

**A PILOT STUDY IN DETERMINING THE STATUS OF THE HEALTH AND
FITNESS INDUSTRY IN TURKEY**

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ABSTRACT

A PILOT STUDY IN DETERMINING THE STATUS OF THE HEALTH AND FITNESS INDUSTRY IN TURKEY

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Before Turkey starts lamentation about her residents' poor state of health due to lack of regular physical activity, the fitness facilities should be recognized as means of exercise and recreational activities for all. Yet the lack of studies regarding the status of the health and fitness industry of Turkey such as the credentials of education and certification of the fitness professionals surges the fitness industry into the unknown. The purpose of this study was to investigate the status of the health and fitness industry in Turkey.

In order to investigate the current status of the health and fitness industry in Turkey, a pilot study was conducted to adopt the "Survey of the Health and Fitness Industry" developed by Dean Mantia (2000). Participants (N=167) were

queried in the areas of business operations, professional development, growth opportunities and consumer influences. Using SPSS frequency counts and percentile rankings were used to analyze and compare responses of the three sub-groups (18 % managers, 62 % instructors, 20 % consumers) that were surveyed.

The findings of the study demonstrates that although the industry seems to be in a rapid growth phase, there are problems that would not allow the future success of the industry. The consumers overestimate the credentials of the fitness professionals, and at the same time quickly withdraw if their goals are not met. The industry lacks standardization, and regulations are not adequate to save it from abuse. Although the Bodybuilding and Fitness Federation emerged as the major certification body, it holds less than half (38 %) of the industry, and lacks trust and respect by the fitness professionals due to illegalities. The industry is driven by fad and fashion and the role of the media, and marketing practices seems to be underrated despite their educational value to make the consumers take responsibility of their own health and well being.

Future growth of the industry requires investigation of the fitness professionals at all levels and in all provinces of Turkey. In order to develop standardization for the licencing of the health and fitness centers, and certification of the fitness professionals within the industry, it is recommended that the federation should act in a joint effort with the other federations, academia, and the leading international certifying organizations to meet the needs of the fitness industry towards a continuous development and growth.

Keywords: standardization, health and fitness industry

ÖZ

TÜRKİYE’DE SAĞLIK VE FITNESS ENDÜSTRİSİNİN MEVCUT DURUMUNU BELİRLEMEK İÇİN YAPILAN BİR PİLOT ÇALIŞMA

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Türkiye, vatandaşlarının yetersiz fiziksel aktivite düzeyi yüzünden oluşan sağlık sorunları ile ilgili pişmanlık duymadan önce, sağlıklı yaşam merkezleri herkes için egzersiz ve rekreasyonel aktivite araçları olarak kabul edilmelidir. Ancak, Türkiye’de sağlıklı yaşam endüstrisinin çalışanlarının eğitim ve sertifika gibi vasıflarının konu alındığı çalışmaların olmayışı sağlıklı yaşam endüstrisini bilinmeyene doğru sürüklemektedir. Bu çalışmanın amacı Türkiye’deki sağlıklı yaşam endüstrisinin mevcut durumunu araştırmaktır.

Türkiye’deki sağlıklı yaşam endüstrisinin mevcut durumunu inceleyebilmek için, Dean Mantia (2000) tarafından geliştirilmiş olan “Sağlık ve Fitness Endüstrisi Anketi” bu pilot çalışma ile Türkçe’ye uyarlanmıştır.

Katılımcılara (N=167) iş operasyonları, profesyonel gelişim, büyüme ayrıcalıkları, ve müşteriye etkileyen faktörler konularında sorular sorulmuştur. Anketlerin uygulandığı üç grubun (18 % yöneticiler, 62 % eğitimciler, 20 % tüketiciler) cevaplarını analiz etmek ve karşılaştırmak için SPSS yüzde analizleri kullanılmıştır.

Bu çalışma göstermiştir ki, her ne kadar endüstri hızla büyüyormuş gibi görünse de gelecek başarısına izin vermeyecek problemler vardır. Tüketiciler bir yandan sağlıklı yaşam çalışanlarının vasıflarını fazlasıyla överken, bir yandan da hedeflerine ulaşamayınca hızla sporu bırakmaktadırlar. Endüstride standardizasyon yoktur, ve ilgili yönetmelikler suistimali engellemek için yeterli değildir. Vücut Geliştirme ve Fitness Federasyonu'nun endüstrideki temel sertifika organizasyonu olmasına rağmen, endüstrinin yarısından azını (38 %) elinde tutmakta, ve yolsuzluklarından dolayı sağlıklı yaşam çalışanlarının güven ve saygısını kaybetmiştir. Endüstri heves ve moda olan ile yönetilirken medya, ve pazarlama yöntemlerinin tüketicileri eğitmek ve kendi sağlıklarının sorumluluğunu taşımalarında sağlayacağı katkı göz ardı edilmektedir.

Sağlıklı yaşam endüstrisinin gelecekteki gelişimi Türkiye'de her ilde ve her seviyedeki çalışanlarının incelenmesini gerektirmektedir. Sağlıklı yaşam endüstrisine standardizasyon getirilebilmesi için Vücut Geliştirme ve Fitness Federasyonun diğer federasyonlar, üniversiteler, ve uluslararası lider sertifika organizasyonlarıyla işbirliği içerisinde hareket etmesi, endüstrinin durmadan gelişmesi ve büyümesi için önerilmektedir.

Anahtar Kelimeler: standardizasyon, sağlık ve fitness endüstrisi

In the memory of my father, Mehmet Sekendiz

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CHAPTER I

INTRODUCTION

In Turkey, fitness emerged as an industry in the 1980s, and gained its popularity through 1990s with the opening of numerous health and fitness centres. In the new millenium the industry marked an apperent success having reached over two thousand fitness centres all around the country (Varoş vücut timi, 2002). The aim of this study is to determine the status of the health and fitness industry in Turkey.

Fitness industry in Turkey is in a continuous growth phase in contrast to the general turbulant national economy. Holding the title of one of the four countries left in the world, who manages the sport system by the government (DPT, 2000), Turkey's fitness industry is directly affected by the roles of the government through the General Directorate of Youth and Sports (GSGM), who has set regulations for the opening of private health and fitness centres under the control of the Provincial Directorates. Yet, only 25 % of the fitness centres are licenced and authorized by the Turkish Bodybuilding and Fitness Federation, and the Gymnastics Federation leaving over 1500 of the fitness centres out of control (Varoş vücut timi, 2002).

As it is stated by the Turkish Constitution“Government takes the precautions for the physical and mental development of the Turkish citizens of all ages. Encourages the development of sport for all.”(Trans. from DPT, 2000, p.1).

Yet, the efforts of the General Directorate of Youth and Sports has remained inefficient in the management of the sport organizations, construction of the sports facilities, and the development of the sport for all programs due to the budget system that gets only 3% of the national budget (GSGM, 1999).

In the new millenium, in contradistinction to the fact that Turkey leads the developing countries in Europe with the highest and the youngest population rates (Vehid, 2000), the number of the public sport centres are neither sufficient nor homogeniously situated (Sunay, 2002). Unfortunately Turkey cannot make advantage out of the exclusive health and fitness centres as a new industry. Today most of the countries follow international standards in the industry and require international certificates such as fitness instructor and first aid along with a physical education diploma. The success of the health and fitness industry in Turkey may only be promoted and maintained through the consideration of professional management, appropriate management structures, training and education, and consumer awareness.

It is quite striking that although scientific studies that quivered service quality of the private health and fitness centres in Turkey are present (Çimen, and Sunay, 2003; Gürbüz, 2003), there is lack of scientific evidence regarding the current status of the health and fitness industry in Turkey. Yet, “Service quality depends upon good instructor training and professional knowledge” and “Fitness center service quality is raised when the principles of service are applied systematically to the entire operation” (Wu, 2001, p.98). From this standpoint, taking into consideration the fact that only 3.5% of the entire Turkish population is involved in regular physical exercise (T.C. Sağlık Bakanlığı, 2004), the need to

determine the status of the health and fitness industry in Turkey seems to be crucial before development and improvement can take place.

1.1. Purpose of the Study:

The purpose of this study is to do a pilot study in determining the current status of the health and fitness industry in Turkey, using the Turkish version of the Survey of the Health and Fitness Industry (SHFI).

1.2. Operational Definitions:

Health: The state of being well and free from illness in body or mind (Webster Online).

Fitness: The state of health characteristics, symptoms, and behaviors enabling a person to have the highest quality of life (Webster Online).

Health and Fitness Centres: Physical Fitness Sports Club Facilities that have the NAICS (North American Industry Classification System) code of 713940. The NIACS definition of health and fitness sports centers are establishments primarily engaged in operating fitness and recreational sports facilities featuring exercise and other active physical fitness conditioning or recreational sports activities, such as swimming, skating, or racquet sports (Physical Fitness, 2004).

Status: A basis for comparison, a reference point against which other things can be evaluated; the ideal in terms of which something can be judged (Webster Online).

Industry: A commercial activity that provides services (Webster Online).

Health and Fitness Industry: Commercial health and fitness centers that provide services.

1.3. Assumptions of the Study:

- i. It is assumed that the subjects completed the Turkish version of the Survey of the Health and Fitness Industry (SHFI-T) unbiasedly and sincerely to determine the main issues of the industry.
- ii. It is assumed that the subjects followed the instructions of the survey.

1.4. Significance of the Study:

A review of literature in the health and fitness industry literature demonstrates that determining the status of the commercial health and fitness centres is crucial due to the lack of standardization in this industry. Scientific analysis of the fitness industry in Turkey will help with the definition of the existing strengths and weaknesses while detecting areas in need of further investigation. This data may be used to determine strategies for the continued growth of the fitness industry. What is more, with a clear description of the issues and a plan for development, the fitness industry may work more efficiently on the behalf of the Turkish population towards an improved quality of life, health and wellness.

CHAPTER II

REVIEW OF LITERATURE

Introduction

As the world begins a new millennium, man's quest for physical fitness throughout prehistoric time for survival needs such as hunting and gathering, has turned into a means of health enhancement, maintenance, and rehabilitation in addition to its effects in conditioning for competitive sports. The health and fitness industry has come a long way all around the world, with on going advances in a quest for longevity of the healthy lifestyles in a triangle of "mind-spirit- body" (Golding et al., 1989).

According to the recent fitness industry research "clubs of all sizes reported growth and improved profitability", while "Fitness-only clubs reported the strongest rates of revenue and net membership growth, producing 7.3% and 7.7% increases, respectively, on their 2001 numbers" (IHRSA, 2003). In contrast, according to World Health Report 2003, Cardio Vascular Diseases (CVD) that mainly result from obesity and inactivity, made up 16.7 million, or 29.2% of total global deaths, and by 2010, CVD will be the leading cause of death in developing countries (WHO, 2003a).

According to the recent studies, a strong positive correlation exists between obesity and CVD (Mahley et. al., 2001). Such that, the food pyramid guide (USDA, 2005), that has long been valid, and tried to be implemented by

masses, has started to be an issue of debate for the scientists, with convincing suggestions. With regard to these suggestions, physical activity and exercise should be in the base of this pyramid (Willett, and Stampfer, 2002). As the health oriented approach suggests, active participation in sports is seen as a parameter for the level of physical activity (Vaneusel et.al., 1997). Studies that have investigated the relationship between physical activity and health have stressed the importance of continuity of physical activity starting from youth into adulthood (Bouchard et al., 1994; Faigenbaum, & Zaichkowsky, 1997). Many studies not only have stated a positive correlation with regular physical activity and physical health attributes, but also a negative correlation with CVD and many other diseases (Stein, & Motta,1992; Bouchard et al., 1990; Ewart et al., 1987).

With regard to prevalent mortality, and unemployment that such diseases cause, the cost of physical unconditioning appears to be quite expensive, taking into account the treatment costs that the patients will have to sustain after a certain age, in addition to the rehabilitation, and physical education payments (Potter,1986). According to the World Health Report the prevention and the control of CVD and other noncommunicable diseases can be possible through simple, and cost-effective legislations, regulations, and mass education in the presence of conducive environmental alterations (2004, chap.6, p.89). As it is suggested by a stepwise approach, inactivity, a worldwide trend and one of the leading environmental factors that predisposes individuals to risk of noncommunicable diseases, can be prevented through sustained, well- designed physical activity programmes - “movement”- in recreational and fitness centers (WHO, 2003, chap.6, p. 89). All around the world, “ ‘sport for all’ type

programmes ” (Collins, 1991; Palm, 1991; cited in Vanreusel et. al., 1997, p.374) have focused on the philosophy of sport for a life time and especially the youth sport with effective strategies, campaigns, and regulations (Carr, 2001).

A decade earlier Turkey has also started to experience the storm in the fitness industry with private health and fitness centres growing in number each day. According to unofficial track records, the industry marked an apparent success having reached over two thousand fitness centers all around the country in the new millenium (Varoş vücut timi, 2002). Despite the government controlled sport system and the retrenched budget allocated to sports in times of political and economic crises (Sekendiz, & Koçak, 2003), fitness industry is in a continuous development in Turkey. In contrast with such healthful trends, today 40.6% of deaths in Turkey is from CVD, and obesity has become a national epidemic with more than 8.5 million obese patients (DİE, 1999). According to more recent research conducted by the Turkish Ministry of Health that investigated the present current of the risk factors leading to CVD in Turkey, urban life is an important factor increasing hypertension with 23% patients in the cities, whereas this ratio falls down to 19 % in the rural areas (T.C. Sağlık Bakanlığı, 2004).

Despite the fact that it has been reported many times in the sport councils that noncompetitive, recreational sport facilities that are common, and done for pleasure and health, are not paid enough attention (DPT, 2000; GSGM., 1999), the government is not eager to take precautions to fulfil the needs of the Turkish population for physical, psychological, and social development and well-being (Cankalp, 2002; Sunay, 2002). “Because funding for public agencies is often tied to public money (e.g., tax revenues)” and “the career growth potential in

government supported sport organizations fluctuates according to the changes in the local, state, national and international economy”(Lamb, 1987, cited in Quain, 1990, p.59).

In Turkey, it is stated by the Turkish Constitution section 59 that “Government takes the precautions for the physical and psychological development of the Turkish citizens of all ages. Encourages the development of sport for all.”(Trans.from, DPT, 2000, p.1). Yet, 96,5 % of the Turkish population still do not participate in regular exercise (T.C.Sağlık Bakanlığı, 2004) - at least 30 minutes, 3 days a week as prescribed by ACSM (1998) standards to receive minimum health benefits of physical activity- while the worst among the developed countries in Europe is affirmed to have an inactive population rate as low as 25 % (DPT, 2000).

In the new millenium, with regard to the fact that Turkey leads among the developing countries with the highest and the youngest population rate at 27 %, ages ranging between 12-24 (Vehid, 2000), it is confirmed that the government has been insufficient in providing her citizens with the youth services, sport facilities, and equipments to complete their physical, psychological, and social development (Güçlü, 2001; Cankalp, 2002), and received a “C” grade from the top level sport managers in GSGM (Alkurt et. al., 2003).

As Sunay claims, the technological, scientific, and medical developments in Turkey not only increased the average life expectancy, but also the demand for physical exercise (2002). “ ‘As we become so modern and dependable on modern appliances, people don't use their bodies very much for physical activities and this (fitness club) is a very convenient and sensible way of doing that’” (Herek, 2003,

p.52). From this stand point, as Ekenci and İmamoğlu suggests, all sorts of investments in the sports, especially the ones concerning sport for all, such as the private health and fitness centres, should be encouraged by the government and the sport governing bodies in Turkey. Thinking of the financial yield fitness industry would provide in the long term of the development of the national economy and to give each Turkish citizen the right and freedom to get physical education and participate in sports (Ekenci, & İmamoğlu, 2002), there is no gainsaying the health and fitness centres are investments in people, and should consistently be treated with a national physical activity policy in order to manage sport opportunities for the masses.

The health and fitness industry has come a long way all around the world - no longer regarded as a luxury but more of a necessity- with on going advances in a quest for the longevity of the healthy lifestyles. Yet, it is only a decade earlier that Turkey has met private health and fitness centres that offer a variety of sport programs, such as weight training, personal training, step, dance, aerobics, kickboxing aerobics, pilates, yoga, squash, tennis, and swimming. Turkey's fitness industry is controlled by the government by the General Directorate of Youth and Sports (GSGM), who has set regulations for the licencing of private health and fitness centers under the control of the Youth and Sport Provincial Directorates (GSİM). Hence, as the resigned president of the Turkish Bodybuilding and Fitness Federation Mr. Eryetiş Kurtaral revealed, only 25% of the fitness centres are legitimately licenced, with over 1500 sport centres left out of control regarding issues of safety and security (Varoş vücut timi, 2002).

Having resulted from the increased demand for physical exercise in Turkey in the last decade, 85% of the sport consumers, whose expectations could not met by the public services, have made their choices on the behalf of the private sport centres, that have resulted in a growth in the quantification of the health and fitness centres (Çimen, & Sunay, 2003). For significant advances to be accomplished in the health and fitness industry to better serve the Turkish residents with equalized and extended sport opportunities, we should have a clear understanding of the development and the current status of the fitness industry in Turkey.

To better understand the current circumstances of the industry in Turkey, we should have a look at the development of the fitness industry encountered in The United States, keeping in mind that “physical activity for better health and well-being has been an important theme throughout much of western history”(Surgeon General, p.12). Hitherto, the fact that U. S. fitness management system has pioneered the fitness professional movement in many European, and Asian countries (Wu, 2002; Deane Mantia, 2000; Lee, 1991), brings a review of the American fitness industry forward.

The following section will examine the developmental phase of the health and fitness club business, training and certification for professional development, and the influences of the fitness consumer in the United States, from a critical perspective.

2.1. Health Club Development

The first health club concept was nonprofit, and developed by The Young Men's Christian Association (YMCA) in 1844, London, England. At the end of the Industrial Revolution it had emerged as a response to unhealthy social conditions in the big cities. In 1866 the influential New York YMCA adopted a fourfold purpose for the improvement of the spiritual, mental, social, and physical condition of young men (Golding et. al., 1989). In 1881 Robert Roberts was the first to use the term bodybuilding --a member of the staff at the Boston YMCA-- who also developed the exercise classes that led to today's fitness workouts.

Although YMCAs were only run by volunteers in the early days, by 1880s, full time employees started to work due to the construction of new buildings. Gyms, equipped with wooden dumbbells, heavy medicine balls and long-necked bowling pins, swimming pools, big auditoriums and bowling alleys were built in every YMCA building with hotel like rooms that made a major financial contribution to the "*Fore runners of today's aerobic*" for the next century (Golding et. al. , 1989).

In the 20th century, by the 1970s, fitness industry, "a multifaceted phenomenon" (Parks, 1990, p. 71), took America by storm and still continues to capture the imagination of not only the Americans, but the whole world. In the 1980s the fitness craze resulted in the abundance of health and fitness facilities that emerged to answer the increasing demand for exercise programs. Yet the financial success of the fitness centres was threatened by "the expensive equipments, monumental payrolls, and dropouts"(Deane Mantia, 2000, p.4). This threat was inevitable, as the owners and the fitness leaders of the fitness centres

often lacked the education, training, and qualifications that a manager needs to possess for the survival, development, and the long-lived success of an organization. The only qualification expected of a fitness leader was “a fit, good looking body with good stereo system” (Deane Mantia, 2000, p.4).

As the industry continued to grow, the benefits of being a fitness instructor charmed many people with the ease of working hours, free memberships, and lack of academic degree, and certification prerequisites. Despite the fact that the pay may be low within the sport industry, “Many have remarked, ‘I get paid for doing what is essentially my hobby!’”(Stedman, 2001, p. 4). Yet, “In 1988, less than 25% of the estimated 100,000 fitness instructors in the United States had formal training. Lack of standard qualifications has resulted in confusion- and injury”(Parks, 1990,p. 71). In turn, the alarmingly high injury rates, lack of quality and standards, made the need for the certification of the fitness instructors, and regulation in this field evident and inevitable (Deane Mantia, 2000).

2.2. Training, Certification and Education

During the 1950s, numerous organizations took initiatives in the education of the general public about the consequences of low fitness levels. There have been several agencies that have been involved in fitness promotion since the mid 1950s, such as the American Health Association (AHA), the American Medical Association (AMA), the American Association for Physical Education, Recreation, and Dance (AAPERD), and the American College of Sports Medicine (ACSM) (Dalleck & Kravitz, 2002).

Training, defined as an “ ‘organized process concerned with the acquisition of capability, or the maintenance of capability’ ” would not be wrong to be considered as needs against present requirements (Wilson, 1999, p.118). Just like the Young Men’s Christian Association (YMCA), who instituted the certification of physical fitness specialists through workshops that were offered to prepare fitness leaders for this certification, having published the first edition of the Y’s Way to Physical Fitness Program in 1972. By 1982 The Y’S Way to Physical Fitness was revised with added norms for women, and new national programs in cardiac rehabilitation, weight reduction, back exercises, school health, and other areas.

In 1983, a nurse called Ms. Pfeffer, having realized that there were no qualifications required from a fitness leader after having experienced a serious injury during an aerobics class, assembled a group of allied health professionals and developed the Aerobic and Fitness Association of America (AFAA), to train and certify leaders in fitness. Followed by AFAA, the yielding potential of the training organizations have been realized and many other certifying bodies emerged in the mid 1980s, claiming to be the first and the best within the health and fitness industry (Deane Mantia, 2000). Despairingly, many of these organizations, such as International Fitness Association (IFA, 1999), American Council on Exercise (ACE, 2000), and International Sports Science Association (ISSA, 1988) were accused of being inadequate in providing practical skills as well as theoretical knowledge (Deane Mantia, 2000).

For instance, the International Fitness Association (IFA) offers a \$99 certification on the world wide web, that is less than a half of its competitors

prices, not paid unless the multiple choice test is passed (IFA, 1999). From this stand point it is clear that anyone willing to work in the fitness industry can be qualified as a fitness professional. As Deane Mantia suggests “ close examination reveals a market driven industry that continues to lack standardization and regulation” (2000). According to Nash ,

certification tells the consumer that the instructor has demonstrated a certain standard of knowledge and competence. Certification also assures health club owners that their instructors have satisfied state or nationally accepted criteria for safety awareness, injury prevention, and knowledge of anatomy and exercise physiology (1985, p.142).

As Mark Twain once conjured up, “ ‘Training is everything. The peach was once a bitter almond; cauliflower is nothing but cabbage with a college education’”(as quoted in Palmer, 1999, p.117). As Palmer connotes, despite the fact “that training is important; the question is , what training and what level of detail?”(1999, p.117). Certification is generally believed to have a positive impact on the fitness industry, however “the presence of a certification on a resume ... may or may not indicate competence” (Summerfield, 1991, p.14). The answer to this question lies within the industry itself; to set standards for the certification agencies in order to prevent the certificates from merely being pieces of paper (Parks, 1990).

As J. Parks claims, even the physical education professors are unable to advice about certifications to their students,who want to work in the business of fitness:

Unfortunately, most professors are ill-equipped to provide reliable advice because of the diversity of certifications and the absence of a source of current, valid information concerning the available certifications (Parks, 1990, as quoted in Deane Mantia, 2000, p. 41).

Arisen out of this hallow in the fitness industry, today National Association for Sport and Physical Education (NASPE), serves consumers, employers, and students and faculty involved in physical fitness professional preparation programs through a project designed to: “ (a) collect data concerning fitness certifications, (b)organize the data in a standardized format, (c) develop directory of professional fitness certifications in which the information would be kept up-to-date, and (d) make the information readily available” (Parks, 1990, p.72).

The last few decades, “An increased visibility and knowledge about health and fitness through the media has led to a much more informed consumer. . . .who has sparked an expansive evolution of the health and fitness industry”(Kravitz, 1999). According to Kathy Wenzlau, director of a fitness center in Phoenix-Arizona, “With so much in the media about health and wellness, the public is fairly well educated about fitness, and they're looking for instructors who know what they're talking about” (Gibson, 1998, p.27). As the health and fitness industry is in continuous growth with more people getting interested in getting fit, a variety of avenues and career opportunities have also expanded in such ways that:

Career opportunities in the fitness industry include fitness club owner/manager, fitness director, aerobics director, special programs director, aquatics directors, teachers, exercise physiologists, and personal trainers....An emerging field is medical health and fitness programs which serve as an advocate for hospital and physician- based fitness centers (Kravitz, 1999, p.15).

It is quite paradoxical that while “...fewer school systems today require physical education (Newell, 1990)” in America, with “...over 70 different academic department labels are marked in the area of physical education,

including exercise and sport sciences, kinesiology, health promotion and human performance, and sport fitness and leisure studies...”, in an abundance of technical high schools, colleges, and universities (Zak, and Sullivan, 1992). According to Parks, certification established by the fitness industry could protect prospective students preparing for careers in fitness from competition with unqualified people (1990). The researcher further claims that if “...stringent certification standards become accepted nationwide, the industry will become more professionalized and the more highly qualified candidates should get the jobs”(Parks, 1990, p. 72).

2.3. Professional Development

In civilized societies, the sustenance of individuals depends on the coherence and maintenance of a healthy body and soul. An individual and a society can be healthy, happy, successful, efficient, and long-lived met the needs of a balanced mental, and physical development (Güçlü, 2001). In this respect, the value of physical exercise and sports is apparent in developing physically and psychologically healthy individuals through helping them to adopt to the daily challenging activities and cope up with the social life constraints successfully. Yet, this is mostly dependent on the effective management of the sport organizations and facilities (Yetim, & Şenel, 2001). Sport management, in its broadest sense, can be identified to be all of the steps taken to provide coordination and collaboration for the effective and efficient implementation of an aim through training, planning, and practice (Stedman, 2001).

In 1887, when Woodrow Wilson claimed that human beings were not born with good manager qualifications, he rather suggested that they could learn the art and science of it through education (as cited in Tortop, 1999). In an era that knowledge, and technology has gained importance in many aspects in the sport industry, no doubt it has become very crucial to preserve the qualifications of an effective sports manager, and trainer under the guidance of an academic training body.

In the recent years the qualifications that an education leader needs to possess have been studied extensively by the researchers (Gordon, 1997; Capel et al., 1996). Three major behavioral characteristics that a leader needs to possess are posited to be; (1) organization and planning, (2) professional development, and (3) social skills (Capel et al. 1996). Out of these three items social skills can be identified to be a means to a mutually dependent relationship between the science and art of education that helps the leader to sense the emotions, thoughts, and behaviors of the people around, specific to that interpersonal situation (Marlowe, 1986). As Cherniss suggests, it is possible for educators, and managers to develop social skills for successful personal and interpersonal relationships, that are crucial for their surveillance, through well organized training programs (2002).

In this respect, in service training, as a means to a life long education, aims at providing the staff with the knowledge, skills, and behaviours to make them successful, innovative, and satisfied with their jobs (Yalın, 2001). Particularly, professional development programs are defined as learning opportunities for employees that are provided by an external source, an expert consultant or trainer “ ‘to acquire a set of capabilities which will equip a person to do a job’ ” (Palmer,

1999, p.118). In order to avoid bias in staff development, opportunity to contribute in the planning and development of new programs should be set for the fitness managers and instructors. However, “managers and instructors are offered an array of programs with frequently unrelated themes and limited practical application to the fitness setting” (Deane Mantia, 2000, p.52).

While developing inservice training the persons responsible for organizing and implementing staff development should keep in mind that in the fitness industry, “proper staff training is the biggest competitive advantage health clubs have”(Cirulli et al., 2004). Because firms, especially the starters pay a big price for staff defection. As Griffin suggests, when staff members defect, customers would soon drop-out, followed by the demoralization and the demotivation of the remaining staff (2001, p.256). Equally noteworthy, the replacement of the departed employee may also be rather expensive due to the novice employee’s reduced productivity through the learning phase and the time spent during the coworkers’ guidance (Griffin, 2001).

As McDonnell remarks, “Fitness center staff should have the training and knowledge to serve members betterOnce you have a great staff in place, member services can also keep your retention rates high”(2004, p.1). In contrast to terrific equipment, the intangible things such as talented, well-trained, enthusiastic and empathetic personal trainers doing what a client needs in a particular situation may better keep members coming back, and bring new members in (Deluca, 2000; O’Brien, & Sattler, 1999). As Griffin suggests, strategic advantages do not last as others can easily copy it and technology changes fast (2001). In this sense, inservice training in the fitness centers plays a

crucial role in the professional development of the fitness professionals to differentiate among the competitors and survive in the marketplace.

2.4. Consumer Influences

According to the literature, more than 90% of unsatisfied consumers prefer going to the competitor facilities and share their discord with the other potential consumers (Varva, 1999). One of the biggest challenges, and key to the subsistence of the health and fitness facilities -member retention- has been an issue for many studies that have searched for reasons for dropouts from physical activity programmes, examining the motivational and volitional dispositions for exercise involvement (Barber, & Havitz, 2001; IHRSA,1998; Fuschs, 1996; Iso-Ahola et al., 1994; Heck & Kimiecik 1993). According to these findings, determinants of exercise adherence can be grouped into 3 categories: 1-personal attributes, 2- environmental or social factors, and, 3- characteristics of the physical activity itself (Dishman, 1993). However, a more recent research has ordered these determinants as; (1) instructor quality,(2) facility attraction and operation, (3) program availability and delivery, and (4) other services (Papadimitriou, 2000).

Within management systems that follows total quality orientation, defining customer needs, exploring customer expectations, and meeting the customer's needs have attained a predominant role. Such that:

In this philosophy, organizational success is not only inherently linked with the ability of the sport and fitness service provider primarily to identify and respond to needs, but also to influence what is perceived as quality service by the targeted segment of the market (Papadimitriou, 2000, p.157).

Member retention -viewed from another point of view- has also been related to the exercise course instructor's behaviours (Lippke et al. 2003, Nupponen & Laukkanen, 1998, Remers et al. 1995). Results of these studies show that sport consumers's rating of perceived competence of their exercise course instructors, particularly their sensitivity and supportive behaviors, are crucial to the programme satisfaction and adherence (Duncan et al., 1993; Willis, & Campbell, 1992). On the contrary, today the leading problem in the health and fitness industry remains to be the employees, who have been selected for the minimal salaries, and poor benefit packages (Plummer, 1999).

Despite the optimistic developmental reports outlined by IHRSA (McCarthy, 1999), the fitness industry has brought about imitative management strategies that are only seeking for what is in fashion, and the consumer expectations. Unfortunately, such fitness managements tactics - "compulsory competitive tending"(Tawse & Keogh, 1998, p.219) - cannot go far beyond providing temporary solutions to the member retention problems, and cause dropouts that result in an inevitable downturn in the quality of the service provided by the health and fitness centers (Gürbüz, 2003).

Standardization, defined as an ideal, a basis in terms of which something can be judged (Webster, 2004), can be identified as a measure to make a conventional application, discipline, or a system significant. According to Brown, a certain degree of standard is aroused after receiving a service for the first time, that gives the consumers a chance to make a comparison between the past and the present service, and criticize in terms of time, quality, and value, resulting either in disappointment, or satisfaction (1995). In terms of fitness management

practices, in order to make use of the advantages of standardization such as minimized cost, simplified production, planning, and programming, with increased safety, and profit, facility owners should abandon their tendency to be reactive that turns them into mere imitations without unique strategies (Plummer, 1999). As it is outlined by more recent research in this field, existing marketing patterns must be changed through a well established standardization process in order to recruit sedentary populations to become a part of the fitness phenomenon (Deane Mantia, 2000).

CHAPTER III

METHOD AND PROCEDURES

3.1. Setting

Private health and fitness facilities are getting common throughout Turkey. Although participation relies to economic and population demographics in each region in Turkey, Ankara, her capital city who keeps abreast of the current affairs of the General Directorate of Youth and Sports (GSGM), plays a vital role in the overall growth of the health and fitness industry. So, the focus of this research project included fitness professionals in Ankara.

3.2. Population

The objective of this research project was to determine the status of the fitness industry in Ankara by analyzing the perspectives and insights of health and fitness professionals. The study included health and fitness professionals at all levels: owners, managers, consultants, directors and instructors. In order to get complete representation of the industry, consumers of exercise programs were also taken into account in this project.

The private health and fitness centres included in the study were selected according to the document of the licenced private sport centers list in Ankara obtained from the General Youth and Sport Provincial Directorate (GSGM, 2004).

There were 26 sport (health and fitness) centres in the list, all of which were included in the study.

3.3. Instrumentation

In this study “Survey of the Health and Fitness Industry” (SHFI) developed by Deane Mantia (2000), was used as the instrument after an adaptation process into Turkish. The original version is available in Appendix B-1 and B-2, and the Turkish version in Appendix C-1 and C-2. The researcher got the permission to use the SHFI scale from Deane Mantia via e-mail (Appendix A).

3.3.1. Validity

The translation of SHFI from English into Turkish was done separately by three specialists in English linguistics, which were collected to be argued upon the most suitable draft by the researcher and two more academicians expertized in physical education and sport management in a university. To ensure that the survey would be culturally relevant to the Turkish population, a focus group of eighteen subjects was made to increase face validity. The focus group included three sport managers, five sport consumers, and ten fitness centre employees, who were asked to complete the survey after a through introduction by the researcher. Discussion during the survey was not allowed. The time to completion was fifteen to twenty minutes. As soon as the focus group members were finished taking the survey, a discussion of each category and questions within was allowed. Members of the focus group were asked questions to ensure clarification. As a result of the focus group discussion, some words and several questions were changed; new

questions were added; and some were removed. As a result of the focus group study two separate surveys were adapted to Turkish: one for the professionals, and one for the consumers in the health and fitness industry (Appendix C-1 and Appendix C-2).

The Survey questions are categorized into nine main categories:

1. Professional Information
2. Facility Information
3. Markers of Success
4. Entry into the Industry
5. Professional Development
6. Business of Fitness
7. Membership Growth Opportunities
8. Consumer Influences
9. Personal Information

There are two separate surveys, one for the professionals in the fitness industry (owners, managers, and fitness instructors) that consists of ten pages, 256 items, and another one for the sport consumers that consists of 6 pages, 122 items. The first two pages of the survey for professionals queried the demographic information (professional information, and facility information) of survey participants. The remainder of the survey included a series of statements about the markers of success, entry into the industry, the business of fitness, professional development, growth opportunities, and consumer influences, with personal information added in the last page of the survey. The survey for the sport consumers queried only the demographic information of survey participants (type

of involvement in health and fitness, and facility information), and a shortened series of statements that included markers of success, professional development of the staff, business of fitness, and consumer influences. Respondents were asked to use a four point Likert scale that included the following categories: strongly agree, agree, disagree, and strongly disagree. A neutral or non-applicable category was purposely omitted to encourage respondents to commit to the response.

3.4. Distribution of the Survey

Three hundred and fifty copies of the ten- page professional survey, and 260 copies of the six- page consumer survey were made. Surveys were distributed to two major populations: fitness professionals (instructors, trainers, directors, managers, and owners) and consumers of exercise. Surveys were distributed by the researcher, or colleagues of the researcher at all of the health and fitness centers in Ankara that were listed in the licenced private health and fitness centres list obtained from the Provincial Directorate of Youth and Sport (GSGM, 2004).

In order to arise interest in the study and ensure a high return rate, both of the surveys were distributed by the researcher to managers and owners of health and fitness facilities after taking appointments by personal phone calls to the facility owners. Managers who volunteered to participate in the study, were asked to complete the survey and distribute the consumer version of the survey to five of their consumers. Instructions for completing the surveys were included and explained to the participants in detail by the researcher. To ensure the anonymity and the confidentiality of the participants the managers and instructors were given their surveys in closed envelopes. The researcher also gave surveys to randomly

selected consumers, who volunteered to participate in the study, after they had just finished a fitness session at different times. The surveys were retrieved from the health and fitness centers by the researcher through direct contact.

3.5. Data Collection

During the four month data collection period, a total of 167 surveys were collected out of 610 surveys distributed in 26 health and fitness centres.

Surveys were separated into three main categories: consumers, fitness instructors (including personal trainers and group exercise instructors), and management staff (including owners, managers, and front desk personnel). The number of responses from each group are given in Table- 1.

Table 3.5. Number of Responses

Number of responses(n)	
Management:	28
Instructors:	105
Consumers:	34
Total responses:	167

3.6. Data Analysis Procedure

Demographic data and responses were transferred into the appropriate master Excel spreadsheet (manager, instructor, and consumer) so that information

could be entered and analyzed in SPSS 10.0 statistical package. Likert scale responses, Strongly Agree, Agree, Disagree and Strongly Disagree, were assigned a numerical value with 1, 2, 3, 4 used respectively so that the scores could be statistically analyzed by frequency and percentile ranking.

3.7. Limitations of the Study

Time and resources were the main limitations of this study. Because of these limitations of the researcher, only the 26 health and fitness centres in Ankara, that were listed in the licenced private health and fitness centres list of the Provincial Directorate of Youth and Sport (GSGM, 2004), could be surveyed that left many sport centres that are operating without licence. In this sense, because this is a pilot study in Ankara and it represents only the licenced health and fitness centres in Turkey, financial aids are essential for the researcher to further conduct the study in the rest of the fitness centres in Turkey.

Another limitation of the study was the time of the year the surveys started being distributed among the sport centres due to the fact that most of the fitness professionals and the sport consumers were on summer vacation. This have affected the time to completion and the low return rate of the surveys, as the researcher could not collect the surveys from the sport centres until the owners, managers, fitness instructors and sport consumers were back.

The fact that only 2 % of the personal information was filled in by the managers and instructors was another limitation to the study that took the initiative away from the researcher to make statistical analysis between survey results and the demographics of the fitness professionals such as the level of

education, diploma, type of professional education and certifications. The reason for this type of ommitment may be due to the fact that the owners and the managers of the health and fitness centres may have thought that this study was being conducted by the Provincial Directorate of Youth and Sports to detect the health and fitness centres in Ankara contravening the Private Sport Centres Regulations rather than thinking that the research presented would be seen by government officials and academics to help grow the fitness industry.

Finally, one of the biggest challenges that the researcher experinced in this study was the length of the surveys which caused the participants to get bored and keep complaining about time constraints.

CHAPTER IV

RESULTS

In this pilot study the Turkish version of the Survey of the Health and Fitness Industry (SHFI- T) was used in order to analyze the current status of the health and fitness industry in Ankara. Fitness professionals (owners, managers, fitness instructors) were presented a ten page (Appendix A-1), and the consumers a six page survey (Appendix A-2) to determine the central issues of the industry. The purpose of the research project was to target the following topics (Deane Mantia, 2000):

1. What is the business of fitness?
2. In what facilities and under what conditions are these matters undertaken?
3. What are the markers of success?
4. Who are the professionals involved in the industry?
5. Do professional development program address the needs of fitness leaders?
6. What is important in the mind of the consumers and how does this influence the industry?
7. What are the inter- relationships and how do they influence the industry?
8. Does the industry have a developmental path?

9. What (or who) is the most effective agent of change?

In this section, the key findings of the surveys are presented. For the results to all of the items, Appendix C is provided. Survey data was organized categorically to respond to the questions posed in the dissertation. Before each of these topics is addressed, the demographic information of the survey respondents are presented.

4.1. Demographics of Respondents

There were two types of surveys used in the study, one for the fitness professionals distributed to managers and fitness instructors, and the other one for the consumers of exercise. The number of responses from each group are given in Table 4. 1.

Table 4.1. Number of Responses to the Types of Surveys

Number of responses(n)		
Survey for Fitness Professionals:	Managers:	28
	Instructors:	105
Survey for Consumers of Exercise:	Consumers:	34
Total responses:		167

In the surveys for the fitness professionals, work experience was found to be as follows. All owners and managers were full time employees at fitness centres and work in a health and fitness facility. There were 14 (43%) managers with professional work experience in the industry for 1-5 years, 7 (25%)managers

for 6-10 years, and 9 (32%) managers more than 10 years. There were 67(64%) instructors with professional work experience in the industry for 1-5 years, 23 (22%) instructors for 6-10 years, 15 (14%) instructors more than 10 years (see Figure 4.1).

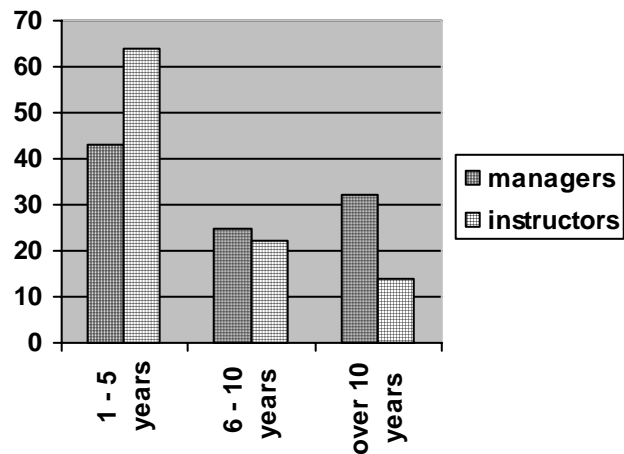


Figure 4.1. Rating of Managers and Instrustors Work Experience

Among the fitness centres that were included in the study 53% were reported to be operating for 1- 5 years, 27% for 6 – 10 years, and 11% for more than 10 years. The number of years that had been worked in the facility for 1- 5 years was 57% by the managers, 84% by the instructors, and 91% by the consumers (see Figure 4.2).

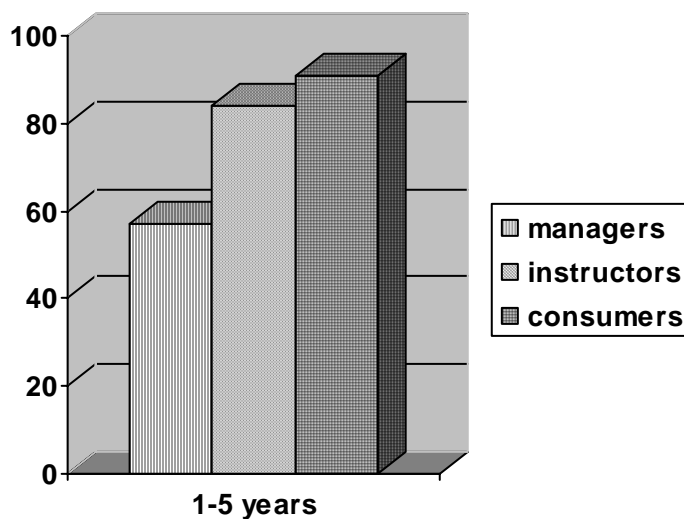


Figure 4.2. Rating of Years of Work in Current Facility

4.2. What is the Business of Fitness?

4.2.1. Fitness Facilities

Participants were queried about the type of health and fitness facility in which they worked and/or exercised. Out of 167 respondents surveyed, 95% identified “health club” as their facility type that involved fitness, racquet sports, and aerobics studio, while 5% identified “gym” that is only fitness and aerobics. None of the respondents indicated “other” to describe the type of facility that they worked and/or exercised.

4.2.2. Specialty Areas of Fitness Facilities

Out of the survey respondents who described the speciality area of the facilities in which they work and/or exercise, 25% identified fitness, 15% identified bodybuilding, and 60% left blank. The low answer rate of this item, and

the broad use of the term fitness could not help make any further identification concerning speciality areas of the facilities.

4.2.3. Services Provided

Managers, instructors, and consumers were asked to identify services provided at their health and fitness centres, using a Likert scale to either agree (strongly agree or agree) or disagree (disagree or strongly disagree). Analysis of the findings combining the strongly agree and agree responses shows that all of the managers, 94% of the instructors, and 64,7% of the consumers provide and/or request *motivation* most. This is followed by 78,6% of the managers, 87,6% of the instructors, and 100% of the consumers who provide and/or request *exercise programming*, and *personal training* with 71,4% of the managers, 81% of the instructors, and 88.2% of the consumers provide and/or request most. According to the normalized summaries combining the strongly agree and agree responses, 39% of all the respondents ranked group exercise classes at the very bottom of the other services (See Table. 4.2.3).

Table 4.2.3 Services Provided and/ or Requested in the Fitness Industry

1. Motivation	89,2%
2. Exercise programming	89%
3. Personal training	81%
4. Safety advice	80%
5. Advice for rehabilitation of injuries	79,6%
6. Weight management	66%
7. Nutritional advice	59%
8. Stress management	45%
9. Recommendation and distribution of supplements	43%
10. Group exercise classes	39%
11. Pre and Post natal advice	30%

4.2.3.1. Group Exercise Classes as a Service

Despite its popularity worldwide (Deane Mantia, 2000), group exercise classes are only 48,5% convincing enough to the respondents (managers, instructors, consumers) to appear to be the vital component of the health and fitness centres in Ankara. Further more 68,3% of the survey participants disagree that their group exercise program offers an exciting variety of classes and 49,1% of the participants do not believe that group exercise programs will remain popular in the future.

The criteria used by members to select an exercise class was asked to the survey participants. Intensity of class (67%), qualifications of the instructor

(79%), type of class (88%), and personality of the instructor (96,4%) were ranked as the major criteria used by members to select which exercise class they would participate in. Survey participants were queried to answer if “*it is important for exercise instructors to be present and visible in the facility- they are not just there for their classes*” and 95 % of the respondents agreed with this statement.

4.2.4. Profit Centres of the Fitness Business

The survey for the managers and the instructors asked to respond to the item, “*The greatest profit centre at my facility is...*”. The fact that group exercise classes were ranked at the second place by 90 % of all the respondents who agree (strongly agree & agree), is one of the most striking results that conflicts with that of the previous findings that 51,5 % of the respondents disagree that group exercise classes are the vital component of the health and fitness centres in Ankara. A ranking of the other profit centres according to the total of strongly agree and agree scores is presented in Figure 4.2.4.

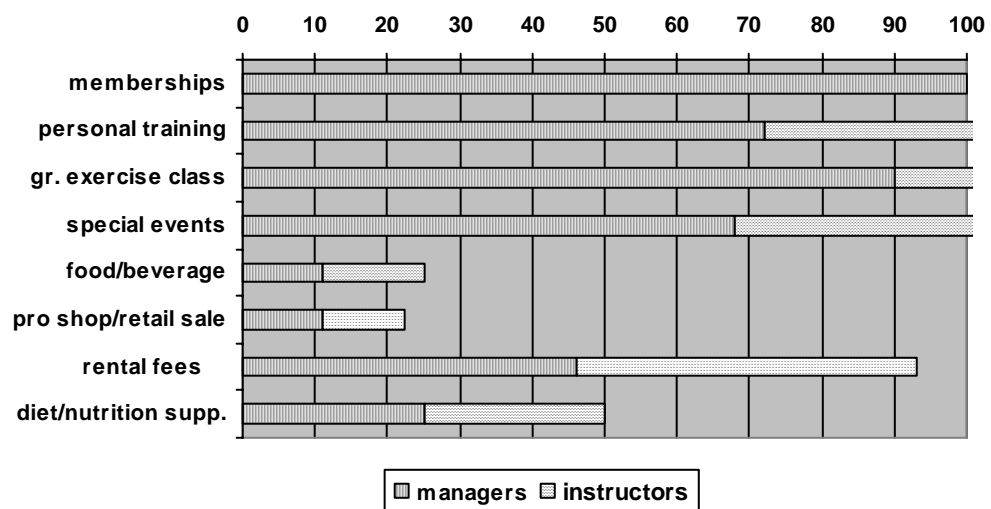


Figure. 4.2.4. Rating of Profit Centres as Reported by Managers/Instructors

4.2.5. Expenditures of the Fitness Business

Expenses of the health and fitness facilities were also examined in the survey. According to the results, equipment rated as the most costly expenditure by both facility managers (100 %), and instructors (95,2 %). Payroll was listed as the second highest expense by 96,4 % of managers, whereas it was rated third by the instructors (69 %). Overhead such as rent and utilities was rated as the third highest expense by managers (93 %) and second by instructors (95 %). For the rating of the other expenses incurred by the fitness facilities see Figure 4.2.5.

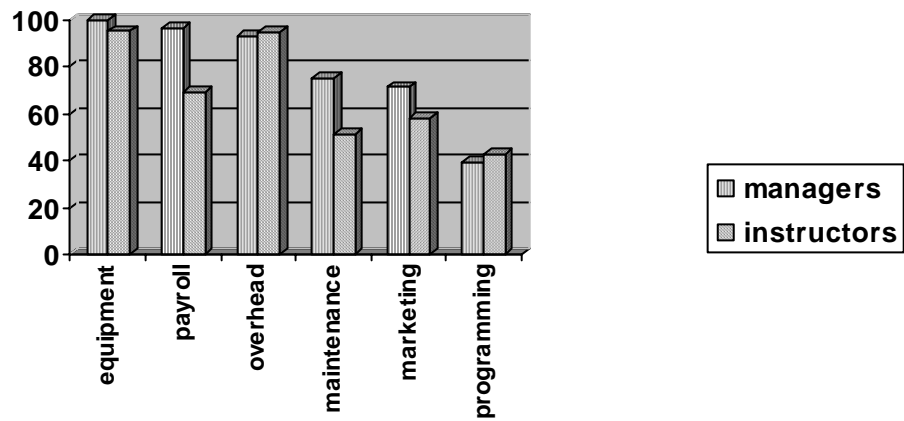


Figure 4.2.5. Rating of Expenses Incurred by the Fitness Facilities

4.2.6. Budgeting for Staff Development

Fitness professionals were asked about budgeting funds for marketing and staff development. Forty six percent of managers agreed that they have a set budget for marketing and only 32 % of managers agreed that they have a set budget for staff development. With respect to responses from instructors, 37 % of

instructors agree that a budget is reserved for marketing and as low as 28 % agree that a budget is set for staff development.

4.2.7. Fitness as a Modern Day Business

The surveys included two questions to determine if the fitness business was advancing with technology: 1.) Does your facility have a facsimile machine, and 2.) Does your facility have access to the World Wide Web?

Out of 167 participants surveyed 133 gave answer to the item that queried if the health and fitness facility has a facsimile machine. A hundred and twenty two (73 %) answered yes, 3 (2 %) answered no, and 8 (5%) noted that they did not know whether their facility had a fax or not. The question of access to the Internet (www), received 106 (64 %) yes, 23 (14 %) no, and 4 (2%) do not know.

4.3. In What Facilities and Under What Conditions are These Matters Undertaken?

4.3.1. Length of Operation

The average length of operation of facilities was reported to be eight years, based on the response of 156 out of 167 survey participants. Length of operation ranged from one to 15 years.

4.3.2. Size of Facility

According to 76 survey respondents who specified the size of their facilities the average size of health and fitness facilities was 967 square meter.

The facilities ranged between small facilities of 250 square meter to 60,000 square meter multi chain health and fitness centres.

4.3.3. Membership Size

Identifying the item asking for the number of members that the facility currently has it was found that one of the fitness centres had less than 50 members, and another had 50-100 members, while 12% had 101- 200 members, 20% had 201- 400 members, and 28% had more than 401 members. Due to the fact that 75% of the consumer respondents answered to this item as “*I don’t know how many members my facility has*”, their information was not utilized (see Figure 4.3.3).

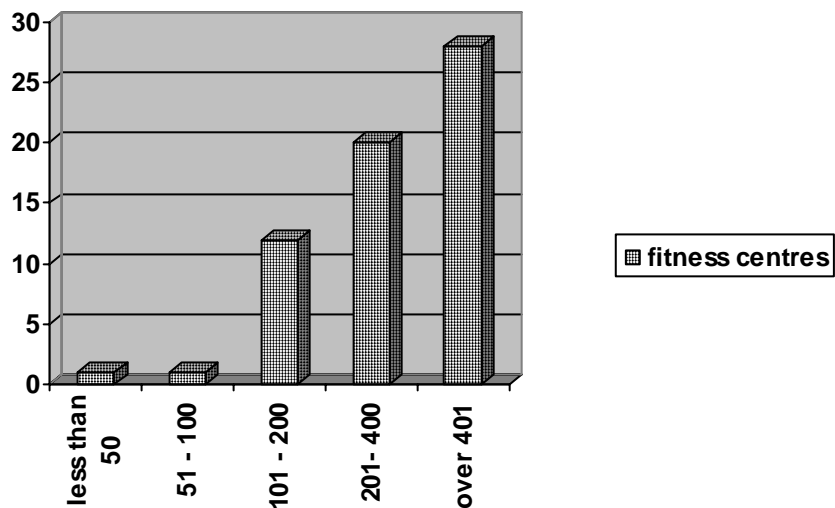


Figure 4.3.3. Rating of Number of Members

4.3.4. Membership Breakdown by Gender

Both the fitness professionals and the consumers were queried about the gender breakdown of the facility members. Out of 167 survey respondents, 58 % said that males and females were equally distributed, 25 % emphasized that males were more, and 7 % said that women members were more than the males. Seventeen percent said that they had no idea about the gender breakdown of the membership in their facility (See Figure. 4.3.4.).

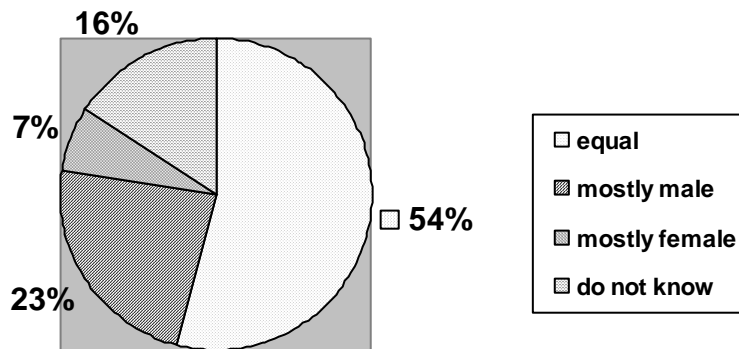


Figure 4.3.4. Membership Breakdown by Gender

4.3.5. Membership Fees

According to normalized results of 151 (91,4 %) survey participants who addressed this question full facility membership fees ranged from 25 YTL and 125 YTL per month. Only one of the respondents reported an annual membership to an health and fitness centre to be 1500\$. The range of the monthly membership fees according to the total responses from all of the respondents is demonstrated in Figure 4.3.5.

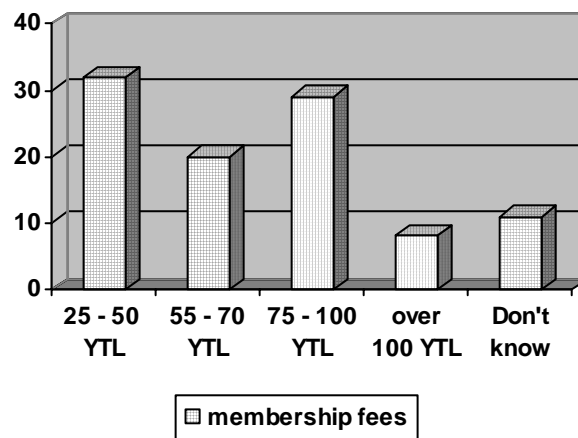


Figure. 4.3.5. Range of Monthly Fees in YTL

Sixty seven percent of the survey respondents mentioned that members pay on a monthly cash basis, 14 % pay monthly and 4 % pay annually by credit card.

The item issuing the contracts required to sign when joining a fitness club received 57 % agree (13 % strongly agree, 44 % agree) from all of the survey respondents while 43 % disagreed (28 % disagree, 15 % strongly disagree). Sixty percent of the survey participants reported that the contracts are explained clearly and completely to members.

4.3.6. Influence of Competition

Fitness professionals were queried about the influence of competitors on their business operations. Managers and instructors replied disagreement (disagree & strongly disagree) 68 % and 65 % respectively. Sixty eight percent of the managers and 69 % of instructors claimed that they did not pay attention to the operations and programs of the competition. What is more, pricing of competition

also does not influence membership fees according to 58 % of managers and 66 % of instructors. Membership fees are widely based on the amenities offered by the facility with regard to the responses of 96 % of managers and 82 % of instructors.

4.3.7. Business Operations

Managers were queried about the operations of the fitness business. Only 53 % of the managers report that they had a formal business plan when they started working in fitness, however 68 % report that they review and revise business plans, and do not use external consultants (96 %).

Seventy eight percent of managers and 74% of instructors surveyed defined their business operations as pro-active. Seventy one percent of managers agree that they spend a great deal of time solving problems in their facility, while 43 % of instructors disagree. The answers (agree and strongly agree) to these items are presented in Figure 4.3.4.

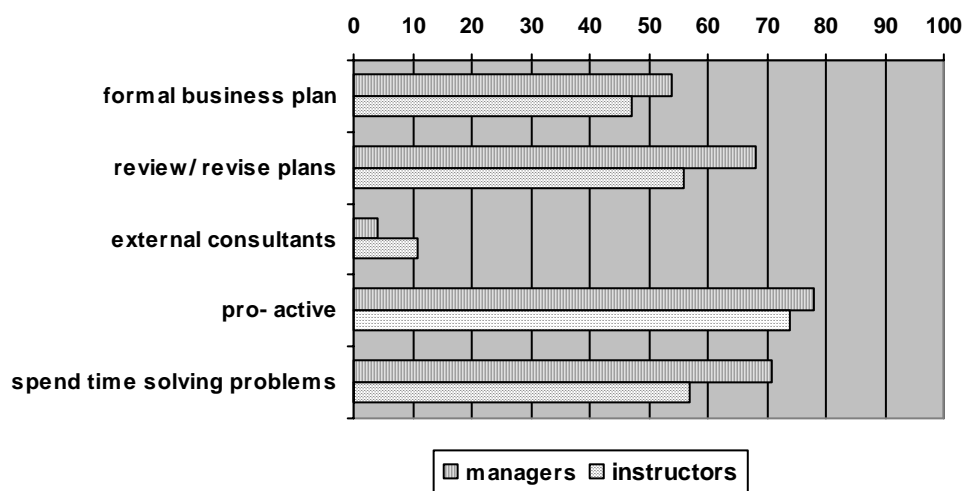


Figure 4.3.7. Business Operations

4.3.8. Staffing Concerns

Staffing remains as a problematic concern for the managers. Seventy nine percent of the managers agree that “it is difficult to find qualified employees” and 86 % of them agree that “it is difficult to find employess with good work ethics”. (Figure4.3.8.1).

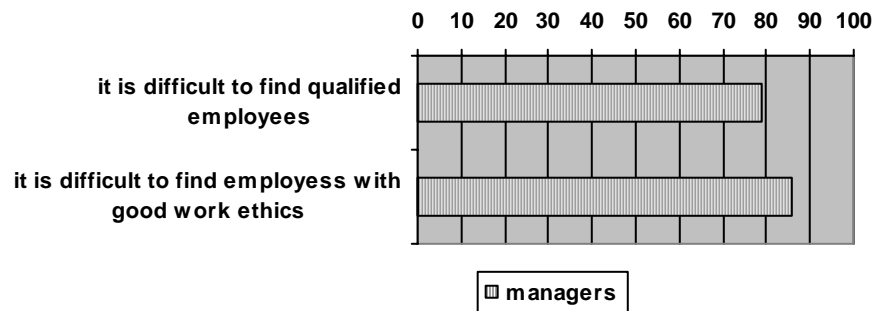


Figure 4.3.8.1. Rating of Managers about Staffing Concerns

However, both fitness professionals and consumers rate front desk employees relatively high in the areas of member services (94 % agree), friendliness (88 % agree), and professionalizm (87 % agree) (Figure 4.3.8.2).

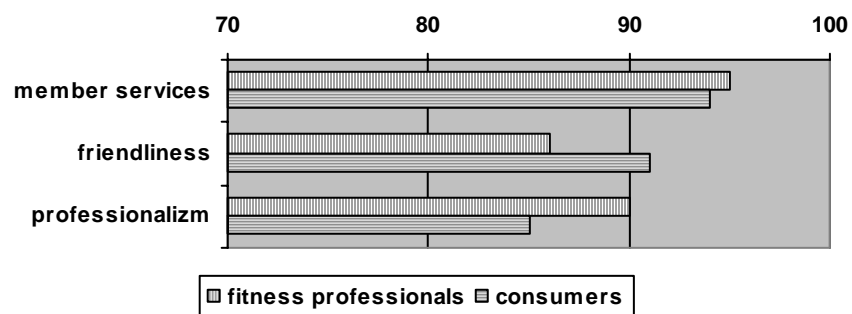


Figure 4.3.8.2 Rating for Front Desk Employees

4.3.9. Orientation of New Members

Member services such as orientation and training were regarded by fitness professionals, and consumers. Fifty four percent of the managers report that their facility provides prospective members to try the facility free of charge. Fourty one percent of the consumers agreed that they were allowed to try the fitness facility free of charge, while only 28 % of instructors agreed with this statement.

In terms of the quality of member orientation, 93 % of the managers agree (strongly agree and agree) that they provide a quality orientation to new members. However, only 74 % of instructors, and 62 % of consumers agree with this item.

Eighty two percent of the consumers agree that when joining, their facility provided “all the training they need” to be comfortable with their workouts. A rather strong report was received from the managers and instructors agreeing with this statement, with 100 % and 92 %, respectively.

4.3.10. Attention to Members

Attention paid to members was asked with the statement “the members we give the most attention are ...”. The responses received varies as seen in Figure 4.3.10.

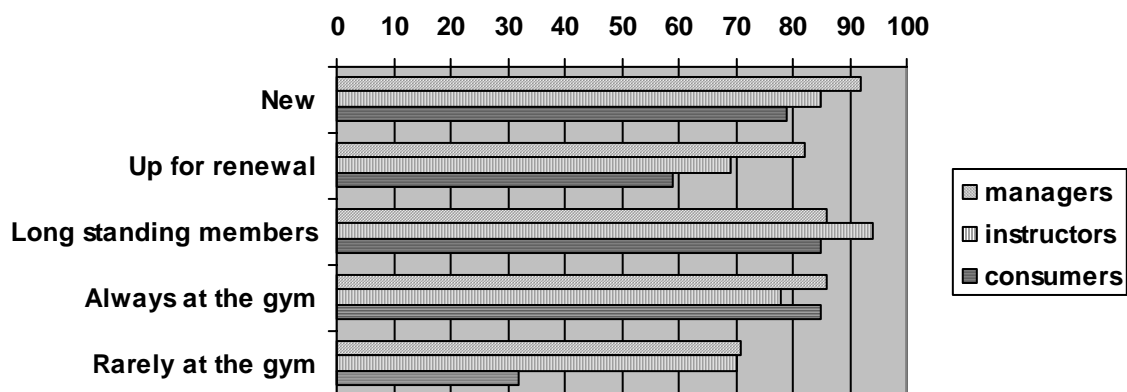


Figure. 4.3.10 Members Who Receive the Most Attention from Staff

Eighty five percent of the consumers agreed (strongly agree and agree) that long standing members and members who are always at the gym get the most attention from facility personnel. Ninety four percent of the fitness instructors agreed (47,6 % strongly agree and 46,7 % agree) that they paid the most attention to the long standing members, while 92 % of the managers report that their facility personnel pay the most attention to the new members.

4.3.11. Assessment of Member Satisfaction

The use of surveys to assess member needs and overall satisfaction was queried to three of the populations. Discrete responses show that managers (89 %), instructors (81 %), and some how optimistic consumers (62 %) disagree (strongly disagree and disagree) with the statement that member satisfaction is frequently assessed through the survey process. Eighty two percent of the managers, and 80 % of the instructors disagree (strongly disagree and disagree) that surveys are used to determine member needs and wants, yet rather optimistic

41 % of consumers agree (strogly agree and agree) with the statement (Figure 4.3.11).

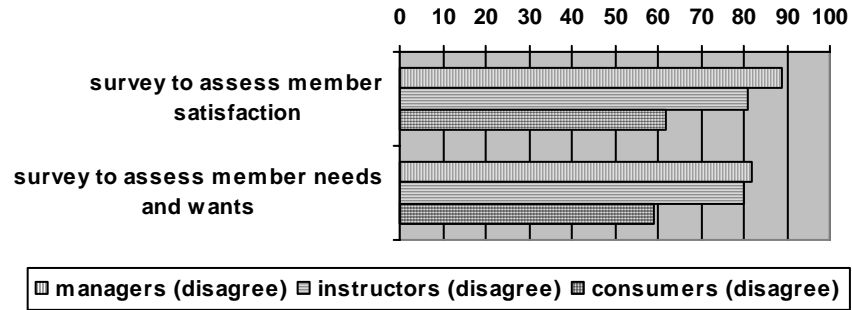


Figure 4.3.11 Rating of the Assessment of Member Satisfaction

4.4. What are the Markers of Success ?

4.4.1. Important Factors in the Health and Fitness Industry

According to the response from managers, instructors, and consumers combined ranking of factors in the health and fitness industry is as follows (Figure 4.4.1).

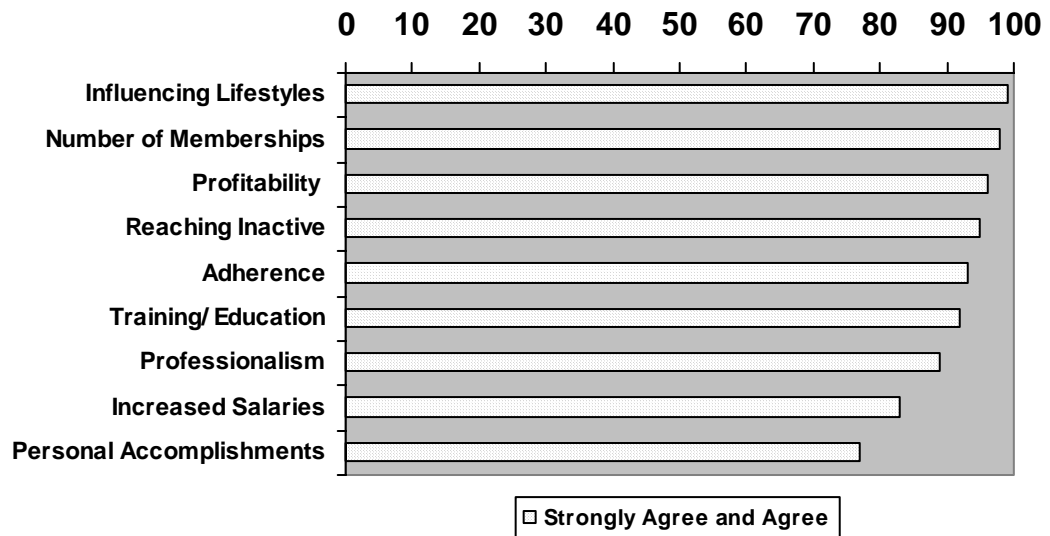


Figure 4.4.1. Ranking of Important Factors in the Industry

Considering the three populations separately by taking strongly agree responses as the credential in ranking the important factors in the health and fitness industry, “reaching previously inactive populations” is ranked first by the managers, with 82 % strongly agree and 18 % agree. “Adherence of the existing members” is ranked first by the instructors (67 % strongly agree and 25 % agree), and consumers (55 % strongly agree and 44 % agree).

4.4.2. Financial Rewards

Managers and instructors were asked to consider if “the fitness business is financially rewarding”. Both managers, and instructors were pessimistic about the fact that fitness business is financially rewarding. Only 32 % of the managers, and 34 % of instructors (5,7 % strongly agree, and 28,6 % agree) agreed that fitness business is financially profitable (Figure 4.4.2.).

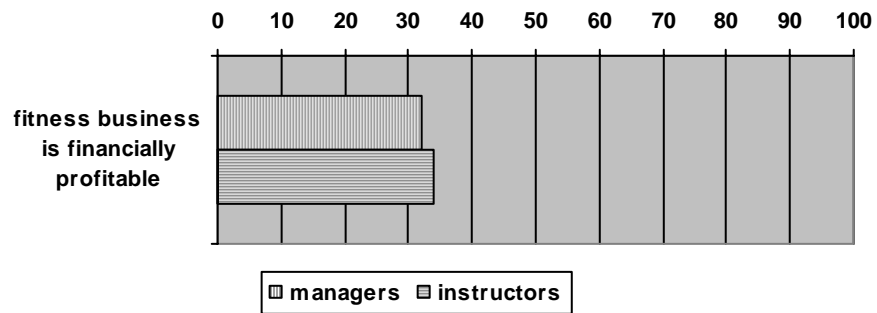


Figure 4.4.2. Rating of Financial Rewards

4.4.3. Rating of Success

Surveys for the fitness professionals and consumers queried the participants to respond to the item “Overall, I believe that the health and fitness industry has been successful”. Out of 167 respondents to this item, only 2 (1 %) of the respondents strongly agreed with the statement, while 45 (27 %) of them agreed, and a rather pessimistic 120 (44% disagree, and 27, 5 % strongly disagree) of the respondents disagreed with the statement that health and fitness industry has been successful.

When the responses were analyzed among the three populations (managers, instructors, and consumers), the consumers were more optimistic about the overall success of the health and fitness industry with 34 % (6 % strongly agree, and 27 % agree) agreeing that the health and fitness industry has been successful. The comparison of the analysis of this item is displayed in figure 4.4.3.

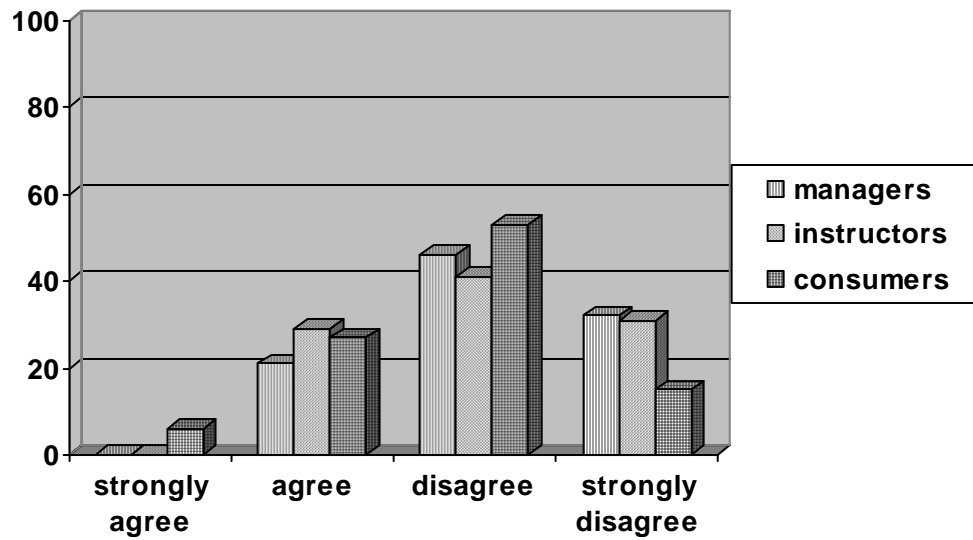


Figure 4.4.3. Percentile Ranking of Agreement with Success of Industry

4.4.4. Satisfaction with the Status of the Industry

Fitness professionals (managers and instructors), and consumers were both queried to decide upon the statement “I am satisfied with the current status of the fitness industry”. Eleven percent of the total respondents strongly agreed, and 23 % agreed with this statement. Fifty percent of the respondents disagreed, and 13 % strongly disagreed that they were satisfied with the current status of the fitness industry. The level of satisfaction as stated by the managers, instructors, and consumers is provided visually in Figure 4.4.4.

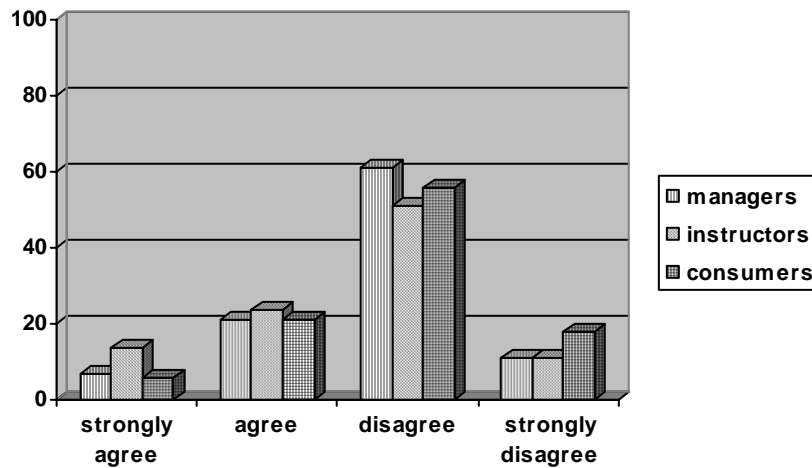


Figure 4.4.4. Percentile Ranking of Satisfaction with the Fitness

Industry

As it is pictured in Figure 4.4.4, out of the three populations surveyed, instructors are slightly more satisfied with the status of the fitness industry, with 14 % of the respondents strongly agreeing, and 24 % agreeing with the statement. Managers, and consumers are rather pessimistic about the state of the fitness industry, with 72 % (61 % disagree, 11 % strongly disagree), and 74 % (56 % disagree, 18 % strongly disagree) disagreeing with the statement respectively.

4.4.5. A Need for Change

Managers, instructors, and consumers were asked to state if they saw a need for change upon several areas of the industry such as professionalism, education, management practices, and communications. According to both the strongly agree and agree results, management practices, and communications need for change, with 95 % of all the respondents agreeing. Ninety two percent of the respondents agree that education, and 90 % of the respondents agree that

professionalism also are among the areas in the fitness industry that have to go for a change.

4.5. Fitness Professionals

Data of the survey responses were analyzed to gather information specific to the professionals who work in the health and fitness industry. Three questions that were listed in the objectives of this study is to find answers:

1. Who are the professionals involved in the industry?
2. Do professional development programs address the needs of fitness leaders?
3. What are the inter-relationships and how do they influence the industry?

4.5.1. Who are the Professionals Involved in the Industry

As demonstrated earlier in this chapter, the breakdown of the survey respondents' groupings by position can be summarized in Table 4.5.1.

Table 4.5.1. General Summary of Groupings of Respondents

Grouping of Respondents	Number of Responses(n)	% of Total Respondents
Management:	28	17 %
Instructors:	105	63 %
Consumers:	34	20 %
Total:	167	100 %

4.5.2. Entry into Fitness

Ninety two percent of the fitness professionals agreed with the statement that they entered the fitness industry through a related field such as dance or sport, and according to 73 % of the responses at first they considered their position in the fitness industry to be a hobby. Yet only 24 % of the fitness professionals agreed with the statement that they currently work in fitness as a hobby, and only 8 % agreed that they work in fitness for free membership. The majority (75 %) of the fitness professionals (79 % of managers, and 74 % of instructors) could not state their job in fitness to be personally rewarding. However, 50 % of the instructors (10, 5 % strongly agree and 39 % agree), and 39 % (4 % strongly agree and 35 % agree) of the managers agreed that they work in fitness because of the salary and benefit package.

4.5.3. Employment Years in Fitness

Instructors and managers were asked to state the number of years that they have worked as fitness professionals. Managers (n=28) reported a range of 1 to 24 years experience with an average of 9 years. There were 14 (43%) managers with professional work experience in the industry for 1-5 years, 7 (25%)managers for 6-10 years, and 9 (32%) managers more than 10 years. Instructors (n=105) also reported a range of 1 to 24 years of experience with an average of 5.5 years. There were 67 (64 %) instructors with professional work experience in the industry for 1-5 years, 23 (22 %) instructors for 6-10 years, 15 (14 %) instructors more than 10 years (see Figure 4.1).

4.5.4. Employment Years in Facility

Fitness professionals participating in the survey were queried about the duration of employment in their health and fitness facility. Managers' (n=28) responses ranged between 1 to 24 years, with the mean at 6 years, the median at 4 years, and the mode at 1 year. The responses of the instructors showed a shorter duration of employment in their current fitness facility than managers did. Instructors (n=105) demonstrated a mean employment length of 3 years, median of 2 years, and mode of 1 year.

4.5.5. Gender Breakdown of Fitness Staff

Both types of the surveys distributed to the fitness professionals and the consumers asked if the staff in their facility was mostly male, mostly female, or equally distributed. An additional option was provided for the respondents as "I don't know about the gender breakdown of the staff in my facility".

Out of 167 survey respondents, 59 % said that males and females were equally distributed, 29 % emphasized that males were more. Twelve percent of the respondents said that they had no idea about the gender breakdown of the fitness staff in their facility (See Figure. 5.5).

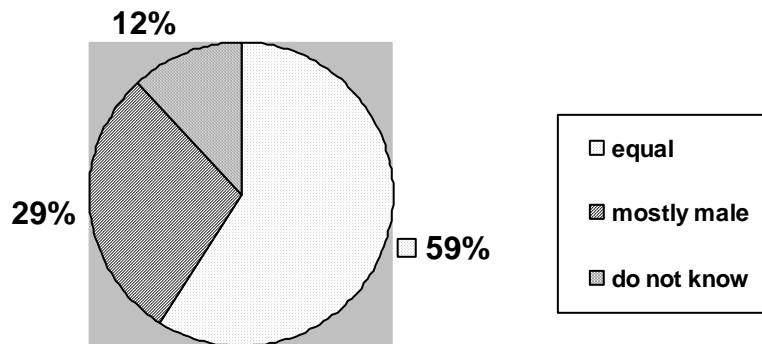


Figure 4.5.5. Gender Breakdown of Fitness Staff

4.5.6. Salary of Fitness Professionals

Participants of the survey for the fitness professionals were asked to demonstrate their salaries for their fitness employment. Ninety nine percent of the respondents (n=131), who are full time employees, demonstrated their salaries on a monthly basis.

Manager (n=28) salaries ranged from 450 YTL to 1500 YTL, with the mean at 840 YTL, the mode at 750 YTL. Instructor (n=103) salaries ranged between 350 YTL to 750 YTL, with the mean of 500 YTL, and the mode of 350 YTL. The responses of the fitness instructors showed that 45 % of the fitness facilities paid to their fitness professionals on a minimum wage system.

4.5.7. Pay Structure and Credentials

Fitness professionals were asked to consider if their "...company bases the pay structure on the credentials of the employees (Greater credentials = greater pay)". A relationship between pay structure and employee credentials was not

identified by survey respondents. Forty seven percent (strongly agree and agree) of the total respondents agreed with the statement, while 53 % disagreed (disagree and strongly disagree). Analyzed separately, managers seem to be more optimistic than the instructors about the statement that pay structure is based on the credentials of the employees, with 54 % agree, and 55 % disagree (disagree and strongly disagree) respectively.

4.5.8. Compensation Satisfaction

Fitness professionals were asked to consider the statement, "I am well compensated for the work that I perform in fitness". Forty three percent of managers agreed (21,4% strongly agreed and 21,4 % agreed) with this statement. The instructors were less satisfied with compensation with only 37 % agreeing (11,4 % strongly agree and 25,7 % agree) with this statement. Interestingly consumers were less content with the compensation for the work that the fitness professionals perform, as 26 % agreed (strongly agree and agree) and 74 % disagreed (disagree and strongly disagree) with the statement.

4.5.9. Benefit Packages

Both the managers and the instructors are not content with the benefit packages. Only 18 % of managers, and 24 % of instructors agree that they receive paid vacations, 14 % and 11 % agree that they receive sick pay respectively. Fifty four percent of managers reported that they received health and life insurance, while instructors reported only 45 % agreement on this statement. However, both

the managers and the instructors 53 % disagreed that their fitness employer pays payroll taxes (SSK) for social security.

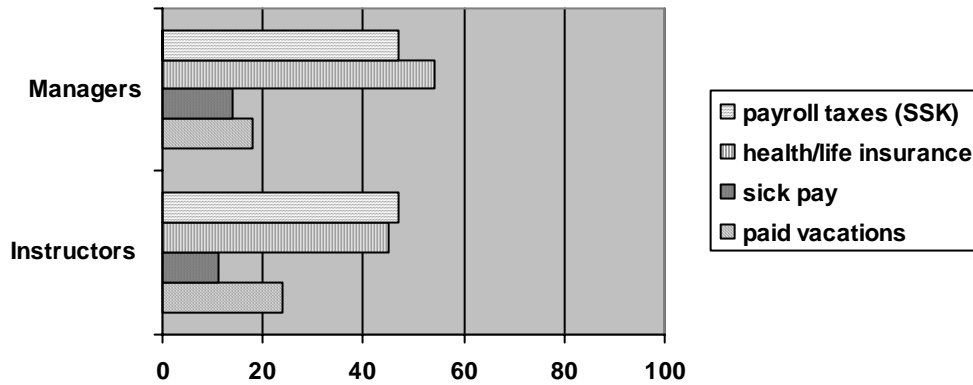


Figure 4.5.9 Benefits Received by Fitness Professionals

4.5.10. Perception of Status

Despite the fact that the fitness professionals are not quite content with the benefits that they receive, they are optimistic about their status in the industry. Forty six percent of the managers strongly agree and 29 % agree that they are well respected in the community for their business in the fitness industry. Seventy percent of instructors (35 % strongly agree and 36 % agree) also agreed with this statement.

4.6. Do Professional Development Programs Meet the Needs of Professionals?

4.6.1. Qualifications of Fitness Leaders

Managers and instructors were asked to identify the qualifications necessary to perform the role of fitness leader that include knowledge (100 % agreed), practical skills (100 % agreed), interpersonal skills (98 % agreed), and management skills (87 % agreed).

Sixty two percent of the instructors, and 64 % of managers emphasized that they had a good understanding of the job requirements before entering their position in fitness. Sixty eight percent of the managers and 70 % of the instructors reported that the staff at their facility is aware of the international standards of the industry. Yet only 54 % of the managers, and 51% of instructors agreed that their staff follows the international guidelines.

4.6.2. Training Institutions

Seventy five percent of managers (60,7 % diasagree and 14 % strongly disagree), and 71 % of instructors (44 % disagree and 27 % strongly disagree) disagree that there are a variety of well-qualified institutions from which they can receive training. However, 64% of managers and 73 % of instructors claimed that their initial training prepared them well for their position in fitness.

4.6.3. Initial Training

Fitness professionals were requested to list the source and duration of training prior to entry into the fitness industry. Out of 133 fitness professionals only 24 provided complete information about training source, yet none of the respondents provided information about the duration of training.

Nine (38 %) of the respondents indicated that they received training from Youth and Sports General Directorate (GSGM) Body Building and Fitness Federation. Surprisingly although 56 % of the managers agreed that they provided in house training, only 7 respondents (29 %) stated that they received their initial training from the facility in which they work. Two (8 %) of the survey participants identified themselves to be graduates of a physical education and sports department of a university as a source of initial preparation for their position in fitness, and the rest of the respondents (25 %) identified “gym experiences” as training. The ranking of the sources of training as identified by the fitness professionals can be seen in Figure 4.6.3.

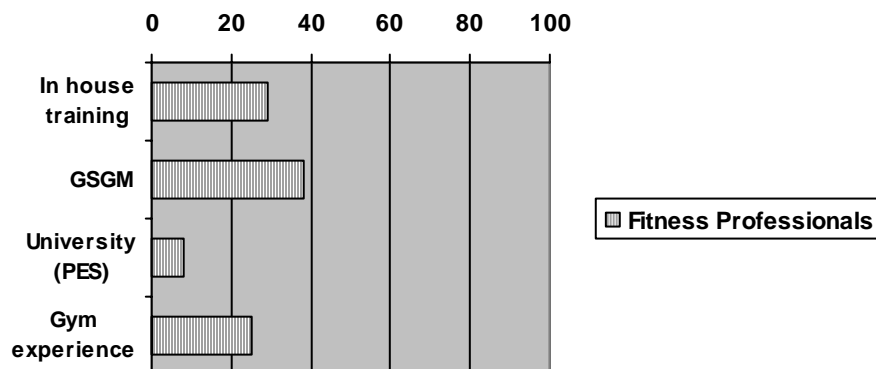


Figure 4.6.3 Initial Training Sources Identified by the Fitness Professionals

4.6.4. Certification of the Fitness Professionals

Certification does not seem to be accepted as a measure of competency in fitness by the fitness professionals. According to 93 % (71,4 % strongly disagree and 21,4 % disagree) of the managers certification is not an indication of a well-qualified fitness professional. Eighty five percent (50,5 % strongly disagree and 34,3 % disagree) of the instructors also disagree with the statement that certification is an indication of a well-qualified fitness professional. However, consumers are more optimistic about this statement with 62 % agreeing (33 % agree and 30 %strongly agree) (Figure 4.6.4.1.).

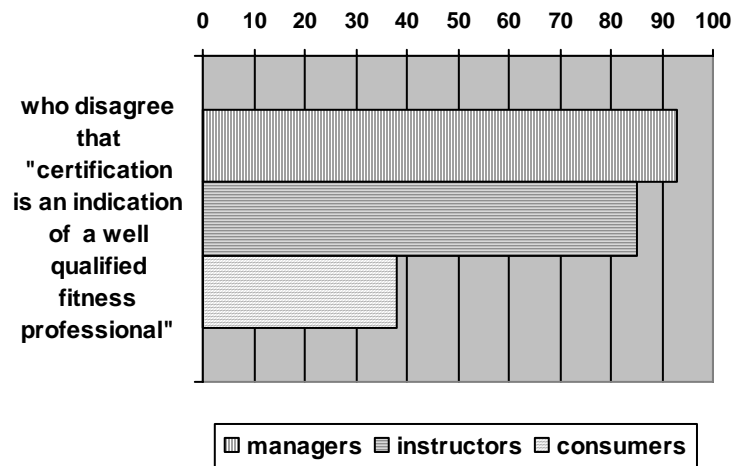


Figure 4.6.4.1. Rating of Certification as Competency

In the survey for the fitness professionals the personal information section asked the respondents to fill in “I hold a(n)_____ certification from _____ organization” and to list additional certifications. Only 20 (11 % of fitness instructors and 29 % of managers) out of 133 fitness professionals responded to this item (See Figure 6.4). Twelve of the fitness professionals (4% of

instructors and 25 % of managers) identified “bodybuilding and fitness trainer certification” from Bodybuilding and Fitness Federation, 2 of the fitness instructors (2%), and 1 of the managers (4 %) listed “step and aerobics trainer certification” from Turkish Gymnastics Federation. Five of the fitness instructors (7 % of all the fitness instructors) listed unrelated certifications with regard to their positions in the fitness industry. Two of the fitness instructors (2%) listed “tennis coach certification” from Turkish Tennis Federation, 2 listed (2 % of fitness instructors) “football coach certification” from Turkish Football Federation, and 1 one of them listed “massage cetification”.

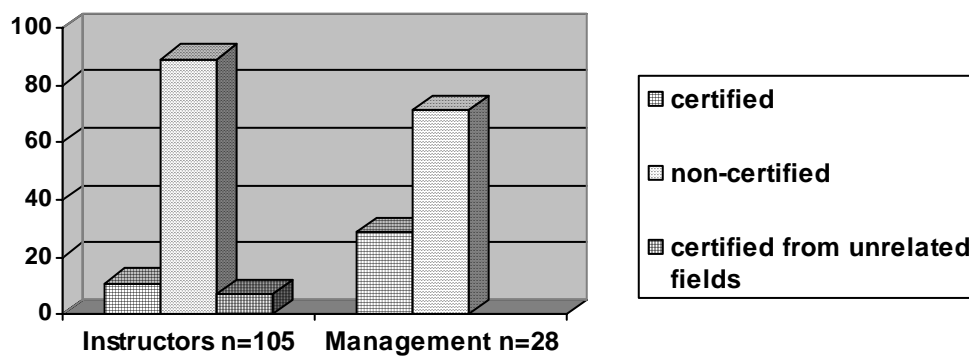


Figure 4.6.4.2. Certification Status of Fitness Professionals

4.6.5. Value of Certifying Organizations

Despite the fact that the fitness professionals state that there is a need for more standardization (70 %), and professionalism (74 %), 80 % agree (5 %strongly agree and 75 % agree) that “in a cost-benefit analysis, certification is valuable to the industry”. Only 56 % of the fitness professionals agree with the statement that the major certification organizations help in the development and

growth of the industry and 53 % disagree that the certification organizations help to promote health and fitness to inactive populations.

4.6.6. Additional Certifications Held by Fitness Professionals

According to the responses to the question concerning additional certifications, only 3 (2%) of the surveyed fitness professionals (n=133) could identify themselves as certified in first aid. This is in contrast with statement that the staff at their fitness facility maintained current certification in first aid with a response rate of 40 % of managers and 27 % of instructors agreeing.

4.6.7. Academic Preparation

Fitness professionals were asked to describe their level of education and field of study. Among 133 fitness professionals who answered to this item, 12 (9 %) listed Bachelor's degrees. Seven of the respondents (5 %) described a Bachelor's degree in the field of physical education and sports. Five of the fitness professionals (4 %) listed areas of study in fields such as social sciences, medicine, electronics, and unrelated fields. Ninety one percent of the fitness professionals (n=121) have no academic degree listed.

4.6.8. Attitudes About Credentials of Fitness Staff

Although the analysis shows that the fitness industry is inadequate in terms of training and certification, professionals and consumers are positive about the credentials of the fitness staff. Eighty percent of the consumers surveyed agreed (strongly agree and agree) that the fitness staff holds the proper credentials for the

work they perform. Eighty two percent of the consumers agree that the management staff is qualified for the work that they perform. Ninety three percent of the managers agree (strongly agree and agree) that the fitness staff holds the credentials for the work they perform and 79 % of the managers agree that managers are qualified for their positions. Eighty three percent of the fitness instructors agree (strongly agree and agree) that the fitness staff holds the proper credentials for the work they perform , yet only 66 % agree that the management staff is qualified for the work that they perform. For the rating of responses about the credentials of the fitness staff and management Figure 4.6.8 is presented.

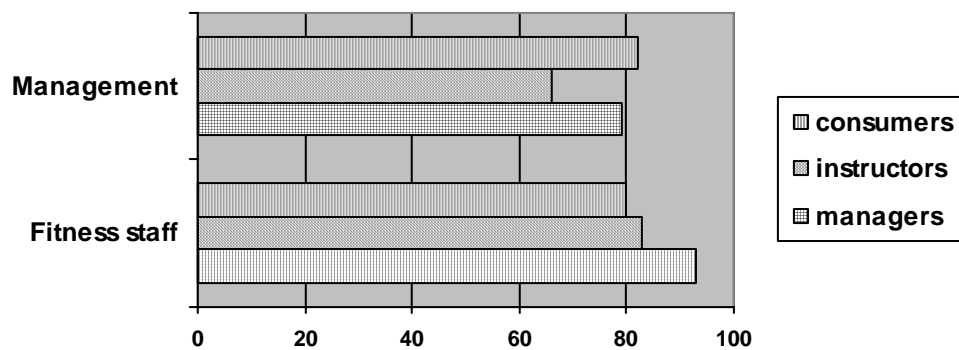


Figure 4.6.8. Responses About Credentials of Fitness Staff

4.6.9. Attitudes About Certification

All of the managers agree (79 % strongly agree and 21 % agree), and 94 % of the instructors agree (58 % strongly agree and 36 % agree) that it is important for the fitness staff to obtain certification in each area that they work. Somehow consumers are not much concerned about certification of the fitness staff in every

area that they work, with 82 % agreeing (strongly agree and agree) and 18 % disagreeing (disagree and strongly disagree).

importance of certification

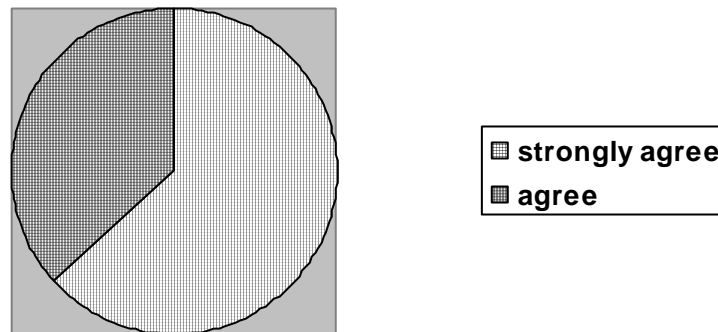


Figure 4.6.9.1. Total Responses About Importance of Certification

Despite such positive attitudes towards the importance of the certification of the fitness staff in every field that they work, 71 % of survey respondents agreed with the statement (11% strongly agree and 60 % agree) that “as long as the fitness staff holds one certification, they are not required to pursue further certifications”.

certification not required in every area

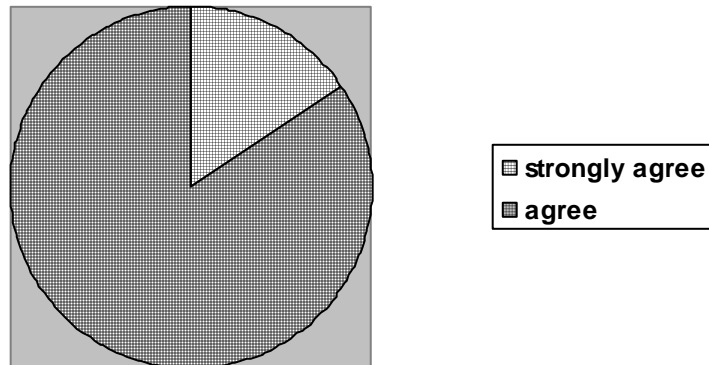


Figure 4.6.9.2. Response About Importance of Certifications in Every Area

4.6.10. Continuing Education

Sixty eight percent of the fitness professionals agree (strongly agree and agree) that they participate in additional training to better themselves as fitness professionals. Although only 34 % of the fitness professionals agree that continuing education providers help to promote industry standards, 59 % of professionals agree that the workshops they attend are relevant and applicable to their work in fitness

4.6.11. Value of Workshops

As the survey respondents were asked to identify workshops that they found most useful, both managers and fitness instructors reported agreement with exercise science workshops such as anatomy (98%), kinesiology (98 %), physiology (96 %). Management (91 %) and communication (93%) workshops were also of similar importance for the managers and fitness instructors who agree.

4.6.12. Criteria for Continuing Education Selection

Regarding the response summaries of all fitness professionals same criterias are valid for managers and instructors to select continuing education workshops. All of the fitness professionals agree (45 % strongly agree and 54 % agree) that they decide to attend a workshop based on the topic. Convenience (98 % of the program and credentials of the presenter (95 %) are secondary in this decision making process. Fitness professionals consider the price of the workshop and the number of the continuing education credits with 70 % and 66 % agreeing on the criteria respectively. Personality of the presenter received the lowest rank from the professionals with only 39 % agreeing on the criteria.

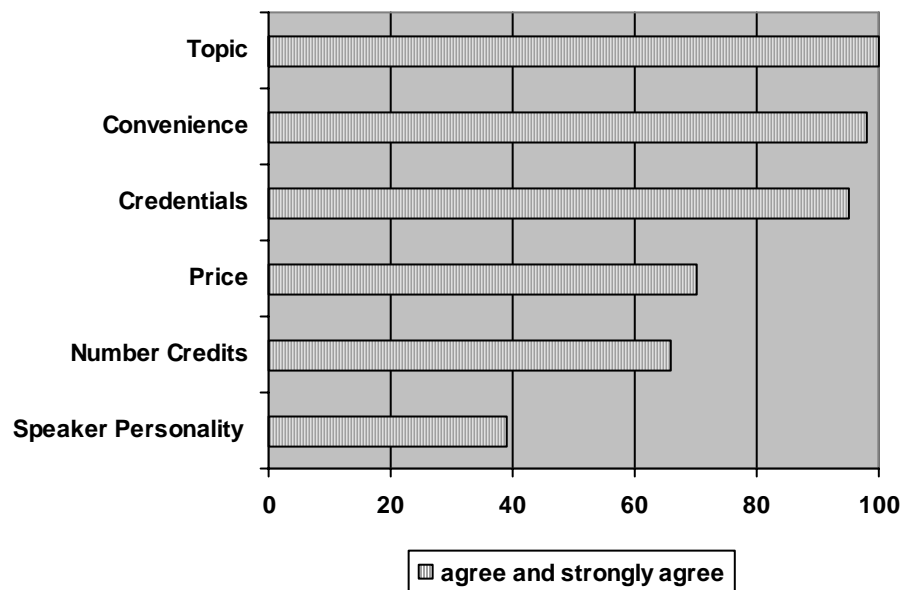


Figure 4. 6. 12 Criteria Used by Fitness Professionals in Selection of Workshops

4.7. What is Important in the Mind of the Consumers and How Does This Influence the Industry

4.7.1. Member Initiation

Seventy seven percent of the consumers agreed (21 % strongly agree and 56 % agree) that new members find the club environment to be intimidating. Eighty one percent of the fitness professionals also agree (strongly agree and agree) that fitness facilities are intimidating to new members.

According to 61 % of managers, and 55 % of managers and consumers new members are provided a tour of the facility. Although managers agree (25 % strongly agree and 75 % agree) that professional materials about the facility are distributed to the prospective members, 68 % of the consumers disagree with this statement. Only 30 % of the survey respondents agree that their facility provides the potential members with a free of charge trial of the facility services.

Fitness professionals report that their facility provides new members with quality orientation and sufficient training with 84 % and 95 % agreeing respectively. Yet only 61 % of consumers agree with the fact that new members receive quality orientation programs.

Consumers agreed that new members feel welcomed by both facility staff members (82 % agree) and existing members (77 %). From the point of view of the fitness professionals 99 % and 82 % agreed upon the statements respectively.

4.7.2. What Members Want from Fitness Facilities

Survey respondents were asked to identify what members want from a fitness facility. Fitness professionals described good service (100%), good equipment (98 %), sense of belonging (98%) and a friendly (98 %) and qualified staff (95 %) as top priorities of members. Ninety five percent of the professionals reported “a bargain on membership fees” as one of the important factors. Ninety one percent of the fitness professionals also identified fitness education of the members to be one of the top priorities of members.

4.7.3. Reasons Why Members Join Fitness Facilities

Survey respondents (fitness professionals and consumers) were asked to describe the reasons why members join a health and fitness facility. Both fitness professionals and consumers identified losing weight and getting in shape as top priorities of fitness facility members. Sixty nine percent of the fitness professionals and 65 % of the consumers wrote “finding lovers” in the place of the item “Other (Please specify)”. The results of the survey respondents are outlined in Figure 4.7.3.

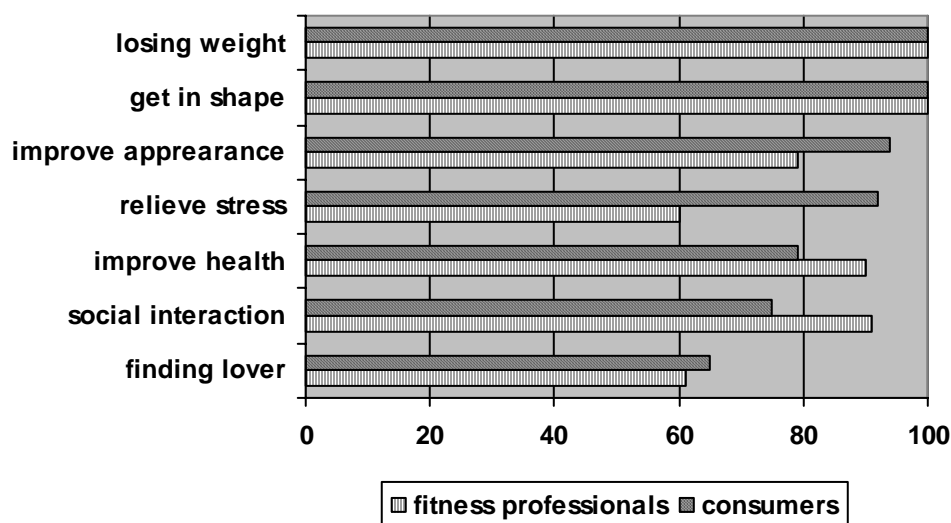


Figure 4.7.3. Percentile Ranking of Why Members Join Fitness Facilities

4.7.4. Factors That Influence the Membership Decisions

Fitness professionals and consumers were asked to rate the factors which effect their decision to join a fitness facility. According to the 100 % of the fitness professionals atmosphere is a top priority of the potential members, while convenience is ranked the first among the other factors with 100 % of the consumers (77 % strongly agree and 23 % agree) agreeing. The ranking of all of the other items by both the fitness professionals and consumers is provided in Figure 4.7.4.

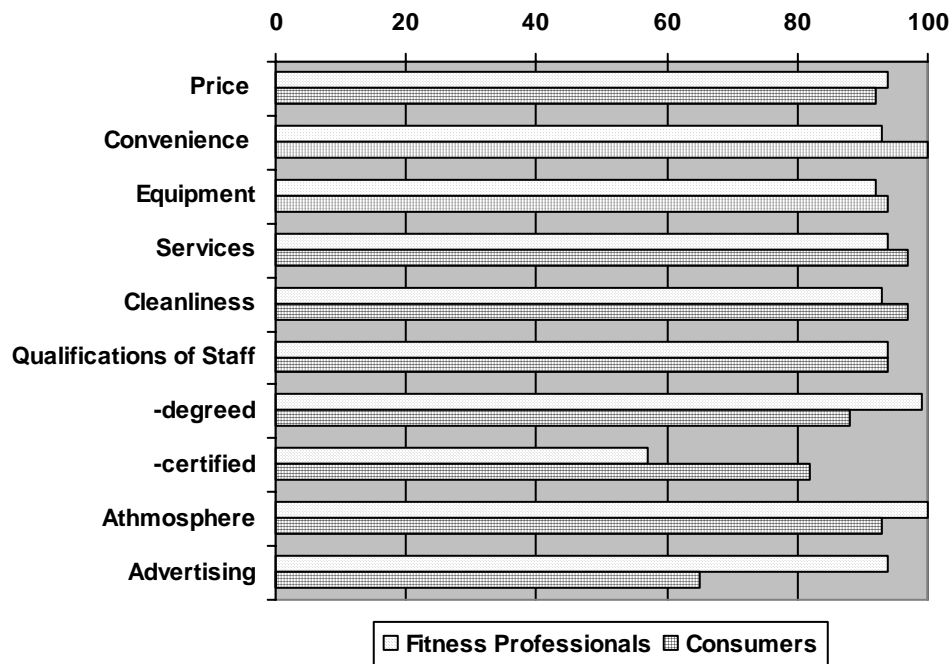


Figure 4.7.4. Perspectives on Selection of Facilities

4.7.5. Member Retention Factors

Survey respondents were queried about the reasons why members adhere to a fitness facility. Ninety eight percent of the fitness professionals agreed (strongly agree and agree) that members stay at a health and fitness facility because they see the results, program meets their schedule needs and they like the atmosphere. Professionals also agree (98 %) that the good service, friendships with other members, health benefits (96 % agree) and camaraderie (95 %) helps members adhere to a health and fitness facility.

Similar with professionals consumers (100% agree) also view seeing the results, and good services as top reasons for their adherence to a facility. Consumers also agree (100%) with the factor that they chose to stay at a facility

because they want the health benefits. The results of the other factors of both the fitness professionals and consumers are outlined in Figure 4.7.5.

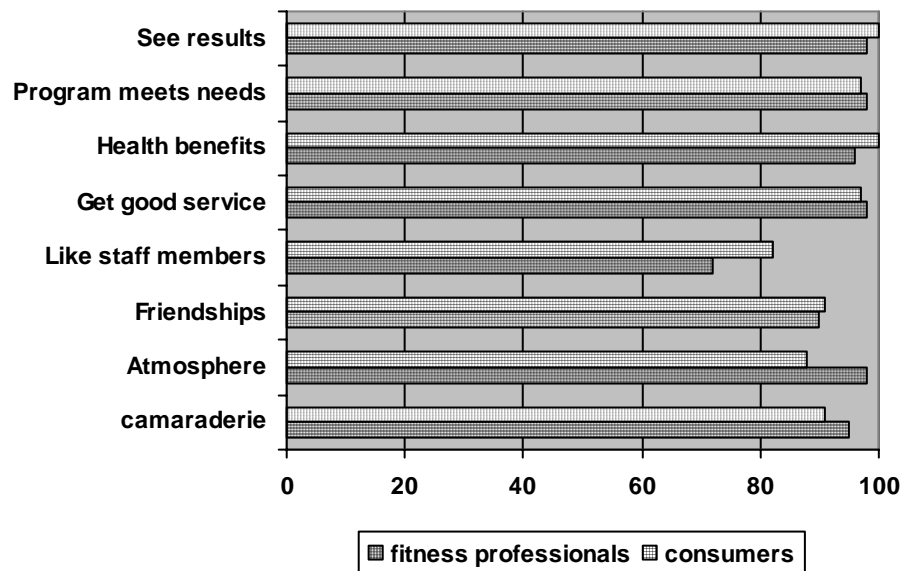


Figure 4.7.5. Perspectives on Why Members Stay

4.7.6. Why Members Leave

The surveys also investigated statements concerning why members leave health and fitness facilities. Ninety three percent of all respondents identified not reaching their goals as the reason why members leave fitness facilities. Ninety two percent of the respondents agreed upon “busy lifestyles” as another factor for the members to leave. Interestingly 91 % of the respondents admitted that members “get bored” , and “don’t realize the value of health and fitness” (88 %) as other reasons why members leave. Seventy five percent of the respondents disagree that members experience pain from the workouts, and 45 % also disagree that the members cannot afford membership fees as reasons for dropouts. A

summary of reasons why members leave fitness facilities is provided in Figure 4.7.6.

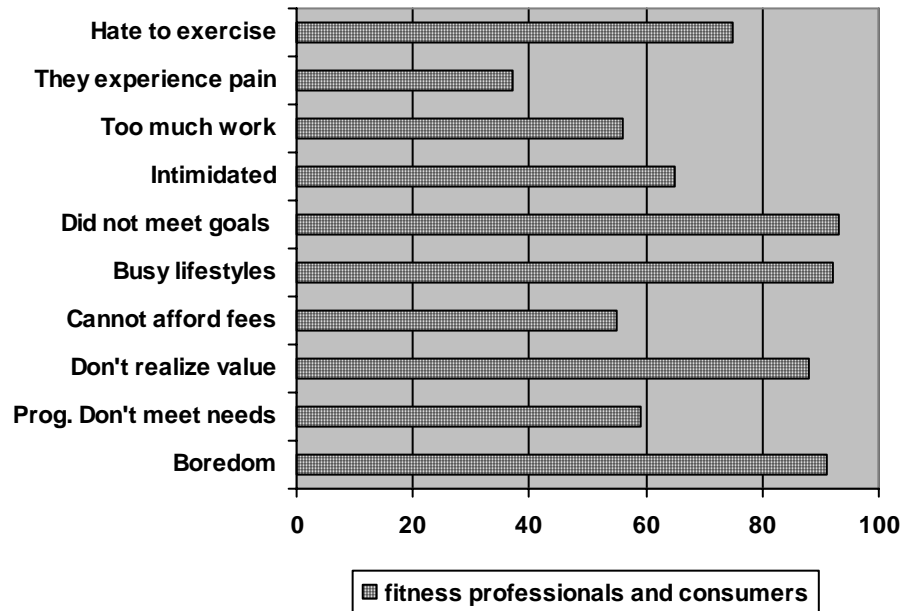


Figure 4.7.6. Perspectives on Why Members Leave Fitness Facilities

4.7.7. Members' Knowledge of Fitness

Members' fitness knowledge was investigated with statements about members' knowledge of safety issues and training principles. Although 95 % of the fitness professionals agreed (strongly agree and agree) that "members have a sound knowledge of training principles" only 44 % of the consumers agreed with the statement. Thirty eight percent of the consumers agreed that "members have a sound knowledge of safety issues", while fitness professionals were interestingly positive (94 % agree) about the statement.

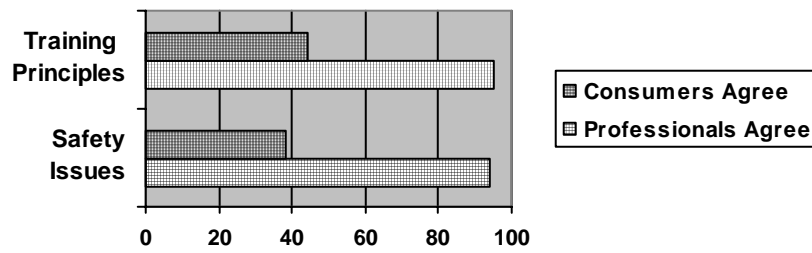


Figure 4.7.7. Views on Member Knowledge

Survey respondents were also asked about unsolicited guidance provided by fitness professionals. Seventy one percent of both managers and consumers agreed that members appreciate unsolicited advice, however 65 % of instructors disagreed with the statement.

4.7.8. Special Considerations of Members

Survey respondents were asked about the difference between morning and evening members at their facilities. Sixty five percent of fitness professionals and 68 % of consumers agreed that “morning members are very different than evening members”. Yet, only 40 % of fitness professionals and 32 % of consumers agreed that “morning members are more demanding than evening members”.

Survey respondents were also questioned about a global epidemic of the fitness facilities that is the use of steroids and performance enhancing drugs. Fifty percent of managers, fitness instructors and consumers agreed that many members use performance enhancing drugs.

4.8. What are the Inter-Relationships and How Do They Influence the Industry?

4.8.1. Investigation of Relationships

In this research project relationships between managers and staff, and relationships between staff and facility members were investigated.

As discussed earlier in this chapter, professionals and consumers are positive about the credentials of the fitness staff. Eighty percent of the consumers surveyed agreed (strongly agree and agree) that the fitness staff holds the proper credentials for the work they perform. Eighty two percent of the consumers agree that the management staff is qualified for the work that they perform.

Ninety three percent of the managers agreed (strongly agree and agree) that the fitness staff holds the credentials for the work they perform and 79 % of the managers agreed that managers are qualified for their positions. Eighty three percent of the fitness instructors agreed (strongly agree and agree) that the fitness staff holds the proper credentials for the work they perform , and 66 % agreed that the management staff is qualified for the work that they perform.

Fourty six percent of the managers strongly agreed and 29 % agreed that they are well respected in the community for their business in the fitness industry. Seventy percent of instructors (35 % strongly agree and 36 % agree) also agreed with this statement.

4.8.2. Communication Systems

Communications between fitness staff members were described to be positive by the fitness professionals who participated in the study. Eighty nine percent of managers and 80 % of instructors agreed that “communication between management and staff is effective”. Seventy nine percent of managers and 69 % of instructors agreed that the fitness facility holds regular staff meetings.

Query about the communications between fitness personnel and consumers showed that managers are more optimistic about the statement that “communications between the staff and members is effective”. Ninety percent of managers, and 78 % of instructors agreed with this statement.

The surveys asked the respondents to consider if “members understand the challenges of fitness professionals”. Despite the fact that 44 % of the consumers agreed with this statement, 81 % of managers and 79 % of instructors disagreed that members understand the challenges that they go through. The gap between the consumers and fitness professionals is even more striking with the statement “members have realistic expectations of the staff”. Eighty percent of the fitness professionals disagreed that members have realistic expectations of the staff, however, 71 % of the consumers agreed with this statement.

What is more, the findings about the fitness professionals’ point of view about the members’ reasons for leaving a fitness facility indicated that 100 % of managers and 88 % of instructors believe that consumers do not realize the value of fitness. These findings shows that there is a need for better communications between staff and members, and educational systems to increase the consumers’

consciousness of the health benefits of regular physical activity needs to be improved in the community.

4.9. Does the Industry Have a Developmental Path?

4.9.1. Populations Currently Served in the Fitness Industry

Fitness professionals were asked to define populations that are currently served by the fitness industry. Overall, both the managers (68 % strongly agree and 32 % agree) and instructors (65 % strongly agree and 35 % agree) state that the health and fitness industry currently services a strong percentage of young adults between the ages of 20 – 40 years. Highly fit clientele is also ranked at the top of the populations well served in the industry by the managers (89 %) and instructors (86 %). A summary of findings is presented in Figure 4.9.1.

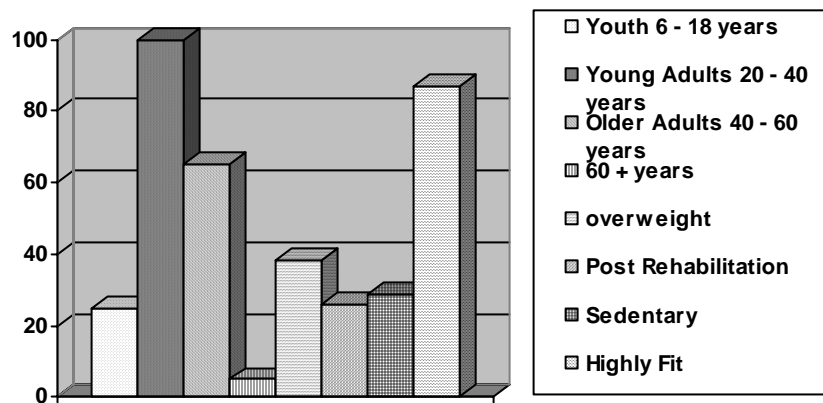


Figure 4.9.1. Rating of Populations Served

4.9.2. Populations to be Focused On in the Future

Populations that the industry should focus on in the future were also asked to the fitness professionals . Despite the fact that all of the fitness professionals were content with the focused group of ages between 20 -40 and (100%) agreed that the industry should go on targeting the same population, they were also concerned about the sedentary (96 % agree) and overweight (78 %) populations. A summary of findings of the populations to be focused on in the future is demonstrated in Figure 4.9.2.

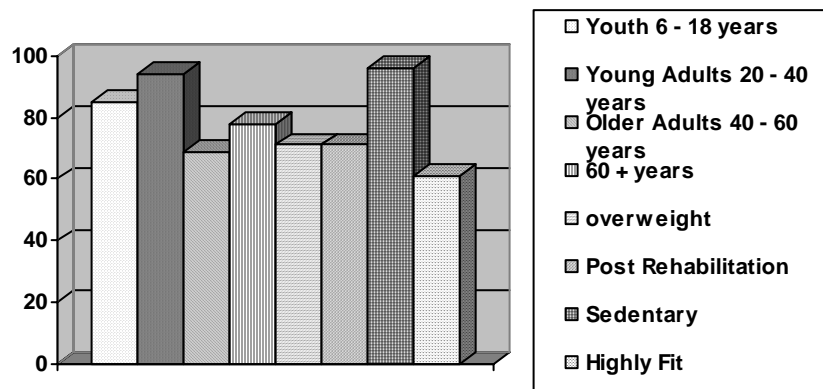


Figure 4.9.2. Ranking of Populations to be Focused on in the Future

4.9.3. Growth Potential

Managers and instructors were asked to identify the fitness venue with the greatest growth potential. Ninety six percent of managers ranked recreation centres as having the greatest potential for growth, and 93 % ranked fitness centres as having the greatest potential for growth, and 93 % ranked fitness centres second, and 89 % ranked senior fitness programs third . Whereas 88 % of instructors agreed that fitness centres and health and fitness clubs were the fitness

venue with the greatest growth potentials, youth fitness programs second (80 %), recreation centres (79 %) and schools and universities (79 %) third.

4.9.4. An Ever Changing Industry

All of the managers (100 %) and 77 % of instructors participated in the study agreed that the nature of the industry presents many challenges. Sixty eight percent of managers and 62 % of instructors agreed that the industry is repetitive. Fitness industry was said to be cyclic in nature by both the managers (89 %) and instructors (74 %).

4.9.5. The Direction of the Industry

Despite the dynamic nature of the industry, fitness professionals are hesitant about the direction of the industry. Only 60 % of managers and 67 % of instructors agreed that they felt aware of the current direction of the industry. Fitness professionals were also asked about the future direction of the industry. Similarly only 61 % of managers and 55 % of instructors agreed with this statement.

4.10. What (or Who) is the Most Effective Agent of Change?

Fitness professionals were asked to consider the agents of change in the industry. Ninety nine percent of the fitness professionals identified themselves to be the most effective agent of change in the fitness industry. Members were ranked second (95 % agree), facility owners were ranked third (85 % agree), product manufacturers were ranked fourth (81% agree), media was ranked fifth

(62 % agree), and certification organizations were ranked sixth (56 % agree) by the fitness professionals (Figure 4.10).

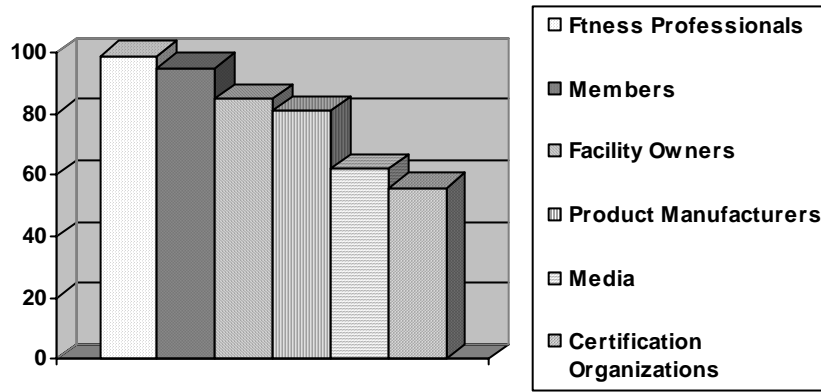


Figure 4.10. Ranking of Agents of Change by Fitness Professionals

CHAPTER V

DISCUSSION

“Find solution, not mistake”

H. Ford (Trans.from, Sancaktar, 2004).

The purpose of this study was to determine the status of the health and fitness industry in Turkey. Due to the limited current research about the status of the fitness centres in Turkey, this study is expected to contribute to the literature, through a developmental additional future research on this topic. In this chapter, results detailed in Chapter 4 are discussed, and possible solutions are offered to the problems under four topics: the business of fitness, professional development, growth opportunities, and consumer influences. Finally recommendations for future research is provided.

5. 1. Business of Fitness

As it is stated by the Turkish Constitution, government takes the precautions for the physical and mental development of the Turkish citizens of all ages, and encourages the development of sport for all (DPT, 2000). Thus, fitness industry in Turkey is controlled by the government by the General Directorate of Youth and Sports (GSGM), who has set regulations for the licencing of private

health and fitness centres under the control of the Provincial Directorates of Youth and Sport (GSIM). According to untracted information, eventhough there are over 2000 private fitness centres in Turkey, only 25 % of the fitness centres are legitimately licenced, with over 1500 sport centres left out of control (Varoş vücut timi, 2002). It is revealed during the study that there are only 26 licenced private fitness centres in Ankara recorded in the General Directorate of Youth and Sports (GSGM) private sport centres list. In this sense, the Provincial Directorate of Youth and Sports (GSIM) may be accepted to have lost authority over the health and fitness industry, as the researcher came across more than 50 fitness centres other than the ones in the list.

This study also revealed that there isn't a single organization that the fitness centers are responsible to. Such that, 19 of the fitness centers are licenced from the Gymnastics Federation and 7 of them from the Bodybuilding and Fitness Federation (GSGM, 2004). It may be suggested that the Bodybuilding and Fitness Federation - established in 1991 - could not catch up with the fast development of the fitness industry in Turkey in the 1990s, and has been unsuccessful in gathering, and unifying the new opened fitness centers under a single body. According to an interview that the researcher have conducted with Mehmet Sadi, the chief of the Licencing Office of Provincial Directorate of Youth and Sport:

The current system is far from reliability because of an undefined biased licencing system. The owners of the fitness centers can easily get permission for the opening of fitness centers either from the Gymnastics Federation, or the Bodybuilding and Fitness Federation in return of a licencing fee paid in the federations' accounts (Sadi, 2004).

As Sadi further complains about the difficulties experienced during the routine controls of the private sport centres, the Private Physical Education and

Sport Facilities Regulation (GSİM, 2004) refrains Provincial Directorate of Youth and Sport (GSİM) from making sound judgements about fitness centres that do not possess any international standards in terms such as the quality of fitness machines, safety, air-conditioning, or hygiene (2004).

With regard to these findings, in order to avoid the credibility gap of the licencing of the fitness centres, competing for-profit federations should be replaced with a single accrediting body, and a standardization system should be developed to bring limitations to the licencing procedures of the private health and fitness centres.

5. 2. Professional Development:

With regard to the GSGM Private Physical Education and Sport Facilities Regulation (GSİM, 2004), the owner of the facility has to employ a trainer who has a GSGM trainer certification particular to the sport, or service, which has to be hang in the sport center visible by everybody. However, 71 % of survey respondants agreed with the statement that “as long as the fitness staff holds one certification, they are not required to pursue further certifications”. Sadi (2004) suggests that, the current regulations cannot prevent the certificates from merely being pieces of paper:

During the controls, the fitness centre managers claim that the so called allied trainers just have finished their shift and departed from the facility, and thus they cannot be captured during the controls... and so they keep abusing the industry.

Not surprisingly, the fitness instructors, and managers do not believe in the credibility of certifications. Certification does not seem to be accepted as a measure of competency in fitness by the fitness professionals. In contrast to the

findings of Deane Mantia (2000), who reported that majority of the fitness professionals and consumers in US believed that “certification is an indication of a well- qualified fitness professional”, this study revealed that 93 % of the managers and 85 % of instructors in Turkey, believe that certification is not an indication of a well-qualified fitness professional, and fitness professionals further suggest that there is a need for more standardization (70 %), and professionalism (74 %).

The disenchantment with the certifications may be due to the fact that the governing body in fitness certification in Turkey- the Turkish Bodybuilding and Fitness Federation - is deplored by the media , and notorious for running many illegalities in the distribution of the bodybuilding and fitness trainer certifications (Diploma geliştirme, 2004). Actually the main problem of the fitness industry in America resembles that in Turkey with the difference that instead of a single governing body in certification there are more than a hundred certifying organizations lacking standardization (Deane Mantia, 2000). As Parks (1990) suggests, in order to prevent the certificates from merely being pieces of paper, protection should come within the industry itself to set standards for the certification agencies. In terms of the current situation in Turkey, that is sport is under the control of the government, GSGM and the Turkish Bodybuilding and Fitness Federation should reconsider the current situation and the needs of the fitness industry to develop sound, and standardized certification programs.

For instance, while first aid and CPR certificates are prerequisites of many international certifying bodies such as ACSM, AFAA, and ISSA, out of 38 % GSGM certified fitness instructors only 2 % could identify themselves as being

certified in first aid. What is more, according to the European Union criteria, by the end of 2005 the firms have to provide their one out of ten employees with the first aid certification (Tekfidan, 2005). In order to catch up with the international standards in the fitness industry regarding safety issues, this criterion should also be implemented by the GSGM Private Physical Education and Private Physical Education and Sports Facilities Regulation, and first aid should become a prerequisite for getting certificates from the Bodybuilding and Fitness Federation and the other federations respectively.

This study shows that the meaning of “health and fitness” should be redefined, and the wide scope of sport practices that it covers should be realized by GSGM and the Turkish Bodybuilding and Fitness Federation as soon as possible. In order to develop standardization for the licencing of the health and fitness centres, and certification of the fitness professionals within the industry, the federation should act in a joint effort between the other organizations, federations, the universities, and leading international certifying organizations such as ACSM (1998; 1995; 1992), and AFAA (1995) to meet the needs of the fitness industry. In the words of Wu, “Service quality depends upon good instructor training and professional knowledge” and “Fitness center service quality is raised when the principles of service are applied systematically to the entire operation” (2001, p.98).

5.2.1. Academic Preparation

Despite GSGM’s convincing regulations (Antrenör Eğitim Yönetmeliği, 1994) to catch up with the EU standards, and support the graduates of physical

education and sports departments of universities in the sport industry by means of coaching certificates, this study revealed that the fitness professionals working in the health and fitness centres are mostly graduates of other sciences of the universities other than physical education and sports, or mostly not at all.

In order to set standards and protect the fitness industry from abuse, the Turkish Bodybuilding and Fitness Federation has to coloborate with the universities to reinforce the physical education and sports departments to open diversity of courses such as fitness management, fitness leader, fitness instructor, personal trainer, and recreational sports management under the branch of sport management, that will prepare the students for the career opportunities in the health and fitness industry. Certification established by the fitness industry could protect prospective students preparing for careers in fitness from competition with unqualified people (Parks, 1990). In the words of Parks if “...stringent certification standards become accepted nationwide, the industry will become more professionalized and the more highly qualified candidates should get the jobs”(1990, p. 72).

5.3. Growth Opportunities

Fitness professionals (managers and instructors), and consumers were both queried to decide upon the statement “I am satisfied with the current status of the fitness industry”, and state if they saw a need for change upon several areas of the industry such as professionalism, education, management practices, and communications. In contrast to Deane Mantia’s findings that reported 73 % satisfaction with the current status of the fitness industry, 63 % of the respondents

mentioned that they were unsatisfied with the current status of the fitness industry, and 95 % of all the survey respondents agreed that management practices and communications need for change. However, the results of the surveys show that the fitness professionals do not make a determined effort to save their business and overcome the problems of the fitness industry. What is more, even though both the fitness professionals in the United States (Deane Mantia, 2000), and in Turkey reported that they received minimal benefits and pay was low within the sport industry, they continue to work and open new fitness centres. This might be due to the fact that the benefits of being a fitness instructor charmed many people with good reputation in the society, the ease of working hours, free memberships, and lack of academic degree, and certification prerequisites.

Managers and instructors claimed that they do not pay attention to the operations and programs of the competition, and the pricing of competition also does not influence membership fees. With regard to the fitness professionals' responses no budget is set for marketing in the fitness facilities. Unfortunately, despite the glamorous number of fitness centres increasing day by day, fitness industry of Turkey is in a dull state, and a business cannot be expected to develop and attract customers, in a state of no challenge, and competition. If the fitness professionals up hold the credential to be the most effective agent of change in the fitness industry as they claim themselves to be, the fitness industry would not develop and reinvigorate unless they overcome their hesitant feelings about the current and future direction of the industry through a well organized management and marketing structure applied to the entire operation.

5.4. Consumer Influences

As Griffin suggests, in order “to have loyal customers, you must have a talented, well trained loyal staff”, since strategic advantages don’t last as others can easily copy it and speed of technological changes cannot be stopped (2001, p.253). However, fitness centres in Turkey are spending most of their revenue on tangible things such as equipment and facility, far from satisfying the consumers’ needs, and trust built on a service standard. In its simplest form, according to the results of the study, fitness centres do not even use surveys in order to determine member needs and wishes.

Taking into account the fact that only 3,5 % of the entire Turkish population is involved in regular physical exercise (T.C. Sağlık Bakanlığı, 2004), it is no surprise that consumers of fitness are intimidated, and confused about the content and value of service by the operations of the fitness business such as costly membership fees, poor orientation programs, and unqualified staff. Findings of this research study strongly suggest that there are many underlying problems in the business of fitness that needs to be dealt with individually.

Hence, all the blame shall not be put on the fitness professionals. When the survey respondents (fitness professionals and consumers) were asked to describe the reasons why members join a health and fitness facility, the respondents identified losing weight and getting in shape as top priorities of fitness facility members. “Finding a lover” was also specified hand written on the surveys by 69 % of the fitness professionals and 65 % of the consumers. The surveys also investigated statements concerning why members leave health and fitness facilities. Ninety three percent of all respondents identified not reaching their

goals as the reason why members leave fitness facilities. Ninety two percent of the respondents agreed upon “busy lifestyles” as another factor for the members to leave. Interestingly 91 % of the respondents admitted that members “get bored” , and “don’t realize the value of health and fitness” (88 %) as other reasons why members leave. However, Deane Mantia’s screening reported “busy lifestyles” at the first place, “not reaching goals” at the second and “programs don’t meet their schedule needs at the third place as the reasons why members leave a health and fitness facility. From this stand point , it can be concluded that the Turkish government has also been insufficient in providing the Turkish people with sport knowledge and making sport and physical activity a habit for a life time.

As Sunay suggested in an earlier study concerning the development of sport in Turkey, the budget allocated to sports is not enough and needs to be increased (Sunay, 2002). However, despite the government controlled sport system and the retrenched budget allocated to sports in times of political and economic crises (Sekendiz, & Koçak, 2003), fitness industry is in a continuous development in Turkey. In this sense, to increase public consciousness about the health benefits of regular physical activity, and make sport a life time habit for all, starting from youth through adulthood, Ministry of Education (MEB) should collaborate with the General Directorate of Youth and Sports (GSGM) to make use of the private sport centres. Today most of the public primary and high schools in Turkey and even her capital Ankara, lack sport saloons, and equipments necessary for the physical education lessons to take place. That’s why a simple solution can be to operate school programs in the health and fitness centres (Issues, 1998), to whom the government can apply tax avoidance in return.

5.5. Recommendations for Future Research

Although the SHFI- T included items that delivered many aspects of the status of the health and fitness industry, no item covered the standards of the fitness machines being used in the health and fitness centres in terms of safety, equipment quality, price, ergonomy, design, and hygiene. Recently, it is recognized as a threat into the fitness industry that “manufacturers are not making it clear enough in the labels that are on the machines about how to do it right”(Hewek, 2003), which may in turn alarmingly increase injury rates.

Depending on the results of the consumer responses 98 % of the consumers want good equipment from a fitness facility, however equipment is rated as the most costly expenditure by both facility managers (100 %), and instructors (95 %). Therefore an investigation and analysis of equipment used, and safety regulations imposed on equipment manufacturers in the fitness industry in Turkey emerged as a research topic for future studies . As Deane Mantia (2000) suggests research questions in this field that need to be answered are as follows:

1. Are there regulations imposed on manufacturers which relate specifically to product safety and quality?
2. If so, who is in control of these regulations and whose standards of safety are used?
3. Is there a system of checks for scheduled maintenance of equipment once placed in the facility or is maintenance left to the responsibility of facility operators?
4. Has product safety been identified as an existing problem of the industry?
5. If so, what are the circumstances surrounding the incidents?

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APPENDICES

APPENDIX A

LETTER OF PERMISSION TO USE THE SURVEY OF THE HEALTH AND FITNESS INDUSTRY

From :	pmantia <pmantia@hightide.hcc.mass.edu>
Reply-To :	<pmantia@hightide.hcc.mass.edu>
Sent :	Monday, December 29, 2003 6:46 PM
To :	Betül Sekendiz <betulsekendiz@hotmail.com>
Subject :	Re: analysis of the fitness centers in Turkey

Hello,

I am pleased to hear that someone else can benefit from my dissertation work.

You have my permission to use the surveys that were in my dissertation. Feel free to contact me if you have further need. Good luck to you.

Dr. Patti Mantia

----- Original Message -----
From: Betül Sekendiz <betulsekendiz@hotmail.com>
Date: Mon, 29 Dec 2003 12:56:17 +0200

Dear Mantia,

I am a research assistant and fitness instructor at Middle East Technical University Sport Center in Turkey. Recently I am working on a dissertation to analyze the development and the management structure of the fitness centers in Turkey. I think that this study is of crucial importance for the development of the fitness industry in Turkey as it is for the other civilized nations. I have to admit that your dissertation : " An Analysis of the Fitness Industry" has great guidance upon my study. Further more I would really be glad if you could give me the permission to use the relevant surveys that were used in your study under your reference.

I appreciate your care and concern,

and wishing you the very of best everything in the New Year.

Betül Sekendiz

APPENDIX B-1

SURVEY OF THE HEALTH AND FITNESS INDUSTRY

This survey is to be completed by owners, managers and fitness instructors. A separate (and shorter) survey is available for consumers. Thank you for your participation in this survey of the health and fitness industry. This information will be used to make recommendations for improvements and growth with the fitness industry. The information that you provide will be strictly confidential. Please complete the entire survey. If you work in more than one fitness position, please respond separately for each position that you hold. *If you don't know the answer or It doesn't apply to you** please indicate that next to the question or leave it blank. Survey participants are encouraged to elaborate when appropriate on the backside of the survey or another piece of paper. Thank you for your time and investment in the health and fitness industry. Surveys should be submitted to Patti Mantia at 120 High St. Mansfield, MA 02048 or e-mailed to: fitfirm@ici.net or faxed to 508-339-0422. You may also participate in this survey on the web at: www.the-fitness-firm.com

PERSONAL INFORMATION

Check all boxes that describe your involvement in health and fitness.

- I do not exercise at all
- I exercise, but not in a health and fitness facility.
- I exercise in a health and fitness facility.
- I work in a health and fitness facility.

PROFESSIONAL INFORMATION

Current position in fitness: _____ Full or part time: _____

Years as fitness professional _____

Facilities that you currently work in: _____

City and State of Fitness

Employer(s): _____

Full time position (if in other field): _____

Average salary for this fitness position in my region: \$ _____ class / week / month/
year

(Circle one)

FACILITY INFORMATION

I currently work in a: (circle all that apply)

- | | |
|--|---------------------------------|
| Health Club (fitness, racquet sports, pool, etc) | Gym (fitness and aerobics only) |
| Aerobics studio | Personal training studio |
| Corporate program | Recreation center |
| School affiliated program | Military/Public Service Fitness |
| Medically affiliated program | Post rehabilitation program |

Our company has a fax (Circle one) Yes No

/ don't know if we have a faX

Our company has access to the Internet/ World-wide-web. (Circle one) Yes No

I don't know if we have access to the Internet/World-wide- web

I have worked in this facility for _____ # years.

My facility specializes in the area(s) of: _____

The staff in my facility is (circle one): mostly male mostly female equally distributed

/ don't know our gender breakdown.

The members in my facility are (circle one): mostly male mostly female equally distributed

/ don't know our gender breakdown.

My facility has been in operation for _____ years.

The size of my facility is _____ square feet.

I don't know the size of my facility.

My facility currently has _____ (number of members).

I don't know how many members my facility has.

My facility offers _____ (number) different memberships.

I don't know how many different memberships my facility offers.

The membership breakdown is as follows:

Full facility @ _____ (circle one) per month per year

Partial membership (specify) _____ @ _____ per month

Senior membership @ _____ per month

Youth membership @ _____ per month

The average cost of a membership at my facility m \$ _____ per month / per year

I don't know the membership breakdown.

Most of our members pay: (circle all that apply)

Monthly Annually by EFT In person

I don't know tow the members pay.

Services that we offer include: (circle all that apply)

Baby-sitting Tanning Massage Personal Training Nutrition Program

Towel Service Laundry Beauty Rehabilitation Smoking Cessation

Wellness Fitness Assessments Adherence Programs Post/Pre Natal

Other (please specify)

Please place a check in the box that best describes your response to the following statements/questions.

Please use the following codes:

SA-Strongly Agree / A-Agree / D-Disagree / SD-Strongly Disagree

MARKERS OF SUCCESS IN THE HEALTH & FITNESS INDUSTRY

QUESTION	SA	A	D	SD
Overall, I believe that the health and fitness industry has been successful.				
The following are important factors in the health and fitness industry:				
Profitability				
Number of memberships				
Adherence of existing members				
Reaching previously inactive populations				
Influencing the lifestyles (wellness) of clients				
Increased professionalism				
Increased salaries				
Improved training & education				
Personal accomplishments				
Other (please specify):				
I am satisfied with the current status of the fitness industry.				
I see a need for changes) in the following areas of the industry:				
Professionalism				
Education				
Management Practices				
Communications				
Other (Please specify)				

ENTRY INTO THE FITNESS INDUSTRY

QUESTION	SA	A	D	SD
I knowingly and purposely entered my current position in fitness.				
My entry into the fitness industry was through a related field such as dance or sports.				
At first, I considered my work in fitness to be a hobby.				
I entered the industry for a supplemental income.				
I currently work in the industry as a hobby.				
I work in the fitness industry because it allows me a free membership.				
I work in the industry because of the salary and benefit package.				
I currently work in the fitness industry because I find it to be personally rewarding.				
It is more difficult to enter the fitness profession today as compared to the past.				
There are many young adults eager to enter the fitness profession.				
There are many older adults eager to enter the fitness profession.				
There are many males eager to enter the fitness profession.				
There are many females eager to enter the fitness profession.				

PROFESSIONAL DEVELOPMENT

SA A D SD

QUESTION

I had a good understanding of the job requirements before entering my current position in fitness.				
My initial training prepared me well for my position in fitness.				
My company provides "in-house" ¹¹ training for new staff members.				
There are a variety of well-qualified training institutions from which I can receive training for my position.				
As a health/fitness professional, I frequently provide services such as:				
Personal training				
Exercise programming				
Group exercise classes				
Safety advice				
Motivation				
Advice for rehabilitation of injuries				
Recommendations and distribution of supplements				
Nutritional advice				
Weight management				
Stress management				
Pre and Post natal advice				
The qualifications necessary to perform my job well include:				
Knowledge				
Practical Skills				
Interpersonal Skills				
Management Skills				
Other (please specify)				
The fitness staff in my facility holds the proper credentials for the work they perform.				
The management staff holds the proper credentials for the work they perform.				
It is important for the fitness staff to obtain certification in every area that they work. (i.e., aerobics, step, personal trainer, weight room.)				
As long as the fitness staff holds one certification, they are not required to pursue further certifications.				
The staff at my facility maintains current certification in CPR.				
The staff at my facility maintains current certification in first aid.				
The staff at my facility is aware of ACSM industry guidelines.				
The staff at my facility follows the ACSM industry guidelines.				
I have a clear understanding of the roles and limitations of my position.				
I participate in additional training to better myself as a professional.				
My company pays for (or provides) professional development				
Continuing education providers help to improve industry standards.				
The workshops that I attend are relevant and applicable to my work.				

PROFESSIONAL DEVELOPMENT

SA A D SD

QUESTION

Workshops that I find most useful cover the topics of:				
Management				
Communications				
Programming				
Exercise Science				
Anatomy				
Physiology				
Kinesiology				
Nutrition				
Choreography				
New trends or equipment				
My decision to attend a workshop is based on:				
The topic of the workshop.				
The convenience of the program (location, time, etc.).				
The credentials of the presenter.				
The personality of the presenter.				
The number of continuing education credits.				
The price of the workshop.				
My company bases the pay structure on the credentials of the employees (Greater credentials = greater pay)				
My facility looks for a specific certification when hiring,				
Certification is an indication of a well-qualified fitness professional.				
In a cost -benefit analysis, certification is valuable to the industry.				
The major certification organizations help in the development and growth of the industry as a whole.				
The major convention sponsors help in the development and growth of the industry as a whole,				
The major fitness/certification organizations work to promote health and fitness to the inactive populations.				
There is a need for increased professionalism in the industry.				
There is a need for more standardization in the fitness industry.				
I am well respected by allied health and fitness professionals.				
I am well respected in the community for the position I hold in fitness.				
I am well compensated for the work that I perform in fitness.				
I receive paid vacations at my fitness facility.				
I receive sick pay at my fitness facility.				
I receive health and life insurance at my facility.				
My fitness employer provides me with a pension plan.				
I work part time in fitness but would like to make this my full time career.				
I know the steps required to develop my Interests Into a full time career in fitness.				

BUSINESS OF FITNESS

SA A D SD

QUESTION

QUESTION	SA	A	D	SD
When I started working in fitness, I had a formal a business plan.				
We provide prospective members with professional materials about our facility.				
We provide prospective members a tour of the facility.				
We offer special programs to orient newcomers.				
We have a set budget for staff development				
We have a set budget for advertising/marketing.				
We frequently survey members to determine their needs and wants.				
We frequently survey members to assess the level of satisfaction.				
The pricing of my competition influences my membership fees.				
The greatest profit center at my facility is:				
Overhead (rent, utilities				
Equipment				
Maintenance				
Marketing				
Payroll				
Programming				
The greatest profit center at my facility is:				
Memberships				
Pro Shop (retail sales)				
Food and beverage				
Diet and /or nutrition supplements				
Rental fees				
Special events/programs				
Group exercise classes				
Personal training				
My membership fees are determined by the services/amenities that I offer				
My health and fitness facility holds regular staff meetings.				
My company is pro-active in its management style.				
My business is strongly influenced by my competitors				
It is difficult to find qualified employees.				
It is difficult to find employees with good work ethics.				
I use external consultants to analyze my business.				
I spend a great deal of time solving problems in my facility.				
I review businesses outside of the fitness industry for ideas.				
I pay close attention to the operations/programs of my competition.				
I frequently review and revise my business plan.				
I follow the guidelines of external consultants to improve my business.				
Communication between the staff and members is effective.				
Communication between management and staff is effective.				

BUSINESS OF FITNESS

QUESTION

SA A D SD

	SA	A	D	SD
We allow prospective members to try the gym free of charge.				
We provide quality orientation for new members.				
We offer new members all the training they need to become comfortable with their workouts.				
New members feel welcomed by existing members.				
New members feel welcomed by facility staff members.				
The front desk staff is efficient in member services.				
The front desk staff is friendly.				
The front desk staff is professional.				
The front desk staff is dressed professionally.				
What members want most from the health and fitness facility is:				
Good service				
Good equipment				
Qualified staff				
Friendly staff				
A sense of belonging				
Education				
A bargain on membership fees				
The members we give the most attention to are:				
New members				
Those up for renewal				
Long standing members				
Members who are always at the gym				
Members who are rarely at the gym				
I am well aware of the current direction of the fitness industry.				
I am well aware of the future direction of the fitness industry-				
Industry trends are repetitive.				
Industry trends are cyclic.				
The dynamic nature of the fitness industry presents many challenges.				
Our group exercise program is currently a vital part of the facility.				
Our group exercise program offers an exciting variety of classes.				
I believe that group exercise classes will remain popular in the future.				
Members select exercise classes according to the following criteria:				
Qualifications of instructor (knowledge and skills)				
Personality of instructor (fun and motivating)				
Type of class (Step, kickboxing, etc.)				
Time of class (meets schedule needs)				
Intensity of class (members like a hard workout)				
Complexity of choreography (members like complex patterns)				
It is important for group exercise instructors to be present and visible in the facility (they're not just there for their classes)				

GROWTH OPPORTUNITIES

SA A D SD

QUESTION

Industry changes are driven by:				
Members				
Fitness professionals.				
Facility owners.				
Product manufacturers.				
Media				
Certification organizations				
Other (please specify)				
The fitness industry currently services a strong percentage of the following populations:				
Youth (6-18 years)				
Young Adults (20 - 40 year olds)				
Older Adults (40 - 60 year olds)				
60 + year olds				
Overweight (Over fat) population				
Post rehabilitation clients				
Sedentary				
Highly fit				
The fitness industry should focus more on the following populations:				
Youth (6-18 years)				
Young Adults (20 - 40 year olds)				
Older Adults (40 - 60 year olds)				
60 + year olds				
Overweight (Over fat) population				
Post rehabilitation clients				
Sedentary				
Highly fit				
The fitness venue with the greatest growth potential is:				
Health Clubs (that offer a variety of activities)				
Gyms (aerobics and fitness only)				
Aerobics studios				
Personal training studios				
Corporate programs				
Recreation centers				
Schools and universities				
Military and public service programs				
Medically affiliated programs				
Diet and nutrition centers				
Wellness centers				
Youth fitness programs				
Senior fitness programs				
Post rehabilitation				
Other (please specify)				

CONSUMER INFLUENCES

QUESTION	SA	A	D	SD
Members are realistic in the development of fitness goals.				
New members often feel intimidated at health clubs.				
Members join a health and fitness facility:				
To lose weight.				
To get in shape.				
To improve appearance.				
To improve health.				
To relieve stress.				
For social interaction.				
Other (please specify).				
Members select a health and fitness facility based on:				
Price				
Convenience (location)				
Equipment				
Services				
Cleanliness				
Qualifications of staff				
Members look for degreed professionals.				
Members look for certified professionals.				
Atmosphere				
Advertising and marketing of facility				
Other (please specify)				
Members stay at a health and fitness facility because:				
They see results.				
The program meets their schedule needs.				
They want the health benefits.				
They get good service.				
They like the staff members.				
They developed friendships with other members.				
They like the atmosphere.				
They enjoy the camaraderie of working out with others.				
Other (please specify)				
Members that don't adhere to fitness programs leave because:				
They hate to exercise.				
They experience pain from the workouts.				
It's too much work — not worth the value.				
They feel intimidated at the health club.				
They did not meet their goals (ie., weight loss, fitness, etc.)				
Other (please specify):				

CONSUMER INFLUENCES

QUESTION	SA	A	D	SD
Members that don't adhere to fitness programs leave because:				
Of busy lifestyles.				
They can't afford membership fees.				
They don't realize the value of health & fitness.				
Programs don't meet their needs and/or schedule.				
They get bored.				
Members are required to sign a contract when joining the facility.				
Contracts are explained clearly and completely to members.				
Members understand the challenges of fitness professionals,				
Morning members are very different from evening participants.				
Morning members are more demanding than evening participants are.				
Members have realistic expectations of the staff.				
Members often pressure staff to work outside of industry guidelines (for example, fast music in step aerobics, dangerous exercises, etc.)				
Many members use steroids and other performance enhancing drugs				
Members have a sound knowledge of training principles.				
Members have a sound knowledge of safety issues.				
Members appreciate fitness professionals who provide unsolicited guidance on safety issues.				

PERSONAL INFORMATION

Name (optional): _____

Telephone (optional): H (____) _____ - _____ W(____) _____ - _____

Address (optional): _____

City/State/Zip (NOT optional): _____

Email address (optional): _____

Qualifications: Please describe all qualifications and list organizations. Leave blank any areas that are not applicable to your background.

- Before working in the fitness field, I participated in a training program offered by: _____
_____ that lasted a duration of _____
- I am certified as a(n) _____
by _____ (organization)
- Additional certifications that I hold are:

- I received a bachelor's degree in the field of _____
from _____ (College or University).
- I have an advanced degree in the field of _____
from _____ (College or University).
- Additional training that I have participated in: _____

I am willing to be contacted for further interviews: (circle one) Yes No

APPENDIX B- 2

SURVEY OF THE HEALTH AND FITNESS INDUSTRY

*This survey is to be completed by consumers of exercise and non-consumers (people not currently exercising). A separate survey is available for owners, managers and fitness instructors. Thank you for your participation in this survey of the health and fitness industry. This information will be used to make recommendations for improvements and growth with the fitness industry. The information that you provide will be strictly confidential. Please complete the entire survey. If you work in more than one fitness position, please respond separately for each position that you hold. *If you don't* know the answer or it doesn't apply to you please indicate that next to the question or leave it blank. Survey participants are encouraged to elaborate when appropriate on the backside of the survey or another piece of paper. Thank you for your time and investment in the health and fitness industry. Surveys should be submitted to Patti Mantia at 120 High St. Mansfield, MA 02048 or e-mailed to: fitfirm@ici.net or faxed to 508-339-0422. You may also participate in this survey on the web at: www.the-fitness-firm.com*

PERSONAL INFORMATION

Check all boxes that describe your involvement in health and fitness.

- I do not exercise at all
- I exercise, but not in a health and fitness facility.
- I exercise in a health and fitness facility.
- I work in a health and fitness facility.

Name (optional): _____

Telephone (optional): H (____) _____ - _____ W(____) _____ - _____

Address (optional): _____

City/State/Zip (NOT optional): _____

Email address (optional): _____

I am willing to be contacted for further interviews: (circle one) Yes No

FACILITY INFORMATION

I currently exercise in a: (circle all that apply)

- | | |
|--|---------------------------------|
| Health Club (fitness, racquet sports, pool, etc) | Gym (fitness and aerobics only) |
| Aerobics studio | Personal training studio |
| Corporate program | Recreation center |
| School affiliated program | Military/Public Service Fitness |
| Medically affiliated program | Post rehabilitation program |

I have been a member in this facility for _____ #years

My facility specialize in the area(s) of: _____

The staff at my facility is (circle one): mostly male mostly female equally distributed

/ don't know our gender breakdown.

The members in my facility are (circle one): mostly male mostly female equally distributed

/ don't know our gender breakdown.

My facility has been in operation for _____ years.

My facility currently has _____ (number) of members.

I don't know how many members my facility has.

My facility offers _____ (number) different memberships

I don't know how many different memberships my facility offers,

The membership breakdown is as follows:

Full facility @ _____ (circle one) per month per year

Partial membership (specify) _____ @ _____ per month

Partial membership (specify) _____ @ _____ per month

Senior membership @ _____ per month

Youth membership @ _____ per month

The average cost of a membership at my facility is \$ _____ per month / per year

I don't know the membership breakdown.

Most of the members pay: (circle all that apply) Monthly Annually by EFT In person

I don't know how the members pay

Services that my facility offers include: (circle all that apply)

Baby-sitting	Tanning	Massage	Personal Training	Nutrition Program
Towel Service	Laundry	Beauty	Rehabilitation	Smoking Cessation
Wellness	Fitness Assessments		Adherence Programs	Post/Pre Natal
Other (please specify)				

Please place a check in the box that best describes your response to the following statements/questions.

Please use the following codes:

SA-Strongly Agree / A-Agree / D-Disagree / SI-Strongly Disagree

MARKERS OF SUCCESS IN THE HEALTH & FITNESS INDUSTRY	SA	A	D	SD
QUESTION				
Overall, I believe that the health and fitness industry has been successful.				
The following are important factors in the health and fitness industry:				
Profitability				
Number of memberships				
Adherence of existing members				
Reaching previously inactive populations				
Influencing the lifestyles (wellness) of clients				
Increased professionalism				
Increased salaries				
Improved training & education				
Personal accomplishments				
Other (please specify):				
I am satisfied with the current status of the fitness industry.				
I see a need for changes) in the following areas of the industry:				
Professionalism				
Education				
Management Practices				
Communications				
Other (Please specify)				

PROFESSIONAL DEVELOPMENT OF THE STAFF

QUESTION	SA	A	D	SD
I frequently ask the health/fitness professional(s) for services such as:				
Personal training				
Exercise programming				
Group exercise classes				
Safety advice				
Motivation				
Advice for rehabilitation of injuries				
Recommendations and distribution of supplements				
Nutritional advice				
Weight management				
Stress management				
Pre and Post natal advice				
The qualifications necessary for fitness professionals includes:				
Knowledge				
Practical Skills				
Interpersonal Skills				
Management Skills				

PROFESSIONAL DEVELOPMENT OF THE STAFF

<i>QUESTION</i>	<i>SA</i>	<i>A</i>	<i>D</i>	<i>SD</i>
The fitness staff in my facility holds the proper credentials for the work they perform.				
The management staff holds the proper credentials for the work they perform.				
It is important for the fitness staff to obtain certification in every area that they work. (ie. , aerobics, step, personal trainer, weight room.)				
As long as the fitness staff holds one certification they are not required to pursue further certifications.				
The staff at my facility maintains current certification in CPR				
The staff at my facility maintains current certification in first aid.				
Certification is an indication of a well-qualified fitness professional.				
There is a need for increased professionalism in the industry.				
There is a need for more standardization in the fitness industry.				
I have a great deal of respect for health and fitness professionals.				
Fitness professionals are well compensated for the work they perform.				

BUSINESS OF FITNESS

<i>QUESTION</i>	<i>SA</i>	<i>A</i>	<i>D</i>	<i>SD</i>
Communication between the staff and members is effective.				
Surveys are frequently used at my facility to assess member satisfaction.				
Surveys are frequently used at my facility so that members can express their needs and wants.				
My facility offers special programs to orient newcomers.				
As a prospective member, I was given a tour of the facility.				
As a prospective member, I received professional materials about the facility.				
As a prospective member, I was allowed to try the gym free of charge.				
My facility provides quality orientation for new members.				
My facility offers new members all the training they need to become comfortable with their workouts.				
New members feel welcomed by existing members.				
New members feel welcomed by facility staff members.				
The front desk staff is efficient in member services.				
The front desk staff is friendly.				
The front desk staff is professional.				
The front desk staff is dressed professionally.				

BUSINESS OF FITNESS

<i>QUESTION</i>	<i>SA</i>	<i>A</i>	<i>DA</i>	<i>SD</i>
The members who receive the most attention from staff are:				
New members				
Those up for renewal				
Long standing members				
Members who are always at the gym				
Members who are rarely at the gym				
Industry trends are repetitive.				
Industry trends are cyclic.				
Our group exercise program is currently a vital part of the facility.				
Our group exercise program offers an exciting variety of classes.				

I believe that group exercise classes will remain popular in the future.				
Members select exercise classes according to the following criteria:				
Qualifications of instructor (knowledge and skills)				
Personality of instructor (fun and motivating)				
Type of class (Step, kickboxing, etc)				
Time of class (meets schedule needs)				
Intensity of class (members like a hard workout)				
Complexity of choreography (members like complex patterns)				
It is important for group exercise instructors to be present and visible in the facility (they're not just there for their classes)				

CONSUMER INFLUENCES

QUESTION	SA	A	D	SD
Members are realistic in the development of fitness goals.				
New members often feel intimidated at health clubs.				
Members join a health and fitness facility:				
To lose weight				
To get in shape,				
To improve appearance.				
To improve health.				
To relieve stress.				
For social interaction.				
Other (please specify).				
Members select a health and fitness facility based on:				
Price				
Convenience (location)				
Equipment				
Services				
Cleanliness				
Qualifications of staff				
Members lode for degreed professionals				
Members look for certified professionals				

CONSUMER INFLUENCES

QUESTION	SA	A	D	SD
Members select a health and fitness facility based on:				
Atmosphere				
Advertising and marketing of facility				
Other (please specify)				
Members stay at a health and fitness facility because:				
They see results.				
The program meets their schedule needs.				
They want the health benefits,				
They get good service.				
They like the staff members.				
They developed friendships with other members.				
They like the atmosphere.				
They enjoy the camaraderie of working out with others.				
Other (please specify)				
Members that don't adhere to fitness programs leave because:				
They hate to exercise.				

They experience pain from the workouts.				
It's too much work - not worth the value.				
They feel intimidated at the health club.				
They did not meet their goals (i.e., weight loss, fitness, etc.)				
Other (please specify)				
Of busy lifestyles.				
They can't afford membership fees.				
They don't realize the value of health & fitness.				
Programs don't meet their needs and/or schedule.				
They get bored				
Members are required to sign a contract when joining the facility.				
Contracts are explained clearly and completely to members.				
Members understand the challenges of fitness professionals.				
Morning members are very different from evening participants.				
Morning members are more demanding than evening participants are.				
Members have realistic expectations of the staff.				
Members often pressure staff to work outside of industry guidelines (for example, fast music in step aerobics, dangerous exercises, etc.)				
Many members use steroids and other performance enhancing drugs				
Members have a sound knowledge of training principles.				
Members have a sound knowledge of safety issues.				
Members appreciate fitness professionals who provide unsolicited guidance on safety issues.				

APPENDIX C – 1

SURVEY OF THE HEALTH AND FITNESS INDUSTRY (SHFI) (TURKISH VERSION)

SAĞLIK VE FİTNESS(*) ENDÜSTRİSİ ANKETİ

Bu anket *iş yeri sahipleri, yöneticiler, ve fitness danışmanları* tarafından doldurulacaktır. Üyeler için ayrıca (ve daha kısa) bir anket bulunmaktadır.

Bu sağlık ve fitness endüstrisi anketine katılımınızdan dolayı teşekkürler. Bu anketten elde edilen bilgiler Türkiye’de fitness endüstrisinin gelişimi ve büyümesi için yapılacak önerilerde kullanılacaktır. Vereceğiniz bilgiler tamamen gizli tutulacaktır. Lütfen anketi sonuna kadar doldurunuz. **Eğer birden fazla fitness pozisyonunda görev yapıyorsanız lütfen sahip olduğunuz her pozisyon için ayrı bir anket doldurunuz. Eğer cevabını bilmiyorsanız veya size uymuyorsa lütfen sorunun yanına belirtiniz veya boş bırakınız.** Anket katılımcılarının gerekli gördükleri sorulara anketin arka yüzüne veya başka bir kağıda ayrıntılı cevapta bulunabilirler. Sağlık ve fitness endüstrisine ayırdığınız zaman ve katkılarınızdan dolayı teşekkürler.

KİŞİSEL BİLGİLER

Spora katılımınızı tarif eden bütün kutulara çek atınız.

- Hiç egzersiz yapmam
- Egzersiz yaparım, ama bir sağlık ve fitness merkezinde değil
- Bir sağlık ve fitness merkezinde egzersiz yaparım
- Bir sağlık ve fitness merkezinde çalışıyorum

PROFESYONEL BİLGİLER

Sağlık ve fitness merkezindeki mevcut pozisyonuz: _____ yarım veya tam gün: _____

Profesyonel olarak kaç yıldır fitness sektöründesiniz?: _____

Şu anda kaç spor merkezinde çalışıyorsunuz?: _____

İş yerinizin bulunduğu semt ve şehir: _____

Tam gün olarak çalıştınız iş (eğer başka bir sektörde ise): _____

Bulduğum bölgede bu fitness pozisyonu için (birini daire içine alınız):

ders – saat başına / haftalık / aylık / yıllık

verilen ortalama maaş: _____ TL

(*) bu ankette Türkçe karşılık olan ‘sağlıklı yaşam’ yerine, yaygın olan kullanımı ve anlaşılır olması nedeniyle ‘fitness’ kelimesi kullanılmıştır.

TESİS BİLGİLERİ

Şu anda çalıştığınız yer: (uyanları daire içine alınız)

Spor Merkezi (fitness, raket sporları, havuz, vb.) Spor Salonu (sadece fitness)

Aerobik salonu

Bireysel antreman stüdyosu

Okula bağlı (eğitim amaçlı) programlar

Rekrasyon merkezi

Rehabilitasyon sonrası program

Askeri/ kamu fitness servisi

Sağlık kuruluşuna bağlı (tıbbi) programlar

bunlardan başka (belirtiniz)_____

Çalıştığınız şirkette faks var. (Birini daire içine alınız) Evet Hayır
 Faksımız olup olmadığını bilmiyorum

Tesisimizin internet erişimi var. (Birini daire içine alınız) Evet Hayır
 İnternet erişimimiz olup olmadığını bilmiyorum.

Bu tesiste _____aydan / yıldan (birini daire içine alınız) beri çalışıyorum.
Tesisimin uzmanlık alanları:_____

Tesisimdeki çalışanlar genelde(birini daire içine alınız): erkek kadın eşit dağılımlı
 Cinsiyet dağılımımızı bilmiyorum.

Tesisimdeki üyeler genelde (birini daire içine alınız): erkek kadın eşit dağılımlı
 Cinsiyet dağılımımızı bilmiyorum.

Tesisim _____yıldan beri hizmet vermektedir.

Tesisimin alanı _____ metre karedir.
 tesisimin kaç metre kare olduğunu bilmiyorum.

Tesisimdeki mevcut üye sayısı:_____
 Tesisimin kaç üyesi olduğunu bilmiyorum.

Tesisim farklı_____ tane üyelik sunmaktadır.
 Tesisimin kaç çeşit üyelik sunduğunu bilmiyorum.

Tesisimin üyelik dağılımı aşağıdaki gibidir:
Tam üyelik: (birini daire içine alınız) aylık / yıllık _____TL
Kısmi üyelik (lütfen belirtiniz): aylık / yıllık _____TL
Bunlardan başka (lütfen belirtiniz):_____

Tesisimdeki ortalama bir üyelik (birini daire içine alınız) aylık / yıllık _____YTL' dir
 Tesisimdeki üyelik çeşitlerini ve ücretlerini bilmiyorum.

Birçok üyemiz ödemelerini ile yapar (uygun olanları daire içine alınız):
Aylık yıllık EFT/havale kredi kartı nakit
 Üyelerin nasıl ödeme yaptığını bilmiyorum.

Verdiğimiz hizmetler: (uygun olanları daire içine alınız):

çocuk bakıcılığı solaryum masaj bireysel antreman
beslenme programı çamaşırhane rehabilitasyon sigarayı bırakma programı
güzellik salonu fitness ölçümleri

Diğerleri (lütfen belirtiniz)_____

Lütfen aşağıdaki sorulara/ cümlelere vereceğiniz yanıtı en iyi şekilde ifade eden kutunun içine çek atınız. Lütfen cevaplandırırken aşağıda verilen kodları kullanınız:

- 1 = tamamen katılıyorum
2 = katılıyorum
3 = katılmıyorum
4 = tamamen katılmıyorum

SAĞLIK VE FITNESS ENDÜSTRİSİNDE BAŞARI GÖSTERGELERİ

Sorular	1	2	3	4
Genel olarak sağlık ve fitness endüstrisinin başarılı olduğuna inanıyorum.				
Aşağıdakiler sağlık ve fitness endüstrisinde önemli faktörlerdir.				
Kar getirisi				
Üye sayısı				
Mevcut üyelerin devamlılığı				
Daha önce aktif olmayan kitlelere ulaşmak				
Müşterilerin yaşam kalitesini yükseltmek				
Profesyonelliğin artışı				
Maaşların artışı				
İş eğitimi ve tahsilin geliştirilmesi				
Bireysel başarılar				
Diğer (lütfen belirtiniz)				
Fitness endüstrisinin içinde bulunduğu mevcut durumdan memnunum				
Endüstride aşağıdaki alanlarda değişiklik yapılmasına ihtiyaç olduğuna inanıyorum:				
Profesyonellik				
Tahsil				
İdari uygulamalar				
İletişim				
Diğer (lütfen belirtiniz)				

FİTNESS ENDÜSTRİSİNE GEÇİŞ

Sorular	1	2	3	4
Fitnessstaki mevcut işime bilerek ve amacım doğrultusunda girdim.				
Fitness endüstrisine geçişim dans ve diğer sporlar gibi ilgili bir alandan olmuştur				
Fitnessstaki işim başlangıçta benim için bir hobiydi.				
Bu endüstriye bana ek gelir olması amacıyla geçtim.				
Şu anda bu endüstride hobi olarak çalışıyorum.				
Fitness endüstrisinde bana bedava üyelik sağladığı için çalışıyorum				
Fitness endüstrisinde maaş ve kazanç paketi için çalışıyorum.				
Su anda fitness endüstrisinde beni tatmin ettiği için çalışıyorum .				
Bugün fitness sektöründe is bulmak geçmişe oranla daha zor.				
Fitness sektöründe çalışmak için can atan pek çok genç yetişkin bulunmaktadır.				
Fitness sektöründe çalışmak için can atan pek çok orta yaşlı yetişkin bulunmaktadır				
.				
Fitness sektöründe çalışmak için can atan pek çok erkek vardır.				
Fitness sektöründe çalışmak için can atan pek çok kadın vardır.				

PROFESYONEL GELİŞİM

Sorular	1	2	3	4
Fitness sektöründeki mevcut işime girmeden önce işin gereksinimleri hakkında yeterli bilgiye sahiptim.				
Aldığım özel eğitim beni fitness'taki işim için iyi hazırladı				
Çalıştığım şirket yeni çalışanlar için 'hizmet içi' eğitim sağlamaktadır.				
Mevcut işim için eğitim almamı sağlayacak çeşitli kaliteli eğitim merkezleri vardır.				

Bir sağlık/ zindelik profesyoneli olarak sıkça verdiğim hizmetler:				
Kişisel antrenman				
Egzersiz programı				
Grup egzersiz sınıfları				
Güvenlik tedbirleri üzerine tavsiyeler				
Motivasyon				
Yaralanmaların rehabilitasyonu için tavsiyeler				
Performans artırıcı yardımcı maddelerin kullanımına yönelik tavsiyeler ve dağıtımı				
Beslenme danışmanlığı				
Kilo kontrolü				
Stres kontrolü				
Doğum öncesi / sonrası tavsiye				
İşimi iyi yapmam için gerekli nitelikler:				
Bilgi				
Pratik beceriler				
İnsan ilişkilerinde beceriklilik				
İdari beceriler				
Diğer(lütfen belirtiniz)				
İş yerimdeki fitness personeli yaptıkları işin gereksinimlerine sahipler.				
Yöneticiler yaptıkları iş için gerekli özelliklere sahipler .				
Fitness çalışanlarının çalıştıkları her alan için ayrı sertifika almaları önemlidir.(ör:aerobik;step,kişisel antrenman,ağırlık salonu)				
Fitness çalışanlarından bir sertifikaları olduğu surece başka bir sertifika istenmemektedir.				
İşyerimdeki çalışanlar ilk yardım sertifikasını elinde bulunduruyor.				
İşyerimdeki çalışanlar fitness endüstrisinin uluslararası geçerli standartlarının farkındadır.				
İşyerimdeki çalışanlar fitness endüstrisinin uluslararası geçerli standartlarını uygulamaktadır.				
İşimin gerektirdiği görev, yetki ve sınırların farkındayım.				
Bir profesyonel olarak kendimi daha kalifiye hale getirmek için ek olarak eğitimlere katılıyorum.				
İşyerim profesyonel eğitim (masraflarını)veriyor.				
Sürekli eğitim merkezleri endüstri standartlarını yükseltmeye yardımcıdır.				
Katıldığım eğitim seminerleri (workshoplar) işimle ilgili ve uygulanabilir.				
En faydalı bulduğum eğitim seminerlerinin içerdiği başlıklar:				
Yönetim				
İnsan ilişkileri				
Program geliştirme				
Egzersiz bilimi				
En faydalı bulduğum eğitim seminerlerinin içerdiği başlıklar:				
Anatomi				
Fizyoloji				
Kinesiyoloji				
Beslenme				
Koreografi				
Yeni akımlar ve malzemeler				
Bir seminere katılmaya karar vermemin nedeni:				
Seminerin konusu				
Programın uygunluğu (yer,zaman,vb.)				
Eğitiminin vasıfları				
Eğitiminin kişilik özellikleri				
Devam eden eğitim kredilerinin sayısı				
Seminerin ücreti				
Şirketim maaş ödemelerini çalışanların vasıflarına göre şekillendirmiştir.(daha çok vasıf=daha çok maaş)				

PROFESYONEL GELİŞİM Sorular	1	2	3	4
İş yerim işe alırken özel bir sertifika talep eder.				
Sertifika kalifiye bir fitness profesyoneli olduğunun bir göstergesidir.				
Bedel-kazanç analizi içerisinde, sertifika endüstri için değerlidir.				
Belli başlı sertifika sağlayan organizasyonlar fitness endüstrisinin gelişmesine yardımcı olmaktadır.				
Belli başlı spor organizasyonu sponsorları fitness endüstrisinin gelişmesine yardımcı olmaktadır.				
Belli başlı sertifika/fitness organizasyonları aktif olmayan topluluklarda sağlık ve zindeliği geliştirmek için çalışmaktadırlar.				
Endüstride profesyonelliğin artırılmasına ihtiyaç vardır.				
Fitness endüstrisinde daha fazla standardizasyona ihtiyaç vardır				
Toplum içinde fitness sektöründeki işimden ötürü saygı görüyorum				
Fitness' ta işimde gösterdiğim performansın karşılığını alıyorum.				
Çalıştığım fitness merkezi bana ücretli izin sağlamaktadır.				
Çalıştığım fitness merkezi bana ücretli hastalık izni sağlamaktadır.				
Çalıştığım fitness merkezinde sağlık ve hayat sigortam yapılmıştır.				
İşverenim SSK primlerimi ödemektedir.				
Fitness sektöründe yarım gün çalışıyorum ancak bunu tam günlük işim yapmak isterdim.				
İlgi alanlarımı tam günlük fitness kariyeri haline getirmek için izlemem gereken adımları biliyorum.				

FİTNESS İŞİ

Sorular

Sorular	1	2	3	4
Fitneste çalışmaya başladığım zaman,yazılı bir iş planım vardı.				
Şıkça iş planımı yeniden gözden geçiriyor ve düzeltmeler yapıyorum.				
İşimi analiz etmesi için özel danışman kullanıyorum.				
İşimi geliştirmek için danışmanların talimatlarını dikkate alıyorum.				
İş yerimde problemlerimi çözmek için oldukça fazla zaman harcıyorum.				
Şirketim yönetim sistemi açısından vizyon sahibi ve yenilikçidir.				
Şirketimdeki en büyük harcama :				
Kira				
Malzemeler				
Temizlik				
Pazarlama				
Maaş ödemeleri				
Programlama				
İş yerimde en çok kar getiren şey:				
Üyelikler				
İndirimli satışlar mağazası				
Yiyecek ve içecekler				
Diyet ve/ya beslenme ürünleri				
Kira ücretleri(raket,top,kort,vb.)				
Özel organizasyonlar				
Egzersiz grupları				
Bireysel antrenman				
Diğer (lütfen belirtiniz)				
Fitness finansal olarak kazançlı bir iştir.				
Reklam ve pazarlama için ayrılan senelik bir bütçemiz var.				
Çalışanların eğitimi için ayrılan bir bütçemiz var.				
Değişik fikirler edinmek için fitness endüstrisi dışında kalan işleri gözden geçiriyorum.				
İşim rakiplerimden oldukça fazla etkilenmektedir.				
Rakiplerimin uyguladığı strateji ve programlarla yakından ilgileniyorum.				
Rakiplerimin uyguladığı fiyatlar üyelik ücretlerime yansır.				

FİTNESS İŞİ				
Sorular	1	2	3	4
Üyelik ücretlerimi verdiğim hizmetler ve ayrıcalıklar belirler.				
Kalifiye eleman bulmak zordur.				
İyi iş ahlakına/etiğine sahip eleman bulmak zordur.				
Benim sağlık ve fitness merkezimde düzenli olarak çalışanlarla toplantı yapılmaktadır.				
Yönetim ve çalışanlar arası iletişim etkilidir.				
Çalışanlar ve yönetim arası iletişim etkilidir.				
Üyelerin tatminlik düzeyini ölçmek için sıkça anket düzenliyoruz.				
Üyelerin ihtiyaç ve isteklerini belirlemek için sıkça anket düzenliyoruz.				
Yeni üyeleri yönlendirmek için özel programlar sunuyoruz.				
Potansiyel üyelere merkezimizde tur düzenliyoruz.				
Potansiyel üyelere merkezimiz hakkında özel broşürler dağıtıyoruz.				
Potansiyel üyelere bedava deneme üyelik sağlıyoruz.				
Yeni üyeler için kalite orientasyonu sağlıyoruz.				
Yeni üyelere antrenmanlarını rahat yapabilmeleri için ihtiyaçları olan gerekli tüm eğitimi veriyoruz.				
Yeni gelen üyeler eski üyelerle yabancılik çekmez.				
Yeni gelen üyeler çalışanlarla yabancılik çekmez.				
Danışma çalışanları üyelere verilen hizmetlerde yeterlidir.				
Danışma çalışanları arkadaş canlısıdır.				
Danışma çalışanları profesyoneldir.				
Sağlık ve fitness merkezinden üyelerin beklentileri en çok:				
İyi hizmet				
İyi ekipman				
Kalifiye personel				
Arkadaş canlısı personel				
Ait olma duygusu				
Eğitim				
Üyelik ücretlerinde indirim/pazarlık				
En çok ilgi gösterdiğimiz üyeler:				
Yeni üyeler				
Sözleşmesini yenileyecek üyeler				
En uzun sureden beri gelen devamlı üyeler				
Her zaman spor salonunda olan üyeler				
Ender olarak spor salonuna gelen üyeler				
Fitness endüstrisinin şu anda hangi yöne doğru gittiğini biliyorum.				
Fitness endüstrisinin gelecekte nerede olacağı konusunda bilgi sahibiyim.				
Fitness endüstrisindeki akımlar yinelenir.				
Fitness endüstrisindeki akımlar hep birbirini takip ediyor.				
Fitness endüstrisinin değişken yapısı pek çok zorlukları beraberinde getirmektedir				
Grup egzersiz programları su anda merkezin en önemli hizmetidir.				
Grup egzersiz programları ilgi çekici çeşitlilikte sınıflar sunmaktadır.				
Grup egzersiz sınıflarının gelecekte de popüler kalacağına inanıyorum.				
Üyeler egzersiz sınıflarını aşağıdaki kriterlere göre seçerler:				
Eğitmenin becerileri(bilgi ,yetenek)				
Eğitmenin kişiliği (eğlenceli , motive edici)				
Sınıfın tipi(step,jimnastik,vücut geliştirme,vb.)				
Sınıfın saatleri(haftalık program ihtiyaçlarını karşılması)				
Sınıfın zorluk derecesi (üyeler zor bir antrenmanı severler)				
Koreografinin komplike ve karmaşık oluşu(üyeler karmaşık rutinleri sever)				
Egzersiz eğitmenlerinin spor merkezinde sürekli bulunmaları ve görünmeleri önemlidir.(sadece dersler için orada değildir)				

BÜYÜME AYRICALIKLARI**Sorular****1 2 3 4**

	1	2	3	4
Endüstrideki değişikliklerin çıkış nedeni:				
Üyeler				
Fitness profesyonelleri				
İşyeri sahipleri				
Spor malzemeleri üreticileri				
Medya				
Sertifika veren organizasyonlar				
Diğer (lütfen belirtiniz)				
Fitness endüstrisinin su anda en çok hizmet ettiği kitle:				
Gençler(6-18 yas)				
Genç yetişkinler(20-40 yas)				
Yetişkinler (40-60 yas)				
60 yas ve üzeri				
Obezler				
Rehabilitasyon sonrası hastaları				
Spor yapmayanlar (sedenterler)				
Oldukça formda olanlar				
Fitness endüstrisi daha çok aşağıdaki kitleye odaklanmalı:				
Gençler(6-18 yas)				
Genç yetişkinler(20-40 yas)				
Yetişkinler (40-60 yas)				
60 yas ve üzeri				
Obezler				
Rehabilitasyon sonrası hastaları				
Spor yapmayanlar (sedenterler)				
Oldukça formda olanlar				
Büyüme potansiyeli en yüksek olan fitness alanı:				
Sağlık kulüpleri(birçok aktivite çeşitliliği sunan)				
Spor salonları(sadece aerobik ve fitness)				
Aerobik stüdyoları				
Bireysel antrenman stüdyoları				
Karışık programlar				
Rekreasyon merkezleri				
Okullar ve üniversiteler				
Askeri ve halk programları				
Tedavi amaçlı programlar				
Diyet ve beslenme merkezleri				
Fitness merkezleri				
Gençlere yönelik fitness programları				
Yetişkinlere yönelik fitness programları				
Rehabilitasyon sonrası programlar.				
Diğer (lütfen belirtiniz)				

MÜŞTERİYİ ETKİLEYEN FAKTÖRLER**Sorular****1 2 3 4**

Sorular	1	2	3	4
Üyeler fitness hedeflerini belirlerken gerçekçilerdir.				
Yeni üyeler sağlık kulüplerinde genelde kendilerini tedirgin hissederler				
Üyelerin bir sağlık ve fitness merkezine katılmalarının nedeni:				
Kilo kaybetmek				
Şekle girmek				
Görünüşünü iyileştirmek				
Sağlığını iyileştirmek				
Stres gidermek				
Sosyal etkileşim				
Diğer (lütfen belirtiniz)				
Üyelerin bir sağlık ve fitness merkezini seçmesinin nedeni:				
Fiyat				
Ulaşım				
Ekipman				
Hizmetler				
Temizlik				
Çalışanların nitelikleri				
Üyeler eğitilmiş profesyoneller görmek isterler				
Üyeler sertifika sahibi profesyoneller görmek isterler				
Ortam				
Tesisin reklam ve pazarlanması				
Üyeler bir sağlık ve fitness merkezine gelmeye devam ederler çünkü:				
Sonuçları görürler				
Program kendi program ihtiyaçlarına cevap verir				
Sağlıklarına faydalı gelir				
İyi hizmet görürler				
Çalışanları severler				
Diğer üyelerle arkadaşlık kurmuşlardır				
Ortamı severler				
Antrenmanlarda doğmuş olan dostluk ve güven duygusundan zevk alırlar				
Diğer(lütfen belirtiniz)				
Fitness programlarına devam etmeyen üyelerin bırakma sebebi:				
Egzersiz yapmaktan nefret ederler				
Antrenmanlarda acı çekerler				
Çok fazla çalışmak gerekiyor-bedeline deymez				
Sağlık merkezinde kendilerini tedirgin hissederler				
Hedeflerine ulaşamamaları(kilo vermek,vücut geliştirmek vb.)				
Yoğun hayat tarzları yüzünden				
Üyelik ücretlerini karşılayamazlar				
Sağlıklı ve zinde olmanın değerini anlamazlar				
Programlar onların programlarına/ihtiyaçlarına uymaz				
Sıkılırlar				
Merkeze üye olurken üyelerden sözleşme imzalamaları istenir.				
Sözleşmeler üyelere açık ve net bir şekilde anlatılır.				
Üyeler fitness çalışanlarının yaşadığı zorlukları anlarlar.				
Sabah gelen üyeler akşam kullanıcılarından çok farklıdır.				
Sabah gelen üyeler akşam kullanıcılarından daha fazla şey isterler.				
Üyelerin çalışanlardan beklentileri gerçekçidir.				
Üyeler sıkça çalışanları endüstri standartlarının dışına çıkmaya zorlar(ör:step,aerobik derslerinde daha hızlı müzik,tehlikeli ,ileri seviye hareketler)				
Pek çok üye steroid ve performans artırıcı ilaçlar kullanmaktadır.				
Üyeler antrenman prensipleri üzerine yeterli bilgiye sahiptir.				
Üyeler güvenlik konularında yeterli bilgiye sahiptir.				
Kendilerine sorulmadan güvenlik konularında bilgi veren fitness profesyonellerini üyeler takdir etmektedir.				

KİŞİSEL BİLGİLER

Ad- Soyad : _____

Telefon : ev () _____ - _____ iş() _____ - _____

Adres: _____

Şehir/ semt/ posta kodu (lütfen belirtiniz): _____

e- posta adresi : _____

Nitelikler : Lütfen tüm niteliklerinizi tanımlayınız ve organizasyonları listeleyiniz. Öz geçmişinize uygun olmayanları boş bırakınız.

- Fitness alanında çalışmadan önce _____ tarafından sunulan, _____ sürelik, bir eğitim programına katıldım.
- _____ organizasyonundan _____ olarak sertifika aldım.
- Aldığım diğer sertifikalar şunlardır:

- Diplomamı _____ alanında _____ (yüksekokul veya üniversite) den aldım.
- _____ (yüksekokul veya üniversite) de _____ alanında lisansüstü eğitim yaptım.
- Katılmış olduğum diğer eğitimler: _____

Gelecek görüşmeler için irtibata geçilmek istiyorum (birini daire içine alınız): evet hayır

APPENDIX C– 2

SURVEY OF THE HEALTH AND FITNESS INDUSTRY (SHFI) (TURKISH VERSION)

SAĞLIK VE FITNESS* ENDÜSTRİSİ ANKETİ

Bu anket spor tüketicileri ve tüketici olmayanlar (şu anda egzersiz yapmayanlar) tarafından doldurulacaktır. İş yeri sahipleri, yöneticiler, ve fitness danışmanları için ayrı bir anket bulunmaktadır.

Bu sağlık ve fitness endüstrisi anketine katılımınızdan dolayı teşekkürler. Bu anketten elde edilen bilgiler Türkiye’de fitness endüstrisinin gelişimi ve büyümesi için yapılacak önerilerde kullanılacaktır. Vereceğiniz bilgiler tamamen gizli tutulacaktır. Lütfen anketi sonuna kadar doldurunuz. **Eğer cevabını bilmiyorsanız veya size uymuyorsa lütfen sorunun yanına belirtiniz veya boş bırakınız.** Anket katılımcıları gerekli gördükleri sorulara anketin arka yüzüne veya başka bir kağıda ayrıntılı cevapta bulunabilir. Sağlık ve fitness endüstrisi için ayırdığınız zaman ve katkılarınızdan dolayı teşekkürler.

KİŞİSEL BİLGİLER

Spora katılımınızı tarif eden bütün kutulara çek atınız.

- Hiç egzersiz yapmam
- Egzersiz yaparım, ama bir sağlık ve fitness merkezinde değil
- Bir sağlık ve fitness merkezinde egzersiz yaparım
- Bir sağlık ve fitness merkezinde çalışıyorum

Gelecek görüşmeler için irtibata geçilmek istiyorum (birini daire içine alınız): evet hayır

TESİS BİLGİLERİ

Şu anda egzersiz yaptığım yer (uygun olanları daire içine alınız) :

Spor Merkezi (fitness, raket sporları, havuz, vb.)	Spor Salonu (sadece fitness)
Aerobik salonu	Bireysel antrenman stüdyosu
Okula bağlı (eğitim amaçlı) programlar	Rekrasyon merkezi
Rehabilitasyon sonrası program	Askeri/ kamu fitness servisi
Sağlık kuruluşuna bağlı (tıbbi) programlar	
bunlardan başka (belirtiniz)_____	

(*) bu ankette Türkçe karşılık olan ‘sağlıklı yaşam’ yerine, yaygın olan kullanımı ve anlaşılır olması nedeniyle ‘fitness’ kelimesi kullanılmıştır.

Bu tesisin _____ (sayı ile) yıldan beri üyesiyim.

Tesisim _____ alanlarında uzmandır.

Tesisimdeki çalışanlar genelde (birini daire içine alınız): erkek kadın eşit dağılımlı

Cinsiyet dağılımımızı bilmiyorum.

Tesisimdeki üyeler genelde (birini daire içine alınız): erkek kadın eşit dağılımlı

Cinsiyet dağılımımızı bilmiyorum.

Tesisim _____ yıldan beri hizmet vermektedir.

Tesisimin alanı _____ metre karedir.

tesisimin kaç metre kare olduğunu bilmiyorum.

Tesisimdeki mevcut üye sayısı: _____

Tesisimin kaç üyesi olduğunu bilmiyorum.

Tesisim farklı _____ tane üyelik sunmaktadır.

Tesisimin kaç çeşit üyelik sunduğunu bilmiyorum.

Tesisimin üyelik dağılımı aşağıdaki gibidir:

Tam üyelik: (birini daire içine alınız) aylık / yıllık _____ YTL

Kısmi üyelik (lütfen belirtiniz): aylık / yıllık _____ YTL

Bunlardan başka (lütfen belirtiniz): _____

Tesisimdeki ortalama bir üyelik (birini daire içine alınız) aylık / yıllık _____ YTL' dir

Tesisimdeki üyelik çeşitlerini ve ücretlerini bilmiyorum.

Birçok üyemiz ödemelerini: (uygun olanları daire içine alınız)

Aylık yıllık EFT/havale kredi kartı nakit

ile yapar.

Üyelerin nasıl ödeme yaptığını bilmiyorum.

Tesisimin verdiği hizmetler: (uygun olanları daire içine alınız):

çocuk bakıcılığı solaryum masaj bireysel antrenman

beslenme programı çamaşırhane havlu servisi rehabilitasyon

güzellik salonu fitness ölçümleri sigarayı bırakma programı

Diğerleri (lütfen belirtiniz):

Lütfen aşağıdaki sorulara/ cümlelere vereceğiniz yanıtı en iyi şekilde ifade eden kutunun içine çek atınız. Lütfen cevaplandırırken aşağıda verilen kodları kullanınız:

- 1 = tamamen katılıyorum
2 = katılıyorum
3 = katılmıyorum
4 = tamamen katılmıyorum

SAĞLIK VE FITNESS ENDÜSTRİSİNDE BAŞARI GÖSTERGELERİ

Sorular	1	2	3	4
Genel olarak sağlık ve fitness endüstrisinin başarılı olduğuna inanıyorum.				
Aşağıdakiler sağlık ve fitness endüstrisinde önemli faktörlerdir.				
Kar getirisi				
Üye sayısı				
Mevcut üyelerin devamlılığı				
Daha önce aktif olmayan kitlelere ulaşmak				
Müşterilerin yaşam kalitesini yükseltmek				
Profesyonelliğin artışı				
Maaşların artışı				
İş eğitimi ve tahsilin geliştirilmesi				
Bireysel başarılar				
Diğerleri (lütfen belirtiniz)				
Fitness endüstrisinin içinde bulunduğu mevcut durumdan memnunum				
Endüstride aşağıdaki alanlarda değişiklik yapılmasına ihtiyaç olduğuna inanıyorum:				
Profesyonellik				
Tahsil				
İdari uygulamalar				
İletişim				
Diğerleri (lütfen belirtiniz)				

PERSONELİN PROFESYONEL GELİŞİMİ

Sorular	1	2	3	4
Sağlık/ zindelik (fitness) çalışanlarından sık sık yararlandığım hizmetler:				
Kişisel antrenman				
Egzersiz programı				
Grup egzersiz sınıfları				
Güvenlik danışmanlığı				
Motivasyon				
Yaralanmaların rehabilitasyonu için danışmanlık				
Performans artırıcı yardımcı maddelerin kullanımına yönelik danışmanlık				
Beslenme danışmanlığı				
Kilo kontrolü				
Stres kontrolü				
Doğum öncesi ve sonrası danışmanlık				
Fitness çalışanları için gerekli nitelikler şunları kapsar:				
Bilgi				
Pratik beceriler				
İnsan ilişkileri				
İdari beceriler				
İş yerindeki fitness personeli yaptıkları işin gereksinimlerine sahipler.				
Yöneticiler yaptıkları iş için gerekli özelliklere sahipler .				
Fitness çalışanlarının çalıştıkları her alan için ayrı sertifika almaları önemlidir.(ör:aerobik;step,kişisel antrenman,ağırlık salonu)				
Fitness çalışanlarından bir sertifikaları olduğu sürece başka bir sertifika istenmemektedir				

İşyerimdeki çalışanlar ilk yardım sertifikasını elinde bulunduruyor				
PERSONELİN PROFESYONEL GELİŞİMİ				
Sorular	1	2	3	4
Sertifika kalifiye bir fitness profesyoneli olduğunun bir göstergesidir				
Endüstride profesyonelliğin artırılmasına ihtiyaç vardır.				
Fitness endüstrisinde daha fazla standardizasyona ihtiyaç vardır				
Fitness çalışanları işlerinde gösterdikleri performansın karşılığını almaktadırlar.				

FİTNESS İŞİ

Sorular	1	2	3	4
Çalışanlar ve üyeler arası iletişim etkilidir.				
Tesisimde üyelerin tatminlik düzeyini ölçmek için sıkça anket düzenleniyor.				
Tesisimde üyelerin ihtiyaç ve isteklerini belirlemek için sıkça anket düzenleniyor.				
Tesisimde yeni üyeleri yönlendirmek için özel programlar sunuluyor.				
Potansiyel bir üye olarak bana tesis içinde bir tur düzenlenmişti.				
Potansiyel bir üye olarak tesis hakkında profesyonel tanıtım materyalleri (broşürler) verilmişti.				
Potansiyel bir üye olarak spor salonunu ücret ödmeden denemem sağlanmıştı.				
Tesisim yeni üyeler için oriyantasyon (ör: randevu ile koşu bantlarının ve fitness makinelerinin kullanımının öğretilmesi) düzenlemektedir.				
Yeni üyelere antrenmanlarını rahat yapabilmeleri için ihtiyaçları olan gerekli tüm eğitim verilmektedir.				
Yeni gelen üyeler eski üyelerle yabancılaşmaz.				
Yeni gelen üyeler çalışanlarla yabancılaşmaz.				
Danışma çalışanları üyelere verilen hizmetlerde yeterlidir.				
Danışma çalışanları arkadaş canlısıdır.				
Danışma çalışanları profesyoneldir.				
Çalışanlardan en çok ilgi gören üyeler:				
Yeni üyeler				
Sözleşmesini yenileyecek üyeler				
En uzun süreden beri gelen devamlı üyeler				
Her zaman spor salonunda olan üyeler				
Ender olarak spor salonuna gelen üyeler				
Fitness endüstrisindeki akımlar tekrarlanır.				
Fitness endüstrisindeki akımlar hep birbirini takip eder.				
Grup egzersiz programları su anda merkezin hayati bir parçasıdır.				
Grup egzersiz programları ilgi çekici çeşitlilikte sınıflar sunmaktadır.				
Grup egzersiz sınıflarının gelecekte de popüler kalacağına inanıyorum.				
Üyeler egzersiz sınıflarını aşağıdaki kriterlere göre seçerler:				
Eğitmenin becerileri(bilgi ,yetenek)				
Eğitmenin kişiliği (eğlenceli , motive edici)				
Sınıfın tipi(step,jimnastik,vücut geliştirme,vb.)				
Sınıfın saatleri(haftalık program ihtiyaçlarını karşılaması)				
Sınıfın seviyesi (üyeler zor bir antrenmanı severler)				
Koreografinin komplike ve karmaşık olması(üyeler komplike rutinleri sever)				
Egzersiz eğitmenlerinin spor merkezinde sürekli bulunmaları ve görünmeleri önemlidir.(sadece dersler için orada değildir)				

MÜŞTERİ ETKİLEŞİMLERİ

Sorular	1	2	3	4
Üyeler fitness hedeflerini belirlerken gerçekçilerdir.				
Yeni üyeler sağlık kulüplerinde genelde kendilerini tedirgin hissederler				
Üyelerin bir sağlık ve fitness merkezine katılmalarının nedeni:				
Kilo kaybetmek				
Şekle girmek				

Görünüşünü iyileştirmek				
Sağlığını iyileştirmek				
Stres gidermek				
Sosyal etkileşim				
Diğer (lütfen belirtiniz)				
Üyelerin bir sağlık ve fitness merkezini seçmesinin nedeni:				
Fiyat				
Ulaşım				
Ekipman				
Hizmetler				
Temizlik				
Çalışanların nitelikleri				
Üyeler tahsilli profesyoneller görmek isterler				
Üyeler sertifika sahibi profesyoneller görmek isterler				
Ortam				
Tesisin reklam ve pazarlanması				
Üyeler bir sağlık ve fitness merkezine gelmeye devam ederler çünkü:				
Sonuçları görürler				
Program kendi program ihtiyaçlarına cevap verir				
Sağlıklarına faydalı gelir				
İyi hizmet görürler				
Çalışanları severler				
Diğer üyelerle arkadaşlık kurmuşlardır				
Ortamı severler				
Dostluk ve güven duygusundan zevk alırlar				
Diğer(lütfen belirtiniz)				
Fitness programlarına devam etmeyen üyelerin bırakma sebebi:				
Egzersiz yapmaktan nefret ederler				
Antrenmanlarda acı çekerler				
Çok fazla çalışmak gerekiyor-bedeline deymez				
Sağlık merkezinde kendilerini tedirgin hissederler				
Hedeflerine ulaşamamaları(kilo vermek,vücut geliştirmek vb.)				
Diğer(lütfen belirtiniz)				
Yoğun hayat tarzları yüzünden				
Üyelik ücretlerini karşılayamazlar				
Sağlıklı ve zinde olmanın değerini anlamazlar				
Programlar onların programlarına/ihtiyaçlarına uymaz				
Sıkılırlar				
Merkeze üye olurken üyelere sözleşme imzalamaları istenir.				
Sözleşmeler üyelere açık ve net bir şekilde anlatılır.				
Üyeler fitness profesyonellerinin(danışmanlarının) yaşadığı zorlukları anlarlar.				
Sabah gelen üyeler akşam kullanıcılarından çok farklıdır.				
Sabah gelen üyeler akşam kullanıcılarından daha fazla şey isterler.				
Üyelerin çalışanlardan beklentileri gerçekçidir.				
Üyeler sıkça çalışanları endüstri standartlarının dışına çıkmaya zorlar(ör:step derslerinde daha hızlı müzik,tehlikeli ileri seviye hareketler)				
Pek çok üye steroid ve performans artırıcı ilaçlar kullanmaktadır.				
Üyeler antrenman prensipleri üzerine yeterli bilgiye sahiptir.				
Üyeler güvenlik konularında yeterli bilgiye sahiptir.				
Kendilerine sorulmadan güvenlik konularında bilgi veren fitness profesyonellerini üyeler takdir etmektedir.				

APPENDIX D

FREQUENCY TABLES

Abbreviations:

sfe-bas.gos = sađlık ve fitness endüstrisinde başarı göstergeleri [markers of success in the health and fitness industry]

fit. en. ge = fitness endüstrisine geçiş [entry into the fitness industry]

pro. gel = profesyonel gelişim [professional development of the staff]

fit. isi = fitness işi [business of fitness]

buy. ay. = büyüme ayrıcalıkları [growth opportunities]

mus. et. f. = müşteriye etkileyen faktörler [consumer influences]

Personal Information [kişisel bilgiler]

professional information		Frequency	Percent	Valid Percent	Cumulative Percent
manager	Valid 3, 4	27	96,4	96,4	96,4
	work in h&fit. facility	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
instructor	Valid 3, 4	104	99,0	99,0	99,0
	work in h&fit. facility	1	1,0	1,0	100,0
	Total	105	100,0	100,0	
consumer	Valid ex in h&fit. facility	34	100,0	100,0	100,0

Professional Information- Years as Fitness Professional

professional information			Frequency	Percent	Valid Percent	Cumulative Percent
manager	Valid	1	1	3,6	3,6	3,6
		2	4	14,3	14,3	17,9
		3	3	10,7	10,7	28,6
		5	4	14,3	14,3	42,9
		7	1	3,6	3,6	46,4
		8	2	7,1	7,1	53,6
		9	1	3,6	3,6	57,1
		10	3	10,7	10,7	67,9
		12	2	7,1	7,1	75,0
		15	2	7,1	7,1	82,1
		20	4	14,3	14,3	96,4
		24	1	3,6	3,6	100,0
		Total		28	100,0	100,0
instructor	Valid	1	23	21,9	21,9	21,9
		2	19	18,1	18,1	40,0
		3	18	17,1	17,1	57,1
		5	7	6,7	6,7	63,8
		6	2	1,9	1,9	65,7
		7	4	3,8	3,8	69,5
		8	5	4,8	4,8	74,3
		9	5	4,8	4,8	79,0
		10	7	6,7	6,7	85,7
		11	1	1,0	1,0	86,7
		12	3	2,9	2,9	89,5
		15	7	6,7	6,7	96,2
		16	1	1,0	1,0	97,1
		20	2	1,9	1,9	99,0
		24	1	1,0	1,0	100,0
Total		105	100,0	100,0		
consumer	Missing System		34	100,0		

Number of Facilities Currently Worked [p. bil. kaç merkezde çalışıyorsunuz?]

professional information			Frequency	Percent	Valid Percent	Cumulative Percent
manager	Valid	1	23	82,1	82,1	82,1
		2	3	10,7	10,7	92,9
		3	2	7,1	7,1	100,0
		Total	28	100,0	100,0	
instructor	Valid	1	97	92,4	92,4	92,4
		2	4	3,8	3,8	96,2
		3	4	3,8	3,8	100,0
		Total	105	100,0	100,0	
consumer	Missing System		34	100,0		

Professional Information- City of Employer [p. bil. semt]

professional information			Frequency	Percent	Valid Percent	Cumulative Percent
manager	Valid	ankara	28	100,0	100,0	100,0
instructor	Valid	ankara	105	100,0	100,0	100,0
consumer	Valid	ankara	34	100,0	100,0	100,0

Professional Information- Salary[p. bil. maaş]

professional information		Frequency	Percent	Valid Percent	Cumulative Percent
manager	Valid 1000	5	17,9	17,9	17,9
	1200	1	3,6	3,6	21,4
	1500	3	10,7	10,7	32,1
	450	4	14,3	14,3	46,4
	500	2	7,1	7,1	53,6
	600	4	14,3	14,3	67,9
	700	1	3,6	3,6	71,4
	750	7	25,0	25,0	96,4
	850	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
instructor	Valid 450	31	29,5	29,5	81,9
	500	9	8,6	8,6	90,5
	600	2	1,9	1,9	92,4
	750	7	6,7	6,7	100,0
		2	1,9	1,9	1,9
	350	47	44,8	44,8	46,7
	375	1	1,0	1,0	47,6
	400	5	4,8	4,8	52,4
	650	1	1,0	1,0	93,3
	Total	105	100,0	100,0	
consumer	Valid	34	100,0	100,0	100,0

Type of Facility [Tesis Tipi]

professional information		Frequency	Percent	Valid Percent	Cumulative Percent
manager	Valid gym	3	10,7	10,7	10,7
	sport centre	25	89,3	89,3	100,0
	Total	28	100,0	100,0	
instructor	Valid gym	2	1,9	1,9	1,9
	sport centre	103	98,1	98,1	100,0
	Total	105	100,0	100,0	
consumer	Valid gym	3	8,8	8,8	8,8
	sport centre	31	91,2	91,2	100,0
	Total	34	100,0	100,0	

Is There Fax? [fax var mı?]

professional information		Frequency	Percent	Valid Percent	Cumulative Percent
manager	Valid yes	28	100,0	100,0	100,0
instructor	Valid yes	94	89,5	89,5	97,1
	don't know	8	7,6	7,6	7,6
	no	3	2,9	2,9	100,0
	Total	105	100,0	100,0	
consumer	Valid	34	100,0	100,0	100,0

Internet Access?[internet var mı?]

professional information		Frequency	Percent	Valid Percent	Cumulative Percent
manager	Valid yes	23	82,1	82,1	82,1
	no	5	17,9	17,9	100,0
	Total	28	100,0	100,0	
instructor	Valid yes	83	79,0	79,0	82,9
	no	18	17,1	17,1	100,0
	don't know	4	3,8	3,8	3,8
	Total	105	100,0	100,0	
consumer	Valid	34	100,0	100,0	100,0

Years of employment/ membershi p[kac yıldır tesiste çalışıyor]

professional information		Frequency	Percent	Valid Percent	Cumulative Percent
manager	Valid 1	7	25,0	25,0	25,0
	2	1	3,6	3,6	28,6
	3	3	10,7	10,7	39,3
	4	4	14,3	14,3	53,6
	5	1	3,6	3,6	57,1
	6	4	14,3	14,3	71,4
	9	1	3,6	3,6	75,0
	10	2	7,1	7,1	82,1
	11	1	3,6	3,6	85,7
	12	1	3,6	3,6	89,3
	15	2	7,1	7,1	96,4
	24	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
	instructor	Valid 1	34	32,4	32,4
2		27	25,7	25,7	58,1
3		14	13,3	13,3	71,4
4		11	10,5	10,5	81,9
5		2	1,9	1,9	83,8
6		9	8,6	8,6	92,4
8		2	1,9	1,9	94,3
10		4	3,8	3,8	98,1
11		2	1,9	1,9	100,0
Total		105	100,0	100,0	
consumer	Valid 1	10	29,4	29,4	29,4
	2	6	17,6	17,6	47,1
	3	8	23,5	23,5	70,6
	4	5	14,7	14,7	85,3
	5	2	5,9	5,9	91,2
	6	1	2,9	2,9	94,1
	8	1	2,9	2,9	97,1
	9	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

Facility Speciality [tesis uzmanlık alanı]

professional information		Frequency	Percent	Valid Percent	Cumulative Percent
manager	Valid	1	3,6	3,6	3,6
	fitness	27	96,4	96,4	100,0
	Total	28	100,0	100,0	
instructor	Valid	65	61,9	61,9	61,9
	fitness	15	14,3	14,3	100,0
	body	25	23,8	23,8	85,7
	Total	105	100,0	100,0	
consumer	Valid	34	100,0	100,0	100,0

Staff Sex [çalışan cinsiyet]

professional information		Frequency	Percent	Valid Percent	Cumulative Percent
manager	Valid	7	25,0	25,0	25,0
	equal	21	75,0	75,0	100,0
	Total	28	100,0	100,0	
instructor	Valid	35	33,3	33,3	36,2
	equal	67	63,8	63,8	100,0
	don't know	3	2,9	2,9	2,9
	Total	105	100,0	100,0	
consumer	Valid	6	17,6	17,6	67,6
	equal	11	32,4	32,4	100,0
	don't know	17	50,0	50,0	50,0
	Total	34	100,0	100,0	

uyeler sex

professional information		Frequency	Percent	Valid Percent	Cumulative Percent
manager	Valid	6	21,4	21,4	21,4
	equal	22	78,6	78,6	100,0
	Total	28	100,0	100,0	
instructor	Valid	26	24,8	24,8	27,6
	equal	67	63,8	63,8	91,4
	don't know	3	2,9	2,9	2,9
	female	9	8,6	8,6	100,0
	Total	105	100,0	100,0	
consumer	Valid	10	29,4	29,4	70,6
	equal	7	20,6	20,6	91,2
	don't know	14	41,2	41,2	41,2
	female	3	8,8	8,8	100,0
	Total	34	100,0	100,0	

Years of Operation of Facility [tesis hizmet yılı]

professional information		Frequency	Percent	Valid Percent	Cumulative Percent
manager	Valid 1	3	10,7	10,7	10,7
	10	1	3,6	3,6	14,3
	11	2	7,1	7,1	21,4
	12	1	3,6	3,6	25,0
	13	1	3,6	3,6	28,6
	14	1	3,6	3,6	32,1
	15	1	3,6	3,6	35,7
	2	7	25,0	25,0	60,7
	3	1	3,6	3,6	64,3
	4	3	10,7	10,7	75,0
	5	2	7,1	7,1	82,1
	6	1	3,6	3,6	85,7
	7	2	7,1	7,1	92,9
	9	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
instructor	Valid 1	9	8,6	8,6	11,4
	10	21	20,0	20,0	31,4
	11	2	1,9	1,9	33,3
	12	2	1,9	1,9	35,2
	13	5	4,8	4,8	40,0
	14	2	1,9	1,9	41,9
	15	2	1,9	1,9	43,8
	2	17	16,2	16,2	60,0
	3	13	12,4	12,4	72,4
	4	15	14,3	14,3	86,7
	5	4	3,8	3,8	90,5
	6	2	1,9	1,9	92,4
	7	4	3,8	3,8	96,2
	9	4	3,8	3,8	100,0
	bl ank	3	2,9	2,9	2,9
Total	105	100,0	100,0		
consumer	Valid 1	1	2,9	2,9	5,9
	10	6	17,6	17,6	23,5
	3	4	11,8	11,8	35,3
	4	8	23,5	23,5	58,8
	5	1	2,9	2,9	61,8
	bl ank	1	2,9	2,9	2,9
	8	2	5,9	5,9	67,6
	don' t know	11	32,4	32,4	100,0
Total	34	100,0	100,0		

Area of Facility [tesis alanı] (m2)

professional information			Frequency	Percent	Valid Percent	Cumulative Percent
manager	Valid	1200	3	10,7	10,7	10,7
		1300	2	7,1	7,1	17,9
		1400	2	7,1	7,1	25,0
		1500	1	3,6	3,6	28,6
		2000	1	3,6	3,6	32,1
		360	2	7,1	7,1	39,3
		450	2	7,1	7,1	46,4
		475	2	7,1	7,1	53,6
		675	2	7,1	7,1	60,7
		750	1	3,6	3,6	64,3
		don' t know	10	35,7	35,7	100,0
		Total	28	100,0	100,0	
		instructor	Valid	1200	5	4,8
1300	4			3,8	3,8	10,5
1400	7			6,7	6,7	17,1
1500	2			1,9	1,9	19,0
2000	2			1,9	1,9	21,0
360	4			3,8	3,8	27,6
450	7			6,7	6,7	34,3
475	2			1,9	1,9	36,2
675	4			3,8	3,8	41,9
750	2			1,9	1,9	43,8
don' t know	53			50,5	50,5	100,0
1000	2			1,9	1,9	1,9
340	3			2,9	2,9	23,8
600	2			1,9	1,9	38,1
900	6			5,7	5,7	49,5
Total	105	100,0	100,0			
consumer	Valid	1400	2	5,9	5,9	8,8
		don' t know	28	82,4	82,4	100,0
		1000	1	2,9	2,9	2,9
		250	1	2,9	2,9	11,8
		300	1	2,9	2,9	14,7
		60000	1	2,9	2,9	17,6
		Total	34	100,0	100,0	

Number of Members [üye sayısı]

professional information		Frequency	Percent	Valid Percent	Cumul ative Percent
manager	Valid 104	2	7,1	7,1	7,1
	120	2	7,1	7,1	14,3
	1600	2	7,1	7,1	21,4
	168	2	7,1	7,1	28,6
	2000	1	3,6	3,6	32,1
	250	3	10,7	10,7	42,9
	300	1	3,6	3,6	46,4
	350	2	7,1	7,1	53,6
	360	1	3,6	3,6	57,1
	400	1	3,6	3,6	60,7
	450	2	7,1	7,1	67,9
	750	1	3,6	3,6	71,4
	don' t know	8	28,6	28,6	100,0
	Total	28	100,0	100,0	
	i nstructor	Valid 104	7	6,7	6,7
120		4	3,8	3,8	13,3
1600		3	2,9	2,9	23,8
168		2	1,9	1,9	25,7
2000		2	1,9	1,9	27,6
250		9	8,6	8,6	36,2
300		5	4,8	4,8	41,0
350		7	6,7	6,7	47,6
360		2	1,9	1,9	49,5
400		3	2,9	2,9	52,4
450		4	3,8	3,8	56,2
750		2	1,9	1,9	61,0
don' t know		39	37,1	37,1	100,0
1000		3	2,9	2,9	2,9
1500		8	7,6	7,6	21,0
500		3	2,9	2,9	59,0
87		2	1,9	1,9	62,9
Total	105	100,0	100,0		
consumer	Valid 2000	1	2,9	2,9	14,7
	don' t know	27	79,4	79,4	100,0
	1500	2	5,9	5,9	8,8
	500	1	2,9	2,9	20,6
	150	1	2,9	2,9	2,9
	1800	1	2,9	2,9	11,8
	30	1	2,9	2,9	17,6
Total	34	100,0	100,0		

Di fferent Membershi p Types [farklı üyelik çeşitleri]

profession al i nformation		Frequency	Percent	Val i d Percent	Cumul ative Percent
manager	Valid 10	2	7,1	7,1	7,1
	2	16	57,1	57,1	64,3
	3	2	7,1	7,1	71,4
	4	7	25,0	25,0	96,4
	5	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
i nstructor	Valid 10	4	3,8	3,8	3,8
	2	36	34,3	34,3	38,1
	3	4	3,8	3,8	41,9
	4	32	30,5	30,5	72,4
	5	10	9,5	9,5	81,9
	6	8	7,6	7,6	89,5
	8	6	5,7	5,7	95,2
	don' t know	5	4,8	4,8	100,0
	Total	105	100,0	100,0	
consumer	Valid 10	1	2,9	2,9	8,8
	2	2	5,9	5,9	17,6
	3	1	2,9	2,9	20,6
	4	7	20,6	20,6	41,2
	6	1	2,9	2,9	44,1
	don' t know	19	55,9	55,9	100,0
	1	2	5,9	5,9	5,9
	13	1	2,9	2,9	11,8
	Total	34	100,0	100,0	

Average Membership Cost[ortal ama uyelik ucreti]

professional information	Frequency	Percent	Valid Percent	Cumulative Percent
manager Valid 100 YTL/month	4	14,3	14,3	14,3
120 YTL/month	4	14,3	14,3	28,6
30 YTL/month	1	3,6	3,6	32,1
35 YTL/month	1	3,6	3,6	35,7
40 YTL/month	7	25,0	25,0	60,7
45 YTL/month	2	7,1	7,1	67,9
50 YTL/month	1	3,6	3,6	71,4
60 YTL/month	2	7,1	7,1	78,6
65 YTL/month	3	10,7	10,7	89,3
75 YTL/month	2	7,1	7,1	96,4
95 YTL/month	1	3,6	3,6	100,0
Total	28	100,0	100,0	
instructor Valid 100 YTL/month	11	10,5	10,5	10,5
120 YTL/month	8	7,6	7,6	18,1
30 YTL/month	2	1,9	1,9	20,0
35 YTL/month	2	1,9	1,9	21,9
40 YTL/month	16	15,2	15,2	37,1
45 YTL/month	2	1,9	1,9	40,0
50 YTL/month	7	6,7	6,7	46,7
60 YTL/month	7	6,7	6,7	54,3
65 YTL/month	11	10,5	10,5	66,7
75 YTL/month	10	9,5	9,5	79,0
95 YTL/month	8	7,6	7,6	91,4
40 YTL/month	1	1,0	1,0	38,1
50 YTL/month	1	1,0	1,0	47,6
60 YTL/month	2	1,9	1,9	56,2
70 YTL/month	3	2,9	2,9	69,5
75 YTL/month	2	1,9	1,9	81,0
80 YTL/month	3	2,9	2,9	83,8
don't know	9	8,6	8,6	100,0
Total	105	100,0	100,0	
consumer Valid 100 YTL/month	1	2,9	2,9	8,8
35 YTL/month	1	2,9	2,9	23,5
40 YTL/month	3	8,8	8,8	32,4
45 YTL/month	1	2,9	2,9	35,3
50 YTL/month	3	8,8	8,8	44,1
60 YTL/month	1	2,9	2,9	50,0
65 YTL/month	2	5,9	5,9	55,9
75 YTL/month	5	14,7	14,7	73,5
95 YTL/month	2	5,9	5,9	79,4
70 YTL/month	1	2,9	2,9	58,8
don't know	7	20,6	20,6	100,0
missing	2	5,9	5,9	5,9
125 YTL/month	1	2,9	2,9	11,8
1500\$/ year	1	2,9	2,9	14,7
25 YTL/month	2	5,9	5,9	20,6
55 YTL/month	1	2,9	2,9	47,1
Total	34	100,0	100,0	

Membershi p Payments [üye ödemeleri]

professi onal i nformati on		Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Valid aylık/kredi kartı	5	17,9	17,9	17,9
	aylık/naki t	1	3,6	3,6	21,4
	aylık/naki t	18	64,3	64,3	85,7
	bilmi yorum	2	7,1	7,1	92,9
	yıllık/kredi kartı	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Valid aylık/kredi kartı	16	15,2	15,2	15,2
	aylık/naki t	16	15,2	15,2	30,5
	aylık/naki t	54	51,4	51,4	81,9
	bilmi yorum	13	12,4	12,4	94,3
	yıllık/kredi kartı	4	3,8	3,8	98,1
	yıllık/kredi kartı /naki t	2	1,9	1,9	100,0
Total	105	100,0	100,0		
consumer	Valid aylık/kredi kartı	2	5,9	5,9	5,9
	aylık/naki t	22	64,7	64,7	70,6
	bilmi yorum	8	23,5	23,5	94,1
	yıllık/ kredi kartı	1	2,9	2,9	97,1
	yıllık/naki t	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

sfe-bas. gos-1

professi onal i nformati on		Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Valid 2	6	21,4	21,4	21,4
	3	13	46,4	46,4	67,9
	4	9	32,1	32,1	100,0
	Total	28	100,0	100,0	
i nstructor	Valid 2	30	28,6	28,6	28,6
	3	43	41,0	41,0	69,5
	4	32	30,5	30,5	100,0
	Total	105	100,0	100,0	
consumer	Valid 1	2	5,9	5,9	5,9
	2	9	26,5	26,5	32,4
	3	18	52,9	52,9	85,3
	4	5	14,7	14,7	100,0
	Total	34	100,0	100,0	

sfe-bas. gos-2

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	13	46,4	46,4	46,4
	2	15	53,6	53,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	46	43,8	43,8	43,8
	2	57	54,3	54,3	98,1
	3	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	14	41,2	41,2	41,2
	2	16	47,1	47,1	88,2
	3	1	2,9	2,9	91,2
	4	3	8,8	8,8	100,0
	Total	34	100,0	100,0	

sfe-bas. gos-3

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	13	46,4	46,4	46,4
	2	15	53,6	53,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	36	34,3	34,3	34,3
	2	67	63,8	63,8	98,1
	3	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	15	44,1	44,1	44,1
	2	18	52,9	52,9	97,1
	3	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

sfe-bas. gos-4

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	22	78,6	78,6	78,6
	2	4	14,3	14,3	92,9
	3	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	70	66,7	66,7	66,7
	2	26	24,8	24,8	91,4
	3	9	8,6	8,6	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	19	55,9	55,9	55,9
	2	15	44,1	44,1	100,0
	Total	34	100,0	100,0	

sfe. bas. gos-5

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	23	82,1	82,1	82,1
	2	5	17,9	17,9	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	69	65,7	65,7	65,7
	2	30	28,6	28,6	94,3
	3	6	5,7	5,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	15	44,1	44,1	44,1
	2	16	47,1	47,1	91,2
	3	3	8,8	8,8	100,0
	Total	34	100,0	100,0	

sfe. bas. gos-6

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	14	50,0	50,0	50,0
	2	14	50,0	50,0	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	51	48,6	48,6	48,6
	2	54	51,4	51,4	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	17	50,0	50,0	50,0
	2	15	44,1	44,1	94,1
	3	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

sfe. bas. gos-7

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	21	75,0	75,0	75,0
	2	7	25,0	25,0	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	69	65,7	65,7	65,7
	2	20	19,0	19,0	84,8
	3	14	13,3	13,3	98,1
	4	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	14	41,2	41,2	41,2
	2	17	50,0	50,0	91,2
	3	1	2,9	2,9	94,1
	4	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

sfe. bas. gos-8

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	21	75,0	75,0	75,0
	2	5	17,9	17,9	92,9
	3	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	60	57,1	57,1	57,1
	2	25	23,8	23,8	81,0
	3	17	16,2	16,2	97,1
	4	3	2,9	2,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	7	20,6	20,6	20,6
	2	20	58,8	58,8	79,4
	3	3	8,8	8,8	88,2
	4	4	11,8	11,8	100,0
	Total	34	100,0	100,0	

sfe. bas. gos-9

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	21	75,0	75,0	75,0
	2	7	25,0	25,0	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	68	64,8	64,8	64,8
	2	29	27,6	27,6	92,4
	3	8	7,6	7,6	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	9	26,5	26,5	26,5
	2	20	58,8	58,8	85,3
	3	5	14,7	14,7	100,0
	Total	34	100,0	100,0	

sfe. bas. gos-10

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	8	28,6	28,6	28,6
	2	12	42,9	42,9	71,4
	3	8	28,6	28,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	28	26,7	26,7	26,7
	2	52	49,5	49,5	76,2
	3	25	23,8	23,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	8	23,5	23,5	23,5
	2	20	58,8	58,8	82,4
	3	5	14,7	14,7	97,1
	4	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

sfe. bas. gos-11

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 0	28	100,0	100,0	100,0
i nstructor	Val i d 0	105	100,0	100,0	100,0
consumer	Val i d 0	34	100,0	100,0	100,0

sfe. bas. gos-12

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	2	7,1	7,1	7,1
	2	6	21,4	21,4	28,6
	3	17	60,7	60,7	89,3
	4	3	10,7	10,7	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	15	14,3	14,3	14,3
	2	25	23,8	23,8	38,1
	3	53	50,5	50,5	88,6
	4	12	11,4	11,4	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	2	5,9	5,9	5,9
	2	7	20,6	20,6	26,5
	3	19	55,9	55,9	82,4
	4	6	17,6	17,6	100,0
	Total	34	100,0	100,0	

sfe. bas. gos-13

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	18	64,3	64,3	64,3
	2	8	28,6	28,6	92,9
	3	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	64	61,0	61,0	61,0
	2	31	29,5	29,5	90,5
	3	10	9,5	9,5	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	17	50,0	50,0	50,0
	2	13	38,2	38,2	88,2
	3	4	11,8	11,8	100,0
	Total	34	100,0	100,0	

sfe. bas. gos-14

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	16	57,1	57,1	57,1
	2	8	28,6	28,6	85,7
	3	4	14,3	14,3	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	55	52,4	52,4	52,4
	2	44	41,9	41,9	94,3
	3	6	5,7	5,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	19	55,9	55,9	55,9
	2	11	32,4	32,4	88,2
	3	3	8,8	8,8	97,1
	4	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

sfe. bas. gos-15

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	17	60,7	60,7	60,7
	2	11	39,3	39,3	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	60	57,1	57,1	57,1
	2	39	37,1	37,1	94,3
	3	6	5,7	5,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	20	58,8	58,8	58,8
	2	11	32,4	32,4	91,2
	3	2	5,9	5,9	97,1
	4	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

sfe. bas. gos-16

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	19	67,9	67,9	67,9
	2	9	32,1	32,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	72	68,6	68,6	68,6
	2	30	28,6	28,6	97,1
	3	3	2,9	2,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	21	61,8	61,8	61,8
	2	8	23,5	23,5	85,3
	3	4	11,8	11,8	97,1
	4	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

sfe. bas. gos-17

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 0	28	100,0	100,0	100,0
i nstructor	Val i d 0	105	100,0	100,0	100,0
consumer	Val i d 0	34	100,0	100,0	100,0

fi t. en. ge. 1

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	11	39,3	39,3	39,3
		2	17	60,7	60,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	39	37,1	37,1	37,1
		2	56	53,3	53,3	90,5
		3	3	2,9	2,9	93,3
		4	7	6,7	6,7	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t. en. ge. 2

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	8	28,6	28,6	28,6
		2	11	39,3	39,3	67,9
		3	6	21,4	21,4	89,3
		4	3	10,7	10,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	36	34,3	34,3	34,3
		2	42	40,0	40,0	74,3
		3	12	11,4	11,4	85,7
		4	15	14,3	14,3	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t. en. ge. 3

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	10	35,7	35,7	35,7
		2	4	14,3	14,3	50,0
		3	3	10,7	10,7	60,7
		4	11	39,3	39,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	39	37,1	37,1	37,1
		2	26	24,8	24,8	61,9
		3	9	8,6	8,6	70,5
		4	31	29,5	29,5	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t. en. ge. 4

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	8	28,6	28,6	28,6
		2	5	17,9	17,9	46,4
		3	8	28,6	28,6	75,0
		4	7	25,0	25,0	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	29	27,6	27,6	27,6
		2	16	15,2	15,2	42,9
		3	32	30,5	30,5	73,3
		4	28	26,7	26,7	100,0
		Total	105	100,0	100,0	
consumer	Missi ng	System	34	100,0		

fi t. en. ge. 5

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	2	7,1	7,1	7,1
		2	2	7,1	7,1	14,3
		3	20	71,4	71,4	85,7
		4	4	14,3	14,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	13	12,4	12,4	12,4
		2	15	14,3	14,3	26,7
		3	62	59,0	59,0	85,7
		4	15	14,3	14,3	100,0
		Total	105	100,0	100,0	
consumer	Missi ng	System	34	100,0		

fi t. en. ge. 6

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	3	8	28,6	28,6	28,6
		4	20	71,4	71,4	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	6	5,7	5,7	5,7
		2	5	4,8	4,8	10,5
		3	32	30,5	30,5	41,0
		4	62	59,0	59,0	100,0
		Total	105	100,0	100,0	
consumer	Missi ng	System	34	100,0		

fi t. en. ge. 7

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ative Percent
manager	Val id	1	1	3,6	3,6	3,6
		2	10	35,7	35,7	39,3
		3	15	53,6	53,6	92,9
		4	2	7,1	7,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	11	10,5	10,5	10,5
		2	41	39,0	39,0	49,5
		3	37	35,2	35,2	84,8
		4	16	15,2	15,2	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t. en. ge. 8

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ative Percent
manager	Val id	2	6	21,4	21,4	21,4
		3	15	53,6	53,6	75,0
		4	7	25,0	25,0	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	6	5,7	5,7	5,7
		2	21	20,0	20,0	25,7
		3	56	53,3	53,3	79,0
		4	22	21,0	21,0	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t. en. ge. 9

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ative Percent
manager	Val id	1	7	25,0	25,0	25,0
		2	16	57,1	57,1	82,1
		3	5	17,9	17,9	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	19	18,1	18,1	18,1
		2	48	45,7	45,7	63,8
		3	25	23,8	23,8	87,6
		4	13	12,4	12,4	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t. en. ge. 10

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ative Percent
manager	Val id	1	7	25,0	25,0	25,0
		2	13	46,4	46,4	71,4
		3	8	28,6	28,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	22	21,0	21,0	21,0
		2	51	48,6	48,6	69,5
		3	29	27,6	27,6	97,1
		4	3	2,9	2,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t. en. ge. 11

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ative Percent
manager	Val id	1	2	7,1	7,1	7,1
		2	8	28,6	28,6	35,7
		3	18	64,3	64,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	4	3,8	3,8	3,8
		2	24	22,9	22,9	26,7
		3	74	70,5	70,5	97,1
		4	3	2,9	2,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t. en. ge. 12

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ative Percent
manager	Val id	1	5	17,9	17,9	17,9
		2	11	39,3	39,3	57,1
		3	12	42,9	42,9	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	16	15,2	15,2	15,2
		2	43	41,0	41,0	56,2
		3	41	39,0	39,0	95,2
		4	5	4,8	4,8	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t. en. ge. 13

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ative Percent
manager	Val id	1	1	3,6	3,6	3,6
		2	4	14,3	14,3	17,9
		3	17	60,7	60,7	78,6
		4	6	21,4	21,4	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	2	1,9	1,9	1,9
		2	23	21,9	21,9	23,8
		3	62	59,0	59,0	82,9
		4	18	17,1	17,1	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 1

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ative Percent
manager	Val id	1	6	21,4	21,4	21,4
		2	12	42,9	42,9	64,3
		3	10	35,7	35,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	29	27,6	27,6	27,6
		2	36	34,3	34,3	61,9
		3	35	33,3	33,3	95,2
		4	5	4,8	4,8	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 2

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ative Percent
manager	Val id	1	12	42,9	42,9	42,9
		2	6	21,4	21,4	64,3
		3	9	32,1	32,1	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	36	34,3	34,3	34,3
		2	41	39,0	39,0	73,3
		3	24	22,9	22,9	96,2
		4	4	3,8	3,8	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 3

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	5	17,9	17,9	17,9
		2	8	28,6	28,6	46,4
		3	11	39,3	39,3	85,7
		4	4	14,3	14,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	10	9,5	9,5	9,5
		2	30	28,6	28,6	38,1
		3	49	46,7	46,7	84,8
		4	16	15,2	15,2	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 4

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	7	25,0	25,0	25,0
		3	17	60,7	60,7	85,7
		4	4	14,3	14,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	5	4,8	4,8	4,8
		2	26	24,8	24,8	29,5
		3	46	43,8	43,8	73,3
		4	28	26,7	26,7	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 5

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	18	64,3	64,3	64,3
		2	2	7,1	7,1	71,4
		3	8	28,6	28,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	78	74,3	74,3	74,3
		2	7	6,7	6,7	81,0
		3	17	16,2	16,2	97,1
		4	3	2,9	2,9	100,0
		Total	105	100,0	100,0	
consumer	Val id	1	22	64,7	64,7	64,7
		2	8	23,5	23,5	88,2
		3	1	2,9	2,9	91,2
		4	3	8,8	8,8	100,0
		Total	34	100,0	100,0	

pro. gel . 6

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	19	67,9	67,9	67,9
	2	3	10,7	10,7	78,6
	3	6	21,4	21,4	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	83	79,0	79,0	79,0
	2	9	8,6	8,6	87,6
	3	13	12,4	12,4	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	21	61,8	61,8	61,8
	2	13	38,2	38,2	100,0
	Total	34	100,0	100,0	

pro. gel . 7

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	5	17,9	17,9	17,9
	2	5	17,9	17,9	35,7
	3	16	57,1	57,1	92,9
	4	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 0	3	2,9	2,9	2,9
	1	15	14,3	14,3	17,1
	2	24	22,9	22,9	40,0
	3	50	47,6	47,6	87,6
	4	13	12,4	12,4	100,0
Total	105	100,0	100,0		
consumer	Val i d 1	7	20,6	20,6	20,6
	2	9	26,5	26,5	47,1
	3	8	23,5	23,5	70,6
	4	10	29,4	29,4	100,0
	Total	34	100,0	100,0	

pro. gel . 8

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	8	28,6	28,6	28,6
	2	18	64,3	64,3	92,9
	4	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	35	33,3	33,3	33,3
	2	51	48,6	48,6	81,9
	3	12	11,4	11,4	93,3
	4	7	6,7	6,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	11	32,4	32,4	32,4
	2	10	29,4	29,4	61,8
	3	4	11,8	11,8	73,5
	4	9	26,5	26,5	100,0
	Total	34	100,0	100,0	

pro. gel . 9

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	7	25,0	25,0	25,0
	2	21	75,0	75,0	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	30	28,6	28,6	28,6
	2	69	65,7	65,7	94,3
	3	3	2,9	2,9	97,1
	4	3	2,9	2,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	10	29,4	29,4	29,4
	2	12	35,3	35,3	64,7
	3	4	11,8	11,8	76,5
	4	8	23,5	23,5	100,0
	Total	34	100,0	100,0	

pro. gel . 10

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	7	25,0	25,0	25,0
	2	20	71,4	71,4	96,4
	3	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	25	23,8	23,8	23,8
	2	57	54,3	54,3	78,1
	3	20	19,0	19,0	97,1
	4	3	2,9	2,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	6	17,6	17,6	17,6
	2	10	29,4	29,4	47,1
	3	10	29,4	29,4	76,5
	4	8	23,5	23,5	100,0
	Total	34	100,0	100,0	

pro. gel . 11

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	5	17,9	17,9	17,9
	2	8	28,6	28,6	46,4
	3	11	39,3	39,3	85,7
	4	4	14,3	14,3	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	10	9,5	9,5	9,5
	2	33	31,4	31,4	41,0
	3	40	38,1	38,1	79,0
	4	22	21,0	21,0	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	9	26,5	26,5	26,5
	2	7	20,6	20,6	47,1
	3	10	29,4	29,4	76,5
	4	8	23,5	23,5	100,0
	Total	34	100,0	100,0	

pro. gel . 12

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	5	17,9	17,9	17,9
	2	10	35,7	35,7	53,6
	3	11	39,3	39,3	92,9
	4	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	13	12,4	12,4	12,4
	2	46	43,8	43,8	56,2
	3	37	35,2	35,2	91,4
	4	9	8,6	8,6	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	16	47,1	47,1	47,1
	2	9	26,5	26,5	73,5
	3	4	11,8	11,8	85,3
	4	5	14,7	14,7	100,0
	Total	34	100,0	100,0	

pro. gel . 13

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	5	17,9	17,9	17,9
	2	14	50,0	50,0	67,9
	3	7	25,0	25,0	92,9
	4	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	13	12,4	12,4	12,4
	2	54	51,4	51,4	63,8
	3	31	29,5	29,5	93,3
	4	7	6,7	6,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	13	38,2	38,2	38,2
	2	11	32,4	32,4	70,6
	3	4	11,8	11,8	82,4
	4	6	17,6	17,6	100,0
	Total	34	100,0	100,0	

pro. gel . 14

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	5	17,9	17,9	17,9
	2	10	35,7	35,7	53,6
	3	11	39,3	39,3	92,9
	4	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	13	12,4	12,4	12,4
	2	32	30,5	30,5	42,9
	3	53	50,5	50,5	93,3
	4	7	6,7	6,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	6	17,6	17,6	17,6
	2	9	26,5	26,5	44,1
	3	12	35,3	35,3	79,4
	4	7	20,6	20,6	100,0
	Total	34	100,0	100,0	

pro. gel . 15

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	5	17,9	17,9	17,9
	2	4	14,3	14,3	32,1
	3	15	53,6	53,6	85,7
	4	4	14,3	14,3	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	10	9,5	9,5	9,5
	2	17	16,2	16,2	25,7
	3	51	48,6	48,6	74,3
	4	27	25,7	25,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	8	23,5	23,5	23,5
	2	6	17,6	17,6	41,2
	3	6	17,6	17,6	58,8
	4	14	41,2	41,2	100,0
	Total	34	100,0	100,0	

pro. gel . 16

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	19	67,9	67,9	67,9
	2	9	32,1	32,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	77	73,3	73,3	73,3
	2	28	26,7	26,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	27	79,4	79,4	79,4
	2	7	20,6	20,6	100,0
	Total	34	100,0	100,0	

pro. gel . 17

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	25	89,3	89,3	89,3
	2	3	10,7	10,7	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	84	80,0	80,0	80,0
	2	21	20,0	20,0	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	23	67,6	67,6	67,6
	2	10	29,4	29,4	97,1
	3	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

pro. gel . 18

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	18	64,3	64,3	64,3
	2	10	35,7	35,7	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	78	74,3	74,3	74,3
	2	24	22,9	22,9	97,1
	3	3	2,9	2,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	27	79,4	79,4	79,4
	2	7	20,6	20,6	100,0
	Total	34	100,0	100,0	

pro. gel . 19

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	11	39,3	39,3	39,3
	2	14	50,0	50,0	89,3
	3	3	10,7	10,7	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	45	42,9	42,9	42,9
	2	43	41,0	41,0	83,8
	3	15	14,3	14,3	98,1
	4	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	11	32,4	32,4	32,4
	2	19	55,9	55,9	88,2
	3	4	11,8	11,8	100,0
	Total	34	100,0	100,0	

pro. gel . 20

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 0	28	100,0	100,0	100,0
i nstructor	Val i d 0	105	100,0	100,0	100,0
consumer	Val i d 0	34	100,0	100,0	100,0

pro. gel . 21

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	10	35,7	35,7	35,7
	2	16	57,1	57,1	92,9
	3	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 0	6	5,7	5,7	5,7
	1	26	24,8	24,8	30,5
	2	61	58,1	58,1	88,6
	3	12	11,4	11,4	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	8	23,5	23,5	23,5
	2	19	55,9	55,9	79,4
	3	6	17,6	17,6	97,1
	4	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

pro. gel . 22

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	3	10,7	10,7	10,7
	2	19	67,9	67,9	78,6
	3	4	14,3	14,3	92,9
	4	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	17	16,2	16,2	16,2
	2	53	50,5	50,5	66,7
	3	28	26,7	26,7	93,3
	4	7	6,7	6,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	12	35,3	35,3	35,3
	2	16	47,1	47,1	82,4
	3	4	11,8	11,8	94,1
	4	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

pro. gel . 23

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	22	78,6	78,6	78,6
	2	6	21,4	21,4	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	61	58,1	58,1	58,1
	2	38	36,2	36,2	94,3
	3	6	5,7	5,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	16	47,1	47,1	47,1
	2	12	35,3	35,3	82,4
	3	5	14,7	14,7	97,1
	4	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

pro. gel . 24

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 2	21	75,0	75,0	75,0
	3	3	10,7	10,7	85,7
	4	4	14,3	14,3	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 0	3	2,9	2,9	2,9
	1	13	12,4	12,4	15,2
	2	64	61,0	61,0	76,2
	3	14	13,3	13,3	89,5
	4	11	10,5	10,5	100,0
Total	105	100,0	100,0		
consumer	Val i d 0	1	2,9	2,9	2,9
	1	6	17,6	17,6	20,6
	2	15	44,1	44,1	64,7
	3	8	23,5	23,5	88,2
	4	4	11,8	11,8	100,0
Total	34	100,0	100,0		

pro. gel . 25

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	3	10,7	10,7	10,7
	2	8	28,6	28,6	39,3
	3	16	57,1	57,1	96,4
	4	1	3,6	3,6	100,0
Total	28	100,0	100,0		
i nstructor	Val i d 1	11	10,5	10,5	10,5
	2	17	16,2	16,2	26,7
	3	61	58,1	58,1	84,8
	4	16	15,2	15,2	100,0
Total	105	100,0	100,0		
consumer	Val i d 0	3	8,8	8,8	8,8
	1	4	11,8	11,8	20,6
	2	9	26,5	26,5	47,1
	3	16	47,1	47,1	94,1
	4	2	5,9	5,9	100,0
Total	34	100,0	100,0		

pro. gel . 26

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	3	10,7	10,7	10,7
	2	16	57,1	57,1	67,9
	3	9	32,1	32,1	100,0
Total	28	100,0	100,0		
i nstructor	Val i d 1	19	18,1	18,1	18,1
	2	54	51,4	51,4	69,5
	3	32	30,5	30,5	100,0
Total	105	100,0	100,0		
consumer	Mi ssi ng System	34	100,0		

pro. gel . 27

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	18	64,3	64,3	64,3
		3	9	32,1	32,1	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	5	4,8	4,8	4,8
		2	72	68,6	68,6	73,3
		3	26	24,8	24,8	98,1
		4	2	1,9	1,9	100,0
		Total	105	100,0	100,0	
consumer	Missi ng System		34	100,0		

pro. gel . 28

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	13	46,4	46,4	46,4
		2	13	46,4	46,4	92,9
		3	2	7,1	7,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	48	45,7	45,7	45,7
		2	50	47,6	47,6	93,3
		3	7	6,7	6,7	100,0
		Total	105	100,0	100,0	
consumer	Missi ng System		34	100,0		

pro. gel . 29

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	7	25,0	25,0	25,0
		2	11	39,3	39,3	64,3
		3	8	28,6	28,6	92,9
		4	2	7,1	7,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	32	30,5	30,5	30,5
		2	40	38,1	38,1	68,6
		3	27	25,7	25,7	94,3
		4	6	5,7	5,7	100,0
		Total	105	100,0	100,0	
consumer	Missi ng System		34	100,0		

pro. gel . 30

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	15	53,6	53,6	53,6
		3	7	25,0	25,0	78,6
		4	6	21,4	21,4	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	9	8,6	8,6	8,6
		2	34	32,4	32,4	41,0
		3	33	31,4	31,4	72,4
		4	29	27,6	27,6	100,0
		Total	105	100,0	100,0	
consumer	Missi ng System		34	100,0		

pro. gel . 31

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	2	7,1	7,1	7,1
		2	9	32,1	32,1	39,3
		3	15	53,6	53,6	92,9
		4	2	7,1	7,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	10	9,5	9,5	9,5
		2	36	34,3	34,3	43,8
		3	53	50,5	50,5	94,3
		4	6	5,7	5,7	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 32

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	5	17,9	17,9	17,9
		2	18	64,3	64,3	82,1
		3	3	10,7	10,7	92,9
		4	2	7,1	7,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	24	22,9	22,9	22,9
		2	52	49,5	49,5	72,4
		3	17	16,2	16,2	88,6
		4	12	11,4	11,4	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 33

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	12	42,9	42,9	42,9
		2	15	53,6	53,6	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	36	34,3	34,3	34,3
		2	58	55,2	55,2	89,5
		3	3	2,9	2,9	92,4
		4	8	7,6	7,6	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 34

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ative Percent
manager	Val id	1	15	53,6	53,6	53,6
		2	12	42,9	42,9	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	55	52,4	52,4	52,4
		2	42	40,0	40,0	92,4
		4	8	7,6	7,6	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 35

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ative Percent
manager	Val id	1	14	50,0	50,0	50,0
		2	13	46,4	46,4	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	58	55,2	55,2	55,2
		2	39	37,1	37,1	92,4
		4	8	7,6	7,6	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 36

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ative Percent
manager	Val id	1	15	53,6	53,6	53,6
		2	13	46,4	46,4	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	63	60,0	60,0	60,0
		2	42	40,0	40,0	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 37

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ative Percent
manager	Val id	1	14	50,0	50,0	50,0
		2	14	50,0	50,0	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	61	58,1	58,1	58,1
		2	41	39,0	39,0	97,1
		4	3	2,9	2,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 38

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ative Percent
manager	Val id	1	14	50,0	50,0	50,0
		2	14	50,0	50,0	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	58	55,2	55,2	55,2
		2	41	39,0	39,0	94,3
		3	3	2,9	2,9	97,1
		4	3	2,9	2,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 39

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ative Percent
manager	Val id	1	14	50,0	50,0	50,0
		2	14	50,0	50,0	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	52	49,5	49,5	49,5
		2	50	47,6	47,6	97,1
		3	3	2,9	2,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 40

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ative Percent
manager	Val id	1	12	42,9	42,9	42,9
		2	16	57,1	57,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	54	51,4	51,4	51,4
		2	48	45,7	45,7	97,1
		3	3	2,9	2,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 41

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ative Percent
manager	Val id	1	6	21,4	21,4	21,4
		2	21	75,0	75,0	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	30	28,6	28,6	28,6
		2	46	43,8	43,8	72,4
		3	16	15,2	15,2	87,6
		4	13	12,4	12,4	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 42

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	11	39,3	39,3	39,3
		2	16	57,1	57,1	96,4
		3	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	44	41,9	41,9	41,9
		2	44	41,9	41,9	83,8
		3	14	13,3	13,3	97,1
		4	3	2,9	2,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 43

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	10	35,7	35,7	35,7
		2	18	64,3	64,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	51	48,6	48,6	48,6
		2	54	51,4	51,4	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 44

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	10	35,7	35,7	35,7
		2	18	64,3	64,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	51	48,6	48,6	48,6
		2	51	48,6	48,6	97,1
		3	3	2,9	2,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 45

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	11	39,3	39,3	39,3
		2	17	60,7	60,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	55	52,4	52,4	52,4
		2	44	41,9	41,9	94,3
		3	6	5,7	5,7	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 46

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	9	32,1	32,1	32,1
		3	17	60,7	60,7	92,9
		4	2	7,1	7,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	11	10,5	10,5	10,5
		2	32	30,5	30,5	41,0
		3	49	46,7	46,7	87,6
		4	13	12,4	12,4	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 47

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	3	10,7	10,7	10,7
		2	16	57,1	57,1	67,9
		3	9	32,1	32,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	19	18,1	18,1	18,1
		2	50	47,6	47,6	65,7
		3	33	31,4	31,4	97,1
		4	3	2,9	2,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 48

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	11	39,3	39,3	39,3
		2	12	42,9	42,9	82,1
		3	5	17,9	17,9	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	33	31,4	31,4	31,4
		2	37	35,2	35,2	66,7
		3	27	25,7	25,7	92,4
		4	8	7,6	7,6	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 49

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	15	53,6	53,6	53,6
		3	10	35,7	35,7	89,3
		4	3	10,7	10,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	7	6,7	6,7	6,7
		2	40	38,1	38,1	44,8
		3	40	38,1	38,1	82,9
		4	18	17,1	17,1	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 50

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	15	53,6	53,6	53,6
		3	13	46,4	46,4	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	13	12,4	12,4	12,4
		2	31	29,5	29,5	41,9
		3	43	41,0	41,0	82,9
		4	18	17,1	17,1	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng System		34	100,0		

pro. gel . 51

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	2	7,1	7,1	7,1
		3	6	21,4	21,4	28,6
		4	20	71,4	71,4	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	2	16	15,2	15,2	15,2
		3	36	34,3	34,3	49,5
		4	53	50,5	50,5	100,0
		Total	105	100,0	100,0	
consumer	Val id	1	10	29,4	29,4	29,4
		2	11	32,4	32,4	61,8
		3	8	23,5	23,5	85,3
		4	5	14,7	14,7	100,0
		Total	34	100,0	100,0	

pro. gel . 52

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	2	7,1	7,1	7,1
		2	24	85,7	85,7	92,9
		3	2	7,1	7,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	4	3,8	3,8	3,8
		2	77	73,3	73,3	77,1
		3	18	17,1	17,1	94,3
		4	6	5,7	5,7	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng System		34	100,0		

pro. gel . 53

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	18	64,3	64,3	64,3
		3	7	25,0	25,0	89,3
		4	3	10,7	10,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	3	2,9	2,9	2,9
		2	57	54,3	54,3	57,1
		3	33	31,4	31,4	88,6
		4	12	11,4	11,4	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 54

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	19	67,9	67,9	67,9
		3	4	14,3	14,3	82,1
		4	5	17,9	17,9	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	9	8,6	8,6	8,6
		2	56	53,3	53,3	61,9
		3	22	21,0	21,0	82,9
		4	18	17,1	17,1	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 55

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	11	39,3	39,3	39,3
		3	12	42,9	42,9	82,1
		4	5	17,9	17,9	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	2	52	49,5	49,5	49,5
		3	35	33,3	33,3	82,9
		4	18	17,1	17,1	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 56

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	21	75,0	75,0	75,0
		2	7	25,0	25,0	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	76	72,4	72,4	72,4
		2	29	27,6	27,6	100,0
		Total	105	100,0	100,0	
consumer	Val id	1	21	61,8	61,8	61,8
		2	12	35,3	35,3	97,1
		3	1	2,9	2,9	100,0
		Total	34	100,0	100,0	

pro. gel . 57

professi onal i nformati on		Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id 1	20	71,4	71,4	71,4
	2	8	28,6	28,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val id 1	71	67,6	67,6	67,6
	2	34	32,4	32,4	100,0
	Total	105	100,0	100,0	
consumer	Val id 1	21	61,8	61,8	61,8
	2	11	32,4	32,4	94,1
	3	1	2,9	2,9	97,1
	4	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

pro. gel . 58

professi onal i nformati on		Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id 1	13	46,4	46,4	46,4
	2	8	28,6	28,6	75,0
	3	7	25,0	25,0	100,0
	Total	28	100,0	100,0	
i nstructor	Val id 1	37	35,2	35,2	35,2
	2	38	36,2	36,2	71,4
	3	30	28,6	28,6	100,0
	Total	105	100,0	100,0	
consumer	Missi ng System	34	100,0		

pro. gel . 59

professi onal i nformati on		Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id 1	6	21,4	21,4	21,4
	2	6	21,4	21,4	42,9
	3	13	46,4	46,4	89,3
	4	3	10,7	10,7	100,0
	Total	28	100,0	100,0	
i nstructor	Val id 1	12	11,4	11,4	11,4
	2	27	25,7	25,7	37,1
	3	48	45,7	45,7	82,9
	4	18	17,1	17,1	100,0
	Total	105	100,0	100,0	
consumer	Val id 1	3	8,8	8,8	8,8
	2	6	17,6	17,6	26,5
	3	18	52,9	52,9	79,4
	4	7	20,6	20,6	100,0
	Total	34	100,0	100,0	

pro. gel . 60

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	2	7,1	7,1	7,1
		2	3	10,7	10,7	17,9
		3	12	42,9	42,9	60,7
		4	11	39,3	39,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	4	3,8	3,8	3,8
		2	21	20,0	20,0	23,8
		3	30	28,6	28,6	52,4
		4	50	47,6	47,6	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 61

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	2	7,1	7,1	7,1
		2	2	7,1	7,1	14,3
		3	13	46,4	46,4	60,7
		4	11	39,3	39,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	4	3,8	3,8	3,8
		2	7	6,7	6,7	10,5
		3	44	41,9	41,9	52,4
		4	50	47,6	47,6	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 62

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	6	21,4	21,4	21,4
		2	9	32,1	32,1	53,6
		3	9	32,1	32,1	85,7
		4	4	14,3	14,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	20	19,0	19,0	19,0
		2	28	26,7	26,7	45,7
		3	29	27,6	27,6	73,3
		4	28	26,7	26,7	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

pro. gel . 63

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	8	28,6	28,6	28,6
		2	5	17,9	17,9	46,4
		3	13	46,4	46,4	92,9
		4	2	7,1	7,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	24	22,9	22,9	22,9
		2	25	23,8	23,8	46,7
		3	35	33,3	33,3	80,0
		4	21	20,0	20,0	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng System		34	100,0		

pro. gel . 64

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	0	12	42,9	42,9	42,9
		1	3	10,7	10,7	53,6
		3	10	35,7	35,7	89,3
		4	3	10,7	10,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	0	35	33,3	33,3	33,3
		1	14	13,3	13,3	46,7
		2	9	8,6	8,6	55,2
		3	29	27,6	27,6	82,9
		4	18	17,1	17,1	100,0
Total	105	100,0	100,0			
consumer	Mi ssi ng System		34	100,0		

pro. gel . 65

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	0	3	10,7	10,7	10,7
		1	3	10,7	10,7	21,4
		2	18	64,3	64,3	85,7
		3	4	14,3	14,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	0	9	8,6	8,6	8,6
		1	19	18,1	18,1	26,7
		2	48	45,7	45,7	72,4
		3	26	24,8	24,8	97,1
		4	3	2,9	2,9	100,0
Total	105	100,0	100,0			
consumer	Mi ssi ng System		34	100,0		

fi t. i si . 1

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	6	21,4	21,4	21,4
		2	9	32,1	32,1	53,6
		3	12	42,9	42,9	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	23	21,9	21,9	21,9
		2	28	26,7	26,7	48,6
		3	44	41,9	41,9	90,5
		4	10	9,5	9,5	100,0
		Total	105	100,0	100,0	
consumer	Missi ng	System	34	100,0		

fi t. i si . 2

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	9	32,1	32,1	32,1
		2	10	35,7	35,7	67,9
		3	8	28,6	28,6	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	26	24,8	24,8	24,8
		2	33	31,4	31,4	56,2
		3	39	37,1	37,1	93,3
		4	7	6,7	6,7	100,0
		Total	105	100,0	100,0	
consumer	Missi ng	System	34	100,0		

fi t. i si . 3

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	1	3,6	3,6	3,6
		3	11	39,3	39,3	42,9
		4	16	57,1	57,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	3	2,9	2,9	2,9
		2	8	7,6	7,6	10,5
		3	41	39,0	39,0	49,5
		4	53	50,5	50,5	100,0
		Total	105	100,0	100,0	
consumer	Missi ng	System	34	100,0		

fi t . i si . 4

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	1	3,6	3,6	3,6
		2	13	46,4	46,4	50,0
		3	7	25,0	25,0	75,0
		4	7	25,0	25,0	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	10	9,5	9,5	9,5
		2	35	33,3	33,3	42,9
		3	24	22,9	22,9	65,7
		4	36	34,3	34,3	100,0
		Total	105	100,0	100,0	
consumer	Missi ng	System	34	100,0		

fi t . i si . 5

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	7	25,0	25,0	25,0
		2	13	46,4	46,4	71,4
		3	7	25,0	25,0	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	24	22,9	22,9	22,9
		2	36	34,3	34,3	57,1
		3	32	30,5	30,5	87,6
		4	13	12,4	12,4	100,0
		Total	105	100,0	100,0	
consumer	Missi ng	System	34	100,0		

fi t . i si . 6

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	6	21,4	21,4	21,4
		2	16	57,1	57,1	78,6
		3	6	21,4	21,4	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	24	22,9	22,9	22,9
		2	54	51,4	51,4	74,3
		3	27	25,7	25,7	100,0
		Total	105	100,0	100,0	
consumer	Missi ng	System	34	100,0		

fi t . i si . 7

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	20	71,4	71,4	71,4
		2	6	21,4	21,4	92,9
		3	2	7,1	7,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	64	61,0	61,0	61,0
		2	19	18,1	18,1	79,0
		3	13	12,4	12,4	91,4
		4	9	8,6	8,6	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t . i si . 8

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	10	35,7	35,7	35,7
		2	18	64,3	64,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	25	23,8	23,8	23,8
		2	60	57,1	57,1	81,0
		3	14	13,3	13,3	94,3
		4	6	5,7	5,7	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t . i si . 9

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	7	25,0	25,0	25,0
		2	14	50,0	50,0	75,0
		3	7	25,0	25,0	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	20	19,0	19,0	19,0
		2	38	36,2	36,2	55,2
		3	47	44,8	44,8	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t . i si . 10

profession al i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	6	21,4	21,4	21,4
		2	14	50,0	50,0	71,4
		3	7	25,0	25,0	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	12	11,4	11,4	11,4
		2	49	46,7	46,7	58,1
		3	34	32,4	32,4	90,5
		4	10	9,5	9,5	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t . i s i . 11

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	1	11	39,3	39,3	39,3
		2	16	57,1	57,1	96,4
		3	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	1	25	23,8	23,8	23,8
		2	47	44,8	44,8	68,6
		3	19	18,1	18,1	86,7
		4	14	13,3	13,3	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng System		34	100,0		

fi t . i s i . 12

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	2	15	53,6	53,6	53,6
		3	13	46,4	46,4	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	1	9	8,6	8,6	8,6
		2	36	34,3	34,3	42,9
		3	49	46,7	46,7	89,5
		4	11	10,5	10,5	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng System		34	100,0		

fi t . i s i . 13

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	1	15	53,6	53,6	53,6
		2	13	46,4	46,4	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	1	60	57,1	57,1	57,1
		2	30	28,6	28,6	85,7
		3	15	14,3	14,3	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng System		34	100,0		

fi t . i s i . 14

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	2	3	10,7	10,7	10,7
		3	11	39,3	39,3	50,0
		4	14	50,0	50,0	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	2	12	11,4	11,4	11,4
		3	45	42,9	42,9	54,3
		4	48	45,7	45,7	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng System		34	100,0		

fit. isi. 15

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	3	10,7	10,7	10,7
		3	21	75,0	75,0	85,7
		4	4	14,3	14,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	3	2,9	2,9	2,9
		2	12	11,4	11,4	14,3
		3	66	62,9	62,9	77,1
		4	24	22,9	22,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fit. isi. 16

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	7	25,0	25,0	25,0
		3	17	60,7	60,7	85,7
		4	4	14,3	14,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	2	26	24,8	24,8	24,8
		3	49	46,7	46,7	71,4
		4	30	28,6	28,6	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fit. isi. 17

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	1	3,6	3,6	3,6
		2	12	42,9	42,9	46,4
		3	10	35,7	35,7	82,1
		4	5	17,9	17,9	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	11	10,5	10,5	10,5
		2	38	36,2	36,2	46,7
		3	27	25,7	25,7	72,4
		4	29	27,6	27,6	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t . i s i . 18

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	1	1	3,6	3,6	3,6
		2	18	64,3	64,3	67,9
		3	4	14,3	14,3	82,1
		4	5	17,9	17,9	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	1	15	14,3	14,3	14,3
		2	51	48,6	48,6	62,9
		3	20	19,0	19,0	81,9
		4	19	18,1	18,1	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng System		34	100,0		

fi t . i s i . 19

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	2	24	85,7	85,7	85,7
		3	1	3,6	3,6	89,3
		4	3	10,7	10,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	1	9	8,6	8,6	8,6
		2	60	57,1	57,1	65,7
		3	16	15,2	15,2	81,0
		4	20	19,0	19,0	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng System		34	100,0		

fi t . i s i . 20

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	1	2	7,1	7,1	7,1
		2	18	64,3	64,3	71,4
		3	7	25,0	25,0	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	1	13	12,4	12,7	12,7
		2	50	47,6	49,0	61,8
		3	29	27,6	28,4	90,2
		4	10	9,5	9,8	100,0
		Total	102	97,1	100,0	
		Mi ssi ng System	3	2,9		
	Total	105	100,0			
consumer	Mi ssi ng System		34	100,0		

fi t . i s i . 21

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	0	26	92,9	92,9	92,9
		1	2	7,1	7,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	0	104	99,0	99,0	99,0
		1	1	1,0	1,0	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t . i s i . 22

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	2	9	32,1	32,1	32,1
		3	19	67,9	67,9	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	1	6	5,7	5,7	5,7
		2	30	28,6	28,6	34,3
		3	57	54,3	54,3	88,6
		4	12	11,4	11,4	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t . i s i . 23

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	2	13	46,4	46,4	46,4
		3	9	32,1	32,1	78,6
		4	6	21,4	21,4	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	0	3	2,9	2,9	2,9
		1	5	4,8	4,8	7,6
		2	34	32,4	32,4	40,0
		3	39	37,1	37,1	77,1
		4	24	22,9	22,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t . i s i . 24

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	2	9	32,1	32,1	32,1
		3	19	67,9	67,9	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	2	29	27,6	27,6	27,6
		3	68	64,8	64,8	92,4
		4	8	7,6	7,6	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t . i s i . 25

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	3	10,7	10,7	10,7
		2	18	64,3	64,3	75,0
		3	5	17,9	17,9	92,9
		4	2	7,1	7,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	17	16,2	16,2	16,2
		2	48	45,7	45,7	61,9
		3	33	31,4	31,4	93,3
		4	7	6,7	6,7	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t . i s i . 26

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	9	32,1	32,1	32,1
		3	8	28,6	28,6	60,7
		4	11	39,3	39,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	2	36	34,3	34,3	34,3
		3	28	26,7	26,7	61,0
		4	41	39,0	39,0	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t . i s i . 27

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	9	32,1	32,1	32,1
		3	16	57,1	57,1	89,3
		4	3	10,7	10,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	2	1,9	1,9	1,9
		2	30	28,6	28,6	30,5
		3	54	51,4	51,4	81,9
		4	19	18,1	18,1	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t. i s i . 28

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	1	1	3,6	3,6	3,6
		2	11	39,3	39,3	42,9
		3	15	53,6	53,6	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	1	4	3,8	3,8	3,8
		2	31	29,5	29,5	33,3
		3	57	54,3	54,3	87,6
		4	13	12,4	12,4	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t. i s i . 29

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	1	2	7,1	7,1	7,1
		2	25	89,3	89,3	96,4
		3	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	1	11	10,5	10,5	10,5
		2	75	71,4	71,4	81,9
		3	8	7,6	7,6	89,5
		4	11	10,5	10,5	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t. i s i . 30

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	1	17	60,7	60,7	60,7
		2	5	17,9	17,9	78,6
		3	6	21,4	21,4	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	1	53	50,5	50,5	50,5
		2	34	32,4	32,4	82,9
		3	13	12,4	12,4	95,2
		4	5	4,8	4,8	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t. i s i . 31

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	1	22	78,6	78,6	78,6
		2	2	7,1	7,1	85,7
		3	4	14,3	14,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	1	63	60,0	60,0	60,0
		2	30	28,6	28,6	88,6
		3	12	11,4	11,4	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t . i s i . 32

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	1	3,6	3,6	3,6
		2	21	75,0	75,0	78,6
		3	2	7,1	7,1	85,7
		4	4	14,3	14,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	14	13,3	13,3	13,3
		2	58	55,2	55,2	68,6
		3	22	21,0	21,0	89,5
		4	11	10,5	10,5	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t . i s i . 33

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	3	10,7	10,7	10,7
		2	22	78,6	78,6	89,3
		3	3	10,7	10,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	17	16,2	16,2	16,2
		2	68	64,8	64,8	81,0
		3	20	19,0	19,0	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t . i s i . 34

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	3	10,7	10,7	10,7
		2	22	78,6	78,6	89,3
		3	3	10,7	10,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	11	10,5	10,5	10,5
		2	71	67,6	67,6	78,1
		3	20	19,0	19,0	97,1
		4	3	2,9	2,9	100,0
		Total	105	100,0	100,0	
consumer	Val id	1	21	61,8	61,8	61,8
		2	10	29,4	29,4	91,2
		3	3	8,8	8,8	100,0
		Total	34	100,0	100,0	

fi t . i si . 35

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 2	3	10,7	10,7	10,7
	3	21	75,0	75,0	85,7
	4	4	14,3	14,3	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	3	2,9	2,9	2,9
	2	17	16,2	16,2	19,0
	3	66	62,9	62,9	81,9
	4	19	18,1	18,1	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	2	5,9	5,9	5,9
	2	11	32,4	32,4	38,2
	3	16	47,1	47,1	85,3
	4	5	14,7	14,7	100,0
	Total	34	100,0	100,0	

fi t . i si . 36

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 2	5	17,9	17,9	17,9
	3	20	71,4	71,4	89,3
	4	3	10,7	10,7	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 2	21	20,0	20,0	20,0
	3	70	66,7	66,7	86,7
	4	14	13,3	13,3	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	2	5,9	5,9	5,9
	2	12	35,3	35,3	41,2
	3	14	41,2	41,2	82,4
	4	6	17,6	17,6	100,0
	Total	34	100,0	100,0	

fi t . i si . 37

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	2	7,1	7,1	7,1
	2	16	57,1	57,1	64,3
	3	8	28,6	28,6	92,9
	4	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	12	11,4	11,4	11,4
	2	58	55,2	55,2	66,7
	3	31	29,5	29,5	96,2
	4	4	3,8	3,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	6	17,6	17,6	17,6
	2	13	38,2	38,2	55,9
	3	11	32,4	32,4	88,2
	4	4	11,8	11,8	100,0
	Total	34	100,0	100,0	

fi t . i s i . 38

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	6	21,4	21,4	21,4
	2	11	39,3	39,3	60,7
	3	8	28,6	28,6	89,3
	4	3	10,7	10,7	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	24	22,9	22,9	22,9
	2	34	32,4	32,4	55,2
	3	38	36,2	36,2	91,4
	4	9	8,6	8,6	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	6	17,6	17,6	17,6
	2	13	38,2	38,2	55,9
	3	10	29,4	29,4	85,3
	4	5	14,7	14,7	100,0
	Total	34	100,0	100,0	

fi t . i s i . 39

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	7	25,0	25,0	25,0
	2	21	75,0	75,0	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	26	24,8	24,8	24,8
	2	49	46,7	46,7	71,4
	3	24	22,9	22,9	94,3
	4	6	5,7	5,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	6	17,6	17,6	17,6
	2	5	14,7	14,7	32,4
	3	11	32,4	32,4	64,7
	4	12	35,3	35,3	100,0
	Total	34	100,0	100,0	

fi t . i s i . 40

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 2	7	25,0	25,0	25,0
	3	8	28,6	28,6	53,6
	4	13	46,4	46,4	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	9	8,6	8,6	8,6
	2	20	19,0	19,0	27,6
	3	41	39,0	39,0	66,7
	4	35	33,3	33,3	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	6	17,6	18,2	18,2
	2	8	23,5	24,2	42,4
	3	6	17,6	18,2	60,6
	4	13	38,2	39,4	100,0
	Total	33	97,1	100,0	
	Mi ssi ng System Total	1	2,9		
	34	100,0			

fi t . i si . 41

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	22	78,6	78,6	78,6
	2	4	14,3	14,3	92,9
	3	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	69	65,7	65,7	65,7
	2	9	8,6	8,6	74,3
	3	18	17,1	17,1	91,4
	4	9	8,6	8,6	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	11	32,4	32,4	32,4
	2	10	29,4	29,4	61,8
	3	4	11,8	11,8	73,5
	4	9	26,5	26,5	100,0
	Total	34	100,0	100,0	

fi t . i si . 42

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	16	57,1	57,1	57,1
	2	12	42,9	42,9	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	50	47,6	47,6	47,6
	2	46	43,8	43,8	91,4
	3	9	8,6	8,6	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	17	50,0	50,0	50,0
	2	11	32,4	32,4	82,4
	3	4	11,8	11,8	94,1
	4	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

fi t . i si . 43

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	7	25,0	25,0	25,0
	2	18	64,3	64,3	89,3
	3	3	10,7	10,7	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	19	18,1	18,1	18,1
	2	59	56,2	56,2	74,3
	3	27	25,7	25,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	9	26,5	26,5	26,5
	2	17	50,0	50,0	76,5
	3	5	14,7	14,7	91,2
	4	3	8,8	8,8	100,0
	Total	34	100,0	100,0	

fi t . i s i . 44

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	12	42,9	42,9	42,9
	2	16	57,1	57,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	40	38,1	38,1	38,1
	2	62	59,0	59,0	97,1
	3	3	2,9	2,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	11	32,4	32,4	32,4
	2	17	50,0	50,0	82,4
	3	3	8,8	8,8	91,2
	4	3	8,8	8,8	100,0
	Total	34	100,0	100,0	

fi t . i s i . 45

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	12	42,9	42,9	42,9
	2	15	53,6	53,6	96,4
	3	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	49	46,7	46,7	46,7
	2	49	46,7	46,7	93,3
	3	7	6,7	6,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	13	38,2	38,2	38,2
	2	19	55,9	55,9	94,1
	3	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

fi t . i s i . 46

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	8	28,6	28,6	28,6
	2	16	57,1	57,1	85,7
	3	1	3,6	3,6	89,3
	4	3	10,7	10,7	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	38	36,2	36,2	36,2
	2	54	51,4	51,4	87,6
	3	7	6,7	6,7	94,3
	4	6	5,7	5,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	16	47,1	47,1	47,1
	2	15	44,1	44,1	91,2
	3	3	8,8	8,8	100,0
	Total	34	100,0	100,0	

fi t . i s i . 47

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	8	28,6	28,6	28,6
	2	18	64,3	64,3	92,9
	3	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	35	33,3	33,3	33,3
	2	55	52,4	52,4	85,7
	3	15	14,3	14,3	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	15	44,1	44,1	44,1
	2	14	41,2	41,2	85,3
	3	4	11,8	11,8	97,1
	4	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

fi t . i s i . 48

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	9	32,1	32,1	32,1
	2	19	67,9	67,9	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	51	48,6	48,6	48,6
	2	54	51,4	51,4	100,0
	Total	105	100,0	100,0	
consumer	Mi ssi ng System	34	100,0		

fi t . i s i . 49

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	19	67,9	67,9	67,9
	2	9	32,1	32,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	72	68,6	68,6	68,6
	2	30	28,6	28,6	97,1
	3	3	2,9	2,9	100,0
	Total	105	100,0	100,0	
consumer	Mi ssi ng System	34	100,0		

fi t . i s i . 50

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	12	42,9	42,9	42,9
	2	16	57,1	57,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	57	54,3	54,3	54,3
	2	42	40,0	40,0	94,3
	3	6	5,7	5,7	100,0
	Total	105	100,0	100,0	
consumer	Mi ssi ng System	34	100,0		

fit. isi . 51

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	12	42,9	42,9	42,9
		2	16	57,1	57,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	52	49,5	49,5	49,5
		2	51	48,6	48,6	98,1
		3	2	1,9	1,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fit. isi . 52

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	11	39,3	39,3	39,3
		2	17	60,7	60,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	47	44,8	44,8	44,8
		2	55	52,4	52,4	97,1
		3	3	2,9	2,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fit. isi . 53

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	15	53,6	53,6	53,6
		2	11	39,3	39,3	92,9
		3	2	7,1	7,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	60	57,1	57,1	57,1
		2	35	33,3	33,3	90,5
		3	7	6,7	6,7	97,1
		4	3	2,9	2,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fit. isi . 54

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	19	67,9	67,9	67,9
		2	9	32,1	32,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	66	62,9	62,9	62,9
		2	33	31,4	31,4	94,3
		3	6	5,7	5,7	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

fi t . i si . 55

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	20	71,4	71,4	71,4
	2	3	10,7	10,7	82,1
	3	5	17,9	17,9	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	68	64,8	64,8	64,8
	2	21	20,0	20,0	84,8
	3	16	15,2	15,2	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	19	55,9	55,9	55,9
	2	8	23,5	23,5	79,4
	3	5	14,7	14,7	94,1
	4	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

fi t . i si . 56

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	7	25,0	25,0	25,0
	2	16	57,1	57,1	82,1
	3	5	17,9	17,9	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	22	21,0	21,0	21,0
	2	50	47,6	47,6	68,6
	3	31	29,5	29,5	98,1
	4	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	10	29,4	29,4	29,4
	2	10	29,4	29,4	58,8
	3	6	17,6	17,6	76,5
	4	8	23,5	23,5	100,0
	Total	34	100,0	100,0	

fi t . i si . 57

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	11	39,3	39,3	39,3
	2	13	46,4	46,4	85,7
	3	4	14,3	14,3	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	50	47,6	47,6	47,6
	2	49	46,7	46,7	94,3
	3	6	5,7	5,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	17	50,0	50,0	50,0
	2	12	35,3	35,3	85,3
	3	2	5,9	5,9	91,2
	4	3	8,8	8,8	100,0
	Total	34	100,0	100,0	

fi t . i si . 58

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	8	28,6	28,6	28,6
	2	16	57,1	57,1	85,7
	3	4	14,3	14,3	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	35	33,3	33,3	33,3
	2	47	44,8	44,8	78,1
	3	23	21,9	21,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	13	38,2	38,2	38,2
	2	16	47,1	47,1	85,3
	3	3	8,8	8,8	94,1
	4	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

fi t . i si . 59

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	2	7,1	7,1	7,1
	2	18	64,3	64,3	71,4
	3	8	28,6	28,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	20	19,0	19,0	19,0
	2	54	51,4	51,4	70,5
	3	26	24,8	24,8	95,2
	4	5	4,8	4,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	6	17,6	17,6	17,6
	2	5	14,7	14,7	32,4
	3	15	44,1	44,1	76,5
	4	8	23,5	23,5	100,0
	Total	34	100,0	100,0	

fi t . i si . 60

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	1	3,6	3,6	3,6
	2	16	57,1	57,1	60,7
	3	10	35,7	35,7	96,4
	4	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	15	14,3	14,3	14,3
	2	55	52,4	52,4	66,7
	3	30	28,6	28,6	95,2
	4	5	4,8	4,8	100,0
	Total	105	100,0	100,0	
consumer	Mi ssi ng System	34	100,0		

fi t . i s i . 61

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	1	3,6	3,6	3,6
	2	16	57,1	57,1	60,7
	3	10	35,7	35,7	96,4
	4	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	9	8,6	8,6	8,6
	2	49	46,7	46,7	55,2
	3	42	40,0	40,0	95,2
	4	5	4,8	4,8	100,0
	Total	105	100,0	100,0	
consumer	Mi ssi ng System	34	100,0		

fi t . i s i . 62

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	3	10,7	10,7	10,7
	2	16	57,1	57,1	67,9
	3	9	32,1	32,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	15	14,3	14,3	14,3
	2	50	47,6	47,6	61,9
	3	37	35,2	35,2	97,1
	4	3	2,9	2,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	7	20,6	20,6	20,6
	2	15	44,1	44,1	64,7
	3	9	26,5	26,5	91,2
	4	3	8,8	8,8	100,0
	Total	34	100,0	100,0	

fi t . i s i . 63

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	3	10,7	10,7	10,7
	2	22	78,6	78,6	89,3
	3	3	10,7	10,7	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	15	14,3	14,3	14,3
	2	63	60,0	60,0	74,3
	3	21	20,0	20,0	94,3
	4	6	5,7	5,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	5	14,7	14,7	14,7
	2	18	52,9	52,9	67,6
	3	9	26,5	26,5	94,1
	4	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

fi t . i s i . 64

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	1	4	14,3	14,3	14,3
		2	24	85,7	85,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	1	17	16,2	16,2	16,2
		2	64	61,0	61,0	77,1
		3	21	20,0	20,0	97,1
		4	3	2,9	2,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng System		34	100,0		

fi t . i s i . 65

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	1	2	7,1	7,1	7,1
		2	17	60,7	60,7	67,9
		3	6	21,4	21,4	89,3
		4	3	10,7	10,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	1	4	3,8	3,8	3,8
		2	43	41,0	41,0	44,8
		3	40	38,1	38,1	82,9
		4	18	17,1	17,1	100,0
		Total	105	100,0	100,0	
consumer	Val i d	1	5	14,7	14,7	14,7
		2	10	29,4	29,4	44,1
		3	15	44,1	44,1	88,2
		4	4	11,8	11,8	100,0
		Total	34	100,0	100,0	

fi t . i s i . 66

professi onal i nformati on			Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d	1	2	7,1	7,1	7,1
		2	1	3,6	3,6	10,7
		3	22	78,6	78,6	89,3
		4	3	10,7	10,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val i d	1	9	8,6	8,6	8,6
		2	26	24,8	24,8	33,3
		3	56	53,3	53,3	86,7
		4	14	13,3	13,3	100,0
		Total	105	100,0	100,0	
consumer	Val i d	1	6	17,6	17,6	17,6
		2	9	26,5	26,5	44,1
		3	12	35,3	35,3	79,4
		4	7	20,6	20,6	100,0
		Total	34	100,0	100,0	

fi t . i si . 67

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	2	7, 1	7, 1	7, 1
	2	10	35, 7	35, 7	42, 9
	3	15	53, 6	53, 6	96, 4
	4	1	3, 6	3, 6	100, 0
	Total	28	100, 0	100, 0	
i nstructor	Val i d 1	15	14, 3	14, 3	14, 3
	2	39	37, 1	37, 1	51, 4
	3	44	41, 9	41, 9	93, 3
	4	7	6, 7	6, 7	100, 0
	Total	105	100, 0	100, 0	
consumer	Val i d 1	7	20, 6	20, 6	20, 6
	2	12	35, 3	35, 3	55, 9
	3	10	29, 4	29, 4	85, 3
	4	5	14, 7	14, 7	100, 0
	Total	34	100, 0	100, 0	

fi t . i si . 68

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	10	35, 7	35, 7	35, 7
	2	10	35, 7	35, 7	71, 4
	3	8	28, 6	28, 6	100, 0
	Total	28	100, 0	100, 0	
i nstructor	Val i d 1	47	44, 8	44, 8	44, 8
	2	33	31, 4	31, 4	76, 2
	3	25	23, 8	23, 8	100, 0
	Total	105	100, 0	100, 0	
consumer	Val i d 1	20	58, 8	58, 8	58, 8
	2	12	35, 3	35, 3	94, 1
	3	2	5, 9	5, 9	100, 0
	Total	34	100, 0	100, 0	

fi t . i si . 69

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	19	67, 9	67, 9	67, 9
	2	9	32, 1	32, 1	100, 0
	Total	28	100, 0	100, 0	
i nstructor	Val i d 1	69	65, 7	65, 7	65, 7
	2	33	31, 4	31, 4	97, 1
	3	3	2, 9	2, 9	100, 0
	Total	105	100, 0	100, 0	
consumer	Val i d 1	22	64, 7	64, 7	64, 7
	2	9	26, 5	26, 5	91, 2
	3	3	8, 8	8, 8	100, 0
	Total	34	100, 0	100, 0	

fi t . i s i . 70

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	16	57,1	57,1	57,1
	2	6	21,4	21,4	78,6
	3	6	21,4	21,4	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	58	55,2	55,2	55,2
	2	35	33,3	33,3	88,6
	3	12	11,4	11,4	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	20	58,8	58,8	58,8
	2	12	35,3	35,3	94,1
	3	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

fi t . i s i . 71

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	7	25,0	25,0	25,0
	2	7	25,0	25,0	50,0
	3	14	50,0	50,0	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 0	3	2,9	2,9	2,9
	1	29	27,6	27,6	30,5
	2	28	26,7	26,7	57,1
	3	45	42,9	42,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	19	55,9	55,9	55,9
	2	13	38,2	38,2	94,1
	3	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

fi t . i s i . 72

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	12	42,9	42,9	42,9
	2	7	25,0	25,0	67,9
	3	9	32,1	32,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 0	3	2,9	2,9	2,9
	1	32	30,5	30,5	33,3
	2	35	33,3	33,3	66,7
	3	32	30,5	30,5	97,1
	4	3	2,9	2,9	100,0
Total	105	100,0	100,0		
consumer	Val i d 1	19	55,9	55,9	55,9
	2	7	20,6	20,6	76,5
	3	6	17,6	17,6	94,1
	4	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

fi t. i si . 73

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	4	14,3	14,3	14,3
	2	14	50,0	50,0	64,3
	3	10	35,7	35,7	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	14	13,3	13,3	13,3
	2	62	59,0	59,0	72,4
	3	24	22,9	22,9	95,2
	4	5	4,8	4,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	9	26,5	26,5	26,5
	2	9	26,5	26,5	52,9
	3	10	29,4	29,4	82,4
	4	6	17,6	17,6	100,0
	Total	34	100,0	100,0	

fi t. i si . 74

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	11	39,3	39,3	39,3
	2	17	60,7	60,7	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	43	41,0	41,0	41,0
	2	56	53,3	53,3	94,3
	3	6	5,7	5,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	21	61,8	61,8	61,8
	2	11	32,4	32,4	94,1
	3	1	2,9	2,9	97,1
	4	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

buy. ay. 1.

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	7	25,0	25,0	25,0
	2	21	75,0	75,0	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	38	36,2	36,2	36,2
	2	61	58,1	58,1	94,3
	3	3	2,9	2,9	97,1
	4	3	2,9	2,9	100,0
	Total	105	100,0	100,0	
consumer	Missi ng System	34	100,0		

buy. ay. 2

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	7	25,0	25,0	25,0
		2	21	75,0	75,0	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	30	28,6	28,6	28,6
		2	73	69,5	69,5	98,1
		3	2	1,9	1,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 3

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	7	25,0	25,0	25,0
		2	19	67,9	67,9	92,9
		3	1	3,6	3,6	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	25	23,8	23,8	23,8
		2	62	59,0	59,0	82,9
		3	11	10,5	10,5	93,3
		4	7	6,7	6,7	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 4

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	5	17,9	17,9	17,9
		2	22	78,6	78,6	96,4
		3	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	16	15,2	15,2	15,2
		2	65	61,9	61,9	77,1
		3	22	21,0	21,0	98,1
		4	2	1,9	1,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 5

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	3	10,7	10,7	10,7
		2	16	57,1	57,1	67,9
		3	9	32,1	32,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	8	7,6	7,6	7,6
		2	56	53,3	53,3	61,0
		3	33	31,4	31,4	92,4
		4	8	7,6	7,6	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 6

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	5	17,9	17,9	17,9
		2	14	50,0	50,0	67,9
		3	9	32,1	32,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	10	9,5	9,5	9,5
		2	46	43,8	43,8	53,3
		3	45	42,9	42,9	96,2
		4	4	3,8	3,8	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 7

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	0	27	96,4	96,4	96,4
		1	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	0	104	99,0	99,0	99,0
		1	1	1,0	1,0	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 8

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	5	17,9	17,9	17,9
		3	23	82,1	82,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	2	28	26,7	26,7	26,7
		3	72	68,6	68,6	95,2
		4	5	4,8	4,8	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 9

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	19	67,9	67,9	67,9
		2	9	32,1	32,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	68	64,8	64,8	64,8
		2	37	35,2	35,2	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 10

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	3	10,7	10,7	10,7
		2	16	57,1	57,1	67,9
		3	1	3,6	3,6	71,4
		4	8	28,6	28,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	11	10,5	10,5	10,5
		2	57	54,3	54,3	64,8
		3	16	15,2	15,2	80,0
		4	21	20,0	20,0	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 11

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	3	26	92,9	92,9	92,9
		4	2	7,1	7,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	3	2,9	2,9	2,9
		2	3	2,9	2,9	5,7
		3	87	82,9	82,9	88,6
		4	12	11,4	11,4	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 12

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	13	46,4	46,4	46,4
		3	13	46,4	46,4	92,9
		4	2	7,1	7,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	2	1,9	1,9	1,9
		2	36	34,3	34,3	36,2
		3	55	52,4	52,4	88,6
		4	12	11,4	11,4	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 13

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	9	32,1	32,1	32,1
		3	18	64,3	64,3	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	2	1,9	1,9	1,9
		2	24	22,9	22,9	24,8
		3	69	65,7	65,7	90,5
		4	10	9,5	9,5	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 14

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	9	32,1	32,1	32,1
		3	15	53,6	53,6	85,7
		4	4	14,3	14,3	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	3	2,9	2,9	2,9
		2	27	25,7	25,7	28,6
		3	59	56,2	56,2	84,8
		4	16	15,2	15,2	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 15

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	8	28,6	28,6	28,6
		2	17	60,7	60,7	89,3
		3	3	10,7	10,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	32	30,5	30,5	30,5
		2	58	55,2	55,2	85,7
		3	15	14,3	14,3	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 16

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	14	50,0	50,0	50,0
		2	13	46,4	46,4	96,4
		3	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	43	41,0	41,0	41,0
		2	41	39,0	39,0	80,0
		3	21	20,0	20,0	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 17

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	20	71,4	71,4	71,4
		2	8	28,6	28,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	77	73,3	73,3	73,3
		2	28	26,7	26,7	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 18

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	18	64,3	64,3	64,3
		2	9	32,1	32,1	96,4
		3	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	67	63,8	63,8	63,8
		2	31	29,5	29,5	93,3
		3	7	6,7	6,7	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 19

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	3	10,7	10,7	10,7
		2	15	53,6	53,6	64,3
		3	10	35,7	35,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	15	14,3	14,3	14,3
		2	45	42,9	42,9	57,1
		3	40	38,1	38,1	95,2
		4	5	4,8	4,8	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 20

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	18	64,3	64,3	64,3
		2	4	14,3	14,3	78,6
		3	6	21,4	21,4	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	51	48,6	48,6	48,6
		2	31	29,5	29,5	78,1
		3	21	20,0	20,0	98,1
		4	2	1,9	1,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 21

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	18	64,3	64,3	64,3
		2	3	10,7	10,7	75,0
		3	7	25,0	25,0	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	53	50,5	50,5	50,5
		2	21	20,0	20,0	70,5
		3	29	27,6	27,6	98,1
		4	2	1,9	1,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 22

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	23	82,1	82,1	82,1
		2	5	17,9	17,9	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	67	63,8	63,8	63,8
		2	33	31,4	31,4	95,2
		3	5	4,8	4,8	100,0
		Total	105	100,0	100,0	
consumer	Missi ng	System	34	100,0		

buy. ay. 23

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	14	50,0	50,0	50,0
		3	13	46,4	46,4	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	14	13,3	13,3	13,3
		2	40	38,1	38,1	51,4
		3	46	43,8	43,8	95,2
		4	5	4,8	4,8	100,0
		Total	105	100,0	100,0	
consumer	Missi ng	System	34	100,0		

buy. ay. 24

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	21	75,0	75,0	75,0
		2	1	3,6	3,6	78,6
		3	6	21,4	21,4	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	87	82,9	82,9	82,9
		2	5	4,8	4,8	87,6
		3	13	12,4	12,4	100,0
		Total	105	100,0	100,0	
consumer	Missi ng	System	34	100,0		

buy. ay. 25

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	18	64,3	64,3	64,3
		3	9	32,1	32,1	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	12	11,4	11,4	11,4
		2	62	59,0	59,0	70,5
		3	29	27,6	27,6	98,1
		4	2	1,9	1,9	100,0
		Total	105	100,0	100,0	
consumer	Missi ng	System	34	100,0		

buy. ay. 26

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	8	28,6	28,6	28,6
		2	11	39,3	39,3	67,9
		3	8	28,6	28,6	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	31	29,5	29,5	29,5
		2	36	34,3	34,3	63,8
		3	36	34,3	34,3	98,1
		4	2	1,9	1,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 27

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	18	64,3	64,3	64,3
		3	10	35,7	35,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	62	59,0	59,0	59,0
		2	9	8,6	8,6	67,6
		3	34	32,4	32,4	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 28

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	10	35,7	35,7	35,7
		2	6	21,4	21,4	57,1
		3	9	32,1	32,1	89,3
		4	3	10,7	10,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	31	29,5	29,5	29,5
		2	26	24,8	24,8	54,3
		3	39	37,1	37,1	91,4
		4	9	8,6	8,6	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 29

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	10	35,7	35,7	35,7
		2	17	60,7	60,7	96,4
		3	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	36	34,3	34,3	34,3
		2	47	44,8	44,8	79,0
		3	22	21,0	21,0	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 30

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	1	3,6	3,6	3,6
		2	19	67,9	67,9	71,4
		3	8	28,6	28,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	18	17,1	17,1	17,1
		2	65	61,9	61,9	79,0
		3	17	16,2	16,2	95,2
		4	5	4,8	4,8	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 31

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	2	14	50,0	50,0	50,0
		3	13	46,4	46,4	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	13	12,4	12,4	12,4
		2	40	38,1	38,1	50,5
		3	45	42,9	42,9	93,3
		4	7	6,7	6,7	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 32

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	15	53,6	53,6	53,6
		2	3	10,7	10,7	64,3
		3	10	35,7	35,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	44	41,9	41,9	41,9
		2	18	17,1	17,1	59,0
		3	38	36,2	36,2	95,2
		4	5	4,8	4,8	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 33

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	16	57,1	57,1	57,1
		2	6	21,4	21,4	78,6
		3	6	21,4	21,4	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	52	49,5	49,5	49,5
		2	22	21,0	21,0	70,5
		3	31	29,5	29,5	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 34

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	20	71,4	71,4	71,4
		2	6	21,4	21,4	92,9
		3	2	7,1	7,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	66	62,9	62,9	62,9
		2	27	25,7	25,7	88,6
		3	12	11,4	11,4	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 35

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	5	17,9	17,9	17,9
		2	19	67,9	67,9	85,7
		3	3	10,7	10,7	96,4
		4	1	3,6	3,6	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	27	25,7	25,7	25,7
		2	57	54,3	54,3	80,0
		3	19	18,1	18,1	98,1
		4	2	1,9	1,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 36

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	7	25,0	25,0	25,0
		2	18	64,3	64,3	89,3
		3	3	10,7	10,7	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	31	29,5	29,5	29,5
		2	51	48,6	48,6	78,1
		3	23	21,9	21,9	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 37

professi onal i nformati on			Frequency	Percent	Val id Percent	Cumul ati ve Percent
manager	Val id	1	8	28,6	28,6	28,6
		2	11	39,3	39,3	67,9
		3	9	32,1	32,1	100,0
		Total	28	100,0	100,0	
i nstructor	Val id	1	35	33,3	33,3	33,3
		2	43	41,0	41,0	74,3
		3	27	25,7	25,7	100,0
		Total	105	100,0	100,0	
consumer	Mi ssi ng	System	34	100,0		

buy. ay. 38

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 0	28	100,0	100,0	100,0
i nstructor	Val i d 0	105	100,0	100,0	100,0
consumer	Mi ssi ng System	34	100,0		

mus. et. f. 1

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 2	8	28,6	28,6	28,6
	3	14	50,0	50,0	78,6
	4	6	21,4	21,4	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	9	8,6	8,6	8,6
	2	22	21,0	21,0	29,5
	3	49	46,7	46,7	76,2
	4	25	23,8	23,8	100,0
Total	105	100,0	100,0		
consumer	Val i d 1	3	8,8	8,8	8,8
	2	14	41,2	41,2	50,0
	3	15	44,1	44,1	94,1
	4	2	5,9	5,9	100,0
Total	34	100,0	100,0		

mus. et. f. 2

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	5	17,9	17,9	17,9
	2	20	71,4	71,4	89,3
	3	3	10,7	10,7	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	16	15,2	15,2	15,2
	2	65	61,9	61,9	77,1
	3	24	22,9	22,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	7	20,6	20,6	20,6
	2	19	55,9	55,9	76,5
	3	5	14,7	14,7	91,2
	4	3	8,8	8,8	100,0
Total	34	100,0	100,0		

mus. et. f. 3

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	17	60,7	60,7	60,7
	2	11	39,3	39,3	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	66	62,9	62,9	62,9
	2	39	37,1	37,1	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	21	61,8	61,8	61,8
	2	13	38,2	38,2	100,0
	Total	34	100,0	100,0	

mus. et. f. 4

profession al i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	13	46,4	46,4	46,4
	2	15	53,6	53,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	57	54,3	54,3	54,3
	2	48	45,7	45,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	22	64,7	64,7	64,7
	2	12	35,3	35,3	100,0
	Total	34	100,0	100,0	

mus. et. f. 5

profession al i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	11	39,3	39,3	39,3
	2	10	35,7	35,7	75,0
	3	7	25,0	25,0	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	50	47,6	47,6	47,6
	2	37	35,2	35,2	82,9
	3	18	17,1	17,1	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	23	67,6	67,6	67,6
	2	9	26,5	26,5	94,1
	3	1	2,9	2,9	97,1
	4	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

mus. et. f. 6

profession al i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	2	7,1	7,1	7,1
	2	15	53,6	53,6	60,7
	3	11	39,3	39,3	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	15	14,3	14,3	14,3
	2	44	41,9	41,9	56,2
	3	46	43,8	43,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	14	41,2	41,2	41,2
	2	17	50,0	50,0	91,2
	3	2	5,9	5,9	97,1
	4	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

mus. et. f. 7

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	4	14,3	14,3	14,3
	2	22	78,6	78,6	92,9
	3	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	18	17,1	17,1	17,1
	2	71	67,6	67,6	84,8
	3	12	11,4	11,4	96,2
	4	4	3,8	3,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	14	41,2	41,2	41,2
	2	13	38,2	38,2	79,4
	3	3	8,8	8,8	88,2
	4	4	11,8	11,8	100,0
	Total	34	100,0	100,0	

mus. et. f. 8

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	6	21,4	21,4	21,4
	2	20	71,4	71,4	92,9
	3	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	24	22,9	22,9	22,9
	2	70	66,7	66,7	89,5
	3	7	6,7	6,7	96,2
	4	4	3,8	3,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	10	29,4	29,4	29,4
	2	15	44,1	44,1	73,5
	3	7	20,6	20,6	94,1
	4	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

mus. et. f. 9(eş bul mak)

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 0	10	35,7	35,7	35,7
	1	12	42,9	42,9	78,6
	2	6	21,4	21,4	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 0	26	24,8	24,8	24,8
	1	56	53,3	53,3	78,1
	2	23	21,9	21,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 0	11	32,4	32,4	32,4
	1	19	55,9	55,9	88,2
	2	3	8,8	8,8	97,1
	4	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

mus. et. f. 10

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	13	46,4	46,4	46,4
	2	13	46,4	46,4	92,9
	3	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	55	52,4	52,4	52,4
	2	45	42,9	42,9	95,2
	3	5	4,8	4,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	19	55,9	55,9	55,9
	2	12	35,3	35,3	91,2
	3	2	5,9	5,9	97,1
	4	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

mus. et. f. 11

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	13	46,4	46,4	46,4
	2	13	46,4	46,4	92,9
	3	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	55	52,4	52,4	52,4
	2	45	42,9	42,9	95,2
	3	5	4,8	4,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	26	76,5	76,5	76,5
	2	8	23,5	23,5	100,0
	Total	34	100,0	100,0	

mus. et. f. 12

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	12	42,9	42,9	42,9
	2	13	46,4	46,4	89,3
	3	2	7,1	7,1	96,4
	4	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	46	43,8	43,8	43,8
	2	51	48,6	48,6	92,4
	3	6	5,7	5,7	98,1
	4	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	22	64,7	64,7	64,7
	2	10	29,4	29,4	94,1
	3	1	2,9	2,9	97,1
	4	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

mus. et. f. 13

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	11	39,3	39,3	39,3
	2	15	53,6	53,6	92,9
	3	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	44	41,9	41,9	41,9
	2	56	53,3	53,3	95,2
	3	5	4,8	4,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	24	70,6	70,6	70,6
	2	9	26,5	26,5	97,1
	4	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

mus. et. f. 14

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	13	46,4	46,4	46,4
	2	13	46,4	46,4	92,9
	3	1	3,6	3,6	96,4
	4	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	59	56,2	56,2	56,2
	2	40	38,1	38,1	94,3
	3	4	3,8	3,8	98,1
	4	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	23	67,6	67,6	67,6
	2	10	29,4	29,4	97,1
	4	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

mus. et. f. 15

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	8	28,6	28,6	28,6
	2	18	64,3	64,3	92,9
	3	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	38	36,2	36,2	36,2
	2	62	59,0	59,0	95,2
	3	5	4,8	4,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	22	64,7	64,7	64,7
	2	10	29,4	29,4	94,1
	3	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

mus. et. f. 16

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	8	28,6	28,6	28,6
	2	20	71,4	71,4	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	34	32,4	32,4	32,4
	2	69	65,7	65,7	98,1
	3	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	22	64,7	64,7	64,7
	2	8	23,5	23,5	88,2
	3	4	11,8	11,8	100,0
	Total	34	100,0	100,0	

mus. et. f. 17

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	6	21,4	21,4	21,4
	2	10	35,7	35,7	57,1
	3	12	42,9	42,9	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	22	21,0	21,0	21,0
	2	46	43,8	43,8	64,8
	3	35	33,3	33,3	98,1
	4	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	17	50,0	50,0	50,0
	2	11	32,4	32,4	82,4
	3	6	17,6	17,6	100,0
	Total	34	100,0	100,0	

mus. et. f. 18

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	9	32,1	32,1	32,1
	2	19	67,9	67,9	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 0	2	1,9	1,9	1,9
	1	42	40,0	40,0	41,9
	2	61	58,1	58,1	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	17	50,0	50,0	50,0
	2	15	44,1	44,1	94,1
	3	1	2,9	2,9	97,1
	4	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

mus. et. f. 19

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	5	17,9	17,9	17,9
	2	22	78,6	78,6	96,4
	4	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	24	22,9	22,9	22,9
	2	72	68,6	68,6	91,4
	3	7	6,7	6,7	98,1
	4	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	12	35,3	35,3	35,3
	2	10	29,4	29,4	64,7
	3	9	26,5	26,5	91,2
	4	3	8,8	8,8	100,0
	Total	34	100,0	100,0	

mus. et. f. 20

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	12	42,9	42,9	42,9
	2	16	57,1	57,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	52	49,5	49,5	49,5
	2	51	48,6	48,6	98,1
	3	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	24	70,6	70,6	70,6
	2	10	29,4	29,4	100,0
	Total	34	100,0	100,0	

mus. et. f. 21

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	14	50,0	50,0	50,0
	2	14	50,0	50,0	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	52	49,5	49,5	49,5
	2	51	48,6	48,6	98,1
	3	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	19	55,9	55,9	55,9
	2	14	41,2	41,2	97,1
	3	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

mus. et. f. 22

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	6	21,4	21,4	21,4
	2	22	78,6	78,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	28	26,7	26,7	26,7
	2	69	65,7	65,7	92,4
	3	8	7,6	7,6	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	21	61,8	61,8	61,8
	2	13	38,2	38,2	100,0
	Total	34	100,0	100,0	

mus. et. 23

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	8	28,6	28,6	28,6
	2	20	71,4	71,4	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	35	33,3	33,3	33,3
	2	65	61,9	61,9	95,2
	3	3	2,9	2,9	98,1
	4	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	17	50,0	50,0	50,0
	2	16	47,1	47,1	97,1
	3	1	2,9	2,9	100,0
	Total	34	100,0	100,0	

mus. et. f. 24

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	7	25,0	25,0	25,0
	2	12	42,9	42,9	67,9
	3	9	32,1	32,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	29	27,6	27,6	27,6
	2	50	47,6	47,6	75,2
	3	26	24,8	24,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	14	41,2	41,2	41,2
	2	14	41,2	41,2	82,4
	3	6	17,6	17,6	100,0
	Total	34	100,0	100,0	

mus. et. f. 25

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	9	32,1	32,1	32,1
	2	19	67,9	67,9	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	38	36,2	36,2	36,2
	2	62	59,0	59,0	95,2
	3	5	4,8	4,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	13	38,2	38,2	38,2
	2	18	52,9	52,9	91,2
	3	1	2,9	2,9	94,1
	4	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

mus. et. f. 26

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	9	32,1	32,1	32,1
	2	19	67,9	67,9	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	41	39,0	39,0	39,0
	2	62	59,0	59,0	98,1
	3	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	15	44,1	44,1	44,1
	2	15	44,1	44,1	88,2
	3	2	5,9	5,9	94,1
	4	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

mus. et. f. 27

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	10	35,7	35,7	35,7
	2	17	60,7	60,7	96,4
	4	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	37	35,2	35,2	35,2
	2	63	60,0	60,0	95,2
	3	3	2,9	2,9	98,1
	4	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	15	44,1	44,1	44,1
	2	16	47,1	47,1	91,2
	3	1	2,9	2,9	94,1
	4	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

mus. et. f. 28

profession al i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 0	26	92,9	92,9	92,9
	1	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 0	103	98,1	98,1	98,1
	1	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 0	34	100,0	100,0	100,0

mus. et. f. 29

profession al i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	9	32,1	32,1	32,1
	2	12	42,9	42,9	75,0
	3	7	25,0	25,0	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	30	28,6	28,6	28,6
	2	49	46,7	46,7	75,2
	3	21	20,0	20,0	95,2
	4	5	4,8	4,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	14	41,2	41,2	41,2
	2	12	35,3	35,3	76,5
	3	4	11,8	11,8	88,2
	4	4	11,8	11,8	100,0
	Total	34	100,0	100,0	

mus. et. f. 30

profession al i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	3	10,7	10,7	10,7
	2	4	14,3	14,3	25,0
	3	21	75,0	75,0	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	10	9,5	9,5	9,5
	2	25	23,8	23,8	33,3
	3	65	61,9	61,9	95,2
	4	5	4,8	4,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	8	23,5	23,5	23,5
	2	12	35,3	35,3	58,8
	3	6	17,6	17,6	76,5
	4	8	23,5	23,5	100,0
	Total	34	100,0	100,0	

mus. et. f. 31

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	7	25,0	25,0	25,0
	2	6	21,4	21,4	46,4
	3	14	50,0	50,0	96,4
	4	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	20	19,0	19,0	19,0
	2	35	33,3	33,3	52,4
	3	43	41,0	41,0	93,3
	4	7	6,7	6,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	15	44,1	44,1	44,1
	2	11	32,4	32,4	76,5
	3	4	11,8	11,8	88,2
	4	4	11,8	11,8	100,0
	Total	34	100,0	100,0	

mus. et. f. 32

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	7	25,0	25,0	25,0
	2	12	42,9	42,9	67,9
	3	9	32,1	32,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	23	21,9	21,9	21,9
	2	44	41,9	41,9	63,8
	3	33	31,4	31,4	95,2
	4	5	4,8	4,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	10	29,4	29,4	29,4
	2	13	38,2	38,2	67,6
	3	4	11,8	11,8	79,4
	4	7	20,6	20,6	100,0
	Total	34	100,0	100,0	

mus. et. f. 33

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	12	42,9	42,9	42,9
	2	15	53,6	53,6	96,4
	3	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	49	46,7	46,7	46,7
	2	51	48,6	48,6	95,2
	3	5	4,8	4,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	17	50,0	50,0	50,0
	2	12	35,3	35,3	85,3
	3	1	2,9	2,9	88,2
	4	4	11,8	11,8	100,0
	Total	34	100,0	100,0	

mus. et. f. 34

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	13	46,4	46,4	46,4
	2	15	53,6	53,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	47	44,8	44,8	44,8
	2	48	45,7	45,7	90,5
	3	10	9,5	9,5	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	20	58,8	58,8	58,8
	2	11	32,4	32,4	91,2
	3	3	8,8	8,8	100,0
	Total	34	100,0	100,0	

mus. et. f. 35

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	17	60,7	60,7	60,7
	2	7	25,0	25,0	85,7
	3	2	7,1	7,1	92,9
	4	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	50	47,6	47,6	47,6
	2	32	30,5	30,5	78,1
	3	14	13,3	13,3	91,4
	4	9	8,6	8,6	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	8	23,5	23,5	23,5
	2	11	32,4	32,4	55,9
	3	10	29,4	29,4	85,3
	4	5	14,7	14,7	100,0
	Total	34	100,0	100,0	

mus. et. f. 36

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	16	57,1	57,1	57,1
	2	12	42,9	42,9	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	52	49,5	49,5	49,5
	2	40	38,1	38,1	87,6
	3	11	10,5	10,5	98,1
	4	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	19	55,9	55,9	55,9
	2	8	23,5	23,5	79,4
	3	3	8,8	8,8	88,2
	4	4	11,8	11,8	100,0
	Total	34	100,0	100,0	

mus. et. f. 37

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	6	21,4	21,4	21,4
	2	11	39,3	39,3	60,7
	3	8	28,6	28,6	89,3
	4	3	10,7	10,7	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	22	21,0	21,0	21,0
	2	41	39,0	39,0	60,0
	3	33	31,4	31,4	91,4
	4	9	8,6	8,6	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	9	26,5	26,5	26,5
	2	10	29,4	29,4	55,9
	3	11	32,4	32,4	88,2
	4	4	11,8	11,8	100,0
	Total	34	100,0	100,0	

mus. et. f. 38

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	15	53,6	53,6	53,6
	2	11	39,3	39,3	92,9
	3	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	48	45,7	45,7	45,7
	2	48	45,7	45,7	91,4
	3	9	8,6	8,6	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	21	61,8	61,8	61,8
	2	9	26,5	26,5	88,2
	3	2	5,9	5,9	94,1
	4	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

mus. et. f. 39

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	3	10,7	10,7	10,7
	2	17	60,7	60,7	71,4
	3	7	25,0	25,0	96,4
	4	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	15	14,3	14,3	14,3
	2	49	46,7	46,7	61,0
	3	28	26,7	26,7	87,6
	4	13	12,4	12,4	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	4	11,8	11,8	11,8
	2	7	20,6	20,6	32,4
	3	12	35,3	35,3	67,6
	4	11	32,4	32,4	100,0
	Total	34	100,0	100,0	

mus. et. f. 40

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	2	7,1	7,1	7,1
	2	20	71,4	71,4	78,6
	3	3	10,7	10,7	89,3
	4	3	10,7	10,7	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	18	17,1	17,1	17,1
	2	48	45,7	45,7	62,9
	3	31	29,5	29,5	92,4
	4	8	7,6	7,6	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	3	8,8	8,8	8,8
	2	8	23,5	23,5	32,4
	3	11	32,4	32,4	64,7
	4	12	35,3	35,3	100,0
	Total	34	100,0	100,0	

mus. et. f. 41

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 2	5	17,9	17,9	17,9
	3	19	67,9	67,9	85,7
	4	4	14,3	14,3	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 2	22	21,0	21,0	21,0
	3	69	65,7	65,7	86,7
	4	14	13,3	13,3	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	8	23,5	23,5	23,5
	2	7	20,6	20,6	44,1
	3	13	38,2	38,2	82,4
	4	6	17,6	17,6	100,0
	Total	34	100,0	100,0	

mus. et. f. 42

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	8	28,6	28,6	28,6
	2	11	39,3	39,3	67,9
	3	7	25,0	25,0	92,9
	4	2	7,1	7,1	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	26	24,8	24,8	24,8
	2	39	37,1	37,1	61,9
	3	36	34,3	34,3	96,2
	4	4	3,8	3,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 0	1	2,9	2,9	2,9
	1	11	32,4	32,4	35,3
	2	12	35,3	35,3	70,6
	3	6	17,6	17,6	88,2
	4	4	11,8	11,8	100,0
	Total	34	100,0	100,0	

mus. et. f. 43

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	2	7,1	7,1	7,1
	2	9	32,1	32,1	39,3
	3	11	39,3	39,3	78,6
	4	6	21,4	21,4	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	9	8,6	8,6	8,6
	2	34	32,4	32,4	41,0
	3	43	41,0	41,0	81,9
	4	19	18,1	18,1	100,0
	Total	105	100,0	100,0	
consumer	Val i d 0	1	2,9	2,9	2,9
	1	3	8,8	8,8	11,8
	2	8	23,5	23,5	35,3
	3	15	44,1	44,1	79,4
	4	7	20,6	20,6	100,0
Total	34	100,0	100,0		

mus. et. f. 44

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	3	10,7	10,7	10,7
	2	1	3,6	3,6	14,3
	3	17	60,7	60,7	75,0
	4	7	25,0	25,0	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	14	13,3	13,3	13,3
	2	12	11,4	11,4	24,8
	3	53	50,5	50,5	75,2
	4	26	24,8	24,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	7	20,6	20,6	20,6
	2	17	50,0	50,0	70,6
	3	6	17,6	17,6	88,2
	4	4	11,8	11,8	100,0
	Total	34	100,0	100,0	

mus. et. f. 45

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	13	46,4	46,4	46,4
	2	11	39,3	39,3	85,7
	3	4	14,3	14,3	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	42	40,0	40,0	40,0
	2	44	41,9	41,9	81,9
	3	17	16,2	16,2	98,1
	4	2	1,9	1,9	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	9	26,5	26,5	26,5
	2	11	32,4	32,4	58,8
	3	11	32,4	32,4	91,2
	4	3	8,8	8,8	100,0
	Total	34	100,0	100,0	

mus. et. f. 46

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	3	10,7	10,7	10,7
	2	11	39,3	39,3	50,0
	3	14	50,0	50,0	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	10	9,5	9,5	9,5
	2	42	40,0	40,0	49,5
	3	49	46,7	46,7	96,2
	4	4	3,8	3,8	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	4	11,8	11,8	11,8
	2	13	38,2	38,2	50,0
	3	11	32,4	32,4	82,4
	4	6	17,6	17,6	100,0
	Total	34	100,0	100,0	

mus. et. f. 47

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 2	3	10,7	10,7	10,7
	3	24	85,7	85,7	96,4
	4	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 2	15	14,3	14,3	14,3
	3	84	80,0	80,0	94,3
	4	6	5,7	5,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	3	8,8	8,8	8,8
	2	12	35,3	35,3	44,1
	3	14	41,2	41,2	85,3
	4	5	14,7	14,7	100,0
	Total	34	100,0	100,0	

mus. et. f. 48

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 2	7	25,0	25,0	25,0
	3	20	71,4	71,4	96,4
	4	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 2	29	27,6	27,6	27,6
	3	67	63,8	63,8	91,4
	4	9	8,6	8,6	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	3	8,8	8,8	8,8
	2	10	29,4	29,4	38,2
	3	19	55,9	55,9	94,1
	4	2	5,9	5,9	100,0
	Total	34	100,0	100,0	

mus. et. f. 49

professi onal i nformati on		Frequency	Percent	Val i d Percent	Cumul ati ve Percent
manager	Val i d 1	3	10,7	10,7	10,7
	2	17	60,7	60,7	71,4
	3	7	25,0	25,0	96,4
	4	1	3,6	3,6	100,0
	Total	28	100,0	100,0	
i nstructor	Val i d 1	8	7,6	7,6	7,6
	2	29	27,6	27,6	35,2
	3	61	58,1	58,1	93,3
	4	7	6,7	6,7	100,0
	Total	105	100,0	100,0	
consumer	Val i d 1	8	23,5	23,5	23,5
	2	16	47,1	47,1	70,6
	3	7	20,6	20,6	91,2
	4	3	8,8	8,8	100,0
	Total	34	100,0	100,0	