

Daxko Membership Index

November 2017

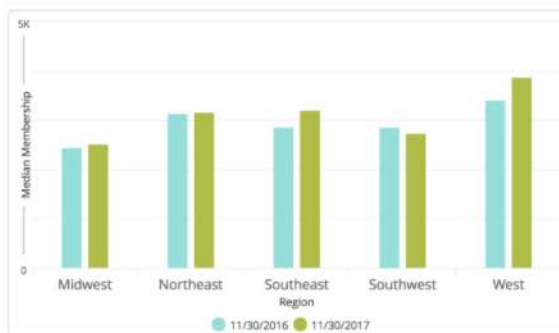


MEMBERSHIPS COMPARED TO LAST YEAR

Active Memberships YoY

↑ 4.47%

Active memberships for the month increased 4.47% compared to the previous year. This data reflects cumulative gains in total membership large enough to offset terminations during the same time period.



*Active members are inclusive of all units with the status of "active" as of the last day of the month reported. Active memberships are cumulative by nature and impacted by past and current monthly rates.

MEMBERSHIPS COMPARED TO LAST MONTH

ACTIVE MEMBERSHIPS

Active Memberships MoM
↓ -0.04%

Active memberships for the month of November decreased 0.04% compared to the previous month. This data reflects a nominal cumulative loss in total membership.

NEW MEMBERSHIPS

New Memberships MoM
↓ -6.95%

New memberships for the month of November decreased 6.95% compared to the previous month, which experienced a higher decrease rate. This greater decrease suggests a seasonal dip in join rates.

REJOINED MEMBERSHIPS

Rejoined Memberships MoM
↓ -6.90%

Rejoined membership for the month of November decreased 6.90% compared to the previous month, which experienced a comparatively small decrease. This decrease suggests a modest negative seasonal trend in rejoin rates.

TERMINATED MEMBERSHIPS

Terminated Memberships MoM
↓ -12.56%

Terminated memberships for the month of November decreased 12.56% compared to the previous month. This suggests a positive seasonal trend in termination rates.