



LoopMe Consumer Snapshot: Fitness

LoopMe surveyed 1,500 U.S. consumers on October 20-22, 2020 to understand health and fitness intent during COVID-19. We also analyzed what matters most to consumers when deciding to join a new gym or health club, purchase intent of fitness devices and at-home gym equipment, and whether consumers are planning a new diet or nutrition plan in the next 90 days.

What matters most when deciding to join a new gym or health club?



40%

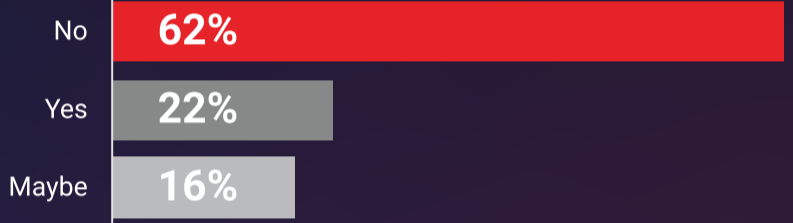
of consumers value **Price and Discounts** the most when deciding to join a new gym or health club.

30%

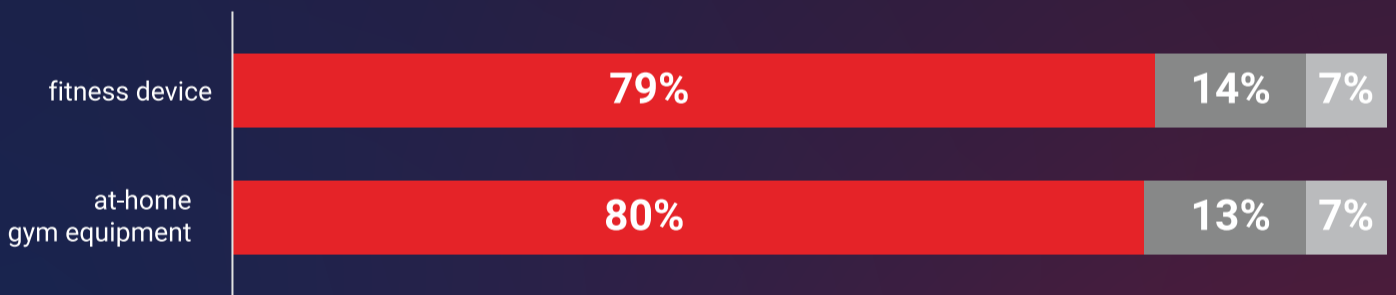
consumers value **Distance from Home** the most when deciding to join a new gym or health club.

Only **22%** of consumers would consider joining a gym that does not offer online classes.

Would you consider joining a gym that does not offer online classes?



Do you intend to purchase a fitness device (i.e. smart watch) or at-home gym equipment for yourself or as a gift this holiday season?



● No ● Maybe ● Yes

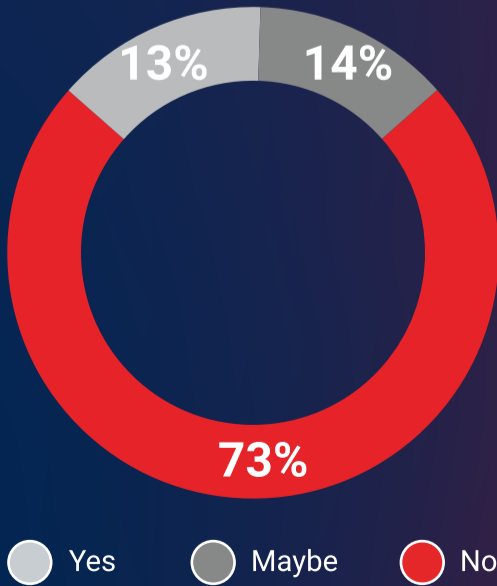
More than 1 in 5

consumers (21%) intend to or may purchase a fitness device as a gift or for themselves this holiday season.

20%

of consumers intend to or may purchase at-home gym equipment as a gift or for themselves this holiday season.

Are you planning to try a new diet or nutrition plan in the next 90 days?



● Yes ● Maybe ● No

27% of consumers are planning to try a new diet or nutrition plan in the next 90 days.