

Working in Fitness Survey 2016



SkillsActive

More People, Better Skilled, Better Qualified



Introduction

In 2015, SkillsActive and EMD Insight conducted the Working in Fitness survey. The aim was to gain an understanding of the professionals working in the fitness industry; their training, motivations, likes and dislikes, pay, and future plans. A great range of professionals responded to the survey, including;



Dance fitness instructors



Group exercise instructors



Gym managers



Yoga / Pilates instructors



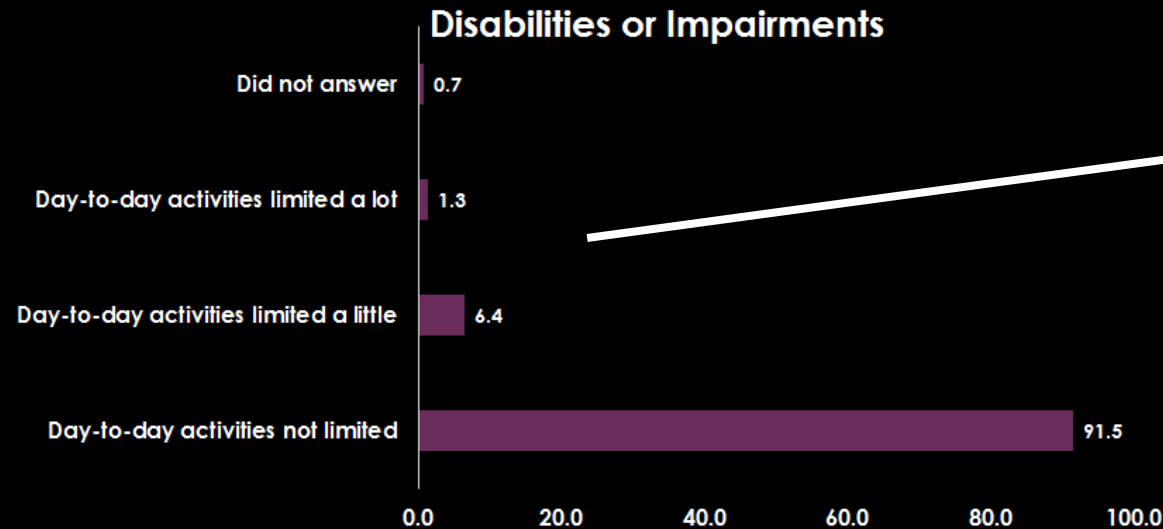
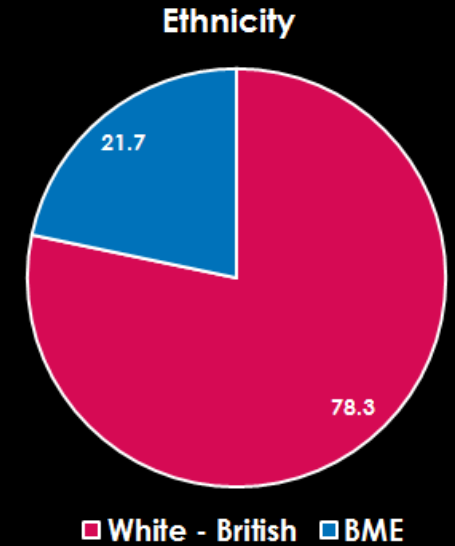
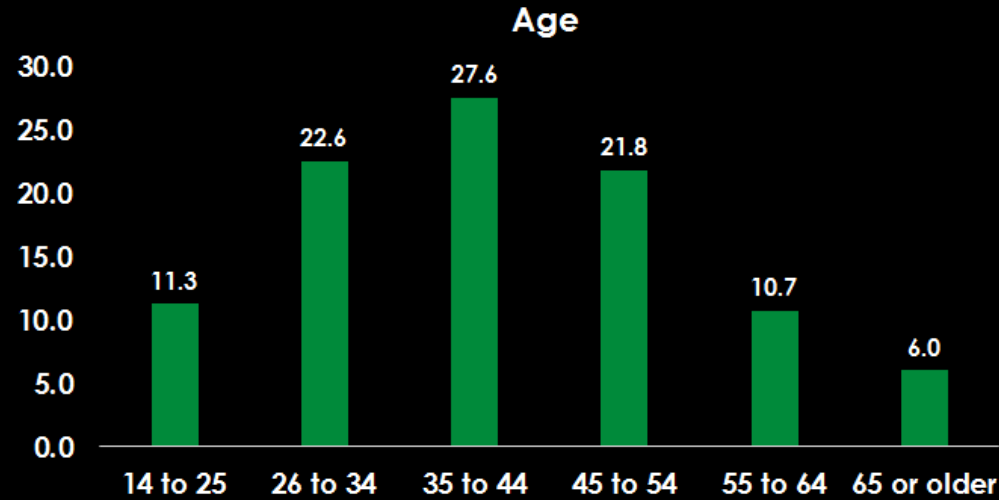
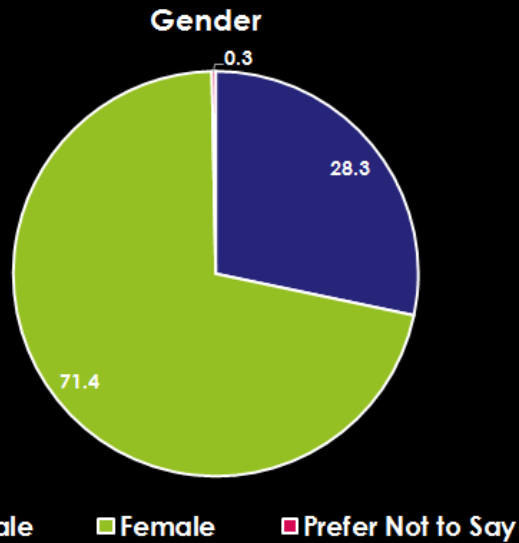
Personal trainers



Specialist group instructors

The research was conducted via the online survey provider SurveyMonkey, between 2nd November – 11th December 2015, with a total of 1,958 respondents.

Demographics of respondents



62% of people whose activities are limited have a **physical impairment**

Section One

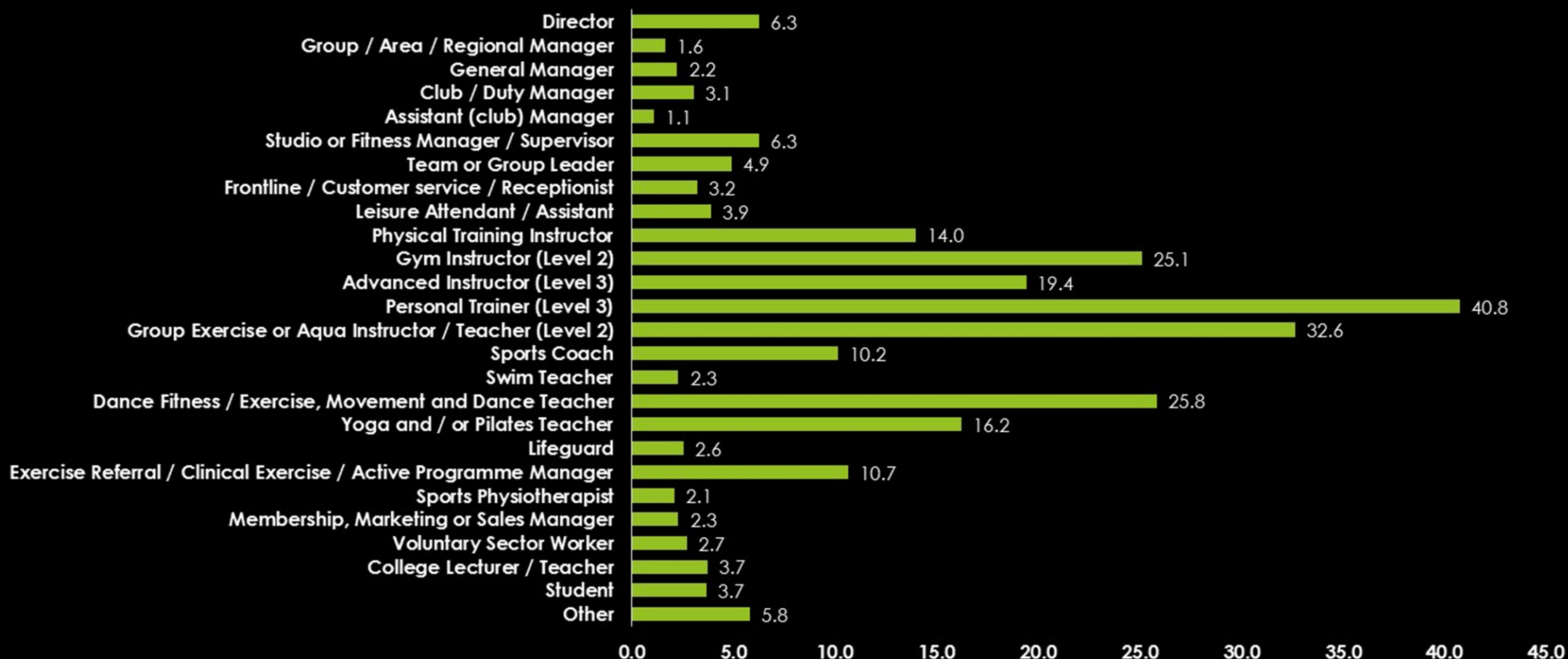
Employment

SkillsActive

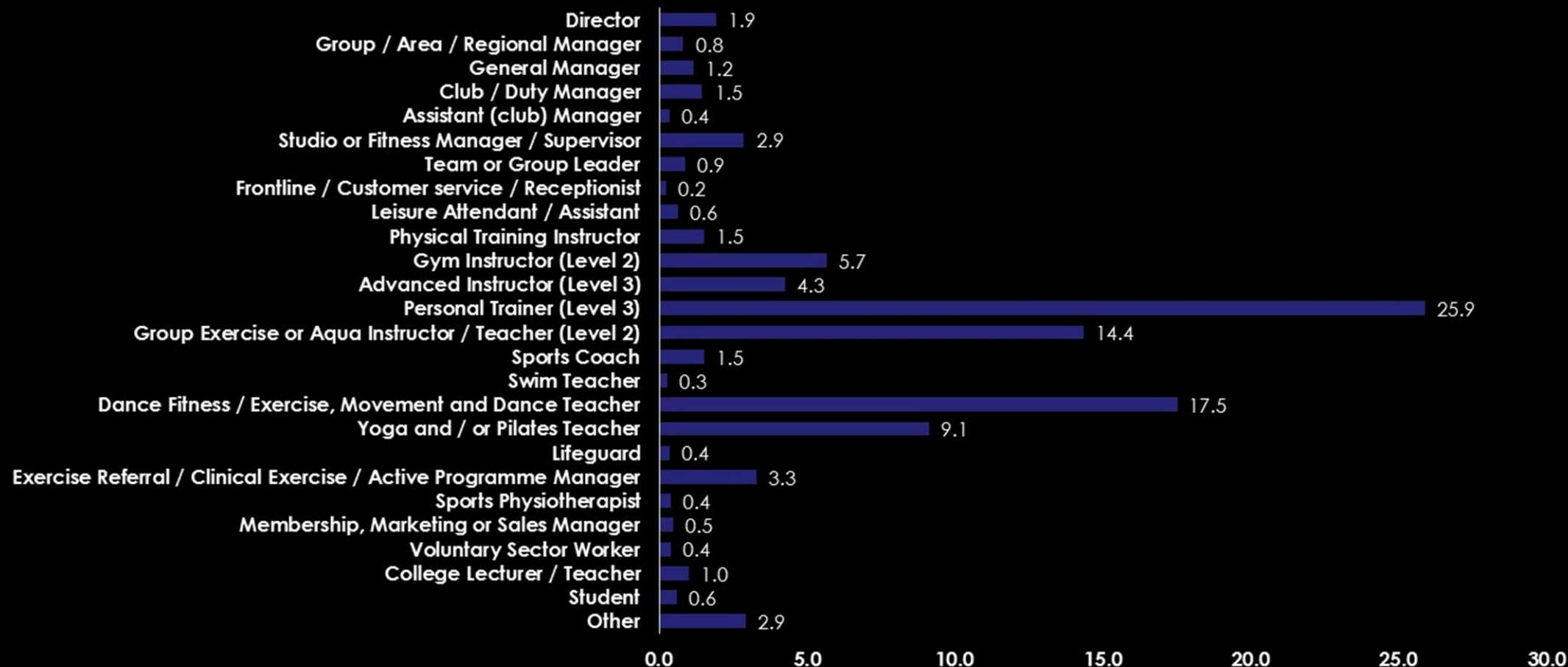
More People, Better Skilled, Better Qualified



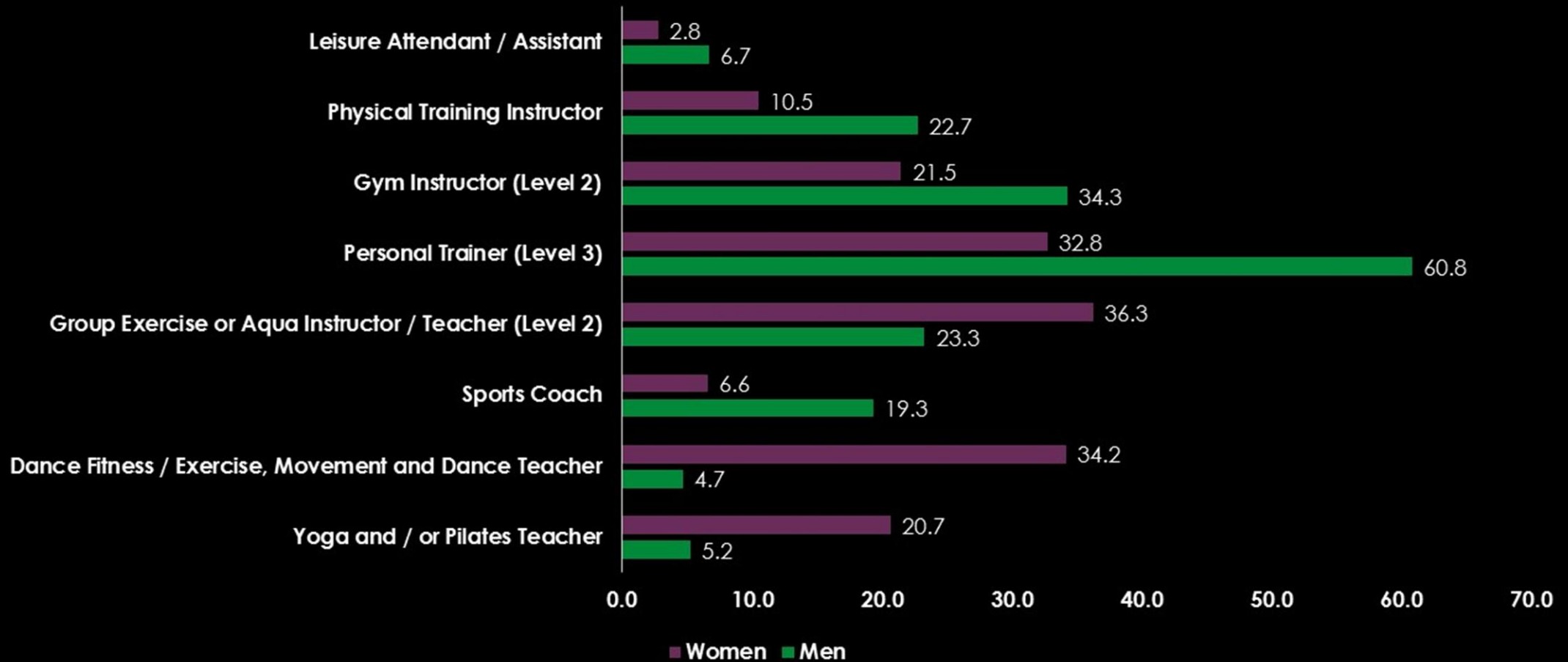
Roles of respondents



Main roles of respondents



Roles with the **largest** difference between gender

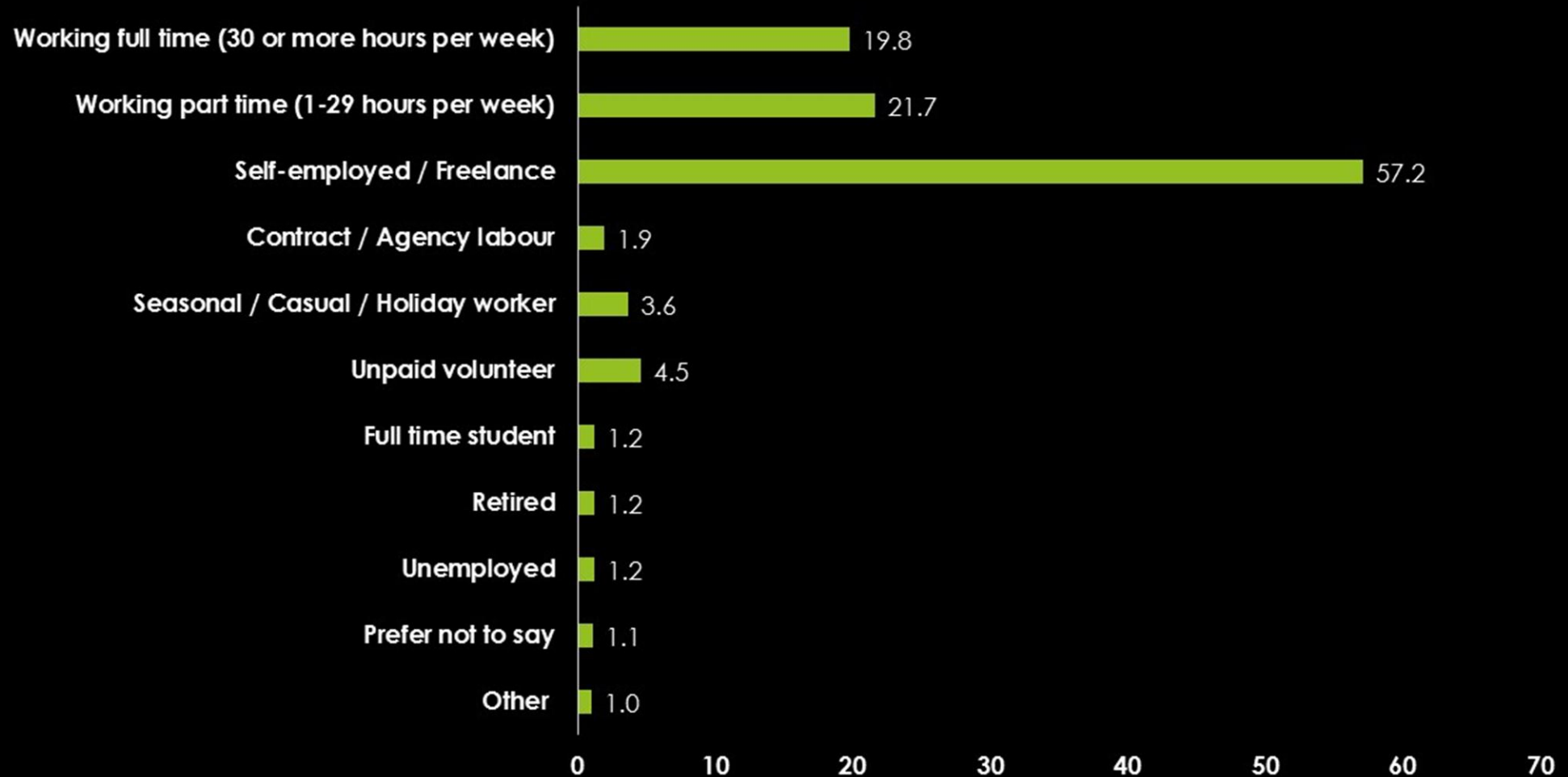


Number of classes taught per week



44.7% of group exercise instructors reported an **increase** in class attendance in the last year

Type of employment



Types of employment



46.2%

are **self employed** or
freelance

32.1%

are working **full time**

16.2%

are working **part time**

61.4%

are **self employed** or
freelance

14.9%

are working **full time**

23.9%

are working **part time**



Working outside fitness

43.6%

of people who work in fitness **don't do** any other type of work



16.1%

also work in a technical or higher profession (e.g. doctor, teacher etc.)

Working outside fitness

43.6%

I do not do any other form of work

16.1%

Professional or higher technical work (e.g. doctor, accountant, social worker)

9.4%

Manager or senior administrator (e.g. company director, finance manager)

6.7%

I'm retired other than the work I do in fitness

Sectoral split



65.8%

of respondents work
in the **private sector**



20.9%

of respondents work
in the **public sector**



9.5%

of respondents work in the
**charity / voluntary /
community sector**

Dance and dance Fitness



5.4%

of male respondents teach
dance fitness

2.7%

of male respondents teach
dance

91.9%

of male respondents teach
neither



34.3%

of female respondents teach
dance fitness

7.5%

of female respondents teach
dance

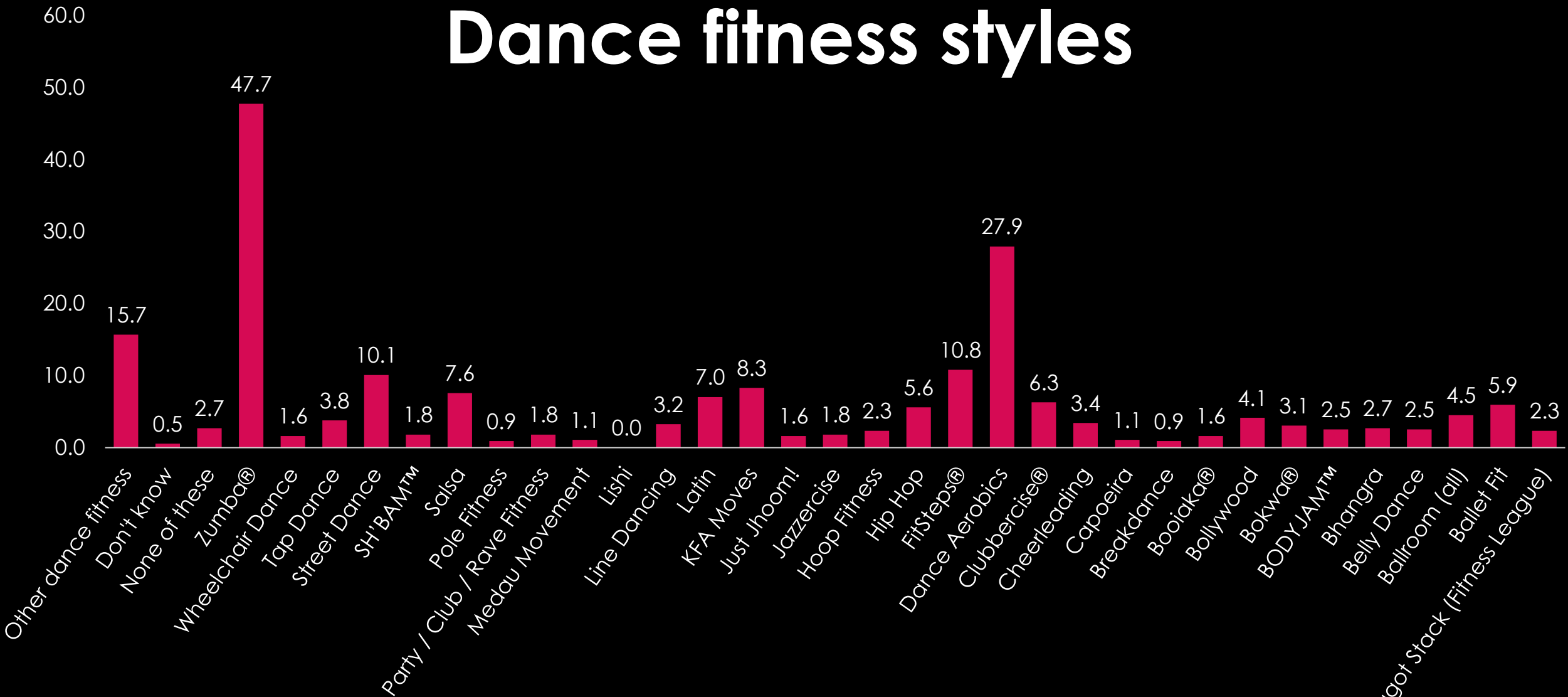
72.2%

of female respondents teach
neither

Dance fitness: e.g. Zumba®, BODYJAM™, street dance, dance aerobics

Dance: e.g. ballroom, Latin, country and western, folk

Dance fitness styles



Group exercise styles



Strength and conditioning (e.g. BODYPUMP™, body conditioning)



52.9%



53.5%



51.5%



Cardiovascular (e.g. Spinning®, step aerobics, BODYATTACK™)

47.1%

45.6%

50.8%



Holistic (e.g. yoga, Pilates, BODYBALANCE™, tai chi)

27.8%

34.1%

12.1%



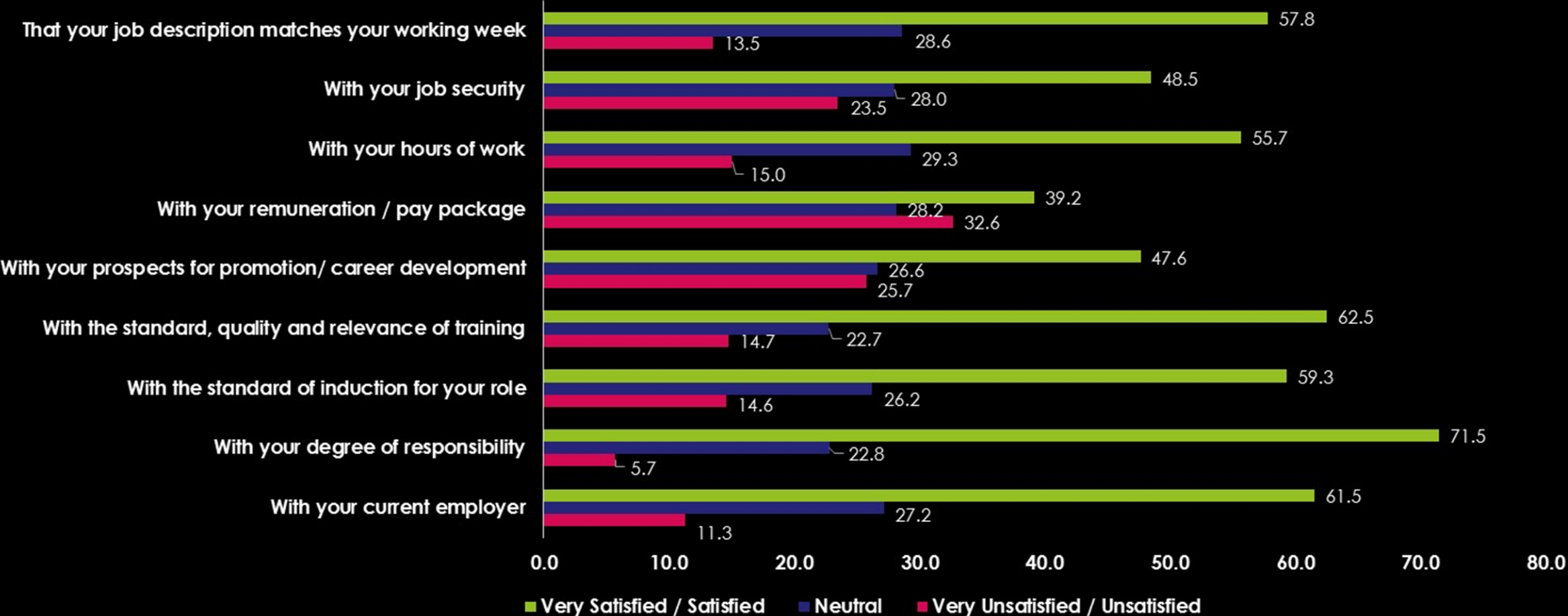
Water workouts (e.g. Aqua Zumba®, aqua aerobics)

11.1%

13.5%

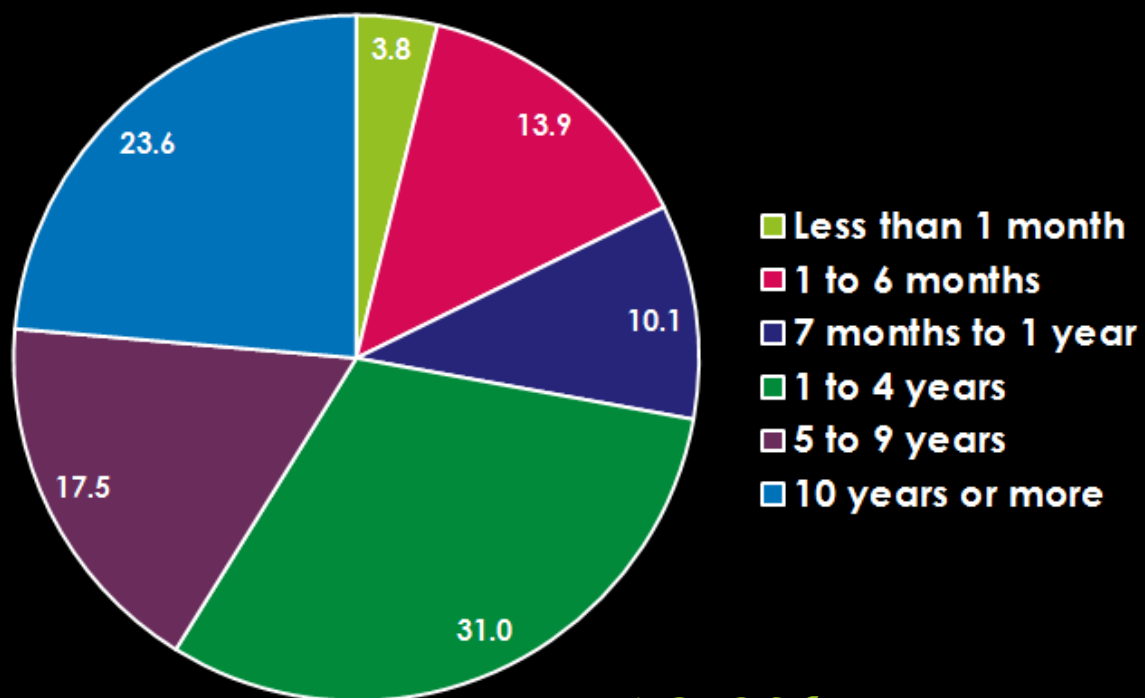
4.7%

Satisfaction levels

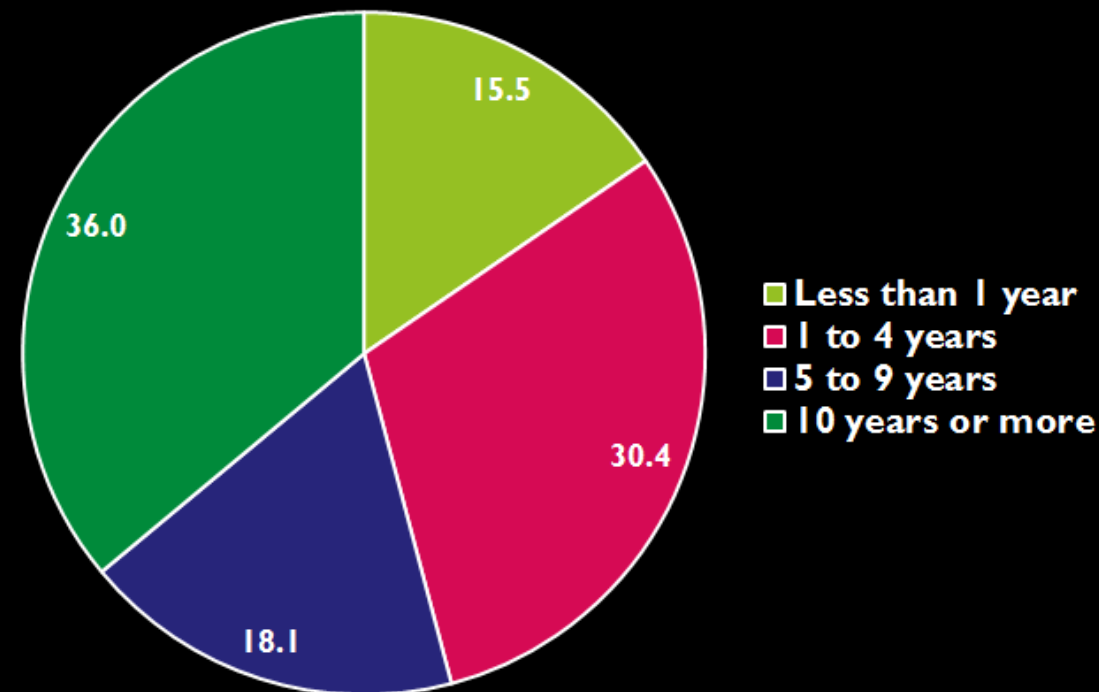


Time in the industry

Time in current role

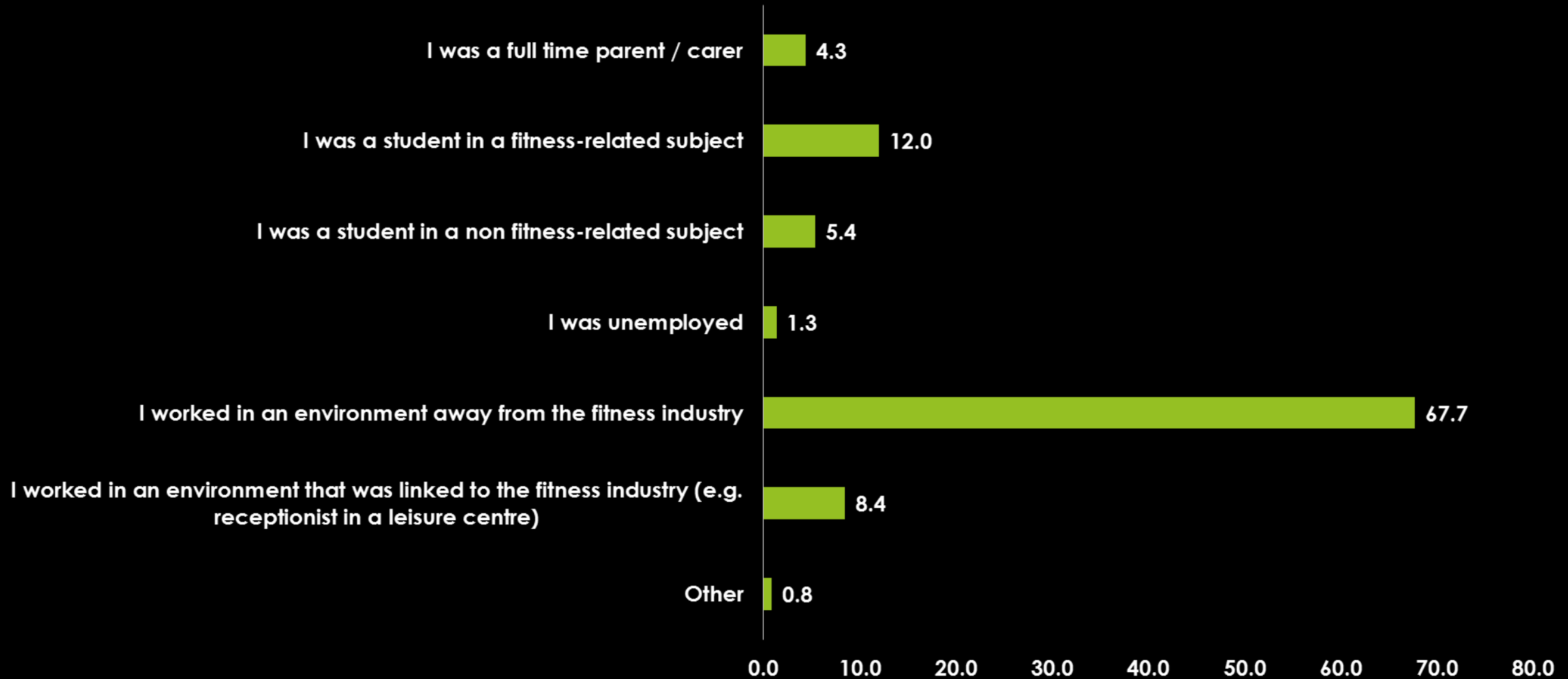


Time spent in the industry



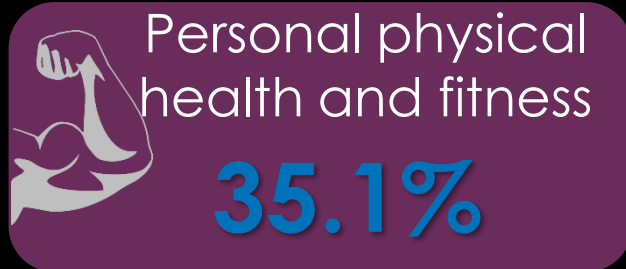
62.8% of all fitness professionals expect to be working in the industry for at least another **5 years**

Life before fitness



Reasons for working in the industry

Reasons for joining



Reasons for staying



Reasons for wanting to leave the industry

Low pay

46.1%



Lack of work / clients

31.3%



Unsociable hours

25.3%



Challenges

I find it a challenge to maintain my classes and keep them running because.....

32.8%

Irregularity
of participants

31.1%

Low income
from the classes

29%

Additional costs
(e.g. insurance)

26.4%

Cost of
facility hire

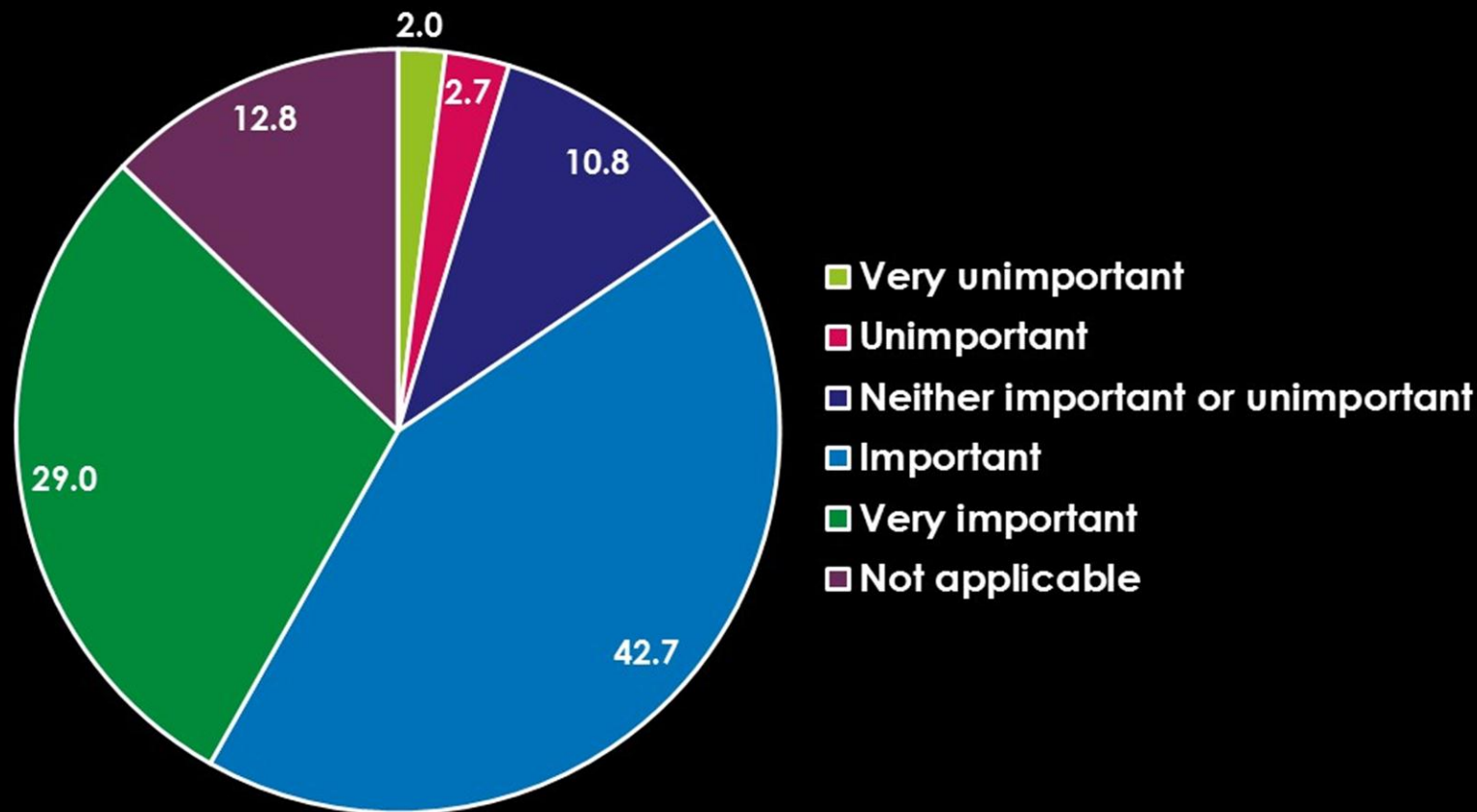
23.6%

Availability of
facility hire

22.5%

Other work
responsibilities

Importance of instructing amongst other life priorities



71.7% of people who work in fitness consider teaching group exercise to be **important** or **very important** amongst other life priorities

Section Two

Hours and Pay

SkillsActive

More People, Better Skilled, Better Qualified



Hours worked



20.9%

of male respondents work **less than 10 hours** per week

43.1%

of male respondents work **more than 30 hours** per week

39.1%

of female respondents work **less than 10 hours** per week

18.9%

of female respondents work **more than 30 hours** per week



Workers aged **under 35** are **almost twice as likely** to work over 30 hours a week compared to those **over 35**

How do you get paid?



37.8% get paid
per hour



23.4% get paid
per participant



14.6% get a
salary per annum

Earnings



The average* earnings **per hour** of employees in the fitness industry

£21.08



The average* charge **per participant** by employees in the fitness industry

£5.50



The average** earnings **per annum** of full time employees in the fitness industry

£20k-£24.9k



The average** earnings **per annum** of part time employees in the fitness industry

Less than £10k

Earnings



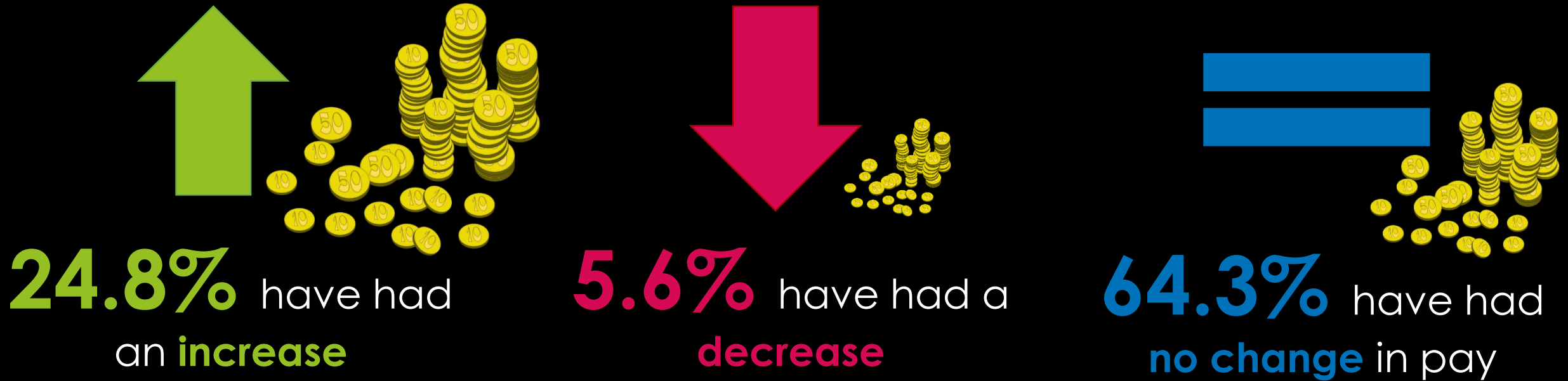
	Per hour	Per participant	Per annum
Charity / Voluntary / Community sector	£5.00	£5.00	£20,000-24,999
Private sector (includes self employed)	£25.00	£6.00	£20,000-24,999
Public sector (including NHS and Armed Forces)	£20.00	£7.00	£20,000-24,999
Any other sector	£22.05	£5.00	N/A

Question: What are you paid per hour? (If this depends on class attendance, please provide an average) / What do you charge per participant? / What is your basic salary? (please exclude all salaries obtained outside the fitness industry)

Base: 591 / 350 / 244

*Median average is provided **Modal average is provided

Change in salary in the last year



Of those who have had an increase **60.7%** reported a rise of **5%** or less

Section Three

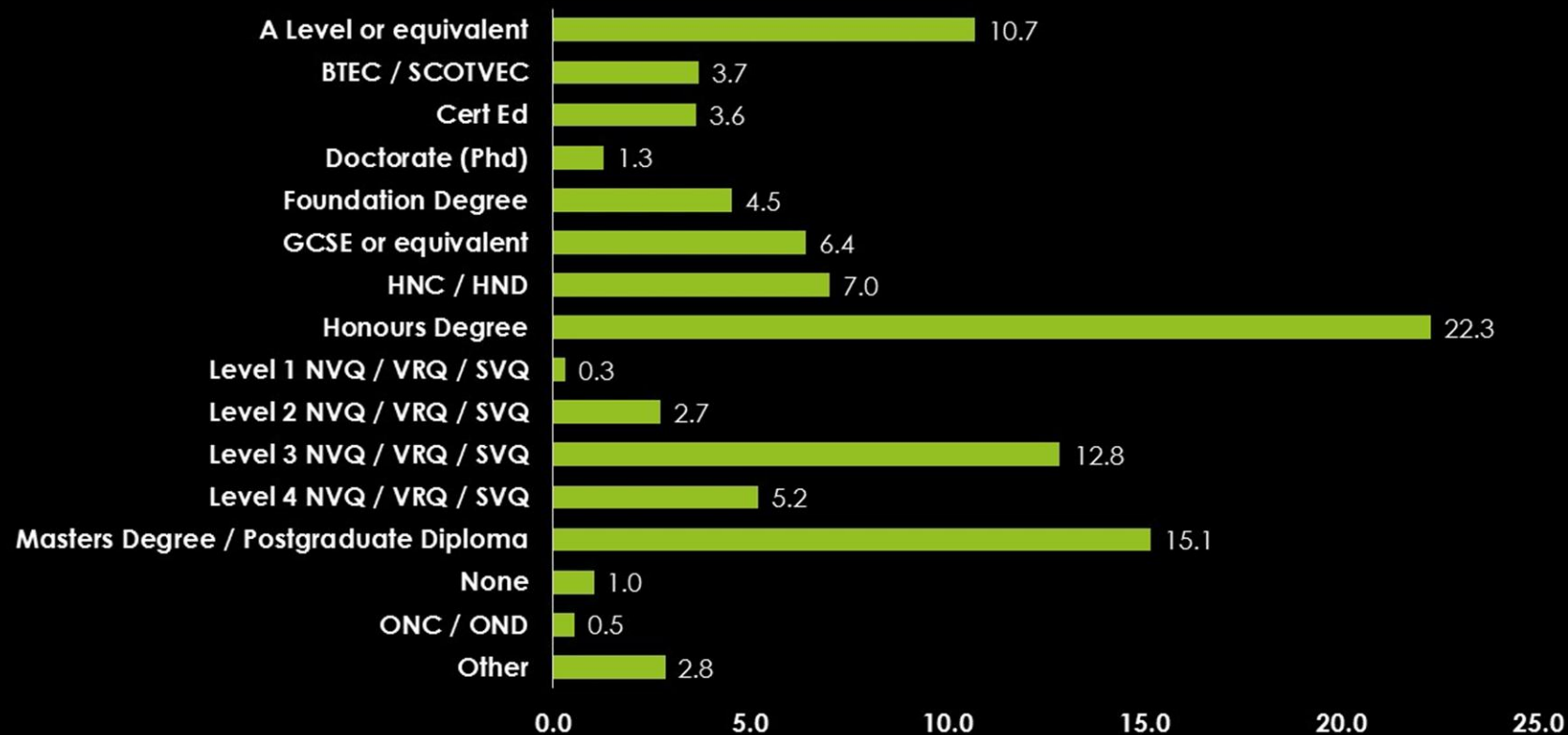
Training and Qualifications

SkillsActive

More People, Better Skilled, Better Qualified

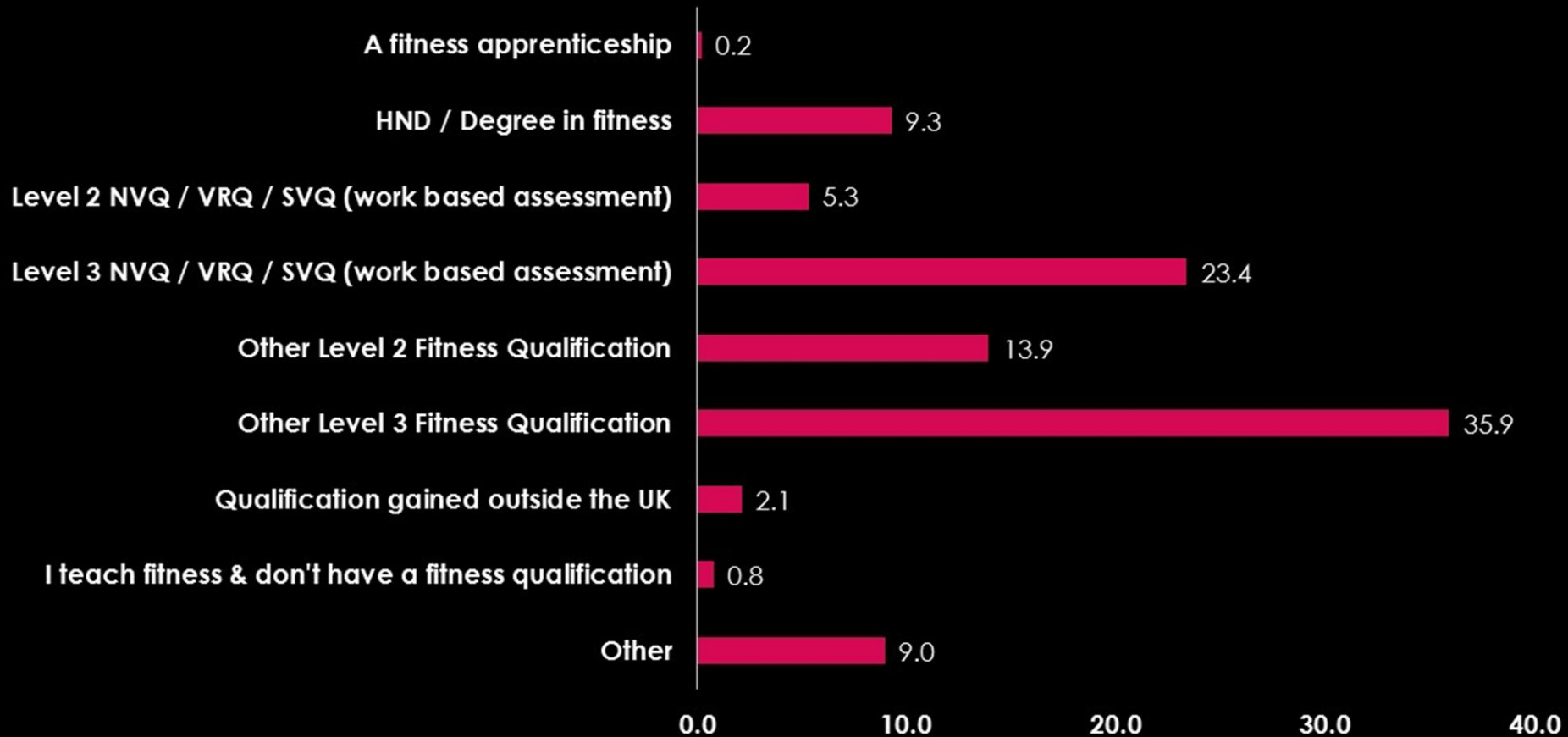


Highest qualification gained



Of those with degrees or doctorates, **67.8%** are **not** sport or fitness related

Highest fitness related qualification



Interest in further training



Types of training interests



65.3%
Strength and
conditioning
training

47.7%
Cardiovascular
training

57.7%
Holistic training



26.3%
Dance fitness
training

19.8%
Water workouts
training

17%
Dance training



What would attract you to a particular training offer?

73.4%

Cost / value
for money



58.4%

Appropriate
location



31.6%

Ability to
utilise training
to enhance
current
delivery



Reasons for not undertaking training in the last 12 months

60.2%

Cost / value for money



34.3%

Cannot find time to train



27.8%

Lack of suitable training provision



Reasons for not training in the future

76.2%
Financial cost



38.8%
Lack of suitable training provision

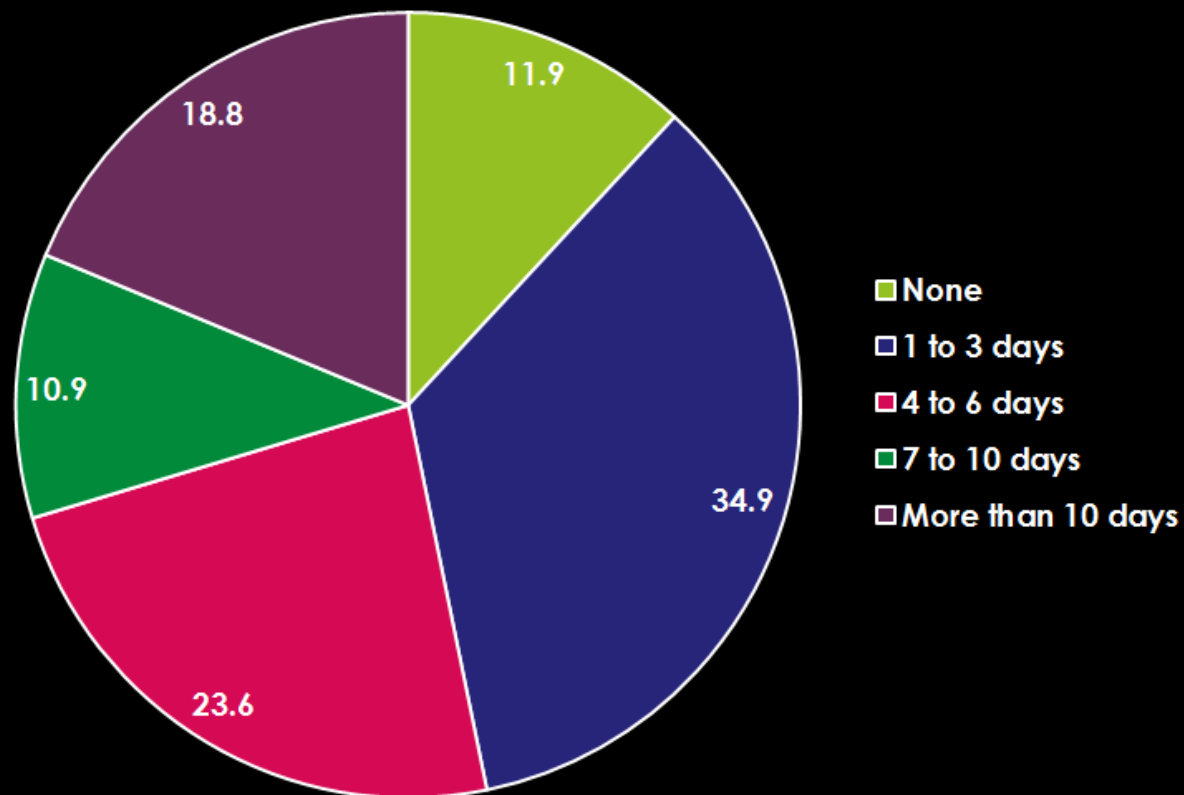


33.1%
Cannot find time to train

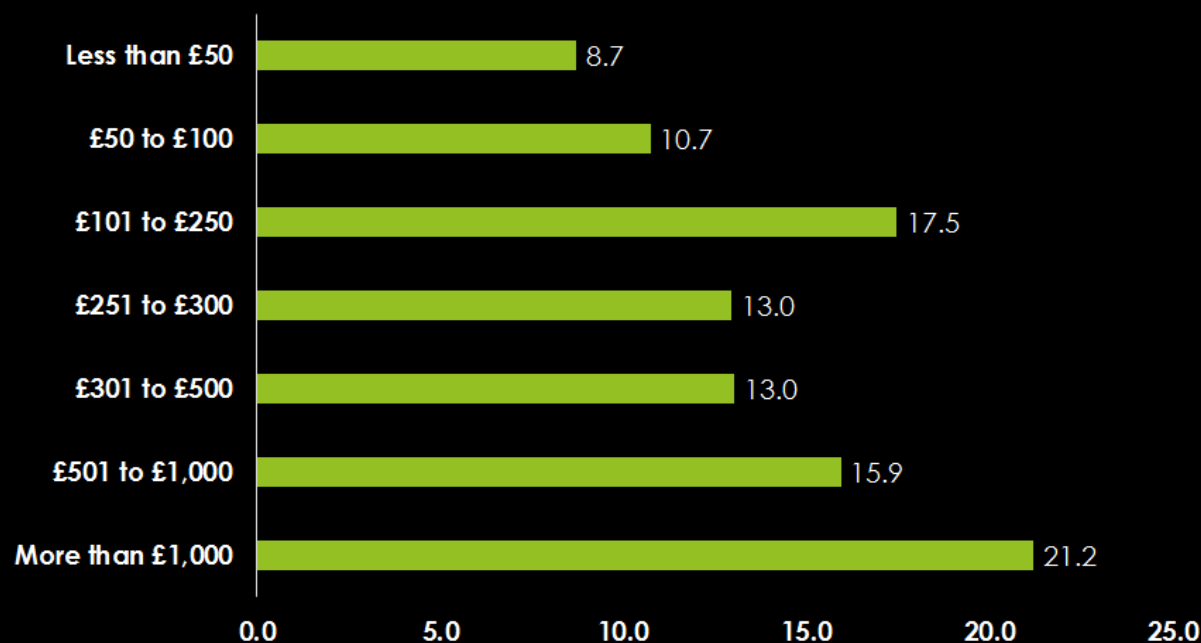


Training in the last 12 months

Training days in the last 12 months



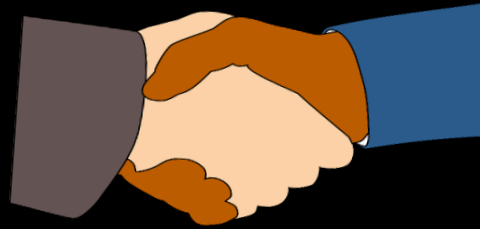
Total cost of attending



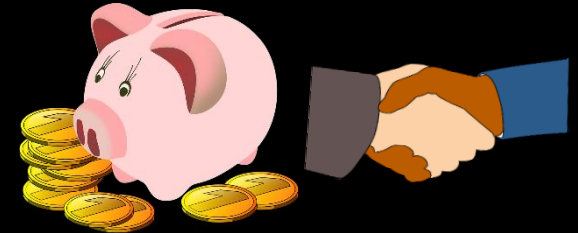
Who paid for training?



70.2% self-fund
their training

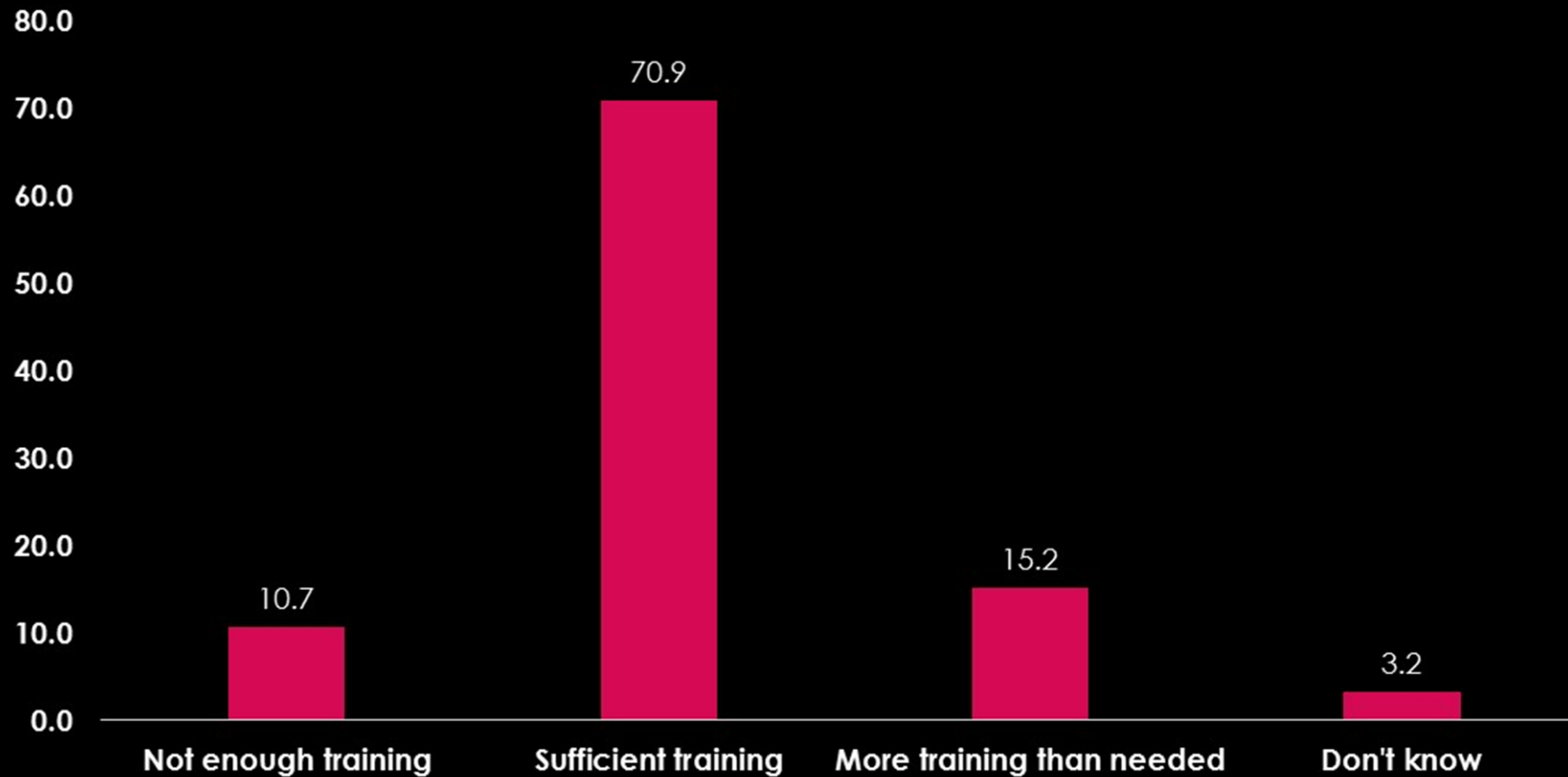


16.7% have training
funded by their
employer

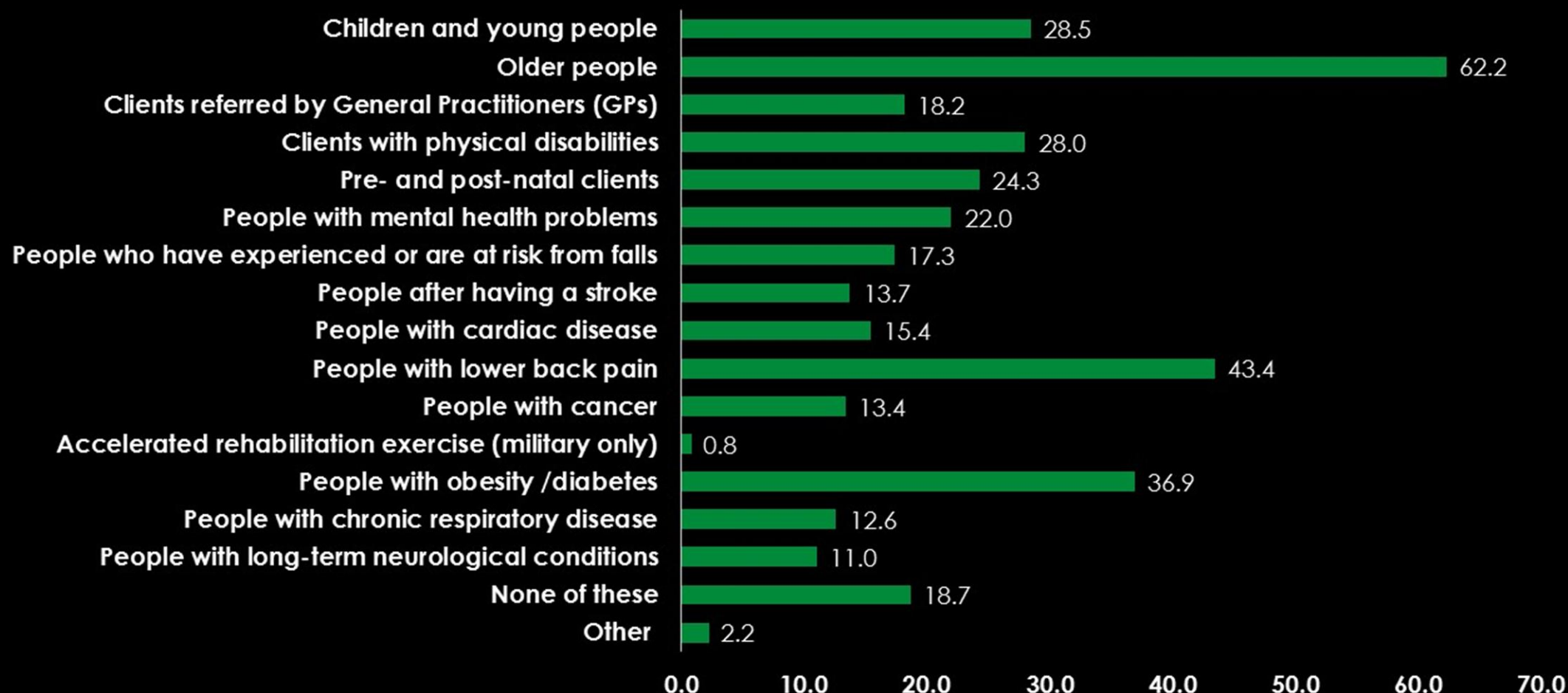


10.3% pay for
training with a mix of
both

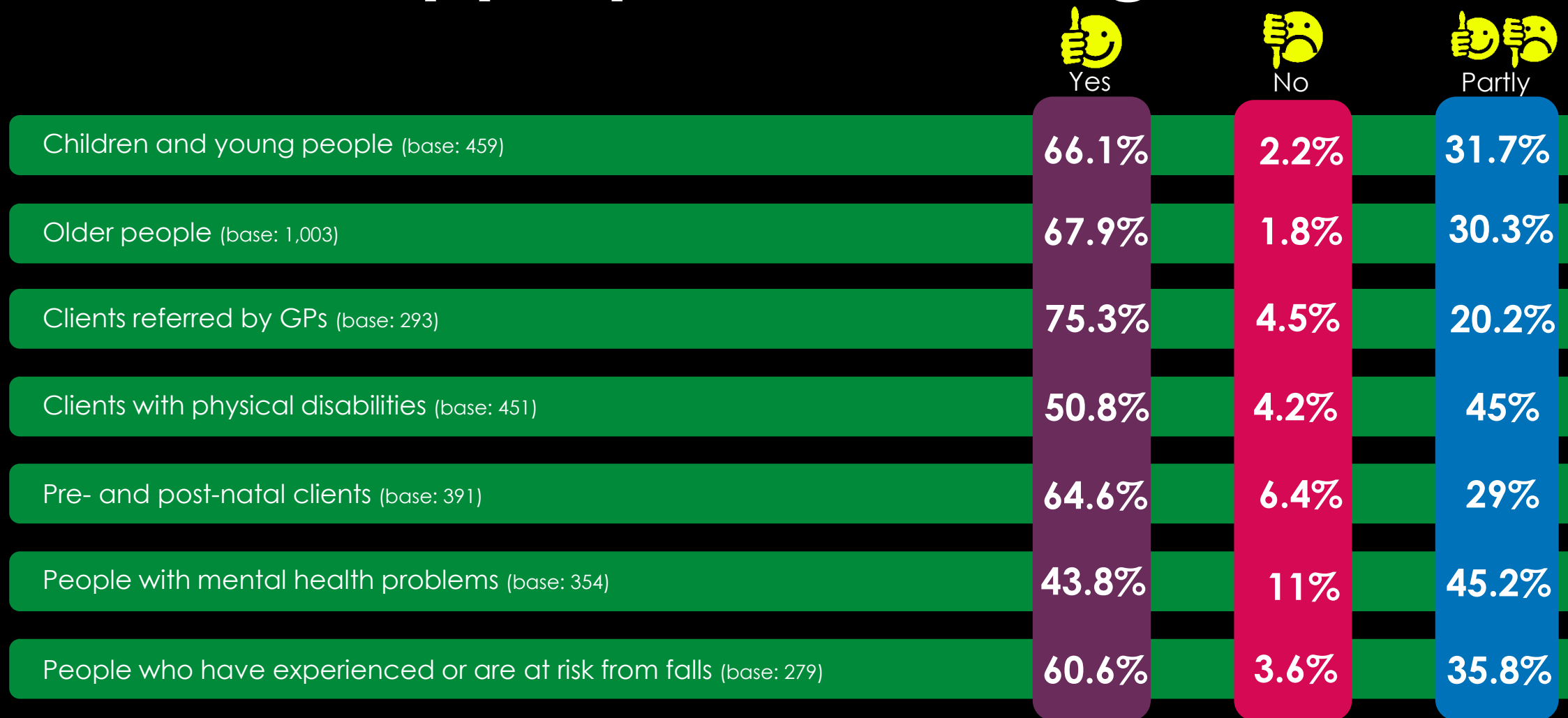
Sufficient training to do the job?



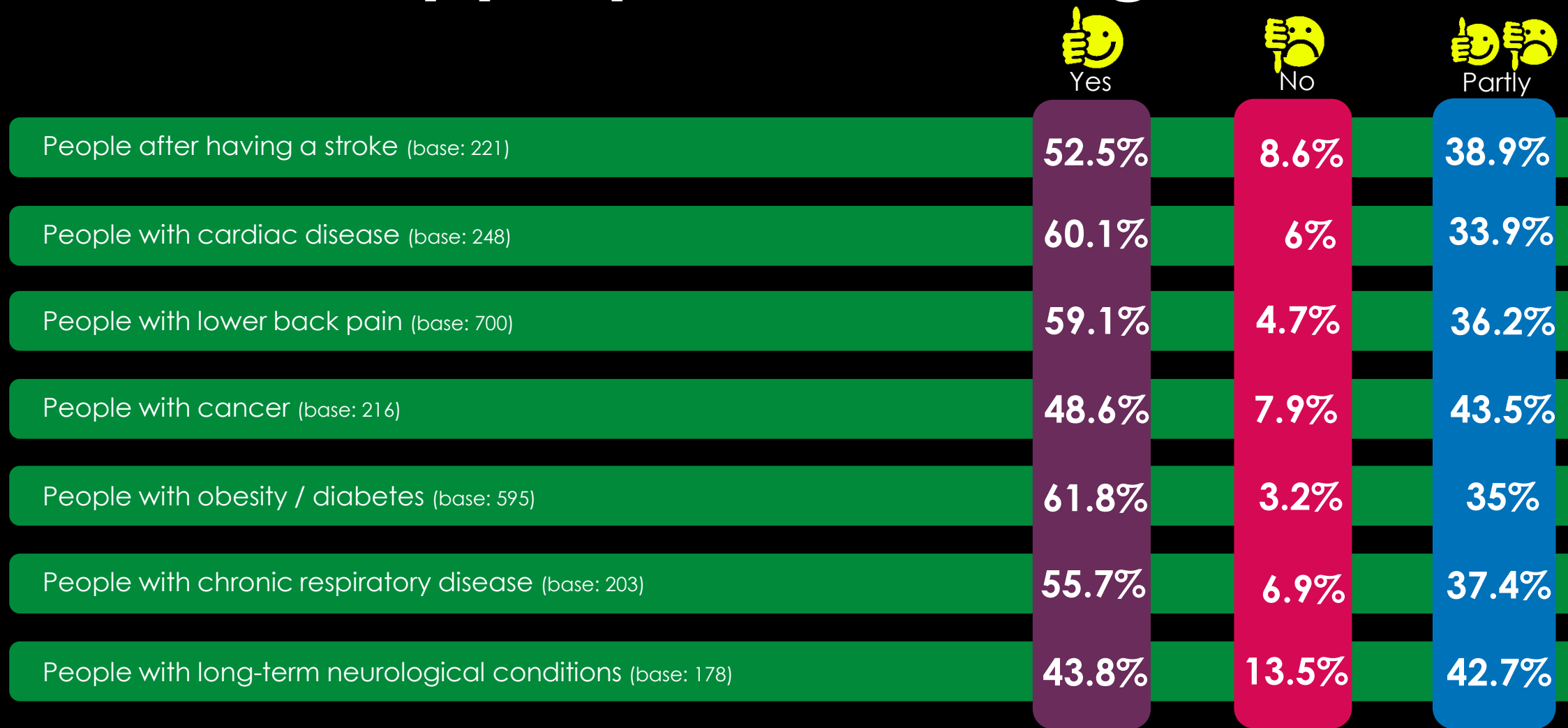
Types of clients



Appropriate training



Appropriate training



Training plans

38.6%

will do more training with existing clients

22.3%

will train to work with new types of clients

18.9%

will do other exercise / fitness-related training

15.6%

will do other general training (e.g. first aid)

25%

will do all of these

22.6% have no training plans



Section Four

Membership

SkillsActive

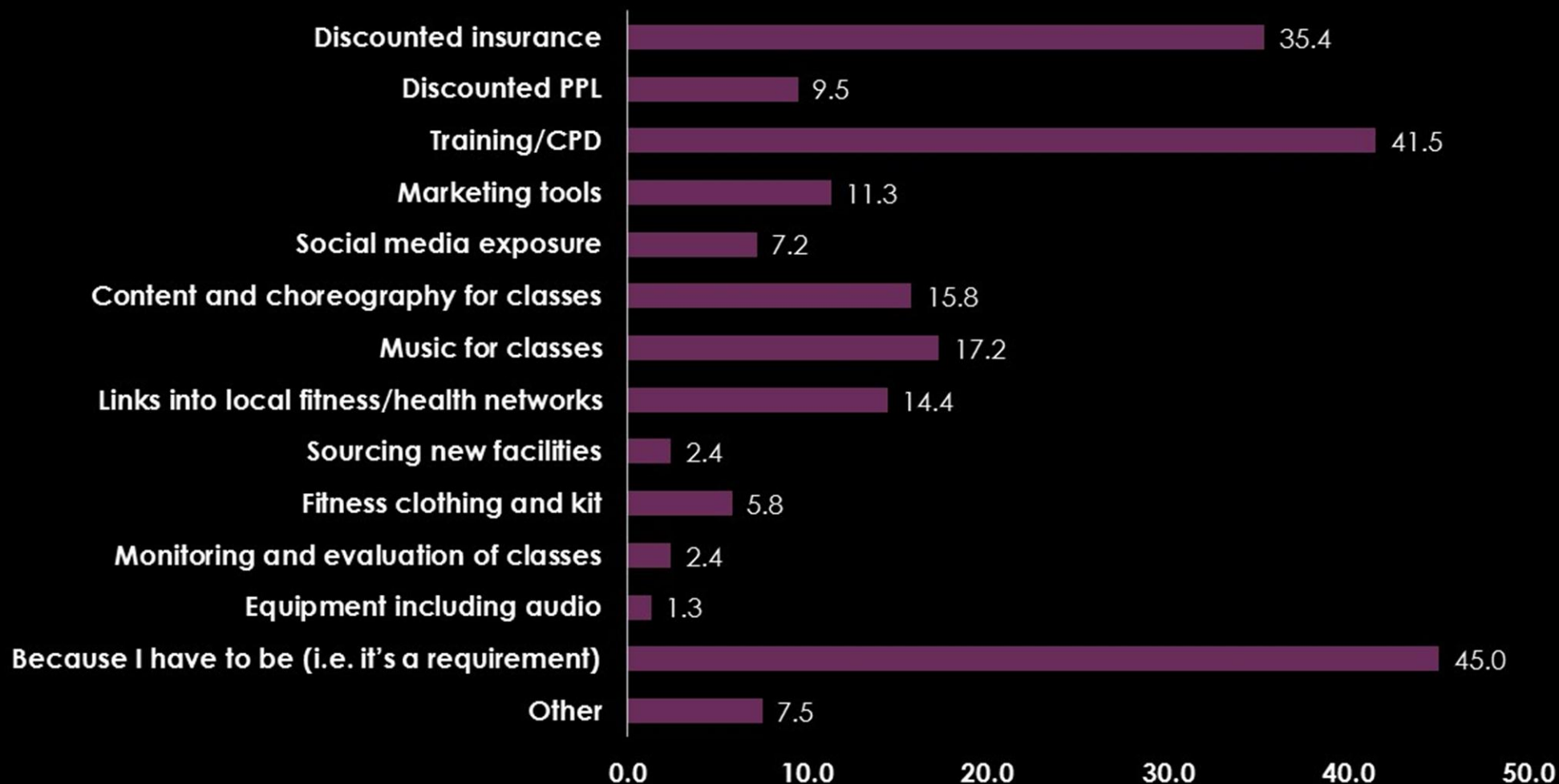
More People, Better Skilled, Better Qualified



Membership



Reasons for membership



Key changes

Using research from the Working in Fitness survey 2014, we have found the following key differences amongst respondents when compared with this year's survey.

24.8% of respondents received an **increase** in pay in **2015**.



In **2014**, only **20%** of respondents received a pay **increase**.

23.4% of respondents have a Level 3 NVQ qualification in **2015**.



In **2014**, only **15.9%** of respondents had a Level 3 NVQ qualification.

34.3% of respondents consider **time** a key factor for not undertaking further training in **2015**.



In **2014**, only **24%** of respondents considered **time** a key factor for not undertaking further training.

Working in Fitness Survey 2016

Do you have a question about the Working in Fitness Survey 2016?

Contact the Exercise, Movement & Dance Partnership

On
01403
266000

Or e-mail us on
jademoulden
@emdp.org

