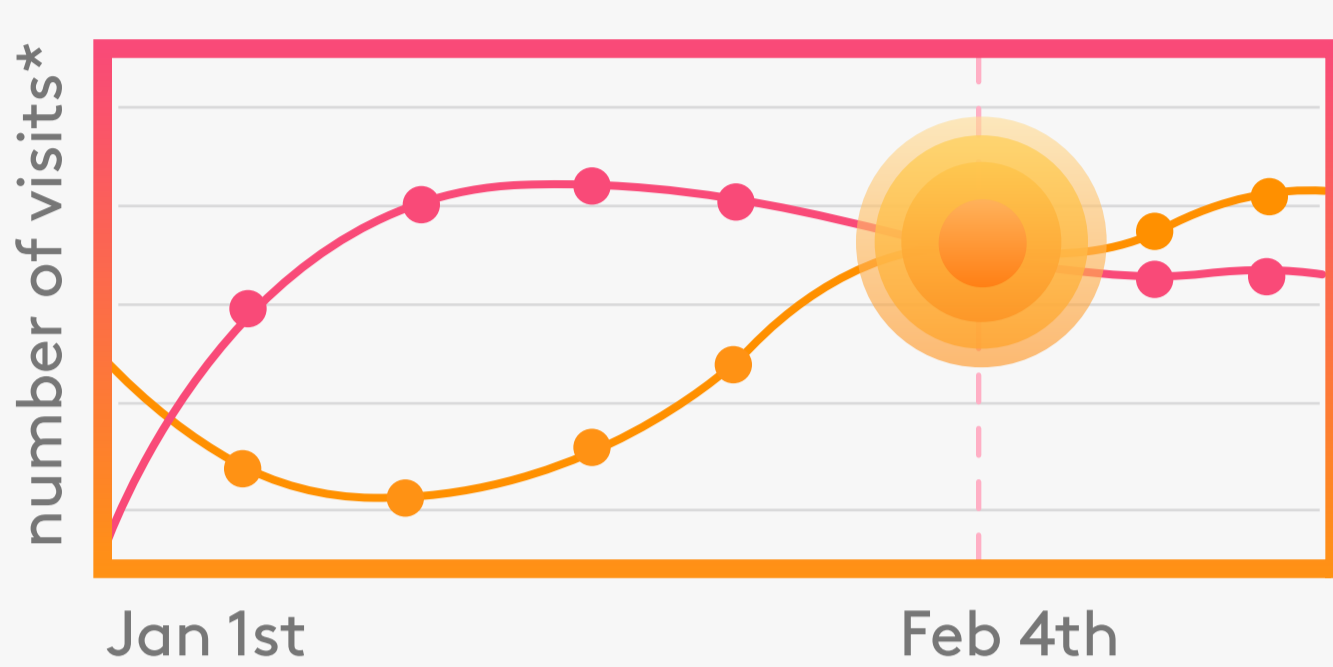


# Fall Off the wagon

## Thursday Feb 4th, 2016

ACCORDING TO Swarm and Foursquare data, the first Thursday in February is when the uptick in check-ins at fast food joints meets the downturn in visits to gyms.

### POST-NEW YEAR'S EVE GYM AND FAST FOOD VISITS



● GYMS ● FAST FOOD RESTAURANTS

\*Visits = Swarm check-ins and implicit visits via Foursquare.

+36%

Uptick in gym visits during peak gym-going season

Decrease in fast food visits during the same time period

-13%

JAN

3

### Skinny Solstice

The first Sunday of the New Year signals a decrease in visits to fast food joints.

The most popular day for going to the gym (typically a toss-up between the first and second Monday of the year).

Jan

11

FEB

12

### Fatty Solstice

The second Friday of February, predicted to be the biggest day for fast food visits in Q1, based on 2015 data.

## methodology

Foursquare reviewed Swarm check-ins and implicit visits at all segments of the 'gym and fitness center' category (including boxing, climbing, cycling, and yoga studios) alongside visits to 'fast-food restaurants.' Visit trend lines meet on the first Thursday of February.

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