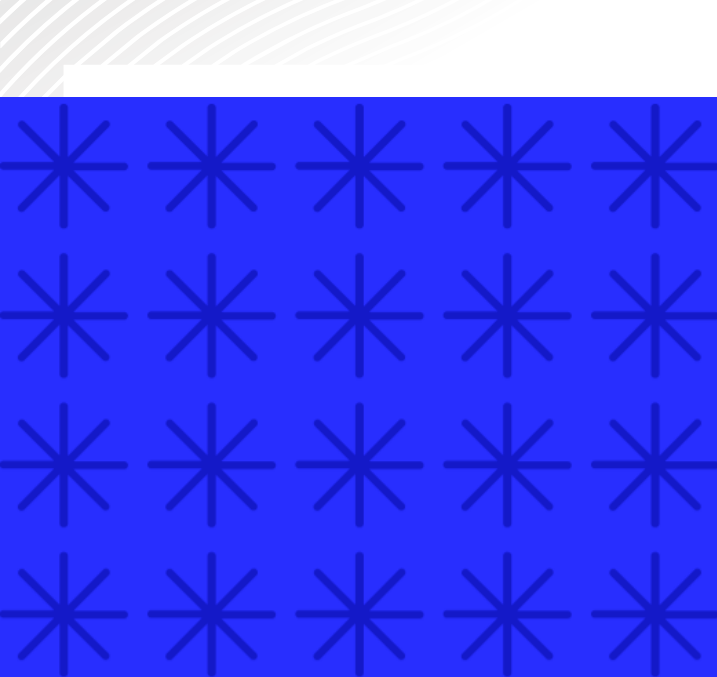




Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

Fitness/Gym Club Insights

September 2026

Key highlights from study

- Demand for local fitness solutions is strong, with 7 in 10 fitness-interested consumers considering, using, or interested in a gym membership within the next year, and 61% have used a local gym or fitness club in the past 24 months.
- Consumers view fitness as an investment in long-term well-being: Better health, sustainable weight loss, and greater fitness and endurance are the three most important outcomes consumers seek from a fitness club or studio.
- Fitness motivations vary across generations: Gen Z is 3x more likely to prioritize improved appearance, Millennials and Gen X are more likely to prioritize better health outcomes, and Boomers are 2x more likely to prioritize maintaining independence as they age.
- Local connection and personalized experiences can strengthen acquisition and retention: 7 in 10 say a locally owned or operated fitness business increases confidence, while 6 in 10 say community keeps them engaged and that instructors knowing their name makes them more likely to stay.
- Audio offers both scale and influence: Radio reaches more than 87% of fitness club and gym members. Among audio listeners, 8 in 10 say real stories build trust in a fitness provider, 6 in 10 would respond more favorably to a provider discussed by a trusted host, and 7 in 10 would visit the provider's website after hearing an ad.

Consumers show strong intent in local fitness businesses

7 in 10

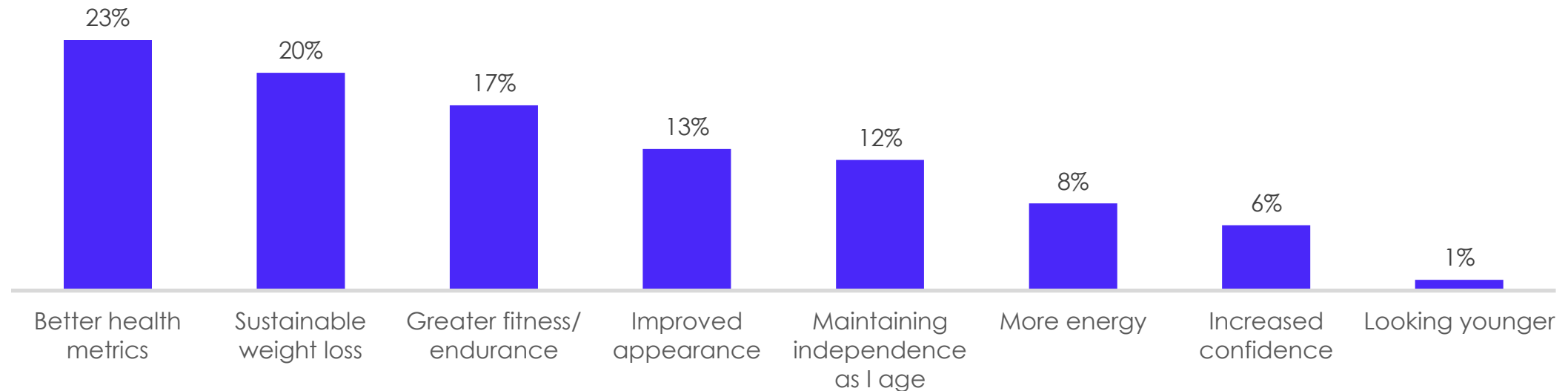
Of fitness interested consumers are considering, using, or interested in a gym membership within the next year

61%

have used a local gym or fitness club in the past 24 months

Consumers are primarily focused on achieving better overall health, sustainable weight loss, and improved fitness and endurance when joining a fitness club or studio

Which one outcome matters most to you?



But fitness drivers differ across generations

Gen Z are
3X more likely
to say their main
outcome is
improved
appearance

Millennials and
Gen X are
21% more likely
to prioritize better
health outcomes

Boomers
2X more likely
to say their main
outcome is
Maintaining
independence as
they age

Community Connection and Local Roots Shape Fitness Studio Preferences

7 in 10

Agree “a locally owned or locally operated fitness business make me more confident in choosing a provider”

6 in 10

Agree “Feeling like part of a community keeps me going to the gym/ studio”

6 in 10

Agree “I’m more likely to stay with a studio where the instructors know my name”

8 in 10

Say a convenient location is important when choosing a fitness studio

Audio is a trusted resource for learning about and being inspired by fitness providers

6 in 10

of audio listeners say a trusted radio personality or podcast host would favorably change my perception of a fitness provider

8 in 10

of audio listeners say "Hearing real stories helps me trust a fitness provider"

6 in 10

Of audio listeners say "audio content helps me learn about fitness matters I may not have researched on my own"

7 in 10

of audio listeners say they would visit the advertiser's website after hearing an advertisement for a local provider on radio or a podcast

Radio reaches fitness/gym goers, with Sports, News, Alternative Top Radio Formats and Technology, Culture, and Education Top Podcast Genres

Radio Reaches Over
87%
of members of
fitness clubs/gyms

Top Radio Formats

Sports (125i)
News/Talk (116i)
Alternative(114i)
Pop Contemporary Hit (109i)
Hot AC (107i)

Top Podcast Topics

Technology (157i)
Society & Culture (152i)
Education(147i)
Business(146i)
Sports (146i)

THANKS FOR WORKING WITH



For additional insights and information, please contact:

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METHODOLOGY

DATES OF FIELDING: September 2026

N = 769 radio listeners ages 18+ who are currently considering, actively using, or interested in exploring gym/fitness studios, or personal training within the next year?