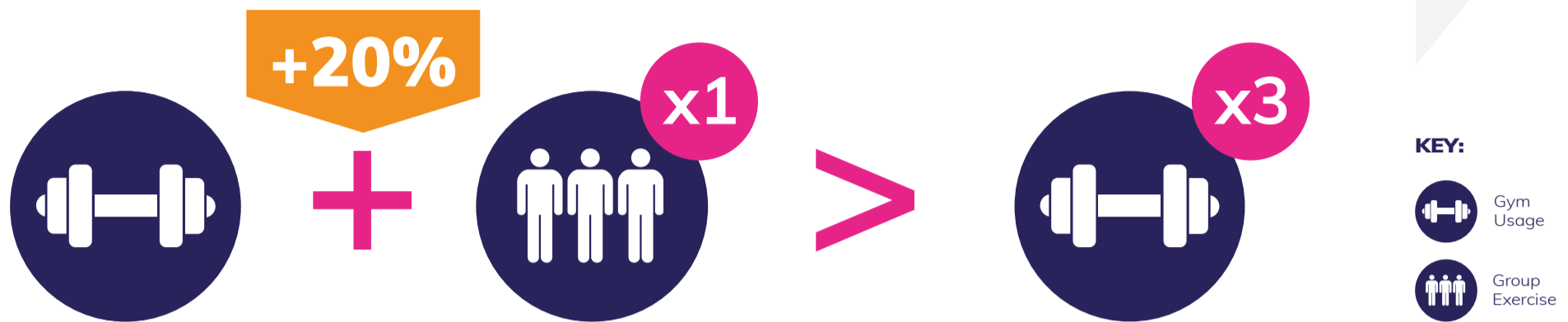


How Do The Activities Members Take Part In and How Often They Attend Affect Loyalty?

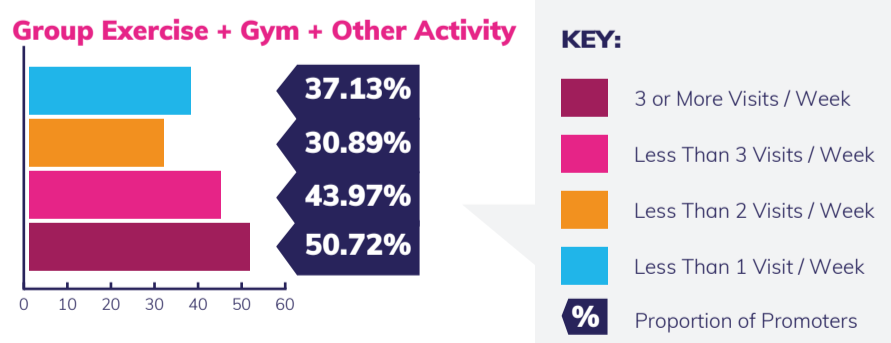
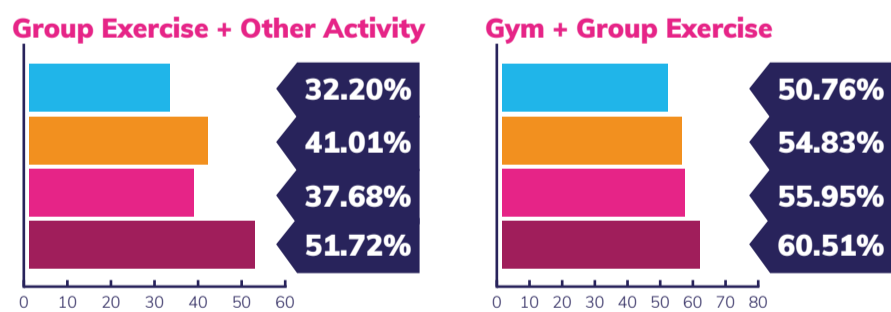
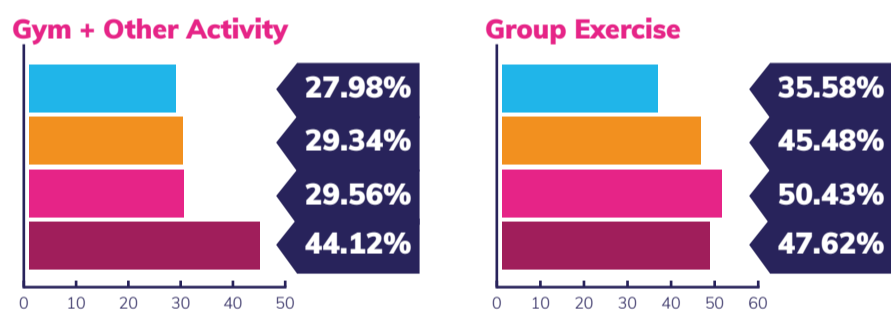
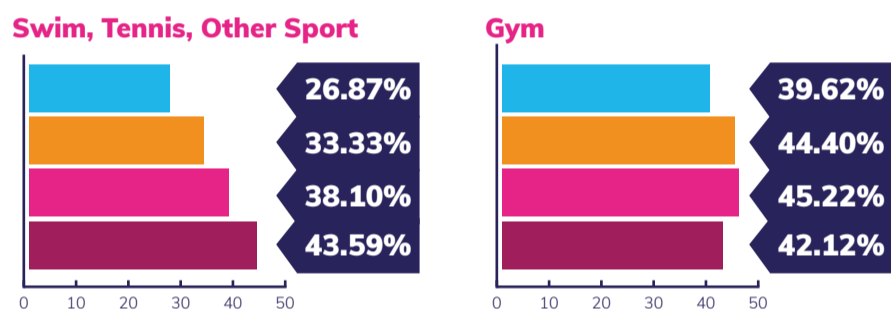
Group Exercise

Members who regularly take part in gym workouts and **group exercise** classes **just once per week** are **20% more likely to be loyal club Promoters** (a group shown by previous research as being least likely to cancel) than those attending an impressive 3 times per week to just workout in the gym.



Visit Frequency

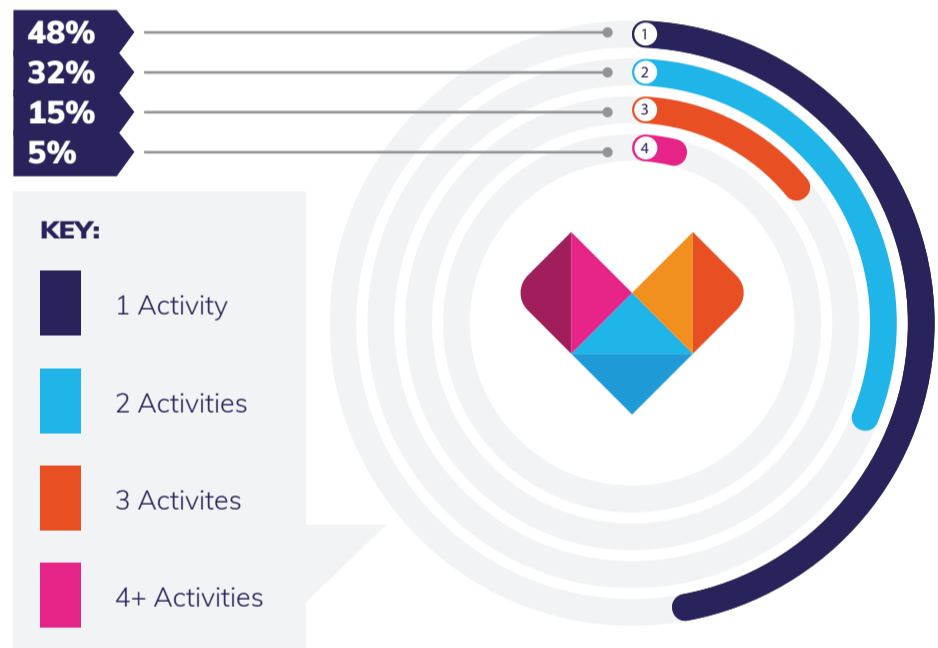
While the type of activity a member takes part in when they visit has proven to have a significant impact on their loyalty, within activity sets visit frequency is still important too - with most showing a positive trend between increased attendance and likelihood of being a Promoter. For example, **48%** of members who visited to take part in just group exercise on average **3 times or more per week** were Promoters compared to **only 36%** of members who visited for the same reason but only did so on average **less than once per week**.



Activity Variety

Members who cited regularly taking part in **4 or more** activities in their club (just **5%** of those in the study) were **more than twice as likely to be a Promoter** than those citing regularly taking part in only **1 activity** (**48%** of those in the study). This shows a real opportunity to encourage more members to take part in a variety of activities in your club, and the tangible benefit and importance of doing so to your success.

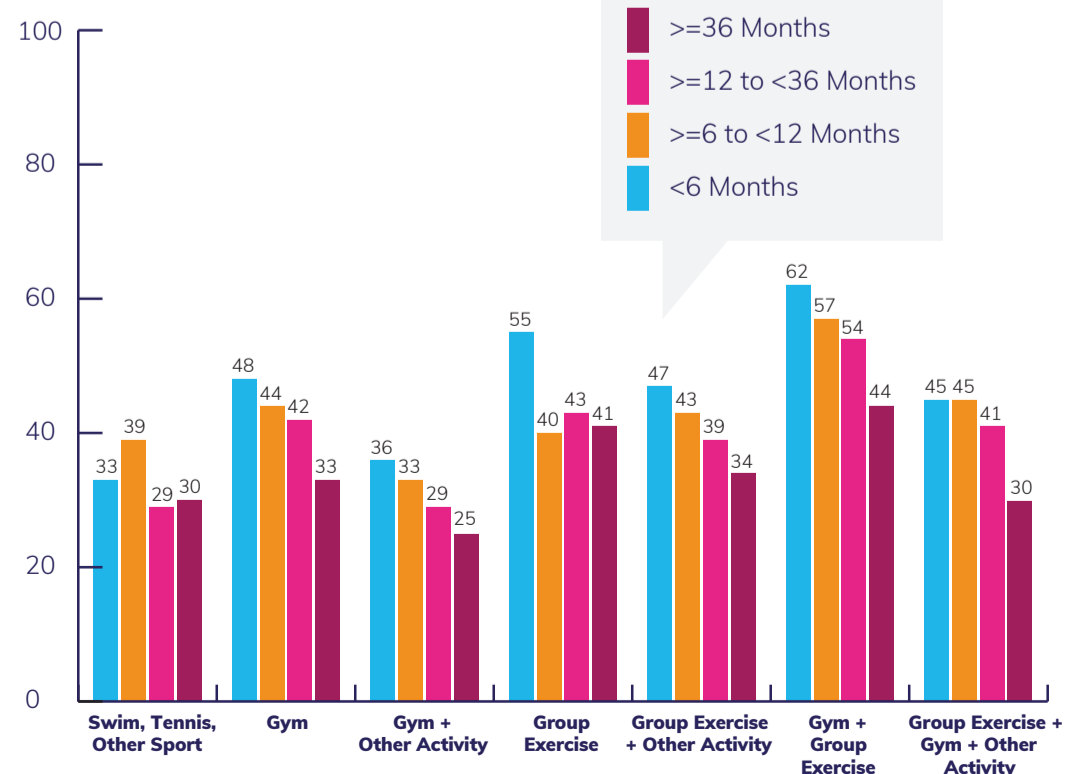
Proportion of Members Reporting Number of Activities They Take Part In On a Regular Basis



Length of Membership

Across the board, **likeliness to be a Promoter decreased the longer an individual remained a member**, indicating possible conclusions that either member expectations increase with tenure, the service and overall experience received by members declines with tenure, or a combination of the two. With such a focus from the industry on getting new members in and looking after them in their formative months, it is important not to take your 'regulars' for granted otherwise you are just filling a leaky bucket and letting revenue pour away.

Proportion of Promoters (%)



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