

Four Question Survey: September 2014  
USA Gymnastics Member Clubs  
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## On-Line Registration and Payments

More than half (62%) of US consumers with Internet access now shop online at least once a month, and just 1% say they never shop on-line according to a recent report. The demand for online purchasing opportunities is increasing as more tech-savvy generations are getting older. A quarter of US consumers aged 24 to 35 currently do around a quarter of their shopping online, according to *The Economist*. The digital natives of Generation Y and Generation Z are gearing up and will soon take over as heavy consumers, while older, less tech-savvy elderly people are slowly disappearing. This is driving the growth of online sales and will continue to do so in the next 10 years.

This report identifies the on-line registrations efforts of the member Clubs of USA Gymnastics from across the country. Thanks to all of the gym owners who took the time to respond.

### 1. Does your gym offer on-line registration?

Yes	52%
No	48%

### 2. If your gym does offer on-line registration, how important is that service to the profitability of your gym?

Very Important	61%
Important	18%
Somewhat Important	18%
Not Important	4%

### 3. If your gym does not offer on-line REGISTRATION, why not? (please note all that apply)

Want to maintain control over class and event registration	50%
Want to maintain personal connection with our gym families	45%
Small gym, not really necessary	35%
Our customers do not request it	26%
Expensive to set up	24%
We plan to offer it soon	16%
Too complicated	10%
Too much work	5%

### 4. If your gym does offer on-line registration, do you also enable online payment?

Yes	77%
No	23%

### 5. If your gym does offer on-line payment, how important is that service to the profitability of your gym?

Very Important	64%
Important	26%
Somewhat Important	8%

Not Important 3%

**6. If your gym does not offer on-line PAYMENT, why not? (please note all that apply)**

Expensive to set up	39%
Want to maintain control over class and event registration	34%
Want to maintain personal connection with our gym families	34%
Small gym, not really necessary	34%
We plan to offer it soon	27%
Too complicated	21%
Our customers do not request it	17%
Too much work	1%

It seems that our Member Club Gym owners are just about evenly split on the use of on-line registration for enrolling students in class. Half offer it and half do not. Of the half that do offer it fully 80% think such an option is important or very important. Only 4% do not think the option is important at all. Of those gyms that do not offer on-line registrations the objections center on maintaining control over the process and a desire to maintain the personal connection they enjoy with their gym families.

When it comes to accepting on-line payments for classes about three-fourths (77%) of the gyms that offer on-line registration also offer on-line payments. 90% of the gyms offering online payments think it important or very important to the profitability of their gym.

A majority of the Member Clubs that responded do not offer on-line payments. 60% of these gyms view such an option as being too expensive or too complicated to set up and operate. Half of these gyms also felt their gym was not really big enough to require such an option or that their customers were not asking for it. One third of these gyms were looking to maintain control and to maintain close connections to their customers.

Is a future that includes on-line registration and payment inevitable for the Member Clubs? I am not sure that it is. For some gyms this option is already just part of the normal operation of the business. For other gyms it is not now nor will it ever be. Gymnastics instruction does not have to be high tech. What it always needs to be is high touch and that is true for all gymnastics schools. *(David Holcomb)*