

GROUP CYCLING

October 2018



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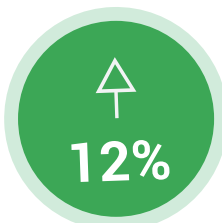
IN THE PAST TWO YEARS (AUGUST '16 - JULY '18)



DataHub leisure centre sample size for group cycling

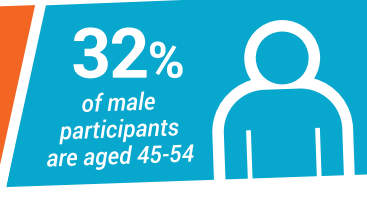
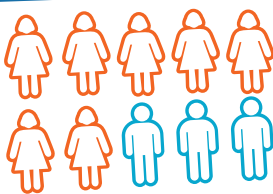


Logged group cycling visits



Year on year increase in group cycling class attendance

WHO IS PARTICIPATING IN GROUP CYCLING?



WHAT DO YOU SAY ABOUT GROUP CYCLING?

TUESDAY is the most popular day for group cycling classes

The most popular time for cycling classes 18:00

45 min is the most popular duration of group cycling classes

The average occupancy of a group cycling class 58%

19 is the average capacity of a group cycling class



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