What do fitness consumers want…

and how much will they pay for it?

Data taken from VitFit's 2023 Member Engagement Study

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Executive Summary

VitFit, LLC surveyed current fitness club members and non-members to determine:

- What resources are they using for fitness guidance?
- What fitness guidance are they getting from fitness technology?
- How much are they spending on fitness technology?
- What do they value from the technology they are using?
- What is missing from their existing fitness technology?
- How much do they feel is a reasonable price to pay for the features they want?
- If a fitness club offered the respondent their ideal fitness technology, would that impact their decision to join that club?

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What we found

Regardless of club membership status, consumers are turning to 3rd-party apps as their primary source of fitness education and guidance.

- Current fitness club members are **5x more likely to turn to fitness apps** than their club's fitness professionals for guidance and support.
- Only 16% of surveyed club members who do not work with a personal trainer get support from their club's in-house fitness professionals.

Consumers will pay for easily accessible fitness guidance; and **they want customization.**

- 87% of current fitness club members report that $30/month is a reasonable price to pay for a personalized fitness app.
- The top three requested features are: a daily calendar designed specifically for the user, suggested weights to use for strength training, and prescribed efforts for cardio machines.

There is a significant financial opportunity for clubs that offer personalized solutions to their members and prospects.

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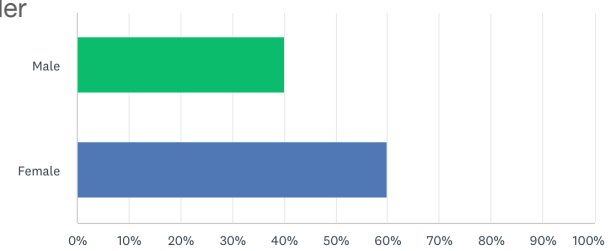
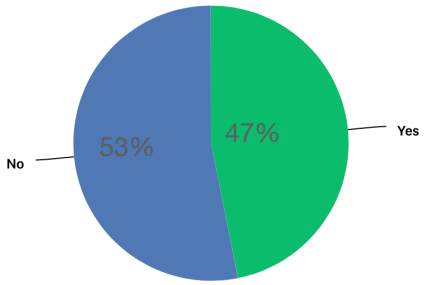
Who we surveyed

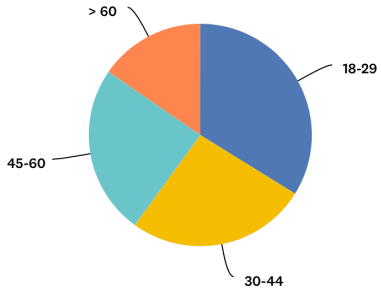
Gender



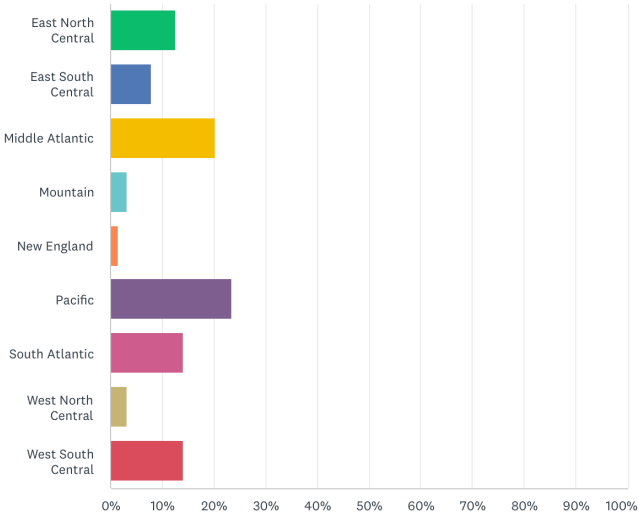
Fitness Club Member



Age



US Region



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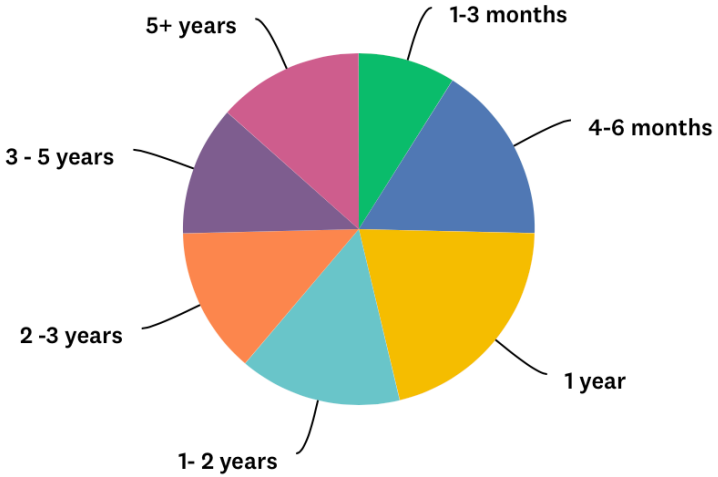
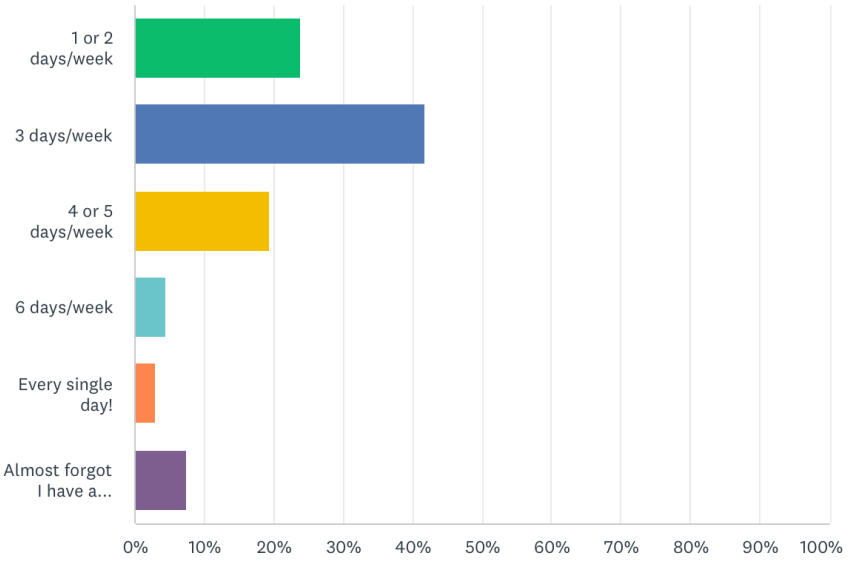
Of Current Fitness Club Members

Length of club membership



Average weekly visits to the club



Average household income $83,000
(10% preferred not to say)

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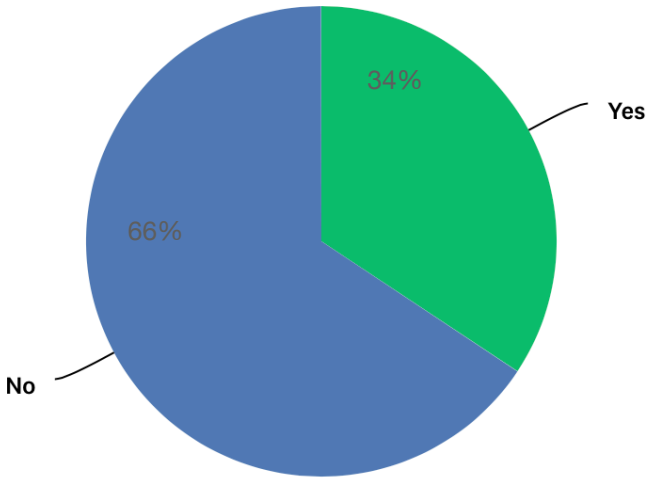
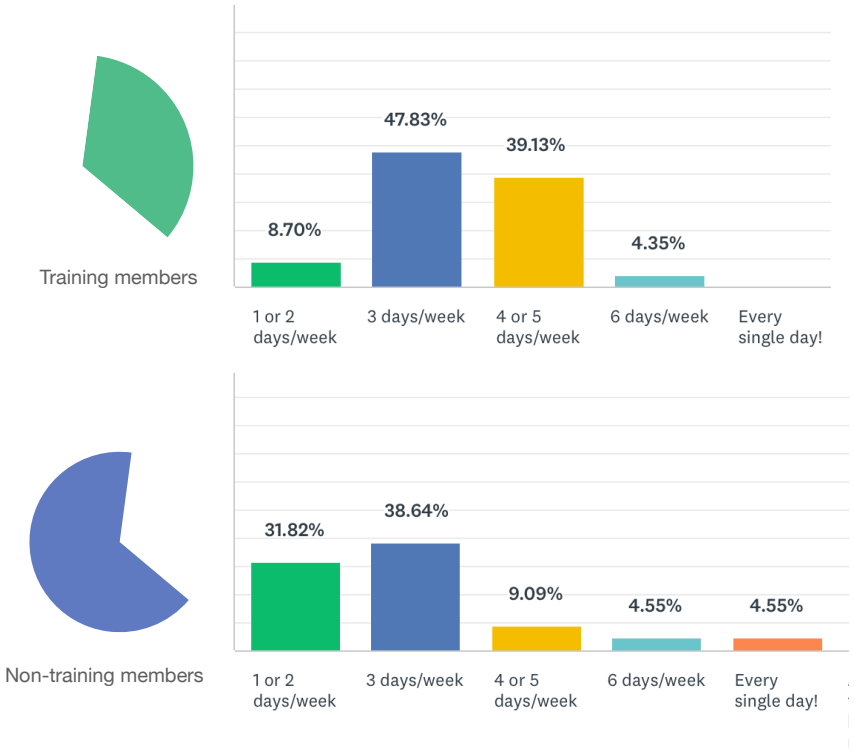
How do they workout?

Do they work with a personal trainer?



How often do they go to they gym?



11% of non-training members go so rarely they “almost forgot they had a gym membership.”

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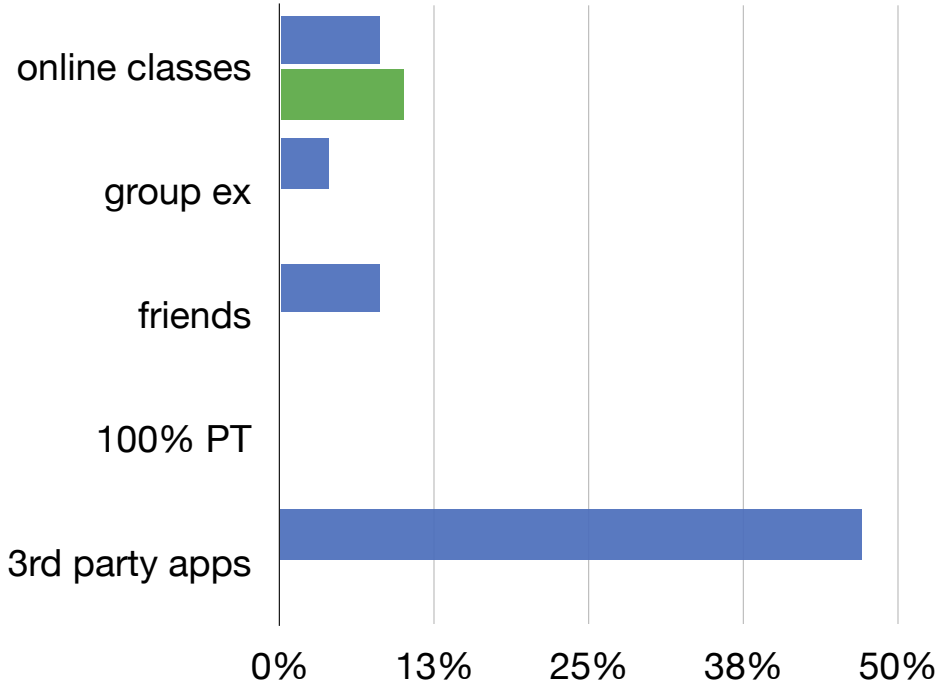
Where do club members get fitness guidance?



Of total respondent population (training and non-training members) 63% use a third-party fitness app for workouts and/or fitness guidance.

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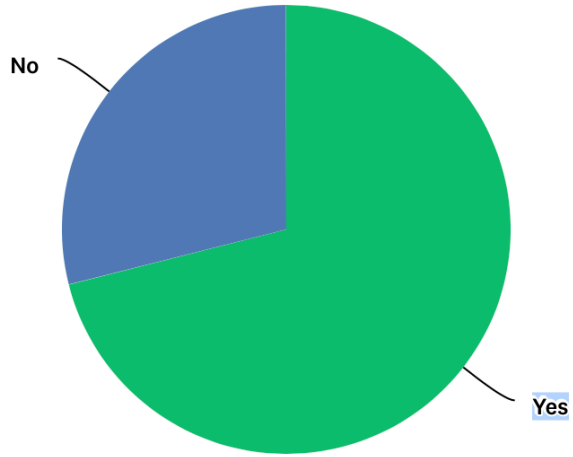
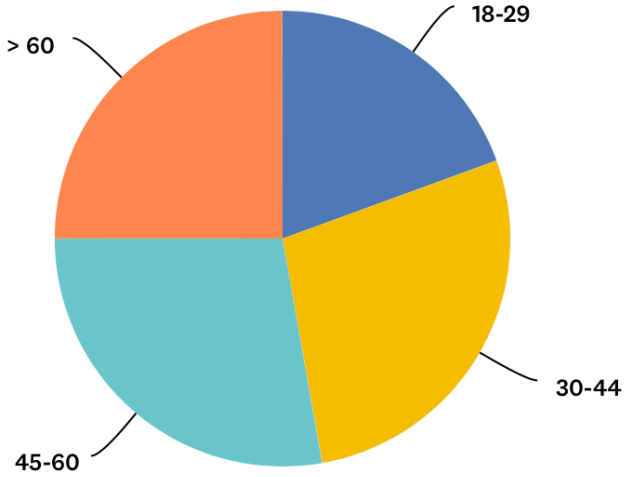
What about non members?

Do they workout?



Age of respondents



Average household income $91,000
(8% preferred not to say)

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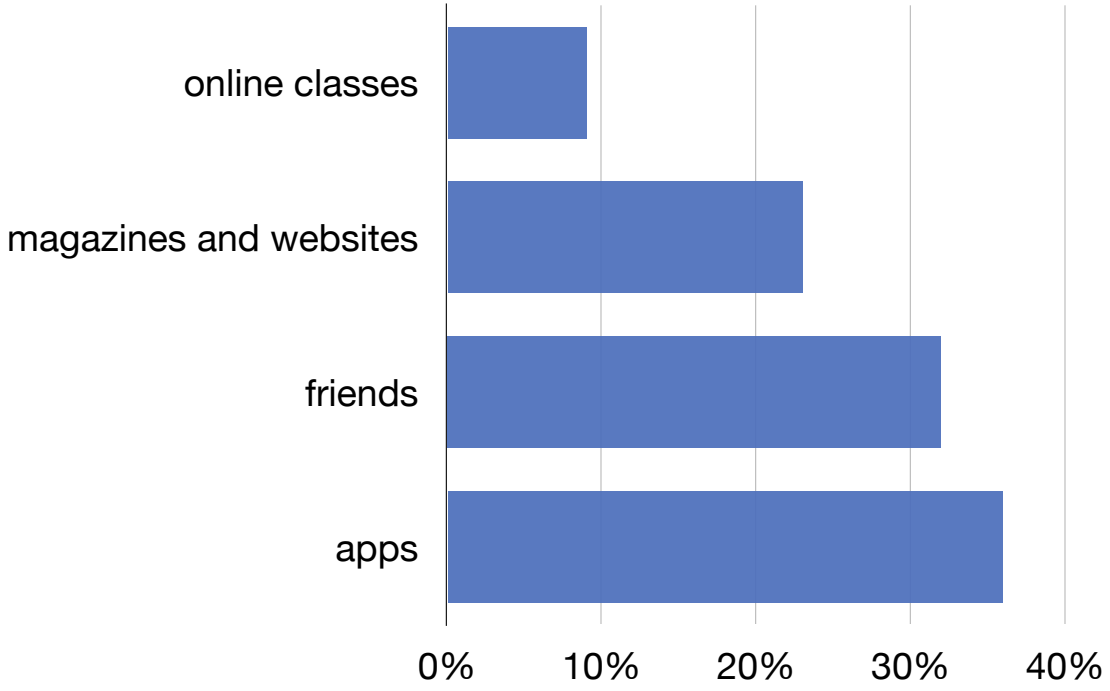
Where do those who workout outside of a club get their fitness guidance?



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What available features are consumers using?

Both fitness club members and non-members are mixing and matching apps to meet their personal needs.

The majority of respondents (58%) subscribe to apps that give them guidance for cardio workouts.

Other popular app features include follow-along strength training workouts (46%) and a calendar of daily available workouts to follow (46%).

Only 4% of respondents claim to have access to a fitness professional through their app(s).

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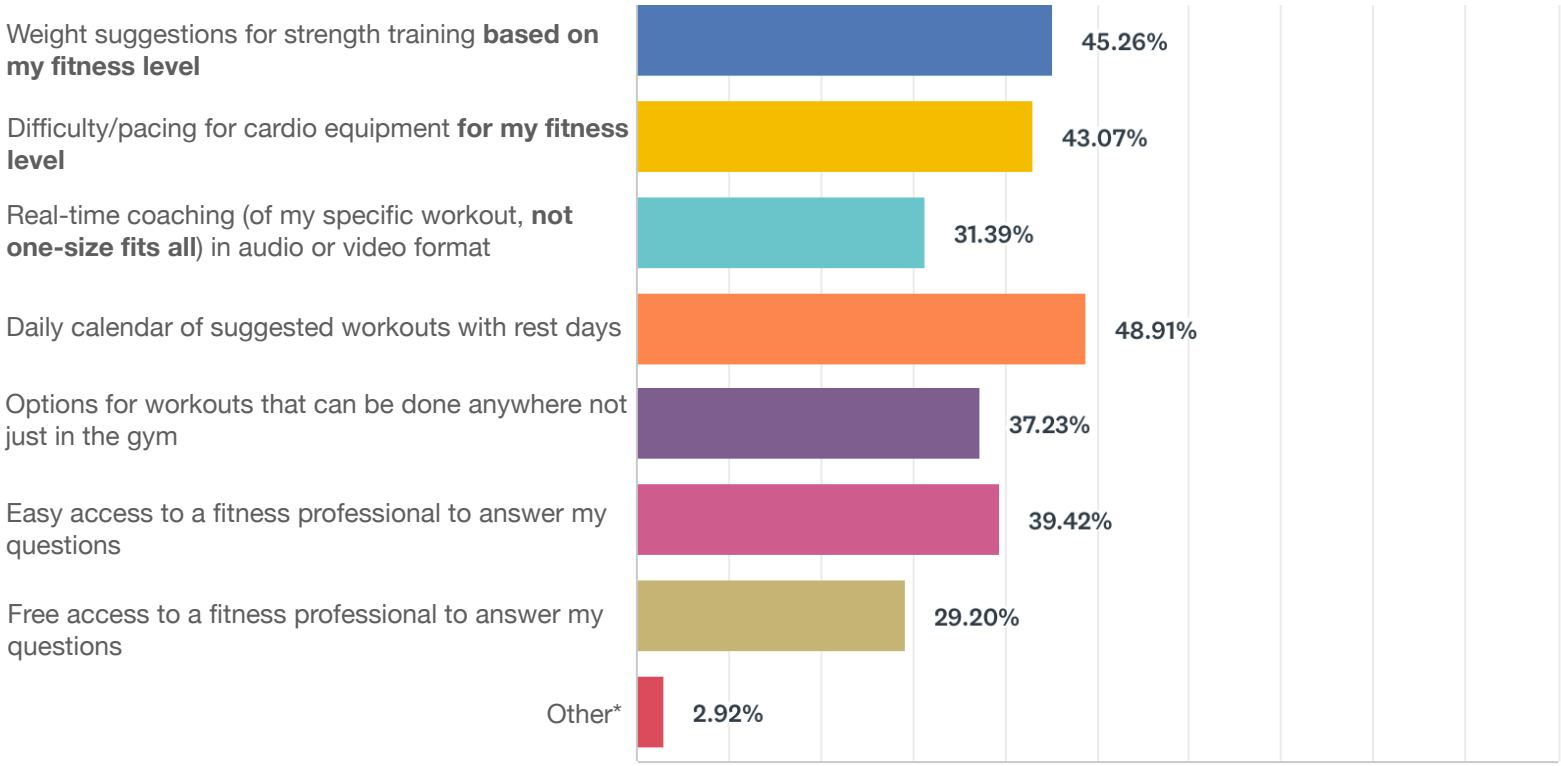
What do they want?



* automatic tracking of weights, reps and sets
* anatomy and physiology information
* supplement information
* n/a

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What consumers have vs. what they want

Consumers are missing guidance from a fitness professional and want specific solutions based on their fitness level.

The most requested changes to existing apps were:

- a personalized program of workouts that gives them exactly what they need when they need it (notably including rest days)
- specific weights to use for strength training
- specific efforts for cardio workouts based on their fitness level, and easy or free access to a fitness professional who can answer their questions.

Is there an unrealized opportunity for clubs?

YES!

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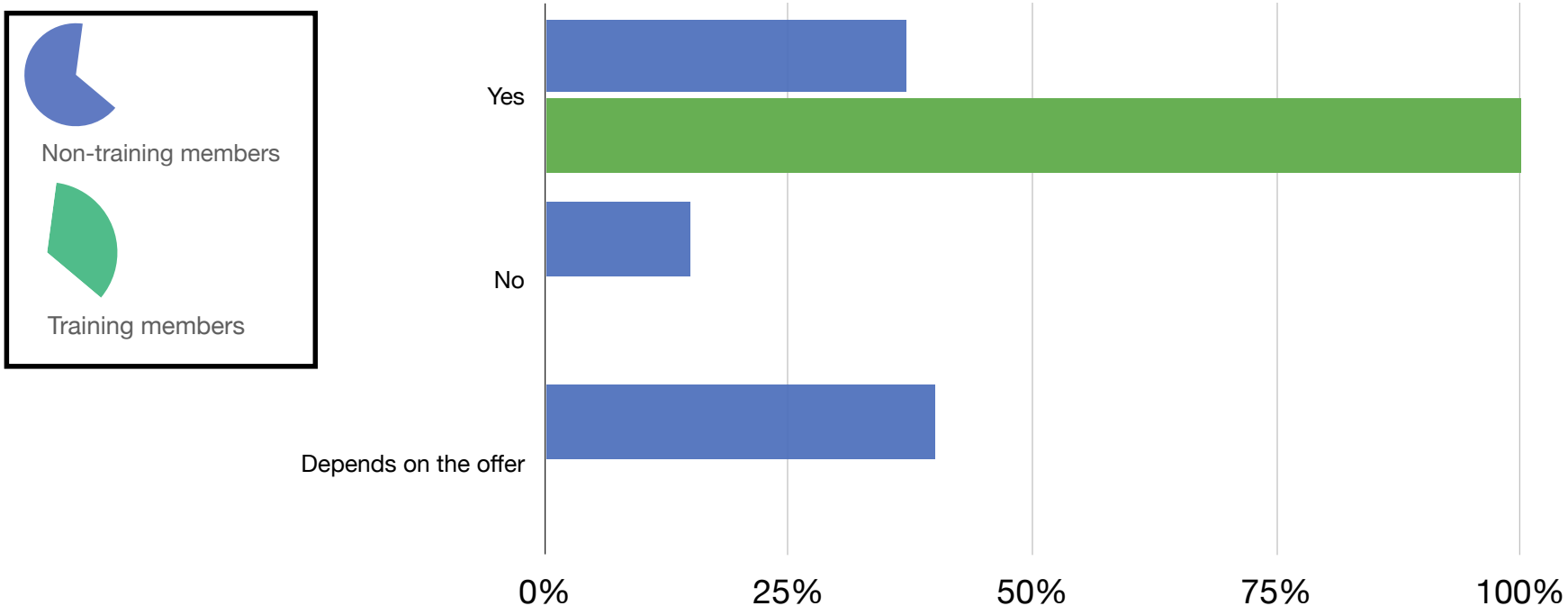
Would fitness club members pay their club for a personalized fitness app?



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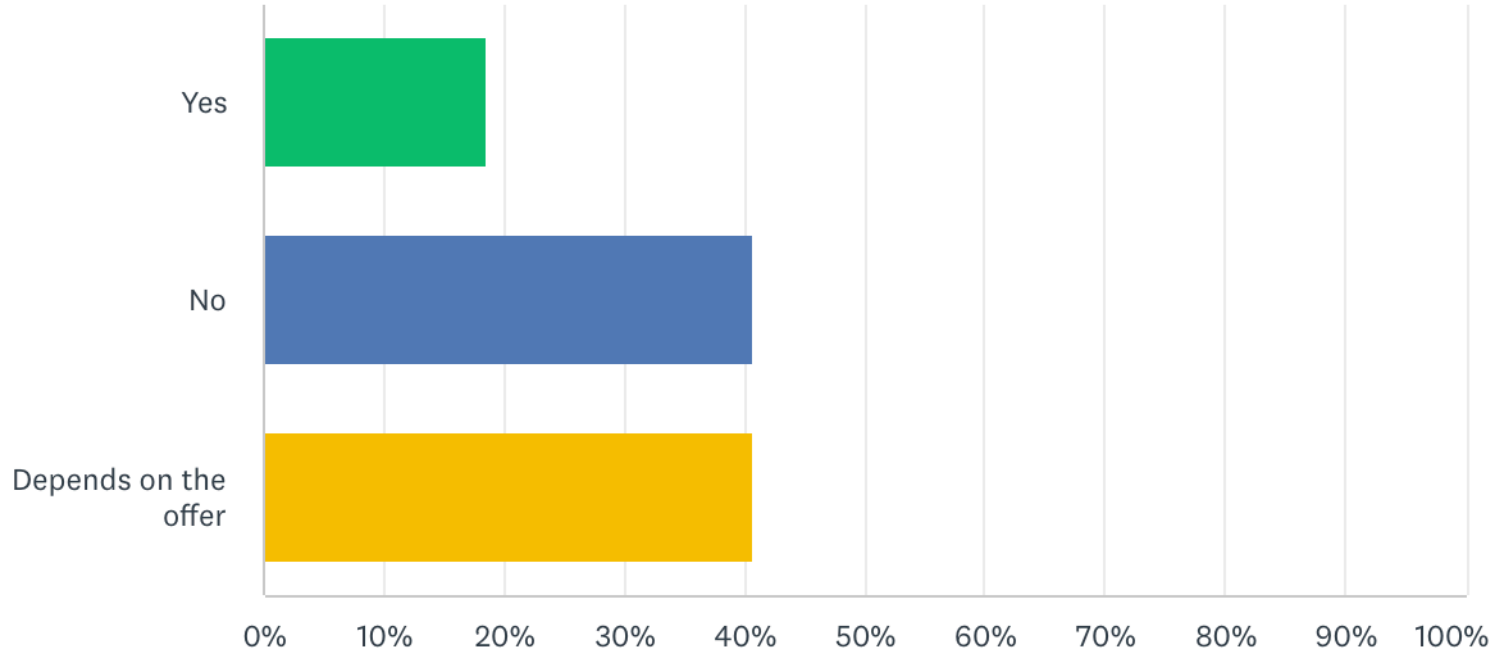
Would non-members be more likely to join a fitness club if they offered a personalized fitness app?



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Depends on the offer…

For existing club members,

37% said they would pay their club for any level of **personalized** fitness guidance that connects them to a fitness professional.

40% said they would pay for a club-supported app that included their preferred features. Those features include:

- access to a fitness professional through the app
- specific workouts to meet their fitness level, and
- a calendar of workouts and rest days designed around their fitness level.

For non-members (prospects),

42% said they would be more likely to join a fitness club that provides a club-supported mobile solution with:

- a connection to a trainer
- a customized workout calendar
- personalized guidance on weights to use for strength training and
- difficulty/pace for cardio.

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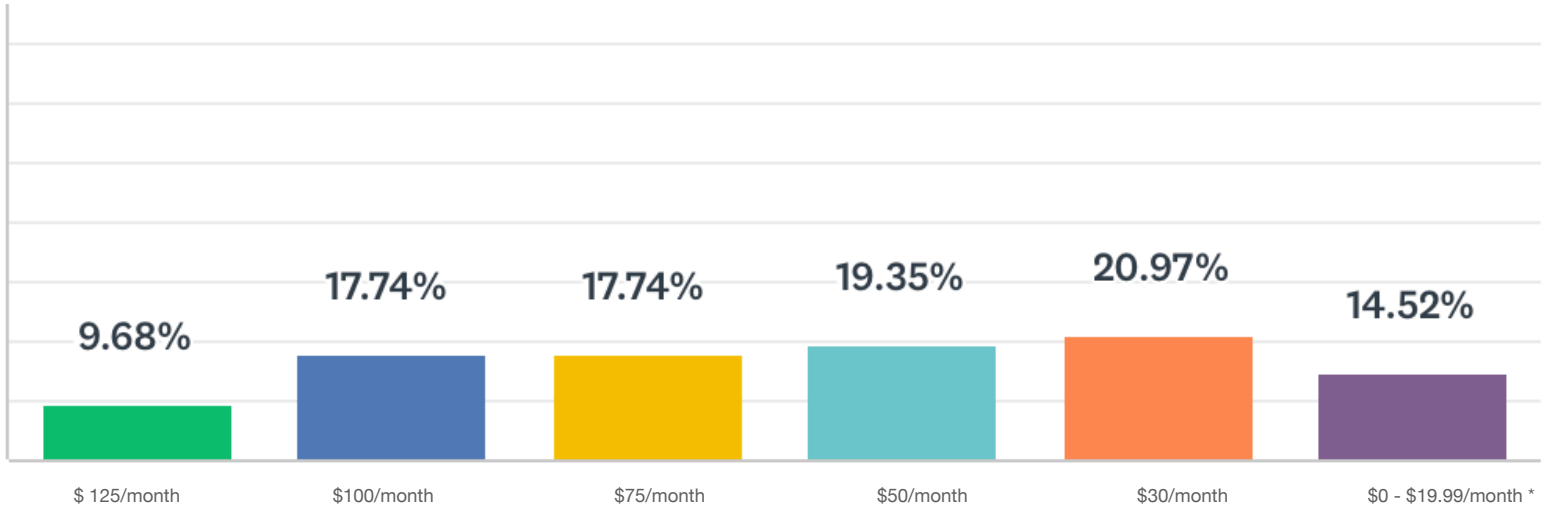
How much would members pay their club for an app with their preferred features?



*This price point includes those respondents who said they would expect their club fees to cover the cost.

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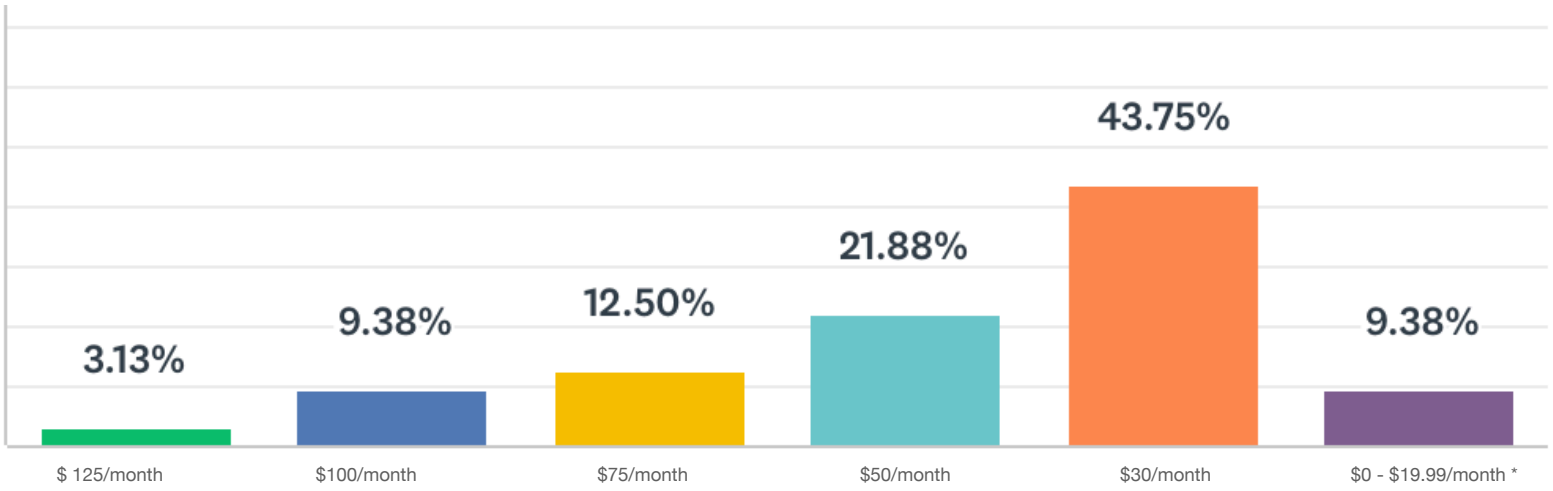
How much would prospects (non-members) pay a club for an app with their preferred features?



*This price point includes those respondents who said they would expect their club fees to cover the cost.

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How much money are clubs leaving on the gym floor?

From existing club members

- **Depending on the level of personalization** included in their club-centric app, clubs could see an adoption rate of 37 -77%. For a fully personalized program, including access to a fitness professional, workouts prescribed for the individual with specific load and difficulty guidelines, clubs could see an adoption rate of 77%.

- Based on surveyed members with an expressed interest in a club-centric, **personalized** fitness solution, clubs should expect an adoption rate of 57% of all non-training members at a price point of $30/month.

From prospective members

- **Depending on the level of personalization** 19 - 59% of surveyed non-member fitness enthusiasts would be more likely to join a club if it offered a mobile fitness solution designed around them.

- Of total club prospects, 7% would join a fitness club if they offered a personalized fitness solution and expect to pay an average of $37.50/month, in addition to their membership fees.

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How much revenue can you expect?

Click the QR to go to the myVitFit revenue generator or visit:

https://myvitfit.com/revenue-generator-tool/

Calculate your opportunity

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Give them what they want!

With no additional work for you or your team.

- A personalized calendar of daily workouts including rest days
- Weight sizes for strength training workouts based on individual fitness level
- Real-time coaching of each member's individual workout on their schedule
- Easy access to your fitness professionals

myVitFit is an All Gain and No Pain solution.

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