



MEMBER Satisfaction SURVEY

November 29, 2008

This year, the SWODA Executive decided to develop a Member Satisfaction Survey to gain feedback from our membership on the effectiveness of the club. The results of the survey will be taken into consideration by the Executive, who will use this information to improve the club. We are always looking for ways to give our members a fun, exciting, and safe diving experience. We would like to thank everyone who participated in the survey and we hope to see you out diving soon!

Patrick Briscoe—SWODA President

Survey Statistics	
Viewed	41
Started	32
Completed	26
Completion Rate	81.25%
Drop Outs (After Starting)	6
▷ Average time taken to complete survey : 5 minute(s)	

Club SWODA has many roles. Please tell us how important each role is to you.

Overall Matrix Scorecard								
	Question	Count	Score	Very Unimportant	Unimportant	Neutral	Important	Very Important
1.	Update members on SCUBA community news	25	4.000					
2.	Provide members with dive trips	26	4.615					
3.	Provide club members with a monthly newsletter	26	3.923					
4.	Provide members with non-diving social activities	26	2.923					
5.	Provide a means for members to communicate with each other outside of club events (Ex. creating a way for members to contact each other when looking for a dive buddy)	26	4.192					
			Average	>3.931				

Update members on SCUBA community news

Frequency Analysis

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Very Unimportant	1	4.00%					
2. Unimportant	0	0.00%					
3. Neutral	4	16.00%					
4. Important	13	52.00%					
5. Very Important	7	28.00%					
Total	25	100%					

Key Analytics

Mean	4.000	Key Facts <input checked="" type="checkbox"/> 80% chose the following options : > Important > Very Important
Confidence Interval @ 95%	[3.642 - 4.358] n = 25	
Standard Deviation	0.913	
Standard Error	0.183	

Provide members with dive trips

Frequency Analysis



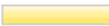
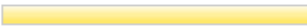
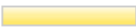
Answer	Count	Percent	20%	40%	60%	80%	100%
1. Very Unimportant	1	3.85%					
2. Unimportant	0	0.00%					
3. Neutral	0	0.00%					
4. Important	6	23.08%					
5. Very Important	19	73.08%					
Total	26	100%					

Key Analytics

Mean	4.615	Key Facts <input checked="" type="checkbox"/> 96.15% chose the following options : > Very Important > Important
Confidence Interval @ 95%	[4.288 - 4.943] n = 26	
Standard Deviation	0.852	
Standard Error	0.167	

Provide club members with a monthly newsletter

Frequency Analysis



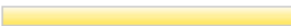
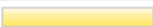

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Very Unimportant	1	3.85%					
2. Unimportant	0	0.00%					
3. Neutral	5	19.23%					
4. Important	14	53.85%					
5. Very Important	6	23.08%					
Total	26	100%					

Key Analytics

Mean	3.923	Key Facts <input checked="" type="checkbox"/> 76.92% chose the following options : > Important > Very Important
Confidence Interval @ 95%	[3.581 - 4.266] n = 26	
Standard Deviation	0.891	
Standard Error	0.175	

Provide members with non-diving social activities

Frequency Analysis




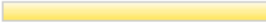
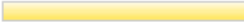
Answer	Count	Percent	20%	40%	60%	80%	100%
1. Very Unimportant	3	11.54%					
2. Unimportant	3	11.54%					
3. Neutral	13	50.00%					
4. Important	7	26.92%					
5. Very Important	0	0.00%					
Total	26	100%					

Key Analytics

Mean	2.923	Key Facts <input checked="" type="checkbox"/> 76.92% chose the following options : > Neutral > Important
Confidence Interval @ 95%	[2.564 - 3.282] n = 26	
Standard Deviation	0.935	
Standard Error	0.183	

Provide a means for members to communicate with each other outside of club events (Ex. creating a way for members to contact each other when looking for a dive buddy)

Frequency Analysis

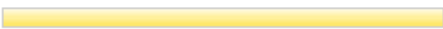





	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very Unimportant	1	3.85%					
2.	Unimportant	1	3.85%					
3.	Neutral	1	3.85%					
4.	Important	12	46.15%					
5.	Very Important	11	42.31%					
	Total	26	100%					

Key Analytics

Mean	4.192	Key Facts <input type="checkbox"/> 88.46% chose the following options : <ul style="list-style-type: none"> > Important > Very Important <input type="checkbox"/> Least chosen option 3.85% : <ul style="list-style-type: none"> > Very Unimportant
Confidence Interval @ 95%	[3.815 - 4.569] n = 26	
Standard Deviation	0.981	
Standard Error	0.192	

How often do you read the SWODA Guidelines (our club newsletter)?

Frequency Analysis

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Every time it is emailed to me	20	76.92%					
2.	Most of the time	4	15.38%					
3.	Occasionally	1	3.85%					
4.	Rarely	0	0.00%					
5.	Never	1	3.85%					
6.	I havent been receiving the SWODA Guidelines	0	0.00%					
	Total	26	100%					

Key Analytics

Mean	1.385	Key Facts <input type="checkbox"/> 92.31% chose the following options : <ul style="list-style-type: none"> > Every time it is emailed to me > Most of the time
Confidence Interval @ 95%	[1.039 - 1.730] n = 26	
Standard Deviation	0.898	
Standard Error	0.176	

What would you like to see more of in the SWODA Guidelines? (Select all that apply)

Frequency Analysis

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Member submissions	13	15.12%					
2.	Greater dive community news	14	16.28%					
3.	Trip reviews	21	24.42%					
4.	SWODA Pictures	15	17.44%					
5.	Educational articles	15	17.44%					
6.	Humour	8	9.30%					
	Total	86	100%					

Key Analytics

Mean		3.337	Key Facts → 41.86% chose the following options : ▷ Trip reviews ▷ SWODA Pictures → Least chosen option 9.3% : ▷ Humour
Confidence Interval @ 95%		[3.010 - 3.664] n = 86	
Standard Deviation		1.546	
Standard Error		0.167	

I feel that I am adequately updated on club trips and events

Frequency Analysis

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Strongly agree	3	11.54%					
2.	Agree	17	65.38%					
3.	Disagree	5	19.23%					
4.	Strongly disagree	1	3.85%					
5.	Neither agree nor disagree	0	0.00%					
	Total	26	100%					

Key Analytics

Mean		2.154	Key Facts → 84.62% chose the following options : ▷ Agree ▷ Disagree
Confidence Interval @ 95%		[1.894 - 2.413] n = 26	
Standard Deviation		0.675	
Standard Error		0.132	

Presently, SWODA holds about 5 club meetings during the off-season and no club meetings during the summer.
 In your opinion, do SWODA meetings occur:

Frequency Analysis							
Answer	Count	Percent	20%	40%	60%	80%	100%
1. Too often	0	0.00%					
2. Often enough	21	87.50%					
3. Not often enough	3	12.50%					
4. SWODA should not have meetings	0	0.00%					
Total	24	100%					

Key Analytics		
Mean	2.125	Key Facts <input checked="" type="checkbox"/> 100% chose the following options : <ul style="list-style-type: none"> ➤ Often enough ➤ Not often enough
Confidence Interval @ 95%	[1.990 - 2.260] n = 24	
Standard Deviation	0.338	
Standard Error	0.069	

If you do not attend general club meetings, what is the reason for this? (Select all that apply)

Frequency Analysis							
Answer	Count	Percent	20%	40%	60%	80%	100%
1. The meeting place (Elephant and Castle, Galleria Mall) is at an inconvenient distance from me	11	33.33%					
2. Parking is too difficult	0	0.00%					
3. Meetings are held too late at night	3	9.09%					
4. I usually have other commitments	8	24.24%					
5. Content covered at the meetings needs to be improved	1	3.03%					
6. I go to all or most general club meetings	4	12.12%					
7. Other	6	18.18%					
Total	33	100%					

Key Analytics		
Mean	3.727	Key Facts <input checked="" type="checkbox"/> 57.58% chose the following options : <ul style="list-style-type: none"> ➤ The meeting place (Elephant and Castle, Galleria Mall) is at an inconvenient distance from me ➤ I usually have other commitments
Confidence Interval @ 95%	[2.940 - 4.515] n = 33	
Standard Deviation	2.309	
Standard Error	0.402	

What weeknights are you usually free for SWODA dives/events? (Select all that apply)

Frequency Analysis

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Mondays	10	21.28%					
2. Tuesdays	10	21.28%					
3. Wednesdays	12	25.53%					
4. Thursdays	9	19.15%					
5. Fridays	6	12.77%					
Total	47	100%					

Key Analytics

Mean	2.809	Key Facts → 46.81% chose the following options : ✦ Wednesdays ✦ Mondays → Least chosen option 12.77% : ✦ Fridays
Confidence Interval @ 95%	[2.428 - 3.189] n = 47	
Standard Deviation	1.329	
Standard Error	0.194	

Approximately how often do you visit the SWODA website?

Frequency Analysis

Answer	Count	Percent	20%	40%	60%	80%	100%
1. More than once a week	1	4.00%					
2. Once a week	4	16.00%					
3. Once every couple of weeks	9	36.00%					
4. Once a month	5	20.00%					
5. Once every couple of months	5	20.00%					
6. Less than twice a year	1	4.00%					
Total	25	100%					

Key Analytics

Mean	3.480	Key Facts → 56% chose the following options : ✦ Once every couple of weeks ✦ Once a month → Least chosen option 4% : ✦ More than once a week
Confidence Interval @ 95%	[2.998 - 3.962] n = 25	
Standard Deviation	1.229	
Standard Error	0.246	

Have you used our website to pay for your membership dues or for a trip?

Frequency Analysis

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Yes	15	60.00%					
2. No	10	40.00%					
Total	25	100%					

Key Analytics

Mean	1.400
Confidence Interval @ 95%	[1.204 - 1.596] n = 25
Standard Deviation	0.500
Standard Error	0.100

If you answered "No" above, please tell us why. If you answered "Yes," please move on to next question.

Frequency Analysis

Answer	Count	Percent	20%	40%	60%	80%	100%
1. I have not had an opportunity	5	45.45%					
2. I was unaware that I could make payments online	1	9.09%					
3. I do not trust using online payment methods	0	0.00%					
4. I prefer to use cash or cheque	2	18.18%					
5. Other	3	27.27%					
Total	11	100%					

Key Analytics

Mean	2.727	Key Facts 72.73% chose the following options : <ul style="list-style-type: none"> ➤ I have not had an opportunity ➤ Other
Confidence Interval @ 95%	[1.635 - 3.820] n = 11	
Standard Deviation	1.849	
Standard Error	0.557	

Approximately how many SWODA dive trips/events (including meetings) did you attend this year?

Frequency Analysis

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	0	3	12.50%					
2.	1-2	9	37.50%					
3.	3-4	6	25.00%					
4.	5-6	2	8.33%					
5.	7+	4	16.67%					
	Total	24	100%					

Key Analytics

Mean	2.792	Key Facts <input type="checkbox"/> 62.5% chose the following options : > 1-2 > 3-4 <input type="checkbox"/> Least chosen option 8.33% : > 5-6
Confidence Interval @ 95%	[2.278 - 3.306] n = 24	
Standard Deviation	1.285	
Standard Error	0.262	

In terms of dive destinations, What could make your trip experience more enjoyable? (Select all that apply)

Frequency Analysis

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	I would like to see more dive destinations available	8	22.22%					
2.	Variety of location is fine, but trips tend to consist of the same wrecks and/or dives.	2	5.56%					
3.	I would like to see more warm-water destinations available	2	5.56%					
4.	I would like to see more trips closer to home	13	36.11%					
5.	I would like to see more mid-week dives	10	27.78%					
6.	Other	1	2.78%					
	Total	36	100%					

Key Analytics

Mean	3.500	Key Facts <input type="checkbox"/> 63.89% chose the following options : > I would like to see more trips closer to home > I would like to see more mid-week dives <input type="checkbox"/> Least chosen option 2.78% : > Other
Confidence Interval @ 95%	[2.985 - 4.015] n = 36	
Standard Deviation	1.577	
Standard Error	0.263	

Are you willing to go on more mid-week summer dives if SWODA provides them?

Frequency Analysis

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Yes	15	65.22%					
2. No	8	34.78%					
Total	23	100%					

Key Analytics

Mean	1.348
Confidence Interval @ 95%	[1.149 - 1.547] n = 23
Standard Deviation	0.487
Standard Error	0.102

Have you ever felt that your safety was in danger while on a SWODA trip?

Frequency Analysis

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Yes	1	4.17%					
2. No	22	91.67%					
3. Somewhat	1	4.17%					
Total	24	100%					

Key Analytics

Mean	2.000	Key Facts → Least chosen option 4.17% : ↳ Yes
Confidence Interval @ 95%	[1.882 - 2.118] n = 24	
Standard Deviation	0.295	
Standard Error	0.060	

Of the following non-dive events, which would you be willing to take part in? (Select all that apply)

Frequency Analysis

Answer	Count	Percent	20%	40%	60%	80%	100%
1. Golf tournament	13	27.08%					
2. Paintball	9	18.75%					
3. Wine tasting	10	20.83%					
4. Scuba-related museums and shows	14	29.17%					
5. Recommend an event:	2	4.17%					
Total	48	100%					

Key Analytics

Mean	2.646	Key Facts <input type="checkbox"/> 56.25% chose the following options : <ul style="list-style-type: none"> ‣ Scuba-related museums and shows ‣ Golf tournament <input type="checkbox"/> Least chosen option 4.17% : <ul style="list-style-type: none"> ‣ Recommend an event:
Confidence Interval @ 95%	[2.284 - 3.008] n = 48	
Standard Deviation	1.280	
Standard Error	0.185	






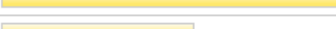

Overall, how satisfied are you with the following SWODA branches:

Overall Matrix Scorecard

Question	Count	Score	Very Unsatisfied	Unsatisfied	Somewhat Unsatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
1. Executive	24	6.042							
2. Newsletter	24	5.792							
3. Meetings	20	4.550							
4. Dive Trips	24	5.708							
5. Non-dive Events	20	4.550							
6. Website	23	5.826							
7. Club SWODA Overall	23	5.913							
Average		>5.483							

Executive

Frequency Analysis






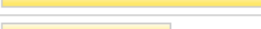

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very Unsatisfied	1	4.17%					
2.	Unsatisfied	0	0.00%					
3.	Somewhat Unsatisfied	0	0.00%					
4.	Neutral	1	4.17%					
5.	Somewhat Satisfied	0	0.00%					
6.	Satisfied	14	58.33%					
7.	Very Satisfied	8	33.33%					
	Total	24	100%					

Key Analytics

Mean	6.042	Key Facts <input type="checkbox"/> 91.67% chose the following options : <ul style="list-style-type: none"> ✦ Satisfied ✦ Very Satisfied
Confidence Interval @ 95%	[5.535 - 6.549] n = 24	
Standard Deviation	1.268	
Standard Error	0.259	

Newsletter




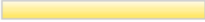



Frequency Analysis

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very Unsatisfied	1	4.17%					
2.	Unsatisfied	0	0.00%					
3.	Somewhat Unsatisfied	0	0.00%					
4.	Neutral	2	8.33%					
5.	Somewhat Satisfied	3	12.50%					
6.	Satisfied	11	45.83%					
7.	Very Satisfied	7	29.17%					
	Total	24	100%					

Key Analytics






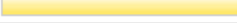

Mean	5.792	Key Facts <input type="checkbox"/> 75% chose the following options : <ul style="list-style-type: none"> ✦ Satisfied ✦ Very Satisfied
Confidence Interval @ 95%	[5.251 - 6.332] n = 24	
Standard Deviation	1.351	
Standard Error	0.276	

Meetings

Frequency Analysis								
	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very Unsatisfied	1	5.00%					
2.	Unsatisfied	0	0.00%					
3.	Somewhat Unsatisfied	3	15.00%					
4.	Neutral	7	35.00%					
5.	Somewhat Satisfied	3	15.00%					
6.	Satisfied	4	20.00%					
7.	Very Satisfied	2	10.00%					
	Total	20	100%					

Key Analytics			
Mean		4.550	Key Facts <input checked="" type="checkbox"/> 55% chose the following options : <ul style="list-style-type: none"> ✧ Neutral ✧ Satisfied
Confidence Interval @ 95%		[3.891 - 5.209] n = 20	
Standard Deviation		1.504	
Standard Error		0.336	





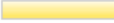


Dive Trips

Frequency Analysis								
	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very Unsatisfied	1	4.17%					
2.	Unsatisfied	0	0.00%					
3.	Somewhat Unsatisfied	1	4.17%					
4.	Neutral	1	4.17%					
5.	Somewhat Satisfied	4	16.67%					
6.	Satisfied	10	41.67%					
7.	Very Satisfied	7	29.17%					
	Total	24	100%					

Key Analytics			
Mean		5.708	Key Facts <input checked="" type="checkbox"/> 70.83% chose the following options : <ul style="list-style-type: none"> ✧ Satisfied ✧ Very Satisfied
Confidence Interval @ 95%		[5.137 - 6.280] n = 24	
Standard Deviation		1.429	
Standard Error		0.292	

Non-dive Events

Frequency Analysis






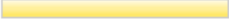
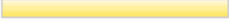
	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very Unsatisfied	1	5.00%					
2.	Unsatisfied	0	0.00%					
3.	Somewhat Unsatisfied	0	0.00%					
4.	Neutral	11	55.00%					
5.	Somewhat Satisfied	4	20.00%					
6.	Satisfied	2	10.00%					
7.	Very Satisfied	2	10.00%					
	Total	20	100%					

Key Analytics

Mean	4.550	Key Facts <input checked="" type="checkbox"/> 75% chose the following options : <ul style="list-style-type: none"> ✧ Neutral ✧ Somewhat Satisfied
Confidence Interval @ 95%	[3.973 - 5.127] n = 20	
Standard Deviation	1.317	
Standard Error	0.294	

Website

Frequency Analysis

	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very Unsatisfied	1	4.35%					
2.	Unsatisfied	0	0.00%					
3.	Somewhat Unsatisfied	1	4.35%					
4.	Neutral	2	8.70%					
5.	Somewhat Satisfied	1	4.35%					
6.	Satisfied	9	39.13%					
7.	Very Satisfied	9	39.13%					
	Total	23	100%					

Key Analytics

Mean	5.826	Key Facts <input checked="" type="checkbox"/> 78.26% chose the following options : <ul style="list-style-type: none"> ✧ Satisfied ✧ Very Satisfied
Confidence Interval @ 95%	[5.202 - 6.450] n = 23	
Standard Deviation	1.527	
Standard Error	0.318	

Club SWODA Overall

Frequency Analysis								
	Answer	Count	Percent	20%	40%	60%	80%	100%
1.	Very Unsatisfied	1	4.35%					
2.	Unsatisfied	0	0.00%					
3.	Somewhat Unsatisfied	0	0.00%					
4.	Neutral	1	4.35%					
5.	Somewhat Satisfied	2	8.70%					
6.	Satisfied	12	52.17%					
7.	Very Satisfied	7	30.43%					
	Total	23	100%					

Key Analytics		
Mean	5.913	Key Facts <input checked="" type="checkbox"/> 82.61% chose the following options : <ul style="list-style-type: none"> ✧ Satisfied ✧ Very Satisfied
Confidence Interval @ 95%	[5.377 - 6.449] n = 23	
Standard Deviation	1.311	
Standard Error	0.273	

Open-Ended Text

If you do not attend general club meetings, what is the reason for this? (Select all that apply)

10/30/2008	out of town
10/30/2008	Meeting time hard to get there in time
11/09/2008	i live out of town
11/14/2008	Out of town
11/27/2008	job

Have you ever felt that your safety was in danger while on a SWODA trip?
If yes or somewhat, please explain:

10/30/2008	If I explain, I'll likely lose my anonymity. But... It could have been eliminated if my buddy & I had agreed before the dive on what to do if X happened. Then on the dive X happened to me.
11/03/2008	On one particular deeper dive (+100 '), I felt rushed to get into the water before I was comfortably ready to.

11/26/2008	No, as a diver I accept the risks associated with the activities, and dive within in my comfort zone.
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Of the following non-dive events, which would you be willing to take part in? (Select all that apply)

11/03/2008	:Lost Souls Stroll"
11/26/2008	dive-a-thon

SWODA is always trying to improve its members' satisfaction. Please take a moment to suggest any other ways in which the club could make your dive experience more enjoyable.

10/30/2008	Better interaction and sharing of resources amongst London dive clubs/shops. Presently it is in separate silos and it is hard for anyone one club to provide the variety of dates and dives that members might want.
10/30/2008	<p>The website became a static site. I did not notice any changes to content throughout the summer. As you've queried, I'd like to use the site to hook up with buddies. Did I miss something in the site that allowed this?</p> <p>Also as you have mentioned in your survey, I would definitely like more dive trips of a day or less. I cannot get away for a weekend very often. A Saturday or a Sunday is quite possible. An afternoon or morning during the week is quite possible.</p> <p>Thanks for hosting this survey. I was seriously considering whether or not to renew my membership for next year, but am hopeful that with the result of the survey, the executive will make some small changes that may have a large positive impact. (Assuming that some other members give responses that are similiar to mine.)</p>
11/03/2008	Please plan short dive excursions mid-week and to places closer to the London area.
11/26/2008	Getting more people involved. Don't know most of the members of Swoda
11/26/2008	I heard SWODA did Wed. evening dives at Sarnia. I could find no mention of these on the clubs calendar, and with the price of fuel I was not up to a drive to Sarnia only to turn around and return if no one was there.