

research summary report

member satisfaction study

This report summarizes the results of a satisfaction study (member, customer, employee, etc.) in a narrative format. It describes the methodology and explains how to interpret the results of the study. It incorporates indices and comparisons not found in the original study. This report is ideal for boards or CEOs.

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

Introduction

The goal of this report is to provide a narrative overview and introduction of your Seer Member Satisfaction (MemSat) survey results. Detailed findings are available in the suite of reports - Member Satisfaction, Comments and Suggestions, Peer Group, Branch Comparison and Frequency Tables that constitute your Seer MemSat study deliverables.

The MemSat is intended to provide *actionable information* to YMCA volunteers and staff and to inform decisions concerning such things as budgeting, facilities, programming, operations, staff training and marketing. The study is explicitly designed to highlight opportunities for improvement and to help management track progress in meeting goals. One way we highlight opportunities is to compare your results with national and peer group norms. To track progress we report current vs. most recent previous year results for your branch.

Member satisfaction studies are most useful and relevant when they are conducted on an annual basis, just as branches plan and budget on an annual basis.

In interpreting the results of your study we encourage you not to focus on any single attribute but rather to look for patterns in response across multiple attributes. We have found, as a rule-of-thumb that differences of more than 3 percentage points tend to have substantive meaning in the MemSat study. When groups of attributes (for example member ratings of YMCA staff) move in parallel -- e.g., when all or nearly all are higher than the national average -- then it is safe to conclude that something meaningful and interesting (and not just "noise in the data") is happening.

If certain factors are out of line with the majority of responses, or ratings greatly differ from one factor to the next, two conclusions are possible:

- 1) If the sample size is low, this may be due to chance variation (large margin of error or "noise"),
- 2) If the sample size is average or higher, factors rated unusually high or low are likely to represent real areas of excellence or concern.

We recommend that the study's quantitative findings be read in combination with the free-form member comments presented in the Seer Comments and Suggestions report. Readers frequently gain fresh insights and understanding by both "seeing the numbers" and "hearing the members speak."

In their interpretations of the findings, branch management should always bring to bear their personal knowledge of the branch.

Methodology

This study was completed in 2007; the most recent previous study (labeled "prior" in the figures that follow) was conducted in 2006.

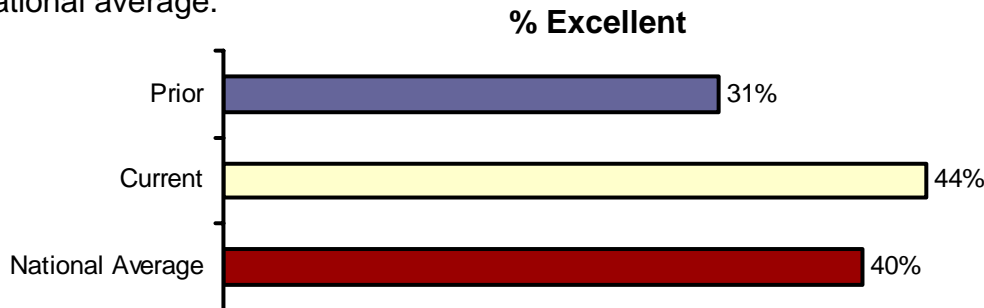
Response rate and significance: A random sample of 600 members was surveyed. A total of 157 surveys were completed and returned for a 26% response rate, higher than the national average of 20%.

In evaluating these survey results, please note that a 5% difference from the national average is a statistically significant difference at the 90% confidence level. However, differences that are not statistically significant may, nevertheless, be real and substantive. *Whether they are "statistically significant" or not the results reported represent the best available measurement of the condition of this YMCA at the time of the survey.*

Reporting on "Top Box": In the Seer MemSat, we focus on the "Top Box" response rate; that is, the percentage response for the highest rating point (i.e., "Excellent", "Definitely Would", or "Yes"), for each attribute. The Top Box measurement provides greater sensitivity to conditions at the branch than would the use of a "Top Two Box" (Excellent plus Good) response rate.

Selected Findings

Overall Satisfaction summarizes the performance of the YMCA branch, as a whole, as perceived by its members. The graph below displays overall satisfaction at the Sample Branch YMCA in 2007 and 2006. For purposes of comparison it also displays the 2007 national average.

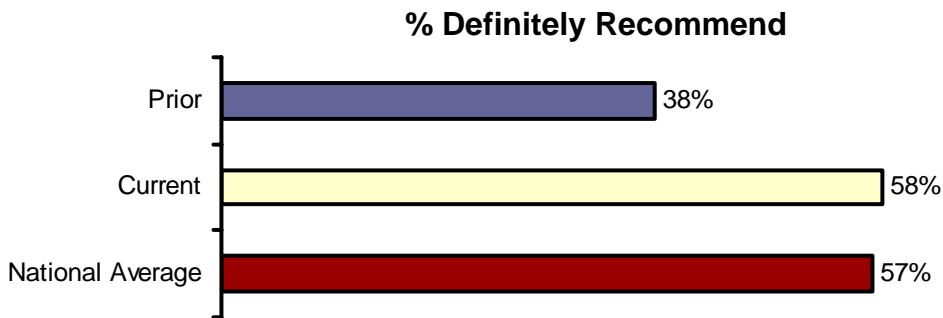


Overall member satisfaction is 44%, up substantially from 31% in 2006 and above the national average of 40%. This branch is in the peer group of Suburban YMCAs. Overall Satisfaction is above the peer group average of 40%.

Leading Indicators:

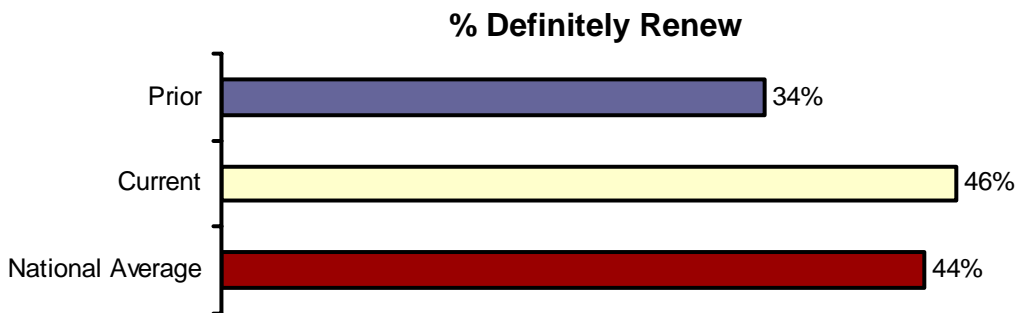
Likelihood to recommend this branch to others, Intent to renew membership in this YMCA and Member loyalty-- are important leading indicators of the future strategic success and financial stability of a YMCA branch.

Likelihood to Recommend is an indicator of future sales of new memberships at a YMCA. Member word-of-mouth is almost always the most powerful influence on the perceptions of potential new members.



Likelihood to recommend this YMCA to friends is 58%, up substantially from 38% in 2006 and about the same as the national average of 57%. This branch is in the peer group of Suburban YMCAs. Likelihood to recommend is about the same as the peer group average of 55%.

Intent to Renew is a leading indicator of annual membership renewals.



The Intent to renew membership at this YMCA is 46%, up substantially from 34% in 2006 and about the same as the national average of 44%. Intent to renew at this YMCA is about the same as its Peer Group average of 43%.