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**

- Full: 44.1%
- Yoga: 70.4%
- CrossFit: 36.5%
- Spin: 58.1%
- Kickboxing: 66.0%
- Total: 46.3%

CrossFitters are nearly twice as likely as yoga enthusiasts to stick with it. Of new yoga and barre studio customers, only 29.6% continue past January, while 63.5% of CrossFitters continue into February.

**PERCENTAGE REMAINING BEYOND OCTOBER**

- Full: 24.3%
- Yoga: 6.0%
- CrossFit: 15.9%
- Spin: 10.1%
- Kickboxing: 9.7%
- Total: 22.3%

The majority of new gym customers don’t make it to Q4. Only 21.5% of January gym joiners continue past October.

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**CROSSFITTERS**

- $120 average gym spend / month
- $100
- Spend the largest portion of their retail on home improvement — $11.50 for every $100 they spend
- $11.50

**BARRE & YOGA ENTHUSIASTS**

- $75.21 average gym spend / month
- $10
- For every $10 they spend on food, they spend about $4.59 in a grocery store
- $4.59

**BOUTIQUE CYCLISTS**

- $98.85 average gym spend / month
- $10
- $5 out of every $10 boutique cyclists spend on food goes to full-service restaurants
- $5

**TRADITIONAL GYM GOERS**

- $45.91 average gym spend / month
- $100
- They spend $14.60 of every $100 of their food budget on fast food
- $14.60