



Satisfaction with the ASA

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Workshop content

- Results of 'satisfaction with the quality of the sporting experience'
- Programme of research
- What do you expect from your governing body?
- What are you satisfied with?
- What are you dissatisfied with?



Satisfaction with the Quality of Sporting Experience

2009 results

Ipsos MORI
Loyalty



2009 Baseline satisfaction scores

Below is an overview of the results for Swimming. This shows baseline scores for each engagement level for your sport (as well as across all sports), and how your overall satisfaction score compares to the satisfaction score across all sports. (For more information on how the scores were calculated, please see the accompanying information guide)

	Overall	General participants	Affiliated club members
Swimming	79.1	79	81
All sports	80	79.8	81.2

Satisfaction with each domain: swimming

Below are the satisfaction scores for each of the domains. This takes into account answers to all the questions within each domain.

Scores shown are average satisfaction scores out of 10

All respondents

General participant

Club member

Performance

7.6

7.6

7.9

Exertion & fitness

8.3

8.3

8.7

Release and diversion

8.2

8.2

8.7

Social aspects

7.9

7.9

8.7

People & staff

7.8

7.8

8.3

Ease of participating

7.6

7.6

7.6

Facilities & playing environment

7.7

7.7

6.9

Coaching

7.1

7.1

7.6

Officials

7.8

7.7

8.4

Value for money

7.4

7.4

7.5

Programme of research

- Online survey open to all members carried out every two years
- Focus groups with key groups to provide detail on expectations and feelings of satisfaction
- Interviews with key stakeholders such as Learn To Swim schools, funding agencies and commercial partners

Research programme

- Currently:
 - Piloting online questionnaire – should be a reduced version in packs
 - Collecting initial information on expectations and feelings of satisfaction
 - Identifying opportunities for focus groups

Workshop task

- Individually and in groups, please consider the following questions:
 - What do you expect from your governing body?
 - What are you satisfied with?
 - What are you dissatisfied with?

