

Excess vs. Exercise



New Year, New You?

Perhaps, but it depends where you are...



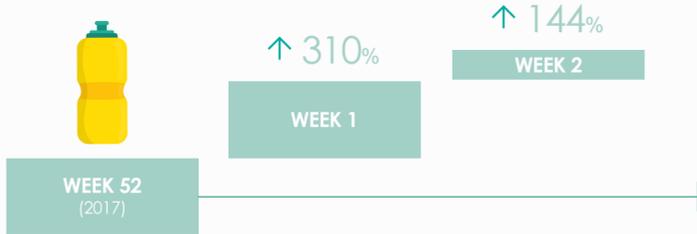
New Year, New US

While visits to pubs and bars declined week-on-week as we entered 2018, the number of new devices seen in gyms continued to increase in leaps and bounds as search activity translates into physical activity.

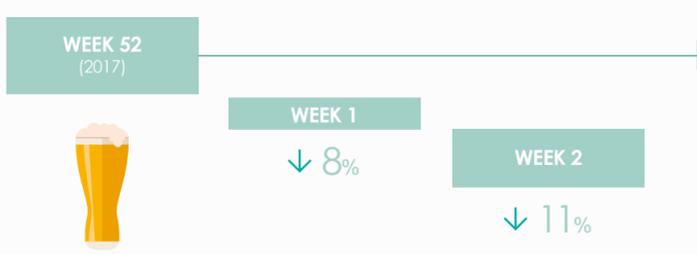
'Gym' searches (January vs. December)



Gym going



Pub visits



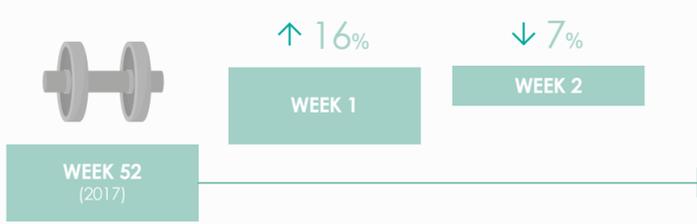
Old habits die hard

The net change in pub visits (+5%) and gym visits (+9%) shows signs of settling by week two of January as resolutions either start to become habit or get ditched in favour of old routines, despite the good intentions seen in search behaviour.

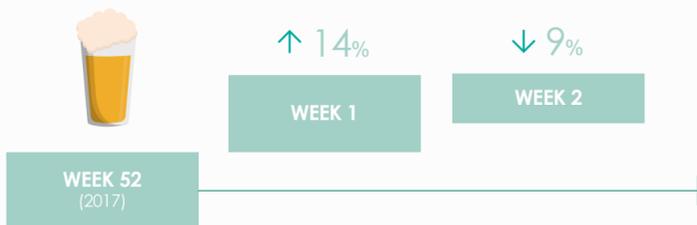
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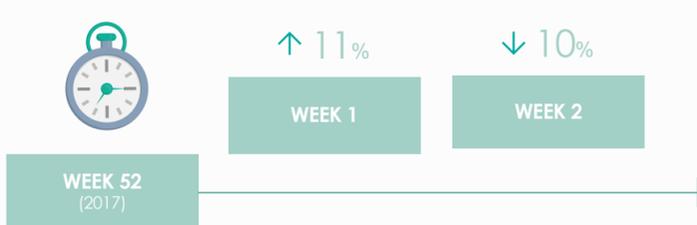
Barbells & barbecues

Both vice and virtue almost completely return to the pre-January norm after two weeks, suggesting that new year is as much about the summer party as it is a lifestyle line in the sand.

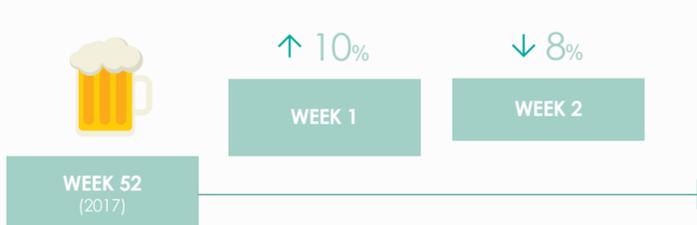
'Gym' searches (January vs. December)



Gym going



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Implications & observations

Search behaviour is the first step in the purchase journey for many. It can be a good indicator of interest, consideration or even intent, but until that translates into actual behaviour - as evidenced by footfall - that means the purchase journey (in most cases) remains incomplete.