

Health club customer research

AUDIO - open this URL to listen to the audio:

<https://goo.gl/vEuniu>

Questions 1-10

Complete the form below.

Write **NO MORE THAN TWO WORDS OR A NUMBER** for each answer.

Health club customer research

Example	Answer
Name:	Selina Thompson
Occupation:	1.....
Age group:	2.....
Type of membership:	3.....
Length of membership:	4..... years
Why joined:	Recommended by a 5.....
Visits to club per month:	Eight (on an average)
Facility used most:	6.....
Facility not used (If any):	Tennis courts (because reluctant to 7.....)
Suggestions for improvements:	Have more 8.....
	Install 9..... in the gym.
	Open 10..... later at weekends.

Solution:

1. accountant

2. over 50

3. family

4. 9/nine

5. doctor

6. pool

7. pay

8. social events

9. air conditioning

10. restaurant

Audioscript:

Oh, excuse me, I wonder if you'd have the time to take part in some market research?

Umm ... What's it about?

About this club and your experiences and opinions about being a member. It'll take less than five minutes.

Oh ... OK then ... as long as it's quick.

Can I start by taking your name?

It's Selina Thompson.

Is that T-H-O-M-P-S-O-N?

Yes.

Great, thanks ... And what do you do for a living?

Well, I'm an accountant but I'm between jobs at the moment.

I understand, but that's the job I'll put down on the form. And would you mind my asking which age group you fall into? Below thirty, thirty-one to fifty and above.

Over fifty ... I think we can safely say.

Great, thanks. And which type of membership do you have?

Sorry, I'm not sure what you mean? Do you mean how long ... ?

No, is it a single person membership ... ?

Oh right ... no, it's a family membership.

Thanks and how long have you been a member?

Oh ... let me see ... I was certainly here five years ago ... and it was probably two to three years more than that ...

Shall I put down eight?

I remember now ... it's nine ... definitely ... sorry.

No problem ... I've got that. And the last question in this first part is, what brought you to the club?

Sorry ... ?

How did you find out about the club? Did you see any ads?

Woman: Well, I did actually but I have to say I wasn't really attracted to the club because of that. It was through word of mouth.

Man: So you were recommended by a friend?

Woman: Actually my doctor ... I'd been suffering from high blood pressure and he said the club was very supportive of people with that condition, so I signed up.

Man: Great ... thanks.

Now for the second part of the form I want to ask a bit more about your experience of the club.

Sure.

How often would you say you use the club ... ?

It varies enormously depending on how busy I am.

Of course ... but on average ... per month?

I'd say it averages out at twice a week.

OK, so eight on average.

Yeah. And four of those are aqua-aerobics classes.

That leads me to the next question ... would you say the swimming pool is the facility you make most use of?

Fair to say that ... yeah.

Right, thanks ... And are there any facilities you don't use?

One area I realise I've never used is the tennis courts ... and there's one simple reason for that ...

You don't play tennis?

Actually, I'm not bad at it ... it's that I'm not happy having to pay extra ... for that **privilege**.

I've made a note of that ... thanks. Now in the last section are there any **suggestions** or **recommendations** you have for **improvements** to the club?

Only about health and fitness?

Anything at all ...

Well, I'd like to see more social events ... it isn't just a question of getting together for games or classes but other things, you know.

Yes, sure.

And another thing that I was thinking when I had my yoga class in the gym last night - we were all sweltering in the heat - was that I think they should put in ... you know ... air conditioning.

That's exactly what I mean. The rooms are really light and well designed but they do need proper installations.

Sure ... well I've made a note of that ...

Good.

... so is there anything else you'd like to suggest ... about quality of service, for example?

Oh, everyone's very nice here ... they couldn't be more friendly and helpful ... oh but I tell you what ... it's a shame the restaurant isn't open in the evening on Saturday ... and Sunday as well for that matter.

So ... the club should ...

... open it later on those days.

OK . well thank you very much, that's all the questions.