

AUSTRALIAN & NEW ZEALAND

FITNESS INDUSTRY SURVEY

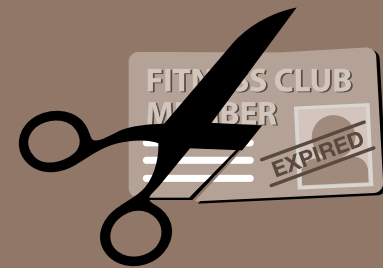
2012



2012 FITNESS CLUB MEMBERS
SURVEY RESULTS
FORMER MEMBERS



FORMER MEMBERS

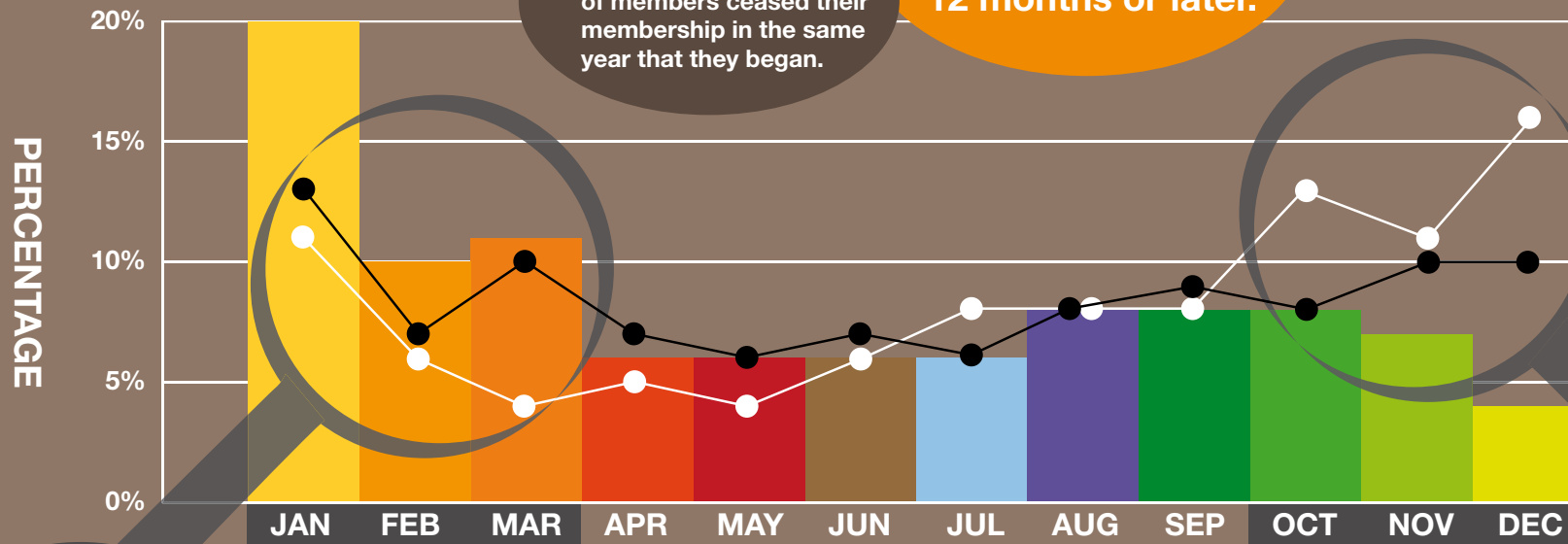


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Left the same year in this month

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Left over 12 mths later in this month



30%
of members ceased their membership in the same year that they began.

70%
of members left 12 months or later.

LOOK AFTER THE PEOPLE WHO JOIN IN THIS PERIOD

DANGER ZONE

MONTH FORMER MEMBERS JOINED

Busiest joining period but also a lot of these people let their membership lapse after 1 year

Of people who leave in the first year 40% leave in this period



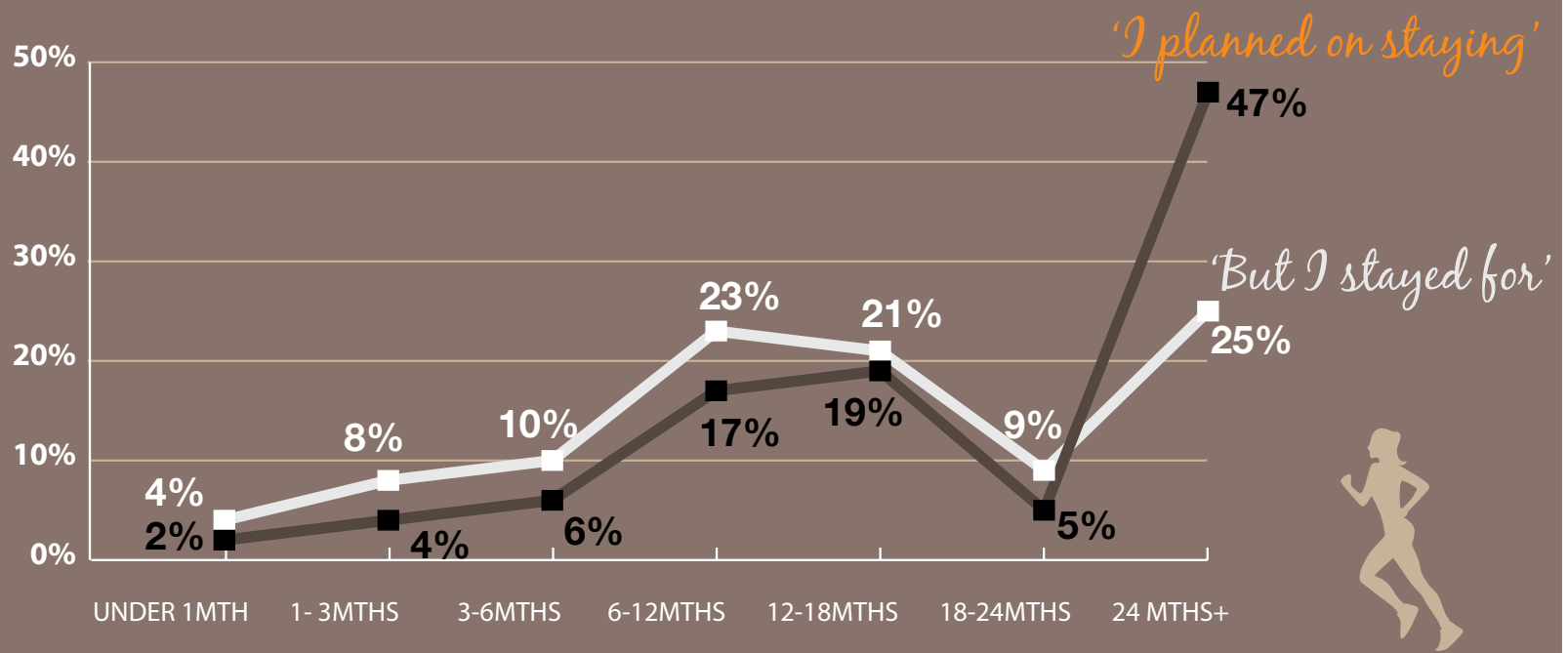
FORMER MEMBERS



WE ASKED EXPIRED MEMBERS HOW LONG THEY HAD PLANNED ON BEING A MEMBER VERSUS HOW LONG THEY ACTUALLY WERE A MEMBER OF THEIR FITNESS CLUB



COUCH POTATO



FITNESS JUNKIE

47% of respondents had the intention of staying a member for more than two years; however, only 25% actually did stay for this length of time.

19% intended to stay for 12 to 18 months, with 21% of them actually doing so.

17% of respondents intended to stay for 6 to 12 months, and 23% actually did.

The figures of greater concern are those illustrating the high attrition rate of members who joined with the intention of long term membership – the ‘dream’ member for any club owner or manager. Why did they change their mind?



www.ezypay.com.au

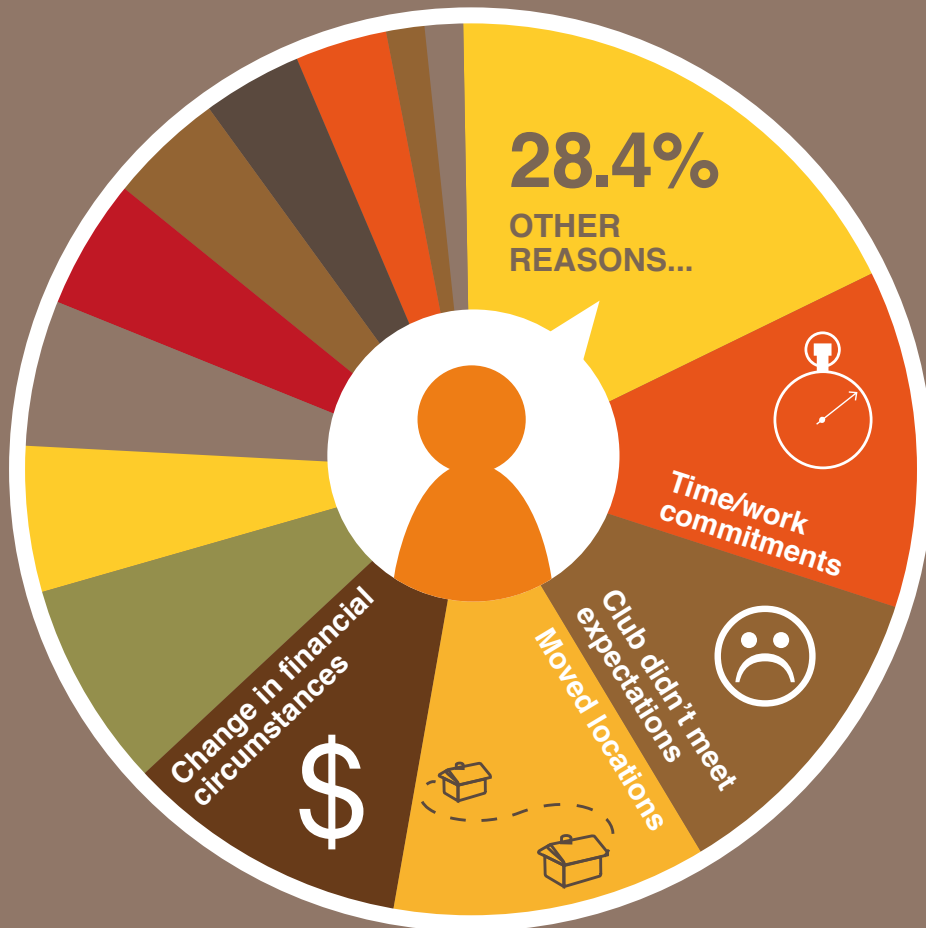
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 FITNESS INDUSTRY SURVEY 2012

FORMER MEMBERS



WHY MEMBERS STOPPED ATTENDING THEIR FITNESS CLUB



- 19.7% TIME/WORK COMMITMENTS
- 18% EXPECTATIONS NOT MET
- 17.9% MEMBER MOVED LOCATIONS
- 16.3% FINANCIAL CIRCUMSTANCES CHANGED
- 12.1% TIME/FAMILY COMMITMENTS
- 8.3% OTHER ACTIVITIES
- 8.1% DIDN'T ACHIEVE GOALS
- 7.7% POOR CUSTOMER SERVICE
- 6.3% RISE IN MEMBERSHIP FEES
- 5.8% COULDN'T COMMIT
- 5.3% BAD EXPERIENCE AT THE CLUB
- 2.3% EQUIPMENT NEVER WORKING
- 2.2% PREGNANCY
- 28.4% OTHER REASONS

Other reasons (28.4%) include:

- Inadequate opening hours
- Injury, surgery or family illness
- Achieved goals without using a gym
- Lack of assistance from gym staff
- Club too far
- Gym closed down (from earthquake or financial issues)
- No childcare
- No classes
- Became boring and repetitive
- Appalling music.

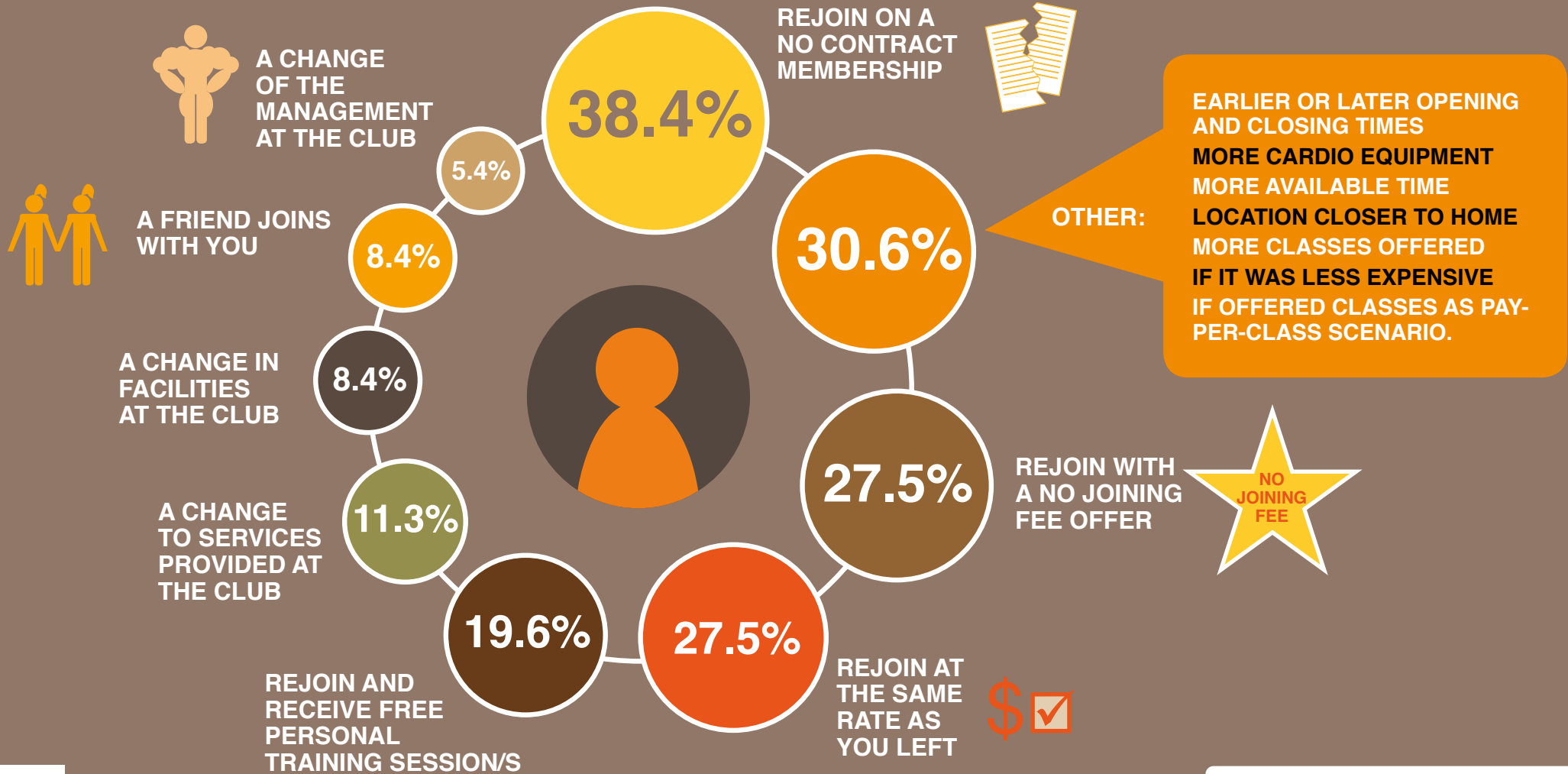
What factors can you influence to increase member retention?



FORMER MEMBERS



INFLUENCES ENTICING MEMBERS BACK TO JOIN THE SAME FITNESS CLUB AGAIN



FORMER MEMBERS



LIKELIHOOD OF PAST MEMBERS TO REJOIN A FITNESS CLUB IN THE FUTURE?

