



Customer Satisfaction

TAMAKI COLLEGE & COMMUNITY RECREATION CENTRE



Prepared for

Auckland Council

&

**Tamaki College & Community Recreation
Centre**

March 2011

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Background & Objectives

Auckland Council owns or supports a number of different leisure facilities.

Each year or second year Council seeks feedback from the customers using these leisure facilities. Previously every second year a full survey was carried out including; catchment area, visit frequency, travel mode & patterns, reasons for using, membership levels & types, etc. Along with these there are also a number of customer satisfaction questions regarding customer views on; facilities, staff service, programmes/classes along with demographic questions. In 2010 and 2011 Auckland Council Recreation Services commissioned the Centre for Environmental and Recreation Management (CERM) for their annual Customer Satisfaction survey for the majority of their recreation and aquatic facilities. However TouchPoll were commissioned to conduct the annual Customer Satisfaction surveys for two facilities (Tamaki Recreation Centre and Grey Lynn Paddling Pool) with survey questions and reporting consistent with previous years.

A key objective is to track customer feedback and compare results for every year that the same questions are asked in order to identify trends and differences. Please note however that previously surveying for Rec Centres has been done in the October period whereas in 2010, 2010 & 2011 surveying was completed during March. For 2011 the standard rec centre questions asked included;

- Which part of facilities are you using (new in 2011)
- Cleanliness of toilets / changing areas
- General cleanliness of this facility
- Availability & safety of car parking
- Suitability of the facility for the activities offered
- Recent changes to the facility
- Overall quality of the facility
- Helpfulness of staff
- Guidance given by staff
- Helpfulness of staff involved with coaching, organising or running programmes
- Supervision provided by staff
- Helpfulness of other staff (reception staff, managers etc)
- Quality of coaching / instruction given
- Choice of programmes / classes available
- Overall service at the facility
- Value for money
- Overall management of the facility
- Ease of getting information about this facility

In the 2007/2008 survey cycle the data collection methodology changed from a paper-based collection method to a touch screen research system. With TouchPoll touch screens respondents simply entered their information directly on to a touch screen computer. This methodology has been repeated for the 2010 & 2011 process.



Methodology

2011 Sample Size

A total of 204 questionnaires were completed for Tamaki College & Community Recreation Centre.

Sample Selection

Every xth customer, over the age of 15, who entered the Centre during the particular hours was approached and invited to participate in the survey.

Interview Type

In the recruitment process the interviewers clearly explained the purpose of the survey and how long it would take to complete. This information was also highlighted on the start screen of the tablet systems. The survey was completed on screen by the respondents themselves.

Survey Timings

Interviews were spread across different days of the week and times of the day (based on the facilities opening hours) to ensure a good cross section of customers participated. Prior to project commencement Centre Managers were asked for input regarding suitable days and times to maximise participation and ensure a fair representation of centre users was achieved.

For Tamaki Recreation Centre the days and hours of interviewing were as follows;

Wednesday 2 March from 5.00pm to 8.00pm (48 surveys)

Friday 4 March from 5.30pm to 8.30pm (26)

Monday 7 March from 4.45pm to 8.15pm (24)

Tuesday 8 March from 11.00am to 7.45pm (47)

Wednesday 9 March from 5.00pm to 8.15pm (34)

Thursday 10 March from 10.45am to 3.00pm (25)

Statistical Significance of the Results

Throughout this report we only comment on differences between this year and past years if the difference is statistically significant to the 95% confidence level or higher.

* Note that the target for 2006 was 300 surveys per centre vs a target of only 200 for 2007, 2009, 2010 & 2011.



Executive Summary

This report outlines the key findings of the March 2011 customer satisfaction survey which was completed by 204 respondents visiting the Tamaki College & Community Recreation Centre. Comparisons are made with previous years with a particular focus on changes versus results achieved in the previous questionnaire, surveyed in February / March 2010.

- 90% of Tamaki Recreation Centre customers live within the former Auckland City Council area (up significantly from 75% in 2010) with a further 5% visiting from Manukau City (down from 14% in 2010).
- Gender balance shifted significantly from 2010 with 57% males (74% in 2010) and 43% females (25% in 2010).
- Looking at adult customers only (those aged 15 or over) just over half (51%) are aged under 30 yrs (vs 52% in 2010), some 26% aged 30 - 49 yrs (vs 27% in 2010) and 23% aged over 50 (vs 19% in 2010).
- Only 5% of customers said they had brought at least one child with them to the centre.
- Ethnic profile similar changed significantly . over one half of customers (51%) are European / NZer (vs 33% in 2010) with 28% Pacific People (vs 32% in 2010), 13% Maori (vs 11% in 2010), 8% Asian (vs 17% in 2010) and 10% Other (vs 13% in 2010)
- For those completing the survey, the primary usage of the facility was the Fitness Suite (60%) followed by Sports Hall (26%) and Meeting Room (14%).
- The Key Performance Indicator of Overall Service was 90% (vs 87% 2010)
- The Key Performance Indicator of Value for Money was 90% (vs 87% 2010)
- Overall Performance ratings were all increased compared with the 2010 results;
 - Overall service (90% good or excellent) - increase
 - Value for money (90%) . increase
 - Overall management (89%) - increase
 - Ease of obtaining information (76%) . increase
 - Level of community access (86%) . increase
- Rating of Facilities were in line or decreased compared to the 2010 results;
 - Cleanliness of toilets / changing areas (76% good or excellent) - decrease
 - General cleanliness (87%) . in line
 - Car parking availability (76%) . decrease
 - Car parking safety (76%) . in line
 - Suitability of facilities on offer (81%) . in line
 - Overall quality of facility (87%) . decrease
- Rating of staff service were nearly all improved compared to the 2010 results;
 - Helpfulness of staff in Fitness Centre (92%) . increase
 - Helpfulness of staff involved in programmes / coaching etc (93%) - increase
 - Supervision of staff involved in programmes / coaching etc (90%) - increase
 - Helpfulness of other staff (91%) . in line
- Rating of Programme Delivery were in line or improved compared to the 2010 results;
 - Quality of coaching / instruction given (87%) . in line
 - Programme choice (81%) . increase

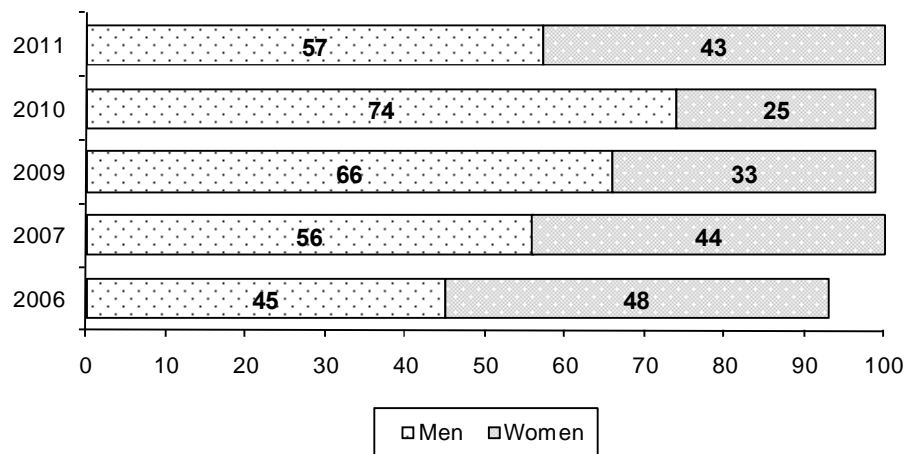
Key Findings

1. Demographic Profile

Please note: for previous years when survey was paper based respondents could opt to not complete some questions, this year utilising TouchPoll respondents could only progress if answers were provided . hence the total of responses for some questions from previous years may not equal 100% of the sample.

Gender

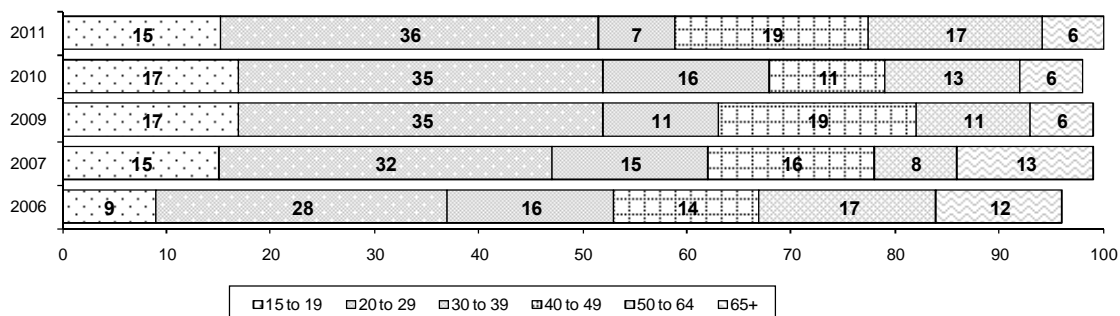
Some 57% of the recreation centre visitors are men and 43% women which illustrates a marked difference from 2010 back towards previous years percentages.



Age of Adult Customers

Looking at adult customers only (those aged 15 or over) just over half (51%) are aged under 30 yrs (vs 52% in 2010), some 26% aged 30 . 49 yrs (vs 27% in 2010) and 23% aged over 50 (vs 19% in 2010).

The age spread vs 2010 is similar with the only significant changes being the increase in %40 . 49 yr olds+(19% in 2011 vs 11% in 2010) and decrease in %30 . 39 yr olds+(7% in 2011 vs 16% in 2010).



Age of All Customers

Customers were asked to say how many children in different age groups they had brought to the centre.

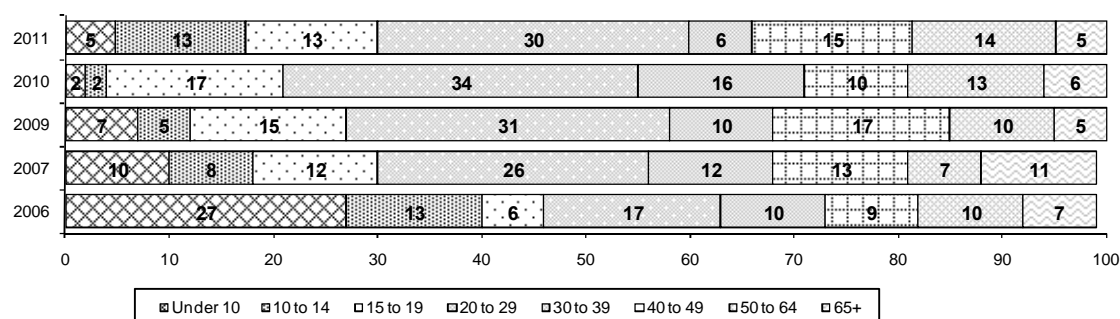
Only 5% of the customers (10 respondents) reported they had brought at least one child under the age of 15 to the centre with;

- 2% having brought one child
- 1% two children
- 2% three of more children

Some 1% had brought one or more children aged under 5 years old, 2% 5 to 9 years old and 3% 10 to 14 years old.

The total number of children under the age of 15 years accompanying adults to the centre was 43 (included in this were three largest groups of 9, 11 and 12 children). This equates to an average of 0.2 of a child for all customers (including those who did not bring a child) and an average of 4.3 children per person who brought a child. If you excluded the three large groups it would be an average of 1.6 per person who brought a child.

With the attending children numbers added to the adult age data we can approximate the age spread of all centre users.



The age spread is similar to that seen in 2011 with a few changes of significance.

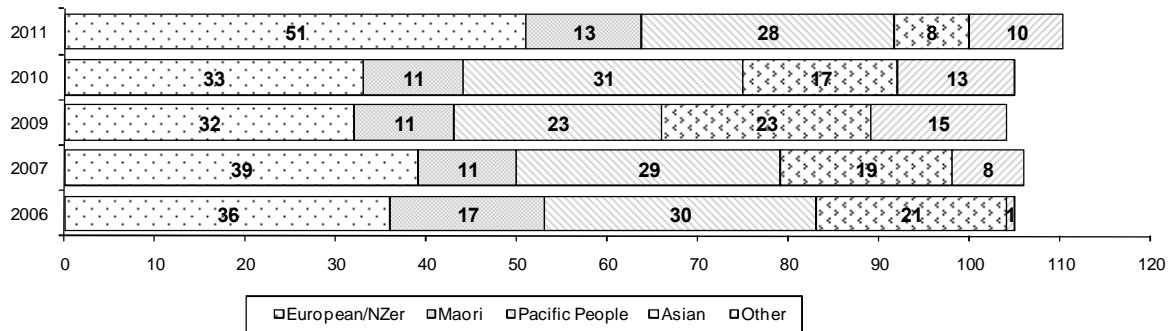
The age groups with the most significant changes were;

- 10 to 14 yrs 13% of visitors (vs 2% in 2010)
- 30 to 39 yrs 6% (vs 16% in 2010)
- 40 to 49 yrs 15% (vs 10% in 2010)

Ethnic Background

The ethnic profile is significantly different to that seen in 2010.

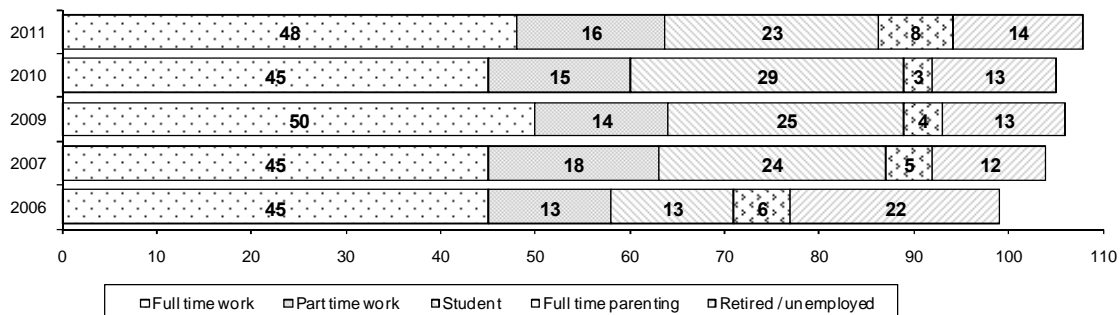
Over one half of customers (51%) are European / NZer (vs 33% in 2010) with 28% Pacific People (vs 32% in 2010), 13% Maori (vs 11% in 2010), 8% Asian (vs 17% in 2010) and 10% Other (vs 13% in 2010).



Note that the figures can add to over 100% as customers have the option to list multiple ethnicities

Employment Status

The employment status is similar to that seen in 2010 with 64% of customers in paid employment (either full or part time) which compares to 60% in 2010. A further 23% students (down from 29% in 2010), 8% full time parenting (up from 3% in 2010) and 14% retired / unemployed (in line with 13% in 2010).



Note that for from 2007 onwards the figures can add to over 100% as customers have the option to list multiple employment status (ie parenting and part time work)

Household Type

Household results were similar to 2010 with 24% from young single or couple households (vs 29% in 2010), 36% from households with children (vs 27% in 2010) and 40% from older family or older single / couple households (vs 41% in 2010).



Home Suburb

90% of customers live within the former Auckland City Council boundaries (compared to 75% in 2010) with a further 5% visiting from Manukau City (vs 14% in 2010).

The main suburbs represented were:

- Glenn Innes (31%)
- Glendowie (15%)
- Panmure (9%)

Facility Usage

In 2011 a new question was added for Tamaki Recreation Centre . which part of the facility are you using today?

The spread of facilities being used were:

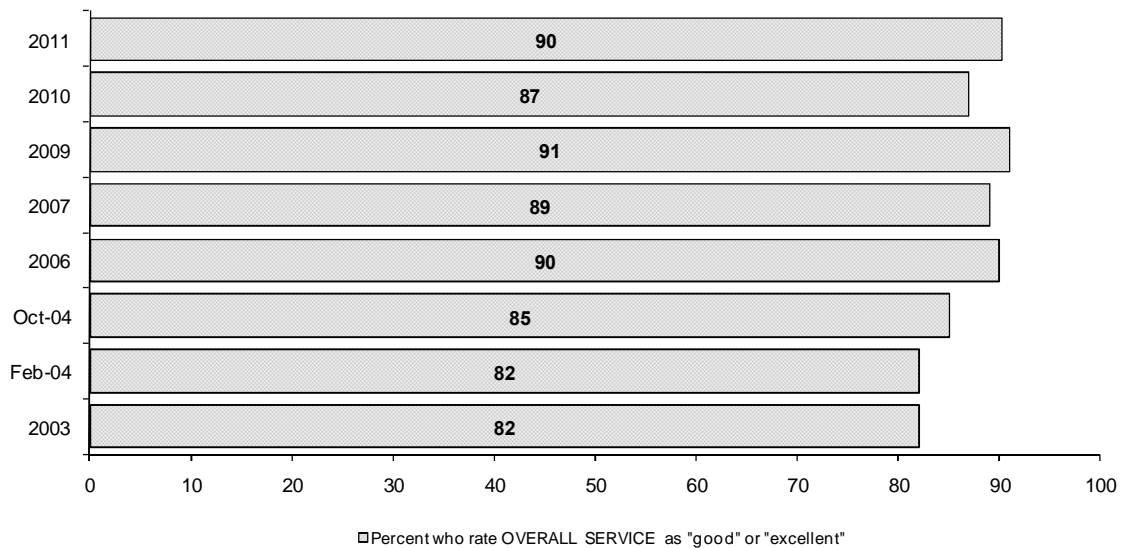
- Fitness Suite (60%)
- Sports Hall (26%)
- Meeting Room (14%)

2. Key Performance Indicators

The Key Performance Indicators for Recreation Centres are (as in previous years) represented by the percentage of customers who rate %overall service+and %value for money+as being either good or excellent on the five point scale that ranges from %very poor+to %excellent+.

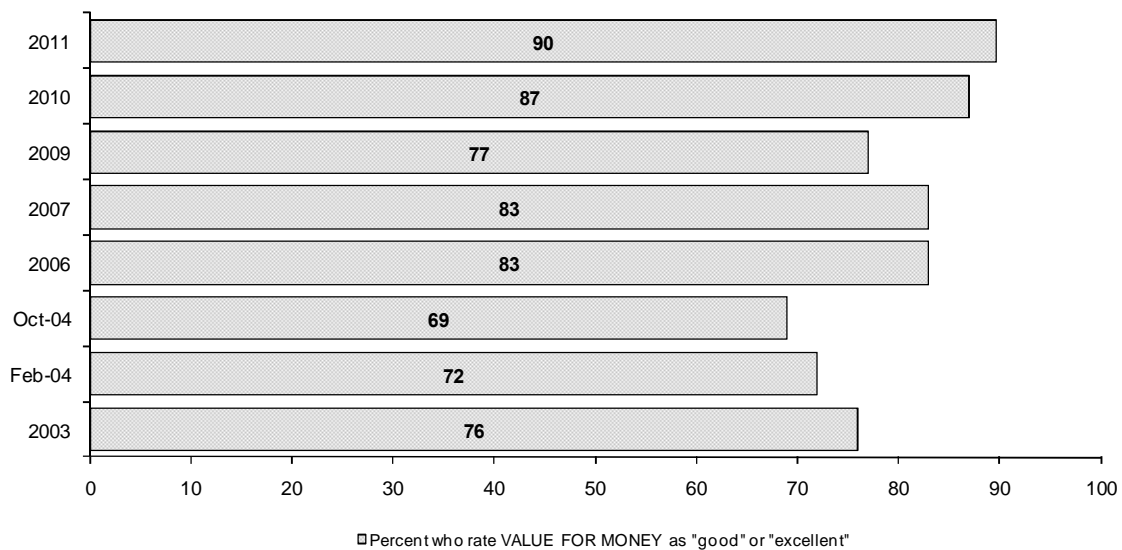
A. Overall Service

Key Performance Indicator for %Overall Service+is 90% . up from 87% for 2010.



B. Value for Money

Key Performance Indicator for %Value for Money+is 90% . up from 87% for 2010.

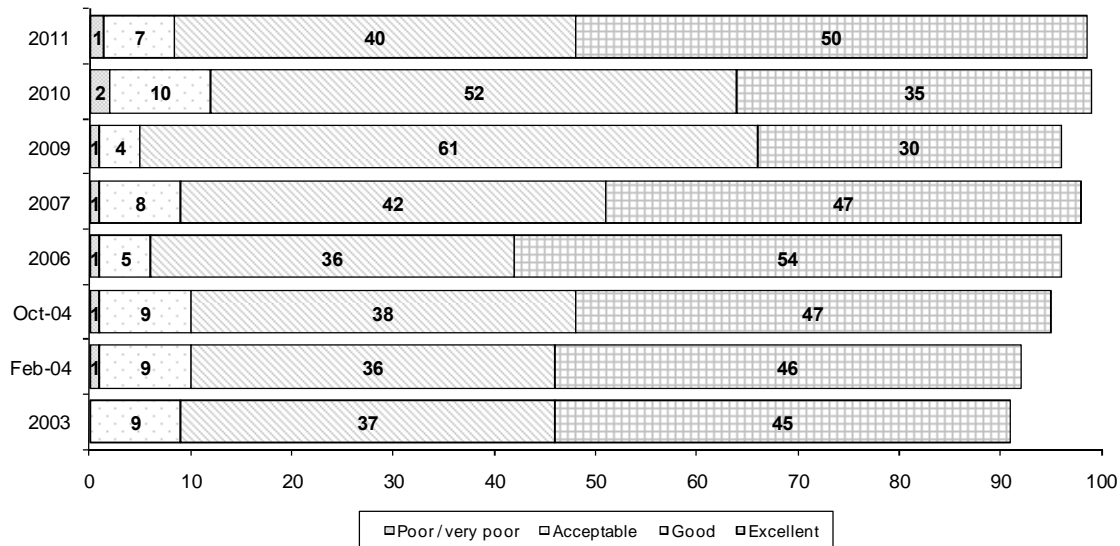


3. Rating Overall Performance

A. Overall Service

90% of customers rated the overall service as being good or excellent (up from 87% in 2010), with 50% rating it excellent (up significantly from 35% in 2010). A further 7% rated the overall service as being acceptable and 1% rating it as poor.

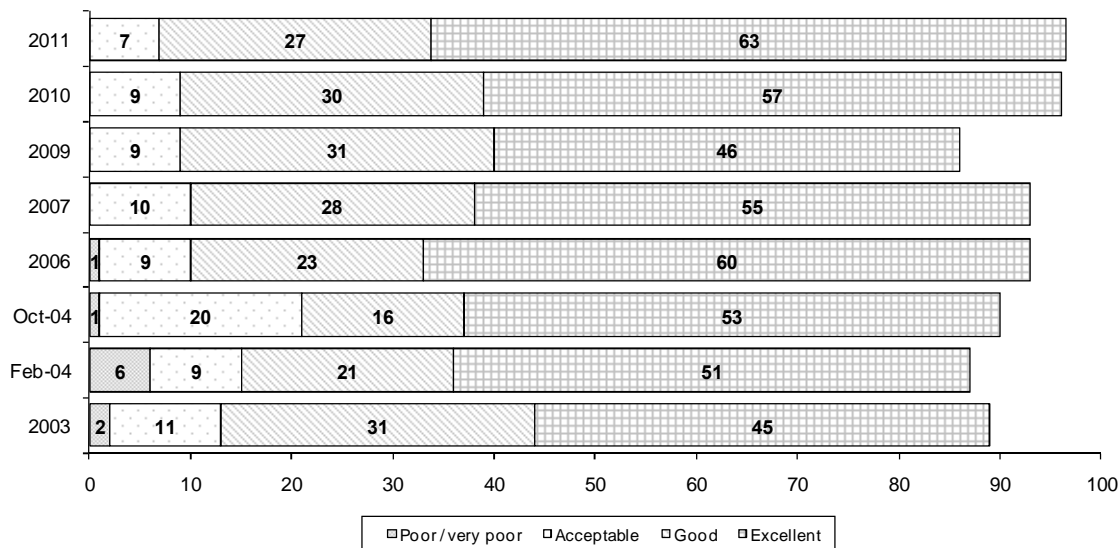
Most significant change in overall service results from 2010 came in the increase of excellent ratings (50% in 2011 vs 35% in 2010) and the corresponding decrease in good ratings.



B. Value for Money

90% of customers rated the value for money as being good or excellent (in line with 87% in 2010), with 63% rating it excellent (up significantly from 57% in 2010). A further 7% rated the value for money as being acceptable and 0% rating it as poor.

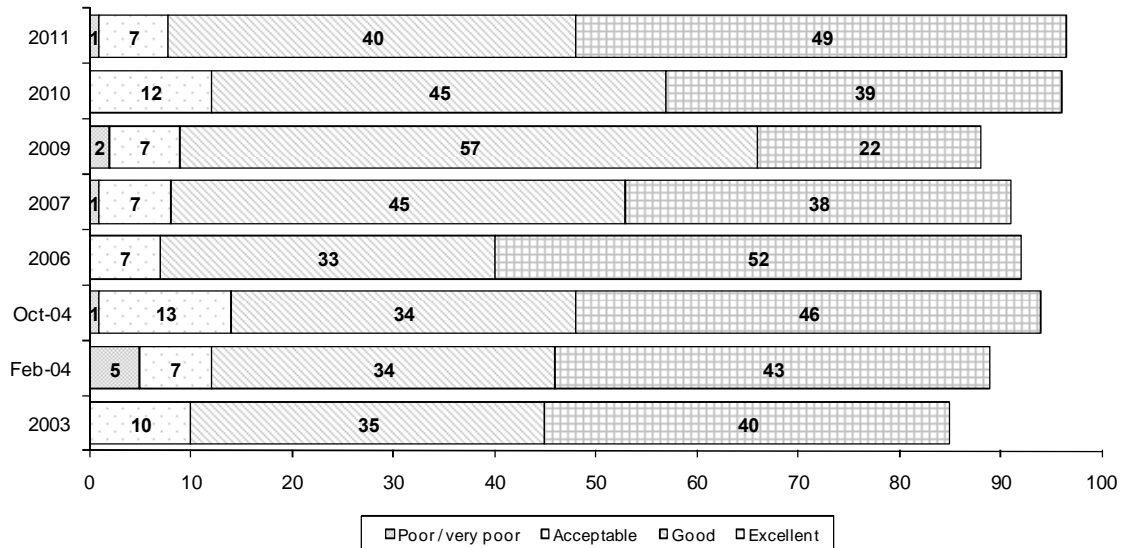
Most significant change in Value For Money ratings from 2010 came in the increase of excellent ratings (63% in 2011 vs 57% in 2010).



C. Overall Management

89% of customers rated the overall management as being good or excellent (up from 84% in 2010), with 49% rating it excellent (up significantly from 2010 at 39%). A further 7% rated the overall management as being acceptable and 1% rating it as poor.

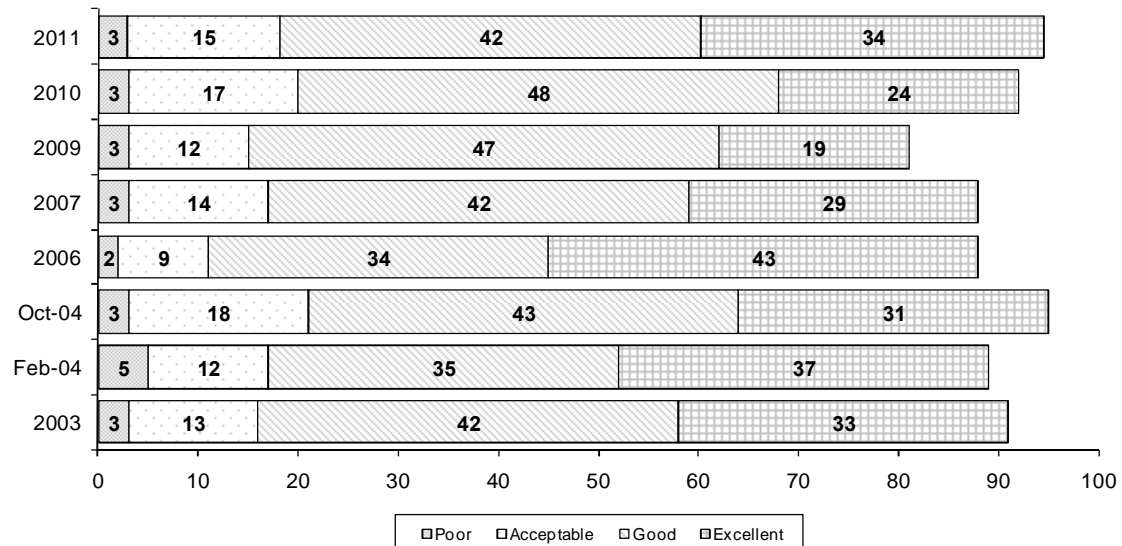
Most significant change since 2010 is the increase of excellent ratings (49% in 2011 vs 39% in 2010).



D. Ease of Obtaining Information about Facility & Services

76% of customers rated the ease of obtaining information as being good or excellent (up significantly from 72% in 2010), with 34% rating it excellent (up significantly from 2010 at 24%). A further 15% rated the ease of obtaining information as being acceptable and 3% rating it as poor.

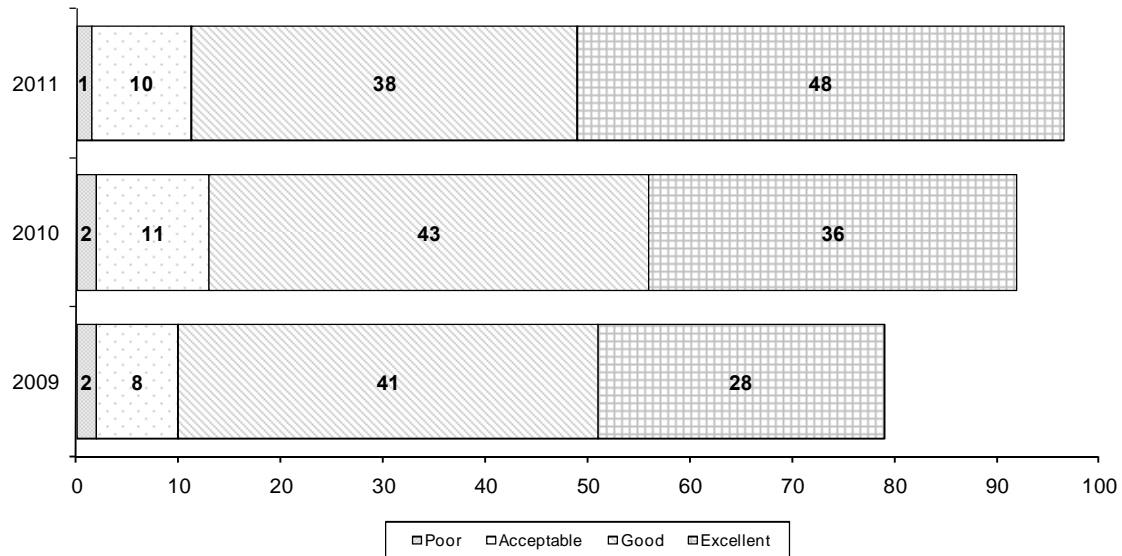
Most significant change since 2010 is the increase of excellent ratings (34% in 2011 vs 24% in 2010).



E. Level of Community Access

86% of customers rated the level of community access as being good or excellent (up significantly from 79% in 2010), with 48% rating it excellent (up significantly from 36% in 2010). A further 10% rated the level of community access as being acceptable and 1% rating it as poor.

The most significant change in ratings for level of community access was the increase in excellent ratings (48% in 2011 vs 36% in 2010).

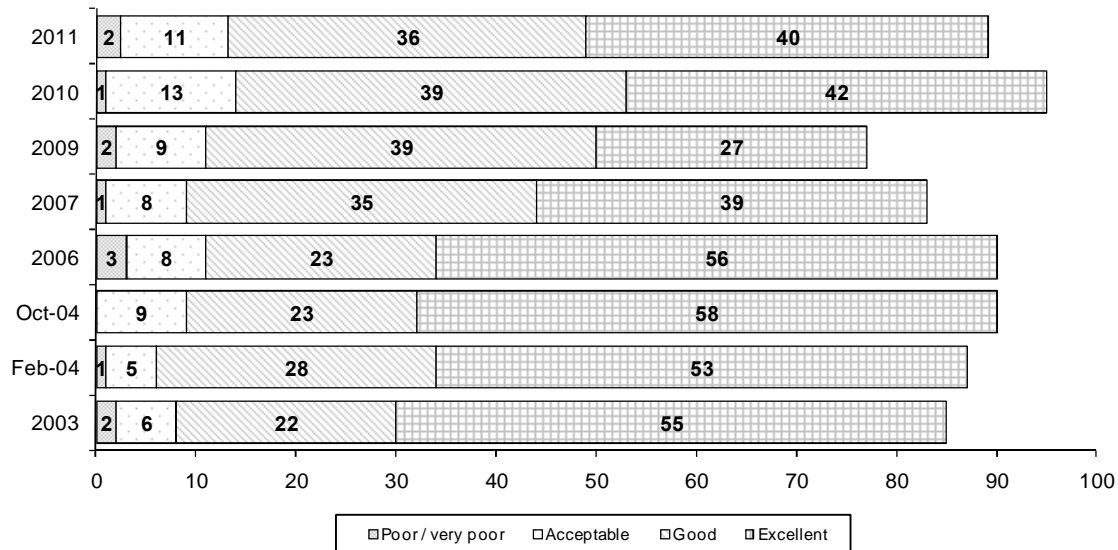


4. Rating the Facilities

A. Cleanliness of toilets / changing areas

76% of customers rated the cleanliness of toilets / changing areas as being good or excellent (down from 81% in 2010), with 40% rating it excellent (in line with 42% in 2010). A further 11% rated the cleanliness of toilets / changing areas as being acceptable and 2% rating it as poor.

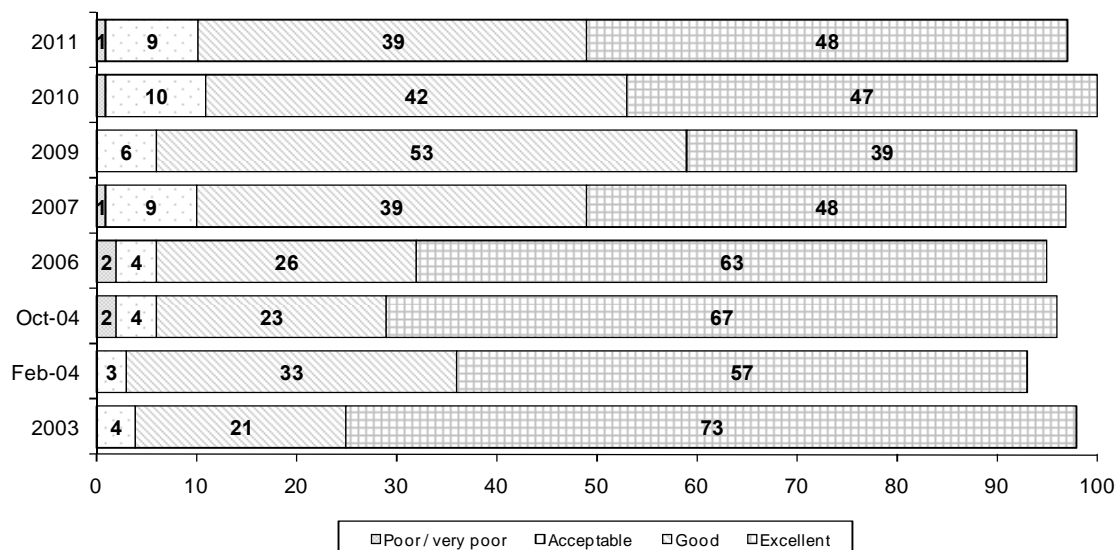
There were no significant changes in ratings for cleanliness of toilets/changing areas in 2011.



B. General Cleanliness

87% of customers rated the general cleanliness as being good or excellent (in line with 89% in 2010), with 48% rating it excellent (in line with 47% in 2010). A further 9% rated the general cleanliness as being acceptable and 1% rating it as poor.

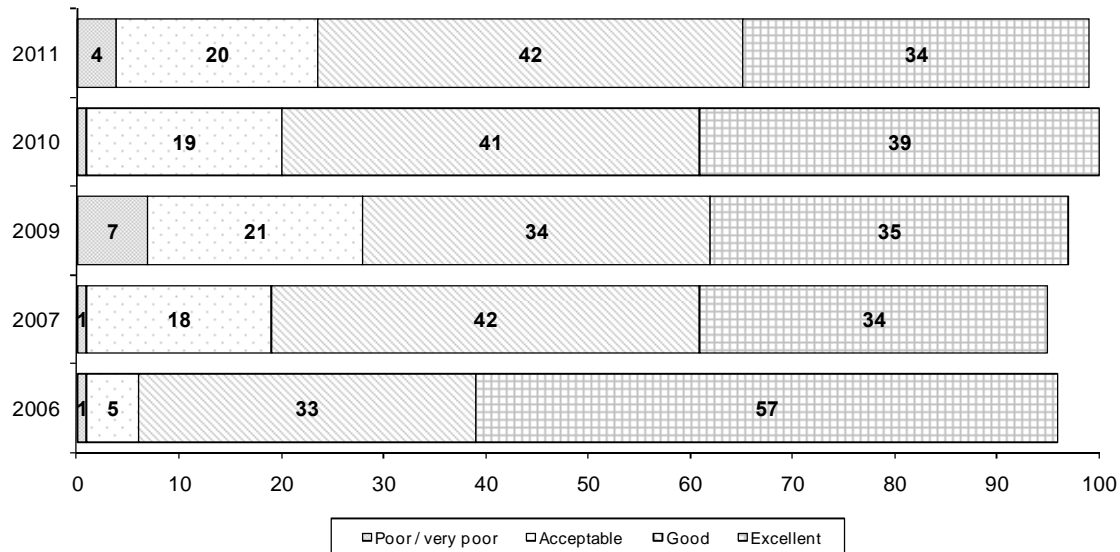
There were no significant changes in general cleanliness since 2010.



C. Car Parking - Availability

76% of customers rated the car parking availability as being good or excellent (down from 80% in 2010), with 34% rating it excellent (down from 39% in 2010). A further 20% rated the car parking availability as being acceptable and 4% rating it as poor.

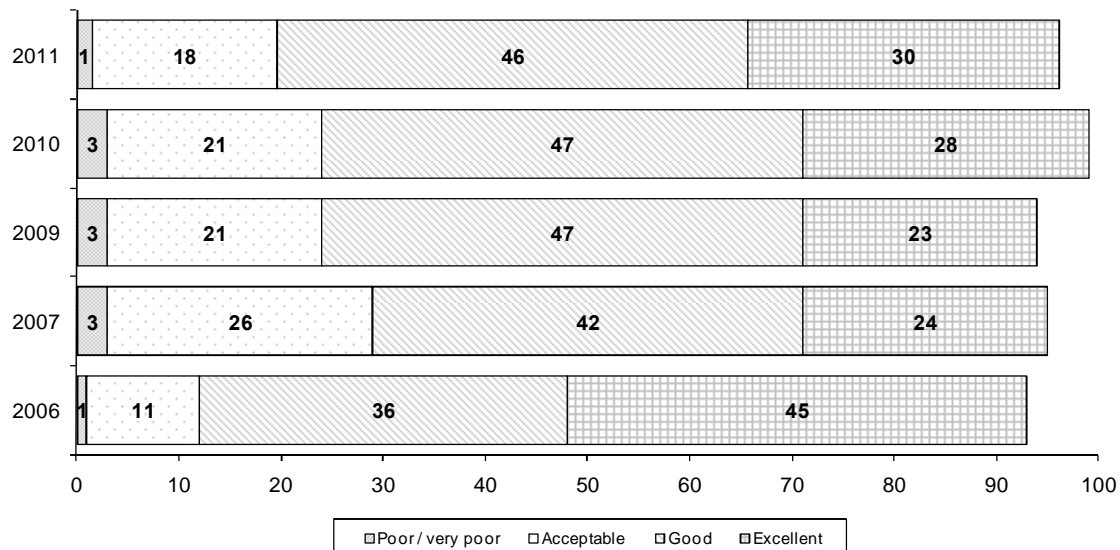
The most significant changes in ratings for car parking . availability was in the decrease in excellent ratings (34% in 2011 vs 39% in 2010).



D. Car Parking - Safety

76% of customers rated the car parking safety as being good or excellent (in line with 75% in 2010), with 30% rating it excellent (in line with 28% in 2010). A further 18% rated the car parking safety as being acceptable and 1% rating it as poor.

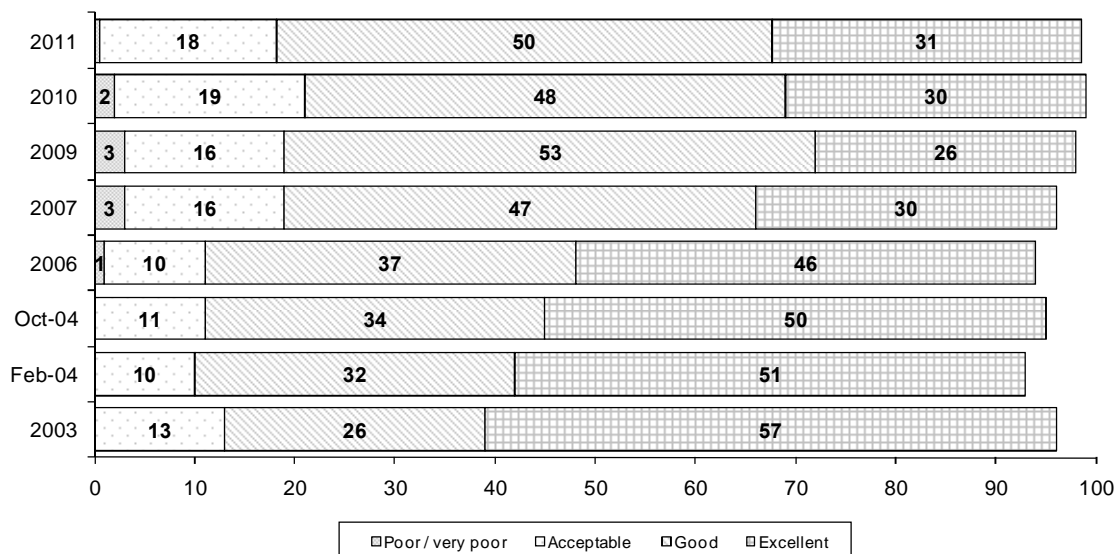
There were no significant changes in car parking . safety since 2010.



E. Suitability of Facilities on Offer

81% of customers rated the suitability of facilities on offer as being good or excellent (in line with 78% in 2010), with 31% rating it excellent (in line with 30% in 2010). A further 18% rated the suitability of facilities on offer as being acceptable and <1% rating it as poor.

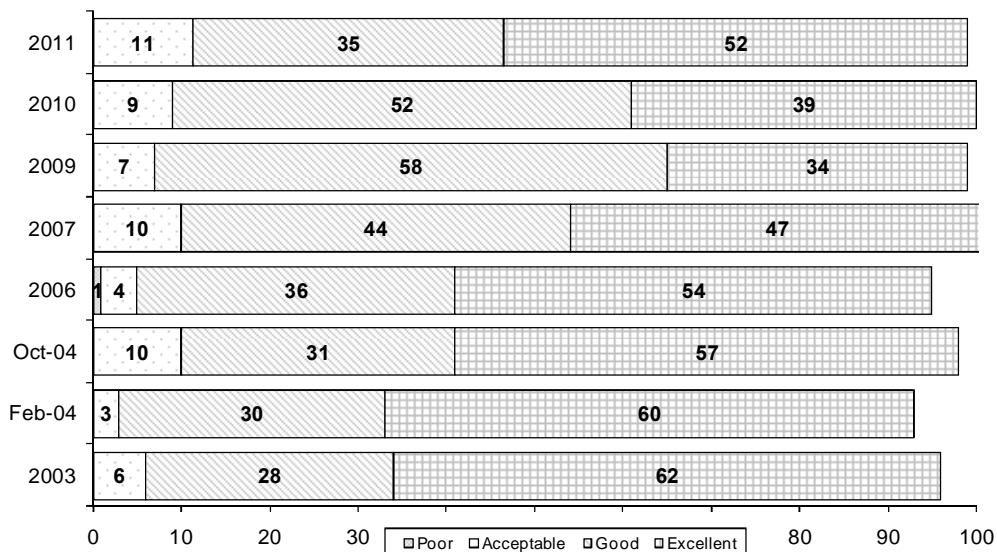
There were no significant changes in suitability of facilities on offer since 2010.



F. Overall Quality of Facility

87% of customers rated the overall quality of facility as being good or excellent (down from 91% in 2010), with 52% rating it excellent (up significantly from 39% in 2010). A further 11% rated the overall quality of facility as being acceptable and 0% rating it as poor.

Most significant change since 2010 is in the increase of customers rating the overall quality of facility as excellent (52% for 2011 vs 39% for 2010).



5. Rating Staff Service

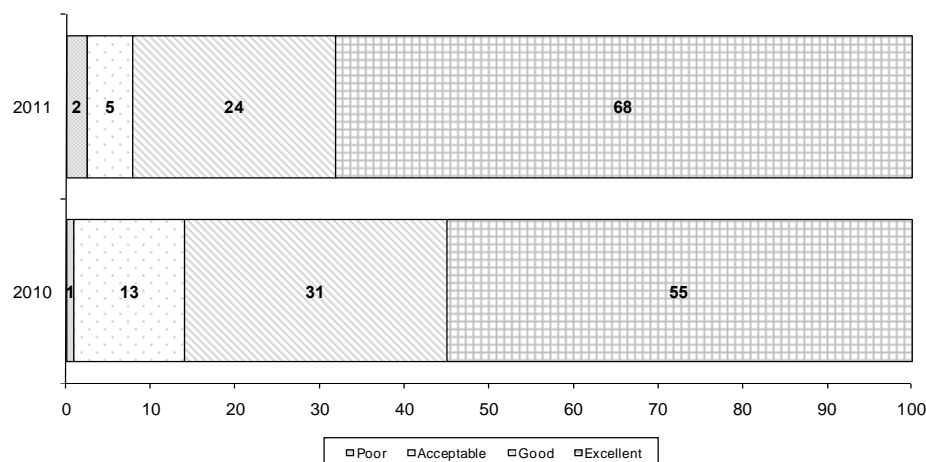
For Staff Service results reported are from those who did rate each component.

A. Helpfulness of Fitness Centre Staff

For 2011 3 customers could not comment / do not use+the helpfulness of fitness centre staff (1%).

92% of customers rated the helpfulness of fitness centre staff as being good or excellent (up significantly from 86% in 2010), with 68% rating it excellent (up significantly from 55% in 2010). A further 5% rated the helpfulness of fitness centre staff as being acceptable and 2% rating it as poor.

The most significant change in helpfulness of fitness centre staff is the increase in excellent ratings (68% in 2011 vs 55% in 2010)

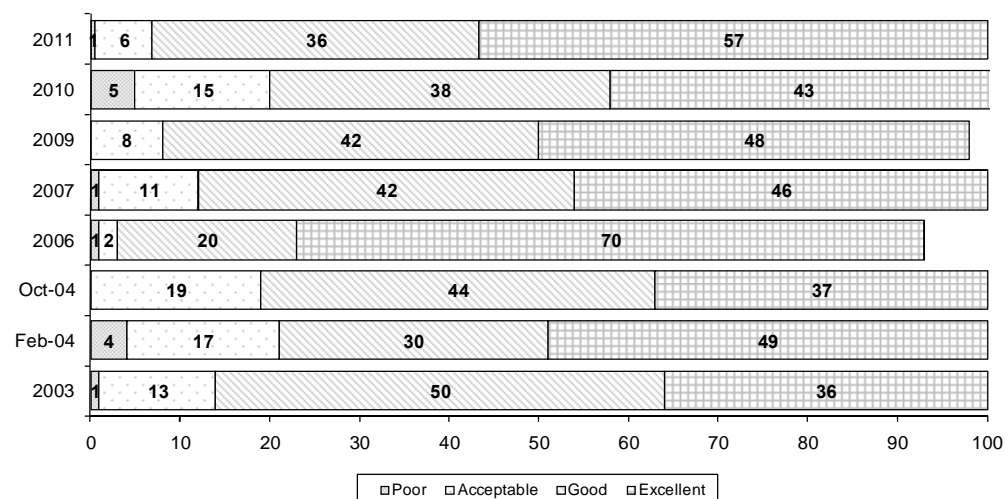


B. Helpfulness of Staff involved in coaching, organising or running programmes

For 2011 31 customers could not comment / do not use+the helpfulness of programme staff (15%).

Of those who participated, 93% of customers rated the helpfulness of programme staff as being good or excellent (up significantly from 81% in 2010), with 57% rating it excellent (up significantly from 43% in 2010). A further 6% rated the helpfulness of organisers / etc as being acceptable and 1% rating it as poor.

The most significant change came in the increase of excellent ratings (57% in 2011 vs 43% in 2010).

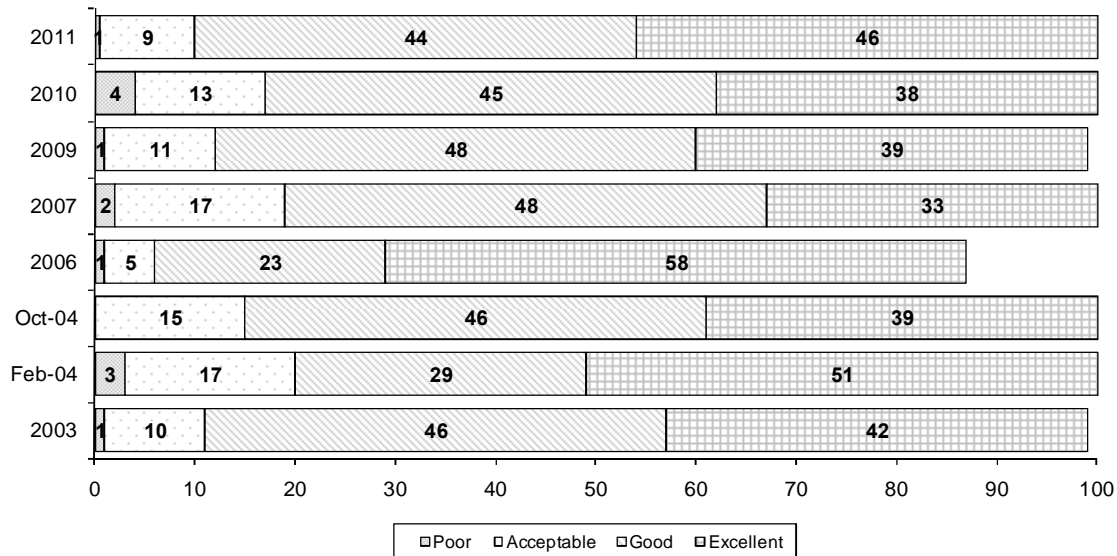


C. Supervision provided by staff involved with coaching, organising or running programmes

For 2011 32 customers % could not comment / do not use+the supervision provided (16%).

90% of customers rated the supervision provided by programme staff as being good or excellent (up significantly from 83% in 2010), with 46% rating it excellent (up significantly from 38% in 2010). A further 9% rated the supervision provided as being acceptable and 1% rating it as poor.

The most significant changes in staff involved in coaching came from the increase in excellent ratings (46% in 2011 vs 38% in 2010)

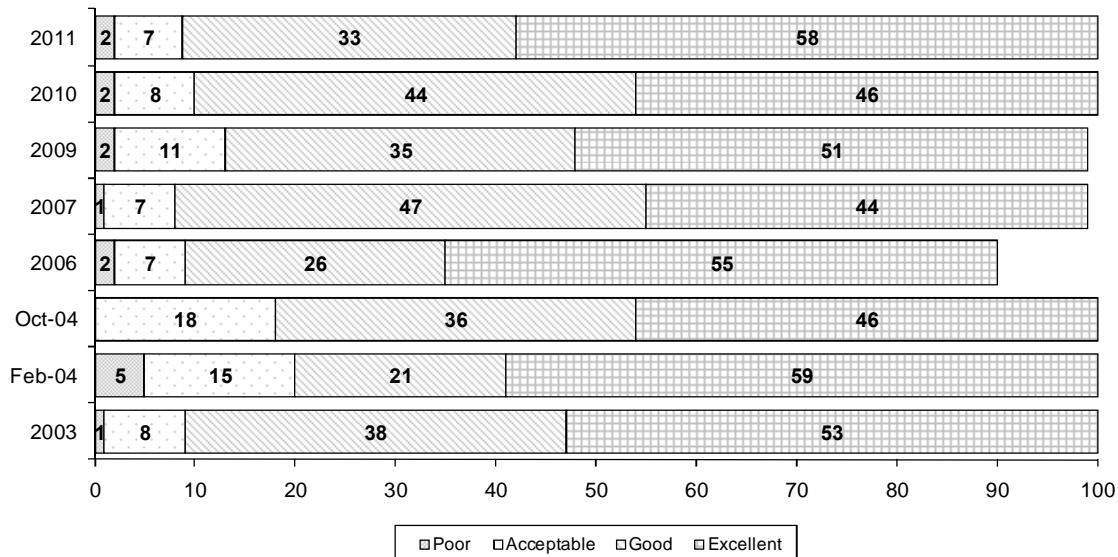


D. Helpfulness of Other Staff (eg reception staff, managers, etc)

For 2011 9 customers % could not comment / do not use+helpfulness of other staff (4%).

91% of customers rated the helpfulness of other staff as being good or excellent (in line with 90% in 2010), with 58% rating it excellent (up significantly from 46% in 2010). A further 7% rated the helpfulness of other staff as being acceptable and 2% rating it as poor.

Most significant change since 2010 is in the increase of customers rating the helpfulness of other staff as excellent (58% in 2011 vs 46% in 2010) and the corresponding decrease in good ratings.



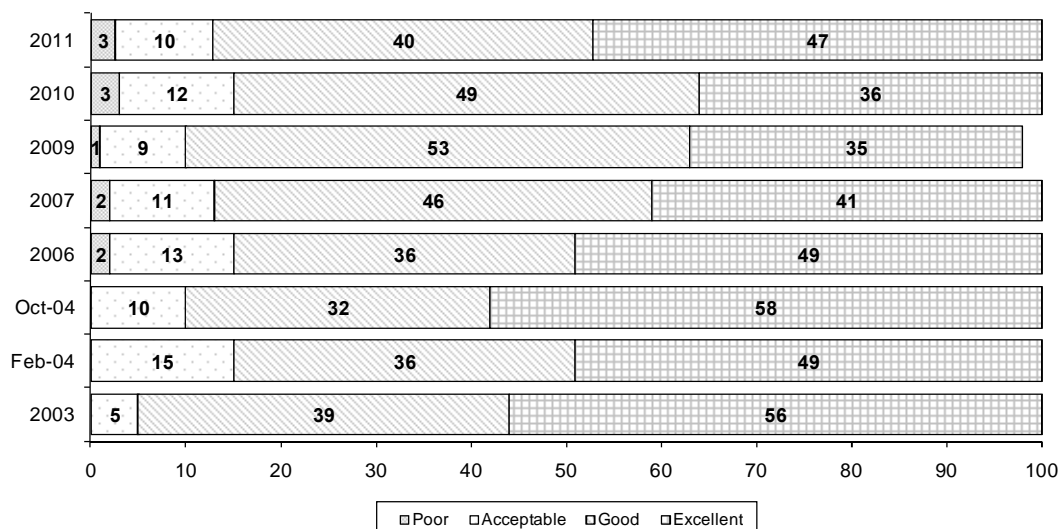
6. Programme Delivery

A. Quality of Coaching / Instruction given

For 2011, 49 customers % could not comment / do not use+the quality of coaching (24%).

87% of customers rated the quality of coaching / instruction given as being good or excellent (in line with 85% in 2010), with 47% rating it excellent (up significantly from 36% in 2010). A further 10% rated the quality of instruction as being acceptable and 3% rating it as poor.

Most significant change in quality of coaching in 2011 was the increase in excellent ratings (47% in 2011 vs 36% in 2010) and the corresponding decrease in good ratings (40% in 2011 vs 49% in 2010).



B. Programme Choice (ie type of programme / class, time it is available, etc)

For 2011, 42 customers % could not comment / do not use+the quality of coaching (21%).

81% of customers rated the programme choice as being good or excellent (up significantly from 69% in 2010), with 36% rating it excellent (up significantly from 24% in 2010). A further 16% rated the programme choice as being acceptable and 2% rating it as poor.

The most significant changes in programme choice ratings since 2010 was the increase in excellent ratings (36% in 2011 vs 24% in 2010) and the decrease in acceptable ratings (16% in 2011 vs 25% in 2010).

