# Typology of Customers in Fitness Centres

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**Abstract :** The main purpose of our study is to state the basic types of fitness customers. This paper aims to create a specific customer typology in today's fitness centres in the region of Prague. Our suggested typology of Prague fitness centres customers is based on answers to the questions: What are the customers like, what are their preferences, and what kinds of services do they use more often in Prague fitness centres? These are the main aspects of the presented typology. A survey was conducted on a sample of 1004 respondents from 48 fitness centres, which ran during May 2012. We used questionnaires and latent class analysis for the assessment and interpretation of data. Gender was especially the main filter criterion. In the population, there were 522 males and 482 females. Data were analysed using the LCA method. We identified 6 segments of typical customers, of which three are male and three are female. Each segment is influenced primarily by the age of customers, from which we can develop further characteristics, such as education, income, marital status, etc. Male segments use the main workout area above all, whilst female segments use a much wider range of services offered, for example, group exercises, personal training, and cardio theatres. LCA method was found to be the most suitable tool, because cluster analysis is very limited in the forms and numbers of variables and indicators. Models of 3 latent classes for each gender are optimal, as it is demonstrated by entropy indices and matrices of the likelihood of the membership to the classes. A probable weak point of the survey is the selection of fitness centres, because of the market in Prague is really specific.
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