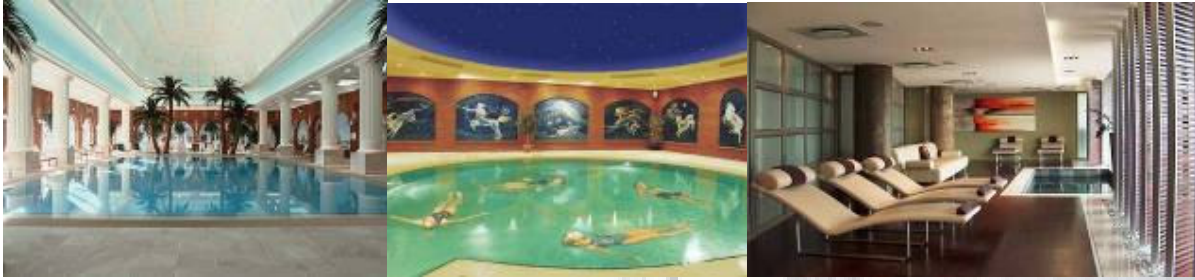


This Research is to improve service quality in the Health Spa's Wellness Centres



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: deirdre007@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

12. Choose one category to describe how important the particular treatment is to you?	Will definitely consider	Might consider	Not interested
Botox	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cellulite Treatments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deep Peels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Collagen Fillers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hydrotherapy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weight Loss	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Anti-wrinkle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explore the power of your subconscious mind	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relaxation/De-stress	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make-over	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skin rejuvenation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lymph drainage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transformational Workshops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Awaken yourself as "Soul" - Meditation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indian Head Messages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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)

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