This research is to improve service quality in the Health Spa’s Wellness Centres.

Please take time to complete this questionnaire.

We value your honest opinion.

All information will be treated with confidentiality.

Please return your completed questionnaire to: delrdre007@telkomsa.net before 15 September 2007.
Tell us a little about you...

Your Name & Surname: [ ]

Your email address: [ ]

Gender: [ ] Male [ ] Female

1. Mark your age Group?
   - [ ] Under 18
   - [ ] 18 – 24
   - [ ] 25 – 34
   - [ ] 35 – 44
   - [ ] 45 – 54
   - [ ] 55 – 64
   - [ ] 65 – 74
   - [ ] 74+

2. Mark your level of education?
   - [ ] Matriculated or less
   - [ ] Matriculated + diploma, technicon
   - [ ] Graduated from 4 year university
   - [ ] Postgraduate study (Honours or Masters)

3. Mark your present employment status?
   - [ ] Employed full-time
   - [ ] Employed part-time
   - [ ] Not Employed

4. Mark your income bracket?
   - [ ] Under R4 000 per month
   - [ ] Between R4 000 and R8 000
   - [ ] Between R8 000 and R12 000
   - [ ] Between R12 000 and R16 000
   - [ ] Between R16 000 and R20 000
   - [ ] Above R20 000 per month
5. **Marital Status:**
- Never Married
- Married
- Divorced
- Common Law marriage

6. **Family Structure:**
- No Children
- 1 or more Children

7. **Which activity will you prefer most?**
- Indoor reading/relaxing
- Clubbing/ Social Bar
- Fitness Club
- Museum/Theatre
- Family time

8. **Which fitness sport would you like to do most?**
- Aerobics
- Pilates
- Yoga
- Aqua aerobics
- V-Core & Bosu Ball Conditioning
- Circuit training
- Cardio Dance

9. **Which treatment offering would you like most?**
- Cellulite treatment
- Hydrotherapy
- Body Massaging to distress
- Improve appearance
- Detoxification for improved health and vitality
- Weight loss Programme

10. **Where would you expect most to read about health spa’s/ wellness?**
- Internet
- Magazines
- Pamphlets, brochures
- TV commercials
11. Rate from 1 – 10 (ten being very good) which services you value most from a Health Spa from 1 to 10

(   ) Staff appearance
(   ) Professional Service
(   ) Cleanliness
(   ) Communication on specials
(   ) Technology
(   ) Products used
(   ) Size of Health Spa
(   ) Location of Spa
(   ) Competence
(   ) Staff Uniforms
(   ) Equipment/Treatment Machines
(   ) Spa Image

<table>
<thead>
<tr>
<th>12. Choose one category to describe how important the particular treatment is to you?</th>
<th>Will definitely consider</th>
<th>Might consider</th>
<th>Not interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Botox</td>
<td>🏆</td>
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<td>🏆</td>
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<tr>
<td>Cellulite Treatments</td>
<td>🏆</td>
<td>🏆</td>
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<tr>
<td>Deep Peels</td>
<td>🏆</td>
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<tr>
<td>Collagen Fillers</td>
<td>🏆</td>
<td>🏆</td>
<td>🏆</td>
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<tr>
<td>Hydrotherapy</td>
<td>🏆</td>
<td>🏆</td>
<td>🏆</td>
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<tr>
<td>Weight Loss</td>
<td>🏆</td>
<td>🏆</td>
<td>🏆</td>
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<tr>
<td>Anti-wrinkle</td>
<td>🏆</td>
<td>🏆</td>
<td>🏆</td>
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<tr>
<td>Explore the power of your subconscious mind</td>
<td>🏆</td>
<td>🏆</td>
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<tr>
<td>Relaxation/De-stress</td>
<td>🏆</td>
<td>🏆</td>
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<tr>
<td>Make-over</td>
<td>🏆</td>
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<tr>
<td>Skin rejuvenation</td>
<td>🏆</td>
<td>🏆</td>
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<tr>
<td>Lymph drainage</td>
<td>🏆</td>
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<tr>
<td>Transformational Workshops</td>
<td>🏆</td>
<td>🏆</td>
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<tr>
<td>Awaken yourself as “Soul” - Meditation</td>
<td>🏆</td>
<td>🏆</td>
<td>🏆</td>
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<tr>
<td>Indian Head Messages</td>
<td>🏆</td>
<td>🏆</td>
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</tbody>
</table>
13. Have you ever attended any Health Spa/Wellness Centre?
   - Yes
   - No

14. If yes, describe the frequency of your visit/s?
   - I have only been at a Health Spa once before
   - I like to go once a year
   - I try to go every quarter
   - I spoil myself on a regular basis

15. Which package and treatment offering would you prefer most?
   - One (1) day with several massages
   - Three (3) day detox and de-stress programme
   - Five (5) day rejuvenation programme
   - Seven (7) day Holistic programme
   - Twenty Five (25) days make-over

16. Name one wellness centre most familiar to you?

17. What is your recommendation for a choice in a wellness centre?

18. What, in your opinion, makes any wellness centre better than the next?

19. Do you have any medical condition or treatment preference?
20. Choose the most important quality when choosing a wellness centre?

- Price packages
- Location
- Treatment offerings
- Technology and equipment

**PLEASE SELECT ONE ALTERNATIVE DESCRIBING YOU THE BEST:**
SD (STRONGLY DISAGREE); DISAGREE; AGREE OR S.A. (STRONGLY AGREE)

<table>
<thead>
<tr>
<th></th>
<th>S.D.</th>
<th>DISAGREE</th>
<th>AGREE</th>
<th>S.A.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I spent my leisure time clubbing and socialising</td>
<td>![ ]</td>
<td>![ ]</td>
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<tr>
<td>2.</td>
<td>I love the most extreme sports.</td>
<td>![ ]</td>
<td>![ ]</td>
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<td>3.</td>
<td>I typically spend my leisure time relaxing and reading.</td>
<td>![ ]</td>
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<td>4.</td>
<td>I would like to spend as much as possible time in a fitness gym.</td>
<td>![ ]</td>
<td>![ ]</td>
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<tr>
<td>5.</td>
<td>I mostly enjoy going to the theatre or museums.</td>
<td>![ ]</td>
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<tr>
<td>6.</td>
<td>My best holidays are spent camping with my family.</td>
<td>![ ]</td>
<td>![ ]</td>
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<tr>
<td>7.</td>
<td>I prefer more to spend my leisure time socialising with my friends.</td>
<td>![ ]</td>
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<td>8.</td>
<td>I love doing walking trails for leisure</td>
<td>![ ]</td>
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<td>9.</td>
<td>Visiting a nature reserve is what I enjoy most.</td>
<td>![ ]</td>
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<tr>
<td>10.</td>
<td>Snow skiing, waterskiing, kite flying and adventurous sport is what I enjoy most.</td>
<td>![ ]</td>
<td>![ ]</td>
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<tr>
<td>11.</td>
<td>I would prefer to spend my leisure time at a health spa.</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
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<tr>
<td>12.</td>
<td>I want excitement in my life and surround my life around adrenal filled activities</td>
<td>![ ]</td>
<td>![ ]</td>
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</tr>
<tr>
<td>13.</td>
<td>I would prefer to spend my leisure time to be pampered and massaged.</td>
<td>![ ]</td>
<td>![ ]</td>
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<tr>
<td>14.</td>
<td>Mountain climbing and bird watching activities interest me more.</td>
<td>![ ]</td>
<td>![ ]</td>
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<tr>
<td>15.</td>
<td>Good cuisine and wine is my way of entertainment.</td>
<td>![ ]</td>
<td>![ ]</td>
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<tr>
<td>16.</td>
<td>I prefer to entertain a few close friends at home.</td>
<td>![ ]</td>
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<tr>
<td>17.</td>
<td>I prefer listening to soft classical music.</td>
<td>![ ]</td>
<td>![ ]</td>
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<tr>
<td>18.</td>
<td>I prefer watching movies to most other entertainments.</td>
<td>![ ]</td>
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<tr>
<td>19.</td>
<td>I keep my fitness level high.</td>
<td>![ ]</td>
<td>![ ]</td>
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<tr>
<td>20.</td>
<td>Lively, loud music is best for me.</td>
<td>![ ]</td>
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<td>![ ]</td>
</tr>
</tbody>
</table>