

# FAST Winter Survey

# Summary Dashboard

After completion of our Winter (Short Course) Season, FAST completed its first member survey. Marketing survey consultants suggested that attempting to get 25% of our member population (218 total at the time of the survey) would be a great goal and reach a level of statistical validity no matter how many more responded than the 25%. We were very surprised and pleased to have 43.6% of the membership respond to the survey (95 of 218 members).

## FAST Member Satisfaction & Willingness to Recommend FAST (NPS)

### **80% of FAST members would actively recommend FAST to friends.**

When asked how likely FAST members are to recommend FAST to friends, our members are very positive about our program. Of 95 members surveyed, only nine members rated FAST below an 8 on a 1-10 scale and only 4.71% of members were negative about FAST.

### **63.53 Net Promoter Score**

Net Promoter Score is a management tool that can be used to measure the satisfaction of customer relationships AND their likelihood to recruit/refer new members. USA Swimming says that word-of-mouth marketing is the best way that most clubs grow. According to marketing survey consultants, a NPS of +50 is considered good and a score of +70 is considered exceptional by management consultants. Our Promoters (9-10), Passives (7-8), and Detractors (1-6) percentages are as follows: •Promoters percentage 68.24% •Passives percentage 27.06% •Detractors percentage 4.71%

The NPS is calculated by subtracting the Detractors percentage from the Promoters percentage. FAST's NPS is 63.53. This NPS is the "needle" that FAST needs to move higher and higher to create a culture where our members are confident and supportive in recruiting new members.

## Quality of FAST Coaching Staff

**94.67% of FAST members** feel the Coaching Staff is Very Consistent or Somewhat Consistent in promoting FAST's mission to children and young adults which is, "To create life champions through excellence in swimming."

**93.33% of FAST members** feel the Coaching Staff is Very Consistent or Somewhat Consistent in promoting FAST's vision to children and young adults which is, "To teach children and young adults superior swimming in a safe and supportive community"

**91.17% of FAST members** believe their child's coach reflects the mission of FAST and is happy with the professionalism and quality of coaching their child receives. Only 6 member responses did not agree or strongly agree with this view.

**89.71% of FAST members** feel their child's coaches are approachable and address questions or concerns that they have.

## FAST Value Compared to Other Activities

Compared to other activities, **76% of FAST members** feel the overall value their child receives is More Valuable or Much More Valuable than other activities they are involved in.