

**Fitness:**

How can gyms/fitness facilities restore customer confidence today & into the future as the COVID-19 pandemic evolves?



**Lifestyle Impact Study**  
How can your company restore customer confidence & recover during & post-pandemic?



As consumer behavior is shifting due to the COVID-19 pandemic, regaining confidence should be front-and-center for retention and growth strategy.

Over the course of the next year, Irwin Broh Research will be piloting a quarterly, online research study to uncover the following insights. The survey is designed to help you & your team understand customers' needs and how to evolve with this ever-changing landscape:



### Shifts in Fitness Activities

Are consumers experimenting with varying exercise techniques (trying different exercises, purchasing at-home exercise equipment, attending online fitness classes etc.)?

### Changes in Exercise Frequency

Has fitness activity been impacted and will it be maintained or changed in the coming months?

### Must-Have Safety Measures

Which measures will need to be implemented to maintain/increase gym/fitness facility visit frequency & consumer confidence?

More  
Information



Please contact Melissa DeLuca at [mdeluca@irwinbroh.com](mailto:mdeluca@irwinbroh.com) or (847)954-2254 for further information!

## About Irwin Broh Research

Irwin Broh Research is a full-service market research company operating since 1971. Since our inception, we have fostered deep, long-lasting relationships by learning and adapting to the individual needs of our clients. Our diverse portfolio features the biggest brands in the world and our team is committed to providing best-in-class service, regardless of size or industry. When you work with Irwin Broh Research, you get top-notch expertise, unmatched responsiveness and a trusted partner to help you through the process every step of the way.