The Next Fitness Consumer

Insights and strategies for motivating the consumer's return to health clubs and gyms.

Prepared by club intel
Insight Inspiration Impact

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Acknowledgements
ABC Fitness Solutions

I continue to be amazed by the partnership and coming together of the entire fitness community. We have seen tremendous innovation from clubs as they rethink their strategy in response to a shift in members' expectations. This, paired with the positive new member join trends we are seeing in the ABC Fitness Solutions portfolio has us incredibly optimistic about what is to come for our industry.

While there are positive indicators for us and the fitness industry at large, there remain unanswered questions regarding the shift in consumer motivation for fitness:

- *How have consumers' fitness routines changed since the pandemic?*
- *Are consumers meeting their health and fitness goals?*
- *What motivates consumers to work out?*
- *What will motivate them to return to a normal fitness routine that will involve returning to a club?*
- *Where are they working out and where are they spending money on health and fitness?*

These unanswered questions were the motivation behind what we are delivering to you today. In partnership with ClubIntel and the IHRSA Foundation, we worked together to curate questions that would provide the answers to our industry's most pressing questions and re-enforcement of our collective need to innovate for what is next.

We are pleased to bring you "The Next Fitness Consumer Report" where inside you will find the trends and data points that we hope will help ignite creativity and redefine innovation for the future of fitness.

All the best,

Bill Davis
President & CEO
ABC Fitness Solutions

Welcome
IHRSA Foundation

Alongside ABC Fitness Solutions and ClubIntel, the IHRSA Foundation is pleased to present "*The Next Fitness Consumer*." This report examines the exercise motivations and preferences of fitness consumers post-pandemic and beyond.

As you will soon read, fitness is top of mind among Americans as nearly two-thirds report exercising regularly. The benefits of regular exercise is the number one motivator for physical activity, while maintaining and improving mental wellness ranks second as the most popular fitness goal. Consumers get active using a variety of outlets. Exercising outdoors, in the gym, at home, and on the go with mobile apps all comprise the ecosystem of the active consumer.

While this surge in demand for fitness is encouraging, opportunities remain for the industry to meet the physical activity needs of some consumers. Consistent exercise is a challenge for parents as adults with at least one child at home account for only 34% of active consumers. Also, only 44% of disabled persons indicate being active, but a separate 40% report interest in regular exercise.

We hope the following insights will help industry professionals and business operators better understand the next fitness consumer as well as potential consumers. May the report facilitate discussion and strategy around not only re-engaging members, but also serving new prospects seeking the health benefits of regular exercise.

The IHRSA Foundation

Background and Objectives

Background

With the COVID-19 pandemic creating significant disruption within the health and fitness club industry throughout most of 2020 and into 2021, government mandated health club/gym closures, restricted access, and consumer health safety fears have all combined to engender significant losses in member usage and membership resignations. As health clubs begin to reopen, a concerted effort to re-engage consumer usage will be paramount to the future success of the industry. IHRSA Foundation, and its sponsor ABC Fitness Solutions, wish to understand the underlying motivations of human behavior that will be barriers to and opportunities for building marketing and communications, and programming that will appeal to consumer's mindset to motivate trial, usage and membership matriculation.

Study Objectives

- To profile pre-pandemic and current exercise behavior to include workout regimen, monthly expenditures, and effectiveness of workout.
- Measure market share of big-box gym members and their consumer's interactions.
- Prioritize elements within the fitness club experience that will encourage members to return post-pandemic.
- Define changes in active consumer's fitness regimen mix pre-pandemic and currently; measure importance of each as it's related to the consumer's overall workout routine.
- Measure both behavioral and cognitive (mental) influences that may impact/encourage exercise motivation in the gym/with a club.
    - *Behavioral will include factors that may be obstacles in the physical and/or social environments.*
    - *Cognitive (mental) will include factors that are influenced by beliefs and attitudes (goals, outcome expectations, outcome value, and/or self-efficacy (confidence)).*
- Profile consumers to determine unique differences that may exist between consumer segments (geographic, gender, generational).

Methodology and Disclaimer

Methodology

In June 2021, survey participants were recruited for this study using a series of screening questions to qualify a highly targeted profile of “active” consumers. This study reflects those who are ages 18 and older, and who are currently exercising, working out or staying active. The study also captured responses from consumers who stated they were not active but had an interest in doing so. If a consumer was not currently active and had no interest, they were disqualified from the study. The study captured 2,113 qualified consumer responses via an online survey within major U.S. markets and across all U.S. regions. The study was administered in collaboration with Dynata, an international research panel firm.

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, The IHRSA Foundation and ABC Fitness Solutions 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, The IHRSA Foundation or ABC Fitness Solutions be liable for any consequential damages.

The Summary of Key Findings

The concept of change is inevitable, as seen with this past year's disruption of the COVID pandemic. The impact has been far reaching, necessitating proverbial changes every industry and every consumer will have to contemplate. We are an industry that has witnessed first-hand the magnitude of interruption a health crisis can inflict with unexpected closures, the cancellations of clients and members, re-imaging, re-branding, re-opening, and significant changes in consumer behavior and attitudes.

Albert Einstein eloquently stated, "You can't use an old map to explore a new world." As our new world emerges, understanding these shifts with the consumer is paramount to the rebirth and growth of an industry we have all poured our hearts and souls in to. This study reveals the latest and dynamic behaviors, beliefs, and motivators of The Next Fitness Consumer beyond traditional demographics. The insights presented in this report will inform how we as operators within the health and fitness industry must deliver a personalized and curated member experience with our offerings, programming, and communications.

How can we continue to innovate and anticipate the evolving wants and needs of those who have interest in living an active, healthy lifestyle? This report shows us that by delivering the Total Fitness Experience wherever fitness is consumed, is the only way forward.

Two-thirds of Americans believe they are currently active. Indication that fitness is defined as broader than just physical exercise, and inclusive of mental health and acuity

The pandemic has accelerated a pre-covid trend of increasing interest in health and fitness. The majority of Americans believe they are currently living an active lifestyle (66%); indicating that consumers have broaden their definition of health and wellness. This is also evident when examining overall motivation.

While being active is the number one goal for consumers (46%), mental wellbeing ranks second (35%), and weight loss ranks third (32%). Improving mental acuity ranks fourth as an extrinsic fitness motivator, closely behind the top three perceived exercise rewards of feeling good, the sense of accomplishment, and improved physical appearance.

It's no secret, the next fitness consumer is aware of the mental and cognitive benefits of regular exercise. Club operators should educate the staff, particularly fitness professionals, on how exercise benefits mental health and cognition. Also, consider implementing initiatives promoting the mental wellness benefits of physical activity as a supplement to your regular programming.

There is still a significant segment who are interested in exercising but are not currently active (25%). There are only 9% of Americans who indicate they do not work out and are not interested in being active.

The inactive segment who has an interest in working out represents an opportunity for fitness businesses and professionals. Understanding and addressing their attitudes, motivations, and barriers towards working out is critical to successfully shifting their current behaviors in favor of becoming active.

Outdoor activities, digital/online workouts are here to stay. Deliver fitness where they are.

As consumers gradually return to their gyms and studios, home and online fitness engagement continues. Relative to pre-COVID, active consumers increased usage of free online workouts (+15%), at-home fitness equipment (+13%), and other digital exercise programs (+8%); use of at-home workout options now exceed that of health clubs and fitness studios. Outdoor exercise participation continues to lead the category, up further 7% since the pandemic started.

In-person gym and studio usage is down by single-digit percentage points (-8% and -5%, respectively). Club operators that have employed a hybrid approach to fitness delivery via live or on-demand workouts can benefit from the staying power of home and online fitness. Digital fitness content can be an effective pre-sales tool as a trial offer and/or a standalone membership option.

The use of at-home digital has been an effective source for improving the active consumers level of fitness and is integral toward achieving their fitness goals. Delivering the Total Fitness Experience is not about the "or" but rather the "and": convincing the at-home user to return to and/or use brick-and-mortar gyms will require clear messaging on the benefits and value proposition of what gyms have to offer that is complementary or adds value to their at-home regimen.

Despite growing fitness awareness, regular exercise may be a privilege of the well-off, highlighting the need of the fitness industry to overcome barriers of inequity.

Americans from household incomes of at least $150,000 a year are more likely to be active than those from households with an income of less than $50,000 (78% vs 59%). Nearly one-third (31%) of Americans from the lowest income group observed do not work out but are interested in regular activity. Full-time employees and retirees have higher rates of physical activity at 71% and 76%, respectively.

Unemployed and disabled workers have the lowest rate of working out at 53% and 44%. Among the disabled, 40% that do not exercise are interested in getting active. This interest ranks highest among all demographic groups observed in the report, providing fitness businesses with an opportunity to build programs and offerings inclusive to individuals with disabilities.

The fitness club and studios will remain the go-to hub of active consumers.

Four of the five most relevant exercise modalities among active consumers are featured in the vast majority of big box gyms and fitness studios. Cardio equipment training, flexibility/stretching, free-weight training, equipment-based exercise classes, and health/wellness coaching round out the top 5.

The exercise preferences of active consumers attest to the gyms and studios as the go-to hubs of fitness and wellness. As you re-engage members and attract new prospects, keep the attractions of your clubs upgraded regularly, in working order, and in compliance with safety guidelines. The next fitness consumer values what fitness what fitness clubs have to offer and is poised to engage with gyms and studios now and in the future.

Among those who previously canceled their membership at big-box gyms, half say they plan on returning in the next 6-12 months.

Although the pandemic negatively impacted membership numbers with unprecedented cancellations, 49% of those who cancelled are eager to rejoin their health/fitness clubs. With the previously mentioned reduction in monthly expenditures, affordability and convenience are key drivers for their decisions to join. Additionally, these individuals are looking for a more welcoming and less intimidating atmosphere at the gym.

The pandemic has affected the "Next Female Fitness Consumer" differently than the "Next Male Fitness Consumer." Males are more likely to have returned to brick-and-mortar clubs, while females may be more likely to engage in digital and at-home fitness.

Relative to active men, active women are less likely to have resumed in-person fitness activities since the pandemic started. Women are more likely to utilize free online workouts (63% of all active consumers), premium digital fitness content (59%), and at-home fitness equipment (55%) in comparison with studios (53%) and health clubs/gyms (47%). Active men are more likely to use a health club/gym (53%) or studio (47%) than premium digital fitness content (41%) or free online workouts (37%).

Leverage the fitness universe of the active woman. Pre-pandemic, IHRSA's Health Club Consumer Report showed that women utilized a variety of in-club attractions, including exercise classes and training equipment, while men favored fitness equipment and sports amenities. According to a separate study by the Physical Activity Council, three of the five fitness activities that were the largest gainers over the pandemic, yoga (+7.8%), Pilates (+7.2%), and dance/choreographed exercise (+5%) skew towards women.

Use online delivery to showcase your star yoga instructors, standout dance classes, or topnotch Pilates equipment. If this approach doesn't reel in active females to your club in-person, it may help your business attract new digital-only members.

The new active Gen Z consumer values fun and the sense of accomplishment from regular exercise, along with the expertise and accountability of fitness coaching.

The majority of Gen Z consumers (18-24 years old) report being active (59%), while a separate 31% indicate interest in regular exercise. Active Gen Z'ers are slowly returning to brick and mortar as their share of gym and studio usage is down relative to pre-pandemic at -1% and -7%, respectively. But their exercise motivators and regimen preferences bode well for fitness clubs.

The 18-24 age group inherently enjoys exercise as the element of "fun" ranks high as an intrinsic motivator. The sense of accomplishment ranks first as an extrinsic motivator for exercising. Generation Z has also increased in-person personal training usage pre-pandemic (+3%). The youngest adult active consumer also values premium coaching, is committed to regular exercise, and actually takes delight in staying active. Make sure your fitness coaches can match this enthusiasm with high-level expertise and accountability techniques.

Post-COVID, the active Millennial consumer has pent-up demand for in-club fitness. The health benefits and confidence boost associated with working out rank high as motivators.

Nearly two-thirds of Millennials indicate being active (64%), the second highest of observed age groups. More than one out of four Millennials do not work out but are interested in getting started (27%). Consistent with older age groups, the health benefits of regular exercise rank high as an intrinsic motivator, while building self confidence is the number one extrinsic motivator.

More than one-third of active consumers that use a gym/health club are Millennials, up four percentage points prior to the pandemic (36% vs 32%). Nearly half of active consumers that use a studio are Millennials (48% vs 40% pre-pandemic). A notable segment of Millennials continue to use free and premium digital fitness content, accounting for 44% of all active consumers.

Millennials are the bread and butter of the fitness club industry and more likely than any other generational group to belong to a health club, gym, or studio. They also likely expect their fitness club to offer digital fitness content. Meet their needs with live and on-demand exercise classes and programs that mirror the experience and feel of your club or studio.

The exercise regimen of Generation X remained relatively stable throughout the pandemic, but they were more likely to trade down than their younger counterparts.

Approximately 63% of Generation X consumers indicated being active. Only engagement with studios (-4%) and sports activities (-2%) declined significantly among this age group.

Relative to younger cohorts, Generation X (48%) was more likely to spend less than $25 per month on their exercise regimen. A little over a decade removed from the Great Recession, Generation X is no stranger to the financial uncertainty associated with economic downturns, a by-product of the pandemic. Balancing potential layoffs and pay reductions against home responsibilities of childcare and eldercare, Gen X may have had to cut back on fitness spending.

The good news is that for the generation that grew up with the rise of brick-and-mortar fitness, exercise is an essential and enjoyable outlet. The long-term benefits of regular exercise and feel-good endorphins rank high as motivators among Gen X. At-home fitness saw a boost of 2% and gym usage dipped by only 2%, providing traditional health clubs an opportunity to use remote exercise plans and equipment sales to re-engage the active Gen X'er.

The most price-sensitive of all age groups, the active Boomer+ values fitness more now than ever.

More than 71% of active consumers between the ages of 56 and 65 and 80% over the age of 65 reported being active. Participation in sports (+4%) and free online fitness content (+3%) were the greatest gainers among active Boomers. Their share of studio usage also grew slightly by 1%.

Pre and post-pandemic, Boomers were more likely than any other generation to invest less than $25 per month in exercise expenditures (66% pre vs 75% post). Understandably, the health benefits of staying active rank the highest as a motivator in comparison with other age groups.

A high-touch group, the Boomer's uptick in sports participation and studio usage highlights the importance of in-person social interactions. Fitness club operators can meet this need by emphasizing the social aspects of the club and providing small group exercise workshops focused on a sports activity or discipline.

Also, Boomers' increased market share of free online fitness over the pandemic indicates a market for digital content. Consider offering freemium flexibility, yoga, and strength training classes targeting the needs of the older consumer, along with educational senior fitness/active aging workshops.

The Active Consumer Profile

The Active Consumer Profile

51% female,
49% male
gender split

51% of active consumers are married; 25% are single

66% of actives consumers do not have children at home

66% of active consumers have incomes of less than $100k; 32% with less than $50k

66% of consumers are currently exercising, working out or staying active in some regard

25% are not active, but have an interest in doing so

53% of active consumers are 25 to 55 years old

80% of those ages 66+ are active

Among men, 71% are active compared to 63% of women

51% of active consumers are employed full time; 19% are retirees

The Active Consumer "Fitness Mix"

The Active Consumer Fitness Mix

Post-pandemic growth of free online fitness 29%, +15 ppt

Summer goals – 46%just want to be active

37% of consumers use at home fitness equipment

49% have purchased at-home equipment (10% have spent more than $1000)

#1 exercise regimen remains outside fitness 43%, +7 ppts

78% on track to meet goals

Among those not meeting goals, 65% state motivation is reason

Usage of health clubs/big-box gyms 17%, -8 ppt

Usage of studios 14%, -5 ppt

Workout frequency has grown post-pandemic

58% spend less than $25 a month on exercise expenditures, +5 ppt

Having a beach body is not the Summer priority for most.

As the Summer months approach, most just want to continue living an active lifestyle; nearly half of active consumers have set goals to remain active throughout the Summer season. In addition, maintaining/improving mental health, relieving stress and losing weight round out the top priorities.

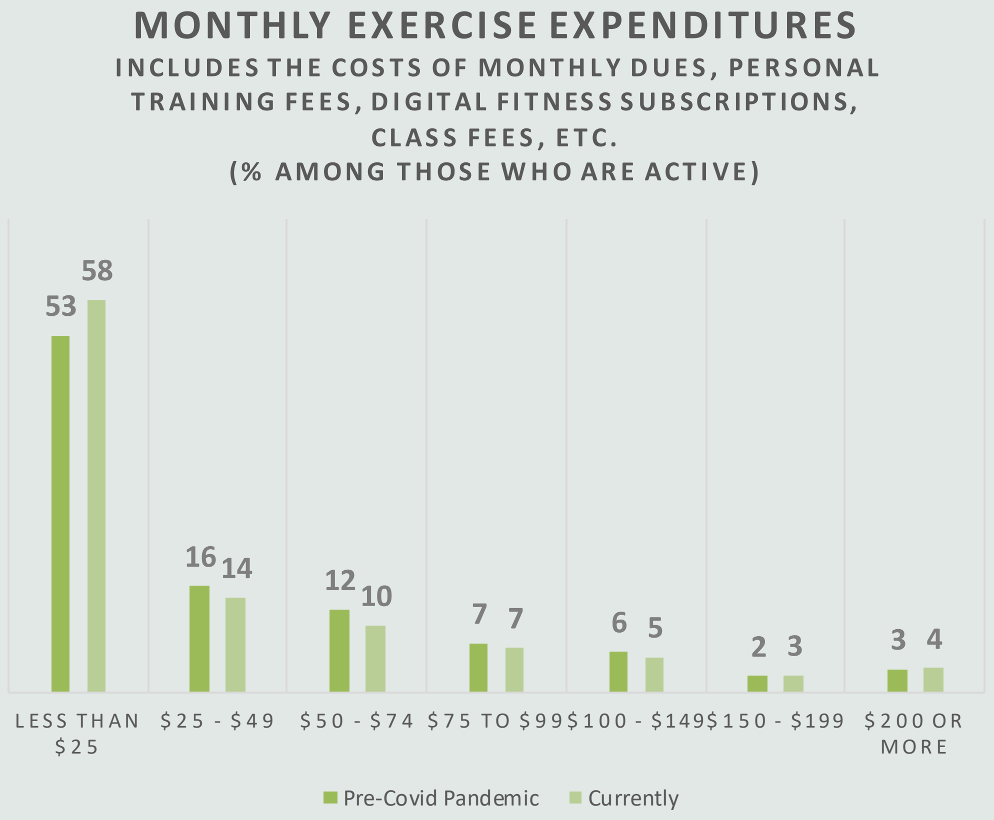
Regardless of workout modality, most active consumers feel they are on track to meet their fitness goals.

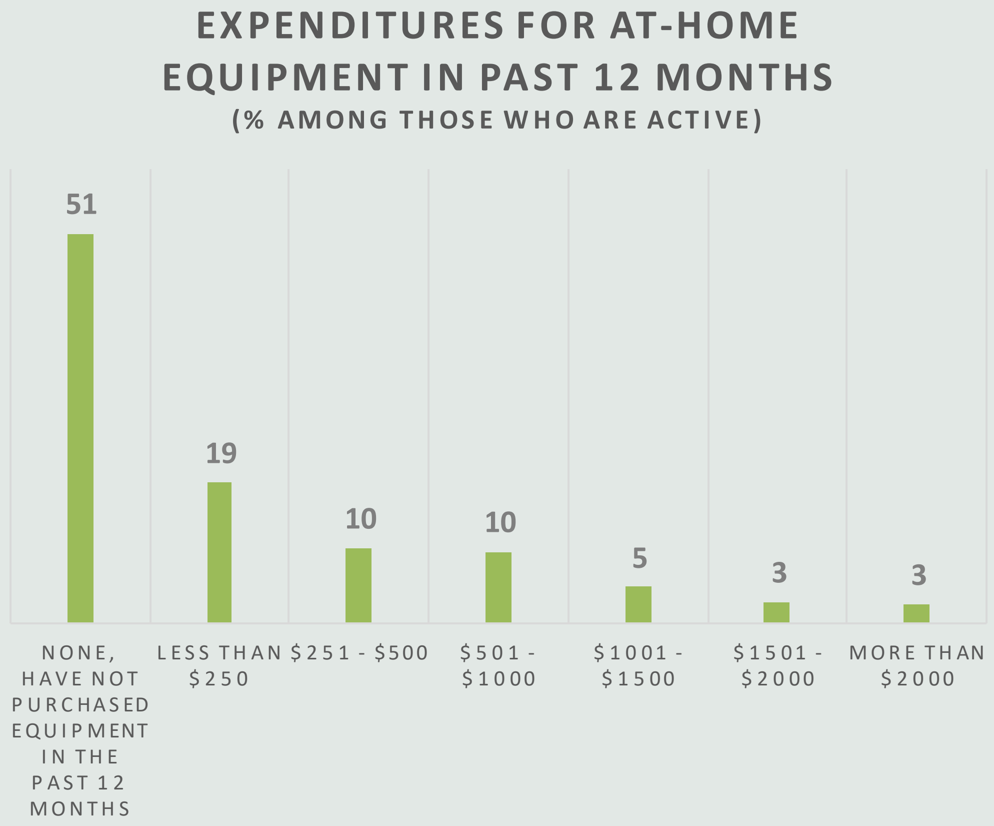
Goals have been met slightly stronger for those who exercise at:

- Health Clubs/Big-Box Gyms
- Digital-only programs
- Studios
- Sports Activities/Leagues
- In-person Personal Training

Changes in monthly exercise expenditures (pre-pandemic versus current) has seen polarizing affects.

Monthly expenses have shifted up in the *less than $25 segment and* shifted down in the *$25-$74 category*, while slight shifts upward are seen in the $150+ expenditure categories. Although, half of the active consumers have not purchased at-home equipment, the others have done so. About 40% of the active consumers spent less the $1000 and about 10% have spent more than a $1000.





Consumer Usage of the Big-Box Gym

Consumer Usage of the Big-Box Gym

34% of active users are current members

40% of current members have joined in past year

60% are core users (between 4x and 12x a month)

65% workout on own in the gym

55% of non-members have never been members

52% of those never being a member, are just not interested in ever joining

Among past members, 40% canceled within last year

Among past members, effectiveness of workouts has slipped slightly (36% less effective)

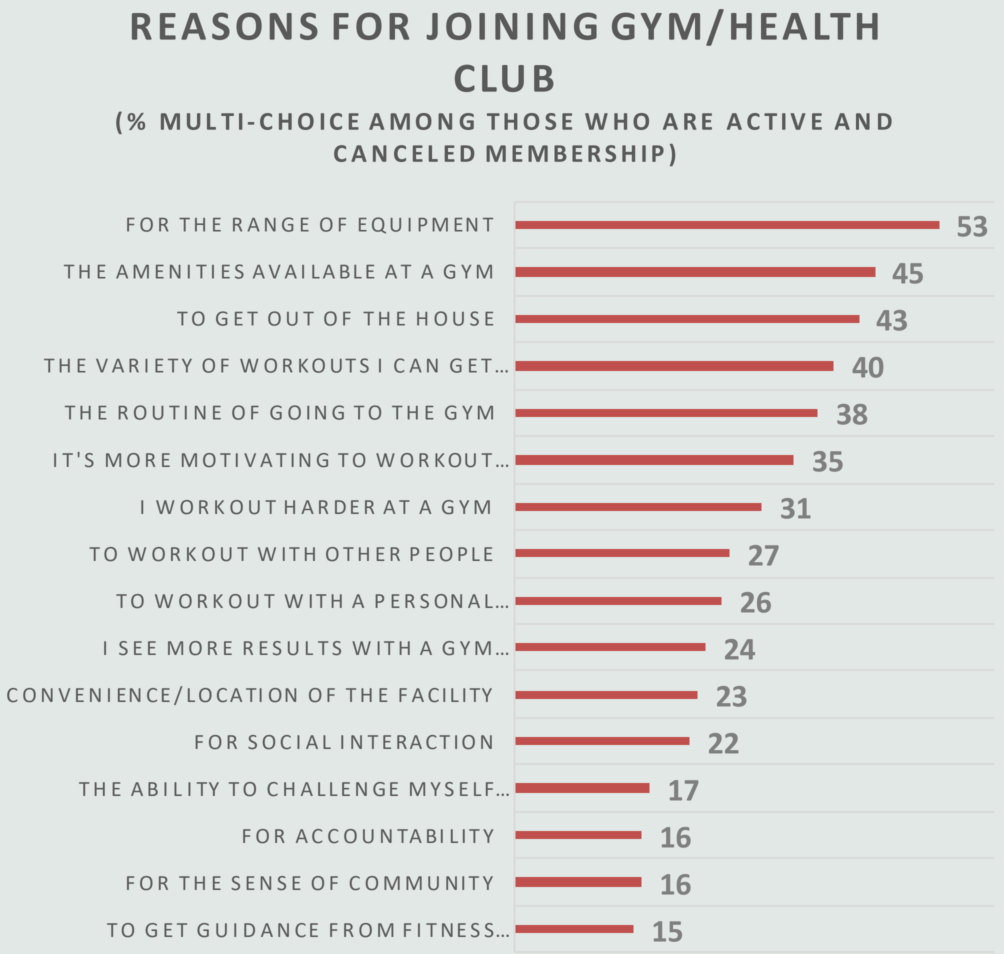
44% state not confident the pandemic is under control as reason for not rejoining yet

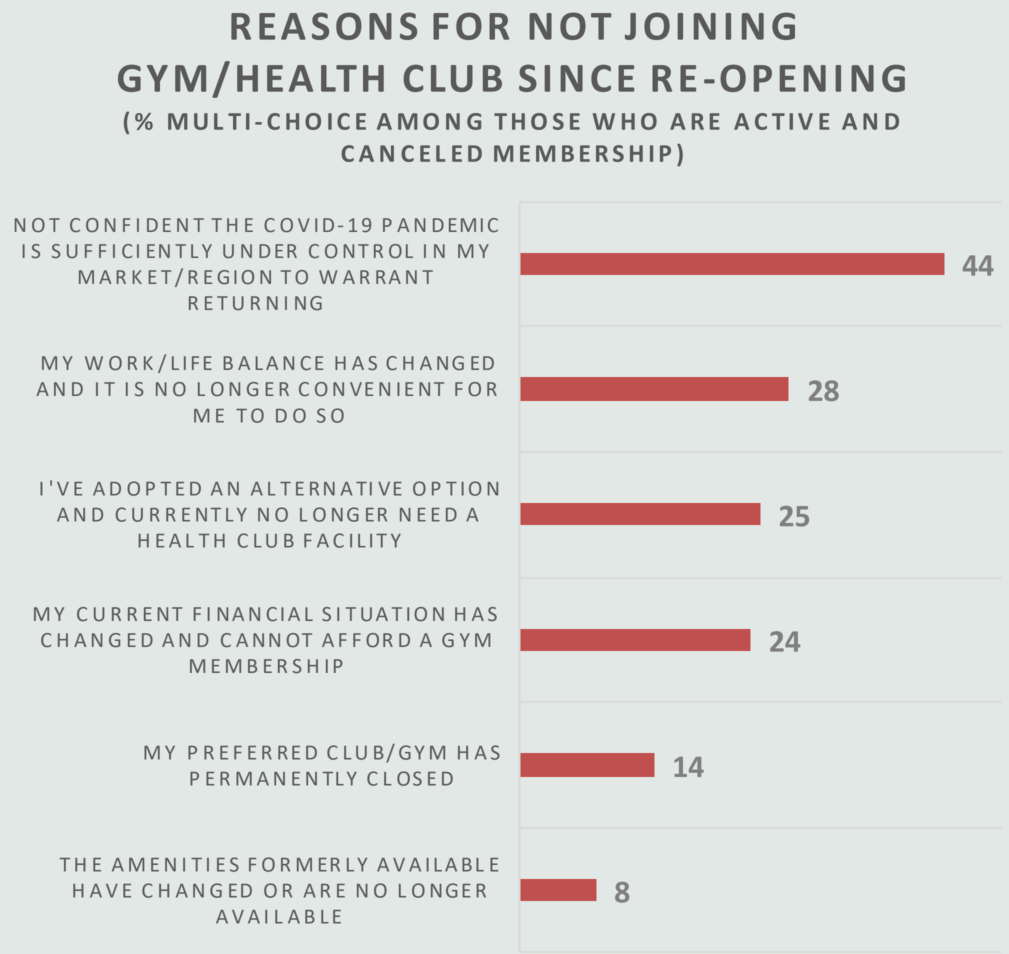
49% state they plan to rejoin within next six to twelve months; 54% - affordability is key to rejoining

The range of equipment, amenities and variety of workouts were the top functional elements that triggered past members to join.

Of note, and on a more psychological level, past members also used the gym experience as a means for getting out of the house, a routine (discipline) for exercising and stronger motivation.

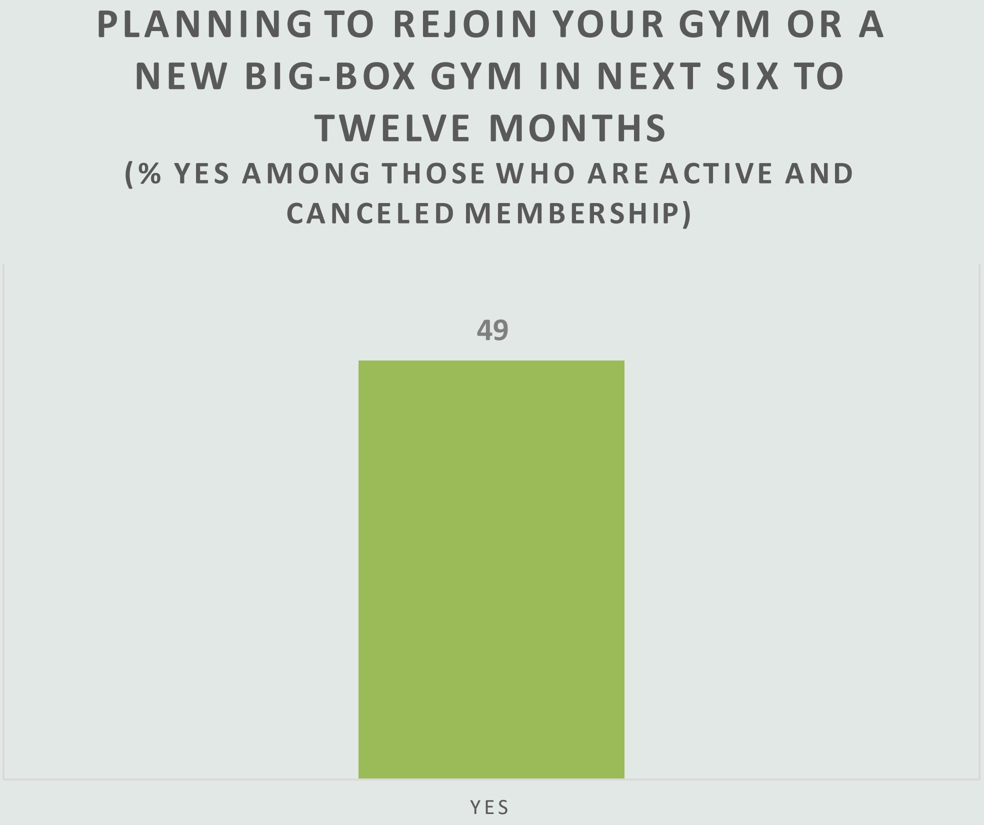
Of those who canceled and have not returned since gyms/health clubs have started re-opening, the majority still have lingering concern of the pandemic not being under control.

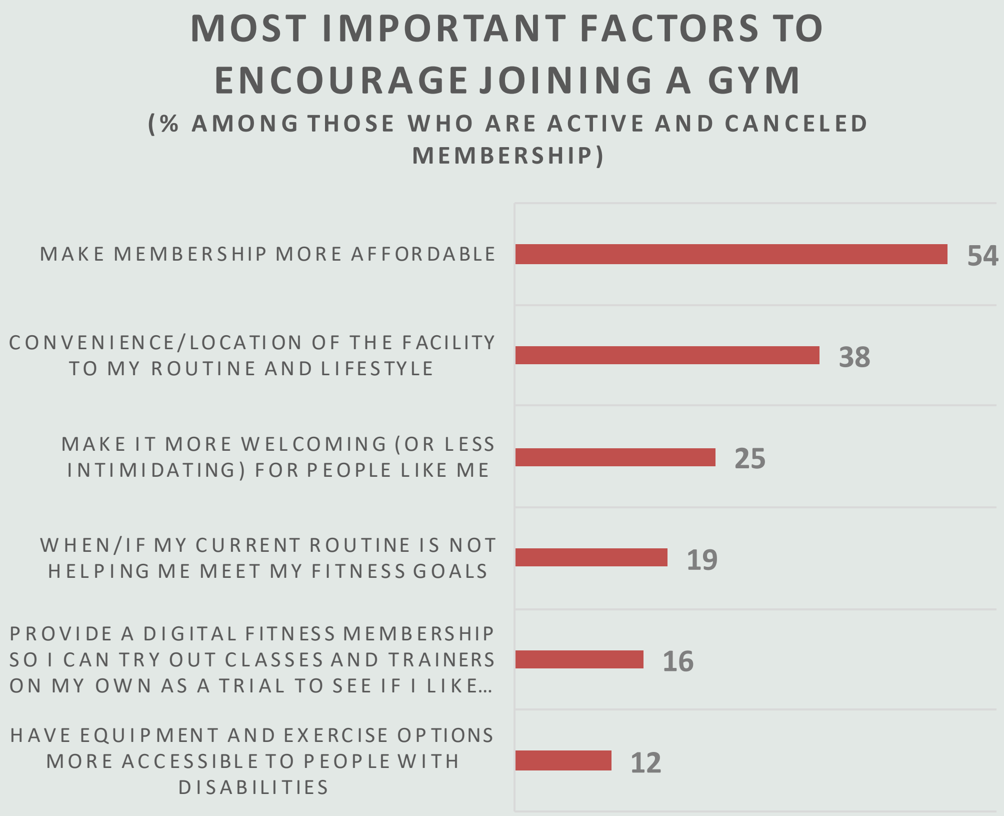




Good news, among those who previously canceled their membership at big-box gyms, half say they plan on returning.

Again, affordability and convenience are key drivers for their decisions to join. Additionally, these individuals are looking for a more welcoming and less intimidating atmosphere at the gym.





Personal Exercise Regimens: Programs, Services and Training

Top 5 Most Relevant Exercise Modalities

Active consumers were asked to rate the relevance of over 30 exercise programs, services and training devices as it related to their personal exercise routine. In general, cardio training, flexibility/stretching and free weight training ranked the most important. Nuances appear however when looking at the data by gender and age.

By far, women place much higher emphasis on flexibility/stretching and cardio regimens than men. Men, however, have a stronger preference for outdoor sports. Interestingly, both genders place equal weight on free weight training, whereas women place slightly higher emphasis on equipment-based exercise classes.

Active Consumers	Active Females	Active Males
Cardio Equipment Training (4.82)	Flexibility/Stretching (4.98)	Cardio Equipment Training (4.66)
Flexibility/Stretching (4.71)	Cardio Equipment Training (4.97)	Free weight training (4.46)
Free weight training (4.46)	Free weight training (4.47)	Flexibility/Stretching (4.44)
Equipment-based exercise classes (4.20)	Equipment-based exercise classes (4.33)	Equipment-based exercise classes (4.08)
Health/Nutritional wellness coaching (3.93)	Health/Nutritional wellness coaching (4.22)	Outdoor Sports (3.93)

*Mean score among active consumers; 7 = very important

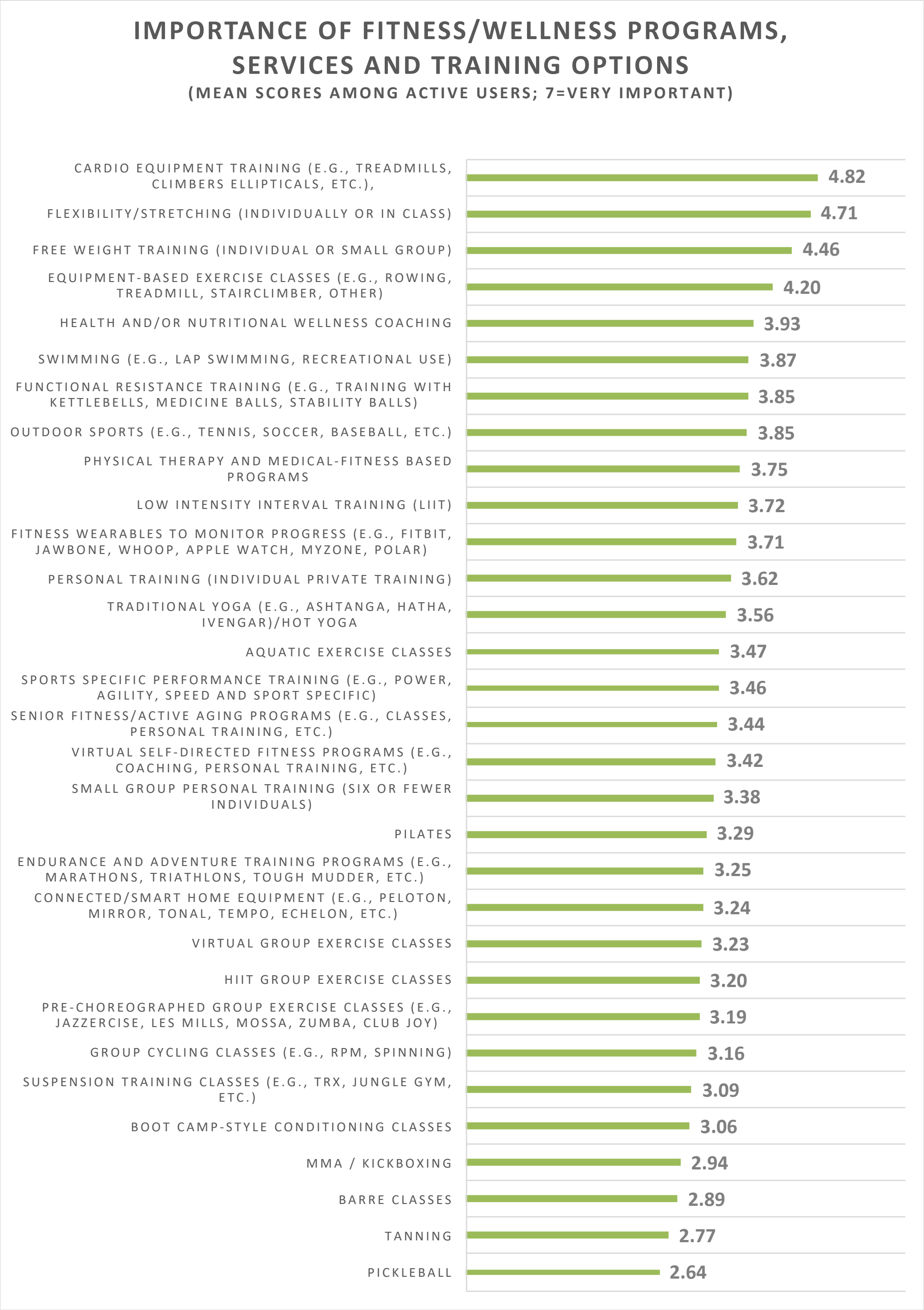
Top 5 Most Relevant Exercise Modalities by Age

There are standard practices that cut across all age ranges (with varying degrees of importance) such as cardio, flexibility/stretching and free weight training. Participating in outdoor sports is more important to the 18 to 24 age segment, whereas swimming is more important to those who are 56 to 65 years and senior fitness/active aging programs are more relevant to those who are 66+ years old. Interestingly, health/nutritional wellness coaching is much more relevant to those between the ages of 18 to 39; this practice does not make the top 5 ranking for those who are 40+.

18 to 24	25 to 39	40 to 55	56 to 65	66+
Cardio Equipment Training (5.02)	Flexibility/Stretching (5.38)	Cardio Equipment Training (5.10)	Cardio Equipment Training (4.47)	Flexibility/Stretching (3.62)
Flexibility/Stretching (4.98)	Cardio Equipment Training (5.02)	Free weight training (4.79)	Flexibility/Stretching (4.32)	Cardio Equipment Training (3.57)
Free weight training (4.87)	Free weight training (4.87)	Flexibility/Stretching (4.77)	Free weight training (3.77)	Free weight training (2.99)
Health/Nutritional wellness coaching (4.84)	Equipment-based exercise classes (4.20)	Equipment-based exercise classes (4.42)	Equipment-based exercise classes (3.52)	Equipment-based exercise classes (2.95)
Outdoor Sports (4.70)	Health/Nutritional wellness coaching (4.84)	Functional Resistance Training (4.10)	Swimming (3.22)	Senior Fitness/Active Aging Programs (2.71)

*Mean score among active consumers; 7 = very important

Programs, Services and Training Rankings – All Active Consumers



Motivating Factors Influencing Active Lifestyles

Measuring the Influence of Motivational Factors on Active Lifestyles

- In this section we explore factors that drive motivation for active consumers. Batteries of attributes for two types of psychological motivational behaviors were presented for active consumers to consider and rate; a list of 23 intrinsic behaviors and a list of 31 extrinsic behaviors.
- For the intrinsic behaviors, active consumers were asked to rate attributes based on the extent to which each plays a role with why they have interest in or participate in a health/fitness routine.
- For the extrinsic behaviors, a similar line of questioning was offered, but framed as to what the active consumer values most about pursuing a heath/fitness routine.

What is Intrinsic and Extrinsic Motivation?

Intrinsic Motivation:

The act of doing something without any obvious external rewards. You do it because it's enjoyable and interesting, rather than because of an outside incentive or pressure to do it, such as a reward or deadline.

Extrinsic Motivation:

An external incentive to engage in specific activity, especially motivation arising from the expectation of punishment or reward.

Intrinsic Motivators

Without question, the driving force behind leading an active lifestyle is the benefits it has on one's long-term health. The health benefits coupled with specific fitness goals, an opportunity to learn self-discipline and the joy/pleasure that is received from a health/fitness routine all play a significant role with active consumer's motivation.

INTRINSIC FITNESS BELIEFS

REASONS FOR INTEREST IN OR PRESENTLY PARTICIPATING IN HEALTH/FITNESS ROUTINE

(MEAN SCORES AMONG ACTIVE USERS; 7=VERY TRUE)

Intrinsic Motivators: Key Points of Differentiation Among Active Consumer Segments

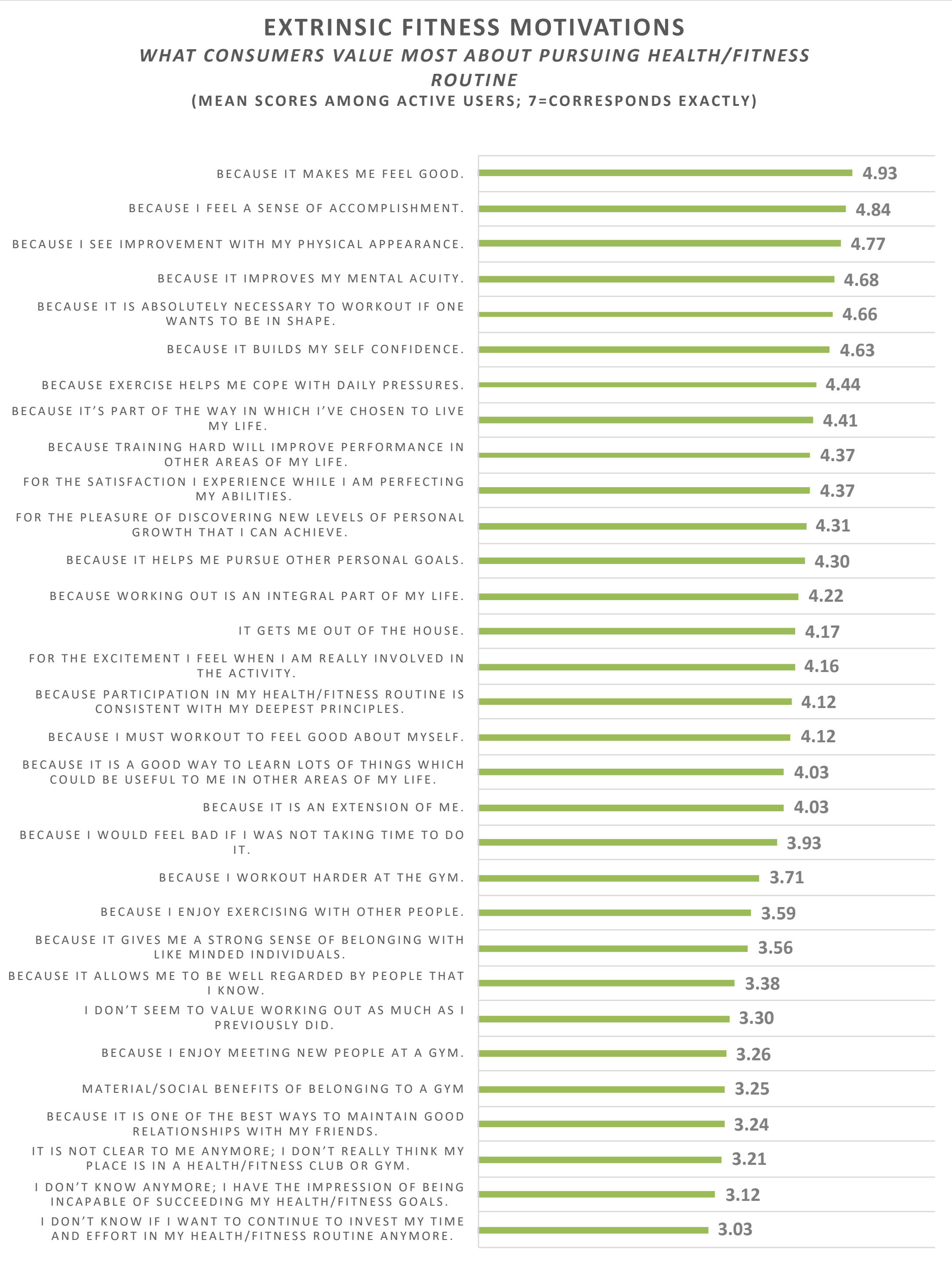
The underlying motivational factors are basically the same by gender. Both rankings and ratings show very few differences.

The long-term health benefits of working out are primary to all age segments. For the 18 to 24 age segment, the element of working out being fun is unique to this group.

The importance of the "health benefits" associated with an active lifestyle begin to become increasingly more prevalent as one ages.

Extrinsic Motivators

A universal motivator, or truth, regardless of gender or age is a *healthy lifestyle simply makes people feel good*. Rounding out the top three "rewards" that active consumers value from pursuing a health/fitness routine are *feeling good, sense of accomplishment and improving their physical appearance*. These three motivators are closely followed by *improving mental acuity, a necessity to be in shape and building self-confidence*.



Extrinsic Motivators: Key Points of Differentiation Among Active Consumer Segments

Beyond the universal motivators mentioned previously, there are a couple of nuances between the two genders. Slightly higher on the list for women are two factors: exercise helps to cope with daily pressures and there's a sense of pleasure given with discovering new levels of personal growth through exercise.

With men, however, the idea of working out is a chosen way of life ranks higher.

For those between ages 18-39, building self confidence is a key point unique to this active consumer.

Appendix

About
ABC Fitness Solutions

ABC Fitness Solutions (abcfitness.com) is the premier provider of software and related services for the health and fitness industry. Building on a reputation for excellence in support for clubs and their members, ABC is the trusted provider to boost performance and create a Total Fitness Experience for members of clubs of all sizes, whether a national franchise, regional chain, or a local gym. Founded in 1981, ABC helps nearly 16,000 clubs and facilities globally perform better and more profitably, offering a comprehensive SaaS club management solution that enables club operators to achieve optimal performance.

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About The IHRSA Foundation

The **IHRSA Foundation** was established in 2012 as a 501(c)(3) charitable organization with a goal to promote health through exercise. Its purpose is to support the charitable and educational functions of **IHRSA**, The Global Health & Fitness Association.

The IHRSA Foundation focuses on four key areas:

- **Programs:** Promote programs that support health through exercise.
- **Research:** A focus on outcomes-based research to support physical activity and engaging programming.
- **Education:** Provide education and resources to support health promotion and wellness.
- **Engagement:** Encourage involvement with the IHRSA Foundation and our mission.

About ClubIntel

At ClubIntel, we deploy traditional marketing research methods to uncover not only what your clients and members want, but also to understand why they want it. In unlocking your clients' motivations, we can provide the uncommon insights that drive differentiated marketing communications, sales processes, and operational programming. The most successful, most profitable clubs understand their customer and turn that knowledge into a personal connection. Our data makes that happen.

For additional details, visit us at www.club-intel.com