

Satisfaction Survey Results 2009

The satisfaction survey results have been tabulated by our Customer Service Dept at the Town of Markham.

The Centennial Fitness Centre had 353 survey responses.

The responses were well spread out amongst the various age groups, user times, and number of years our users have been members of our facility; which means that the sample is fairly representative of the demographics of our Fitness Centre.

The overall satisfaction score was 80.4 %

With 76.7 % being Extremely/Very Satisfied.

These are both very good scores.

There were some service gaps identified in the survey responses. Meaning that there was a greater than 10 point difference between what your expectations were and how satisfied you were with the delivery of that particular service.

Some of the gaps identified:

- Focus on the needs of the members
- Staff Providing input to the member
- Gym Space
- Parking
- Equipment is accessible
- Cleanliness (Change rooms, Sauna, Track, Whirlpool, & Washrooms)
- Stretching Area
- Cardio Equipment

We may be coming to you in the near future and asking you some additional probing questions so we can get some additional detail on the gaps that we are not able to gather from the original survey.

Once that is complete we will choose a couple of these areas for improvement in 2009, and tell you what & how we are going to improve our service to you.

We would like to thank everyone who participated in the survey and to all of our users that make use of our facility. We hope you will continue to come to the Centennial Fitness Centre and enjoy programs and amenities we have to offer.

Sincerely

Warren Watson
Fitness Coordinator
Town of Markham

Overall Satisfaction

