

CURRENTLY, THERE IS NO COMPREHENSIVE DATA TO INDICATE EXACTLY HOW MANY HEALTH AND FITNESS FACILITIES EXIST IN AUSTRALIA; HOWEVER, IT IS ESTIMATED THAT THERE ARE APPROXIMATELY 3,500 FITNESS CLUBS, EXCLUDING PERSONAL TRAINING STUDIOS.

METHODOLOGY

The Australian Fitness Industry Survey (AFIS) was developed and conducted by Ezypay.

The AFIS specifically targeted owners and managers of health and fitness centres across Australia, including university fitness centres, privately-owned and franchised facilities.

Emails and mail outs were sent to fitness centres across Australia promoting the survey. In addition, numerous corporate partners also distributed emails to their networks to promote the survey and encourage participation.

The survey was delivered and undertaken online through the survey tool zoomerang.com.

As an incentive to participate, Ezypay offered one iPod Touch to one respondent among the first 50 participants. The winner of this randomly drawn prize was Larry Papadopoulos of Boxingworks. All other respondents went into the draw to win a Nintendo Wii video game, which was won by Morris Karam of Balmain Fitness.

Two hundred and sixty four (264) responses were received in total, during the six-week survey period of 31 October to 16 December 2007. This figure does not take into consideration any duplicate submissions (that is where two or more people from the same facility submitted a response), which occurred in 15 instances. In this situation, the only response retained was that from the person holding the most senior position within that facility. Where a respondent indicated they held more than one role within the facility, only the most senior position was regarded in the data analysis.

Currently, there is no comprehensive data to indicate exactly how many health and fitness facilities exist in Australia; however, it is estimated that there are approximately 3,500 fitness clubs, excluding personal training studios. Therefore, it can be said that the 264 responses received represents approximately 8% of health and fitness facilities in Australia, which is considered a sufficient sample size to extrapolate findings to represent the overall status of health and fitness centres across Australia.

Notes: As with all data analysis, there can be a margin of error, which means actual results may vary either slightly above or below the stated percentages, and this margin of error tends to rise for questions where fewer responses were received. As with any such survey process (by invitation), data skewing may also occur, due to the fact that those who answered the questionnaire may be a certain 'type' of club, which is different from those who do not answer. In the opinion of the authors of this report, the likelihood of this is minimal.