

# ALTERNATIVE WORKOUTS

February 2018

AN OVERVIEW OF NEW AND EMERGING GROUP WORKOUT CLASSES

## MOST POPULAR ALTERNATIVE WORKOUTS Feb 17-Jan 18



*Pump FX*



*Virtual Cycling*



*CXWORX*

## WHO IS PARTICIPATING IN THESE WORKOUTS?

*Overall*

*Males*

*Females*



**86%**  
of all participants are female



**18%**  
of male participants are aged 30-40



**20%**  
of female participants are aged 20-29

## ALTERNATIVE WORKOUTS WITH THE HIGHEST GROWTH IN UNIQUE MEMBER PARTICIPATION

*PIYO*

*Piloxing*

*TRX*

**34%**

**54%**

**57%**