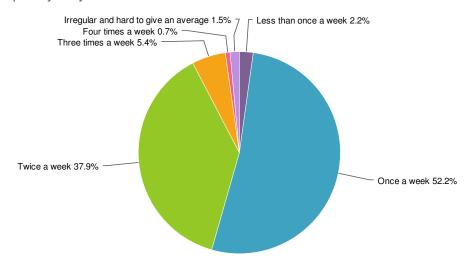
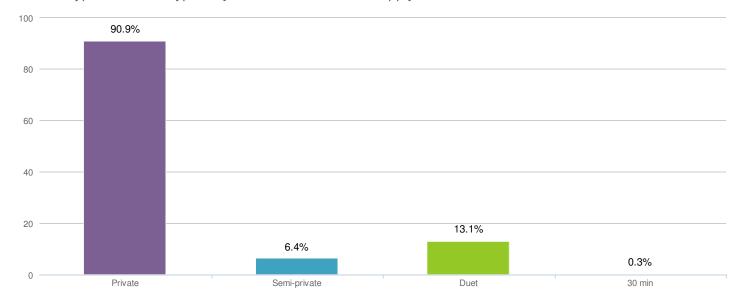
New Summary Report - 07 March 2016

1. Currently, how frequently do you train Pilates?



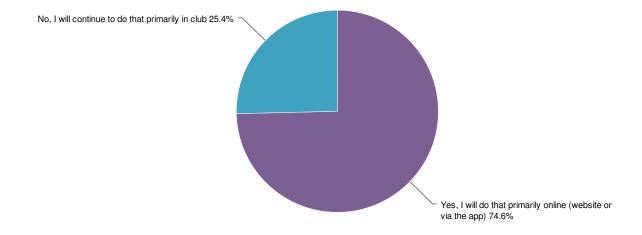
Value	Percent		Count
Less than once a week	2.2%		9
Once a week	52.2%		212
Twice a week	37.9%		154
Three times a week	5.4%		22
Four times a week	0.7%		3
More than four times a week	0.0%		0
Irregular and hard to give an average	1.5%		6
		Total	406

2. Which type of session type do you take? Select all that apply.



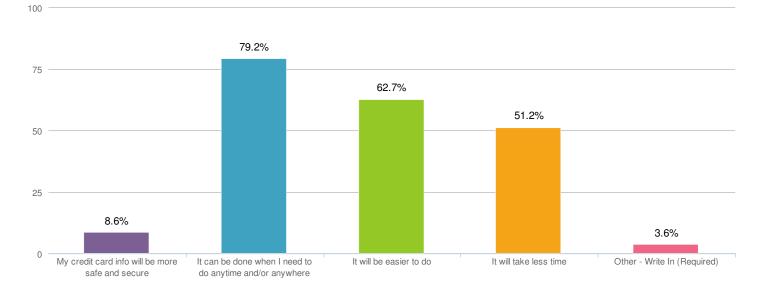
Value	Percent		Count	Statistics	
Private	90.9%		369	Sum	30.0
Semi-private	6.4%		26	Average	0.1
Duet	13.1%		53	Max	30.0
30 min	0.3%		1		
		Total	406		

3. Would you purchase more sessions online?



Value	Percent	Count
Yes, I will do that primarily online (website or via the app)	74.6%	303
No, I will continue to do that primarily in club	25.4%	103
	Total	406

4. Why would you like to purchase sessions online? Select one or more.



Value	Percent	Count
My credit card info will be more safe and secure	8.6%	26
It can be done when I need to do anytime and/or anywhere	79.2%	240
It will be easier to do	62.7%	190
It will take less time	51.2%	155
Other - Write In (Required)	3.6%	11
	Total	303

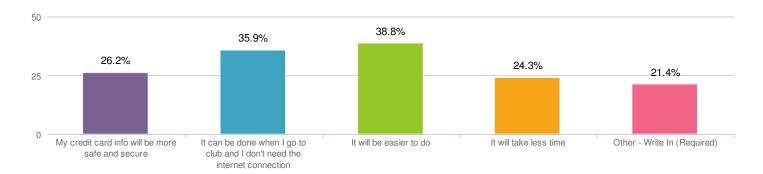
Responses "Other - Write In (Required)"	Count
Left Blank	395
Auto Renewal	1
Can do it at my leisure And not necessarily right before my session	1
Don\'t typically bring wallet to the gym	1
I would like to be able to track my sessions on the app	1
I\'d prefer to go straight to Pilates and not have to check in at the desk	1
I\'m happy to purchase at the club or online it\'s not a big difference for me	1
More convenient	1
i want to track classes online and remaining units	1
It seems that you can do everything from the App - except for purchase Pilates sessions. It seems like you don't care about the convenience of the individuals who want to buy these sessions.	1
I WOULD LIKE TO USE PAYPAL FOR AN ON LINE PAYMENTI FEEL SAFER THAN PUTTING MY CREDIT CARD OUT THERE	1

I can see the background of the instructor. I can track my usage. It is more efficient and saves time checking in. Saves paper.

5

5. Why would you like to buy sessions in person? Select one or more.



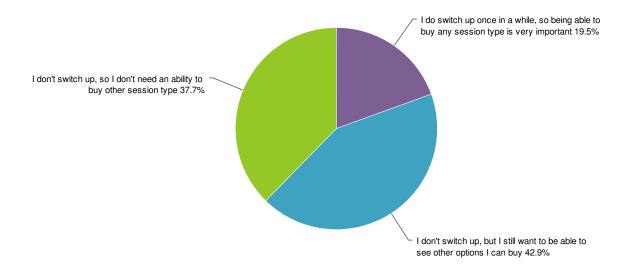


Value	Percent	Count
My credit card info will be more safe and secure	26.2%	27
It can be done when I go to club and I don't need the internet connection	35.9%	37
It will be easier to do	38.8%	40
It will take less time	24.3%	25
Other - Write In (Required)	21.4%	22
	Total	103

Responses "Other - Write In (Required)"	Count
Left Blank	384
I can do it at the same time I pull a voucher for my session.	1
I like the interaction with the greeting staff. They\'re all very nice and inspiring.	1
I pay by check	1
I prefer a personal connection	1
I prefer the personal interaction of buying in person.	1
I prefer writing a check or paying cash at the time of the session.	1
I want a written receipt	1
I will know about specials	1
I would buy online if you incented me to do so, otherwise thereis no benefit	1
I write checks	1
Not enough memory on my phone to download the app	1

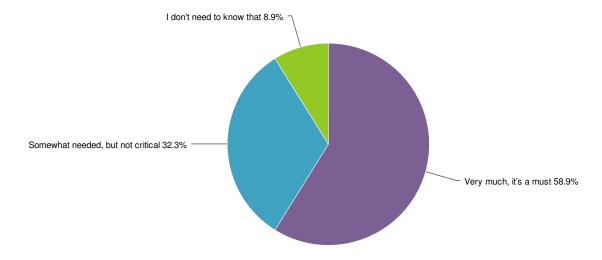
Responses "Other - Write In (Required)"	Count
Option Not Available Online	1
Prefer human interaction	1
Prefer to do it in person to make sure it\'s accurate.	1
Reminders won\'t get lost in my email	1
doesn\'t matter	1
personal contact	1
sometimes i write a check	1
It\'s not something that I need to do frequently, so there is not a convenience benefit to an online purchase	1
I like my gym experience to feel personal, as in talking to another human. If I buy them online, it seems like a business transaction.	1
I\'m at the Club anyway and it feels convenient to do this while I\'m thinking about exercise rather than interrupting some other part of my day to deal with it.	1
I am in the teacher training program. If there was the ability to purchase online and get still apply the discount I would. However if that was not a feature that was offered I would continue to purchase in studio.	1

6. If you change your session type (private, semi-private, dual, etc), how important is it to buy any type of session online?



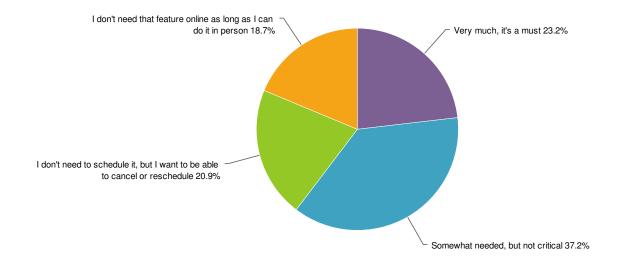
Value	Percent	Count
I do switch up once in a while, so being able to buy any session type is very important	19.5%	79
I don't switch up, but I still want to be able to see other options I can buy	42.9%	174
I don't switch up, so I don't need an ability to buy other session type	37.7%	153
	Total	406

7. How important is it to see remaining sessions/vouchers online?



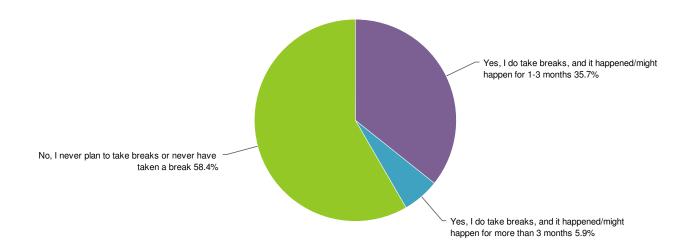
Value	Percent	Count
Very much, it's a must	58.9%	239
Somewhat needed, but not critical	32.3%	131
I don't need to know that	8.9%	36
	Total	406

8. How important is it to be able to schedule sessions online?



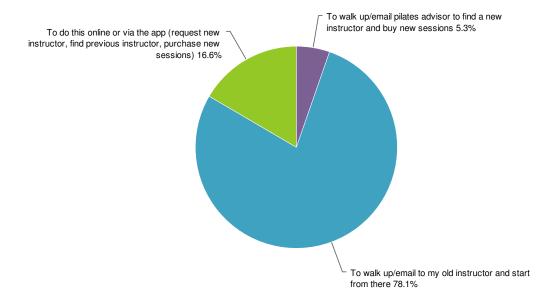
Value	Percent	Count
Very much, it's a must	23.2%	94
Somewhat needed, but not critical	37.2%	151
I don't need to schedule it, but I want to be able to cancel or reschedule	20.9%	85
I don't need that feature online as long as I can do it in person	18.7%	76
	Total	406

9. If you take breaks between your pilates training, how long is the usual break?



Value	Percent	Count
Yes, I do take breaks, and it happened/might happen for 1-3 months	35.7%	145
Yes, I do take breaks, and it happened/might happen for more than 3 months	5.9%	24
No, I never plan to take breaks or never have taken a break	58.4%	237
	Total	406

10. If you do take breaks or plan to, how do you expect the re-engagement to happen?



Value	Percent	Count
To walk up/email pilates advisor to find a new instructor and buy new sessions	5.3%	9
To walk up/email to my old instructor and start from there	78.1%	132
To do this online or via the app (request new instructor, find previous instructor, purchase new sessions)	16.6%	28
	Total	169

11. Any comments?

Count	Response
1	-
1	Alex is great!
1	Angie Mitchell and Bobbi are both outstanding instructors
1	Anna is terrific!
1	Ashley Avera is my instructor. She is excellent
1	Ashley Patton Peirson runs a great program and changes are not needed
1	Awesome you are doing this. Can we check in online too?
1	Being able to buy sessions online would be a big help and timesaver!
1	Being able to purchase a 6-pack of sessions would be nice. Currently, you can't do that for PT.
1	Can't come soon enough
1	Christine is a very good instructor in hb
1	Create an android app pls!!!
1	Deb is excellent
1	Doing my personal training online, to add Pilates to it will just make my life easier.
1	Everybody in Marian Del Rey studio is perfect!
1	For me, I'm neutral on having an online option. I'm sure for others it's more critical.
1	Good instructors!
1	Great studio and may Pilates instructors!
1	Hate the voucher system. It clogs the check-in desk unnecessarily an
1	Hilary Anderson is a great instructor
1	Hurry up as I need to buy more sessions
1	I LOVE Pilates and think the instructors are fantastic!
1	I email my instructor which is very convenient.
1	I expect any breaks I have to be under a month, mostly due to travel or other commitments.
1	I find the sessions are expensive and a package does almost nothing to add savings
1	I hit the Pilates jackpot being paired with Meredith Friedman as my instructor!
1	I love Pilates and my instructor
1	I love Pilates at 74th street
1	I love my Pilates instructor.
1	I love my instructor Kathleen smith, and I'd like to give her a shout out.

Count	Response
1	I love my private lesson with Gitana, but I wish you offer group lesson. Thank you
1	I occasionally have to cancel a session due to confilcts
1	I prefer to handle any rescheduling directly with my Pilates trainer.
1	I really enjoy pilates with Susannah Todd at Equinox in Encino CA
1	I stopped taking classes due to the significant decrease in the quality of instruction.
1	I think this option would be great
1	I would like not to pull a voucher each time I come; just like when I do personal training
1	I would like small group sessions in addition to my privates
1	I would love this feature!
1	I've been doing private pilates withi Sheila Hecht for more than 6 years, she is the best!
1	I've been happy with the program!
1	If I take a break it is because I am away from town - always do Pilates if I am in town
1	If session prices are raised any higher, I'll need to consider training elsewhere.
1	lt .
1	It would be great to have a TRX in the Pilates studio
1	It would be nice if Pilates sessions would show in my Equinox schedule
1	It would be nice to have specials for larger packages run sometimes.
1	It'd be great to add reformer classes & music in the Pilates room
1	Jenny Eisenburg in Santa Monica is why I go
1	Keep it flexible!
1	Last question didn't make a lot of sense!
1	Lauren diogo in chestnut hill is awesome! It would be great if a once a year promo was offered.
1	Love Ashtyn!
1	Love Carrie!!
1	Love Susanna Todd
1	Love Therese!!!!
1	Maddy K at 63rd is aweskme!
1	Melissa is awesome!!!!
1	N/a
1	Na
5	No

Count	Response
1	None
1	Not really
1	Online capabilities are beneficial for busy working people.
1	Pilates is a very important part of my weekly routine. Love it!
1	Pilates is great!
1	Pilates is very important to my membership.
1	Please keep the option open to pay at the club.
1	Rates are high.
1	Re No. 8 above, might miss a week or two when traveling
1	Should be more discount if you purchase. bunch of sessions
1	So glad this is being addressed!
1	Thank you for doing this!
1	The Pilates area needs to be screened off
1	The program is very well managed the facility is spotless and the staff excellent.
1	This is a great idea - seems much more efficient & streamlined. Hope it's implemented soon!
1	This is an excellent upgrade!
1	WOuld be great to have a way to match up with someone for a semi-private to help with cost
1	Would be an incentive to get a free session for every 20 or so sessions that you buy
1	You should link up Pilates with the rest of the apps so it shows
1	build out a decent facility in Great Neck. The current facility is an insult to paying clients
1	clean up the studio
1	good idea to add pilates to on line
1	love my Pilates sessions with Patty!
1	make private pilate sessions less expensive, please!
1	need to track online
1	scheduling online is needed and a must.
1	the 63rd street pilates team is excellent
1	yes you can hear gym music inside pilates studio which is not ideal.
1	I currently do not receive email notification when sessions are scheduled. I assume the new system will fix this as well.
1	You MUST DO SOMETHING about the DEAD, ROTTING ANIMAL SMELL coming from the closet door on the Petco side of the studio. It is unhealthy and unpleasant to breath that smell, impossible really, while working out.

Count	Response
1	Love the private Pilates lessons, but not having online capabilities to pay and schedule has been inconvenient. Very much looking forward to the procedure change and continuing the valuable training!
1	Breaks for me are travel related. Not for the sake of a break. Prefer setting up sessions with the instructor directly.
1	The Pilates class is too expensive. I want a cheaper version. I can't continue with these ridiculous overpriced lessons. Maybe I just need 30 minutes. I can't even continue this is my last session because it's so expensive. Expensive. I will not be continuing after this if the prices do not drop.
1	It would be great if Equinox could match up members interested in duet sessions, as private sessions are so expensive.
1	Whether or not I can buy sessions online is a conveniece but not crucial one way or the other. I also take Pilates classes - these I find annoying as they are always too crowded. At least on the weekends, I suggest a sign up system similar to that used for spin classes
1	I enjoyed the reformer classes I have taken at Equinox. However, due to the high cost I will be taking them at a studio in my town where they are almost 50% less.
1	i dont' really take breaks - i only cancel a week if i am away. i LOVE the pilates instructors - they are all excellent - have wonderful personalities - know their stuff and are delightful to be with. i always look forward to doing pilates - they jake it very enjoyable - 10 out of 10 stars
1	What is important and doesn't seem to be part of this survey is automatic pulling of sessions just like personal training. That is a bigger issue. Buying sessions is easy. Will we have automatic pulling of sessions.
1	To add further to question 8, i don't plan breaks, but ive had to cancel/reschedule due to work issues, vacation days and illness.
1	Classes are VERY EXPENSIVE, not market rate at all. While the teachers are exceptional, lower price point for larger packages would be great.
1	For as long as I've had the app, I've seen the option to buy personal training sessions and schedule EquiFit. Why has this taken so long, It's almost like you don't care about that business line.
1	How about giving the Piliates studio a little make over? Every space at the facility has had a new paint job except the Pilates studio which remains a rather dreary drab off-white color.
1	I also have a person trainer at Equinix and it's awkward that the billing & scheduling experiences are different.
1	I have been doing pilates for some time and love it! I just take time of during my kids half term or summer vacation. I love that my instructors know me well and that they can arrange sessions for me.
1	COULD YOU USE PAYPAL FOR ON LINE PAYMENTI FEEL MORE SECURE WITH PAYPAL ON LINE AND WITH THE INTERNET
1	I think this will be a great new feature. It would also be nice to see the instructor list and be able to contact them.
1	Full service app would be great but being able to purchase sessions online or through app is a must!!!!
1	The pilates instructors should be able to print voucher in pilates studio. The current system of getting the vouchers printed at the front desk (Palo Alto, CA) is quite inefficient. The personal training sessions do not require session voucher to be printed; why can't that happen for pilates. Thank you!s
1	Your instructor I'd good. However, your club does a terrible job interacting with your clients. I recently called your Pilates manager and left a voice mail and she never returned my call.
1	I love Pilates. I train with a trainer, plus kickboxing twice a week. But my weekly Pilates is the one I would never, ever give up. My trainer is awesome (Deidra Cowan) - so professional, so dedicated. She makes me look great!
1	private sessions VERY EXPENSIVE. Would love to do more but would need to be no more than \$50/session

Count Response 1 We need a Chelsea type instructor teach weekends when I'm off! I would train more. Scheduling during the week is impossible! 1 Don't like current discount curve. 12 session purchase is significant and should get bigger discount than presently offered. 1 I think the questions above are a little slanted. I am looking forward to using an online access for Pilates, but it is only marginally better than the current process. 1 In general on equinox systems it is difficult to figure out when specific sessions were taken. One should be able too see dates of when personal training sessions were taken instead if trying to figure it out manually especially for those who take frequent sessions. It's very frustrating and lacks transparency. 1 More importantly than purchasing vouchers online, there needs to be a better system for pulling vouchers at the club before each session. The process today seems incredibly inefficient and frustrating. 1 Enjoy my diet sessions. Look forward to a streamline purchase and check in process that does away with printed vouchers 1 Please do not require check in at desk and signature/receipt for private pilates sessions. It's a waste of time and makes no sense. I don't have to do it when I see my private trainer upstairs...why do I have to do it when I see my private trainer for pilates? Private training is private training. 1 I have periods of time where I travel for work and can be away from the city for weeks or months. I am a regular pilates session user and I'm absolutely going to resume with my trainer every chance I get. I would LOVE a way to put packages of sessions on hold or hiatus - so I can purchase in bulk without the constant worry that I may run up against one of the times when I'm away and have the sessions expire, right now since i can't always predict my schedule I have an ongoing worry ill pay for sessions and loose them -and thanks so much for asking us our opinion. not having to pick up a little piece of paper at the front desk for every session would also be nice. I'm sure I'm going to loose one of those one day! thanks! 1 The Pilates room at the Great Neck club needs to be enclosed and much larger. It is horrible that during my Pilates session I have to hear the music from the dance class and also the spin teacher screaming as well. 1 doing this all through the app would be SOOOOO much better than having to deal with the folks at the check-in desk! 1 If you are interested in improving the Pilates experience I would recommend offering a nicely discounted package to encourage taking more frequent sessions. Right now the incentive is not there. Also you could improve the space in the Greenwich Studio. 1 I don't like that the minimum package size for PT is 12 sessions. It would be great if Pilates had more flexibility with the quantity you can purchase online, per transaction. 1 Honestly buying online is not critical it would just be convenient. I don't have a problem with buying them at the desk as long as my credit card is on file. But it would be nice to be able to buy online. If I buy online I want to be able to see all options for all packages. Discounts and incentives would be nice. Equinox Pilates sessions are significantly more expensive than most studios. 1 1 I have an excellent pilates instructor, Jessie Singer. I have been working with her every week for the past 2 years. I am so thankfull for her skill and patience. she incorporates Feldenkrais into the session which also helps with alignment ignorer that I get the most from the session. Please limit the duo sessions. Sometimes reformers are not available because the duo sessions need to to using adjacent 1 equipment and dominate the reformers 1 I don't intentionally take breaks but sometimes have to cancel for several weeks due to other obligations. I'm very happy with the system for booking and cancellation that you now have. The only caveat is that it would be nice if one could cancel with less than 24 hours notice and not be charged. My reasoning is that if I have to pay anyway for the session I'm going to come even if I have a contagious disease as long as I feel sort of OK. That's not really fair to other Club members who would rather not catch what someone has. I realize frequent cancellations require some different rules but it would be nice to have a once-ayear cancellation at the last minute without charge or something like that just in case of illness. For other cancellations I have

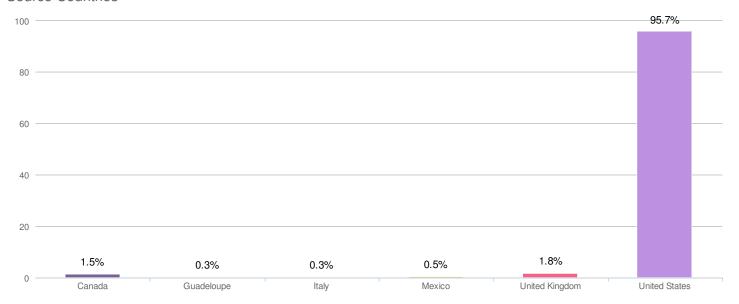
no problem calling or emailing a day or two in advance.

Count Response The facr that u cant purchase 2 or 3 person reformer class is horrible..every other pilates studio has that option except equinox. Also there really are not any purchase incintives to buying sessions..also you cannot pay for a half session like u can with personal trainers.. 1 I do not think the Equinox app does anything for me at present. It really needs to be revamped to show info on sessions used by date for last twelve months, sessions remaining and the ability to use the app to purchase more sessions. Also when you open the app on your phone the home page should include bar code for entry. Easier to use the key fob at present. 1 we need both pilates and yoga privates on line. I send so much time at the desk with people who dont know how to do the vouchers. many times it makes me late to my session. 1 This has been my biggest source of frustration with Pilates - the need to purchase at the front desk, pull a session at the front desk and schedule in person. This would make Pilates perfect! 1 I would take pilates at Equinox more often if you're rates were comparable to other places that I take it in the neighborhood where it costs \$30-35 per session 1 If you are adding pilates online, can you also add it so we can put it on our calendar, etc? Also can we put a set amount in an account and purchase the type of class we need as we book? 1 I'd rather not have to check in at the front desk. Sometimes they get busy and I need to get to my session 1 my issue with pilates in sm is how small the studio is so if I could see how many are booked at one time, that would be helpful since I won't train if 2ppl are already in there. it's just too small 1 Pilates has changed my body and eliminated all my pain and injuries. I continue to be grateful & amazed! 1 "Pulling a slip" at the front desk and giving it to your instructor seems silly. As long as the instructor checks you in/out I don't see why this piece of paper is critically needed. 1 Finally, Pilates is being recognized @ Equinox! Thank you. Be sure that the sessions are automatically pulled, as too much time is wasted @ the desk when checking in. 1 I would like the ability to purchase sessions online. However, I would not like to change the way that my sessions are scheduled. I train with Paul Fuller and he is excellent at communicating. I would rather keep out the inflexible computer as there are sometimes changes that need to be made in everyone's schedule. I think that with such expensive sessions being scheduled that there is too much risk without human interaction. 1 This is a great idea and I am very happy you are implementing an online booking system. I will more than likely book more sessions this way. 1 Please make sure that the backgrounds of your instructors are on the app. This is in line with other Pilates studios like 1) Uptown Pilates, 2) 1 When there are multiple sessions happening at a once, instructors and clients should be reminded to speak softly. 1 I also want my pilates sessions to automatically be on my app calendar. Now, I have to add it as a custom workout. Thanks. 1 if it was less expensive i would love to do pilates 4 times a week, and it s a shame it is so hard to plan duet session, i wish i could have group session that i would combine with some private from time to time - thank you

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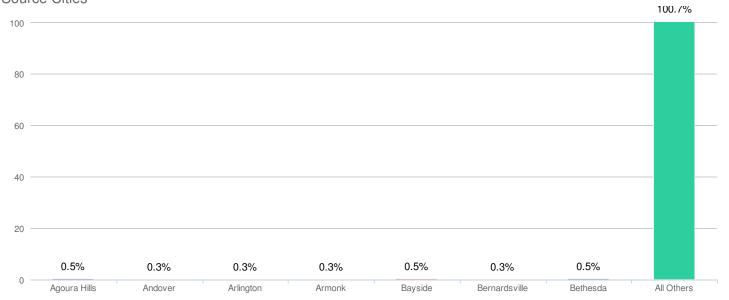
Count	Response
406	EMA-0303EquinoxPilates-ProductSurvey372016

Source Countries



Value	Percent		Count
Canada	1.5%		6
Guadeloupe	0.3%		1
Italy	0.3%		1
Mexico	0.5%		2
United Kingdom	1.8%		7
United States	95.7%		380
		Total	397

Source Cities



Value	Percent		Count
Agoura Hills	0.5%		2
Andover	0.3%		1
Arlington	0.3%		1
Armonk	0.3%		1
Bayside	0.5%		2
Bernardsville	0.3%		1
Bethesda	0.5%		2
Beverly Hills	0.3%		1
Boonton	0.3%		1
Boston	5.3%		20
Brighton	0.8%		3
Bronx	1.6%		6
Bronxville	0.3%		1
Brookline	0.5%		2
Brooklyn	5.0%		19
Calabasas	0.5%		2
Cambridge	0.3%		1
Canoga Park	0.5%		2
Canyon Country	0.3%		1
		Total	380

Value	Percent		Count
Carleton Place	0.3%		1
Chandler	0.3%		1
Chevy Chase	0.5%		2
Chicago	3.2%		12
Corona	0.3%		1
Culver City	0.5%		2
Córdoba	0.3%		1
Dacula	0.3%		1
Dallas	1.3%		5
Danbury	0.3%		1
Dedham	0.3%		1
Deer Park	0.3%		1
Detroit	0.3%		1
Downey	0.3%		1
Duluth	0.3%		1
East Hampton	0.3%		1
Emsworth	0.3%		1
Encino	0.3%		1
Falls Church	0.3%		1
Fort Myers	0.3%		1
Gaithersburg	0.3%		1
Gilbert	0.3%		1
Glendale	0.5%		2
Great Neck	0.3%		1
Greenwich	0.8%		3
Hawthorne	0.3%		1
Hayward	0.5%		2
Hialeah	0.3%		1
Hilton Head Island	0.3%		1
Hoboken	0.3%		1
		Total	380

Total 380

Value	Percent		Count
Hopedale	0.3%		1
Hopkinton	0.3%		1
Houston	0.5%		2
Huntington Beach	0.3%		1
Hyattsville	0.3%		1
Irvine	0.8%		3
Ivoryton	0.3%		1
Jersey City	0.5%		2
Katonah	0.3%		1
Keyport	0.3%		1
La Crescenta	0.3%		1
Laguna Niguel	0.3%		1
Lake Mary	0.3%		1
Lakewood	0.3%		1
Landrum	0.3%		1
Larchmont	0.3%		1
Libertyville	0.3%		1
Littleton	0.3%		1
London	1.1%		4
Long Beach	0.3%		1
Los Angeles	4.0%		15
Manhasset	0.3%		1
Marigot	0.3%		1
Marina Del Rey	0.3%		1
Marlborough	0.3%		1
Martinez	0.3%		1
Menlo Park	0.3%		1
Miami	1.8%		7
Millington	0.3%		1
Milwaukee	0.3%		1
		Total	290

Total 380

Value	Percent		Count
Moorpark	0.3%		1
Mooseheart	0.3%		1
Moreno Valley	0.3%		1
Mount Kisco	0.3%		1
Mount Pleasant	0.3%		1
Naples	0.3%		1
New Hyde Park	0.3%		1
New York	29.0%		110
North Grafton	0.3%		1
North Hollywood	0.3%		1
North Miami Beach	0.3%		1
Oakland	0.3%		1
Ottawa	0.3%		1
Palo Alto	0.8%		3
Pasadena	0.5%		2
Pico Rivera	0.5%		2
Portland	0.3%		1
Puerto Vallarta	0.3%		1
Redwood City	0.3%		1
Revere	0.3%		1
Ridgewood	0.3%		1
Roslindale	0.5%		2
Roslyn	0.3%		1
Roslyn Heights	0.3%		1
Saint Louis	0.3%		1
San Francisco	0.8%		3
San Leandro	0.3%		1
San Mateo	0.5%		2
San Ramon	0.3%		1
Sanford	0.3%		1
		Total	380

Total 380

Value	Percent		Count
Santa Monica	0.8%		3
Secaucus	0.3%		1
Sherman Oaks	1.8%		7
Short Hills	0.3%		1
Smithtown	0.3%		1
South Pasadena	0.3%		1
Stamford	0.8%		3
Stanford	0.5%		2
Staten Island	0.3%		1
Stockholm	0.3%		1
Sunnyvale	1.3%		5
Syosset	0.3%		1
Teramo	0.3%		1
Thousand Oaks	0.3%		1
Toronto	1.1%		4
Tustin	0.3%		1
Vail	0.3%		1
Vernon Hills	0.3%		1
Washington	2.9%		11
West Jordan	0.3%		1
Westbury	0.3%		1
White Plains	0.3%		1
Whitestone	0.3%		1
Williston Park	0.5%		2
Winston Salem	0.3%		1
Woburn	0.3%		1
Worcester	0.3%		1
		Total	380