

RETRO FITNESS

FACILITY TOUR MYSTERY SHOP

INSTRUCTIONS

QUESTIONNAIRE

You will call the location to evaluate how the associate promotes the gym, then visit the gym and take a tour of the facility. You will NOT make an appointment. Photos are required. You cannot be a current Retro Fitness member.

Before You Begin

- Review your shop confirmation
- Prepare a scenario
- Verify business hours
- Know what documentation to obtain
- Review photo requirements

Don't Forget!

- Complete pre-visit phone call
- Present a valid scenario & bring your ID
- Arrive at least 1 hour prior to closing time
- Ask for a tour if one is not offered
- Take all required photos



General Requirements

- **Submission Deadline: 12:00 PM EST the day following your scheduled shop date.** The deadline is noted in eastern standard time. If your completed survey is not submitted to shopperhub.cxgroup.com by the deadline, it will be automatically cancelled.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- Take a selfie photo for shop validation (this is your “receipt”).
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Do not say or do anything to limit the opportunity for the associate(s) to perform the behaviors the survey is designed to evaluate.
- Report all information accurately. Your visit will be recorded by the security cameras at the location. The managers use the start and end times of your visit to pull the recordings and use them for coaching.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for Retro Fitness.
- Children are not allowed to accompany you on this shop.
- If you are already a member of ANY Retro Fitness (regardless of the location), then you are NOT eligible to complete this shop. If you are a current or recent member, contact your scheduler to cancel this shop.
- Do NOT show up to the location with a free day pass/guest pass. This shop is only meant to tour the facility. You may be offered a free day/guest pass during your tour, which you can use on your own time at a later date.
- Bring your ID (e.g., driver's license). Provide your real name, contact information, and ID if asked.

- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.



Shop Instructions

Step #1: Call the assigned location and evaluate how the associate promotes the gym.

- You must call during business hours BEFORE you visit the gym. Note the exact time that your call is answered.
- If an associate does not answer (e.g., phone keeps ringing), wait at least 1 minute before hanging up. You must make up to 3 call attempts to reach an associate, with each attempt being at least 15 minutes apart.
- Listen closely to the greeting—does the associate indicate the location name, their name, and offer assistance?
 - You MUST ask for the phone associate's name if they do not introduce themselves.
- Present a scenario or ask a question about memberships offered, price of memberships, what types of equipment you can find at the location, do they offer group classes, etc.
- Note which items are asked of you during the call: your name, how did you hear about Retro Fitness, and/or your contact information.
- Evaluate if the associate invites you in for a tour. If the associate offers to schedule a tour, politely decline and say that you will think about it, plan to stop in when you have time, etc.

Step #2: Visit the location and evaluate the front desk staff and tour experience.

- Verify the location's business hours to ensure you arrive when they are open and staffed, and at least 1 hour before closing time. You can confirm the hours as part of your pre-visit phone call, or look them up online.
- Note how long it takes for you to be acknowledged at the front desk (can be verbal or non-verbal, such as a nod, wave, "I'll be with you in a minute," etc.).
- Once you are offered assistance, let the associate know that you are interested in learning about a Retro Fitness membership. The following are examples of acceptable opening lines:
 - "I'd like to get some details about a Retro Fitness membership—can you tell me what a membership all includes?"
 - "I'm considering a gym membership—can you tell me what the fees are at Retro Fitness and what you get for those fees?"
 - "I've been thinking about getting a Retro Fitness membership—can you provide some information about what membership entails?"
 - "I'd like to learn more about Retro Fitness membership—what sort of benefits do you offer members?"
- In your opening line, do NOT say that you have never been to a Retro Fitness or that you do not know anything about Retro Fitness. This would put the associate at a disadvantage to asking you certain required questions.
- Retro Fitness employees are always on the lookout for mystery shoppers. Be prepared to conduct the visit naturally and confidently portray someone who is interested in a membership. The Retro Fitness staff will likely ask you why you are interested in membership at Retro Fitness, so be sure to have a prepared scenario ready (e.g., I want to have more energy, I want to lose some weight, etc.).
- If the associate asks if you have ever been to Retro Fitness, say "No" at that time. Do not say that you have been there before, as this would put the associate at a disadvantage to showing you certain aspects of the facility.

- Do NOT immediately ask for a tour of the location. You must give the associate an opportunity to proactively offer you a tour. If the associate does not offer you a tour after the first few minutes of your conversation, then you must ask for a tour.
- Evaluate if you are asked to complete a guest waiver.
- Allow every opportunity for the associate to provide all of the details about Retro Fitness membership by sounding interested in what he/she has to say and allowing him/her to freely speak without interruption.
- Do NOT probe for specific information that you know he/she has left out. You do not need to ask the associate any questions after your opening line.
- Be prepared to carry on a natural conversation with the associate and answer any questions he/she might ask, such as how you heard about Retro Fitness, why you are interested in membership, and how/when you like to work out.
- Throughout your interaction with the associate, convey that you are seriously interested in becoming a member.
- If the associate does not offer for you to enter the locker room and restroom areas as part of your tour, ask if you can check out these areas (you will be asked to evaluate them in your survey).
- Do NOT tell a staff member that you will not be joining today unless/until the staff member directly asks for your membership or proceeds with membership paperwork.
- Give the associate ample opportunity to ask you questions about why you're not ready to join, and politely explain that you need to think it over and/or visit other facilities.
- You MUST get the associate's name (first name only) that you interacted with at the location. If he/she does not proactively offer his/her name, ask for it at the end of your interaction. Your shop will not be valid without the associate's first name. You must also provide a full physical description.
- If the staff member does not offer you any paperwork or present a rate sheet by the end of your interaction, ask for some kind of documentation, such as a rate sheet, business card, or brochure.
- Be sure to take at least 3 interior photos of the gym area before leaving. Interior photos are required. Be discreet when taking these photos.
- Some programs, benefits, and features are not available at all locations. Your survey will have an N/A option associated with these questions. Pay close attention and look around the facility as you take your tour. If you do not see a particular feature and the associate never mentions it, select N/A in your survey form and explain in your narrative. If you do see a specific feature but the associate never mentions it, then you would select No.



Photo Requirements

EXTERIOR SIGNAGE:

- Take at least three (3) photos of all signage visible on the location exterior.
- Examples: large location signage, building signage, door signage, etc.

SALES TOOL:

- Take at least one (1) photo of the sales tool that the associate uses to present the membership options.
- This may be a rate sheet or other sales tool. You can ask to take a photo so that you can remember the information later.

RATE SHEET:

- Take at least one (1) photo of the rate sheet that you are given (ask if not provided).
- The associate may provide you with a copy of the rate sheet that they use to present the membership options. If not, ask for one. If they can't provide a rate sheet, ask for a business card or brochure.
- This may be a rate sheet or other sales tool. You can ask to take a photo so that you can remember the information later.

FRONT ENTRANCE:

- Take at least one (1) photo of the front entrance to the gym.
- You should NOT be in this photo.

INTERIOR GYM PHOTOS:

- Discreetly take at least three (3) photos of the interior of the gym.
- Take photos of anything that catches your eye—noticeably clean or dirty areas, wide angles of the workout floor, etc.
- Do NOT take photos of sensitive areas (e.g., inside locker rooms, etc.).

LOCATION EXTERIOR SELFIE:

- Discreetly take one (1) selfie-style photo in front of the location exterior.
- This photo MUST show YOU in the picture (selfie-style).
- The location/building with identifying exterior signage must be visible in the background.
- Note that this photo is different from the front entrance photo that you will upload in your survey.
- You should NOT be in the front entrance photo that you upload in your survey, but you MUST be in the selfie photo that you upload in the Shop Validation section—these are two different pictures.

Shops that do not include the required photos/documentation as outlined above will be rejected without payment.



QUESTIONNAIRE

Shop date:

Start time:

End time:

Phone Interaction

1. Start time of call:

Refers to start time of successful call (i.e., the exact time your call is answered). Format response as HH:MM AM/PM

2. Did you reach a live person on your FIRST call attempt?

- Yes (10 points)
 No (0 points)

3. Did you reach a live person on your SECOND call attempt?

- Yes (10 points)
 No (0 points)
 N/A

4. Did you reach a live person on your THIRD call attempt?

- Yes (10 points)
 No (0 points)
 N/A

5. Answered promptly

- Answered within 0-3 rings (5 points)
 Answered AFTER third ring (0 points)
 N/A

6. Offered correct greeting

- Extended a greeting that included location name, associate's name, AND an offer of assistance (e.g., "Thank you for calling, this is John. How may I help you?") (10 points)
 Did NOT extend a greeting that included location name, associate's name, AND an offer of assistance (e.g., "Thank you for calling, this is John. How may I help you?") (0 points)
 N/A

7. Indicate the name of the phone associate:

You must ask for the phone associate's name if not proactively provided.

8. Projected positive attitude

- Projected a friendly, outgoing attitude throughout the conversation and seemed to sincerely enjoy talking with you (used upbeat tone of voice that conveyed enthusiasm and energy) (10 points)
 Was friendly and polite, but there was opportunity for a more energetic/upbeat tone of voice (5 points)
 Sounded as if going through the motions, seemed disinterested OR was impolite (0 points)
 N/A

9. Did the associate invite you in/schedule a tour during your call?

- Yes (10 points)
 No (0 points)
 N/A

10. Which of the following was asked for during your call?

Select all that apply.

- Name
 How did you hear about Retro Fitness
 Contact Information (email, phone number, etc.)
 None
 N/A

11. Number of answer responses that were selected in the question above

- Three (10 points)
 Two (5 points)
 One (0 points)
 None (0 points)
 N/A

12. Explain how thoroughly the staff member explained and promoted the club:

Explain the responses you selected for the Phone Interaction questions. Be sure to explain ALL responses of less than full point value. Explain how thoroughly the staff member explained and promoted the club. Include any special amenities or membership options you were told about. You must enter between 200 and 1100 characters.

13. Phone Interaction - Pass/Fail

Select Pass if the associate invited you in or offered to schedule a tour. Select Fail if the associate did NOT invite you in or offer to schedule a tour.

- Pass
 Fail

Front Desk & Tour Experience**14. Indicate the name of the Associate:****15. Indicate the approximate age of the Associate:**

- | | |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> 20 or less | <input type="checkbox"/> 41 - 45 |
| <input type="checkbox"/> 21 - 25 | <input type="checkbox"/> 46 - 50 |
| <input type="checkbox"/> 26 - 30 | <input type="checkbox"/> 51 - 55 |
| <input type="checkbox"/> 31 - 35 | <input type="checkbox"/> 56 or older |
| <input type="checkbox"/> 36 - 40 | |

16. Indicate the gender of the Associate:

- Male
 Female
 Prefer not to answer

17. Was the Associate wearing glasses?

- Yes
 No

18. Indicate the hair color of the Associate:

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Auburn/Red | <input type="checkbox"/> Brown |
| <input type="checkbox"/> Green/Blue/Purple | <input type="checkbox"/> Dark Brown |
| <input type="checkbox"/> Black | <input type="checkbox"/> Gray/White |
| <input type="checkbox"/> Blonde | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Light Brown | |

19. Indicate the hair length of the Associate:

- | | |
|--|---|
| <input type="checkbox"/> Short | <input type="checkbox"/> Long |
| <input type="checkbox"/> Ear Length | <input type="checkbox"/> Pulled Back/Up |
| <input type="checkbox"/> Shoulder/Collar | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Mid-Back | |

20. Indicate the approximate height of the Associate:

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 5' or less | <input type="checkbox"/> 5'10" |
| <input type="checkbox"/> 5'1" | <input type="checkbox"/> 5'11" |
| <input type="checkbox"/> 5'2" - 5'3" | <input type="checkbox"/> 6' - 6'1" |
| <input type="checkbox"/> 5'4" - 5'5" | <input type="checkbox"/> 6'2" - 6'3" |
| <input type="checkbox"/> 5'6" - 5'7" | <input type="checkbox"/> 6'4" plus |
| <input type="checkbox"/> 5'8" - 5'9" | |

21. Indicate the apparent race of the Associate:

- | | |
|---|---|
| <input type="checkbox"/> African-American | <input type="checkbox"/> Middle Eastern or Arab |
| <input type="checkbox"/> Caucasian | <input type="checkbox"/> Native-American |
| <input type="checkbox"/> East Asian | <input type="checkbox"/> Other |
| <input type="checkbox"/> South Asian | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> Hispanic | |

22. Once you approached the front desk, how long before you were acknowledged?

Acknowledgement can be verbal or non-verbal, e.g., nod, wave, "I'll be with you in a minute," etc.

- Within 10 seconds or less (10 points)
- Between 10 seconds to one minute (5 points)
- I was not acknowledged within one minute (0 points)

23. Warm and welcoming greeting

- Greeted you in a manner that conveyed genuine enthusiasm (smiled & used eye contact, an energetic/upbeat tone of voice, and open body language - upright or leaned in towards you, arms uncrossed) (10 points)
- Greeted you in a manner that was polite/professional, but there was opportunity for more enthusiasm (more smiling, eye contact, energetic/upbeat tone of voice, open body language) (5 points)
- Greeted you in a manner that was unwelcoming, disinterested, or distracted (0 points)

24. Explain what the front desk staff member (or staff members) initially said and did once you conveyed that you were interested in trying out the gym:

Enter between 100 and 800 characters.

25. When you conveyed you were interested in learning about membership, were you asked to complete a guest waiver?

- Yes (10 points)
- No (0 points)

26. Employee read and referenced the information you put into the Digital Guest Waiver (iPad) Yes No**27. Created a personal connection** Introduced him/herself AND used your name at least once during your interaction (10 points) Introduced him/herself OR used your name at least once during the presentation (5 points) Did NOT introduce him/herself AND did NOT use your name at least once during the presentation (0 points)**28. Projected a positive attitude** Projected a friendly, outgoing attitude and seemed to sincerely enjoy talking with you (consistently smiled, made eye contact, and used upbeat tone of voice that conveyed enthusiasm and energy) (10 points) Was friendly and polite, there was opportunity for more enthusiasm (more smiling, eye contact, energetic/upbeat tone of voice, open body language) (5 points) Appeared to be going through the motions, seemed disinterested OR was impolite (0 points)**29. Focused on you** Listened attentively, gave undivided attention without interruption or distraction, and did NOT make you feel rushed (10 points) Minor opportunity existed for more attentive listening OR was interrupted or distracted once or twice during your interaction (5 points) Substantial opportunity existed for more attentive listening, appeared disengaged / unfocused, OR made you feel rushed (0 points)**30. Explain the responses you provided for created a personal connection, projected a positive attitude, and focused on you:**

Explain the responses you selected for the previous three questions. Be sure to explain ALL responses of less than full point value. You must enter between 100 and 1100 characters.

31. Was there more than one staff member at the front desk? Yes No**32. Provided tour** Proactively offered to give you a tour without you having to ask AND walked with you as he/she explained the areas of the gym OR found another associate to give the tour in their place (10 points) Did NOT proactively offer to give you a tour, BUT once you asked for a tour, he/she walked with you while explaining the areas of the gym OR found another associate to give you a tour in their place (5 points) Did NOT give you a tour even after being asked OR didn't offer another associate to give the tour in their place (0 points)**33. Did your tour guide walk with you during the tour vs. in front of you?** Yes (10 points) No (0 points) N/A**34. Asked if you had previously been a member at the gym or if you had ever been to one of their gyms** Yes (10 points) No (0 points)**35. Asked how you heard about the gym** Yes (10 points) No (0 points)

36. Informed you of the gym's hours of operation Yes (10 points) No (0 points)**37. Explained Retro Fitness app and various content, video, and exclusivity during your visit?***Select all that apply.* Yes (2 points) No (0 points)**38. Indicate what was mentioned about the Retro Fitness app and various content:** Retro Fitness kitchen (2 points) Nutrition (2 points) Mental health services (2 points) At-home workout classes (2 points) None of the above were mentioned (0 points)**39. Explained what makes the gym unique***e.g., "We believe you can make progress every day no matter where you start" or "We'll help you reach your goals, your way."* Yes (10 points) No (0 points)**40. Explained fitness training program** Clearly explained personal training, small group strength & conditioning, team workouts, and Fitness Assessment AND provided the name(s) of the fitness instructor(s) (10 points) Did NOT clearly explain the fitness training options/fitness assessment OR DID NOT provide the name(s) of the fitness instructor(s) (5 points) Did NOT mention fitness training options/fitness assessment at all (0 points) N/A - location does not have fitness training**41. Explained group fitness classes** Was given a class schedule that clearly explained the wide variety of group fitness classes available AND explained their value (you'll never get bored, always make progress, etc.) (10 points) Was not provided with a class schedule but explained there is a variety of group fitness classes available BUT did not clearly explain their value (5 points) Did NOT mention group fitness classes at all (0 points) N/A - location does not have group fitness**42. Mentioned equipment and relates to your goals** Mentioned that the club has tons of state-of-the-art equipment AND asks questions or makes statements about how the equipment will meet your goals (e.g., "Do you enjoy cardio workouts? We have tons of treadmills and ellipticals.") (10 points) Mentioned that the club has tons of state-of-the-art equipment BUT does not ask questions or make statements about how the equipment will meet your goals (5 points) Did NOT mention the equipment at all (0 points)**43. Mentioned smoothie bar and benefits***e.g., importance of protein after workout, etc.* Yes (10 points) No (0 points)

44. Shown massage chairs and explained its benefits

- Yes (10 points)
 No (0 points)
 N/A - location does not have massage chairs

45. Shown tanning and explained its benefits

- Yes (10 points)
 No (0 points)
 N/A - location does not have tanning

46. Shown red light therapy and explained its benefits

- Yes (10 points)
 No (0 points)
 N/A - location does not have red light therapy

47. Mentioned the Retro Fitness App

- Yes (10 points)
 No (0 points)

48. Mentioned the Retro Fitness Member's Reward Program

- Yes (10 points)
 No (0 points)

49. Explain how the staff member began the tour, what you were shown, and what was explained to you:

Explain the responses you selected for the Front Desk & Tour Experience questions. Be sure to explain ALL responses of less than full point value. You must enter between 200 and 1000 characters.

50. Front Desk/Tour - Pass/Fail

Select Fail if you were not asked to complete a waiver OR if you were not given a tour even after asking. Select Pass if you were asked to complete a waiver AND if you were given a tour.

- Pass
 Fail

Sales Presentation/Memberships**51. Staff member recommended a membership option based off your individual fitness goals and presented you with a rate sheet?**

- Yes (90 points)
 No (0 points)

52. Indicate what sales tool the staff used:

- Laminated
 Acrylic
 Printed copy
 Foam board
 N/A - no sales tool used

53. Do you have a photo of the sales tool the staff used?

Select Yes and upload a photo of the sales tool the staff used. If no sales tool was used, upload a photo of the documentation you asked for at the end of your visit.

Yes

No

54. Explained the Ultimate membership option

Fully explained the Ultimate membership: mentions monthly fees, other fees if applicable (enrollment, annual fee), if there is a commitment, AND explains what membership allows you to access (nutritional plans, fitness assessment, access to all locations) (10 points)

Opportunity existed to better explain the Ultimate membership (5 points)

Did NOT explain the Ultimate membership at all (0 points)

55. Explained the Core membership option

Fully explained the Core membership: mentions monthly fees, other fees if applicable (enrollment fee, annual fee), if there is a commitment, AND explains what membership allows you to access (nutritional plans, fitness assessment, access to all locations) (10 points)

Opportunity existed to better explain the Core membership (5 points)

Did NOT explain the Core membership at all (0 points)

56. Explained the Flex membership option

Fully explained the Flex membership: mentions monthly fees, other fees if applicable (enrollment fee, annual fee), if there is a commitment, AND explains what membership allows you to access (nutritional plans, fitness assessment, access to all locations) (10 points)

Opportunity existed to better explain the Flex membership (5 points)

Did NOT explain the Flex membership at all (0 points)

57. If you declined membership, were you offered a guest pass and asked to follow up?

Yes (10 points)

No (0 points)

N/A - did not decline membership

58. If you declined membership, were you given a guest pass or extended an invitation to any upcoming events at the club?

Yes (10 points)

No (0 points)

N/A - did not decline membership

59. Asked for your membership

Confidently asked if you would like to join today OR assumed you would be joining by proceeding with membership paperwork (10 points)

Asked if you would like to join BUT asked in a manner that lacked confidence (e.g., "Are you ready to join, or do you need some time to think about it?") (5 points)

Did NOT ask you to join AND DID NOT assume that you planned to join (0 points)

60. Explain how the staff member asked for your membership:

If the associate did not ask for or assume your membership, explain what was said about memberships/how the conversation ended. You must enter between 100 and 1000 characters.

61. Warm closing

- Confirmed that all of your questions were answered AND offered a positive closing remark (e.g., Thank you for stopping in today!, Have a great afternoon!, I hope to see you soon!, etc.) (10 points)
- Confirmed that all of your questions were answered OR offered a positive closing remark (e.g., Thank you for stopping in today!, Have a great afternoon!, I hope to see you soon!, etc.) (5 points)
- Did NOT confirm that all of your questions were answered AND DID NOT offer a positive closing remark (0 points)

62. Explain what was said and done by the staff member at the end of your interaction:

Use direct quotes, if possible. You must enter between 100 and 800 characters.

63. Sales Presentation - Pass/Fail

Select Pass if the associate asked you to join/assumed the membership. Select Fail if the associate did not ask you to join.

- Pass
- Fail

Staff Members**64. Professional appearance**

- ALL staff easy to recognize and in uniform (5 points)
- AT LEAST ONE staff member observed was NOT easy to recognize OR in uniform (0 points)

65. If you did not give the top rating for PROFESSIONAL APPEARANCE, describe why and name/describe the staff member or staff members that you observed:

If applicable, enter between 30 and 800 characters.

66. Professional behavior

- ALL employees observed appeared to be performing work-related tasks (not socializing or texting) (10 points)
- AT LEAST ONE employee observed did not appear to be performing work-related tasks (0 points)

67. If you did not give the top rating for PROFESSIONAL BEHAVIOR above, describe why and name/describe the staff member or staff members that you observed:

If applicable, enter between 30 and 800 characters.

68. Welcoming environment

- ALL employees observed were welcoming, friendly, and professional (greeting with smiles and cheerful tones, attentive to those seeking assistance, no excessively boisterous activity, no foul language) (10 points)
- AT LEAST ONE employee observed was NOT welcoming, friendly, and professional OR improvement was needed in regard to at least one observed interaction (0 points)

69. Considering the front desk and all areas that you visited, describe the demeanor of the staff members and what they said or did to give you the impression that they were or were not welcoming and friendly:

Explain the responses you selected for the Staff Members questions. Be sure to explain ALL responses of less than full point value. You must enter between 150 and 800 characters.

Location Cleanliness & Atmosphere**70. Exterior signage**

- Exterior signage is appealing and fully operational (10 points)
- Exterior signage is appealing but in need of minor attention (5 points)
- Exterior signage is in need of immediate attention (0 points)

71. Do you have photos of the exterior signage?

Select Yes and upload your photos. You must upload at least 3 photos showing all visible exterior signage (e.g., location large signage, building signage, door signage, etc.).

Yes

No

72. Outside lighting

Select N/A if you visited during the day.

Parking lot AND sign was fully lit (no bulbs burnt out) (10 points)

Parking lot OR sign were NOT fully lit (0 points)

N/A - daylight during shop

73. Outside location front and sidewalks

Completely free of litter/debris AND well-maintained (10 points)

Minor litter/debris OR minor attention needed to maintenance (5 points)

Substantial litter/debris OR substantial attention needed to maintenance (0 points)

74. Entrance

Glass on doors and windows clean and smudge-free AND entry area was completely free of litter and debris (10 points)

Glass on windows and doors had minor streaks or smudges OR entry area contained minor litter or debris (5 points)

Glass on windows and doors had substantial streaks or smudges OR entry area contained substantial litter or debris (0 points)

75. Summarize your impression of the location's EXTERIOR/ENTRANCE appearance:

Note anything that you noticed was especially clean. If you did not give the top rating to the prior signage, lighting, and entrance questions, explain why. You must enter between 50 and 800 characters.

76. Lobby

All areas of lobby are clean and maintained (upholstery, floor, mats, rugs, desk, counters, tables) (10 points)

Attention needed to cleanliness or maintenance of upholstery, floor, mats, rugs, desk, counters, or tables (noticeable amount of dirt/debris present) (0 points)

77. Did the Pro Shop have merchandise on display for sale?

Refers to an actual pro shop at the location.

Yes (10 points)

No (0 points)

78. Merchandise

Refers to if any merchandise products are sold (may or may not be in a designated pro shop). Select N/A if merchandise such as clothing, tanning products, and headphones are not present at this location.

Appeared neatly displayed, free of dust/debris, and in good condition (10 points)

Attention needed (0 points)

N/A - location does not merchandise

79. Front desk

Appeared clean and uncluttered (10 points)

Did NOT appear clean and uncluttered (0 points)

80. Temperature

Not too hot (10 points)

Noticeably too hot (0 points)

81. Workout areas

- Floors and walls clean and well-maintained (free of dirt/debris, noticeable smudges, damage, etc.) (10 points)
- Floors and walls are NOT clean and well-maintained (0 points)

82. Equipment cleanliness and functionality

- All equipment observed was clean, maintained, and functional (no rips/tears in upholstery) (10 points)
- Minor attention needed to equipment OR 1-4 pieces of equipment were out of order/not functional (5 points)
- Substantial attention needed to equipment (obvious dirt or sweat) OR more than 4 pieces of equipment were not functional (0 points)

83. If substantial attention needed to equipment OR more than 4 pieces of equipment were not functional, describe which pieces of equipment were out of order, damaged, or unclean:

If applicable, enter between 100 and 800 characters.

84. Which locker room did you visit?

- Women's
- Men's

85. Locker room cleanliness

- All areas of the locker room (floor, lockers, benches, walls, vents) were clean/well maintained AND there was no standing water on the floor (10 points)
- Attention needed to cleanliness/maintenance OR there was standing water on the floor (0 points)

86. Restroom area cleanliness and stocking

- Clean and fully stocked with hand soap, toilet paper, and paper towels/hand dryer (10 points)
- Minor attention needed to cleanliness, maintenance, or stocking (5 points)
- Substantial attention needed to cleanliness, maintenance, or stocking (0 points)

87. Summarize your impression of the INTERIOR appearance/atmosphere:

Explain the responses you selected for the Location Cleanliness & Atmosphere questions. Be sure to explain ALL responses of less than full point value. You must enter between 50 and 800 characters.

Overall Impression**88. How would you describe your overall experience today?**

- Truly Exceptional (10 points)
- Very Good (8 points)
- Average (5 points)
- Somewhat Disappointing (2 points)
- Unacceptable (0 points)

89. If you were in the market for a gym, do you think today's experience would've convinced you to join?

- Yes (10 points)
- No (0 points)

90. Assuming you were interested in becoming a member of THIS gym when coming in today, based on your visit to THIS location today, would you join?

- Yes (10 points)
- No (0 points)

91. Explain your overall ratings. If you did not give the top ratings, explain what you think the gym could have done to earn the top ratings:

Explain the responses you selected for the Overall Impression questions. Be sure to explain ALL responses of less than full point value. Do not score down for factors outside the staff's control. You must enter between 100 and 1200 characters.

92. Do you have a photo of the rate sheet?

Select Yes and upload a photo of the rate sheet you were given. If the staff could not provide a rate sheet, upload whatever documentation you were given (brochure, business card, etc.).

Yes

No

93. Do you have a photo of the front entrance to the gym?

Select Yes and upload a photo of the front entrance to the gym.

Yes

No

94. Do you have additional photos of the gym?

Select Yes and upload any additional interior photos of the gym that you were able to take. This question requires that you upload at least three images. If you do not have three unique images, you may upload the same image multiple times and explain in your narrative.

Yes

No

95. Overall Pass/Fail

Select Fail if the Phone Interaction, Front Desk & Tour Experience, and/or Sales Presentation sections were a Fail. Select Pass if all three sections were a Pass.

Pass

Fail

Shop Validation

96. Did you take a location exterior selfie photo?

Select Yes then upload your location exterior selfie.

Yes

No

97. If you do not have a location exterior selfie photo, explain why:

Enter N/A if you uploaded your selfie and all other required photos. If you are missing any photos for any of the previous photo upload sections (rate sheet, exterior photo, interior gym photos, etc.) please explain why in this narrative box.

END OF QUESTIONNAIRE