

industry benchmark report

This report compares and tracks the results of your customer/member satisfaction study in order to measure your progress toward achieving goals. It illustrates any changes or fluctuations in member/customer satisfaction levels by year, quarter, etc.

The following are sample pages extracted from a full report; names and statistics have been altered and are for illustrative purposes only.

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Sample Branch YMCA

Primary Market Area	Metric	Your Y 2006	Your Y 2005			
Membership Units	Household	3609	3366			
Penetration	Household	2.90%	2.70%			
Household Income Index						
<25K	Index	45	66			
25K-34K	Index	65	87			
35K-49K	Index	96	100			
50K-74K	Index	100	112			
75K-99K	Index	128	170			
>100K	Index	252	246			
Membership Satisfaction	Metric	Your Y 2006	Your Y 2005	Top Quartile	Suburban 2005	Your Y Goal
How would you rate the YMCA on the following?						
Overall satisfaction	Excellent	50%	38%	58%	35%	
Meet fitness goals	Very much	46%	45%	59%	46%	
Overall cleanliness	Excellent	44%	28%	61%	32%	
You feel welcome at the YMCA	Excellent	48%	39%	59%	42%	
Value for money	Excellent	40%	29%	47%	32%	
Loyalty	Very	50%	49%	61%	45%	
Intent to renew	Definitely	50%	48%	55%	42%	
Volunteer	Definitely	8%	6%	9%	4%	
Contribute	Definitely	8%	8%	13%	6%	
Recommend YMCA to friends	Definitely	61%	54%	72%	53%	
Employee Satisfaction	Metric	Your Y 2006	Your Y 2005	Top Quartile	National Average	
Job satisfaction	Very	7%	8%	33%	26%	
I feel welcome as an employee at this YMCA	Strongly	23%	29%	57%	44%	
I have received adequate training to perform my job	Strongly	14%	19%	43%	36%	
Employees are treated fairly	Strongly	14%	8%	31%	25%	
Other departments keep us informed	Strongly	3%	2%	21%	12%	
Likelihood to work at this Y a year from now	Strongly	17%	25%	62%	51%	
Likelihood to recommend as a place to work	Strongly	16%	8%	47%	35%	
How would you think members would rate your Y?						
Overall satisfaction	Excellent	10%	5%	29%	23%	
Feel welcome	Excellent	27%	29%	58%	47%	
Value for money	Excellent	33%	22%	35%	24%	
Employee - Member Gap						
Overall satisfaction	Gap	-17%	-21%	-29%	-16%	
Feel welcome	Gap	-18%	-17%	-1%	-43%	
Value for money	Gap	0%	-14%	-12%	-12%	