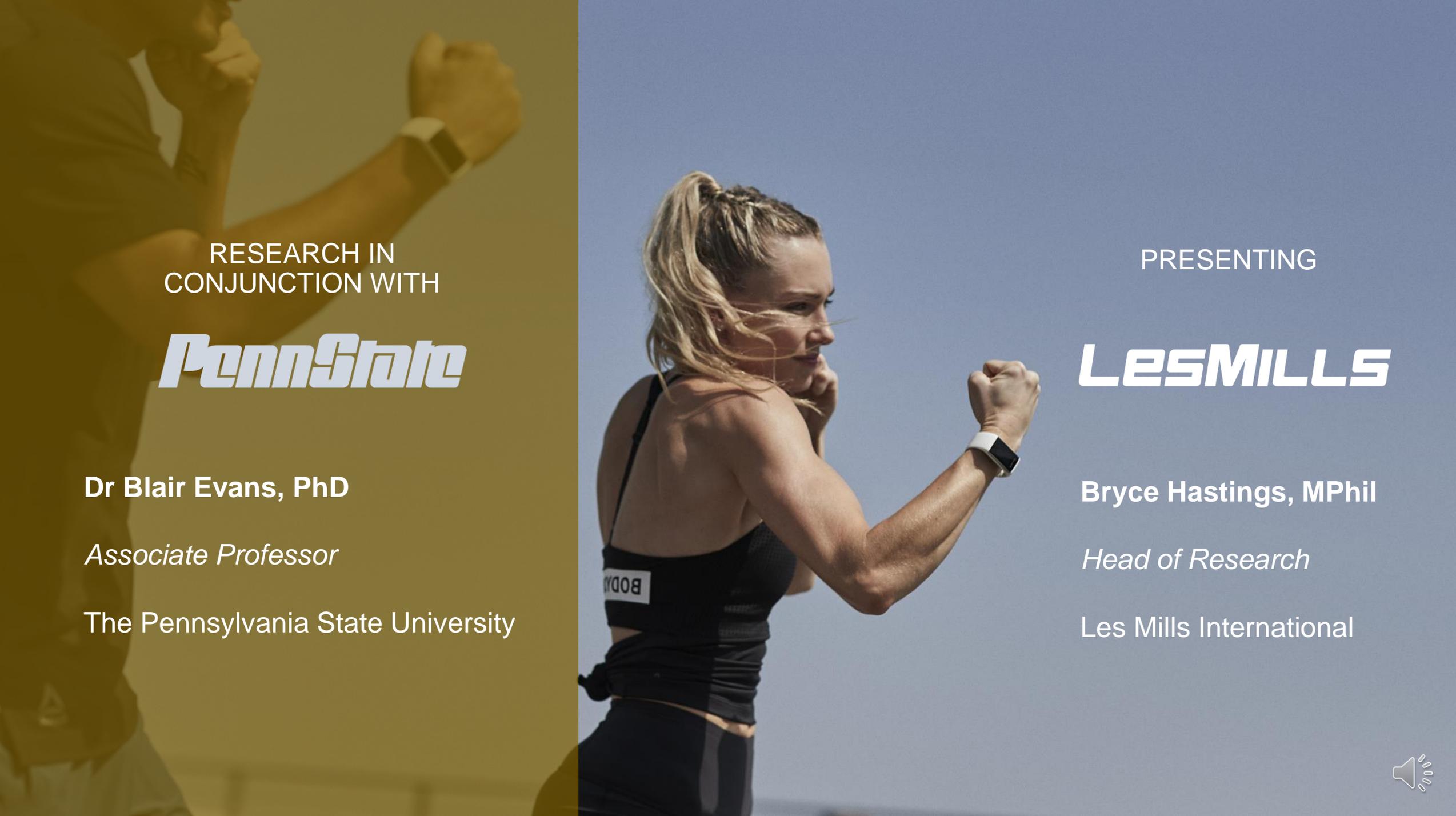


THE POWER OF THE GROUP EFFECT:

SCIENTIFIC FINDINGS

LES MILLS





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WHY IS THE GROUP EFFECT IMPORTANT?



- Previous research demonstrates that individuals are more likely to adhere to exercise programs when working out with others
- Understanding what drives the group effect will allow us to enhance this effect.
- This will assist our partners to deliver the best member experience and ensure they are helping their members achieve their goals.



WHAT IS GROUPNESS

'Groupness' relates to the level to which someone feels that the group impacts their workout and represents a feeling that you are exercising with others, not just beside other people in a class.

THE RESEARCH AIM

Explore & measure varying levels of groupness across different classes and determine how it can potentially influence a club member's experience and subsequent behavior.



THE METHODOLOGY

- 97 adult participants were surveyed over a 2 week period
- 695 unique responses received, an average of 7.16 surveys for each participant
- 85.56% of the sample was female
- Average class size was 15
- Surveys were completed within 10 minutes of class completion
- Participants completed questions which detailed the characteristics of the class and their feelings towards the session just undertaken
- The classes participants undertook in the study were BODYCOMBAT, BODYATTACK, BODYPUMP, BODYSTEP, SPRINT, RPM, GRIT





WHAT WAS MEASURED

GROUPNESS

Captures the degree to which participants perceived the members of each class impacted their workout experience.

PERCEIVED EXERTION

Captures participants' level of recalled exertion.

ENJOYMENT

Captures participants' level of recalled enjoyment.

SATISFACTION

Captured participants' satisfaction based on feeling during the class.

INTENTION TO RETURN

Captured participants' intention to return to that class.



THE RESULTS

WHEN PARTICIPANTS RATED A CLASS AS HAVING HIGH LEVELS OF GROUPNESS – COMPARED TO WHAT THEY TYPICALLY REPORTED IN THEIR CLASSES – THEY REPORTED GREATER FEELINGS OF SATISFACTION AND ENJOYMENT.

THEY ALSO FELT A STRONG DESIRE TO RETURN TO CLASS AND REPORTED HIGHER LEVELS OF EXERTION.



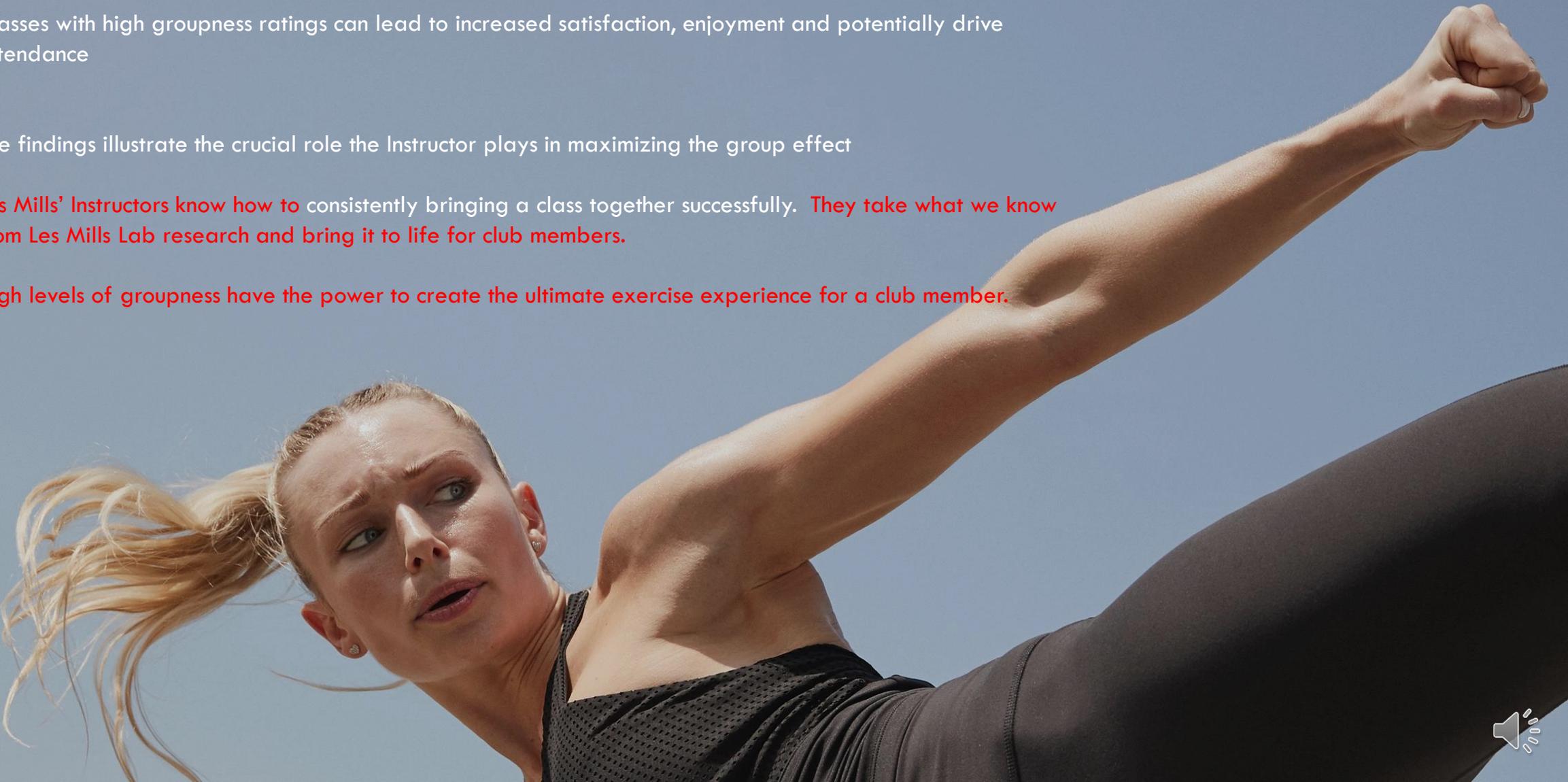
SYNCHRONIZATION IMPACTS GROUPNESS

The research findings also revealed patterns showing that participants rated groupness higher for synchronized workouts such as BODYCOMBAT (where people are moving together), than “off the beat” programs such as LES MILLS GRIT.



WHAT THIS MEANS FOR CLUBS?

- Classes with high groupness ratings can lead to increased satisfaction, enjoyment and potentially drive attendance
- The findings illustrate the crucial role the Instructor plays in maximizing the group effect
- **Les Mills' Instructors know how to consistently bringing a class together successfully. They take what we know from Les Mills Lab research and bring it to life for club members.**
- **High levels of groupness have the power to create the ultimate exercise experience for a club member.**





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