



Gym & Fitness Center Member Retention Survey Checklist 2026

Member Demographics & Membership Profile

Collect foundational data including membership type (monthly, annual, VIP), length of membership, and primary fitness goals to segment survey responses.

Membership Type

- ☐ Monthly Subscription
- ☐ Annual Membership
- ☐ Premium/VIP Tier
- ☐ Student/Corporate Plan
- ☐ Day Pass

Months of Membership

Primary Fitness Goals

- ☐ Weight Loss
- ☐ Muscle Gain
- ☐ Cardiovascular Health
- ☐ Flexibility & Mobility
- ☐ Stress Relief

Membership Start Date

Enter date...

Full Name

Write something...

Facility & Equipment Accessibility

Evaluate the condition, cleanliness, and availability of gym machinery, cardio equipment, and weight zones during peak and off-peak hours.

Primary Workout Area Used

- ☐ Free Weights Area
- ☐ Cardio Zone
- ☐ Studio/Group Class Area
- ☐ Functional Training/HIIT Zone
- ☐ Swimming Pool/Lap Area

Average Wait Time for Equipment

Enter a number...

Equipment Issues Encountered

- ☐ Out-of-order Machines
- ☐ Lack of Available Dumbbell Weights
- ☐ Insufficient Cardio Machines
- ☐ Unclean Equipment
- ☐ No Issues Encountered

Specific Equipment Maintenance Feedback

Write something...

Preferred Visit Time

Enter time...

Staff Professionalism & Coaching Quality

Assess the helpfulness, expertise, and approachability of personal trainers, front desk staff, and floor instructors.

Overall Staff Professionalism Rating

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor

Staff Attributes Experienced

- ☐ Friendly/Welcoming
- ☐ Knowledgeable
- ☐ Attentive to Safety
- ☐ Motivating
- ☐ Prompt/Efficient

Trainer Availability Score (1-10)

Enter a number...

Specific Feedback for Trainers or Staff

Write something...

Date of Interaction/Class attended

Enter date...

Class & Program Satisfaction

Measure the perceived value, variety, and instructor effectiveness of group fitness classes, yoga sessions, or specialized workshops.

Primary Class Type Attended

- ☐ Yoga/Pilates
- ☐ High-Intensity Interval Training (HIIT)
- ☐ Strength & Conditioning
- ☐ Spin/Cycling
- ☐ Zumba/Dance
- ☐ Other

Class Rating (1-10)

Enter a number...

What do you enjoy most about our classes?

- ☐ Instructor Expertise
- ☐ Class Energy/Atmosphere
- ☐ Workout Intensity
- ☐ Music/Audio Quality
- ☐ Class Schedule Variety

How can we improve our fitness programming?

Write something...

Date of Last Class Attended

Enter date...

Amenities & Hygiene Standards

Review the cleanliness and maintenance of locker rooms, showers, saunas, water stations, and towel services.

Locker Room Cleanliness Rating

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor

Which amenities do you use most frequently?

- ☐ Showers/Sauna
- ☐ Locker Rooms
- ☐ Hydration/Water Stations
- ☐ Towel Service
- ☐ Steam Room

On a scale of 1-10, how satisfied are you with the gym's hygiene standards?

Please describe any specific hygiene or maintenance issues you have observed.

Upload a photo of any area requiring immediate cleaning or repair

 **Upload File**

Digital Experience & App Integration

Audit the ease of use of the gym's mobile app, class booking systems, and digital progress tracking features.

How frequently do you use the gym's mobile app to book classes or track workouts?

- ☐ Daily
- ☐ A few times a week
- ☐ Rarely
- ☐ Never

Which digital features do you use most often?

- ☐ Class Booking
- ☐ Membership Management
- ☐ Workout Tracking
- ☐ Payment/Billing Access
- ☐ Nutrition/Diet Logs

On a scale of 1-10, how easy is it to navigate the gym's digital interface?

Enter a number...

Please describe any technical issues or bugs you have encountered while using our app.

Write something...

Overall, how satisfied are you with the digital communication (email/app notifications) from the gym?

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied

Value for Money & Pricing Perception

Analyze member sentiment regarding membership fees, add-on costs, and the overall perceived value relative to competitors.

Overall Satisfaction with Membership Fee

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very Dissatisfied

How much do you estimate your monthly fitness spending is (including outside trainers/supplements)?

Enter a number...

Which features do you feel provide the most value to your membership?

- ☐ Access to Equipment
- ☐ Group Fitness Classes
- ☐ Personal Training
- ☐ Locker Room Amenities
- ☐ Convenient Location

If you find the membership costs high, what specific changes would make it feel more worth the investment?

Write something...

Retention Drivers & Churn Risk Assessment

Identify key reasons for continued membership and detect early warning signs of potential cancellation or dissatisfaction.

Primary Reason for Renewing Membership

- ☐ Convenient Location
- ☐ High-Quality Equipment
- ☐ Expert Personal Training
- ☐ Community/Social Environment
- ☐ Affordability

Factors Contributing to Potential Cancellation

- ☐ Price Increase
- ☐ Lack of Equipment Availability
- ☐ Facility Cleanliness Issues
- ☐ Moving Out of Area
- ☐ Poor Staff Interaction

Likelihood to Recommend to a Friend (NPS)

Enter a number...

What is the single most important factor that would make you cancel your membership?

Write something...

How likely are you to renew your membership for the next term?

- ☐ Very Likely
- ☐ Somewhat Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very Unlikely

Community Engagement & Atmosphere

Evaluate the sense of belonging, gym culture, and effectiveness of community-building events or social initiatives.

How would you rate the overall sense of community at our gym?

- ☐ Extremely Welcoming
- ☐ Friendly
- ☐ Neutral
- ☐ Indifferent
- ☐ Unwelcoming

Which gym community events have you participated in over the last 6 months?

- ☐ Fitness Challenges
- ☐ Nutrition Workshops
- ☐ Member Social Mixers
- ☐ Seasonal Competitions
- ☐ None

On a scale of 1-10, how motivated do you feel by the gym atmosphere?

Enter a number...

What could we do to make you feel more connected to the fitness community here?

Write something...

Please mention any specific staff members who contribute to a positive atmosphere.

Write something...

Open-Ended Feedback & Improvement Suggestions

Provide a dedicated space for qualitative data, allowing members to suggest specific facility upgrades or service changes.

What is the primary reason you enjoy training at our facility?

Write something...

What specific improvements would make you recommend our gym to a friend?

Write something...

Which additional classes or services would you like to see introduced in 2026?

- ☐ HIIT Training
- ☐ Pilates
- ☐ Nutrition Coaching
- ☐ Recovery/Massage Therapy
- ☐ Strength & Conditioning

Please mention any specific staff member who has greatly impacted your fitness journey.

Write something...

On a scale of 1-10, how likely are you to renew your membership next year?

Enter a number...

< Previous

> Next

🏆 Finish

 **Generate Sample Report**