

LES MILLS

AT HOME INSIGHTS TO DRIVE IN-CLUB ENGAGEMENT



AT-HOME WORKOUTS: HAVE YOU DIVERSIFIED TO MEET YOUR MEMBERS' NEEDS?



1 – WHAT % OF PEOPLE WERE ALREADY WORKING OUT AT HOME PRE-COVID?

85%

A surprisingly high 85% of those who attended a gym were also doing gym-type activities at home¹. Those who exercise regularly in a gym choose to complement their in-gym workouts 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.

2 – WHAT % GROWTH DID WE SEE IN LES MILLS™ ON DEMAND DURING THE PANDEMIC?

800%

The LES MILLS On Demand platform grew 800% in the UK from April 2020 – December 2020, with sustained growth continuing month-on-month into 2021². Almost half of everyone surveyed also stated they were using additional free and paid online workouts. This marked a shift in how users consume fitness, indicating a real appetite for digital content and a blended solution to cover all needs.

3 – HOW MANY LES MILLS ON DEMAND MEMBERS ALSO PAY FOR A GYM MEMBERSHIP?

61%

61% of LES MILLS On Demand members in the UK also pay for a gym membership, with 1/3 of users surveyed joining the platform as a result of their gym offering an affiliate membership³. Members use the platform in conjunction with their gym membership or even as a result of their gym membership, highlighting the synergy in clubs offering an at-home option to retain members and add more value.

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4 – WHAT % OF PEOPLE CITE MENTAL HEALTH AND STRESS RELIEF AS TWO REASONS FOR EXERCISING?

77%

A huge 77% of people surveyed rated mental health benefits or stress relief as reasons for exercising³.

We've seen a real shift in the reasons for exercising since 2018 and consumers are now much more focused on supporting mental health to positively impact both mind and body. A recent case study at [Liverpool University](#) found that BODYBALANCE™ via the LES MILLS On Demand platform was the most popular class amongst students during lockdown. [Recent research](#) indicates that regular BODYBALANCE classes can help banish the lockdown blues, increase sleep quality by 15% and boost mental health.

5 – WHAT % OF LES MILLS ON DEMAND USERS AT HOME EXPRESSED AN INTEREST IN TRYING LIVE CLASSES AT A GYM OR FACILITY UPON REOPENING?

56%

We know that nothing beats the live experience and LES MILLS On Demand users have confirmed that, with the majority of them eager to explore that experience that you can only get in a studio environment³.

Standalone digital solutions like livestream and on-demand are providing additional channels for clubs to win new fans online, build brand affinity, and eventually convert them to becoming full club members. [Research from fitness facilities developer Alliance Leisure](#) indicated that 96 percent of consumers who tried a workout from a club during lockdown said they would use that facility when it reopened.

¹
LES MILLS
2019 GLOBAL CONSUMER
FITNESS SURVEY

²
LES MILLS ON DEMAND
UK SUBSCRIBER
BASE 2020

³
LES MILLS ON DEMAND
CUSTOMER SATISFACTION
SURVEY 2020

AT-HOME WORKOUTS: FUTURE-PROOF YOUR CLUB BEYOND THE PANDEMIC



Motivators for keeping fit have changed – it's no longer just about a fit body but a fit mind too. Staying connected to members and keeping them motivated physically and mentally beyond the four walls of the club has never been so important. Successful clubs are those offering a 360-degree fitness experience which keeps members inspired and engaged, so members can work out wherever and whenever they want. Supporting members with a digital fitness offering they can use at home and on the road is a sure-fire way to keep them engaged and with you long term.

Become an affiliate partner and promote LES MILLS On Demand to your members. LES MILLS On Demand helps clubs to retain current members and attract new ones, while you earn commission for every sign up. It delivers increased flexibility for individuals choosing their own workout plans and offers far-reaching benefits for your business, allowing you to stay competitive. Maintain market share and member engagement by integrating a home workout solution.

LES MILLS

GIVE YOUR MEMBERS A FULL 360-DEGREE FITNESS EXPERIENCE

Join the LES MILLS ON DEMAND affiliate programme to support members' workouts at home, while earning revenue for your club.

[JOIN NOW](#)