

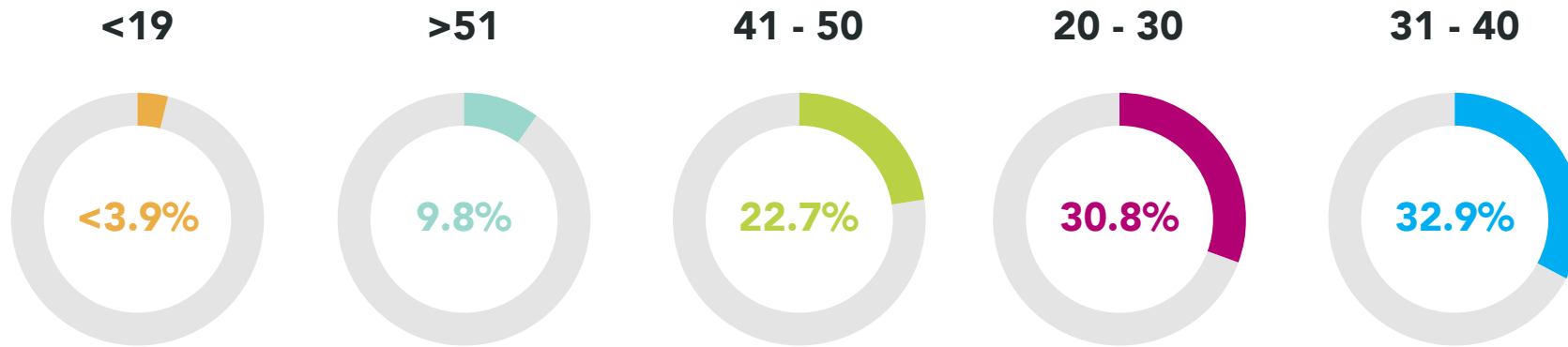


WEXER

GLOBAL CONSUMER SURVEY

2015

DEMOGRAPHICS



More than **30%** of the virtual users are millennials and this segment is growing compared to previous years.



71% of virtual users are women, opposed to 29% male, showing an increase in the male users since 2014

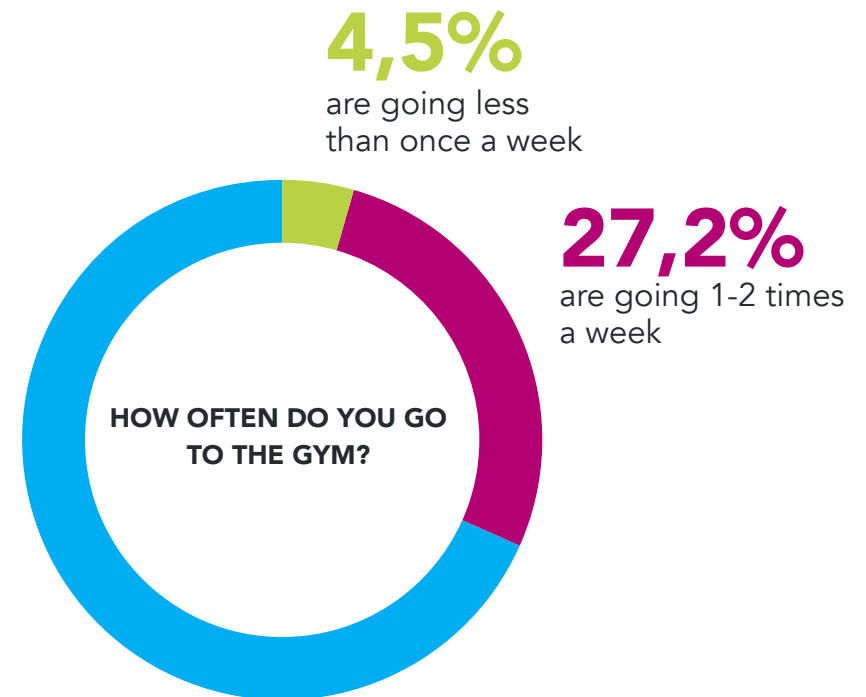
VIRTUAL IS A TOOL FOR THE EXPERIENCED USERS TO VARY AND COMPLEMENT THEIR TRAINING ROUTINE.

Virtual users are active and loyal members that work out regularly.



18% of virtual users have been a member of their current gym for more than 1 year, compared to **14% of those not using virtual.**

68,3%
are going to the gym
at least 3 times a week



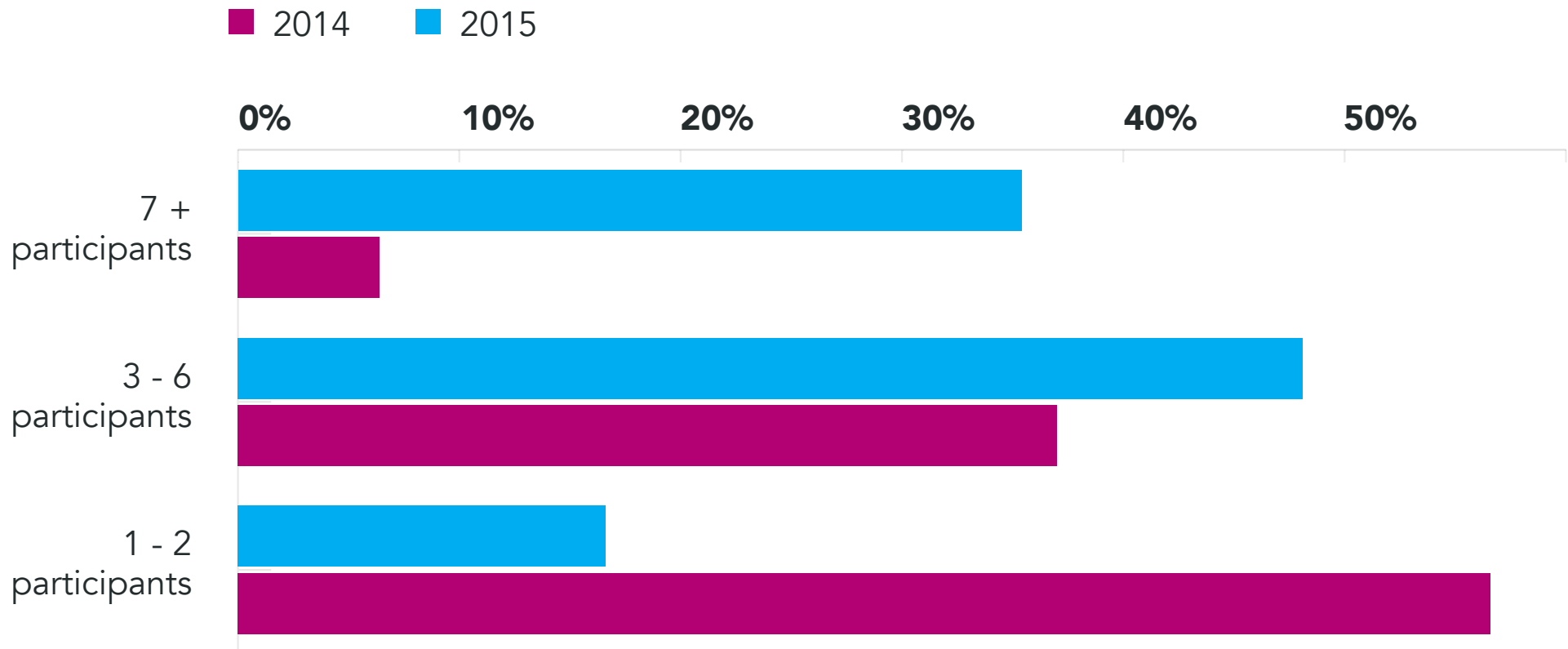
VIRTUAL -

HOW MEMBERS USE IT & WHY

Virtual: a growing trend among members

ATTENDANCE OF VIRTUAL CLASSES HAS MORE THAN DOUBLED FOR THE PAST YEAR

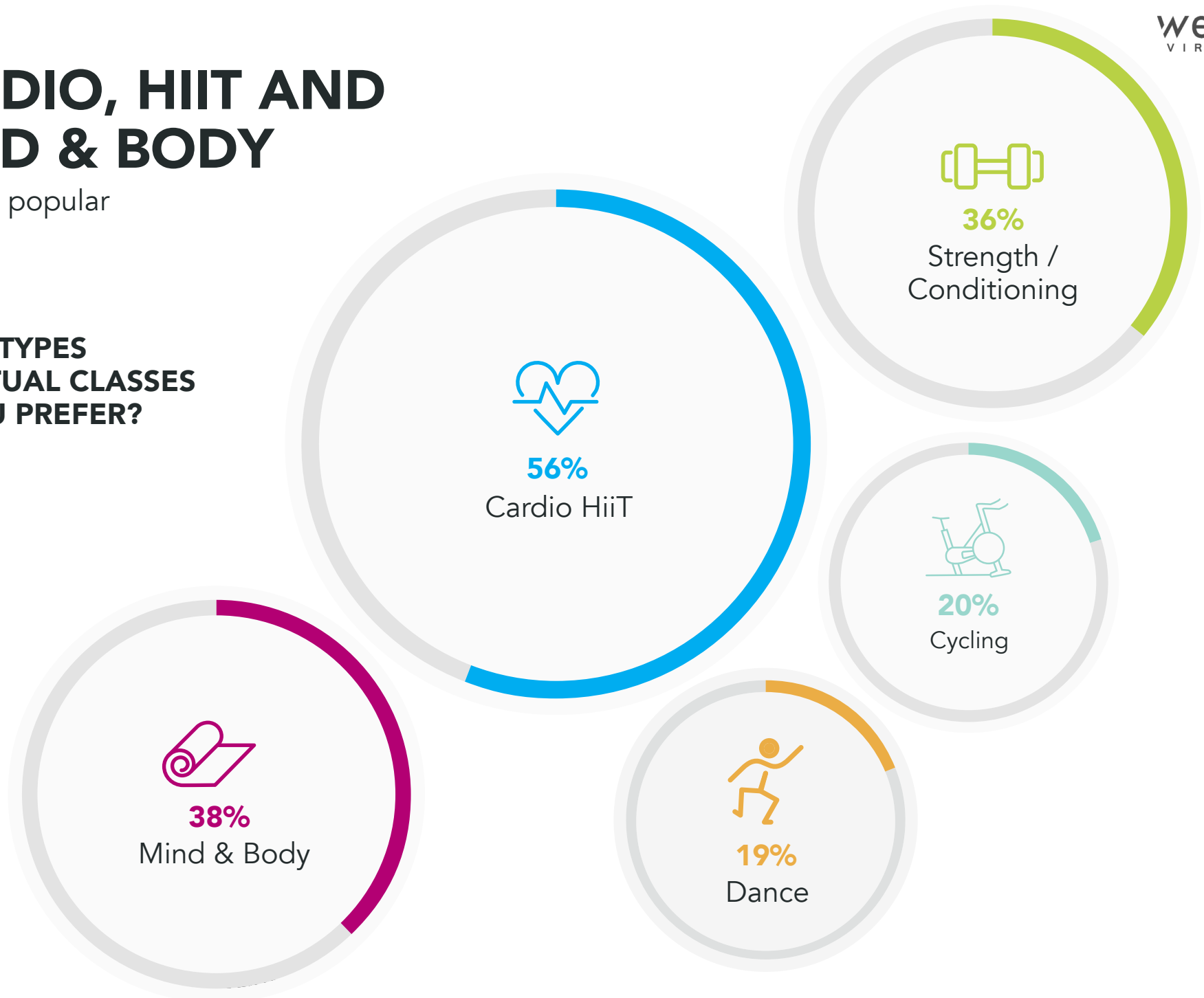
AVERAGE NUMBER OF PARTICIPANTS IN A VIRTUAL CLASS



CARDIO, HIIT AND MIND & BODY

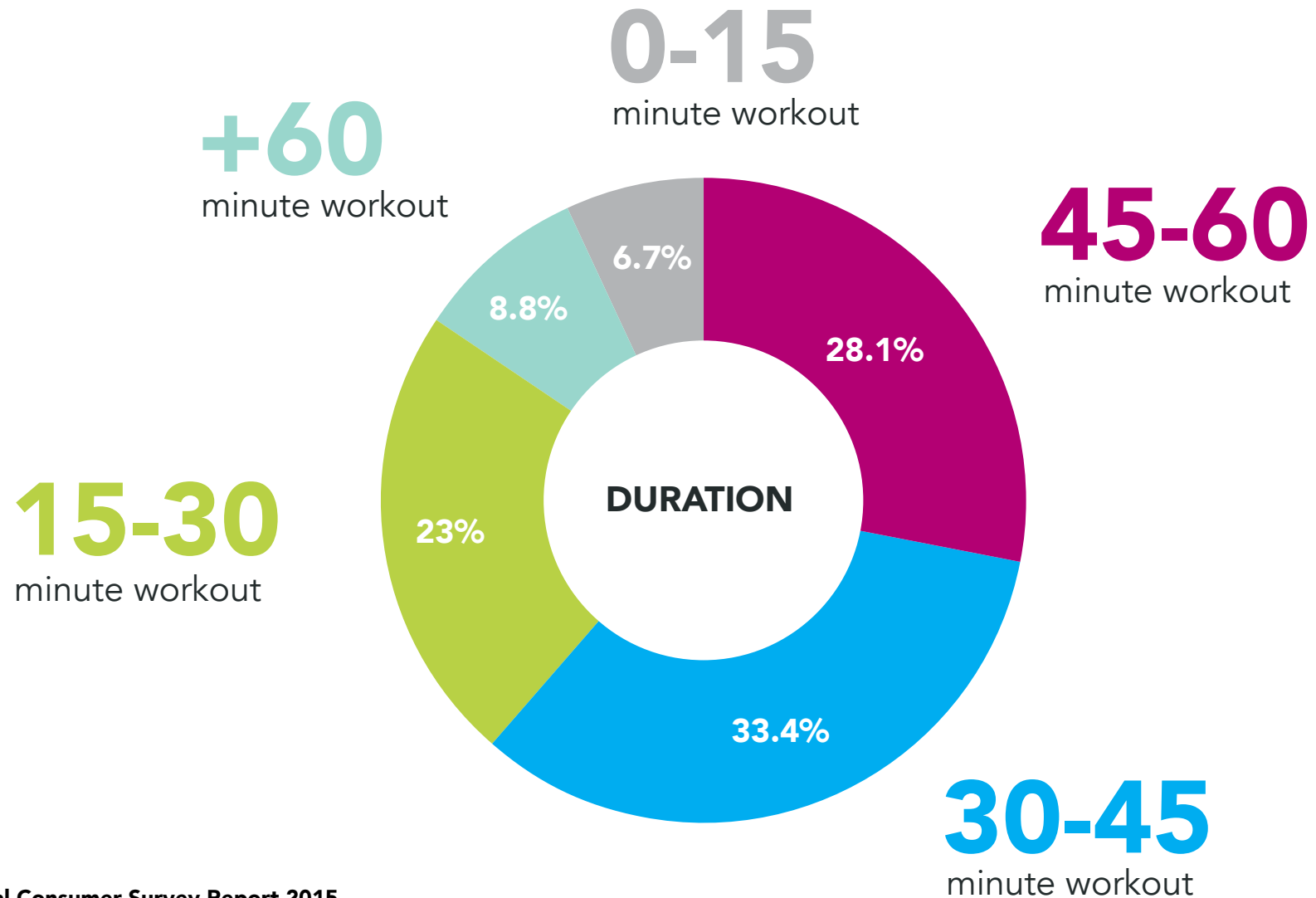
are most popular

WHICH TYPES OF VIRTUAL CLASSES DO YOU PREFER?



SHORTER VIRTUAL WORKOUTS PREFERRED

to longer ones



WHY MEMBERS DO VIRTUAL TRAINING?

I can do a class
whenever it
suits me

FLEXIBILITY, CONVENIENCE, & VARIETY

are the top 3 reasons why members
do virtual training



OTHER REASONS FOR ATTENDING VIRTUAL CLASSES

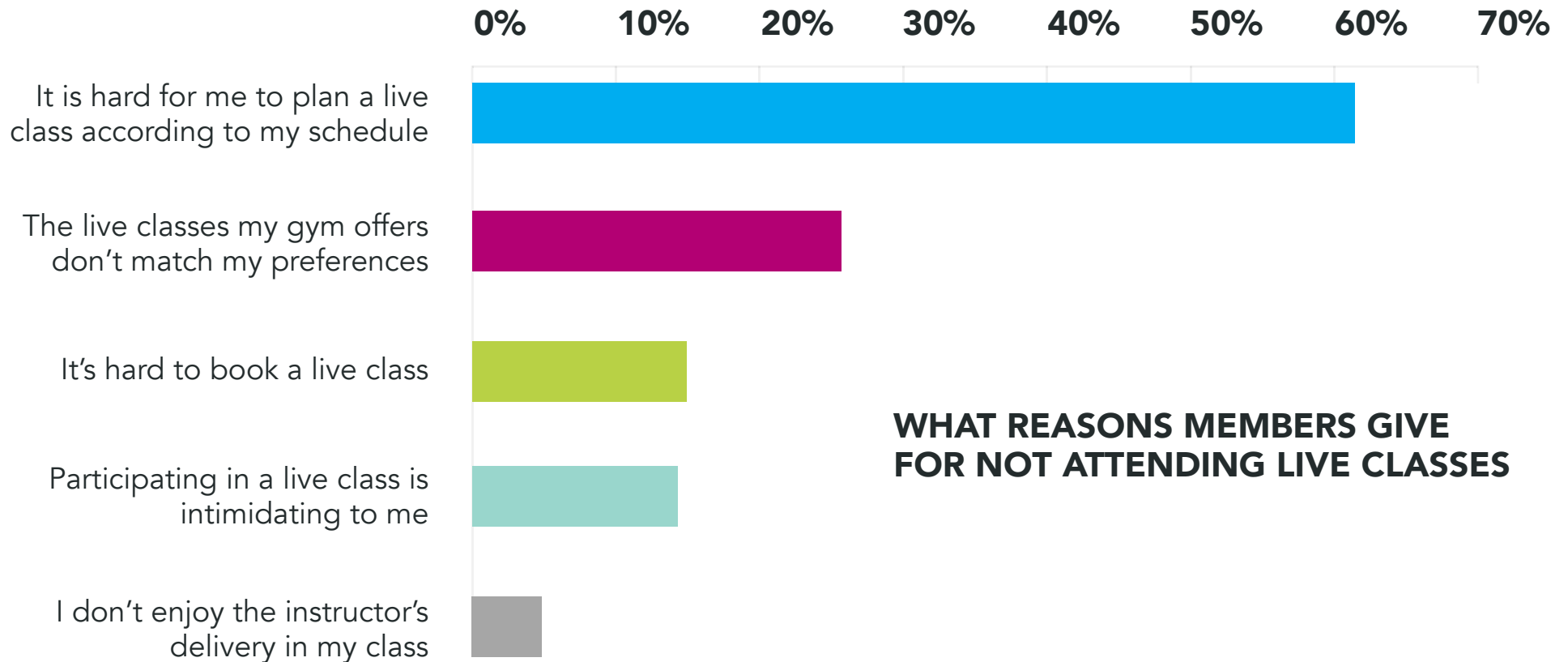
14,3% OTHER	"Can do it as a group of friends"	"Love it"	"Due to the live timetable being cut"
	"More motivating and enthusiastic than some instructors"	"Instructor led classes are busy and difficult to book. Also as a new class person I don't feel as intimidated going into a class with people who have been going for a long time"	
	"I go to the gym at 6.15 am and sometimes there are no group fitness classes scheduled, so I will do a virtual class instead"	"Instructor classes are full due to massive over subscription of membership"	
	"You can train more often"	"Instructor doesn't turn up for a class"	"If there is no live class, it's an alternative option"

LIVE & VIRTUAL SYNERGY

Virtual empowers clubs to offer an alternative and flexible solution to members' need for

CONVENIENCE, VARIETY AND NON INTIMIDATING WAY TO DO GX,

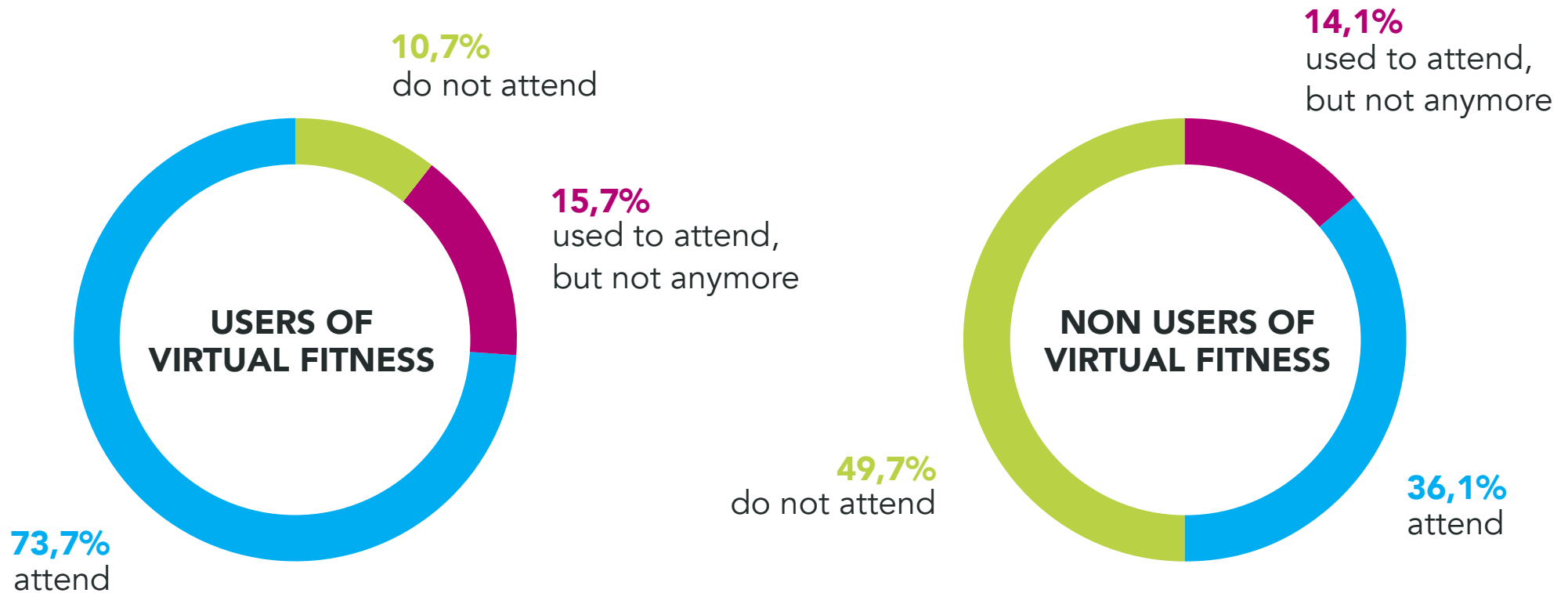
thus increasing the overall GX attendance and improving members' satisfaction



75 % OF VIRTUAL USERS ATTEND LIVE CLASSES

compared to only 36% of those that don't use virtual classes

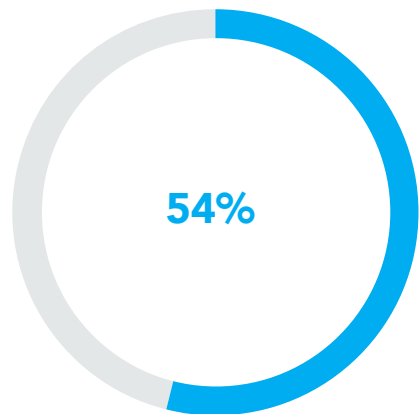
ARE YOU ATTENDING LIVE CLASSES?



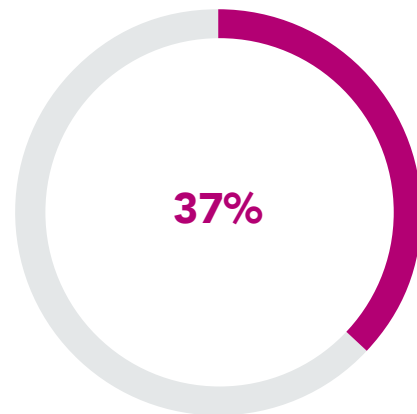
37% OF MEMBERS PREFER TO COMBINE LIVE AND VIRTUAL

to enhance and boost their training routine.

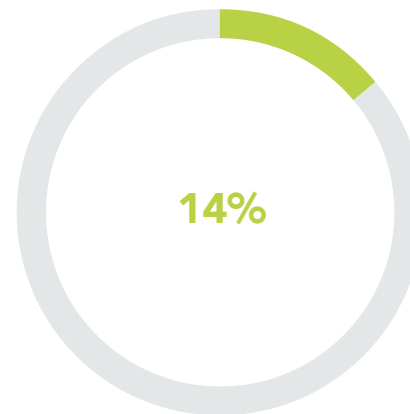
MEMBERS PREFER TO USE VIRTUAL:



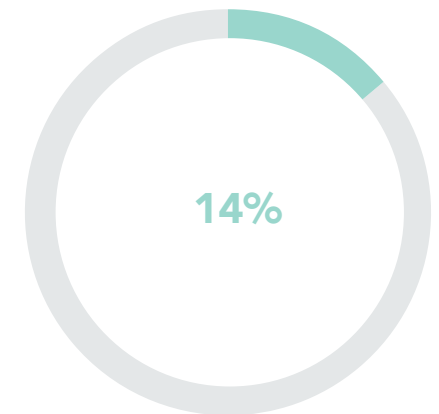
Combined with other forms of exercise



Combined with live classes



Instead of a live class



To prepare for the live version of the class

VIRTUAL IS A GREAT COMPLEMENT TO THE LIVE GROUP EXERCISE PROGRAMING.

Some of the reasons why members choose a virtual class:



I don't feel intimidated or overcrowded.



I can not always make it on time for my live classes.



I can do a class in the afternoon when the gym isn't busy enough to run a live class.



Find them easier to follow and they usually run in the evenings which is more convenient for me.



Gets you ready for live classes and as an extra to live classes.



It's an extra on top of live classes.



If the normal live class is cancelled.



I like the freedom of just going in and it's there to start.



I enjoy variety in my training



I can take things at my own pace without feeling let down that I can't keep up with other people.



It's a good option if I can't attend a live class as it's still a good work out



There are no live classes that start late enough for me on particular evenings.

THE IMPACT OF VIRTUAL ON ACQUISITION & RETENTION

VIRTUAL FITNESS - A POWERFUL ACQUISITION & RETENTION TOOL

as group exercise still proves to have a big influence in members' decision on their membership.



5 OUT OF 10 MEMBERS

state that the number of group exercise classes (both live and virtual) their gym offers has **influenced their decision to join the gym**



3 OUT OF 10 MEMBERS

state that the virtual classes offered by their gym has influenced their **decision to join it**



4 OUT OF 10 MEMBERS

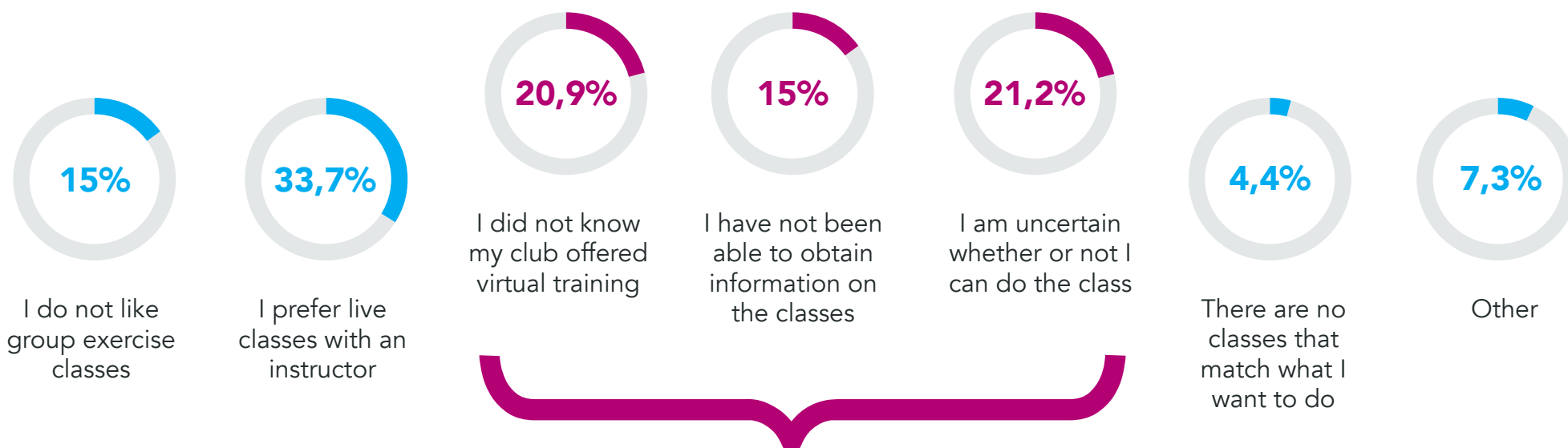
find having high quality virtual classes available in their gym **a reason to continue their membership.**

**NO EXPERIENCE
WITH VIRTUAL. WHY?**

HOW VIRTUAL IS LAUNCHED AND PROMOTED ALONG WITH THE ENGAGEMENT AND KNOWLEDE OF THE STAFF INFLUENCE USAGE FIGURES DIRECTLY

It is crucial that virtual is included in the members' club tour and induction.

WHY DO SOME GYM USERS NOT USE VIRTUAL TRAINING?

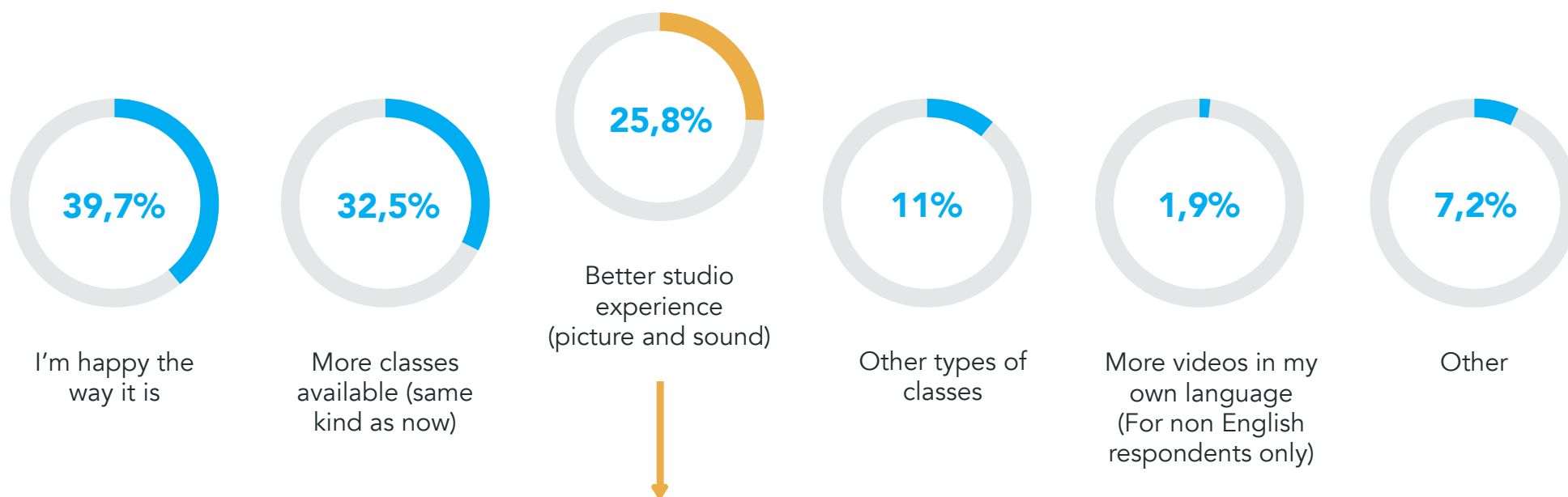


Of those members that do not use virtual classes, **57% are potential virtual training users**, if virtual is promoted and communicated properly by the club.

There is a direct correlation between a well-executed virtual installation and usage figures.

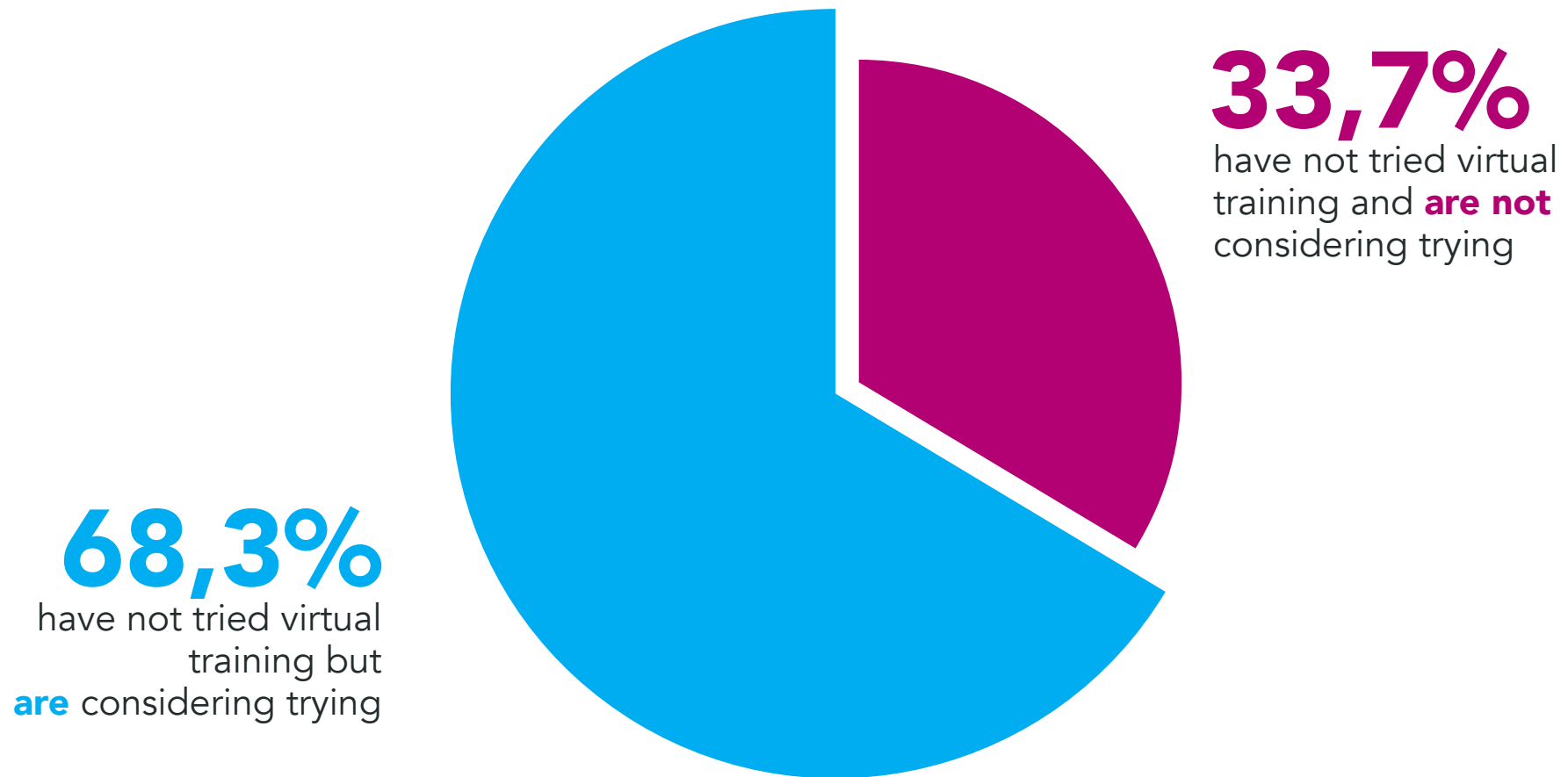
THE BETTER THE INSTALLATION – THE MORE MEMBERS USE AND ENGAGE WITH THE CLASSES.

HOW CAN WE IMPROVE YOUR VIRTUAL TRAINING EXPERIENCE?



25,8% of those members that use virtual training less than once a month, are **missing a better studio experience.**

OVER 65% OF THE GYM MEMBERS THAT DO NOT USE VIRTUAL CLASSES ARE CONSIDERING TRYING VIRTUAL



SURVEY DETAILS

The Survey was conducted from February 2015 to September 2015.

Members from clubs in UK, US, France, Spain, Finland, Australia and Poland took part in the survey.