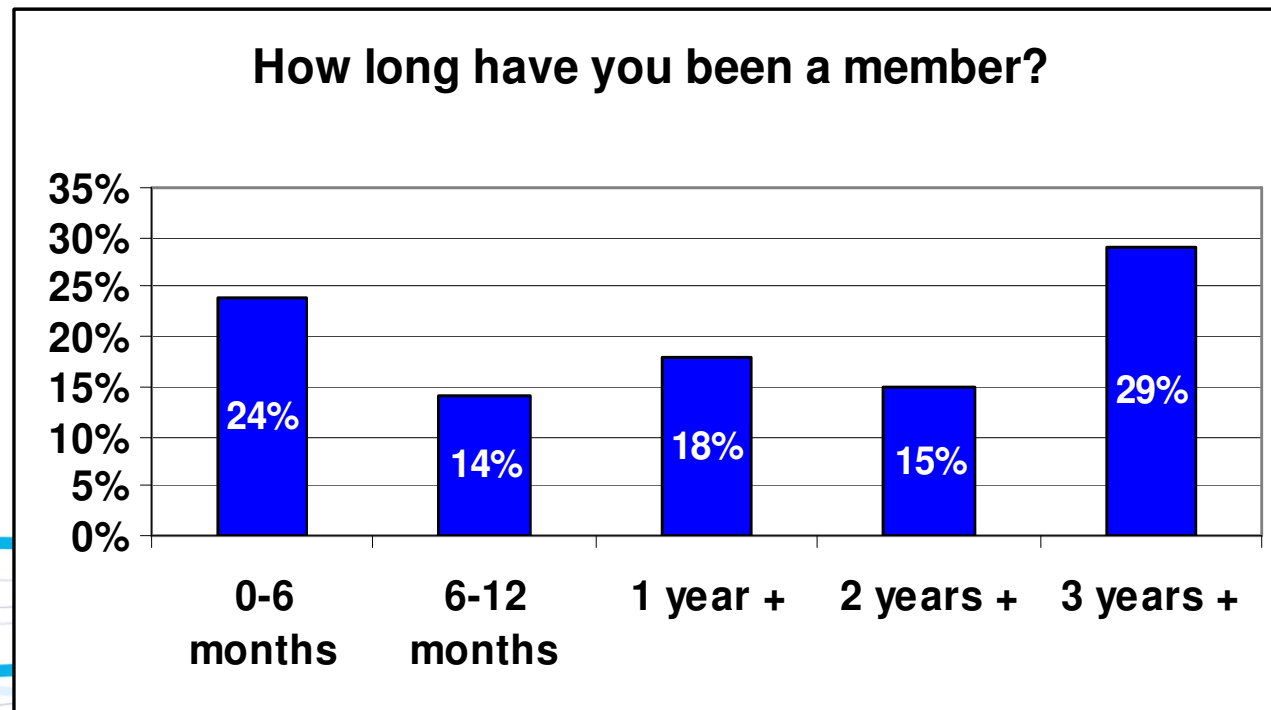


Members Survey 2010



Members Survey Summary

- 25 Question Standpoint Survey
- 1081 correctly completed survey
- January – February 2010



Satisfaction Rating & Value for Money (out of 5)

Satisfaction Rating		
Site	Sample	Average
Batley Baths	16	3.6
Batley	77	3.6
Colne Valley	158	4.0
Deighton	71	3.7
Dewsbury	197	3.4
Holmfirth	115	3.7
Huddersfield	156	3.6
Scissett	55	3.9
Spennings	31	3.9
Stadium	145	3.6
Whitcliffe	60	4.0
Grand Total	1081	3.7

The average satisfaction score is 3.7 out of 5, giving a satisfaction rating of 74

Value For Money	
Site	Score
Batley Baths	2.7
Batley STC	3.3
Colne Valley	4.1
Deighton	3.2
Dewsbury	3.3
Holmfirth	3.5
Huddersfield	3.4
Scissett	3.4
Spennings	4.0
Stadium	3.5
Whitcliffe	3.7
Average	3.5

The average V4M score is 3.5 out of 5, giving a satisfaction rating of 70



Reason they joined & Staff contact

Site	Main Reason	%
Batley Baths	Price	50%
Batley	Locality	43%
Colne	Locality	43%
Deighton	Locality	35%
Dewsbury	Locality	45%
Holmfirth	Price	39%
Huddersfield	Price	30%
Scissett	Locality	27%
Spennings	Locality	44%
Stadium	Facilities	40%
Whitcliffe	Price	35%
Main Reason	Locality	36%



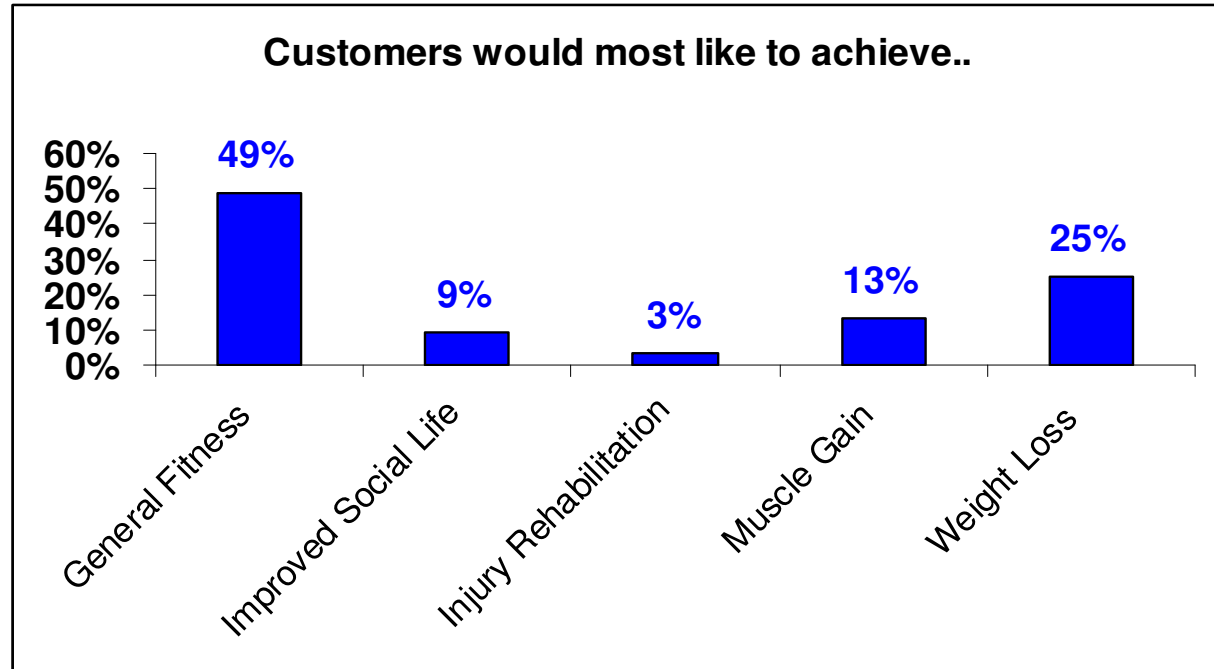
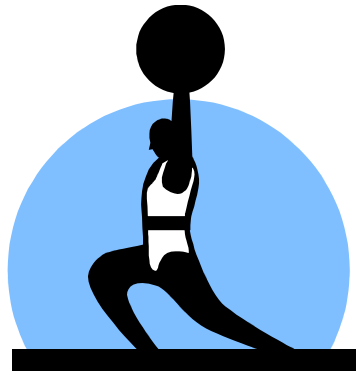
Recommendation

How they heard about KAL	
Email	1%
Billboard	2%
Mail Out	2%
Radio	2%
Banner	3%
Poster	7%
Website	7%
Leaflet	12%
Sales Staff	12%
Word of Mouth	50%

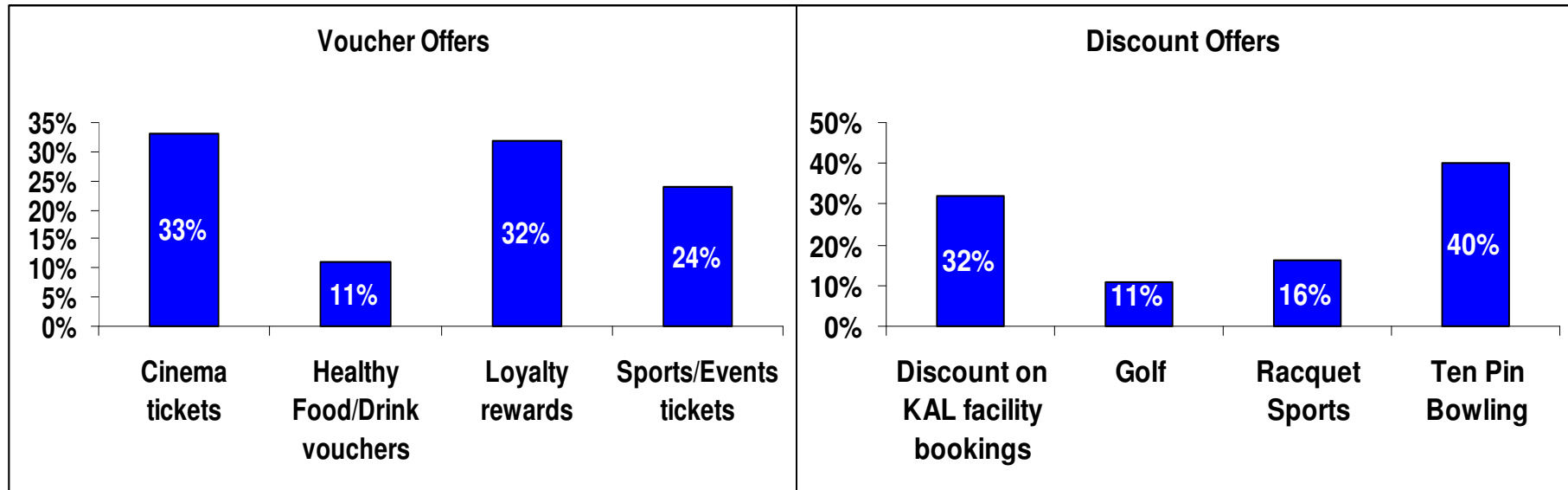
'More' Membership Recommendation	
Site	Yes %
Batley Baths	55%
Batley STC	59%
Colne Valley	91%
Deighton	71%
Dewsbury	65%
Holmfirth	62%
Huddersfield	68%
Scissett	68%
Spennings	81%
Stadium	74%
Whitcliffe	68%
Average	71%



Fitness Goals



Enhancing the membership product



Cross Tabulations

- ✗ 45% of customers who are rarely spoke to by staff are failing to fulfil their Fitness Goals
- ✓ 90% of customers who are spoken to every visit have ACHIEVED / PROGRESSING towards their goal.

This has been used to reinforce our message to staff about the importance of communicating with our customers.

