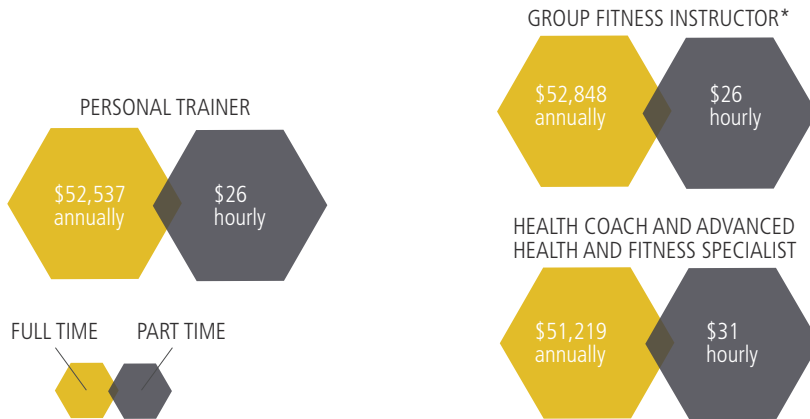


the broad definition of Algar (2015), the number would also include 623 personal training studios in the Netherlands. Based on current Deloitte studies, the number of “normal” fitness clubs in the Netherlands is 2050.

2014	2016
1 High-Intensity Interval Training HIIT	1 Wearable Technology
2 Body Weight Training	2 Body Weight Training
3 Educated/Experienced Professionals	3 High-Intensity Interval Training HIIT
4 Strength Training	4 Strength Training
5 Exercise and Weight Loss	5 Educated/Experienced Professionals
6 Personal Training	6 Personal Training
7 Fitness Programs for Older Adults	7 Functional Fitness
8 Functional Fitness	8 Fitness Programs for Older Adults
9 Group Personal Training	9 Exercise and Weight Loss
10 Yoga	10 Yoga
2018	2020
1 High-Intensity Interval Training HIIT	1 Wearable Technology
2 Group Training	2 High-Intensity Interval Training HIIT
3 Wearable Technology	3 Group Training
4 Body Weight Training	4 Training with free weights
5 Strength Training	5 Personal Training
6 Educated/Experienced Professionals	6 Exercise is Medicine (EIM)
7 Yoga	7 Body Weight Training
8 Personal Training	8 Fitness Programs for Older Adults
9 Fitness Programs for Older Adults	9 Health and wellness coaching
10 Functional Fitness	10 Employing certified fitness professionals

Table 1.1: fitness trends according to ACSM (2014, 2016, 2018, 2020).



* Nearly 40% of ACE Group Fitness instructors hold an ACE certification, which elevated average salary compared to the industry average.

Figure 1.2: annually and hourly fees of fitness professionals (ACE, 2013).

In a Dutch study on group fitness (Middelkamp et al., 2018) the average fee for a freelance group fitness instructor was 23,26 euro per hour. Compared to a Dutch personal trainer, earning 55 euro per hour, the equivalent fee for a group instructor is low. This study also revealed that 89% of the instructors are part time with an average of four hours per week. The average instructor has been typically active for ten years in group fitness and has an age of 40 years.

1.3 Scientific studies on adherence in group fitness

Based on multiple scientific studies on adherence (Christensen et al., 2006; Eys et al., 2008; Gu et al., 2011) two main factors have been identified as being most important for individuals to adhere to exercise in a group setting, which are group cohesion and social support. Group cohesion in exercise can be defined as a dynamic process which is reflected in the

2. Group Fitness instructor survey

2.1 Introduction

In this chapter we report on a study conducted with the aim of providing a more detailed picture of group fitness instructors in Europe. The main research question used was: ***“What is the profile of group fitness instructors in Europe with regard to personal and work-related characteristics?”***

This study was a follow-up from a study done in the Netherlands in 2018 with the same research question. In this study, a survey was conducted in March and April 2018. It concerned an online survey addressed to instructors of group classes in the Netherlands. The invitation to participate in the survey via a web link was distributed via NL Active (non-for-profit national fitness association), where all instructors from their database were contacted and requested to complete the survey.

In 2019 the online survey was translated in five languages (English, French, German, Spanish and Italian) and was distributed by EuropeActive. All instructors in their EREPS database living in UK, France, Germany, Spain and Italy were invited to complete the survey in their own language.

When scores show an enormous spread, an average score can sometimes give a distorted image. That is why it was opted for some items to show the average value and also the median. This is to give an impression of the distribution of the answers. A median is the center of a distribution; exactly the middle score of a series of scores, regardless of the height of the extreme scores (as it is considered in the average).

In the analysis the results of the Dutch survey were added to the five new surveys. In this chapter the results of all respondents will be discussed together, for example the total of the six surveys as an image of Europe. Only if the image of the results in certain countries (strongly) deviates from the overall image, the results will be presented separately for each country.

The survey was completed by 3,269 respondents. However, the drop-out rate per question was substantial, which resulted in a total of 1,194 participants providing enough information for analysis. It is impossible to determine the precise response rate because the survey was promoted in both closed and open sources (such as social media). Attempts have been made to reach as many instructors as possible, but at the same time it is unknown how many instructors of group fitness classes Europe in total counts. That means that it is also unknown what percentage of the total number of instructors in Europe is represented in the 1,194 respondents.

2.2 Instructor's profile

At the start of the survey, several general questions were asked, concerning age, sex, experience, compensation and the clubs where the instructors are teaching classes. On the next pages the results will be displayed per item.

Age

The first question concerned the age of the group fitness instructors. The average age among the respondents turned out to be 36.6 years, with a medium value of 36.0 years. Figure 2.1 shows how the ages were distributed among the respondents in all countries together.

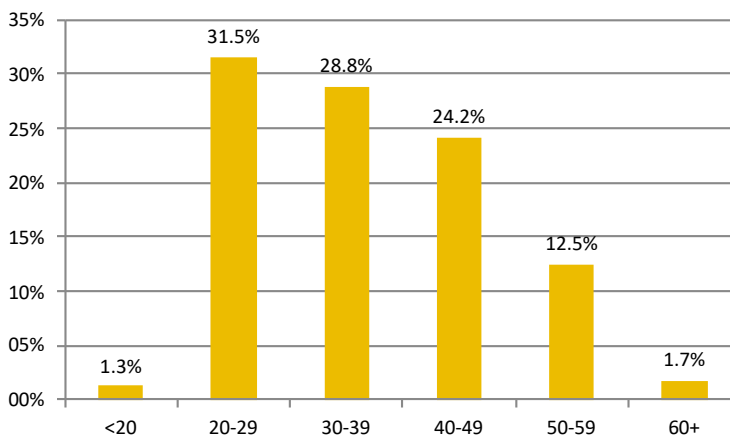


Figure 2.1: age distribution of respondents in years.

The distribution of the ages shows a clear picture, with more than half of the respondents between 20 and 39 years of age. The largest group of instructors (31.5%) has an age range between 20-29 years. The percentage of instructors with an age of 50 and beyond appears to be 14.2% among the respondents.

Looking at the different countries (Table 2.1), the respondents in the Netherlands showed the highest mean age (40.3 years), followed by Germany (37.7 years), Spain (36.7 years) and Italy (35.7 years). The respondents in UK (33.5 years) and France (with 30.3 years) showed the lowest mean ages.