

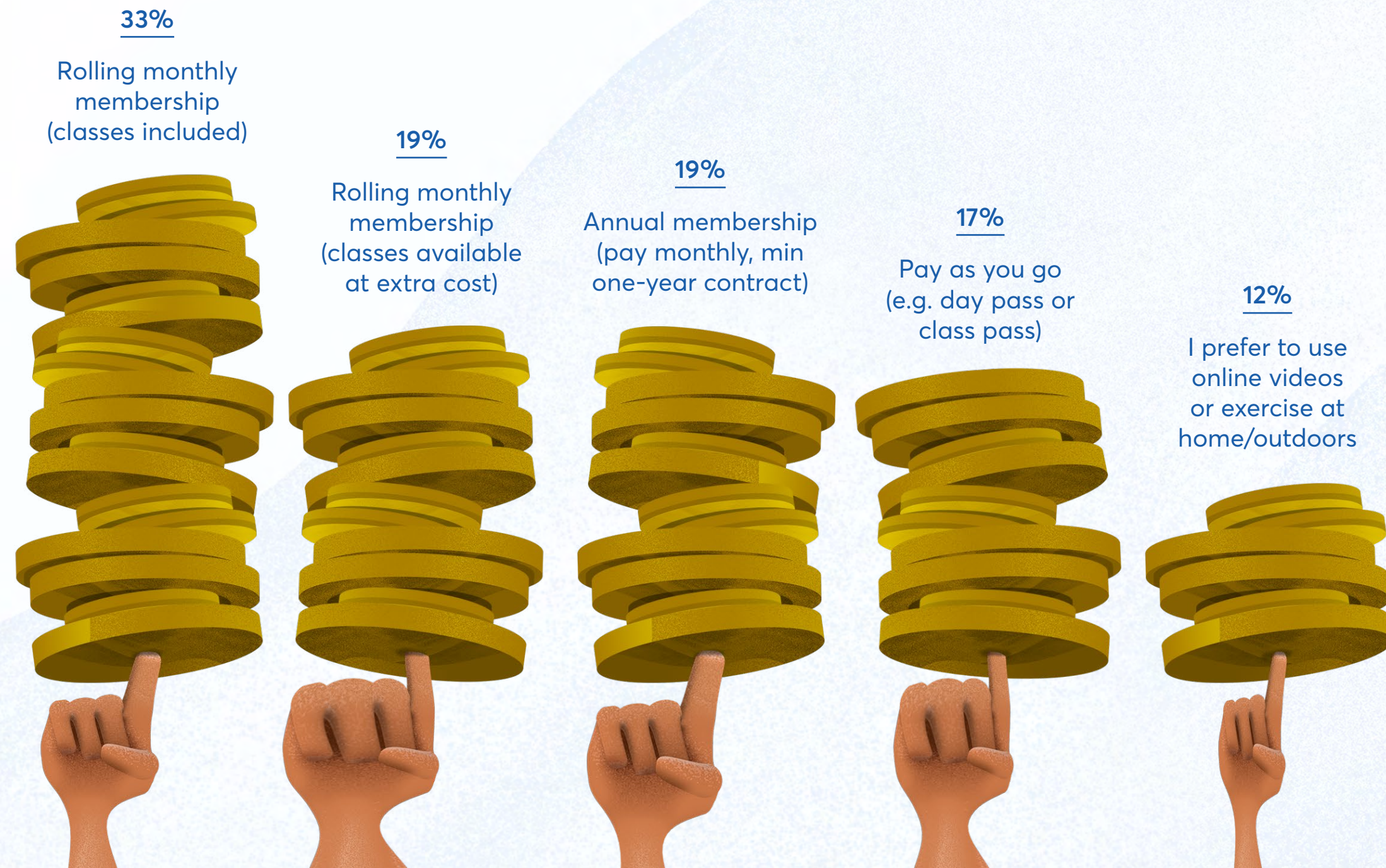
How do millennials want to pay for exercise?

We surveyed 1000 UK millennials about how they prefer to sign up to and pay for their exercise. This is what we found.



Monthly rolling memberships are popular

How do you prefer to access gym or fitness services?



Flexibility is important

84%

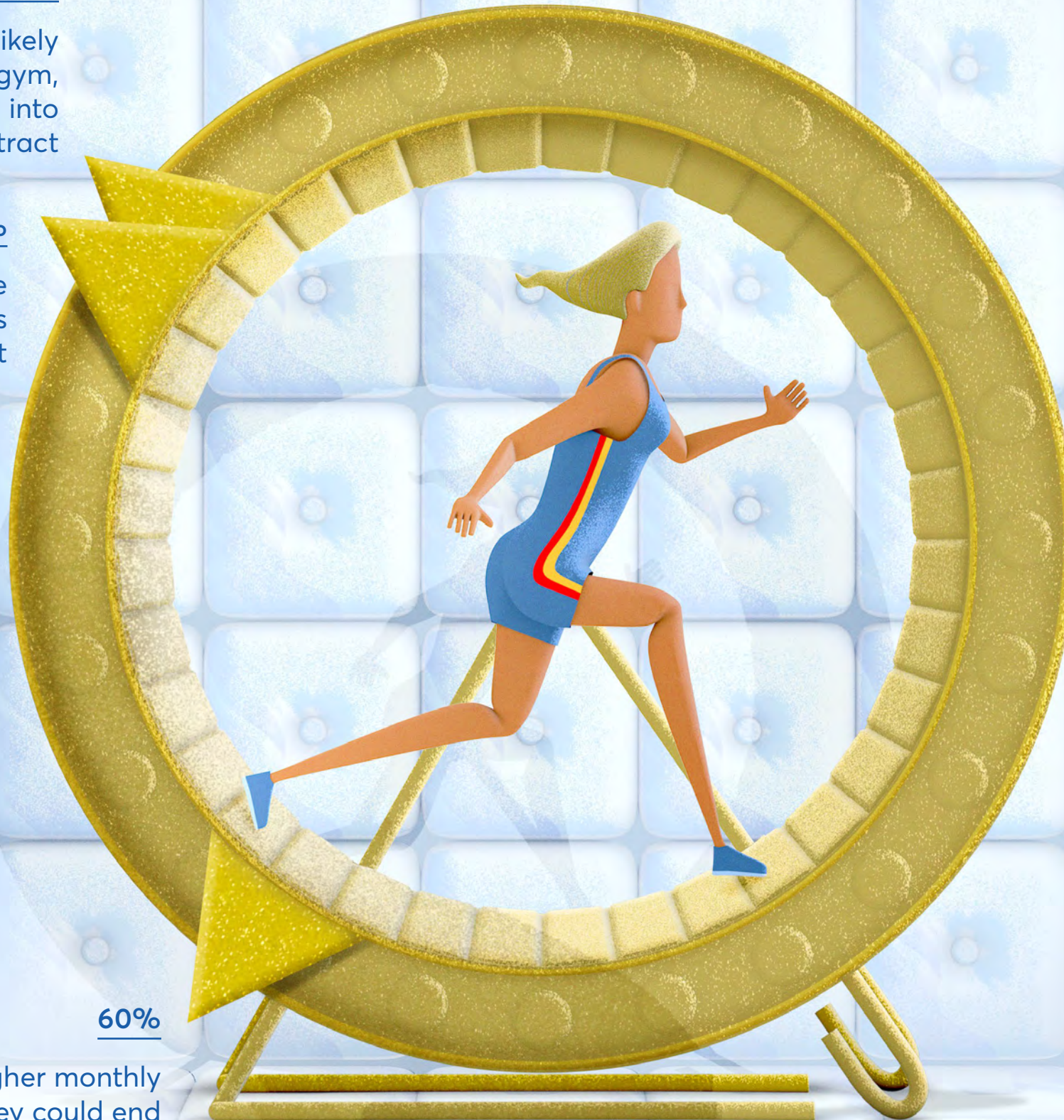
would be more likely to sign up to a gym, if it didn't tie them into a long-term contract

83%

would prefer to choose the date that gym fees come out their account

60%

would pay higher monthly fees to ensure they could end their membership at any time



Debt recovery horror stories are putting off millennials

86%

say it's important to
be able to cancel a
membership without
being chased to pay
remaining months
on a contract

83%

are put off joining a gym
by the prospect of being
chased by debt collectors
for breaking contract

3/4

pay attention to online
reviews from members
when joining a new gym



Online payment experience is key



82%

say it's important to be able to manage their payments online



3/4

want to be able to set up monthly payment at the start and forget about it



3/4

want to be able to sign up and pay for a membership or class online, without having to go into the gym itself



80%

prefer to pay fees on a fitness business website itself, rather than being directed to a third party site



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