

# Club Lime Member Survey 2022



ROY  
MORGAN

 CLUBLIME

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# Executive Summary

The Club Lime Member Survey took place from November 21–25, 2022. Club Lime has strong overall brand equity, which is reflected in an 81% rate of satisfaction across its membership.

## **Club Lime members place high importance on their health and wellness**

The top-3 reasons why Club Lime members engage in health and wellness activities are mental wellbeing (71%), achieving a personal fitness goal (59%) and to lose weight (51%).

Club Lime members reported that the top 3 additional activities undertaken to maintain health and wellness are outdoor exercise (59%), taking supplements and vitamins (40%) and reducing calory intake (37%).

## **Club Lime members are conscious of their overall present and future health**

Club Lime is well positioned in the minds of members, as evidenced by:

- 89% of members agree that their membership helps reduce their daily stress
- 86% agree that their membership is important to their overall wellbeing
- 80% agree that their membership helps them save on future costs associated with aging and illness
- 71% agree that their quality of life would be negatively impacted without their membership

## **The Club Lime brand is viewed positively by a majority of members**

Club Lime has strong brand equity, as evidenced by:

- 72% of members agree that Club Lime is a brand they trust
- 74% agree that Club Lime provides good value for money
- 72% agree that Club Lime has a good reputation
- 67% agree that their club membership is a necessity not a luxury

## **Health club memberships are a priority for most**

In consideration of higher living costs, 56% of members would be likely to maintain their membership. When considering a range of lifestyle costs, 74% indicated they would maintain spending on their Club Lime membership, the highest of any lifestyle category measured.

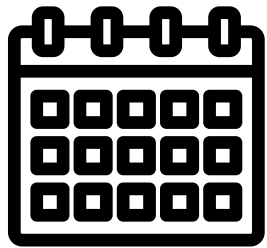
## **Good NPS results with room for improvement**

Club Lime has a good NPS at +15 overall, however almost one quarter of members are in the Detractor segment. Above average NPS was recorded for females, NSW members, members aged 18–29 and those who visited 20+ times monthly.

Opportunities for improvement exist amongst men, adults aged 50+, infrequent users of club facilities and through influencing attitudinal statements among the Passives segment.

# Methodology and Sample

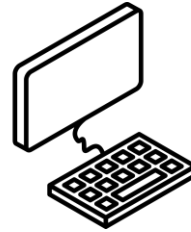
A random selection of club lime members (**9,989**) were invited to participate in the feedback survey. A total of **n=1,009 Club Lime Members** completed the 2022 member survey, a response rate of **10.1%**.



## FIELDWORK

Monday November 21  
– Friday November 25

## 5 MINUTE ONLINE SURVEY



## REGIONS



34%  
ACT



17%  
QLD

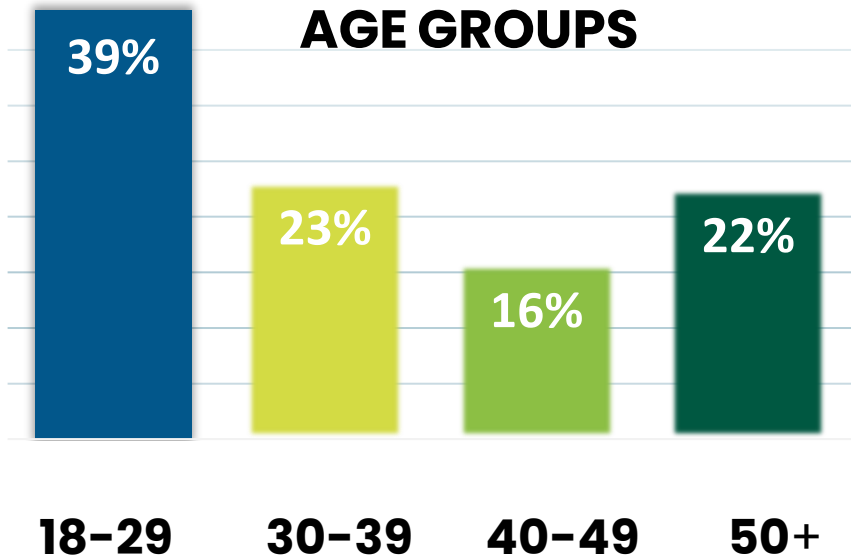


13%  
VIC



36%  
NSW

## AGE GROUPS



54%  
MALE



46%  
FEMALE



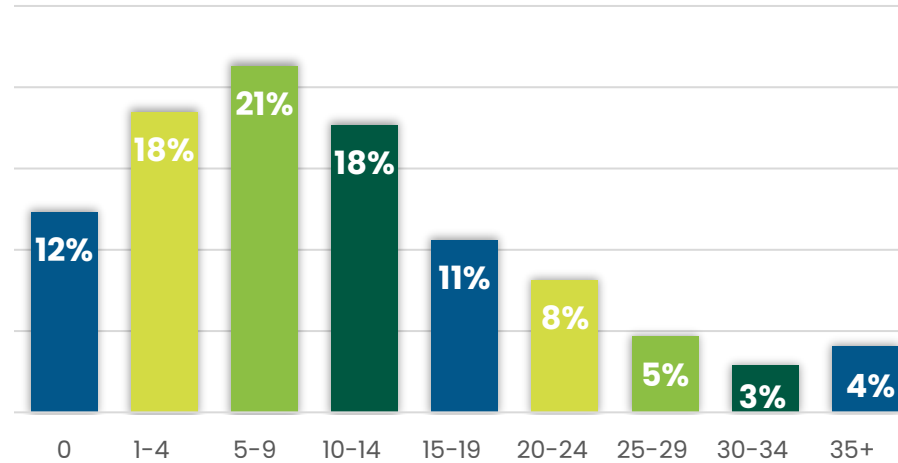
# Profile of survey respondents

## Contract Amount

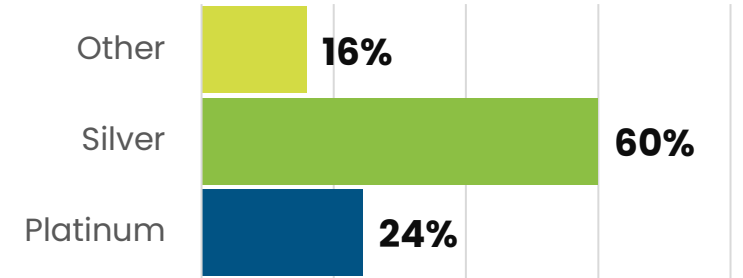


\$0-\$29.99	21%
\$30-\$39.99	49%
\$40-\$49.99	17%
\$50 or more	13%

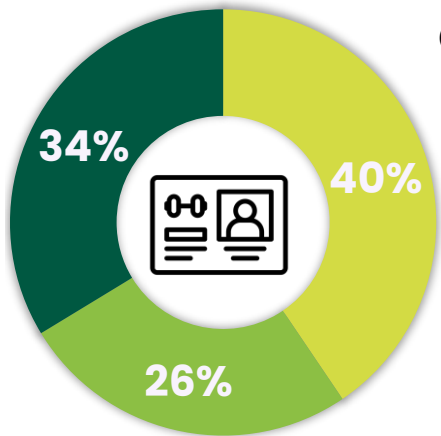
## Monthly Visits



## Membership Type

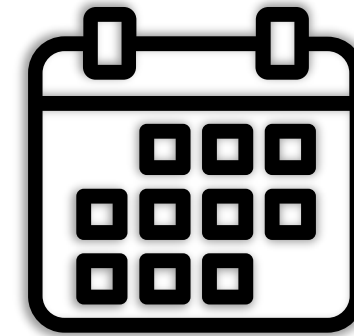
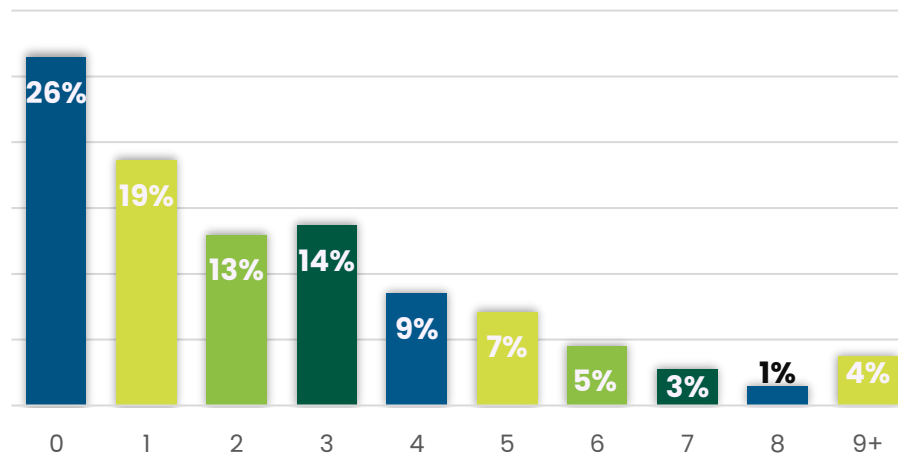


## Date Membership Created



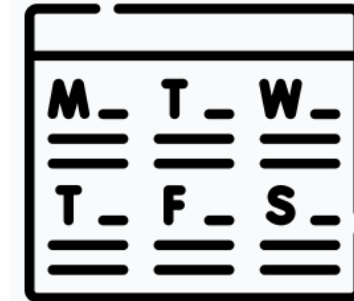
- 2022 (Current)
- 2020 or 2021 (COVID)
- 2019 or earlier (Pre-COVID)

## Weekly Visits



12

Average no. of monthly visits



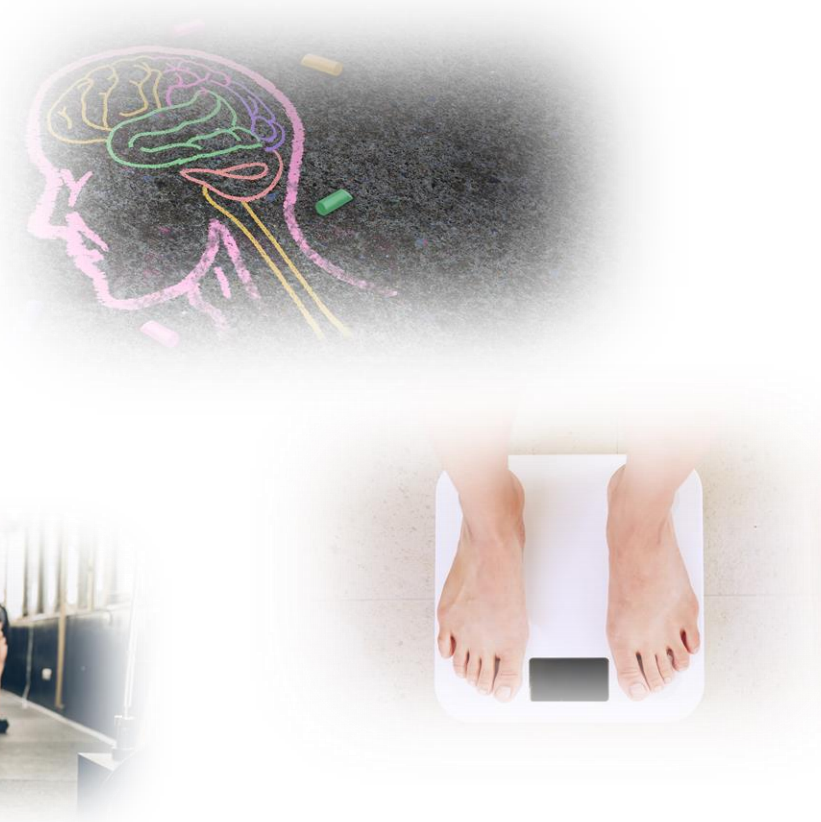
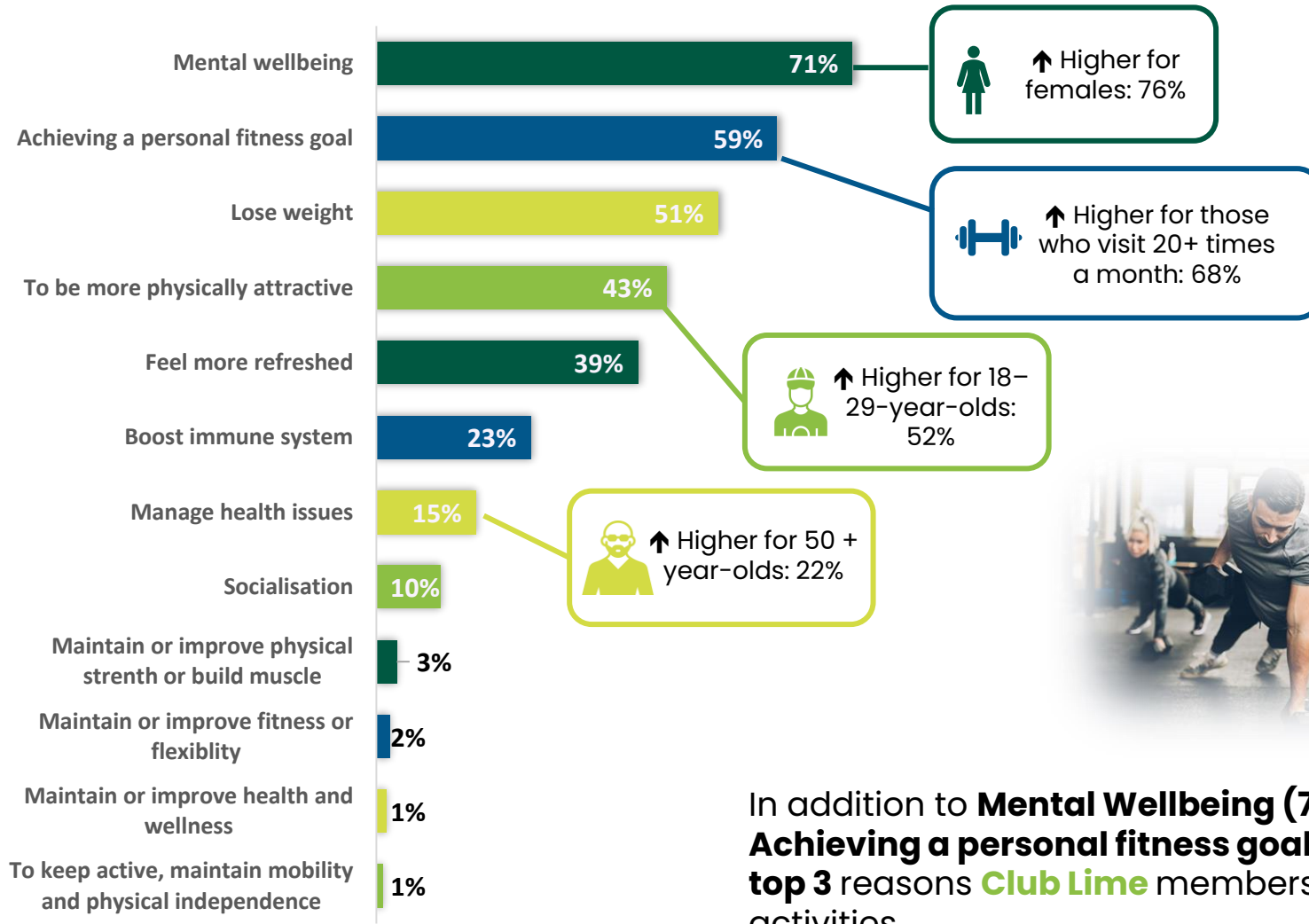
3

Average no. of weekly visits



# Health Priorities

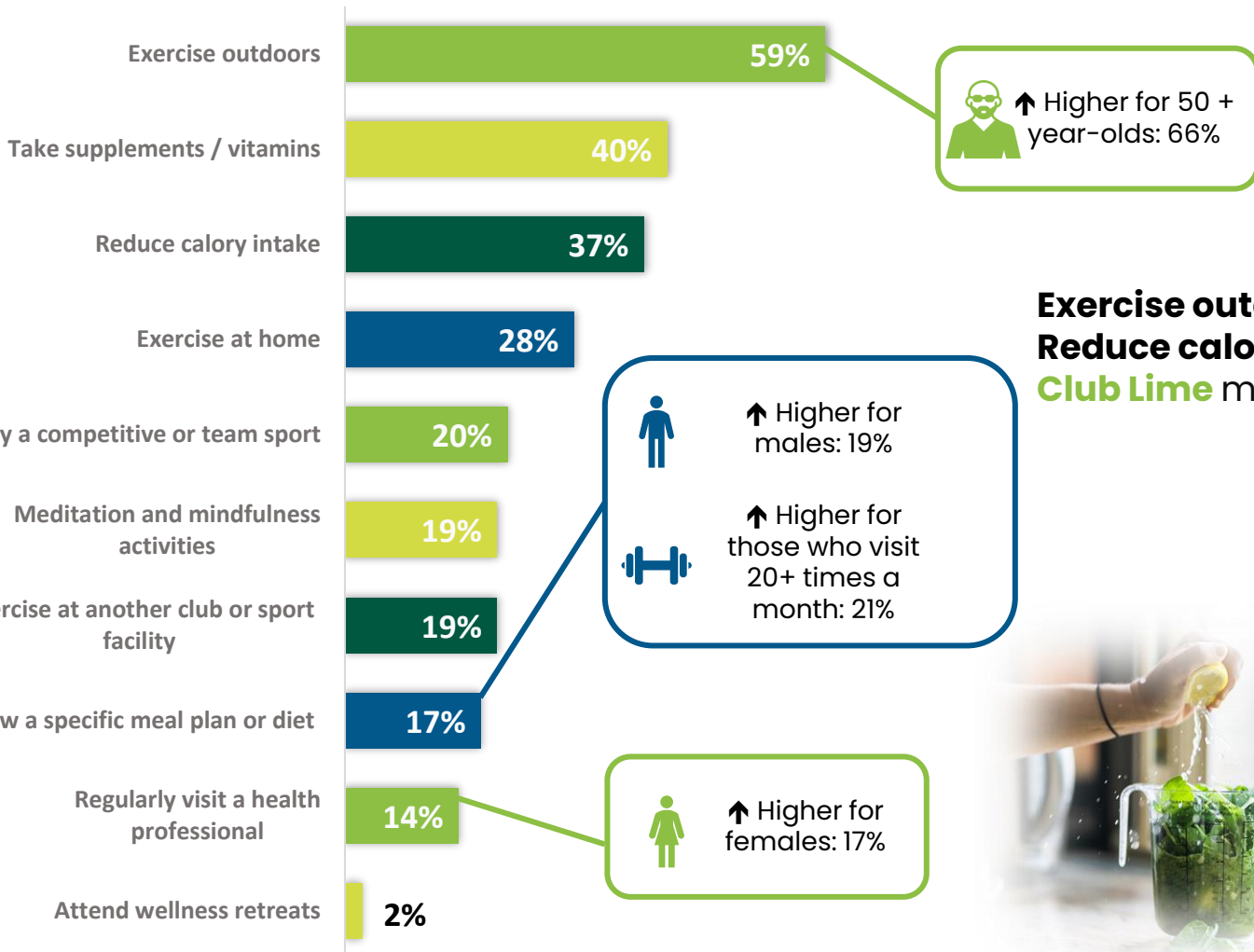
# Reasons for engaging in health and wellness activities



In addition to **Mental Wellbeing (71%)**, specific outcome goals such as **Achieving a personal fitness goal (59%)** and **Lose weight (51%)** comprise the **top 3** reasons **Club Lime** members choose to engage in health and wellness activities.

7 Source: Roy Morgan Viva Leisure Member Survey 2022.  
Base: Australian Club Lime Members 18+ n=1,009.

# Other health and wellness activities



**Exercise outdoors (59%), Take supplements / vitamins (40%) and Reduce calory intake (37%)** were the top 3 other activities undertaken by **Club Lime** members to maintain their health and wellbeing.







# Member Attitudes

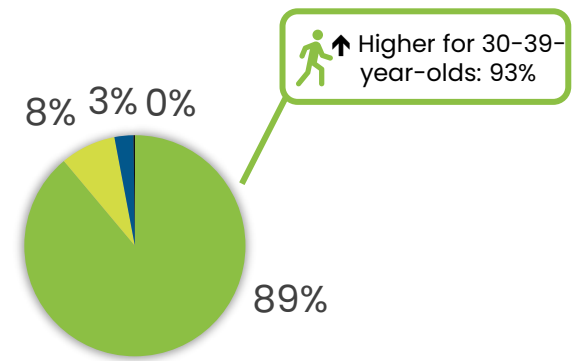
# Memberships crucial for mental health, overall wellbeing and as a preventative health measure

**Mental health** was shown again to be of significant importance to Club Lime members, with a notable **89%** agreeing that their membership helps them to **reduce their daily stress**.

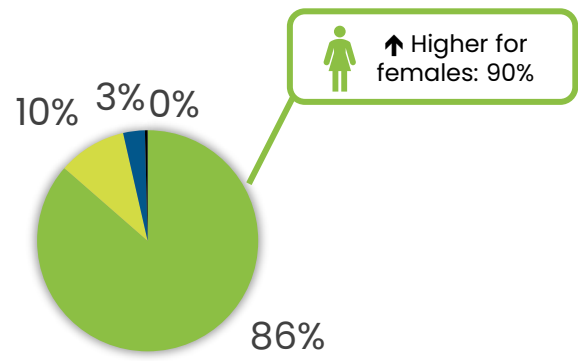
**86%** of health club members agreed their membership is important to their **overall wellbeing** and **71%** agreed that their **quality of life** would be **negatively impacted without their health club membership**.

Health club memberships are widely regarded as a long-term investment, with **80%** of members agreeing their membership will help **save future costs associated with aging and illness**.

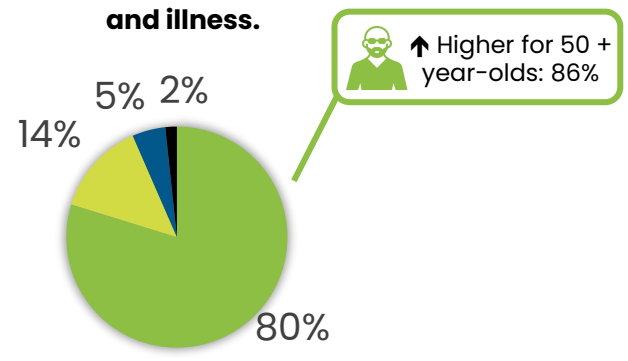
Going to my health club reduces my daily stress.



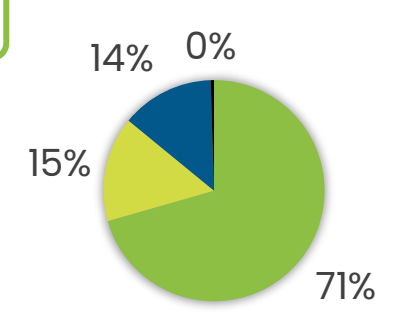
My health club membership is important to my overall well-being.



My health club membership will save me future costs associated with aging and illness.



My quality of life would be negatively impacted without a health club membership.



**KEY**

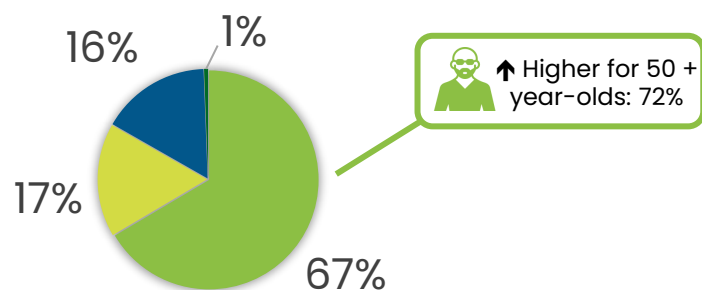
- AGREE
- NEITHER AGREE NOR DISAGREE
- DISAGREE
- DON'T KNOW

# Club Lime memberships an essential commodity with strong over brand health

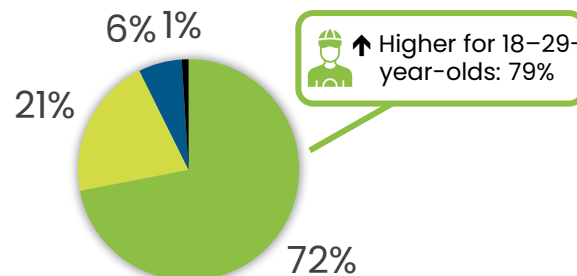
**Club Lime memberships** are widely regarded as a non-negotiable health measure, with **67%** of members agreeing they are a **necessity, not a luxury**.

The overall outlook for Club Lime's brand health is positive, with **72%** of members agreeing it's a **brand they trust**, **74%** agreeing that it provides **good value for money**, and a further **72%** agreeing Club Lime has a **good reputation**.

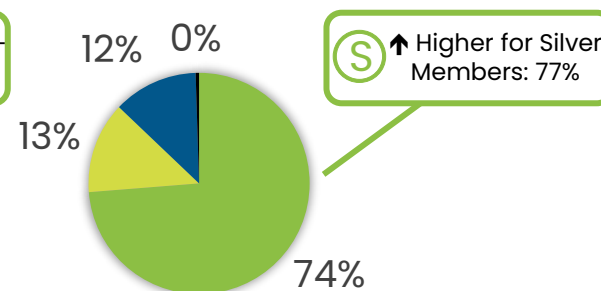
**My health club membership is a necessity, not a luxury.**



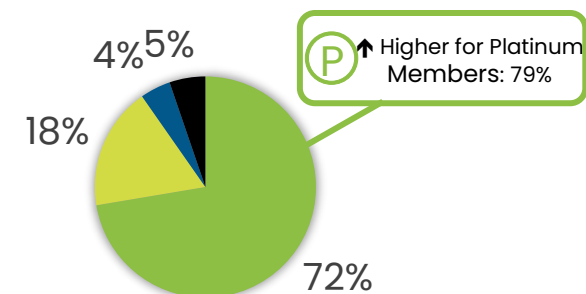
**Club Lime is a brand I trust.**



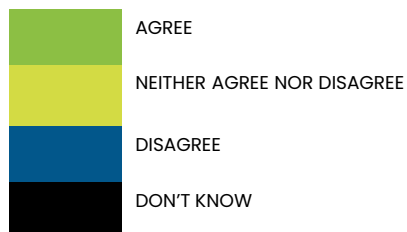
**My membership provides good value for money.**



**My health club has a good reputation.**



## KEY

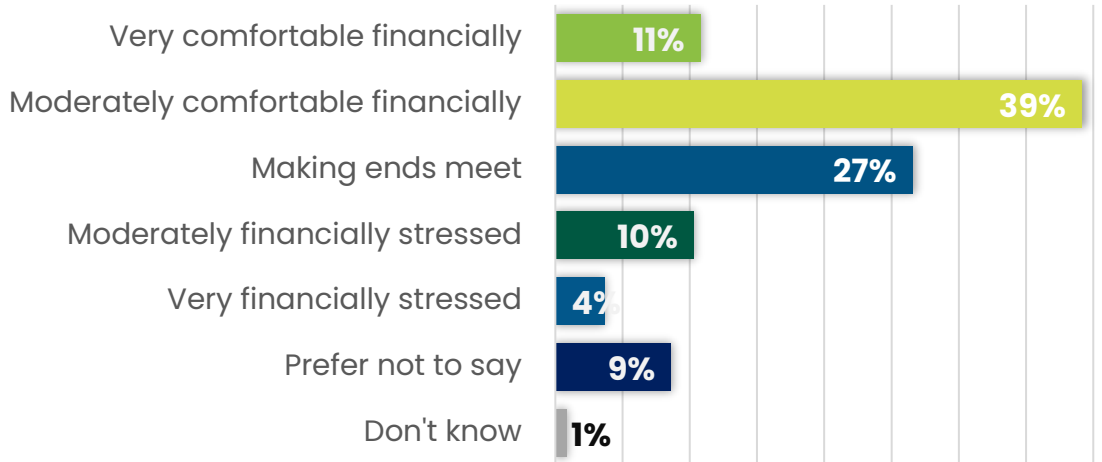






# Financial Priorities and Behaviour

# Membership- Financial Profile

## Financial Stress

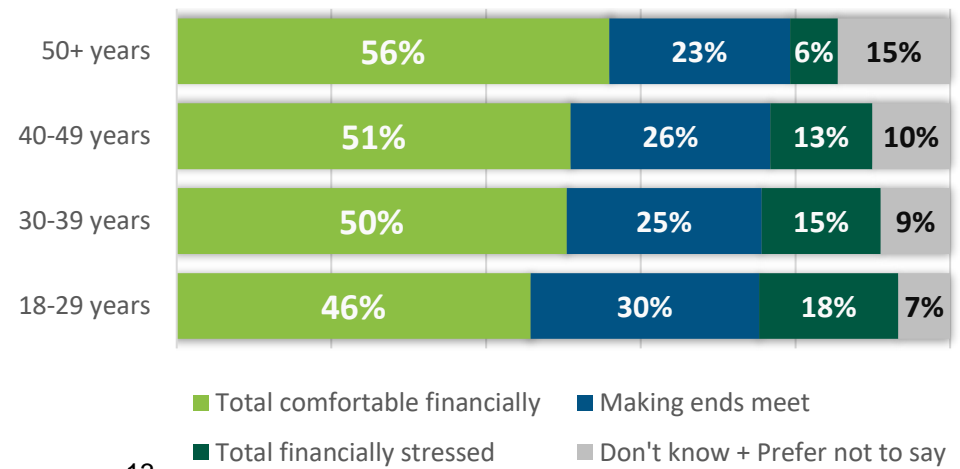


**50%** of members indicated they were financially comfortable 

Home Ownership Status 	
Own outright, without a mortgage	15%
Own, currently paying off a mortgage	34%
Rent (or pay board)	37%
Live rent free	7%
Don't know	6%

**49%** of members own a home 

## Age Groups by Financial Stress

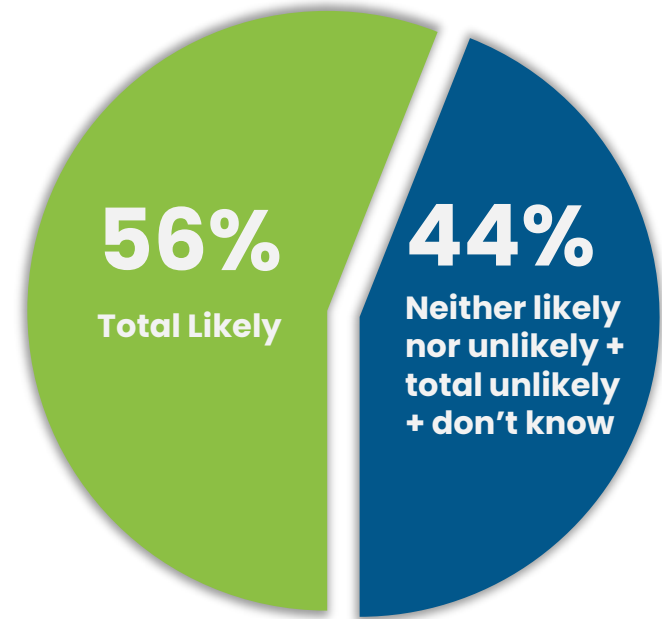
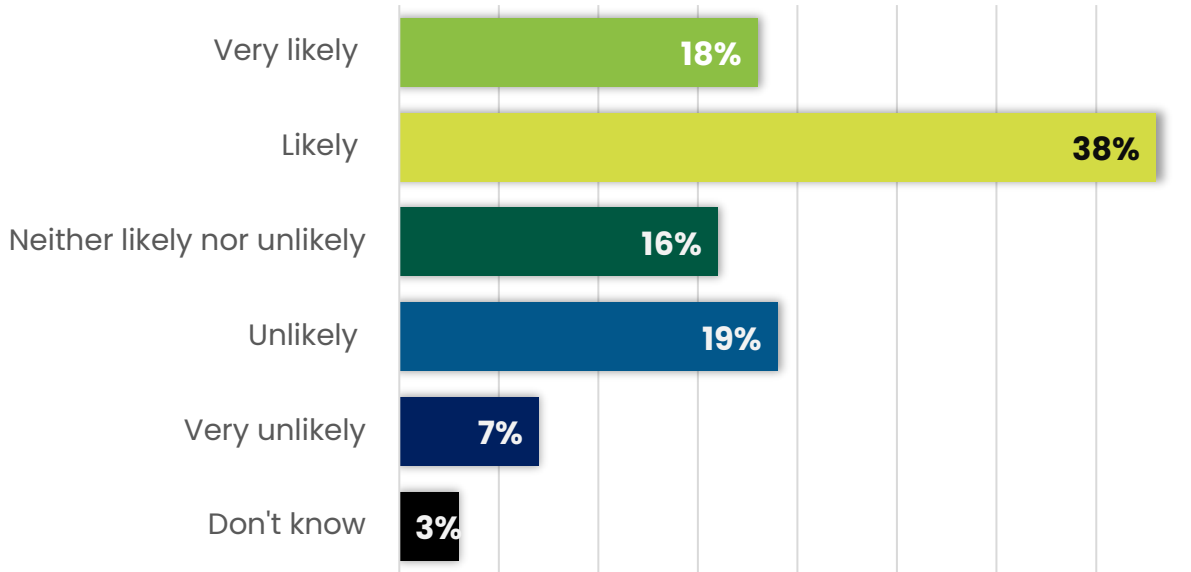


The number of members indicating they are **financially comfortable** increases when moving from younger to older cohorts, while the number of respondents indicating they are **financially stressed** decreases.

Only **6%** of members aged **50+ years** said they were **financially stressed**, compared to **18%** for respondents aged **18-29 years**.

# Higher costs of living – Health club memberships a priority for members

How likely would you be to maintain your Club Lime membership if you were financially impacted by higher cost of living expenses?

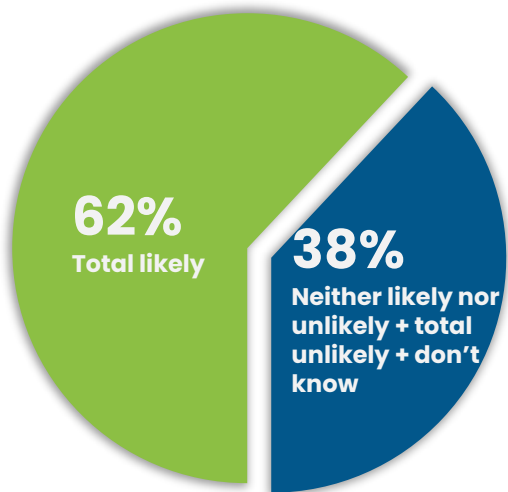


**56%** - more than half of **Club Lime Members** indicated they would be **likely** to maintain their membership in the face of higher costs of living.

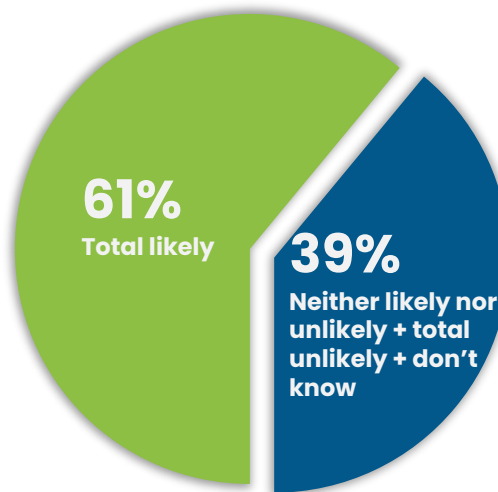
# Higher costs of Living – Health club memberships a higher priority for some groups

**Club Lime** members on a contract of less than **\$30** a fortnight, those **aged 50+** and members in **Victoria** are more likely to maintain their club membership in the face of higher costs of living.

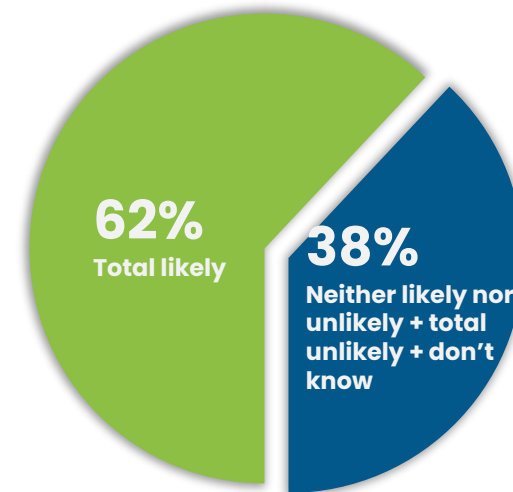
Contract amount  
(<\$30)



50+  
years old



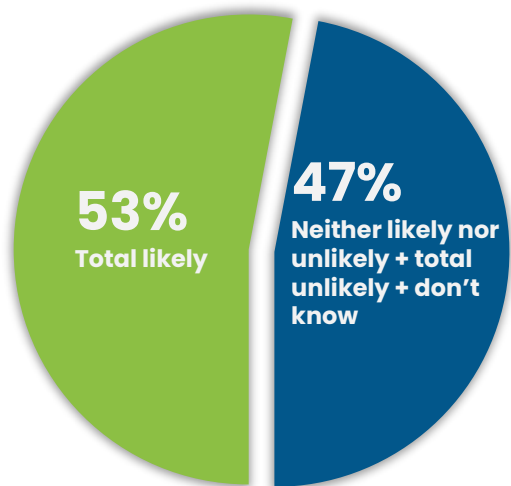
Victoria



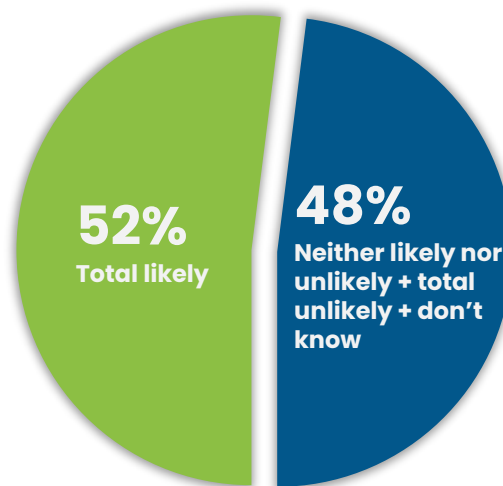
# Higher costs of living – Health club memberships a lower priority for some groups

**Club Lime** members on a contract between **\$30 –\$40 a fortnight**, those aged **18–29** and members in **New South Wales** are less likely to maintain their club membership in the face of higher costs of living.

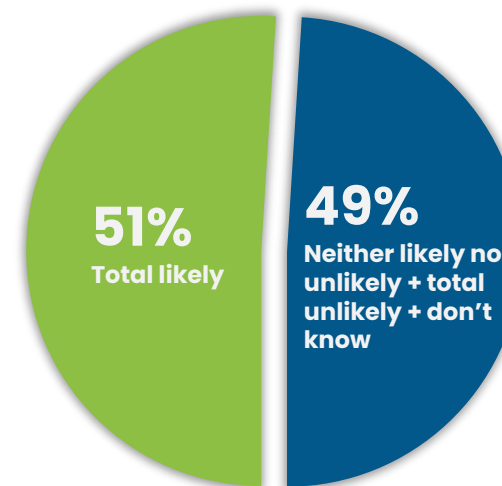
Contract amount  
(\$30–\$39.99)



18–29  
year olds



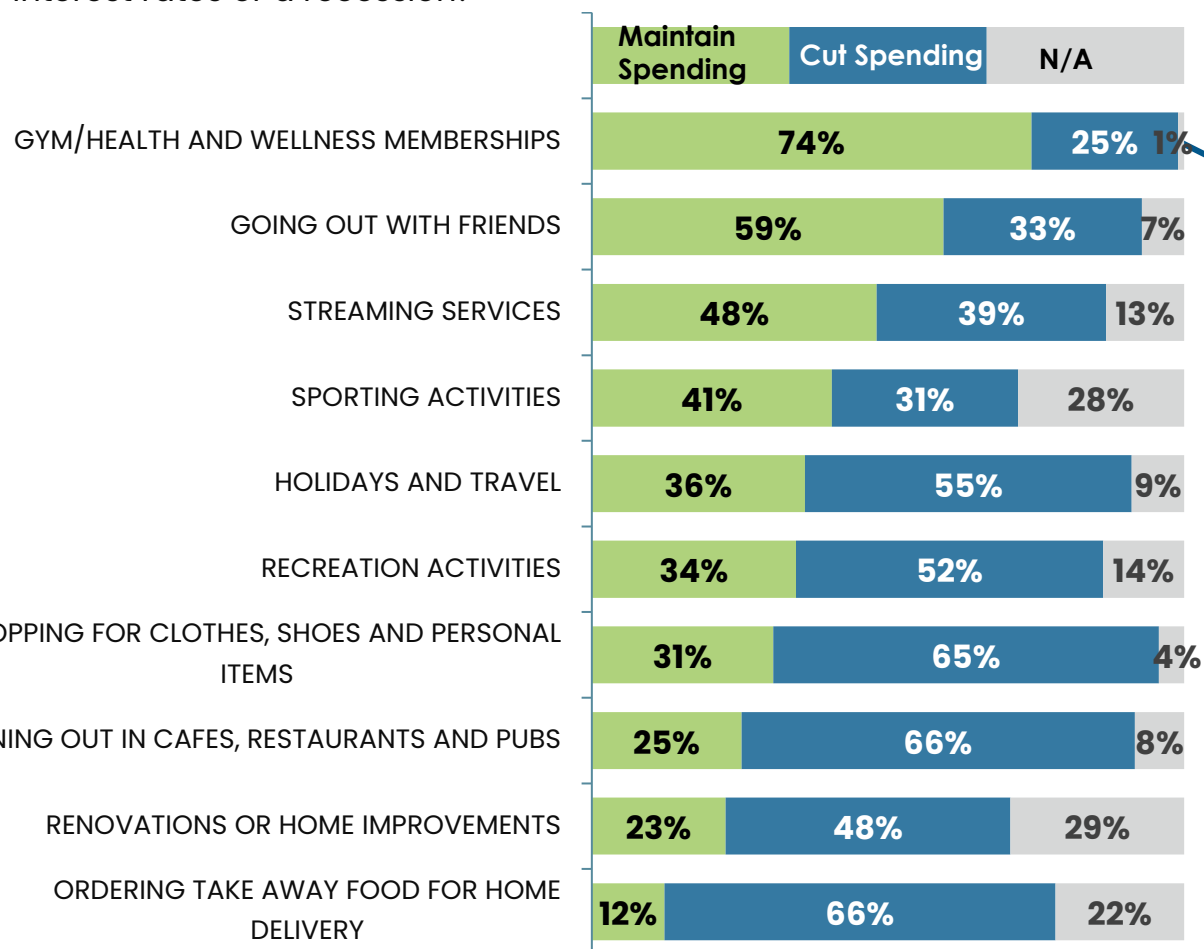
New South  
Wales





# Spending prioritisation – Health and wellness a top priority

Aside from daily essentials how would you prioritise your spending if you were financially impacted by economic factors such as inflation, rising interest rates or a recession?



**74%** of **Club Lime** members would prioritise spending on **gym/health and wellness memberships** when experiencing financial difficulty.

↑ Those with a Platinum membership (**32%**) and those on a fortnightly contract >\$50 (**35%**) were more likely to say they would cut spending on gym memberships.

**Going out with friends** and **streaming services** are also highly valued, with **59%** and **48%** of members indicating they would maintain their spending on each respectively.





# Member Satisfaction and NPS

 CLUBLIME



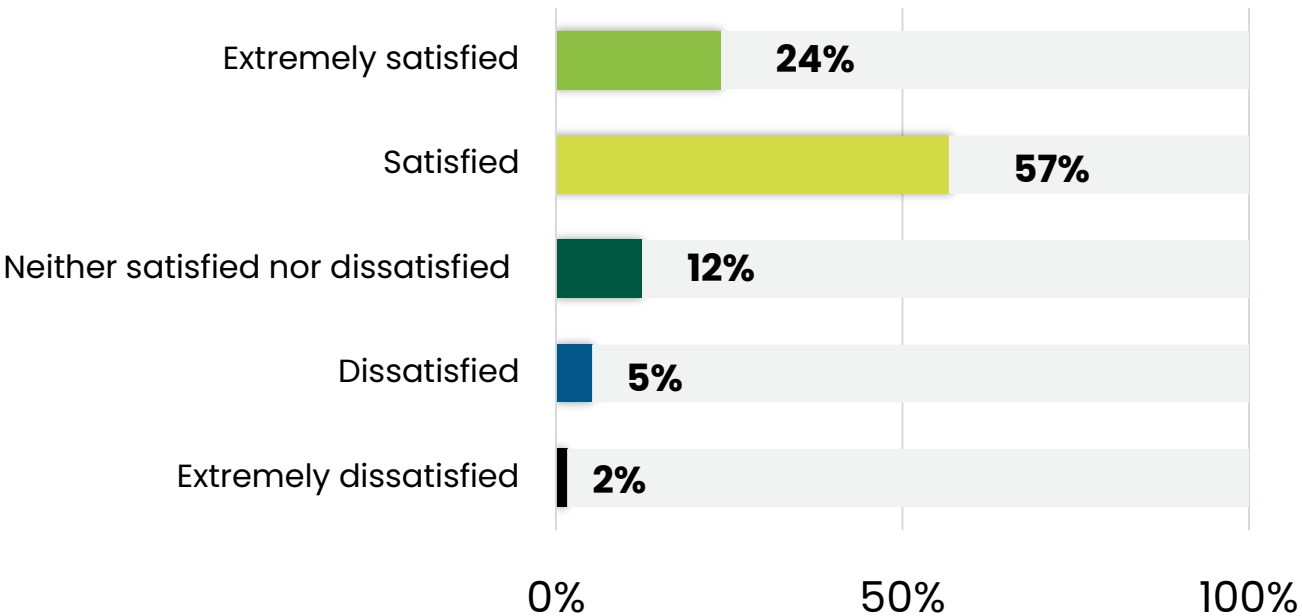
ROY  
MORGAN

# Member Satisfaction

Overall, how satisfied are you with your Club Lime membership?



**81%** of **Club Lime members** indicated they were **satisfied** with their membership.



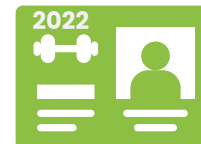
18-29



↑ Higher for members aged 18-29 years: **88%**



2022+



↑ Higher for memberships created from 2022 onwards: **88%**



↑ Higher for members who are financially stressed: **87%**

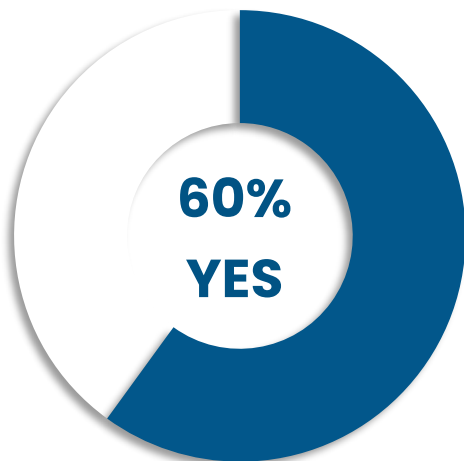


↑ Higher for members who visit 20 + times a month: **88%**



# A majority of members have previously recommended Club Lime to a friend

Have you ever referred a friend to Club Lime in the past?



**60% of members** have previously recommended **Club Lime** to a friend.

18-29



↑ Higher for members aged 18-29 years: **71%**

Financially stressed



↑ Higher for members who are financially stressed: **76%**

Platinum



↑ Higher for Platinum members: **68%**

# NPS – Net Promoter Score

NPS is calculated from responses to a question asking members to rate their likelihood to recommend a Club Lime membership to a family member, friend or colleague on a scale from 0 (Not at all likely) to 10 (Extremely likely). Members giving scores from 0 to 6 are Detractors, scores of 7 and 8 are Passives, and members giving 9 and 10 are Promoters.

The total number of Club Lime **Promoters** exceeds that of **Detractors**, producing a **good** overall **NPS score of +15**. Scores above +50 are considered excellent, providing an achievable goal to aim for. However, almost one quarter of members (**23%**) gave a score of 0-6 and are classified as **Detractors**, while **38%** of members are **Passives** (7 or 8).

**Passives** tend to be over-represented in only **somewhat agreeing** with attitudinal statements such as *My health club membership is important to my overall mental wellbeing* (**46%**), *Going to my health club reduces my daily stress* (**51%**) and *My health club membership will save me future costs associated with aging and illness* (**48%**). **Promoters** are consistently above average on **strongly agreeing** with these statements. There may be opportunity to develop health related information campaigns which aim to change Passive members' perceptions from **somewhat** to **strongly agree** for these and similar statements, with the objective of increasing overall perceived membership importance and consequently converting more NPS ratings from Passives to Promoters.

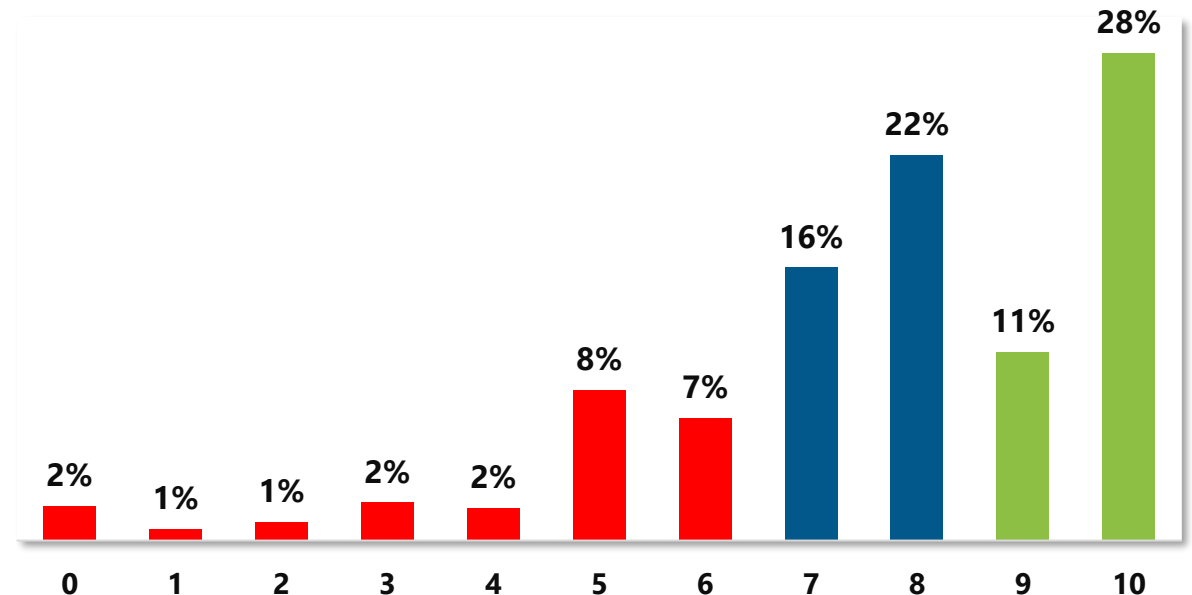
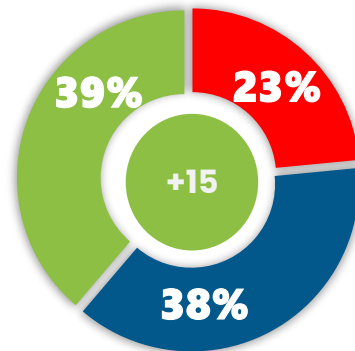
NPS CATEGORY	CODES
DETRACTORS	0-6
PASSIVES	7-8
PROMOTERS	9-10

**TOTAL DETRACTORS 23%**

**TOTAL PASSIVES 38%**

**TOTAL PROMOTERS 39%**

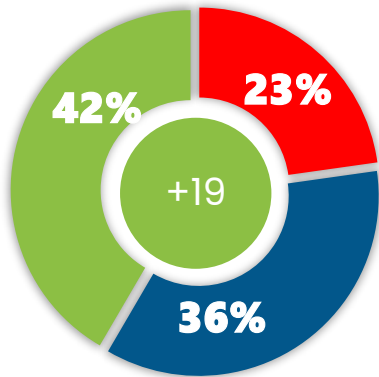
## OVERALL NPS



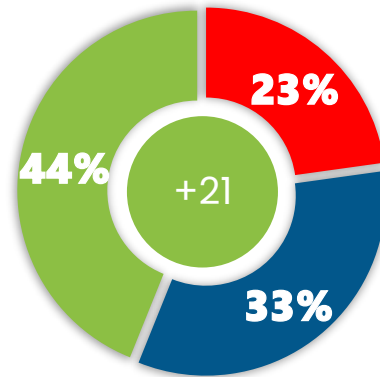
# NPS – Net Promoter Score NPS **+15**

**Club Lime** has a **higher** than average NPS for **females**, **members in NSW**, members **aged 18–29** and members who make **more than 20 visits a month**.

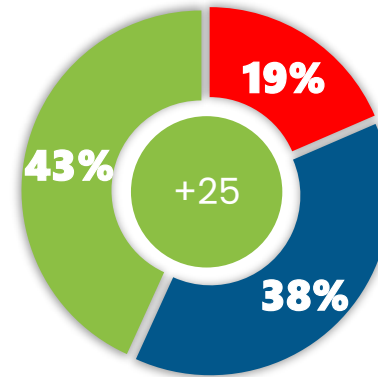
Female



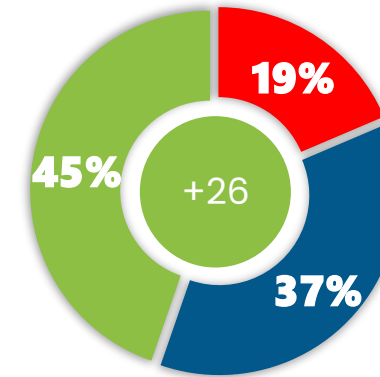
NSW



18–29



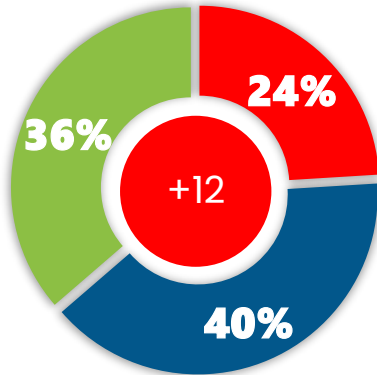
20+ visits per month



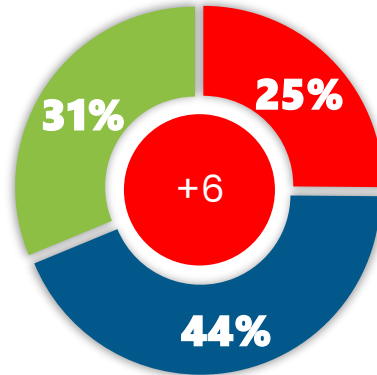
# NPS – Net Promoter Score NPS +15

**Club Lime** has a **lower** than average NPS for **males**, members in the **ACT**, members **aged 50+** and members who make **0 monthly visits**.

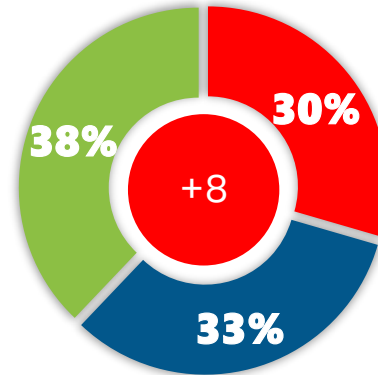
Male



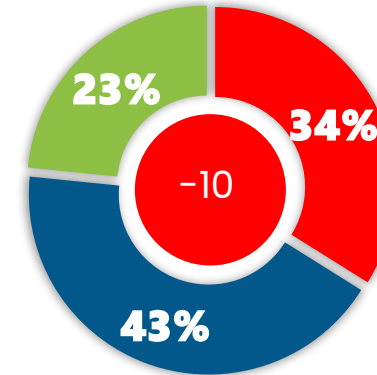
ACT



50+

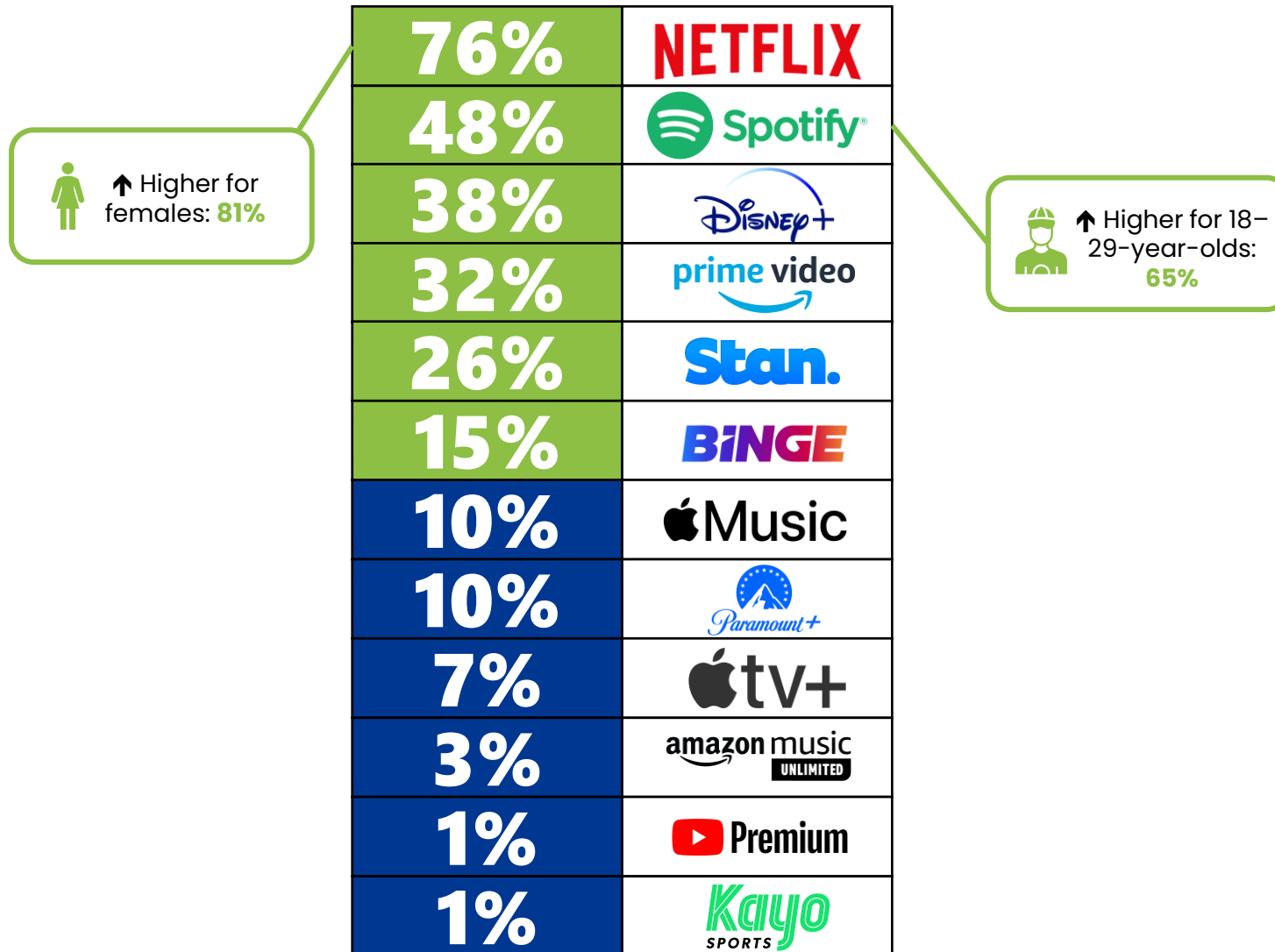


0 visits per month



# Streaming Services

Which of the following streaming services do you subscribe to or regularly use?



**Netflix (76%), Spotify (48%) and Disney+ (38%)** were the three most popular streaming services subscribed to by **Club Lime** members.

Other streaming services such as **Prime Video, Stan** and **Binge** are also utilised by a substantial proportion of the Club Lime membership, and may be effective platforms for advertising.





# Data Appendix

# Sample Demographics – From Club Lime Member database

SEX		AGE – DETAILED		WEEKLY VISITS		MONTHLY VISITS		CONTRACT AMOUNT	
Male	54.0%	Under 18	-	0	26.5%	0 (0)	12.3%	\$0-\$29.99	21.0%
Female	46.0%	18-24 years	24.6%	1	18.6%	1-4 (2.5)	18.4%	\$30-\$39.99	49.5%
STATE		25-29 years	14.0%	2	13.0%	5-9 (7)	21.3%	\$40-\$49.99	16.7%
ACT	34.3%	30-34 years	12.5%	3	13.7%	10-14 (12)	17.6%	\$50 OR MORE	12.9%
NSW	35.7%	35-39 years	10.7%	4	8.5%	15-19 (17)	10.6%	MEMBERSHIP TYPE	
VIC	13.0%	40-44 years	7.8%	5	7.1%	20-24 (22)	8.1%	Platinum	24.4%
QLD	17.0%	45-49 years	7.9%	6	4.6%	25-29 (27)	4.7%	Silver	59.4%
AGE – SUMMARY		50-54 years	6.8%	7	2.8%	30-34 (32)	2.9%	Other	15.9%
Under 18	-	55-59 years	5.7%	8	1.5%	35+ (44)	4.1%		
18-29 years	38.6%	60-64 years	5.1%	9+	3.8%	Mean	11.63		
30-39 years	23.2%	65-69 years	2.3%	DATE MEMBERSHIP CREATED		S.D.	10.67		
40-49 years	15.8%	70-74 years	1.9%	2022 (Current)	40.5%	S.E.	0.34		
50+ years	22.5%	75+	0.7%	2020 or 2021 (COVID)	25.8%				
				2019 or earlier (Pre-COVID)	33.7%				

# Survey Demographics

MEMBER OF ANOTHER GYM OR HEALTH CLUB	
Yes	10.2%
No	86.9%
Prefer not to say	2.9%

ANNUAL INCOME	
\$0 - \$18,200	8.3%
\$18,201 - \$45,000	11.7%
\$45,001 - \$120,000	37.6%
\$120,001 - \$180,000	7.6%
\$180,001 or more	5.7%
Can't Say	3.2%
Prefer not to answer	25.9%

ANNUAL INCOME SUMMARY	
\$45,000 or under	20.0%
\$45,001 - \$120,000	37.6%
\$120,001 +	13.4%
Can't Say	3.2%
Prefer not to answer	25.9%

PERCEPTION OF CURRENT FINANCIAL SITUATION	
Very financially stressed	3.7%
Moderately financially stressed	10.3%
Making ends meet	26.6%
Moderately comfortable financially	39.1%
Very comfortable financially	10.8%
Don't know	0.9%
Prefer not to say	8.6%
TOTAL FINANCIALLY STRESSED	14.0%
TOTAL COMFORTABLE FINANCIALLY	50.0%

HOME OWNERSHIP STATUS	
Own outright, without a mortgage	15.3%
Own, currently paying off a mortgage	33.8%
Rent (or pay board)	37.4%
Live rent free	7.4%
Don't know	6.1%
TOTAL OWN HOME	49.1%

STREAMING SERVICES CURRENTLY SUBSCRIBED TO OR REGULARLY USE	
Netflix	76.2%
Amazon Prime	31.6%
Disney+	38.3%
Paramount+	9.9%
Binge	14.6%
Stan	25.6%
Apple TV Plus	7.4%
Spotify	47.6%
Apple Music	9.9%
Amazon Music Unlimited	2.7%
Kayo	1.1%
YouTube Premium	1.2%
Other	2.4%
None of the above	9.8%
Can't say	2.9%
TOTAL MUSIC STREAMING	56.7%
TOTAL TV STREAMING	29.7%

# Health Priorities

REASONS FOR ENGAGING IN HEALTH AND WELLNESS ACTIVITIES	
Lose weight	50.6%
Mental wellbeing	70.6%
To be more physically attractive	43.0%
Boost immune system	22.9%
Feel more refreshed	38.8%
Manage health issue/s (e.g., diabetes)	14.8%
Socialisation	9.5%
Achieving a personal fitness goal	59.4%
Maintain or improve fitness / Flexibility	2.0%
Maintain or improve health and wellness	1.5%
Maintain or improve physical strength/ build muscle	3.0%
To keep active / Maintain mobility / Physical independence	1.0%
Other (specify)	3.2%
Don't know	0.3%

REASONS FOR ENGAGING IN HEALTH AND WELLNESS ACTIVITIES	
Exercise at another club or sport facility (e.g., golf club, swimming pool, tennis court)	18.7%
Exercise at home	28.2%
Exercise outdoors	59.3%
Play a competitive or team sport	20.0%
Reduce calory intake	36.9%
Take supplements / Vitamins	39.7%
Regularly visit a health professional	14.0%
Meditation and mindfulness activities	18.7%
Attend wellness retreats	2.1%
Follow a specific meal plan or diet (e.g., low-carb, keto, paleo)	16.7%
Other (specify)	2.1%
Don't know	2.6%
None / Nothing specific	0.5%

# Attitudes towards Health and Wellness

REASONS FOR ENGAGING IN HEALTH AND WELLNESS ACTIVITIES	TOTAL	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't know	TOTAL AGREE	TOTAL DISAGREE
My health club membership is important to my overall mental wellbeing	100.0%	50.2%	36.2%	10.0%	1.8%	1.4%	0.4%	86.4%	3.2%
Going to my health club reduces my daily stress	100.0%	50.0%	38.9%	8.1%	2.1%	0.7%	0.2%	88.9%	2.8%
My health club membership will save me future costs associated with aging and illness	100.0%	41.3%	38.5%	13.7%	2.8%	2.1%	1.7%	79.8%	4.9%
My health club membership is a necessity, not a luxury	100.0%	33.1%	33.4%	16.7%	12.4%	3.8%	0.6%	66.5%	16.2%
My quality of life would be negatively impacted without a health club membership	100.0%	35.0%	35.6%	15.4%	10.6%	3.0%	0.5%	70.6%	13.6%
Club lime is a brand i trust	100.0%	35.7%	36.3%	20.7%	4.6%	1.8%	1.0%	72.0%	6.3%
My membership provides good value for money	100.0%	36.6%	37.2%	13.4%	8.6%	3.8%	0.5%	73.7%	12.4%
My health club has a good reputation	100.0%	38.2%	34.2%	17.9%	3.3%	1.2%	5.3%	72.3%	4.5%

# Spending Prioritisation

SPENDING PRIORITISATION	Cut Spending	Maintain Spending	Not applicable/ don't spend money on this
Dining out in cafes, restaurants and pubs	66.4%	25.3%	8.3%
Ordering take away food for home delivery	66.0%	12.3%	21.7%
Streaming services	38.8%	48.1%	13.2%
Going out with friends	33.5%	59.4%	7.1%
Gym/health and wellness memberships	24.8%	74.2%	1.0%
Sporting activities	31.4%	40.5%	28.0%
Recreation activities	51.8%	34.5%	13.7%
Shopping for clothes, shoes and personal items	65.1%	30.6%	4.3%
Holidays and travel	55.2%	36.0%	8.8%
Renovations or home improvements	48.1%	22.6%	29.3%

# Membership Satisfaction

LIKELIHOOD OF MAINTAINING CLUB LIME MEMBERSHIP IN THE FACE OF HIGHER COSTS OF LIVING	
Very likely	18.0%
Likely	37.6%
Neither likely nor unlikely	16.1%
Unlikely	18.8%
Very unlikely	6.8%
Don't know	2.7%
<b>TOTAL LIKELY</b>	<b>55.6%</b>
<b>TOTAL UNLIKELY</b>	<b>25.7%</b>

SATISFACTION WITH CLUB LIME MEMBERSHIP	
Extremely satisfied	23.8%
Satisfied	56.7%
Neither satisfied nor dissatisfied	12.4%
Dissatisfied	5.2%
Extremely dissatisfied	1.6%
Don't know	0.4%
<b>TOTAL SATISFIED</b>	<b>80.5%</b>
<b>TOTAL DISSATISFIED</b>	<b>6.7%</b>

REFERRED A FRIEND TO CLUB LIME PREVIOUSLY	
Yes	60.2%
No	39.8%

SATISFACTION WITH CLUB LIME MEMBERSHIP	
NOT AT ALL LIKELY	2.0%
1	0.7%
2	1.1%
3	2.2%
4	1.9%
5	8.6%
6	7.0%
7	15.7%
8	22.1%
9	10.8%
<b>EXTREMELY LIKELY</b>	<b>27.9%</b>
<b>TOTAL DETRACTORS</b>	<b>23.5%</b>
<b>TOTAL PASSIVES</b>	<b>37.8%</b>
<b>TOTAL PROMOTERS</b>	<b>38.8%</b>
<b>NPS</b>	<b>15.3%</b>

# Questionnaire

**SCON1.** Firstly, just to make sure we have the correct person, please confirm that this survey is being completed by **[INSERT MEMBER NAME]**

1. Yes, this is me **[CONTINUE]**
2. No **(Thank & End survey)**

## SECTION 1 – HEALTH AND WELLNESS ACTIVITIES

**Q1.** Thinking broadly about health and wellness, what are your reasons for engaging in health and wellness activities?

1. Lose weight
2. Mental wellbeing
3. To be more physically attractive
4. Boost immune system
5. Feel more refreshed
6. Manage health issue/s (e.g., diabetes)
7. Socialisation
8. Achieving a personal fitness goal
97. Other, please specify \_\_\_\_\_
98. Don't know

**Q2.** Aside from attending your health club, what other actions do you **currently** undertake to maintain your health and wellness?

1. Exercise at another club or sport facility (e.g., golf club, swimming pool, tennis courts)
2. Exercise at home
3. Exercise outdoors
4. Play a competitive or team sport
5. Reduce calory intake
6. Take supplements / vitamins
7. Regularly visit a health professional
8. Meditation and mindfulness activities
9. Attend wellness retreats
10. Follow a specific meal plan or diet (e.g., low-carb, keto, paleo)
97. Other (please specify)
98. Don't know



# Questionnaire (cont.)

## SECTION 2 – ATTITUDES TO HEALTH AND WELLNESS

**Q5.** How important is **maintaining your Club Lime membership** to your health and well-being?

1. Very important
2. Fairly Important
3. Neither important nor unimportant
4. Not important
5. Not at all important
98. Don't know

**Q6a.** Thinking about your local Club Lime membership, to what extent do you agree or disagree with the following statements?

	STRONGLY AGREE	SOMEWHAT AGREE	NEITHER AGREE NOR DISAGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DONT KNOW
1. My health club membership is important to my overall mental wellbeing	1	2	3	4	5	98
2. Going to my health club reduces my daily stress	1	2	3	4	5	98
3. My health club membership will save me future costs associated with aging and illness.	1	2	3	4	5	98
4. My health club membership is a necessity, not a luxury	1	2	3	4	5	98
5. My quality of life would be negatively impacted without a health club membership	1	2	3	4	5	98
6. Club Lime is a brand I trust	1	2	3	4	5	98
10. My membership provides good value for money	1	2	3	4	5	98
13. My health club has a good reputation	1	2	3	4	5	98

# Questionnaire (cont.)

## SECTION 3 – FINANCIAL BEHAVIOUR

**Q7.** Aside from daily essentials how would you prioritise your spending if you were financially impacted by economic factors such as inflation, rising interest rates or a recession?

Please select the items you would cut spending on and those that you would maintain your spending on.

	Cut Spending	Maintain Spending	Not applicable/ don't spend money on this
1. Dining out in cafes, restaurants and pubs	1.	2.	96.
2. Ordering take away food for home delivery	1.	2.	96.
3. Streaming services (Netflix, Amazon Prime, Disney Plus)	1.	2.	96.
4. Going out with friends	1.	2.	96.
5. Gym/Health and wellness memberships	1.	2.	96.
6. Sporting activities (team sports, Pilates, rock-climbing, etc.)	1.	2.	96.
7. Recreation activities (music gigs, cinemas, theatre, etc)	1.	2.	96.
8. Shopping for clothes, shoes and personal items	1.	2.	96.
9. Holidays and travel	1.	2.	96.
10. Renovations or home improvements	1.	2.	96.

# Questionnaire (cont.)

**Q8b.** How likely would you be to maintain your **Club Lime** membership if you were financially impacted by higher cost of living expenses?

- 1. Very likely
- 2. Likely
- 3. Neither likely nor unlikely
- 4. Unlikely
- 5. Very unlikely
- 98. Don't know

## SECTION 4 – CUSTOMER SATISFACTION AND NPS SCORE

**Q9.** Overall, how satisfied are you with your Club Lime membership?

- 1. Extremely satisfied
- 2. Satisfied
- 3. Neither satisfied nor dissatisfied
- 4. Dissatisfied
- 5. Extremely dissatisfied
- 98. Don't know

**Q10a.** Have you ever referred a friend to Club Lime in the past?

- 1. Yes
- 2. No

**Q11 NPS.** How likely would you be to recommend a **Club Lime** membership to a family member, friend or colleague?

	NOT AT ALL LIKELY 0	1	2	3	4	5	6	7	8	9	EXTREMELY LIKELY 10
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# Questionnaire (cont.)

## SECTION 5 - DEMOGRAPHICS

**Q12.** Apart from Club Lime, are you a member of another gym or health club?

1. Yes
2. No
99. Prefer not to say

**Q13 DSTREAM.** Which of the following streaming services do you subscribe to or regularly use?

1. Netflix
2. Amazon Prime
3. Disney+
4. Paramount+
5. Binge
6. Stan
7. Apple TV Plus
8. Paramount Plus
9. Spotify
10. Apple Music
11. Amazon Music Unlimited
97. Other [Specify]
98. None of the above [single]
99. Can't say [single]

**Q8C.** Do you (or any other members of your household) own your home, rent it, or live there rent free?

1. Own outright, without a mortgage
2. Own, currently paying off a mortgage
3. Rent (or pay board)
4. Live rent free
98. Don't know

# Questionnaire (cont.)

**Q14 DFIN.** How would you describe your current financial situation?

1. Very financially stressed
2. Moderately financially stressed
3. Making ends meet
4. Moderately comfortable financially
5. Very comfortable financially
98. Don't know
99. Prefer not to say

**Q16 SDINR.** STANDARD DEMOGRAPHIC QUESTION

Please indicate your current approximate annual income from all sources before tax.

*All data is anonymised and is not able to be traced back to you.*

*If you are not certain, please give your best estimate.*

1. \$0 - \$18,200
2. \$18,201 - \$45,000
3. \$45,001 - \$120,000
4. \$120,001 - \$180,000
5. \$180,001 or more
98. Can't Say
99. Prefer not to answer

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