



Marketing Plan

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## **Executive Summary**

Health and aging is a big concern with people over the age of fifty; and more seniors are recognizing that quality of life can be greatly improved with regular exercise. The Planet Fitness Gold card membership provides the "Golden Years" age group not only a low cost fitness environment to help them stay active but also provides a customized workout for seniors in a comfortable and "judgment free zone". The goal is to attract more seniors to the brand and increase revenue by \$42,190 the first year, \$68,190 the second year and \$81,190 the third year; for a total of \$191,570 over three years.

## Overview

Planet Fitness's intimidation and judgment free environment make it the perfect gym for senior citizens who can often feel intimidated entering other gyms. Seniors today are very concerned with staying independent and maintaining mobility, making them the perfect demographic to focus on in order to raise membership numbers. In order to measure the effectiveness of the proposed changes, a Planet Fitness test location must be found. The best test location will be in an area with an existing Planet Fitness and a high senior population. Once the location is determined existing square footage will be converted into a group training room; after the room's completion group training and dance classes will be added. Additional staff will have to be hired and trained teach the new classes. To attract more seniors a more affordable "Gold Card" will be created for them, offering seniors a lower annual fee, free and unlimited group training classes, and discounted dance classes. Print advertisements will be run in a local newspaper along with sponsored advertisements on Facebook. The Gold Card membership plan is anticipated to raise \$191,570 in revenue with a 32% return on investment

## Background

### Industry Review

According to the International Health, Racquet, and Sports Club Association (IHRSA) report on health clubs for 2014 there are 63 million consumers of gym

services; 54.1 million are members while 9.3 million are non-members<sup>1</sup>. Out of the 9.3 million non-members those over 55 visited their health clubs more frequently; senior citizens also account for 23% of all fitness memberships<sup>1</sup>. Marketing efforts should focus on turning those who senior non-members into members.

## Demographic Review

The 2010 Census states there are currently 96 million Americans over the age of fifty and by 2030 30% of Americans will be over 65. Most senior citizens are retired; they have the extra time and are looking to improve their health. According to a survey conducted by AARP 67% of seniors' say physical fitness is a priority and 16% report being members of a health club<sup>2</sup>. Over half of the seniors questioned were concerned with health and fitness but only a small number actually have gym memberships, seniors need to find a club that meets their specific needs. 48% of seniors responded that physical fitness is a priority to them because it helps them to maintain their mobility and independence<sup>2</sup>. Senior citizens have different needs and expectations when it comes to exercise. Workouts should focus on mobility, flexibility, balance, and be low impact. Today's seniors want to travel, play with their grandchildren and enjoy life to the fullest; a workout geared towards seniors can help them reach those goals.

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<sup>1</sup> Club Industry, "IHRSA Releases 2015 Health Club Consumer Report, *Club Industry* (Oct. 2015)

<sup>2</sup> Matrika Chapagain (iHRSA, 2015), Boomers and Physical Fitness An AARP Bulletin Survey, AARP, [http://www.aarp.org/content/dam/aarp/research/surveys\\_statistics/health/2014/Boomers-and-Physical-Fitness-An-AARP-Bulletin-Survey-AARP-res-health.pdf](http://www.aarp.org/content/dam/aarp/research/surveys_statistics/health/2014/Boomers-and-Physical-Fitness-An-AARP-Bulletin-Survey-AARP-res-health.pdf) (Feb. 2014)

## Planet Fitness Review

The health club industry continues to show profitability in the United States, generating revenue of \$24.2 billion in 2014<sup>3</sup>. Planet Fitness was founded in 1992 in New Hampshire and is one of the largest and fastest growing fitness franchises in the United States, with 7.1 million members. The company prides itself on being an intimidation free and judgment free zone where anyone can work out. Their focus is on the occasional or new gym goer, groups that usually feel uncomfortable in most other gym environments. Planet Fitness currently operates 1,014 locations in the US, Canada and Puerto Rico, 956 are franchised. Planet Fitness shows evidence of growth; franchisees have signed agreements to open 1,000 more locations in the next seven years. At the end of the first quarter in 2015 Planet Fitness reported revenue of \$279.8 million, up 33% from 2013. Each location is approximately 20,000 square feet and filled with Planet Fitness branded equipment. The location chosen to test the new Gold membership plan is 30701 Highway 19N, Palm Harbor, Florida. The test location currently has 3,000 members with 25% of them being senior citizens. The area around the test location has a very large population of seniors and it is believed this site would be ideal to try to increase senior membership.

## Brand Position

The fitness center industry is broken up into several different categories. There is smaller higher priced fitness studios with personalized small group training that often specialize in one type of class such as yoga, Pilates, or strength training. These fitness

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<sup>3</sup> Chelsea Dulaney, "Global Finance: Planet Fitness IPO Seeks are Much as \$216 Million", Wall Street Journal (Jul. 2015)

studios can cost more than \$100 a month. They do not offer much variety in their workouts or amenities but training is often more personal than at a larger gym. Personal trainers are usually high priced, as well, but offer clients a personalized fitness program. Then there are larger, more moderately priced corporate gyms. These gyms offer a variety of workout equipment; group training classes, and amenities (such as a pool, sauna, or juice bar), but often lack the personalization of the smaller fitness studios or personal trainers. Planet Fitness is a lower priced gym with less perks than the other corporate owned gyms. They offer clients the use of their branded equipment in an intimidation and judgment free zone. Memberships are offered starting at \$10 a month with a \$29 annual membership fee. Figure 1 shows that currently there is no lower priced gym with amenities. Adding the group-training center will position Planet Fitness as a low cost gym with amenities and move them into territory not currently occupied by their competitors.

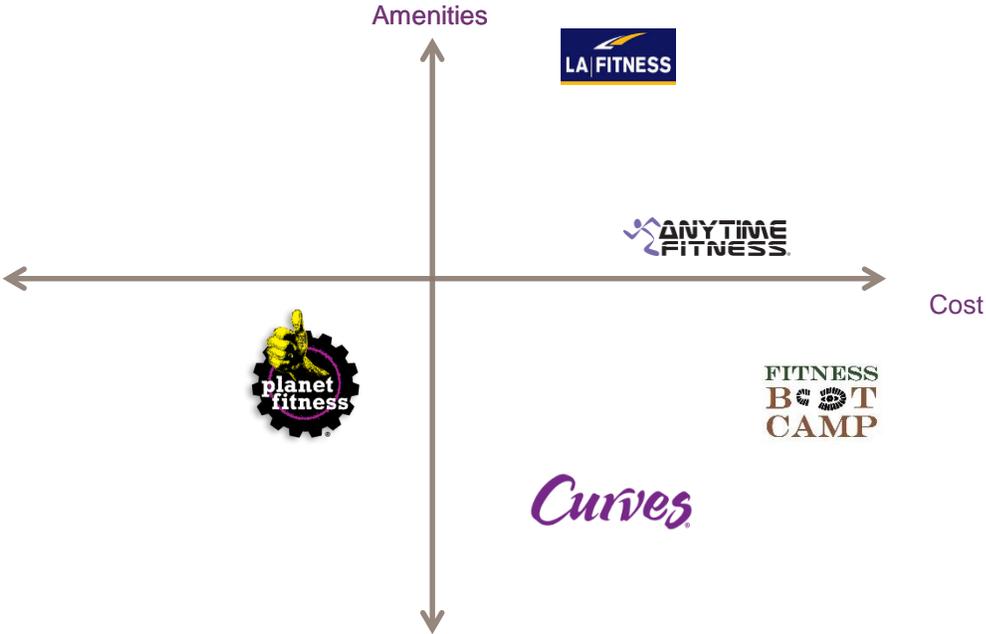


Figure 1: Planet Fitness and Competitor's Brand Position

## Competitors

With 619 locations and \$1.7 billion in annual revenue for 2014, LA Fitness is the leading fitness center in the U.S. A one club basic membership for LA Fitness includes a \$99 initiation fee and \$29.95 a month membership fee. LA Fitness offers group training, a pool, and personal training. The chain, like Planet Fitness, offers a large training area with state of the art fitness equipment designed for all fitness levels.

Curves is a franchised fitness center focused on women. Curves can be considered an important competitor, even though they market only to women; because they offer the same type of low impact non-intimidating workout seniors seek. The new membership plan at Planet Fitness is more affordable than Curves and could attract some of their senior women. Workouts at curves include a 30-minute circuit with exercises focused on cardio and strength training in a non-intimidating environment. Curves has an annual revenue of \$52 million, 3,175 locations, and 4 million members. The initiation fee at Curves is \$149.99 with a monthly membership of \$34.99 a month.

Anytime Fitness has 2,409 clubs worldwide and reported revenue of \$634 million. Anytime Fitness has a one-time initiation fee of \$39.99, single memberships are \$38.99 a month, with a one-time key fee of \$35. The gym also offers annual and dual memberships. The cost of membership includes access to all clubs and is open 24 hours. Table 1 shows a comparison between Planet Fitness and its competitors. Figure 2 shows the Planet Fitness Palm Harbor location and its nearest competitors.

Gym	Locations Worldwide	Revenue	Basic Monthly Membership	Other Fees	Amenities
<b>Planet Fitness</b>	1,014	\$279.8 Million	\$10	\$29 Annually	For extra charge, massage chairs and tanning
<b>LA Fitness</b>	619	\$1.7 Billion	\$29.95	\$99 Initiation Fee	Group training, a pool and personal training
<b>Curves</b>	3,175	\$52 Million	\$34.99	\$149.99 Initiation fee	None
<b>Anytime Fitness</b>	2,409	\$634 Million	\$38.99	\$39.99 Initiation fee	For extra charge, personal training and tanning

Table 1: Planet Fitness and Competitors

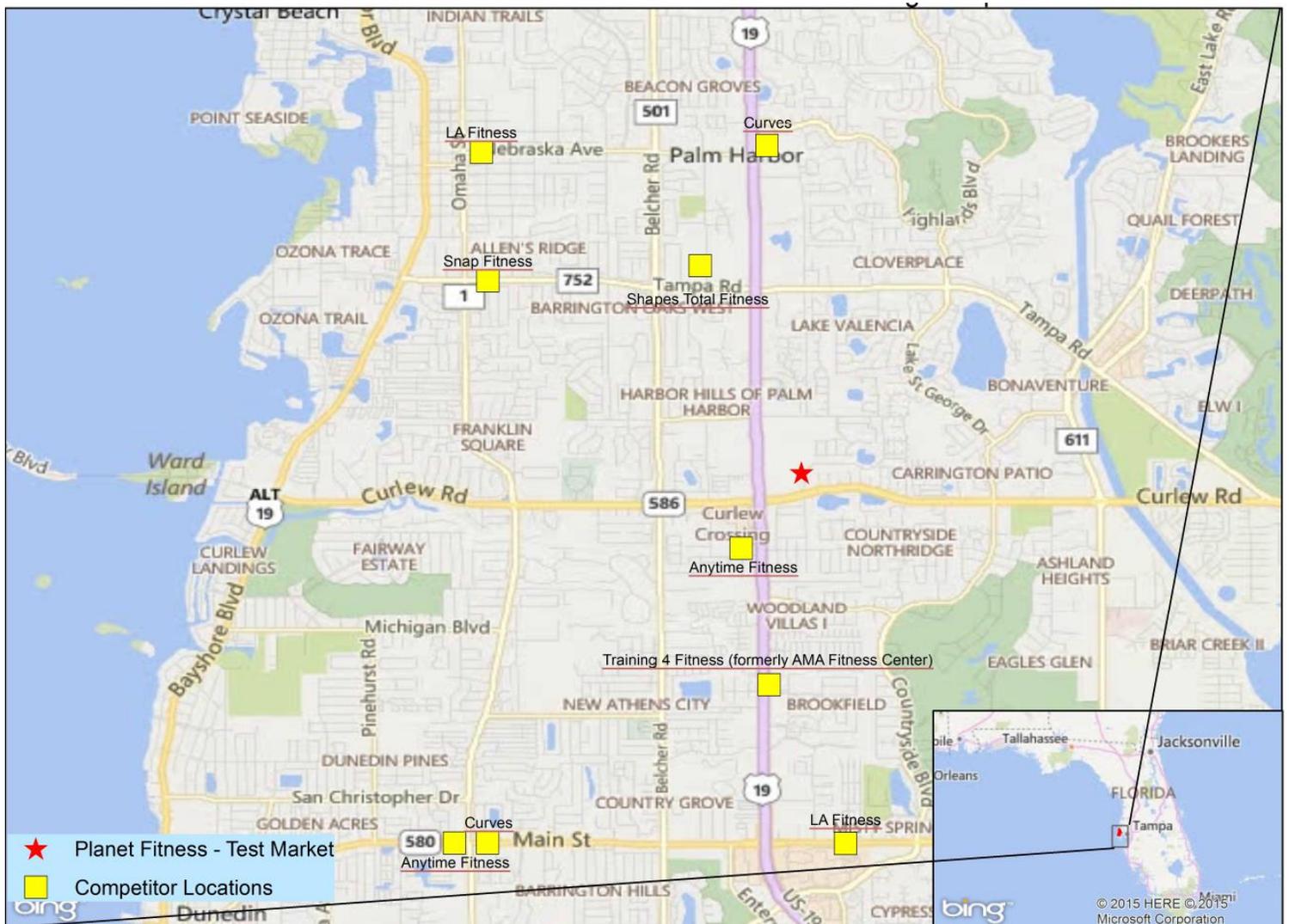
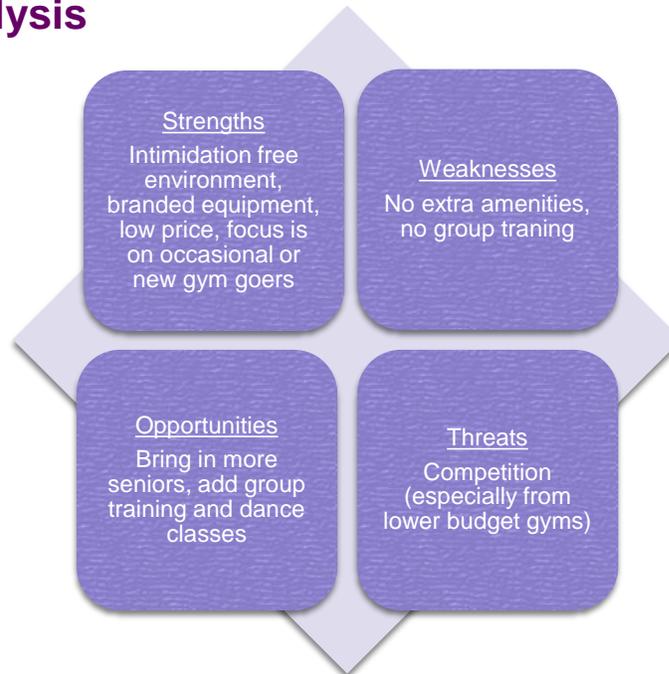


Figure 2: Planet Fitness Palm Harbor and Competition

## SWOT Analysis



**Table 2: SWOT Analysis**

### Strengths

Planet Fitness offers its members an intimidation free environment, something very few gyms offer. They attract the occasional and beginning gym goer who would feel out of place in other gyms. Their affordable \$10 a month membership also attracts those members who would not be able to otherwise afford a gym membership. Planet Fitness uses, leases and sells their own branded equipment in every corporate owned and franchise location. The equipment is branded with Planet Fitness's logo and in large print the phrase "you belong", reinforcing the judgment free environment everywhere the member looks. Figure 3 below shows an example of Planet Fitness's branded equipment.



**Figure 3: Planet Fitness's branded equipment**

### Weaknesses

Planet Fitness lacks the group training and other amenities of most of their competitors. Other gyms have pools, saunas, and group fitness classes. Planet Fitness does offer a few amenities, such as tanning, massage chairs and hydro massage but they are only available at select locations for an extra charge

### Opportunities

The intimidation free environment and low impact workout equipment makes Planet Fitness a great place for senior citizens to workout. Low impact classes that focus on mobility and flexibility, such as yoga and step aerobics, would help to attract more senior members. When the group training room is not in use dance classes can be added, at an extra charge, to both attract more seniors and to generate extra revenue.

## Threats

According to the IHRSA there were 34,460 Health clubs in the United States in 2014, that number is expected to grow greatly in 2015<sup>4</sup>. The number of small local clubs offering discounted commitment free gym memberships is growing as well. It is important for Planet Fitness to maintain and promote what sets them apart from the other gyms; the intimidation free and judgment free environment designed to welcome everyone.

## **Marketing Plan**

### **Objective**

The goal is sell 1,400 Gold Card memberships at the Planet Fitness Palm Harbor Florida location in two years. The average Planet Fitness has between 4,000 and 6,000 members, Planet Fitness Palm Harbor only has 3,000 members. Adding 1,400 new members will put them on par with the average Planet Fitness location. Of their 3,000 members only 250 are senior citizens. With proper advertising and the new Gold Card membership the Palm Harbor location can reach the objective. It is anticipated that 300 new members will sign the first year, 500 the second year, and 600 the third year.

### **Site Selection**

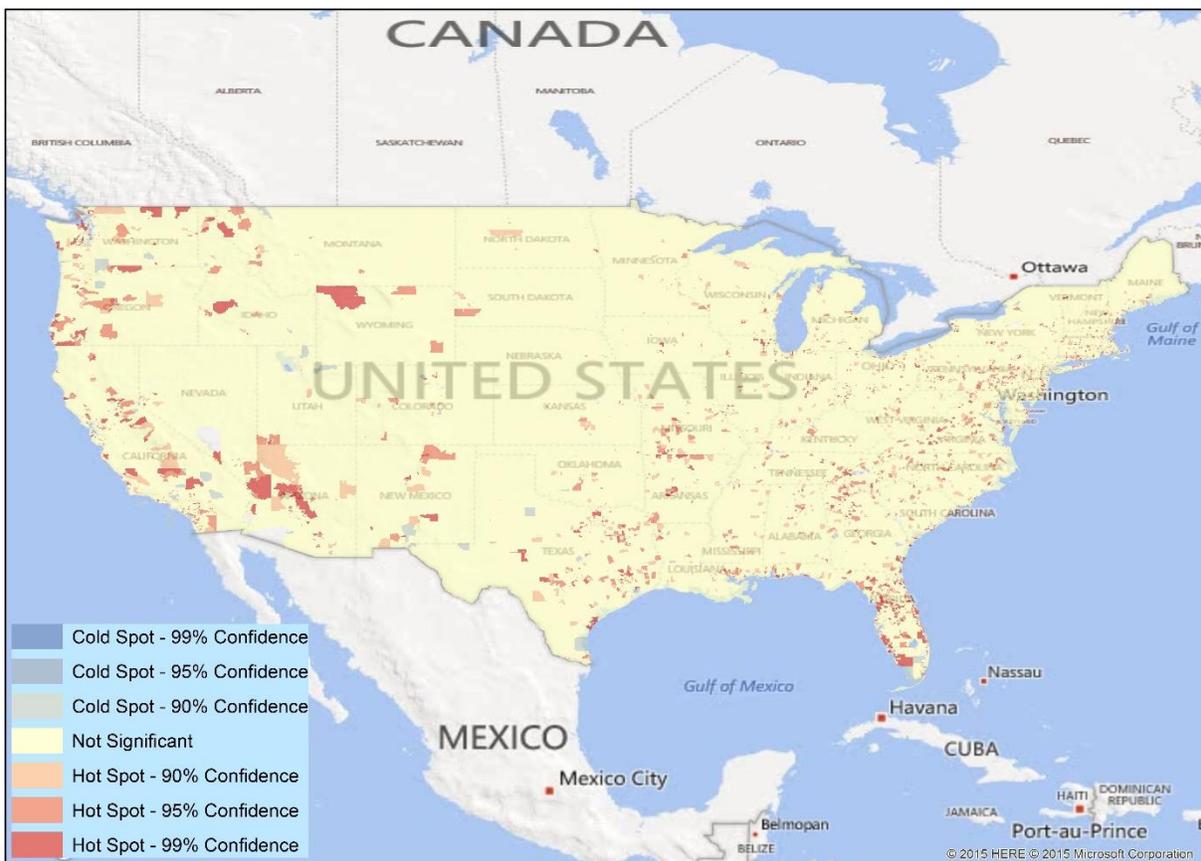
The intention is to directly aim at those not traditionally targeted by gyms, those aged 50 and older, referred to as the 'target age'. Hot spot analysis was used on population data from the United States Census Bureau, acquired using the American FactFinder website, to locate areas where there is very high concentrations of people

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<sup>4</sup> IHRSA, Health Club Industry Overview, [www.ihrsa.org/about-the-industry/](http://www.ihrsa.org/about-the-industry/) (Jun. 30, 2015).

over 50. Esri Business Analyst Online reports were then generated using 10 mile buffers around existing Planet Fitness locations which were located in a Census tract identified as being in an area with high concentrations of census tracts with people aged 50 and over. Provided below is a heat map of census tracts of the United States. Areas identified as 'hot' are places where there are clusters of census tracts with high populations in the target age, as a percentage of total population.

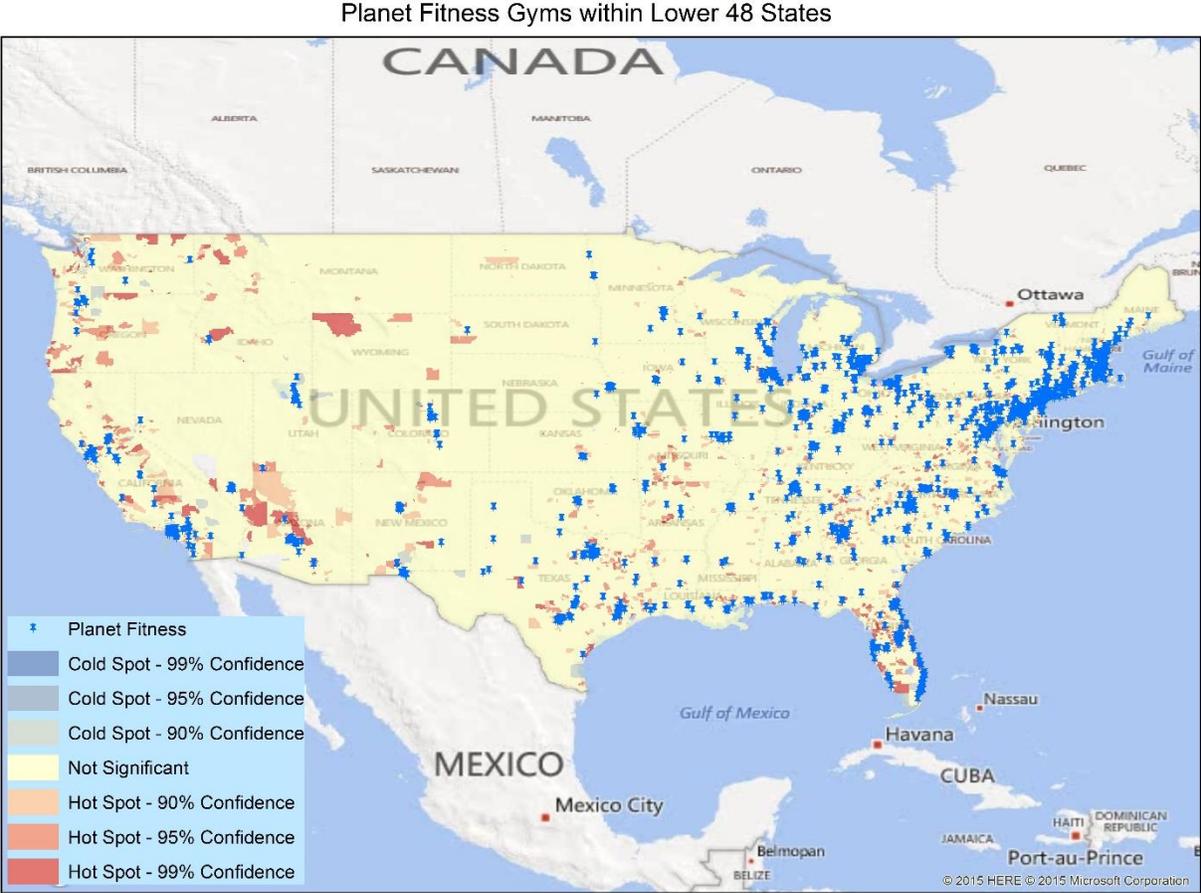
Hot Spots of Census Tracts with Very High Concentrations of People Over 50 Years Old



**Figure 4: Nationwide hot spot analysis, looking for high concentrations of the Target Age.**

With a 99% confidence one knows that each of these hot areas will have a large percentage of their total population in the target age.

The following shows the same heat map from above with each of the current Planet Fitness locations overlaid on top.



**Figure 5: Nationwide hot spot analysis with current Planet Fitness locations.**

Analysis was used to determine which of the current Planet Fitness locations was located in a census tract that was identified as a hot spot. The following map is the result of that analysis. Spatially intersecting the areas, which are very 'hot' with current Planet Fitness locations, provides the 26 locations that are located in areas that would be ideal targets for this marketing strategy.

### Planet Fitness Gyms in Areas with the Majority of People Over 50



**Figure 6: 26 Current Planet Fitness locations located in hot spots of target age people.**

To determine the Planet Fitness locations that would receive the greatest benefit from this marketing strategy, population counts were completed within each hot spot that coincided to an existing Planet Fitness location. A location was identified, Planet Fitness located at 30701 Highway 19N, Palm Harbor, Florida.

Esri Business Analyst Online (BAO) reports were generated to give a breakdown of the people located within a 10-mile circular buffer of each of the locations. Two separate reports were created, Appendix 1 is a Tapestry segmentation of the 10 mile area around the Florida store, and Appendix 2 a demographic breakdown of the population 50 years and older. The tapestry segmentation shows that 4 of the 5 top

segments in this area well represent our target age, 'Comfortable Empty Nesters', 'Senior Escapes', 'The Elders' and 'Retirement Communities'. These are segments of people that have disposable income, and the ongoing potential for health issues.

The BAO report, Appendix 2, shows that between 2015 and 2020 there will be a 5.6% shift in the population, from less than 50 to 50 and older. Appendix 2 provides that in 2010 48% of the total population around the potential test market was in the target age, in 2015 that was up to 51.8% and by 2020 it is expected to be 53.6% of the total population. The growth expected in the target age will continue to buoy a program designed to specifically attract people that are 50 and older. If these population trends continue beyond 2020, every year will introduce more people into the 50+ demographic providing the possibility to grow memberships every year

## **Target Market**

Creating a target age (50 and older) focused the analysis for the Site Selection. The location in Florida was selected because of the high senior population of the area. There are currently 87,365 seniors within a five-mile radius of the location, the number is expected to jump to 92,130 in 2020 (see Figure 7). To explore the area around the potential site, and to determine where other target market clusters may exist in the future, a more in depth analysis of the population of the surrounding area. Using the Tapestry report provided in Appendix 1 it is seen that there are 20 different segmentation groups to describe 95% of the total population. These segmentations show an area of diversity, with groups such as 'Bright Young Professionals' and 'Golden Years' each making up 5% of the total population in 2015. A large segmentation within the population, in terms of age and life style, is important because Planet Fitness offers

several membership levels, to cater to each of these segments. In an area where only a few segments describe the entire population Planet Fitness may only be able to sell a single type of membership. The ideal target market has a large enough population of the target age to take advantage of the new 'Gold Card' while continuing to support the current Planet Fitness membership types.

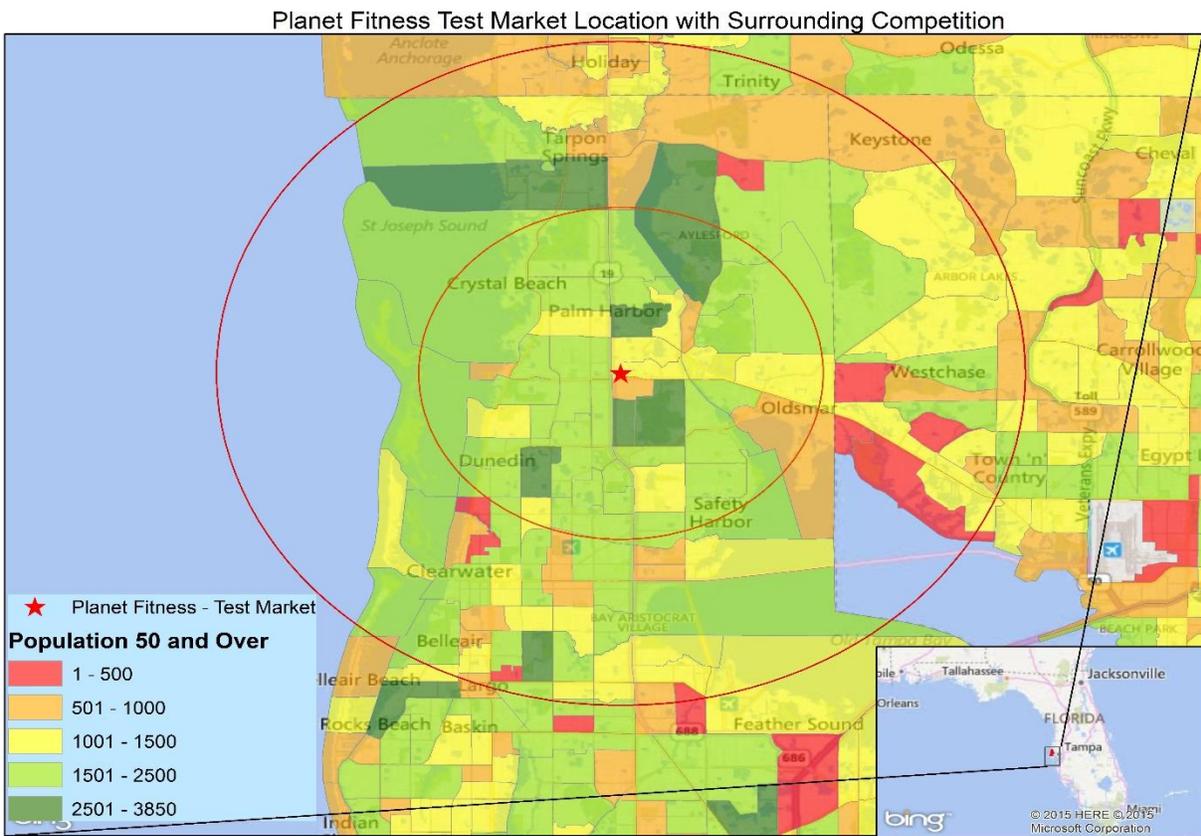


Figure 7: Age 50+--Palm Harbor Florida and surrounding areas

## Pricing

The prices of the basic and black card memberships will stay the same<sup>5</sup>. The new “Gold Card” membership is for those 50 years and older. Seniors, who are often

<sup>5</sup> Basic and Gold Membership included only for comparison. Only Gold Card sales are used in cost analysis.

on a fixed income, will find the lower annual fee of \$10 and the \$10 monthly membership fee more affordable. See Table 3 for Planet Fitness membership pricing.

Membership Type	Annual Fee	Monthly Fee
<b>Basic</b>	\$29	\$10
<b>Gold Card (50 and over)</b>	\$10	\$10
<b>Black Card</b>	\$39	\$19.99

**Table 3: Planet Fitness membership pricing**

To generate more revenue and meet both the physical and social needs of seniors, dance classes will be held in the new fitness room. As a way to introduce more seniors to Planet Fitness the dance classes will be open to non-members as well. These dance classes will take place Friday, Saturday, and Sunday evenings. Senior members will receive a discount on the dance classes and all members will receive a discount on the purchase of multiple classes. See Table 4 for the dance class pricing.

Membership Type	1 Class	5 Classes	10 Classes
<b>Basic</b>	\$5	\$20	\$35
<b>Gold</b>	\$3	\$15	\$25
<b>Black</b>	\$5	\$20	\$25
<b>Non-members</b>	\$10	N/A	N/A

**Table 4: Dance Class Pricing**

## Reaching the Demographic

Planet Fitness currently has two memberships, the Basic membership and the Black Card. Planet Fitness's new marketing plan will include a third membership plan, the Gold Card. The Gold Card will be similar to the basic membership but offer discounts on dance classes.

The IHRSA Health Club consumer reports show that 40% of health club members participate in group exercise classes<sup>6</sup>. By not offering group exercise classes Planet Fitness is alienating many potential members. In order to meet senior's needs to be mobile and independent and to help increase enrollment overall, Planet Fitness in Palm Harbor Florida will convert 2,000 square feet of their 25,000 square foot location into a group training area. In order to attract more seniors and help generate further revenue, dance classes will be offered on Friday, Saturday and Sunday evenings. Classes offered will be those that both appeal and is beneficial to seniors, such as the Cha-cha and the Tango.

For seniors, dancing is not only fun but it can have great health benefits as well. Research has found that dance helps to increase balance, gait, and stability all benefits that decrease the risk of falls<sup>7</sup>. Dance also helps to improve reaction time and cognitive performance<sup>8</sup>. Studies have shown that seniors find dancing fun and notice the physical benefits of it, because of this seniors are less likely to drop out of classes<sup>8</sup>. For seniors

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<sup>6</sup> Club Industry, (2015)

<sup>7</sup> University of Missouri-Colombia, Dance Therapy Improves Senior's Gait, Balance, Researcher Finds, Science Daily, <http://www.sciencedaily.com/releases/2010/04/100416144617.htm> (April, 2010)

<sup>8</sup> Best of Home Care, Tips for Seniors: The Benefits of Dance for the Elderly, <http://www.bestofhomecare.com/articles/tips-for-seniors-the-benefits-of-dance-for-the-elderly/> (Oct. 2013)

dance helps to fulfill a social need, because dancing in itself is a very social activity, often requiring partners and socializing with other senior couples. Dancing also fulfills senior's safety needs, maintaining stability and preventing falls is one of their highest safety concerns.

### Social Media Advertising

According to the Pew Research center 59% seniors report that they use the Internet daily and 27% of those seniors regularly use social media sites, such as Facebook and Twitter<sup>9</sup>. Planet Fitness Palm Harbor has its own Facebook and Twitter accounts. In order to reach this large connected group of seniors the Planet Fitness Palm Harbor location will provide regular updates on the new changes to both social media accounts. Sponsored advertising will be used on both pages to promote the new changes targeted to the local social media users. Facebook advertising costs \$1 per day; ads will be run daily for the entire 3 years of the marketing plan.

### Newsprint Advertising

The Newspaper Association of America states that 66% of adults age 55 and over have read a newspaper in the last week<sup>10</sup>. With 206,902 citizens over the age of 50 within a 10-mile radius of the Palm Harbor Planet Fitness and 66% of those residents over the age of 55 reading the newspaper: a print ad has the potential to reach 136,555 seniors. The newspaper that services the Palm Harbor area is the Palm Harbor Beacon. The paper has 24,000 subscribers monthly. 97.4% of residents in the Palm Harbor area

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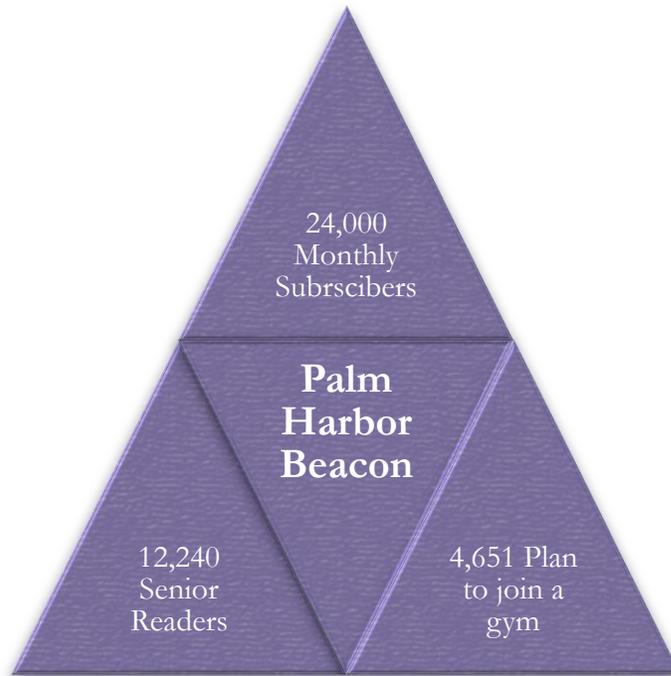
<sup>9</sup> Aaron Smith, Older Adults and Technology Use, Pew Research Center, <http://www.pewinternet.org/2014/04/03/older-adults-and-technology-use/> (April, 2014)

<sup>10</sup> Marc Prosser, Newspaper Advertising Costs and More, <http://fitsmallbusiness.com/newspaper-advertising-costs/> (Dec. 2015)

read the Palm Harbor Beacon monthly and 80% of the papers received are read regularly<sup>11</sup>. 51% of Palm Harbor Beacon readers are senior citizens and 38% of readers plan to use a health club in the next year (See Figure 8). The cost to run a full-page ad is \$290 and the cost to run an ad in one of their specialty publications is \$160. For the first 5 months of the marketing plan a full page ad will be run weekly and for the last 7 months of the year the ad will be run every other week. Three ads will be run in the specialty publications section that comes out three times a year. The first specialty publication will be placed in the “Active Lifestyles” section; this section focuses on senior living and activities. The other two will be run in the “Just for Women” section during the months of March and September, in an attempt to grab the attention of senior women. For the second and third years of the campaign ads will run every other week and three specialty ads will run in the same sections at the first year. Total advertising cost is \$28,345 for three years (see Table 5).

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<sup>11</sup> Palm Harbor Beacon, Media Kit, [http://e-edition.tbnweekly.com/tome/view/pub/2014\\_advertising\\_rates/issue/01-24](http://e-edition.tbnweekly.com/tome/view/pub/2014_advertising_rates/issue/01-24) (Jan. 2014)



**Figure 8: Palm Harbor Beacon's Senior Customers**

**First Year Print Advertising Costs: \$11,210**

Month/Type of Ad	Number of weeks ad will run	Cost per Week	Total Cost
Jan-May	21	\$290	6,090
Jun-December	16	\$290	4,640
3 Specialty ads	3	\$160	\$480

**Second and Third Year Print Advertising Costs: \$8,020/year**

Month/Type of Ad	Number of weeks ad will run	Cost per Week	Total Cost
Jan-Dec	26	\$290	7,540
Specialty Ads	3	\$160	\$480

**Total Advertising Costs- Three Years**

	Cost	Total Cost
First Year Print ad	\$11,210	<b>\$28,345</b>
Second Year Print ad	\$8,020	
Third Year Print ad	\$8,020	
Facebook	\$1,095	

**Table 5: Cost of Advertising**

**Advertising Message**

Marketing studies have shown that seniors respond well to advertisements with a message focused on “feel age” rather than real age; as in “you are only as young as

you feel”<sup>12</sup>. The models used do not have to be younger but should act and feel younger. While most gyms focus their marketing on weight loss, in order to appeal to the senior population, Planet Fitness Palm Harbor will focus on marketing the Gold Membership by focusing on maintaining mobility and independence. Advertisements will also convey Planet Fitness’s intimidation free environment and low prices. Advertisements will meet senior’s social needs by showing the person training with someone. The advertisement will also meet their security needs by emphasizing the safe environment and classes to help them maintain their mobility and independence. The person pictured will be over 50 and active but not intimidating. The environment the models in the advertisement will be exercising in will be welcoming. Figure 9 shows the advertisement that will be placed in the Palm Harbor Beacon.

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<sup>12</sup> Caron Beesley, Marketing to Seniors and Baby Boomers: Have You Seniorized Your Marketing Strategy Yet? <https://www.sba.gov/blogs/marketing-seniors-and-baby-boomers-have-you-seniorized-your-marketing-strategy-lately> (Nov. 2011)



## Come workout in our **NEW** Group Training Room



### **Now Offering the Gold Card** Specially designed for **Seniors 50 years and older**

Includes:  
**NEW!!!** Group Training classes focused on mobility  
**Come workout in our new group training room**

Discounted Annual Fee: Only \$10 annually  
**Memberships only \$10 a month**

Figure 9: Planet Fitness Advertisement for the Gold Card Membership

## Marketing Budget

### Cost Analysis

It is estimated that the total cost complete the new marketing plan the first year is \$59,169. This includes the cost to build and operate the new training room, hire and train new trainers to teach the classes, new equipment, and advertising costs of \$11,575. Instructors will teach 6 30-minute classes in the morning, and 4 30-minute classes in the evening. The cost of marketing plan for the second and third year is \$43,229 a year, including \$35,209 a year to operate the new training room and \$8,020 a year in advertising costs. Training new staff will cost \$150 per instructor; each instructor will be paid \$18 an hour and work 5 hours daily. Table 6 shows the cost analysis.

Description	First Year Cost	Second Year Cost	Third Year Cost
<b>Construction of new room</b>	\$7,000	\$0	\$0
<b>Fitness Equipment</b>	\$4,000	\$0	\$0
<b>Staff Training</b>	\$750	\$0	\$0
<b>Staff Wages</b>	\$32,844	\$32,844	\$32,844
<b>Signage</b>	\$1,000	\$0	\$0
<b>Additional Operating costs (payroll, IT, equipment maintenance)</b>	\$2,000	\$2,000	\$2,000
<b>Facebook Advertising</b>	\$365	\$365	\$365
<b>Print Advertising</b>	\$11,210	\$8,020	\$8,020
<b>Total</b>	\$59,169	\$43,229	\$43,229
<b><u>Total Cost 3 Years</u></b>		<b>\$145,627</b>	

Table 6: Cost analysis

**Break Even Analysis**

Each new Gold Card member will bring in \$130 a year in annual and membership fees. Based on the research showing the health benefits and popularity of dance classes for seniors, it is believed that a total of 66 members per month will pay for the dance classes. Each class accommodates 20 people. It is believed that 42 people per month, on average, will attend dance classes on Friday and Saturday nights, and an average of 24 people a month will attend classes on Sunday nights. Revenue from dance classes averages out \$145 per member for the 66 members. To break even

Planet Fitness Palm Harbor needs a total of 530 new Gold Card members (see Table 7).

Description	Revenue Per Member/Month
<b>Gold Card</b>	\$130
<b>Dance Classes</b>	\$145
<b>Total Revenue/ Member</b>	\$275

Revenue Needed to Break Even	\$145,627
Average Annual Revenue	\$275
New Gold Card Members Needed to Break Even	<b>530</b>

**Table 7: Break-Even Analysis**

**Return On Investment**

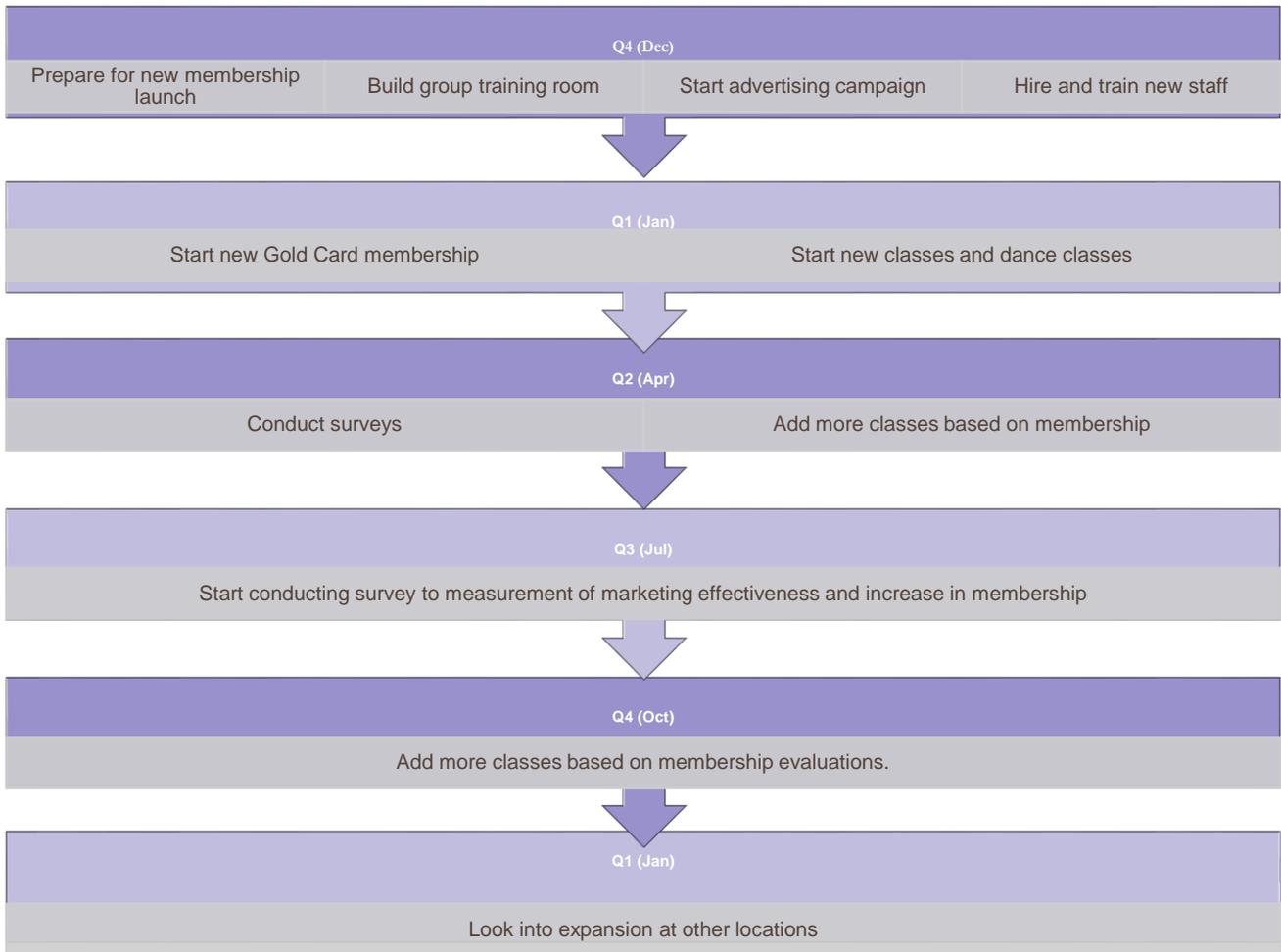
With new revenue of \$191,570 and the total cost to implement the marketing plan at \$145,627 the return on investment is calculated at 32%.

Type	Revenue per Member	Number of Members	Total
<b>Gold Card</b>	\$130	1,400	\$182,000
<b>Dance Classes</b>	\$145	66	\$9,570

<b>Revenue</b>	<b>\$191,570</b>
<b>Cost</b>	<b>\$145,627</b>
<b>ROI</b>	<b>32%</b>

**Table 8: Return on Investment**

## Timeline



**Table 9: Timeline**

## Contingency

For a total of 1,400 Gold card members, it is estimated that the first year 300 members will purchase a Gold Card membership, by the end of year two 500 people will sign for the Gold Card, and in year three 600 people will become Gold card members. If the membership goals are not meant by the end of each year, then more effort will be put into advertising. Fliers can be posted in senior communities and senior centers and radio advertisements will be considered.

## Conclusion

The main goal of the plan is to bring in additional senior citizens to the Planet Fitness Palm Harbor location. The changes made to the location are expected to also bring in more basic and black card members. Palm Harbor is the test location for this plan because using an existing location saves on the cost of building a new facility. By converting existing square footage in an unused area of the gym the location is able to save costs on building a new room. The addition of dance classes, at an additional fee to members, is expected to help offset some of the cost of the new facility and generate revenue for the location as more members become aware of the classes. By allowing non-members to take the classes Planet Fitness is also introducing them to their Intimidation free environment and judgment free zone. It is anticipated that the group fitness classes will attract those under the age of 50 to purchase a basic or black card membership. If the plan is successful the Gold Card membership will be added to additional select locations based on the targeted age demographics of the area.



## Tapestry Segmentation Area Profile

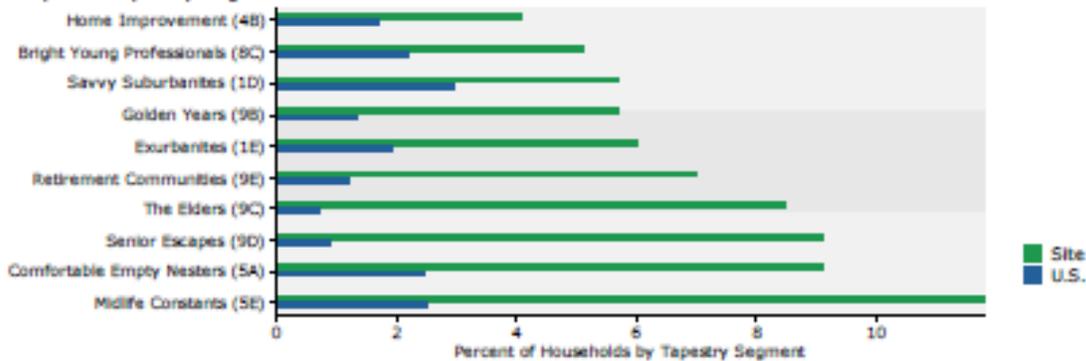
34684, Palm Harbor, Florida  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 28.07495  
Longitude: -82.72573

### Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	11.8%	11.8%	2.5%	2.5%	464
2	Comfortable Empty Nesters (5A)	9.1%	20.9%	2.5%	5.0%	367
3	Senior Escapes (9D)	9.1%	30.0%	0.9%	5.9%	1,002
4	The Elders (9C)	8.5%	38.5%	0.7%	6.6%	1,180
5	Retirement Communities (9E)	7.0%	45.5%	1.2%	7.8%	580
	<b>Subtotal</b>	<b>45.5%</b>		<b>7.8%</b>		
6	Exurbanites (1E)	6.0%	51.5%	2.0%	9.8%	300
7	Golden Years (9B)	5.7%	57.2%	1.3%	11.1%	425
8	Savvy Suburbanites (1D)	5.7%	62.9%	3.0%	14.1%	191
9	Bright Young Professionals (9C)	5.1%	68.0%	2.2%	16.3%	232
10	Home Improvement (4B)	4.1%	72.1%	1.7%	18.0%	238
	<b>Subtotal</b>	<b>26.6%</b>		<b>10.2%</b>		
11	The Great Outdoors (6C)	3.6%	75.7%	1.6%	19.6%	234
12	Rustbelt Traditions (5D)	3.4%	79.1%	2.2%	21.8%	153
13	Top Tier (1A)	3.2%	82.3%	1.7%	23.5%	186
14	In Style (5B)	2.5%	84.8%	2.3%	25.8%	113
15	Old and Newcomers (8F)	2.4%	87.2%	2.3%	28.1%	105
	<b>Subtotal</b>	<b>15.1%</b>		<b>10.1%</b>		
16	Parks and Rec (5C)	2.2%	89.4%	2.0%	30.1%	110
17	Green Acres (6A)	2.1%	91.5%	3.2%	33.3%	65
18	Up and Coming Families (7A)	1.1%	92.6%	2.2%	35.5%	49
19	Social Security Set (9F)	1.1%	93.7%	0.8%	36.3%	133
20	Urban Chic (2A)	1.0%	94.7%	1.3%	37.6%	74
	<b>Subtotal</b>	<b>7.5%</b>		<b>9.5%</b>		
	<b>Total</b>	<b>94.9%</b>		<b>37.7%</b>		<b>252</b>

### Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describe the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.  
**Source:** Esri

October 14, 2015

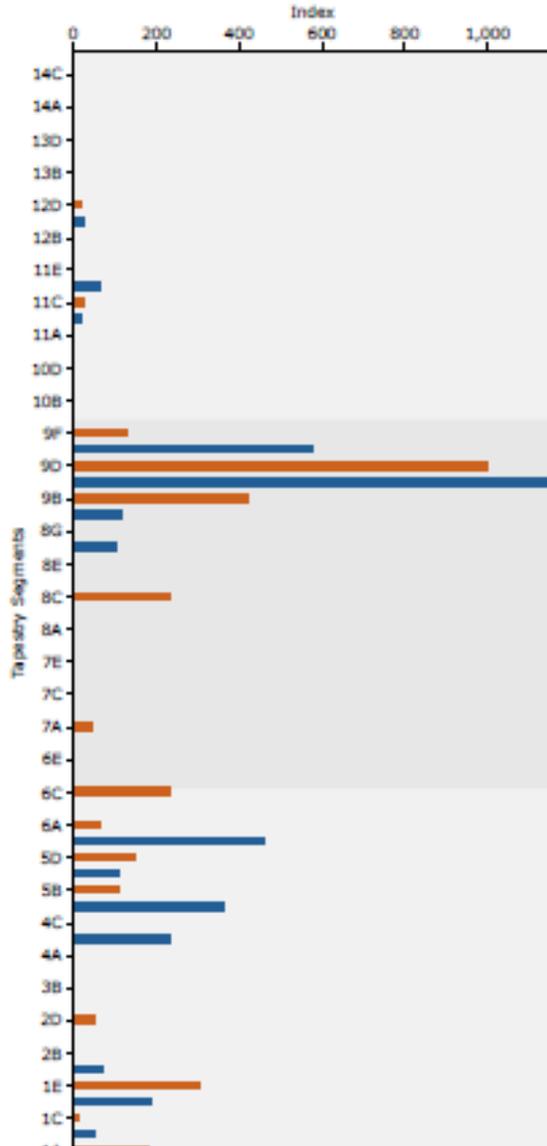


# Tapestry Segmentation Area Profile

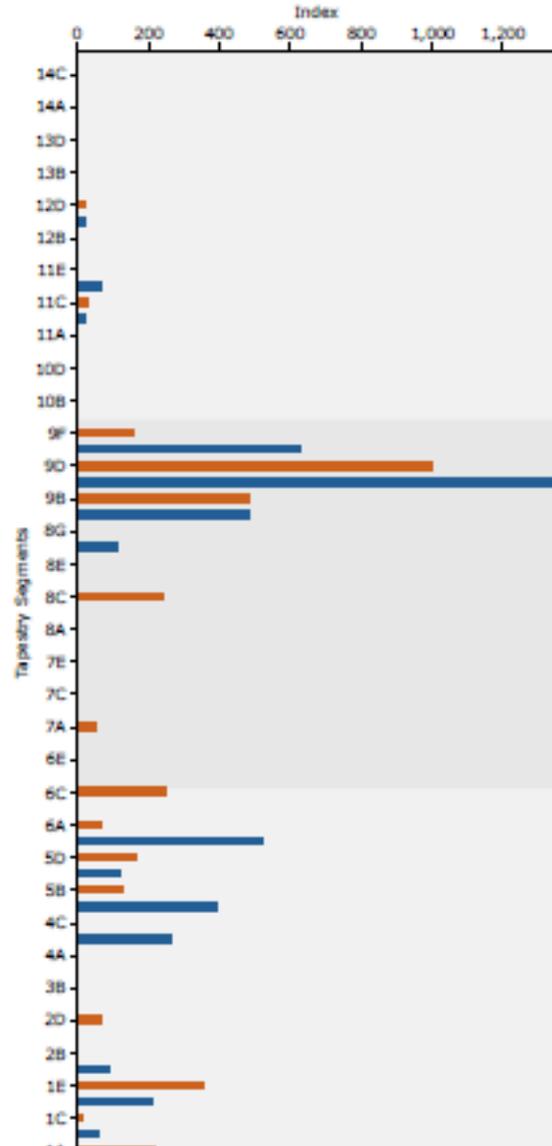
34684, Palm Harbor, Florida  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 28.07495  
Longitude: -82.72573

### 2015 Tapestry Indexes by Households



### 2015 Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.  
Source: Esri

October 14, 2015



## Tapestry Segmentation Area Profile

34684, Palm Harbor, Florida  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 28.07495  
Longitude: -82.72573

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	77,081	100.0%		168,636	100.0%	
<b>1. Affluent Estates</b>	<b>12,304</b>	<b>16.0%</b>	<b>164</b>	<b>32,428</b>	<b>19.2%</b>	<b>181</b>
Top Tier (1A)	2,467	3.2%	186	6,926	4.1%	220
Professional Pride (1B)	621	0.8%	51	1,914	1.1%	60
Boomburbs (1C)	190	0.2%	17	591	0.4%	19
Savvy Suburbanites (1D)	4,385	5.7%	191	11,690	6.9%	216
Exurbanites (1E)	4,641	6.0%	309	11,307	6.7%	360
<b>2. Upscale Avenues</b>	<b>1,321</b>	<b>1.7%</b>	<b>30</b>	<b>3,427</b>	<b>2.0%</b>	<b>35</b>
Urban Chic (2A)	755	1.0%	74	1,825	1.1%	89
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	566	0.7%	53	1,602	0.9%	74
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
<b>4. Family Landscapes</b>	<b>3,164</b>	<b>4.1%</b>	<b>56</b>	<b>8,387</b>	<b>5.0%</b>	<b>63</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	3,164	4.1%	236	8,387	5.0%	266
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>22,454</b>	<b>29.1%</b>	<b>252</b>	<b>50,498</b>	<b>29.9%</b>	<b>279</b>
Comfortable Empty Nesters (5A)	7,042	9.1%	367	16,014	9.5%	398
In Style (5B)	1,957	2.5%	113	4,330	2.6%	127
Parks and Rec (5C)	1,706	2.2%	110	3,977	2.4%	122
Rustbelt Traditions (5D)	2,641	3.4%	153	5,912	3.5%	167
Midlife Constants (5E)	9,108	11.8%	464	20,265	12.0%	526
<b>6. Cozy Country Living</b>	<b>4,411</b>	<b>5.7%</b>	<b>47</b>	<b>10,157</b>	<b>6.0%</b>	<b>51</b>
Green Acres (6A)	1,599	2.1%	65	4,045	2.4%	73
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	2,813	3.6%	234	6,112	3.6%	249
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>831</b>	<b>1.1%</b>	<b>16</b>	<b>2,456</b>	<b>1.5%</b>	<b>17</b>
Up and Coming Families (7A)	831	1.1%	49	2,456	1.5%	56
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

October 14, 2015



## Tapestry Segmentation Area Profile

34684, Palm Harbor, Florida  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 28.07495  
Longitude: -82.72573

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	77,083	100.0%		168,636	100.0%	
<b>8. Middle Ground</b>	<b>5,813</b>	<b>7.5%</b>	<b>69</b>	<b>12,044</b>	<b>7.1%</b>	<b>71</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	3,936	5.1%	232	8,356	5.0%	247
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,877	2.4%	105	3,688	2.2%	114
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>24,908</b>	<b>32.3%</b>	<b>561</b>	<b>45,297</b>	<b>26.9%</b>	<b>608</b>
Silver & Gold (9A)	684	0.9%	118	1,203	0.7%	123
Golden Years (9B)	4,398	5.7%	425	8,855	5.3%	486
The Elders (9C)	6,545	8.5%	1,160	10,805	6.4%	1,354
Senior Escapes (9D)	7,038	9.1%	1,002	13,155	7.8%	1,005
Retirement Communities (9E)	5,417	7.0%	580	9,697	5.8%	633
Social Security Set (9F)	826	1.1%	133	1,582	0.9%	157
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>1,287</b>	<b>1.7%</b>	<b>27</b>	<b>2,643</b>	<b>1.6%</b>	<b>28</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	266	0.3%	20	519	0.3%	23
Metro Fusion (11C)	280	0.4%	26	735	0.4%	31
Set to Impress (11D)	741	1.0%	65	1,389	0.8%	71
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>589</b>	<b>0.8%</b>	<b>12</b>	<b>1,299</b>	<b>0.8%</b>	<b>15</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	365	0.5%	25	670	0.4%	23
Modest Income Homes (12D)	224	0.3%	21	629	0.4%	28
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

October 14, 2015



## Tapestry Segmentation Area Profile

34684, Palm Harbor, Florida  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 28.07495  
Longitude: -82.72573

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	77,081	100.0%		168,634	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Leptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
<b>2. Urban Periphery</b>	<b>7,081</b>	<b>9.2%</b>	<b>54</b>	<b>15,632</b>	<b>9.3%</b>	<b>50</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	2,641	3.4%	153	5,911	3.5%	167
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	3,934	5.1%	232	8,354	5.0%	247
Metro Fusion (11C)	280	0.4%	26	735	0.4%	31
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	224	0.3%	21	629	0.4%	28
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>11,084</b>	<b>14.4%</b>	<b>79</b>	<b>21,208</b>	<b>12.6%</b>	<b>81</b>
In Style (5B)	1,957	2.5%	113	4,330	2.6%	127
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,877	2.4%	105	3,688	2.2%	114
Handscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	5,417	7.0%	580	9,697	5.8%	632
Social Security Set (9F)	824	1.1%	133	1,581	0.9%	157
Young and Restless (11B)	266	0.3%	20	519	0.3%	23
Set to Impress (11D)	741	1.0%	69	1,381	0.8%	71
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towers (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Source: Esri

October 14, 2015



## Tapestry Segmentation Area Profile

34684, Palm Harbor, Florida  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 28.07495  
Longitude: -82.72573

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	77,083	100.0%		168,636	100.0%	
<b>4. Suburban Periphery</b>	<b>47,103</b>	<b>61.1%</b>	<b>195</b>	<b>107,817</b>	<b>63.9%</b>	<b>198</b>
Top Tier (1A)	2,467	3.2%	186	6,926	4.1%	220
Professional Pride (1B)	621	0.8%	51	1,914	1.1%	60
Boomburbs (1C)	190	0.2%	17	591	0.4%	19
Savvy Suburbanites (1D)	4,385	5.7%	191	11,690	6.9%	216
Exurbanites (1E)	4,641	6.0%	309	11,307	6.7%	360
Urban Chic (2A)	755	1.0%	74	1,825	1.1%	89
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	566	0.7%	53	1,602	0.9%	74
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	3,164	4.1%	238	8,387	5.0%	266
Comfortable Empty Nesters (5A)	7,042	9.1%	367	16,014	9.5%	398
Parks and Rec (5C)	1,706	2.2%	110	3,977	2.4%	122
Midlife Constants (5E)	9,108	11.8%	464	20,265	12.0%	526
Up and Coming Families (7A)	831	1.1%	49	2,456	1.5%	56
Silver & Gold (9A)	684	0.9%	118	1,203	0.7%	123
Golden Years (9B)	4,398	5.7%	425	8,855	5.3%	466
The Elders (9C)	6,545	8.5%	1,160	10,805	6.4%	1,354
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>7,403</b>	<b>9.6%</b>	<b>102</b>	<b>13,825</b>	<b>8.2%</b>	<b>89</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	7,038	9.1%	1,002	13,155	7.8%	1,005
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	365	0.5%	25	670	0.4%	23
<b>6. Rural</b>	<b>4,412</b>	<b>5.7%</b>	<b>33</b>	<b>10,157</b>	<b>6.0%</b>	<b>36</b>
Green Acres (6A)	1,599	2.1%	65	4,045	2.4%	73
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	2,813	3.6%	234	6,112	3.6%	249
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

October 14, 2015



## Age 50+ Profile

34684, Palm Harbor, Florida  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 28.07495  
Longitude: -82.72573

Demographic Summary	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Total Population	167,458	168,638	171,726	3,088	0.36%
Population 50+	80,383	87,365	92,130	4,765	1.07%
Median Age	48.8	51.1	52.6	1.5	0.58%
Households	76,311	77,084	78,618	1,534	0.39%
% Householders 55+	55.4%	59.8%	62.9%	3.1	1.02%
Owner/Renter Ratio	3.1	2.6	2.6	0.0	0.00%
Median Home Value	-	\$193,846	\$232,380	\$38,534	3.69%
Average Home Value	-	\$243,925	\$287,628	\$43,703	3.35%
Median Household Income	-	\$55,068	\$63,265	\$8,197	2.81%
Median Household Income for Householder 55+	-	\$47,618	\$56,556	\$8,938	3.50%

Population by Age and Sex						
Male Population	Census 2010		2015		2020	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	35,975	100.0%	39,336	100.0%	41,508	100.0%
50-54	6,644	18.5%	6,638	16.9%	5,537	13.3%
55-59	6,085	16.9%	6,777	17.2%	6,649	16.0%
60-64	6,087	16.9%	6,328	16.1%	7,013	16.9%
65-69	4,874	13.5%	6,072	15.4%	6,375	15.4%
70-74	3,890	10.8%	4,689	11.9%	5,922	14.3%
75-79	3,419	9.5%	3,459	8.8%	4,303	10.4%
80-84	2,655	7.4%	2,688	6.8%	2,798	6.7%
85+	2,321	6.5%	2,685	6.8%	2,911	7.0%

Female Population	Census 2010		2015		2020	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	44,409	100.0%	48,028	100.0%	50,621	100.0%
50-54	7,685	17.3%	7,411	15.4%	6,293	12.4%
55-59	7,089	16.0%	7,818	16.3%	7,457	14.7%
60-64	6,974	15.7%	7,377	15.4%	8,120	16.0%
65-69	5,764	13.0%	7,150	14.9%	7,666	15.1%
70-74	4,695	10.6%	5,667	11.8%	7,159	14.1%
75-79	4,278	9.6%	4,339	9.0%	5,398	10.7%
80-84	3,776	8.5%	3,629	7.6%	3,742	7.4%
85+	4,147	9.3%	4,637	9.7%	4,786	9.5%

Total Population	Census 2010		2015		2020	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total (50+)	80,383	48.0%	87,365	51.6%	92,130	53.6%
50-54	14,329	8.6%	14,049	8.3%	11,830	6.9%
55-59	13,174	7.9%	14,595	8.7%	14,106	8.2%
60-64	13,061	7.8%	13,704	8.1%	15,134	8.8%
65-69	10,638	6.4%	13,223	7.8%	14,041	8.2%
70-74	8,585	5.1%	10,356	6.1%	13,081	7.6%
75-79	7,697	4.6%	7,799	4.6%	9,701	5.6%
80-84	6,431	3.8%	6,317	3.7%	6,540	3.8%
85+	6,468	3.9%	7,322	4.3%	7,697	4.5%
65+	39,819	23.8%	45,017	26.7%	51,060	29.7%
75+	20,596	12.3%	21,438	12.7%	23,938	13.9%

Data Note - A "-" indicates that the variable was not collected in the 2010 Census.  
Sources: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

October 14, 2015



## Age 50+ Profile

34684, Palm Harbor, Florida  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 28.07495  
Longitude: -82.72573

2015 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	16,667	100%	14,784	100%	14,611	100%	46,062	100%
<\$15,000	1,761	10.6%	1,606	10.9%	1,777	12.2%	5,144	11.2%
\$15,000-\$24,999	1,495	9.0%	2,003	13.5%	3,167	21.7%	6,665	14.5%
\$25,000-\$34,999	1,456	8.7%	1,681	11.4%	2,311	15.8%	5,448	11.8%
\$35,000-\$49,999	1,757	10.5%	2,020	13.7%	2,798	19.1%	6,575	14.3%
\$50,000-\$74,999	2,679	16.1%	3,302	22.3%	2,210	15.1%	8,191	17.8%
\$75,000-\$99,999	2,262	13.6%	1,656	11.2%	1,109	7.6%	5,027	10.9%
\$100,000-\$149,999	2,604	15.6%	1,487	10.1%	875	6.0%	4,970	10.8%
\$150,000-\$199,999	1,177	7.1%	453	3.1%	171	1.2%	1,801	3.9%
\$200,000+	1,474	8.8%	575	3.9%	185	1.3%	2,238	4.9%
Median HH Income	\$65,396		\$50,383		\$35,180		\$47,618	
Average HH Income	\$92,555		\$66,900		\$47,918		\$70,166	
2020 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	16,843	100%	16,639	100%	15,967	100%	49,449	100%
<\$15,000	1,457	8.7%	1,588	9.5%	1,855	11.6%	4,900	9.9%
\$15,000-\$24,999	908	5.4%	1,549	9.3%	2,583	16.2%	5,040	10.2%
\$25,000-\$34,999	1,067	6.3%	1,480	8.9%	2,131	13.4%	4,680	9.5%
\$35,000-\$49,999	1,562	9.3%	2,065	12.4%	3,011	18.9%	6,638	13.4%
\$50,000-\$74,999	2,884	17.1%	4,107	24.7%	2,885	18.1%	9,880	20.0%
\$75,000-\$99,999	2,839	16.9%	2,425	14.6%	1,676	10.5%	6,940	14.0%
\$100,000-\$149,999	2,835	16.8%	1,940	11.7%	1,261	7.9%	6,037	12.2%
\$150,000-\$199,999	1,565	9.3%	691	4.2%	286	1.8%	2,542	5.1%
\$200,000+	1,724	10.2%	792	4.8%	271	1.7%	2,788	5.6%
Median HH Income	\$78,622		\$57,335		\$40,681		\$56,556	
Average HH Income	\$107,825		\$78,409		\$56,709		\$81,428	

Data Note: Income is reported for July 1, 2015 and represents annual income for the preceding year, expressed in current (2014) dollars, including an adjustment for inflation. Income is reported for July 1, 2020 and represents annual income for the preceding year, expressed in current (2019) dollars, including an adjustment for inflation.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

October 14, 2015



## Age 50+ Profile

34684, Palm Harbor, Florida  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 28.07495  
 Longitude: -82.72573

2015 Population 50+ by Race	Number	Percent	% Pop
<b>Total</b>	<b>87,364</b>	<b>100.0%</b>	<b>51.8%</b>
White Alone	83,038	95.0%	54.4%
Black Alone	1,435	1.6%	27.8%
American Indian Alone	157	0.2%	42.8%
Asian Alone	1,515	1.7%	32.4%
Pacific Islander Alone	18	0.0%	21.7%
Some Other Race Alone	416	0.5%	19.3%
Two or More Races	785	0.9%	22.1%
Hispanic Origin (Any Race)	3,826	4.4%	29.3%

Census 2010 Households and Age of Householder	Number	Percent	% Total HHs
<b>Total</b>	<b>42,242</b>	<b>100.0%</b>	<b>55.4%</b>
<b>Family Households</b>	<b>23,261</b>	<b>55.1%</b>	<b>30.5%</b>
Householder Age 55-64	9,913	23.5%	13.0%
Householder Age 65-74	7,143	16.9%	9.4%
Householder Age 75-84	4,708	11.1%	6.2%
Householder Age 85+	1,497	3.5%	2.0%
<b>Nonfamily Households</b>	<b>18,981</b>	<b>44.9%</b>	<b>24.9%</b>
Householder Age 55-64	5,818	13.8%	7.6%
Householder Age 65-74	5,123	12.1%	6.7%
Householder Age 75-84	4,914	11.6%	6.4%
Householder Age 85+	3,126	7.4%	4.1%

Census 2010 Occupied Housing Units by Age of Householder	Number	Percent	% Total HHs
<b>Total</b>	<b>42,242</b>	<b>100.0%</b>	<b>55.4%</b>
<b>Owner Occupied Housing Units</b>	<b>35,362</b>	<b>83.7%</b>	<b>46.3%</b>
Householder Age 55-64	13,192	31.2%	17.3%
Householder Age 65-74	10,730	25.4%	14.1%
Householder Age 75-84	8,154	19.3%	10.7%
Householder Age 85+	3,286	7.8%	4.3%
<b>Renter Occupied Housing Units</b>	<b>6,880</b>	<b>16.3%</b>	<b>9.0%</b>
Householder Age 55-64	2,539	6.0%	3.3%
Householder Age 65-74	1,536	3.6%	2.0%
Householder Age 75-84	1,468	3.5%	1.9%
Householder Age 85+	1,337	3.2%	1.8%

**Data Note:** A family is defined as a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption. Nonfamily households consist of people living alone and households that do not contain any members who are related to the householder. The base for "% Pop" is specific to the row. A Nonrelative is not related to the householder by birth, marriage, or adoption.  
 Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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