Working in Fitness Survey 2016



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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;



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



Data displayed in percentages

Section One

Employment



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Roles of respondents





Question: What roles do you carry out in the fitness industry? Base: 1,958 (Data displayed in percentages) Respondents could select more than one answer so the total will be above 100%



Main roles of respondents



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Question: Of the roles you selected earlier, which would you say is your MAIN role in the fitness industry? **Base**: 1,707 (Data displayed in percentages)



Roles with the largest difference between gender



Women Men



Question: What roles do you carry out in the fitness industry? Base: 1,958 (Data displayed in percentages) Respondents could select more than one answer so the total will be above 100%



Number of classes taught per week



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



Question: How many group exercise classes, if any, do you currently teach each week? / How many of these classes are dance fitness? / On average, how many participants do you have in each class? Base: 1,724, 1,204, 1,351



Type of employment





Question: Thinking about ALL your roles in fitness, how are you employed? Base: 1,958 (Data displayed in percentages) Respondents could select more than one answer so the total will be above 100%



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





Question: Thinking about ALL your roles in fitness, how are you employed? Base: Male – 554; Female – 1,398 Respondents could select more than one answer so the total will be above 100%



Working outside fitness

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43.6%

of people who work in fitness **don't do** any other type of work also work in a technical or higher profession (e.g. doctor, teacher etc.)

16.1%

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Question: Which of the following options best describes the nature of the work that you do outside of the fitness industry? Base: 1,710



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)







Question: Which of the following options best describes the nature of the work that you do outside of the fitness industry? **Base**: 1.710



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





Question: Which sector do you MAINLY work in? Base: 1,692

Dance and dance Fitness

5.4% of male respondents teach dance fitness

of male respondents teach

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



Question: Which of the following group exercises do you teach? Base: 1,689 Respondents could select more than one answer so the total will be above 100%



Dance fitness styles



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60.0

Base: 555 (Data displayed in percentages) Respondents could select more than one answer so the total will be above 100%

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%

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Question: Which of the following group exercises do you teach? Base: 1,519; males – 423; females – 1,092 (remainder did not disclose gender) Respondents could select more than one answer so the total will be above 100%



Satisfaction levels





Question: How satisfied are you with the following aspects of your job? **Base**: 1,445 (Data displayed in percentages)



Time in the industry



working in the fitness industry? Base: 1,443 / 1,443 / 1,441 (Data displayed in percentages)



Life before fitness



best describe your circumstance? **Base:** 1,433 (Data displayed in percentages)

Reasons for working in the industry

Reasons for joining

have a passion for fitness 66.8% I wanted to help other people 54%

Reasons for staying

I wanted to help other people 62.3%

I have a passion for fitness 64.1%

Personal physical health and fitness 35.1%

I want to work for myself and do it in this industry **37.9%**



Question: What factors first attracted you into the fitness industry? (Please select your TOP THREE) / What are the reasons that you continue to work in the fitness industry? (Please select your TOP THREE) Base: 1,433



Reasons for wanting to leave the industry





Question: What factors would make you leave the fitness industry? (Please select your TOP THREE) Base: 1,433



Challenges

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





Question: I find it a challenge to maintain my classes and keep them running because... Base: 1,404



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

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Question: How important is your group exercise instructing to you amongst your other life priorities?
Base: 1,404 (Data displayed in percentages)



Section Two

Hours and Pay



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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**



Question: What is the average number of hours that you spend working in fitness in a typical week? Base: 1,687



How do you get paid?





37.8% get paid per hour

23.4% get paid per participant

14.6% get a salary per annum



Question: How do you normally get paid for your fitness role? **Base**: 1,681 – Responses also included a combination of the above (18.7%) and other (5.5%)



Earnings



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

£21.08

The average* charge per participant by £5.50 employees in the fitness industry

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



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The average** earnings per annum of part time employees in the fitness industry Less than £10k



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



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



Question: In the last year, have you received an increase, decrease or no change in pay? / What % increase did you receive? Base: 1,665 / 414 - Responses to the first question also included *don't know* (5.2%)



Section Three

Training and Qualifications



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Highest qualification gained



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



Question: What is your HIGHEST level of education? (this may not necessarily be a fitness qualification) / : Is your degree or doctorate sport / fitness related? **Base**: 1,658 / 701 (Data displayed in percentages)



Highest fitness related qualification





Question: What is the highest fitness qualification you hold that is most relevant to your main job? Base: 1,653 (Data displayed in percentages)



Interest in further training

6.5% → 12.5% → 33.1% → 47.8%

Not at all interested

Not that interested

Quite interested

Very interested



Question: How interested would you be in further training / qualifications that supported you in teaching group exercise? Base: 1,645



Types of training interests



aualifications in...

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What would attract you to a particular training offer?



Question: What would attract you to a particular training offer? (Please select your TOP THREE) Base: 1,527

Reasons for not undertaking training in the last 12 months





Question: What are the main reasons why you have not undertaken more training in the last 12 months? Base: 1,612


Reasons for not training in the future





Question: Which of the following statements best describes why you may not undergo training in the future? (Please select your TOP THREE) Base: 1,527



Training in the last 12 months

Training days in the last 12 months



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Total cost of attending



Question: How many courses or training days have you attended in the last 12 months? / What has been the total approximate cost of attending these courses / training days? Base: 1,616 / 1,312 (Data displayed in percentages)



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**



Question: Who paid for your training? **Base**: 1,422



Sufficient training to do the job?





Question: Overall, do you consider that you have been given / completed sufficient training to do your job? Base: 1,613 (Data displayed in percentages)



Types of clients





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Appropriate training

	Yes	No	Partly
Children and young people (base: 459)	66.1%	2.2%	31.7%
Older people (base: 1,003)	67.9%	1.8%	30.3%
Clients referred by GPs (base: 293)	75.3%	4.5%	20.2%
Clients with physical disabilities (base: 451)	50.8%	4.2%	45%
Pre- and post-natal clients (base: 391)	64.6%	6.4%	29 %
People with mental health problems (base: 354)	43.8%	11%	45.2%
People who have experienced or are at risk from falls (base: 279)	60.6%	3.6%	35.8%
Question: Do you have the right training to work with?			

Question: Do you have the right training to work with...? (Based on previous answers) Base: See individual option



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 / fitnessrelated training

15.6%

will do other general training (e.g. first aid) 25%

will do all of these 22.6% have no training plans



Question: Are you planning to undertake additional training or Continued Professional Development (CPD) to work with these special types of clients? **Base**: 1,612



Section Four

Membership



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Membership

fitness



The Register of Exercise Professionals



No

membership

body

4.8%

More people More active More often

Exercise, **Movement &** Dance **Partnership** 11.2% movingtogether



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Question: Which bodies are you a member of? (please select all that apply) **Base**: 1,612

Reasons for membership

Discounted insurance				35.4	
Discounted PPL		9.5			
Training/CPD				41.	5
Marketing tools		11.3			
Social media exposure	7.2				
Content and choreography for classes		15.8			
Music for classes		17.2)		
Links into local fitness/health networks		14.4			
Sourcing new facilities	2.4				
Fitness clothing and kit	5.8				
Monitoring and evaluation of classes	2.4				
Equipment including audio	1.3				
Because I have to be (i.e. it's a requirement)					45.0
Other	7.5				
	0.0 10.	.0 20.	0 30.0	40.0	50.0



Question: What are the main reasons why you are a member of this / these organisation(s)? (Please select all that apply) Base: 1,612 (Data displayed in percentages)



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.



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.



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Working in Fitness Survey 2016

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

> Contact the Exercise, Movement & Dance Partnership



Or e-mail us on jademoulden @emdp.org

On 01403 266000



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