

Hockey Regina

Membership Engagement Research Project – Survey Results

April 2023



Research Objectives

This membership engagement project had four key objectives:

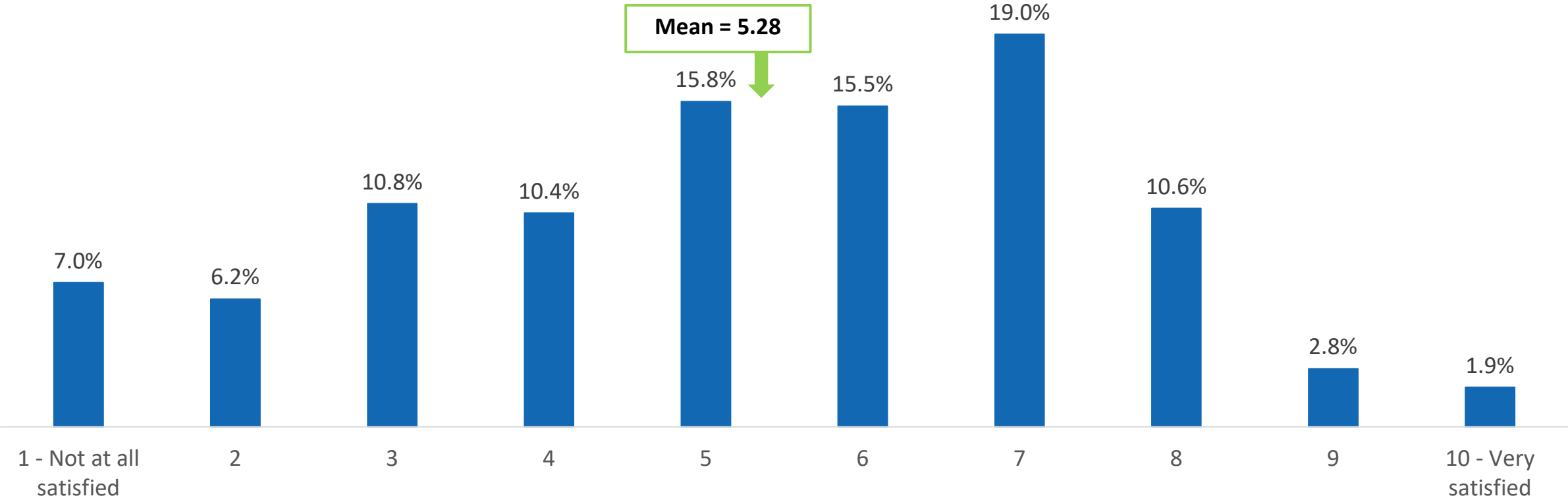
- To measure and prioritize ways to increase registration;
- To identify any barriers to play;
- To measure awareness and perceptions of HRI; and,
- To identify priorities and solutions for the Board to consider in the strategic planning process.

The research methodology included three steps:

1. Two focus groups were conducted in November 2022 among 16 parents who have children enrolled on a Hockey Regina team. The discussions covered a range of topics that impact hockey participation and enjoyment.
2. A survey and facilitator-led discussion among the HRI Board in January 2023.
3. A membership-wide survey to validate what was heard in the focus groups and identify priorities and solutions for the Board to consider in the strategic planning process. The survey was distributed via email to HRI's membership base. A total of 940 responses were received between February 28th and March 16th, 2023.

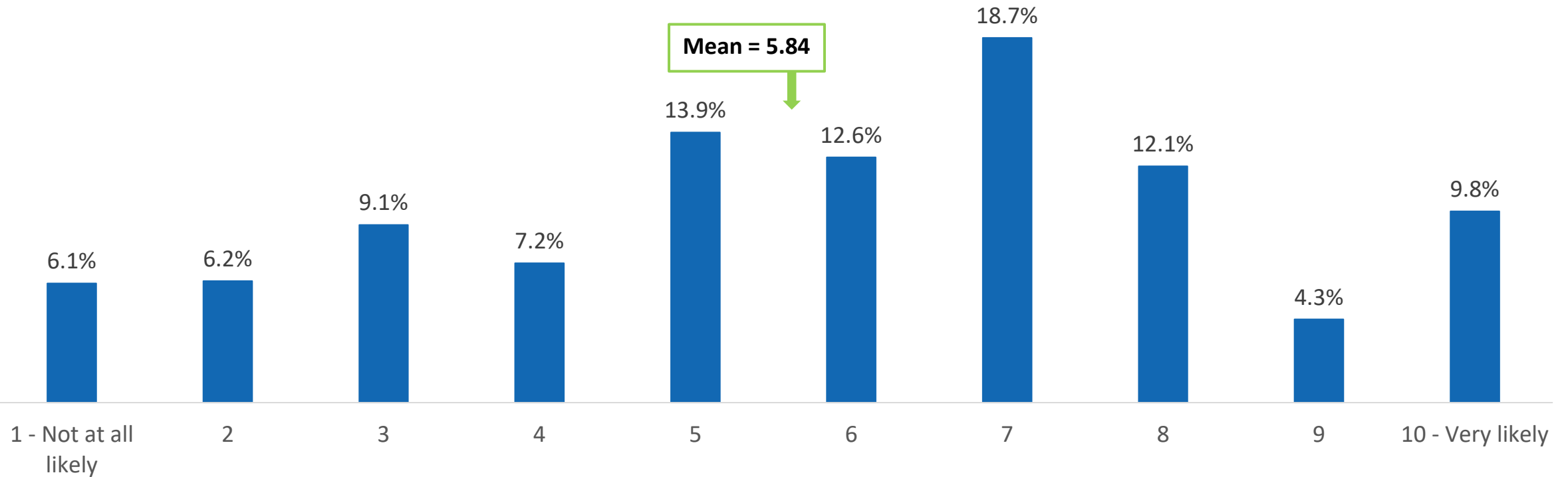
Overall Satisfaction with Hockey Regina

In general, how satisfied are you with your experience with Hockey Regina?



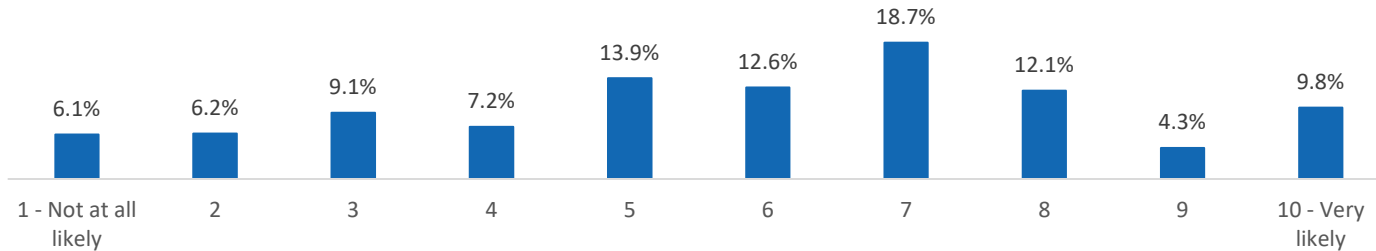
Likelihood to Recommend

How likely would you be to recommend Hockey Regina to a friend or family member who is interested in registering for hockey?



Likelihood to Recommend: Net Promoter Score

How likely would you be to recommend Hockey Regina to a friend or family member who is interested in registering for hockey?



- **Promoters** – those who provide a rating of 9 or 10. The HRI membership is comprised of 14.1% who are classified as Promoters.
- **Passives** – those who provide a rating of 7 or 8. The HRI membership is comprised of 30.8% who are classified as Passives.
- **Detractors** – those who provide a rating of 1 to 6. The HRI membership is comprised of 55.1% who are classified as Detractors.

Net Promoter Score (NPS) = total % of Promoters – total % of Detractors
Hockey Regina's Net Promoter Score = 14.1% – 55.1% = -41.0

Net Promoter Score: Demographic Differences



Detractors (55.1% of members)

- Current off-ice volunteer = 64.3%
- Current on-ice volunteer = 59.6%
- Current head coach = 48.7%
- Male = 49.9%
- Female = 57.1%
- Player in A/AA/AAA division = 61.6%
- Player in B/C division = 51.4%
- Player in female division = 60.2%
- Mean satisfaction = 3.89 out of 10

Passives (30.8% of members)

- Current off-ice volunteer = 25.0%
- Current on-ice volunteer = 27.3%
- Current head coach = 37.2%
- Male = 35.5%
- Female = 28.1%
- Player in A/AA/AAA division = 27.6%
- Player in B/C division = 32.7%
- Player in female division = 28.6%
- Mean satisfaction = 6.65 out of 10

Promoters (14.1% of members)

- Current off-ice volunteer = 10.7%
- Current on-ice volunteer = 13.1%
- Current head coach = 14.1%
- Male = 14.6%
- Female = 14.8%
- Player in A/AA/AAA division = 10.8%
- Player in B/C division = 16.0%
- Player in female division = 11.3%
- Mean satisfaction = 7.82 out of 10

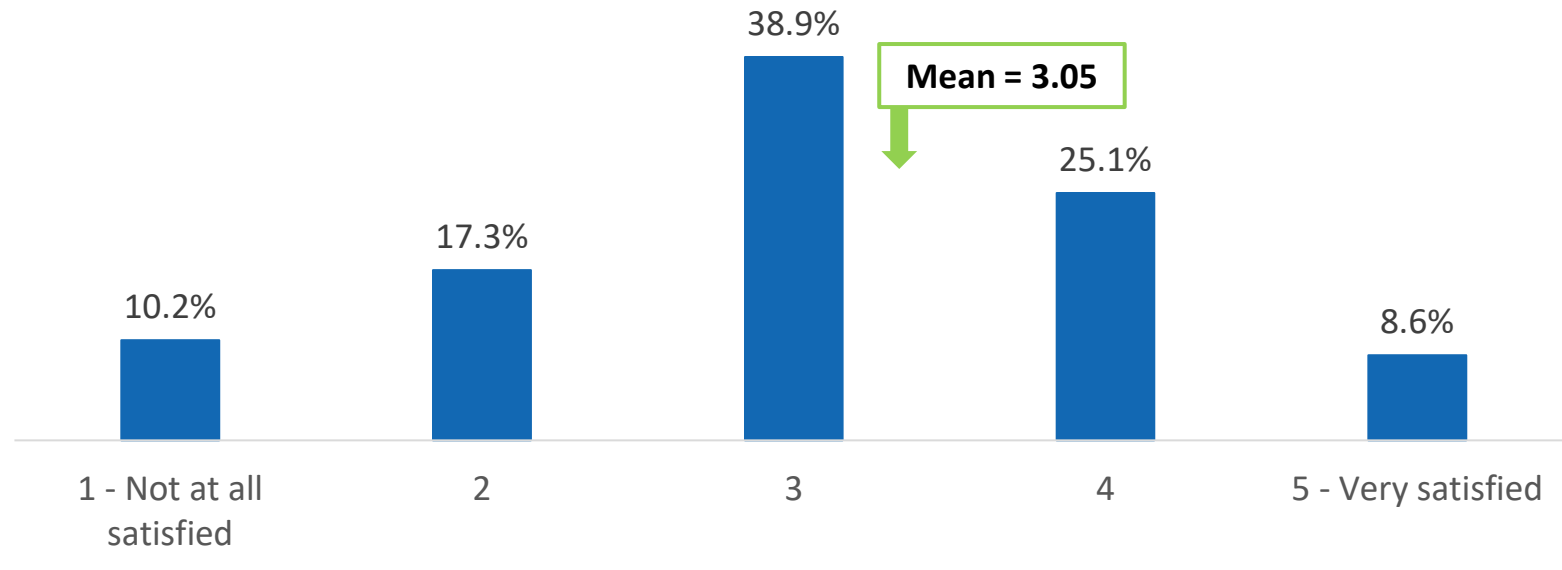
Key Areas

The survey measured member perceptions in several key areas:

- Communication from HRI;
- Evaluations and Team Selection (Drafts);
- Scheduling;
- Fees; and,
- General team perceptions.

Communication from HRI

In general, how satisfied are you with the written communication you receive from Hockey Regina staff and/or board members?



Detractors are the least likely to be satisfied with the written communication received from HRI (mean score of 2.67 out of 5).

Written Communication from HRI

When thinking about your most recent email exchange with Hockey Regina, how satisfied are you with each of the following?

How quickly you got a response (mean = 3.41)



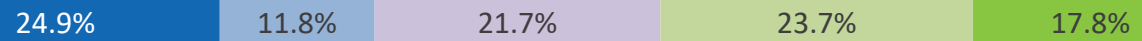
The clarity of the response (mean = 3.19)



The tone of the response (mean = 3.04)



How well things were resolved (mean = 2.98)

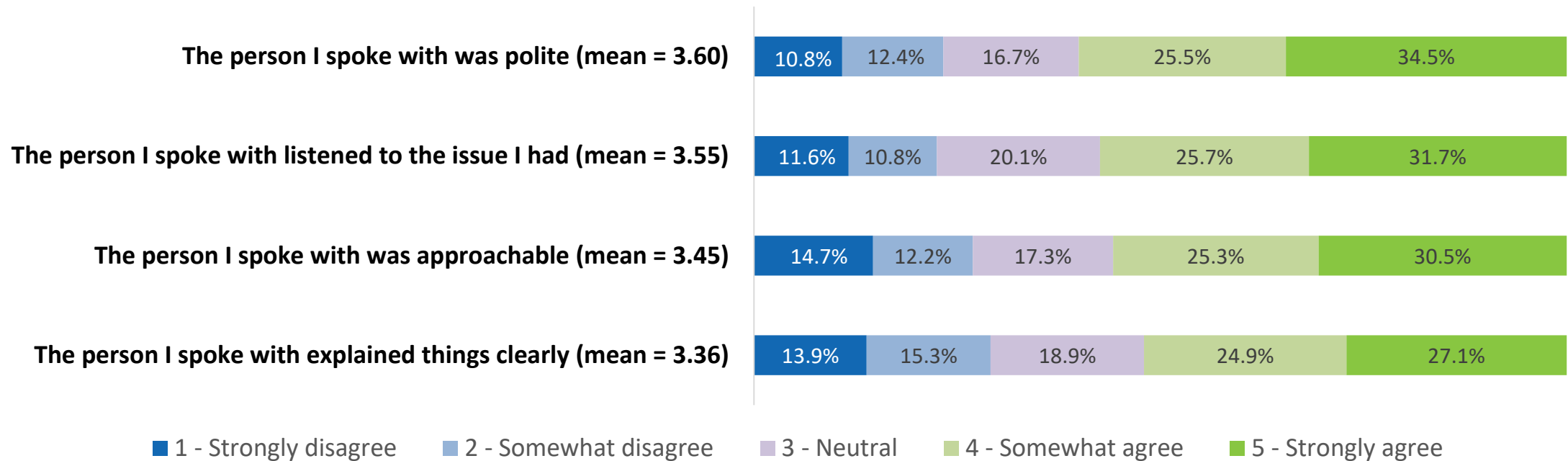


■ 1 - Not at all satisfied ■ 2 ■ 3 ■ 4 ■ 5 - Very satisfied

For each element tested, satisfaction is significantly lower among **Detractors** (average mean of 2.78), compared to **Passives** (3.54) and **Promoters** (4.32).

Verbal Communication from HRI

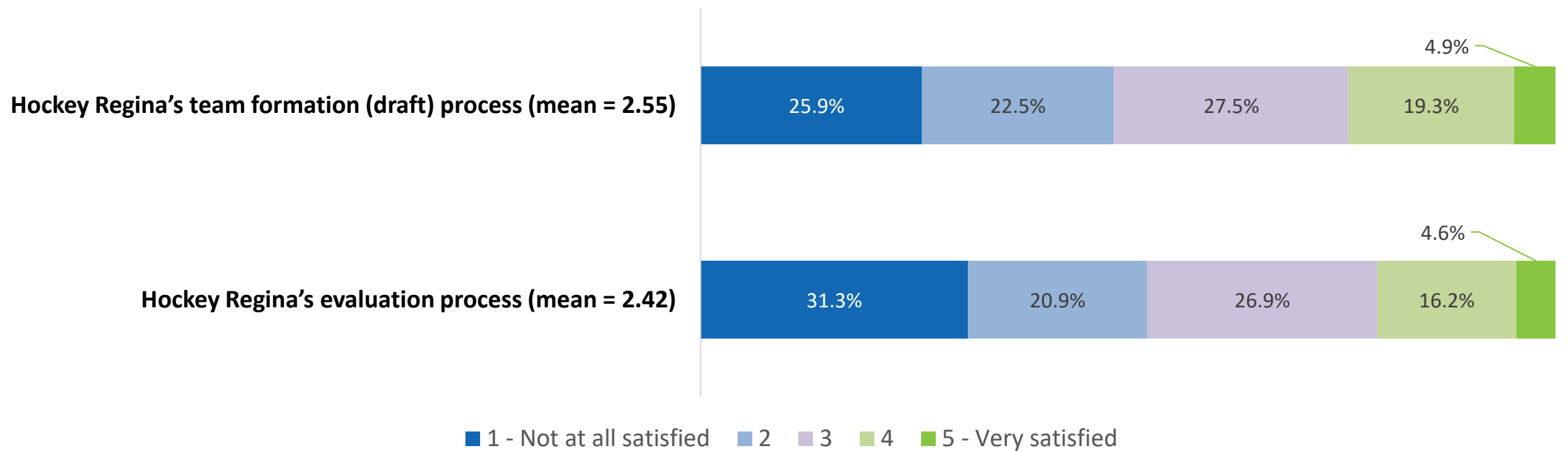
When thinking about your most recent conversation with someone from Hockey Regina, to what extent do you agree or disagree with each of the following?



Agreement is significantly lower for all elements tested among **Detractors** (average mean of 3.09), compared to **Passives** (3.96) and **Promoters** (4.37).

Evaluations / Team Selection (Drafts)

In general, how satisfied are you with each of the following?

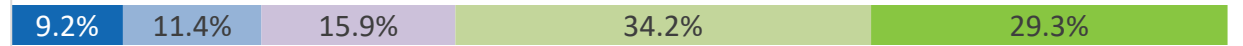


Promoters are significantly more likely to be satisfied with both the draft (3.49) and evaluation (3.45) process compared to **Detractors** (2.15 and 1.98, respectively) and **Passives** (2.92 and 2.80, respectively).

Evaluation Process

Thinking about the evaluation process specifically, to what extent do you agree or disagree with each of the following?

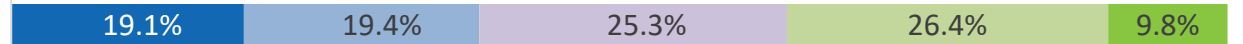
I have a good understanding of the evaluation process (mean = 3.63)



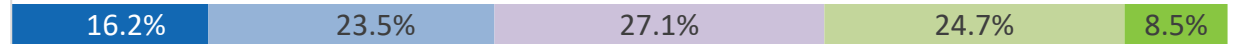
The evaluations are well organized (mean = 3.22)



The independent evaluators do a good job (mean = 2.88)



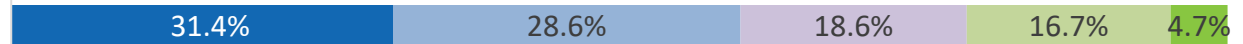
The evaluation process is clear (mean = 2.86)



The evaluation process is fair (mean = 2.49)



I trust the evaluation process (mean = 2.35)



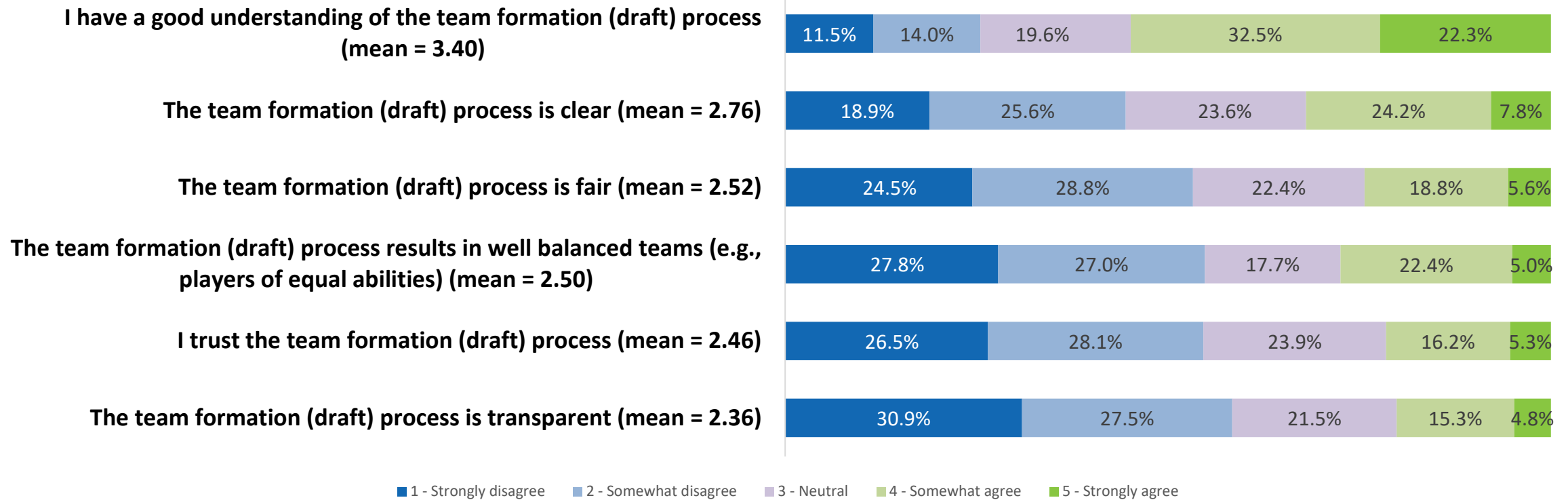
The evaluation process is transparent (mean = 2.31)



■ 1 - Strongly disagree ■ 2 - Somewhat disagree ■ 3 - Neutral ■ 4 - Somewhat agree ■ 5 - Strongly agree

Team Selection (Drafts) Process

And when it comes to the team formation (draft) process specifically, to what extent do you agree or disagree with each of the following?



Scheduling

Thinking about the scheduling of ice times, how satisfied are you with each of the following?

The communication you receive about schedule changes (mean = 3.54)



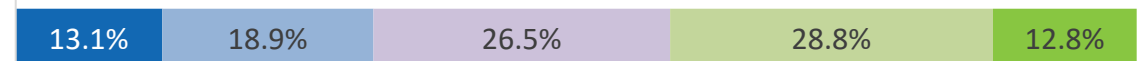
When the schedule for the season is released (mean = 3.40)



The timing of practices/games (mean = 3.35)



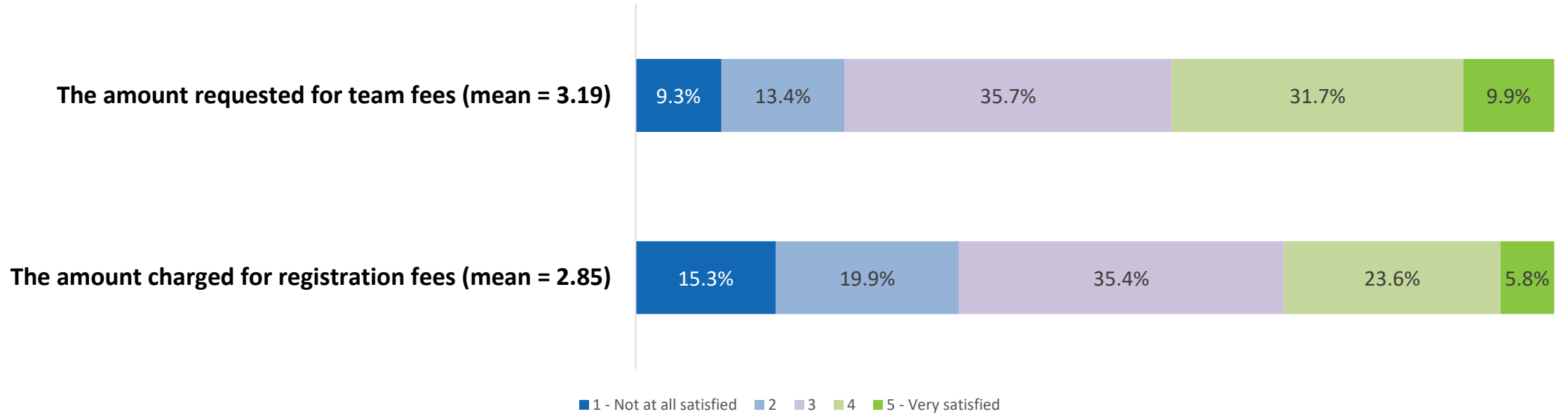
The rinks/locations assigned to your team (mean = 3.09)



■ 1 - Not at all satisfied ■ 2 ■ 3 ■ 4 ■ 5 - Very satisfied

Fees

Thinking about the costs associated with playing hockey this season, how satisfied are you with each of the following?



Fees

To what extent do you agree or disagree with each of the following statements?

I understand the difference between Hockey Regina registration fees and team fees (mean = 4.45)

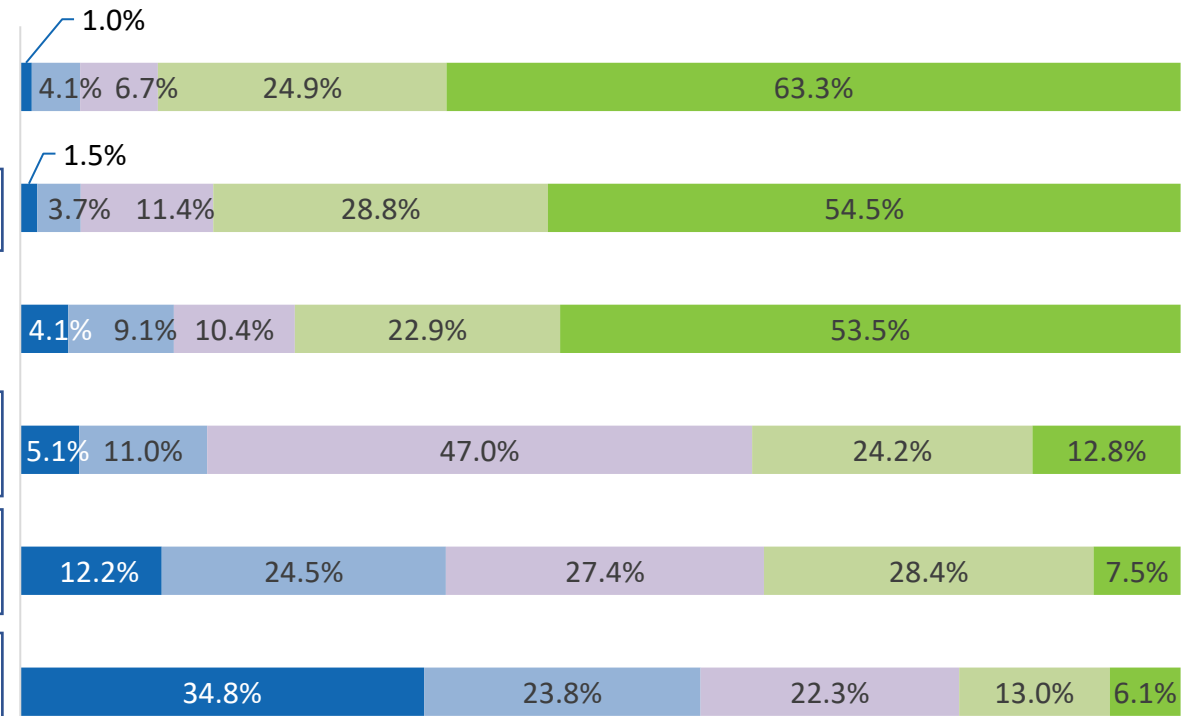
My team fees are well managed by my team(s) (mean = 4.31)

I have always understood the difference between Hockey Regina registration fees and team fees (mean = 4.12)

There should be more fundraising options available to offset the cost of registration (mean = 3.29)

I receive good value for the cost of Hockey Regina registration fees (mean = 2.95)

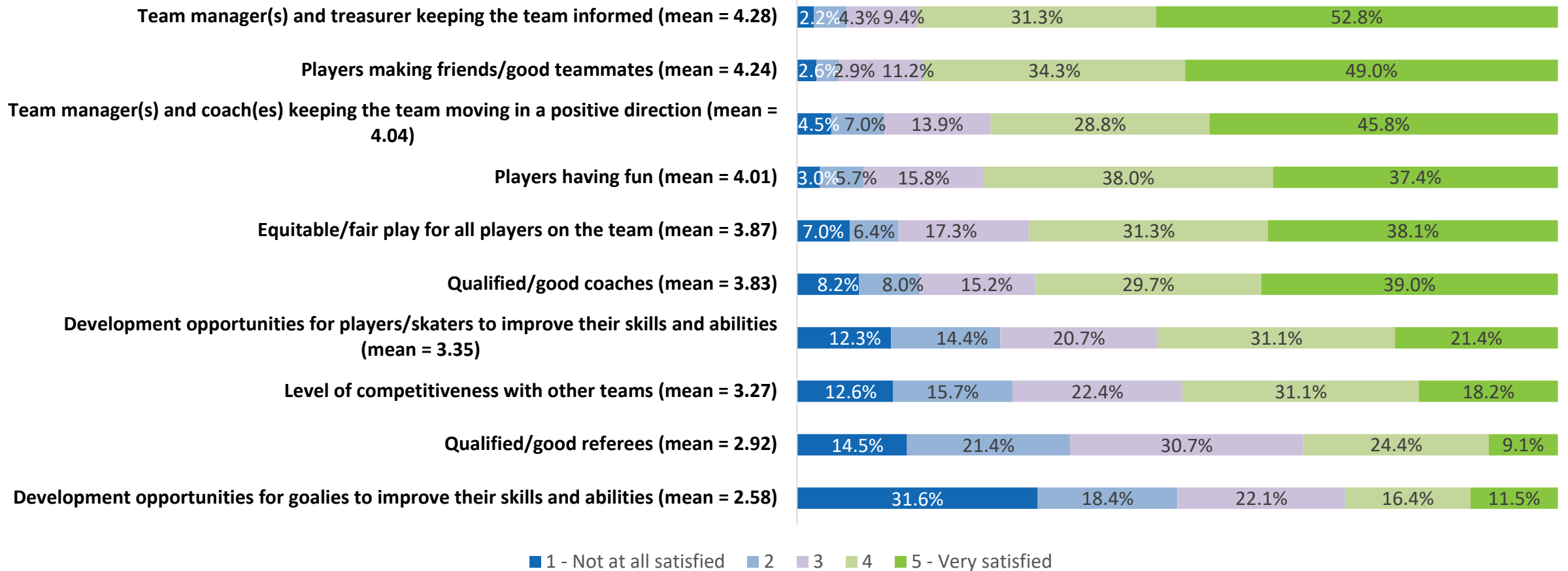
Hockey Regina should oversee team spending and team fees (mean = 2.32)



■ 1 - Strongly disagree
 ■ 2 - Somewhat disagree
 ■ 3 - Neutral
 ■ 4 - Somewhat agree
 ■ 5 - Strongly agree

General Team Perceptions

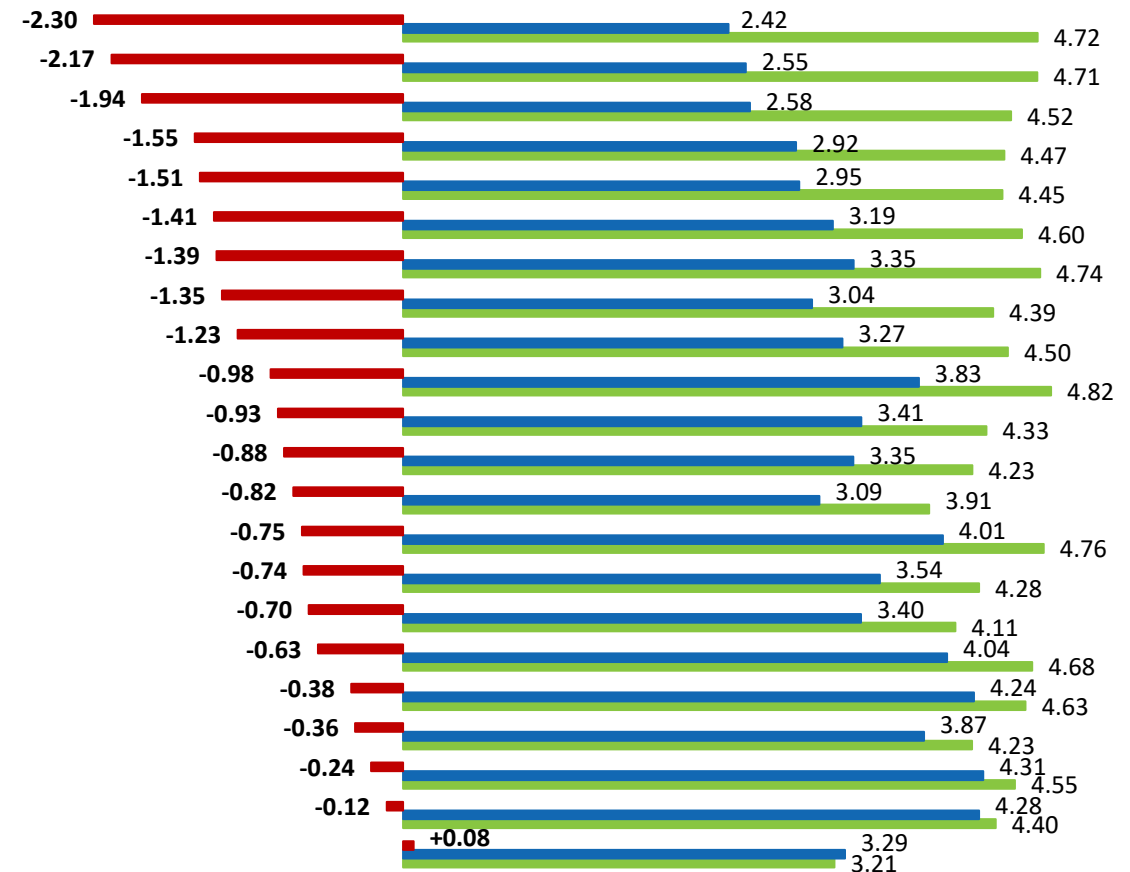
Thinking about this current hockey season (or the most recent one you were involved with), how satisfied are you with each of the following?



Hockey Regina Gap Analysis

Gap Analysis

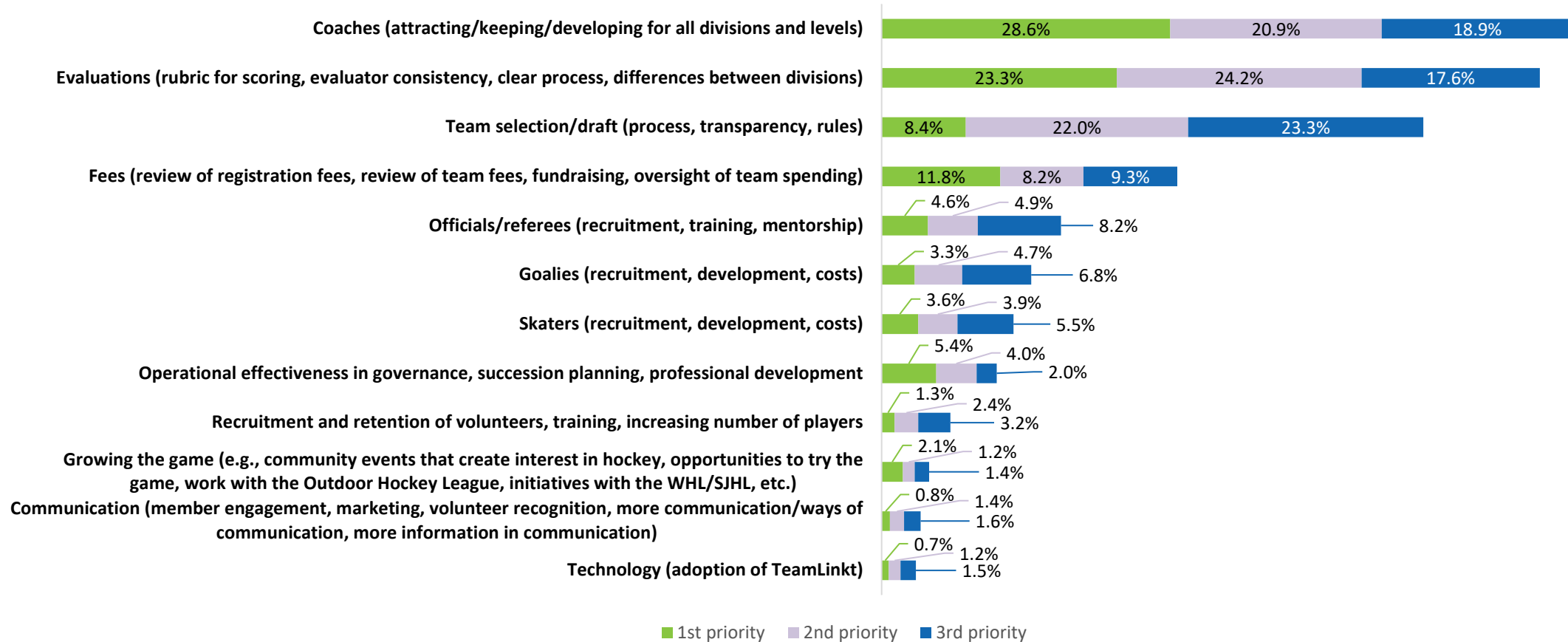
Hockey Regina's evaluation process
 Hockey Regina's team formation (draft) process
 Development opportunities for goalies to improve their skills and abilities
 Qualified/good referees
 I receive good value for the cost of registration fees
 The clarity of the communication
 Development opportunities for players/skaters to improve their skills and abilities
 The tone of the communication
 Level of competitiveness with other teams
 Qualified/good coaches
 How quickly you get a response
 The timing of practices/games
 The rinks/locations assigned to your team
 Players having fun
 The communication you receive about schedule changes
 When the schedule for the season is released
 Team manager(s) and coach(es) keeping the team moving in a positive direction
 Players making friends/good teammates
 Equitable/fair play for all players on the team
 The team fees I pay are well managed by the team
 Team manager(s) and treasurer keeping the team informed
 There are fundraising options available to offset the cost of registration



■ Gap (Satisfaction - Importance) ■ Satisfaction/Agreement ■ Importance

Hockey Regina Priorities

Please re-order the list below according to what you consider to be the top priority Hockey Regina should focus on.





Questions?