

Spa guest survey

Thank you for visiting today. Tick one box on each line; it takes about three minutes. Leave the card in the box in the lounge or at reception.

Date

Treatment

For each statement, tick one box from 1 (strongly disagree) to 5 (strongly agree).

- 1 Which treatment did you have today?
☐ Massage ☐ Facial ☐ Body treatment ☐ Nails ☐ Spa package
- 2 What was the main reason for your visit?
☐ To relax ☐ Pain relief ☐ Skin or nails ☐ Celebration ☐ A gift

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
3 My therapist asked what I wanted from the treatment.	1	2	3	4	5					
4 I felt free to ask for a change during the treatment.	1	2	3	4	5					
5 My therapist was skilled at this treatment.	1	2	3	4	5					
6 Every area I used was spotless.	1	2	3	4	5					
7 The spa felt calm from the moment I arrived.	1	2	3	4	5					
8 The visit was worth what I paid.	1	2	3	4	5					

- 9 How tense or stressed did you feel when you arrived?
☐ Not at all ☐ A little ☐ Somewhat ☐ Very ☐ Extremely

- 10 How tense or stressed did you feel after your treatment?
☐ Not at all ☐ A little ☐ Somewhat ☐ Very ☐ Extremely

- 11 How likely are you to recommend us to a friend?
Not at all likely Extremely likely

12 What one thing would make your next visit even better?

Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Booking and arrival

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
13 Booking my appointment was easy.	1	2	3	4	5
14 I knew what to expect before I arrived.	1	2	3	4	5
15 The front desk made me feel welcome.	1	2	3	4	5
16 Did you get the full treatment time you booked?					
☐ Yes, all of it ☐ A few minutes less ☐ Much less ☐ Not sure					

Comfort and privacy in the treatment room

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
17 My therapist explained each step before starting.	1	2	3	4	5
18 I was covered the way I expected throughout.	1	2	3	4	5
19 Did your therapist check on the pressure or your comfort?					
☐ Yes, more than once ☐ Yes, once ☐ No, I was fine ☐ No, I wanted that					
20 Did anything during your session make you uncomfortable?					
☐ No ☐ Yes ☐ Prefer not to say					
21 If something felt wrong, please tell us what happened.					

Pools, saunas and lounges

22 Which areas did you use today? (tick all that apply)

☐ Changing room ☐ Sauna or steam ☐ Pool or hot tub ☐ Lounge ☐ Showers

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
23 Robes, towels and slippers were fresh and ready.	1	2	3	4	5
24 I found a quiet place to rest after my treatment.	1	2	3	4	5

Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Nails, waxing and facials

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
25 I saw my tools cleaned or unwrapped for me.	☐	☐	☐	☐	☐
26 I was happy with how my nails, skin or brows looked.	☐	☐	☐	☐	☐

Products and your next visit

27 How did the product advice feel?

☐ Helpful ☐ A bit pushy ☐ None, and fine ☐ None, wanted some

28 Would you book the same therapist again?

☐ Yes ☐ No preference ☐ No

29 When would you like to come back?

☐ Within a month ☐ In 1 to 3 months ☐ Later this year ☐ Not sure

30 Which new treatment would you most like us to add?

☐ Hot stones ☐ Couples room ☐ Express facial ☐ Scalp massage ☐ Infrared sauna

About you (optional)

31 Is this your first visit with us?

☐ First visit ☐ 2 to 5 visits ☐ More than 5

32 Who came with you today?

☐ No one ☐ A partner ☐ Friends or family ☐ A group or event

33 How did you first hear about us?

☐ Friend or family ☐ Online search ☐ Social media ☐ Hotel or gift ☐ Walked past

Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Market research for a new spa (people nearby answer)

34 How often do you visit a spa or salon?

- ☐ Monthly or more ☐ Every few months ☐ Once or twice a year ☐ Rarely or never

35 Which treatments would you book near here? (tick all that apply)

- ☐ Massage ☐ Facial ☐ Nails ☐ Body treatment ☐ Sauna or pool

36 What would you expect to pay for a 60-minute massage?

- ☐ Under \$80 ☐ \$80 to \$119 ☐ \$120 to \$159 ☐ \$160 or more

37 What matters most when you choose a spa?

- ☐ Price ☐ Location ☐ Reviews ☐ Treatments offered ☐ Therapist skill

38 What would make a new spa nearby worth trying?

Thank you. We read every card.

poll-maker.com/spa