

AUSTRALIAN & NEW ZEALAND

FITNESS INDUSTRY SURVEY

2012

**2012 FITNESS CLUB MEMBERS SURVEY RESULTS
PART 3: CURRENT MEMBERS**



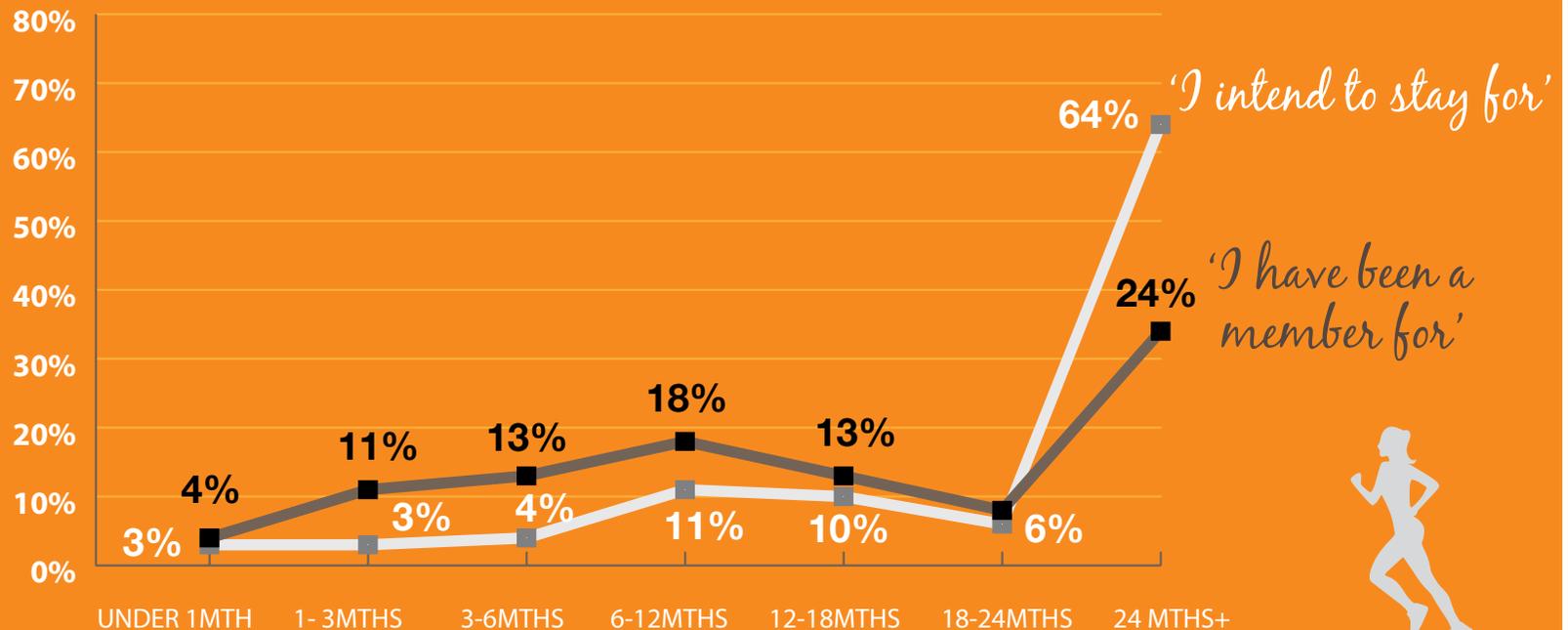
CURRENT MEMBERS



WE ASKED MEMBERS HOW LONG THEY HAD BEEN A MEMBER OF THEIR FITNESS CLUB AND HOW LONG THEY PLANNED TO STAY A MEMBER THERE



COUCH POTATO



FITNESS JUNKIE



CURRENT MEMBERS



We're just a bunch of ladies trying to keep fit and having fun doing it.

Have to keep everything moving at our age!

A sense of community - working out with similarly unfit middle aged ladies looking to bring sexy back!

The reception staff and fitness instructors (i.e. the ones who walk the floor) are pretty hopeless at my club. The main reason I keep going to this gym is for my terrific PT.

INFLUENCES THAT KEEP FITNESS CLUB MEMBERS COMING BACK

Gym membership means I am committed to a year's membership, no get out clause.

Since starting some 3 months ago, my fitness level has improved, I have lost over 50 cm, I have lost 5 kgs and I have better muscle tone.

Staff are always interested in how I am doing personally.



CURRENT MEMBERS



OVERALL ATMOSPHERE

51.3%

OTHER

9.3%

GREAT STAFF

41.1%

MY PERSONAL TRAINER

16.3%

SELF MOTIVATION

41.1%

EVERYTHING ALWAYS IN WORKING ORDER

26.3%

REACHING YOUR GOALS

38.1%

VARIETY OF PROGRAMS OFFERED

34.5%

CLEAN FACILITIES

38.1%

Great atmosphere, 'on-to-it' staff without being snobby or posers.

Staff always trying different things and asking for feedback as to how things went. Always happy to take suggestions too.



CURRENT MEMBERS



FACTORS INFLUENCING MEMBERS LONG-TERM COMMITMENT TO A FITNESS CLUB

Location is the most common factor that has the greatest influence over long-term commitment to staying at a club (64.4%) with competition being the least compelling reason (3.9%).

Also considered highly influential were: value for money (54%), professionalism of staff (49.9%), overall atmosphere (45.2%) and no change in membership fees (44.1%). The overall cleanliness of the gym (41.7%), machines being in working order (42.5%) and having the latest equipment and technology (27%) were also significant factors for many members.

For group fitness enthusiasts, a variety of classes (40.5%) and the fact that they started on time were important (18.8%). 43.1%

said that personal motivation kept them committed and 36.4% said achieving their goals helped. An environment with engaging staff who made conversation and who created a smooth entry and exit from the club also rated well (37.8% and 24.7%). Only 10.4% said that they would commit if the gym opened 24/7.

Other factors (5.6%) that impact membership retention include:

- Ongoing physical health
- Partner/family member/friend a club member
- Availability of crèche facilities
- Cost
- Personal trainer
- Swimming pool
- Women only gym
- Parking
- Decent music

The importance of a club's location can be seen to be the dominating factor in influencing a member's decision to stay with their club. It is interesting to note, however, that having professional and friendly staff also ranked highly as a reason for remaining with a club. This contrasts with the motivating factors for making members join a club in the first place, in which the importance of staff was not rated very highly by respondents. This suggests that although location is a critical factor for members when deciding to both join, and remain with, a club, once they have established their membership, members appreciate the importance of a professional and supportive staff.

In other words – where you are might get members through the doors, but who you are has the power to keep them there.

The results were very similar to previous year's surveys, where location, quality staff and a good overall atmosphere ranked as the top reasons for retaining members. Other factors, such as group fitness offerings, cleanliness and quality equipment also rated similarly this year, when compared to previous years' results.

The financial aspects of 'value for money', and 'no change in membership fees' were both new factors cited in this year's survey and, perhaps unsurprisingly, both rated highly. This could be symptomatic of these times where consumers more mindful of how they spend their money.

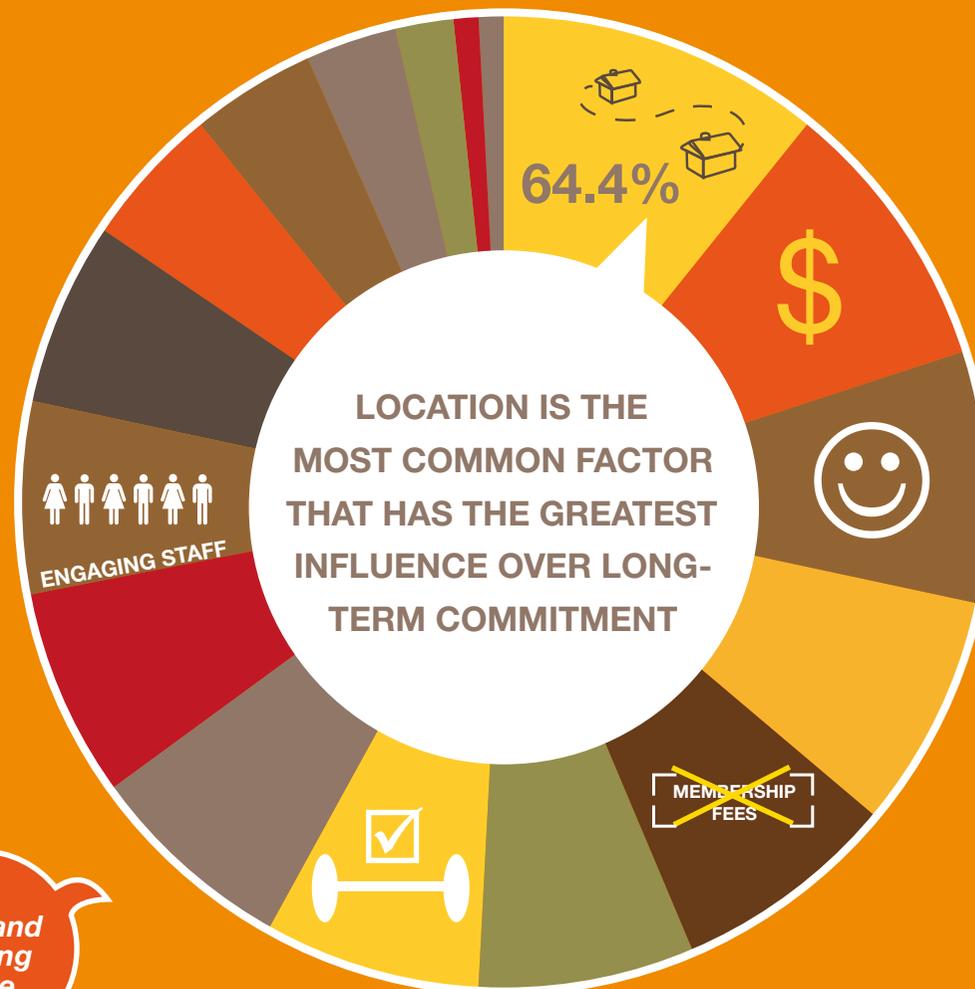


CURRENT MEMBERS



FACTORS INFLUENCING MEMBERS LONG-TERM COMMITMENT TO A FITNESS CLUB

- LOCATION
- VALUE FOR MONEY
- PROFESSIONAL STAFF (POLITE, APPROACHABLE, ON-HAND)
- OVERALL ATMOSPHERE
- NO CHANGE IN MEMBERSHIP FEES
- PERSONAL MOTIVATION
- MACHINES IN WORKING ORDER
- OVERALL CLEANLINESS
- VARIETY OF GROUP FITNESS CLASSES
- ENGAGING STAFF (MAKING CONVERSATION, NOT JUST GREETING)
- ACHIEVING GOALS
- THE LATEST EQUIPMENT AND TECHNOLOGY
- SMOOTH ENTRY AND EXIT
- CLASSES STARTING ON TIME
- OPEN FOR 24HOURS
- OTHERS
- COMPETITION



Owner or his gym manager being physically present and available at gym.

My main aim is to stay as fit as I can as I grow older. I have just turned 80 and will attend the gym as long as I am able.

Husband training there



CURRENT MEMBERS



Consultation with gym when considering cutting classes

They really should look after their equipment, poor maintenance and cleanliness will lead to us leaving.

Almost every gym area I've been in, insists on having television on, only. And some background music. That's ok, I use an ipod, but it bugs me that ordinary TV is on in the gym, I find it hard to get motivated and stay focused with sports, news, and comedy shows in front of me.

I like the trainers - they work us hard but make it fun - there's lots of laughing. I also love the friends I've made.

INFLUENCES ENCOURAGING LONG TERM COMMITMENT FROM FITNESS CLUB MEMBERS

I can't bear a place with rude young staff who ignore older women (me) and who don't welcome questions and interaction. If I feel like I am interrupting their social life, I leave.

The cleanliness leaves a lot to be desired as do the staff - often dismissive, unapproachable etc. Fixing these two things would give me more reason to stay than the current two reasons: the location and the pool.

Making sure that I am doing the exercises correctly (form) at all times. Not just showing me the exercise once and forgetting about me, until next time when my fees are due.

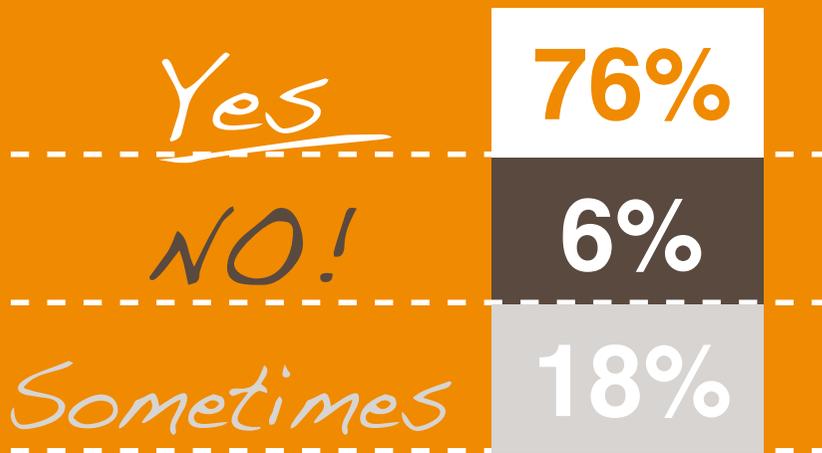
A proven track record in assisting clients to reach sustainable weight loss and fitness goals.



CURRENT MEMBERS



MEET AND GREET EVERY TIME?



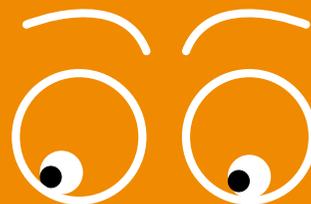
DOES THIS INFLUENCE MEMBERS TO KEEP THEIR MEMBERSHIP?



CURRENT MEMBERS



WHEN YOU ARE WORKING OUT, DOES A FITNESS STAFF MEMBER MAKE EYE CONTACT WITH YOU?



DOES THIS HAVE AN INFLUENCE ON YOUR DESIRE TO GO TO THE CLUB/ YOUR DECISION TO KEEP YOUR MEMBERSHIP?

