

Customer Technology and Content Questionnaire

1. How often do you visit the gym?
 - a. Every day
 - b. 4-6 x per week
 - c. 2-3 x per week
 - d. Once per week
 - e. Less than once per week

2. Which of the following technologies do you currently use **during** your work out? (check all that apply)
 - a. Music
 - b. Audio other than music
 - c. Music videos
 - d. Workout videos
 - e. Exercise equipment instructional videos
 - f. E-books
 - g. Heart rate monitors
 - h. Connection/docking station for your smart phone, iPod, tablet.
 - i. None. I don't use any kind of technology during my workout.

3. What content do/would you prefer access to while working out on equipment?
 - a. Live sports programs
 - b. TV
 - c. Music videos
 - d. Workout videos
 - e. Workout progress screens
 - f. Movies
 - g. E-books
 - h. Social media
 - i. Internet access

4. Do you wish you had better access to your personal content, such as TV shows, music, movies, e-books while working out at the gym?
 - a. Yes
 - b. No

5. Which of the following do you currently use to support your workout?
 - a. Apps offering workout advice
 - b. Apps workout tracking programs
 - c. Online websites offering workout advice
 - d. Online websites offering workout tracking programs
 - e. Blogs about workouts
 - f. Fitness experts on social media
 - g. None. I don't use any kind of technology to support my workout.

6. If you visit fitness and health websites or blogs, what type of content do you find most valuable? Check all that apply.
 - a. Workout Advice
 - b. Workout Videos
 - c. Nutrition Advice
 - d. Recipes
 - e. Workout or Nutrition Plans
 - f. Success Stories

7. On a 1 – 5 scale, with 1 meaning you are not at all satisfied and 5 meaning you are very satisfied, how satisfied are you with the technology at this gym?
1 2 3 4 5

8. On a 1 – 5 scale, with 1 meaning you are not at all satisfied and 5 meaning you are very satisfied, how satisfied are you with the overall experience at this gym?
1 2 3 4 5