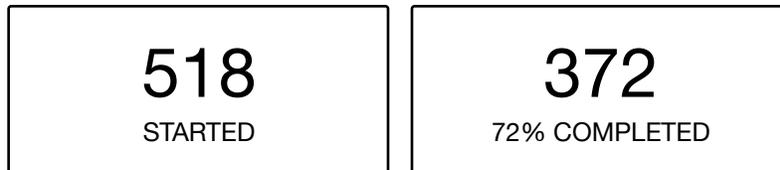


The Pilates Studio Survey from The Pilates Initiative

Summary Report



My studio is a (please choose one)



Sole proprietorship

156 **42%**

Corporation

63 **17%**

LLC

138 **37%**

Partnership

15 **4%**

My studio is a (please choose one)



Franchise location	7	2%
Licensed affiliate studio	13	3%
Private facility	341	92%
Corporately owned studio	11	3%

What is your studio's approximate size?

Less than 1000 sq. ft.	164	44%
1000 – 1500 sq. ft.	96	26%
1500 – 2000 sq. ft.	54	15%
2000 – 2500 sq. ft.	25	7%
2500 – 3000 sq. ft.	13	3%
Over 3000 sq. ft.	20	5%

How many of each of the following types of equipment do you have in the studio?

(Please answer "0" if none)



This Summary Print View doesn't include responses to Form questions, because they could make your printout very long. To see responses to Form questions, please ask a GetFeedback user to share a link to the online Summary Report.

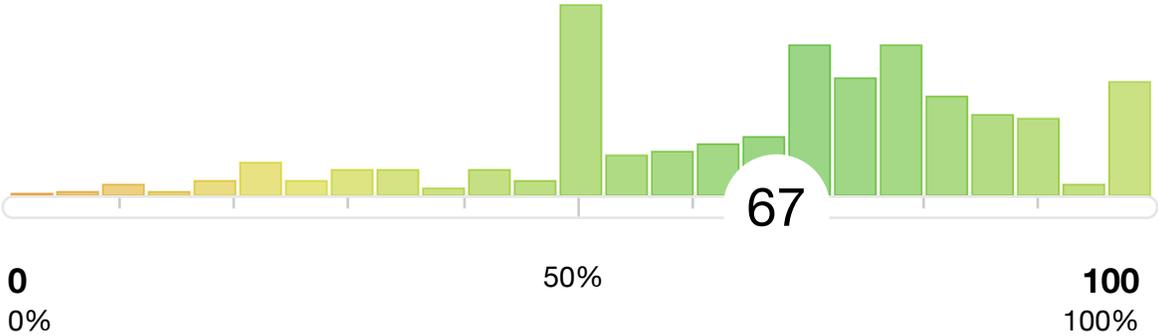
What is your gross yearly income?



Less than 100K	178	48%
100 – 150K	64	17%
150 – 200K	31	8%
200 – 300K	24	6%
+300K	27	7%
Prefer not to answer	48	13%

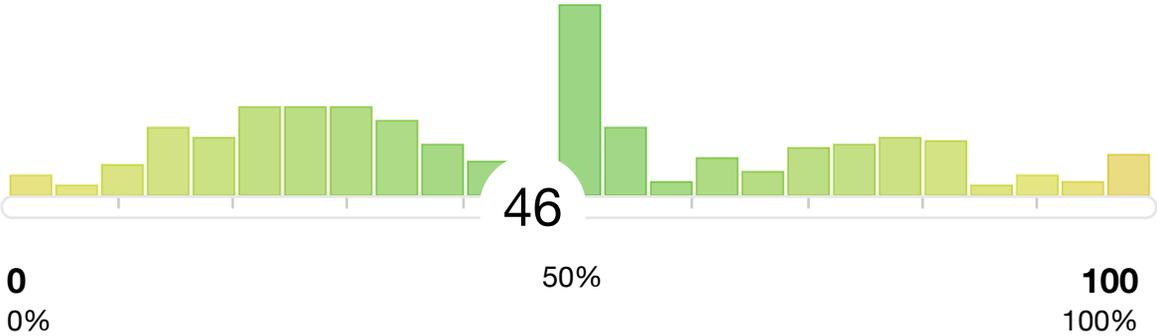
What percentage of your Pilates clients' participation falls into the following category?

Pilates is the primary source of exercise—whether group, privates, home equipment —independent of daily activity.



What percentage of your Pilates clients' participation falls into the following category?

Pilates is part of a weekly regimen that includes activity at a gym or another training such as barre, dance, running, etc.



What is the skill level of your clients once they have been coming to the studio after six months?



Most of my clients are younger, fit and able to participate in intermediate and advanced Pilates exercises.

13

4%

Most of my clients are seniors or injured and are able to participate in beginning, intermediate exercises with modifications when necessary.

121

33%

My clients cover the full range of age and relative fitness.

237

64%

Do you have clients who are sent by other professionals? If so, what are the reasons and what types of professionals send clients?



They have been sent to Pilates for rehabilitation, health conditions, or they have been injured in other exercise programs.	285 79%
They are athletes or performing artists who consider Pilates as preventative, rehabilitative, and performance enhancement.	24 7%
Other	52 14%

How would you define your Pilates business?



I maintain a private practice in a small office or room in my home where I am the only teacher.

77 **21%**

I have a studio with one or more other teachers.

204 **55%**

I am a professional Pilates educator, and I am also a teacher/provider of another method such as yoga, GYROTONIC®, massage, etc., to augment my services.

70 **19%**

Other

21 **6%**

How do you build your client base?



Word of mouth through other clients	326	88%
Advertisement in local publications, magazines, coupons, social media and printed brochures	132	35%
Professional organizations that educate the public and promote interest in my location	34	9%
Use a marketing and brand development company or service	46	12%
Other	39	10%

Do you feel that Pilates alone is sufficient to maintain client retention?



Yes	293	79%
No	79	21%

What have you added to your studio menu to increase client retention?



Barre	38	39%
TRX	37	38%
HIIT	21	22%
Pilates Circuit classes	28	29%
Free weights	25	26%
Cardio equipment	16	16%
Other	53	55%

Has increased competition from the boutique fitness studio trend in your area caused you to lower revenue expectations or downsize your business?



In what state or country is your Pilates business located?
(Please select from dropdown lists.)



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