

Daxko Membership Index

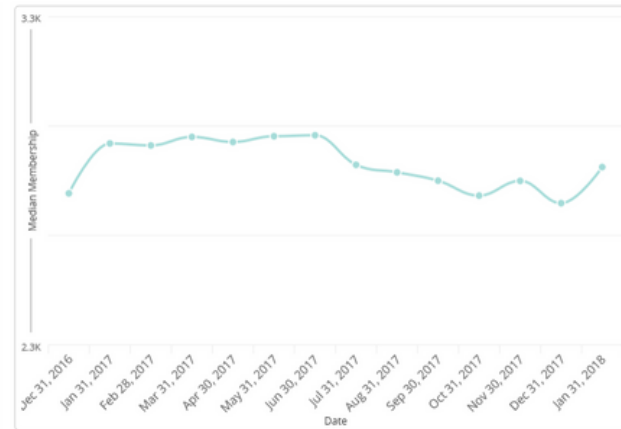
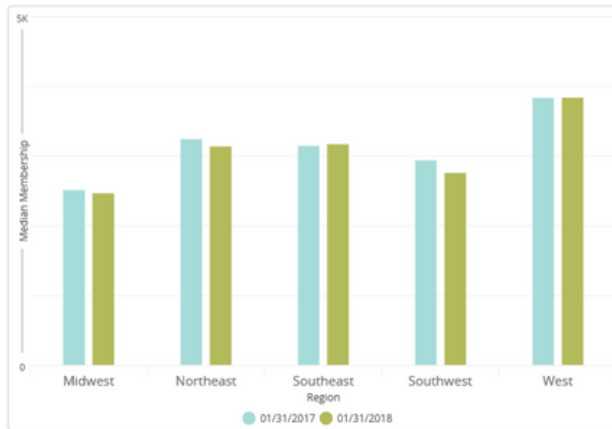
January 2018

MEMBERSHIPS COMPARED TO LAST YEAR

Active Memberships YoY

↑ 3.54%

Active memberships for the month increased 3.54% 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

↑ 3.37%

Active memberships for the month of January increased 3.37% compared to the previous month. This data reflects a cumulative gain in total memberships likely due to January joins.

NEW MEMBERSHIPS

New Memberships MoM

↑ 137.65%

New memberships for the month of January increased 137.65% compared to the previous month. This increase suggests a seasonal high in join rates due to January join season.

REJOINED MEMBERSHIPS

Rejoined Memberships MoM

↑ 92.11%

Rejoined memberships for the month of January increased 92.11% compared to the previous month. This increase suggests a seasonal high in rejoin rates due to January joins.

TERMINATED MEMBERSHIPS

Terminated Memberships MoM

↑ 29.10%

Terminated memberships for the month of December increased 29.10% compared to the previous month, which also experienced an uptick in terminations.