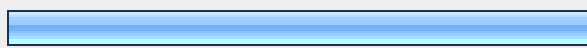


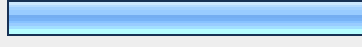
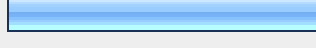
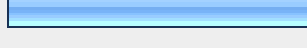

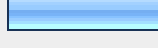
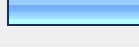
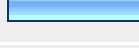
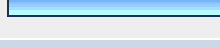
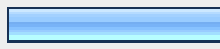

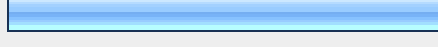

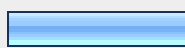
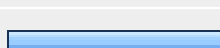
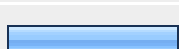
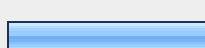
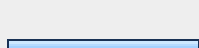
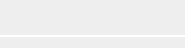


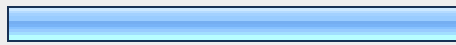
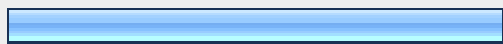
Sports Performance Gym Satisfaction Survey

1. Are you a member of a Gym or Fitness Centre? * If your answer is 'Yes' go to question 8.			
		Response Percent	Response Count
Yes		62.4%	2343
No		38.1%	1432
answered question			3758
skipped question			0

2. If not, What prevents you joining?			
		Response Percent	Response Count
Joining fee		30.8%	445
Cost of monthly fee		38.4%	554
I do all my training outside		33.8%	488
I have all I need at home		32.2%	465
Equipment not suitable for my needs		4.7%	68
Facilities are too busy		16.1%	232
Don't like the culture		14.5%	209
Too far from my house		14.1%	204
Other (please specify)		23.1%	333
answered question			1443
skipped question			2315

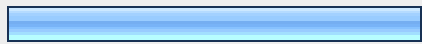
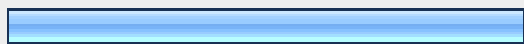
3. What could a Gym or Fitness Centre do to encourage you to join?			
		Response Percent	Response Count
Offer a daily rate		23.5%	423
Offer a weekend package		8.6%	154
Reduce membership fees		46.1%	831
Provide off peak rates		16.9%	304
Provide loyalty discount for heavy usage		19.4%	349
Improve facilities		23.8%	429
Open earlier		18.5%	334
Stay open later		21.3%	384
Provide a personal trainer for my first session		20.5%	370
Other (please specify)		19.3%	347
answered question			1802
skipped question			1956

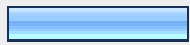
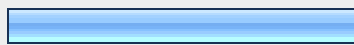

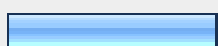
4. What single piece of advice would you give to your local fitness centre?		
		Response Count
		1407
		<i>answered question</i> 1407
		<i>skipped question</i> 2351

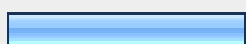
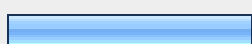
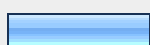

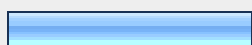
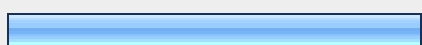
5. Would you be interested in a free trial provided by a Gym or Fitness Centre in your area?			
		Response Percent	Response Count
Yes		48.1%	925
No		53.5%	1028
		<i>answered question</i>	1923
		<i>skipped question</i>	1835

6. If 'Yes', Please state country and county / state:		
		Response Count
		887
		<i>answered question</i> 887
		<i>skipped question</i> 2871

7. If 'Yes' please also provide a telephone number:		
		Response Count
		754
		<i>answered question</i> 754
		<i>skipped question</i> 3004

8. Is your Gym / Fitness Centre a public sector or private facility?			
		Response Percent	Response Count
Public		44.7%	1509
Private		55.3%	1868
		<i>answered question</i>	3377
		<i>skipped question</i>	381

9. How often do you visit your Fitness Centre?			
		Response Percent	Response Count
More than 5 times per week		19.5%	613
More than 3 times per week		37.2%	1171
Less than 3 times per week		21.2%	666
Less than weekly		22.2%	698
		answered question	3148
		skipped question	610

10. What would encourage you to visit more often?			
		Response Percent	Response Count
Better facilities (please provide details below)		25.1%	754
Better hours		26.5%	798
Better staff		15.5%	467
Parking		7.5%	225
Closer Location		26.7%	804
Further comments / other (please specify)		44.3%	1332
		answered question	3010
		skipped question	748

11. What is the one piece of advice you would give to improve your fitness centre experience?		
		Response Count
		2407
		answered question
		2407
		skipped question
		1351