

## **The Commercial Fitness Equipment Industry**

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## EXECUTIVE SUMMARY

The commercial fitness equipment industry has potential for growth over the next few decades. With the increased awareness of physical fitness and the benefits of exercise, manufacturers will be a part of a global billion dollar industry for quite some time. The 'baby boomer' generation is getting older and more aware of fitness recommendations from health professionals. Advances in technology have kept fitness consumers interest high in new equipment incorporating wireless technology and user interactivity through touchscreen on-deck computers. Sustainable fitness equipment models bring new technology with self-cooling and self-cleaning mechanisms included. Orthopedically correct running surfaces on treadmills will also give treadmill users a better running and walking experience. With global fitness trends changing by the year, the commercial fitness industry needs to keep up with the wants and needs consumers are looking for in equipment to use during workouts.

As diagnoses of chronic health conditions like diabetes, arthritis, heart disease, and obesity increase, more people will turn to fitness to help relieve symptoms of illness. The vast majority of respondents started working out between the ages of twelve to sixteen and work out over three times a week. A large number of women interviewed felt intimidated when first using a new piece of workout equipment and were interested in the idea of using equipment geared towards their gender and body types since most equipment is manufactured towards men. Those who participated in the research are likely to purchase equipment for the home although a large number of respondents worked out at a gym or fitness facility. More than likely, the respondents would buy equipment from large, name brand manufacturers. Health benefits and weight loss are the main reasons for using commercial fitness equipment with respondents working out anywhere from three to six times a week.

## INTRODUCTION

The global commercial fitness equipment industry is a \$10 billion industry serving consumer and institutional markets. In the United States, the fitness equipment industry consists of about 100 companies with combined annual revenue of \$2 billion (*Market Research*). The major US companies in this industry are Cybex International, ICON Health and Fitness, Life Fitness, Nautilus, and Precor. The major products manufactured are motorized treadmills, stationary bicycles, stair climbers, rowing machines, elliptical cross-trainers, weightlifting machines, and traditional free weight weightlifting equipment (*Exercise Equipment*). Worldwide fitness trends include strength training, core training, functional fitness, and weight loss.

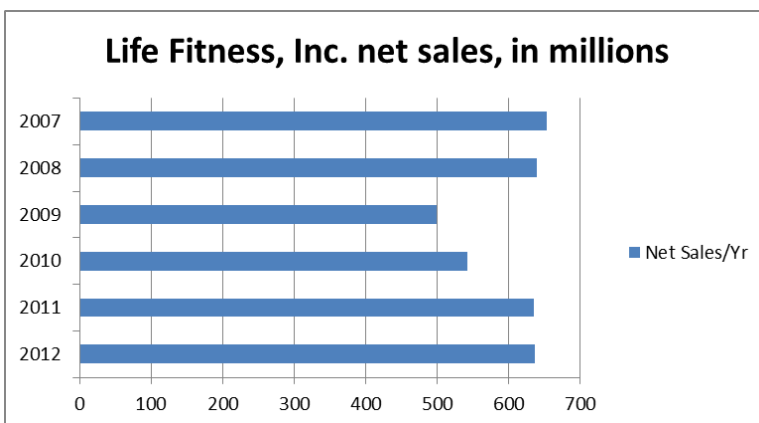
This industry strives to be innovative for all consumers throughout the world. This report will cover new advances in technology in commercial fitness equipment from touchscreen innovations to integrated wireless workout data. Energy consumption and renewable energy will be included. The report will also look into socio-cultural data including age demographics and consumerism. Net sales from 2007 to 2012 from the Life Fitness Corporation will be analyzed as well as looking at emerging markets.

Interviews will be seen later in the report where topics involving this industry are discussed. Questions regarding brand preferences and a demographic profile are discussed. Two separate interview sessions with twelve different people from various backgrounds are included. Persons interviewed were of different ages and of different ethnic and economic backgrounds as well as from different regions of the Midwest. This gives the research a wide range of information from a broad interview subject group. The last section of the report includes findings from survey research, sampling procedures, and data analysis.

## SECONDARY RESEARCH

### Net Sales and Products Manufactured-Life Fitness, Inc.

The major market segments in the commercial fitness industry are home equipment and institutional exercise equipment (*Life Fitness, Inc.*). Institutional exercise equipment is used in health clubs, corporations, apartment fitness centers, and hotels. Life Fitness, Inc. is one of the top commercial fitness equipment companies in the United States. Life Fitness, Inc. is owned by Brunswick, a well-known sporting goods company. Sales for the company have continually risen since the 2008 economic downturn. Last year, the company grossed \$635.9 million in sales, up from \$635.2 million in 2011 (*Brunswick Corp.*).



Life Fitness, Inc. manufactures motorized treadmills, stationary bicycles, stair climbers, rowing machines, elliptical cross-trainers, weightlifting machines, and traditional free weight weightlifting equipment. Life Fitness, Inc. looks to get more of their equipment into emerging global markets as the global industry grosses over \$10 billion a year. Emerging markets like India and China possess growth opportunities in commercial fitness equipment since upper class populations with increasing purchasing power are increasing in large numbers (*Kufahl, P.*).

## Socio-Cultural Analysis

Diet and Nutrition is the normal focal point for commercial fitness equipment users. Concern and awareness for a healthy lifestyle will always drive sales for new exercise equipment. The opening of new fitness centers and health clubs along with the expansion of existing franchises will also raise commercial fitness equipment sales (*Yahoo Finance*). As the CDC changes their yearly fitness recommendations, more people will be interested in fitness and the machines to help them reach their individual fitness goals and target BMI number.

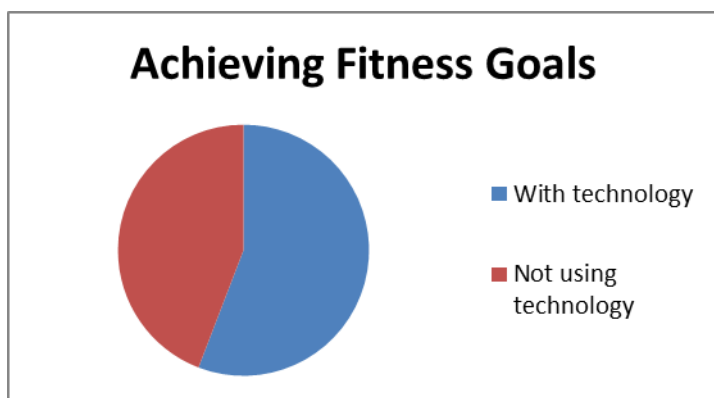
Americans aged 55 or older is the fastest growing demographic using commercial fitness equipment (*Ryder, R.*). This is due to the aging of the estimated 70 million “baby boomers” generation and the cultural focus to be physically fit throughout the aging process. 33% of those in the 55 plus category use commercial fitness equipment over 100 times a year. This is an interesting statistic when compared to the under-34 age group’s dismal 13% (*Protzman Howlett, S.*). This age group has a growing awareness of how exercise improves overall quality of life for those with diabetes, heart disease, arthritis, and other chronic health conditions.

## Technological Changes

Manufacturers have been introducing technologically advanced equipment to keep consumers interest high. Treadmills for marathon runners including on-deck computers with 26.2 mile courses with a 15% incline option were one of the first major technological advances in commercial equipment (*Bender, D.*). A new innovation has been the incorporation of touchscreens on treadmills for better user interactivity and user satisfaction during workouts. With the introduction of smartphones and downloadable apps, wireless technology integration is

the latest innovation in commercial equipment. Wireless technology interfaces are starting to be introduced on elliptical and treadmills. This addition will let consumers store and share data on various social media platforms. USB and iPod docks have been added to elliptical and treadmill machines for uploading and downloading media to equipment being used (*Kandra, A.*). This will lead to greater productivity for consumers at any fitness level.

In a survey conducted by Life Fitness, Inc., 72% of exercisers surveyed use technology to support their workouts. 32% of exercisers surveyed have access to gym equipment that speaks to their devices. 76% of exercisers surveyed say better technology access to personal content will make them work out more (*Life Fitness, Inc.*). These numbers show adapting to new technology is essential for growth in fitness equipment.



### Energy Consumption

Fitness equipment which needs electricity to run has always caused health clubs and other places where equipment is used to have large electrical bills due to their energy needs.

Equipment like stair climbers, elliptical cross-trainers, and treadmills are used numerous times on a daily basis in a place like a fitness center. With the rise of green energy options, commercial fitness equipment companies have been testing out equipment with sustainable energy options. Sustainable fitness equipment helps to reduce overall energy consumption and

cost. New sustainable fitness equipment gives users the option to increase electrical power for the location where the equipment is used through selecting different levels of difficulty on elliptical machines. The energy harnessed in a workout is made into electrical power to be fed back into an electronic grid (*Dukart, J.R.*).

New energy efficient equipment models are also introducing new built in technology such as self-cooling, self-cleaning mechanisms, and orthopedically correct running surface treadmills (Hot Products). Some criticism has come from users of new energy efficient models. Users of new energy efficient elliptical machines complain the settings are different and hold a higher degree of difficulty in weight resistance than normal elliptical machines.



## CONCLUSION

The commercial fitness equipment industry has potential for growth over the next few decades. With the increased awareness of physical fitness and the benefits of exercise, manufacturers will be a part of a global billion dollar industry for quite some time. The 'baby boomer' generation is getting older and more aware of fitness recommendations from health professionals. As diagnoses of chronic health conditions like diabetes, arthritis, heart disease, and obesity increase, more people will turn to fitness to help relieve symptoms of illness. Emerging markets like India and China show growth opportunities through increasing population rates and strong rates of purchasing power in large numbers.

Advances in technology have kept fitness consumers interest high in new equipment incorporating wireless technology and user interactivity through touchscreen on-deck computers. Sustainable fitness equipment models bring new technology with self-cooling and self-cleaning mechanisms included. Orthopedically correct running surfaces on treadmills will also give treadmill users a better running and walking experience. With global fitness trends changing by the year, the commercial fitness industry needs to keep up with the wants and needs consumers are looking for in equipment to use during workouts.

## IN-DEPTH INTERVIEWS

### Demographic Profile

A demographic profile can be defined as the social and economic statistics of a specific population and contain age, social class, and gender. The majority of the twelve people interviewed was between the ages of 21 to 30 and reside in major metropolitan areas like Milwaukee, WI and Chicago, IL. The highest educational background was a master degree while the lowest was a high school diploma. Most of the subjects interviewed started using workout equipment when they were between the ages of twelve and sixteen. The majority of women felt intimidated before using workout equipment they had no experience with before. Women also were interested in the option of using workout equipment geared towards their gender. Adam P. stated, “Isn’t equipment like weightlifting machines considered for men anyway? I’ve never seen weightlifting machines for women. Someone should make such a thing.”

The vast majority of the interview subjects worked out at fitness centers and gyms in their local area. Fitness centers included Anytime Fitness, Planet Fitness, and XSport Fitness. Those who could afford a gym membership decided to use their portion of disposable income on a gym membership to control their weight and improve overall health. The men and women interviewed all worked out either at a fitness center or at home three or more times a week. The most a person interviewed worked out was five times a week at their local fitness center.

### Brand Preference

Brand preference is measure of brand loyalty in which a consumer will choose a particular brand over competing brands. However, the consumer will accept substitutes if that brand is not available. The majority of the interview subjects did not have a brand preference when working out at their local fitness center or gym facility and would just use the equipment installed. A few of the people interviewed did have preference when at the gym or working out at home. Ki't D. said, "I enjoy using Weider equipment at home if I can't make it to the gym. Otherwise, at the gym I don't pay attention to the brand name." Jarvis D.R. preferred Life Fitness for treadmills and elliptical machines while Gerry G. enjoyed Weider and Gold's Gym for at home fitness equipment. When asked if they had heard of certain brands like Pentax, Icon, Weider, and Life Fitness, four out of six interview subjects said they had heard of some of the brands.

Overall, interview subjects enjoyed using a variety of workout equipment in their workouts. Two subjects enjoyed stationary bicycles while another two preferred weightlifting machines as their favorite piece of workout equipment. Another three subjects chose treadmills while two more interviewed decided the elliptical machine was their favorite. Other answers brought up in responding to this question were rowing machines, motorized step machines, and weight benches. This shows those who use workout equipment prefer different machinery that caters to their individualized workouts. Manufacturers need to continue to come out with new equipment and reconfigure equipment manufactured to keep consumers satisfied with workout results. Companies have started to integrate fitness apps for smartphones and touchscreen technology for easier interactivity and user satisfaction.

## CONCLUSION

The commercial fitness equipment industry has potential for growth over the next few decades. With the increased awareness of physical fitness and the benefits of exercise, manufacturers will be a part of a global billion dollar industry for quite some time. As diagnoses of chronic health conditions like diabetes, arthritis, heart disease, and obesity increase, more people will turn to fitness to help relieve symptoms of illness. These interviews show how this industry will grow over time through various demographics. Preferences in equipment and the integration of technology will lead the industry to upgrade current equipment manufactured and maintain consumer satisfaction. Brand awareness is not as strong since most of the interview subjects simply use the equipment installed at their fitness center or gym and do not focus on the name of the manufacturer. Out of the twelve people interviewed, the treadmill was the most popular answer gaining three votes as the favorite piece of workout equipment.

The vast majority of the subjects started working out between the ages of twelve to sixteen and work out over three times a week. A large number of women interviewed felt intimidated when first using a new piece of workout equipment and were interested in the idea of using equipment geared towards their gender and body types since most equipment is manufactured towards men. Commercial fitness manufacturers should invest time into seeing if creating commercial equipment for women would produce profit and increase sales from users.

## SURVEY RESEARCH

The survey was developed after conducting secondary research and in depth interviews. It was available online to those who were contacted about responding to the survey. The first main issue of the survey was to see what respondents thought about the most routinely used commercial equipment choices. The importance of this topic in the survey would give insight to what respondents frequently use, if they recognize any of the major brand names of equipment, and how they would rate the quality of the equipment they currently use in their workout. The questions in the survey will give a name to what is most frequently used and what condition it is in.

The second issue in discussed in the survey is how often a respondent works out and at what type of location. The importance of this topic would show where people are working out and give a number of times a respondent is working out during a seven day span. The questions in the survey will show the average number of times survey respondents work out in one week and will answer where the most popular location to use commercial fitness equipment is. The third issue in the survey is integration of technology into workouts. The importance of this issue is to see if respondents of various ages would be willing to adapt to new technologies in commercial fitness equipment. The questions will show what gender, education level, and income level is more open to do so. The fourth issue to be discussed in the survey is the demographic profile of someone who has worked out in the last 90 days. The importance of this issue is to give an idea of the background of someone who has taken the survey. The questions will answer this issue by asking the respondent to disclose their gender, income level, and education level.

## Objectives

The main objective of the survey was to contact people located in the Midwest who have worked out in the last 90 days. Respondents of the survey will give information on their gender, income level, and education level. This will help to show the background of the respondents and give an average demographic to all of the information gathered. The survey will show what type of commercial fitness equipment is preferred when working out from those who at least work out once a week. Respondents were also asked to rate the quality of the equipment used at their place of fitness training and where they conduct the majority of their workouts. The survey will ask respondents if they recognize the most popular brands of equipment by name and if they would be open to using equipment manufactured and marketed towards their gender. Integration of technology and satisfaction of workout was also included in the survey. All of these topics will lead to a better insight on the quality of commercial fitness equipment and how to further manufacture and market commercial fitness equipment in the future.

## Research Methodology

For the research survey, I used an email survey based off convenience and judgment. The advantages of using this method were the quick responses and speed of distribution. Using an email survey more for more flexibility for respondents and less time consuming compared to a paper survey form. A disadvantage was having respondents initially think the email was either a scam or spam email. An email survey has the chance of getting lost in an email inbox easily and reminder emails need to be sent out every few days.

## Sampling

Coworkers, former colleagues at Waukesha County Technical College, contacts on Twitter, and contacts on Facebook were the targeted population. This was the targeted population because of convenience and prior knowledge the potential respondents had conducted some sort of fitness activity over the last 90 days. Population parameters were those who use fitness equipment, those who do not work out on a regular basis, and those who work out on a regular basis. The sampling frame were coworkers with an email address, former colleagues at Waukesha County Technical College with an email address, contacts on Twitter, and contacts on Facebook. The sample size is a total of 31 people who responded to the survey online.

A nonprobability sample was used in the survey. The individuals did not have a known chance of being selected. Convenience sampling and judgment sampling were used to select people to contact through Facebook, Twitter, and email. The method of distribution used was through email and social media platforms. The starting date of the survey was November 16, 2013 and ended December 9, 2013.

## Data Analysis

Each survey was individually reviewed for completeness and accuracy. If a respondent stopped or did not finish, their results were removed from the overall results. The software programs used for tabulation and analysis were E Surveys Pro and Microsoft Excel. Questions asked were nominal, ordinal, ratio, and interval questions. Nominal questions were question one and question fourteen. Ordinal questions were numbers four, sixteen, and thirteen. Interval questions were questions five, seven, and fifteen. Ratio questions included numbers two, three,

six, eight, nine, and twelve. The procedure to code open ended questions consisted of creating categories and making sure every comment counted.



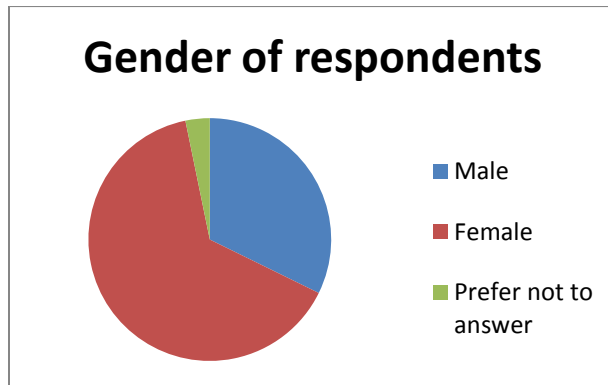
## FINDINGS

### Introduction

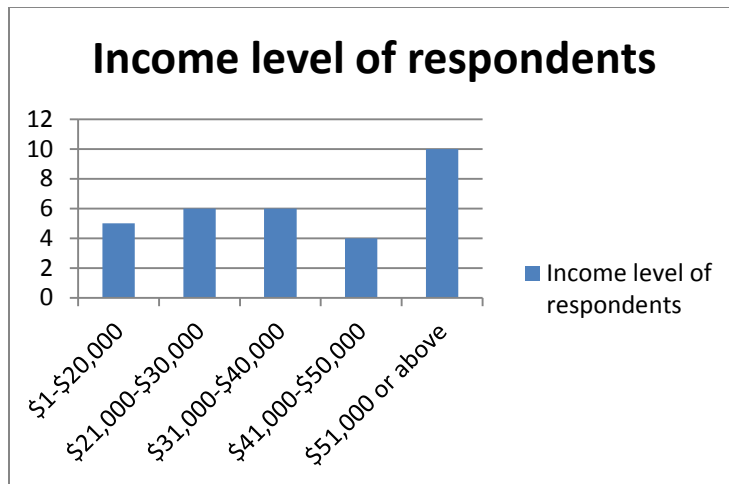
The survey method used in this research was an E Survey method and the objectives are a demographic profile, respondent behavior, respondent decision making, and respondent preferences.

### Demographic Profile

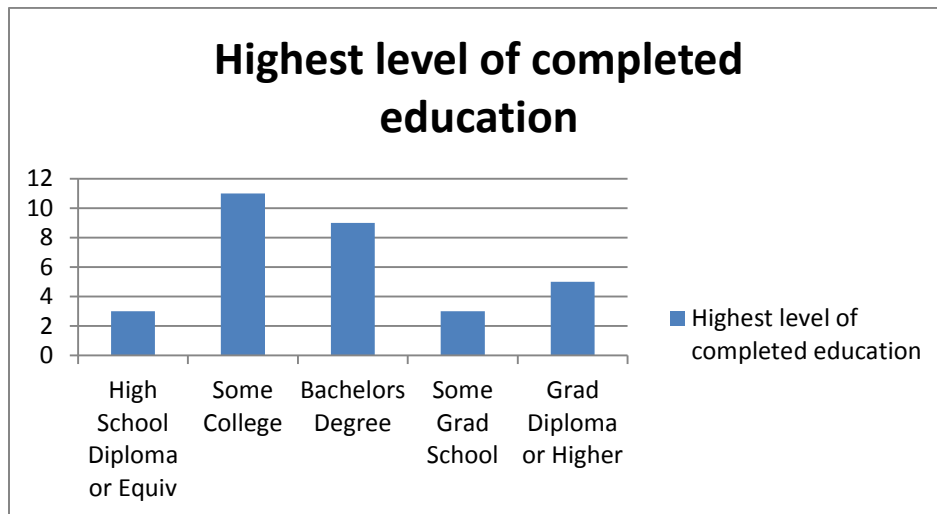
When asking the respondents what their gender is, ten respondents were male and twenty were female. One respondent preferred to not answer. The mode and median is Female.



Respondents were asked to disclose their income level. Thirty three percent of respondents had an income level of \$51,000 or above. The mode is \$51,000 or above. The median is \$31,000-\$40,000. The mean is \$ 36,774.19 and is the average income level for respondents in the survey.

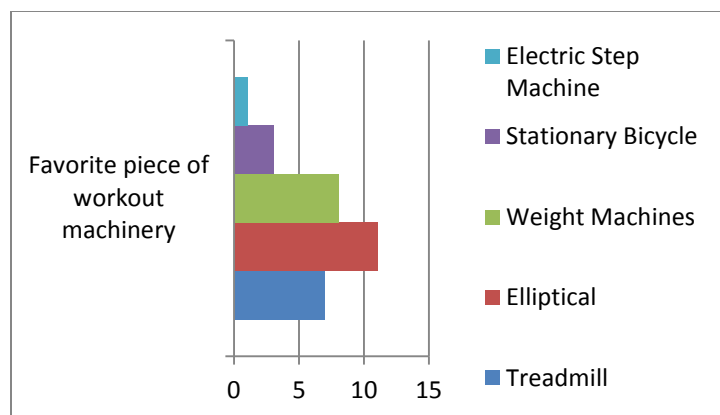


When asked to select their highest level of education, thirty five percent of respondents selected some college. Twenty nine percent selected Bachelor's Degree. The mode is some college while the median is a Bachelor's Degree.

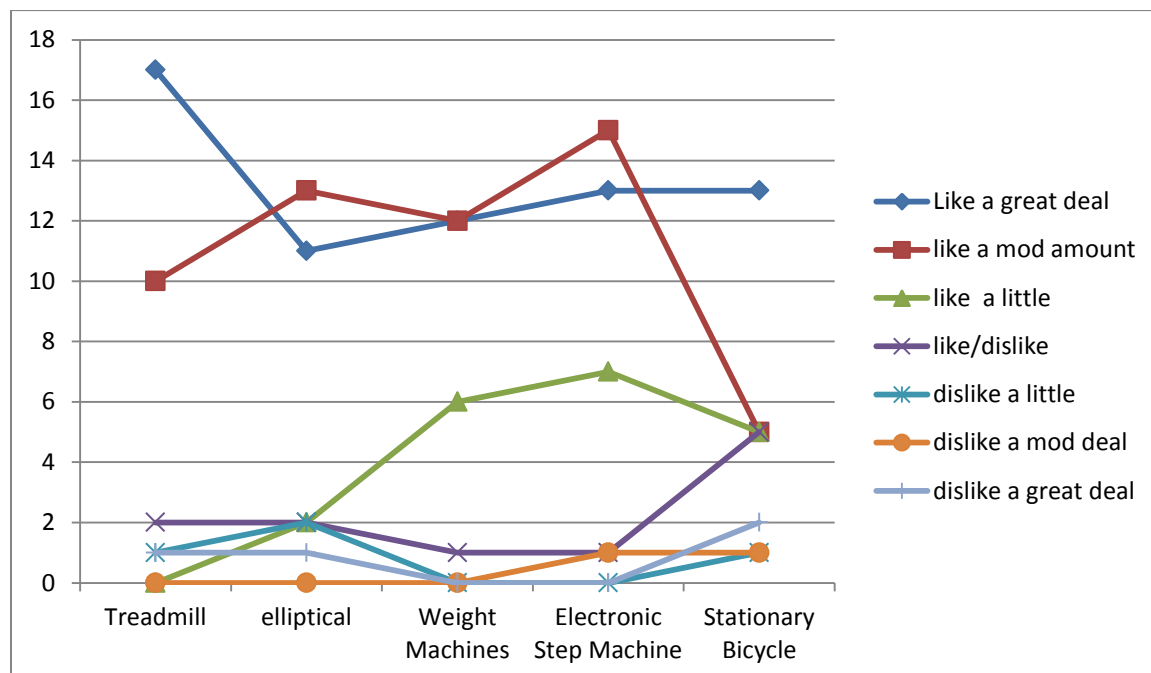


### Consumer Decision Making

When asked what is your favorite piece of commercial fitness equipment, the majority of respondents (thirty-six percent) chose the elliptical machine. The mode and median is the elliptical machine.

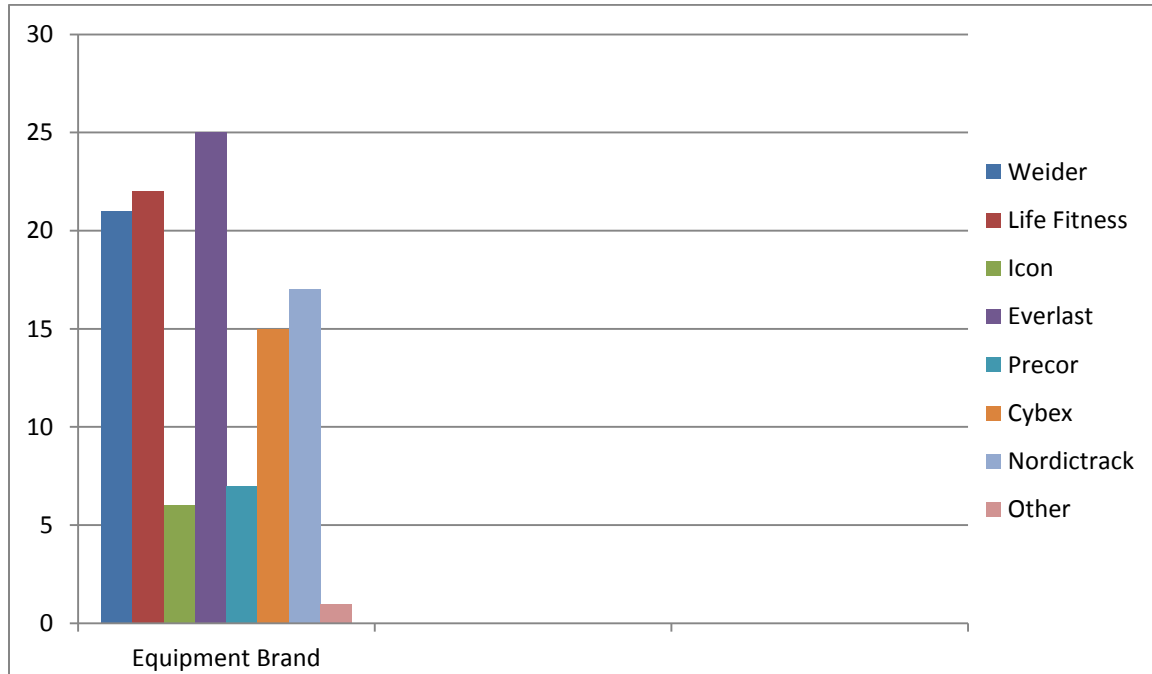


Respondents were then asked how much they like or dislike the following equipment choices on an interval scale. The majority of respondents had favorable opinions of the treadmill (fifty-four percent liked a great deal) and stationary bicycles (forty-eight percent liked a moderate amount). The mode is the treadmill and the median is weight machines. The mean represents respondents who like a great deal the treadmill.



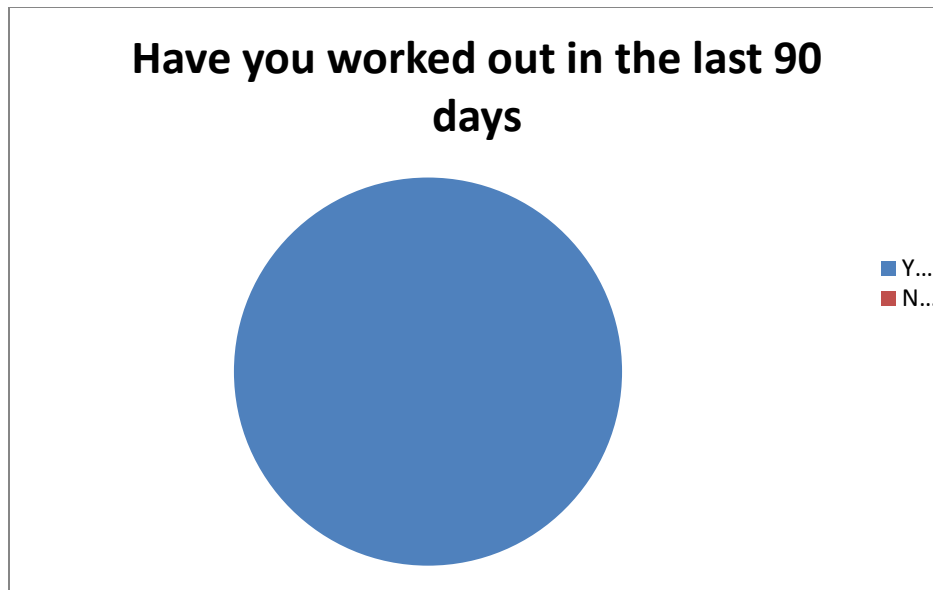
Respondents were later asked to select all the fitness equipment brands they recognized by name. The top three fitness brands recognized were Everlast (twenty-two percent), Life Fitness

(nineteen percent), and Weider (nineteen percent). The mode and median is Everlast. The mean is 14.25 and is represented by Norditrack.

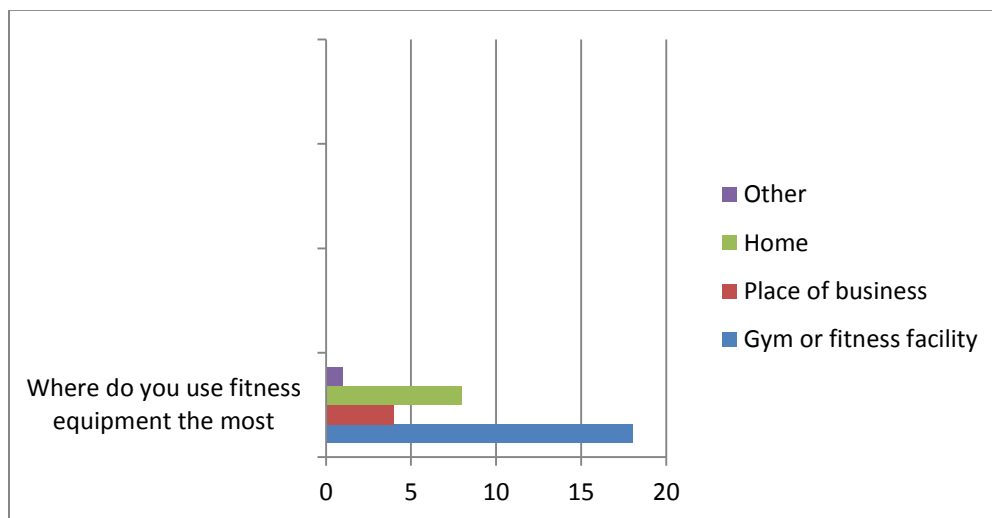


### Customer Behavior

The first question asked to the respondents in the survey is if they had worked out in the last ninety days. All thirty one respondents answered yes. The mode and median is yes.



The next question was where do you use fitness equipment the most. The highest number of respondents chose a gym or fitness facility with fifty-eight percent of the vote. The mode and median is gym or fitness facility.

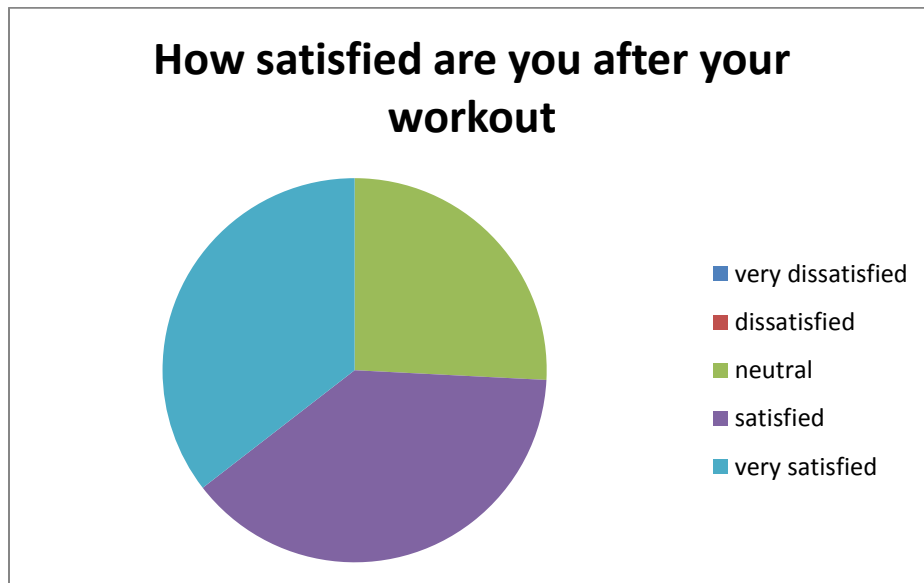


Respondents were then asked how many times a week do they workout. Thirty-three percent said they worked out three to four times a week while thirty percent said five to six times

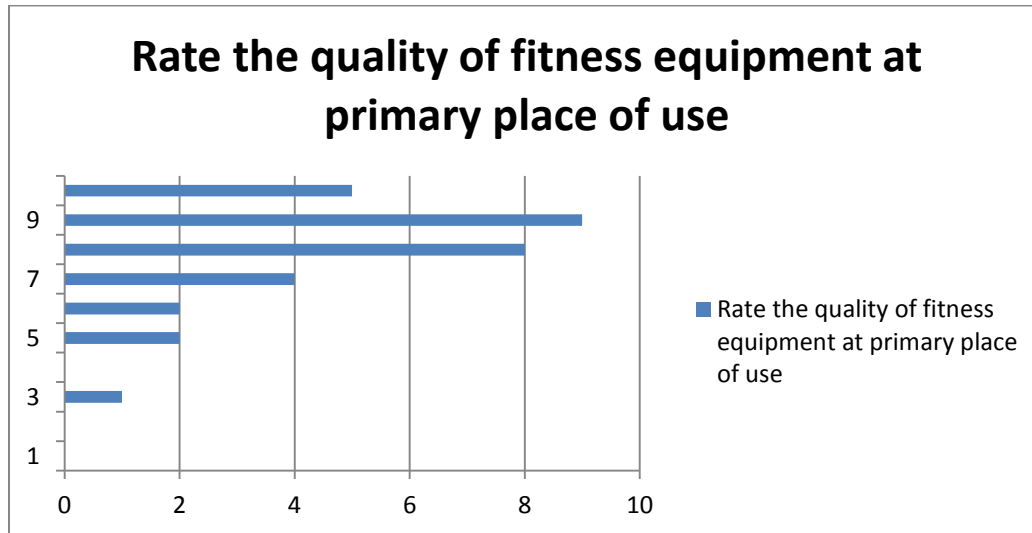
a week. The mode and median is three to four times a week. The mean is three to four times a week.



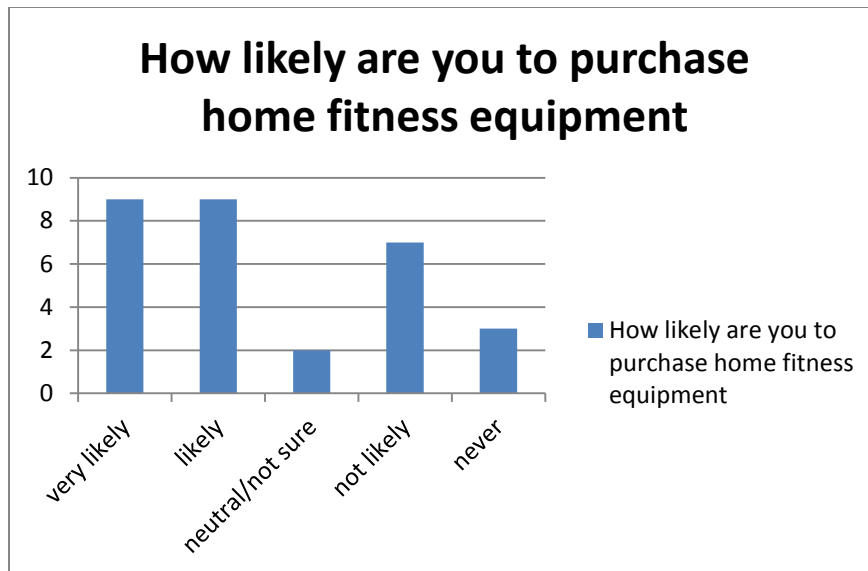
Next, respondents were asked to rate the level of satisfaction of their workouts. No respondent said they were dissatisfied after their completed workout. The mode and median is satisfied. The mean is 4.09 and would fit in with the satisfied category.



Respondents were then asked to rate the quality of the fitness equipment installed at their primary place of use on a scale from 1 to 10 with 10 being the highest ranking. The mode and median are a ranking of 9. The mean is 24.8 and would fit in with the 8 ranking.

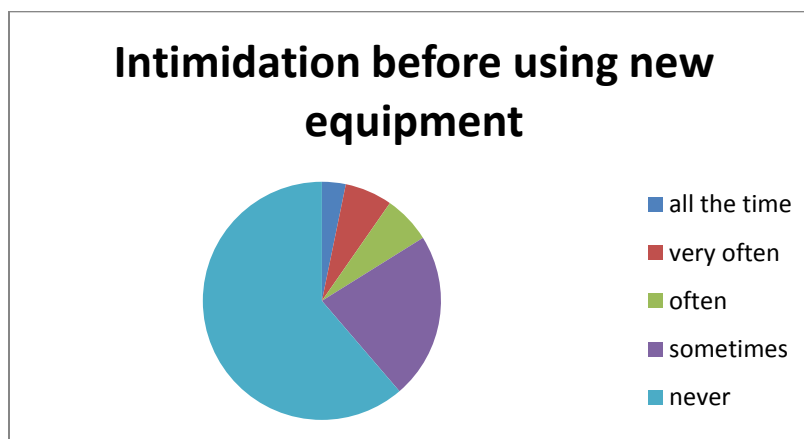


Later in the survey, respondents were asked if they would ever purchase fitness equipment for home use. Thirty percent of respondents said they would very likely or likely (again thirty percent) purchase home fitness equipment. The mode and median is the likely option. The mean is 15.2 and would represent the likely category.



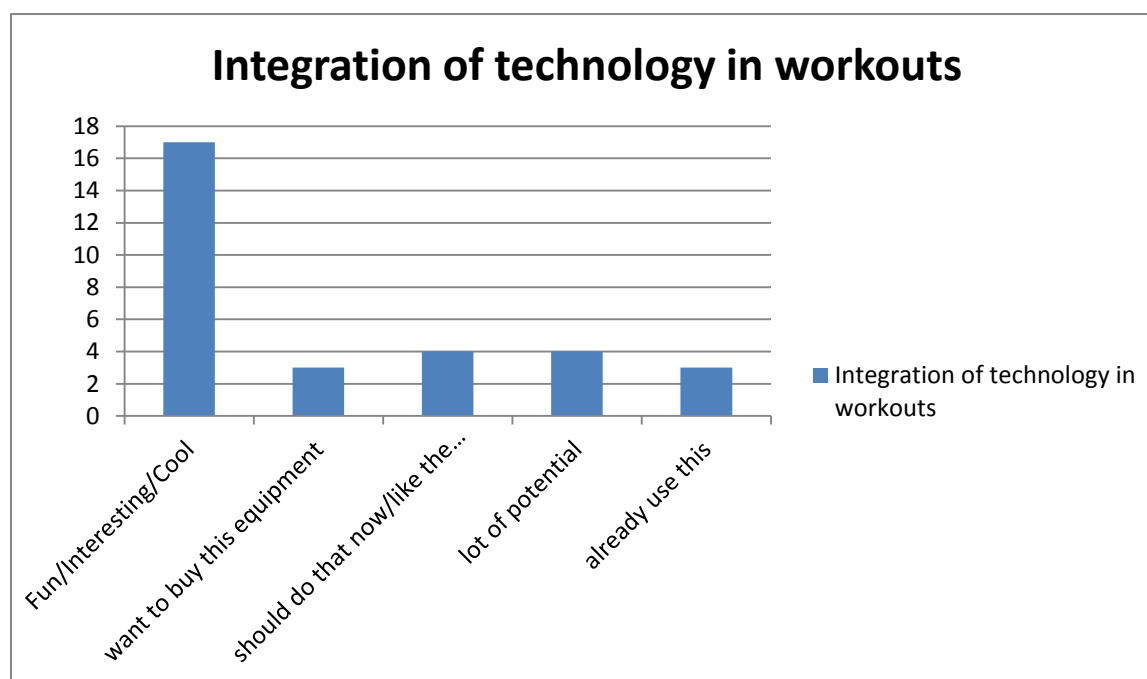
#### Customer Opinions

Using new fitness equipment can be a daunting task for some. A question asked to respondents was do you feel intimidated when using a new piece of commercial fitness equipment. The majority of respondents said they never feel intimidated (sixty-one percent). The mode and median is the never category. The mean is 4.125 and responds with the never choice.

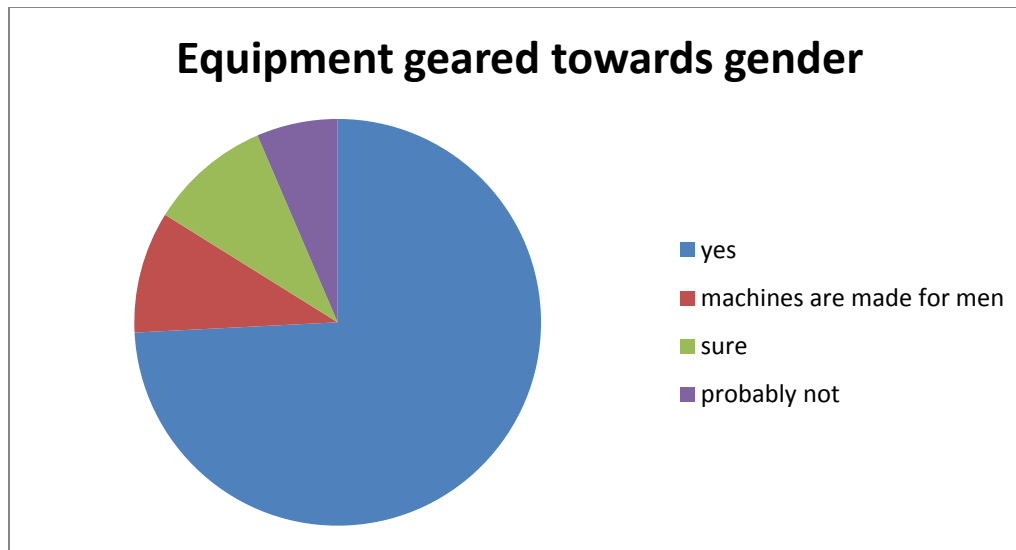




Respondents were asked two open ended questions. The first open ended question asked respondents thoughts on fitness equipment integrating smartphone and tablet fitness apps. The majority of respondents thought this idea sounded fun, interesting, or cool (fifty-five percent). The mode and median is the idea sounding fun, interesting, or cool.



The second open ended question asked if the respondents would ever use equipment geared towards their gender. An overwhelming majority of respondents said yes (seventy-four percent). The mode and median is yes.



### Limitations

Factors out of control during the study included time constraints and lack of a budget. No budget caused me to use a free program with limited analytics and lack of data led to only a small amount, but important amount, of information being able to be collected. Time constraints led to only a small amount of people participating in the survey. If more time was available, a significant number of respondents would have completed the survey. The research is not done to ultimate perfection, however, the results can be accepted. Questions asked pertained to the commercial fitness industry and were created after in-depth research.

## CONCLUSIONS AND RECOMMENDATIONS

Overall, the research has shown those who currently workout would like integration of technology through mobile phone applications and tablet computers to commercial fitness equipment. Women would like to see commercial equipment made for them since most equipment is made for men. Those who participated in the research are likely to purchase equipment for the home although a large number of respondents worked out at a gym or fitness facility. More than likely, the respondents would buy equipment from large, name brand manufacturers. Health benefits and weight loss are the main reasons for using commercial fitness equipment with respondents working out anywhere from three to six times a week. Commercial fitness manufacturers should take note of the female respondents interested in equipment made for them and to find new ways to integrate technology into equipment like treadmills and elliptical machines.

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## APPENDICES

### Appendix A

Question 1: What is your favorite piece of workout equipment? Treadmill, elliptical, rowing machine, weight bench, stationary bicycle, and stationary bicycle.

Question 2: Where do you use fitness equipment? Anytime Fitness gym, Planet Fitness gym, XSport Fitness gym, XSport Fitness gym, Anytime Fitness gym, and home.

Question 3: On a score of 1-10, 10 being the highest-1 being the lowest, how would you rate your health clubs fitness equipment? Give reasons to support your ranking. 9, clean and fairly newer equipment. 10, new equipment and easy to use. 9, lots of equipment to use for multiple purposes. 10, clean and always safe to use. 8, could use some newer technology but overall good range of use. Not applicable, uses home gym equipment at home.

Question 4: Would you use equipment considered 'dated'? No, I would consider it but would want to use new equipment, depends on what machine and what workout purposes the equipment handles, yes, no I enjoy using newer equipment it makes me feel safer, and yes I own some older equipment and enjoy the rewards.

Question 5: Would you ever use a machine geared towards your gender only? (Men/Women)  
Yes, especially if it is pink or purple colored, doesn't matter to me I just want to get my workout done, yes, yes, yes, and yes.

Question 6: Is there a brand of equipment you prefer to use? I don't pay attention to equipment brands. I enjoy using Weider equipment at home if I can't make it to the gym. Otherwise, at the gym I don't pay attention to the brand name. Life Fitness for treadmills and elliptical machines.

Doesn't matter to me. I have never paid attention to names on machines. I like Weider, Gold's Gym, and other brands for home equipment.

Question 7: Have you ever heard of any of these brands? Pentax, Icon, Weider, Life Fitness?

No, weider and life fitness, icon, weider and life fitness, weider and life fitness, no, and icon, weider, and life fitness.

Question 8: Have you used technology in your workout? I use an app on my phone for personal workouts and controlling diet information. No. Yes, multiple apps on my phone and iPad. Yes, one app on my smart phone. Yes, I use an app on my android phone every time I can. No.

Question 9: Would you be more willing to use touchscreen technology if it could integrate your workout data onto the machine you are going to use? Yes, that would be very helpful.

Absolutely. I have used a touchscreen treadmill before and enjoyed the experience. Yes. Yes. I would like to try it out.

Question 10: Have you ever used equipment that is energy efficient? I don't think so. Not sure. Possibly. Yes, an energy efficient treadmill. I don't think I have. No.

Question 11: Have you ever used an orthopedically correct treadmill? Seen one before? Knew there was such machinery on the market? I haven't and didn't know there was such a thing.

Haven't seen one and didn't know they were made. I have heard of them but have yet to use one. Never heard of them. I wish I could use one now at my gym. I did not know they were being made. No, would like to see the running platform.

Question 12: Do you feel intimidated before using equipment? Why? Sometimes I do. I'm currently losing weight and get intimidated by other users who know what they are doing on the



equipment off the bat. No, if I have a question I just ask a staff member. No. No. If I'm using something for the first time I do feel intimidated. No.

Question 13: What is your main purpose for using fitness equipment? To lose weight, increase physical stamina, health benefits, or for social interactivity? Etc. Weight loss. Weight loss, health benefits. Increase lean muscle mass. Weight loss, health benefits. Maintaining weight. Weight loss, health benefits.

Question 14: What is your first impression when you hear the term 'commercial fitness equipment'? Manufacturing. Gym equipment. Billion dollar industry. Weight lifting. Large companies. Joe Weider.

Question 15: What would you like to see improve with fitness equipment? Integration of technology? Not sure, maybe more touchscreens on equipment. Comfortable seats on stationary bicycles. I would like more integration of technology into workout machines. An increase in new workout equipment. Integration of technology. I think more technology in equipment would be a good thing.

## Appendix B

Question 1: When and where did you first start using fitness equipment? I started using fitness equipment when I was 12 years old when I wanted to start working out for better performance in my baseball career at my sports club. I started using equipment when I was 14 at my local gym in Skokie, IL. When I was 16 I got into running and started using equipment at my a gym. I was 15 when I started lifting weights at my local fitness center. Last year I started using equipment when I joined a gym after being diagnosed with diabetes. I was 16 when I started training for track and field at my high school.

Question Two: Have you ever used technology in a workout? Yes, I use quite a few fitness apps. I have not used any. Not yet. Only one app on my iPhone. I have used a few apps on my smartphone but otherwise nothing else. No, I have not.

Question Three: Would you willing to use touchscreen technology if it could integrate your workout data onto the machine you are going to use? Absolutely. I think it would be great! That would be very nice. Yes! I would love touchscreen especially if it had different features. Sure! Yes, I would like that for when I am on a treadmill or elliptical. Sounds interesting and yes I would use it.

Question four: Would you be interested in using equipment that is energy efficient? If it would give me the same level of workout, yes. Sure, why not. I have heard of such equipment but have yet to see it anywhere. Yes. Yes I would use this. If it were available, yes I would use it.

Question five: What are your first impressions on equipment geared towards a gender (male/female)? Sadly, I think most equipment is geared towards men. I would like more equipment that would be geared towards a women's body. Equipment for a woman sounds

dainty and not sturdy. It doesn't matter to me. Isn't equipment like weightlifting machines considered for men anyway? I've never seen weightlifting machines for women. Someone should make such a thing. Slightly sexist.

Question six: Have you ever felt intimidated before using fitness equipment? No, never had that experience. Yes, when I first started working out. Absolutely. I used to be extremely overweight and the thought of using a treadmill and screwing up terrified me. No. Sure I have. Something new is scary. No, I had plenty of instruction.

Question seven: How often do you use fitness equipment in a span of a week? Five times a week. Three times a week. Three times a week. Twice a week. Four times a week. Five times a week.

Question eight: Do you prefer any particular brand of equipment? Weider is good brand but I'm not particular. No, I don't know brands anyway. No. No. Just what is at my gym right now. I don't pay attention to brands.

Question nine: What is your favorite piece of workout equipment? Weightlifting machines. Elliptical machines. I like rowing machines and treadmills. Step machines. Treadmills with different settings and inclines. Weightlifting machines.

Question ten: What is your goal when using fitness equipment? Better health, weight loss, etc. Gaining strength and endurance for the baseball season. Better health since I quit smoking. Weight loss and reducing the risk of contracting illness. Better health for sure. Keeping my diabetes at a manageable level. Better health is the one focus for me when working out and using equipment.

## Survey Results

### Page 1. Survey of Customer Preferences for Fitness Equipment

1. In the past 90 days, have you used any type of fitness equipment? % of

Respondents

Number of

Respondents

Yes 100% 31

No 0% 0

Chart Number of respondents 31

Number of respondents who skipped this question 0

2. Where do you use fitness equipment the most? % of

Respondents

Number of

Respondents

Gym or Fitness facility 58.06% 18

Home 12.90% 4

Place of business 25.81% 8

Other (Specify) 3.23% 1

Chart Number of respondents 31

Number of respondents who skipped this question 0

3. How many times per week do you workout? % of

Respondents

Number of

Respondents

1-2 20.00% 6

3-4 33.33% 10

5-6 30.00% 9

7 or more 16.67% 5

Chart Number of respondents 30

Number of respondents who skipped this question 1

4. Rate your level of satisfaction post workout. % of

Respondents

Number of

Respondents

Very Dissatisfied 0.00% 0

Not Satisfied 0.00% 0

Neutral 25.81% 8

Satisfied 38.71% 12

Very Satisfied 35.48% 11

Chart Number of respondents 31

Number of respondents who skipped this question 0

5. Rate the quality of the fitness equipment installed at the location of primary use. 10 as the highest quality, 1 as the lowest quality.

% of

Respondents

Number of

Respondents

1 0.00% 0

2 0.00% 0

3 3.23% 1

4 0.00% 0

5 6.45% 2

Home Prices Features Survey Templates Company Resources Support

eSurveysPro.com - Survey Summary Report

<http://www.esurveyspro.com/SummaryReport.aspx?surveyId=261189>[12/9/2013 12:32:39 PM]

6 6.45% 2

7 12.90% 4

8 25.81% 8

9 29.03% 9

10 16.13% 5

Chart Number of respondents 31

Number of respondents who skipped this question 0

6. What is your favorite piece of workout equipment? % of

Respondents

Number of

Respondents

Treadmill 23.33% 7

Elliptical 36.67% 11

Weight Machines 26.67% 8

Stationary Bicycle 10.00% 3

Electric Step Machine 0.00% 0

Other (Specify) 3.33% 1

Chart Number of respondents 31

Number of respondents who skipped this question 0

7. How much do you like or dislike the following fitness equipment?

Like a great deal Like a moderate

amount Like a little Neither like or

dislike Dislike a little

Dislike a

moderate

amount

Dislike a great

deal

Number of

Respondents



Treadmill 54% (17) 32% (10) 0% (0) 6% (2) 3% (1) 0% (0) 3% (1) 31

Elliptical 35% (11) 41% (13) 6% (2) 6% (2) 6% (2) 0% (0) 3% (1) 31

Weight Machines 38% (12) 38% (12) 19% (6) 3% (1) 0% (0) 0% (0) 0% (0) 31

Stationary Bicycles 22% (7) 48% (15) 22% (7) 3% (1) 0% (0) 3% (1) 0% (0) 31

Electronic Step Machines 40% (13) 15% (5) 15% (5) 15% (5) 3% (1) 3% (1) 6% (2) 31

Chart Number of Respondents 31

Number of respondents who skipped this question 0

8. Do you feel intimidated before using a new piece of fitness equipment? % of

Respondents

Number of

Respondents

All of the time 3.23% 1

Very often 6.45% 2

Often 6.45% 2

Sometimes 22.58% 7

Never 61.29% 19

Chart Number of respondents 31

Number of respondents who skipped this question 0

9. Please check all of the fitness equipment brands that you recognize by name. % of

Respondents

Number of

Respondents

Weider 18.42% 21

Life Fitness 19.30% 22

Icon 5.26% 6

Everlast 21.93% 25

Precor 6.14% 7

Cybex 13.16% 15

Nordictrack 14.91% 17

Other (Specify) 0.88% 1

Chart Number of respondents 31

Number of respondents who skipped this question 0

10. Would you ever use fitness equipment geared towards your gender?

Number of Respondents 31

Number of respondents who skipped this question 0

Yes, Yes I would, Certainly, Yes, Yes, Yes, Already do, Do this now, Already do, You bet!, Yes, Yes, yes, Yeah that'd be fine, yes and I do, I'd like that, I haven't seen equipment especially machines made for women, sure why not, yes, sure, probably not, most equipment is geared towards men anyway, sure, yes, yes, yes I would. No equipment is geared towards females, yes why not?, yes, yes I would, yes, yes.

11. What are your thoughts on equipment integrating smartphone and tablet fitness apps for your workout?

Number of Respondents 31

Number of respondents who skipped this question 0

Sounds cool, id like that, great!, sounds nice, would be helpful, sounds fun, sounds cool, very cool, yes please!, want to buy equipment w/technology ready for this, id like this, sounds great, very interesting concept, yes please, they need to do it now!, makes things easier to keep track of, id like that a lot, I already do this, cool!!!, would be nice, I think that's fantastic!, a lot of potential there, I would like that if the equipment could support the software and operating systems, cool, cool, I would like that, I like them. Makes you forget you are working out, some equipment at the fitness center have the apps, like to try it, when replacing old equipment, the center should purchase the lasted technology for the equipment, sounds great, fun!

12. What is your main purpose for using fitness equipment? Check as many options as possible.

% of

Respondents

Number of

Respondents

Weight Loss 28.41% 25

Increase Stamina 18.18% 16

Health Benefits 30.68% 27

Increase Muscle Mass 18.18% 16

Other (Specify) 4.55% 4

Chart Number of respondents 31

Number of respondents who skipped this question 0

13. How likely are you to purchase fitness equipment for use at your residence? Include free weights, yoga equipment, and home fitness machines.

% of

Respondents

Number of

Respondents

Very Likely 30.00% 9

Likely 30.00% 9

Neutral/Not Sure 6.67% 2

Not Likely 23.33% 7

Never 10.00% 3

Chart Number of respondents 31

Number of respondents who skipped this question 0

14. What is your gender? % of

Respondents

Number of

Respondents

Male 32.26% 10

Female 64.52% 20

Prefer not to answer 3.23% 1

Chart Number of respondents 31

Number of respondents who skipped this question 0

15. Please select your income level. % of

Respondents

Number of

## Respondents

\$0-\$20,000 16.13% 5

\$21,000-\$30,000 19.35% 6

\$31,000-\$40,000 19.35% 6

\$41,000-\$50,000 12.90% 4

\$51,000 and above 32.26% 10

Chart Number of respondents 31

Number of respondents who skipped this question 0

16. What is your highest level of completed education? % of

## Respondents

Number of

## Respondents

High School Diploma or Equivalent 9.68% 3

Some College 35.48% 11

Bachelors Degree 29.03% 9

Some Graduate School 9.68% 3

Graduate Degree or Higher 16.13% 5

Chart Number of respondents 31

Number of respondents who skipped this question

### Coding Table

4. very dissatisfied 1 0 0

dissatisfied 2 0 0

neutral 3 8 24

satisfied 4 12 48

very satisfied 5 11 55

8. all the time 1 1

v often 2 2

often 2 6

sometimes 7 28

never 19 95

like a great deal 1 31

like a mod amount 2 62

like a little 3 93

like/dislike 4 124

dislike mod amount 6 155

dislike a great deal 7 186 108.5

sounds fun/cool 17 54.8% 17  
 want to buy equip 3 9.6% 6  
 should do that now/like the idea 4 12.9% 12  
 lot of potential 4 12.9% 16  
 already use this 3 9.6% 15

11

yes 23 23 74.1%  
 machines are made for men 3 6 9.6%  
 sure 3 9 29%  
 probably not 2 8 6.4%