

Insights on Fitness Enthusiasts in Singapore



Study period
Feb 2016



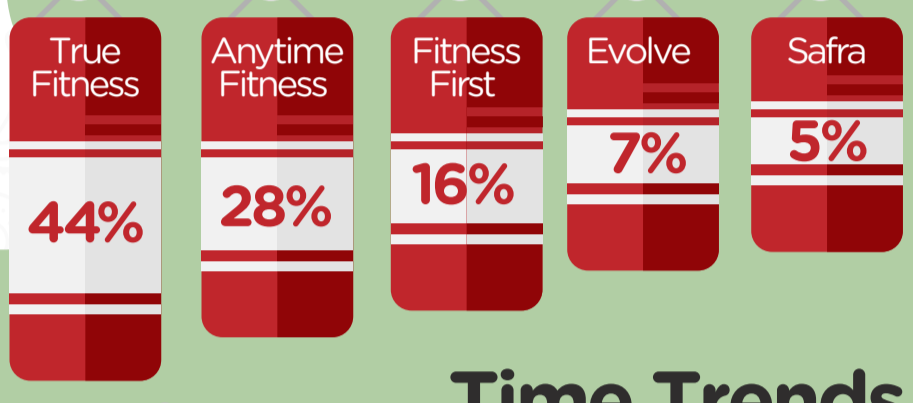
Number of Fitness Centers analysed **5**



~37,000 Number of uniques analysed

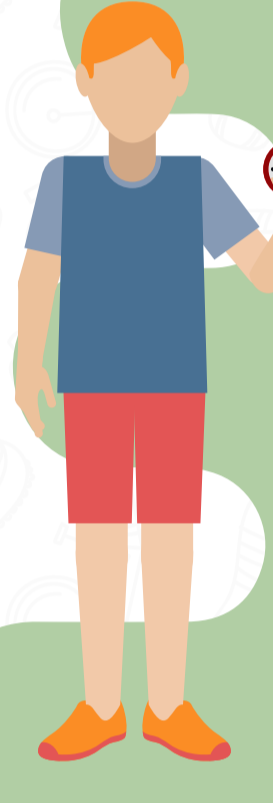
Fitness Center Preferences

Singaporeans had higher preference for True Fitness followed by Anytime Fitness.



Time Trends

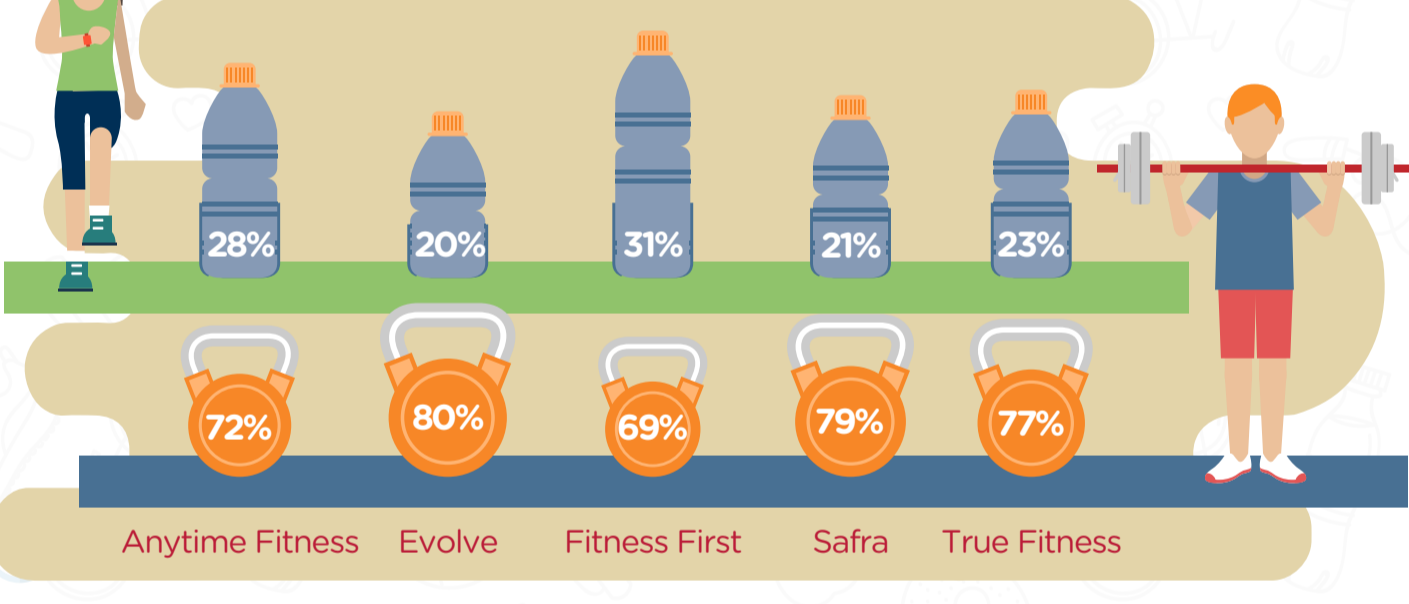
The fitness centers had higher foot traffic during the evening hours while it had lower foot traffic during the morning hours.



Most popular time	Least popular time
17:00 - 19:00	20:00 - 22:00
17:00 - 19:00	09:00 - 11:00
16:00 - 18:00	08:00 - 10:00
08:00 - 10:00	14:00 - 16:00
17:00 - 19:00	08:00 - 10:00

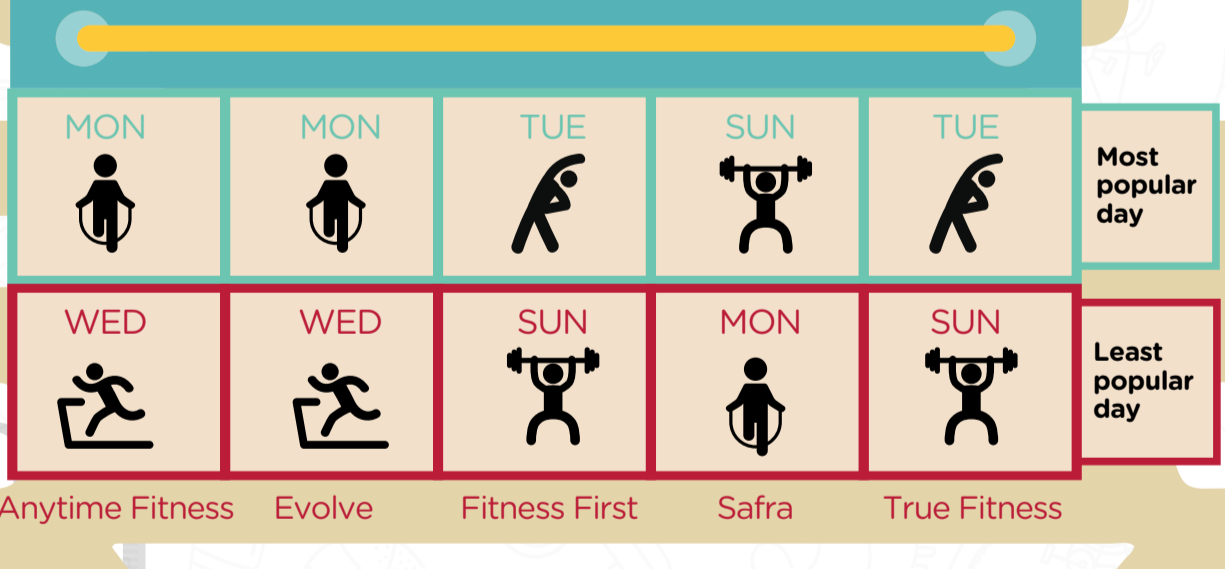
Gender-wise Trends

Males had higher preference for Evolve while Females were more favourable of Fitness First.



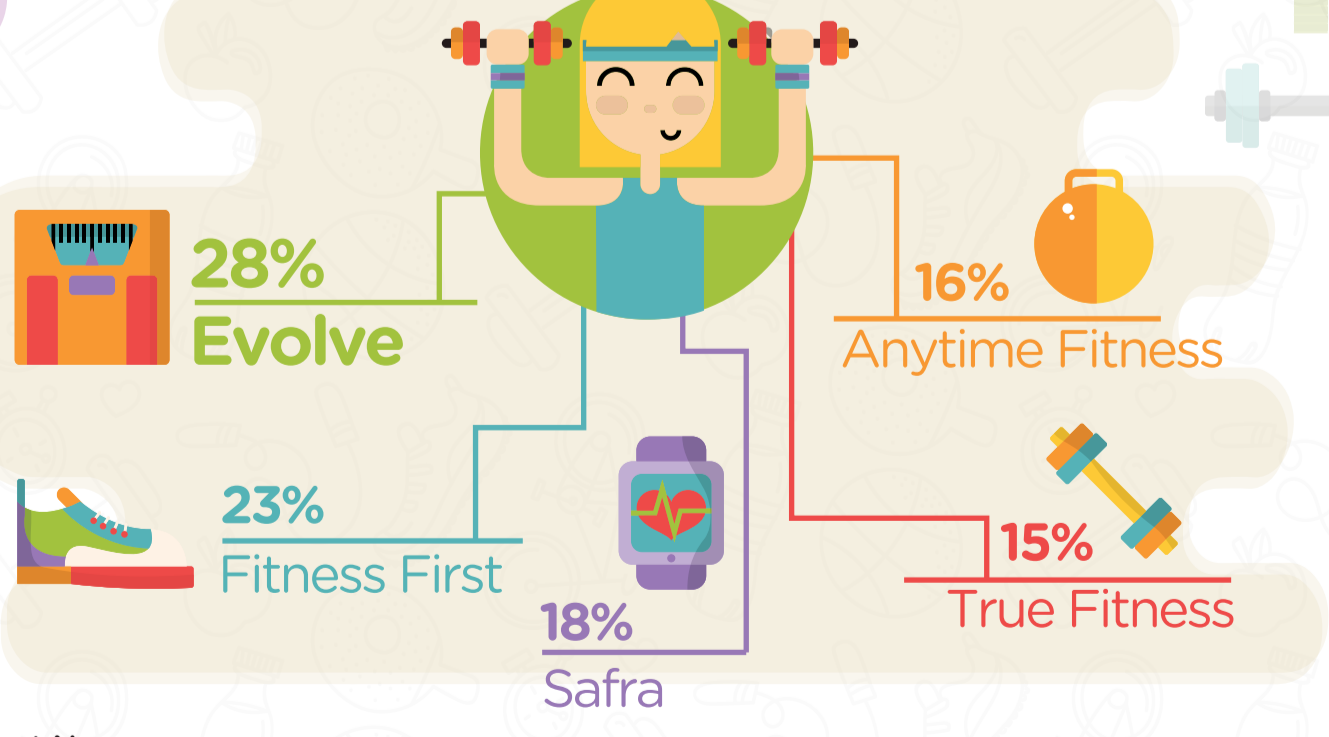
Day-wise Trends

The fitness centers had higher footfall on Mondays and Tuesdays while it saw less traffic on Wednesdays and Sundays.



Mobile Activity Quotient

Higher number of Singaporeans were seen exploring fitness apps on mobile at Evolve followed by Fitness First.



About Near:

Near is the largest location intelligence platform providing real-time information on places, people and products. The Near platform powers Allspark, its flagship product enabling customers to visualize, engage and analyze audience data including their location and behaviour for data-driven decisions.

Founded in 2012, Near is headquartered in Singapore with a presence across Australia, South East Asia, Japan and Europe. To date, the company has more than 700 million profiled audiences and has put it to work for marquee brands including P&G, Coca Cola, Ikea, Audi, McDonald's, Toyota, Nike and Samsung.

Near is backed by investments from leading venture capitalists Sequoia Capital, JP Morgan Private Equity Group, Telstra Ventures and Global Brain Japan. Visit www.near.co to find out more.

Contact insights@near.co for more information