



How Do The Activities Members Usually Take Part In and How Often They Attend Affect Loyalty?

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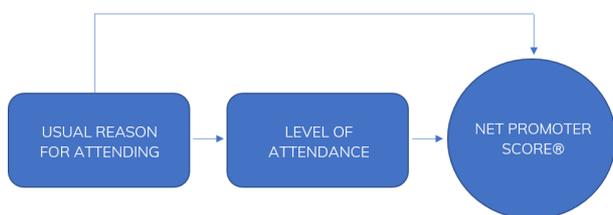
How Do The Activities Members Take Part In and How Often They Attend Affect Loyalty?

Introduction

Members attend their clubs for a variety of reasons (depending on the facilities available), whether that be to workout in the gym, take part in a group exercise class, have a coffee, use the crèche, swim etc. Their satisfaction with club visits will be shaped by what they usually attend for. If they mainly workout in the gym, the availability of equipment and the quality of the staff might be the determining factor. If they like group exercise, satisfaction could be related to the ease of booking, the person leading the class, the music and overall atmosphere etc. Swimmers and social visitors will also have different determining factors. It is reasonable then to expect that a member's usual reason for attendance is likely to be associated with the chances of them being a club Promoter (scoring a 9 or 10 on their NPS® survey). Because being a Promoter is associated with higher retention rates it follows that we should be concerned with any club factor that might alter Net Promoter Scores®.

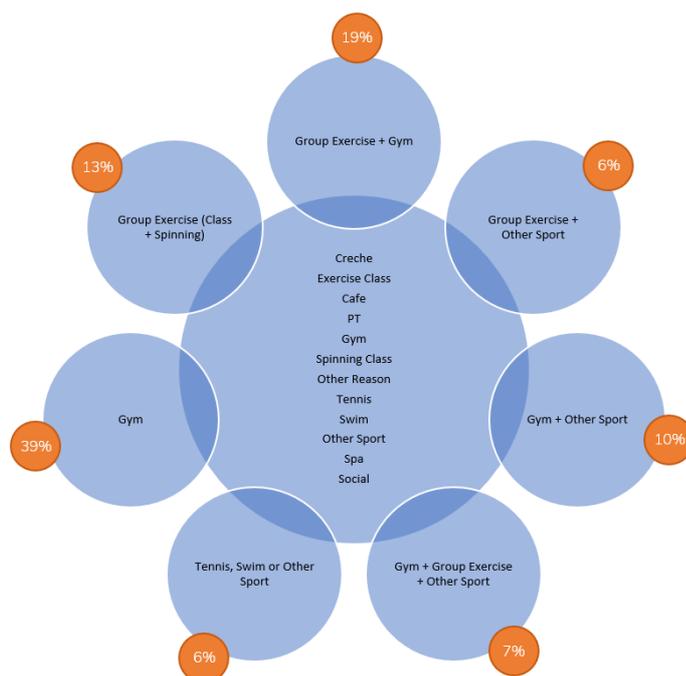
The aim of this article is to examine how members' usual reasons for attendance are associated with the likelihood of being a Promoter. The frequency of club attendance varies considerably and may be related to a member's usual reason for attendance. Because frequency of attendance is associated with NPS and retention, we will also examine the interaction between reason for attendance, visit frequency and NPS. The reason for attendance may link to NPS via visit frequency or it may directly link to NPS independently of visit frequency (Figure 1).

Figure 1. Hypothetical relationship between usual reason for attendance, visit frequency and NPS



Members at various stages of membership were asked to complete the NPS question, as well as a question about their usual reason for attending their club. They were asked to choose from a list of 12 options with option 12 being 'other reason'. The options are shown in Figure 2. Members were invited to select all options that applied to them, leading to a set of 217 response combinations - too many groups to analyse. Therefore, responses were grouped by the most common combinations that represented at least 5% of members (see Figure 2). All groups are mutually exclusive i.e. a member can only belong to one group.

Figure 2. Usual reasons for attendance overall and grouped





How many usual reasons for attendance do members give?

Overall, members gave an average of 1.8 reasons for attending with 48% citing just one reason, 32% two, 15% citing three and 5% four or more. Females cite more reasons than males (1.9 versus 1.5) with no difference by age group. Long standing members (who have held their membership for at least 3 years) cite more reasons for attending than new members (2.0 versus 1.6).

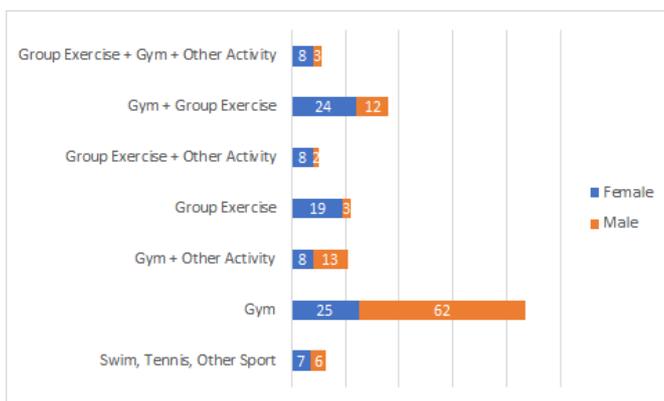
The number of usual reasons for attending was associated with the average monthly visit frequency. Members who cited five or more reasons for attending averaged 5 visits per month compared to members who cited less than three reasons who averaged less than 4 visits per month.

What are the most common reasons for attendance by gender, age group and length of membership?

Gender

Overall 75% of members gave the gym as at least one of their reasons for attending their club while 45% gave group exercise. The large proportion of members citing the gym as their reason for attendance is skewed by male responses. In males, the majority of members (62%) said that their usual reason for attending was the gym only, compared to 25% of females (Figure 3). Gym only (25%), group exercise (19%) or group exercise and the gym (24%) were primary reasons for females attending their clubs.

Figure 3. Usual reason for attendance by gender (%)

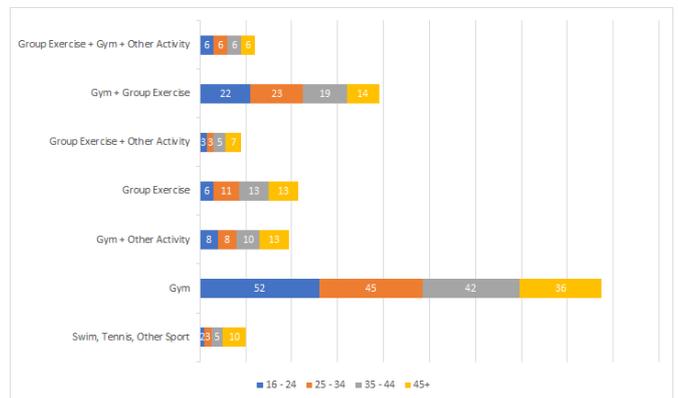


Age

Just over half of members in the age group 16-24 years reported their usual reason for attendance at their club was the gym only (Figure 4). The gym or the the gym plus group exercise was the main reason for attending for all age groups.

Swimming, tennis or other sport were much more important reasons for attending for older rather than younger members. Perhaps a little surprisingly, group exercise only was a more common reason for attendance in members aged 25 years and over compared to younger members.

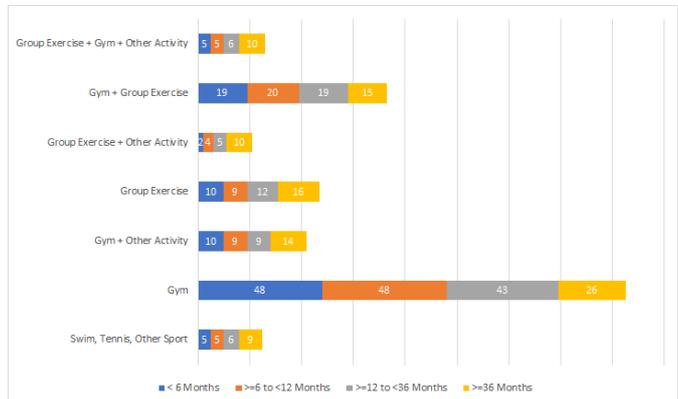
Figure 4. Usual reason for attendance by age group (%)



Length of Membership

Similar patterns of reason for attendance were seen across the different periods of membership, with the exception of members who had retained their memberships for at least 3 years (Figure 5). Although the gym remained the main reason for attendance, long standing members were more likely than newer members to say they also attended for a range of other reasons.

Figure 5. Usual reason for attendance by period of membership (%)



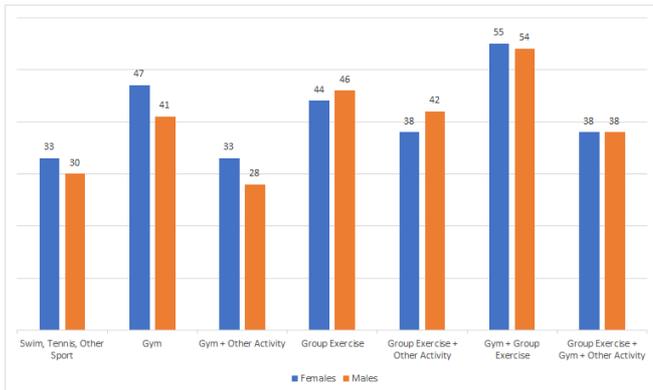


What reasons for attendance are associated with being a Promoter?

Gender

The highest proportion of Promoters said their usual reason for attending their club was a combination of the gym and group exercise (Figure 6). The lowest proportion was in male members who visited for the gym plus another activity from swimming, tennis or other sport (28%). In general, members who included swimming, tennis or another sport in their usual reasons for attending were less likely to be Promoters compared to members who only visited for the gym or group exercise. Females who visited for the gym were more likely to be Promoters than males who visited for the gym (47% versus 41%). Although the difference is smaller, males who visited for group exercise were more likely to be Promoters than females who visited for group exercise.

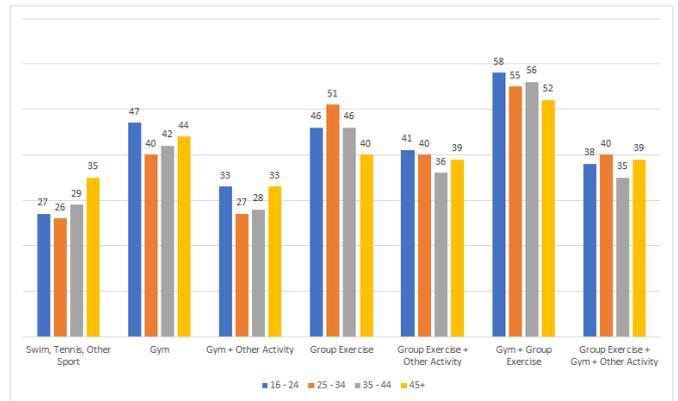
Figure 6. Proportion of males and females classed as Promoters by usual reason for attendance



Age

Younger members who only visited for swimming, tennis or another sport were least likely to be Promoters (27%, Figure 7). By contrast, younger members whose reason for visiting was a combination of the gym and group exercise were most likely to be Promoters (58%). Older members (65+) who only visited for group exercise were less likely to be Promoters than their younger counterparts.

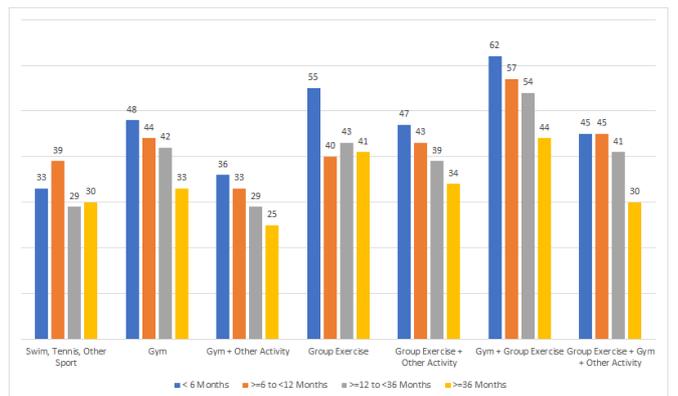
Figure 7. Proportion of each age group classed as Promoters by usual reason for attendance



Length of Membership

The general trends in the relationship between reason for attending and being a Promoter continue in Figure 8. However, another consistent trend emerged. Within each group of reason for attendance, the proportion of Promoters reduced with length of membership. This was most marked for gym only members (48% to 33%) and gym + group exercise members (62% to 44%). In members who included group exercise but not the gym in their reasons for visiting the drop was less marked.

Figure 8. Proportion of each membership length classed as Promoters by usual reason for attendance



What is the relationship between reason for attendance, visit frequency and being a Promoter?

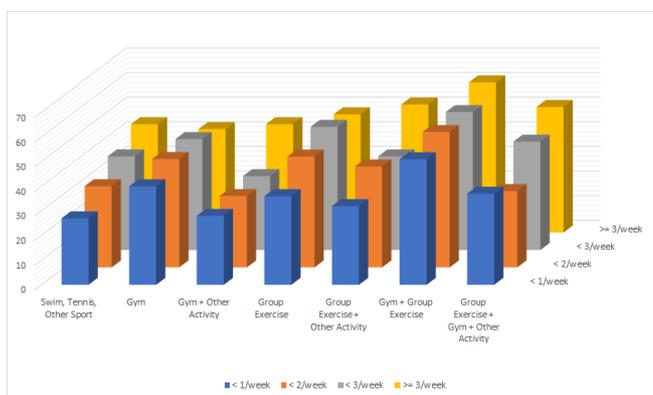
Within each group of reasons for attending, the proportion of Promoters went up with increasing visit frequency (Figure 9). 48% of members who visited for only group exercise, who





averaged at least 3 visits a week, were Promoters compared to only 36% of members who visited for only group exercise but attended less than once a week. But between groups the story was different, with for example members who attended for the gym and group exercise and averaged 1 visit per week more likely to be Promoters than gym only members who attended at least 3 times per week (51% versus 42%). This latter finding highlights that both reason for attendance and visit frequency are associated with being a Promoter.

Figure 9. The proportion of Promoters by reason for attending and average monthly visit frequency



It is possible that the relationship between reasons for attendance and being a Promoter are due to differences in the characteristics of the members who belong to each reason group rather than the reason itself. For example, if a higher proportion of members who attend the gym only had a higher visit frequency than members who only did group exercise it may be that the difference in visit frequency was the reason for an increase in the number of Promoters in the gym only group not the reason they were attending. To examine this, an analysis of the probability of being a Promoter for each reason group that controlled for differences in visit frequency, age, gender, period of membership and the total number of reasons for attending between reason groups was conducted. It revealed the following. Compared to members who only visit to swim, play tennis or other sport, gym + group exercise attendees were twice as likely to be Promoters, those attending 'group exercise only' 1.5 times more likely and those attending the 'gym only' 1.5 times more likely. The other groupings did not differ significantly from the swim, tennis or other sport members. The findings did not vary according to the age, gender or length of membership of members in each reason group. A higher visit frequency was associated with an increased probability of being a Promoter irrespective of the reason for visiting. The reverse was also true. This means that both reason for attendance and visit frequently were

independently associated with being a Promoter. Interestingly, the number of reasons cited for attending (from the original list of 12) was also independently associated with being a Promoter. Members who gave 4 or more reasons for attending were 2.4 times more likely to be a Promoter compared to members who gave a single reason.

Summary/Recommendations

1. Encourage members to take part in a range of activities in your club. With members attending for gym and group exercise just once per week 20% more likely to be Promoters than gym only members who attended at least 3 times per week, group exercise is an easy-win. Ensure you are doing everything possible to get members to take part here and look for other opportunities to increase their activity count too. Members who cited 4 or more reasons for attending (just 5% of those in the study) were more than twice as likely to be a Promoter than those only citing 1 reason (48% of those in the study).
2. Ensure these 'other activities' live up to the expectations set by the core gym and group exercise. Our research shows members who include activities such as swimming, tennis or other sports in their visits are less likely to be Promoters than those who don't. In your facility, ask yourself why this might be and look to address it, so these activities live up to the rest of your member journey and help enrich rather than detract from the overall leisure experience of your club.
3. Encourage regular visits. Time and time again our research has shown that increasing member visits is beneficial for your club. How can you incentivise attendance, help members' to change their behaviour and turn sporadic visits into an exercise habit - a must-have part of their week which members don't want to miss out on?
4. Keep it fresh! Across the board, likeliness to be a Promoter decreased the longer an individual remained a member. Continue to delight members throughout their relationship with your club by regularly engaging with them and bringing in new ideas when things are starting to look stale. This might be some new pieces of equipment, a refresh of the décor in the gym, a new class added to the timetable, menu revamp in the cafe, special offer or workout plan review to name but a few.





The Customer Engagement Academy (CEA)

The CEA exists to provide the global health and fitness industry with a go-to, robust, reliable resource for learning and development in customer engagement. Our ultimate goal is to help support operators to provide their members with exceptional club experiences which lead to business success. The Academy believes in the importance of operators developing a deep understanding of customer engagement based on real research carried out by experts in the field, quality member feedback and real-world examples of best practice.

TRP

TRP are the founders of the CEA. They provide customer engagement software to the global health and fitness industry, designed to help operators effectively deliver great member experiences which create raving fans of their clubs. TRP has a long and established history at the forefront of knowledge around gym member experiences, behaviours and characteristics and their relationship with member loyalty; regularly sharing valuable insights with the industry through talks, research reports and blog posts since their establishment in 2002.

