

AUSTRALIAN & NEW ZEALAND

FITNESS INDUSTRY SURVEY 2012



TOTAL MEMBERS SURVEYED

13,755

68%



32%



BY GENDER

AGE

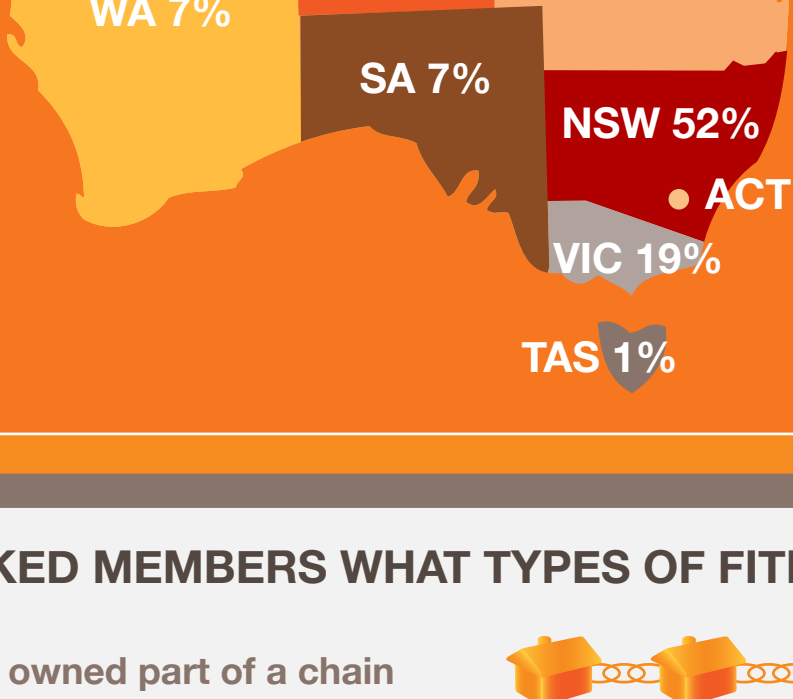


- 19.5% 17-25 YRS
- 29% 26-35 YRS
- 24% 36-45 YRS
- 18.5% 46-55 YRS
- 8% 56-65 YRS
- 2% 65+ YRS

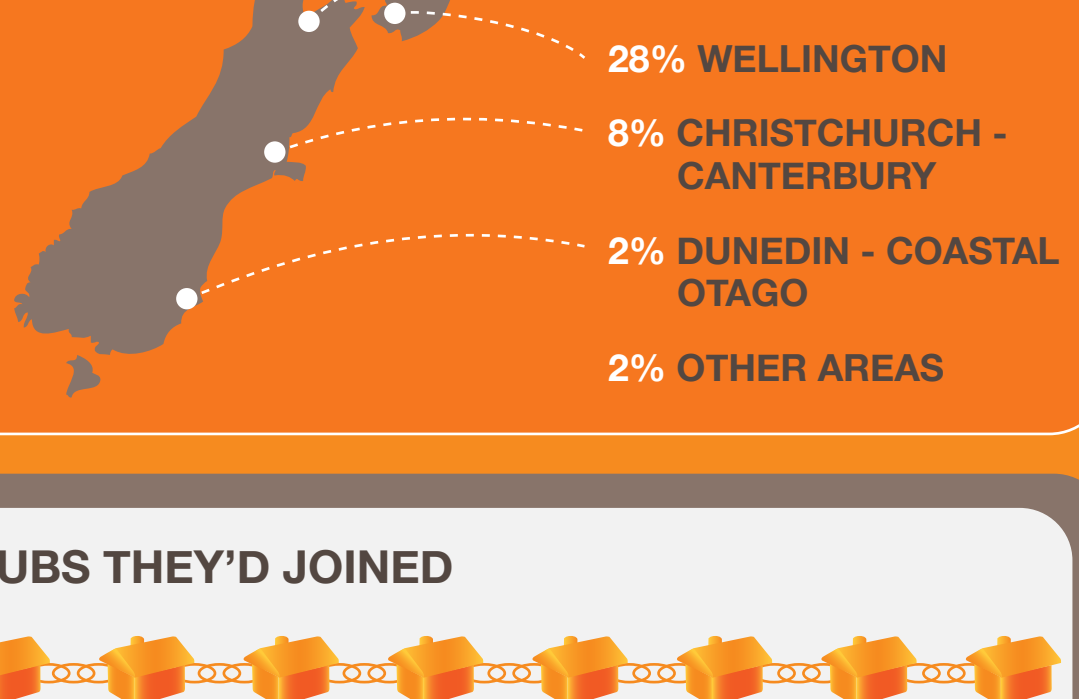
LOCATION OF MEMBERS



WHERE EXACTLY MEMBERS LIVE IN AUSTRALIA



WHERE EXACTLY MEMBERS LIVE IN NEW ZEALAND

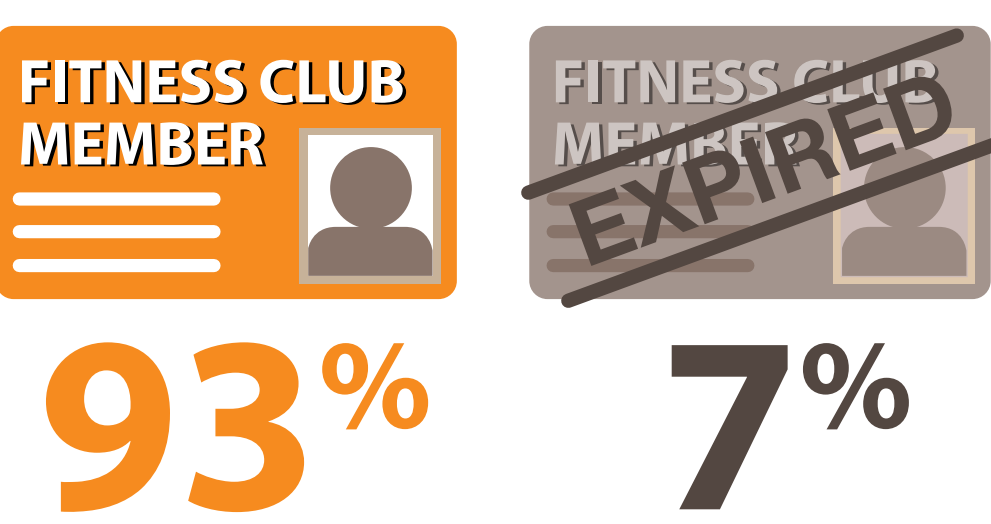


WE ASKED MEMBERS WHAT TYPES OF FITNESS CLUBS THEY'D JOINED



Most members had joined privately owned clubs that are part of a chain

OF THE MEMBERS WE SURVEYED, THE OVERWHELMING MAJORITY WERE STILL CURRENT MEMBERS OF A FITNESS CLUB

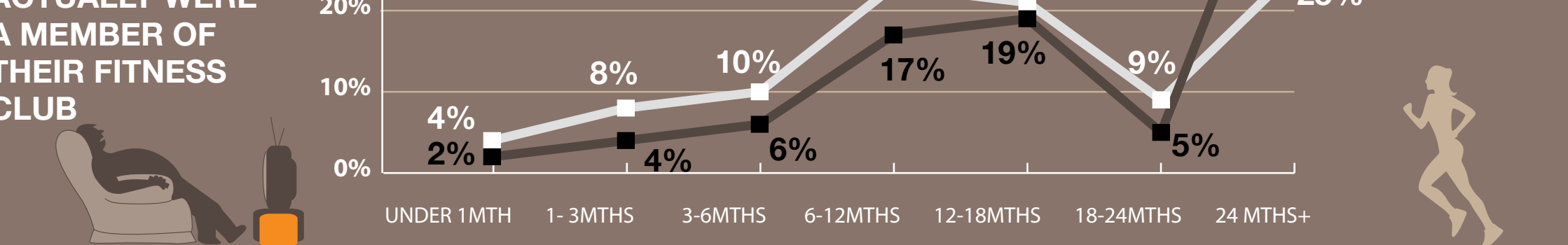


WERE EXPIRED MEMBERS LIKELY TO REJOIN A FITNESS CLUB IN THE FUTURE?

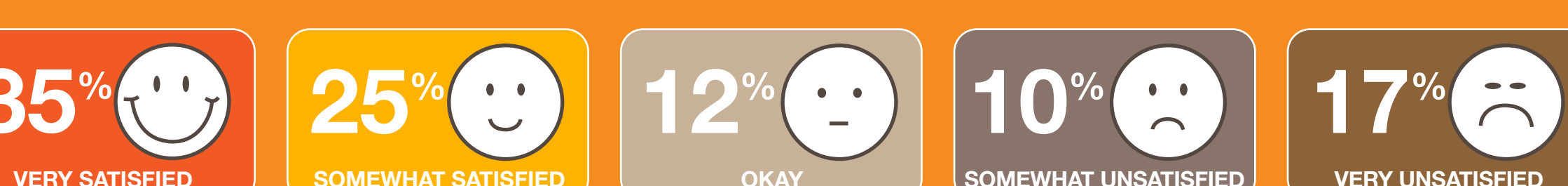


WE ASKED EXPIRED MEMBERS HOW LONG THEY HAD PLANNED ON BEING A MEMBER

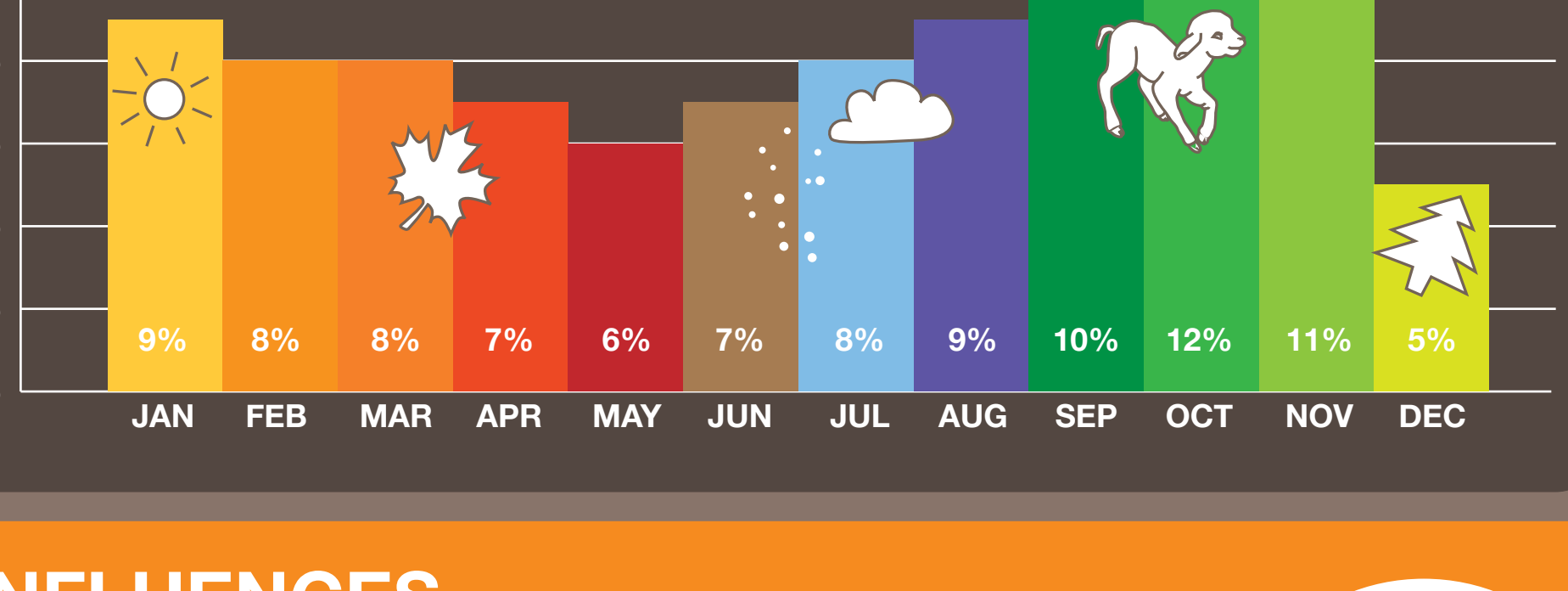
VERSUS HOW LONG THEY ACTUALLY WERE A MEMBER OF THEIR FITNESS CLUB



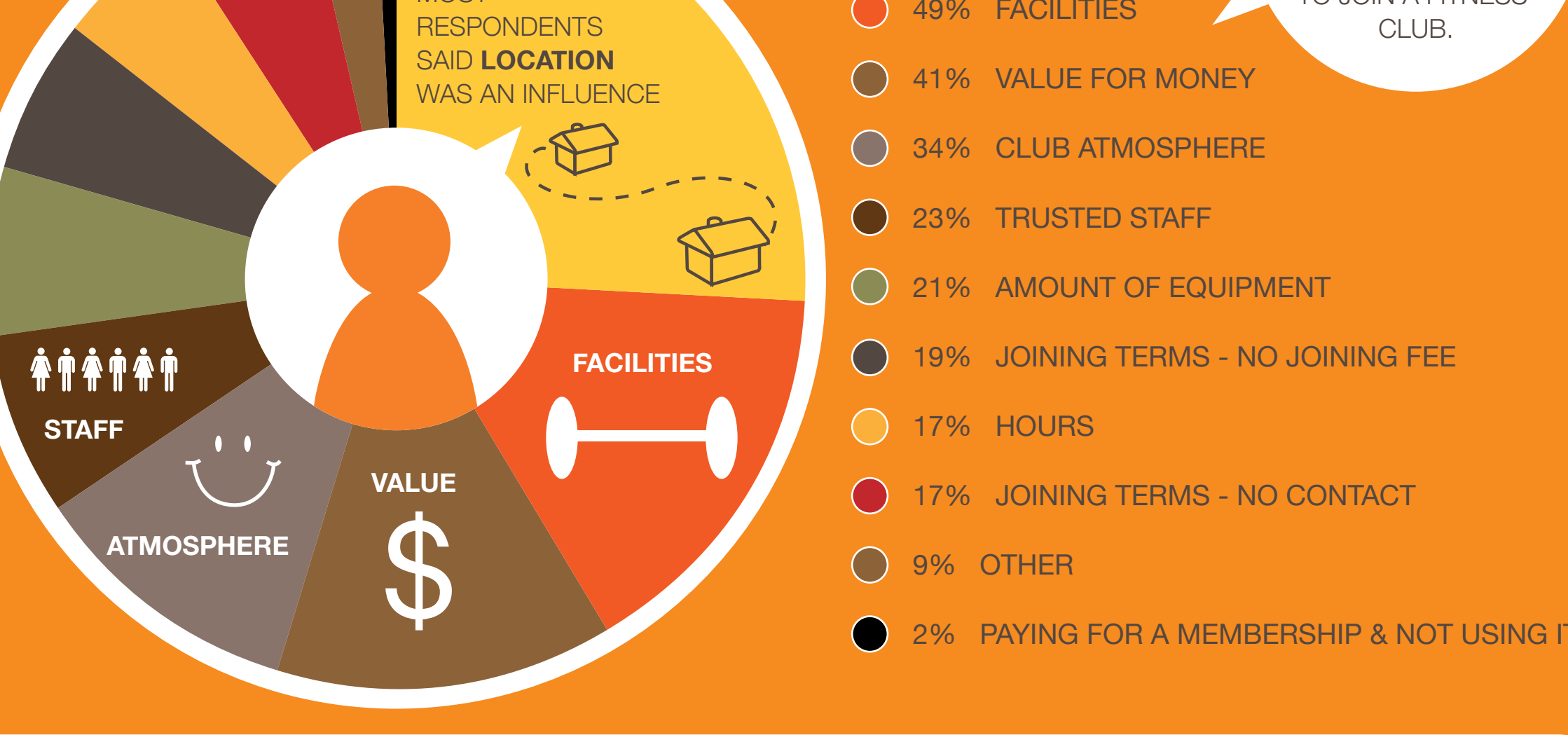
OVERALL HOW SATISFIED ARE MEMBERS WITH THEIR FITNESS CLUBS?



WHICH MONTH MEMBERS JOINED THEIR FITNESS CLUB?

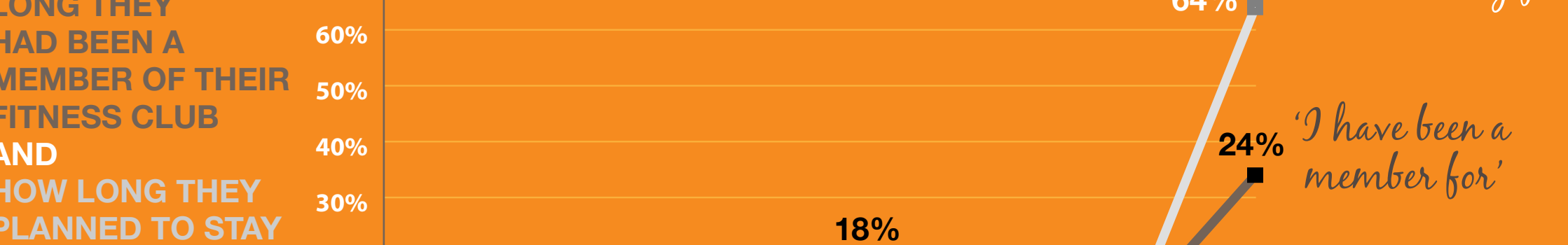


THE BIGGEST INFLUENCES THAT AFFECTED MEMBERS' DECISIONS TO JOIN THEIR FITNESS CLUB



AS YOU CAN SEE THERE ARE A LOT OF FACTORS THAT MEMBERS CONSIDER WHEN THEY DECIDE TO JOIN A FITNESS CLUB.

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



WHEN DECIDING BETWEEN TWO CLUBS THE REASONS MEMBERS CHOSE THEIR FITNESS CLUB THEY JOINED



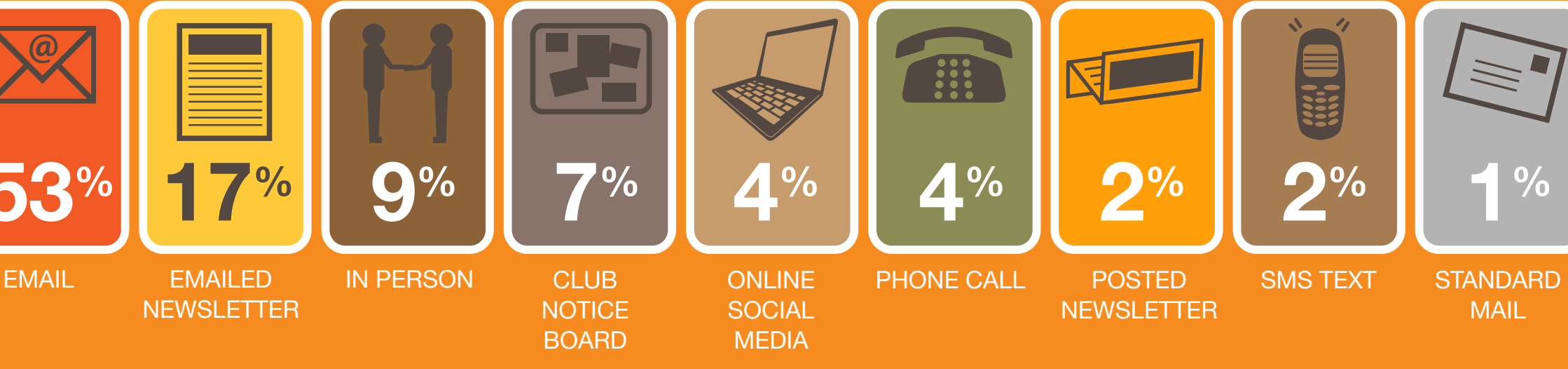
MEMBERS WHO HAVE USED OR - ARE CURRENTLY USING A PERSONAL TRAINER



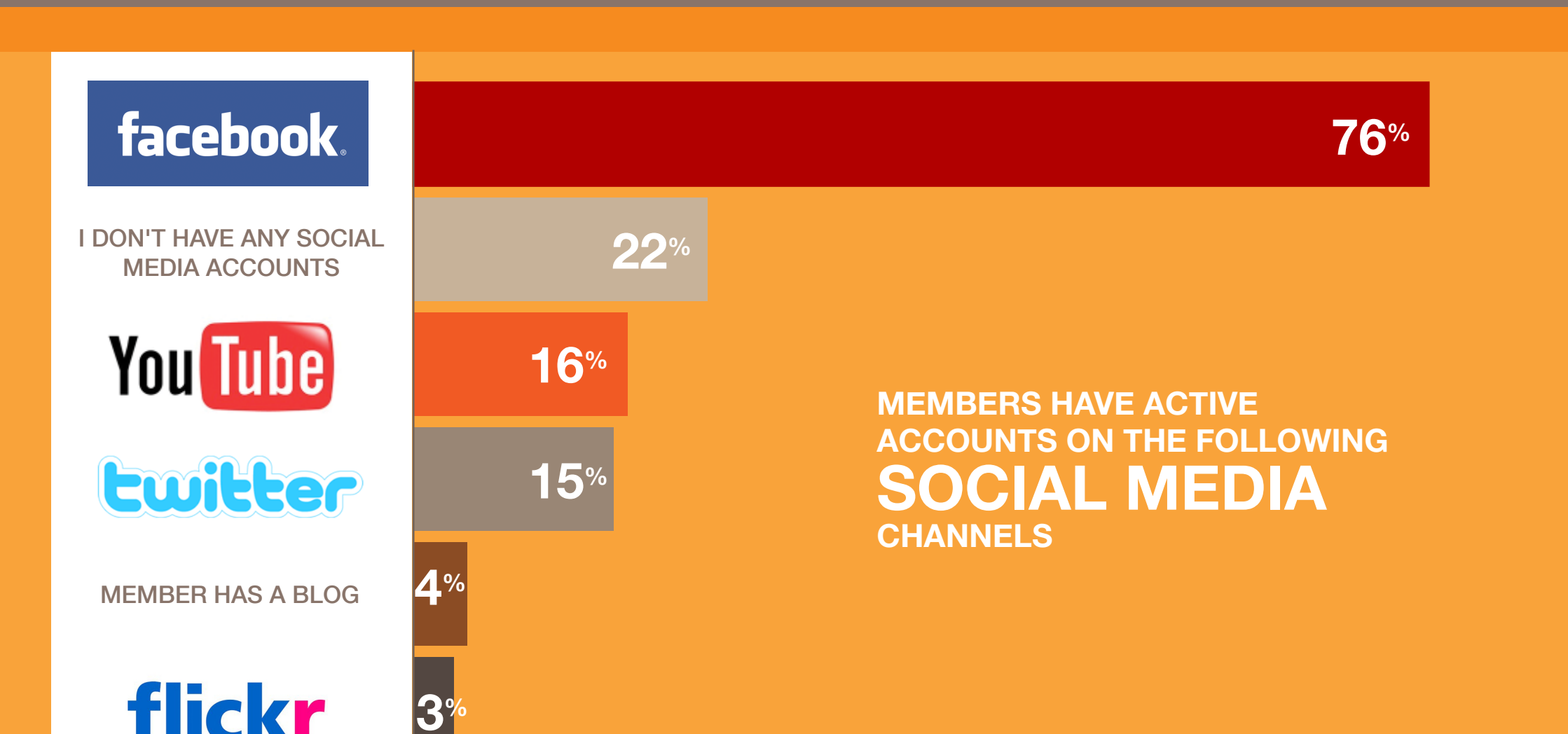
WE ASKED MEMBERS 'WHEN USING YOUR PERSONAL TRAINER WHAT OUTCOMES DID YOU RECEIVE?'



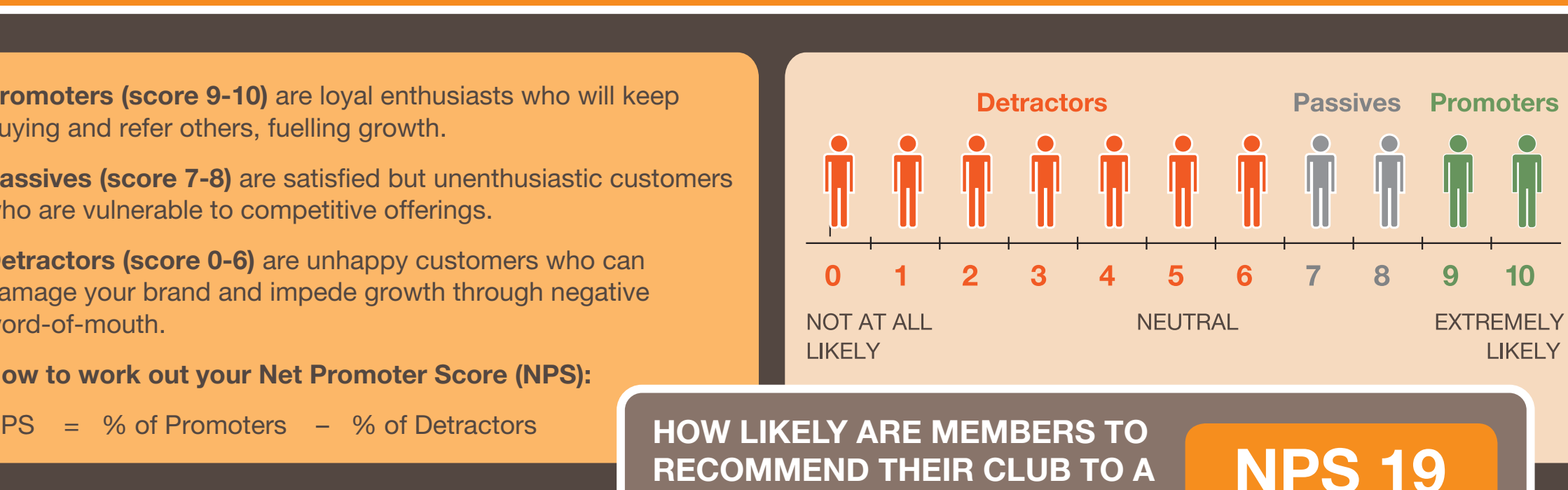
CLUB COMMUNICATION PREFERRED BY MEMBERS



MEMBERS SAID RECEIVING A MOTIVATIONAL CALL FROM THEIR CLUB WAS



NET PROMOTER SCORE (NPS)



HOW LIKELY ARE MEMBERS TO RECOMMEND THEIR CLUB TO A COLLEAGUE OR FRIEND?

NPS 19

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