

Oct 2008 Focus Groups Questions

1. How many of you are Club members?
Two of Six were members.
2. If you're not a member, what are your top 3 reasons as to why not?
Things offered don't fit because no time.
I'm older now. I have a family & too much work.
You should do more stuff like 2-4-1 Steak Night
& Mother's Day Buffet.
You should offer prizes or trip packages for fishing or scuba diving.
Why don't you ever do 5K runs?
This question basically boiled down to time issues, family issues, age
and a desire to get home before they had to start another day.
3. What things could be done to change your mind about being a member?
Nothing. I only go there 1/month.
Two responders go 2/week. (One of these is a Club Member.)
One never goes.
One goes every day (He's one of the Club Members.).
Even after discussing the prizes, the 6 mos/free, and the discounts,
only one of the four showed interest in becoming a member.
4. What are some things about the Falcon's Nest Club that you'd like to see changed?
All seemed to feel that there wasn't a big need for changes, the
problem is time, work load, family/kids, and that they weren't
"youngsters" anymore.
5. What are some things the Falcon's Nest Club is doing that you like or would like to see more of?
See answer to question #4.
6. Overall, on a scale of 1 to 10 (1 horrible, 10 superior), how would you rate the Falcon's Nest Club?
Didn't ask this question.

7. Do you use the Fitness Center? Why?
All exasperatedly said the mandatory 3 times a week.

7.a I followed with, "Would you like to attend more often?"

All said yes.

All stated the hours stink.

5 of 6 wanted weekend hours (e.g. 8am-5pm Sat. 9am-3:30pm Sun)

All wanted some form of childcare. Kiddy Cardio room where they could watch them while working out, or ideally, someone to watch the children for them.

One stated that the YMCA is open much later, is open on weekends, and provides up to 3 hours of free childcare on site. He further stated that the YMCA is on the verge of becoming free or at the least, drastically reduced in cost to military.

The below link shows that some of the information about the YMCA isn't accurate from the focus group. While there is some limited free daycare, there is a time limit on how long you receive free membership.

http://www.militaryonesource.com/skins/mos/display.aspx?action=display_page&mode=User&ModuleID=8cde2e88-3052-448c-893d-d0b4b14b31c4&ObjectID=e942bf87-f208-4f07-8b6e-502ac76c2aaf

One stated that he doesn't even start his work out till 9pm due to Family, and by then the FC's been closed an hour.

8. Do you participate in Fitness Center Sports? Why?

Two said that they try.

Two said no due to age. Stated that the younger ones always win.

All said that it's the same people over and over, and that doesn't help.

All complained of start times for not only the sports but for classes.

They wanted them to start at 5pm or shortly later. One stated she likes Spin Class but typically can't attend due to early start time.

One suggested less athletically demanding tournaments like pool.

9. How would you rate the Fitness Center on a scale of 1 to 10?

Didn't ask this question.

10. When it comes to special events, do you attend (Salsa Night at the Club, the Fitness Center Trophy banquet, etc.)? Why?

One did. (He was a Club Member.) He said what you get for what you pay is great, and the events are usually fun.

All others didn't.

11. What would get you to attend some of these events, or if you do already, to attend more?

**Would have to have either childcare available or a child themed thing where the service members could relax and enjoy themselves without having to constantly keep up with the kids.
The one that attends (of course) said he'll come regardless.**