



**WORKING OUT
AT HOME.**

LES MILLS

HOME WORKOUTS

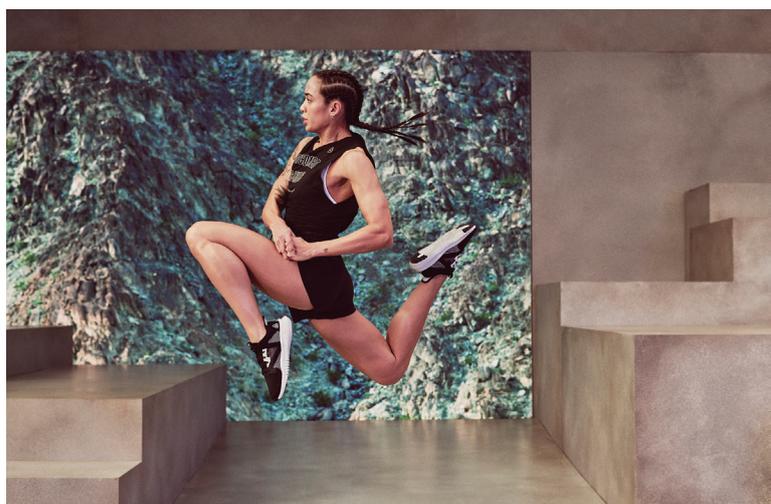
FRIEND OR FOE FOR CLUBS?

Q1. How many of those who workout in a gym are also working out at home?

- a) **30%** b) **60%** c) **85%**

Answer. c) 85%

A surprisingly high 85% of those who attend a gym in some form are also doing gym-type activities at home¹. Those who exercise regularly in a gym choose to complement their in-gym activities with additional at home activities – using this extension to maintain their exercise routine when they can't get to their club and support their fitness goals.



Les Mills BODYCOMBAT™

Q2. How many of those who workout at home also pay to attend a gym?

- a) **25%** b) **50%** c) **67%**

Answer. c) 67%

67% of the those working out at home are members of a gym¹. There are many reasons gym members also choose to work out at home¹;

'I can work out whenever I want/take as little or as long as I want' (53%)¹, I can work out in private' (45%)¹ and 'I can work out wearing what I want' (36%)¹, being the most common reasons given. Home workouts are available 24/7/365, creating an unlimited fitness schedule that is especially helpful to those with busy lives.

But solitary workouts can become demotivating when not augmented by the social atmosphere and motivation provided by being part of a class or working out on the gym floor.



BODYCOMBAT class

Sources:

1. Les Mills 2019 Global Consumer Fitness Survey
2. Nielsen 2016 digital report

Q3. How many times a week are those who workout at home also visiting their gym?

- a) **1-2** b) **5-6** c) **7+**

Answer. b) 5-6 times a week

30% of those working out at home are high-volume gym attendees who make 5 to 6 visits per week¹. This was the largest frequency category. Highly-engaged gym members are already supporting their fitness routines with sessions at home without impacting the frequency of their club visits.

Q4. What has been the increase in the use of apps and/or online workouts by regular exercisers over the last 5 years?

- a) **30%** b) **60%** c) **100%**

Answer. c) 100% increase

23% of regular exercisers are now using apps or online workouts, representing a 100% increase over the last five years¹. Fitness apps are handy for people who want to analyze their workout stats, as well as for those who travel frequently or struggle to make it to the gym. Apps provide motivation and coaching anytime, anywhere. Whether the user is searching for new ideas of what to do in the gym, or prefers to follow a pre-planned workout, motivations will differ from user to user.



BODYCOMBAT featured on the LES MILLS™ On Demand App



23% of regular exercisers are now using apps or online workouts

Q5. Who's using these apps and online workouts?

- a) **MILLENNIALS**
b) **GEN Z**
c) **FEMALES**

Answer. All of the above

Unsurprisingly, Generation Active (Millennials and Gen Z) are embracing these digital workouts wholeheartedly². With 98% owning a smartphone, it's easy to understand how Generation Active considers the availability of anywhere, anytime digital workouts to be a basic expectation of fitness providers. Millennials account for 28% of users equalling Gen Z on 28% of users¹. Females just edge out males, representing 52% of all users, demonstrating a fairly equal gender balance¹.

Sources:

1. Les Mills 2019 Global Consumer Fitness Survey

2. Nielsen 2016 digital report



LES MILLS On Demand App

AT HOME WORKOUTS A KEY BATTLEGROUND FOR YOUR CLUB.

Staying connected to members and keeping them motivated beyond the four walls of the club continues to pose a major challenge to our industry. Successful clubs are those offering a 360-degree fitness experience which keeps members inspired and engaged, so working out becomes a happy habit rather than a chore. Supporting members with a digital fitness offering they can use at home and on the road is a sure-fire way to keep them as engaged club members.

The new partnership between Les Mills and Netpulse enables clubs to fully integrate LES MILLS On Demand within their existing club apps. This provides an easy plug-in solution that keeps clubs connected with members by delivering at home fitness experiences that support the in-club offering.

The platform helps clubs to retain current members and attract new ones, while integrating LES MILLS On Demand within new or existing membership tiers opens additional revenue streams for clubs without increasing overheads.

With hundreds of workouts available, BODYPUMP™, BODYCOMBAT and LES MILLS GRIT™ are the most popular programs on the platform. BODYCOMBAT is also the most-viewed program that doesn't require equipment – highlighting its popularity among members on the go and those who don't have space at home for the specialist kit they would normally use in the gym.



GIVE YOUR MEMBERS A FULL 360-DEGREE FITNESS EXPERIENCE

Join the LES MILLS On Demand affiliate program to support members' workouts at home, while earning revenue for your club.

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