

# 3 THINGS YOUR GYM SHOULD KNOW ABOUT GEN Z

1

## Cash

38% of Gen Z  
makes \$50  
to \$90k.

2

## Curious

33% are Fitness Explorers  
and want new fitness  
programs

3

## Clubs

Only 25% of Gen Z  
go to a health club.  
Instead they prefer  
home, outside, or sports.

Need more?