

Constant Contact Survey Results

Survey Name: Business Survey - Thinking Fitness

Response Status: Partial & Completed

Filter: None

Dec 04, 2009 4:47:50 AM

1. How long have you been purchasing our services?

	Number of Response(s)	Response Ratio
3mths to less than 6mths	3	7.8%
6 months to less than 1 year	8	21.0%
1 year to less than 3 years	17	44.7%
3 years to less than 5 years	6	15.7%
less than 3 mths	3	7.8%
No Responses	1	2.6%
Total	38	100%

2. How often do you use our services?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Don't Use	Daily	Weekly	Monthly	Quarterly
Classes	1 3%	9 26%	24 71%	0 0%	0 0%
24 hr 7 Day access	29 85%	0 0%	0 0%	3 9%	2 6%
Health Checks	24 71%	0 0%	0 0%	1 3%	9 26%
Events	23 68%	0 0%	1 3%	0 0%	10 29%
Casual Visit Card	31 91%	0 0%	3 9%	0 0%	0 0%
14 Comment(s)					

3. How did you first come to hear of our services?

	Number of Response(s)	Response Ratio
Word of Mouth from friends or other members or Professional Referral	25	65.7%
Online	0	0.0%
Telephone directory	0	0.0%
Seen us training or at an event	4	10.5%
Signage	3	7.8%
Advertisements	2	5.2%
Other	3	7.8%
No Responses	1	2.6%
Total	38	100%
4 Comment(s)		

4. How would you rate your overall level of satisfaction with us?

	Number of Response(s)	Response Ratio
Highly satisfied	22	57.8%
Somewhat satisfied	14	36.8%
Neutral	0	0.0%
Somewhat dissatisfied	1	2.6%

Highly dissatisfied	0	0.0%
Other	0	0.0%
No Responses	1	2.6%
Total	38	100%

7 Comment(s)

5. How do we rate on the following attributes?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Well Below Average	Below Average	Average	Above Average	Well Above Average
Customer service experience	0 0%	0 0%	9 24%	20 54%	8 22%
Prompt Start & Finish Times	0 0%	2 5%	12 32%	21 57%	2 5%
Professionalism	0 0%	0 0%	5 14%	24 65%	8 22%
Desired results gained	0 0%	2 5%	13 35%	18 49%	4 11%
Quality of service	0 0%	0 0%	6 16%	23 62%	8 22%
Understanding of customers' needs	0 0%	1 3%	7 19%	24 65%	5 14%

5 Comment(s)

6. How do we rate in comparison to other companies that offer the same or similar services?

	Number of Response(s)	Response Ratio
Much higher	5	13.1%
Somewhat higher	10	26.3%
Same	5	13.1%
Somewhat lower	1	2.6%
Much lower	0	0.0%
Don't know	16	42.1%
Other	0	0.0%
No Responses	1	2.6%
Total	38	100%

10 Comment(s)

7. How likely are you to continue using our services?

	Number of Response(s)	Response Ratio
Very likely	25	65.7%
Somewhat likely	8	21.0%
Neutral	3	7.8%
Somewhat unlikely	0	0.0%
Very unlikely	0	0.0%
Other	1	2.6%
No Responses	1	2.6%
Total	38	100%

9 Comment(s)

8. Have you ever recommended us to others?

	Number of Response(s)	Response Ratio
No, never recommended	0	0.0%
Have recommended once or twice	14	36.8%
Have recommended several times	23	60.5%
No Responses	1	2.6%
Total	38	100%

5 Comment(s)

9. Do you have any suggestions for improvement?(please be brutally honest)

21 Response(s)

10. What is your gender?

	Number of Response(s)	Response Ratio
Male	3	7.8%
Female	34	89.4%
No Responses	1	2.6%
Total	38	100%

11. What is your age?

	Number of Response(s)	Response Ratio
Younger than 18	0	0.0%
18 - 24	2	5.2%
25 - 34	10	26.3%
35 - 44	7	18.4%
45 - 54	15	39.4%
55 - 64	3	7.8%
65 or older	0	0.0%
No Responses	1	2.6%
Total	38	100%

12. What best describes your employment status?

	Number of Response(s)	Response Ratio
Employed full-time	17	44.7%
Employed part-time	7	18.4%
Self-employed	6	15.7%
Unemployed, looking for work	0	0.0%
Unemployed, not looking for work	0	0.0%
Student	0	0.0%
Retired	0	0.0%
Homemaker	6	15.7%
Military	0	0.0%
Other	1	2.6%
No Responses	1	2.6%
Total	38	100%
3 Comment(s)		

13. Which of the following categories best describes your annual income?

	Number of Response(s)	Response Ratio
Under \$15,000	3	7.8%
\$15,000 - \$29,999	3	7.8%
\$30,000 - \$44,999	5	13.1%
\$45,000 - \$59,999	9	23.6%
\$60,000 - \$74,999	6	15.7%
\$75,000 - \$89,999	0	0.0%
\$90,000 or more	3	7.8%
Prefer not to answer	7	18.4%
No Responses	2	5.2%
Total	38	100%
2 Comment(s)		

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2. How often do you use our services? - Comments

Answer	Respondent
Casual Visit cards are easy to match my lifestyle frequently travelling in & out of town.	danibrad@bigpond.net.au
Am away for work which can break routine	tedandsue@internode.on.net
Co-operate membership makes the cost of yearly membership affordable, otherwise would be unable to join. Classes suit my time and commitment to fitness programming around work and family needs. Would like to access 24 / 7 but never that organised	Anonymous
3 times per week	Anonymous
would do more if there was more out doors during the day.	Anonymous
4 PER WEEK	Anonymous
I am considering cancelling membership and using casual visit card for summer, and classes time changes don't suit my schedule	Anonymous
Daily for the 3 days offered in Tumby would use it more if more classes available.	Anonymous
Am very interested in using 7 day access but havent found out how to yet.	Anonymous
short of time so not getting there as reg as I used to	Anonymous
Participate in those events that I can. Enjoy having a goal to work to eg: City to Bay, Tunarama.	solly.fran@saugov.sa.gov.au
Can only attend classes when hubby is home. I find I am late for most of the class times in the morning due to my schedule with school drop off's, so I find I don't attend!	Anonymous
like the idea of casual visit card but have had difficulty using it due to husband's ill health	Anonymous
I would like to start using the 24hr 7day access, especially in light of the Christmas holiday break when there will be no classes.	Anonymous
However, although it is easy enough to get in to the gym (code etc), there are no instructions as to how to put on the dvds/work the technology(and the dvds seem to be locked away in a drawer).	
For people to avail fully of this valuable feature of the gym, it should be made easier for users.	

3. How did you first come to hear of our services? - Other responses

Answer	Respondent
while using lesure centre	Anonymous
followed my trainer from another gym to you	Anonymous
was a member of step into Life	Anonymous

3. How did you first come to hear of our services? - Comments

Answer	Respondent
Signage and Word of Mouth	danibrad@bigpond.net.au
Started with Step in to life.	Anonymous

I seen people doing fitness on the foreshore and decided that this might be the thing to help me with a bit of fitness in my life and to help me get out and meet some different people and make some new friends as I had just shifted to Lincoln. also 2 help me loose a few kilos while having "some fun excersice.

Anonymous

just an idea for marketing. perhaps you could offer a free 2 weeks or month to people who refer 3 people who join the gym. the gym i was at in adelaide used to push that and it worked. with the free month you had the option of using it for yourself or giving it to a friend as a gift. i gave a couple of friends a month each and they ended up taking out year memberships.

Anonymous

4. How would you rate your overall level of satisfaction with us? - Other responses

Answer

Respondent

[No Responses]

4. How would you rate your overall level of satisfaction with us? - Comments

Answer

Respondent

again say I would like more out doors.

Anonymous

The "trainers" & other people have helped me acheive the goal that I have been working on. Since joining I have now lost nearly 13kgs in 3 1/2 yrs

Anonymous

I would be interested in 6.30am classes. I find 6 am too early to get to.

Anonymous

Love being part of Thinking Fitness even though work prevents me from participating as much as I'd like to. Corey, you have the right mix of encouragement and push.

solly.fran@saugov.sa.gov.au

at the moment difficult to find classes and times that suit me

Anonymous

would prefer to see more of instructors correcting technique during classes.

Anonymous

i think the gym prices are a bit over rated.

what keeps me going to your gym is the high energy, disco lights, good instructors and great positive atmosphere.

I am payiing a full membership but am only using a few classes a week. Also there are limited facilities. You can pay the same amount somewhere else with a wider variety of equipment available to use.

Anonymous

5. How do we rate on the following attributes? - Comments

Answer

Respondent

I'm limited in what I feel able to do due to sports injuries and unable to access any aerobic sessions that involve running, skipping or anything impact. Find only Body Balance, Spin and Power Tone are safe.

Anonymous

I have really achieved what I have set out 2 do.

Anonymous

Desired results gained is more about me than you - its me that has the average commitment.

solly.fran@saugov.sa.gov.au

The desired results were not gained only through fault of my own as I can not attend consistently!

Anonymous

couple of times classes have been running late which can be annoying if you have to be at another appointment after. doesnt happen very often.

Anonymous

6. How do we rate in comparison to other companies that offer the same or similar services? - Other responses

Answer

Respondent

[No Responses]

6. How do we rate in comparison to other companies that offer the same or similar services? - Comments

Answer	Respondent
Very good offering lots of different fitness classes and ideas.	danibrad@bigpond.net.au
Have no interest in going anywhere else	Anonymous
I have never had anything to do with any other companies and services, don't intend to either.	Anonymous
You have a couple of brilliant trainers on board who think are such a huge asset, though the fact that the other gyms offer the variety of equipment as well as classes leans in their favour	Anonymous
Fantastic variety of classes at achievable times!	Anonymous
Can only compare you to Adeladie gyms and standard here is lower	Anonymous
friendly and encouraging. Not interested in exercising with someone shouting at me as have had at other fitness club in town/ Actually knowing people's names is great. Other places don't tend to bother.	Anonymous
I've found the sessions much more personal.	solly.fran@saugov.sa.gov.au
The variety is great, friendly and professional staff, what more could you want?	Anonymous
depends, compared to city gyms, they are much cheaper and more classes, work out areas, swimming pool, spa, sauna, restaurant etc.	Anonymous
compared to other local gyms, thinking fitness has the best atmosphere and the highest energy, friendly staff and participants who achieve great results.	
efm is like a morgue. pfm is the old ladies gym and bianca im not sure but from what i've observed from people that go... little results!	

7. How likely are you to continue using our services? - Other responses

Answer	Respondent
unlikely as leaving port lincoln	Anonymous

7. How likely are you to continue using our services? - Comments

Answer	Respondent
I am very happy where I am thank you Corey	Anonymous
Enjoy the friendliness and continued help within your services	Anonymous
It depends on the variety of the classes	Anonymous
Once uni starts again in 2010 I will have to cut back my usage	Anonymous
If the FunClub still runs. If not, then it's not as likely.	Anonymous
I will keep using your service as long as I remain in town.	Anonymous
will depend on the hot weather for me not good in the sun for outdoor classes but hope to come back in the new year	Anonymous
have thought about checking out pfm again as they have a new venue and are cheaper, but hate the women only thing.	Anonymous
However, I will have to rethink things a bit for January (no FunClub); maybe buy some casual visits.	Anonymous

8. Have you ever recommended us to others? - Comments

Answer	Respondent
Have tried to get more to come along	Anonymous
Haven't been successful yet	Anonymous
Emmalee Keast, Kirrilee Foster, Sal Wilson, Gabie Bell, and more	Anonymous
12 months ago I did but I wouldn't now	Anonymous

i often refer my patients to come and join thinking fitness for strengthening and fitness gain. you've got a few clients outa me!

Anonymous

9. Do you have any suggestions for improvement?(please be brutally honest) - Responses

Answer	Respondent
Yoga then pilates takes away family meal time - so have dropped pilates.	tedandsue@internode.on.net
I have preference for instructors, the younger newer girl does not seem as energetic or enthusiastic and i find it harder to get a good workout with her as I don't know what she's telling us to do in Power tone. Michelle and Vanessa (and Janet before) are great and bike (Corey and Sam) classes are very worthwhile and energetic.	Anonymous
Yes more out doors action during the day say mid morning. maybe a seniors class out doors as well.	Anonymous
Rain water available when i forget my drink bottle- not essential to the experience.	Anonymous
A running machine in the foyer for warming up-even better use of the back room for a few machines -I do miss the opportunity to spend 5-50 mins on a machine before or after class when i have the time-its the only thing missing from this fitness membership for me.	
AS I MYSELF LIKE THE OUTDOOR ACTIVITIES I WOULD LIKE 2 C MORE HAPPENING OUTDOORS.	Anonymous
More variety after hours	Anonymous
More morning classes and variety.	Anonymous
You need to be more recise with taking out money from accounts also, on set given dates.	
Have a class on a friday morning.	asburge@bigpond.com
To start right on the stated time so finished at stated time. Just makes life easier to organise. People soon get the message.	dandsfauser@bordnet.com
1. Is it possible to add Friday to your timetable and add night classes including step or combat or attack?	Anonymous
2. Occassionally on a night pump class the room is packed, if there was a seperate room for spin and boxing then this would create more space in the class fitness hall :)	
Corey, the last year has been frenetic for you & many of us. Is it best to make an appointment to see you via email re : injuries, training schedules & various needs. Apart from that, you'll keep seeing us turn up at classes.	Anonymous
Cheers, Beth.	
We are paying for full classes cut the 45 min ones and get back to 1 hr. Lose the Power tone and go back to Pump. Most people do Pump because they want resistance training not those stupid cardio bits	Anonymous
Need to have more sessions on offer perhaps early morning in Tumby Bay, I think more men would use it then also.	Anonymous
I would like to see another morning class for working people. 6.30am start would be great. I find 6am start just too early to get to but enjoy exercising early.	Anonymous
No, the sessions change often enough to stay interesting. I like Instructors take a personal interest. Sessions are challenging but within individual limits. Can't think of anything.	solly.fran@saugov.sa.gov.au

I'm happy with the existing classes and times. I only wish I could attend more! I just want to say that the FunClub is basically the only reason I can come - without childcare there is no way I could have a gym membership, and Thinking Fitness is the only local gym with childcare. The kids absolutely love it and it affordable too.

Pleeeaaase start classes about 15mins later for your 9.10am time slot, although this probably doesn't suit other clients?

I think would like follow up, I need encouraging so that I will keep at it when I drop off. Feel out of my comfort zone so coming back will be hard even though the experience was good when I attended regularly.

im really enjoying all the classes ive been attending, one class i would like to see added to the timetable is orbit. i used to do that at the north adelaide fitness centre. was a really popular and fun class on the orbit ball. great core workout.

i think memberships should be a bit cheaper each year you rejoin as they do in adelaide.

Maybe a few machines to work on if can't make it to class, I'm not happy about the FunClub closing for January. (Of course, I would understand completely if it was because Lisa was taking a break/going on holiday.)

This means I won't be able to use the gym for that month, even though it is the most important time of year for me to be in shape, yet I will still be paying \$100 membership.

12. What best describes your employment status? - Other responses

Answer	Respondent
remedial massage therapist	Anonymous

12. What best describes your employment status? - Comments

Answer	Respondent
Plus study full time at uni	Anonymous
It is difficult when the business takes up so much of your time. Time is limited & it is difficult.	Anonymous
Homemaker plus self-employed/consultant.	Anonymous

13. Which of the following categories best describes your annual income? - Comments

Answer	Respondent
Has varied enormously over the last 3 years (30,000 - 120,000) answer is an average	Anonymous
Only work part-time	Anonymous