Health Club Questionnaire

The following questionnaire is part of a class project in our marketing research class, and is designed to measure behavior and attitudes in terms of health clubs. Please answer the questions to the best of your ability. Thank You!

1) Which club are you a member of?
   Sportsplex _______ Gold's gym _______ Heavy Metal _______ Other _______.

2) Please circle your level of satisfaction with your club, in terms of the aspects listed below.

<table>
<thead>
<tr>
<th></th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Not at all Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facilities</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Cost</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Location</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Fellow members</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>General atmosphere</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

3) Please circle below the extent to which you use the following facilities.

<table>
<thead>
<tr>
<th></th>
<th>Always Use</th>
<th>Sometimes Use</th>
<th>Never Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exercise machines (e.g., nautilus)</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Cardiovascular equip. (e.g., stairmaster)</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Free weights</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Sauna/whirlpool</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Aerobics Classes</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Pool</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Sports Facilities (racketball, basketball)</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

4) Rank in order of importance the main reasons you go to the health club, ‘1’ being the most important.

- To lose weight ________
- To stay in shape ________
- To meet people (socialize) ________
- To build muscles ________
- For leisure ________
- Other (Please Specify) ________

5) What time of day do you usually exercise?
   Mornings (before 12 noon) _____
   Afternoons (12 - 5 p.m.) _____
   Evenings (5 - closing) ______

6) How much are you currently paying per month for your membership? ______

7) If sportsplex were to open a new facility closer to U.W.G., offering limited facilities (e.g., nautilus and cardiovascular machines, and free weights) how likely would you be to join? (Some membership packages would include access to their current larger facility).
   Will definitely join ________
   Will probably join ________
   Might join ________
   Probably will not join ________
   Definitely will not join ________

8) If you are likely to join, indicate below the maximum amount you would be willing to pay per month for membership in this new branch of sportsplex.
   Below $10 _____
   $10 - $20 _____
   $21 - $30 _____
   $31- $40 _____
   Above $40 _____

9) Age - Below 20 _____
   20 - 25 _____
   26 - 30 _____
   31 – 35 _____
   36 – 40 _____
   41 – 45 _____
   46 – 50 _____
   Above 50 _____

10) Gender - Male _____
    Female _____

11) Occupation (e.g., manager, professor, housewife, student etc.) ________________________.
Health Club Questionnaire

The following questionnaire is part of a class project in our marketing research class, and is designed to measure behavior and attitudes in terms of health clubs. Please answer the questions to the best of your ability. Thank You!

1) Why are you not a member of a health club (check all that apply).
   - Too Expensive ______
   - Locations are not convenient ______
   - Lack of time ______
   - Do not want to exercise ______
   - Other facilities fulfill exercise needs ______
   - Too lazy ______
   - Babysitting problems ______
   - Other (please specify) ________________________

2) Please circle below the extent to which you would use the following facilities if you joined a health club.
   - Always
   - Sometimes
   - Never
   - Exercise machines (e.g., nautilus)
   - Cardiovascular equip. (e.g., stairmaster)
   - Free weights
   - Sauna/whirlpool
   - Aerobics Classes
   - Pool
   - Sports Facilities (Racketball, Basketball)

3) Rank in order of importance the main reasons you might want to join a health club, '1' being the most important.
   - To lose weight ______
   - To stay in shape ______
   - To meet people (socialize) ______
   - To build muscles ______
   - For leisure ______
   - Other (Please Specify) ______

4) What time of day would you usually prefer to exercise if you joined a health club?
   - Mornings (before 12 noon) _____
   - Afternoons (12 - 5 p.m.) _____
   - Evenings (5 - closing) _____

5) Rate the following in terms of how much incentive they would provide in getting you to join a health club.
   - Very attractive
   - Not at all attractive
   - Student Discounts
   - Trial memberships
   - Family discounts
   - Monthly memberships (no contract)
   - Other (please specify)__________

6) If sportsplex were to open a new facility closer to U.W.G., offering limited facilities (e.g., nautilus and cardiovascular machines, and free weights) how likely would you be to join?. (Some membership packages would include access to their current larger facility).
   - Will definitely join 1
   - Will probably join 2
   - Might join 3
   - Probably will not join 4
   - Definitely will not join 5

7) If you are likely to join, please indicate below the maximum amount you would be willing to pay per month for membership in this new branch of sportsplex.
   - Below $10 _____
   - $10 - $20 _____
   - $21 - $30 _____
   - $31 - $40 _____
   - Above $40 _____

8) Age - Below 20 _____
   - 20 - 25 _____
   - 26 - 30 _____
   - 31 - 35 _____
   - 36 - 40 _____
   - 41 - 45 _____
   - 46 - 50 _____
   - Above 50 _____

9) Gender - Male _____
   - Female _____

10) Occupation (e.g., manager, professor, housewife, student etc.) ____________________________.
11) If you are a UWG student please answer this question, otherwise skip to question 12.
   Do you live on-campus    Yes ______  No ______

12) Do you live in Carrollton    Yes ______  No ______
   If yes, then from the map below please select the grid location which corresponds to the approximate location of your residence (e.g., B1, C2, etc.) ___________
   If no, then please indicate which town you live in outside Carrollton ____________.

13) Do you work in Carrollton    Yes ______  No ______
   If yes, then from the map below please select the grid location which corresponds to the approximate location of your place of work___________
   If no, then please indicate which town you work in outside Carrollton ____________.
12) If you are a UWG student please answer this question, otherwise skip to question 13.
Do you live on-campus  Yes _____  No _____

13) Do you live in Carrollton  Yes _____  No _____
If yes, then from the map below please select the grid location which corresponds to the approximate location of your residence (e.g., B1, C2, etc.) ___________
If no, then please indicate which town you live in outside Carrollton ____________.

14) Do you work in Carrollton  Yes _____  No _____
If yes, then from the map below please select the grid location which corresponds to the approximate location of your place of work ___________
If no, then please indicate which town you work in outside Carrollton ____________. 