

**December 2009 Member Survey**  
**2,279 Memberships**  
**16% completed**

**What do you like best about the Centre?**

**370 Responses**

- 67 Staff
- 61 Cleanliness/Well maintained
- 59 Hours of Operation
- 49 Classes & Programs offered

**What do you like least about the Centre?**

**371 Responses**

- 57 Hours of Operation
- 29 Too Crowded/Not Enough Space
- 24 Paying for Classes

**How would you rate the value of . . .**

	Poor	Below Average	Average	Above Average	Excellent	Average Responses	Responses
membership fees	14	31	171	84	52	3.37	352
program fees	19	33	170	68	21	3.13	311

**How would you rate the quality of . . .**

	Poor	Below Average	Average	Above Average	Excellent	Rating Average	Responses
service	4	17	82	155	99	3.92	357
image	3	8	71	134	131	4.10	347

**Are there any services or programs that The CENTRE should develop?**

**191 Responses**

- 26 More/Different Fitness Classes
- 7 Massage Therapy
- 5 Fitness Classes included in Membership Fee

**Are there programs that should not be provided?**

**109 Responses**

- 94 No
- 3 Tanning Beds

**If you could change one thing about The CENTRE, what would it be?**

**340 Responses**

- 68 Hours of Operation
- 28 Fitness Classes included in Membership Fee
- 10 Staff

**Would you be interested in a "Premium" Membership if it included (Ranked most interest to least)**

**240 Responses**

	<b># in the top 4</b>
Massage therapy	141
Personal training visits	135
Complimentary passes	115
Enrollment in Group Fitness classes	110
Body Fat Assessment	91
Tanning Bed	61
Locker rental	60
Discount on merchandise	59
Stay N Play visits	57
Blood pressure checks	49
Bath Towel Service	49

**How much more would you be willing to pay per member per month for these additional services?**

**224 Responses**

\$15	79.0%
\$20	15.6%
\$25	4.5%
\$30	0.9%