



Average gym goers pay up to \$60 monthly for a club.

But Gen Z members will pay up to \$65 monthly.

> And they will pay up to \$75 monthly to take a class at a studio.

Add Services - the average gym goer will pay up to \$119 on services.

> Focus on the Experience - zoomers spend only up to \$100 on services.

Need more?



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Respondents were recruited with an online survey based on an interest in lifestyle and health club/gym/studio membership. Sent to Gen Z consumers ages 18 to 24years old. N=2,119.