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# Preferred Traits in Personal Trainers

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# Preferred Traits in Personal Trainers

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PREFERRED TRAITS IN PERSONAL TRAINERS

By

Julie Louise Olivo, Bachelor of Science

Presented to the Faculty of the Graduate School of  
Stephen F. Austin State University

In Partial Fulfillment

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For the Degree of

Master of Science

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August 2018

PREFERRED TRAITS IN PERSONAL TRAINERS

By

Julie Louise Olivo, Bachelor of Science

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## ABSTRACT

As a personal trainer, understanding a client's needs is essential when building individualized workouts. The purpose of this study was to establish what potential clients desire most in a personal trainer. Two hundred and six participants completed an online questionnaire including self-reported demographic data, questions regarding trainer characteristics, and a ranking of characteristics. A frequency distribution of results indicated clients valued education most. A one-way analysis of variance showed a difference in male and female preferences within the lifestyle theme, and in the physical traits theme in clients who had some or no experience with a trainer. This suggests that despite the importance of education, personal trainers should still be aware of how their lifestyle and physique effect their employment. The information presented can help aid future personal trainers in becoming desirable to potential clients, as well as help current trainers better understand the needs of their existing clients.

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## INTRODUCTION

In the United States, more than one third (36.5%) of the population is considered obese and living with higher risks of Heart Disease, Stroke, Type II Diabetes, and certain types of cancer.<sup>1</sup> The prevalence of obesity is higher in women than it is for men, as well as being higher among middle aged and older adults, as opposed to younger adults.<sup>1</sup> For individuals looking for one on one mentoring from a fitness professional, personal training is their best choice. Personal trainers provide individualized work out sessions to clients, tailored to their capabilities based off exercise testing and prescription models. For individuals who are not physically fit, healthy, or who may feel intimidated by a fitness facility environment, trainers can provide the emotional comfort needed to initiate a program.<sup>2</sup> Therefore, the purpose of this study was to establish what a potential clients most desired traits are in a personal trainer.

While an individual's incentives for seeking a personal trainer often stem from the negative effects or frustrations associated with their failure to achieve fitness goals or a desired physical appearance,<sup>3</sup> working with a personal trainer can be over-all highly beneficial. For starters, participants working with a personal trainer demonstrated greater 1 repetition max (RM) strength and self-selection of greater workout intensities than a control group.<sup>4</sup> McClaran<sup>5</sup> found that participants working with personal trainers demonstrated better attitudes towards physical activity, relating to Madeson et al.<sup>2</sup>

finding that individuals who enjoy their experience with physical activity maintain exercise behavior longer, improve their health and fitness levels, and reach specific goals. In one study of women's experiences with personal training, physical outcomes were directly attributed to working with a personal trainer, and many women mentioned their personal trainer as the catalyst for these results.<sup>2</sup> Individuals in this study also reported personal training helped them overcome plateaus, see desirable results faster, and helped alleviate their injuries.<sup>2</sup> For personal trainers, positive aspects of the job mainly involve the relationship among the clients or users, the perception that they have a significant effect on the improvement of people's quality of life and on the personalization of the proposed activity.<sup>6</sup>

### **Personality Traits**

Potential clients may select a personal trainer to work with based on a variety of reasons. Specifically, personality traits of the trainer. Personality and social skills often outweigh a person's technical ability and carry a greater weight in the selection process of a personal trainer.<sup>7</sup>

Interpersonal skills are as important as technical competence when it comes to client satisfaction.<sup>2</sup> This is primarily because clients often desire a relationship with their trainer outside of the work environment. Having a more emotional bond with a trainer can benefit a client. Clients want to feel like they can talk to their trainer, both socially and on a deep personal level.<sup>2</sup>

Gender also plays a role in client selection. In the same study of women, female personal trainers were preferred because clients felt a woman would be better suited to understand their struggles and comfort levels, as well as understand their gender role concerns. Not only that, having a female trainer also helped female clients feel less self-conscious about their bodies as they might be around a male.<sup>7</sup> Clients associated high volume resistance training with male trainers, creating the illusion that working with a man will make them undesirably bulky.<sup>7</sup> However, one client did prefer a male trainer because she felt she would feel the need to “compete” with a female trainer.<sup>7</sup> Regardless of gender, enthusiasm remains the most important competence according to fitness professionals.<sup>2</sup> Clients should have a trainer that will hold them accountable, as well as provide them with the necessary motivation. Traits usually associated with personal trainer’s amount to: sociability, assertiveness, energy, enthusiasm, and outgoingness.<sup>3</sup>

### **Occupational Traits**

The way a personal trainer conducts their business can be a defining factor of whether or not they get hired. In the customer service position, personal trainers perform intense emotional labor, combining technical skills with relational abilities.<sup>8</sup> Maguire<sup>8</sup> also found the personal trainers motivate clients by catering to their individual needs through the cultivation of interpersonal flexibility and personal service relationships. Motivation is an important part of a client’s experience and personal trainers should possess developed motivation skills that can be molded to the specific client at hand. Establishing a personal service connection and turning it into an on-going service

relationship helps not only to motivate clients, but ensures job security and autonomy for the trainer.<sup>8</sup> In the aforementioned women's study conducted by Madson et al.,<sup>2</sup> participants believed that working with a trainer helped them achieve new levels of exercise and break former barriers and limitations. These women hired trainers who kept the workouts fun and exciting. An enthusiastic personal trainer can help boost motivation and increase exercise adherence as well as benefit derived from physical activity.<sup>2</sup> In a separate study examining personal trainer preference, Chasse<sup>3</sup> discovered that although clients realize their trainer has other clients, they still want to feel like a priority during the sessions. Individuals also felt strongly that trainers should keep official records of what they covered during their sessions in order to avoid repeated workouts, as well as adding variability to keep sessions fun. Regardless, results clients received from working with a personal trainer may be more important than any other qualification or characteristic a trainer may possess.<sup>3</sup> Overall, professionals working with clients towards health and fitness goals should understand that having competence, developing meaningful relationship, maintaining accountability, giving plenty of motivation, and producing psychological and physical results are key factors for success.<sup>2</sup>

### **Education**

In the United States, anyone can become a practicing personal trainer or fitness instructor with no experience. With ambiguous standards and no state license required to practice, clients may find it difficult to choose a qualified personal trainer.<sup>9</sup> Education for personal trainers can range from online instructional programs to higher education.

However, experience is not a substitute for knowledge and ability. The fact that an individual has worked for years as a personal trainer or has met a minimum standard for passing a certification exam should not be misconstrued as proof of competence in designing a safe and optimal fitness plan.<sup>10</sup> Malek et al.<sup>10</sup> also found that fitness professionals who were certified by the American College of Sports Medicine (ACSM) or the National Strength and Conditioning Association (NSCA) and who had background in exercise science or physical education performed better than individuals who were not certified on exam questions related to exercise physiology, program design, and exercise nutrition. These findings are important because those elements are all important in creating the best program for a client. Additionally, only three percent of personal trainers followed ACSM guidelines for prescribing aerobic exercise to their clients. These findings combined suggest that personal trainers and fitness professionals should have licensing requirements such as a bachelor's degree in exercise science and a certification by an organization whose criteria are extensive and widely accepted, as well as dedicate additional material to basic psychology and how it pertains to personal training.<sup>3,10</sup>

### **Physique**

Physique has a strong influence on client selection of personal trainers. An overweight fitness professional is viewed negatively and is less likely to receive a hiring recommendation than their more fit competition.<sup>11</sup> To some clients, a personal trainer's physique is an indication of their capabilities. Clients believe that a trainer with an attractive physique must be motivated to be healthy, so they must possess the skill to

motivate others, again, equating having a sculptured physique with competence.<sup>12</sup>

Despite physique, other factors also affect first impressions. However, as long as clients saw results within their own bodies, the trainer's physique became much less of a factor. In addition, results achieved by other clients were also more important than a trainer's physique, and often the major reason a trainer was chosen.<sup>7</sup>

Physique can have a negative impact on client selection as well. In a study of male personal trainers, their inclination towards body leanness heavily impacted their attitudes towards others.<sup>12</sup> Philips and Drummond<sup>12</sup> found that in these trainers, the implied concern is for the state of health of the individual, which translates to health being synonymous with low body fat. Due to a limited concept of health, trainers tend to gain a moralistic and superior attitude towards clients.<sup>13</sup> The notion that individuals do not have control and dedication similar to the personal trainer is based upon a personal dedication to physical activity that tends to create distorted perceptions of normal exercise levels.<sup>14</sup> In an environment where a fitness professional gains a preoccupation with low body fat and extreme exercise levels, unhealthy weight loss practices may be encouraged; in these heightened expectations of exercise levels, trainers fail to understand that physical activity can be difficult and embarrassing for some clients.<sup>12,15</sup>

## **METHODS**

### **Experimental Approach to the Problem**

In order to properly measure which traits clients might desire in a personal trainer, a modified version of the Big Five Inventory<sup>3</sup> was used. The “Big Five” or five-factor model of personality<sup>16</sup> is a broad classification of personality with each dimension representing distinct personality traits.<sup>17</sup> The original dimensions included: extraversion, agreeableness, conscientiousness, emotional stability, and culture. Later in 1991, a shortened assessment was developed by John, Donahue, and Kentle, using short phrases as opposed to single adjectives in order to decrease confusion over words with multiple meanings.<sup>18,19</sup> In Chasse’s study, undergraduate students at the University of Texas-Pan American took the Big Five Inventory to determine desired and perceived characteristics of personal trainers.<sup>3</sup> In the present survey, five different themes were presented: personality traits, occupational traits, education level, lifestyle, and physical characteristics. The BFI can be found on Appendix B. Depending on potential client demographics, different traits may be desired over others.

Section A: The first theme of the BFI, personality, has 10 items on a 5 point Likert Scale. The scale was coded from strongly disagree (1) to strongly agree (5) with a potential score of 10 to 50.

Section B: The occupational theme has 8 items on a 5 point Likert Scale, with a potential score of 8 to 40.

Section C: The educational theme has 4 items on a 5 point Likert Scale, with a potential score of 4 to 20.

Section D: The physical theme has 5 items on a 5 point Likert Scale, with a potential score of 5 to 25.

Section E: The lifestyle theme also has 5 items on a 5 point Likert Scale, with a potential score of 5 to 25

### **Subjects**

Any persons 18 years or older reached through social media were eligible for this study. No previous experience with a personal trainer was required. The Stephen F. Austin State University Institutional Review Board approved this study, and informed consent was obtained prior to participation in the study.

### **Measures**

Descriptive: A seven item descriptive questionnaire was distributed prior to the survey gathering data on age, height, and weight. Body mass index (BMI) was calculated from reported height and weight. It also included data regarding gender, race, level of education, and previous experience with a personal trainer. After the 32 item survey, participants were asked to rank the five themes in order of importance.

## **Procedures**

Through a post on social media, potential participants were provided with a link to an online survey (Qualtrics Research Software Program). An informed consent form as well as a reminder of anonymity and confidentiality was provided preceding the survey. Consenting participants then began the survey. Measures were provided, starting with descriptive demographic data followed by preferred traits.

## **Research Question**

RQ1: Which characteristics will potential clients value the most?

Independent Variable: Research study participants

Dependent Variable: Preferred trait

H<sub>0</sub>: There will be no difference in the preference of characteristics

H<sub>A</sub>: There will be a difference in the preference of characteristics

RQ2: Are there differences in preferred traits between male and female clients?

Independent Variable: Research study participants

Dependent Variable: Preferred trait

H<sub>0</sub>: There will be no differences in the preference of traits between male and female clients

H<sub>A</sub>: There will be difference in the preference of traits between male and female clients

RQ3: Does previous experience with a personal trainer have an impact on preferred traits?

Independent Variable: Research study participants

Dependent Variable: Preferred trait

H<sub>0</sub>: There will be no differences in the preferences of traits between clients who have or have not previously worked with a personal trainer

H<sub>A</sub>: There will be a difference in the preference of traits between clients who have or have not previously worked with a personal trainer

### **Statistical Analyses**

To analyze results, IBM Corporation's Statistical Package for the Social Sciences software version 25 was utilized and Apriori Alpha was set at  $\leq 0.05$ . Descriptive data was collected, with the frequencies, scores, and means used for statistical analysis. Means from Likert Scale responses were created into variables, which were then run through a one-way analysis of variance (ANOVA) to test the research hypotheses.

## RESULTS

Two hundred twelve subjects participated in the present study, however six survey responses were excluded due to incomplete data, therefore the results of 206 participants were considered for analysis. The most common respondents were white females with Bachelor's degrees who had never previously worked with a personal trainer. Participant descriptive demographic data is presented in Tables 1 and 2.

Potential clients valued occupational traits most, followed by education, personality traits, lifestyle traits, and physical traits last. The response average for occupational traits was 4.22 ( $\pm$  0.41) on the Likert Scale, followed by educational traits at 4.06 ( $\pm$  0.58), both falling in the "somewhat agree" range. Personality traits had a response average of 3.98 ( $\pm$  0.37) falling short of the "somewhat agree" range, while lifestyle traits fell between "neutral" and "somewhat agree" with a response average of 3.47 ( $\pm$  0.45). Physical traits had a response average of 2.97 ( $\pm$  0.54), nearing the "neutral" range. Full frequency distribution for responses relating to each theme can be found on Figures 1-5 as well as the BFI variable frequencies on Table 4.

Between men and women, there was a statistically significant difference in preferred traits for the lifestyle theme  $F(1, 204) = 3.88, p = 0.05$ , with personality traits

trending  $F(1, 204) = 3.50, p = 0.063$ . Men responded with an average of  $3.6 (\pm 0.5)$  on the Likert Scale while women responded with an average of  $3.44 (\pm 0.44)$ , both falling between “neutral” and “somewhat agree”. For the trending personality traits, men had an average score of  $4.07 (\pm 0.41)$  with women at  $3.9 (\pm 0.36)$ , both in the “somewhat agree” range. The statistical differences between genders for all themes can be found in Table 3.

There was also a statistically significant difference between subjects who had or had not previously worked with a trainer within the education theme  $F(1, 204) = 17.03, p < 0.00$ . Those without experience responded to questions about physical traits with an average of  $3.08 (\pm 0.5)$  on the Likert Scale, and those with experience had an average score of  $2.77 (\pm 0.56)$ , placing them both in the “neutral” range. All statistical differences between subjects who had or had not worked with a personal trainer can also be found on Table 3.

## DISCUSSION

The purpose of this study was to investigate which traits in a personal trainer potential clients valued most. Personality was originally thought to be the most valued, however using a one-way ANOVA our findings showed occupational traits to be the most important characteristic a personal trainer could possess. Madeson found variety and accountability were linked to positive experiences with personal trainers.<sup>2</sup> Adding variety not only helps aid in the monotony of repeated workouts, it can also benefit muscular development.<sup>2</sup> Potential clients may value this trait most because they desire a trainer who possess the skills to keep them motivated and encourages them to continue their fitness journey. Accountability is critical to clients, as it's sometimes the only motive for them to come to sessions<sup>2</sup>. Subjects were least concerned with a trainer's physical traits, which could be due to clients being more concerned with their physical results and the results of others,<sup>2,7</sup> than the trainer's physical appearance. Regardless, there is belief a trainer's personality and appearance are more important than certifications or technical skills.<sup>8,20</sup>

The only statistically significant difference in responses between male and female subjects was found throughout the lifestyle theme. In the current study, men placed more value on a personal trainer's lifestyle traits than women. In a study of women's experiences with personal trainers, it was frequently mentioned how important it was that a client felt like their trainer was their friend.<sup>2</sup> In a separate study, female clients

preferred personal trainers who had experience with weight loss challenges and exercise program adherence.<sup>7</sup> This was based on the belief that if the trainer could empathize, the client would feel more relaxed during sessions, as well as confident in reaching their own fitness goals.<sup>7</sup> Currently there are no studies investigating men's preferences in personal trainers. Considering the reported preferences of women and how they relate to our survey, the statistically significant difference between gender preference could be explained by the unbalanced number of male (n = 43) and female (n = 163) respondents in our study.

Between subjects who had or had not previously worked with a personal trainer, there was a statistically significant difference within the physical traits theme. Those who had no previous experience with a personal trainer valued this characteristic more than those who had previous experience. To clients who have had success with personal trainers, a trainer's physique may not matter if the individual is seeing physical differences within themselves. Inversely, to clients with no prior experience, an overweight or obese personal trainer may be an indication of ineffectiveness.<sup>11</sup> While a trainer with a desirable physique may attract more clients, there should be a basic understanding that all bodies change differently as a result of genetic differences, schedule availability, diet, and intrinsic motivation.<sup>7</sup> Clients may discontinue sessions with a personal trainer if there are no results being produced regardless of physical attributes. Because of this, more weight may be placed on other traits in order to receive desired outcomes when pursuing a new personal trainer.

There were several limitations included in the present study. First, due to time, we were unable to establish reliability or validity in the survey, as well as establish satisfactory internal consistencies of the survey questions found in the occupational and lifestyle theme. If this survey was to be repeated, it would be beneficial to adjust the survey questions in order to best fit the themes. Secondly, due to the self-reported nature of this survey, it is impossible to know if respondents were truthful in their answers. Social desirability bias may occur due to respondents answering what they feel is the favorable answer as opposed to honest responses. With a limited sample size like ours, any exaggerated information could lead to erratic data. Third, because the survey was distributed through personal Facebook profiles, selection bias may occur causing populations to be misrepresented. Due to the close-ended nature of this survey, a deeper understanding of why participants answered the way they did cannot be achieved. Lastly, with only 32 questions presented regarding five different traits a personal trainer may possess, it is difficult for this study to investigate all facets of personal trainers.

## **PRACTICAL APPLICATION**

This study can be used as a tool to discover what traits a current or future personal trainer should possess for current or future clients. Dissatisfactory personal trainers may have an overall negative effect on those who are qualified, giving the profession a poor reputation.<sup>16</sup> According to our findings, in order to attract the most clients, a personal trainer should have a solid educational background. If a trainer is undereducated or underqualified, lawsuits can incur due to incorrect practices.<sup>21</sup> Personal trainers can utilize the information provided to best serve their clients and maximize exercise sessions, as well as protect themselves from legal trouble.

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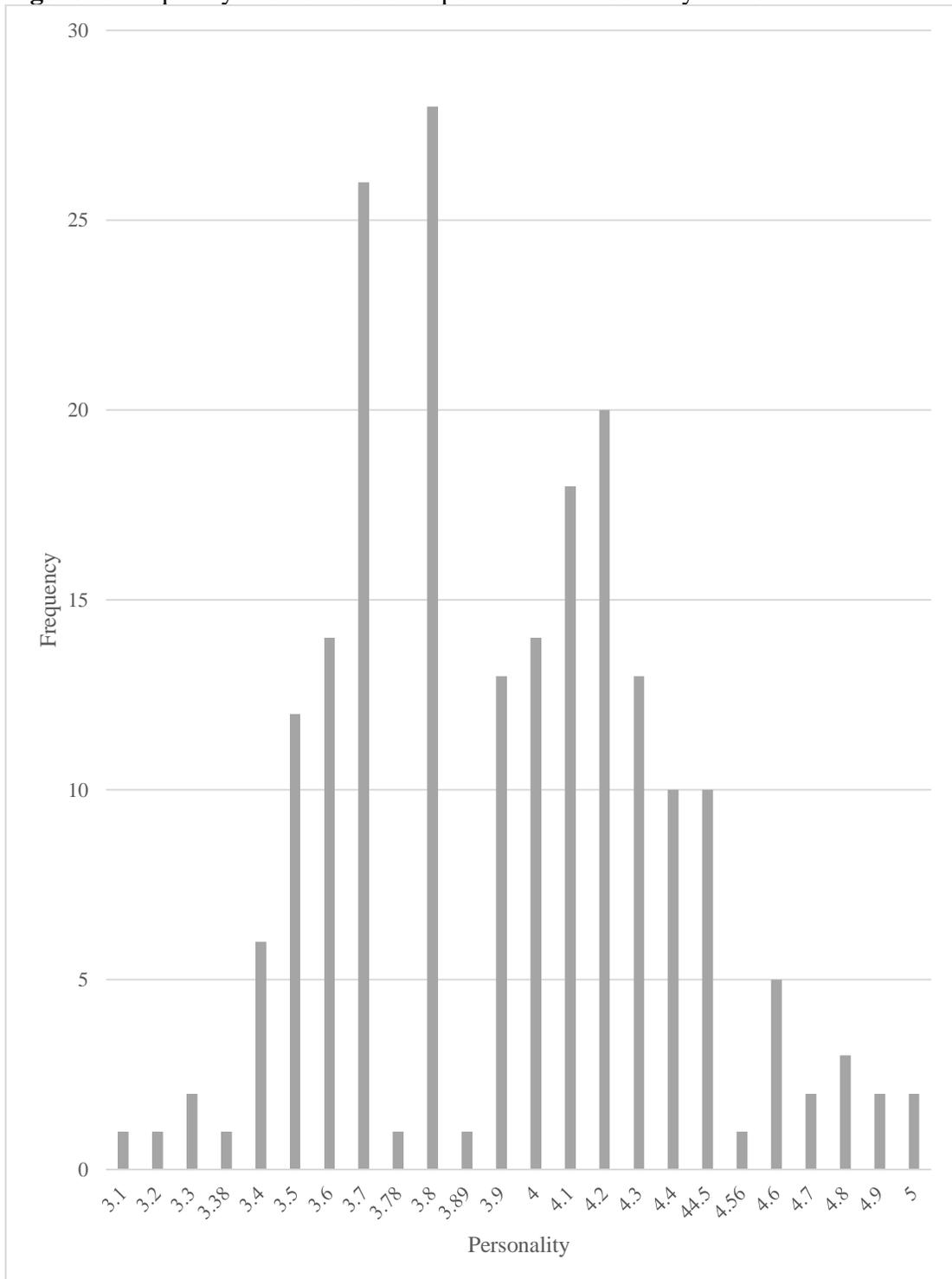
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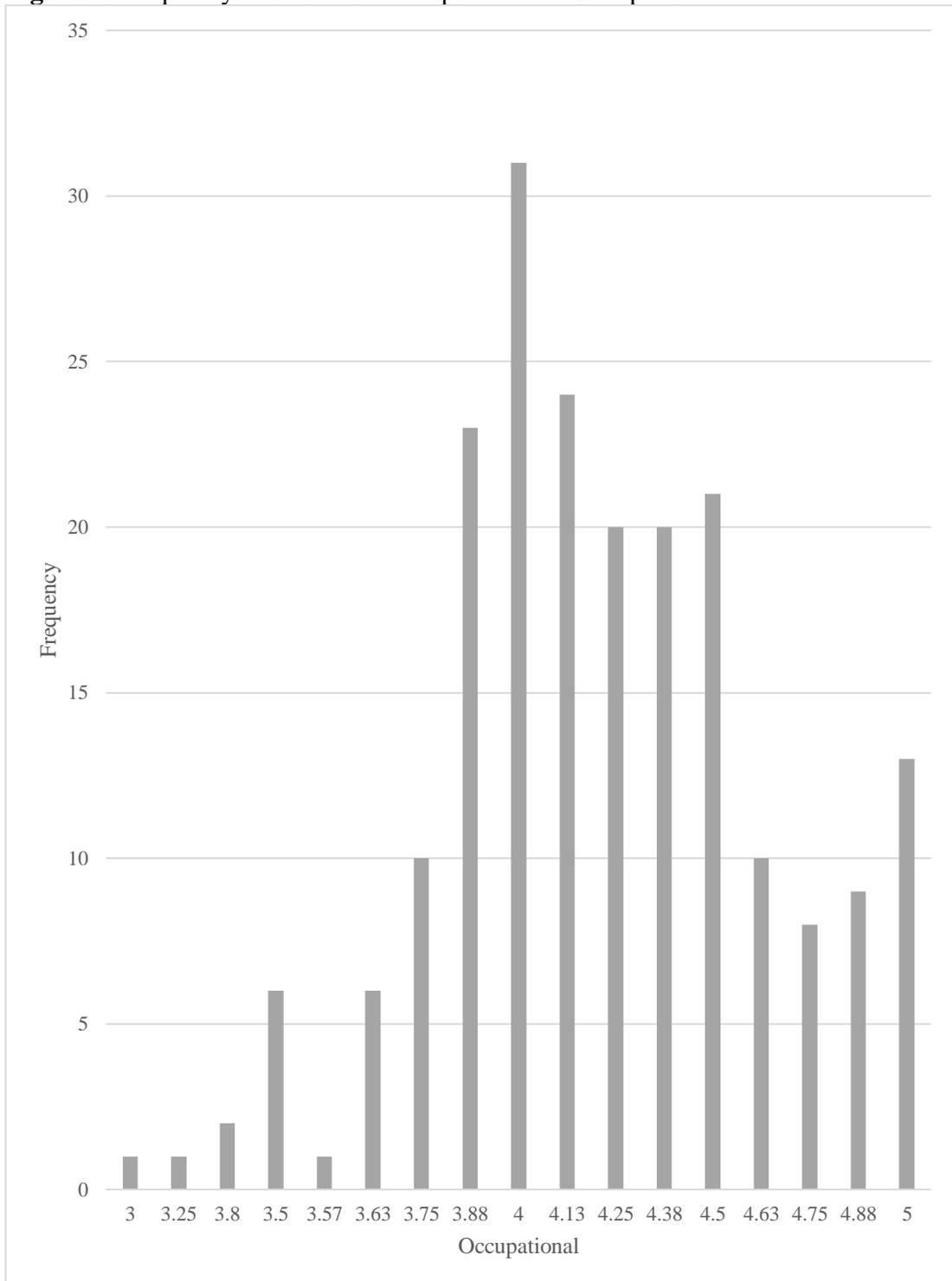
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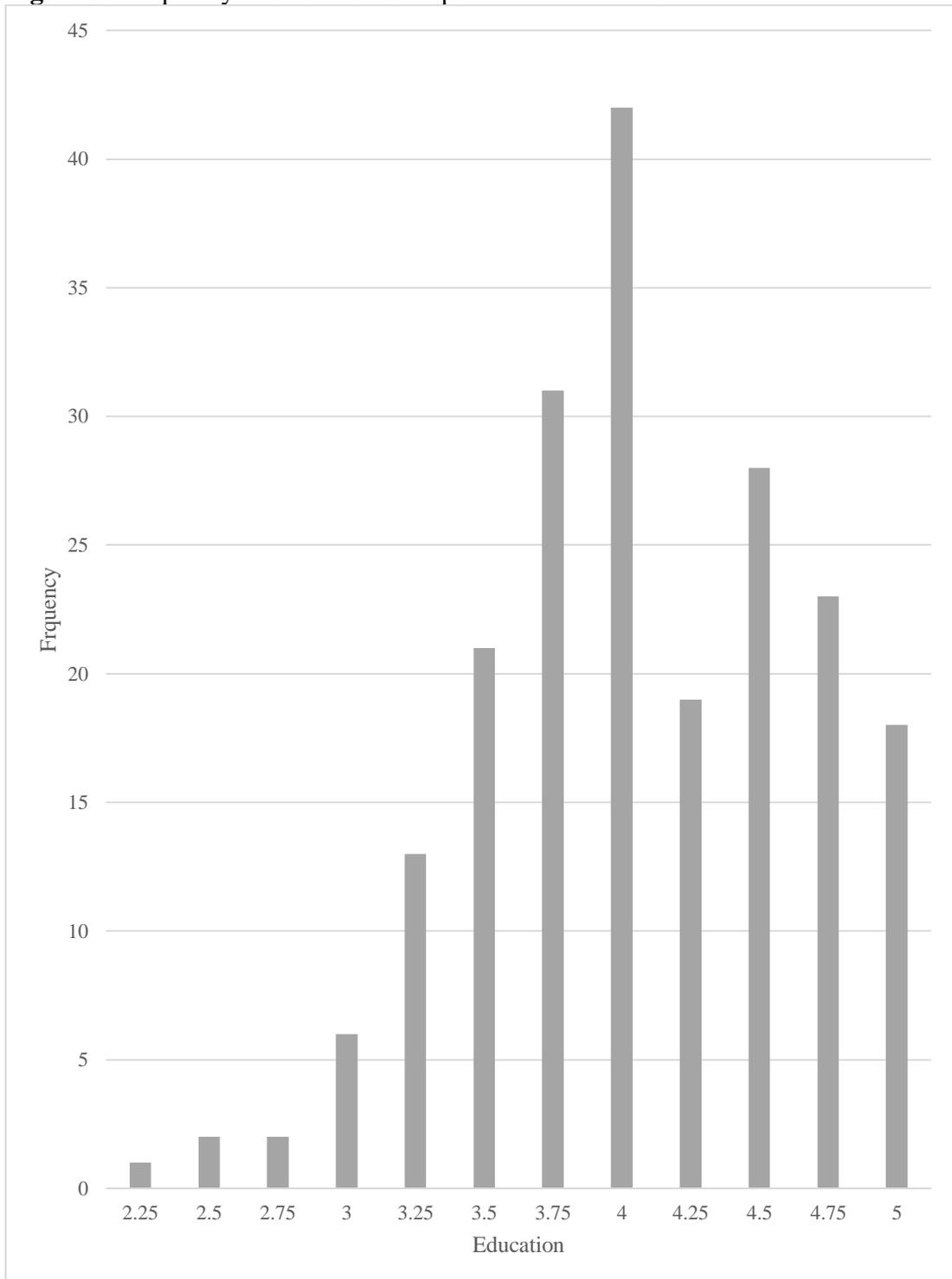
**Figure 1.** Frequency Distribution of Importance in Personality Traits Theme



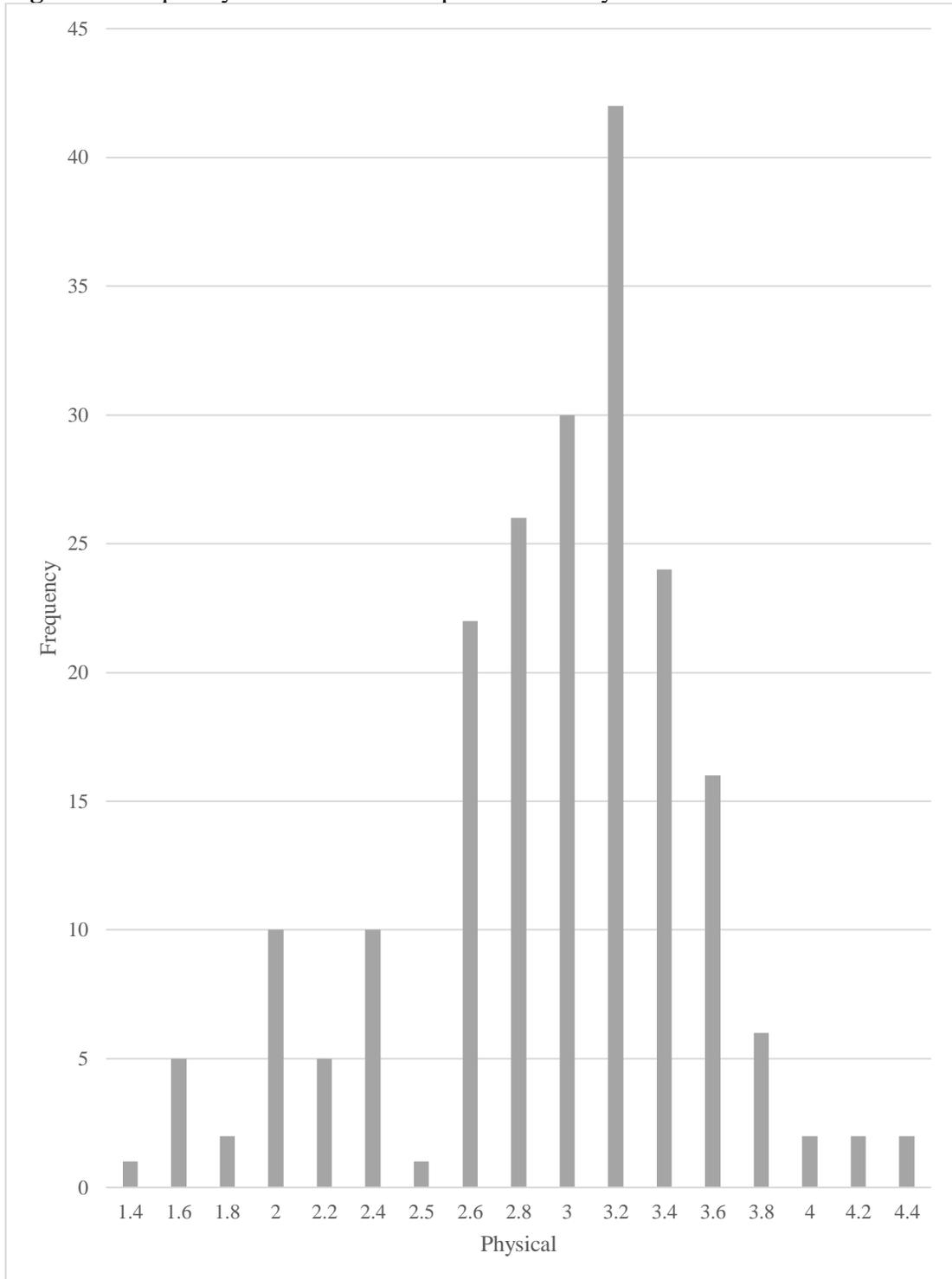
**Figure 2.** Frequency Distribution of Importance in Occupational Traits Theme



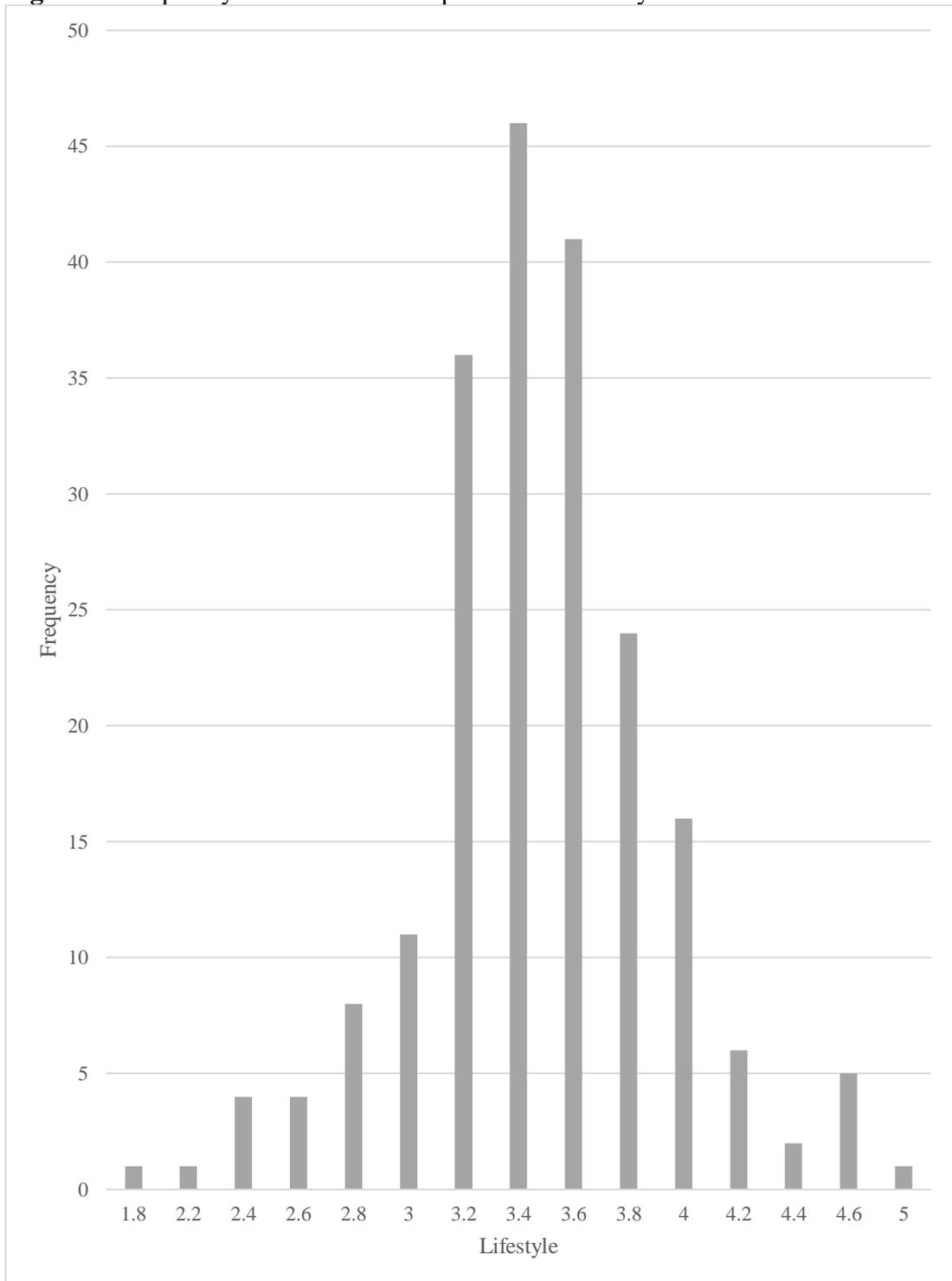
**Figure 3.** Frequency Distribution of Importance in Education Theme



**Figure 4.** Frequency Distribution of Importance in Physical Traits Theme



**Figure 5.** Frequency Distribution of Importance in Lifestyle Traits Theme



**Table 1.** Subject Descriptive Data

	Mean	SD
Age	37.0	15.6
Height (m)	1.7	0.2
Weight (kg)	77.2	19.3
BMI	27.4	6.7

**Table 2.** Subject Demographic Data

		<i>n</i>
Gender	Male	43
	Female	163
Race	White	170
	Hispanic/Latino	15
	Black/African American	12
	Native American/American Indian	0
	Asian/Pacific Islander	5
	Other	4
	Education	
	High school with no diploma	0
	High school with diploma or equivalent	9
	College with no degree	31
	Associate's degree	16
	Bachelors degree	82
	Masters degree	44
	Doctorate/Professional degree	24
I have	Worked with a personal trainer before	74
	Never worked with a personal trainer	132

**Table 3.** Analysis of Variance Across Ranked Preferred Traits Between Gender and Experience with a Personal Trainer

Gender		Male	Female	Sig.
		Mean	Mean	
Gender	Personality	4.07 ± 0.41	3.9 ± 0.36	0.063
	Occupational	4.22 ± 0.43	4.22 ± 0.40	0.947
	Education	4.09 ± 0.65	4.06 ± 0.56	0.749
	Physical	3.01 ± 0.68	2.96 ± 0.50	0.586
	Lifestyle	3.6 ± 0.50	3.44 ± 0.44	0.050*
Experience with a personal trainer		Experience	No experience	
		Mean	Mean	Sig.
	Personality	3.96 ± 0.39	3.99 ± 0.36	0.682
	Occupational	4.19 ± 0.41	4.24 ± 0.41	0.425
	Education	3.97 ± 0.57	4.11 ± 0.59	0.089
	Physical	2.77 ± 0.56	3.08 ± 0.50	0.000*
	Lifestyle	3.42 ± 0.44	3.50 ± 0.46	0.210

\* Indicates a statistically significant difference between group means at the  $p \leq 0.05$  level

**Table 4.** BFI Variable Frequencies

	Mean	SD
Personality	3.98	0.37
Occupational	4.22	0.41
Educational	4.06	0.58
Physical	3.47	0.45
Lifestyle	2.97	0.54

**APPENDIX A**  
**DESCRIPTIVE DATA**

I am a:

- Male
- Female

Age: \_\_\_\_\_

Height: \_\_\_\_\_ in

Weight: \_\_\_\_\_ lbs.

Race:

- White
- Hispanic/Latino
- Black/African American
- Native American/American Indian
- Asian/Pacific Islander
- Other

Education

- High school with no diploma
- High school diploma or equivalent
- Some college with no degree
- Associates degree

- Bachelor's degree
- Master's degree
- Professional/Doctoral degree

On average, I work out \_\_\_\_\_ minutes a week

- 0-30
- 31-60
- 61-90
- 91-120
- 120-150
- 151+

I have

- Worked with a personal trainer before
- Never worked with a personal trainer

## APPENDIX B

### BIG FIVE INVENTORY AND DEMOGRAPHIC QUESTIONS

If you were to hire a personal trainer to work with you, what would be his or her ideal qualities?

Below are different characteristics that may or may not apply to your ideal personal trainer. Please select a box under each statement to indicate the extent to which you agree or disagree with that statement.

#### Personality

It is important to me that my personal trainer...

Has similar interests

Strongly disagree	Disagree	Neither	Agree	Strongly agree
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Is warm and welcoming

Strongly disagree	Disagree	Neither	Agree	Strongly agree
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Is optimistic

Strongly disagree	Disagree	Neither	Agree	Strongly agree
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Has an intimidating personality

Strongly disagree	Disagree	Neither	Agree	Strongly agree
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Understands my abilities

Strongly disagree	Disagree	Neither	Agree	Strongly agree
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Is enthusiastic

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Motivates me

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Is empathetic

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Is assertive

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Is outgoing

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

### **Occupational**

It is important to me that my personal trainer...

Has previous experience

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Has positive referrals

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Has an open schedule

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Works at a convenient location

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Makes working out enjoyable

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Is inventive and adds variety to our sessions

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Holds me accountable for working out

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Keeps detailed records of our sessions

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

### **Education**

It is important to me that my personal trainer...

Is certified through an accredited organization (ACSM, ACE, NASM, NSCA)

Strongly disagree	Disagree	Neither	Agree	Strongly agree
Holds a degree in a health related field				
Strongly disagree	Disagree	Neither	Agree	Strongly agree
Stays up to date with current fitness trends				
Strongly disagree	Disagree	Neither	Agree	Strongly agree
Can apply their knowledge to our sessions				
Strongly disagree	Disagree	Neither	Agree	Strongly agree

**Physical**

It is important to me that my personal trainer...

Has a good physique

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Is my same gender

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Is close to my age

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Looks physically intimidating

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Wears modest clothing

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

### **Lifestyle**

It is important to me that my personal trainer...

Is a model for fitness

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Lives a healthy lifestyle

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Is organized

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Is interested in a platonic friendship outside of our sessions

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Has also struggled with their fitness journey

Strongly disagree	Disagree	Neither	Agree	Strongly agree
-------------------	----------	---------	-------	----------------

Please rate the following traits of a personal trainer in order of importance to you, 1 being the least important and 5 being most important

\_\_\_\_\_ Personality traits

\_\_\_\_\_ Education

\_\_\_\_\_ Occupational traits

\_\_\_\_\_ Physical traits

\_\_\_\_\_ Lifestyle traits

## VITA

After completing her work at Clear Lake High School, Houston, Texas, in 2012, Julie Olivo attended Stephen F. Austin State University. She completed a Bachelor of Science in May 2016. The following fall, she enrolled in the Graduate School of Stephen F Austin University, where she served as a Graduate Assistant for the Kinesiology and Health Science Department. She received the degree of Master of Science in August 2018.

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AMA

This thesis was typed by Julie Louise Olivo