

# 5 BRAND NEW STATS TO RETAIN MORE MEMBERS

1

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

2

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

3

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

4

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

5

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

Need more?