |
| 62 | More diverse instructors. More studios in diverse areas. More intentional outreach - working with diverse platforms to expand reach to include the non typical white wellness girls. | 6/15/2020 6:06 PM |
| 63 | More diversity in leadership positions | 6/15/2020 6:04 PM |
| 64 | This is such a heavy question/ answer. It think it started with where black people live in the us. Redlining creates issues with lack of access grocery stores, affordable healthy food, and creation of food desserts. Gyms/studios/personal trainers are sometimes very pricey which as mention earlier and due to the racial wealth gap isn't always affordable to people in the black community. Also lack of representation in the fitness industry. I'm an instructor and I alway say #fitnesssowhite. So growing up unless it group sports you don't see many black people in the gym unless they are professional athletes. And then you also have to consider representation of black imagery in media (Fitness and wellness isn't "taught" or showcased in black media. And the white standard of beauty has also been passed Down generationally (I.e. straight hair is better than natural hair, so black women don't workout because manipulating our hair daily to be straight can be/is an issue). The natural hair movement was an amazing thing that helped me, personally, get back into fitness. | 6/15/2020 5:56 PM |
| 65 | Location, fostering a sense of community within minority populations, creating awareness of spaces within diverse areas that may not have heard of places or known of options | 6/15/2020 5:55 PM |
| 66 | Cost is HUGE. I wish there was more oppottunity for lower income folks to enjoy fitness classes that they typically won't have access to. | 6/15/2020 5:52 PM |
| 67 | Affordability, times of classes and the outreach that studios do is likely limited. | 6/15/2020 5:47 PM |
| 68 | Pricing and location | 6/15/2020 5:29 PM |
| 69 | Having a plan and then doing nothing to implement | 6/15/2020 5:20 PM |
| 70 | it is not just within the fitness spaces, but to add diversity we need to change society. POC have a more difficult time to make money to attend these spaces | 6/15/2020 5:20 PM |
| 71 | I think it's just that individual leaders in the industry haven't felt it's their responsibility to make studios more inclusive, to reach out to and establish themselves in predominantly Black, brown, and indigenous, communities, and to insist that instructors don't use explicit versions of song and sing along with the n word while on the mic teaching class. | 6/15/2020 5:20 PM |
| 72 | Leadership and representation. We out here, but when you look up the ranks and no one looks like you it is certainly discouraging. I think some is access too, I know the places I work in the barre industry are in particularly white areas of CT which limits the clientele just based on location. | 6/15/2020 5:13 PM |

| | | |
|----|--|--------------------|
| 73 | Health Education, access to a variety of modalities. Making fitness more affordable! Or providing ways to offset costs to increase diversity. | 6/15/2020 5:10 PM |
| 74 | I don't see why there should or would be any barriers. Everyone deserves a space to get a sweat in, build friendships, feel welcome. | 6/15/2020 5:02 PM |
| 75 | Cost and willingness | 6/15/2020 5:01 PM |
| 76 | If people aren't sincere, then it won't happen. There are run crews, training organizations, vendors etc that are black owned or founded. Seek them out. People don't want to do that because they are afraid of being uncomfortable. | 6/15/2020 4:56 PM |
| 77 | Hiring practices & working environments that do not retain POC instructors or clients | 6/15/2020 4:49 PM |
| 78 | Cost prohibitive trainings and certifications. Lack of diversity in existing leadership/studio ownership. Feelings that wellness and fitness spaces should avoid "getting political." | 6/15/2020 4:46 PM |
| 79 | Fear of change and uncertainty | 6/15/2020 4:45 PM |
| 80 | Companies/brands unwillingness to change or focus on making money rather than inclusivity and equality, marketing to certain clientele because that's who has more money, wage gaps for POC, lack of representation in leadership | 6/15/2020 4:41 PM |
| 81 | Locations, empowering people of color to become instructors & educators in the world of fitness | 6/15/2020 4:41 PM |
| 82 | structural and systemic racism. Management that does not care to learn, try and make an effort | 6/15/2020 4:41 PM |
| 83 | See above | 6/15/2020 4:36 PM |
| 84 | Access to training | 6/15/2020 12:59 PM |
| 85 | Creating a comfortable and safe space within then institution AND the neighborhood in which that institution resides. | 6/15/2020 9:30 AM |
| 86 | - the lack of hiring POC at all levels - lack of diversity of music played at these spaces | 6/14/2020 8:29 AM |
| 87 | Cost however as an Asian, not many friends and family are interested in fitness and wellness. It's just not as important in our culture | 6/13/2020 11:15 PM |
| 88 | Welcome all people when promoting the fitness space. | 6/13/2020 10:47 PM |
| 89 | Not enough education on how to be diverse and ensure diversity is the normal among fitness studio owners, which then trickle down to staff as they are setting the example. | 6/13/2020 8:38 PM |
| 90 | Locations of studios, high price of classes, lack of diversity within employees/instructors | 6/13/2020 8:19 PM |
| 91 | I think there should be more diversity in the leadership/ownership of the studios so they hear more voices. Once they assemble this team they will be in a better position to work to make their studios more diverse...one barrier in terms of instructors could be that a Black person may not want to be an instructor at a predominantly white studio but that's mostly all there is in Boston so then they don't become an instructor and then other people that maybe would have gone to that studio and then become excited/connected/inspired by that teacher miss that chance and the status quo remains the same....all I think we all need to just be more aware of the white privilege we have in taking classes in a studio where mostly everyone looks like us and we don't have to worry about people judging us on our skin color. | 6/13/2020 5:02 PM |
| 92 | Price, public perception | 6/13/2020 2:44 PM |
| 93 | Speaking on it. Purchasing equipment or clothing from our local black community. | 6/13/2020 2:36 PM |
| 94 | Internalized racism in hiring practices and probably also in teacher trainings; widespread spiritual bypassing mentality where studio owners and staff feel like it's more important to preach peace-y love-y crap than to enable and seek out a more diverse teaching staff and community. | 6/13/2020 2:08 PM |
| 95 | First, the price. Second, I think people are drawn to studios with instructors that look like or feel like themselves. | 6/13/2020 1:06 PM |
| 96 | To continue hiring instructors who are not POC. | 6/13/2020 1:05 PM |
| 97 | Management not hiring Black and POC instructors and also the underlying white culture that is in the fitness industry to make your body look a specific way. Ive been digging into the history of | 6/13/2020 12:35 PM |

| | | |
|-----|--|--------------------|
| | fat shaming and how it is based in anti-Blackness | |
| 98 | need to lead from the top down, diversify staff (race, gender, etc) | 6/13/2020 12:28 PM |
| 99 | Management are unwilling to diversify staff and marketing (whether consciously or unconsciously). Management of fitness / wellness spaces are not diverse. Some fitness spaces really only care about numbers (number of staff, number of classes, how much money they can make) and do not care about the community as a whole. It's their safe space but not everyone else's (even the clientele). | 6/13/2020 11:46 AM |
| 100 | Location, instructor diversity (or lack thereof) | 6/13/2020 11:00 AM |
| 101 | Having a more diverse set of instructors | 6/13/2020 10:33 AM |
| 102 | Hiring practices, accessibility, investments entrepreneurs of color | 6/13/2020 10:30 AM |
| 103 | I think many studios/groups could benefit from diverse leadership. I also think studios/groups could try to engage with their community more to see what's missing and what's not working. | 6/13/2020 10:15 AM |
| 104 | Communication with communities of color & understanding their needs. Relationships with people of color (clients, instructors, public) to drive diversity & inclusion initiatives. | 6/13/2020 8:48 AM |
| 105 | Need for more instructors, more black owned fitness studios and companies. I also feel boutique fitness serves the wealthy and it needs to serve the other 99% | 6/13/2020 8:43 AM |
| 106 | Price, location | 6/13/2020 1:27 AM |
| 107 | I think part of it is visual-what is the fitness/wellness space doing to be more inclusive? If they're not open about their beliefs are, why should diverse clientele go there? | 6/12/2020 11:47 PM |
| 108 | I think price for clientele is often the most prominent barrier. I think oftentimes "you are the company you keep" comes into play for staff, so if the community surrounding the fitness space is predominantly not people of color because of price/accessibility, then it's not as appealing or welcoming or even realistic of a place to work for people of color. I don't know what the answer is but I am eager to reach a diverse, equal and inclusive fitness environment in boston. | 6/12/2020 11:01 PM |
| 109 | Actively seek out more diverse instructors. I think this will in turn attract more diverse clients. | 6/12/2020 10:50 PM |
| 110 | See previous answer :) | 6/12/2020 10:47 PM |
| 111 | Deep rooted oppression; lack of a focus on this as a problem | 6/12/2020 10:47 PM |
| 112 | not talking about it! | 6/12/2020 10:23 PM |
| 113 | Economic | 6/12/2020 9:19 PM |
| 114 | Lack of urgency in the matter is one of the barriers in creating diversity and racial equity in these spaces. | 6/12/2020 8:16 PM |
| 115 | Lack of diversity in the community that the fitness & wellness space may be located in. | 6/12/2020 6:45 PM |
| 116 | Mentioned above, costs, time, childcare, locations. | 6/12/2020 6:26 PM |
| 117 | Promotion in spaces frequented by POC. Also seeing diversity in the instructors; these are the face posted on social media and on the website you review before choosing classes. Seeing all white face definitely can indicated whether or not POC may feel welcome or uncomfortable in these spaces. I like to see at least several instructors of color, different sexes, and identities. Otherwise I wonder if the space is for me... | 6/12/2020 5:55 PM |
| 118 | It starts both high up and at the community level. The companies need to embrace more diversity into all aspects of their business. Instructors need to make sure their classes and clients know that everyone is welcome. The invitation for all needs to be very very clear. | 6/12/2020 5:53 PM |
| 119 | More diversity in our communities — my studio is located in an area that is 94% white. The county we are in is 64% white, 16% Asian, and 6.5% Black. I would love to see more diversity in this area but population, housing data, and socioeconomic demographics present challenges. | 6/12/2020 5:23 PM |
| 120 | Narrow minded management teams in some studios | 6/12/2020 5:17 PM |
| 121 | I don't know really | 6/12/2020 5:11 PM |

| | | |
|-----|--|--------------------|
| 122 | Close minded leadership and outrageous membership costs. Having an all white staff. Not implementing anti-racism conversations/webinars as part of required training. | 6/12/2020 4:52 PM |
| 123 | Probably number 1 would be lack of education or unwillingness to educate. It's only recently that I've learned as much as I have and I think that's lacking for many White people | 6/12/2020 4:38 PM |
| 124 | People being afraid to break the cycle and not wanting to put in the work to make a real change. People being afraid to have uncomfortable conversations. | 6/12/2020 4:22 PM |
| 125 | Money, location. | 6/12/2020 4:16 PM |
| 126 | Having more diverse instructors/owners | 6/12/2020 4:06 PM |
| 127 | Breaking away from what people think fitness looks like. | 6/12/2020 3:53 PM |
| 128 | Ignorance. Accessibility. | 6/12/2020 3:09 PM |
| 129 | Hiring more diverse instructors, fitness brands making inclusive statements and hiring leadership who believes those statements to be true, not just stating them for good PR | 6/12/2020 3:02 PM |
| 130 | The price of the classes is a huge barrier - they are just so expensive and not accessible to so many people. | 6/12/2020 2:54 PM |
| 131 | More representation from instructors/teachers/etc. More black owned/run studios. More diverse advertising | 6/12/2020 1:44 PM |
| 132 | I think money comes into it, studios need to be more affordable for everyone. I think advertising needs to be more inclusive of race and body type. When you see someone who is TOTALLY shredded it can be inspirational, but also super intimidating whether it's a white guy or a black guy. I love taking your class because you look STRONG, not just physically, but you walk into a room and your presence is strong, that's the kind of energy I want when I walk into a studio. We need personalities like yours! That's a barrier, there aren't more of you in the world, but how could there be? You're the shit. I digress, but I think it needs to be more affordable and advertising needs to normalize all races being in the gym together. | 6/12/2020 1:36 PM |
| 133 | Teacher training costs(i.e yoga training costs \$4-5K) make is inaccessible. Accessibility to more fitness classes somehow. | 6/12/2020 1:09 PM |
| 134 | Stereotypes and appealing to white people who are in denial about racism. | 6/12/2020 12:49 PM |
| 135 | Cost, gyms aren't focused on after school activities or giving back to communities who need help. I'm sure gyms aren't very welcoming for POC when they see a room full of white people. | 6/12/2020 12:15 PM |
| 136 | Definitely lack of representation with diversity in leadership | 6/12/2020 11:28 AM |
| 137 | There is this ideal that a "fit, healthy person" is white and ripped/thin. But that is not what health looks like. People have different body types and skin colors. I think I see fitness leadership opportunities in bigger fitness corporations being given to people who "fit the mold" (as outdated as racist & fatphobic as that is) instead of to people whose diverse experiences need to be heard. Then, when a client sees someone who actually looks like them teaching at the gym they are interested in, they would be more likely to go there because they would already feel represented and included. So it is a domino effect. | 6/12/2020 11:23 AM |
| 138 | The boutique fitness community has typically existed in predominantly white neighborhoods and classes are not incredibly affordable. Classes are also filled with predominantly white clients | 6/12/2020 11:06 AM |
| 139 | Financial inequality, and current lack of diversity within most leadership teams in the fitness community seem like two of the most significant barriers to creating more diversity and racial equity. The fact that most fitness/wellness spaces are not run by diverse leadership teams seems like a huge issue. They cannot understand the experiences of those who are racially different, and there is a lack of perspective on those leadership teams, which I imagine is preventing change. A more diverse group of voices need to be in leadership. I feel grateful to currently be a member of a gym with black leadership and a diverse team of coaches. Being at this current gym has felt completely different than the others I have been at previously, and made it so much more obvious to me how important it is to celebrate and lift up this type of diversity in fitness. However, it is still expensive, which I think perpetuates the generally exclusive nature of fitness/wellness. I have been thinking about this though, as I am not sure what a solution would be, such as in this case. As a small family-owned business, they are | 6/12/2020 10:53 AM |

really trying to just stay afloat, while still creating an inclusive community. Financial barriers need to be addressed.

| | | |
|-----|---|--------------------|
| 140 | Education!!! | 6/12/2020 10:32 AM |
| 141 | Owners | 6/12/2020 10:31 AM |
| 142 | Managers and recruiters are not seeking out diversified applicants. | 6/12/2020 10:30 AM |
| 143 | Accessibility, cost, internal bias (you won't go somewhere that isn't welcoming), | 6/12/2020 10:21 AM |
| 144 | I think the biggest barrier is white fragility which will cause white women to react negatively to being decentered. I think many clients don't welcome new people as well. I also think social norms not being clear and white supremacist is an issue. I also think price is one barrier. | 6/12/2020 10:11 AM |
| 145 | Instructors, community outreach to different groups that aren't coming to the class/studio marketing (show the diversity) and price! Some of these classes a f*cking expensive | 6/12/2020 10:07 AM |
| 146 | Get kids interested at young age, scholarships to certain gyms, consider location to open up in more diverse communities, | 6/12/2020 9:34 AM |
| 147 | DIVERSIFY BOUTIQUE FITNESS CLASSES | 6/12/2020 9:34 AM |
| 148 | UnWillingness to change the formula and appropriation with the class formats with no education on how they have become commodified for our purposes. A lot of studios don't want to do the long term hard work because the short term is easier for their ROI. | 6/12/2020 9:30 AM |
| 149 | The clientele comfortability with diversity and the businesses willingness, or lack of it to willingness so make it a priority. | 6/12/2020 9:17 AM |
| 150 | Cost of classes, more BIPOC being represented within studio staff (in ALL roles) | 6/12/2020 9:17 AM |
| 151 | Plain old ignorance! Pricing as well, both for potential BIPOC who are interested in investing in a more inclusive place as well as for BIPOC clientele. | 6/12/2020 9:04 AM |
| 152 | I think there is an unconscious (but perhaps not always unintentional) bias that drives almost all of us who have the benefit of white privilege. I'd venture to assume that this is what drives a long list of bad behavior in the fitness community, particularly around An incorrect and racist bias regarding class. It's no secret that the unconscious belief that black =poor has perpetuated centuries of holding people of color back from reaching their full potential. In my opinion it is the particular bias that holds the fitness community back. It's a business after all... why not go after the clients that will be able to bring in the most revenue? And one certainly wouldn't want to scare those fancy ass white people away with a diverse community. The more deeply I think about this, the more enraged I become. | 6/12/2020 9:02 AM |
| 153 | same as above | 6/12/2020 8:40 AM |
| 154 | I think if more POC were attending these predominantly white facilities that more owner/instructors would be more mindful of making their space inclusive for all who attend. | 6/12/2020 8:26 AM |
| 155 | I think in general the barrier to boutique fitness is ridiculous, it's very expensive which is making the community exclusive | 6/12/2020 8:24 AM |
| 156 | Lowering the cost so more people can access the classes | 6/12/2020 8:24 AM |
| 157 | The attitude in fitness needs to change and fitness centers should be advertising/reaching out to communities in the region that don't match their usual clientele profile. Additionally the exorbitant price of some of these luxe fitness/wellness spaces just makes it unnecessarily exclusive. | 6/12/2020 8:19 AM |
| 158 | Location and diversity of location | 6/12/2020 8:01 AM |
| 159 | Finding those black powerful influencers to be leads of sweat in the community. | 6/12/2020 8:00 AM |
| 160 | Diversity in upper level positions/management and creating a truly diverse clientele | 6/12/2020 7:59 AM |
| 161 | Not giving ALL people an opportunity to showcase their skills and abilities. I feel like fitness spaces never had a real push or desire to make themselves more diverse because they were naive and selfish....not realizing the importance of incorporating more diverse populations into their business platforms just because they felt like it "didn't apply to them." | 6/12/2020 7:58 AM |
| 162 | Access and cost | 6/12/2020 7:52 AM |

| | | |
|-----|--|--------------------|
| 163 | Not acknowledging it at all | 6/12/2020 7:50 AM |
| 164 | More inclusive and affordable training programs. A lack of effort in seeking out and hiring black instructors, managers, front desk staff, etc.! | 6/12/2020 7:44 AM |
| 165 | 1) Boston is a segregated city 2) Fitness studios hire for popularity, not diversity 3) There are very few black/POC instructors to be role models 4) As a result, there are very few black/POC instructors auditions (or encouraged to audition) 5) The companies don't make it a hiring responsibility 6) Certifying agencies (ie ACE, Mad Dawg, CrossFit, ACSM, NASM) don't actively promote diversity either, they just want anyone to pay money to take their test | 6/12/2020 7:42 AM |
| 166 | So often leadership is primarily or entirely white. If we can shift the leadership equality, I believe the studio managers and clientele will shift as well. | 6/12/2020 7:07 AM |
| 167 | Need to start earlier where the barriers aren't "as" present. IE: high school sports teams, where the diversity is higher. But also this age where kids might already be turning away from exercise / wellness etc. | 6/12/2020 7:05 AM |
| 168 | Cost, lack of awareness, indifference (until now perhaps) | 6/12/2020 6:35 AM |
| 169 | As much as I hate it. Companies have to take action. If there isn't a plan of action to make work spaces and influencers more diverse then the industry will remain white washed | 6/12/2020 3:48 AM |
| 170 | Changing the structure of what's going on in the back office. Get some diversity in leadership roles and maybe the language will be different amongst meetings. | 6/12/2020 3:05 AM |
| 171 | - Racism - Biased distribution of wealth among races - Lack of diversity culture | 6/12/2020 1:51 AM |
| 172 | Racial wealth gap and exclusivity | 6/12/2020 1:05 AM |
| 173 | Affordability, accessibility (physical location, welcoming vs unwelcoming), racism, lack of focus on diversity | 6/12/2020 12:45 AM |
| 174 | Racism and a lack of awareness | 6/12/2020 12:23 AM |
| 175 | Not even diverse communities we are entering into to promote. Starts from all levels but many leaders aren't diverse and | 6/12/2020 12:05 AM |
| 176 | We didn't know what to say, how to include, where to start | 6/11/2020 11:35 PM |
| 177 | Lack of thoughtfulness | 6/11/2020 11:16 PM |
| 178 | I think that the current lack of diversity is a huge contributor but also location of studios. I tend to see more studios in "affluent" areas where the population is significantly more white. | 6/11/2020 10:52 PM |
| 179 | Bias | 6/11/2020 10:35 PM |
| 180 | Exposure and education. Growing up in New England it wasn't until I was sent away to camp on a huge college campus that I experienced BIPOC. I was the only white girl on my team and wow, that was an important and life changing experience. I can't imagine what that is like every day in the fitness space. I hope by exposing people who look different than them we will see a breakdown of some of the barriers to the space. We need to hire and believe in the people we hire, more diversity in people starting and owning these fitness boutiques needs to happen too. | 6/11/2020 9:51 PM |
| 181 | The cost of membership, the limited accessibility to resources due to lack of privilege, and predominantly white owned fitness based businesses. | 6/11/2020 9:46 PM |
| 182 | Absolutely cost and marketing is targeted to Caucasian | 6/11/2020 9:31 PM |
| 183 | Unsure. Thousands of things to overcome. Location/lack of population diversity for starters. | 6/11/2020 9:25 PM |
| 184 | Systemic racism. The barriers feel artificial | 6/11/2020 9:16 PM |
| 185 | Others places don't hire people who look like you | 6/11/2020 9:04 PM |
| 186 | Pricing! Marketing to and connecting with POC communities | 6/11/2020 9:00 PM |
| 187 | Lack of understanding, lack of discipline in doing the work as a white person to continue practices of inclusion and anti-racism. | 6/11/2020 8:55 PM |
| 188 | Classes are so expensive, they are seen as a very "bougie" thing to do, there isn't that much | 6/11/2020 8:45 PM |

| | | |
|-----|---|-------------------|
| | diversity in the other clients or instructors | |
| 189 | I believe it starts with awareness that it's an issue. Staff must reflect the clients you seek and vise versa | 6/11/2020 8:40 PM |
| 190 | Creating a space that is ACTUALLY inclusive (for staff and clientele) where everyone feels comfortable. Pricing. Location. | 6/11/2020 8:40 PM |
| 191 | Instructors of all backgrounds | 6/11/2020 8:30 PM |
| 192 | Price is one - fitness/wellness spaces can be costly. But also a systemic change in advertising and hiring will take time and money. | 6/11/2020 8:30 PM |
| 193 | larger, systematic changes need to happen - capitalism (who gets paid the most at the top so the people at bottom can do the most and make the least, which trickles down to do who can afford what, who is worthy and who is not, who has to work two jobs to pay for stuff, etc. Ugh I wish I had a more micro answer, but I know you already know it's a more macro issue. I want to say doing different things like Joey said they're going to do will help, but I don't know if it will. From a healthcare wellness perspective, there is also a larger issue of how we socially construct health related issues of white versus black people. The white child in class is acting out, being loud, not paying attention - they get sent to a psychologist and get ADHD and get help; same happens for a black student and they get labeled misconduct and get penalized - I think this in some ways parallels fitness industry, I just don't know how yet. | 6/11/2020 8:29 PM |
| 194 | Clientele? | 6/11/2020 8:19 PM |
| 195 | The leadership isn't diverse. These big companies are all about what sells/the look/the style. I've always been drawn to the boutique studios and one on one trainers. Maybe individually, people can draw in more diversity. We have to also break down body image barriers too. Take barre studios for example- there is a certain look- tall, thin, lean. | 6/11/2020 8:18 PM |
| 196 | Addressing Implicit biases. Holding safe spaces | 6/11/2020 8:14 PM |
| 197 | Money? | 6/11/2020 8:04 PM |
| 198 | Environment of work and making sure that everyone was treated with respect | 6/11/2020 8:01 PM |
| 199 | Diversity in hiring, and culture changes. | 6/11/2020 8:00 PM |
| 200 | For me personally the community doesn't seem open to racial diversity. Instructors have a lot of power to build the community and too many of them choose to empower the same group rather than building a more diverse one | 6/11/2020 7:45 PM |
| 201 | Recruiting (there are thousands of fitness professionals in Boston. Why isn't there more diversity on staff?) Pricing (by setting prices that equate to many people's monthly food budget, how do you expect to attract diverse clientele) Marketing (the fitness community tends to prop up similar body types- lean, strong, looking like they came off a runway after a half marathon, bodies glistening with that afterworkout sweaty glow wearing \$400 worth of workout clothing. Newsflash- that is not the average and it's intimidating as hell if you don't meet any of that criteria or look anything like the studio ambassadors/instructors/clientele) | 6/11/2020 7:44 PM |
| 202 | Effort and price | 6/11/2020 7:37 PM |
| 203 | The biggest barrier is awareness. Now that we have all become more aware, we must demand diversity amongst the instructors and front desk staffs to start. People need to speak up! When you know more, do more. | 6/11/2020 7:36 PM |
| 204 | Price of exclusivity, luxury gyms/prices, inclusion/cult like gyms are intimidating to go to, what the media tells woman to "look like" has no diversity | 6/11/2020 7:34 PM |
| 205 | Price, leadership | 6/11/2020 7:34 PM |
| 206 | Cost, access & willingness to deviate from the status quo | 6/11/2020 7:28 PM |
| 207 | Please see response to #8. I think these are barriers that could be solved for to create more diversity and equity. | 6/11/2020 7:01 PM |
| 208 | Barriers, to me, are essentially a subjective topic depending on others past experiences. Personally having worked in health care for 45 years I do not see people as color but as individuals. | 6/11/2020 6:53 PM |

| | | |
|-----|--|-------------------|
| 209 | Fitness instructors and studios caring. I called out several studios about diversity on Instagram a few years ago and immediately got a call from my owner that I can't do that and to take it down. | 6/11/2020 6:03 PM |
| 210 | N/A | 6/11/2020 5:53 PM |
| 211 | Lack of leadership initiative. They don't want to admit they have an issue so they don't recruit | 6/11/2020 5:39 PM |
| 212 | Assumptions that they are white cliques, lack of awareness from students teachers and management, cost | 6/11/2020 5:22 PM |
| 213 | The barriers for me are my own willingness to enter places and place coming from a place of white privilege that might make ME uncomfortable. I'm not saving anyone. I'm working my own sense of seperation by taking action to change my lives experience. Physically being in practice regularly, BEING with people, IS the start to heal the seperation to me. Can't THINK our way out of this. We have to individually not know, break our way out of comfort zones and live our way out of it individually. This isn't one act. It's constant intentional choices | 6/11/2020 4:49 PM |
| 214 | More diverse employees/coaches. Diverse ads? | 6/11/2020 4:48 PM |
| 215 | See above. | 6/11/2020 4:30 PM |
| 216 | Lack of opportunity given to people of color. Owners who stay close-minded and may not be willing to re-structure their team or business. | 6/11/2020 4:30 PM |
| 217 | Leadership being in sufficiently proactive, also possibly low earning potential in being a fitness instructor (since it helps to have a high earning/flexible day job and/or partner which not everyone has) | 6/11/2020 4:30 PM |
| 218 | Representation seems to be a big theme when I look at studios and racial equity. | 6/11/2020 4:28 PM |
| 219 | This question assumes facts not already established. If there were 50% white people and 50% black people that wouldn't even count as racial equity. What about multiracial people? What about everyone who isn't black or white. Will I be kicked out of a class because the class needs a quota of this # of every person and my own race is full? Can't answer other than to say just be good people and attract the people who are attracted to good people. | 6/11/2020 3:59 PM |
| 220 | I feel like cost is a big factor, there was a drastic difference in diversty in the clientele when I work out at planet fitness, and the classes I take at a "boutique fitness studio". | 6/11/2020 3:35 PM |
| 221 | Making fitness studios with high quality offerings and equipment affordable. | 6/11/2020 3:29 PM |
| 222 | Access and price. Language used by teachers and appropriation (specifically in yoga). Ableism. | 6/11/2020 3:07 PM |
| 223 | The barriers in my area start long before one might decide to join a fitness space. There is a ton of societal work to be done to accept more diversity in to our neighborhoods, industries, and geographic spaces in general. And nearly hundreds of years of racist policies in the state of Oregon to combat to make especially black oriole feel welcome, accepted, and equal to be here and to join in our fitness spaces. | 6/11/2020 3:01 PM |
| 224 | Fitness as with anything people tend to gravitate towards what they "know," which means everyone is stuck in bad habits that may be divisive. People need to have greater awareness of diverse wellness options because I think diversity in wellness is actually a prime "safe space" for different people to come together and unite with common goals. | 6/11/2020 2:24 PM |
| 225 | I honestly don't know. I wish I did. | 6/11/2020 1:54 PM |
| 226 | Price. Inaction and indifference. | 6/11/2020 1:52 PM |
| 227 | making sure that everyone feel comfortable in the space and if it's not diverse it will probably make bipoc uncomfortable going there. especially if the instructors are not diverse | 6/11/2020 1:50 PM |
| 228 | Accessibility and inclusivity. I'm not sure how frequent before this was there awareness/supportiveness of black and people of color before this. | 6/11/2020 1:43 PM |
| 229 | Cost mostly. But also the willingness of owners to put in effort and willingness of patrons to be welcoming. (Even I feel strange/unwelcome going to a new gym) | 6/11/2020 1:16 PM |
| 230 | Not having enough instructors from diverse backgrounds to compete. Industry is overwhelming flooded with white people. Need to see more blacks, Latinos, Asian etc in elevated roles. | 6/11/2020 1:01 PM |

| | | |
|-----|--|--------------------|
| 231 | Speaking from my own experiences as a Jewish woman, I know I avoid classes around the holidays because I hate having Christmas songs or themes appear in classes because it makes me feel like an outcast. I do not want to speak for BIPOC, but I could extrapolate from my own experiences that perhaps there is something in classes, either the music or the clientele or the instructors that may make people feel like they do not belong. | 6/11/2020 12:35 PM |
| 232 | Only focusing on one aspect (whether that being a gym only based around weights or only around fat loss or whatever it is the gym selects). I've started to pay attention to what others are sharing lately, and each of us goes to the gym with a goal or something in mind, but that's not always reinforced by that gym. I (personally) think some gyms cater only to the majority (because that gets the \$) rather than the individual (which I believe would help to create a more inclusive space). Another thing is I think that frequent gymmers can also create a barrier (because some can sometimes come off as elitist in this area). But I've started to notice that people who really care are willing to help. | 6/11/2020 12:34 PM |
| 233 | Location and price. Some locations just don't have the diversity in proximity, and many that may have such high prices compared to the big box gyms at 10/month. | 6/11/2020 12:09 PM |
| 234 | Definitely cost factor. Also not employing BIPOC in leadership/coach/instructor positions. I think the messaging of the company/brand also plays a role in whether BIPOC are drawn and want to enter into those spaces. There could be direct messaging that condescends people with bigger bodies and highlights people with thinner bodies by focusing more on the "looks" aspect rather than the "feels" aspect to fitness/wellness. Indirect messaging, such as hiring coaches/instructor that only represent one person, muscular white men or fit/skinny white women. Opening these spaces in predominantly white neighborhoods. Honestly, just the lack of diversity with the influencers they work with, since I was drawn to Orange Theory because of a White-passing influencer. | 6/11/2020 12:07 PM |
| 235 | Based on my last answer, I'd start with money. But after that I have to wonder about awareness of the importance of fitness/wellness in day to day life and have the time and discipline to dedicate to it. Plenty of people who have the time and money don't make that a priority. | 6/11/2020 12:04 PM |
| 236 | Prices, diversifying in hiring | 6/11/2020 11:55 AM |
| 237 | Price, assumption of spoken language, certifications do not approach white supremacy and how "research based" interventions and diets come to be just that, not tapping on the cultural roots of the staff and learning how to not just have a "fixing myself" or "fixing my stress" to wellness, unawareness of how to make a space open to work with the different layers of being human,...and through the lifecycle: age, gender, disability, culture, lgbtq BIPOC. | 6/11/2020 11:52 AM |
| 238 | I'm unsure but I think promoting more diversity and racial equity in marketing and social media presence as well as intentional DEI recruiting and hiring practices for instructors/staff may generate greater diversity among clients | 6/11/2020 11:41 AM |
| 239 | I truly don't know | 6/11/2020 11:37 AM |
| 240 | I think if places hired more diverse employees it would help encourage others to join. More diverse classes and trainers would help as well. | 6/11/2020 11:09 AM |
| 241 | Cost, locations, what is offered, who works at the fitness spaces. | 6/11/2020 11:08 AM |
| 242 | Gym owners/CEOs/fitness communities being unwilling or unprepared to do the work and make deep structural changes. Gyms and memberships being too expensive. | 6/11/2020 11:07 AM |
| 243 | There are many. Location of studios might be one. Creating a more welcoming community could be one. | 6/11/2020 10:51 AM |
| 244 | Perfect body shape. I think that's one of the biggest barriers that we as a society have to get past not even with race but as humans. If you don't have the perfect skinny but strong body shape, you may be deterred from working out or becoming a fitness leader because you don't fit the standard for what other people look like. | 6/11/2020 10:44 AM |
| 245 | A few things: cost, location, offerings, instructors, clientele. Speaking personally from the studios I teach at, there are two locations in two of the most wealthy neighborhoods in Boston with an expensive price ticket for classes and services. That alone attracts a specific type of person, and doesn't make others feel welcome. It starts top down but also bottom up, and there is a huge lack of accessibility that prevents people of diverse backgrounds from attending class and becoming instructors. | 6/11/2020 10:36 AM |

| | | |
|-----|---|--------------------|
| 246 | Unawareness | 6/11/2020 10:31 AM |
| 247 | I believe that the barriers to creating more diversity and racial equity in fitness/wellness spaces are the lack of representation and a toxic culture where if you don't fit into what is considered "the standard" it is more difficult to have your voice be heard. | 6/11/2020 10:31 AM |
| 248 | Lack of diversity in staff and instructors ? | 6/11/2020 10:26 AM |
| 249 | Needs to start from the top: employing instructors that are diverse, engaging with clientele (through subsidized or specialized programs) that service marginalized groups, etc. that means the barriers are ones with financial teeth that only the owners can address. | 6/11/2020 10:14 AM |
| 250 | I'd love to see more studios in Lawrence. This survey made me check to see what's been going on, and I discovered a new studio! Gonna check it out! 😊 | 6/11/2020 10:05 AM |
| 251 | Lack of trying | 6/11/2020 9:59 AM |
| 252 | Give training opportunities! Encourage equity and scholarships! Provide a safe and judgement free space to be different and open. | 6/11/2020 9:56 AM |
| 253 | Needs to be a company focus to be inclusive of all race and gender | 6/11/2020 9:54 AM |
| 254 | I'm not sure | 6/11/2020 9:39 AM |
| 255 | Cost of membership? Maybe? | 6/11/2020 9:38 AM |
| 256 | See previous answer | 6/11/2020 9:16 AM |
| 257 | Open up fitness studios in more diverse locations, I suppose. BUT-gyms like any other for profit industry need to make money. And they go where the money is. Sadly, money is a driving factor. It's a huge problem. | 6/11/2020 9:13 AM |
| 258 | I think the initiative needs to be taken by the studios in order to create more inclusivity and spaces where a wider range of people feel welcomed and comfortable | 6/11/2020 8:59 AM |
| 259 | I think the marketing needs to change. I think people often feel most comfortable to show up when they see images or marketing materials that resonate with themselves. But within the actual gyms as instructors and clients we need to make sure that everyone is being treated with the same level of respect and there should be a no tolerance policy otherwise. | 6/11/2020 8:53 AM |
| 260 | Anyone who talks about 'culture fit' I think is part of the problem | 6/11/2020 8:52 AM |
| 261 | Capacity and/or willingness to do the work needed to make diversity, equity, and inclusion a core pillar of these spaces' mission and work. | 6/11/2020 8:41 AM |
| 262 | Accessibility - cost and location, required all staff trainings - maybe a bit more challenging for these spaces since there is such a variety of employees (part time, seasonal, short term, etc). | 6/11/2020 8:35 AM |
| 263 | Pricing and minimal diversity in the fitness instructors | 6/11/2020 8:26 AM |
| 264 | Fear of saying the wrong thing, making a student feel uncomfortable, "BIPOC haven't applied to work here" excuses. IMO nothing that is a real barrier, but excuses we make to not do better. | 6/11/2020 8:22 AM |
| 265 | White people not speaking up to say they want diversity | 6/11/2020 8:08 AM |
| 266 | The barriers are simply the lack of willingness to change and elevate others. Creating spaces with sliding scales, non gendered bathrooms/changing rooms, and with Black and other POC in advertising is not so difficult, aside from financial investment. | 6/11/2020 8:07 AM |
| 267 | Funding Transportation Lack of representation Lack of real connection to more diverse areas & communities | 6/11/2020 8:07 AM |
| 268 | Lack of Diversity in leadership, in decision makers, and in clientele. There are far too few people to give feedback because they were never part of it to begin with. To ask your clients now, "we want to hear from you!" Guess what? You're going to get a bunch of white people telling you what to do. You will probably miss the mark. Which is fine. But figure out the problem, they know what it is. | 6/11/2020 7:50 AM |
| 269 | I think I sort of answered this in the previous question, but lack of representation (or only being represented by the cleaning staff), overwhelmingly white spaces (and this bears out in the products offered as well be it clothes or shampoos/conditioners), and cost. I'm sure there are more, but that's what's coming to my mind right now. | 6/11/2020 7:36 AM |

| | | |
|-----|---|--------------------|
| 270 | Life circumstances, upbringing, job commutes or timing, being a parent/guardian and prioritizing those responsibilities | 6/11/2020 7:18 AM |
| 271 | No idea | 6/11/2020 7:04 AM |
| 272 | Cost of classes Lack of diversity in instructors race as well as body types White owned and run business where the only BIPOC are the cleaning staff | 6/11/2020 6:59 AM |
| 273 | Education on why fitness and health are important to make it a priority . | 6/11/2020 6:45 AM |
| 274 | I honestly believe that a lot of studios and owners of boutique fitness centers are not thinking about this; therefore, they don't see this as an issue. If you're a privileged, white, studio owner, I think that because they haven't experienced barriers pertaining to the color of their skin, it's not top of mind. I also know that studio owners are now saying that POC are not auditioning or filling out applications to be a part of their teams. There is more than one way to scout quality talent. | 6/11/2020 6:42 AM |
| 275 | Studio/gym managers in power that are white and fail to recognize institutional racism, less affordable fitness spaces in culturally diverse neighborhoods | 6/11/2020 6:13 AM |
| 276 | Need more coaches , varying price points more class times and daycare | 6/11/2020 5:59 AM |
| 277 | afraid of different and they want the cookie cutter instructors | 6/11/2020 5:12 AM |
| 278 | People high up making decisions | 6/11/2020 3:05 AM |
| 279 | Diversity in advertising and outreach to more diverse populations | 6/11/2020 1:23 AM |
| 280 | Instructors should have different backgrounds. Also, there should be a broader variety of classes at gyms, because people of different cultures may have different ways that they like to work out (ex: variety in musical and styles of dance fitness classes). | 6/11/2020 1:17 AM |
| 281 | Money | 6/11/2020 1:09 AM |
| 282 | I wish I knew. Maybe location and more leadership diversity? | 6/11/2020 12:49 AM |
| 283 | Pricing. Staff representation. Instructors overall demeanor to all clientele. Staff weekly phone calls. | 6/11/2020 12:48 AM |
| 284 | This question is so hard that I almost just exited out of the survey but it's something I should have to think about. I would say the biggest barrier would be comfort; it's hard to speak for a situation I've never had to live through or experience, but sometimes the gym is already an uncomfortable setting and adding the fact that you could be discriminated against for the color of your skin on top of that, I would say that maybe that's the biggest barrier. | 6/11/2020 12:24 AM |
| 285 | Trying to reach out to all people and have trainers who represent everyone who wants to reach their fitness goals | 6/11/2020 12:16 AM |
| 286 | Oh wow. So many. Location. Instructors. Leadership. Community building beyond class. | 6/11/2020 12:07 AM |
| 287 | Affordability, welcoming environment, perhaps a change or expansion in leadership to become more diverse first | 6/11/2020 12:05 AM |
| 288 | So many barriers. Firstly, it is so expensive to get certified in most fitness/wellness things. I feel like there is a very specific margin of people that can usually afford to get certified in various forms of fitness/wellness training. Easier access to certifications would create more diversity in trainers/instructors and then create more diversity in clientele. | 6/11/2020 12:04 AM |
| 289 | It seems people are afraid to see something that does not look like them. An overweight woman told me once that she didn't want to go to this particular studio because everyone was skinny. I have to assume this also applies to race. | 6/11/2020 12:03 AM |
| 290 | Pricing, location, leaders/owners not actively making spaces more diverse and inclusive | 6/10/2020 11:45 PM |
| 291 | Price | 6/10/2020 11:42 PM |
| 292 | POC instructors and staff | 6/10/2020 11:36 PM |
| 293 | Laziness, apathy and fear | 6/10/2020 11:31 PM |
| 294 | really don't know. | 6/10/2020 11:27 PM |

| | | |
|-----|--|--------------------|
| 295 | I don't know | 6/10/2020 11:10 PM |
| 296 | Youth - making fitness / wellness spaces a destination for younger generations across racial spectrum. Ensuring the staff and fitness instructors reflect the communities in which they work. Building fitness / wellness communities that do more than sweat: talk, commune, be a real community. | 6/10/2020 10:57 PM |
| 297 | Need to continue the momentum that's happening now and make sure this stays a priority in the future with a clear action plan to stay on track. | 6/10/2020 10:49 PM |
| 298 | Changing mindsets, attitudes, and behavior. People are generally hesitant/resistant to change. | 6/10/2020 10:48 PM |
| 299 | Openness/money | 6/10/2020 10:43 PM |
| 300 | Big box companies for some reason fear that it will mess up their image? I can't wrap my head around the why. | 6/10/2020 10:41 PM |
| 301 | The available market due to locations and socioeconomic status Snobby and rude studio staff who do not create a welcoming space for anyone One size fits all approach and experience that doesn't fit all in the least bit | 6/10/2020 10:40 PM |
| 302 | Lack of Representation | 6/10/2020 10:38 PM |
| 303 | Money. Locations. Lack of community outreach. | 6/10/2020 10:37 PM |
| 304 | I think a huge barrier is just thinking that it's going to happen on its own. Like this has to be something that people actively participate in to change | 6/10/2020 10:34 PM |
| 305 | Price, management's decision on employees. | 6/10/2020 10:33 PM |
| 306 | Black and brown people feeling comfortable in the space. White fitness instructors making an attempt to have a more inclusive group (it can be very clique) | 6/10/2020 10:31 PM |
| 307 | We need create communities that allow all ethnicities to feel included safe and respected: | 6/10/2020 10:27 PM |
| 308 | \$\$\$, racism | 6/10/2020 10:24 PM |
| 309 | Location, price, representation of diversity in instructors | 6/10/2020 10:23 PM |
| 310 | Hiring practices, accessibility, unwelcoming environments. | 6/10/2020 10:22 PM |
| 311 | Management and leadership being on board | 6/10/2020 10:17 PM |
| 312 | Re train staff to not discriminate against minorities, to be more welcoming, to offer reasonable priced memberships/classes | 6/10/2020 10:17 PM |
| 313 | As simple as Make it a priority! | 6/10/2020 10:13 PM |
| 314 | Cost, creating a space that looks and feels open to people in different bodies and with different abilities | 6/10/2020 10:12 PM |
| 315 | Job experience requirements (instructors) and class costs (clientele) | 6/10/2020 10:12 PM |
| 316 | Proper representation of racial equity, more outreach and creating opportunities for all kinds of race populations. | 6/10/2020 10:07 PM |
| 317 | I think just how currently white dominated industry is | 6/10/2020 10:05 PM |
| 318 | Being stuck in outdated mindsets of what fitness is. A lack of diversity in who we hire as teachers. Exclusionary marketing. The quest to make \$\$\$\$ over promoting true wellness of all people. | 6/10/2020 10:03 PM |
| 319 | The space itself can be a barrier, but overall I do not think enough has been done to promote health/wellness across diverse neighborhoods. | 6/10/2020 10:01 PM |
| 320 | body shaming and the promotion of white bodies in fitness | 6/10/2020 10:01 PM |
| 321 | Percentage of employees of color in MA, especially coaches for specific formats. Zero effort to diversify workplaces. Zero policies in most fitness companies on creating safe workplaces for minorities. | 6/10/2020 10:00 PM |
| 322 | See above | 6/10/2020 9:59 PM |

Creating Space for Diversity

SurveyMonkey

| | | |
|-----|--|-------------------|
| 323 | I think the barriers could be price, and class types. | 6/10/2020 9:58 PM |
| 324 | More diverse neighborhoods | 6/10/2020 9:58 PM |
| 325 | In Boston specifically, I'd say location and cost. | 6/10/2020 9:54 PM |
| 326 | Honestly? The price. The gyms I go to have a lot of diversity in the staff so I think that helps getting more diverse clientele. But it's expensive. | 6/10/2020 9:52 PM |
| 327 | Acceptance. Atmosphere. | 6/10/2020 9:52 PM |
| 328 | I think systematic racism plays a role here. I love seeing diversity when I workout, but maybe people of color aren't given the opportunity to really thrive as others are. | 6/10/2020 9:45 PM |
| 329 | I honestly don't know. I love taking fitness classes with a variety of instructors. I guess the owners/leaders are making decisions that influence the diversity. But at the end of the day the people attending the classes love any instructor that gives them a good workout (at least that's how I feel!) | 6/10/2020 9:44 PM |
| 330 | Access | 6/10/2020 9:43 PM |
| 331 | Leadership and cost. Leadership has to set the tone and be committed to creating diversity and racial equity. Business organizations have to determine whether to have alternative pricing to give more access to different demographics. | 6/10/2020 9:41 PM |
| 332 | Feeling like they might not belong in a fitness space based upon the color of their skin or ethnicity. | 6/10/2020 9:40 PM |
| 333 | See above | 6/10/2020 9:34 PM |
| 334 | I worked at Healthworks Foundation, teaching for awhile, and it seemed like the only women's gym for miles. They offered childcare and sliding scale memberships. I think the fitness industry in general has been marketing to an ideal that isn't diverse. | 6/10/2020 9:33 PM |
| 335 | When I went through yoga 200 hr training one of my closest friends who I met is black and we had a lot of talks about this, and have had them again the last couple weeks in different ways, and she mentioned a barrier for her was finances with how expensive the program was so she applied for the scholarship and then also just the marketing of the studios in general. While I can't speak on the finances part, I whole heartedly agree on the marketing aspect. Studios need to be more direct with their mission to be diverse, featuring POC in collateral, as spokes people, instructors, managers, and carrying an array of products for all ethnicities is just a start. | 6/10/2020 9:32 PM |
| 336 | Location of fitness studios | 6/10/2020 9:31 PM |
| 337 | cost leadership in some boutique fitness concepts are not willing to pony the fuck up | 6/10/2020 9:30 PM |
| 338 | Price is the biggest one. It makes it very inaccessible and blocks people from even thinking about wanting to take class because they know they can't afford it if they have the spare time. | 6/10/2020 9:29 PM |
| 339 | I believe that one barrier to creating more diversity is sometimes the location is what makes the studio lack in diversity. In this case, it is up to the people in charge to make it a diverse and inclusive environment for everyone. Pricing could also be a barrier. Having classes be so expensive could limit the clientele that is able to access the classes. | 6/10/2020 9:28 PM |
| 340 | Outdated prejudices, and a need for zero tolerance for racism, harassment, and bigotry of any kind (from patrons and staff) | 6/10/2020 9:28 PM |
| 341 | - lack of non-white people in leadership/investing in fitness spaces - building fitness spaces in predominantly wealthy/white areas - lack of instructors of color or representation of different body types (in fitness models, on the tv screens in gyms, etc) | 6/10/2020 9:27 PM |
| 342 | For one stop racially biasing, stop playing music with negative racial undertones, and definitely stop thinking instructor's need to fit into certain body type, or specific mold | 6/10/2020 9:25 PM |
| 343 | Instructors, staff, clientele all have to be diverse (and not just the cleaning staff!). They need to tell diverse communities that this community is for them, too | 6/10/2020 9:25 PM |
| 344 | People being uncomfortable with the subject | 6/10/2020 9:23 PM |
| 345 | Ownership's unknown biases and awareness | 6/10/2020 9:23 PM |
| 346 | As a white person I feel uncomfortable by the cultural appropriation with music and use of | 6/10/2020 9:23 PM |

unedited music with racial slurs, so I can only imagine how blacks people feel. Additionally, I think recruiting staff that better represent the community these spaces are in is important to help people feel welcome and included. I think there's an underlying tone that wellness is a space only for white women, and that black people aren't worthy of that wellness; I don't know how to deconstruct that but I think there's so much privilege associated with 'wellness'

| | | |
|-----|--|-------------------|
| 347 | The people who are responsible for acting on this exact goal may not know enough - yes, people can continue to learn and educate themselves, but this is exactly why having diverse representation at the leadership level is so important. | 6/10/2020 9:23 PM |
| 348 | Pricing, inclusivity | 6/10/2020 9:18 PM |
| 349 | Mindset of the majority white clientele and instructors. Lack of perspective and lack of knowledge pertaining to the diversity gap. Lack of education from the top down (from what I can see) when it comes to corporate training resources on diversity and inclusion. Lack of acknowledgement that there even exists a diversity gap! These things should not be discussed because it is in the mainstream media now. Businesses should be taking diversity into consideration with every decision they make, even outside of this horrific time. Systemic racism exists at the corporate level as well as the societal level. Clients will learn by example if they see the fitness spaces they're in are truly radiating and advocating for a diverse group of people. | 6/10/2020 9:17 PM |
| 350 | Location and price | 6/10/2020 9:11 PM |
| 351 | Inertia | 6/10/2020 9:08 PM |
| 352 | Leadership; also, as someone in recovery from an eating disorder I've come to realize additional lack of instructors living in larger bodies (perhaps speaks to racial equity too) which I might attribute to the desire to maintain a certain image or ideal that upholds the "White American image ideal" (white, thin but not too thin, toned but not too bulky), etc | 6/10/2020 9:04 PM |
| 353 | Cost, employment opportunities, lack of trying | 6/10/2020 9:03 PM |
| 354 | Trying to have a more "upper class" esthetic and only catering to rich white ppl | 6/10/2020 9:01 PM |
| 355 | Perhaps the cost of training / education programs to be certified in specific wellness areas is one factor? I am reminded of how insanely white the boston area is every time I visit nyc and get out of my normal surroundings. | 6/10/2020 8:57 PM |
| 356 | The inclusion factor. People are intimidated when they are around people who can push them in different positive ways. It is changing the narrative and changing people's outlook on the fitness industry. It's also changing it from weight loss to community | 6/10/2020 8:57 PM |
| 357 | I think there are a lot of stereotypes of what is considered exercise among different cultures. I think a \$35 workout class is seen as something only privileged people can afford. Depending on the area it could also mean mainly white. | 6/10/2020 8:54 PM |
| 358 | Need to train/hire more instructors of color, make accessible to a wider and more diverse range of clients | 6/10/2020 8:53 PM |
| 359 | This may be naïve, but I believe that the spaces reflect the community but maybe that's not true. Maybe people are more willing to travel than I am. I generally frequent exercise studios that are very conveniently located. | 6/10/2020 8:53 PM |
| 360 | For studios to commit to finding the BEST instructors, not just the youngest, or ones that look a certain way. | 6/10/2020 8:50 PM |
| 361 | Empowering minorities through more financial opportunity. | 6/10/2020 8:47 PM |
| 362 | Implicit Racial bias | 6/10/2020 8:42 PM |
| 363 | Education / awareness around why it's important or the benefits. I think many of the people that would benefit from it most cannot afford it. | 6/10/2020 8:41 PM |
| 364 | Sounds repetitive but fitness is exactly like other spaces - hundreds of years racism, segregation and marginalization! | 6/10/2020 8:39 PM |
| 365 | Price, the type of bodies that are glorified, accessibility, instructor representation | 6/10/2020 8:36 PM |
| 366 | Lack of long-term investment and continuous focus from owners and leadership | 6/10/2020 8:25 PM |

| | | |
|-----|---|-------------------|
| 367 | Accessibility. Providing reasonably priced classes and also SEQUENCING classes to allow options based on different fitness levels. | 6/10/2020 8:23 PM |
| 368 | Like I stated to mention in the last answer, many yoga studios I have been to are majority white women and are likely owned and operated by white people. Bias in hiring is a barrier as well as financial barriers to affording training or studio membership as well. | 6/10/2020 8:22 PM |
| 369 | Fitness environments should be more welcoming to all. So many advertisements for the fitness space just show skinny white women as well so maybe some don't feel it's their place. I also feel like many fitness studios are placed in affluent parts of the city and classes are expensive. | 6/10/2020 8:21 PM |
| 370 | Lack of accessibility and lack of knowledge (or willingness) to create a diverse and inclusive place. | 6/10/2020 8:21 PM |
| 371 | Studios with successful models have to want to change. People who attend classes have to want to be welcoming and inclusive. POC have to feel empowered and supported to teach at these studios, and given real backing (\$, class times, social support) from their leadership. | 6/10/2020 8:21 PM |
| 372 | Fitness professionals aren't often trained in anti racism, best practices for hiring diverse candidates, etc. When considering bottom line, ensuring a diverse client base doesn't get prioritized. | 6/10/2020 8:21 PM |
| 373 | Hiring more diverse employees, especially instructors more affordable classes in the city- to attract students of various races and ethnicities. | 6/10/2020 8:19 PM |
| 374 | Lack of diverse managers and instructors | 6/10/2020 8:18 PM |
| 375 | Racial equity and diversity could be achieved in fitness/wellness with more POC in leadership roles. | 6/10/2020 8:16 PM |
| 376 | It starts with diversity being a mission of the gym ownership & then hiring black staff/instructors. Then the black clientele will come | 6/10/2020 8:15 PM |
| 377 | Price, location | 6/10/2020 8:10 PM |
| 378 | Marketing, cost, sense of inclusion in the specific fitness arena. I also don't think that many fitness spaces make a concerted effort to ensure diversity/racial equity and perhaps they don't even know where to start. | 6/10/2020 8:07 PM |
| 379 | Membership price | 6/10/2020 8:07 PM |
| 380 | Cost | 6/10/2020 8:06 PM |
| 381 | I think it's not an issue that is thought about a lot amongst the owners and those that have thought about it aren't sure where to start. | 6/10/2020 8:05 PM |
| 382 | I think finances play a huge part in this. I know I haven't been able to go to a lot of studios I'd like to try, because I simply can't afford \$25-\$30 for one class, or hundreds of dollars for a package of classes. I think that, generally speaking, because there is such a major socioeconomic gap between black people and white people, it can make fitness, and studio-based boutique fitness in particular, financially impossible, if not close to it. I'm guessing here, but I think that would prevent BIPOC from participating in paid fitness offerings. I also think accessibility can be challenging, not necessarily in the city where things are more walkable. But once you get out of the city, it can be tough to find places that have a quality product, but still affordable, and also close by. Ultimately I think diversifying this industry starts with owners and management teams. My company is black + woman-owned, we have one black manager and one gay manager. The other 8 of us are white women. We have 3 black / POC instructors, 2 gay instructors, and everyone else are white women. I would consider our company to be more diverse than most in this area, but we need to diversify further so that everyone feels represented. I think that's the biggest barrier. | 6/10/2020 8:05 PM |
| 383 | White people not knowing the appropriate way to diversify/white people not even noticing the lack of diversity | 6/10/2020 8:04 PM |
| 384 | Not hiring a diverse group of instructors | 6/10/2020 8:00 PM |
| 385 | We need to have diverse leadership from the top down and allow those leaders their voice to make way for systemic changes to policies, offerings, and environment. | 6/10/2020 8:00 PM |
| 386 | Openness, education, invitation for inclusion | 6/10/2020 7:58 PM |

| | | |
|-----|---|-------------------|
| 387 | Price, and historical legacies of redlining create segregation in Boston areas of the city | 6/10/2020 7:56 PM |
| 388 | Genuine effort and awareness. My experiences in Boston were somewhat better than n shore... | 6/10/2020 7:56 PM |
| 389 | Off-putting if someone feels they are the only POC in the gym. Lack of Black and a Brown fitness role models which keeps new instructors from coming onboard or new members joining classes. | 6/10/2020 7:55 PM |
| 390 | "Brand image" for a lot of spaces I believe is a barrier. If there is a negative connotation with certain boutique gyms, etc. that they are not diverse spaces, even though that was never their intention, they face a tough road to combat that | 6/10/2020 7:53 PM |
| 391 | Cost of membership. Living in a "fitness desert" area, which disproportionately effects minorities. Marketing (the majority of fitness influencers are white.) | 6/10/2020 7:52 PM |
| 392 | Means/ opportunity in the workforce that supplies the fitness community | 6/10/2020 7:50 PM |
| 393 | Hiring bias, cost of doing business in expensive cities | 6/10/2020 7:49 PM |
| 394 | I'm not sure | 6/10/2020 7:49 PM |
| 395 | Accessibility for clients (especially around price) and creating a safe, thoughtful place. For employees, there needs to be a targeted effort to solicit, target and recruit diverse candidates | 6/10/2020 7:48 PM |
| 396 | People are not thinking about it the way they need to | 6/10/2020 7:46 PM |
| 397 | More diversity with trainers and instructors needed. The cost of gyms these days. | 6/10/2020 7:46 PM |
| 398 | Getting people that may have been put off before for whatever reason to give the space a try or to come back. | 6/10/2020 7:45 PM |
| 399 | Willingness to do so | 6/10/2020 7:44 PM |
| 400 | I don't feel like my local gyms do much in the community, which is a bummer. If they could really get out there and show all the cool things they offer maybe they could draw in a better crowd | 6/10/2020 7:44 PM |
| 401 | Having more diversity in leadership and more diversity in instructors. I believe POC have a difficult time seeing themselves in the people that are the face of the classes and therefore do not feel as though this is the place for them. | 6/10/2020 7:42 PM |
| 402 | I don't think boutique fitness spaces can drop their prices low due to the fact that a big CEO thinks too much of the bottom line | 6/10/2020 7:41 PM |
| 403 | Not a company value | 6/10/2020 7:40 PM |
| 404 | More effort to listen to a community who isn't present & it takes an reorganization of funding | 6/10/2020 7:39 PM |
| 405 | I believe that cost and location are the biggest barriers. | 6/10/2020 7:34 PM |
| 406 | socioeconomic issues, stereotypes, non diverse leadership (fitness studio / gym owners tend to be white) | 6/10/2020 7:27 PM |
| 407 | price point! (did i say that already, lol) but also outreach. meet POC where they ARE, today, in real life. Hispanics for ex, immigrants specifically, don't often think of diet & exercise as essential, rather it's a luxury. (sorry tl;dr not survey friendly!) | 6/10/2020 7:26 PM |
| 408 | Overall I have no idea. I don't feel qualified to answer this. But apathy towards making equity and diversity in the space a priority is a big one. | 6/10/2020 7:25 PM |
| 409 | Cost and locations. A lot of people in the city don't have cars so need more gyms on T lines. Also gym costs are high these days, not sure if there's a way to say I'd pay more if that money can help subsidize another persons membership. Companies also subsidize too so would be nice to see my company or way to donate my allocated amount to someone else. I'm also not an instructor or owner but I assume getting new certifications, etc cost a lot of money so would be nice to have some kind of way to donate to those looking to get into the industry | 6/10/2020 7:25 PM |
| 410 | I'm not sure. | 6/10/2020 7:23 PM |
| 411 | Location and prices. These studios are specifically placed in wealthy neighborhoods. Not only does this make them unaccessible, but it also just makes it unwelcoming to people that don't come from those neighborhoods. Also, its not like most studios have gone specifically out of | 6/10/2020 7:23 PM |

their way to get a more diverse clientel. Price is also obviously a huge factor. Most classes are pretty expensive and not affordable for a lot of people.

| | | |
|-----|--|-------------------|
| 412 | Individuals following the most readily available/famous influencers and not making a conscious decision to diversify their feed with people of all races. I think most people have not made diversity a priority in this space. | 6/10/2020 7:22 PM |
| 413 | I'll leave this to the answer above. But mostly when all people in high positions are white it's harder to feel welcome and equal when of a different race. | 6/10/2020 7:22 PM |
| 414 | Price. If towns are not diverse it is difficult to find people. Marketing to get all people to come | 6/10/2020 7:20 PM |
| 415 | Priorities, people not seeing it as an issue or important | 6/10/2020 7:17 PM |
| 416 | Making everyone feel included and seeking out people of color to come join and to be proud faces of the industry. | 6/10/2020 7:17 PM |
| 417 | I think cost is a big factor. | 6/10/2020 7:15 PM |
| 418 | Mindset of owners of these spaces; Lack of diversity on boards or high levels; Access to these places; Lack of diverse recruitment; Prejudice; Racism; Lack of inclusivity | 6/10/2020 7:14 PM |
| 419 | I don't think there are specific barriers. It should be done - seriously it's not hard. | 6/10/2020 7:13 PM |
| 420 | Not knowing where to start. Not having enough say (I.e. not management or owner). I personally don't own my own space and as a white woman who IS the stereotype, I can't be the loudest voice about this. And I walk a fine line between trying to use my privilege to advocate for change, but also knowing that I am not the voice people need to hear/see. And every time I've raised issues with the owner of my studio she has more or less said, "well if you want to do that you can." I would like to be able to offer suggestions and encourage the studios I work for to actively work to make their spaces more accessible... but worry how you do this without veering into tokenism. It has to come from a genuine place with the intention of WANTING your space to feel like it's available to everyone. | 6/10/2020 7:11 PM |
| 421 | Clientele | 6/10/2020 7:08 PM |
| 422 | I'm not really sure but I think seeing more diversity in instructors would break down a lot of barriers | 6/10/2020 7:05 PM |
| 423 | The cost/areas that boutique fitness studios are located in | 6/10/2020 7:05 PM |
| 424 | Nuanced focus on looking for diverse talent. If you don't go to diverse events you will not find a diverse talent pool. | 6/10/2020 7:05 PM |
| 425 | I think it stems from the lack of diversity within the surrounding community. | 6/10/2020 7:05 PM |
| 426 | Price point, location, and existing clientele | 6/10/2020 7:04 PM |
| 427 | one barrier is the fitness spaces recognizing and owning the positions that BIPOC hold in their spaces and an internal, individual self awareness of how they have benefited from that systemic racism | 6/10/2020 7:01 PM |
| 428 | SES and representation | 6/10/2020 7:01 PM |
| 429 | I have no idea. Send help. | 6/10/2020 7:00 PM |
| 430 | I don't know but get the feeling that this is rooted in the lack of commitment from studio owners | 6/10/2020 6:58 PM |
| 431 | Gyms often don't have diverse staff. They also play rap songs with the N word not censored to rooms full of white people and 1 black person. | 6/10/2020 6:58 PM |
| 432 | Again, I think owners and instructors just run in their same circle and focus on the same people. They refuse to think outside the box and reach out to other areas. I see the same people at all the fitness studios I go to. It really starts at the top. | 6/10/2020 6:58 PM |
| 433 | Location of studio | 6/10/2020 6:57 PM |
| 434 | Opportunities and coaching. If I take SoulCycle for example their cleaning staff in Back Bay is 100% POC. Have they in their organization encouraged taking a class, I want to assume they accessibility to take a class for free but what if SoulCycle actually said to their POC cleaning staff that bike 14 every schedule it available to you and for you to take the class. Your health and well being is important to us and is embedded in our business model. Wow just typing this | 6/10/2020 6:55 PM |

is a jaw open moment that I have never in all of my 400+ classes their seen a POC from the cleaning staff take a class. I wonder even more if they were ever offered to them? I will be emailing their support email to ask this question directly and see what answer I receive this is an action I will take.

| | | |
|-----|--|-------------------|
| 435 | Accessibility (location and pricing) | 6/10/2020 6:55 PM |
| 436 | The prices; the unspoken motivation of studios to maintain a homogenous and desirable "look" among clients and instructors | 6/10/2020 6:53 PM |
| 437 | First, the fact that the spaces are dominated by white people. Its difficult to spark an interest in something when you feel like you stand out/don't belong. Second, the price of certification. Most of the people I went through my program with were white, married, and able to pursue a \$6000 cert for fun without even being sure they wanted to teach. I saved up and still used my parents help, while knowing this is what I wanted for my life. BIPOC are less likely to be in either of those situations. | 6/10/2020 6:52 PM |
| 438 | Leadership | 6/10/2020 6:52 PM |
| 439 | One barrier may be lack of knowledge how best to communicate with specific groups. Pricing may also be an issue for some demographics. | 6/10/2020 6:52 PM |
| 440 | Inauthenticity | 6/10/2020 6:49 PM |
| 441 | Cost, lack of diversity in clientele and instructors | 6/10/2020 6:47 PM |
| 442 | I think there are a multitude of complex factors that hold us all collectively back at the societal level, but in terms of spaces across Boston: representation amongst employees, representation VERTICALLY within companies, lack of a quality and positive racial atmosphere and feelings of "belonging here" for nonwhites, catering retail and amenities to white bodies and white features (hair comes to mind), etc. | 6/10/2020 6:47 PM |
| 443 | Lack of willingness to change from white people | 6/10/2020 6:47 PM |
| 444 | Affordability and geography. | 6/10/2020 6:44 PM |
| 445 | Not able to make fitness/wellness a priority; not wanting to be one of only a handful of black people at the gym; lack of time; lack of diverse instructors/owners at fitness facilities. | 6/10/2020 6:44 PM |
| 446 | Fitness leadership not speaking up for minorities. | 6/10/2020 6:42 PM |
| 447 | Access seems to be one, making it a value of the business and comfortable for all clients. Ie the value hasn't been branded yet so there isn't comfort or identity in joining maybe? | 6/10/2020 6:41 PM |
| 448 | Providing correct amenities and showing a diverse space | 6/10/2020 6:39 PM |
| 449 | Diversity in coaches!! | 6/10/2020 6:39 PM |
| 450 | I wish there were most diverse staff. People from different areas to come to these spaces. | 6/10/2020 6:39 PM |
| 451 | Cost & location | 6/10/2020 6:38 PM |
| 452 | For starters, seeing more instructors who look like me would be a good indicator. Pictures and promos that only feature one black person isn't enough. Giving opportunities to people of color in these spaces is key. | 6/10/2020 6:36 PM |
| 453 | As a fitness franchisee I don't think there is much diversity at the corporate level which trickles down into every aspect of these spaces. It will take actively recruiting diverse candidates at corporate and local levels, overhauling marketing imagery to reflect more diversity in race/body image/sexual orientation/etc, plus direct outreach to the black and other communities we want to feel welcome in fitness/wellness spaces to start to make these changes. | 6/10/2020 6:36 PM |
| 454 | While some studios do a good job, I think a lot of studios could do a better job of showcasing their black instructors, whether it be on social or in advertisements | 6/10/2020 6:35 PM |
| 455 | We need to have more diversity in leadership roles and from actual studio owners. There needs to be more ways where the cost allows fitness to be more inclusive to all versus a luxury, and we need to change the standard of what a "fit, happy, healthy, attractive" person looks like | 6/10/2020 6:34 PM |
| 456 | Being gyms and fitness spaces to black and brown neighbors even though corporations like Lululemon would never consider branching off to a neighborhood that isn't at least 70% white | 6/10/2020 6:33 PM |

| | | |
|-----|---|-------------------|
| | due to their racist beliefs | |
| 457 | Gym owners, leadership, more diversity in where people live | 6/10/2020 6:32 PM |
| 458 | Until recently this wasn't really a topic that anyone was talking about but awareness is no longer a barrier; not knowing where or how to start could be a barrier | 6/10/2020 6:31 PM |
| 459 | Price. I'm sorry, but BIPOC cannot afford fitness classes on a regular basis. There's a social and economic gap in America, and most who live at or below the poverty line are BIPOC. Plus, the "brand" that most fitness studios put out aren't welcoming to diversity. Look at your models. Look at your staff. Look at the way your clientele presents themselves. | 6/10/2020 6:28 PM |
| 460 | Location and price | 6/10/2020 6:28 PM |
| 461 | Location, cost | 6/10/2020 6:26 PM |
| 462 | That so many studios and spaces are owned by white people, specifically white woman, who have appropriated cultures and who do not make an effort to commit to learning, hiring and programming with diversity in mind. | 6/10/2020 6:26 PM |
| 463 | The need for more diversity in instructors as well as in advertisements and marketing for health and wellness. More sharing the journeys and highlighting people of different diversities in sports. There are documentaries and follow along videos of white athletes who don't even rank in the top percentage of a sport... and meanwhile their Black opponents or teammates who are better than them will barely get publicity. | 6/10/2020 6:26 PM |
| 464 | I'm not sure I have an answer unfortunately. | 6/10/2020 6:26 PM |
| 465 | I've heard companies claim there isn't much diversity out there but I know that isn't true. | 6/10/2020 6:25 PM |
| 466 | I feel like it is never a priority for fitness studios unless they're promoting a charity class or event | 6/10/2020 6:24 PM |
| 467 | Price, geographic location | 6/10/2020 6:22 PM |
| 468 | Need diverse instructors buy system is set up to make it hard for newer instructors. New instructors (regardless of race) get worse times, existing clients stick with their favorite instructors and reluctant to try new ones. Also pricing, locations, and brand image marketing does not emphasize diversity of race/age/fitness levels. | 6/10/2020 6:22 PM |
| 469 | Access, price | 6/10/2020 6:21 PM |
| 470 | It comes back to who is being represented in the branding for me - if it's all fit white people in the branding, then that's most likely who they're targeting as a clientele and who I'll actually see in the space | 6/10/2020 6:21 PM |
| 471 | Cost, timing, sense of community in a predominantly white space (lack of representation) education on the importance of fitness for Heath instead of weight loss. | 6/10/2020 6:20 PM |
| 472 | Location, price, representation | 6/10/2020 6:19 PM |
| 473 | Studio location is a big one, but I hope with more virtual offerings that will change. You also need money to get into fitness and wellness. Until it becomes more financially accessible, i feel it is not going to be more diverse. It's also a hiring issue. Studios and gyms need to hire more Black and POC instructors to make everybody be comfortable in the space. | 6/10/2020 6:19 PM |
| 474 | More representation and visibility in marketing. My timeline/explore page on Instagram (I am a 24 year old female) is flooded with White fitness influencers only. I have noticed my algorithm on the explore page change quite drastically once I started following more Black influencers and content creators. Instagram's algorithm seems like it keeps people in their silos and I think this is a barrier to finding new influencers to look up to. | 6/10/2020 6:19 PM |
| 475 | Affordability, gym/studio locations, likely cultural practices that seem innate to white people but that lead people of color to feel uncomfortable. | 6/10/2020 6:17 PM |
| 476 | Communication, understanding and integration - both sides have to be interested in learning and willing to come into the other's spaces or just create a new space entirely that is safe and inclusive for everyone. As a white woman, I often don't feel welcomed (for good reason) into black spaces. | 6/10/2020 6:17 PM |
| 477 | Education, money, desire. Many have been in their own bubble of "the way the world is" and | 6/10/2020 6:16 PM |

probably never thought to look outside their norms or educate themselves about the communities they live in. Fitness is expensive- that is a HUGE barrier- very few studios offer sliding scales or workstudy programs so people of all socioeconomic backgrounds can attend. Lastly and very sadly, there is probably very little desire for many people to act to perpetuate change in this industry. Some studios owners are the worst offenders.

| | | |
|-----|--|-------------------|
| 478 | White fragility, spiritual bypassing, and high prices are big barriers. Fitness/wellness spaces don't want to talk about it, so they make efforts to not promote their business to those who would challenge them: BIPOC. | 6/10/2020 6:15 PM |
| 479 | Lack of diversity in leadership and executive roles in these companies. | 6/10/2020 6:15 PM |
| 480 | Again I don't know Perhaps affordability Maybe the already lack of diversity | 6/10/2020 6:15 PM |
| 481 | Opportunities aren't offered to POC at the same rate as white instructors. Wealth gap-POC having a harder time getting loans to open inclusive spaces. People like me that don't prioritize or question the diversity and ask the fitness/wellness space to do better. | 6/10/2020 6:14 PM |
| 482 | Money and power | 6/10/2020 6:14 PM |
| 483 | Access because of price point/not being introduced at an earlier age | 6/10/2020 6:14 PM |
| 484 | Music for one - be respectful in what you're playing if you're white & also just the general language or dancing used by instructors. Cost, location. Welcoming environment. The diversity of the front desk, instructors, and people in class. Probably the style of class or type of class being offered as well | 6/10/2020 6:13 PM |
| 485 | Ignorance and not trying | 6/10/2020 6:13 PM |
| 486 | I think cost and inclusivity are the two big barriers to more inclusive spaces. So many fitness/wellness spaces charge obscure amounts of money to be part of their community, and being able to afford that is a privilege in itself, and so draws a specific demographic of clients. This can in turn make anyone who doesn't fit this demographic uncomfortable taking part in these communities as they are not represented. | 6/10/2020 6:12 PM |
| 487 | I think studio hiring diverse instructors and staff is a good first step in having studios that are more representative and welcoming to BIPOC, which requires action from studios. Additionally, the price and locations of studios are barriers that I greatly consider when choosing a studio and having more flexibility in options opens the doors for more people to participate. | 6/10/2020 6:12 PM |
| 488 | Representation, cost adjustments, forced conversations around the broader topic of racism in the fitness community (whether it's seen or unseen) | 6/10/2020 6:12 PM |
| 489 | See above but honestly if there was more accountability amongst the white community with each other it would help | 6/10/2020 6:12 PM |
| 490 | Price | 6/10/2020 6:12 PM |
| 491 | Accessibility, socioeconomic gaps | 6/10/2020 6:12 PM |
| 492 | White people need to be outspoken in their desire for a more diverse facility | 6/10/2020 6:10 PM |
| 493 | Studios should hire more black instructors. I can only think of 2 at the studios that I frequent. Also maybe have flexible pricing. The cost of boutique fitness classes is high and I know plenty of people who rely on their parents to pay for them. By lowering the cost, especially at off peak times (which are more accessible as people trend toward wfh), I'm sure diversity would increase. | 6/10/2020 6:10 PM |
| 494 | Socioeconomic barriers related to cost of fitness, classes, apparel, etc, more community based and free classes would help with this, also just more inclusive re-branding efforts from gyms | 6/10/2020 6:09 PM |
| 495 | Child care and flexible schedules are also important. | 6/10/2020 6:08 PM |
| 496 | I think it would be incredible to see Black people or Native American people or Latinx people in leadership and instructor positions. To see diversity, to actually see it when you walk in the door and to see those classrooms would be huge. I know I'd love to see it! | 6/10/2020 6:08 PM |
| 497 | I'm honestly not sure. I don't believe that a lower number of Black and other people of color are applying for instructor positions and front of house jobs. I'm not sure what the hiring process is, but if the front of house staff require a college degree, that may be limiting the BIPOC applicants since their access to education is not nearly as good as the access white people | 6/10/2020 6:08 PM |

have. I'm thinking it must be a combination of upper management's eagerness to hire white people and hurdles that may be engrained in the hiring process.

| | | |
|-----|---|-------------------|
| 498 | Lack of a framework to work from or policies in place to make sure BIPOC feel safe and supported in the environment. Aka companies have to actually care and make the effort rather than just caring about profits | 6/10/2020 6:07 PM |
| 499 | White people sticking within their white circles. Also geographic barriers. | 6/10/2020 6:07 PM |
| 500 | Cost, marketing, lack of diversity of instructors | 6/10/2020 6:07 PM |
| 501 | People don't want to admit their racism and set their ego aside | 6/10/2020 6:06 PM |
| 502 | I think that the wellness/fitness industry should focus on hiring and working with Black and POC trainers and truly diversifying their rosters rather than tokenizing them. We should have more conversations about the types of music we play in class and studios should have policies about the "N" word being used in playlists instead of leaving it up to the instructors. If our rosters are more diverse and our classes are more welcoming, the clientele may feel more comfortable in studios but it's hard for me to gather what it truly would feel like as a White fitness professional. | 6/10/2020 6:06 PM |
| 503 | Cost. Regardless of who you are, I think the cost of fitness/wellness spaces is outrageous. Further, diversity in instructors and those you see sitting at the desk greeting you day in and day out. Why would you come to the class or space if you're going to be the "token" person and made to feel uncomfortable even if subconsciously by the instructor or someone in the room. | 6/10/2020 6:06 PM |
| 504 | Lack of leadership from the top down. Studio managers are taking what comes to them vs going and seeking out diverse talent. | 6/10/2020 6:04 PM |
| 505 | Locations of studios, lack of diversity in the neighborhood | 6/10/2020 6:04 PM |
| 506 | A lot of Yoga studios are predominantly white and often cater to that. They have to be more conscious and I think for many people, this is "too much work". It isn't... so it's motivation. As for gyms (that's not PRIMARILY yoga studios), it's a lot more diverse since they have a more varied offerings. I think it's about access: can we walk there? Public transportation? Are the trainers/instructors POC? If not, they might not feel welcome. | 6/10/2020 6:02 PM |
| 507 | I am a privileged white person still learning, so I am unsure. Perhaps making classes more affordable and accessible. Forming a more diverse instructor team/a diversity council. | 6/10/2020 5:59 PM |
| 508 | Access based on location, price and attention by instructors. | 6/10/2020 5:58 PM |
| 509 | Businesses putting profit over people | 6/10/2020 5:58 PM |
| 510 | Lack of knowledge or drive from upper management/"the money" | 6/10/2020 5:55 PM |