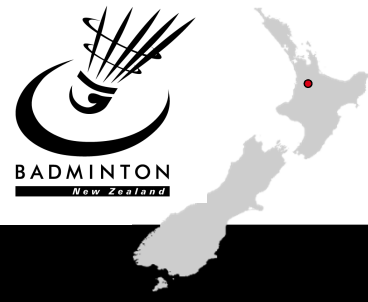
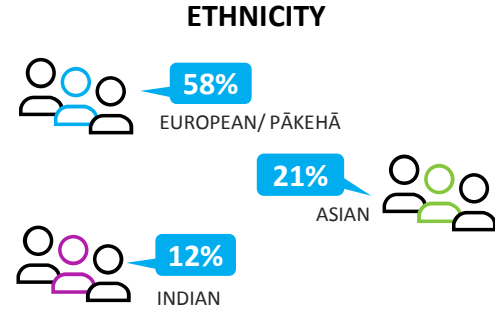
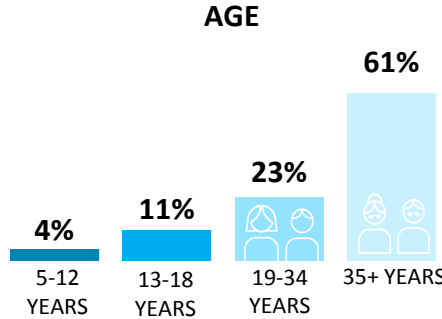
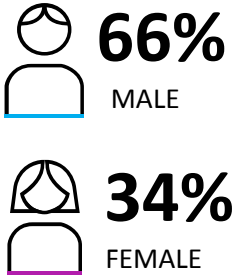


WAIKATO REGIONAL REPORT

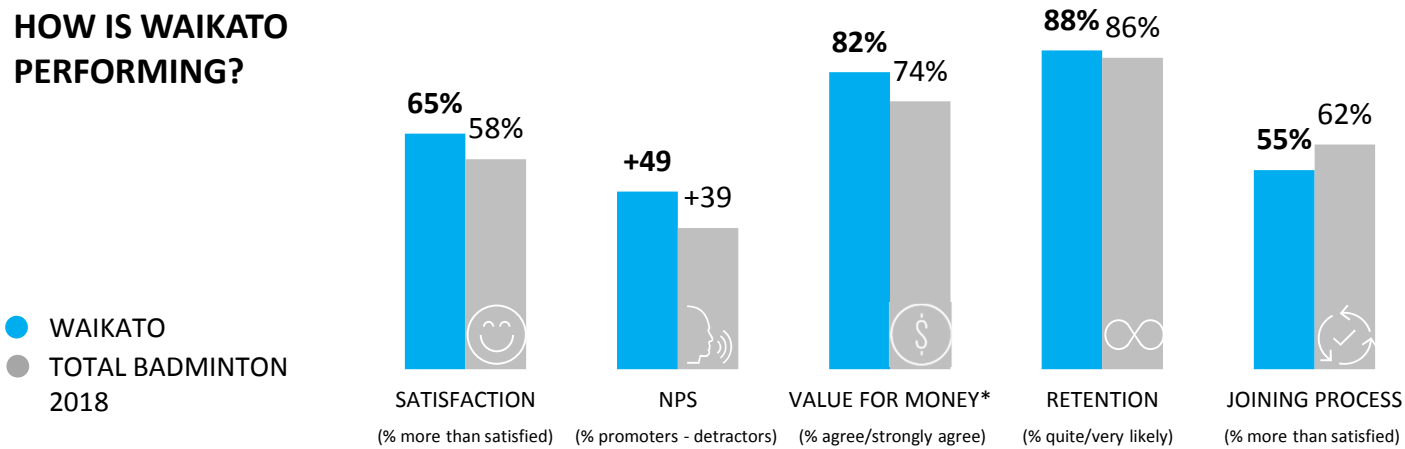


RESPONDENT PROFILE



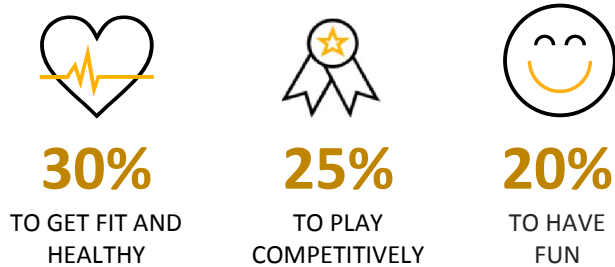
KEY METRICS

HOW IS WAIKATO PERFORMING?

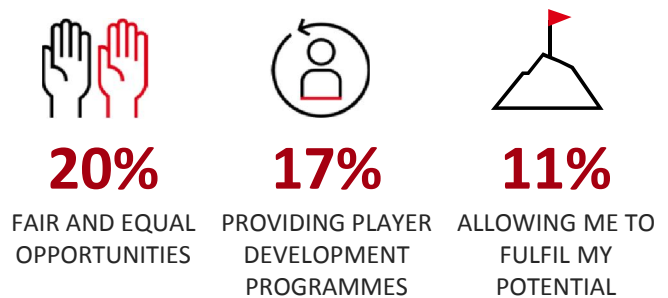


REASONS FOR BELONGING & LEAST SATISFIED ASPECTS

TOP 3 REASONS FOR BELONGING



TOP 3 FACTORS LEAST SATISFIED WITH



This research is part of Sport New Zealand's Voice-of-Participant (VOP) programme to develop and implement a cross-sport and recreation sector approach; capturing, analysing, interpreting and using customer/ membership survey data.

Sample size: Total Badminton (n=1048), Waikato (n=122); Survey dates: 20 July-13 August 2018.

All results exclude those who selected Don't know/Not applicable

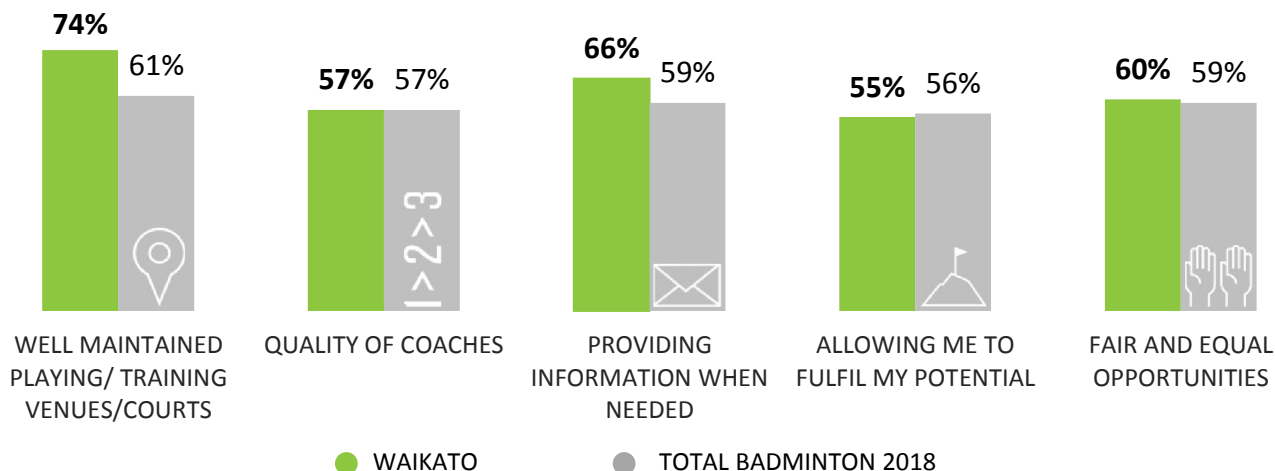
*Note: The 'Value for Money' score is an average of the three Q11 statements



PRIMARY DRIVERS

PRIMARY DRIVERS

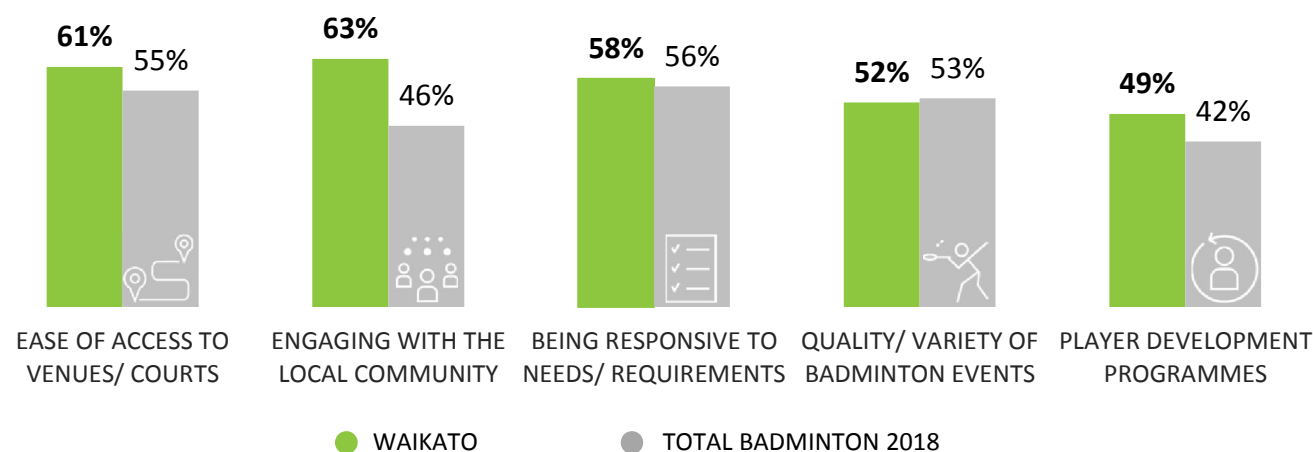
% MORE THAN SATISFIED



SECONDARY DRIVERS

SECONDARY DRIVERS

% MORE THAN SATISFIED

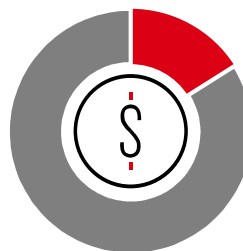


FOCUS FOR IMPROVEMENT

TOP 3 ASPECTS FOR IMPROVEMENT*

- 1 PLAYER DEVELOPMENT PROGRAMMES
- 2 PLAYING/ TRAINING VENUES/ COURTS
- 3 SOCIAL ACTIVITIES

* If fees increased



16%
WOULD NOT WANT ANYTHING IMPROVED IF IT MEANT FEES WERE INCREASED