



FIRST FITNESS

MANAGEMENT

Are Your Members Working Out More Since Covid Started?



For many months during the Covid Pandemic, most fitness centers were closed. As the vaccinations became available and our centers resumed normal operations, we began to see our members rejoining and working out again. BUT have utilization habits changed as a result of the pandemic?

Our research studying the utilization patterns of our members at First Fitness Management indicates the following changes:

- Prior to Covid the average member worked out 5.9 times per month. Today the average member is working out 7.1 times per month.
- Prior to Covid 23% of our members averaged no visits each month. That number has decreased to 13%.
- Overall, 38% of our members are now meeting ACSM standards and are exercising 3 or more times each week.

For more information as to how we can help design and manage your gym, please contact:

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