

inmarket insights

Report Card

New Year's Resolutions

Now that we've rung in the New Year, people around the country are making resolutions to better themselves in a wide variety of ways. Self-improvement topics like fitness and well being always top the list. According to Harper's Bazaar, the top resolution for 2017 was "dieting, exercising and losing weight."

Resolutions like this are as common as snowflakes this time of year, but do they stick and become permanent fixtures in our lives? Or do they simply melt away? We decided to review foot traffic data from inMarket's mobile audience of over 50 million consumers (via direct SDK connections) to answer the question: Just how long do New Year's resolutions last? While we all think people break their resolutions, only with inMarket's daily understanding of movements can we show exactly when the trends change. This allows advertisers to reach customers at precisely the times that matter most.

Gym Foot Traffic Volume — 2017

Based on inMarket Location Data from 50 Million Verified Consumers

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Q1 is a critical busy period for gyms. Visitation data shows that new sign-ups ramp up in January on the backs of those resolution-makers, causing a spike in foot traffic that is 16% higher month-over-month versus December. This traffic lasts through March. However great these intentions these may be, it's clear that a large percentage of these newly health conscious people falter on their commitments as soon as April, with May, June and July representing a major dip in gym attendance.

Gym foot traffic declines into July, with a rebound occurring in August — perhaps as consumers emerge from summer vacations and get ready for back-to-school routines. Interestingly, there is a noticeable spike in foot traffic in October — nearly 8% higher month-over-month than September — which could represent consumers pushing to get ahead of the holiday binge consumption season. November and December are expectedly the lightest months for gym foot traffic.



It's that time of yr where I gotta w8 for the "new year's resolution" crowd to thin out @ the gym 😓

1/1/18, 4:13 PM

4 Retweets 14 Likes



My New Year's resolution is to NOT join a gym. Fortunately, I usually break my resolution in February and that's when the gym stops being so crowded.

12/31/17, 7:03 PM

9 Retweets 80 Likes

Can we please fast forward 2 weeks to when all the New Year's resolution people STOP coming to the gym. 😓

1/2/18, 9:33 PM

3 Retweets 30 Likes



At inMarket, we analyze location data from a comScore verified 50 million device integrations to understand real world trends, and to power one-to-one marketing with consumers at every point during the shopping cycle. We are the only location intelligence company with 3rd party verified reach, and our one-to-one relationship with customers at scale allows us to speak directly to the right audience in the moments that matter.

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