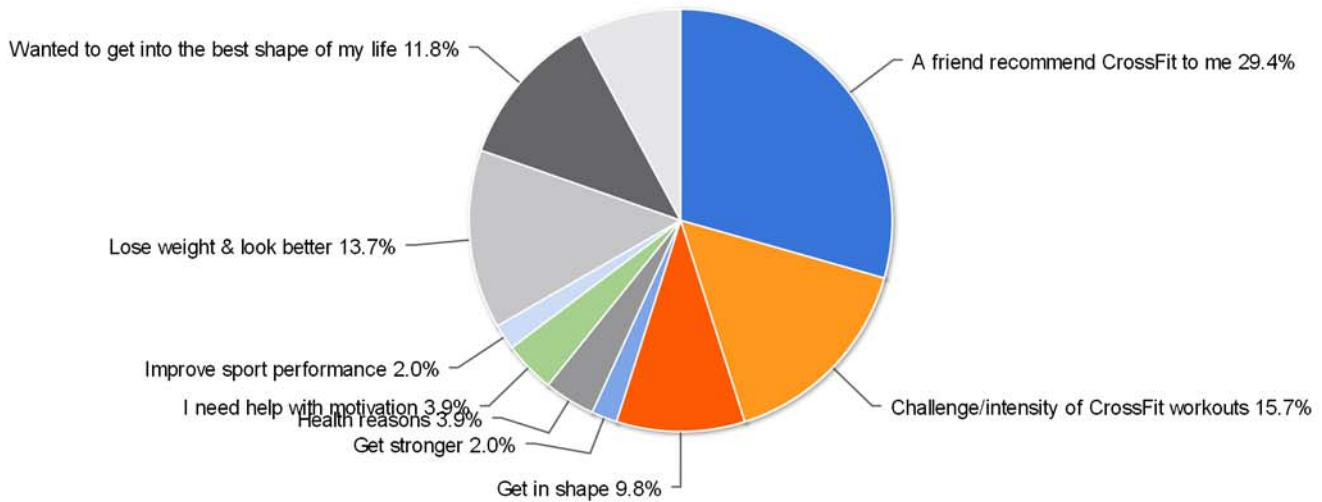


## Summary Report - Feb 16, 2012

Survey: All About CrossFit

### Why Did You Start Doing CrossFit?

%



### 1. Why Did You Start Doing CrossFit?

Value	Count	Percent %
A friend recommend CrossFit to me	15	29.4%
Challenge/intensity of CrossFit workouts	8	15.7%
Get in shape	5	9.8%
Get stronger	1	2%
Health reasons	2	3.9%
I need help with motivation	2	3.9%
Improve sport performance	1	2%
Lose weight & look better	7	13.7%
Wanted to get into the best shape of my life	6	11.8%
Workout diversity/bored with current program	4	7.8%
Community feel of CrossFit	0	0%
Job requirement	0	0%
The CrossFit brand	0	0%
Wanted coaching/training	0	0%

#### Statistics

Total Responses 51

### 2. Why Did You Pick Your Box?

Item	Total Score <sup>1</sup>	Overall Rank
Location	99	1
Vibe of the gym	73	2
Referred by a friend	48	3
Reputation of owners/trainers	47	4
The cost	32	5
Marketing/Website	6	6
Time in business	0	7

Total Respondents: 51

<sup>1</sup> Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is the sum of all weighted rank counts.

### 3. Your Favorite Thing About Your Box

Item	Total Score <sup>1</sup>	Overall Rank
Coaching	92	1
Community	66	2
Challenge	56	3
Results	24	4
Location	23	5
Schedule	10	6
Small	8	7
Programming	8	8
The endorphins	5	9
Training focused	5	10
Competition	4	11
Low maintenance feel	2	12
Open gym	2	13
Hardcore	1	14
Free child care	0	15

Total Respondents: 51

<sup>1</sup> Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is the sum of all weighted rank counts.

### 4. What would You Change about Your Box?

Item	Total Score <sup>1</sup>	Overall Rank
Nothing	60	1
More equipment	32	2
Add CrossFit Programs (Endurance, Football, Gymnastics, Kettlebells, etc)	26	3

Total Respondents: 51

<sup>1</sup> Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is the sum of all weighted rank counts.

Item	Total Score <sup>1</sup>	Overall Rank
Open gym time	21	4
Set and monitor goals	18	5
More olympic lifting	18	6
Nutrition advice	18	7
Add CrossFit Kids	18	8
More classes/better class times	16	9
More social events	10	10
More instruction	10	11
Separate elite and non-elite athlete classes	9	12
Harder programming	6	13
Cost	6	14
Childcare (supervised)	4	15
Cleanliness	2	16
Better warm-ups	2	17
Better Elements (initial training)	0	18

Total Respondents: 51

<sup>1</sup> Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is the sum of all weighted rank counts.

## 5. What Keeps You Coming Back?

Item	Total Score <sup>1</sup>	Overall Rank
Coaching	70	1
Community	64	2
Challenge	60	3
Results	52	4
Variety	20	5
The endorphins	11	6
Programming	7	7
Competition	7	8
Because I paid	6	9
Habit	5	10
Other	4	11
Job	0	12

Total Respondents: 51

<sup>1</sup> Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is the sum of all weighted rank counts.

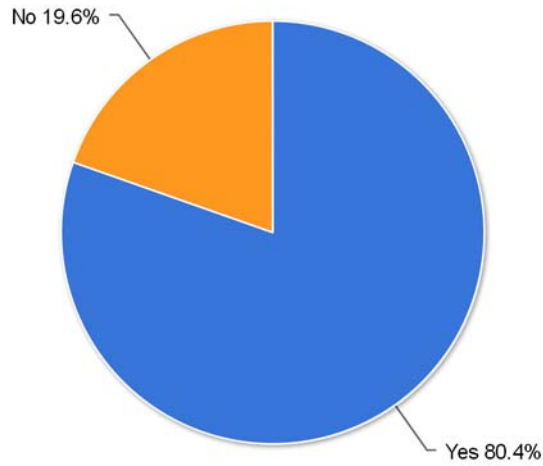
## 6. What's the best way to communicate our messages / events

Item	Total Score <sup>1</sup>	Overall Rank
Email	287	1
Facebook Fan Page	238	2
Website	140	3
Text	128	4
Whiteboard	101	5
Phone	54	6
Twitter	32	7

Total Respondents: 51

<sup>1</sup> Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is the sum of all weighted rank counts.

### Are you aware of our Referral Program?



### 7. Are you aware of our Referral Program ?

Value	Count	Percent %
Yes	41	80.4%
No	10	19.6%

Statistics	
Total Responses	51