



WHAT TRENDS ARE DRIVING PERSONAL TRAINING?

By Jan Schroeder, PhD, and Ayla Donlin, MS

Find out with this data from the
2011 IDEA Personal Training Programs &
Equipment Trends report.

Since last year's survey, we've seen a modest uptick in the economy. Perhaps with that comes increased optimism for growing your businesses and expanding your services to new (and old) clients who are looking to loosen up some dollars to spend on their health and fitness. How do you best prepare for this? How do you know in what direction to steer your offerings or what equipment to buy? This survey, specific to personal trainers, is a bellwether of what you can expect and plan for in the coming year.

Nearly 700 IDEA personal trainer members—mostly independent, small-business entrepreneurs—completed the 2011 survey. Read on to discover what they are seeing in their day-to-day operations, why they are making certain decisions about programming and equipment and how they are positioning themselves for 2012 and beyond.

Topline Trends

The most popular trends reported from the 2011 data show that IDEA trainers continue to incorporate small, portable equipment into small-group training sessions that focus on body weight leverage training, functional resistance training and balance training. The results further show that these trainers believe specialized client populations, such as older adults and those in need of weight management or back pain prevention programs, are growing. This, in turn, means that professionals need more continuing education to remain current and effective in their service.

Respondents report that they retain 75% of their clients for 1 year or longer. Drilling deeper into the data reveals that about one-third (31%) of clients stay with their trainer for more than 5 years, while the rest of customers stay 1–2 years (22%), 2–3 years (19%), 3–4 years (11%), less than 1 year (10%) and 4–5 years (7%). How do these business owners achieve such robust retention, and how are they choosing to steer their programming and equipment decisions going forward?

Survey respondents reaffirmed that training adults one-on-one remains the mainstay of their training businesses. Sessions focus most often on cardiorespiratory cross-training, strength training, stretching, functional resistance training and balance training. >>

These are the session options offered by 50% or more of survey respondents:

- 100%** cardiorespiratory cross-training
- 100** personal training, adult, one-on-one
- 99** strength training
- 98** stretching and/or flexibility
- 96** functional resistance training
- 95** balance training
- 91** flexibility, range-of-motion assessment
- 89** height, weight assessment
- 89** personal training, 2 clients share
- 89** training for weight management
- 86** cardiorespiratory interval training
- 83** balance assessment
- 83** muscular strength assessment
- 82** cardiorespiratory circuit training
- 82** posture assessment
- 82** body composition assessment
- 81** circumference measurements
- 80** cardiorespiratory endurance training
- 79** resting heart rate assessment
- 77** body weight leverage training (e.g., body weight only, TRX® Suspension Training®, GTS® [Gravity Training System], climbing ladders, ropes, push-up and pull-up devices)
- 77** muscular endurance assessment
- 74** senior-specific training
- 74** back pain prevention
- 73** plyometrics
- 73** speed, agility, quickness conditioning
- 71** cardiorespiratory endurance assessment
- 70** postrehab following injury
- 69** activity heart rate assessment
- 62** blood pressure assessment
- 62** personal training, outdoor
- 62** nutrition assessment
- 62** nutrition coaching
- 61** personal training, youth, aged 18 or younger, one-on-one
- 59** personal training, 3–5 clients share
- 58** exercise for chronic medical conditions (e.g., diabetes, coronary heart disease)
- 56** circuit training, small-group
- 56** sport-specific training
- 54** online client reminders and information
- 53** very slow strength training
- 50** lifestyle coaching

Top 10 Programming Trends

This year we asked IDEA personal trainers to report their picks for the top programming trends in the industry. Participants were asked to respond yes or no to a list of more than 30 possible programming trends. Write-in replies were also analyzed. Results fall into three main categories: training methods, special populations and organizational training formats.

Training Methods

The number-one programming trend is body weight leverage training, followed closely by functional resistance training and balance training. Two of the top three trends—functional resistance training and balance training—have been offered by at least 95% of respondents since 2008. Tied for fourth in popularity are senior-specific training and weight management training. Further down the list are cardiorespiratory interval training (tied for sixth with personal training, 2 clients share); nutrition coaching (eighth); and back pain prevention (tied for ninth with outdoor boot camp classes and personal training, 3–5 clients share). More than three-quarters of trainers who responded to the survey currently offer their clients these types of programs.

Robert Sherman, personal trainer and area group fitness manager for Equinox in Washington, DC, is not surprised by these results. He says the trend toward body weight leverage training, functional training and balance training has been “fantastic” for providing a groundwork for all other training—groundwork that is critical to clients’ success and used to be missing. “The next wave will be to break through barriers in the form of training specific metabolic equivalency,” he says. “This will come from going beyond genetic predispositions and working toward improving goal-specific outcomes of performance.”

Special Populations

Consistent with the trends, Ray Vargas, owner of ISOTONEX Personal Training in San Jose, California, is keeping his eye on a few special populations. His top three picks are the weight management sector, seniors and clients needing postrehabilitation. “Working with these diverse client segments offers many different opportunities for personal and professional growth, and tremendous specialized learning possibilities for the motivated fitness professional,” Vargas observes. “The reason for such growth is that these markets have remained untapped for many years, but now we are seeing the need for training at every phase of life. For an athlete, this may mean speed, agility and quickness, but for a senior citizen it may mean getting in and out of the house without breaking a hip.”

Organizational Training Formats

As mentioned, working with multiple clients through personal training sessions that 2 clients share or 3–5 clients share, as well as through outdoor boot camps, ranks among the top 10 programming trends. Five-year trends data show that while 2 clients sharing and 3–5 clients sharing have both grown, outdoor boot camps—perhaps surprisingly—have shown no growth.

Jill Coleman, personal trainer and director of instructor training at Metabolic Effect Inc. in Winston-Salem, North Carolina, understands well why the multiple-client model works. It’s a textbook win-win, she says: clients get the same- or better-quality training from the small-group (or semiprivate) workout and pay less, while the trainer is able to make more money per session. What is needed for the model to succeed, Coleman says, is “a more conscientious and skilled trainer—he or she must train each client just as well [as if it were a one-on-one session], all the while effectively managing a group.”

training by facility type

Where are clients being trained?

	All Respondents	Health Clubs	Personal Training Gyms	Personal Training in Trainer's Home	Personal Training in Clients' Homes
<i>number (n)</i>	693	278	187	125	306
personal training, adult, one-on-one	100%	100%	100%	100%	100%
personal training, 2 clients share	89	93	95	89	93
personal training, 3–5 clients share	59	62	63	50	62
personal training, youth, aged 18 or younger, one-on-one	61	65	68	59	63

% of respondents offering the activity.

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So why the lack of growth for outdoor boot camps? “Semiprivate training still allows for each client to obtain individual attention,” says Coleman, “while outdoor boot camps cannot guarantee it.”

Adds Coleman, “Semiprivate small-group training also keeps everyone more accountable. Research done on group fitness models shows that people who exercise in a group are more likely to stick with a program than those who exercise alone. Building camaraderie within a group, while also garnering the attention of a one-on-one [session] with a talented trainer allows for the best of all worlds, not to mention a less expensive training option and subsequently—in many cases—more frequent training.”

Survey data regarding which types of facilities are more likely to offer shared sessions show equality across facility types, with slightly fewer group sessions being given at the trainer's home.

Cardiovascular Conditioning

An analysis of how training sessions are composed shows that trainers devote about 19% of the time to cardiovascular training. The remainder is spent on

resistance training (38%), functional training (20%), flexibility training (12%) and balance training (11%). All trainers surveyed (100%) use cardiorespiratory cross-training techniques with their clients, and most use cardiorespiratory interval training (86%), cardiorespiratory circuit training (82%) and cardiorespiratory endurance training (80%).

Bethany Diamond, personal trainer and founder of Ovarian Cycle Inc. in Atlanta, suspects that trainers use cross-training and interval training more than endurance training because they feel their clients are perfectly capable of doing basic endurance training on their own time. “Trainers who can take clients to a higher level of intensity doing interval work and cross-training, for example, can elicit a higher caloric output and give customers more bang for their buck,” Diamond says. “Hopefully the clients feel value added when they leave a session having worked harder than they would have on their own.”

Apparently, the workout setting also makes a difference to the type of cardiovascular conditioning employed.

Data show that cardiovascular training is more likely to be used by trainers who meet their clients in either a health club or the clients' homes than by trainers who work in a personal training gym or in their own homes. Diamond suggests that this may have something to do with equipment availability. Health clubs are loaded with expensive cardio equipment, and a client's home typically has at least one piece of cardio equipment that the client is comfortable using, she observes.

A variety of equipment helps to round out cardiovascular training in clients' sessions. Most common are treadmills (77%), elliptical trainers (69%) and upright cycles (63%); recumbent cycles (59%), indoor rowing machines (45%), stair climbers (50%) and arm ergometers (18%) are less likely to be used.

Coleman suggests that trainers will generally default to equipment that is versatile and has very little learning curve—items like treadmills and stationary bikes. Though these machines can create a challenging workout, the movement patterns required are more natural and intuitive than those

what methods are used for cardiovascular training?

	All Respondents	Health Clubs	Personal Training Gyms	Personal Training in Trainer's Home	Personal Training in Clients' Homes
<i>n</i>	547	442	442	442	235
cardiorespiratory circuit training	82%	52%	34%	21%	53%
cardiorespiratory cross-training	100	52	34	21	56
cardiorespiratory endurance training	80	53	33	20	53
cardiorespiratory interval training	86	51	33	20	53

% of respondents offering the activity.

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required on, say, indoor rowing machines. “Trainers can get clients on these more intuitive options and focus on delivering an effective cardio workout rather than having to spend time teaching complicated movement patterns that might compromise the quality of the workout,” she says. “Obviously, a challenging movement pattern has its place in an intermediate or advanced training program, but for beginners, building cardiovascular fitness is the priority.”

While some training may involve equipment, trainers also provide cardiovascular conditioning through walking programs (45%) and social activity groups (walking or running clubs, group trips, organized group activities) (32%).

Back to Basics: Training for Function

In other areas of program design, the survey shows that trainers are offering sessions focused on strength training (99%), stretching and/or flexibility (98%), functional resistance training (96%), balance training (95%) and body weight leverage training (77%).

A look at where these training techniques are offered turns up consistency

across facility types. The exception is body weight leverage training. This is offered at 86% of personal training gyms and 84% of health clubs, but the percentages drop off slightly in the trainer's home (77%) and in clients' homes (75%). The types of equipment that trainers choose for today's top programming (e.g., body weight leverage equipment, medicine balls, foam rollers, balance equipment, etc.) reflect a more functional approach to movement. In this sort of training, equipment becomes an accessory.

Irene McCormick, MS, personal trainer and IDEA author and presenter, from Des Moines, Iowa, explains her choice to incorporate body weight leverage training and functional training into her program design. “As a personal trainer and group fitness instructor, I teach body weight suspension training more often than not during one-on-one or small-group (2–4 clients) training sessions. The reason I choose to utilize this type of training more often than other closed-chain exercises is because I can approach so many more aspects of a client's fitness needs using this approach. The multiplanar approach, in addition to the weight loads applied onto muscle groups that are very diffi-

cult to train, impact my clients and result in strength gains not seen using traditional strength training techniques. Best of all, the [equipment] is portable, and I can attach it almost anywhere. It's simple to use, so I can focus on my client's biomechanics, body range of motion, misalignment, etc.”

Top 10 Equipment Trends and Most Frequently Used Equipment

Respondents were asked to weigh in on what they felt were the top equipment trends of 2011. Body weight leverage training equipment, balance training equipment, and foam rollers and small balls came out on top. All three types of equipment are also among the top 10 pieces of equipment currently offered by respondents. In recent years, all three types of equipment have steadily grown in popularity:

- Body weight leverage equipment was offered by 63% of respondents in 2010 and by 73% in 2011.
- Balance training equipment was offered by 83% in 2007 and by 94% in 2011.
- Foam rollers and small balls were offered by 76% of respondents in 2007 and by 91% in 2011.

Kettlebells, stability balls, medicine balls, resistance tubing or bands, nutrition analysis software, barbells and/or dumbbells, and fitness assessment equipment were also among the top 10 equipment trends. Other than nutrition analysis software, all these types of equipment have grown in usage over the past several years. Not surprisingly, the top equipment trends parallel the top program trends (body weight leverage training, functional resistance training and balance training).

Erica Ingham, program director for Club One Inc. in San Francisco, offers this analysis: “Smaller pieces of training equipment that encourage functional movement—such as kettlebells and small balls—can produce results that change the way we feel when we move through life. Equipment that challenges the neuromuscular system to respond to a proprioceptive environment encourages one’s body to leverage strength in a functional manner. One way this can be accomplished is by using equipment that provides an unstable environment.”

Bryan Lepley, personal training director at BodyBusiness Health Club &

Spa in Austin, Texas, explains how his training staff uses today’s popular portable equipment: “We use it predominantly in small-group settings to make personal training more affordable for the consumer and to maximize the earning potential of my training staff. [Small, portable equipment] offers fresh ways of training, yet these pieces are less intimidating than traditional selectorized or free-weight equipment.”

As in the past several years, nine of the top 10 pieces of equipment are small and portable. Confirming this trend were the responses from trainers who were asked to write in the top three pieces of equipment they use with clients during a training session. The most popular pieces listed were dumbbells, stability balls, the TRX® Suspension Trainer™ and the BOSU® Balance Trainer.

Alisha Lopez, personal trainer and owner of No Limits Sports and Fitness Academy and a member of the parks and recreation commission for Signal Hill, California, explains why she believes trainers are choosing to offer

these tools: “First, all of these pieces of portable equipment are less intimidating and more familiar to most people than the bulkier gym equipment. Second, these pieces of equipment are less expensive and more cost-efficient than commercial gym equipment. Third, portable equipment such as the TRX Suspension Trainer, fitness ropes (undulation ropes), resistance bands, stability balls, balancing equipment, etc. are just as effective if not better than strength equipment in terms of multi-planar movement. Last, incorporating this popular equipment into personal training sessions with clients can help improve strength, stability and flexibility as well as open up a variety of different exercises.”

About the Survey

The **percentage (%)** shows the number of survey respondents who answered yes to a given survey question. All percentages have been rounded up at 0.5 and down at 0.4. Percentages do not necessarily total 100, because of multiple or missing responses. >>

FUNCTIONAL TRAINING BY FACILITY

	All Respondents	Health Clubs	Personal Training Gyms	Personal Training in Trainer's Home	Personal Training in Clients' Homes
<i>n</i>	574	257	173	113	283
strength training	99%	100%	99%	100%	99%
stretching and/or flexibility	98	98	99	99	99
functional resistance training	96	96	97	95	97
balance training	95	97	95	94	96
body weight leverage training (e.g., body weight only, TRX® Suspension Training®, GTS®, climbing ladders, ropes, push-up and pull-up devices)	77	84	86	77	75

% of respondents offering the activity.

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About the Respondents. IDEA personal trainer members who gave us permission to use their e-mail addresses were sent three e-mail invitations to link to a Web-based survey in February 2011. The 693 trainers who responded are 81% personal trainers, 14% owners, 2% fitness program directors, 2% personal training directors and 1% general managers. There was an 8% response rate, with a 95% confidence level and a $\pm 5\%$ margin of error.

About the Demographics. On average, the respondents work at two separate facilities. Of the respondents, 52% offer personal training in clients' homes, and 22% offer personal training in their own home; 26% work in fitness-only health clubs, 21% in multipurpose health clubs, 32% in personal training gyms, 13% in parks or recreation programs, 13% in group exercise studios, 11% in corporate fitness centers, 7% in Pilates or yoga studios, 7% in a YMCA/YWCA/JCC and less than 8% in other venues. Most of the respondents are self-employed (68%), while 38% list themselves as independent contractors and 31% as employees. Less than one-quarter of trainers (22%) sell product to their clientele for additional revenue.

As for location, 35% work in large cities, 37% in small cities or towns, 23% in suburbs and 5% in rural areas. Most respondents (96%) live in the United States—35% in the West, 28% in the Northeast, 22% in the South and 16% in the North Central region; 4% live in Canada.

About the Clientele. Surveyed trainers serve a predominantly female clientele (72%), with the most common client age ranges being 35–44 years (32%), 45–54 years (29%) and 55–64 years (25%). Under the age of 18 (5%), 18–34 (16%) and over 65 years (19%) are less commonly served age ranges. Most clients are at an intermediate (48%) or beginner fitness level (39%), while only 18% are at an advanced fitness level. While 97% of trainers serve apparently healthy clients, respondents also train individuals with chronic or temporary injury (83%), special medical needs (83%) and physical disabilities (47%). Trainers work commonly with amateur athletes (66%) and less frequently with professional athletes (12%). Most trainers (84%) work with older adults (65 years and older), and almost half of all respondents work with children and teens (aged 18 years or

younger) (47%). Only 23% of trainers work with women only.

The average cost of a training session is \$57 (median \$55). Most clients pay for their sessions either as a package (79%) or individually (70%), while only 16% pay with a monthly membership fee and 5% pay with an annual membership fee.

About Median and Mean. The mean (average) is found by adding together all the numbers and dividing by the number of responses. Very large and very small numbers can create a wide range, which may make an average less representative of most of the people.

The median is the midpoint, meaning 50% of respondents answered above that number and 50% answered below it. A median is useful because it helps eliminate the distortion that an average can cause.

About Health Clubs. The “health clubs” category in the charts includes multipurpose and fitness-only health clubs and YMCA/YWCA/JCC facilities. ■

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Editor's Note: The complete results of the personal training survey appear in this issue of *IDEA Trainer Success*. If you are interested in more information about programs and equipment offered in fitness facilities (from a program director's/manager's perspective), look for the report in the July–August issue of *IDEA Fitness Manager*. For a full copy of either report, call IDEA member services at (800) 999-4332, ext. 7.



2011 IDEA Personal Training Programs & Equipment Trends

BUSINESS PROFILE

Average Number of Sessions per Week

29% 1–9 sessions

31 10–19

23 20–29

15 30–49

2 50 or more

15 median number of sessions per week

10 median number of clients per week

17 mean number of sessions per week

15 mean number of clients per week

Length of Personal Training Sessions

26% 30 minutes

15 45 minutes

85 60 minutes

5 90 minutes >>

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PERSONAL TRAINING SERVICES

Yes, my company offers this program:

Offer

Current Programs

Basic Training

boot camps, small-group	48%
circuit training, small-group	56
personal training, adult, one-on-one	100
personal training, 2 clients share	89
personal training, 3–5 clients share	59
personal training, outdoor	62
personal training, youth, aged 18 or younger, one-on-one	61
personal training, youth, aged 18 or younger, small-group	42

Fitness Assessments

activity heart rate	69%
balance	83
blood pressure	62
body composition	82
cardiorespiratory endurance	71
circumference measurements	81
flexibility, range-of-motion	91
height, weight	89
muscular endurance	77
muscular strength	83
posture	82
resting heart rate	79
skill-related components (agility, speed, coordination, power, reaction time, etc.)	44

Additional Services

boot camp classes, outdoor	31%
clinics on special topics	36
group activities, outdoor	31
lifestyle coaching	50
meditation	18
nutrition assessment	62
nutrition coaching	62
online client reminders and information	54
online training programs	19
social activity groups (walking or running clubs, group trips, organized group activities)	32





Current Programs, cont'd

Program Design

balance training	95%
body weight leverage training (e.g., body weight only, TRX® Suspension Training®, GTS®, climbing ladders, ropes, push-up and pull-up devices)	77
cardiorespiratory circuit training	82
cardiorespiratory cross-training	100
cardiorespiratory endurance training	80
cardiorespiratory interval training	86
functional resistance training	96
group reformer classes	8
Gyrotonic® or Gyrokinesis® exercises	1
mind-body fusion	10
Olympic-style lifting	28
Pilates	31
Pilates and yoga fusion	16
Pilates or yoga training, one-on-one	32
plyometrics	73
speed, agility, quickness conditioning	73
strength training	99
stretching and/or flexibility	98
tai chi	6
very slow strength training	53
walking	45
water fitness	16
yoga	30

Client Goals

back pain prevention	74%
exercise for chronic medical conditions (e.g., diabetes, coronary heart disease)	58
kids' programming, 12 years and younger	24
postrehab following injury	70
pre/postnatal training	44
senior-specific training	74
sports clinics	15
sport-specific training	56
teens' programming, 13–17 years	41
weight management training	89 >>

PERSONAL TRAINING SERVICES

% of all respondents offering the program

	2007	2008	2009	2010	2011	% Point Change*
Multiple-Year Trend Comparison: Programs						
Fitness Assessments						
activity heart rate	—	71%	70%	67%	69%	-2
balance	—	82	84	82	83	+1
blood pressure	—	61	59	64	62	+1
body composition	—	81	77	81	82	+1
cardiorespiratory endurance	—	66	66	64	71	+5
circumference measurements	—	78	77	79	81	+3
flexibility, range of motion	—	88	89	87	91	+3
height, weight	—	86	86	85	89	+3
muscular endurance	—	71	73	69	77	+6
muscular strength	—	77	79	77	83	+6
posture	—	—	—	79	82	+3
resting heart rate	—	79	77	77	79	0
skill-related components (agility, speed, coordination, power, reaction time, etc.)	—	42	41	40	44	+2
Other Services						
back pain prevention	53%	73%	72%	72%	74%	+21
balance training	—	96	96	95	95	-1
body weight leverage training (e.g., body weight only, TRX® Suspension Training®, GTS®, climbing ladders, ropes, push-up and pull-up devices)	—	—	—	70	77	+7
body weight-only training	58	76	79	—	—	n/a
boot camp classes, outdoor	31	20	26	25	31	0
boot camps, small-group	—	—	38	41	48	+10
cardiorespiratory circuit training	—	79	76	77	82	+3
cardiorespiratory cross-training	—	75	72	73	100	+25
cardiorespiratory endurance training	—	79	75	77	80	+1
cardiorespiratory interval training	—	85	81	81	86	+1
circuit training, small-group	—	—	48	50	56	+8
clinics on special topics	43	35	40	38	36	-7
exercise for chronic medical conditions (e.g., diabetes, coronary heart disease)	47	61	61	59	58	+11
functional resistance training	—	96	96	95	96	0
group activities, outdoor	46	29	29	29	31	-15
group reformer classes	—	—	—	9	8	-1
Gyrotonic® or Gyrokinesis® exercise	3	2	2	2	1	-2
kids' programming, 12 years and younger	—	—	23	23	24	+1
lifestyle coaching	37	40	45	42	50	+13

*Over 5 years, or since records began.

PERSONAL TRAINING SERVICES

% of all respondents offering the program

	2007	2008	2009	2010	2011	% Point Change*
Multiple-Year Trend Comparison: Programs cont'd						
Other Services, cont'd						
meditation	—	18	21	18	18	0
mind-body fusion	—	8	10	12	10	+2
nutrition assessment	56	57	57	58	62	+6
nutrition coaching	55	57	60	61	62	+7
Olympic-style lifting	—	16	17	19	28	+12
online client reminders and information	41	47	54	49	54	+13
online training programs	13	13	17	19	19	+6
personal training						
adult, one-on-one	95	99	98	99	100	+5
2 clients share	77	84	85	84	89	+12
3–5 clients share	44	49	58	57	59	+15
youth, aged 18 or younger, one-on-one	65	65	65	65	61	–4
youth, aged 18 or younger, small group	—	36	39	41	42	+6
personal training, outdoor	82	55	60	56	62	–20
Pilates	47	37	36	34	31	–16
Pilates and yoga fusion	—	22	23	21	16	–6
Pilates or yoga training, one-on-one	36	34	39	34	32	–4
plyometrics	—	67	72	70	73	+6
postrehab following injury	49	66	70	67	70	+21
pre/postnatal training	—	47	44	45	44	–3
senior-specific training	—	72	71	72	74	+2
social activity groups (walking or running clubs, group trips, organized group activities)	—	31	31	30	32	+1
speed, agility, quickness conditioning	—	69	65	65	73	+4
sports clinics	19	15	14	16	15	–4
sport-specific training	55	57	54	57	56	+1
strength training	—	97	97	98	99	+2
stretching and/or flexibility	83	97	96	97	98	+15
tai chi	—	8	9	8	6	–2
teens' programming, 13–17 years	—	—	43	41	41	–2
very slow strength training	30	45	38	45	53	+23
walking	41	48	52	46	45	+4
water fitness	25	21	23	19	16	–9
weight management training	—	86	85	83	89	+3
yoga	42	30	33	27	30	–12

*Over 5 years, or since records began.

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PERSONAL TRAINING EQUIPMENT

Yes, my company has this equipment:

Offer

Current Equipment

Portable or Specialized

balance equipment (BOSU® Balance Trainers, disks, wobble boards, balance boards)	94%
barbells and/or dumbbells	97
body weight leverage equipment (TRX® Suspension Trainer™, GTS®, climbing ladders, ropes, push-up and pull-up devices)	73
boxing equipment	45
computer workout tracking	18
foam rollers and small balls	91
Gyrotonic® equipment	2
heart rate monitors	52
interactive computer training programs (exergaming)	6
kettlebells	65
medicine balls	96
nutrition analysis software	20
pedometers	32
Pilates equipment	32
resistance tubing or bands	99
stability balls	99
steps and platforms	89
vibration devices/technology	8
water fitness equipment	19
yoga mats and equipment	73

Fitness Assessment

blood pressure cuffs, stethoscopes	59%
body composition analyzers	63
goniometers	13
postural assessment technology	28

Gym Basics

arm ergometers	18%
child-sized machines	3
cycles, recumbent	59
cycles, upright	63
elliptical trainers	69
pneumatic machines	7
pulley equipment	73
rowing machine, indoor	45
stair climbers	50
strength machines, computerized	6
strength machines, plate-loaded	62
strength machines, selectorized (pin-selected)	62
treadmills	77
weighted bars	82

PERSONAL TRAINING EQUIPMENT

% of all respondents offering the equipment

	2007	2008	2009	2010	2011	% Point Change*
Multiple-Year Trend Comparison: Equipment						
arm ergometers	—	—	20%	19%	18%	-2
balance equipment (e.g., BOSU® Balance Trainers, disks, wobble boards, balance boards)	83	91	93	93	94	+11
barbells and/or dumbbells	91	95	95	97	97	+6
blood pressure cuffs, stethoscopes	—	—	—	—	59	n/a
body composition analyzers	—	—	—	—	63	n/a
body weight leverage equipment (e.g., TRX® Suspension Trainer®, GTS®, climbing ladders, ropes, push-up and pull-up devices)	—	—	—	63	73	+10
suspension equipment (e.g., TRX® Suspension Trainer®, Inkaflexx straps)	—	—	31	—	—	n/a
boxing equipment	—	34	32	35	45	+11
child-sized machines	3	2	2	4	3	0
computer workout tracking	—	15	15	14	18	+3
cycles, recumbent	62	66	62	65	59	-3
cycles, upright	62	62	63	65	63	+1
elliptical trainers	70	72	71	70	69	-1
foam rollers and small balls	76	83	85	88	91	+15
goniometers	—	—	—	—	13	n/a
Gravity trainers	8	11	12	—	—	n/a
Gyrotonic® equipment	3	2	2	3	2	-1
heart rate monitors	—	—	—	51	52	+1
interactive computer training programs (exergaming)	—	5	7	6	6	+1
kettlebells	—	—	—	53	65	+12
medicine balls	86	91	90	93	96	+10
nutrition analysis software	22	18	17	15	20	-2
pedometers	—	—	—	35	32	-3
Pilates equipment	30	29	31	32	32	+2
pneumatic machines	6	9	7	5	7	+1
postural assessment technology	—	—	—	—	28	n/a
pulley equipment	69	77	67	69	73	+4
resistance tubing or bands	91	97	97	97	99	+8
rowing machines, indoor	—	—	42	46	45	+3
stability balls	92	97	97	98	99	+7
stair climbers	53	53	50	53	50	-3
steps and platforms	73	82	81	84	89	+16
strength machines, computerized	6	9	7	9	6	0
strength machines, plate-loaded	58	65	63	64	62	+4
strength machines, selectorized (pin-selected)	60	66	62	65	62	+2
treadmills	75	76	78	77	77	+2
vibration devices, technology	—	—	—	—	8	n/a
water fitness equipment	—	19	22	20	19	0
weighted bars	68	78	75	76	82	+14
yoga mats and equipment	59	61	65	61	73	+14

*Over 5 years, or since records began.

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TOP 10 PROGRAMMING TRENDS

Participants were asked to respond yes or no to a list of over 30 possible programming trends. Write-in replies were also analyzed.

	Ranking
body weight leverage training (e.g., body weight only, TRX® Suspension Training®, GTS®, climbing ladders, ropes, push-up and pull-up devices)	1
functional resistance training	2
balance training	3
senior-specific training	4
weight management training	4
cardiorespiratory interval training	6
personal training, 2 clients share	6
nutrition coaching	8
back pain prevention	9
boot camp classes, outdoor	9
personal training, 3–5 clients share	9

TOP 10 EQUIPMENT TRENDS

Participants were asked to respond yes or no to a list of over 30 possible equipment trends. Write-in replies were also analyzed.

	Ranking
body weight leverage training equipment (e.g. TRX® Suspension Trainer™, GTS®, climbing ladders, ropes, push-up and pull-up devices)	1
balance equipment (e.g., BOSU® Balance Trainer, disks, wobble boards, balance boards)	2
foam rollers and small balls	3
kettlebells	4
stability balls	5
medicine balls	6
resistance tubing or bands	7
nutrition analysis software	8
barbells and/or dumbbells	9
fitness assessment equipment	10 ■

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