

THE RESPONDENTS

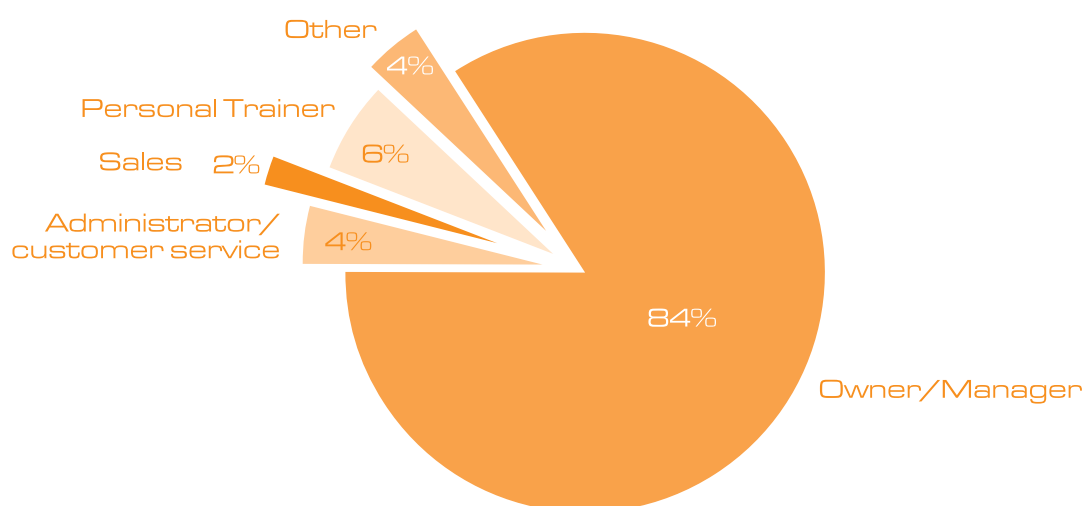
EIGHTY FOUR
PER CENT (84%)
OF THE RESPONSES
RECEIVED WERE
FROM OWNERS
OR MANAGERS OF
FITNESS FACILITIES.

ABOUT THE SURVEY RESPONDENTS

Eighty four per cent (84%) of the responses received were from owners or managers of fitness facilities. Many of those who reported being owners and managers also indicated they held other roles within the business. These included Centre Manager, Customer Service Manager, Finance Manager, Sales Person and even Personal Trainer. It appears that if you are the owner or manager of a fitness business then you also need to be willing and able to be a put your hand to many and most roles in the business.

The graph below depicts all the positions held as stated by respondents. However, as stated in the section on methodology, where a respondent indicated holding more than one role, the data analysis provided in future sections of this survey, considers only their most senior position.

The respondents were also provided with an option called 'other'. In this category they were able to select a position that did not appear in the main menu. In fact 4% of respondents identified themselves in this category. 'Other' positions included Contract Manager, Corporate Facility Manager, Marketing Manager, Health and Fitness Manager, Group Fitness Instructor, Contract Manager, Program Director and State Personal Training Manager.



POSITIONS HELD BY RESPONDENTS