JANUARY 2024

Innovation Report

Active Consumer Study Insights & Findings

Disclaimer

The statistical information contained in this report is representative of the individuals responding to this survey. All reasonable efforts were taken by ClubIntel to assure data comparability within the scope and limitations of the reporting process. However, the data contained in this report is not necessarily based on third-party audited data.

The statistical validity of any given number varies depending upon sample sizes and the amount of consistency among responses for any data point. The data in this survey is representative of the sentiments reported by the targeted respondents. ClubIntel and ABC Fitness, therefore, make no representations or warranties with respect to the results of this study and shall not be liable to clients or anyone else for any information inaccuracies, or errors or omissions in content, regardless of the cause of such inaccuracy, error or omission. In no event shall ClubIntel or ABC Fitness be liable for any consequential damages.

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Active Consumer Methodology

In the years 2021, 2022 and 2023, ABC Fitness sponsored highly relevant fitness consumer research conducted by ClubIntel that monitored behavior, sentiment and usage of health clubs and gyms. The research was published within the fitness industry through webinars, presentations, blogs, etc. as a means of educating the health club operators and to add value to ABC's existing client base. Content from the studies were widely leveraged by ABC and have received exceptional coverage and recognition throughout the industry. In keeping with its tenant to educate the market, ABC Fitness invited ClubIntel to conduct a national study among Active Consumers for its next series of research for 2024.

Survey distribution and collection. Working with ClubIntel's panel partner, an email invitation was sent to approximately 4,900 targeted consumers with a link to the survey. Geographically, the top 40 MSAs across the U.S. were sourced.

Survey responses. In all, 2063 consumers met the screener qualifications to participate in the study. These responses were carefully monitored to elicit a nationally representative sample and significant data points for analyzing and creating consumer segment profiles. Also, response counts for certain consumer segments were augmented to have sufficient sample to satisfy the objectives requiring profile segmentation (e.g., Gen Z and Baby Boomers).

2024 Demographic Snapshot

27%

Routine Lifers

Follows a consistent regimen day in and day out

34%

+4% as compared to last year

Wellness Lover

Balances fitness, nutrition, mental and physical well-being

24%

+6% as compared to last year

Fitness Explorer

Continuously seeks out new fitness programs, products and services

15%

Casual Consumer

Fitness motivation is primarily event driven (vacation beach body, wedding, etc.)

This year, we saw more people identify as Fitness Explorers and Wellness Lovers; a 4% and 6% increase as compared to last year, respectively.

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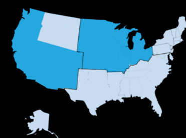
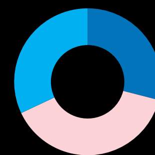
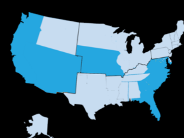
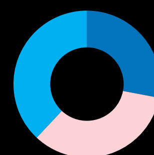
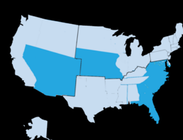
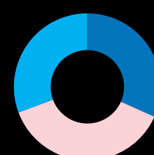
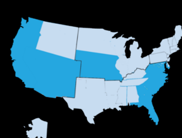
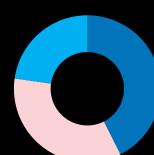
2024 Demographic Snapshot

	Age	Region	Income	Employment
	66 years or older (25%)	 Southwest, Midwest, Pacific	 0-50K (29%) 50-100K (39%) 100K+ (32%)	FULL-TIME **45%** Retired (27%)
	25 to 39 years old (28%)	 Southwest, Southeast, Midwest, Pacific	 0-50K (28%) 50-100K (34%) 100K+ (38%)	FULL-TIME **56%**
	18 to 55 years old (86%)	 Southeast, Midwest	 0-50K (32%) 50-100K (38%) 100K+ (31%)	FULL-TIME **61%**
	40 to 55 years old (31%)	 Southwest, Southeast, Midwest, Pacific	 0-50K (43%) 50-100K (35%) 100K+ (23%)	FULL-TIME **45%** Retired (18%)

Interestingly, Wellness Lovers are Millennials and older Gen Z'rs. In comparison to other generations, these two group prioritize their "total wellness" and will seek modalities that support their needs.

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Latest Gen Z Highlights

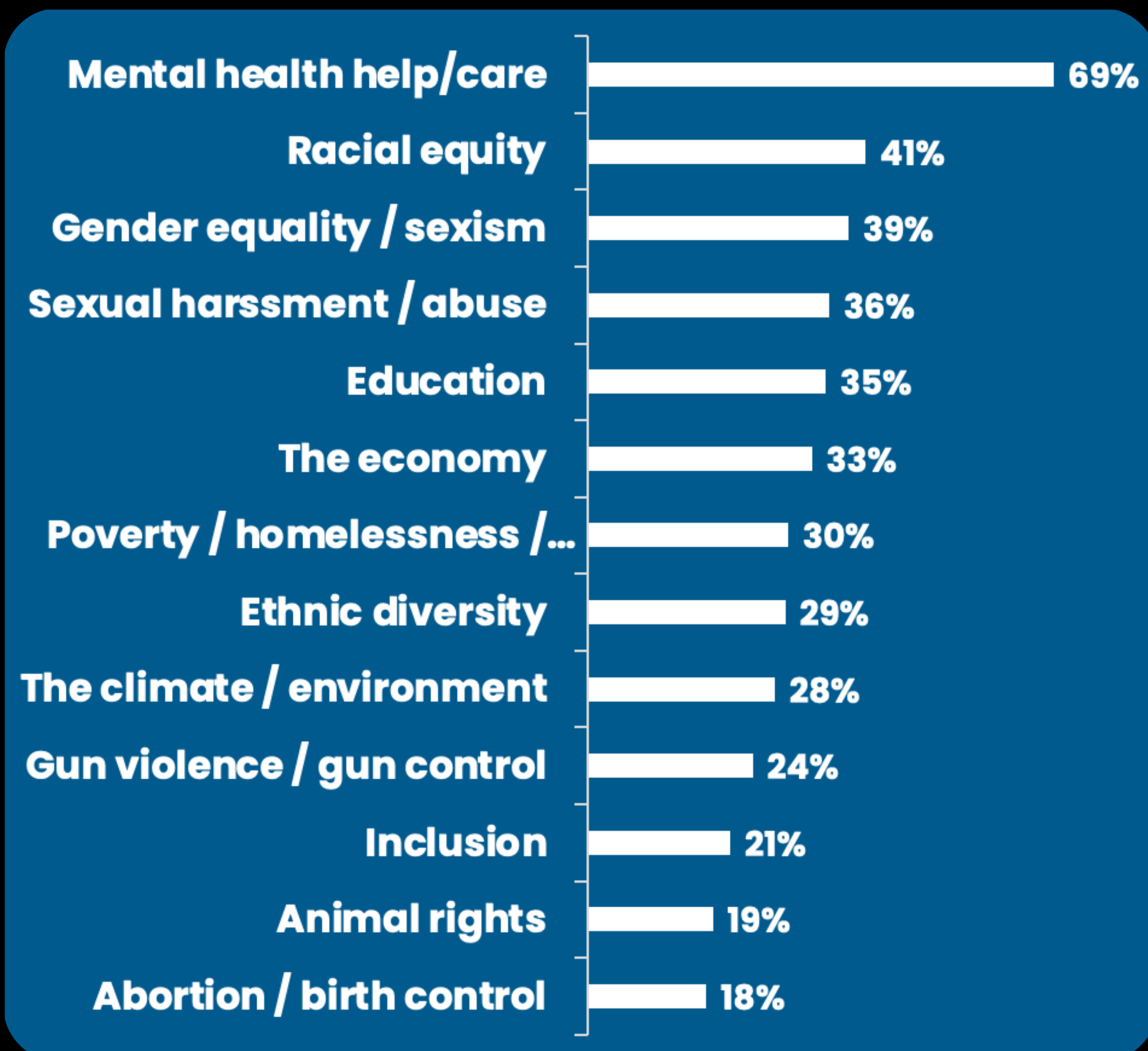
They are more active and place value on health and wellness more than other generations.

- ✓ The Gen Z active consumer is the **most diverse segment** among those who are active.
- ✓ They lean stronger among females with nearly 65% representation (compared to all active consumers at 60%), and nearly **33% identify as other than heterosexual/straight.**
- ✓ Among those who are active, **34% state they are Fitness Explorers** whereby they are early adopters who look for new fitness programs, products and services.
- ✓ Another **32% state they are Wellness Lovers** who prioritize fitness, nutrition, as well as mental and physical well-being.
- ✓ **Most Gen Z (68%) work out on their own;** however, they index high on working out with a personal trainer and participating in recreational/sport activities.
- ✓ Most **Gen Z monitor their workouts with wearables** either their personal wearable (56%) or a monitor provided during GX classes (27%).
- ✓ Gen Z are the **most socially conscious segment** among active consumers. Nearly 70% feel it's extremely/very important for their health club/gym/studio to support social issues.
- ✓ For them, the most important cause the club should **rally around is mental health help/care.**
- ✓ Moreso than other active consumers, they also feel the **clubs should support racial equity, sexual harassment awareness, and gender equality.**

Social Causes and Fitness

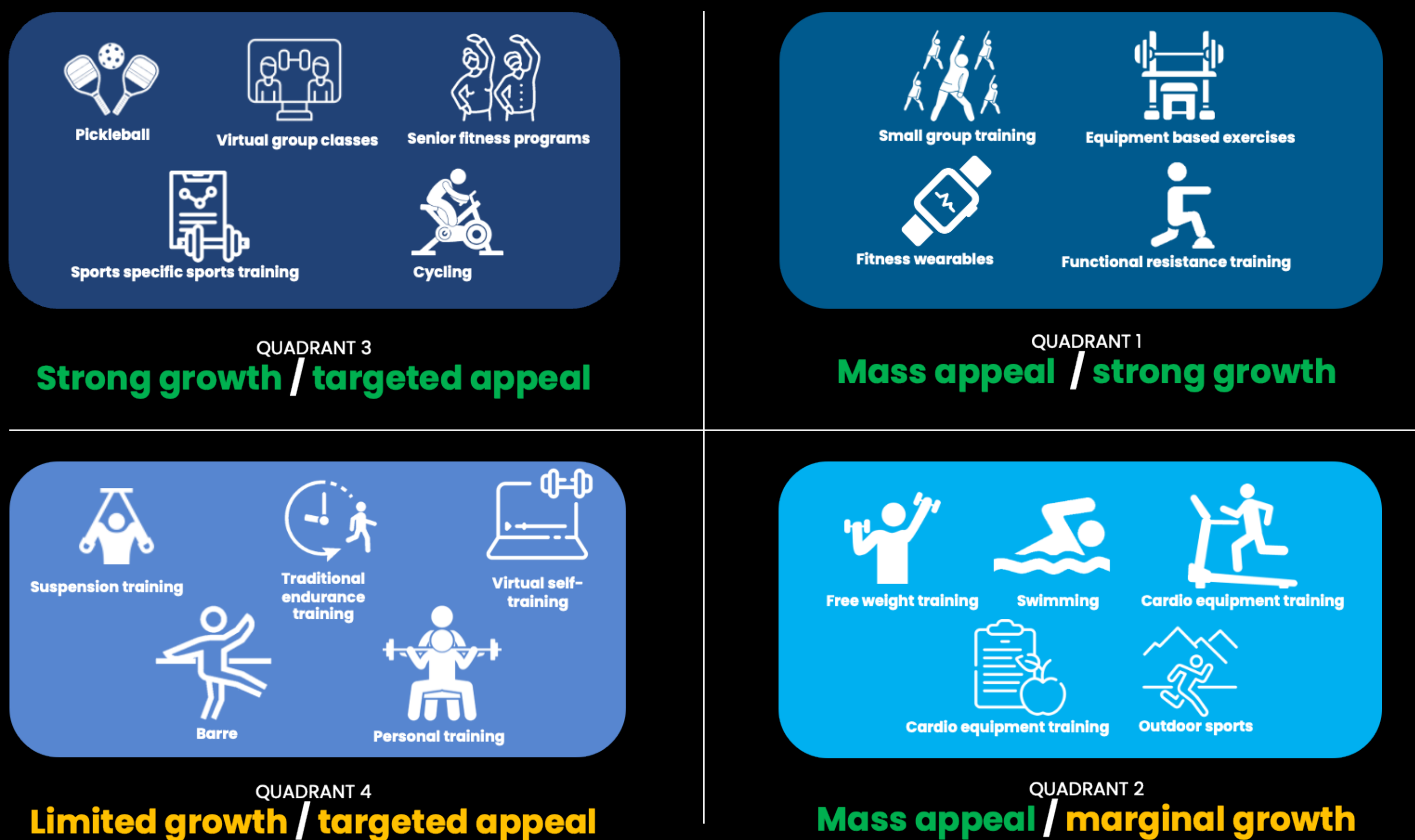
58% of of members and users find it important for their fitness club to embrace social causes

- When asked, **which of the following causes** should fitness clubs/studios/gyms support, the majority selected mental health, help and care.



Modality Interest

Post-pandemic growth relative to modality importance indicates that certain modalities have more growth and appeal than others.



TOP MODALITIES BY QUADRANT:

Quadrant 1
1. Small group personal training (six or fewer individuals)
2. Equipment-based exercise classes
3. Functional resistance training
4. Fitness wearables to monitor progress

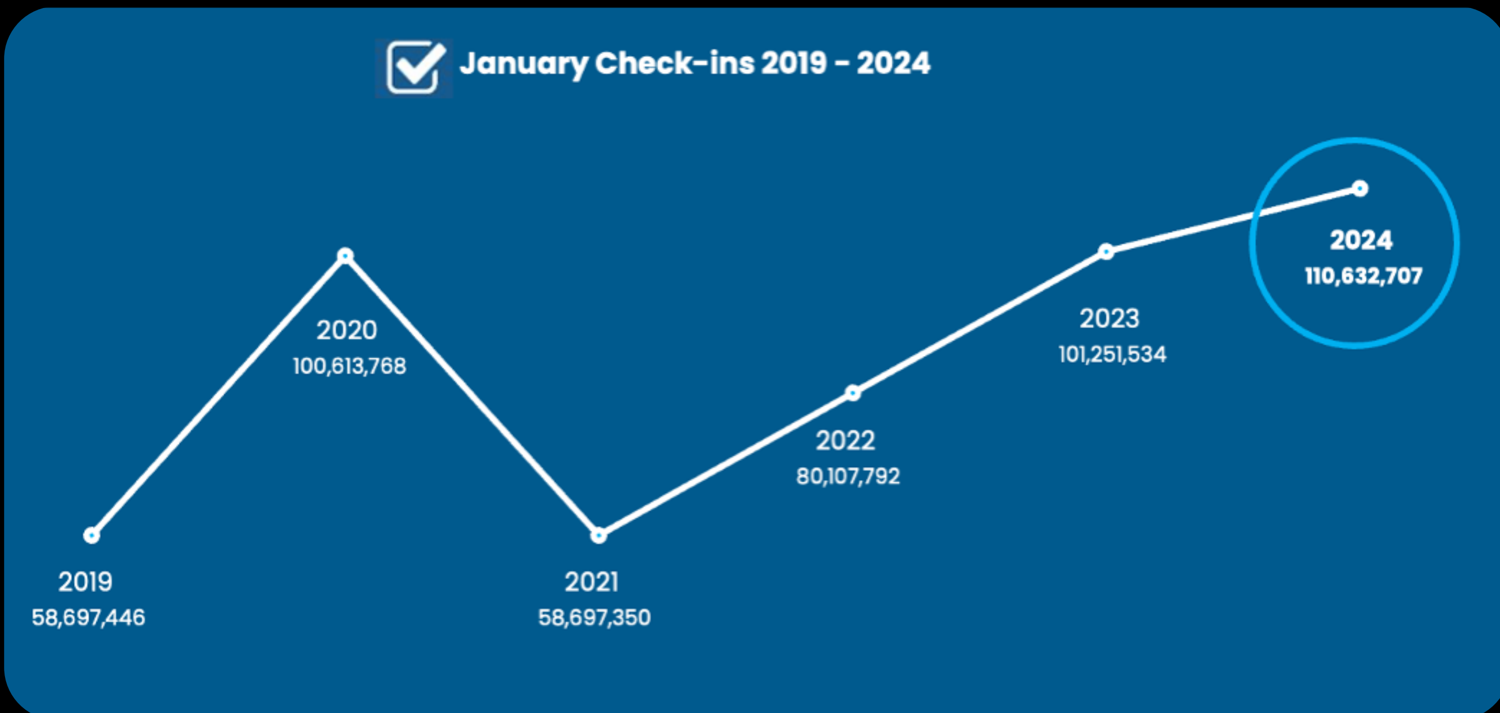
Quadrant 2
1. Free weight training (individual or small group)
2. Swimming (e.g., lap swimming, recreational use)
3. Nutritional counseling and coaching
4. Outdoor sports (e.g., tennis, soccer, baseball, etc.)
5. Cardio equipment training

Quadrant 3
1. Pickleball
2. Virtual group exercise classes outside of club
3. Senior fitness/active aging programs
4. Sports specific performance training
5. Group cycling classes (e.g., RPM, Spinning)

Quadrant 4
1. Suspension training classes
2. Traditional endurance training programs
3. Virtual self-directed fitness programs inside or outside the club
4. Personal training
5. Barre classes

FITNESS

ABC Fitness Data Indicates Uptick in Member Behavior

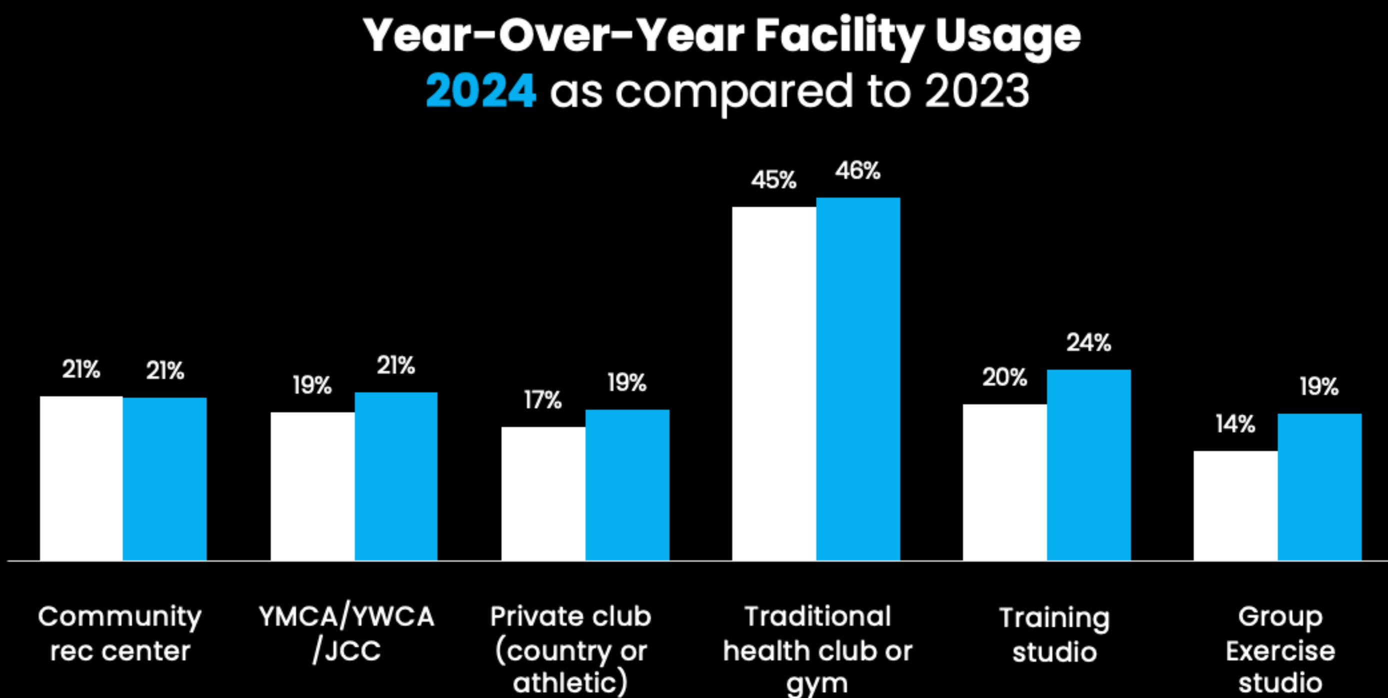


- ABC Fitness data indicates check-ins have increased by almost 90% since pre-pandemic.

- Paying membership accounts increased by 8.2% as compared to last year despite seeing a decrease in new joins for North American gyms (ABC Ignite data).

- Global boutiques and gyms saw an uptick of 22% year over year in new joins (ABC Glofox data).

Facility Usage is Seeing an Uptick



- Households are spending more on membership dues with $21-$69 per month up 3% from last year.
- 54% of active consumers indicated an increase in membership ranges from 6-months to 3-years; increased 6% from last year.
- Those who work out 9 to 12 times a month has increased over prior year from 22% to 25% this year.

Transform your fitness visions into seamless reality

ABC Fitness is the #1 tech provider for fitness businesses everywhere. From personal trainers, boutique studios, and gyms, to international franchise health clubs, ABC Fitness provides the technology and industry insights needed to move your business forward.

- ✓ Grow your fitness business 30% by automating sales, member engagement, and operations.
- ✓ 40% of US fitness business trust ABC Fitness to help them.
- ✓ Join a community of 30K clubs and studios across 40 million members worldwide.

Learn more at abcfitness.com.