

WHAT LES MILLS ON DEMAND CAN TELL YOU ABOUT YOUR MEMBERS

LES MILLS

Thousands of clubs around the world took up our offer of a free LES MILLS On Demand trial to keep their members moving while their clubs were closed. Here we share what your members were watching and doing during the lockdown. The results might surprise you.

MONDAY

is the most popular day to workout. This is consistent across all LES MILLS programs.

SUNDAY

is the least popular day to workout. This is consistent across all LES MILLS programs.

BODYPUMP™
BODYCOMBAT™
BODYBALANCE™ / BODYFLOW™
LES MILLS GRIT™

are the top four most popular programs.

Getting ready to relaunch your club?

Check out our Club Re-set Hub, packed with tools, insights and resources to help your club reopen with purpose and clarity.

60%

of those who've been provided LES MILLS On Demand by their gym say that it makes them feel "extremely positive" about their gym. A further 16% said moderately positive and 4% slightly positive*

20%

of those who are currently on a trial period, say they are extremely likely to continue at the end and a further 26% moderately likely*

23%

of regular exercisers were participating in online or app workouts before COVID-19*

47%

of those who've been provided LES MILLS On Demand by their gym say they'd be likely to continue if their gym offered it at a discounted rate*

12%

of LES MILLS On Demand users who are gym members mainly use LES MILLS On Demand at the gym*

85%

of gym members were doing fitness in their home before COVID-19*

+Source: LES MILLS On Demand Customer Satisfaction Survey

*Source: 2019 Les Mills Global Consumer Fitness Survey

CLUB RE-SET HUB