



Inspire the World to Fitness®

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**Unique Market Research Reveals Top Industry Trends
in Personal Training Programs and Fitness Equipment**

*IDEA's annual Personal Training Fitness Programs & Equipment Trends Report
provides reliable data on industry trends.*

San Diego – November 8, 2010 – To get an accurate read on what is happening at the front lines of personal training, this fitness programs and equipment trends report is a one-stop source for credible information. IDEA Health & Fitness Association, the leading membership organization of health, wellness and fitness professionals worldwide with more than 70,000 subscribers in over 80 countries, has published the results of its annual [IDEA Personal Trainer Fitness Programs & Equipment Trends Report](#). The survey, which is sent to personal trainers who own studios and who are employed by fitness facilities around the nation, summarizes what fitness equipment their customers are using the most and what fitness programs they are demanding more or less of.

The following highlights from the report include a solid picture of the most up-to-date fitness research available. Detailed results of these fitness industry statistics are available to the media at <http://www.ideafit.com/fitness-library/2010-fitness-programs-equipment-trends>

- The top 3 program trends reported were senior fitness, weight management and small-group and partner training.
- Strong areas of focus in equipment and programming are:
 - incorporation of small, portable equipment into small-group sessions that focus on strength and functional training
 - focus on older adults
 - focus on weight management.
- These are the top dozen session options offered by at least 50% of survey respondents:
 - 99% personal training, adult, one-on-one
 - 98 strength training
 - 97 stretching and/or flexibility
 - 95 balance training
 - 95 functional resistance training
 - 87 flexibility, range-of-motion assessment
 - 85 height, weight assessment
 - 84 personal training, 2 clients share
 - 83 training for weight management
 - 82 balance assessment
 - 81 cardiorespiratory interval training
 - 81 body composition assessment
- Survey respondents report using all types of equipment, with an emphasis on smaller, portable pieces. These are the 10 pieces of equipment most frequently used:
 - 98% stability balls
 - 97 resistance tubing or bands

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97	barbells and/or dumbbells
93	balance (BOSU® Balance Trainers, disks, wobble boards, balance boards)
93	medicine balls
88	foam rollers and small balls
84	steps and platforms
77	treadmills
76	weighted bars
70	elliptical trainers

- This year's respondents were asked to write in what they felt were the top three equipment trends of 2010. Elliptical trainers, kettlebells and treadmills came out on top. While kettlebells were a new addition to this year's survey, treadmills and elliptical trainers have been mainstays for several years.
- IDEA trainers say they devote 53% of sessions to resistance training. Almost all personal trainers report using strength training and functional resistance training (98% and 95%, respectively), and the majority use body weight leverage training (body weight only, TRX® Suspension Trainer™, GTS®, climbing ladders, ropes, push-up and pull-up devices, etc.) and plyometrics (70% for each method). About half of surveyed trainers use very slow strength training (45%), while just a few use Olympic-style lifting (19%).

About IDEA Health & Fitness Association

IDEA Health & Fitness Association is the world's leading organization of fitness and wellness professionals including personal trainers, group fitness instructors, fitness directors and fitness business owners. These professionals coach, train and influence millions of health-minded individuals. Through IDEA professionals in over 80 countries, we "Inspire the World to Fitness®".

We deliver world-class content and continuing education to fitness professionals through three vehicles:

1. *IDEA Fitness Journal*, our award-winning monthly magazine plus four additional, specialty niche e-publications
2. World class fitness conferences for health and fitness professionals, including IDEA World Fitness Convention™
3. Streaming video and DVD courses available on our website (www.idealife.com)

With the launch of [IDEA FitnessConnect](http://www.idealife.com), we have created the largest national industry-wide directory linking over 100,000 fitness professionals to more than 16 million consumers. By providing verified profiles of personal trainers and other fitness professionals, we give consumers confidence in their choice of fitness services while strengthening the credibility and professionalism of our industry.

For more information on IDEA fitness and wellness conferences, publications, professional fitness education and products, member services and other activities, visit [IDEA Health & Fitness Association](http://www.idealife.com).