

## GROUP EXERCISE PARTICIPATION

This analysis is based on participation data (visits) for group exercise from 603 leisure centres, for the weeks where it has been allowed to operate in 2021 (week 5-9), compared to the same period in 2019.

### THROUGHPUT RECOVERY

2019	2021	% RECOVERY
2,363,523	1,260,430	53.3%

### FEMALE PARTICIPATION

GROUP EXERCISE	OTHER ACTIVITIES
84.3%	45.6%

#### KEY NOTES:

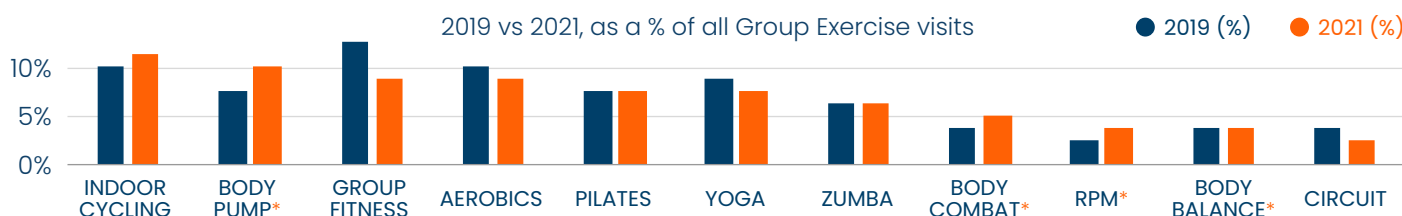
During the weeks that group exercise has been open in 2021, there has been just over half the number of visits, compared to the same period in 2019. Although occupancy<sup>1</sup> rates are similar (59% in 2021 compared to 57% in 2019), the capacity<sup>2</sup> restrictions (group exercise capacity in 2021 is 47% of the capacity in the same time period in 2019) play an important role in the slow recovery to date.

#### KEY NOTES:

The proportion of female users participating in group exercise classes has increased by 2% to almost 85% in 2021, when compared with the same time period in 2019.

### TOP 10 MOST POPULAR GROUP EXERCISE CLASSES

2019 vs 2021, as a % of all Group Exercise visits



#### KEY NOTES:

The proportion of participation in 'lower impact' classes, such as Yoga, has fallen in 2021 compared to 2019. In contrast, higher impact classes such as body pump and those that require specialist kit have increased. Only the top 10 classes have been included in the graph, therefore the sum of percentages do not add up to 100%. The Les Mills classes are highlighted with an asterisk \*.

## CUSTOMER EXPERIENCE

The analysis compares findings from group exercise respondents with all other activities, for selected questions from the Moving Communities user surveys. Results are based on 3,168 responses for group exercise and 15,080 responses for other activities.

### NET PROMOTER SCORE

"How likely are you to recommend this class or activity to a friend or family member?"

NPS is calculated as the difference between the percentage of Promoters (9-10) and Detractors (0-6).

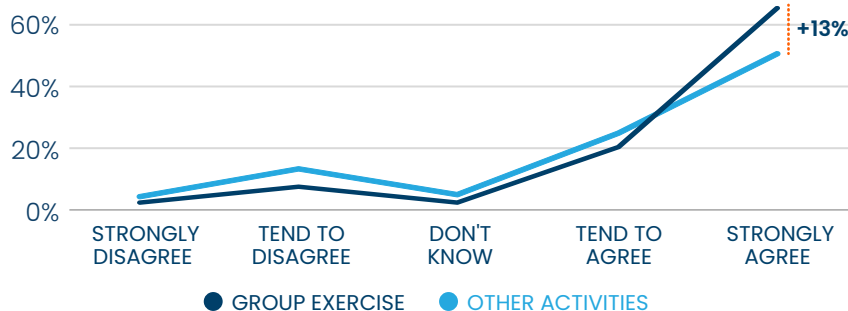
NPS	
GROUP EXERCISE	OTHER ACTIVITIES
60	51

#### KEY NOTES:

When asked the standardised Net Promoter Score question, a greater proportion of group exercise respondents were promoters, compared to other activities, indicating a higher level of customer loyalty.

### FUTURE USE OF THE LEISURE CENTRE

"I intend to exercise more often at the leisure centre than in more informal settings (e.g. at home/in the park etc.)."



#### KEY NOTES:

13% more group exercise respondents strongly agreed that they intended to exercise more often at the leisure centre, rather than in more informal settings.

### DEFINITIONS

<sup>1</sup>Occupancy: Proportion (%) of total available booking slots that have been booked or utilised.

<sup>2</sup>Capacity: The volume of bookable group exercise slots for the identified period.

### MOVING COMMUNITIES PARTNERS:

