



Australian fitness
network

RESULTS OF NETWORKS FIRST EVER PERSONAL TRAINER SURVEY

NOTE: If you wish to reproduce or quote these statistics a you must include the following statement: "Survey undertaken by Australian Fitness Network in August 2008 (www.fitnessnetwork.com.au).

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Do you work in the industry:		
Answer Option	Response Percent	Response Count
Full time	43.4%	192
Part time	28.5%	126
Casual	20.4%	90
Other (please specify)	7.7%	34

Do you work in a:		
Answer Options	Response Percent	Response Count
Capital city location	70.5%	309
Country location	29.5%	129

What is the structure of your work?		
Answer Options	Response Percent	Response Count
Employee	24.7%	108
Independent contractor	19.9%	87
Franchise/Licensee with a rental agreement	8.0%	35
Franchise/Licensee without a rental agreement	0.0%	0
Independent business owner	42.7%	187
Other	4.8%	21

Do you operate predominantly:		
Answer Options	Response Percent	Response Count
From within a commercial gym	30.4%	133
From within a commercial fitness studio	13.7%	60
From within a community fitness facility	8.5%	37
Outdoors	25.2%	110
Other	22.2%	97

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How long have you actively been working in the industry?

Answer Options	Response Percent	Response Count
Less than 12 months	26.6%	116
1-2 years	12.8%	56
2-5 years	20.6%	90
5-10 years	16.5%	72
10 years or more	23.4%	102

How long have you been working as a personal trainer?

Answer Options	Response Percent	Response Count
Less than 12 months	30.0%	130
1-2 years	15.0%	65
2-5 years	23.3%	101
5-10 years	19.8%	86
10 years or more	12.0%	52

How many hours do you spend in face-to-face training with clients (per week)?

Answer Options	Response Percent	Response Count
1-2 hours per week	9.2%	38
3-5 hours per week	18.6%	77
6-10 hours per week	19.1%	79
11-15 hours per week	14.0%	58
16-20 hours per week	14.7%	61
21 hours or more	24.4%	101

How many hours do you spend on administration related tasks (per week)?

Answer Options	Response Percent	Response Count
1-2 hours per week	37.0%	153
3-5 hours per week	33.2%	137
6-10 hours per week	14.0%	58
11-15 hours per week	6.8%	28
16-20 hours per week	4.1%	17
21 hours or more	4.8%	20

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How many hours do you spend on marketing related tasks (per week)?

Answer Options	Response Percent	Response Count
1-2 hours per week	73.2%	289
3-5 hours per week	20.8%	82
6-10 hours per week	4.6%	18
11-15 hours per week	1.3%	5
16-20 hours per week	0.0%	0
21 hours or more	0.3%	1

How much do you charge per hour for a face-to-face PT session?

Answer Options	Response Percent	Response Count
Less than \$30	6.2%	25
\$31-\$50	30.8%	125
\$51-\$70	43.6%	177
\$71-\$90	15.0%	61
\$91-\$100	2.5%	10
+\$101	2.0%	8

In the previous financial year where did you allocate most of your annual marketing/advertising budget?

Answer Options	Response Percent	Response Count
Face to face networking	29.1%	114
Leaflet drops	6.4%	25
Direct mail	1.3%	5
Local paper advertising	7.4%	29
Metropolitan newspaper advertising	0.0%	0
Online marketing	5.6%	22
Radio advertising	0.8%	3
Television advertising	0.3%	1
On premise and off premise signage	4.6%	18
I am unsure	3.3%	13
N/A - I don't personally invest in marketing	32.9%	129
Other	8.4%	33

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In the current financial year where have you allocated most of your annual marketing/advertising budget?

Answer Options	Response Percent	Response Count
Face to face networking	29.5%	115
Leaflet drops	7.4%	29
Local paper advertising	8.7%	34
Metropolitan newspaper advertising	0.5%	2
Online marketing	7.2%	28
Radio advertising	0.3%	1
Television advertising	0.3%	1
On premise and off premise signage	2.6%	10
I am unsure	3.8%	15
N/A - I don't personally invest in marketing	31.0%	121
Other	8.7%	34

What is your greatest current sales and marketing related challenge?

Answer Options	Response Percent	Response Count
Attracting new customers	51.3%	198
Retaining existing customers	10.4%	40
Maintaining higher prices for my services	9.8%	38
I am unsure	5.4%	21
N/A - I'm not responsible for building the client base nor setting prices	13.2%	51
Other	9.8%	38

Do you have a formalised and structured marketing activity plan?

Answer Options	Response Percent	Response Count
Yes	22.3%	87
No	60.4%	236
N/A - I'm not responsible for marketing activities	17.4%	68

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Do you have a formalised and structured selling process?		
Answer Options	Response Percent	Response Count
Yes	37.7%	147
No	48.5%	189
N/A - I'm not responsible for selling activities	13.8%	54

How many hours per month do you personally spend on fitness training related education and development?		
Answer Options	Response Percent	Response Count
1-2 hours per month	16.5%	64
3-5 hours per month	34.9%	135
6-10 hours per month	26.1%	101
11-15 hours per month	9.3%	36
16-20 hours per month	7.0%	27
21 or more hours per month	6.2%	24

How many hours per month do you personally spend on business related education and development?		
Answer Options	Response Percent	Response Count
1-2 hours per month	53.9%	201
3-5 hours per month	25.5%	95
6-10 hours per month	12.9%	48
11-15 hours per month	3.8%	14
16-20 hours per month	2.4%	9
21 or more hours per month	1.6%	6