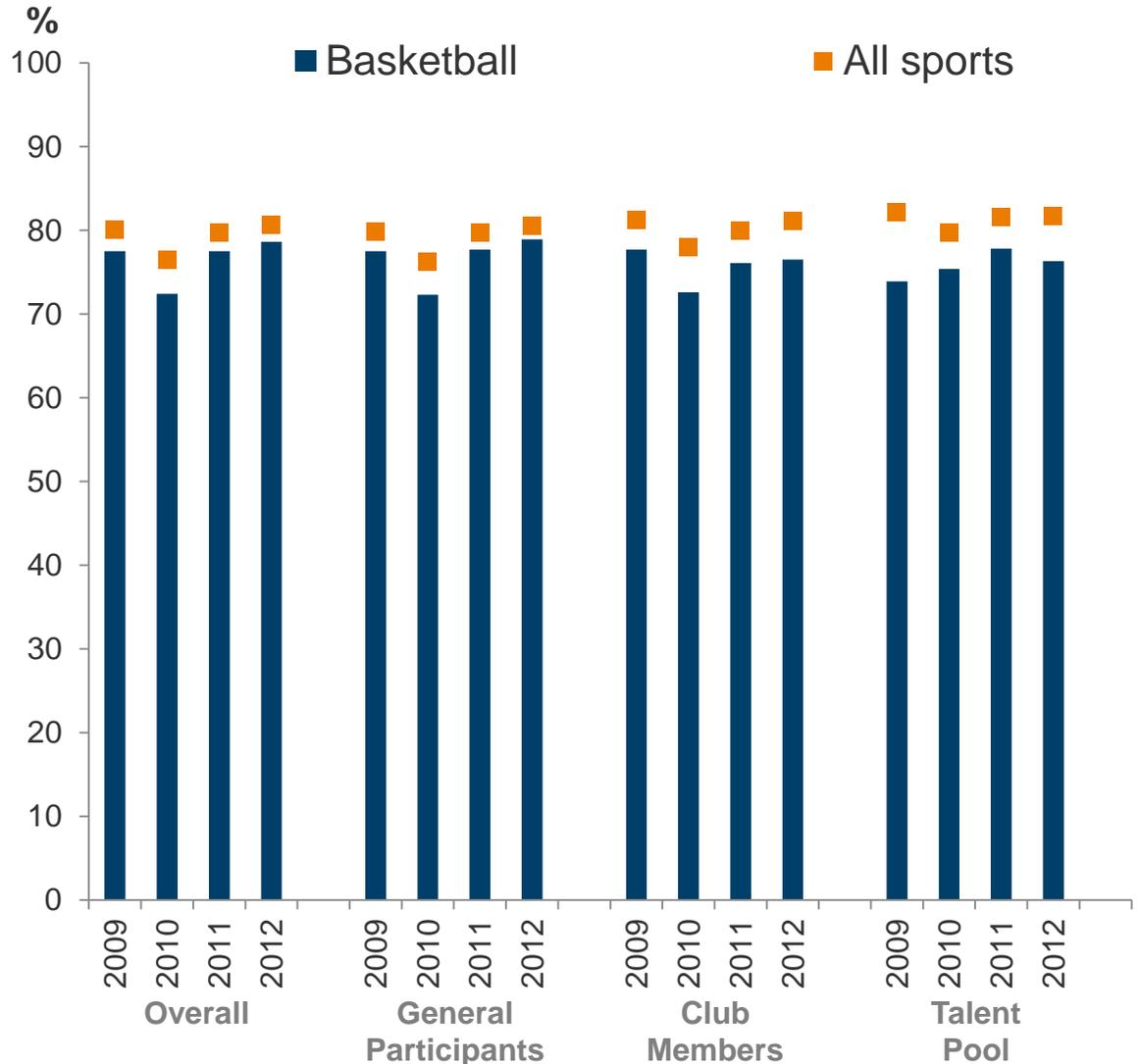


Satisfaction with the quality of the sporting experience survey (SQSE 4)

Results for Basketball: Trends 2009-2012

July 2012

Overall satisfaction score, 2009 to 2012



- Across all sports satisfaction has increased from 80.0 in 2009 to 80.6 in 2012.
- Overall satisfaction in Basketball has increased from 77.5 in 2009 to 78.6 in 2012
- General participant satisfaction in Basketball has increased from 77.5 in 2009 to 78.9 in 2012
- Club member satisfaction in Basketball has fallen from 77.7 in 2009 to 76.5 in 2012
- Talent pool satisfaction in Basketball has increased from 73.9 in 2009 to 76.3 in 2012



Base: Overall 922; General Participants 345; Club Members 520; Talent Pool 57

The key drivers that have an impact on overall satisfaction, 2009-2012

The next chart maps the scores for each domain for stated and derived importance mapped against each other.

This highlights which domains should be a strategic priority – with each of the domains falling into one of four quadrants.

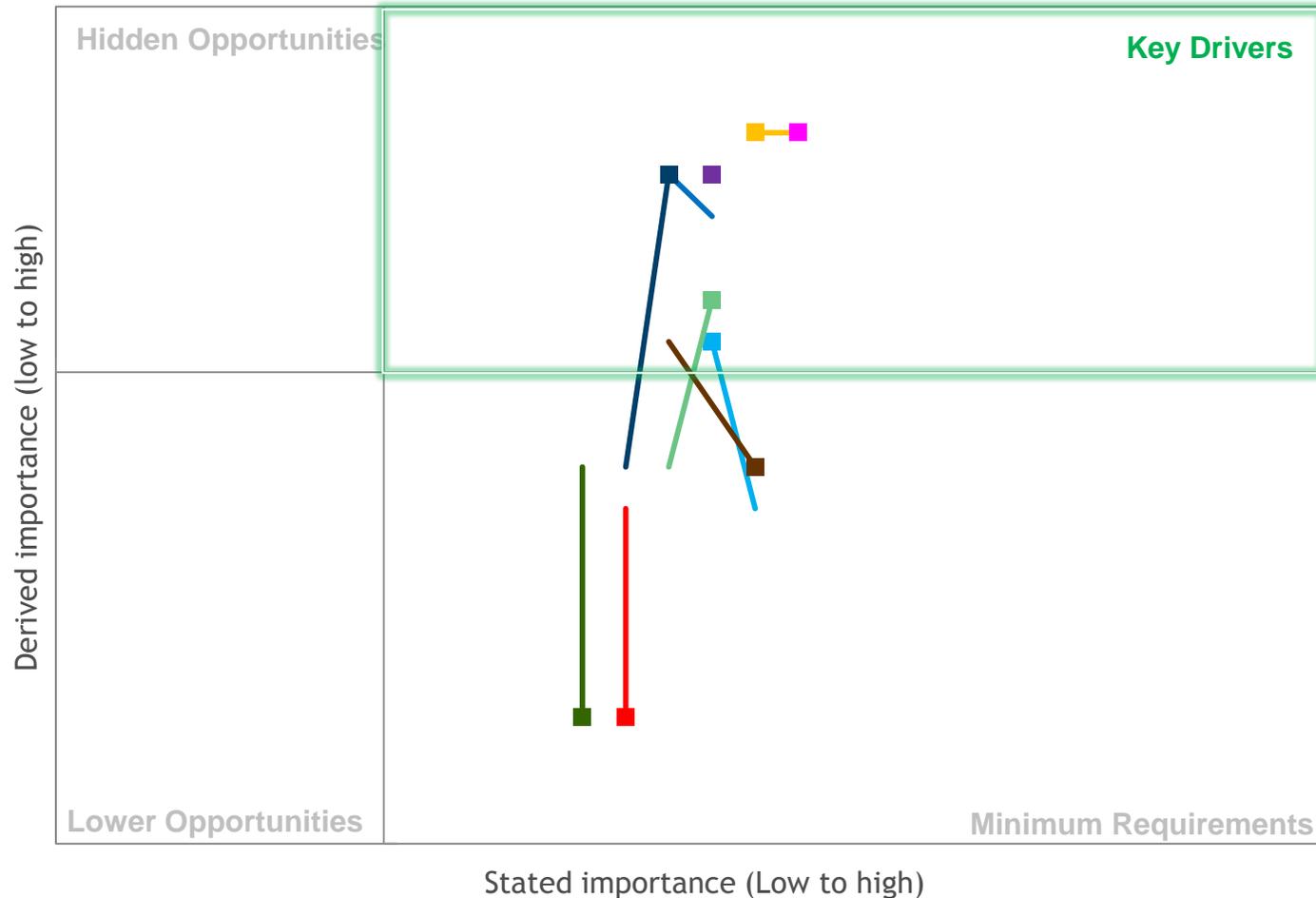
The domains within the charts are coloured and numbered. Please refer to the key below when using the charts.

Derived importance (low to high)	Hidden Opportunities	Key Drivers
	Those that are high on derived but low on stated importance are the hidden opportunities which could potentially have a large effect of overall satisfaction	There is likely be overlap between stated and derived importance factors – these are the ones which should be prioritised - as they will potentially have the greatest impact on overall satisfaction
	Lower Opportunities	Minimum Requirements
	Those with low importance on both measures (stated and derived importance) can be seen as least important for driving action as they only have a small impact on overall satisfaction	Those that are high on stated importance and low on derived importance are the ‘hygiene factors’ – those which must be maintained, but will not necessarily impact on overall satisfaction
	Stated importance (low to high)	

- | | | | | |
|--------------------------|-----------------------|------------------------|-------------------|---------------------|
| 1. Performance | 2. Exertion & fitness | 3. Release & diversion | 4. Social aspects | 5. People & staff |
| 6. Ease of participation | 7. Facilities | 8. Coaching | 9. Officials | 10. Value for money |



The key drivers that have an impact on overall satisfaction comparing 2012 to 2009



- This chart shows which domains have the greatest impact on overall satisfaction in your sport.
- The chart shows the change in impact between 2009 and 2012.
- The square point represents the position in 2012.
- The domains which have the greatest impact on overall satisfaction are shown in the top right quadrant of the chart.

1. Performance	2. Exertion & fitness	3. Release & diversion	4. Social aspects	5. People & staff
6. Ease of participation	7. Facilities	8. Coaching	9. Officials	10. Value for money

Satisfaction and importance by domain, 2009-2012

Scores shown are satisfaction and importance out of 10 for the domains at an overall level

	Satisfaction				Importance			
	2009	2010	2011	2012	2009	2010	2011	2012
Performance	7.4	6.8	7.4	7.6	7.9	-	8.2	8.0
Exertion & fitness	8.1	7.6	8.2	8.1	8.3	-	8.5	8.3
Release & diversion	8.2	7.8	8.4	8.3	8.3	-	8.5	8.2
Social aspects	8.1	7.7	8.1	8.2	8.0	-	8.1	8.1
People & staff	7.9	7.3	8.0	8.0	8.1	-	8.2	8.1
Ease of participating	7.6	7.0	7.6	7.7	8.0	-	8.2	8.2
Facilities & playing environment	7.5	6.9	7.4	7.5	7.8	-	7.8	7.8
Coaching	7.5	6.8	7.2	7.4	8.1	-	8.2	8.0
Officials	7.5	6.8	7.2	7.4	8.2	-	8.4	8.1
Value for money	7.3	6.8	7.3	7.5	7.9	-	8.0	7.9

Questions on importance not asked in 2010



Greatest changes in satisfaction, 2009-2012

Are changes in satisfaction reflecting your interventions?

↑ Performance

- Satisfaction has increased from 7.4 to 7.6, this is the domain with the biggest increase in satisfaction.
- This domain has a high impact on overall satisfaction.
- The impact of the domain on overall satisfaction is higher than in 2009.

↑ Value for money

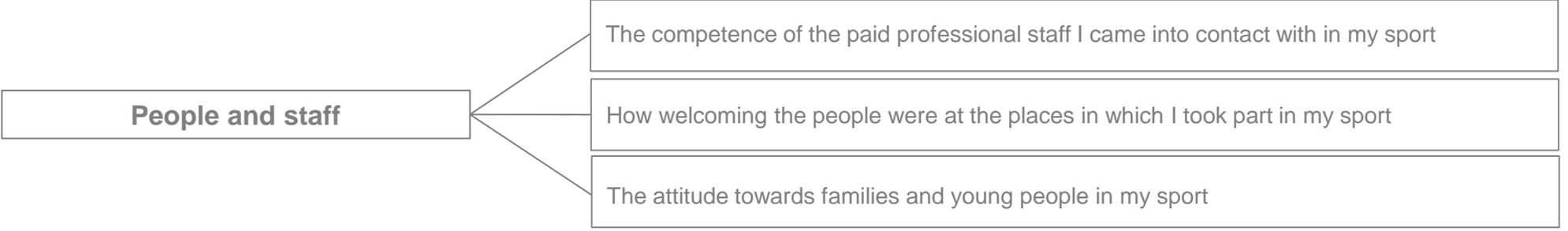
- Satisfaction has increased from 7.3 to 7.5.
- This domain has a low impact on overall satisfaction.
- The impact of the domain on overall satisfaction is lower than in 2009.

↑ Release & diversion

- Satisfaction has increased from 8.2 to 8.3.
- This domain has a high impact on overall satisfaction.
- The impact of the domain on overall satisfaction is the same as in 2009.

Top three domains for increasing satisfaction

The key domains and questions to focus on to increase overall satisfaction :



Domains having a greater impact on satisfaction than in previous years

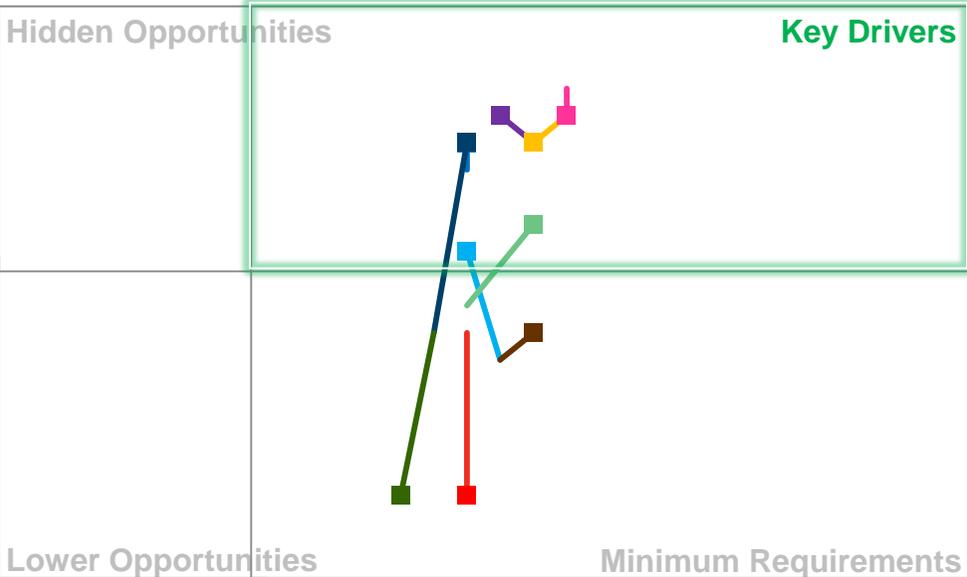
The three domains that now have a greater impact on overall satisfaction than in 2009*



*The impact of these domains on overall satisfaction is greater than in 2009, however, please note these may not be the domains with the greatest impact on overall satisfaction. Slide 7 highlights the three domains which have the greatest impact on overall satisfaction.



Drivers of satisfaction – general participants



Greatest changes in satisfaction (2009-2012)

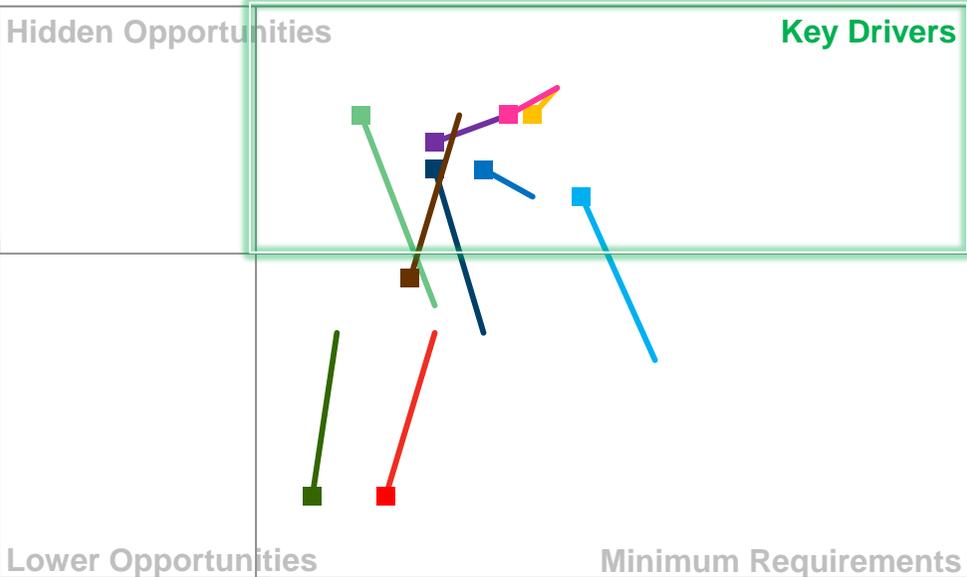
- ↑ Performance
 - Satisfaction has increased from 7.4 to 7.7, this is the domain with the biggest increase in satisfaction.
 - This domain has a high impact on overall satisfaction.
 - The impact of the domain on overall satisfaction is higher than in 2009.
- ↑ Social aspects
 - Satisfaction has increased from 8.0 to 8.2.
 - This domain has a medium impact on overall satisfaction.
 - The impact of the domain on overall satisfaction is higher than in 2009.
- ↑ People & staff
 - Satisfaction has increased from 7.8 to 8.0.
 - This domain has a high impact on overall satisfaction.
 - The impact of the domain on overall satisfaction is higher than in 2009.

See slide 3 for chart key

The key domains which have the greatest impact on satisfaction among general participants



Drivers of satisfaction – club members



Greatest changes in satisfaction (2009-2012)

- ↓ Performance

 - Satisfaction has fallen from 7.5 to 7.3, this is the domain with the biggest decrease in satisfaction.
 - This domain has a high impact on overall satisfaction.
 - The impact of the domain on overall satisfaction is higher than in 2009.
- ↓ Exertion & fitness

 - Satisfaction has fallen from 8.4 to 8.2.
 - This domain has a high impact on overall satisfaction.
 - The impact of the domain on overall satisfaction is lower than in 2009.
- ↓ Release & diversion

 - Satisfaction has fallen from 8.6 to 8.4.
 - This domain has a high impact on overall satisfaction.
 - The impact of the domain on overall satisfaction is lower than in 2009.

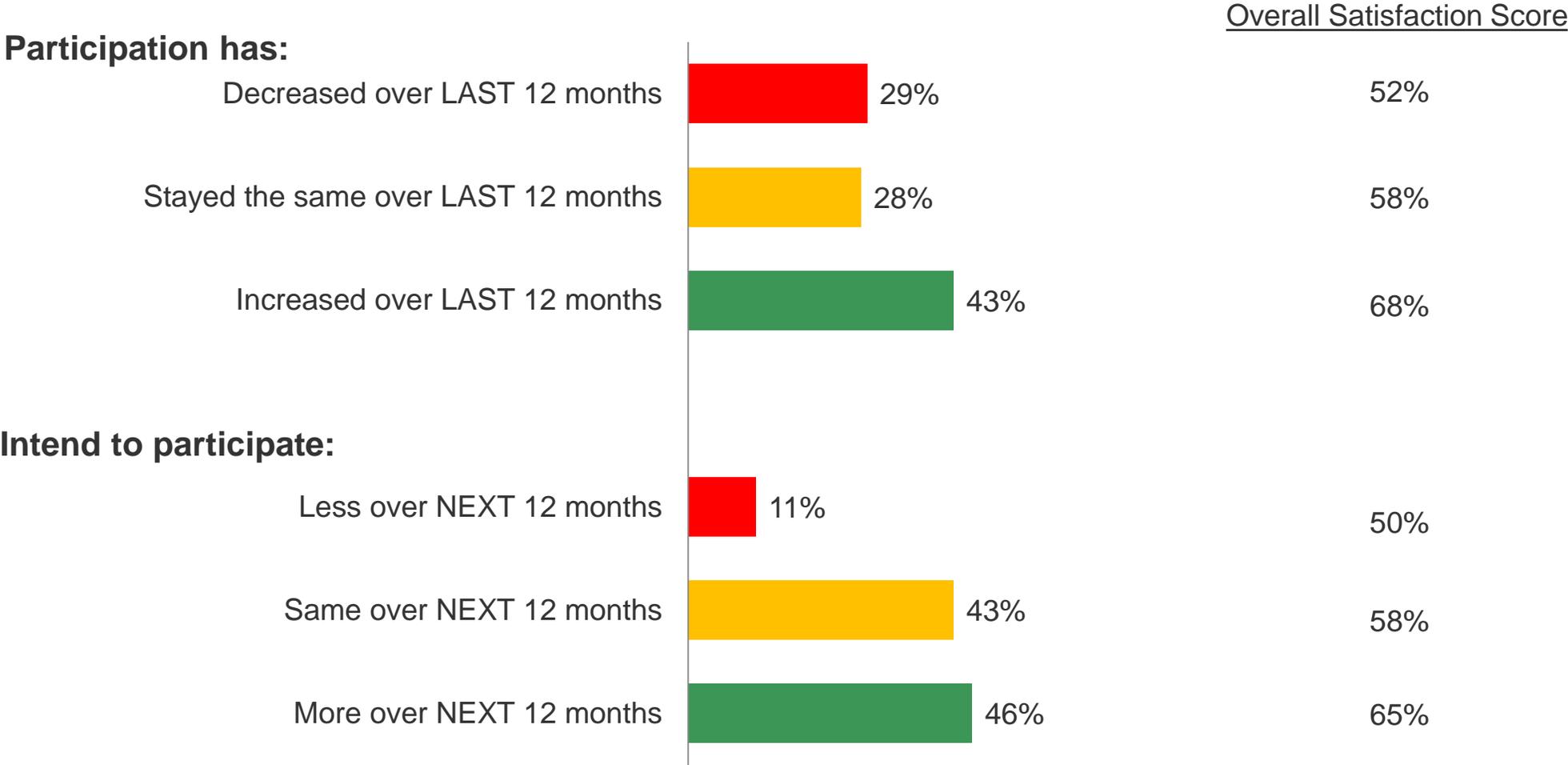
See slide 3 for chart key

The key domains which have the greatest impact on satisfaction among club members



Previous and future intended participation

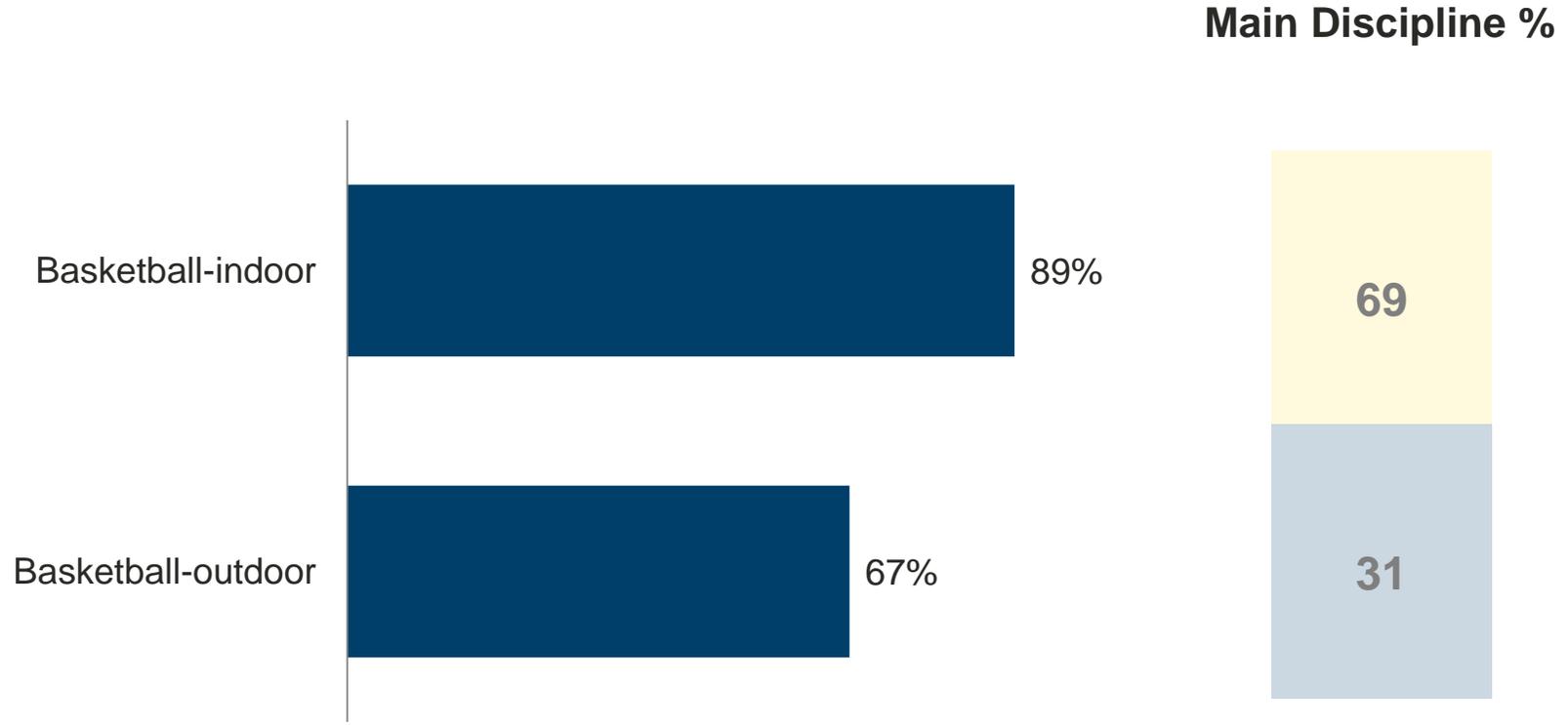
Overall satisfaction by previous participation and future intended participation in Basketball



Basketball specific questions

Basketball- Disciplines

Q. Thinking about Basketball, please state which disciplines you participate in:

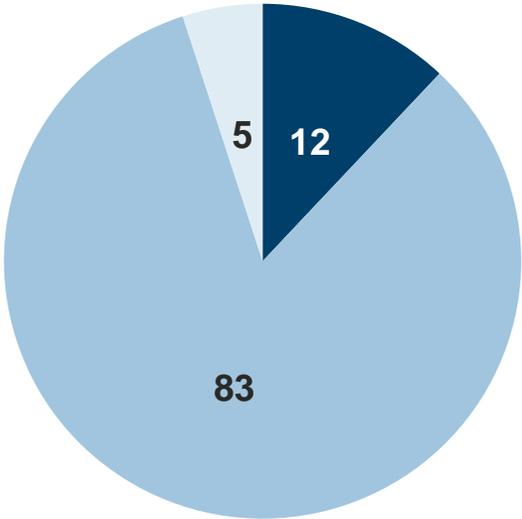


Basketball- Membership

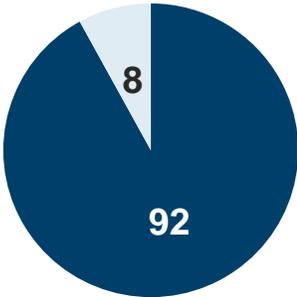
Q. Are you a member of a England Basketball affiliated Basketball club?

■ Yes ■ No ■ Don't know

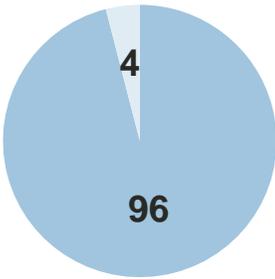
All



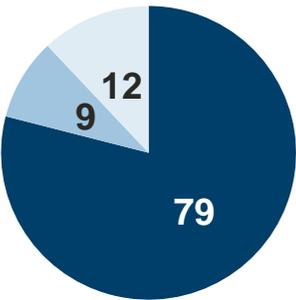
Club Members



General Participants



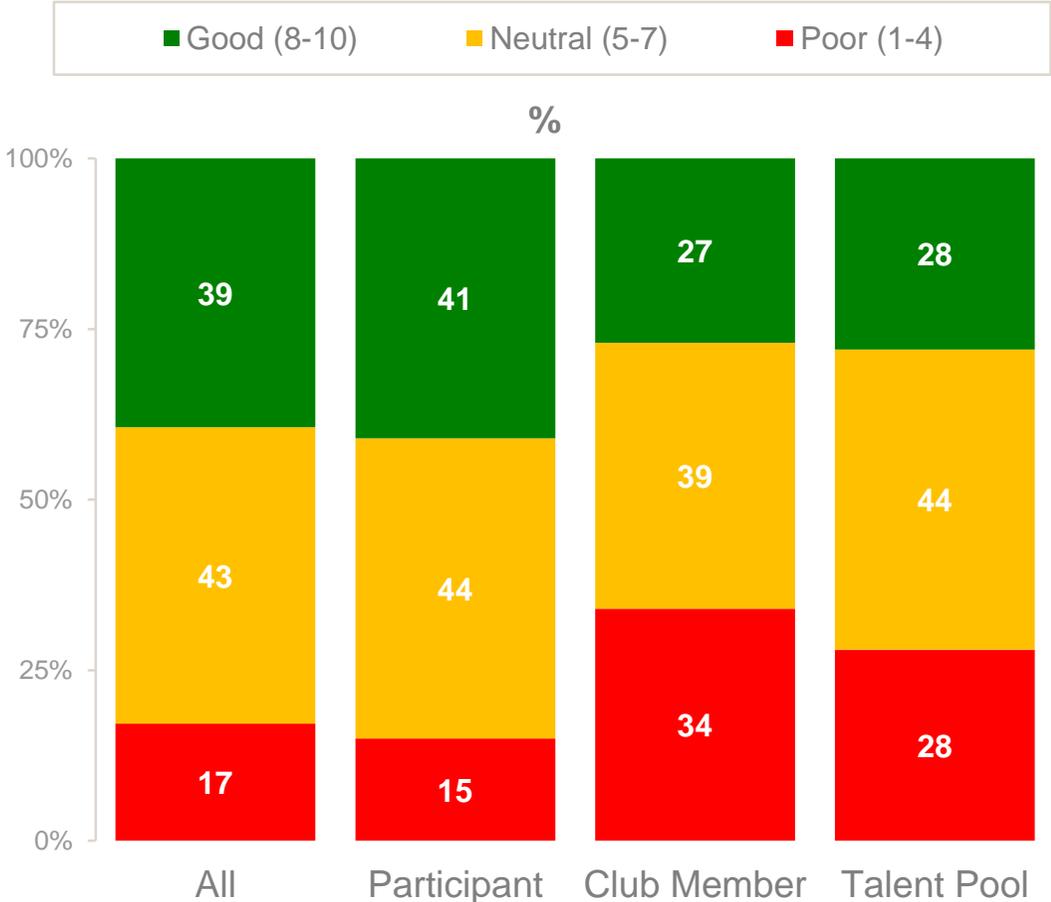
Talent Pool



Base: Overall (922), General Participants (345), Club Members (520), Talent Pool (57)

Basketball

Q. How would you rate the availability of dedicated basketball facilities in your local area? Please rate this on a scale of 1 - 10 where 1 is “Extremely poor” and 10 is “Extremely good”



From the mouths of participants

A selection of open response comments:

- Introduction of the IM Basketball programme has brought many more people into the club's session. (Male participant, age 61)
- It is mostly about the people you play sport with and these people are what make it so enjoyable a lot of the time. (Male participant, age 31)
- My sporting experience has greatly improved due to our new coach. He helped us be promoted and his coaching abilities resulted in every player in the team improve dramatically. He was the main reason why I enjoyed playing basketball so much more this season. (Female participant, age 20)
- I've increased my commitment to the sport by becoming an official and aim to continue to do so. (Male club member, age 38)
- Venues are what basketball needs more than anything. If court time is available at an affordable price then people will want to come. (Male club member, age 25)

Do you need more?

- A full set of detailed data (including verbatim responses) is available in Excel format via your Sport England Relationship Manager
- Full methodological information can be found on the research section of the [Sport England website](#)
- In total 922 people (aged 14 and over) from Basketball took part in the survey between February and May 2012; 345 general participants, 520 affiliated club members and 57 talent pool members.
- All satisfaction and importance scores exclude people who have said “don’t know” for the specific question

