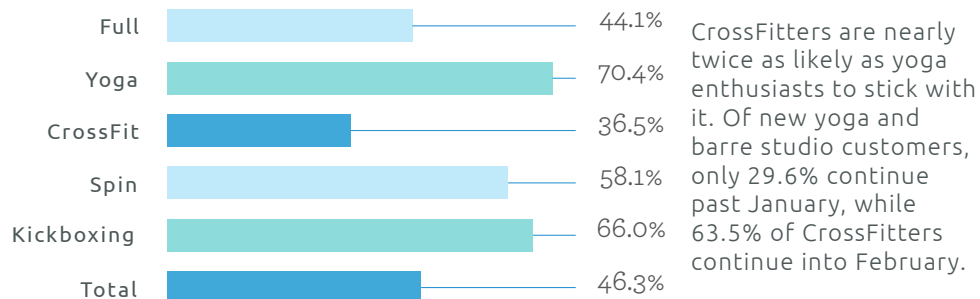




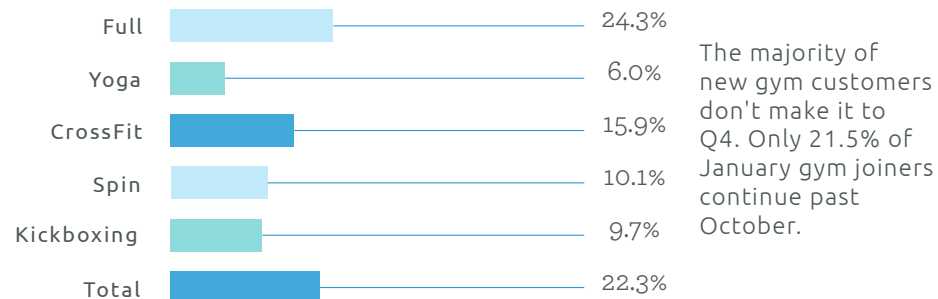
# DOES YOUR GYM CHOICE REALLY MATTER?

Treadmill running or CrossFit? Barre classes or spinning? Low carb or juice cleanse? There are countless ways to get fit, but which are consumers more likely to stick with? Using our data and the power of purchase intelligence, we looked at how consumers are working out and how they differ by gym choice.

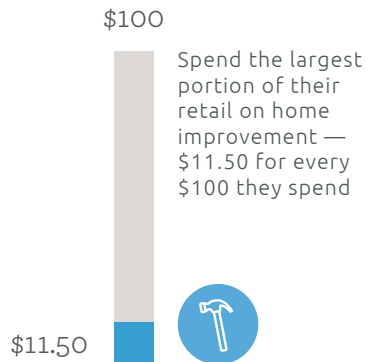
GYM DROP OFF PERCENTAGE AFTER JANUARY



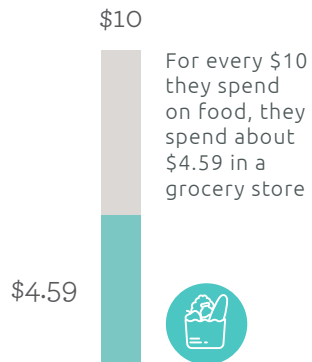
PERCENTAGE REMAINING BEYOND OCTOBER



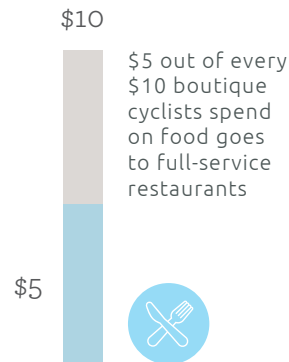
## CROSSFITTERS



## BARRE & YOGA ENTHUSIASTS



## BOUTIQUE CYCLISTS



## TRADITIONAL GYM GOERS

