

IN THE
LAST 50
YEARS



1 IN EVERY 3 DEATHS IN THE
USA HAS RESULTED FROM
CARDIOVASCULAR DISEASE

DR JINGER
GOTTSCHALL
CONDUCTED A
STUDY



WHERE 25 SEDENTARY ADULTS
BETWEEN THE AGES OF 25 - 40
COMPLETED A 30-WEEK GROUP EXERCISE
PROGRAM

43
%



VISIT THEIR CLUBS FOUR
TIMES PER WEEK FOR
THIS PURPOSE

DESPITE
THIS

60
%

OF AMERICANS DON'T TAKE
PART IN REGULAR PHYSICAL
ACTIVITY

EXERCISE WAS
INTRODUCED
SLOWLY



OVER A 6-WEEK PERIOD, STARTING
WITH 20 MINUTES OF EXERCISE
THREE TIMES PER WEEK

AND LATER BUILDING TO 6 OR 7, ONE
HOUR CLASSES PER WEEK

85% OF
MEMBERS



VISIT THEIR CLUB TWICE
A WEEK TO DO GROUP
CLASSES

25
%

ARE
NOT
PHYSICALLY ACTIVE AT ALL



ALL PARTICIPANTS
HAD BECOME
REGULAR
EXERCISERS



BY THE END OF THE STUDY

AS AN INDUSTRY WE OFTEN
FOCUS ON THOSE MEMBERS
THAT WANT TO WORK OUT

VS

THOSE THAT NEED HELP TO FALL
IN LOVE WITH FITNESS AND
BECOME REGULAR EXERCISERS

A
RECENT
STUDY OF



PEOPLE INDICATED THAT MEMBERS
WHO PARTICIPATE IN GROUP EXERCISE
CLASSES ARE MORE LIKELY TO VISIT
THE GYM REGULARLY

To help people become regular exercisers, it's essential that we support our members by starting slowly through tailored on-boarding, which include group exercise classes. Members need to build up to regular group exercise by starting with 50% of a class and building up to a full class over a 2-6 week period.

Clubs need to support new members as much as they can to help people fall in love with fitness. lesmills.com/us/relationships

Reference

1. Group Fitness is Effective in Reducing Cardiovascular Disease Risk Factors in Healthy Adults by The Pennsylvania State University, University Park, USA