

WHAT LES MILLS+ CAN TELL YOU ABOUT YOUR MEMBERS

LES MILLS

Thousands of clubs around the world took up our offer of a free LES MILLS+ 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™
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+ 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.

+Source: LES MILLS+ Customer Satisfaction Survey.

23%

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

**Source: 2019 Les Mills Global Consumer Fitness Survey*

80%

feel more positive about their gym as a result.

47%

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

12%

of LES MILLS+ users who are gym members mainly use LES MILLS+ at the gym.

85%

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

CLUB RE-SET HUB