

# SATISFACTION

## **Social Impact → Satisfaction**

People's satisfaction with their event experience is perhaps the most basic outcome that event organisers should seek to evaluate. Satisfaction is not a social impact per se, but an enjoyable event experience can often be a precursor to outcomes such as increasing civic pride among local people and enhancing the reputation of the local area among visitors.

Overall satisfaction and satisfaction with specific attributes of events can be measured via a survey of event attendees. Data from attendees is typically gathered using face-to-face surveys with attendees during an event, but it is equally valid to undertake surveys following their event attendance using for example an online survey should contact details of attendees be available to organisers.

## **Social Impact → Satisfaction → Overall Satisfaction**

While there is no standard metric to quantify overall satisfaction, we recommend using the Net Promoter Score (NPS). The NPS is gaining increasing acceptance in the leisure and cultural services sector as a measure of customer loyalty. It is particularly relevant to annual events held in the same location but can also be applied to one-off events. It provides a standardised measure of overall satisfaction that can be compared across events.

The example below uses real data gathered using a face-to-face survey from a sample of spectators who attended a major sport event in the UK in 2015 to illustrate how this metric is calculated. Attendees were asked to indicate their likelihood of recommending an event to others on a scale of 0 (not at all likely) to 10 (extremely likely). The NPS was then calculated as the difference between the percentage scoring 9-10 (promoters) and the percentage scoring 0-6 (detractors).

## Derivation of NPS

On a scale of 0 (not at all unlikely) to 10 (extremely likely), how likely are you to recommend this event to friends and family?

<i>Not at all</i>			<i>Extremely</i>							
0	1	2	3	4	5	6	7	8	9	10
0.5 %	0.9 %	0.9 %	0.5 %	0.9 %	5.6 %	3.8 %	8.6 %	18.1 %	10.0 %	50.2 %
<b>Detractors</b> <b>13.0%</b>							<b>Passives</b> <b>26.8%</b>		<b>Promoters</b> <b>60.2%</b>	
<b>NNET PROMOTER SCORE = Promoters - Detractors = 47.2%</b>										

Other indicators that tend to be used typically to measure overall satisfaction include:

- The percentage of people who enjoyed the overall event experience (e.g. the percentage who are 'very satisfied' or 'quite satisfied').
- The percentage of people who would recommend the experience to others (e.g. the percentage who 'strongly agreed' or 'agreed' to do so).
- The net satisfaction score, calculated in terms of the percentage of people who were very satisfied/satisfied with the overall event experience *minus* the percentage dissatisfied/very dissatisfied.
- The mean satisfaction score, where responses are scored on a scale ranging from -2 (very dissatisfied) to +2 (very satisfied) with zero representing the neutral score (neither satisfied nor dissatisfied) - see worked example below. It would be equally valid to use a different scoring system of (say) 1 to 5, in which case the neutral score is three.

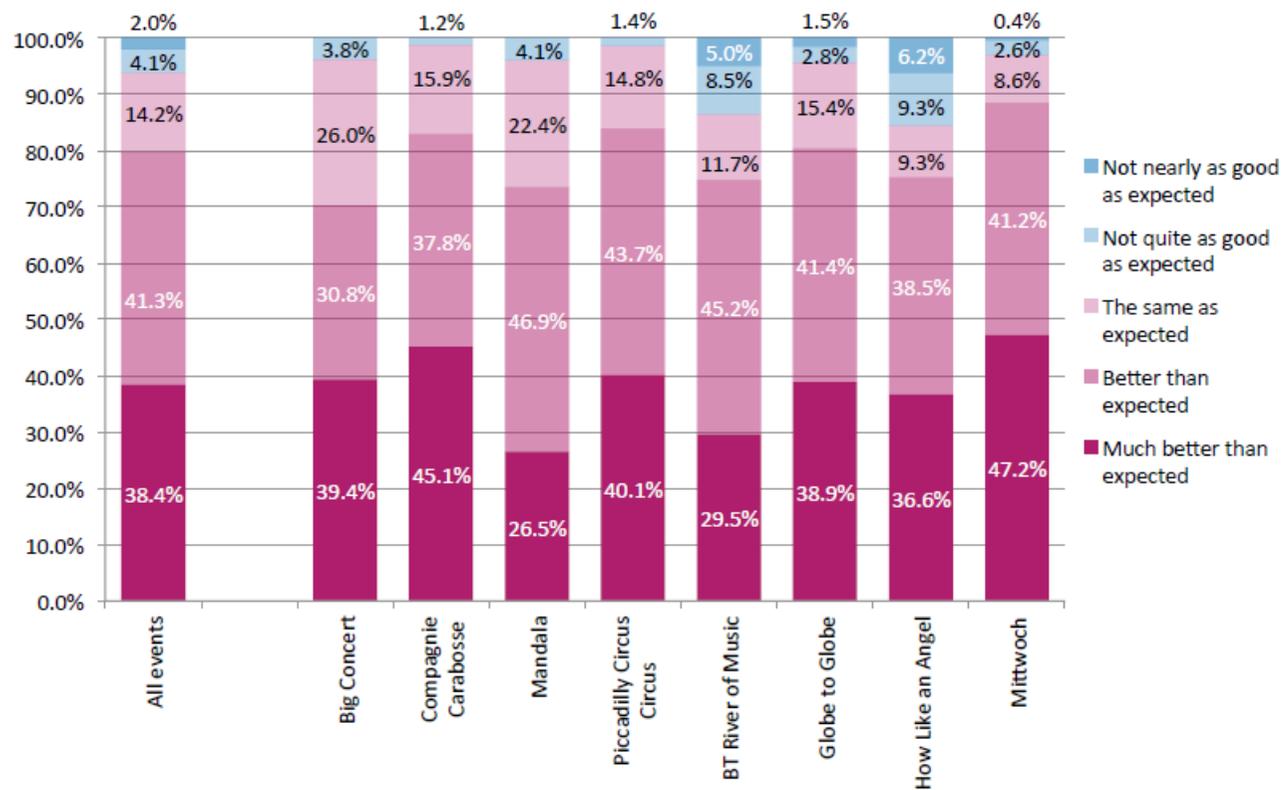
**Derivation of mean satisfaction score**

	<b>Very Dissatisfied</b>	<b>Fairly Dissatisfied</b>	<b>Neither Satisfied nor Dissatisfied</b>	<b>Fairly Satisfied</b>	<b>Very Satisfied</b>	<b>Don't Know</b>	<b>Valid Total*</b>
No. of Responses	10	20	25	30	15	25	100 (A)
Score	-2	-1	0	1	2	NA	
Cumulative Score	-20	-20	0	30	30	NA	+20 (B)
<b>Mean Score</b>	<b><math>B / A = 20 / 100 = 0.2</math></b>						

\* Respondents who did not express an opinion about a particular aspect are excluded.

- The extent to which an event had lived up to expectations - see example below from the audience survey employed at the London 2012 Festival.

## London 2012 Festival audience survey, whether events live up to expectations<sup>1</sup>



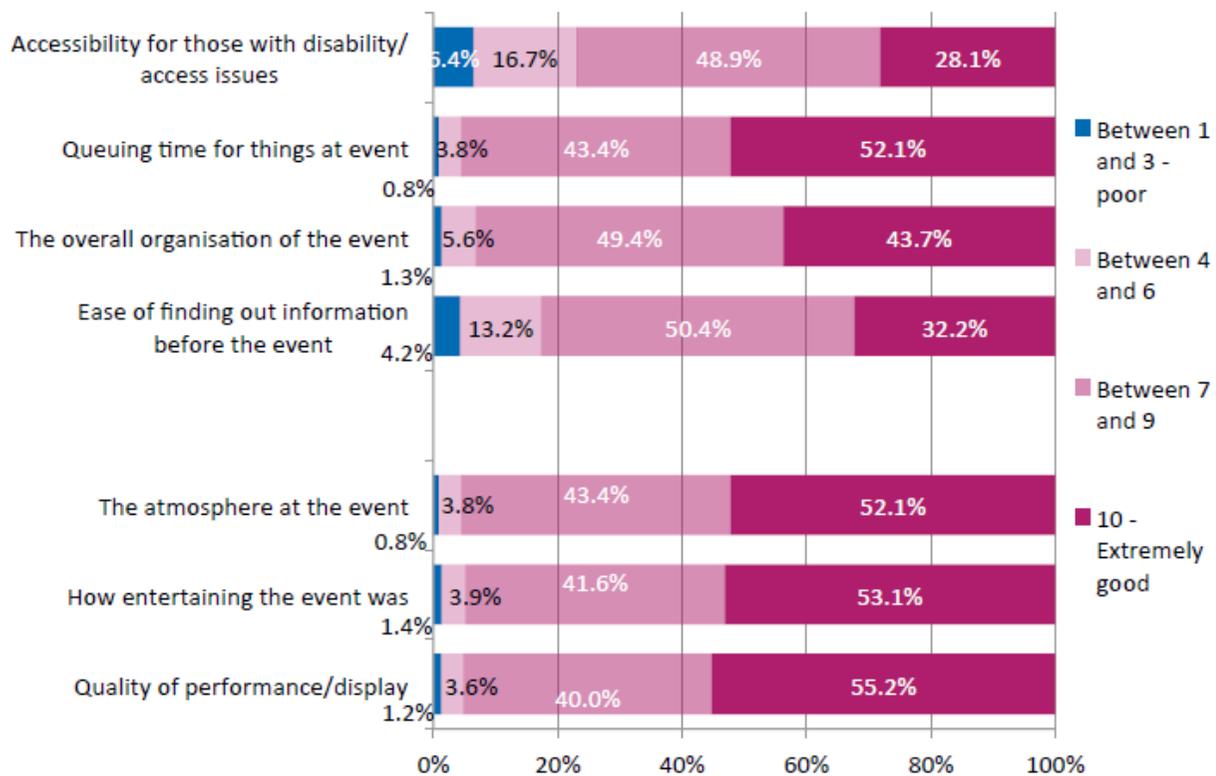
## Social Impact → Satisfaction → Components of Satisfaction

In addition to measuring overall satisfaction, organisers may be interested in finding out attendees' opinions about certain aspects of their event experience. The attributes of interest to organisers may vary from one event to another depending on their aims and objectives but can include, for example:

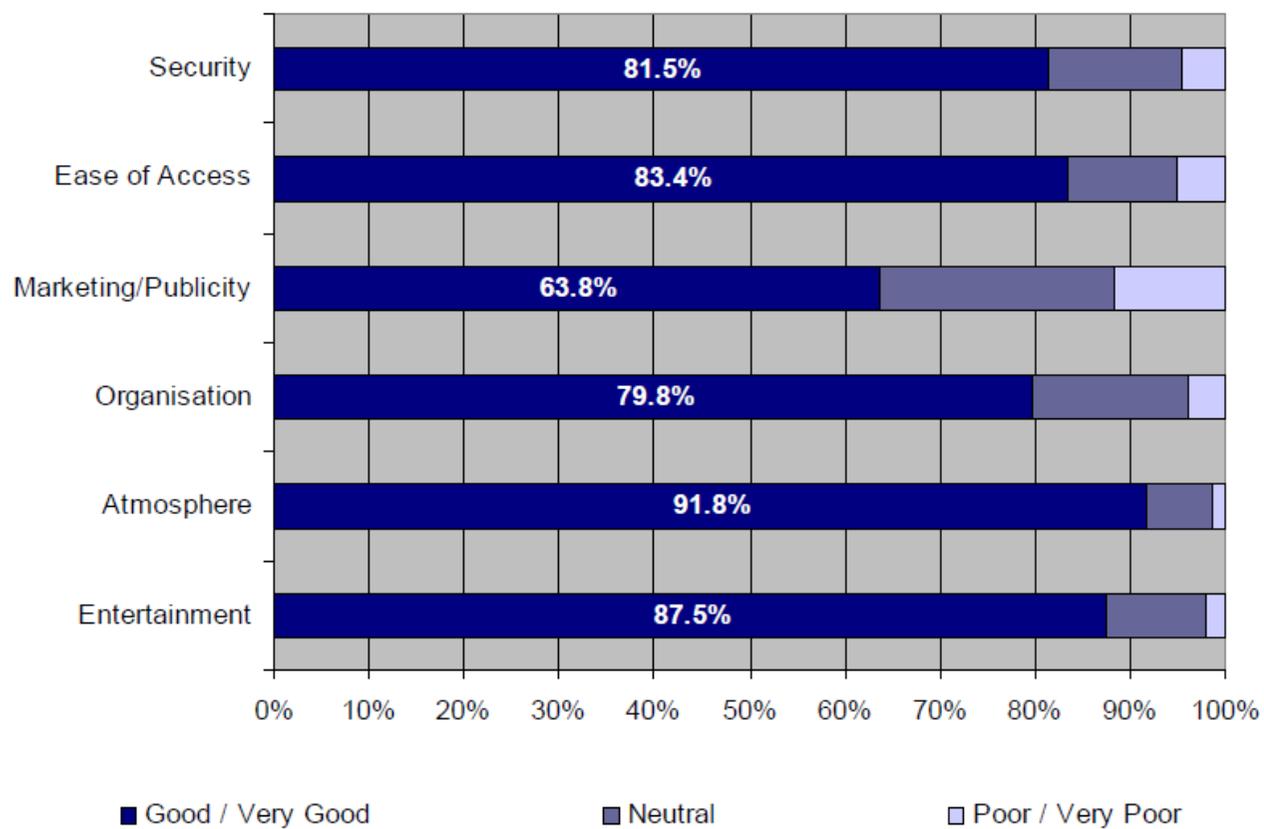
<b>Accessibility</b> Ease of booking tickets Access to seat/spectating location Access to merchandise, refreshments Access to ancillary events/activities Parking	<b>Value for money</b> Value for money of admission price Value for money of merchandise, refreshments
<b>Quality of facilities and services</b> Pre event information, marketing View from seat/vantage point The event format Quality of ancillary events/activities Event website	<b>Other</b> Helpfulness of event staff Security

A simple question asking people to rate on a scale of (say) 'very satisfied' - 'very dissatisfied' or 'very good' - 'very poor' can be used to assess satisfaction with specific attributes. It is also worth including a 'don't know' / 'not applicable' option for event attributes that respondents did not use or were unaware of. Some useful examples from the events industry are presented below, which utilise different rating scales.

## The London 2012 Festival audience survey, respondents' experience of events<sup>1</sup>



## Notting Hill Carnival and the Mayor's Thames Festival audience survey, event ratings<sup>2</sup>



<sup>1</sup> [http://www.artscouncil.org.uk/media/uploads/pdf/london\\_2012\\_academic\\_report/London\\_2012\\_Cultural\\_Olympiad\\_Evaluation\\_ICC.pdf](http://www.artscouncil.org.uk/media/uploads/pdf/london_2012_academic_report/London_2012_Cultural_Olympiad_Evaluation_ICC.pdf)

<sup>2</sup> Events for London Project Evaluation (2009)