



Customer Satisfaction

TAMAKI COLLEGE & COMMUNITY RECREATION CENTRE



Prepared for

Auckland Council

&

**Tamaki College & Community Recreation
Centre**

June 2012

For any further information or queries please contact:
TouchPoll Auckland
PO Box 65-462, Mairangi Bay, North Shore 0754
Phone: 09 479-9416

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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, 2011 and 2012 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 five facilities (Tamaki Recreation Centre, Marina Fitness, Waiheke Recreation Centre, Totara Park Pool and Grey Lynn Paddling Pool) with survey questions and reporting consistent with previous years (where applicable).

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 and for 2012 surveying was completed during June for Tamaki Recreation Centre. For 2012 the standard rec centre questions asked included;

- Which part of facility are you using
- 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
- Overall satisfaction as a customer of this centre (new question for 2012)

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 and 2012 process.

Methodology

2012 Sample Size

A total of 200 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.

It is important to note that in 2012 the surveying was completed during the month of June whereas for recent previous years it was carried out during March. This shift in surveying period time may impact the results.

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

Tuesday 19th June from 5.00pm to 8.00pm (30 surveys)

Monday 25th June from 11.00am to 1.00pm & 6.00pm to 9.00pm (40)

Tuesday 26th June from 11.00am to 1.00pm (20)

Wednesday 27th June from 12.00pm – 2.00pm & 6.00pm – 9.00pm (55)

Thursday 28th June from 11.00am to 2.00pm & 6.00pm – 8.00pm (55)

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 & 2012.

Executive Summary

This report outlines the key findings of the June 2012 customer satisfaction survey which was completed by 200 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 March 2011.

- Gender balance shifted slightly from 2011 with 53% males (57% in 2011) and 47% females (43% in 2011).
- Looking at adult customers only (those aged 15 or over) just under one third (30%) are aged under 30 yrs (vs 51% in 2011), some 29% aged 30 – 49 yrs (vs 26% in 2011) and 43% aged over 50 (vs 23% in 2011).
- Only 3% of customers said they had brought at least one child with them to the centre.
- Over one half of customers (55%) are European / NZer (vs 51% in 2011) with 18% Pacific People (vs 28% in 2011), 13% Maori (vs 13% in 2011), 14% Asian (vs 8% in 2011) and 9% Other (vs 10% in 2011).
- For those completing the survey, the primary usage of the facility was the Fitness Suite (63%) followed by Meeting Room (27%) and Sports Hall (23%).
- The Key Performance Indicator of Overall Service was 91% (vs 90% 2011)
- The Key Performance Indicator of Value for Money was 93% (vs 90% 2011)
- Overall Performance ratings were mixed compared with the 2011 results;
 - Overall service (91% good or excellent) – in line
 - Value for money (93%) – increase
 - Overall management (90%) – in line
 - Ease of obtaining information (67%) – decrease
- Rating of Facilities were mixed compared to the 2011 results;
 - Cleanliness of toilets / changing areas (69% good or excellent) - decrease
 - General cleanliness (94%) – increase
 - Car parking availability (79%) – in line
 - Car parking safety (72%) – decrease
 - Suitability of facilities on offer (78%) – in line
 - Overall quality of facility (96%) – increase
 - Overall satisfaction as a customer (97%) – new question
- Rating of staff service were in line or improved compared to the 2011 results;
 - Helpfulness of staff in Fitness Centre (98%) – increase
 - Helpfulness of staff involved in programmes / coaching etc (93%) – in line
 - Supervision of staff involved in programmes / coaching etc (89%) – in line
 - Helpfulness of other staff (97%) – increase
- Rating of Programme Delivery were mixed compared to the 2011 results;
 - Quality of coaching / instruction given (91%) – increase
 - Programme choice (73%) – decrease

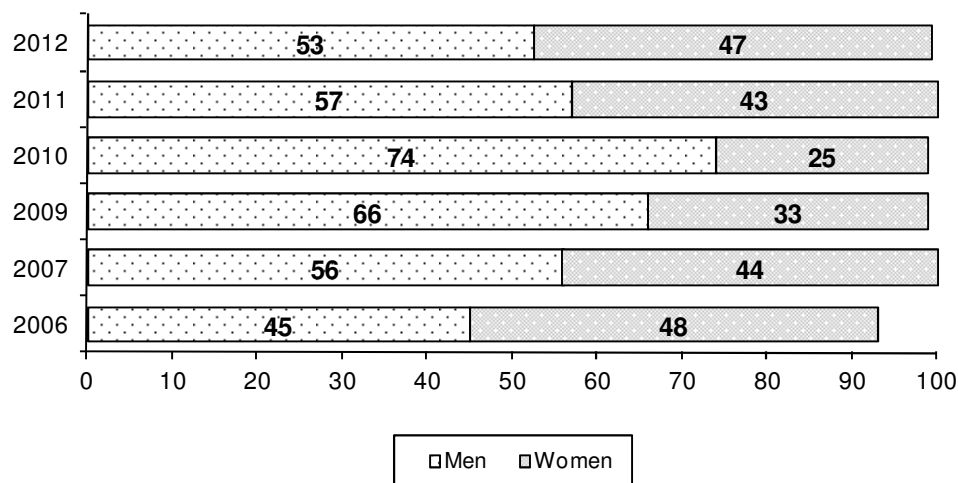
Key Findings

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

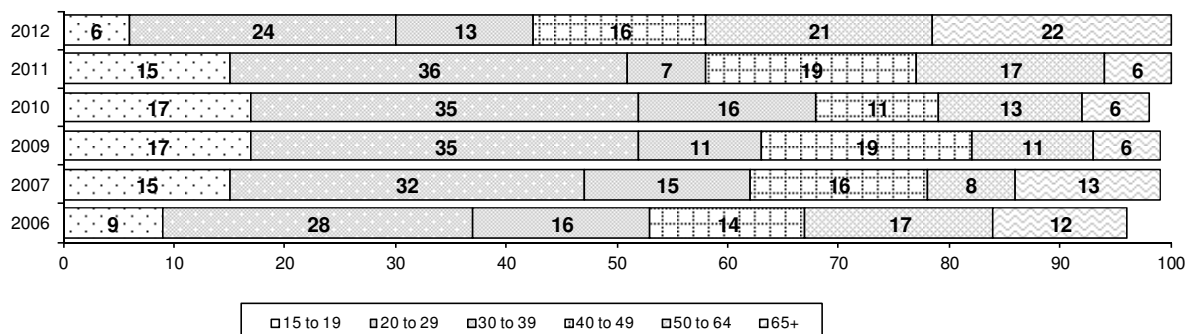
Some 53% of the recreation centre visitors are men and 47% women which continues the marked difference from 2010 back towards previous year's percentages.



Age of Adult Customers

Looking at adult customers only (those aged 15 or over) just under one third (30%) are aged under 30 yrs (vs 51% in 2011), some 29% aged 30 – 49 yrs (vs 26% in 2011) and 43% aged over 50 (vs 23% in 2011).

The age spread vs 2011 is quite different with the most significant changes being the decrease in “20 – 29 yr olds” (24% in 2012 vs 36% in 2011) and the increase in “65+” (22% in 2012 vs 6% in 2011). As with all demographics results may be impacted by the change in surveying time from March to June.



Age of All Customers

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

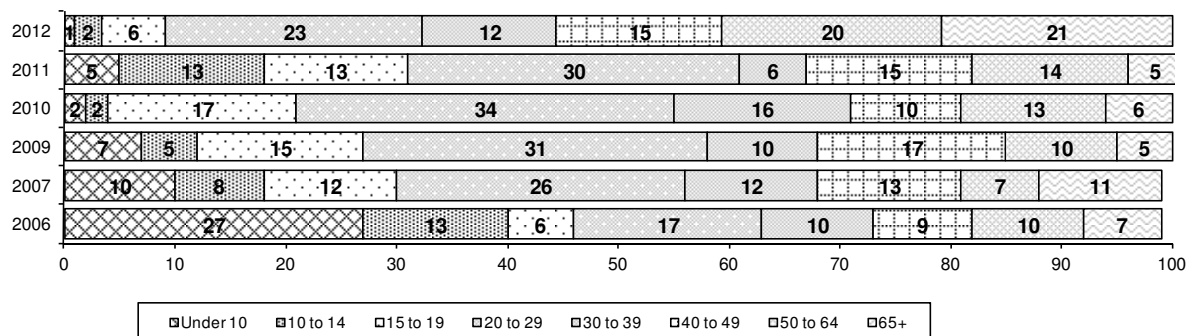
Only 3% of the customers (+ respondents) reported they had brought at least one child under the age of 15 to the centre with;

- 2.5% having brought one child
- 0.5% two children
- 0% three or more children

Some 0.5% had brought one or more children aged under 5 years old, 0.5% 5 to 9 years old and 2% 10 to 14 years old.

The total number of children under the age of 15 years accompanying adults to the centre was 7. This equates to an average of 0.04 of a child for all customers (including those who did not bring a child) and an average of 1.4 children 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 quite different to that seen in 2011 with a few changes of significance.

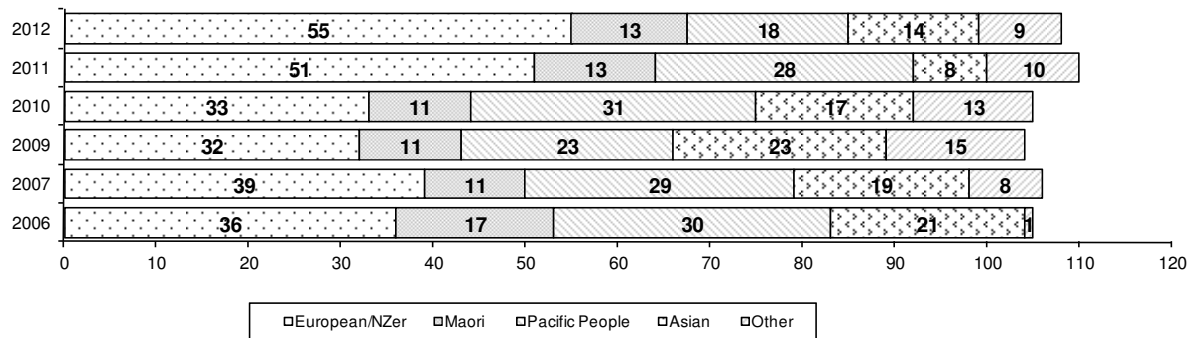
The age groups with the most significant changes were;

- 10 to 14 yrs 2% of visitors (vs 13% in 2011)
- 15 to 19 yrs 6% (vs 13% in 2011)
- 65 yrs+ 21% (vs 5% in 2011)

Ethnic Background

The ethnic profile is a little different to that seen in 2010.

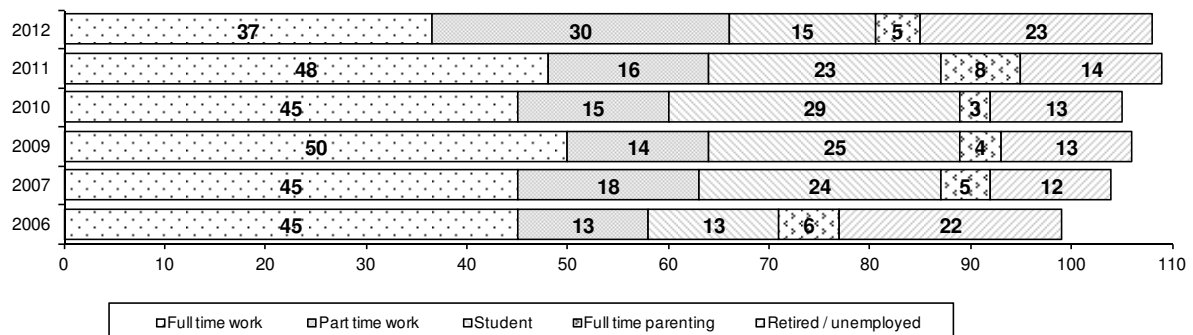
Over one half of customers (55%) are European / NZer (vs 51% in 2011) with 18% Pacific People (vs 28% in 2011), 13% Maori (vs 13% in 2011), 14% Asian (vs 8% in 2011) and 9% Other (vs 10% in 2011).



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

Employment Status

The employment status is a little different to that seen in 2011 with 67% of customers in paid employment (either full or part time) which compares to 64% in 2011. A further 15% students (down from 23% in 2011), 5% full time parenting (down from 8% in 2011) and 23% retired / unemployed (increased significantly from 14% in 2011).



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 illustrated some significant differences with 17% from young single or couple households (vs 24% in 2011), 26% from households with children (vs 36% in 2011) and 59% from older family or older single / couple households (vs 40% in 2011).



Location

With regard to the respondents' location i.e. "where do you live", as requested this question was changed in 2012. As would be expected the vast majority of respondents selected they were from 'East Auckland' (70%), followed by 'Auckland City' (25%). Only 3% selected they were from 'South Auckland' and 1% from North Auckland and 1% from 'Elsewhere'.

Facility Usage

In 2011 a new question was added for Tamaki Recreation Centre – which part of the facility are you using today? In 2012 this question was changed to allow multi selection hence why the numbers below add to over 100%.

The spread of facilities being used were:

- Fitness Suite (52%)
- Meeting Room (27%)
- Sports Hall (23%)

Also in 2012 an additional question was asked of those members that selected "Fitness Suite" above, requesting them to clarify their reason/s (multi select) for "choosing to be a member of this fitness suite given there are a number of options available in this area?"

Of the Fitness Suite users (52% of those surveyed), the reasons (multi select) for choosing Tamaki Fitness Centre and using the Fitness Suite there were;

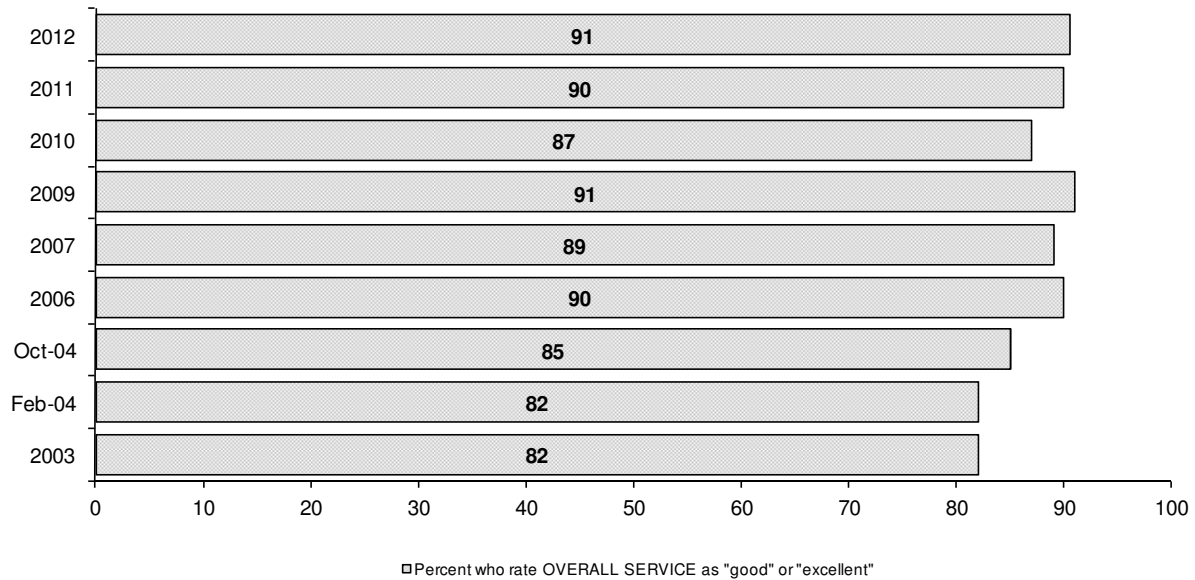
- Cost (76%)
- It's local (75%)
- Atmosphere (39%)
- Community Support (32%)
- Other gym didn't meet my needs (12%)

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”.

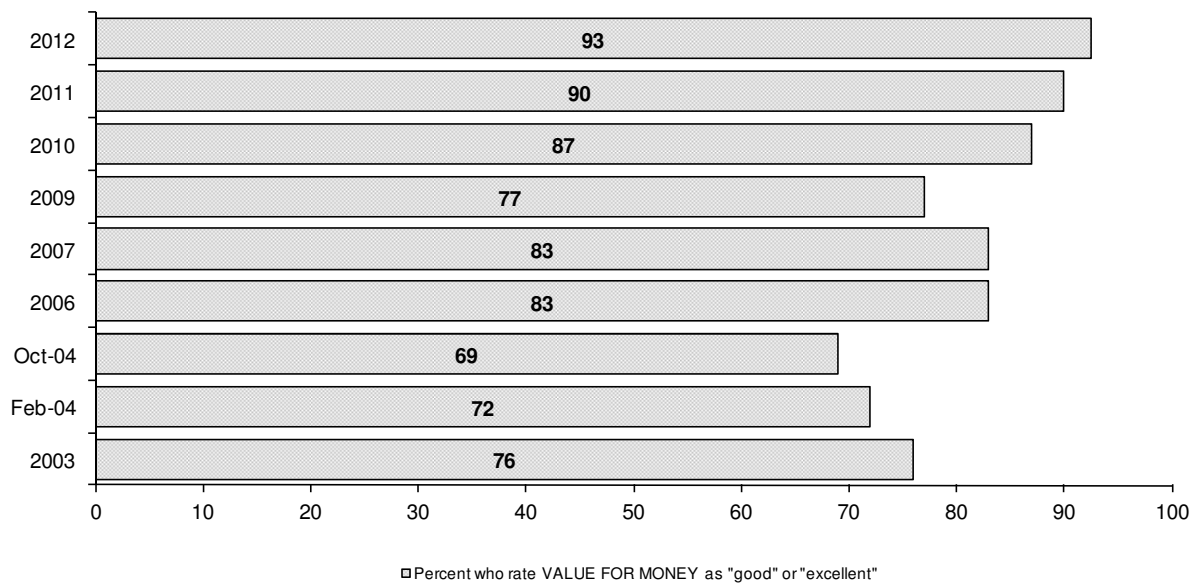
A. Overall Service

Key Performance Indicator for “Overall Service” is 91% – up from 90% for 2011.



B. Value for Money

Key Performance Indicator for “Value for Money” is 93% – up from 90% for 2011.

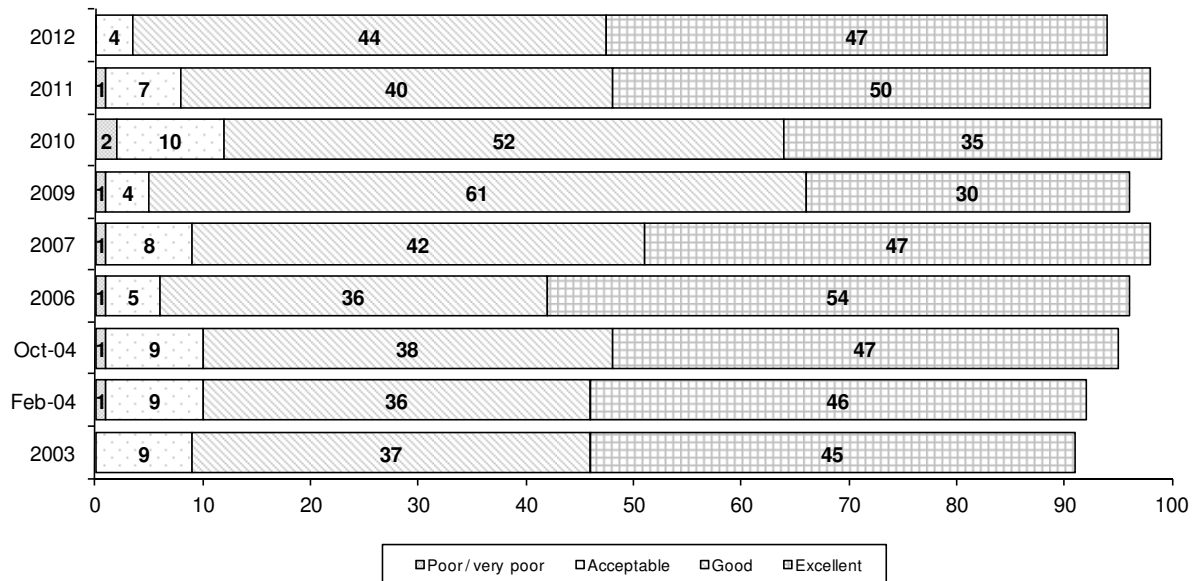


3. Rating Overall Performance

A. Overall Service

91% of customers rated the overall service as being good or excellent (in line with 90% in 2011), with 47% rating it excellent (in line with 50% in 2011). A further 4% rated the overall service as being acceptable and 0% rating it as poor.

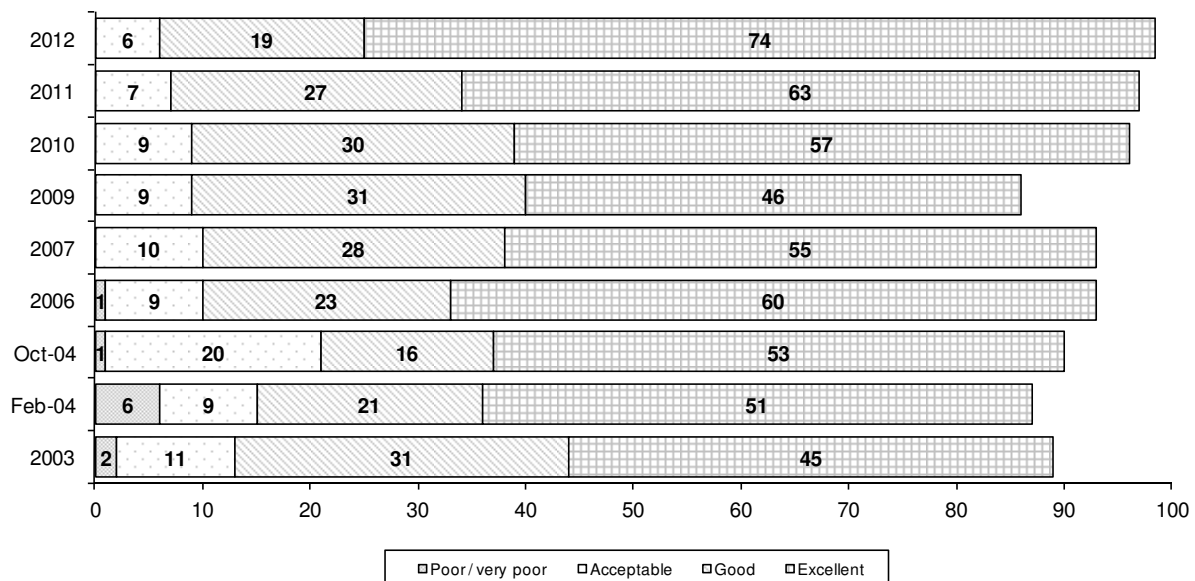
There were no significant changes in overall service results compared with 2011.



B. Value for Money

93% of customers rated the value for money as being good or excellent (in line with 90% in 2011), with 74% rating it excellent (up significantly from 63% in 2011). A further 6% rated the value for money as being acceptable and 0% rating it as poor.

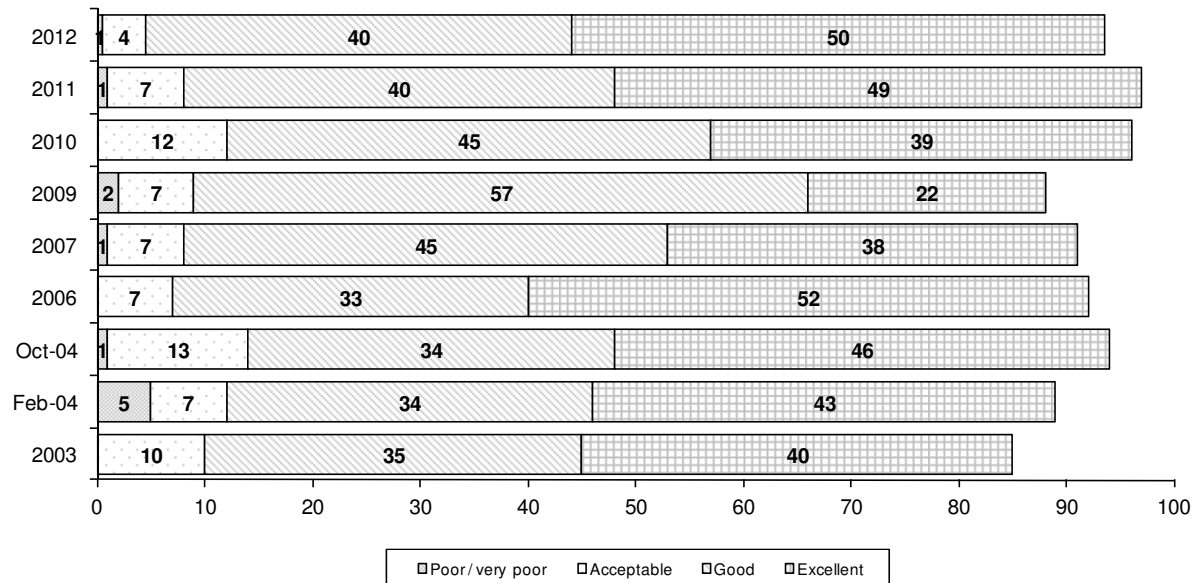
Most significant change in Value for Money ratings since 2011 came in the increase of excellent ratings (74% in 2012 vs 63% in 2011).



C. Overall Management

90% of customers rated the overall management as being good or excellent (in line with 89% in 2011), with 50% rating it excellent (in line with 49% in 2011). A further 4% rated the overall management as being acceptable and 1% rating it as poor.

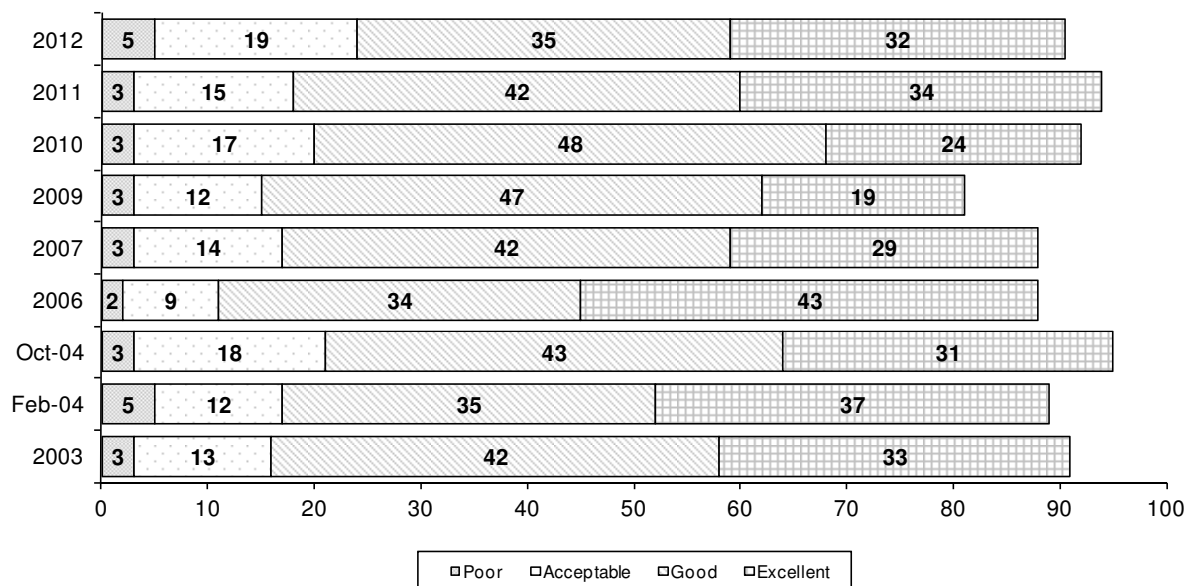
There were no significant changes since 2011.



D. Ease of Obtaining Information about Facility & Services

67% of customers rated the ease of obtaining information as being good or excellent (down significantly from 76% in 2011), with 32% rating it excellent (in line with 2011 at 34%). A further 19% rated the ease of obtaining information as being acceptable and 5% rating it as poor.

Most significant change since 2011 is the decrease of good ratings (35% in 2012 vs 42% in 2011).

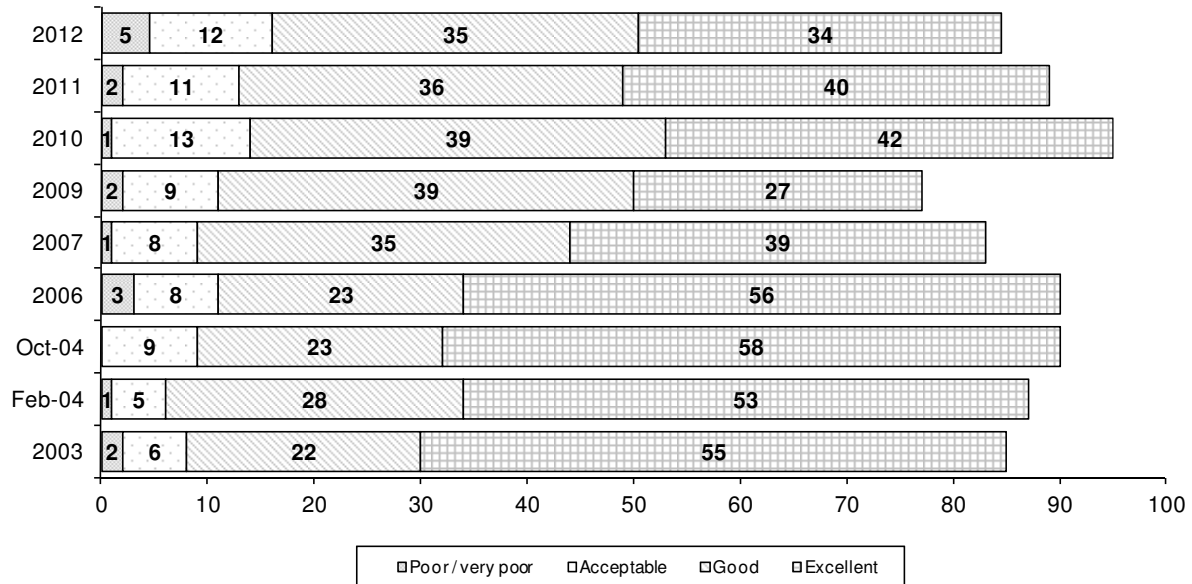


4. Rating the Facilities

A. Cleanliness of toilets / changing areas

69% of customers rated the cleanliness of toilets / changing areas as being good or excellent (down from 76% in 2011), with 34% rating it excellent (down from 40% in 2011). A further 12% rated the cleanliness of toilets / changing areas as being acceptable and 5% rating it as poor.

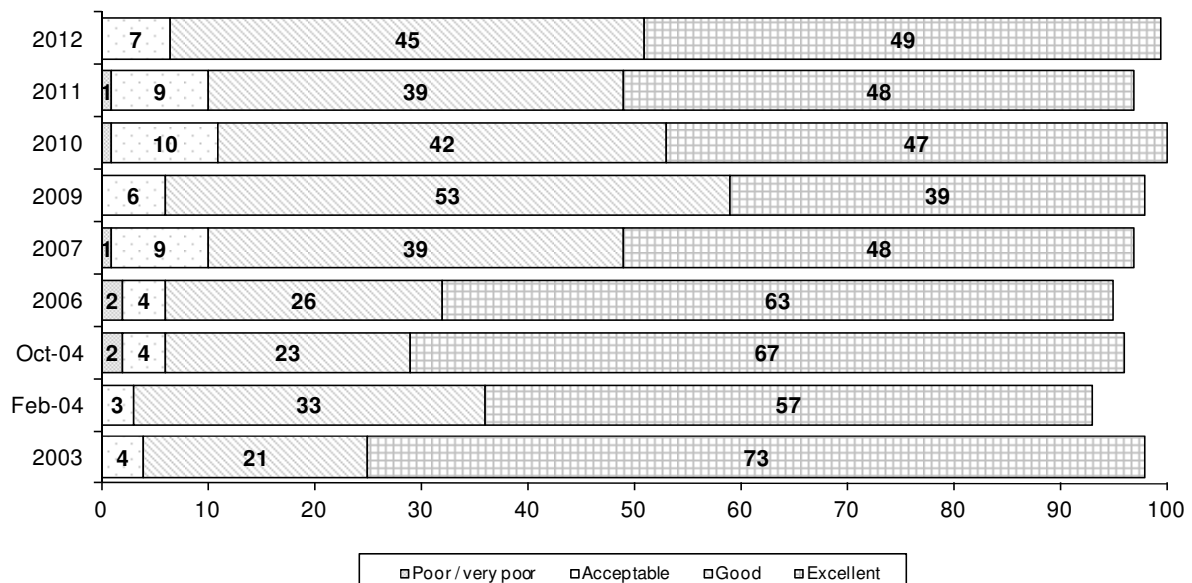
The most significant change in ratings for cleanliness of toilets/changing areas in 2012 was in the decrease of excellent ratings.



B. General Cleanliness

94% of customers rated the general cleanliness as being good or excellent (up significantly from 87% in 2011), with 49% rating it excellent (in line with 48% in 2011). A further 7% rated the general cleanliness as being acceptable and 0% rating it as poor.

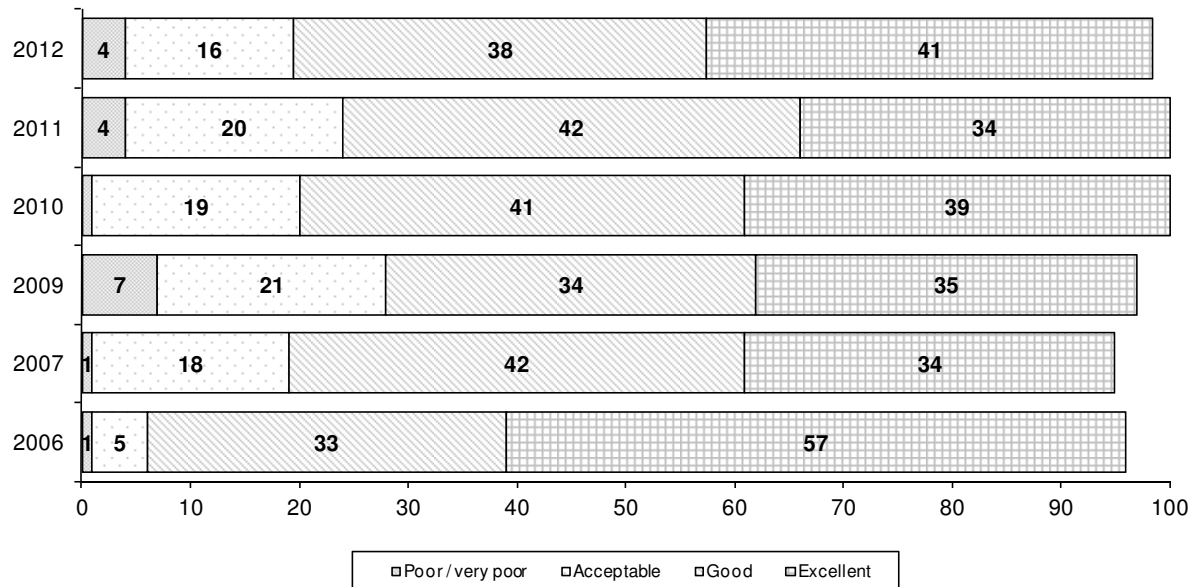
The most significant change in ratings for general cleanliness compared to 2011 was in the increase in good ratings (45% in 2012 vs 39% in 2011).



C. Car Parking - Availability

79% of customers rated the car parking availability as being good or excellent (in line with 76% in 2011), with 41% rating it excellent (up significantly from 34% in 2011). A further 16% rated the car parking availability as being acceptable and 4% rating it as poor.

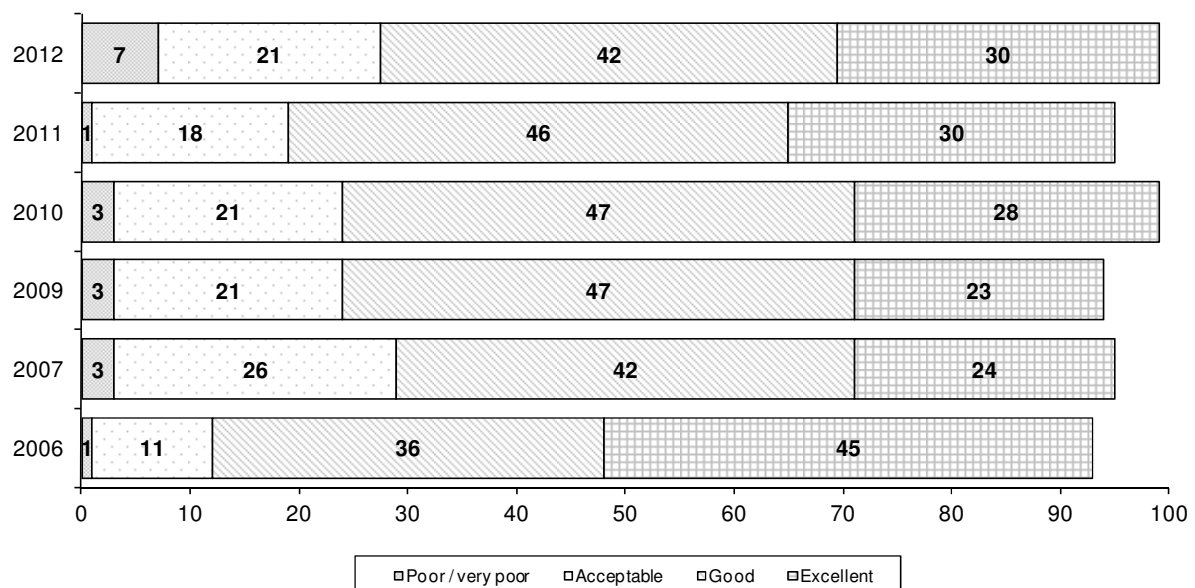
The most significant changes in ratings for car parking – availability was in the increase in excellent ratings (41% in 2012 vs 34% in 2011).



D. Car Parking - Safety

72% of customers rated the car parking safety as being good or excellent (down from 76% in 2011), with 30% rating it excellent (in line with 30% in 2011). A further 21% rated the car parking safety as being acceptable and 7% rating it as poor.

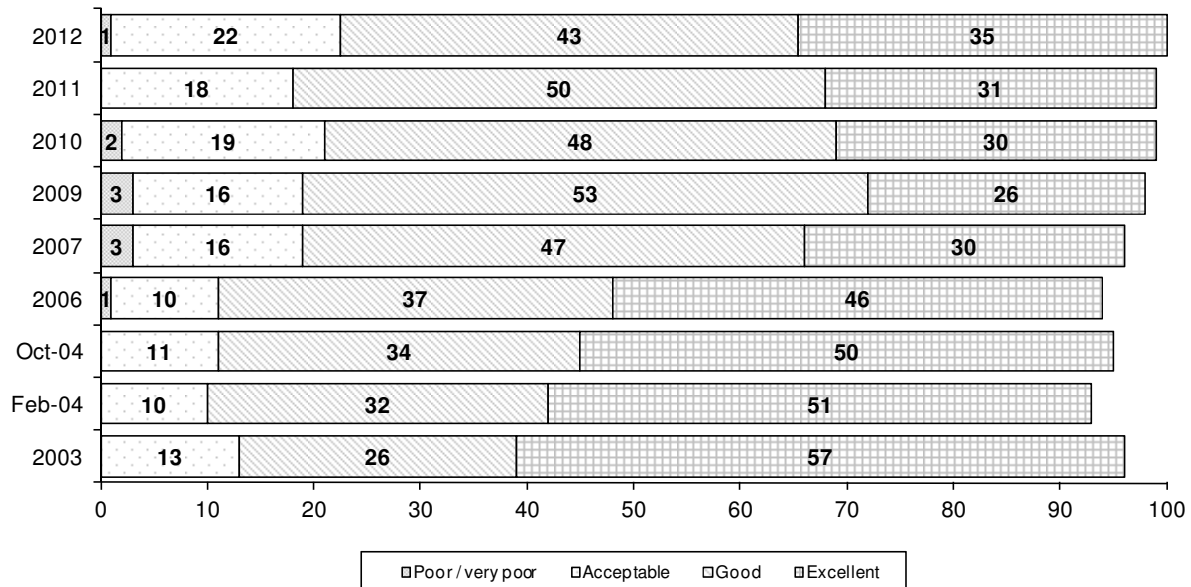
There were no significant changes in car parking – safety since 2011 though the increase in “poor/very poor” ratings is a negative shift (7% in 2012 vs 1% in 2011).



E. Suitability of Facilities on Offer

78% of customers rated the suitability of facilities on offer as being good or excellent (in line with 81% in 2011), with 35% rating it excellent (up from 31% in 2011). A further 22% rated the suitability of facilities on offer as being acceptable and 1% rating it as poor.

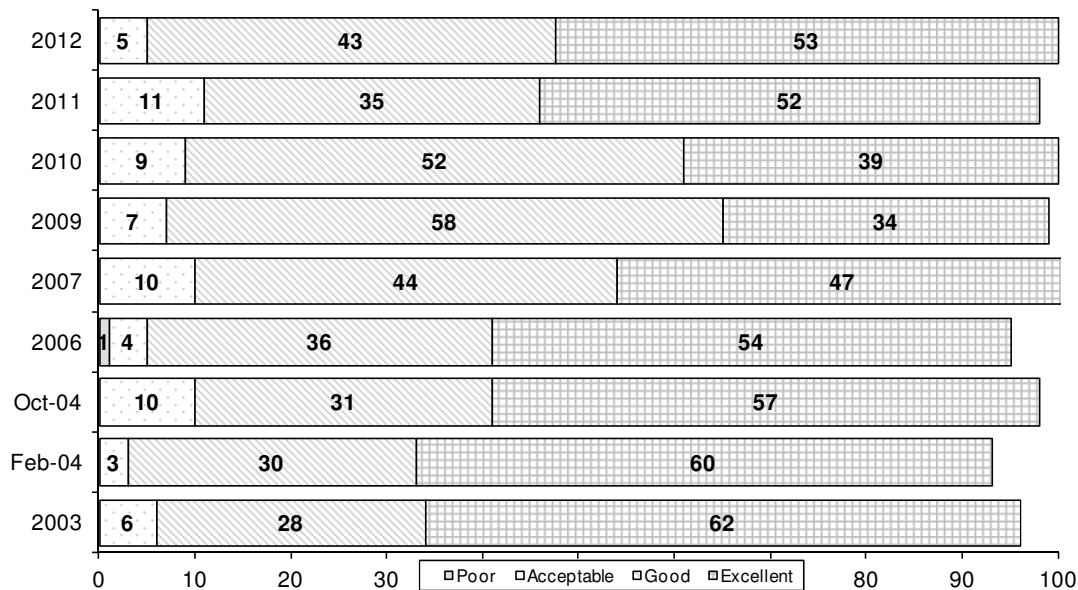
There were no significant changes in suitability of facilities on offer since 2011.



F. Overall Quality of Facility

96% of customers rated the overall quality of facility as being good or excellent (up significantly from 87% in 2011), with 53% rating it excellent (in line with 52% in 2011). A further 5% rated the overall quality of facility as being acceptable and 0% rating it as poor.

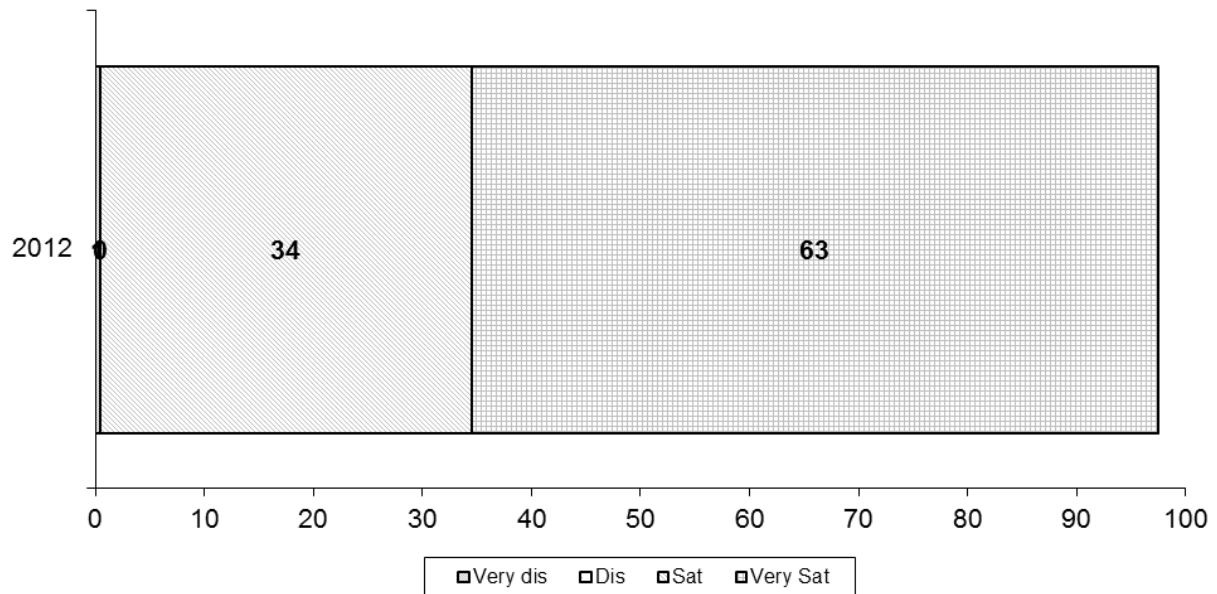
Most significant change since 2011 is in the increase of customers rating the overall quality of facility as good (43% for 2012 vs 35% for 2011).



G. Overall satisfaction as a customer of this centre

New question for 2012

97% of customers rated their overall satisfaction as a customer as being satisfied or very satisfied, with 63% being very satisfied. A further 2% rated their overall satisfaction as being neutral, 0% dissatisfied and 1% very dissatisfied.



5. Rating Staff Service

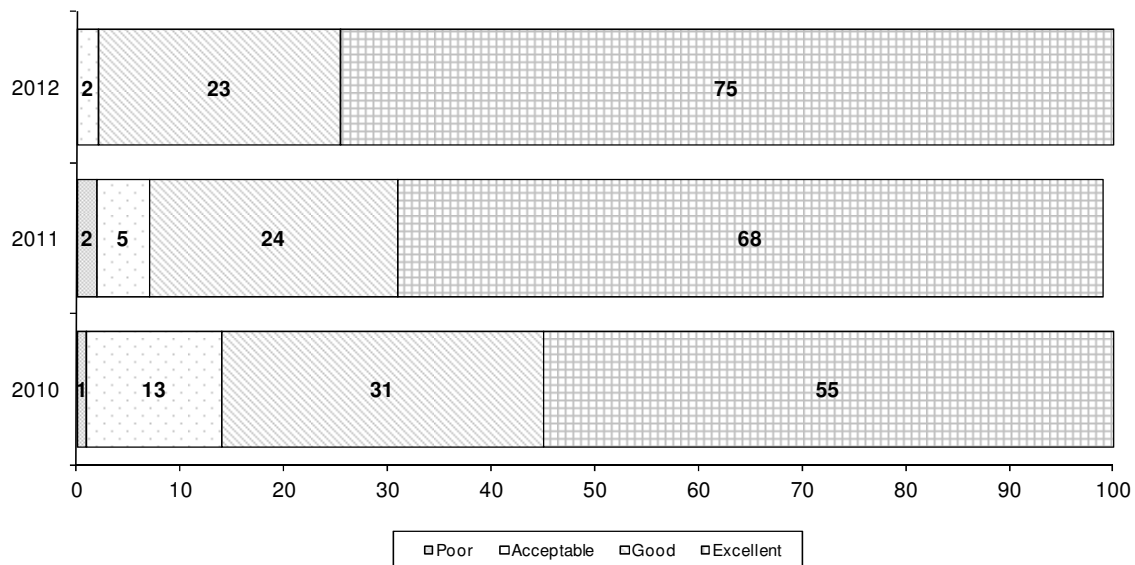
For Staff Service results reported are from those who did rate each component.

A. Helpfulness of Fitness Centre Staff

For 2012, 15 customers “could not comment / do not use” the helpfulness of fitness centre staff (8%).

98% of customers rated the helpfulness of fitness centre staff as being good or excellent (up from 92% in 2011), with 75% rating it excellent (up significantly from 68% in 2011). A further 2% rated the helpfulness of fitness centre staff as being acceptable and 0% rating it as poor.

The most significant change in helpfulness of fitness centre staff is the increase in excellent ratings (75% in 2012 vs 68% in 2011).

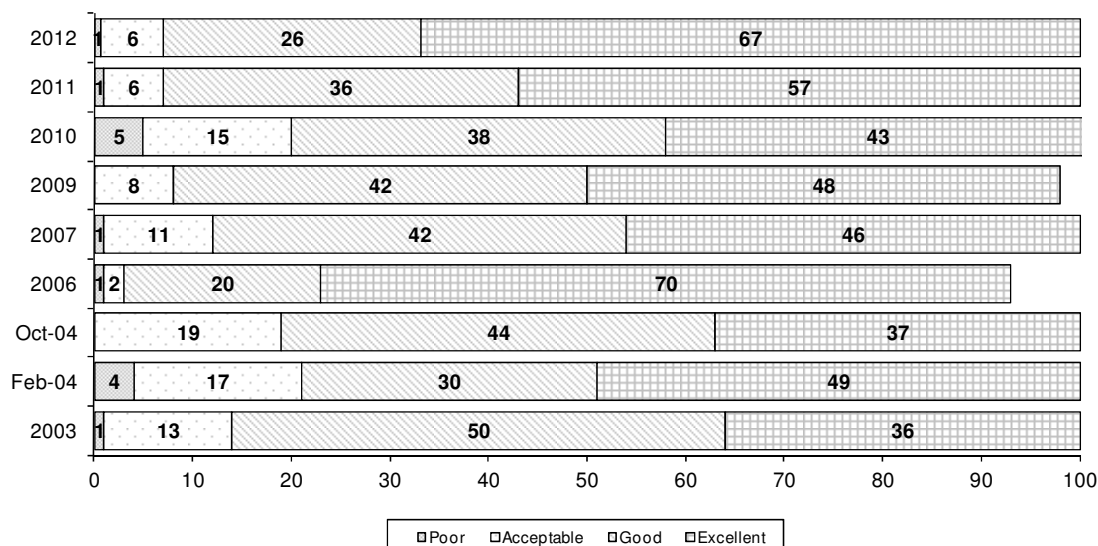


B. Helpfulness of Staff involved in coaching, organising or running programmes

For 2012, 58 customers “could not comment / do not use” the helpfulness of programme staff (29%).

Of those who participated, 93% of customers rated the helpfulness of programme staff as being good or excellent (in line with 93% in 2011), with 67% rating it excellent (up significantly from 57% in 2011). 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 (67% in 2012 vs 57% in 2011).

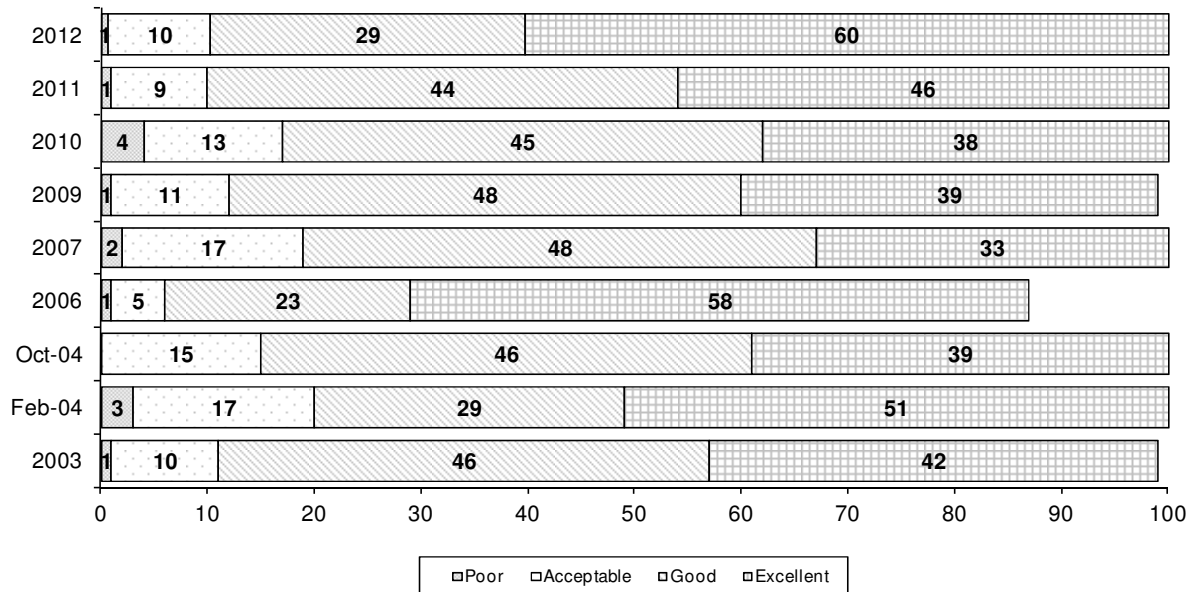


C. Supervision provided by staff involved with coaching, organising or running programmes

For 2012, 64 customers "could not comment / do not use" the supervision provided (32%).

89% of customers rated the supervision provided by programme staff as being good or excellent (in line with 90% in 2011), with 60% rating it excellent (up significantly from 46% in 2011). A further 10% 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 (60% in 2012 vs 46% in 2011).

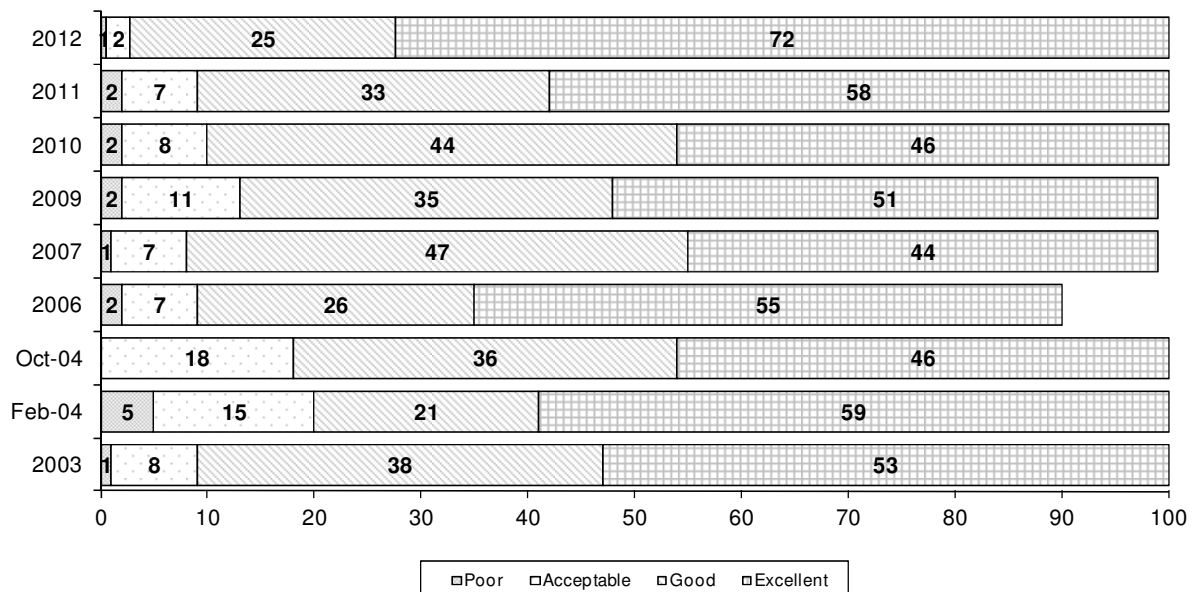


D. Helpfulness of Other Staff (eg reception staff, managers, etc)

For 2012, 19 customers "could not comment / do not use" helpfulness of other staff (10%).

97% of customers rated the helpfulness of other staff as being good or excellent (up from 91% in 2011), with 72% rating it excellent (up significantly from 58% in 2011). A further 2% rated the helpfulness of other staff as being acceptable and 1% rating it as poor.

Most significant change since 2011 is in the increase of customers rating the helpfulness of other staff as excellent (72% in 2012 vs 58% in 2011) and the corresponding decrease in good ratings.



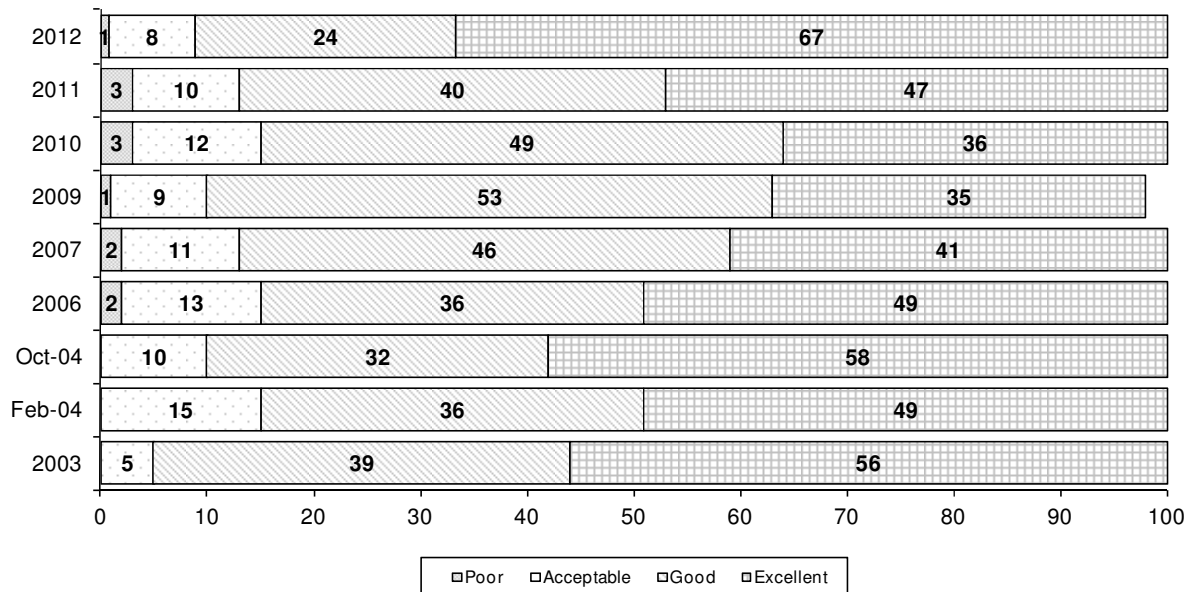
6. Programme Delivery

A. Quality of Coaching / Instruction given

For 2012, 65 customers “could not comment / do not use” the quality of coaching (33%).

91% of customers rated the quality of coaching / instruction given as being good or excellent (up from 87% in 2011), with 67% rating it excellent (up significantly from 47% in 2011). A further 8% rated the quality of instruction as being acceptable and 1% rating it as poor.

Most significant change in quality of coaching in 2012 was the increase in excellent ratings (67% in 2012 vs 47% in 2011) and the corresponding decrease in good ratings (24% in 2012 vs 40% in 2011).



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

For 2012, 56 customers “could not comment / do not use” the quality of coaching (28%).

73% of customers rated the programme choice as being good or excellent (down significantly from 81% in 2011), with 31% rating it excellent (down from 36% in 2011). A further 24% rated the programme choice as being acceptable and 3% rating it as poor.

The most significant changes in programme choice ratings since 2011 was the increase in acceptable ratings (24% in 2012 vs 16% in 2011).

