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THE IMPACT OF THE COVID-19 ON MEMBERS OF HEALTH CLUBS

2020 Report

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The Research Team

José Antonio Santacruz Lozano
Doctor of Physical Activity and Sport Science

M^a Ángeles de Santiago Restoy
Degree in Economics and Business Administration

Óscar López Novella
Degree in Physical Activity and Sport Science

Ángel Luis Clemente Remón
Doctor of Physical Activity and Sport Science at University of Alcalá

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CONTENTS

P.05

Metodology

P.08

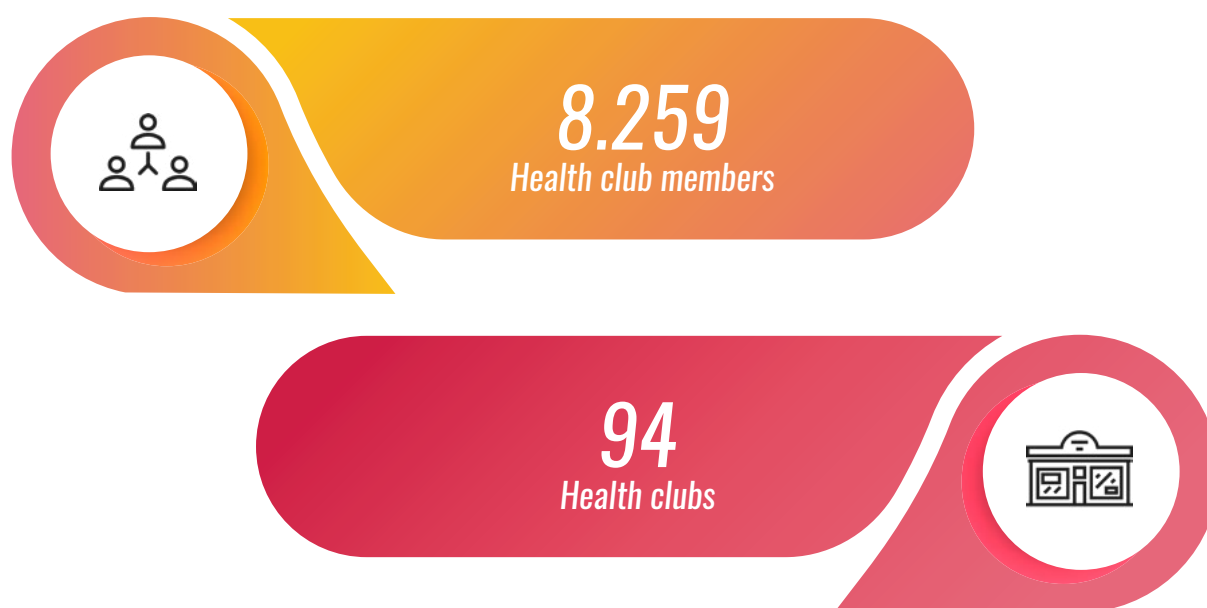
Research

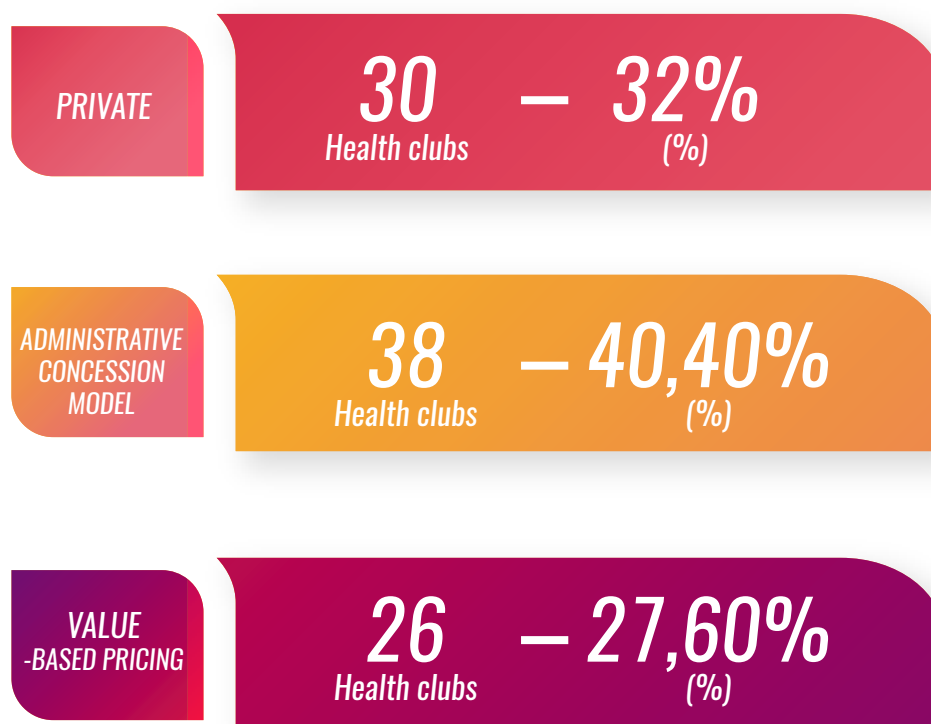


METHODOLOGY

The sample was made up of 8,259 health club members from 94 Spanish health clubs. These 94 clubs are distributed throughout Spain except, Canary Islands, Balearic Islands, La Rioja and Spain's two autonomous cities, Ceuta and Melilla.

The 94 clubs have been classified according to their business model. In this sense, 38 clubs belong to the administrative concession model; 26 to the value-based pricing model (with average monthly payments of less than 30 euros); and 30 clubs belong to the private centre model. In the administrative concession model, 6,551 members participated (77.4% of the responses); in the value-based pricing model, 1,040 members participated (12.3% of the responses); and in the private centre model, the participants were 868 members (10.3% of the responses).





To obtain the results, We drew up the questionnaire adapted to the current situation, based on the International Physical Activity Questionnaire (IPAQ) and the Eurobarometer on Sport and Physical Activity. The participating sports facilities emailed this questionnaire to members of each one of them. This fieldwork was carried out between 14 and 23 April 2020.

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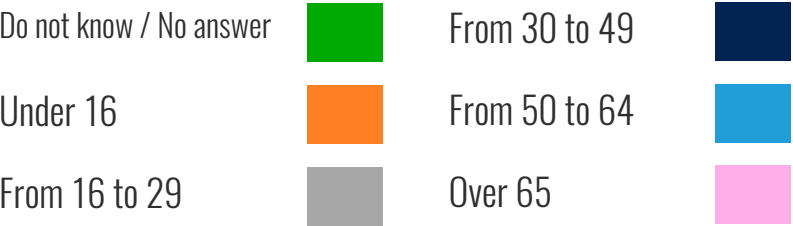
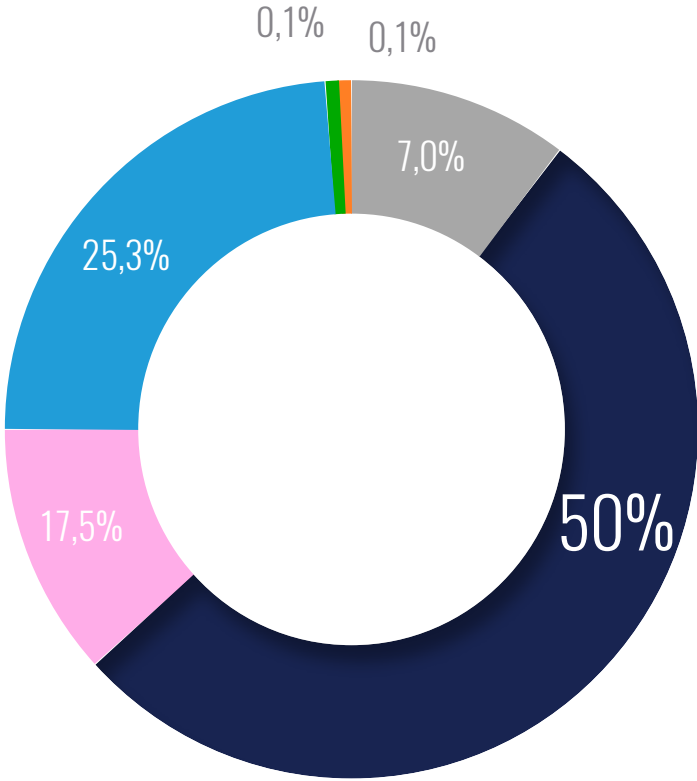
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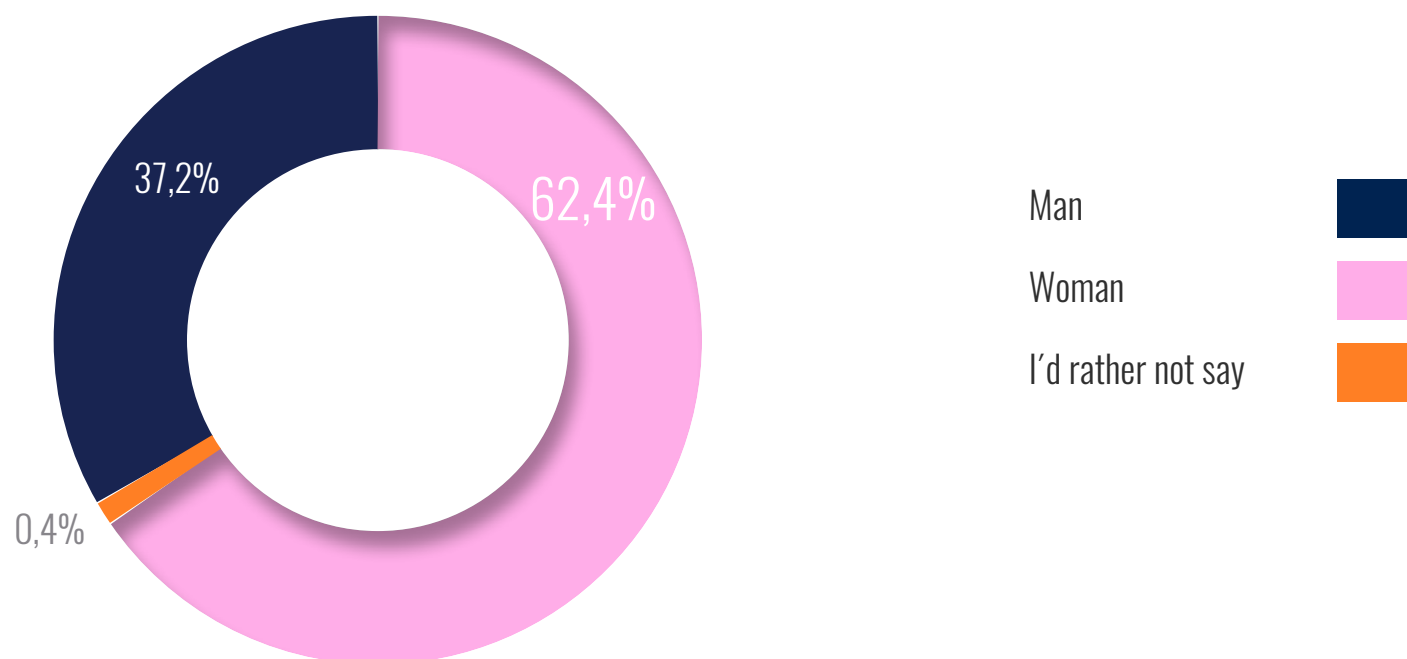
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RESEARCH

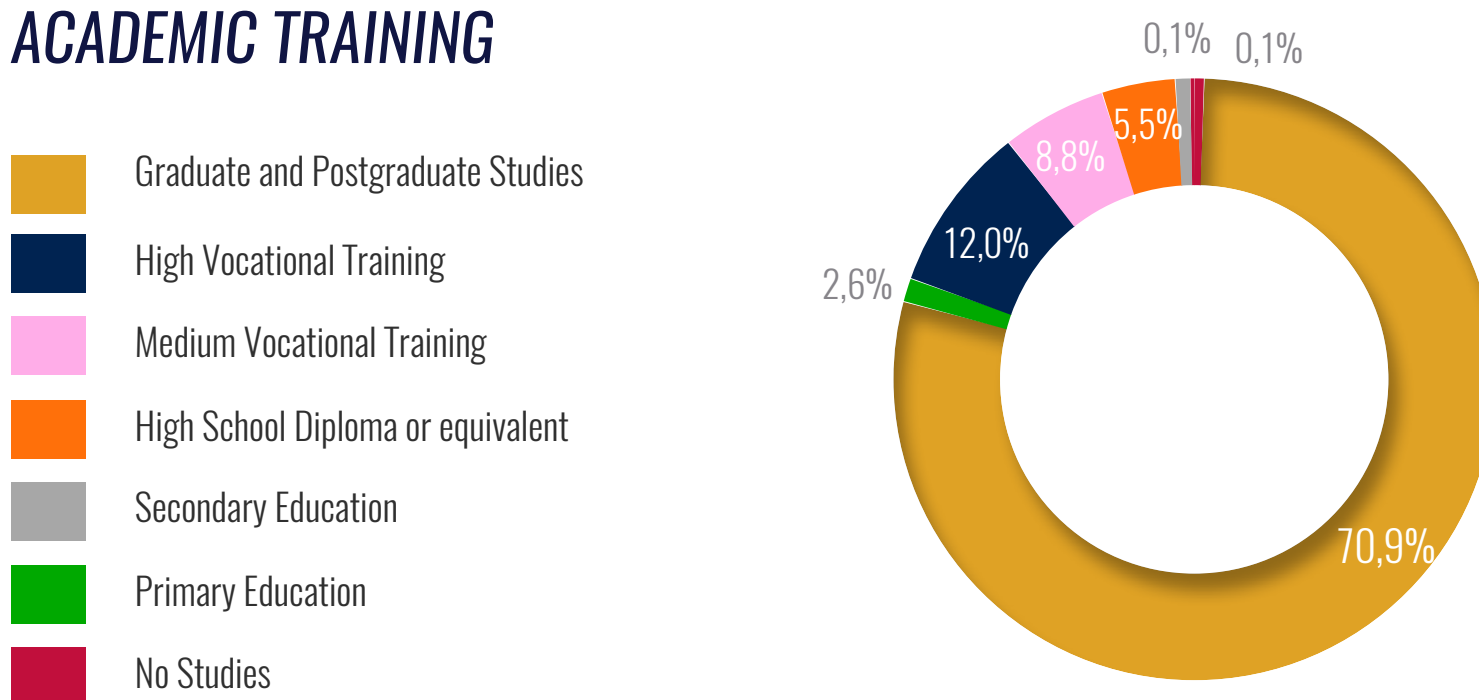
AGE



GENDER

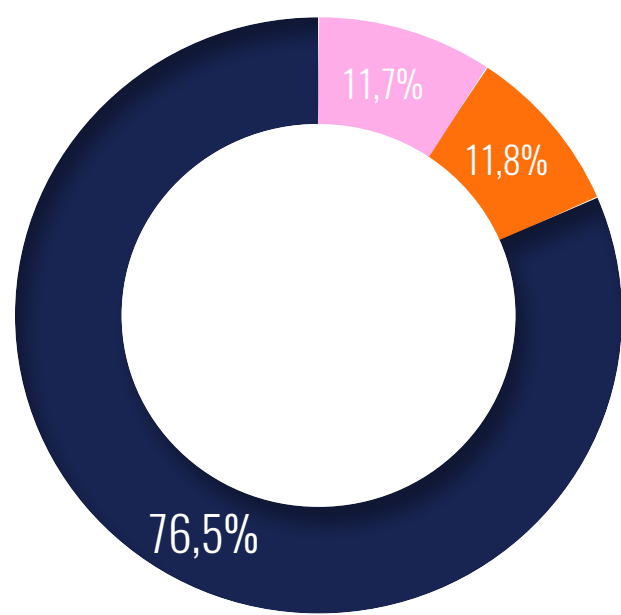


ACADEMIC TRAINING



MEMBERS CAREER IN HEALTH CLUBS

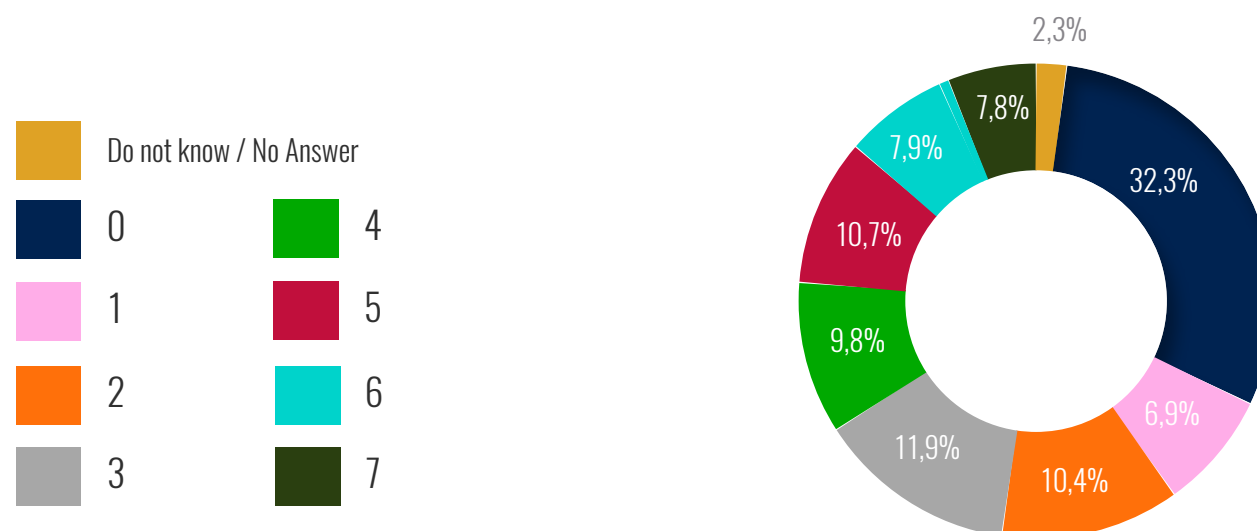
How long had he been registered at the health club when the confinement began?



- Less than 6 months
- Between 6 and 12 months
- More than 12 months

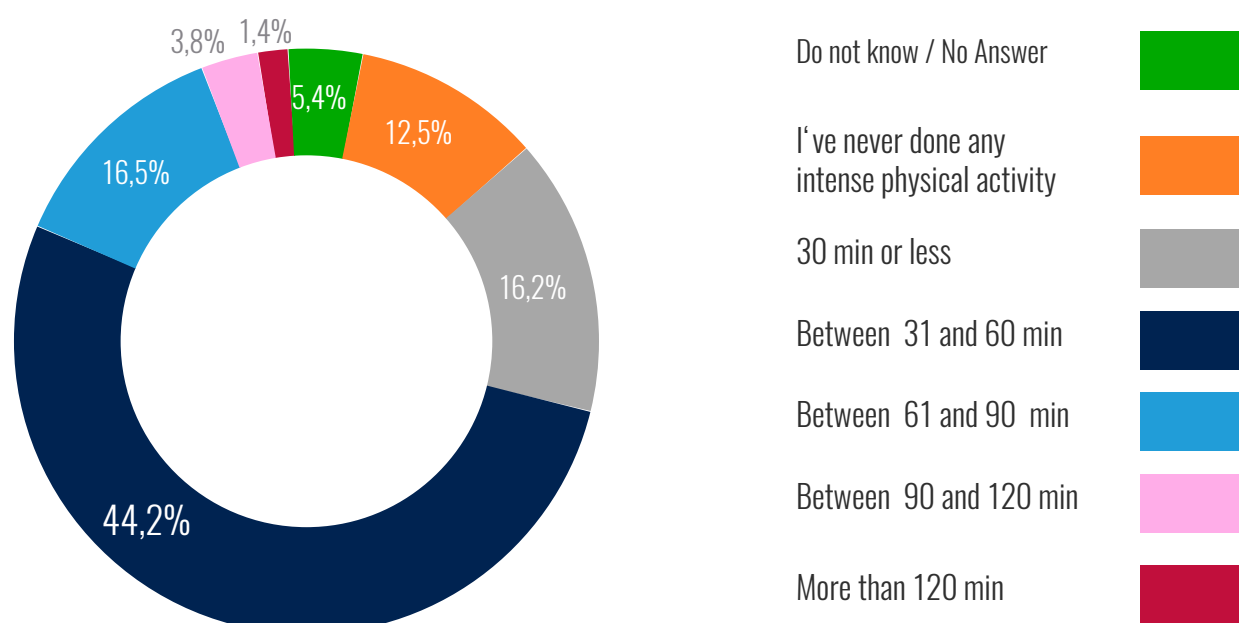
DAYS OF INTENSE PHYSICAL ACTIVITY

In the last 7 days, how many f you did intense physical activity such as heavy lifting, aerobics or high-speed cycling or equivalent?



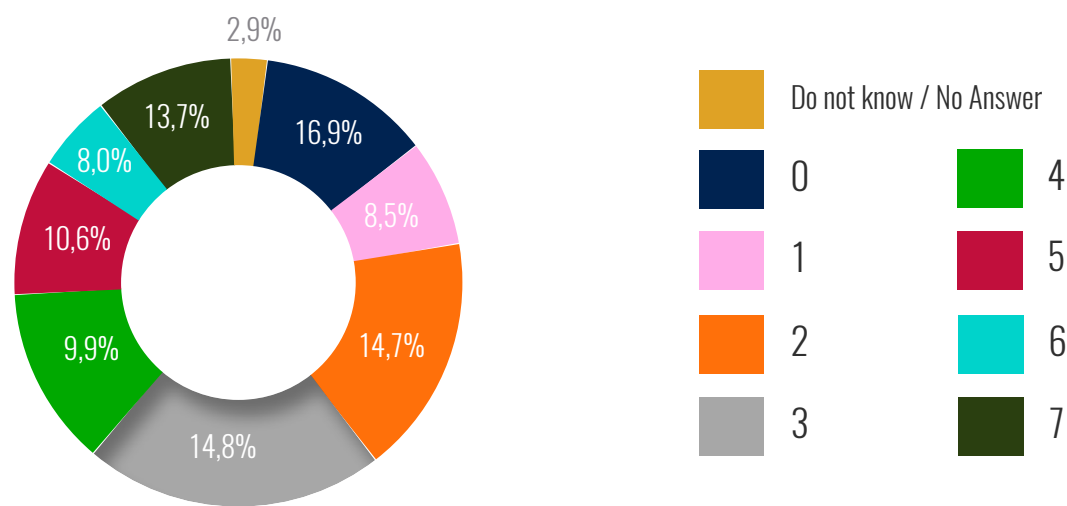
DURATION OF INTENSE PHYSICAL ACTIVITY

Generally, on days when you do intense physical activity, how much time do you usually spend doing it?



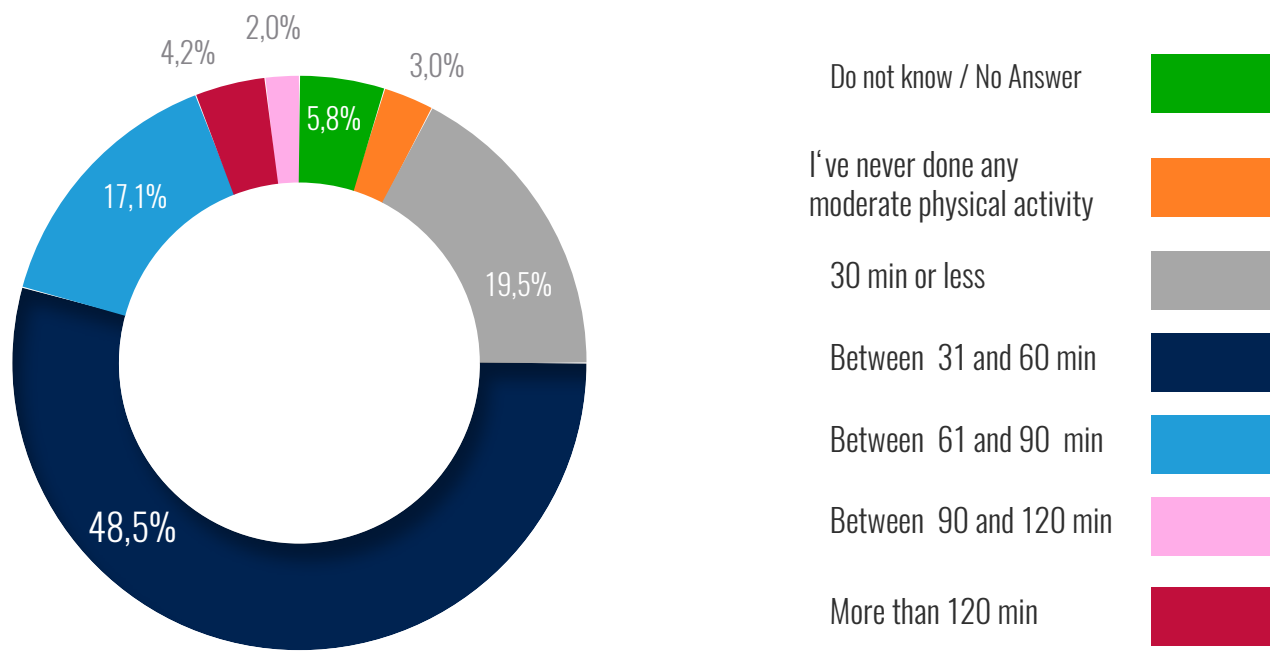
DAYS OF MODERATE PHYSICAL ACTIVITY

In the last 7 days, how many of you did moderate physical activity such as carrying lightweight, normal speed cycling, walking or equivalent?



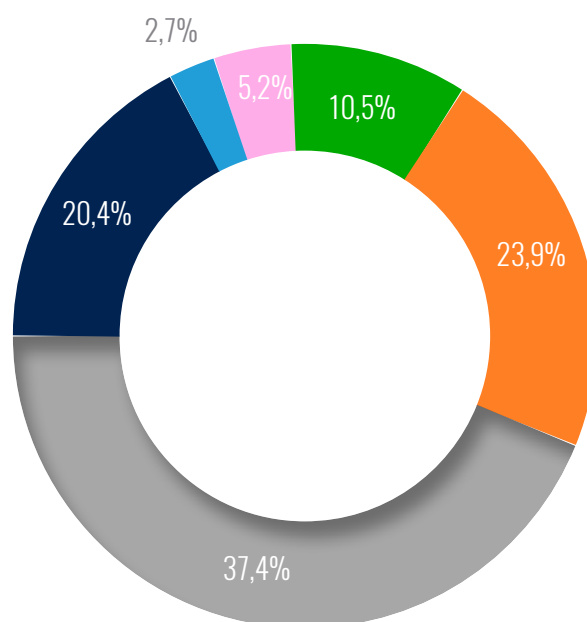
DURATION OF MODERATE PHYSICAL ACTIVITY

In general, on days when you do moderate physical activity, how much time do you usually spend doing it?



HOW HAVE YOU BEEN PHYSICALLY ACTIVE?

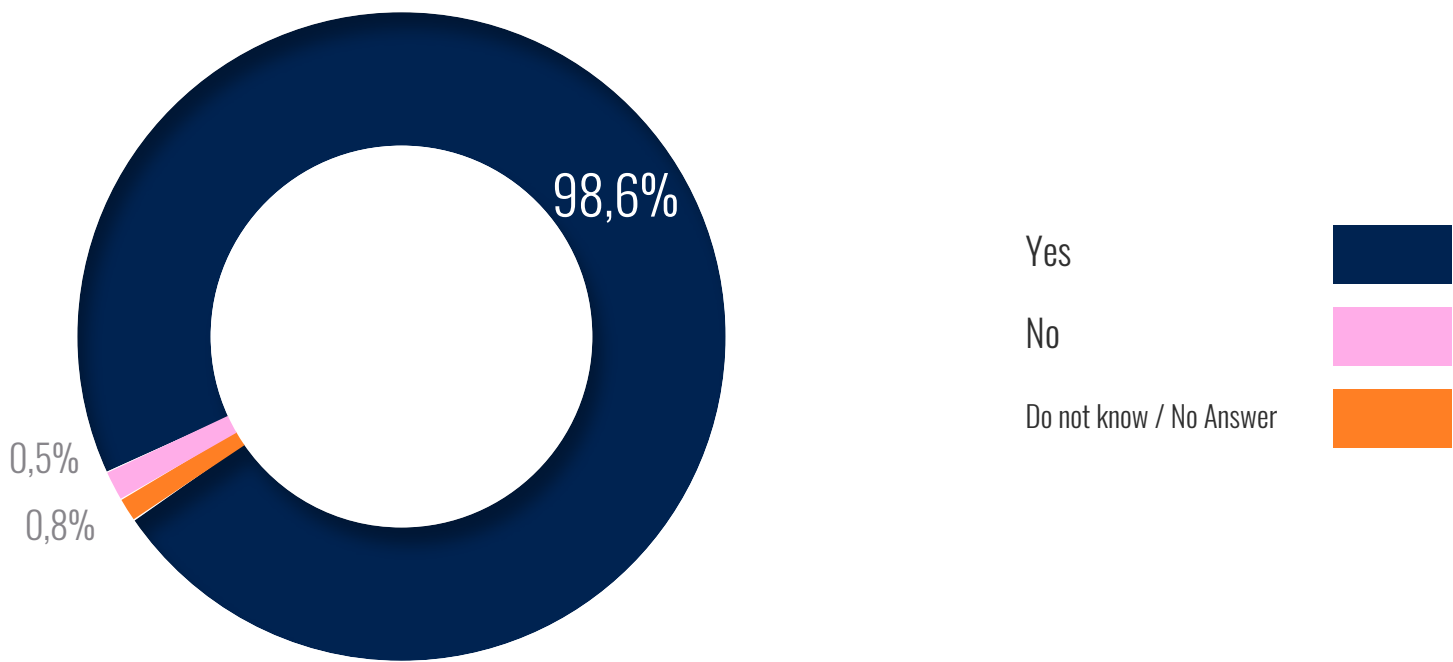
*If you have engaged in any sport or other physical activity, intense or moderate, during confinement.
How do you mainly do it?*



- I don't do any kind of sport or physical activity
- I make my own training sessions
- I do sport using virtual trainings or activities available on the internet
- I do sport using trainings or activities available from my health club
- I have a personal trainer who tells me what kind of training to do
- Others

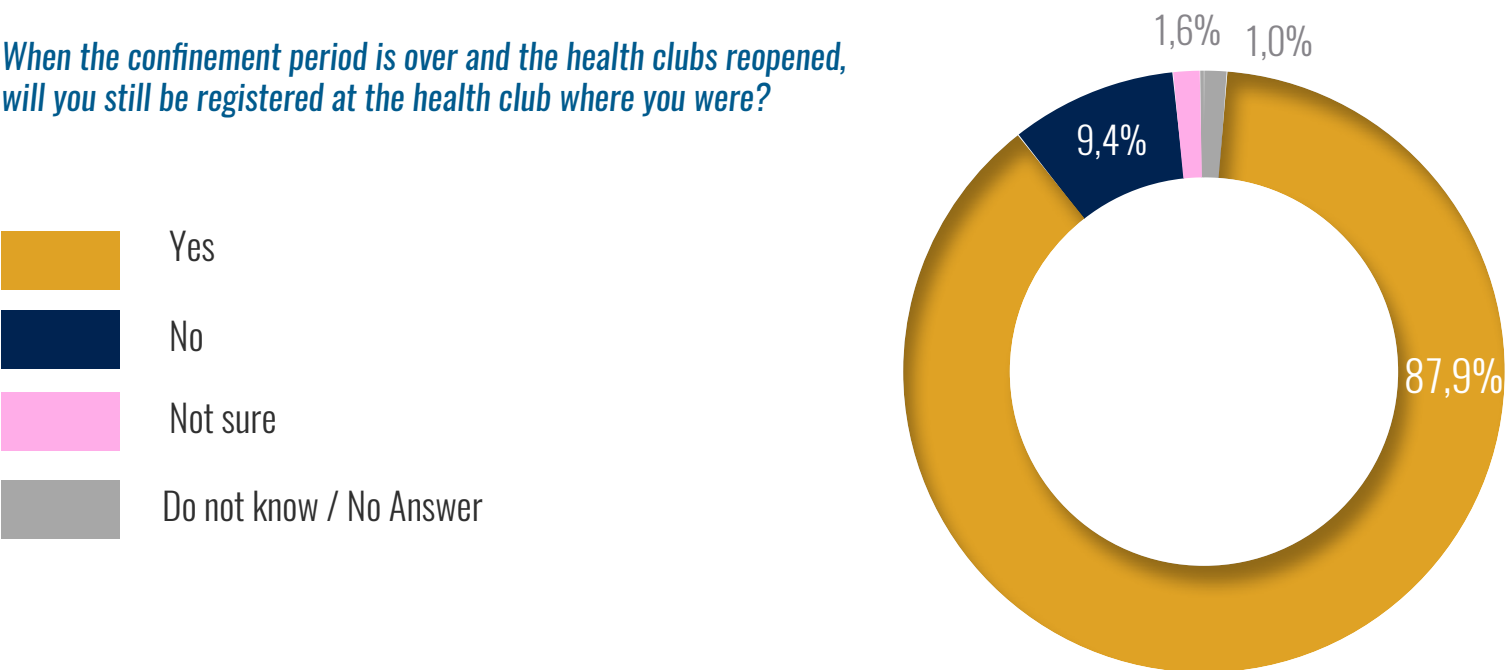
WILL YOU CONTINUE TO DO PHYSICAL ACTIVITY AFTER CONFINEMENT?

When the period of confinement is over and the health clubs reopen, Will you continue to engage in sport or physical activity?



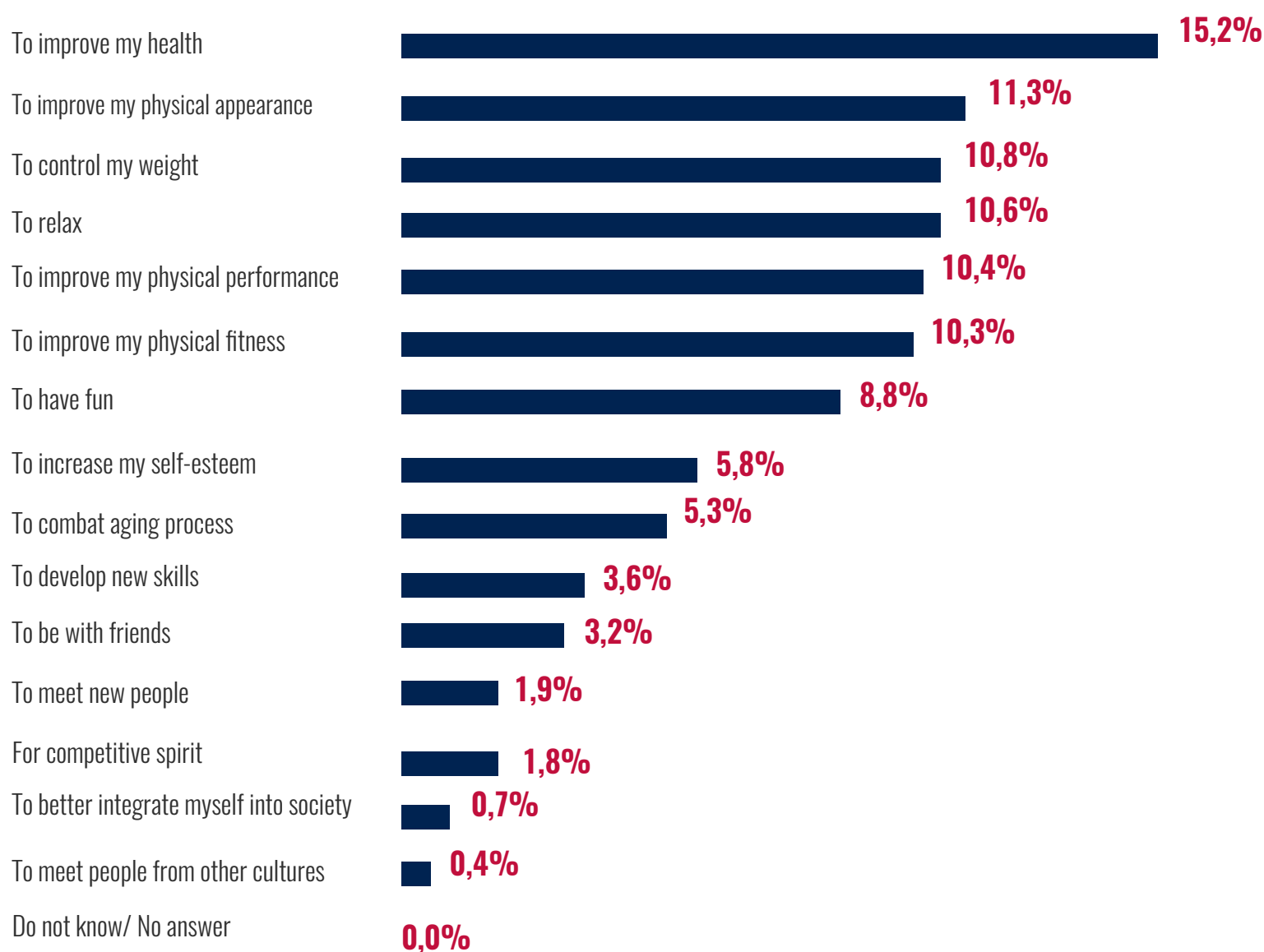
WILL YOU STILL SIGN UP FOR YOUR HEALTH CLUB?

When the confinement period is over and the health clubs reopened, will you still be registered at the health club where you were?



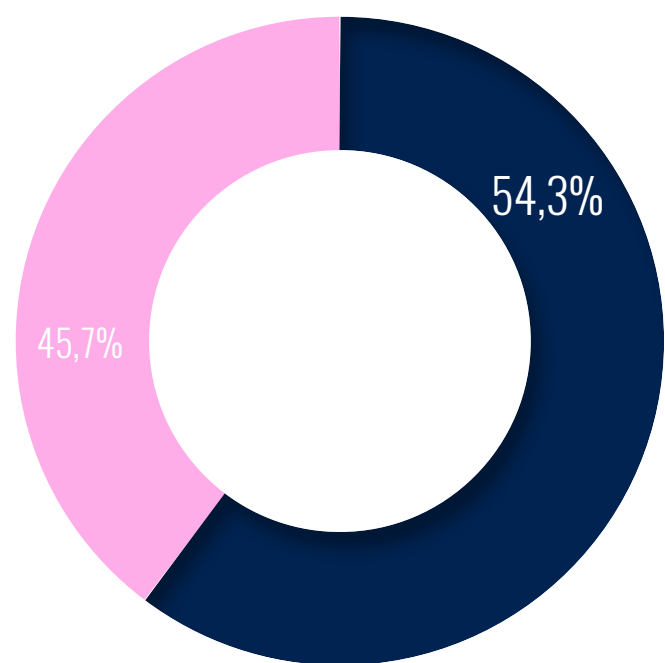
REASONS TO KEEP DOING PHYSICAL ACTIVITY

If you decide to continue in the same health club in which you were enrolled before confinement, why do you want to return to sport or physical activity in that centre?



WOULD YOU STILL SIGN UP?

In the event that your health club's fees were to go up by up to 10%



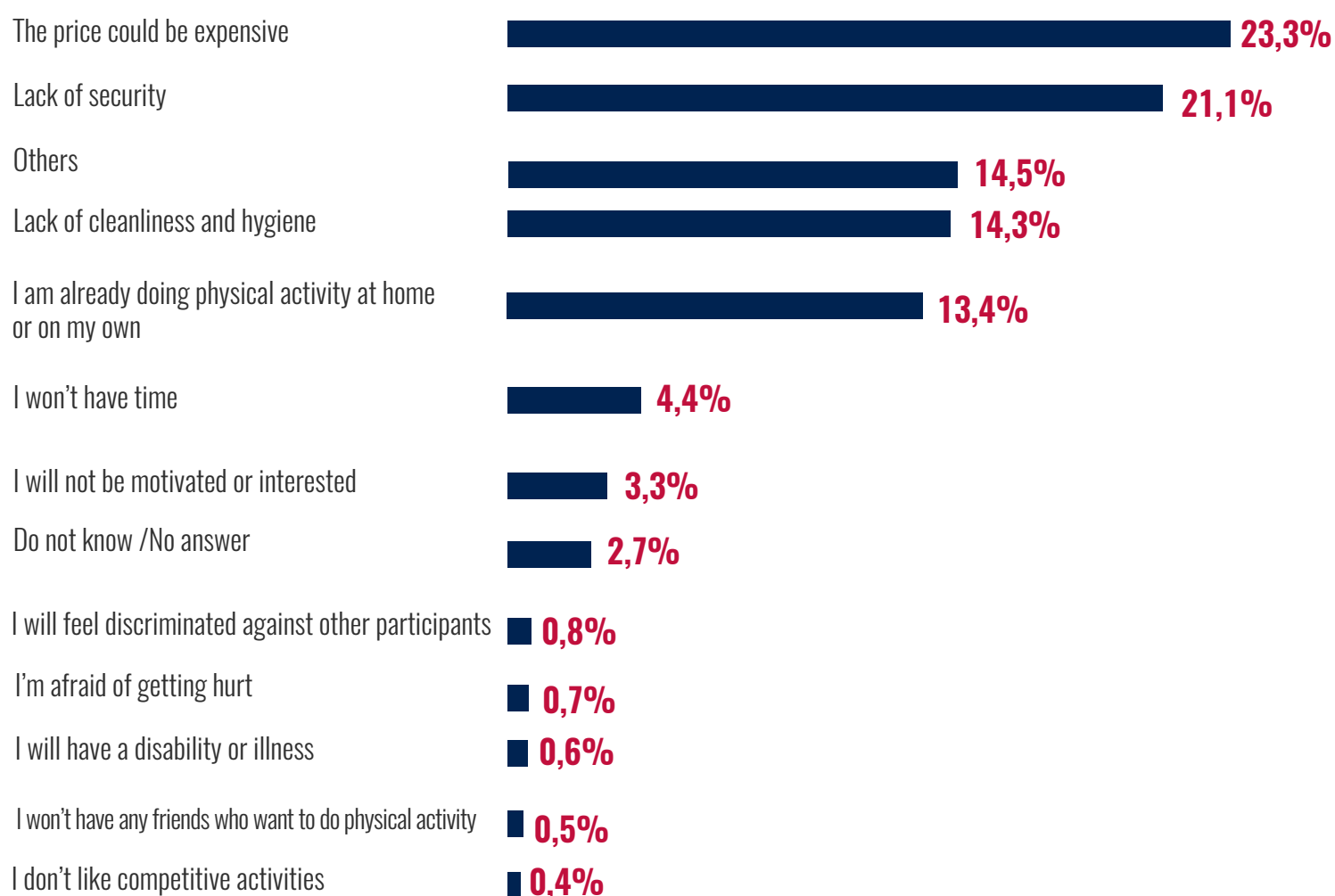
Yes

No



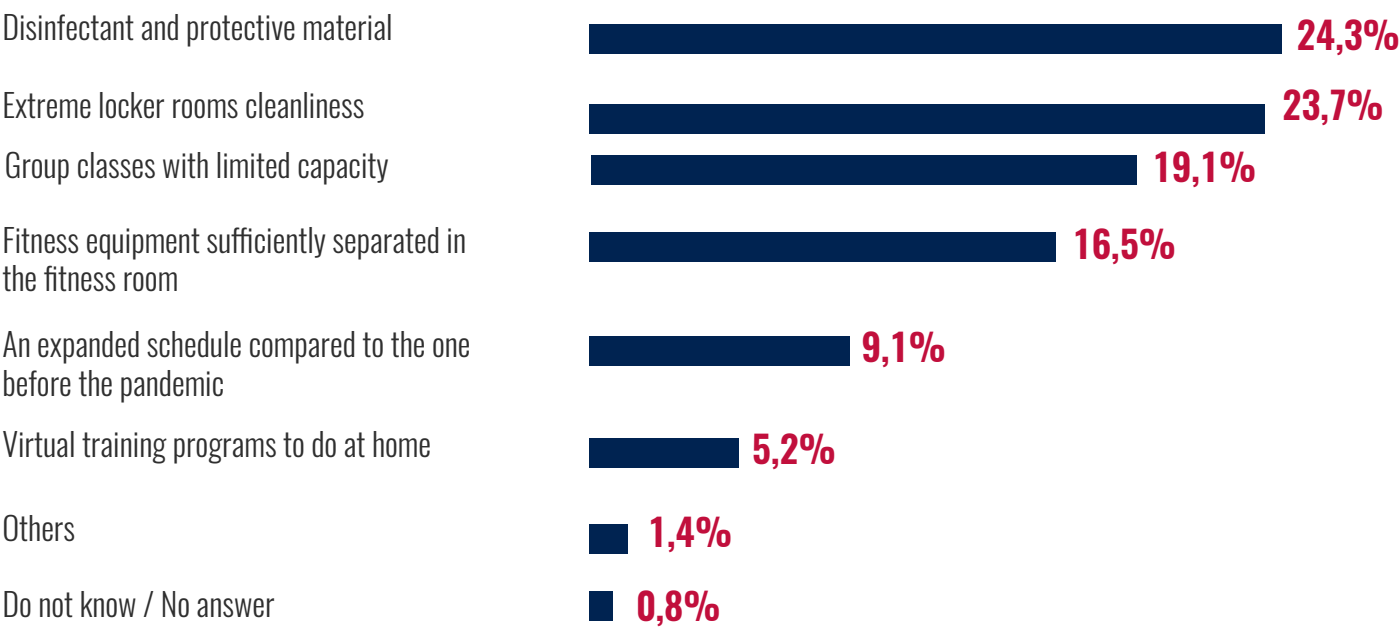
REASONS NOT TO CONTINUE IN YOUR HEALTH CLUB

In the event of not continuing in your sports centre, what would be the main reasons prevent you from doing sport or physical activity at that center?



THE BASIC ASPECTS IN A HEALTH CLUB

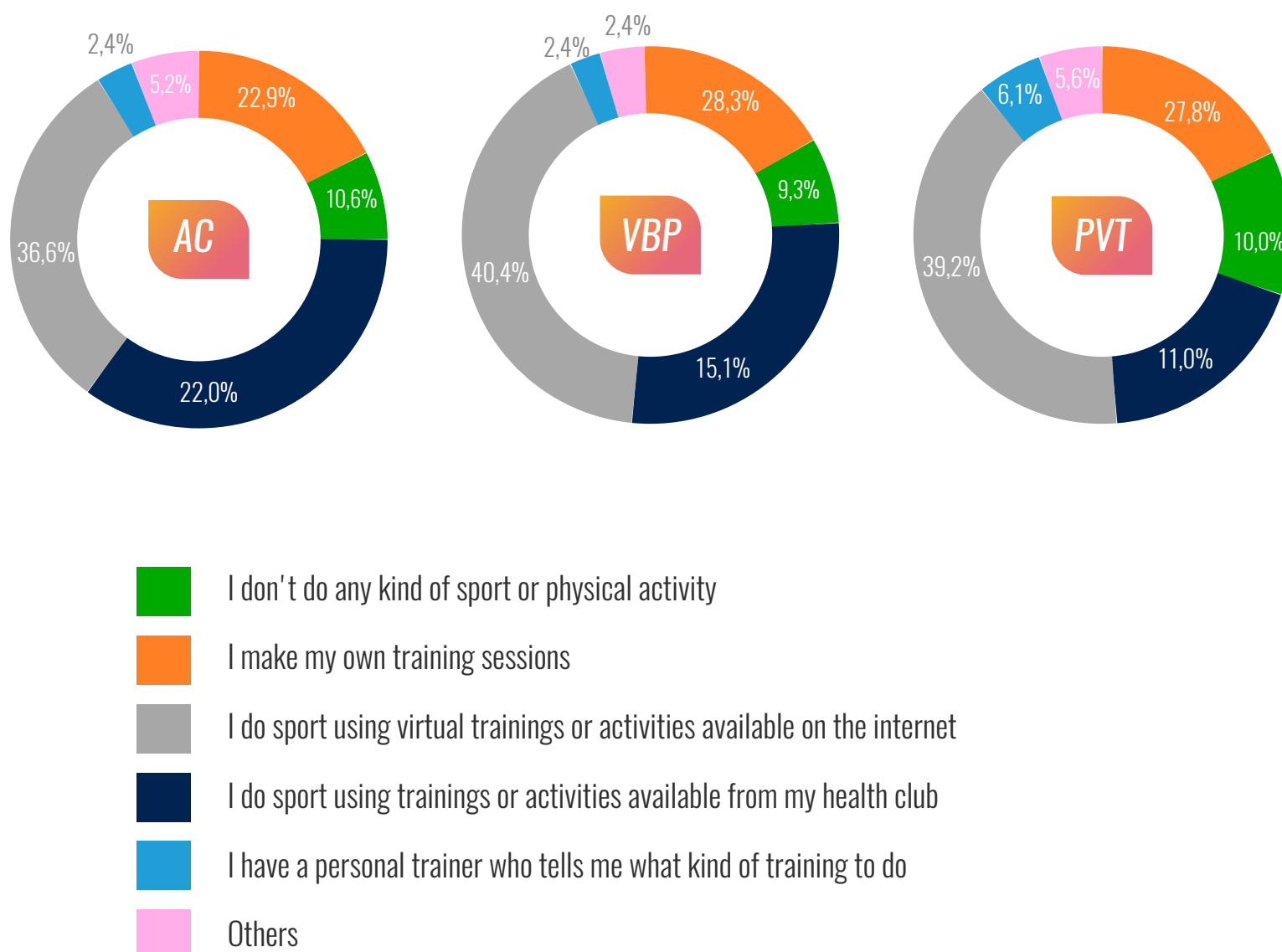
What are the basics that you think a health club should have after COVID-19 confinement?



MODEL COMPARISON

HOW HAVE YOU DONE PHYSICAL ACTIVITY?

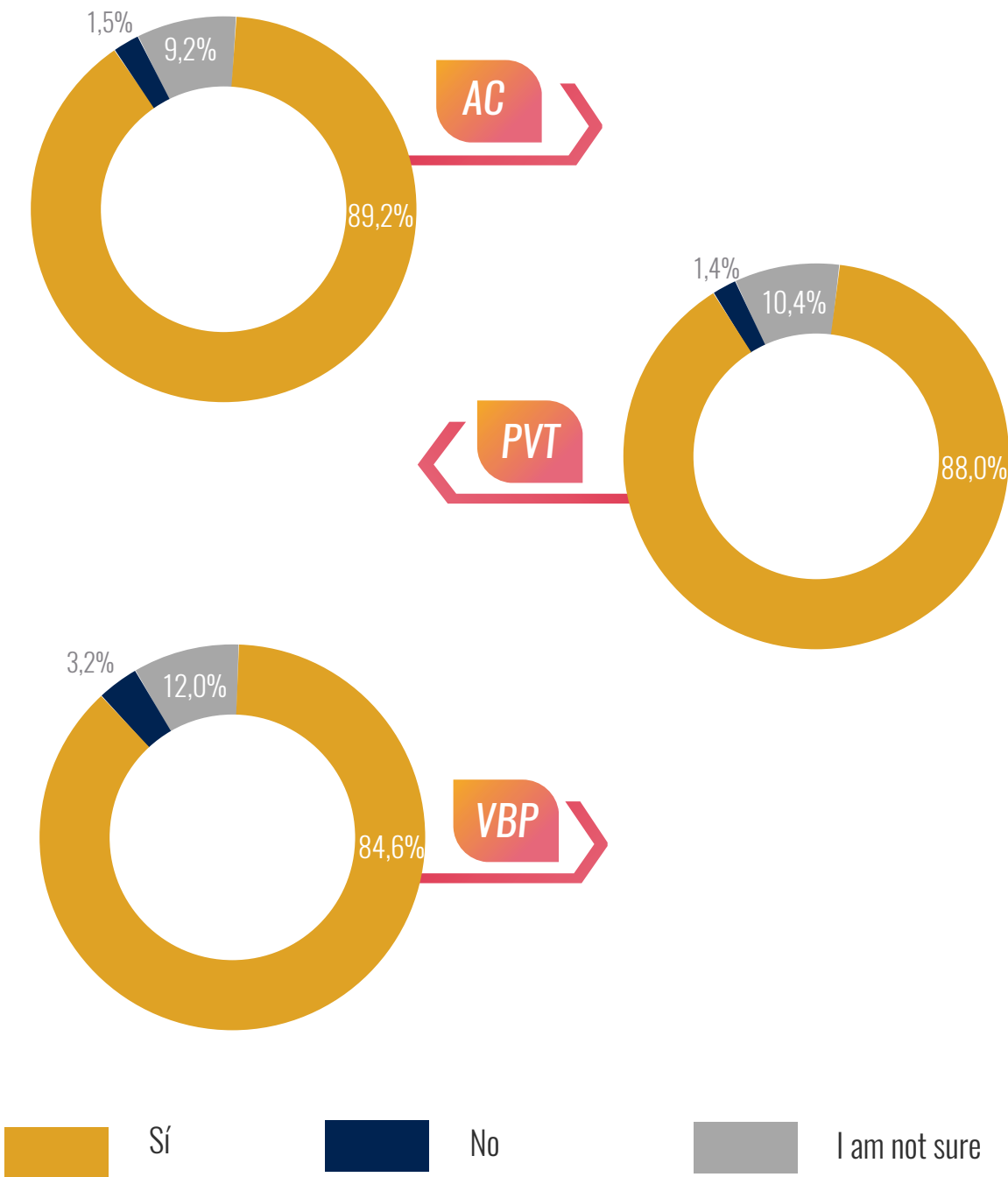
*If you have done any sport or physical activity, intense or moderate, during confinement.
How do you mainly do it?*



MODEL COMPARISON

WILL YOU STILL BE SIGNING UP FOR YOUR HEALTH CLUB?

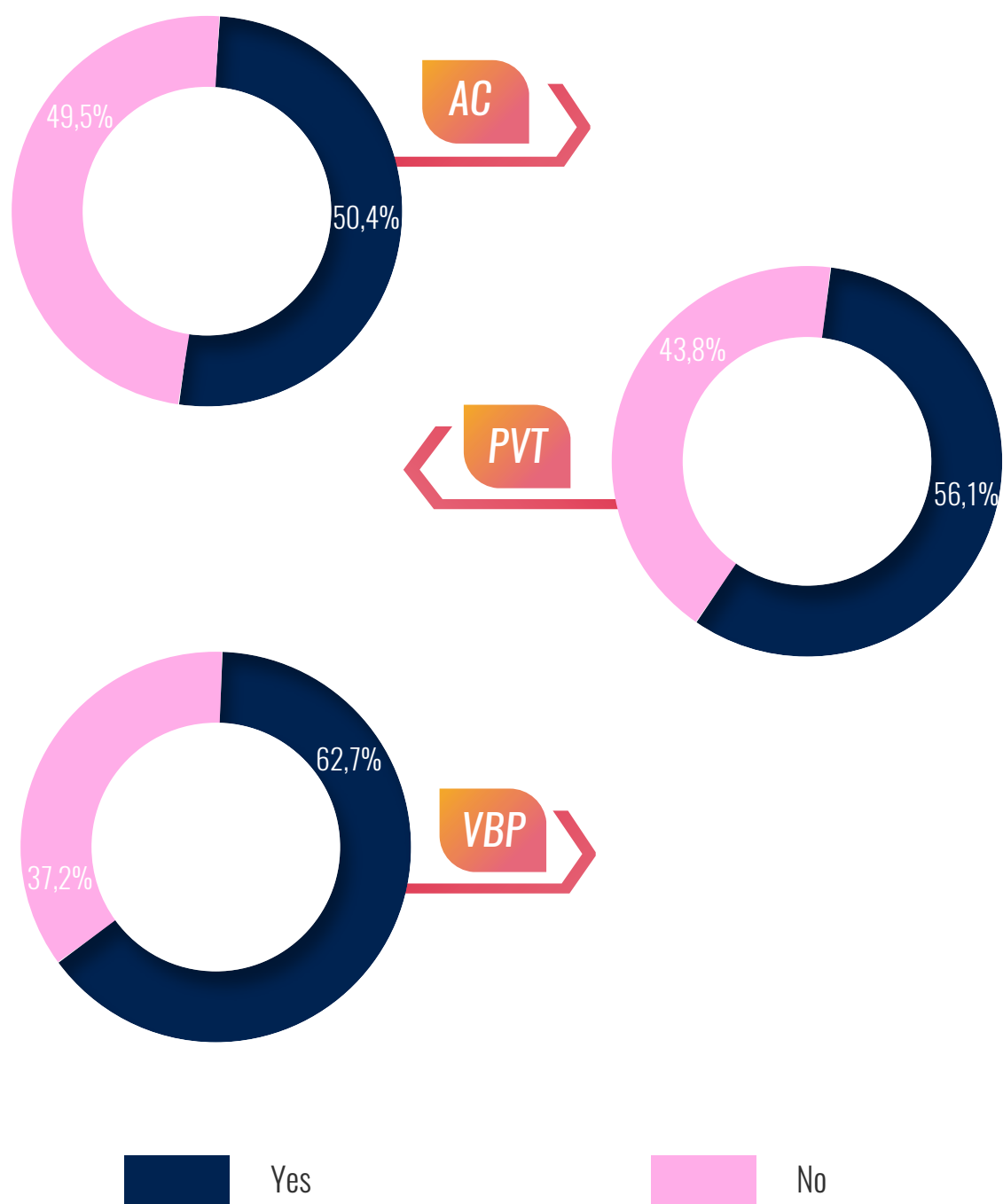
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MODEL COMPARISON

WOULD YOU STILL SIGN UP?

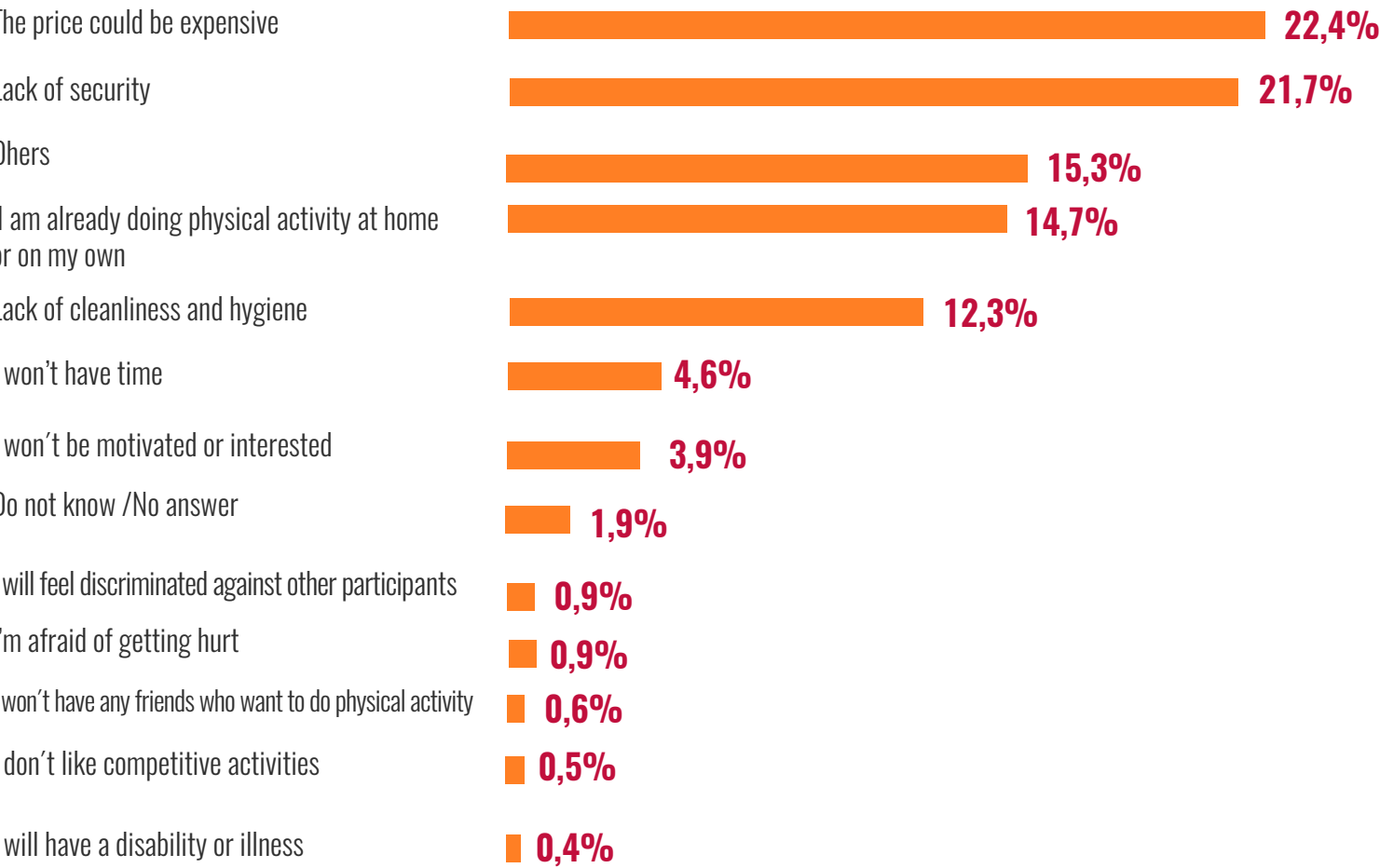
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MODEL COMPARISON

REASONS NOT TO CONTINUE IN YOUR HEALTH CLUB

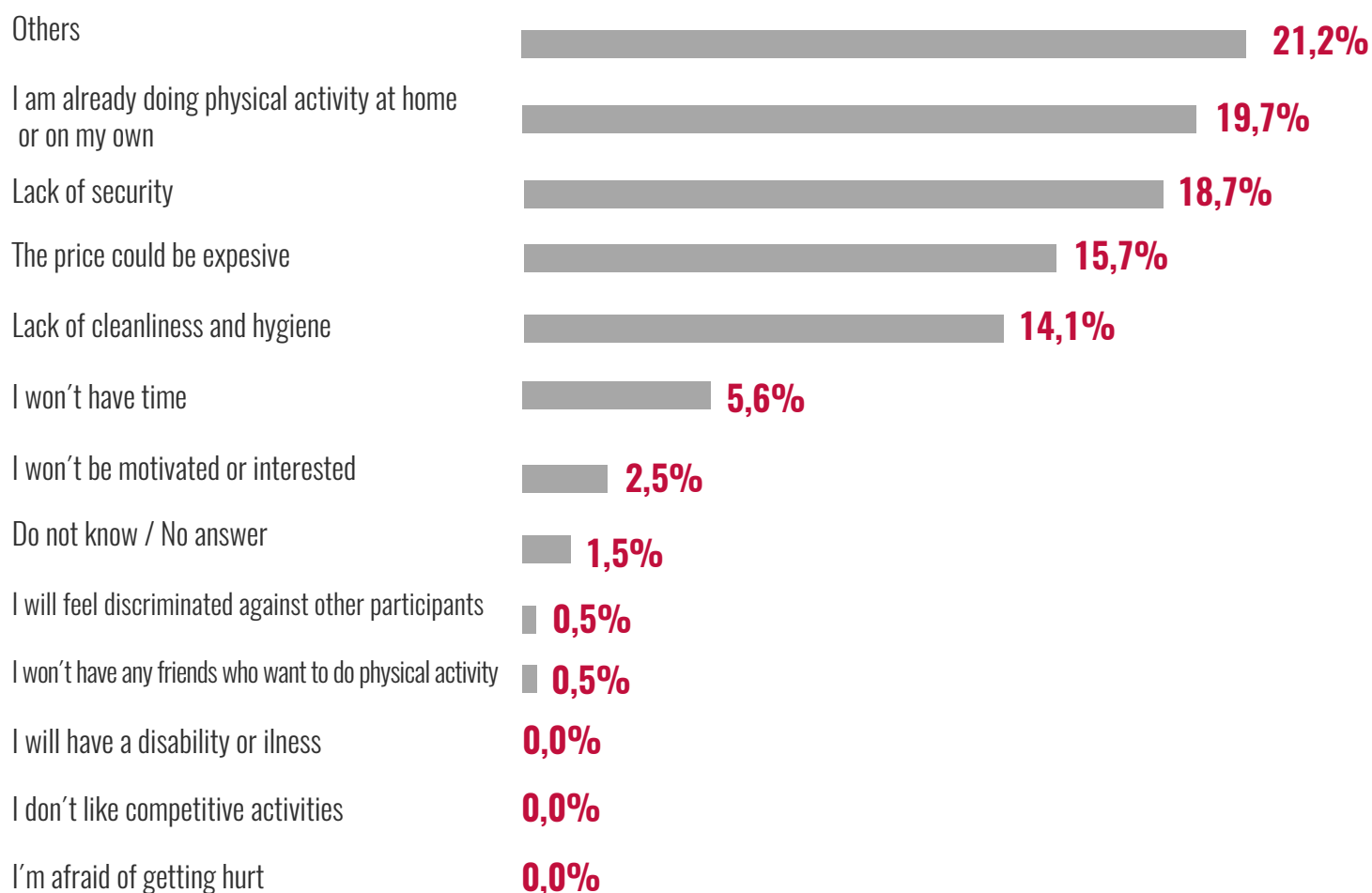
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REASONS NOT TO CONTINUE IN YOUR HEALTH CLUB

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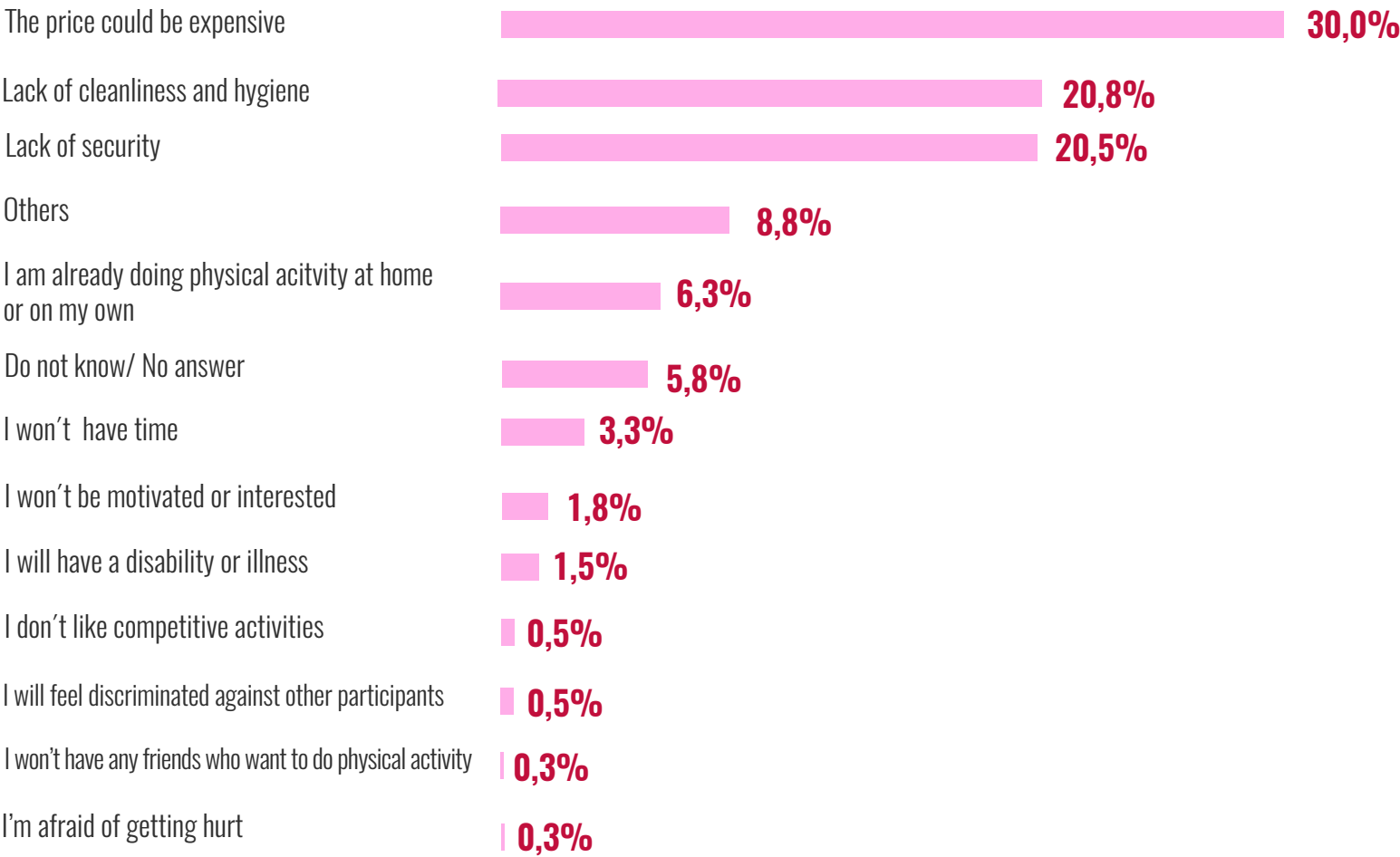
VBP



REASONS NOT TO CONTINUE IN YOUR HEALTH CLUB

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PVT

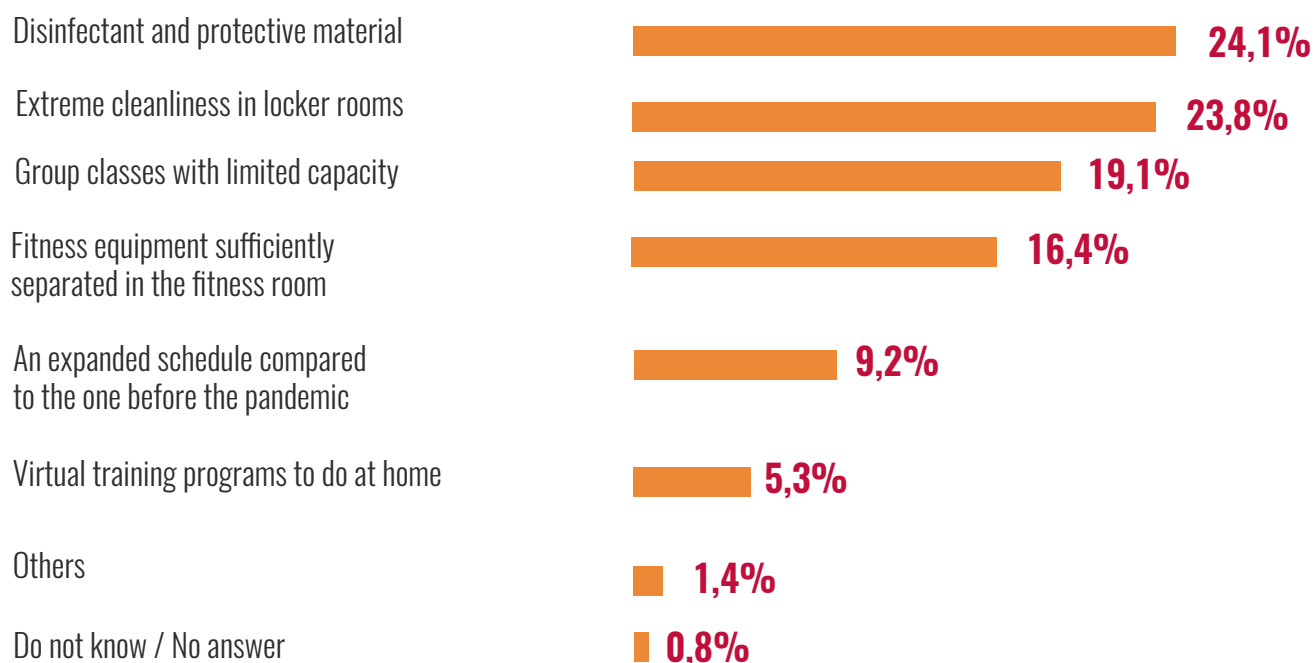


MODEL COMPARISON

THE BASIC ASPECTS IN A HEALTH CLUB

What are the basics that you think a health club should have after COVID-19 confinement?

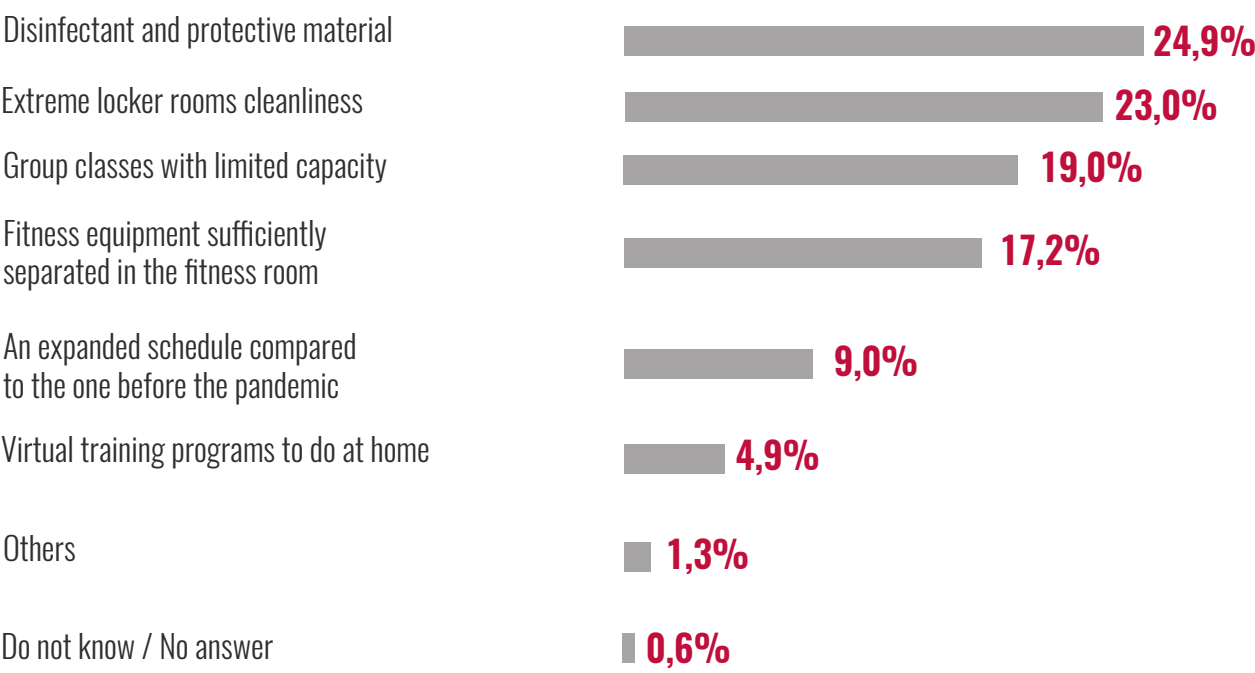
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THE BASIC ASPECTS IN A HEALTH CLUB

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VBP

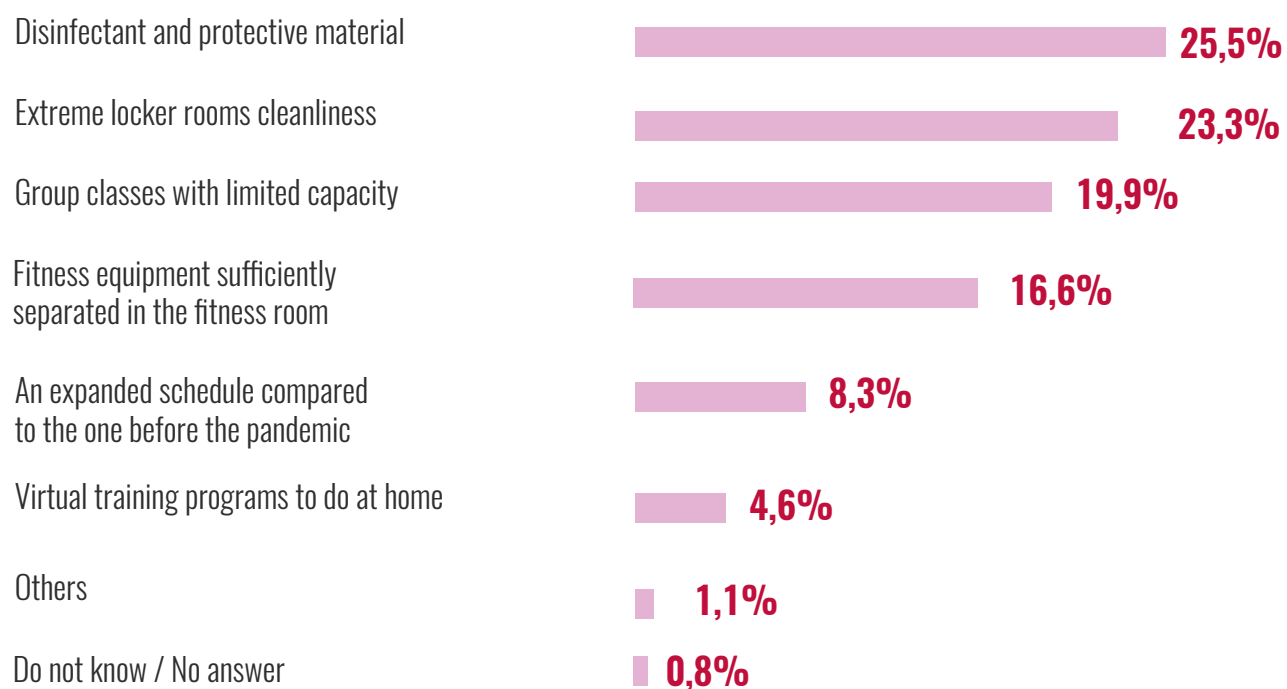




THE BASIC ASPECTS IN A HEALTH CLUB

What are the basics that you think a health club should have after COVID-19 confinement?

PVT



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