

Doncaster Baseball Club – Member Survey 2012

1 Background

Survey issued to members 31 July 2012 via e-mail, facebook & twitter with web link to survey site.

Survey closed on 22 August 2012 with 73 respondents.

Demographic of respondents as follows:

Q2	<i>What is your Age?</i>		
	Response	Number	Percent
	17 or younger	8	11%
	18-25	3	4%
	25-40	25	34%
	40-54	29	40%
	55 or older	7	9%

Q3	<i>What is your Gender?</i>		
	Response	Number	Percent
	Male	46	63%
	Female	26	36%

Q5	<i>How are you involved at Doncaster Baseball Club? (Tick all appropriate)</i>		
	Response	Number	Percent
	Player - Senior	40	37%
	Player - Junior	8	7%
	Parent	27	25%
	Coach	11	10%
	Committee	7	6%
	Social	10	9%
	Partner/Friend or Relative	3	2%

Doncaster Baseball Club – Member Survey 2012

2 Net Promoter Score (NPS)

The Net Promoter Score®, popularized by Fred Reichheld in his book *The Ultimate Question: Driving Good Profits and True Growth*, is one of the simplest loyalty measures. Customers are asked "How likely is it that you would recommend us to a friend or colleague?" and then provide a rating from 0 ("Not at all likely") to 10 ("Extremely likely").

The measure is called the "net promoter" score, because detractors are subtracted from promoters, to provide the estimate of how many more promoters than detractors the organization has.

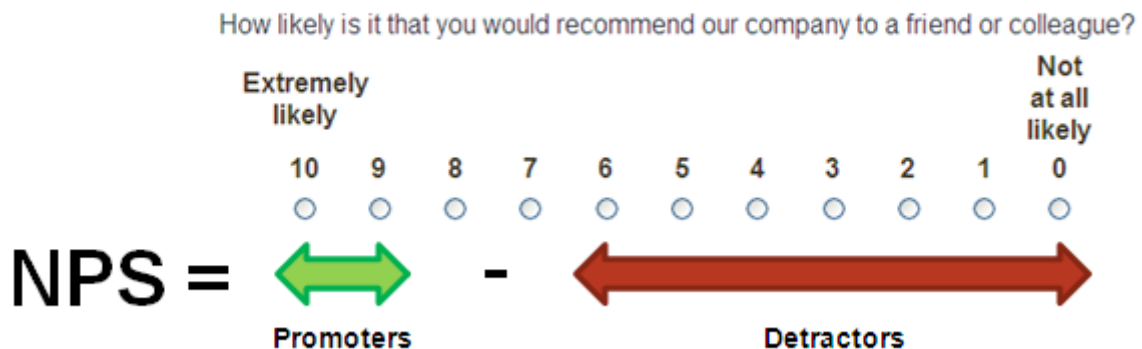
Detractors are defined as respondents rating their likelihood to recommend **6 or less**, with **promoters** only those who rated their likelihood a **9 or 10** (respondents who selected 7 or 8 are considered neutral).

To calculate your company's Net Promoter Score (NPS), take the PERCENTAGE of customers who are Promoters and subtract the percentage who are Detractors. If you have 110 total customers and 75 of them are Promoters. 17 are passive and are not part of the equation. The remaining 18 are Detractors.

Using the same numbers, $75/110=68\%$ and $18/110=16\%$, therefore NPS is $68-16 = 52\%$

The NPS measure can run from -100% (0% promoters, 100% detractors) to 100% (100% promoters, 0% detractors), with typical measures in the 30-40% range.

Net Promoter Score®



Traditional customer-satisfaction measures typically omitted willingness to recommend, instead focusing on aspects like perceived value, customer satisfaction, corporate image, and rational and emotional commitment.

Best in class NPS scores in services industries are in the low 80's.

Doncaster Baseball Club – Member Survey 2012

3 Key Findings

The Key question (Q1) derived the key NPS rating on the club of an overall NPS of 66%. This is a very good result for an organisation providing member services.

Q1	<i>How likely are you to recommend Doncaster Baseball Club to a friend?</i>			66%
	Response	Number	Percent	
	10 - Extremely Likely	42	58%	
	9	11	15%	
	8	8	11%	
	7	5	6%	
	6	1	1%	
	5 - Neutral	3	4%	
	4	0	0%	
	3	0	0%	
	2	1	1%	
	1 - Highly Unlikely	1	1%	

3.1 Importance

The most important area to members were 1/ Ground/Training Facilities, 2/ Quality of Coaching, 3/ Participation, 4/ Board Governance and 5/ Skill/Pathway. Items 1 & 3 also rated highly on NPS hence are rated positively by members.

Quality of Coaching, while still a positive NPS, lagged behind the others. The biggest room for improvement on the “highly important” aspects were Board Governance and Skill/Pathway Development – both of which had negative NPS scores.

Interestingly, Winning & Bar were seen as least important, with Value for Money only of moderate importance.

3.2 NPS Ratings

By far the worst scoring NPS aspects by members were 1/ Social & 2/ Clubrooms, followed by 3/ Sense of Community. All three were also ranked as reasonably important by members, so should be target areas for us.

We scored the highest NPS ratings on Participation and Grounds/Facilities.

3.3 Next Steps

I recommend that we post a results summary on the website; seek further feedback or suggestions as required; take and communicate specific actions.

Doncaster Baseball Club – Member Survey 2012

4 Results Ranked by Importance

No.		EI+VI	No		NPS
Q11	<i>Please indicate the IMPORTANCE of Grounds & Training Facilities</i>	94%	Q23	<i>Please rate our Grounds & Training Facilities</i>	28%
Q6	<i>Please indicate the IMPORTANCE of Quality of Coaching</i>	91%	Q18	<i>Please rate our Quality of Coaching</i>	9%
Q15	<i>Please indicate the IMPORTANCE of Participation</i>	86%	Q27	<i>Please rate our Participation</i>	33%
Q7	<i>Please indicate the IMPORTANCE of Board Governance & Leadership</i>	83%	Q19	<i>Please rate our Board Governance & Leadership</i>	-6%
Q17	<i>Please indicate the IMPORTANCE of Skills & Pathway Development</i>	80%	Q29	<i>Please rate our Skills & Pathway Development</i>	-4%
Q9	<i>Please indicate the IMPORTANCE of Canteen</i>	68%	Q21	<i>Please rate our Canteen</i>	2%
Q13	<i>Please indicate the IMPORTANCE of Sense of Community</i>	68%	Q25	<i>Please rate our Sense of Community</i>	-10%
Q8	<i>Please indicate the IMPORTANCE of Clubroom</i>	66%	Q20	<i>Please rate our Clubrooms</i>	-32%
Q12	<i>Please indicate the IMPORTANCE of Social (i.e. organised functions)</i>	60%	Q24	<i>Please rate our Social (i.e. organised functions)</i>	-33%
Q16	<i>Please indicate the IMPORTANCE of Value for Money</i>	50%	Q28	<i>Please rate our Value for Money</i>	-4%
Q10	<i>Please indicate the IMPORTANCE of Bar</i>	44%	Q22	<i>Please rate our Bar</i>	5%
Q14	<i>Please indicate the IMPORTANCE of Winning</i>	25%	Q26	<i>Please rate our Winning mentality</i>	-2%

Doncaster Baseball Club – Member Survey 2012

5 Results Ranked by Net Promoter Score

No.		EI+VI	No		NPS
Q15	<i>Please indicate the IMPORTANCE of Participation</i>	86%	Q27	<i>Please rate our Participation</i>	33%
Q11	<i>Please indicate the IMPORTANCE of Grounds & Training Facilities</i>	94%	Q23	<i>Please rate our Grounds & Training Facilities</i>	28%
Q6	<i>Please indicate the IMPORTANCE of Quality of Coaching</i>	91%	Q18	<i>Please rate our Quality of Coaching</i>	9%
Q10	<i>Please indicate the IMPORTANCE of Bar</i>	44%	Q22	<i>Please rate our Bar</i>	5%
Q9	<i>Please indicate the IMPORTANCE of Canteen</i>	68%	Q21	<i>Please rate our Canteen</i>	2%
Q14	<i>Please indicate the IMPORTANCE of Winning</i>	25%	Q26	<i>Please rate our Winning mentality</i>	-2%
Q17	<i>Please indicate the IMPORTANCE of Skills & Pathway Development</i>	80%	Q29	<i>Please rate our Skills & Pathway Development</i>	-4%
Q16	<i>Please indicate the IMPORTANCE of Value for Money</i>	50%	Q28	<i>Please rate our Value for Money</i>	-4%
Q7	<i>Please indicate the IMPORTANCE of Board Governance & Leadership</i>	83%	Q19	<i>Please rate our Board Governance & Leadership</i>	-6%
Q13	<i>Please indicate the IMPORTANCE of Sense of Community</i>	68%	Q25	<i>Please rate our Sense of Community</i>	-10%
Q8	<i>Please indicate the IMPORTANCE of Clubroom</i>	66%	Q20	<i>Please rate our Clubrooms</i>	-32%
Q12	<i>Please indicate the IMPORTANCE of Social (i.e. organised functions)</i>	60%	Q24	<i>Please rate our Social (i.e. organised functions)</i>	-33%