

**COMMUNITY**

**FAIR PLAY**

**RECREATION**

[www.chedokeminorhockey.com](http://www.chedokeminorhockey.com)

# 2017-18 Member Survey Results

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**PLAYER  
DEVELOPMENT**

**COACH &  
TRAINER  
PROGRAM**

**HOUSE  
LEAGUE  
SELECT**

## Purpose

- Increase engagement with members
- Focus Executive priorities based on findings
- Consistent survey questions to track how we are doing
- Additional communication tool for direct feedback and follow-up
- Feedback for coaches and input for next season's applicants

## Contents

- Responses by Division
- NPS
- Areas of Importance and Improvement
- CMHL President and Coach Babcock Challenges

***Thank you to all who participated***

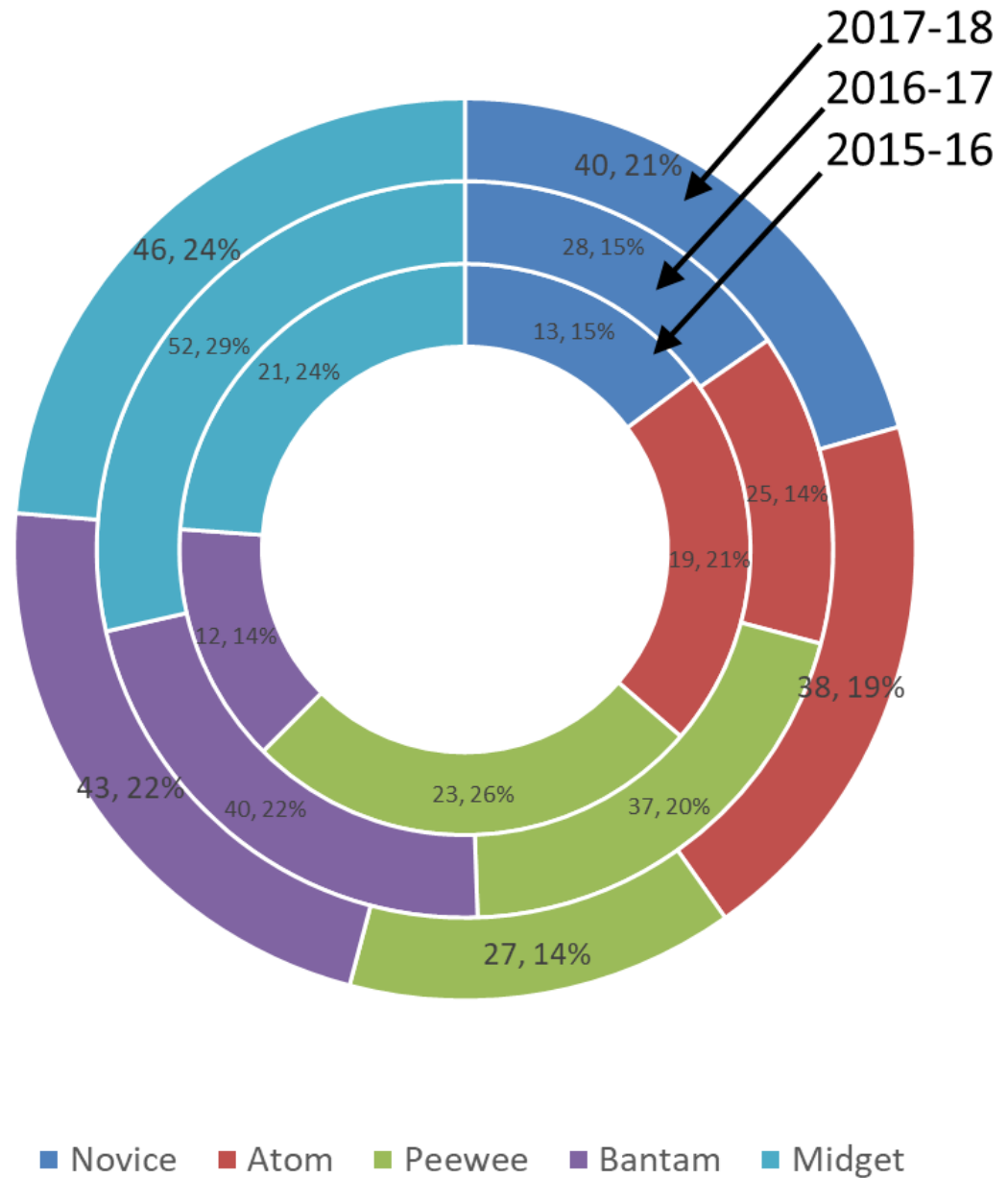
**171 2017-18**

**149 2016-17**

**88 2015-16**

# Responses by Age Division by Year

Good distribution of responses across all divisions



# Net Promoter Score (NPS)

How likely is it that you would recommend Chedoke to a friend or colleague?

Respondents are grouped as follows:

**Promoters** are loyal enthusiasts who will keep buying and refer others, fueling growth.

**Passives** are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

**Detractors** are unhappy customers who can damage your brand and impede growth.

NPS decreased from recent years with replies moving from Promoters (Strongly agree) to Passives (Agree). To help grow the game in Hamilton, we need to recover and increase our Promoters.

Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score, which can range from a low of -100 (if every customer is a Detractor) to a high of 100 (if every customer is a Promoter).

		2017-18	2016-17	2015-16
<b>We would recommend Chedoke</b>	<b>Count</b>	Promoter	Promoter	Promoter
Strongly agree	73	73 43%	107 72%	50 57%
Agree	55	Neutral	Neutral	Neutral
Neutral	14	95	40	36
Disagree	1	Detractor	Detractor	Detractor
Strongly disagree	2	3 2%	2 1%	2 2%
<b>Grand Total</b>	<b>145</b>	<b>171</b>	<b>149</b>	<b>88</b>
Blank	26	<b>NPS 41</b>	<b>NPS 70</b>	<b>NPS 55</b>
<b>Survey Total</b>	<b>171</b>			

# Areas of Importance and Improvement

2017-18		Close to home	Same time and place week-to-week	Tiered experience with House League Tournament	Opportunity to Interlock with other arenas	Availability of Select Hockey	Additional options for Player Skill Development	Focus on Fun	Equal playing time / Fair play	Team Balancing	Easy-to-use web site	Up-to-date web site	Player statistics posted on web site	Game results posted on web site	Division standings posted on web site	Usage of Social Media (Twitter, Facebook)															
A must	This is true for Chedoke and/or It is done well	33	108	23	107	19	83	6	75	43	99	30	50	82	92	84	89	96	54	41	99	52	96	11	62	35	95	31	94	7	67
Important	This is not true for Chedoke and/or It needs improvement	85	6	97	6	67	17	46	22	59	4	87	51	58	15	51	16	45	52	96	7	81	6	52	32	84	4	84	4	37	21
Not important	blank	22	26	22	29	46	32	79	34	37	36	21	37	1	34	7	37	0	35	3	34	5	36	68	37	20	40	23	40	85	41

Red formatting highlights area of importance and need to focus

2016-17		Close to home	Same time and place week-to-week	Tiered experience with House League Tournament	Opportunity to Interlock with other arenas	Availability of Select Hockey	Additional options for Player Skill Development	Focus on Fun	Equal playing time / Fair play	Team Balancing	Easy-to-use web site	Up-to-date web site	Player statistics posted on web site	Game results posted on web site	Division standings posted on web site	Usage of Social Media (Twitter, Facebook)															
A must	This is true for Chedoke and/or It is done well	29	93	14	90	23	76	4	52	51	82	31	50	80	81	75	82	82	71	41	78	59	75	10	46	37	75	36	69	7	59
Important	This is not true for Chedoke and/or It needs improvement	81	0	100	4	74	14	38	25	46	4	75	34	55	7	56	6	51	16	85	8	69	11	54	30	77	10	76	13	33	11
Not important	blank	27	44	22	42	37	44	91	56	39	50	30	52	1	48	5	48	2	48	7	47	6	48	69	57	21	50	22	52	93	63

We have slipped in 2 areas with high importance to members: Skill Development and Team Balancing. Important focus as we prepare for 2018-19.

2017-18		Additional options for Player Skill Development	Focus on Fun	Equal playing time / Fair play	Team Balancing				
A must	This is true for Chedoke and/or It is done well	30	50	82	92	84	89	96	54
Important	This is not true for Chedoke and/or It needs improvement	87	51	58	15	51	16	45	52
Not important	blank	21	37	1	34	7	37	0	35

2016-17		Additional options for Player Skill Development	Focus on Fun	Equal playing time / Fair play	Team Balancing				
A must	This is true for Chedoke and/or It is done well	31	50	80	81	75	82	82	71
Important	This is not true for Chedoke and/or It needs improvement	75	34	55	7	56	6	51	16
Not important	blank	30	52	1	48	5	48	2	48

# President and Coach Babcock Challenges

**Mike Babcock's  
3 Rules for Life:**  
**1. Embrace being  
uncomfortable**  
**2. Find the gift of  
passion**  
**3. Choose your  
attitude every day**



RECREATION



	164	180	152	107	125
Strongly agree	74	54	66	92	86
Agree	13	15	27	42	30
Neutral	3	5	7	11	8
Disagree	2	1	4	5	6
Strongly disagree					

CHIEF DOCTOR  
HOCKEY  
COACH & TRAINER PROGRAM  
PLAYERS DEVELOPMENT  
HOCKEY LEAGUE SELECT

# Thanks to the Volunteers Behind the Scenes

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The league was well-organized regarding scheduling and league-wide events etc.

We were pleased with the officiating in our games.

The Photographer provided good service, products and prices.

We were pleased with the league's uniforms.

The House League registration fees are:

Strongly agree  
Agree  
Neutral  
Disagree  
Strongly disagree

59  
70  
11  
5  
2

35  
53  
31  
21  
7

23  
62  
52  
6  
2

47  
67  
17  
11  
5

A bargain  
About right  
A little high  
Much too high

2  
120  
21  
2



PLAYER DEVELOPMENT

COACH & TRAINER PROGRAM

HOUSE LEAGUE SELECT