



MAKO RESEARCH

Mako Fitness Venue Search Universe

Methodology and evidence brief
2026 edition

260,095 canonical venue records	69 represented jurisdictions	16,955 public-plan rows
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Methodology owner: Mako Research

Aggregate evidence release. Raw row-level venue and plan files are not published.

How to read this methodology

This brief defines the denominator, identity rules, categories, geography, pricing joins, workflow flags and known non-findings used by the 2026 Mako flagship fitness market reports.

The central distinction is simple: **complete for a declared normalized search universe is not the same as a complete census of the operating physical market**. Every report keeps those claims separate.

Scope at a glance

Layer	Records or rows	Definition
Combined venue universe	260,095	Canonical US and Canadian location records
United States	245,928	50 states, DC and five inhabited territories
Canada	14,167	All 10 provinces and three territories
Represented jurisdictions	69	56 US and 13 Canadian jurisdictions
Five-format editorial core	44,686	Yoga; Pilates/reformer/barre; CrossFit/strength; HIIT/functional; indoor cycling
Public-plan rows	16,955	Selective public offer observations
Plan-linked venues	4,726	Distinct canonical venues with at least one plan row

The 2026 edition label identifies publication timing. Source observations and last-checked fields contain mixed dates, so this is not a single-date market snapshot.

Dataset contract

The unit is one canonical location-level venue keyed by **universe_id**. It is not a company, operator, member, membership, demand or revenue count. One operator with several locations can contribute several records; one venue contributes once to the overall denominator and once to one primary category.

Search-universe completeness, source freshness, first-party verification, public physical access, current operation and real-world market completeness are separate claims.

Inclusion and exclusion

- Include canonical US and Canadian venue locations with normalized geography, a stable universe_id, one primary category and preserved source lineage.
- Keep raw observations, duplicate decisions, held candidates, non-ICP false positives, and closed or nonphysical observations outside the denominator unless intentionally resolved into a canonical record.
- Do not infer missing addresses, contacts, ownership, franchise status, payment model, price, public access, current operation or affiliation.

Identity normalization

Identity resolution preserves canonical and source identifiers, source packet and path, record IDs, official lead IDs, evidence URLs and notes. Matching uses the strongest available combination of:

- normalized address, unit and venue name;
- normalized phone, or exact domain plus city and venue name;
- coordinates within roughly 30 to 50 metres plus strong name similarity;

- official-source adjudication when automated evidence is insufficient.

A shared chain domain or shared host facility is not enough by itself to deduplicate records. Physical operators, clubs or programs, and host facilities remain distinguishable when the evidence supports separate locations or operating identities.

Source hierarchy

Priority	Source family	Primary use
1	Current official venue or location page	Current first-party location evidence
2	Current municipal licence or directory	Local official record evidence
3	Provincial or territorial association roster	Official or association context
4	Official franchise or multi-location locator	Brand location evidence
5	OpenStreetMap	Structured location discovery
6	Search and third-party directories	Lead generation only
7	Legal or entity registries	Legal-name or ownership enrichment only

US Census Bureau and Statistics Canada sources provide classification, geography or population context. They do not replace the Mako venue denominator.

Categories and geography

Each canonical venue receives exactly one primary reporting category. Additional nuance can remain in source category, subgenre and services fields. Category counts are mutually exclusive, but they do not capture every program offered inside another venue type.

Primary category	Records	Share
Gym / Health Club	104,745	40.27%
Martial Arts / Combat School	40,324	15.50%
Dance / Movement Studio	26,349	10.13%
Yoga Studio	17,861	6.87%
Aquatic / Swim Facility	14,045	5.40%
Multipurpose Recreation / Sports Center	10,053	3.87%
Pilates / Reformer / Barre Studio	9,693	3.73%
CrossFit / Strength Gym	8,373	3.22%
Boutique HIIT / Functional Fitness Studio	7,874	3.03%
Specialist Fitness Facility	7,682	2.95%
Gymnastics / Cheer / Tumbling Facility	6,442	2.48%
Personal / Small-Group Training	5,520	2.12%
Indoor Cycling Studio	885	0.34%
Climbing / Bouldering Facility	249	0.10%
Total	260,095	100.00%

Boutique is an editorial operating definition, not an official statistical category. Category assignment does not establish affiliation, franchise status or the full menu of services inside a venue.

Geography

Country, state/province and city summaries reconcile to 260,095 records. City is populated on 256,699 records, or 98.69%.

State, province and municipality rankings are record concentrations. They are not population-adjusted density, demand or competitive-intensity rankings. Density requires one dated official population denominator and a consistent crosswalk to MSA, CMA or CA boundaries.

Public-plan joins and pricing rules

The public-plan table joins **master_venue_id** exactly to venue **universe_id**. Verification found zero unmatched plan rows and zero unmatched distinct plan venue IDs. Geography and category are applied only after that join; packet names are not used as geography filters.

Pricing field	Result
Public-plan rows	16,955
Distinct linked venues	4,726
Venue-universe coverage	1.82%
Numeric-price rows	12,019
Rows without numeric price	4,936
USD rows	5,659
CAD rows	8,068
Currency-blank rows	3,228

USD and CAD remain separate. Blank prices and currencies remain missing. Explicit zero-price observations remain zero. Missing does not mean free, unavailable or zero.

Raw amounts mix memberships, packs, drop-ins, introductory offers, programs, quantities, terms, fees and expiry. A valid comparison must first define a compatible offer family, currency and cadence. The public-plan subset is self-selecting and is not a random sample.

Evidence, verified and review fields

Evidence URLs exist for all 260,095 canonical records. They preserve provenance or discovery lineage; they do not guarantee current first-party verification.

Workflow field	Rows	Share	Meaning
Verified	14,760	5.67%	Status begins with Verified; field-specific confirmation
Review	252,303	97.00%	Populated review reason or nonverified status

Verified and review can overlap. Review is not the unverified share, and neither field is equivalent to open, closed, accurate or inaccurate. Research confidence, lifecycle, operation, pricing and geography verification remain separate workflow signals.

Calculations, limits and reproducibility

Calculation rules

- Venue count is the number of canonical rows within the stated filter.
- Percentage is numerator divided by the stated denominator, rounded to two decimals.

- Category, country, geography and city totals reconcile to 260,095.
- Plan coverage is distinct covered venue IDs divided by the relevant venue denominator.
- Contact or field coverage means nonblank presence, not accuracy, freshness or quality.
- Positive-price medians exclude blanks and explicit zeroes while preserving currency and the declared product and cadence filter.
- No missing field is converted into evidence of absence.

What the evidence does not establish

- complete real-world physical-market coverage or current operation for every venue;
- universal active, affiliate or franchise counts;
- revenue, memberships, capacity, attendance, demand, growth, conversion, churn, retention or profitability;
- a universal average price or market-wide pricing transparency;
- comparable US-versus-Canada physical-market shares;
- CrossFit affiliation from a category or venue name alone;
- that a missing field indicates real-world absence.

Named companies, affiliations, current prices, open-now claims and external population denominators require a fresh first-party or official-source check with a preserved checked date and URL.

Release hashes

Artifact	Logical size	SHA-256
Attached workbook	10 sheets	a21c58674c4102d9dfae969039c050a048de84f379fd39f7e0c987000ee65315
venues.csv	260,095 rows	18252c5cbe68efa490340fe00ab21d437280300b4f4f372dbd1c44a7310e0ef3
public-plans.csv	16,955 rows	14887a73ab69886ca5713683c5f227642bdf6ab70b913d4c1747407685c5074a
geography-summary.csv	69 rows	90a42e32352566380356cdca6c0342ebaf0e4dfd8f1b9ca7696497ce7ef8d43f
city-summary.csv	17,818 rows	3b82ca1a88493f9d3a6a90404f9b12aebdf870c15ec9dab2491aee852fd0d6aa
category-summary.csv	872 rows	b47639ced548bd5639fb84819666408ef90621fd83a6826f9b429363a81872ca
input-register.json	179 packets	5374943fbb474ec77e65c188bbcd719f9f271f09d30249e0174a0878658b0c60
validation.json	PASS	5f07c9d477c803029ea52d5d0467c62cfc38e4a80df036211ed1413fc84c0758

Corrections and publisher disclosure

Corrections or venue-data issues can be submitted through makocrm.so/contact-us. A correction record should preserve the affected universe_id or master_plan_id, source URL, observed date, proposed change, reviewer decision and superseded release hash.

Mako publishes this research and also develops Mako Pulse and Mako CRM. The flagship reports separate aggregate market-map findings from product claims and do not treat venue presence or public pricing as evidence of retention performance.

External reference definitions

[US Census Bureau, NAICS 713940](#)
[US Census Bureau, geography glossary](#)

[Statistics Canada, NAICS 713940](#)
[Statistics Canada, CMA and CA definition](#)