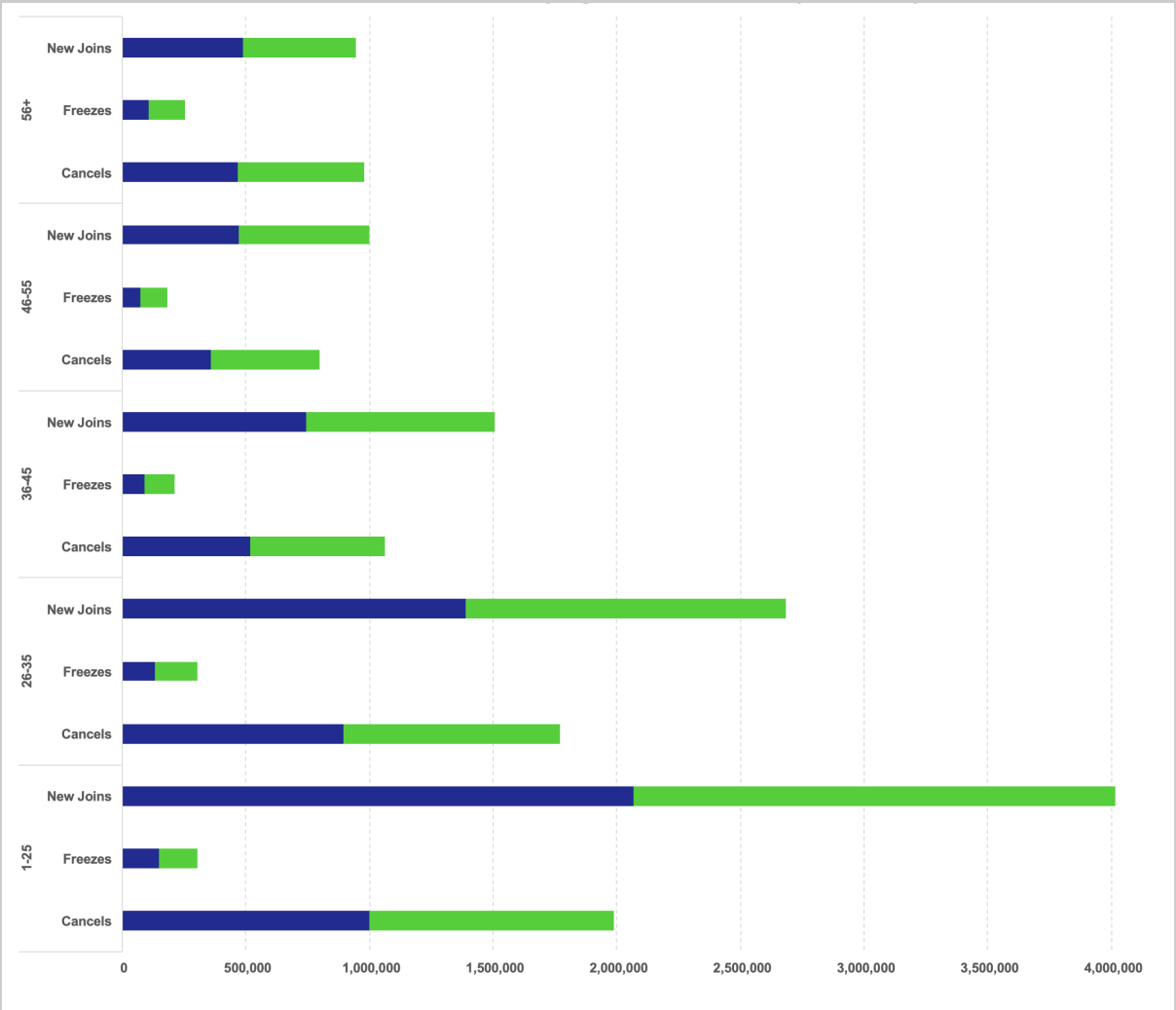
# Member Trend by Age and Gender

MEMBERSHIP TREND BY AGE AND GENDER: JANUARY-SEPTEMBER 30, 2021

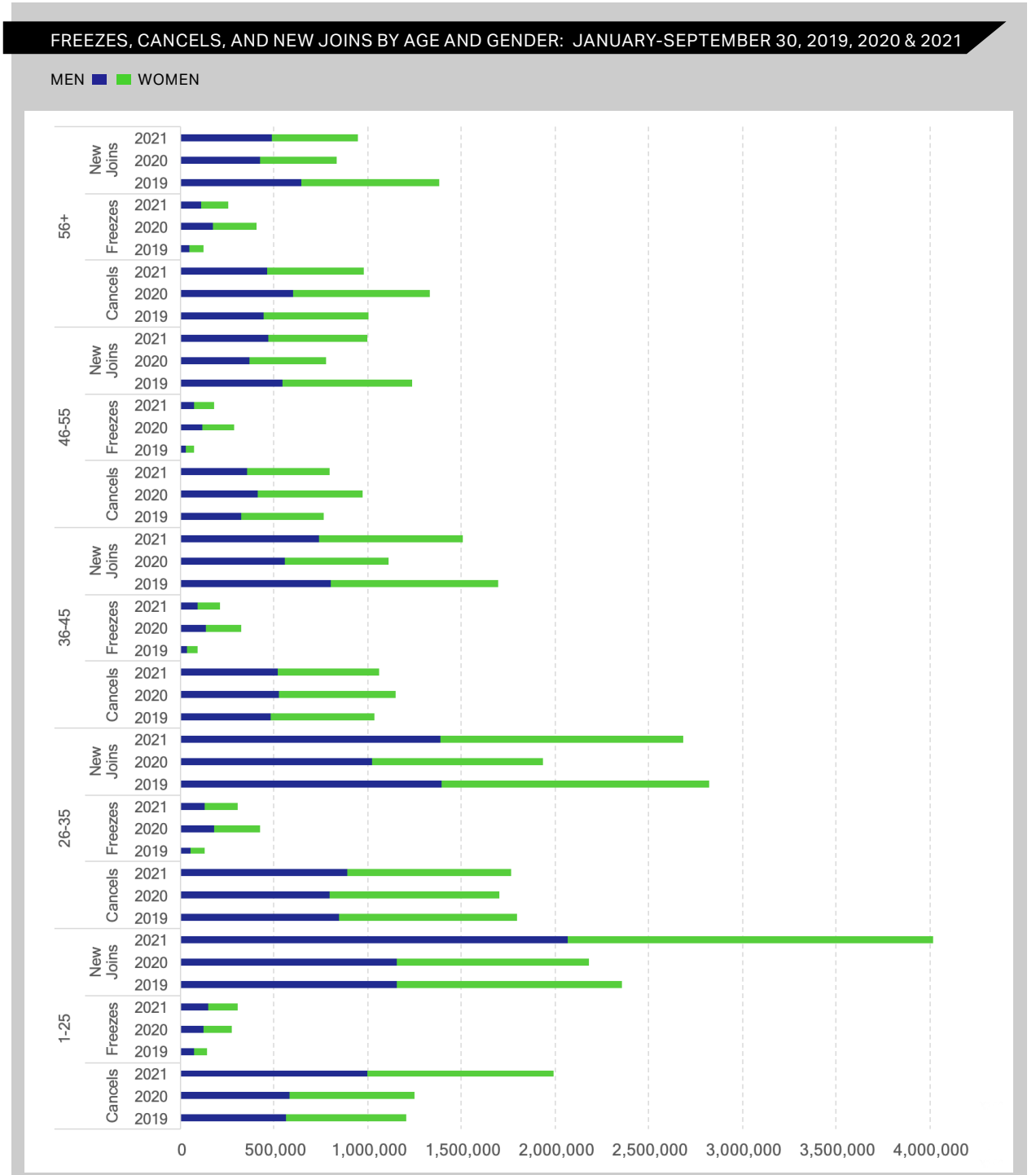



Under 25 is becoming the largest group fueling the new join growth, outpacing all other age groups and previous years. As of Sept 2021, male under 35 are 6.5% more likely to join. female 36-55 are 5.9% more likely to join.

Recommendation: ABC recently shared how age and gender influences motivation and modalities they are likely to utilize in the gym. See how this could apply to your club and member.

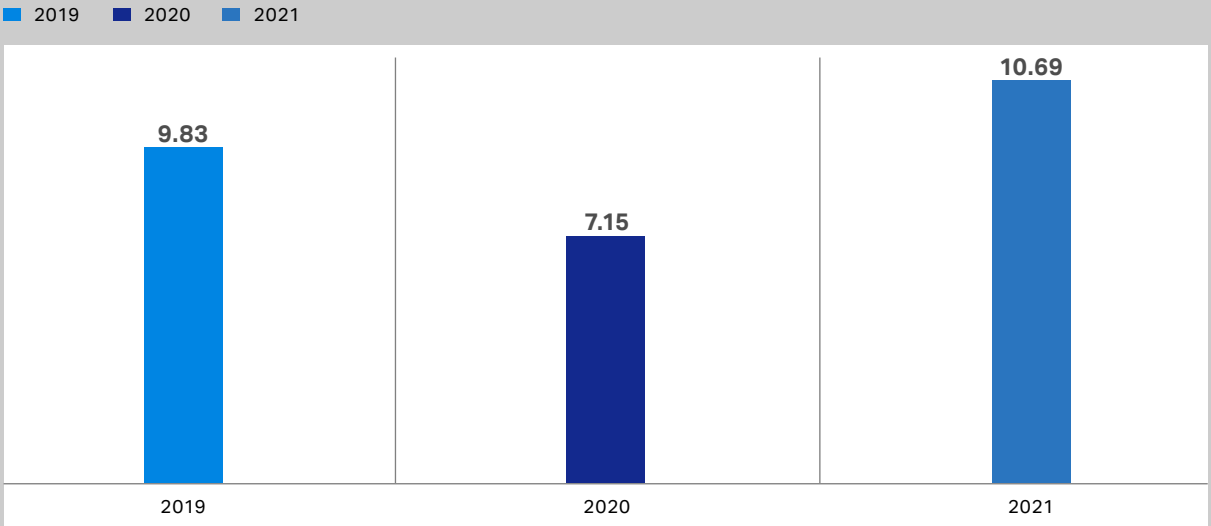
https://abcfitness.com/resources/ebooks-and-articles/the-next-big-box-gym-fitness-consumer-trends/

# Member Trend by Age and Gender YTD



# New Join Trend YTD

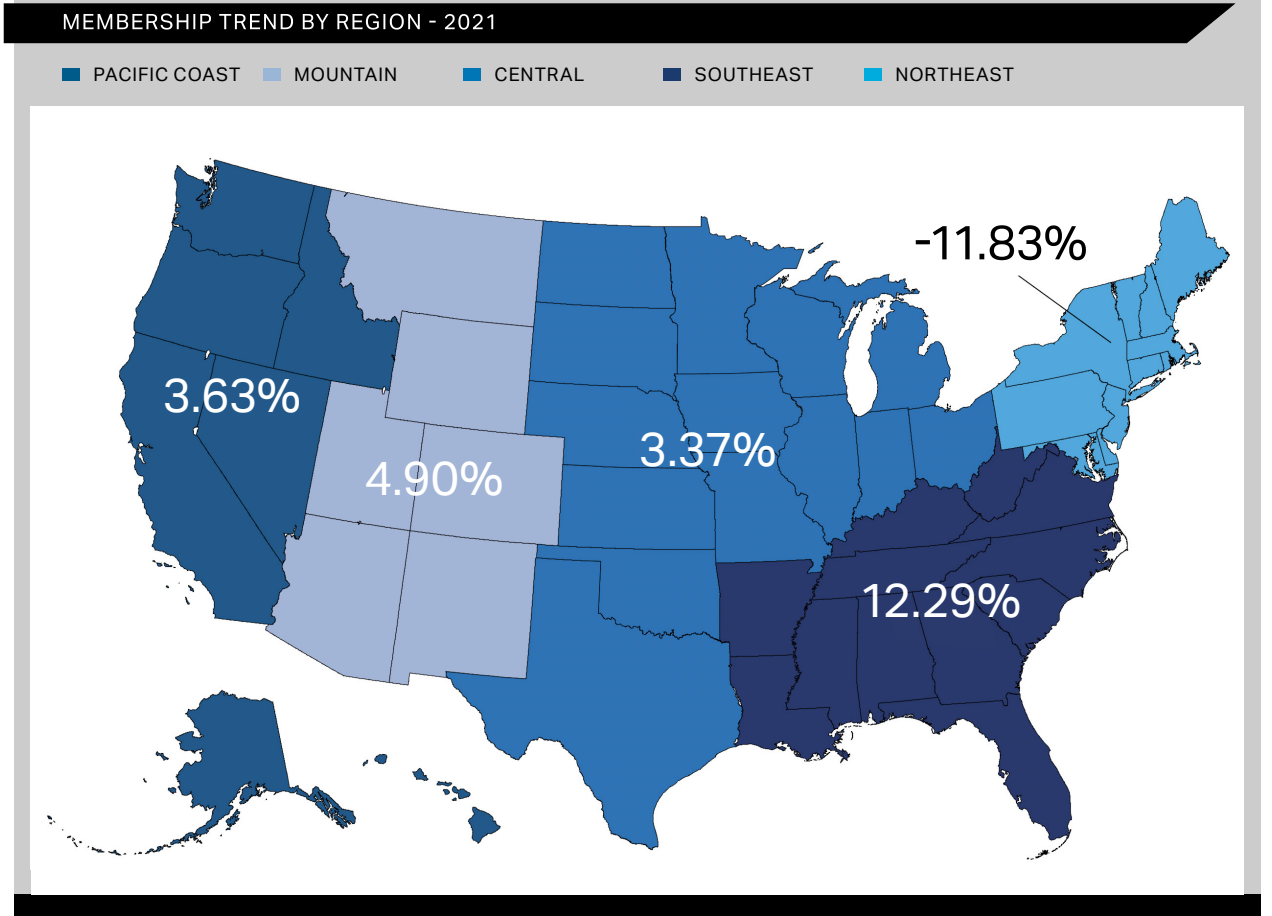
NEW JOINS THROUGH FIRST 9 MONTHS (IN MILLIONS): JANUARY-SEPTEMBER 30, 2019, 2020 & 2021




As of September 30, new joins has surpassed 10.7M new members, up 9% compared to 2019.

**Recommendation:** According to latest IHRSA Foundation and ABC sponsored study, those who had gym memberships are looking to return before the end of 2021. Contact your ABC Client Success Managmenet team or our sales representative on how to simplify your business for the January rush with ABC's technology and services.

# Membership Change by Region




Pacific coast made a huge comeback in Q3, up 4 points. Northeast still am impacted the most.

Recommendation: Continue to nurture your relationship with members on freeze: share update on new social distancing / mask protocols, new programs or promotions. In ABC's CRM, you can now trigger automated and personalized communication based on on member preferences and check-in activity as part of the enhanced filter options with DataTrak.

# State by State Opening Rate - Velocity and Member Trend

| State | State Re-open Date | Member Cancelations | | | | | Member Freezes | | | | | Member New Joins | | | | | Member Attendance | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | YTD 2019 | YTD 2020 | YTD 2021 | 2019-2021 % Change | 2020-2021 % Change | YTD 2019 | YTD 2020 | YTD 2021 | 2019-2021 % Change | 2020-2021 % Change | YTD 2019 | YTD 2020 | YTD 2021 | 2019-2021 % Change | 2020-2021 % Change | YTD 2019 | YTD 2020 | YTD 2021 | 2019-2021 % Change | 2020-2021 % Change | 2021 YTD Unique Check-ins |
| Georgia | 4/24/20 | 185,902 | 232,680 | 216,100 | 16% | -7% | 18,607 | 69,806 | 31,402 | 69% | -55% | 373,070 | 301,130 | 415,148 | 11% | 38% | 25,701,814 | 14,666,936 | 19,870,698 | -23% | 35% | 833,545 |
| South Dakota | 4/28/20 | 6,201 | 6,746 | 6,283 | 1% | -7% | 1,028 | 2,372 | 1,098 | 7% | -54% | 9,940 | 8,200 | 10,761 | 8% | 31% | 394,792 | 252,548 | 342,204 | -13% | 36% | 16,352 |
| Iowa | 5/1/20 | 46,117 | 41,545 | 35,717 | -23% | -14% | 3,670 | 10,227 | 4,304 | 17% | -58% | 60,593 | 48,469 | 57,755 | -5% | 19% | 2,897,688 | 2,065,774 | 2,554,092 | -12% | 24% | 104,680 |
| North Dakota | 5/1/20 | 7,761 | 9,625 | 9,728 | 25% | 1% | 1,406 | 2,439 | 1,095 | -22% | -55% | 13,196 | 13,037 | 15,144 | 15% | 16% | 571,493 | 509,024 | 684,589 | 20% | 34% | 27,434 |
| Oklahoma | 5/1/20 | 54,021 | 66,850 | 49,880 | -8% | -25% | 4,176 | 9,173 | 4,795 | 15% | -48% | 90,287 | 68,474 | 85,837 | -5% | 25% | 6,330,661 | 4,254,205 | 4,994,659 | -21% | 17% | 203,503 |
| Tennessee | 5/1/20 | 123,629 | 149,947 | 130,814 | 6% | -13% | 10,282 | 25,602 | 17,078 | 66% | -33% | 212,403 | 195,748 | 241,873 | 14% | 24% | 17,857,495 | 11,200,225 | 14,175,181 | -21% | 27% | 556,091 |
| Utah | 5/1/20 | 32,001 | 43,312 | 39,697 | 24% | -8% | 1,813 | 7,392 | 4,512 | 149% | -39% | 46,097 | 50,810 | 87,240 | 89% | 72% | 3,220,002 | 2,267,296 | 4,128,226 | 28% | 82% | 146,974 |
| Wyoming | 5/1/20 | 5,587 | 7,944 | 6,595 | 18% | -17% | 247 | 1,178 | 710 | 187% | -40% | 13,055 | 9,692 | 11,242 | -14% | 16% | 717,903 | 504,525 | 650,369 | -9% | 29% | 25,246 |
| Arkansas | 5/4/20 | 57,596 | 56,561 | 46,739 | -19% | -17% | 6,058 | 35,652 | 6,295 | 4% | -82% | 90,575 | 67,600 | 87,760 | -3% | 30% | 9,806,943 | 4,229,733 | 4,951,384 | -50% | 17% | 194,745 |
| Missouri | 5/4/20 | 99,366 | 128,063 | 95,247 | -4% | -26% | 27,552 | 50,064 | 30,903 | 12% | -38% | 140,411 | 115,511 | 163,165 | 16% | 41% | 13,452,043 | 7,504,765 | 10,060,779 | -25% | 34% | 360,818 |
| Nebraska | 5/4/20 | 25,538 | 29,058 | 26,236 | 3% | -10% | 2,937 | 6,077 | 2,735 | -7% | -55% | 39,885 | 36,055 | 41,401 | 4% | 15% | 2,262,238 | 1,607,499 | 2,106,589 | -7% | 31% | 77,692 |
| Alaska | 5/8/20 | 9,401 | 14,140 | 12,282 | 31% | -13% | 1,194 | 3,867 | 1,589 | 33% | -59% | 13,544 | 19,476 | 18,823 | 39% | -3% | 1,246,240 | 705,574 | 1,003,788 | -19% | 42% | 50,481 |
| Alabama | 5/11/20 | 63,941 | 109,266 | 79,257 | 24% | -27% | 3,294 | 12,049 | 7,365 | 124% | -39% | 120,159 | 115,788 | 158,837 | 32% | 37% | 8,722,057 | 5,226,960 | 7,297,762 | -16% | 40% | 321,755 |
| Mississippi | 5/11/20 | 35,000 | 43,088 | 37,439 | 7% | -13% | 2,861 | 14,880 | 5,449 | 90% | -63% | 70,796 | 61,926 | 74,727 | 6% | 21% | 4,301,220 | 2,960,119 | 3,618,453 | -16% | 22% | 157,559 |
| Arizona | 5/13/20 | 197,240 | 214,849 | 229,326 | 16% | 7% | 16,360 | 63,884 | 27,496 | 68% | -57% | 384,162 | 263,580 | 380,939 | -1% | 45% | 24,597,020 | 12,169,725 | 21,855,159 | -11% | 80% | 759,294 |
| Wisconsin | 5/13/20 | 102,126 | 117,740 | 109,053 | 7% | -7% | 10,179 | 49,952 | 13,997 | 38% | -72% | 147,900 | 120,997 | 162,923 | 10% | 35% | 10,322,211 | 6,203,206 | 7,589,089 | -26% | 22% | 283,225 |
| Louisiana | 5/15/20 | 66,725 | 86,386 | 71,105 | 7% | -18% | 7,093 | 16,598 | 7,382 | 4% | -56% | 128,736 | 98,065 | 118,582 | -8% | 21% | 6,830,260 | 3,882,559 | 4,486,072 | -34% | 16% | 231,921 |
| Montana | 5/15/20 | 21,343 | 16,736 | 16,570 | -22% | -1% | 1,470 | 6,089 | 2,847 | 94% | -53% | 23,126 | 25,694 | 34,294 | 48% | 33% | 1,864,873 | 1,431,831 | 2,097,506 | 12% | 46% | 71,562 |
| Oregon | 5/15/20 | 54,389 | 78,903 | 65,751 | 21% | -17% | 4,924 | 25,959 | 12,643 | 157% | -51% | 103,401 | 86,366 | 97,361 | -6% | 13% | 6,480,814 | 4,164,798 | 4,420,109 | -32% | 6% | 190,167 |
| Idaho | 5/16/20 | 31,570 | 39,767 | 36,742 | 16% | -8% | 4,684 | 14,319 | 7,656 | 63% | -47% | 51,764 | 49,794 | 59,077 | 14% | 19% | 3,655,871 | 2,768,543 | 3,662,668 | 0% | 32% | 128,355 |
| Florida | 5/18/20 | 416,123 | 520,798 | 503,665 | 21% | -3% | 34,121 | 182,526 | 61,659 | 81% | -66% | 743,277 | 609,922 | 837,832 | 13% | 37% | 55,079,641 | 31,720,858 | 45,499,729 | -17% | 43% | 1,847,829 |
| Kansas | 5/18/20 | 30,299 | 34,146 | 30,046 | -1% | -12% | 2,703 | 6,655 | 3,902 | 44% | -41% | 43,898 | 42,203 | 52,386 | 19% | 24% | 2,719,061 | 1,787,868 | 2,700,145 | -1% | 51% | 114,353 |
| South Carolina | 5/18/20 | 90,779 | 113,917 | 95,835 | 6% | -16% | 7,938 | 36,628 | 8,237 | 4% | -78% | 179,969 | 148,530 | 185,269 | 3% | 25% | 12,518,456 | 7,590,762 | 10,024,985 | -20% | 32% | 412,634 |
| Texas | 5/18/20 | 432,109 | 498,216 | 455,179 | 5% | -9% | 32,866 | 110,656 | 54,177 | 65% | -51% | 753,464 | 596,934 | 874,767 | 16% | 47% | 42,967,483 | 27,305,016 | 41,381,142 | -4% | 52% | 1,744,946 |
| West Virginia | 5/18/20 | 17,803 | 26,680 | 20,729 | 16% | -22% | 1,457 | 5,346 | 3,000 | 106% | -44% | 31,793 | 25,639 | 35,753 | 12% | 39% | 2,064,540 | 1,115,286 | 1,553,803 | -25% | 39% | 69,928 |
| Ohio | 5/20/20 | 194,209 | 240,648 | 230,150 | 19% | -4% | 9,530 | 34,368 | 21,622 | 127% | -37% | 322,616 | 248,851 | 376,512 | 17% | 51% | 22,796,739 | 14,554,572 | 17,783,539 | -22% | 22% | 772,841 |
| Indiana | 5/22/20 | 122,090 | 135,022 | 116,707 | -4% | -14% | 11,348 | 28,427 | 16,417 | 45% | -42% | 191,404 | 153,550 | 191,291 | 0% | 25% | 12,153,117 | 7,494,869 | 9,603,131 | -21% | 28% | 420,003 |
| Colorado | 5/26/20 | 91,671 | 115,292 | 97,059 | 6% | -16% | 6,611 | 26,777 | 14,269 | 116% | -47% | 145,664 | 122,591 | 163,909 | 13% | 34% | 10,355,531 | 6,291,402 | 8,775,349 | -15% | 39% | 329,304 |
| Nevada | 5/29/20 | 121,883 | 79,157 | 73,281 | -40% | -7% | 4,211 | 19,174 | 10,411 | 147% | -46% | 129,640 | 105,026 | 179,304 | 38% | 71% | 8,975,537 | 5,523,537 | 9,261,967 | 3% | 68% | 337,383 |
| Pennsylvania | 5/29/20 | 244,852 | 289,547 | 245,627 | 0% | -15% | 30,606 | 91,486 | 56,967 | 86% | -38% | 396,437 | 287,670 | 412,009 | 4% | 43% | 33,439,570 | 16,552,844 | 23,642,278 | -29% | 43% | 959,841 |
| New Mexico | 6/1/20 | 32,112 | 40,460 | 39,404 | 23% | -3% | 2,233 | 14,828 | 9,008 | 303% | -39% | 64,198 | 51,941 | 65,259 | 2% | 26% | 4,048,688 | 2,661,124 | 3,728,501 | -8% | 40% | 136,198 |
| Delaware | 6/1/20 | 22,078 | 27,287 | 34,262 | 55% | 26% | 3,018 | 9,341 | 4,997 | 66% | -47% | 43,420 | 28,852 | 40,853 | -6% | 42% | 3,267,154 | 1,770,392 | 2,409,432 | -26% | 36% | 94,317 |
| Hawaii | 6/1/20 | 17,849 | 20,564 | 18,473 | 3% | -10% | 1,266 | 3,594 | 4,217 | 233% | 17% | 21,801 | 13,258 | 29,640 | 36% | 124% | 2,477,199 | 1,236,663 | 1,807,779 | -27% | 46% | 58,394 |
| Kentucky | 6/1/20 | 79,080 | 86,796 | 79,366 | 0% | -9% | 9,943 | 20,556 | 14,489 | 46% | -30% | 142,724 | 118,481 | 140,588 | -1% | 19% | 9,616,575 | 6,616,845 | 8,457,763 | -12% | 28% | 358,358 |
| Rhode Island | 6/1/20 | 23,949 | 31,750 | 28,035 | 17% | -12% | 1,918 | 9,878 | 5,266 | 175% | -47% | 44,343 | 34,980 | 45,353 | 2% | 30% | 5,111,824 | 2,186,008 | 2,963,904 | -42% | 36% | 113,531 |
| Vermont | 6/1/20 | 5,542 | 8,892 | 6,423 | 16% | -28% | 420 | 1,145 | 830 | 98% | -28% | 10,059 | 6,489 | 9,383 | -7% | 45% | 537,811 | 318,620 | 403,502 | -25% | 27% | 17,517 |
| Virginia | 6/5/20 | 118,172 | 144,896 | 136,954 | 16% | -5% | 12,113 | 54,199 | 18,856 | 56% | -65% | 205,756 | 164,990 | 215,770 | 5% | 31% | 12,469,531 | 7,380,041 | 10,962,157 | -12% | 49% | 475,536 |
| Washington | 6/5/20 | 126,284 | 131,802 | 148,351 | 17% | 13% | 14,801 | 33,176 | 28,426 | 92% | -14% | 184,956 | 135,103 | 230,392 | 25% | 71% | 13,343,714 | 6,025,670 | 10,643,483 | -20% | 77% | 436,426 |
| Michigan | 6/10/20 | 181,822 | 152,939 | 208,514 | 15% | 36% | 18,209 | 29,709 | 37,699 | 107% | 27% | 304,868 | 194,973 | 316,307 | 4% | 62% | 22,577,800 | 8,903,033 | 17,835,473 | -21% | 100% | 738,633 |
| Minnesota | 6/10/20 | 61,201 | 75,469 | 73,075 | 19% | -3% | 9,750 | 22,754 | 13,479 | 38% | -41% | 98,667 | 85,372 | 118,372 | 20% | 39% | 4,731,768 | 3,043,667 | 4,608,876 | -3% | 51% | 194,860 |
| Maine | 6/12/20 | 17,371 | 24,283 | 18,860 | 9% | -22% | 1,536 | 4,890 | 3,389 | 121% | -31% | 27,957 | 20,481 | 29,382 | 5% | 43% | 2,466,378 | 1,077,949 | 1,576,317 | -36% | 46% | 62,611 |
| California | 6/12/20 | 747,547 | 562,445 | 1,101,136 | 47% | 96% | 59,025 | 169,700 | 185,715 | 215% | 9% | 1,174,158 | 695,081 | 1,391,833 | 19% | 100% | 90,240,710 | 35,837,799 | 67,056,176 | -26% | 87% | 2,579,231 |
| New Hampshire | 6/15/20 | 36,923 | 44,675 | 33,603 | -9% | -25% | 3,686 | 13,195 | 7,894 | 114% | -40% | 53,448 | 38,449 | 51,637 | -3% | 34% | 4,979,567 | 2,745,746 | 4,040,806 | -19% | 47% | 139,227 |
| Connecticut | 6/17/20 | 85,995 | 87,309 | 76,594 | -11% | -12% | 6,390 | 48,435 | 20,853 | 226% | -57% | 146,111 | 87,587 | 132,566 | -9% | 51% | 13,846,797 | 6,701,098 | 9,761,054 | -30% | 46% | 309,690 |
| Maryland | 6/19/20 | 110,598 | 136,207 | 139,835 | 26% | 3% | 9,354 | 34,518 | 16,198 | 73% | -53% | 177,783 | 124,215 | 236,839 | 33% | 91% | 14,264,326 | 6,998,167 | 11,023,356 | -23% | 58% | 461,574 |
| DC | 6/22/20 | 7,596 | 9,700 | 8,233 | 8% | -15% | 308 | 1,366 | 774 | 151% | -43% | 11,618 | 7,233 | 13,426 | 16% | 86% | 1,555,113 | 664,364 | 941,731 | -39% | 42% | 26,137 |
| Illinois | 6/26/20 | 219,629 | 274,366 | 214,772 | -2% | -22% | 18,145 | 55,427 | 104,815 | 478% | 89% | 324,095 | 231,283 | 343,118 | 6% | 48% | 23,057,805 | 11,511,787 | 17,181,933 | -25% | 49% | 717,320 |
| Massachusetts | 7/6/20 | 162,058 | 209,392 | 166,863 | 3% | -20% | 14,658 | 61,629 | 40,277 | 175% | -35% | 252,456 | 166,974 | 254,853 | 1% | 53% | 25,811,588 | 11,715,586 | 17,021,313 | -34% | 45% | 613,556 |
| New York | 8/24/20 | 310,155 | 267,647 | 421,803 | 36% | 58% | 45,793 | 65,656 | 96,317 | 110% | 47% | 511,672 | 293,976 | 534,834 | 5% | 82% | 44,696,509 | 16,523,491 | 33,757,539 | -24% | 104% | 1,331,297 |
| New Jersey | 9/1/20 | 220,437 | 184,861 | 233,618 | 6% | 26% | 31,979 | 42,399 | 65,279 | 104% | 54% | 330,297 | 183,405 | 355,347 | 8% | 94% | 38,924,050 | 12,679,747 | 24,778,650 | -36% | 95% | 849,658 |
| North Carolina | 9/4/20 | 148,089 | 116,171 | 184,888 | 25% | 59% | 8,252 | 45,223 | 25,264 | 206% | -44% | 282,811 | 185,339 | 320,944 | 13% | 73% | 20,980,114 | 7,819,473 | 15,404,316 | -27% | 97% | 700,231 |
| Canada | 7/17/20 | 168,248 | 211,500 | 190,817 | 13% | -10% | 45,920 | 98,655 | 179,484 | 291% | 82% | 349,801 | 280,920 | 267,356 | -24% | -5% | 23,902,077 | 12,277,177 | 9,242,435 | -61% | -25% | 236,568 |
| Mexico | 9/1/20 | 5,259 | 7,747 | 5,498 | 5% | -29% | 633 | 862 | 1,151 | 82% | 34% | 29,445 | 11,843 | 20,600 | -30% | 74% | 1,906,288 | 764,509 | 1,066,870 | -44% | 40% | 30,016 |
| Puerto Rico | 6/15/20 | 42,110 | 36,857 | 32,628 | -23% | -11% | 6,329 | 7,253 | 2,622 | -59% | -64% | 61,679 | 24,413 | 60,854 | -1% | 149% | 4,777,974 | 1,504,422 | 3,342,545 | -30% | 122% | 100,419 |
| **Totals** | | **5,937,376** | **6,440,644** | **6,790,844** | **14%** | **5%** | **596,905** | **1,818,010** | **1,329,311** | **123%** | **-27%** | **9,925,385** | **7,282,966** | **10,857,427** | **9%** | **49%** | **743,894,673** | **377,476,237** | **570,791,355** | **-23%** | **51%** | **22,531,766** |

Over 571M check-in's in the gym since April 2021. This is up nearly 70% since June this year. Great progress getting members back to the gym!

**Recommendation:** Looking for ways to incorporate or introduce digital programming as part of your membership benefits? ABC recently introduced Virtual Class by Intelivideo. Check out how to combine personal training and virtual class to level up your secondary sales. https://abcfitness.com/abc-articles/how-to-grow-online-personal-training-business-selling-programs-vs-packages/