

## Honolulu Club Membership Survey 2011

### 1. How often do you visit the Club?

Answer Options	Survey Monkey Response Count	Paper Survey Response Count	Total Response Count	Total Response Percent
Daily	48	52	100	19.7%
<b>1-4 times a week</b>	<b>223</b>	<b>115</b>	<b>338</b>	<b>66.7%</b>
1-4 times a month	18	4	22	4.3%
Other (please specify)	28	19	47	9.3%
answered question	317	190	507	
skipped question	0	11	11	

### 2. I have been a member of the Club:

Answer Options	Survey Monkey Response Count	Paper Survey Response Count	Total Response Count	Total Response Percent
Less than one year	56	7	63	13.5%
1-5 years	98	25	123	26.3%
6-10 years	54	41	95	20.3%
<b>More than 10 years</b>	<b>109</b>	<b>77</b>	<b>186</b>	<b>39.8%</b>
answered question	317	150	467	
skipped question	0	51	51	

### 3. I am a:

Answer Options	Survey Monkey Response Count	Paper Survey Response Count	Total Response Count	Total Response Percent
Male	131	60	191	37.8%
<b>Female</b>	<b>186</b>	<b>128</b>	<b>314</b>	<b>62.2%</b>
answered question	317	188	505	
skipped question	0	13	13	

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### 4. What are the primary reasons for being a member of the Honolulu Club? (Please check all that apply)

Answer Options	Survey Monkey Response Count	Paper Survey Response Count	Total Response Count	Total Response Percent
Business Networking	37	15	52	3.7%
Classes / Programs offered (Type, times and/or availability of classes)	162	112	274	19.4%
<b>Exercise Equipment (Type, quantity and/or availability of exercise equipment)</b>	<b>224</b>	<b>144</b>	<b>368</b>	<b>26.1%</b>
Facilities (Showers, sauna, locker rooms, swimming pool, etc.)	217	144	361	25.6%
Pilates / Gyrotonics	17	16	33	2.3%
Socializing (Meeting new friends, friends / family belong, etc.)	74	60	134	9.5%
Staff (Knowledge, experience, customer service, friendliness, etc.)	62	41	103	7.3%
Other (please specify)	53	32	85	6.0%
answered question	317	195	512	
skipped question	0	6	6	

### 5. Would you like to see more Business Networking events at the Honolulu Club?

Answer Options	Survey Monkey Response Count	Paper Survey Response Count	Total Response Count	Total Response Percent
Yes	119	54	173	36.2%
<b>No</b>	<b>198</b>	<b>107</b>	<b>305</b>	<b>63.8%</b>
answered question	317	161	478	
skipped question	0	40	40	

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**6. Have you taken advantage of the Spa Services located on the seventh (7th) floor of the Honolulu Club within the last 6 months?  
(please check all that apply)**

Answer Options	Survey Monkey Response Count	Paper Survey Response Count	Total Response Count	Total Response Percent
Facial	18	4	22	3.5%
Manicure / Pedicure	22	22	44	7.1%
<b>Massage</b>	<b>106</b>	<b>65</b>	<b>171</b>	<b>27.5%</b>
Waxing	8	2	10	1.6%
No I didn't know that Spa services were	10	1	11	1.8%
No, I go to another Spa for these services	60	18	78	12.6%
No, Spa Services are not a priority to me at this time		61	61	9.8%
No, Spa services are too expensive	75	51	126	20.3%
No		16	16	2.6%
No, Other reason (please specify)	73	9	82	13.2%
answered question	317	190	507	
skipped question	0	11	11	

**7. Within the last 6 months have you participated in any group exercise classes at the Club?**

Answer Options	Survey Monkey Response Count	Paper Survey Response Count	Total Response Count	Total Response Percent
Yes, 1 class	29	18	47	9.2%
Yes, 2-5 classes	68	54	122	23.9%
Yes, 5 or more classes	94	57	151	29.6%
<b>NO, I have not participated in classes</b>	<b>124</b>	<b>66</b>	<b>190</b>	<b>37.3%</b>
answered question	315	195	510	
skipped question	2	6	8	

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**8. Have you taken advantage of the training services available in the Pilates & Gyrotonic studio on the seventh (7th) floor of the Club with the last 6 months? (please check all that apply)**

Answer Options	Survey Monkey Response Count	Paper Survey Response Count	Total Response Count	Total Response Percent
Gyrotonic private training	6	4	10	1.9%
Group Reformer pilates training	4	8	12	2.3%
Mat pilates private training	2	3	5	1.0%
Pilates private training	12	8	20	3.8%
Semi-private pilates training	6	5	11	2.1%
<b>No, I haven't taken advantage of the training</b>	<b>293</b>	<b>171</b>	<b>464</b>	<b>88.9%</b>
answered question	315	186	501	
skipped question	2	15	17	

**9. If the Honolulu Club had to charge for classes the MAXIMUM amount that you would pay per month to take a class is?**

Answer Options	Survey Monkey Response Count	Paper Survey Response Count	Total Response Count	Total Response Percent
\$10 per month	36	18	54	10.7%
\$11 - \$25 per month	17	7	24	4.8%
\$26 - \$50 per month	5	2	7	1.4%
More than \$50 per month	1	2	3	0.6%
<b>I wouldn't take classes if the Club charged for</b>	<b>256</b>	<b>160</b>	<b>416</b>	<b>82.5%</b>
answered question	315	189	504	
skipped question	2	12	14	

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### 10. Have you purchased Honolulu Club merchandise with the last 6 months?

Answer Options	Survey Monkey Response Count	Paper Survey Response Count	Total Response Count	Total Response Percent
Yes, 1 time	40	21	61	11.9%
Yes, 2-10 times	25	25	50	9.7%
Yes, mor than 10 times	1	2	3	0.6%
<b>No</b>	<b>249</b>	<b>151</b>	<b>400</b>	<b>77.8%</b>
answered question	315	199	514	
skipped question	2	2	4	

### 11. The cleanliness of the Club can be improved in the following areas: (please check all that apply)

Answer Options	Survey Monkey Response Count	Paper Survey Response Count	Total Response Count	Total Response Percent
None, I am satisfied with the cleanliness of the	72	49	121	9.1%
Front Desk / Lobby	10	11	21	1.6%
Exercise floor area	73	40	113	8.5%
Locker room area	105	57	162	12.2%
Equipment	69	51	120	9.0%
<b>Showers</b>	<b>137</b>	<b>93</b>	<b>230</b>	<b>17.3%</b>
Bathrooms	90	63	153	11.5%
Hot tub	41	35	76	5.7%
Jacuzzi	48	22	70	5.3%
Pool area	29	18	47	3.5%
Steam room	55	27	82	6.2%
Lounge	36	21	57	4.3%
Other (please specify)	49	25	74	5.6%
answered question	289	189	478	
skipped question	28	12	40	

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### 12. Have you purchased something from the juice bar within the last six months?

Answer Options	Survey Monkey Response Count	Paper Survey Response Count	Total Response Count	Total Response Percent
Yes, 1 time	33	16	49	10.1%
<b>Yes, 2-10 times</b>	<b>103</b>	<b>74</b>	<b>177</b>	<b>36.6%</b>
Yes, more than 10 times	67	66	133	27.5%
No	86	38	124	25.7%
answered question	289	194	483	
skipped question	28	7	35	

### 13. In your opinion, what type of venue would be a good fit for the current Jazz Lounge?

Answer Options	Survey Monkey	Paper Survey	Total Response	Total Response
<b>Casual Dining</b>	<b>124</b>	<b>110</b>	<b>234</b>	<b>36.3%</b>
Fine Dining	4	13	17	2.6%
Live Music	33	59	92	14.3%
Lounge	69	68	137	21.3%
Sports Bar	59	45	104	16.1%
Other (please specify)	36	24	60	9.3%
answered question	289	175	464	
skipped question	28	26	54	

### 14. What type of food would you like to see served? (please check all that apply)

Answer Options	Survey Monkey Response Count	Paper Survey Response Count	Total Response Count	Total Response Percent
Pupus / Appetizers	172	105	277	25.9%
Full Menu	74	40	114	10.7%
<b>Healthy Foods</b>	<b>187</b>	<b>140</b>	<b>327</b>	<b>30.6%</b>
Limited Menu	45	53	98	9.2%
Locally Grown / Produced Foods	127	91	218	20.4%
Other (please specify)	21	14	35	3.3%
answered question	289	184	473	
skipped question	28	17	45	

## Honolulu Club Membership Survey 2011

**15. Please indicate from 1 (First choice) to 5 (Last choice) your top 5 areas of the club you would like to see the club spend money on for improvements / changes:**

Answer Options	Response Total - Survey Monkey	Survey Monkey Response Count	Response Total - Paper	Paper Survey Response Count	Response Total - Grand Total	Total Response Count	Response Average
Basketball Courts	49	16	24	9	73	25	2.92
Creation of Conference/Meeting Room	252	65	53	19	305	84	3.63
Equipment	426	214	181	109	607	323	1.88
Group Exercise Rooms	363	129	115	49	478	178	2.69
Lobby / Reception Desk	222	58	76	24	298	82	3.63
<b>Locker Rooms</b>	<b>576</b>	<b>199</b>	<b>201</b>	<b>79</b>	<b>777</b>	<b>278</b>	<b>2.79</b>
Lounge / Restaurant	537	167	202	73	739	240	3.08
Mixed Martial Arts/Wrestling Room	78	22	28	8	106	30	3.53
Overall Interior Design	310	81	66	23	376	104	3.62
Pilates/Gyrotonics	83	23	52	14	135	37	3.65
Pool area	259	91	132	62	391	153	2.56
Racquetball / Squash Courts	71	23	46	16	117	39	3.00
Renovation of Tennis/Volleyball Courts	83	26	26	8	109	34	3.21
Spa	184	48	64	17	248	65	3.82
Steam Room/Sauna Machine	392	124	148	59	540	183	2.95
Other: (Please enter specifics in comments at end	180	59	81	43	261	102	2.56
answered question tion		271		178		449	
skipped question tion		46		23		69	

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### 16. The overall Honolulu Club experience:

Answer Options	Survey Monkey Response Count	Paper Survey Response Count	Total Response Count	Total Response Percent			
Exceeds my expectations	15	12	27	5.7%			
<b>Meets my expectations</b>	<b>154</b>	<b>94</b>	<b>248</b>	<b>52.7%</b>			
Sometimes meets my expectations	90	52	142	30.1%			
Does not meet expectations	30	24	54	11.5%			
answered question	289	182	471				
skipped question	28	19	47				