

Frequencies

A Can you tell me which of the following describes you best?

		Frequency	Percent
Valid	Live in Belfast only	333	33
	Work in Belfast only	261	26
	Live and work in Belfast	388	39
	Neither Live nor work in Belfast but use Belfast City Council leisure centres	18	2
	Total	1000	100

B Please can you tell me if you participate in any physical activity in order to live a healthier lifestyle?

		Frequency	Percent
Valid	Yes	1000	100

C Are you open to the suggestion of being more active and living a healthier lifestyle?

		Frequency	Percent
Valid	Yes	1000	100

Gender

		Frequency	Percent
Valid	Male	485	49
	Female	515	52
	Total	1000	100

E Age

		Frequency	Percent
Valid	16-24	220	22
	25-44	382	38
	45-64	272	27
	65+	126	13
	Total	1000	100

F Area

		Frequency	Percent
Valid	North	153	15
	South	149	15
	East	100	10
	West	152	15
	Central	446	45
	Total	1000	100

**Belfast City Council
Boost Pricing Survey**

1 Do you currently use Belfast City Council's (BCC) leisure centre facilities?

		Frequency	Percent
Valid	Yes	385	39
	No	615	62
	Total	1000	100

2 If yes, which facilities do you use?

		Frequency	Percent
	Andersonstown	57	6
	Avoniel	50	5
	Ballysillan	88	9
	Falls	57	6
	Grove	128	13
	Indoor Tennis & Ozone at Ormeau	23	2
	Loughside	24	2
	Olympia	30	3
	Shankill	60	6
	Whiterock	2	0
	None of the above	39	4

2a Are you a Maximum Boost or Big Boost monthly paying member (either by cash or direct debit)

		Frequency	Percent
Valid	Maximum Boost	28	8
	Big Boost	56	16
	Neither of these	262	76
	Total	346	100

2b Are you a Fully Paying member or a Concessionary member?

		Frequency	Percent
Valid	Full price	45	54
	Concession rate	39	46
	Total	84	100

3 If no, have you ever used Belfast City Council leisure centre facilities?

		Frequency	Percent
Valid	Yes as a member	31	5
	Yes as a casual user	307	47
	No	316	48
	Total	654	100

**Belfast City Council
Boost Pricing Survey**

3a If yes, why do you no longer use the facilities?

		Frequency	Percent
Valid	Too expensive	19	6
	I go sometimes	28	8
	Too old	15	4
	Too busy (Kids/Work)	101	30
	Need a better range of facilities	6	2
	Can't be bothered	10	3
	Lost interest/got out of the habit	25	7
	Exercise at home/work	12	4
	Don't live in area	20	6
	Better deals elsewhere	9	3
	Don't Know	8	2
	Need more information	1	0
	Not convenient	4	1
	Use other gym	46	14
	Went when I was younger	18	5
	Change of circumstances	5	1
	Health reasons	3	1
	Local centre closed down	6	2
	Don't need to	2	1
	Total	338	100

3b If no, what would encourage/motivate you to take up membership?

		Frequency	Percent
Valid	Less expensive	3	1
	Better value for money	35	11
	If I was younger	3	1
	If I had more time	27	9
	Better range of facilities	14	4
	Can't be bothered	3	1
	No interest	17	5
	I exercise at home	4	1
	If they were closer	37	12
	Go to local gym	26	8
	Don't Know	20	6
	More information	11	3
	Not convenient	1	0
	Boost card	1	0
	If my friends joined	7	2
	Monthly contracts	2	1
	Nothing	102	32
	Intend on going back soon	3	1
	Total	316	100

**Belfast City Council
Boost Pricing Survey**

4 The council is considering a single all inclusive membership, with full and concessionary rates, rather than the current range of memberships. Do you think this is a good idea?

		Frequency	Percent
Valid	Yes	849	85
	No	151	15
	Total	1000	100

5 What services or activities do you feel should be available as part of an all inclusive monthly membership for BCC leisure facilities?)

		Frequency	Percent
	Swimming Pools	921	92
	Gyms	870	87
	Fitness classes	763	76
	Swimming lessons	436	44
	Tennis	410	41
	Badminton	400	40
	Squash	420	42
	Table tennis	378	38
	Climbing wall	404	40
	Sauna, steam & spa facilities	805	81
	Other (specify)	66	7

5 What services or activities do you feel should be available as part of an all inclusive monthly membership for BCC leisure facilities? - Other

		Frequency	Percent
Valid	Trampolining	1	2
	Aqua aerobics	4	6
	Zumba classes	7	11
	Cycling	2	3
	Circuit training	8	12
	Pilates	5	8
	Kids pool	1	2
	Yoga classes	4	6
	Outdoor sports	2	3
	Indoor football	21	32
	Panary classes	1	2
	Massage	1	2
	Relaxation classes	1	2
	Dancing classes	2	3
	Spin classes	1	2
	Weights	1	2
	Indoor bowls	4	6
	Total	66	100

**Belfast City Council
Boost Pricing Survey**

Q6 Do you think £25 per month is good value for an all inclusive monthly membership for BCC leisure facilities?

		Frequency	Percent
Valid	Yes	585	59
	No	241	24
	Don't Know	174	17
	Total	1000	100

Q6a Can you expand on the reason for your answer?

		Frequency	Percent
Valid	Too expensive	169	17
	Good value for money	299	30
	Too old	3	0
	No time	6	1
	Good range of facilities	42	4
	I am lazy	1	0
	Not interested	6	1
	I exercise at home	3	0
	Don't live nearby any centres	2	0
	Can get better deal elsewhere	51	5
	Don't Know	53	5
	Average price	43	4
	As long as it includes children	13	1
	As long as it's concessionary	1	0
	As long as you use the facilities often	26	3
	As long as there's no sign up fee	1	0
	As long as everything is included	36	4
	As long as you can whenever you like	5	1
	Good value if it was a family package	5	1
	I get it cheaper already	30	3
	It's better than other gyms	16	2
	Makes it like a private gym	9	1
	I wouldn't use all the facilities so would be a waste	21	2
	Depends on what you get	1	0
	Good for local users	5	1
	Local centre closed down	1	0
	No	135	14
	Good for people into training	3	0
	Good for regular users	8	1
	I don't think this price will last long	1	0
	Just use pay as you go	3	0
	Should be free/cheaper for OAP's/student	2	0
	Total	1000	100

**Belfast City Council
Boost Pricing Survey**

Q7 Finally can I ask...would you be happy for me to pass your details on to the Council to receive more information on a new Boost scheme?

		Frequency	Percent
Valid	Yes	340	34
	No	660	66
	Total	1000	100

Q8 Can you please tell me if you DO NOT want to receive any marketing information

		Frequency	Percent
Valid	Yes	220	22
	No	780	78
	Total	1000	100

9 Do you live in the Belfast City Council area

		Frequency	Percent
Valid	Yes	727	73
	No	273	27
	Total	1000	100