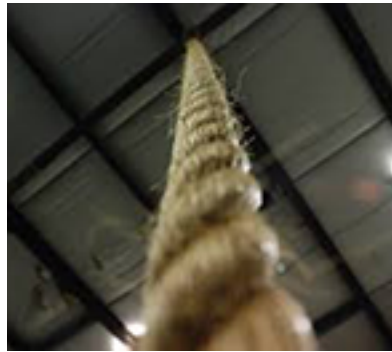


# The CrossFit Conversation

January 2014



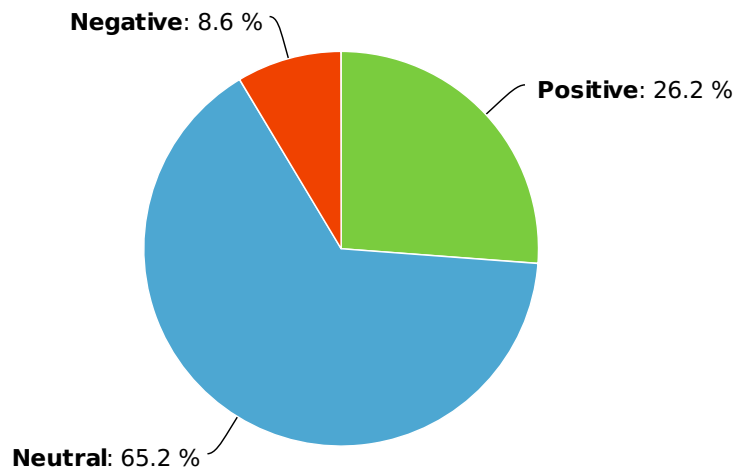
**CHANNEL SIGNAL**   
*listening makes you smarter*

## Category - Crossfit

This report is part of a monthly series that documents online consumer comments made about CrossFit. The Channel Signal algorithm collects comments from blogs, online media and social media platforms like Twitter, Facebook, YouTube, etc. and analyzes the clean data to report on the top issues and trends that drove the online CrossFit conversation for January. Our purpose is to provide actionable consumer insight to companies in the fitness business.

## Activity / Sentiment Overview

### Total Consumer Comments



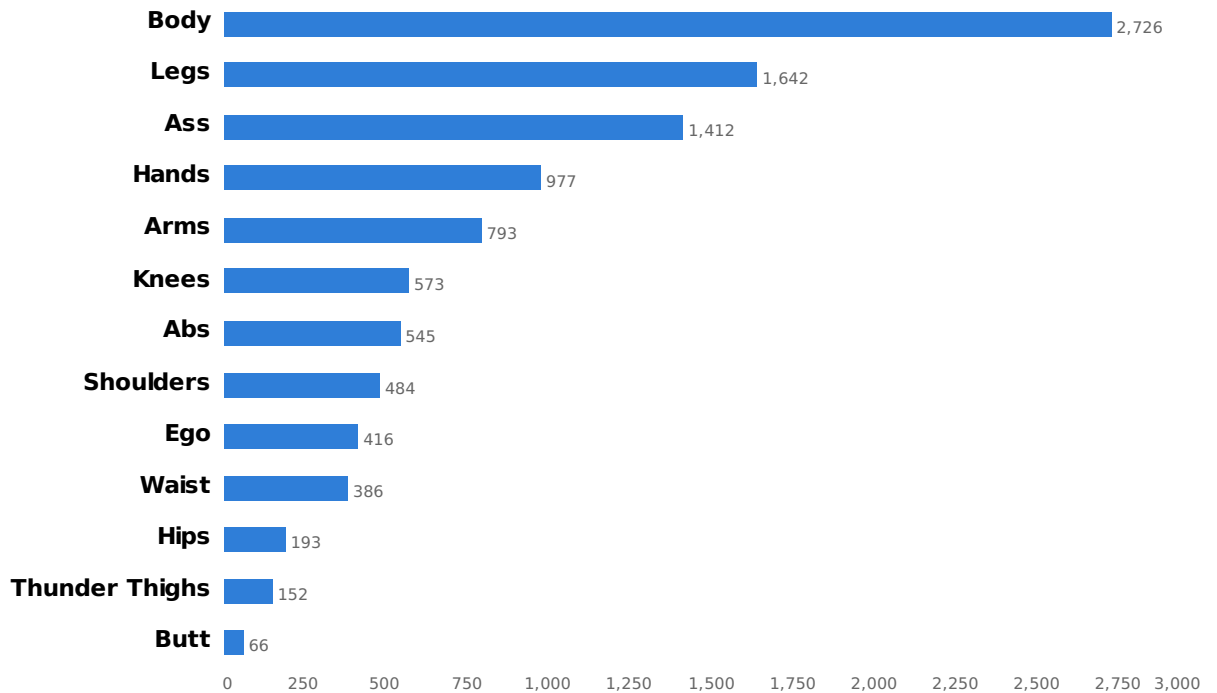
Channel Signal documented over 250,000 individual consumer online mentions of CrossFit in January. The chart above shows the sentiment to be predominantly neutral; however, many of these comments shaded toward positive but did not contain the language to mark it as such.

# Comparative Analysis

## ANALYSIS: 1 | For CrossFitters, Pain Is Meant To Be Shared

CrossFitters love to report on social media after their workouts, telling what body parts got worked the hardest. When Channel Signal documents a similar phenomenon in our yoga report, we find that the body talk is mostly about weight loss and personal appearance. CrossFitters, by contrast, like to talk about what hurts. Tired legs, wobbly arms and a thoroughly kicked ass are all frequently mentioned. Below are the most frequently mentioned sore body parts in January.

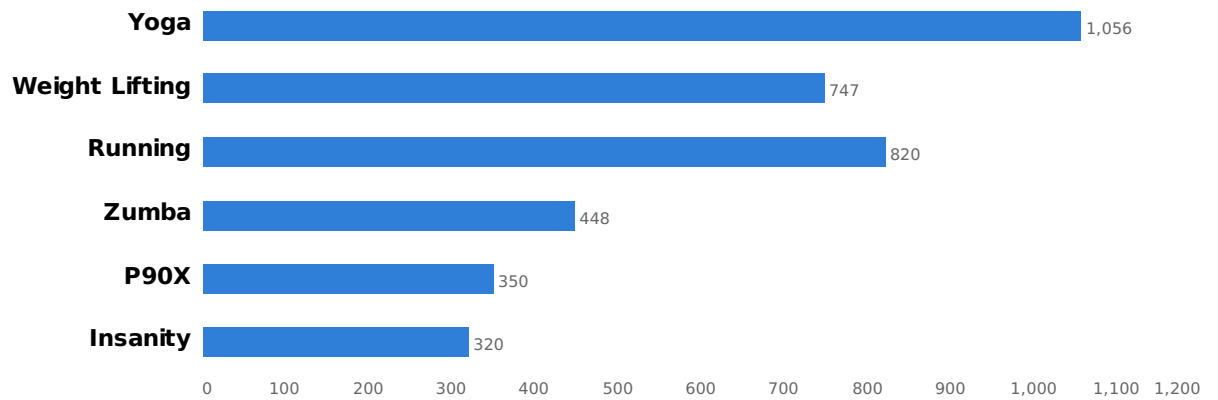
### MENTIONS



## ANALYSIS: 2 | What Other Workouts are CrossFitters Talking About?

CrossFit people are highly loyal to the program and very positive about their results, but they frequently mention other forms of exercise. When the P90X and Insanity DVD programs were brought up, the issue was usually a cost comparison between those programs and CrossFit. Yoga was mentioned often, as was weight lifting. In general, consumers seemed very open to other forms of working out and many CrossFitters do additional forms of exercise - the conversations only became territorial when comparisons were made between the results of weight lifting and CrossFit.

### MENTIONS



## Topic Analysis

### TOPIC: 1 | "Best CrossFit Shoes" Post Gets Noticed

As we documented last month, the CrossFit consumer conversation is very light on gear talk and brand recommendations. We attribute this fact to the very small amount of CrossFit-specific gear currently offered to consumers. However, in January a post from the Health Geek Nation site, titled "Best CrossFit Shoes" was shared 5304 times. There appears to be some unmet enthusiasm out there.

#### KEY INSIGHTS

Given the growth curve of CrossFit and the enthusiasm level of its customers, we're very surprised at the few purpose-built products on the market. Reebok's sponsorship status gives them the exclusive use of the term "CrossFit", but that seems like an easy obstacle for footwear, apparel and nutrition product manufacturers to overcome.

#### KEY QUOTES

“ **Best Crossfit Shoes** <http://t.co/a7L17CIEZb>

**Link:** <http://twitter.com/iamrawl/status/420147445931061248>

**Site:** twitter.com **Author:** Rahul Maheshwari (Klout 52)

“ **Discover the best crossfit shoes for you using comparison charts. Interactive chart** <http://t.co/SwLH9lvvxh>

**Link:** [http://twitter.com/rahad\\_hasan/status/422260368249851904](http://twitter.com/rahad_hasan/status/422260368249851904)

**Site:** twitter.com **Author:** Rahad Hasan (Klout 19)

“ **@itsjuanrios15 best crossfit shoes I've seen most of them are a joke lol**

**Link:** [http://twitter.com/Not\\_yooooooy/status/427972030470696960](http://twitter.com/Not_yooooooy/status/427972030470696960)

**Site:** twitter.com **Author:** Johnny Aguilar (Klout 46)

### TOPIC: 2 | Nutrition

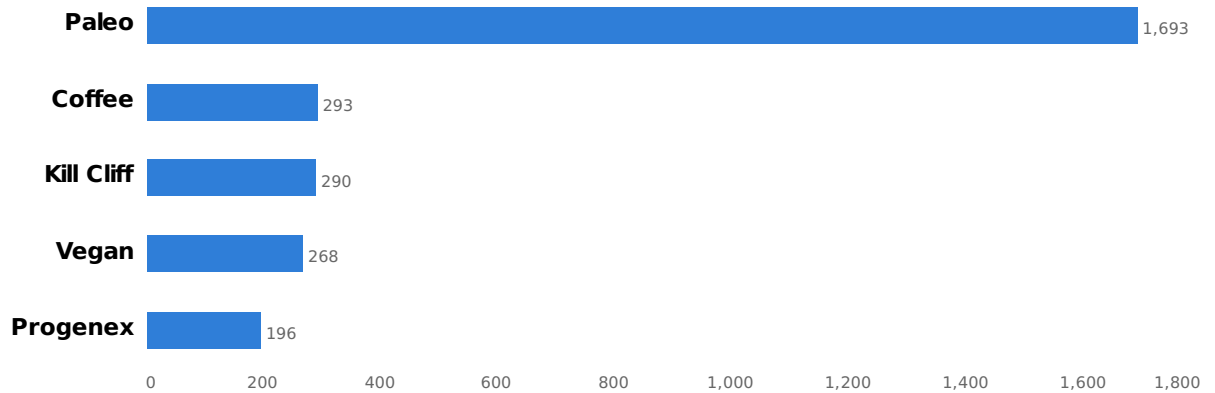
The CrossFit community is interested in nutrition and many questions are posed and answered online. As with any enthusiast-based forum, much of the advice is of dubious quality, despite the good intentions. As indicated in the graph below, the paleo diet is, by far, the most frequently discussed nutritional program and its adherents are a devoted bunch. Some nutrition companies, especially Progenex and Kill Cliff energy drink, promote online to CrossFit athletes.

#### KEY INSIGHTS

In analyzing comments, we saw many CrossFit gyms promoting nutritional seminars and speakers, which is a great strategy. The gyms are already respected for their strength-training knowledge, so widening the appeal is smart.

The major nutrition companies, like PowerBar, Clif, etc. aren't actively pursuing the CrossFit market, which we consider a mistake. The focus of the bar companies is based on longer-term endurance exercise vs. the all-out 60-90 minutes of CrossFit. A product for high-intensity workouts seems like a natural.

## MENTIONS



## KEY QUOTES

“ **#morphfit If you're a Crossfit athlete, mixing a little Morphfit Pre-hab and Nutrition will keep you <http://t.co/WPyclJ8zyQ>**

**Link:** <http://twitter.com/GetMorphfit/status/424308872976039936>

**Site:** twitter.com **Author:** Morphfit Training

“ **RT @shariv67: I've only been doing Crossfit and Paleo for two weeks, and I've already lost 15 friends!**

**Link:** <http://twitter.com/FitSunshine/status/420343189758025728>

**Site:** twitter.com **Author:** Sunshine (Klout 19)

“ **"Apologize to those you wronged."Sorry to all my exes who had to see me naked back when I was fat before paleo and crossfit. #MyMouth**

**Link:** <http://twitter.com/KendallMcLaugh/status/420397332639649792>

**Site:** twitter.com **Author:** Kendall McLaughlin (Klout 36)

## TOPIC: 3

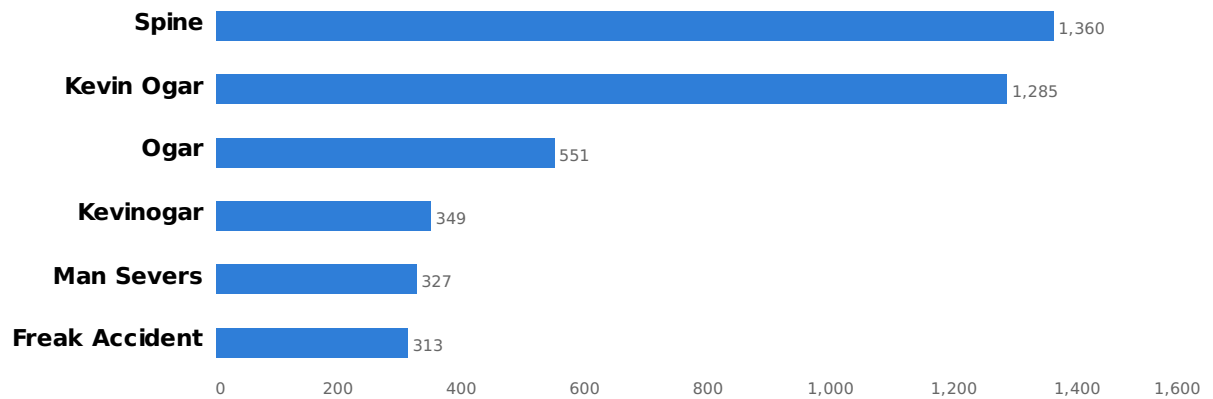
## Kevin Oger

In mid-January, Denver-based CrossFit athlete and coach Kevin Oger suffered spinal damage in an accident involving a dropped bar during a competition. The CrossFit community instantly responded, setting up fundraisers and donation sites to help cover medical costs.

## KEY INSIGHTS

Although the accident made national news, Channel Signal documented very few comments blaming CrossFit routines and procedures for the situation. While the fundraising efforts of individuals have been great, corporate involvement could greatly increase the reach for donations.

## MENTIONS



## KEY QUOTES

“ It's a sad day in the CrossFit community. A friend and fellow Denver CrossFit athlete Kevin Ogar suffered a freak accident this past weekend at the OC throwdown where he suffered a severed spine at T11/12 and has no voluntary movement below the waist. Please help Kevin cover some of his medical costs by donating at the link below, provided by the folks at barbells for boobs, and keep him in your thoughts and prayers.

**Link:** [http://www.facebook.com/154431451264754\\_10102829937234977](http://www.facebook.com/154431451264754_10102829937234977)

**Site:** facebook.com **Author:** Trailhead CrossFit

“ This past weekend at a crossfit comp in Orange County, CA Kevin Ogar was injured in a freak accident. He... <http://t.co/w4BQ46L9bW>

**Link:** <http://twitter.com/cfitmusclefarm/status/422866856739741696>

**Site:** twitter.com **Author:** CrossFit Muscle Farm (Klout 34)

“ RT @web: A sad reminder that competitive sport is hardly a game. Prayers to Kevin Ogar and his family. #CrossFit

**Link:** [http://twitter.com/The\\_Animal09/status/422515662469091328](http://twitter.com/The_Animal09/status/422515662469091328)

**Site:** twitter.com **Author:** LaLo Contreras (Klout 33)

“ For those that haven't heard, we witnessed a horrible tragedy this weekend. Kevin Ogar has a long road ahead and the CrossFit community is rallying behind him. He will need much in the future, so please keep your eyes open for [www.kevinogar.com](http://www.kevinogar.com), which is expected to be launched today by 2pm Pacific. #ogarstrong

**Link:** [http://www.facebook.com/566689456\\_10151985759399457](http://www.facebook.com/566689456_10151985759399457)

**Site:** facebook.com **Author:** Amy Schaefer Chilla

# Top Influencers

TOP 10 AUTHORS	KLOUT SCORE
<a href="#">TIME.com</a>	99.0
<a href="#">WIRED</a>	98.0
<a href="#">The Boston Globe</a>	96.0
<a href="#">BuzzFeed</a>	95.0
<a href="#">Sports Illustrated</a>	95.0
<a href="#">Men's Journal</a>	94.0
<a href="#">American Airlines</a>	94.0
<a href="#">Alternative Press</a>	94.0
<a href="#">Good Morning America</a>	93.0
<a href="#">Vogue Magazine</a>	91.0
<b>Overall Average *</b>	<b>21.2</b>

\* This average represents all consumers with Klout scores who posted in this primary category.

## KEY QUOTES

“ **January 15: #CrossFit, the toughest workout, requires the cutest clothes. @ohnetitely @YumikoWorld #GetPhysical**  
<http://t.co/67Wj1ol1S1>

**Link:** <http://twitter.com/voguemagazine/status/423509683299565568>

**Site:** twitter.com **Author:** Vogue Magazine (Klout 91)

“ **On the #GMAHeatIndex: Is CrossFit training safe when you're pregnant?**

**Link:** <http://twitter.com/GMA/status/427792598800285696>

**Site:** twitter.com **Author:** Good Morning America (Klout 93)

“ **RT @mkruvant: CrossFit Athlete (@kevinogar) Paralyzed After Suffering Severed Spine In Fitness Competition #OgarStrong**  
<http://t.co/q5FWD16iwj>

**Link:** <http://twitter.com/BuzzFeed/status/424665978694144000>

**Site:** twitter.com **Author:** BuzzFeed (Klout 95)

“ **Paralysis of CrossFit compeditor elicits outpouring, concern over safety: <http://t.co/ErnQygbZZW> by @McKnight\_Mike\_**

**Link:** <http://twitter.com/SInow/status/426749990191779840>






**Site:** twitter.com **Author:** Sports Illustrated (Klout 95)

Channel Signal tracks influence via a metric service called Klout, which measures one's number of followers and how often one's content is re-shared. The influencer chart above shows some of the most important voices to talk about CrossFit in January. Posts from BuzzFeed and Sports Illustrated mentioned the Kevin Oger accident, while Vogue talked outfits and Good Morning America wondered about pregnancy safety.






## Category Report

### WHAT You Get:

-  A **large dataset** of consumer opinions
-  **Comparative analysis** of the top brands
-  The trending consumer **headlines**
-  Names and quotes from **key influencers**
-  A **monthly strategy call**

### WHY It Matters:

-  See what's trending to **capitalize on opportunities**
-  Know about **product performance** before competitors
-  Get an **unbiased view** of consumer opinions

### WHAT It Costs:

-  **Please call for details.**

## What Is Channel Signal?

We collect and filter large amounts of consumer opinions and then analyze and provide insight into issues that are critical to brands, retailers, event organizers, associations and analysts.



## Other Reports

### Product Review Reports (\$1,000/mo.)

An analysis of consumer product reviews from your e-commerce partners. We break out your top positively and negatively reviewed products and detail unifying themes.



### Brand Reports (\$1,500/mo.)

An analysis of your brand performance. We highlight the total volume, breakout the headlines, back them up with consumer quotes and reveal the top influencers.



### Senior Management Reports (\$5,000/mo.)

A comprehensive review of everything consumers say about your company, including products, marketing initiatives and event sponsorships. Presented with headlines and analysis on each critical topic. Includes a Consumer Review Report.



### Special Reports (Cost determined by scope)

A report based on your needs. It might be a competitor analysis, a review of a new product launch, or an analysis of consumer opinion on an event sponsorship.



Learn more at [www.channelsignal.com](http://www.channelsignal.com) or (435) 640-5933