



the national governing body for group exercise

FITNESS INSTRUCTOR 'CHECK IN' SURVEY



REPORT ANALYSIS

This survey was conducted in June 2020 to 'check in' on how fitness instructors are currently getting on whilst we are still in lockdown.

The survey consisted of 19 questions, with 106 respondents and the objective being to gain an understanding of how fitness instructors are getting on and where they may need support. Information was collected via SurveyMonkey.

BREAKDOWN OF RESPONDENTS

60%

**Group exercise instructors and/or
dance fitness instructors.**

34%

Yoga/Pilates teachers.

DELIVERY DURING LOCKDOWN

85% of those who are still active in their fitness role are now delivering classes virtually.

21% told us that they are delivering more classes per week compared to pre-lockdown.

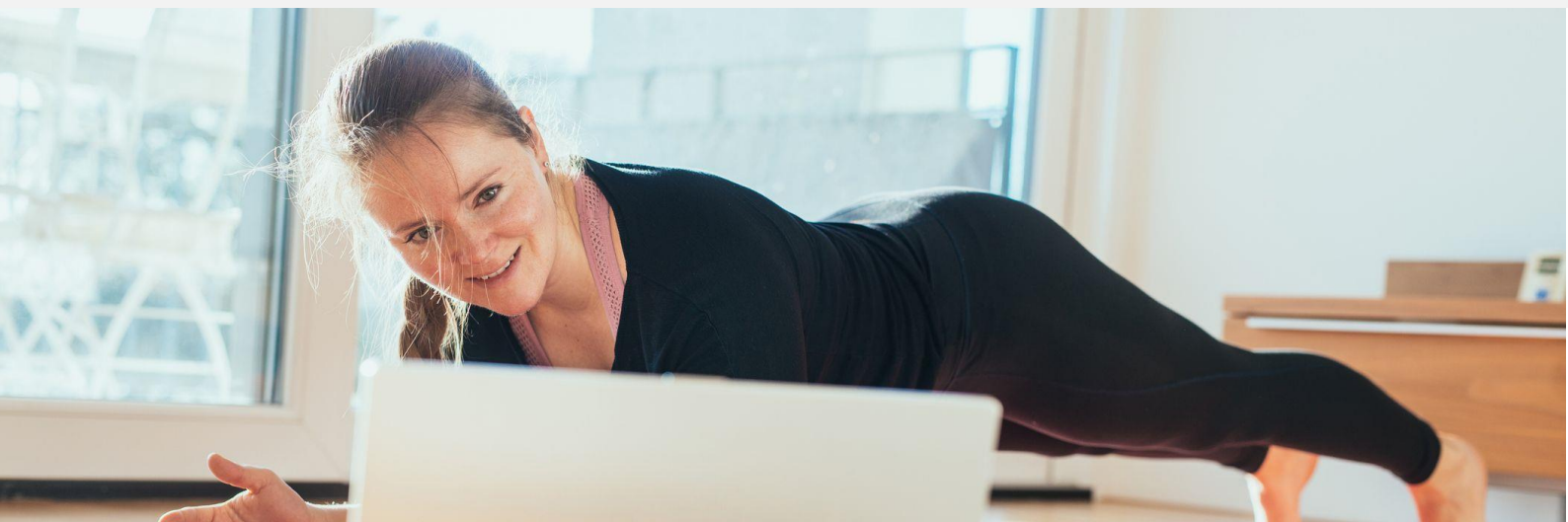
Some of the challenge's instructors are seeing when delivering classes online are around loss of income - (41% told us this has significantly decreased), and the number of participants joining their classes (45% have seen a decrease).

However, this isn't the case for all instructors with 16% saying they had seen an increase in participation since lockdown. The majority (53%) of instructors told us their audience has remained the same as pre lockdown.

ONLINE PLATFORMS

The top platform fitness instructors are choosing to use is Zoom, with the second most popular platform being Facebook Live. Some instructors are choosing to hold classes on more than one platform.

We also asked instructors if they were aware of open data and that listing their classes on classfinder would support them to reach a wider audience. 29% said they were aware, however had not listed their classes on classfinder yet, and 38% told us they were not familiar with 'Open Data' or that classfinder was part of this.



CHANGES

We asked instructors delivering virtual classes if there had been any changes to their classes since lockdown. Instructor replies included:

- Loss of participants – this was mainly around elderly customers due to the majority not being IT literate, or not having the equipment needed. Some did mention the amount of celebrities offering free classes has also impacted this.
- Change of class times and length – most have said they are now delivering classes early morning or early evening on weekdays, and Saturday mornings if they deliver at the weekend. Some offer shorter classes online, however, have more classes per week. The main reason is to fit classes around homeschooling/childcare, work, and being considerate of neighbours and/or others in the household.
- More time/resource required – some told us that they now offer pre-recorded class content for participants who can't make the live classes, therefore more time and resource is needed from the instructor to support their participants.

CHALLENGES

Instructors told us that the main challenges when delivering classes online have been:

- Connectivity issues
- Observing/correcting technique is difficult online
- Participants having access to equipment (e.g. hula hoop)
- Time and effort they have had to put in to learn how to deliver online.

Overall participant feedback has been that they are grateful for online classes so they are able to continue with classes during lockdown.