



# **Customer Satisfaction**

## **TAMAKI COLLEGE & COMMUNITY RECREATION CENTRE**



**Auckland City Council**

**&**

**Tamaki College & Community Recreation  
Centre**

**February & March 2010**

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# Background & Objectives

Auckland City 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 Auckland City 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 three facilities (Tamaki & Waiheke Recreation Centres 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 2009 & 2010 surveying was completed over February / March. For 2010 the standard rec centre questions asked included;

- 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 process.

# Methodology

## 2010 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.

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

Thursday 25 February from 5.30pm to 8.00pm (30 surveys)

Monday 1 March from 5.15pm to 7.15pm (38)

Tuesday 2 March from 11.00am to 12.30pm (12)

Tuesday 2 March from 5.00pm to 7.30pm (26)

Monday 8 March from 11.15am – 12.15pm (16)

Monday 8 March from 7.00pm to 8.15pm (15)

Wednesday 10 March from 4.30pm to 8.00pm (46)

Friday 12 March from 5.00pm to 7.30pm (17)

## 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.

# Executive Summary

This report outlines the key findings of the February / March 2010 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 February / March 2009.

- 75% of Tamaki Recreation Centre customers live within the Auckland City Council area with a further 14% visiting from Manukau City (down from 23% in 2009).
- Gender balance continues to shift with 74% males (66% 2009) and 26% females (33% 2009).
- Looking at adult customers only (those aged 15 or over) just over half (54%) are aged under 30 yrs (vs 52% in 2009), some 28% aged 30 – 49 yrs (vs 30% in 2009) and 20% aged over 50 (vs 17% in 2009).
- Only 4% of customers said they had brought at least one child with them to the centre.
- Ethnic profile similar – one third of customers still European / Pakeha / New Zealander (34% 2010 vs 32% 2009) and rest significantly made up from Pacific People (32% 2010 vs 23% 2009) and Asian (18% 2010 vs 23% 2009)
- The Key Performance Indicator of Overall Service was 87% (vs 91% 2009)
- The Key Performance Indicator of Value for Money was 87% (vs 77% 2009)
- Overall Performance ratings were mainly increased compared with the 2009 results;
  - Overall service (87% good or excellent) - decrease
  - Value for money (87%) – increase
  - Overall management (84%) - increase
  - Ease of obtaining information (72%) – increase
  - Level of community access (79%) – increase
- Rating of Facilities were in line or increased compared to the 2009 results;
  - Cleanliness of toilets / changing areas (81% good or excellent) - increase
  - General cleanliness (89%) – in line
  - Car parking availability (80%) - increase
  - Car parking safety (75%) - increase
  - Suitability of facilities on offer (78%) – in line
  - Overall quality of facility (91%) – in line
- Rating of staff service were mixed compared to the 2009 results;
  - Helpfulness of staff in Fitness Centre (86%) – new measure
  - Helpfulness of staff involved in programmes / coaching etc (81%) - decrease
  - Supervision of staff involved in programmes / coaching etc (83%) - decrease
  - Helpfulness of other staff (90%) - increase
- Rating of Programme Delivery were both down compared to the 2009 results;
  - Quality of coaching / instruction given (85%) - decrease
  - Programme choice (69%) – decrease

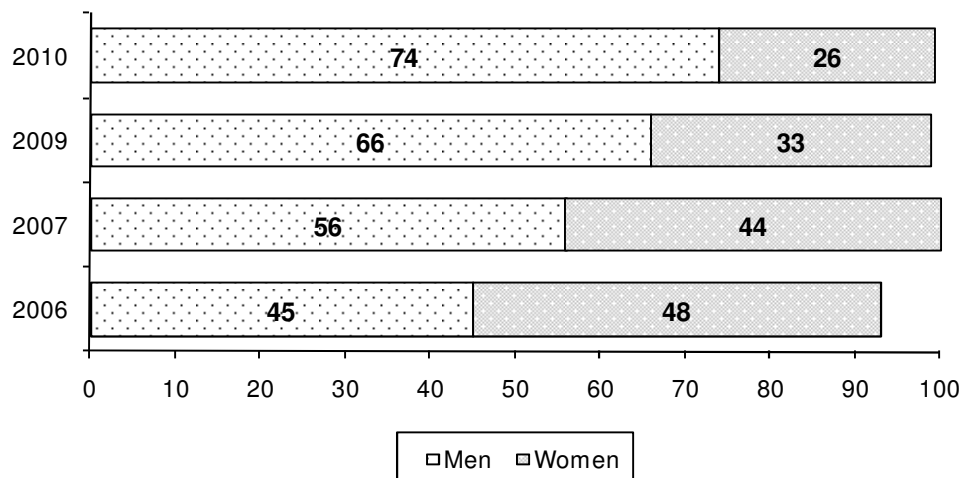
# Key Findings

## 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

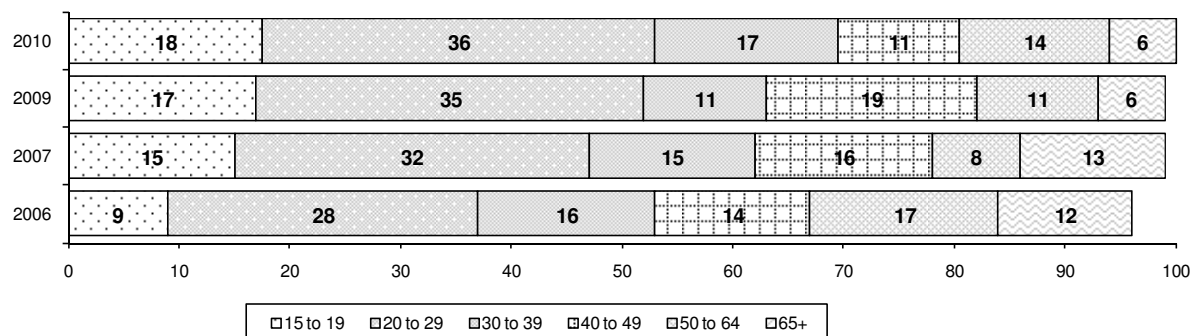
Some 74% of the recreation centre visitors are men and 26% women which illustrates a marked difference from 2009 – a continuing increase in the proportion of visitors now being men.



### Age of Adult Customers

Looking at adult customers only (those aged 15 or over) just over half (54%) are aged under 30 yrs (vs 52% in 2009), some 28% aged 30 – 49 yrs (vs 30% in 2009) and 20% aged over 50 (vs 17% in 2009).

The age spread vs 2009 shows a significantly higher number of 30 to 39 year old (17% in 2010 vs 11% in 2009) and a significantly lower number of 40 to 49 yrs (11% in 2010 vs 19% in 2009).



## Age of All Customers

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

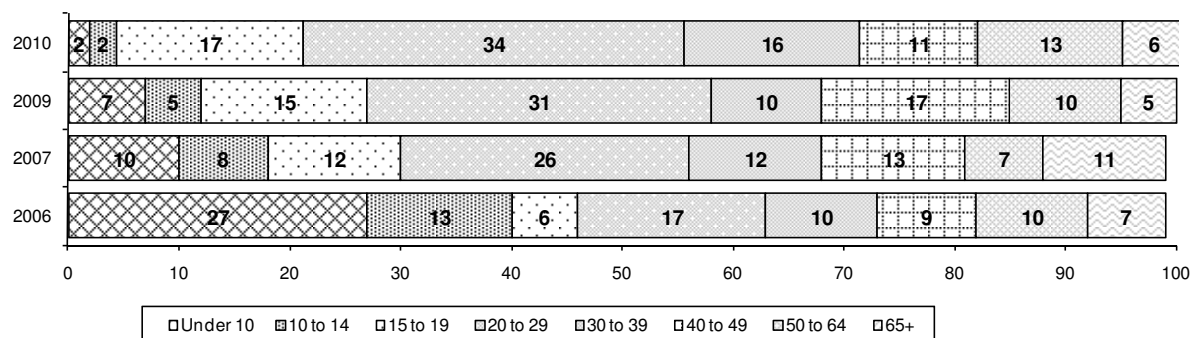
Only 4% of the customers (7 respondents) reported they had brought at least one child under the age of 15 to the centre with;

- 3% having brought one child
- 1% two children
- 0% three or more children

Some 0% had brought one or more children aged under 5 years old, 2% 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 9. This equates to an average of 0.1 of a child for all customers (including those who did not bring a child) and an average of 1.3 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 similar to that seen in 2009 with a few changes of significance.

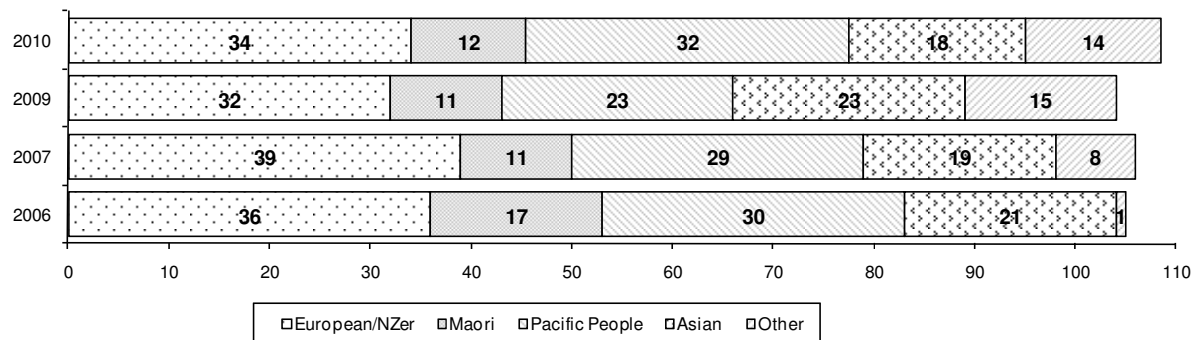
The age groups with the most significant changes were;

- Under 10 yrs 2% of visitors (vs 7% in 2009) – continuing downward trend
- 30 to 39 yrs 16% (vs 10% in 2009)
- 40 to 49 yrs 11% (vs 17% in 2009)

## Ethnic Background

The ethnic profile is a little different to that seen in 2009.

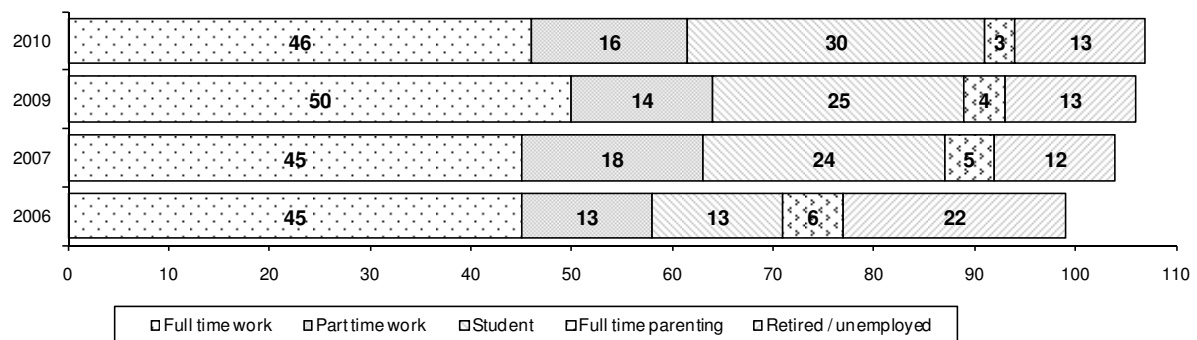
One third of customers (34%) are European / NZer (vs 32% in 2009) with 32% Pacific People (vs 23% in 2009) and 18% Asian (vs 23% in 2009) making up a significant part of the balance. The proportion of customers classifying themselves as Maori has remained static (12% in 2010 and 11% in 2009).



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 62% of customers in paid employment (either full or part time) which compares to 64% in 2009. A further 30% students (up slightly from 25% in 2009), 3% full time parenting (in line with 4% in 2009) and 13% retired / unemployed (in line with 3% in 2009).

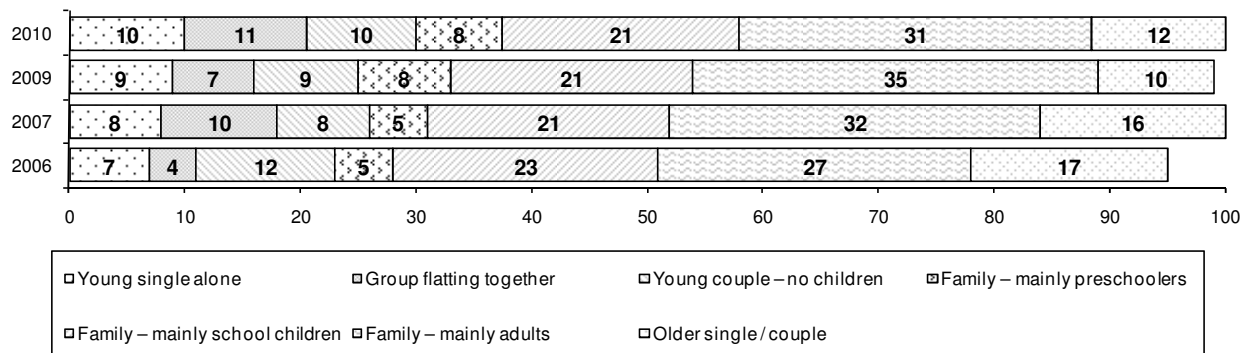


Note that for 2007, 2009 and 2010 the figures can add to over 100% as customers have the option to list multiple employment status (ie parenting and part time work)



## Household Type

Household results were very similar to 2009 with 31% from young single or couple households (vs 25% in 2009), 29% from households with children (vs 29% in 2009) and 43% from older family or older single / couple households (vs 45% in 2009).



## Home Suburb

75% of customers live within the Auckland City Council boundaries (compared to 71% in 2009) with a further 14% visiting from Manukau City (vs 23% in 2009).

The main suburbs represented were:

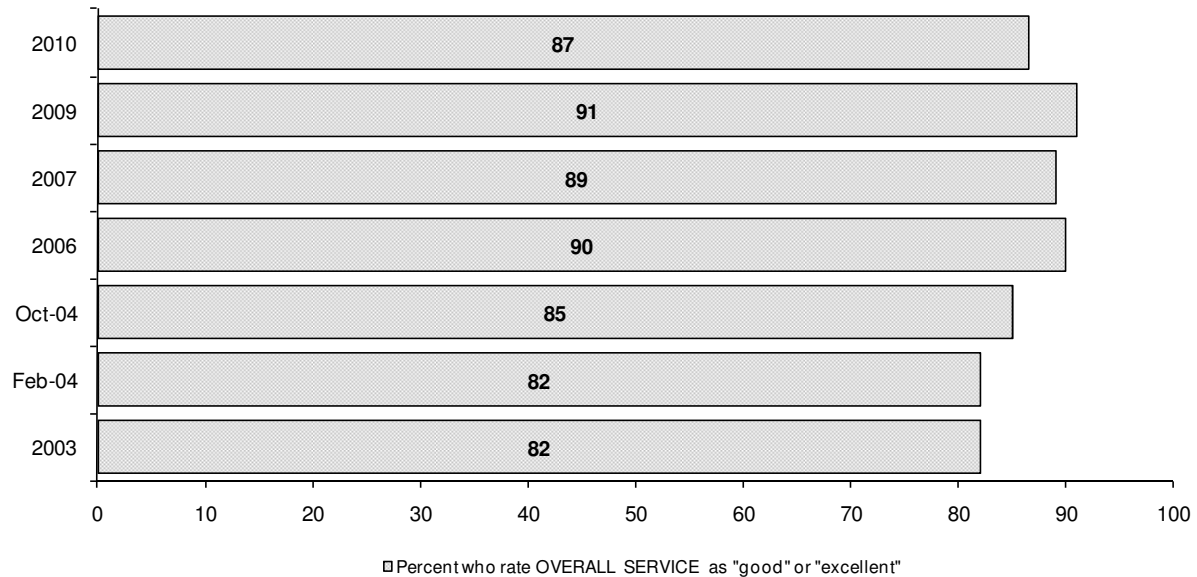
- Glenn Innes (23%)
- Glendowie (13%)
- Panmure (9%)

## 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”.

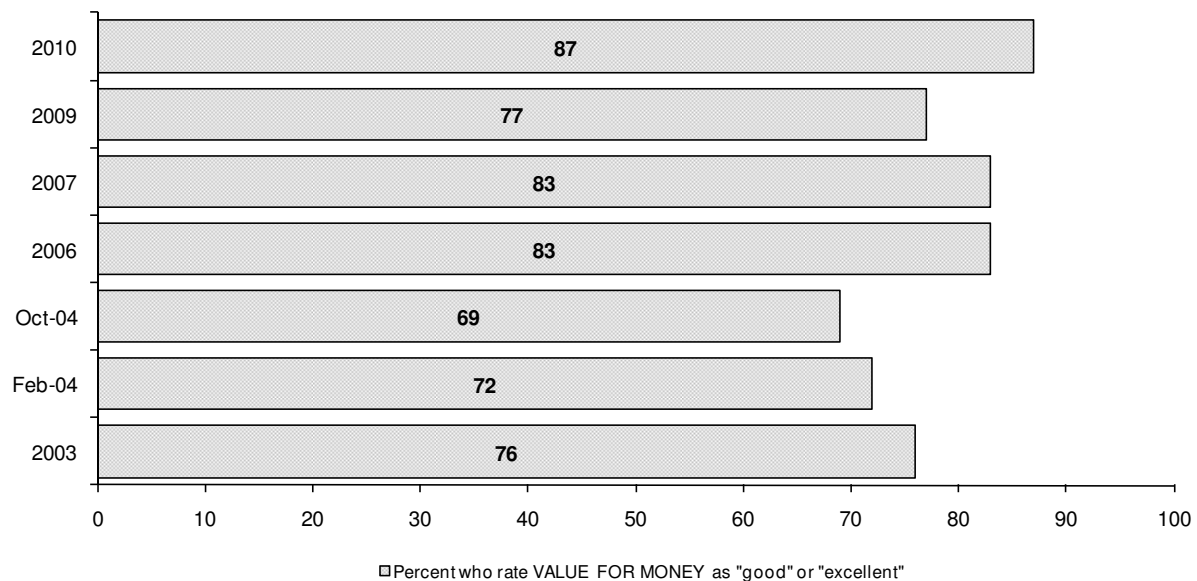
### A. Overall Service

Key Performance Indicator for “Overall Service” is 87% – down from 91% for 2009.



### B. Value for Money

Key Performance Indicator for “Value for Money” is 87% – up significantly from 77% for 2009.

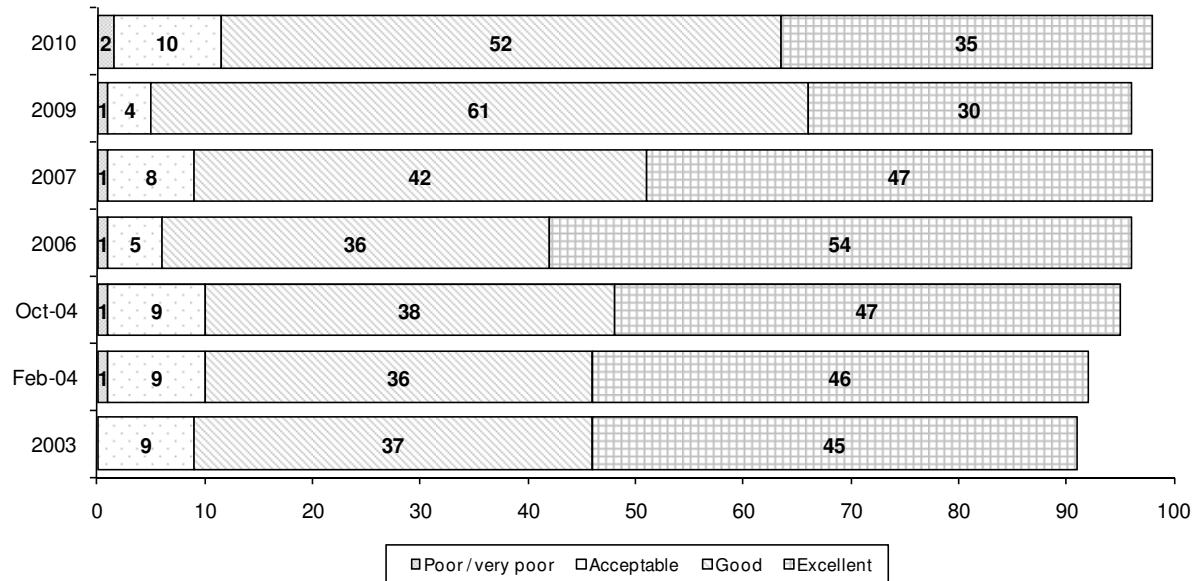


### 3. Rating Overall Performance

#### A. Overall Service

87% of customers rated the overall service as being good or excellent (down from 91% in 2009), with 35% rating it excellent (up from 30% in 2009). A further 10% rated the overall service as being acceptable and 2% rating it as poor.

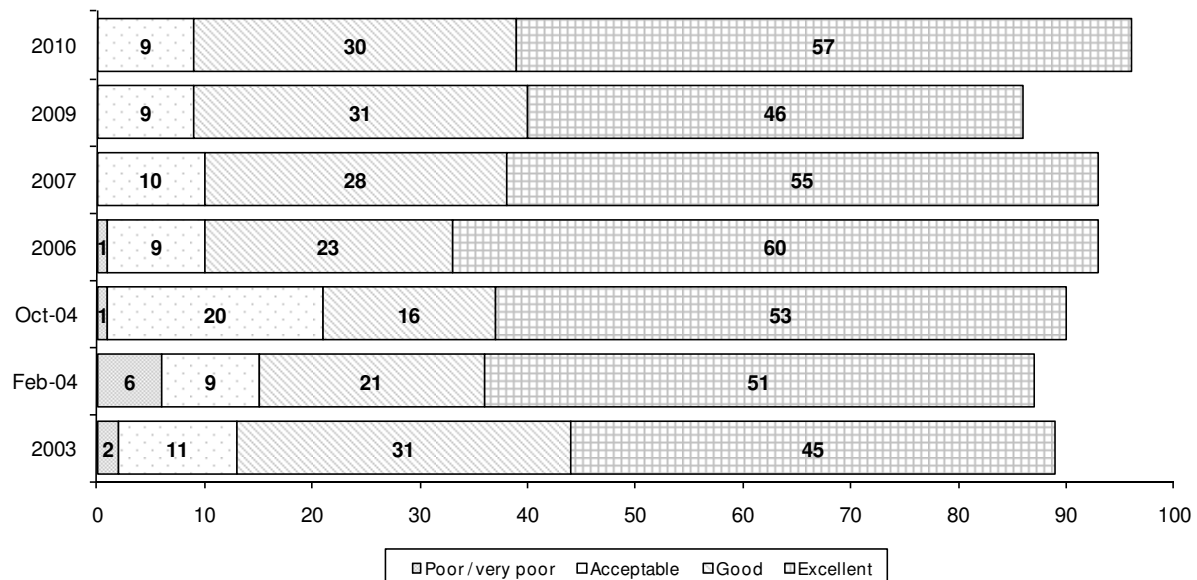
Most significant change in overall service results from 2009 came in the decrease of good ratings (52% in 2010 vs 61% in 2009) and the increase in acceptable and excellent ratings.



#### B. Value for Money

87% of customers rated the value for money as being good or excellent (up significantly from 77% in 2009), with 57% rating it excellent (up significantly from 46% in 2009). A further 9% rated the value for money as being acceptable and 0% rating it as poor.

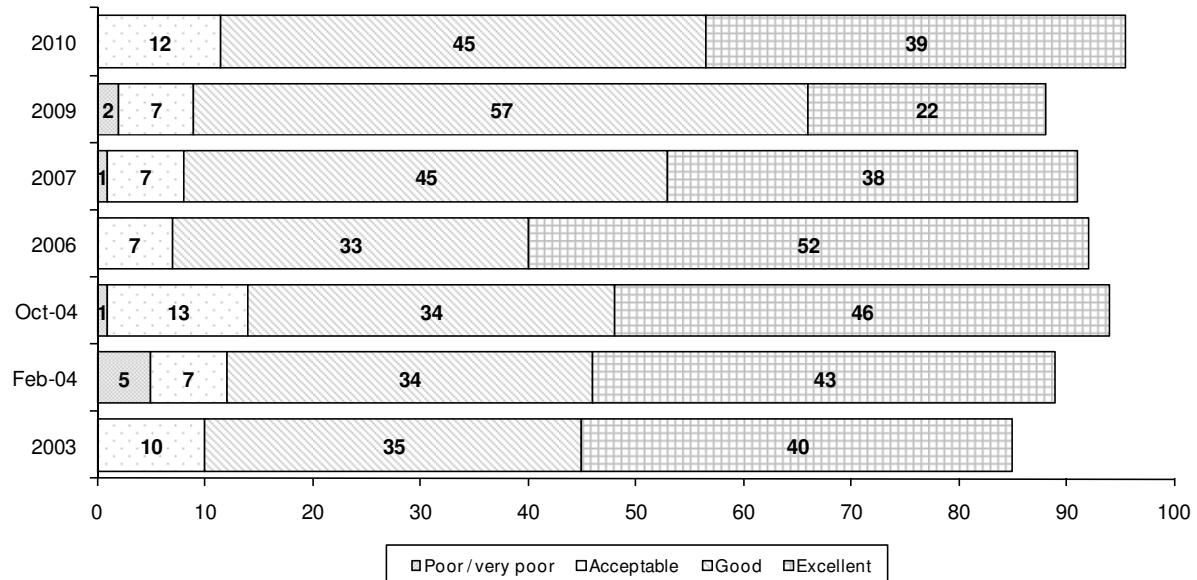
Most significant change in Value For Money ratings from 2009 came in the increase of excellent ratings (57% in 2010 vs 46% in 2009).



### C. Overall Management

84% of customers rated the overall management as being good or excellent (up from 79% in 2009), with 39% rating it excellent (up significantly from 2009 at 22%). A further 12% rated the overall management as being acceptable and 0% rating it as poor.

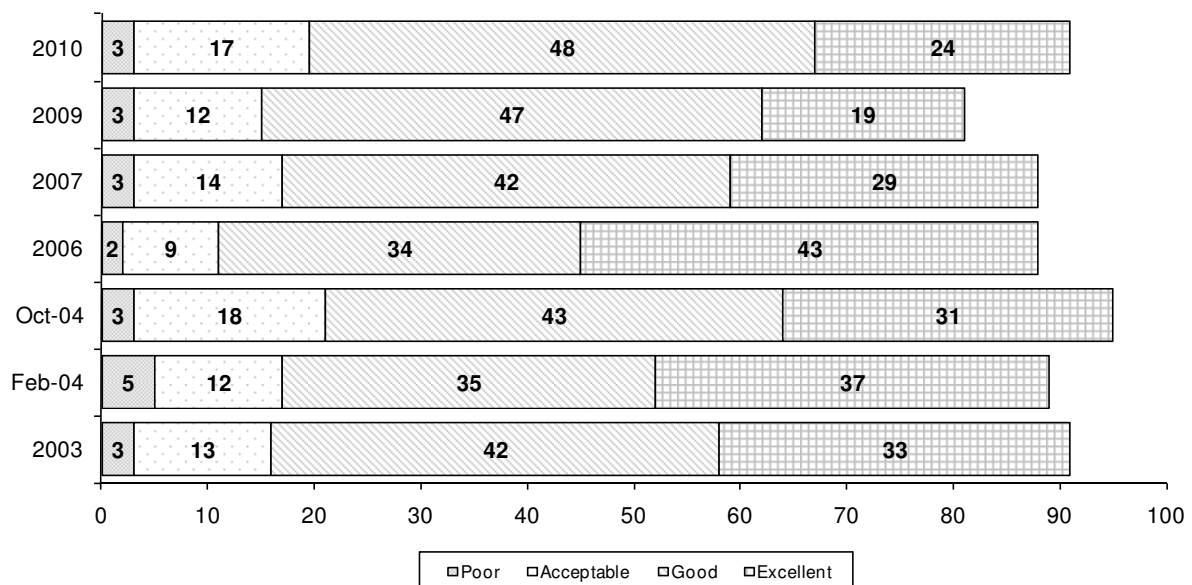
Most significant change since 2009 is the increase of excellent ratings (39% in 2010 vs 22% in 2009) and the decrease in good ratings (45% in 2010 vs 57% in 2009)



### D. Ease of Obtaining Information about Facility & Services

72% of customers rated the ease of obtaining information as being good or excellent (up significantly from 66% in 2009), with 24% rating it excellent (up significantly from 2009 at 19%). A further 17% rated the ease of obtaining information as being acceptable and 3% rating it as poor.

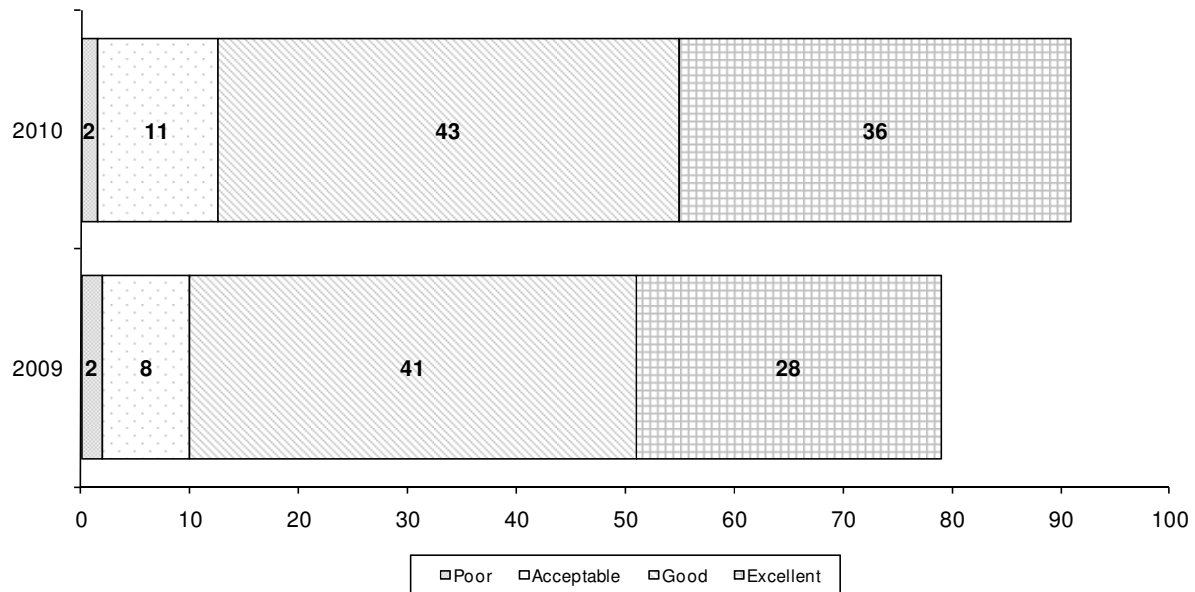
Most significant change since 2009 is the increase of excellent ratings (2010 24% vs 2009 19%) and the increase in acceptable ratings (2010 17% vs 2009 12%).



### E. Level of Community Access

79% of customers rated the level of community access as being good or excellent (up significantly from 69% in 2009), with 36% rating it excellent (up significantly from 28% in 2009). A further 11% rated the level of community access as being acceptable and 2% rating it as poor.

In 2010 there was a significant increase in the number of respondents with 92% answering in 2010 vs only 79% in 2009.

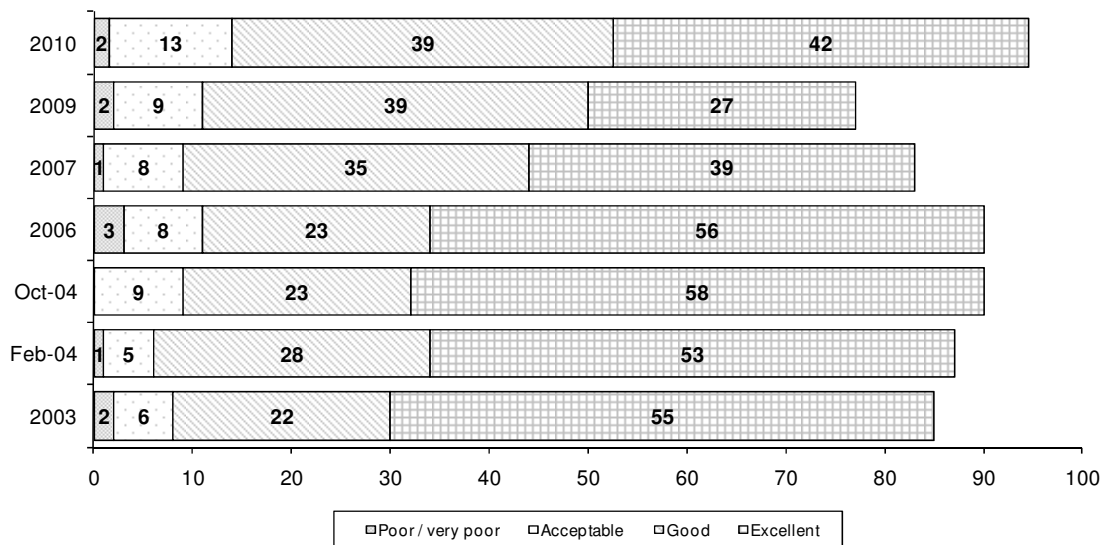


## 4. Rating the Facilities

### A. Cleanliness of toilets / changing areas

81% of customers rated the cleanliness of toilets / changing areas as being good or excellent (up significantly from 66% in 2009), with 42% rating it excellent (up significantly from 27% in 2009). A further 13% rated the cleanliness of toilets / changing areas as being acceptable and 2% rating it as poor.

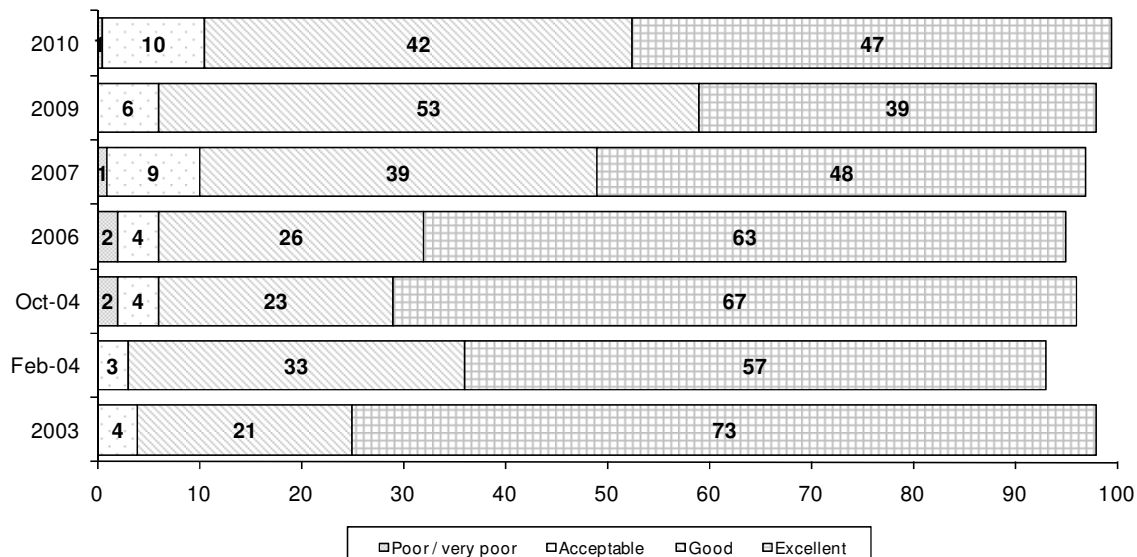
Most significant change since 2009 is increase of customers rating the cleanliness of toilets etc as excellent (42% in 2010 vs 27% for 2009) though it's important to note there was a significant increase in the percentage of respondents answering this question which positively influenced results.



### B. General Cleanliness

89% of customers rated the general cleanliness as being good or excellent (in line with 92% in 2009), with 47% rating it excellent (up significantly from 39% in 2009). A further 10% rated the general cleanliness as being acceptable and 1% rating it as poor.

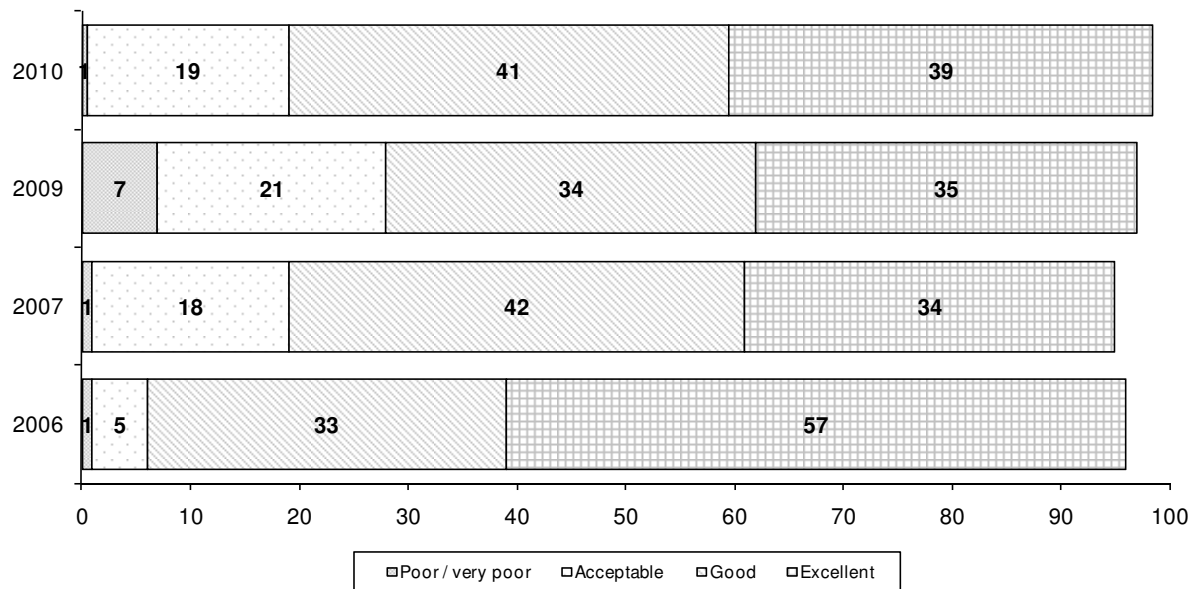
Most significant change since 2009 is in the increase of customers rating the general cleanliness as excellent (47% in 2010 vs 39% in 2009) and the decrease in good ratings (42% in 2010 vs 53% in 2009).



### C. Car Parking - Availability

80% of customers rated the car parking availability as being good or excellent (up significantly from 69% in 2009), with 39% rating it excellent (up from 35% in 2009). A further 19% rated the car parking availability as being acceptable and 1% rating it as poor.

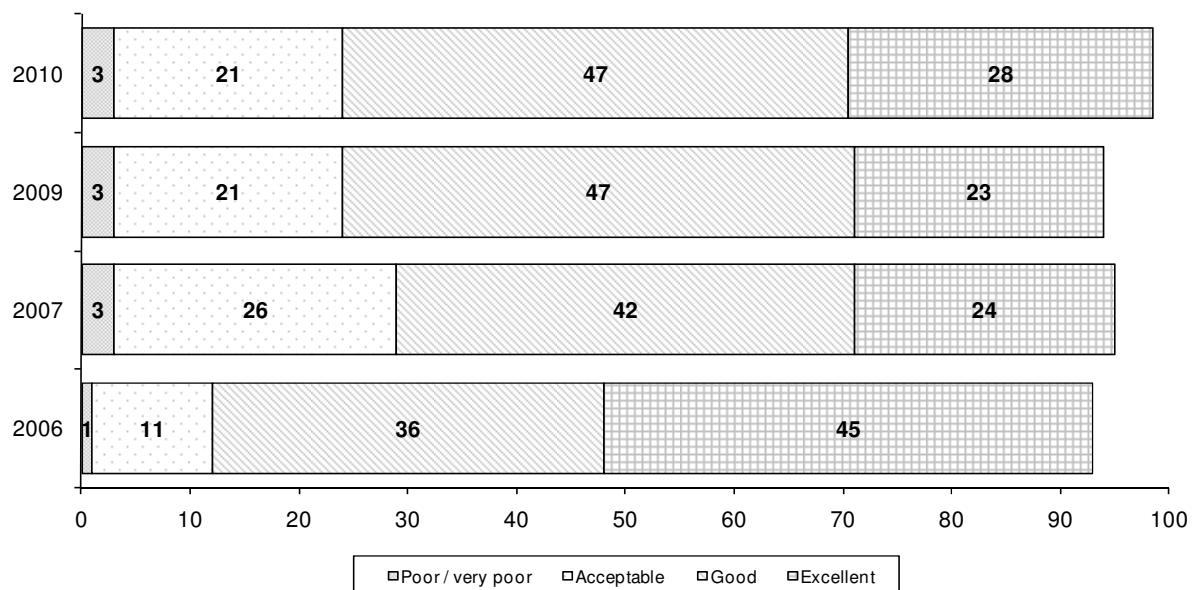
Most significant change since 2009 is in the increase of customers rating the car parking availability as good (41% in 2010 vs 34% in 2009).



### D. Car Parking - Safety

75% of customers rated the car parking safety as being good or excellent (up significantly from 70% in 2009), with 28% rating it excellent (up significantly from 23% in 2009). A further 21% rated the car parking safety as being acceptable and 3% rating it as poor.

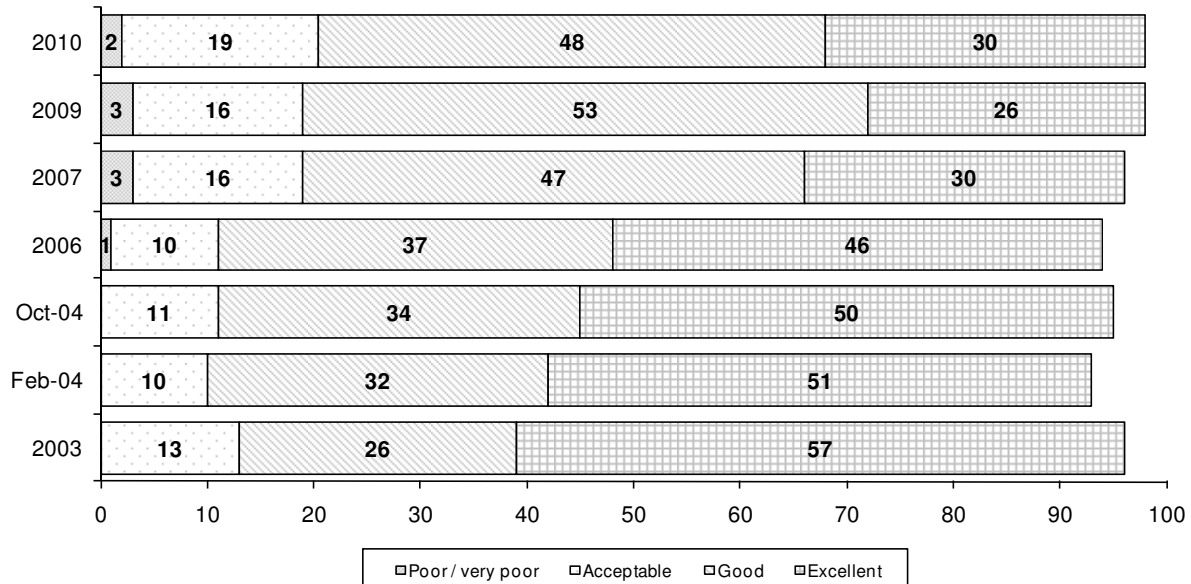
Most significant change since 2009 is in the increase of customers rating the car parking safety as excellent (28% in 2010 vs 23% in 2009).



### E. Suitability of Facilities on Offer

78% of customers rated the suitability of facilities on offer as being good or excellent (in line with 79% in 2009), with 30% rating it excellent (up from 26% in 2009). A further 19% rated the suitability of facilities on offer as being acceptable and 2% rating it as poor.

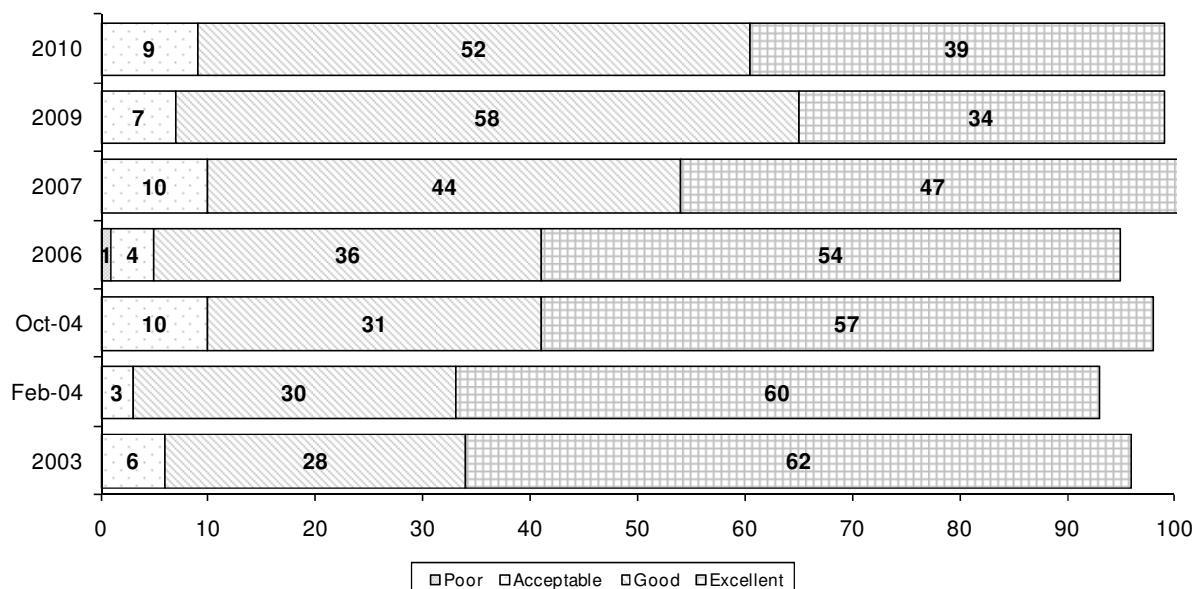
Most significant change since 2009 is in the decrease of customers rating the suitability of facilities as good (48% in 2010 vs 53% in 2009).



### F. Overall Quality of Facility

91% of customers rated the overall quality of facility as being good or excellent (in line with 92% in 2009), with 39% rating it excellent (up significantly from 34% in 2009). A further 9% rated the overall quality of facility as being acceptable and 0% rating it as poor.

Most significant change since 2009 is in the decrease of customers rating the overall quality of facility as good (52% for 2010 vs 58% for 2009).





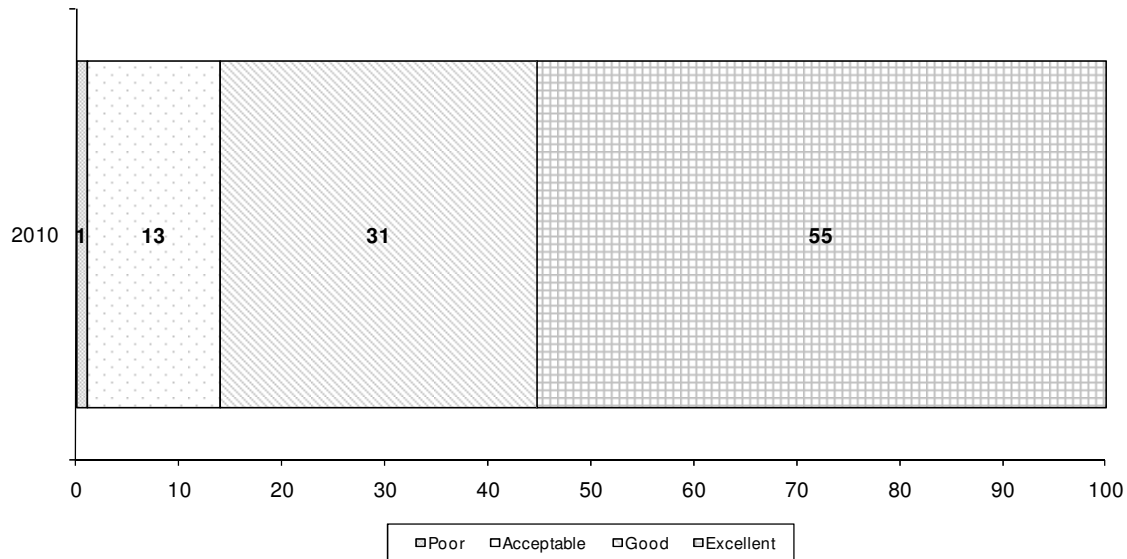
## 5. Rating Staff Service

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

### A. Helpfulness of Fitness Centre Staff

86% of customers rated the helpfulness of fitness centre staff as being good or excellent, with 55% rating it excellent. A further 13 rated the helpfulness of fitness centre staff as being acceptable and 1% rating it as poor.

This was a new measure for 2010.

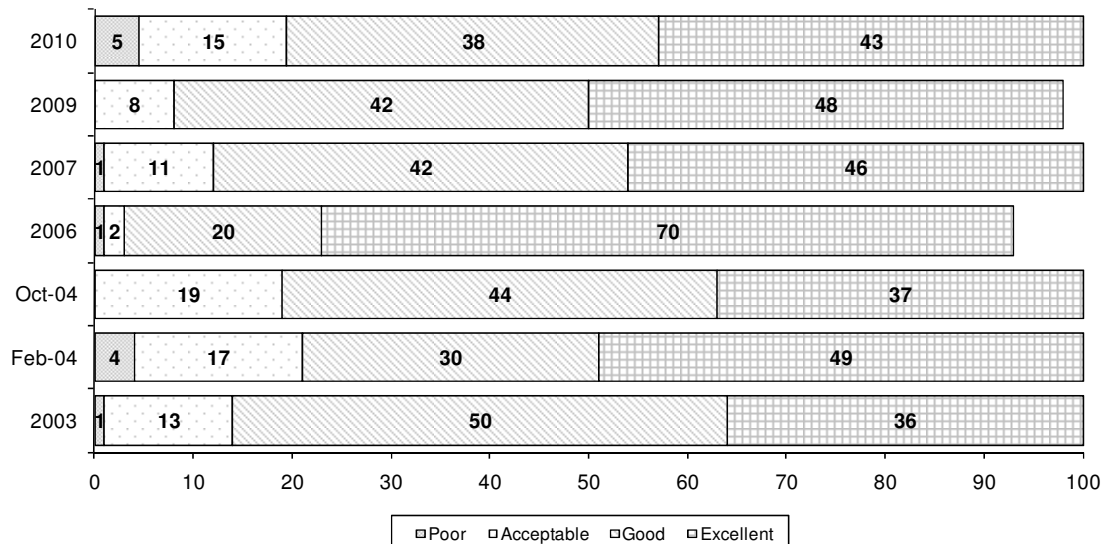


### B. Helpfulness of Staff involved in coaching, organising or running programmes

For 2010 46 customers “could not comment / do not use” the helpfulness of programme staff (23%).

Of those who participated, 81% of customers rated the helpfulness of programme staff as being good or excellent (down significantly from 90% in 2009), with 43% rating it excellent (down from 48% in 2009). A further 15% rated the helpfulness of organisers / etc as being acceptable and 5% rating it as poor.

The most significant change came in the decrease of excellent ratings and increase in acceptable ratings (15% in 2010 vs 8% in 2009).

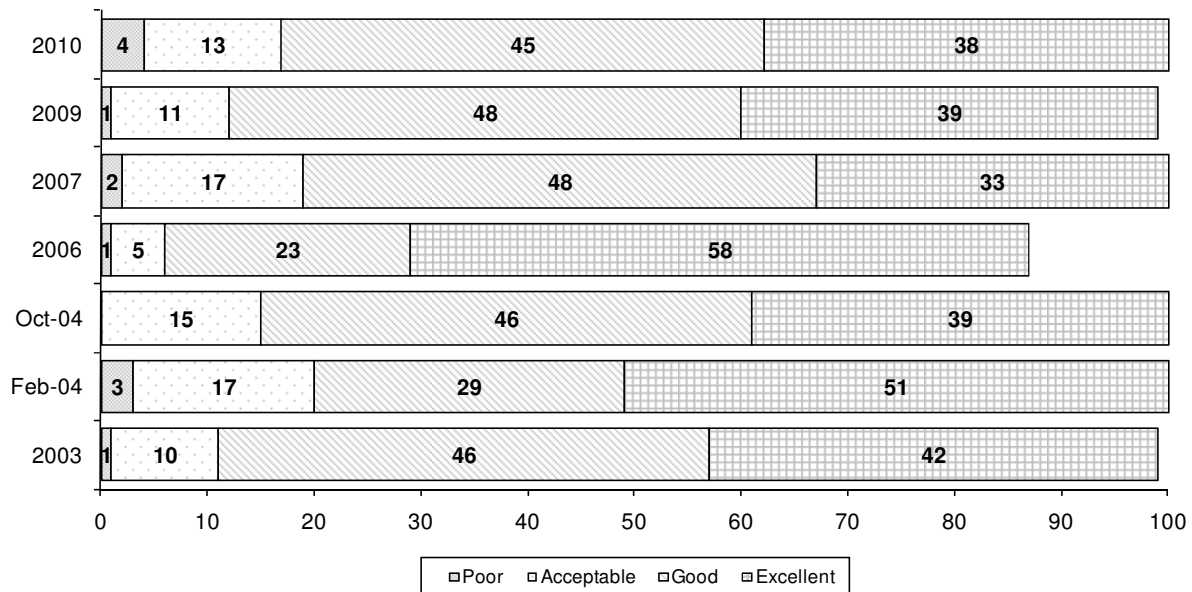


### C. Supervision provided by staff involved with coaching, organising or running programmes

For 2010 52 customers “could not comment / do not use” the supervision provided (26%).

83% of customers rated the supervision provided by programme staff as being good or excellent (down from 87% in 2009), with 38% rating it excellent (in line with 39% in 2009). A further 13% rated the supervision provided as being acceptable and 4% rating it as poor.

There were no changes of significance in 2010.

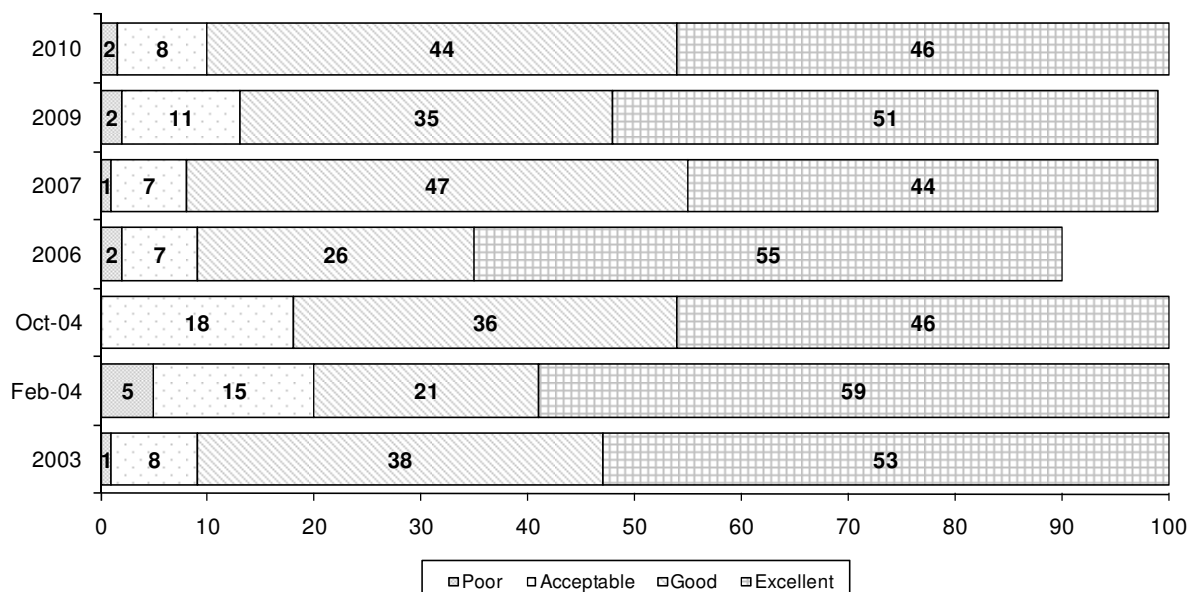


### D. Helpfulness of Other Staff (eg reception staff, managers, etc)

For 2010 9 customers “could not comment / do not use” helpfulness of other staff (5%).

90% of customers rated the helpfulness of other staff as being good or excellent (up from 86% in 2009), with 46% rating it excellent (down from 51% in 2009). A further 8% rated the helpfulness of other staff as being acceptable and 2% rating it as poor.

Most significant change since 2009 is in the increase of customers rating the helpfulness of other staff as good (44% in 2010 vs 35% in 2009) and the decrease in excellent ratings.



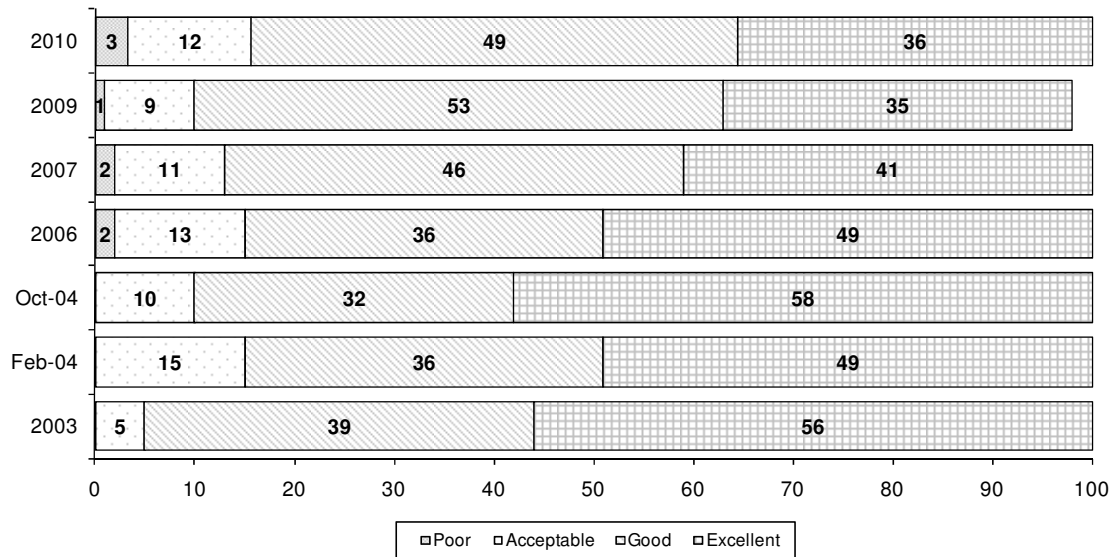
## 6. Programme Delivery

### A. Quality of Coaching / Instruction given

For 2010 79 customers “could not comment / do not use” the quality of coaching (40%).

85% of customers rated the quality of coaching / instruction given as being good or excellent (in line with 88% in 2009), with 36% rating it excellent (in line with 35% in 2009). A further 12% rated the quality of instruction as being acceptable and 3% rating it as poor.

There were no changes of significance in 2010.



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

For 2010 59 customers “could not comment / do not use” the quality of coaching (30%).

69% of customers rated the programme choice as being good or excellent (down from 73% in 2009), with 24% rating it excellent (up from 20% in 2009). A further 25% rated the programme choice as being acceptable and 6% rating it as poor.

The most significant changes in programme choice ratings since 2009 was the decrease in good ratings (45% in 2010 vs 53% in 2009).

