



Results

Customer Satisfaction Research

Senioren Academie HOVO Groningen - Friesland - Drenthe

May 2015

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Helena Daisy Consultancy

Completed responses: 1078

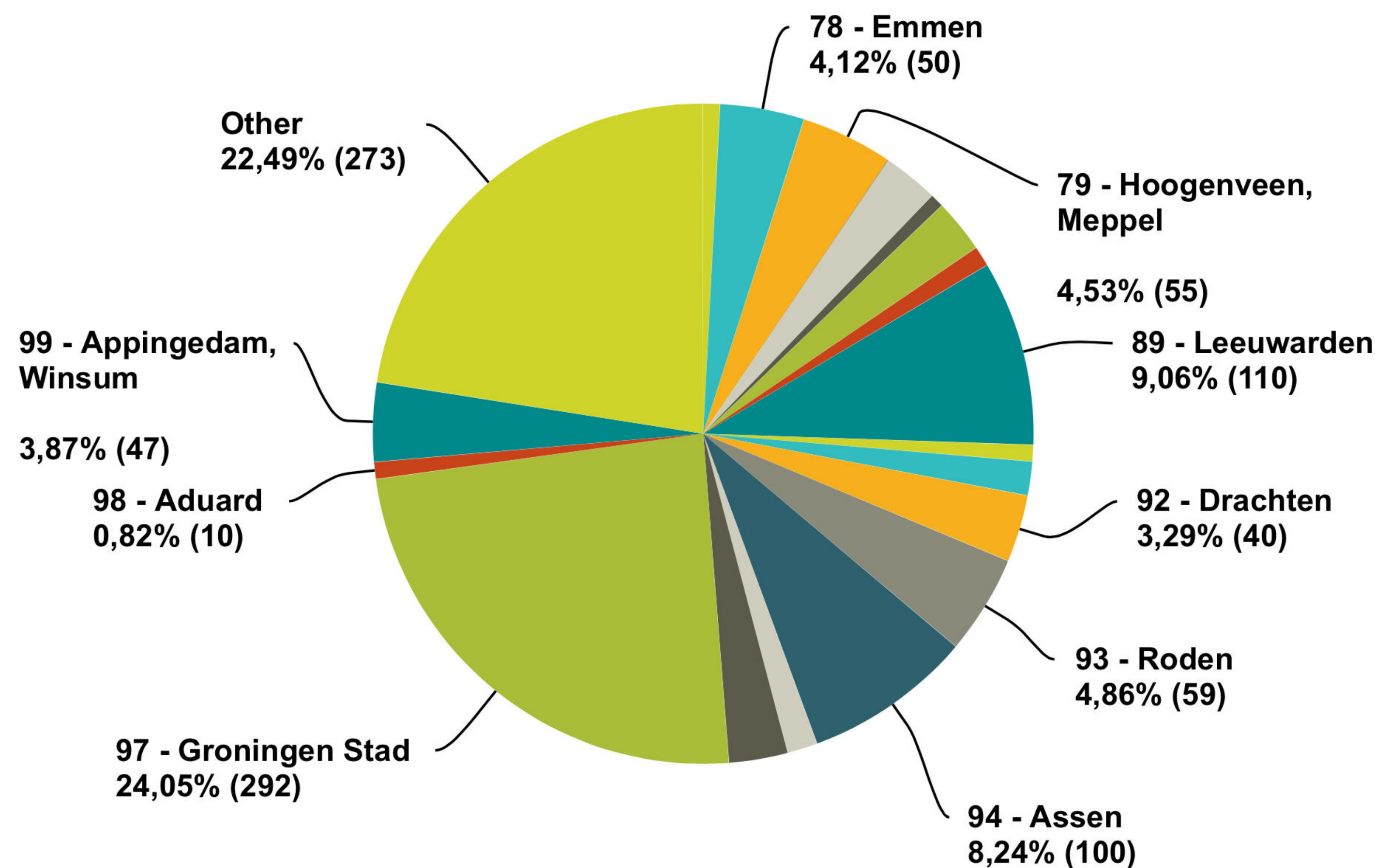
Total responses: 1241



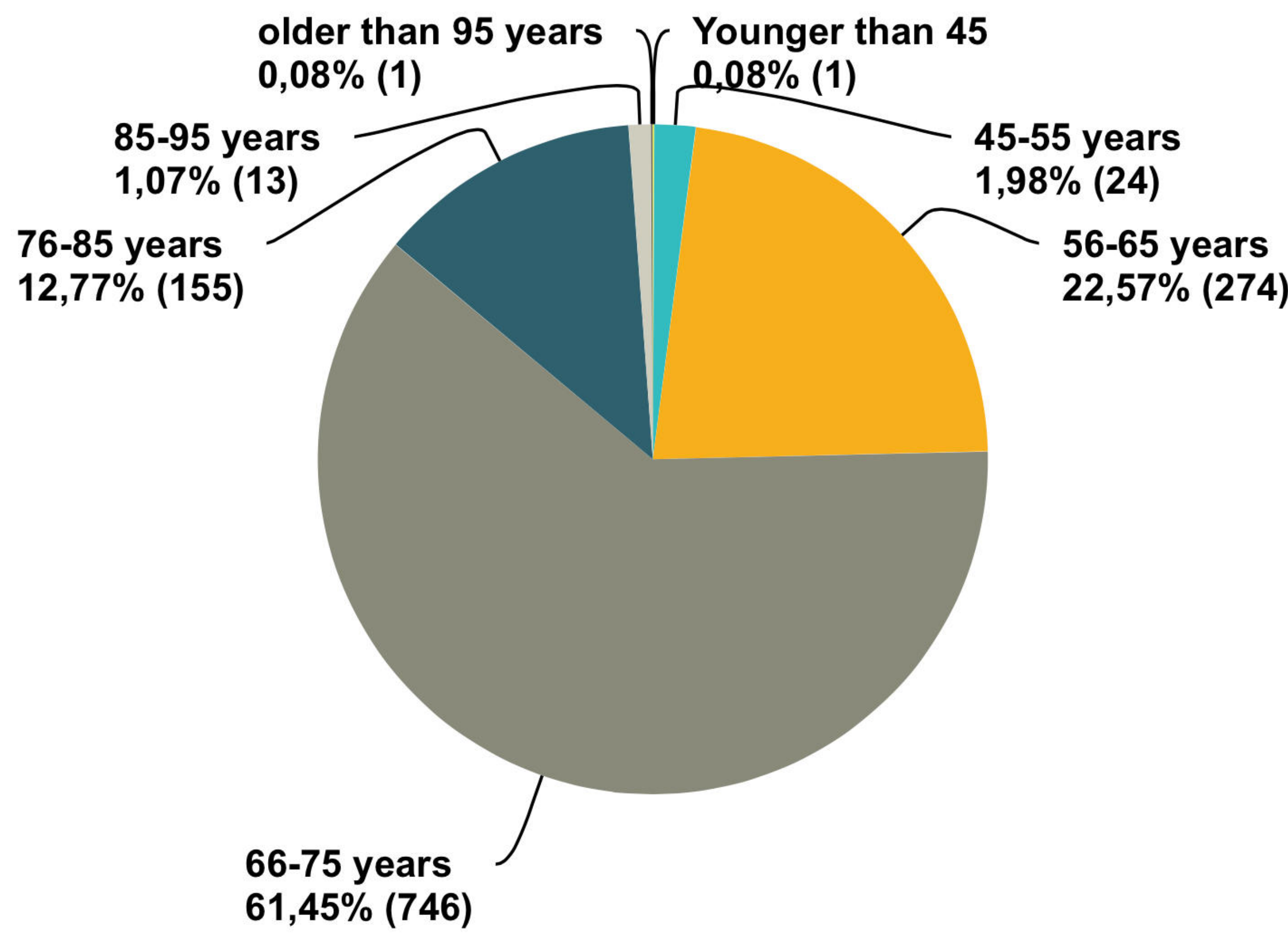
Question 1 | Your gender?



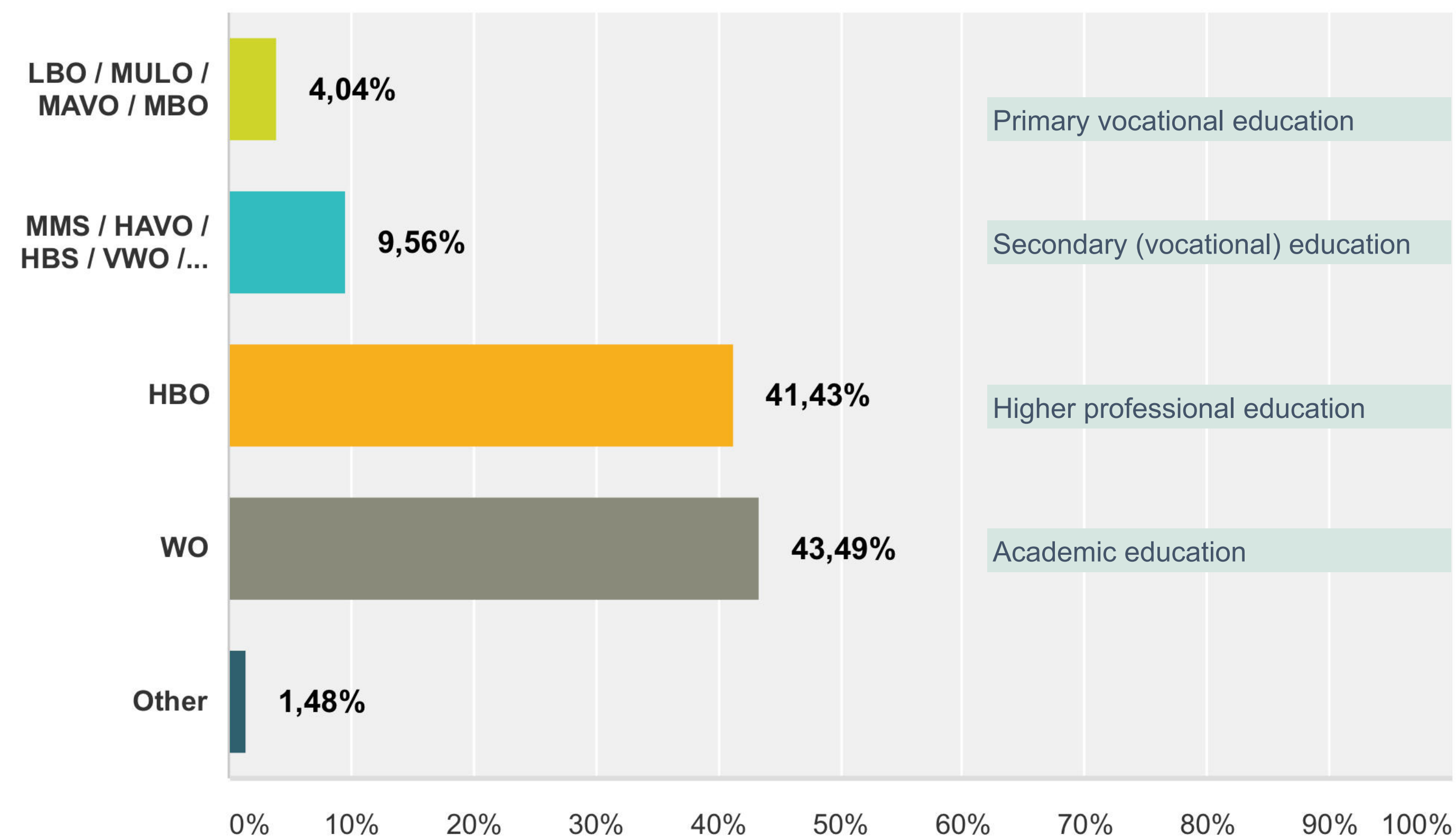
Question 2 | Which region do you live in?



Question 3 | What is your age category?

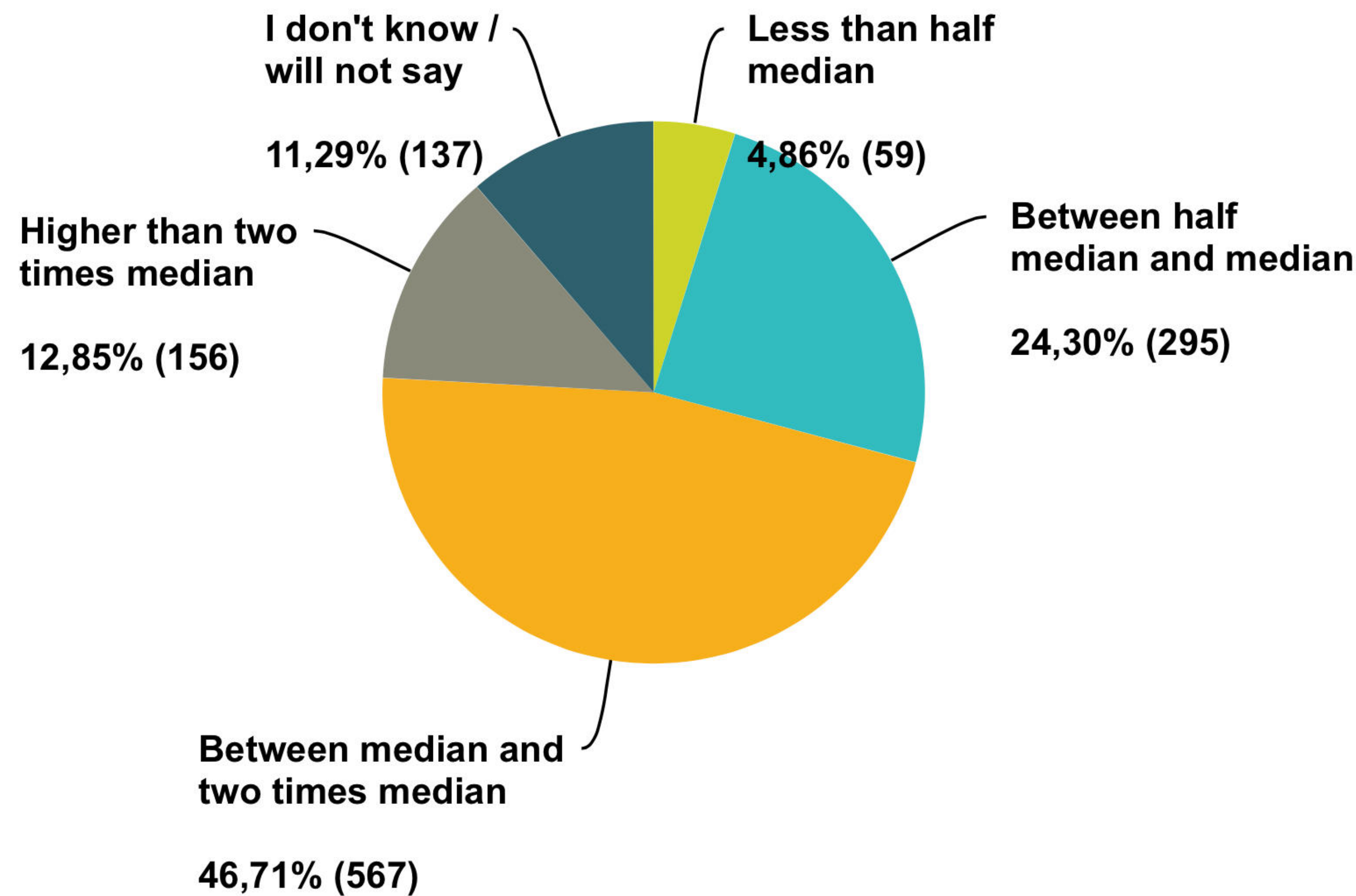


Question 4 | What is the highest level of education you accomplished?



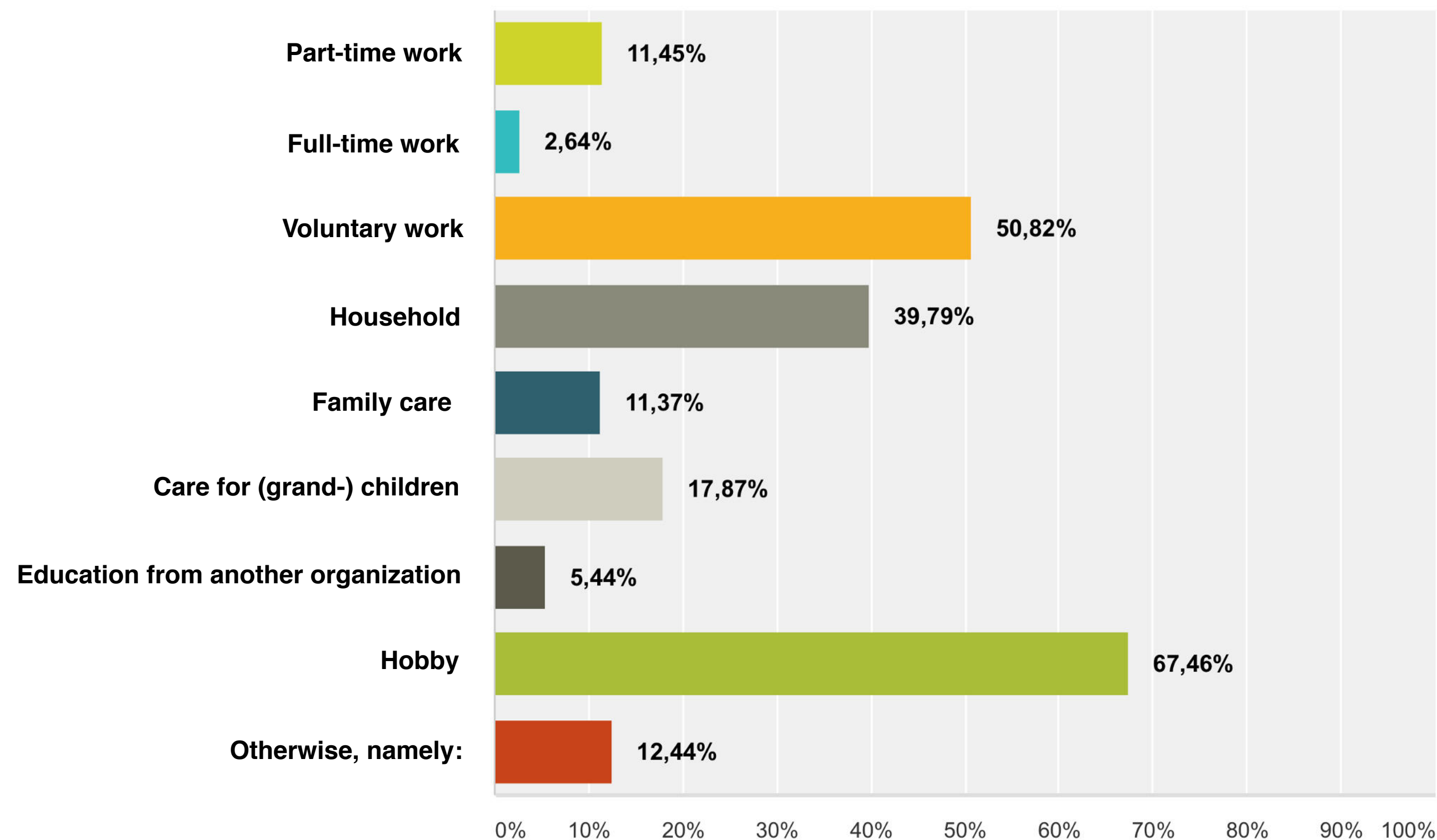
Question 5 | How does your income relate to the median income?

The median income is €35.500,- a year. (approximately € 2.025 netto a month)



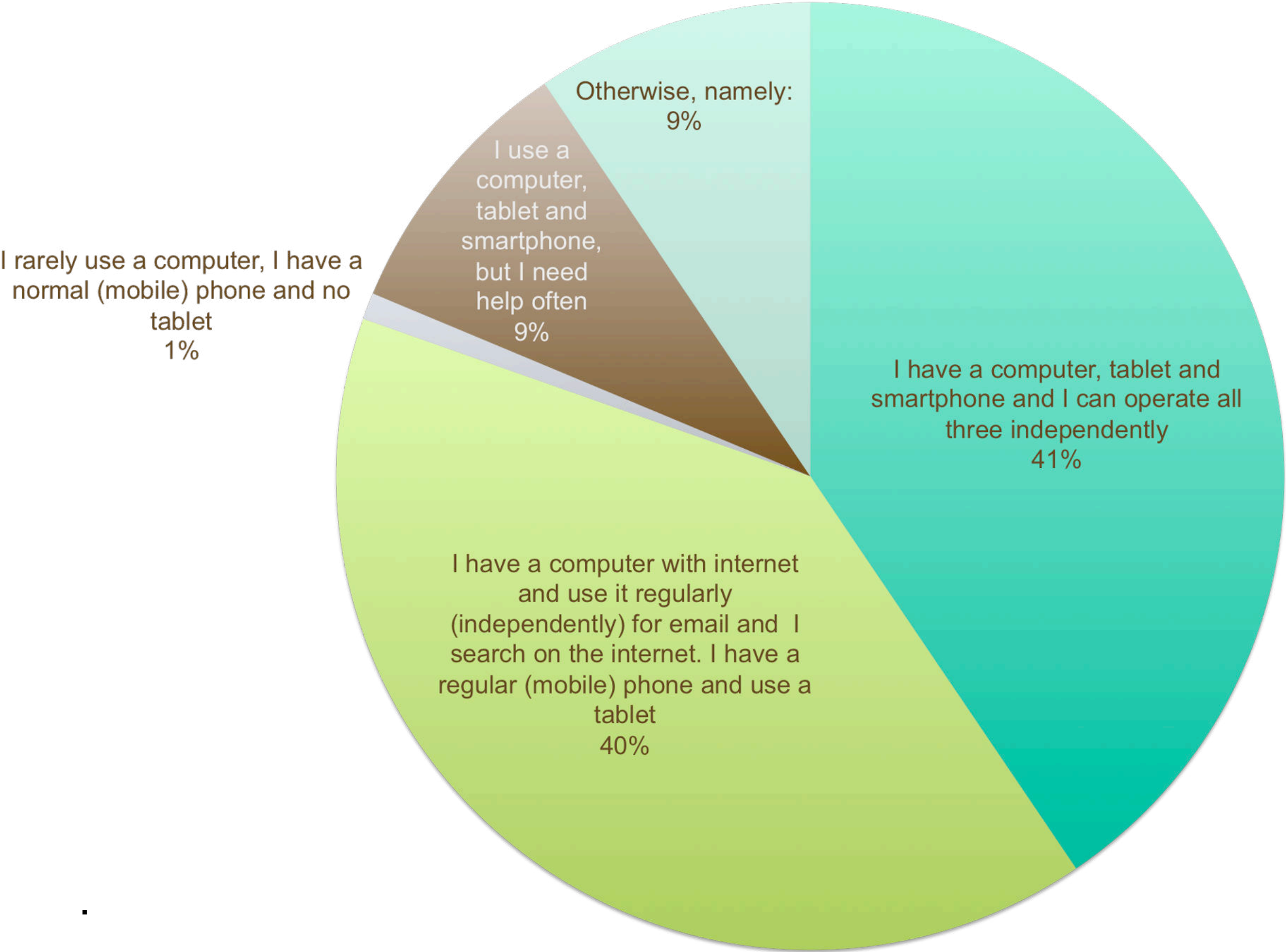
Question 6 | Besides the course(s) that I take at the Senioren Akademie my time is filled with:

Choose up to 3 that take most of your time.

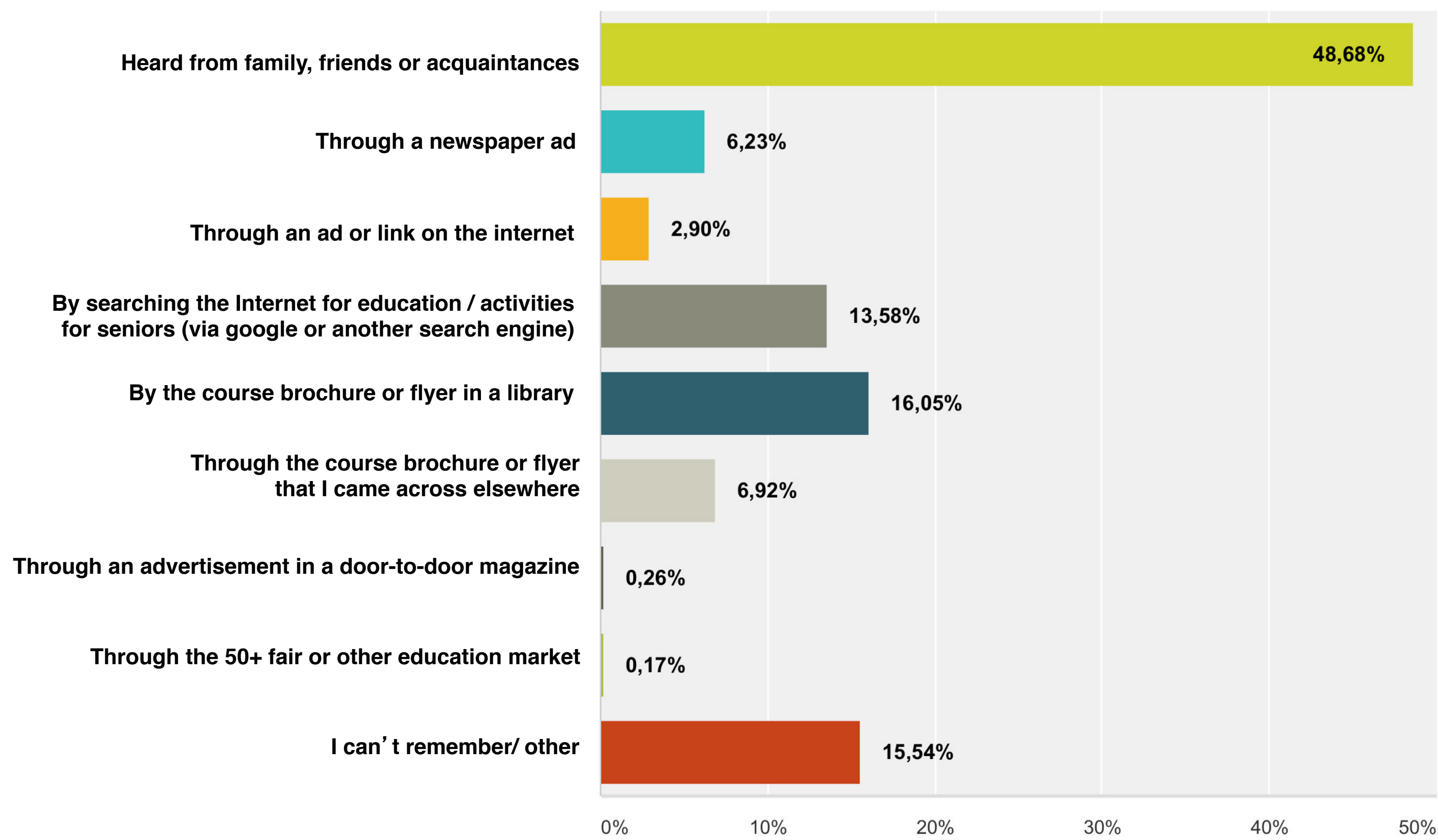


Please note that the respondents could chose more than 1 answer. Therefore the percentage shown indicates the percentage of the population who chose this answer and the total thus exceeds 100%

Question 7 | Which statement fits best with your digital activity?



Question 8 | How did you first get into contact with the Senioren Akademie?



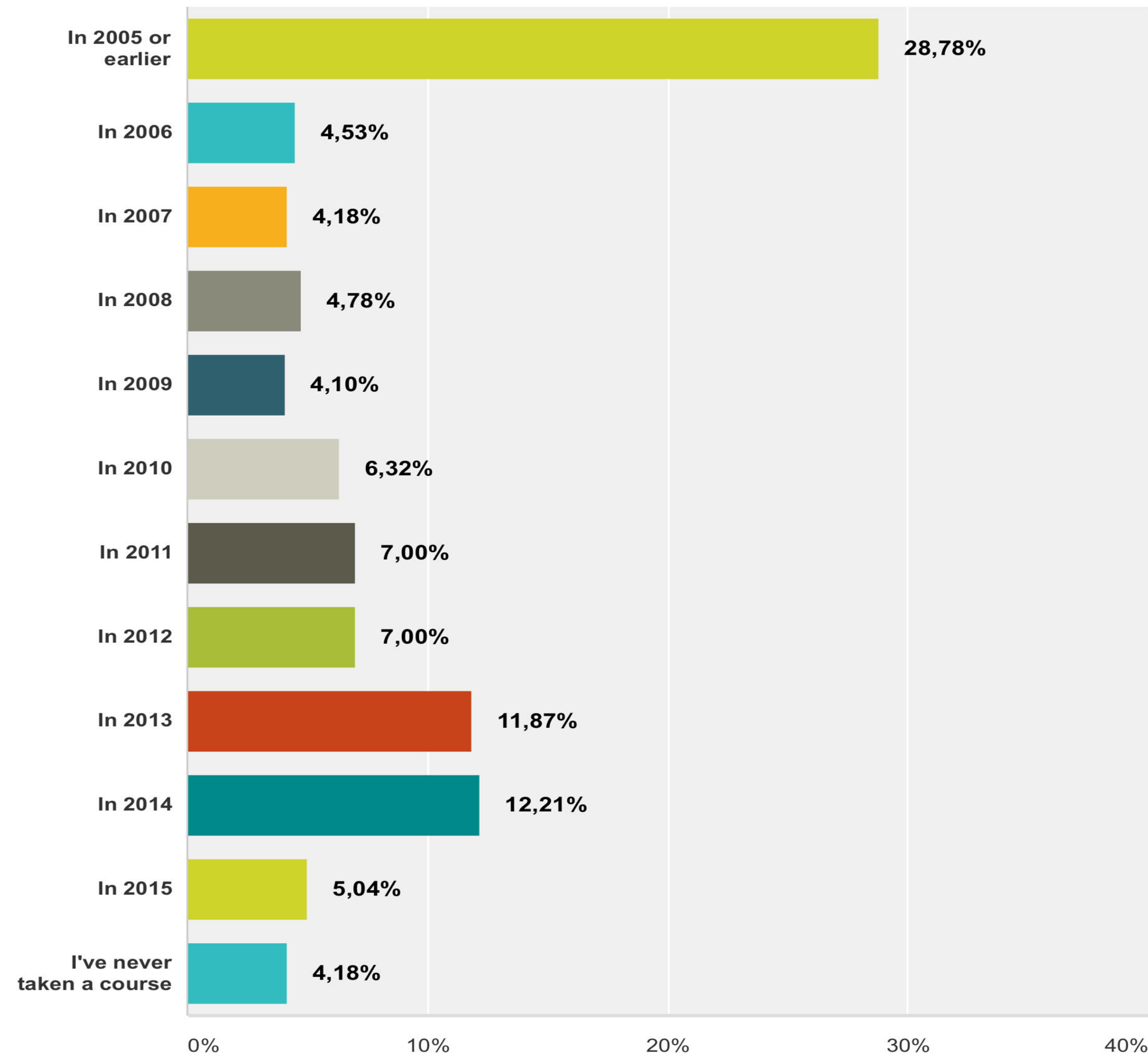
Please note that the respondents could chose more than 1 answer. Therefore the percentage shown indicates the percentage of the population who chose this answer and the total thus exceeds 100%

Question 9 | What are your main reasons for attending a course?

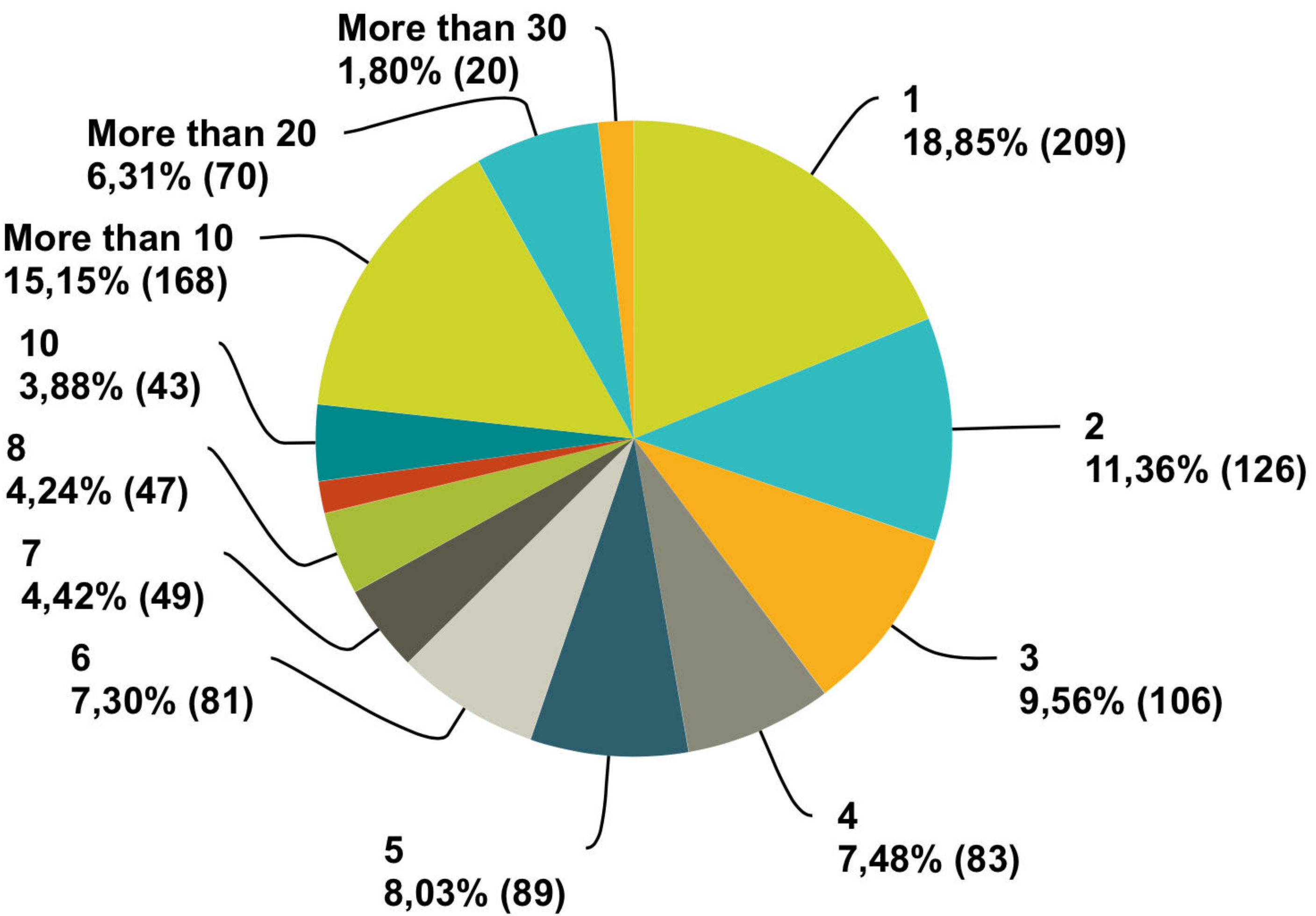
Place the following items in order of importance. Do this till all items are in the correct order from 1 to 9.

Reasons for taking part in courses	Minimum	Maximum	Median	Average	Standard deviation
To gain knowledge and insight	1	9	2	2,32	1,63
Because I think it is important to continue to develop myself	1	9	2	2,53	1,63
Because I like to learn new things	1	9	4	4,42	2,27
In order to obtain background information on current topics	1	9	5	4,82	1,76
To fill my free time in a useful / interesting way	1	9	5	5,12	2,02
To meet other people with similar interests	1	9	5	5,16	1,76
To develop practical skills	1	9	6	5,85	2,21
To delve into the meaning of life	1	9	7	6,23	1,95
Other	1	9	9	8,56	1,36

Question 10 | When did you first attend a course?

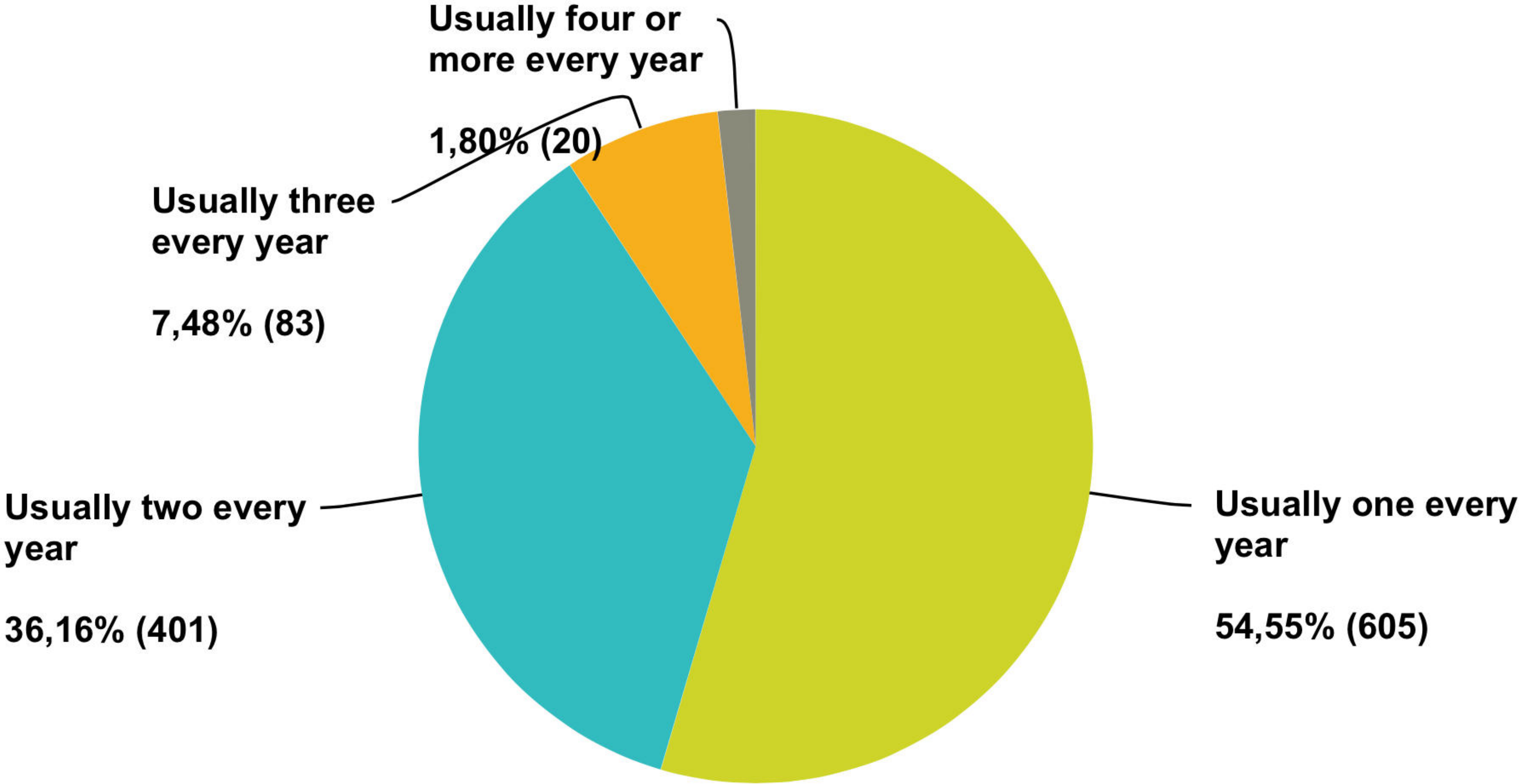


Question 11 | How many courses did you attend since that year?

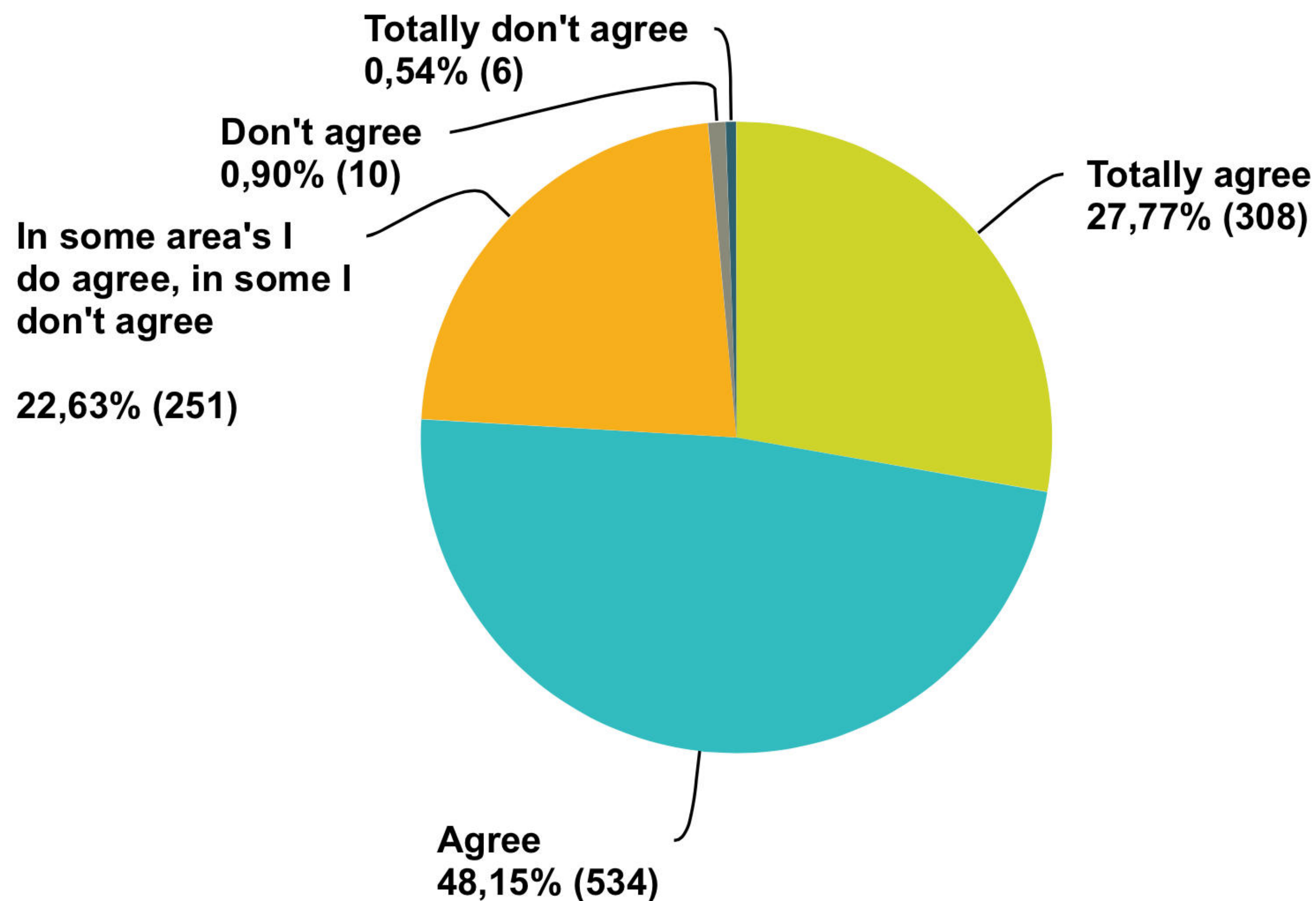


Question 12 | How many courses do you usually attend a year?

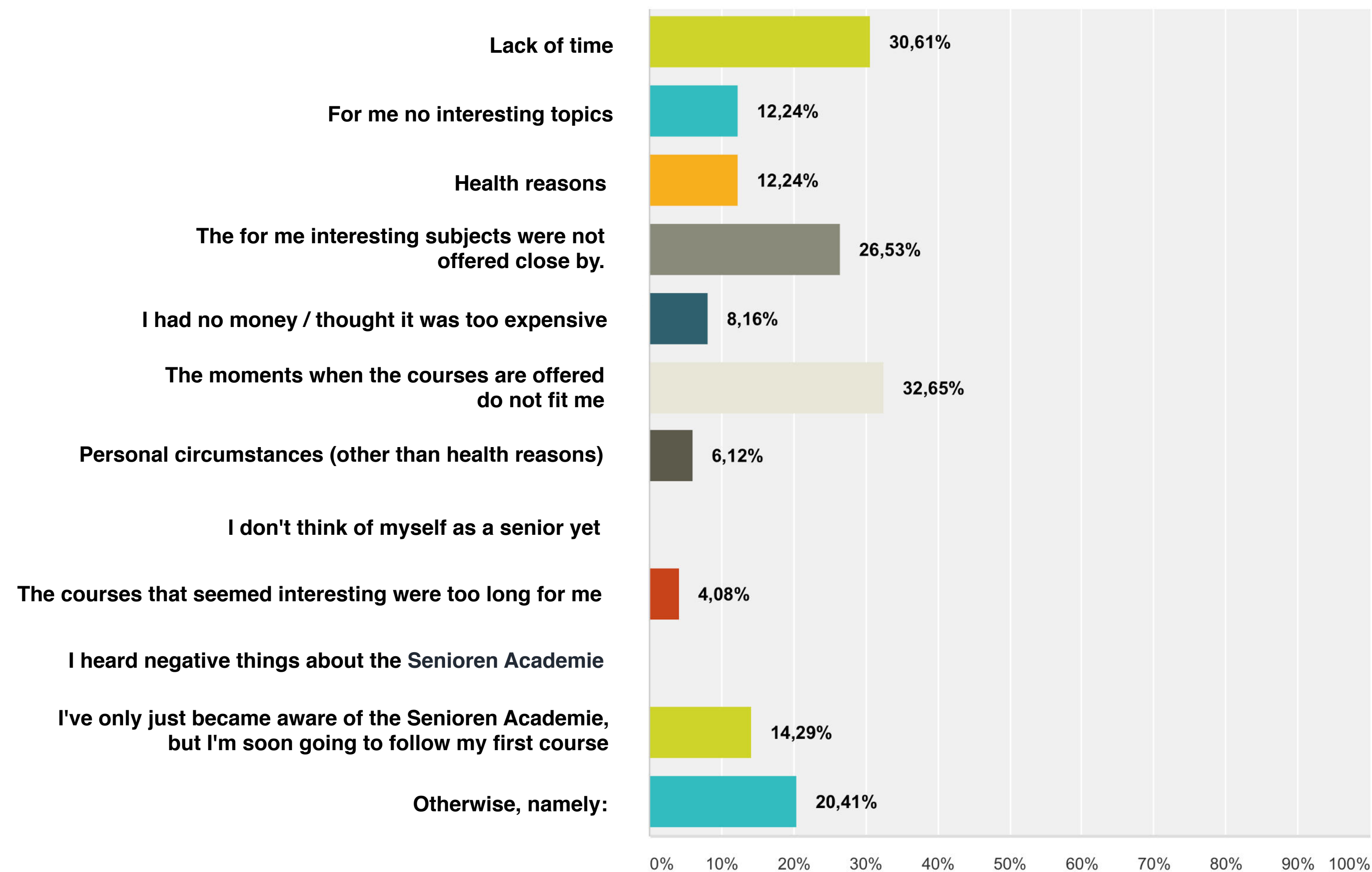
Choose the option that's closest to what you are attending a year or want to attend.



Question 13 | Please react to the following statement.
"The course I attended, met my expectations"

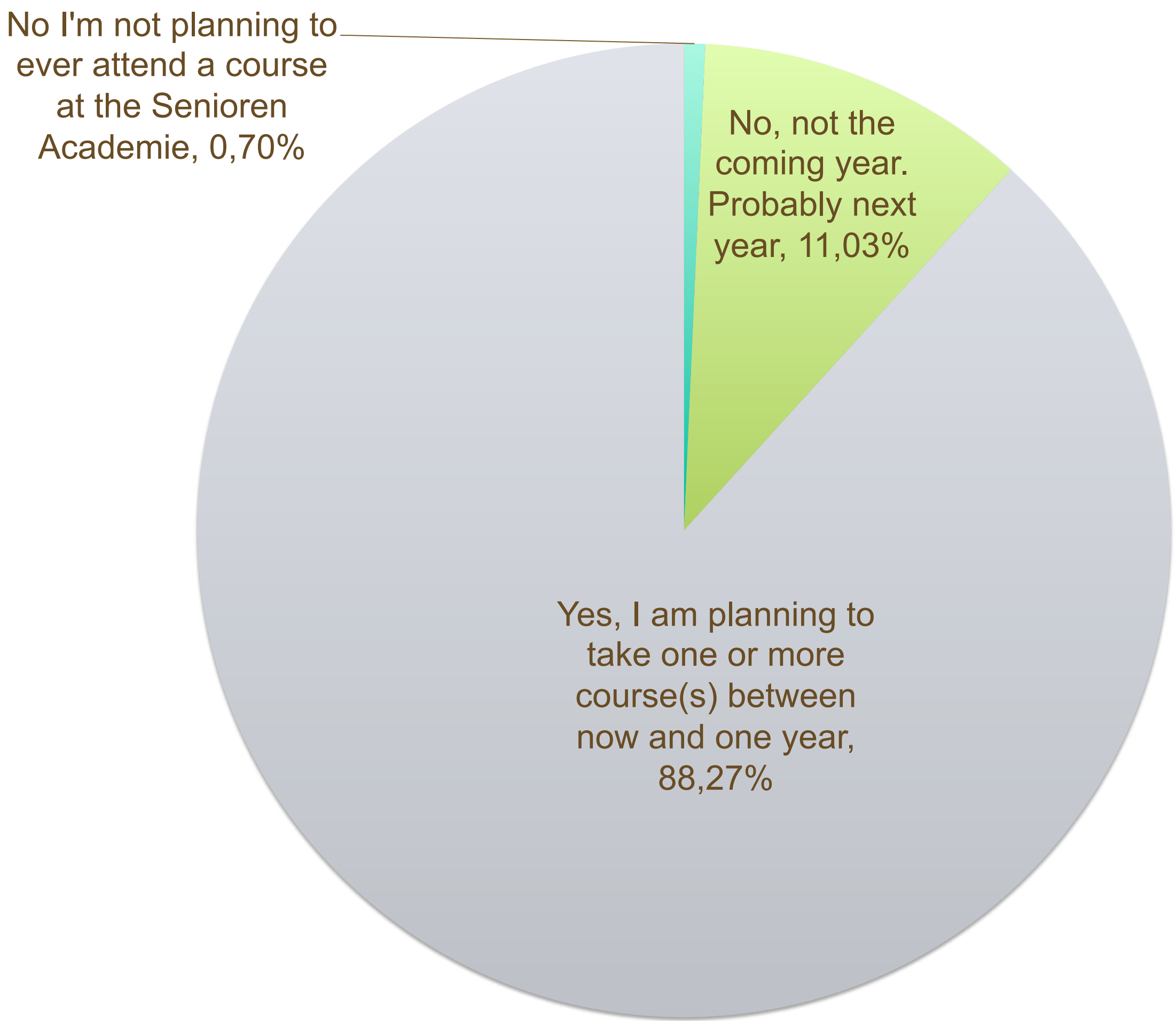


Question 15 | You said you never attended a course. Can you explain why?

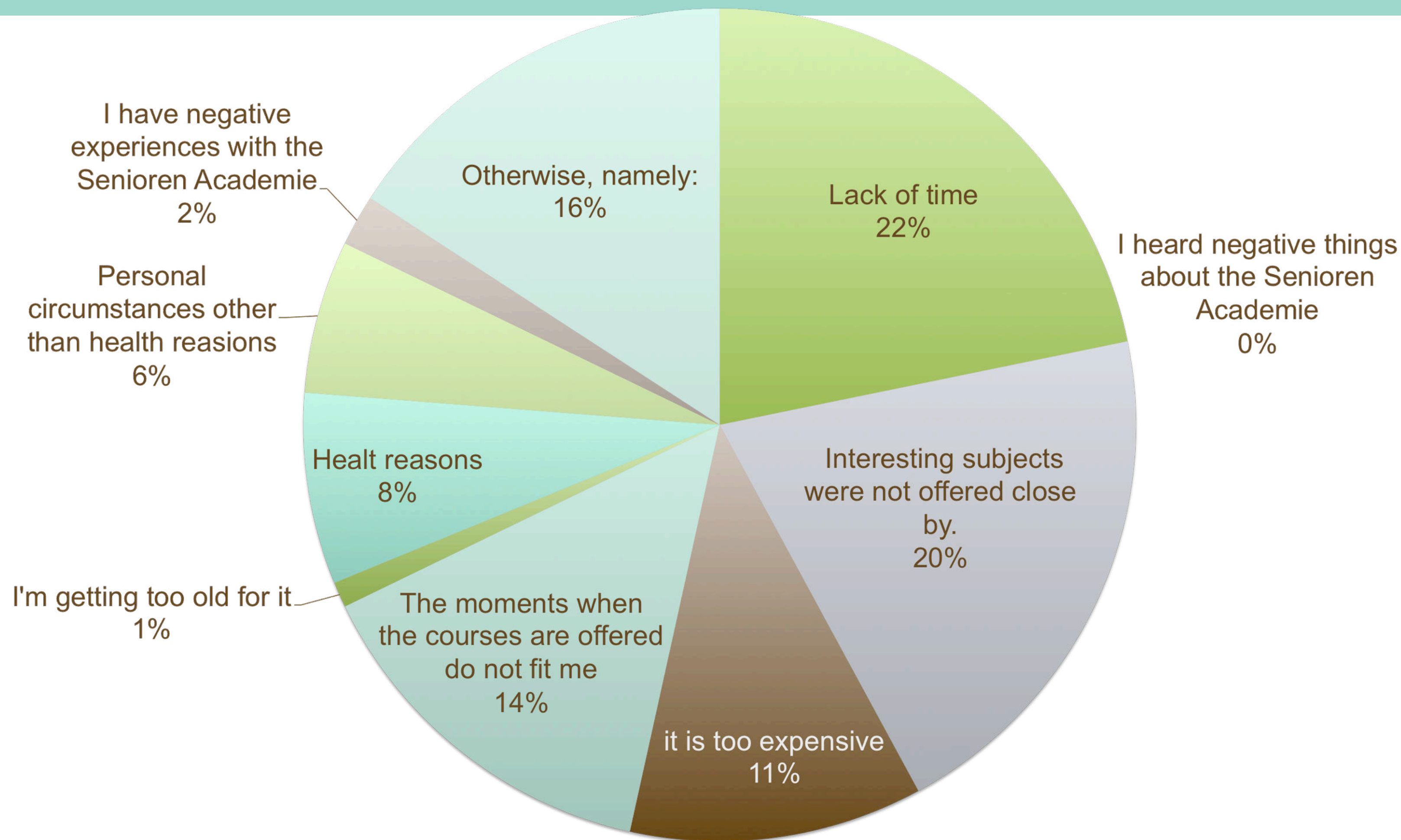


Please note that the respondents could chose more than 1 answer. Therefore the percentage shown indicates the percentage of the population who chose this answer and the total thus exceeds 100%

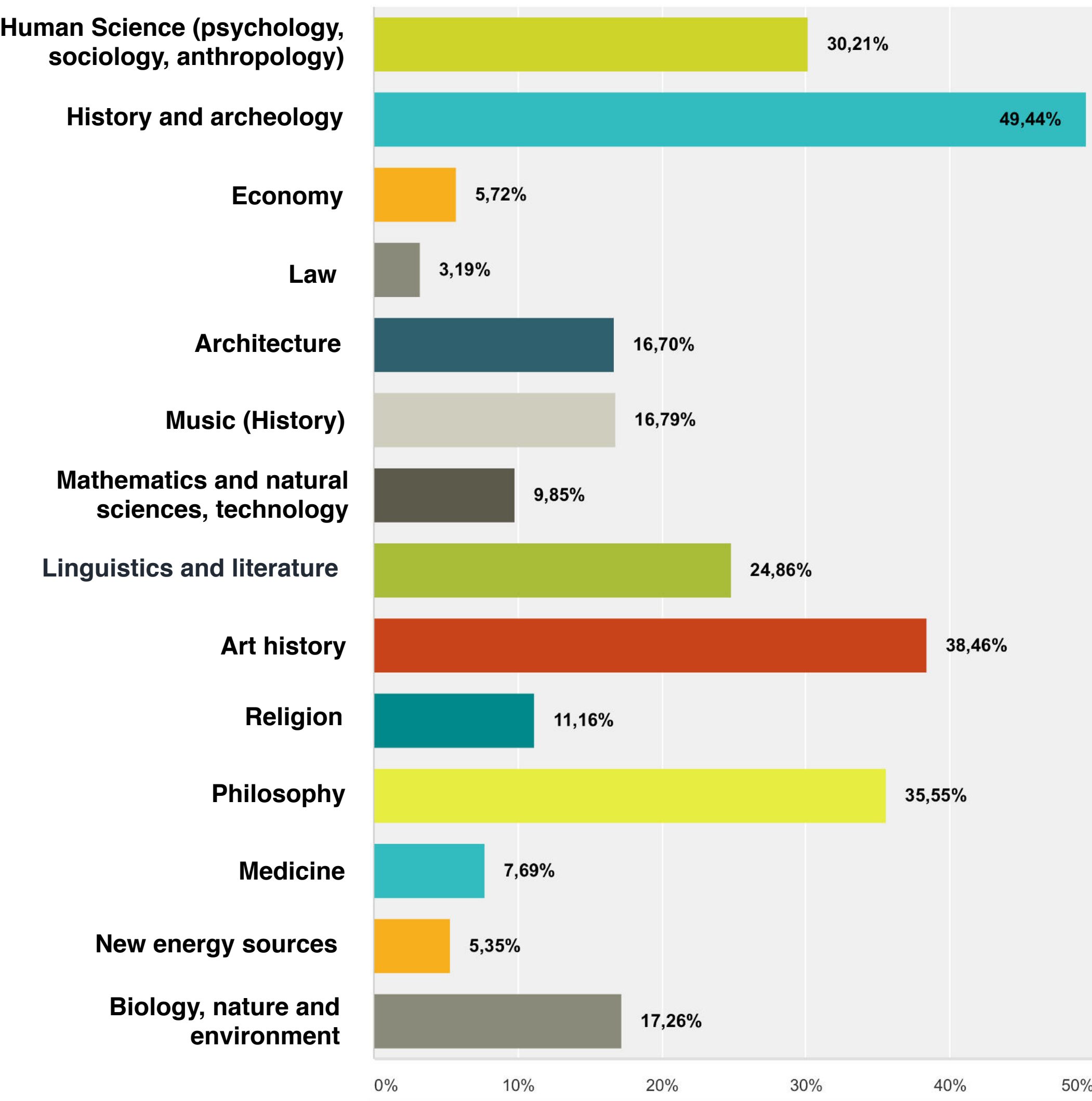
Question 16 | Are you planning to attend courses at the Senioren Akademie in the coming year?



Question 17 | You said you are not planning to attend a course at the Senioren Akademie in the coming year nor in the future. Please explain why

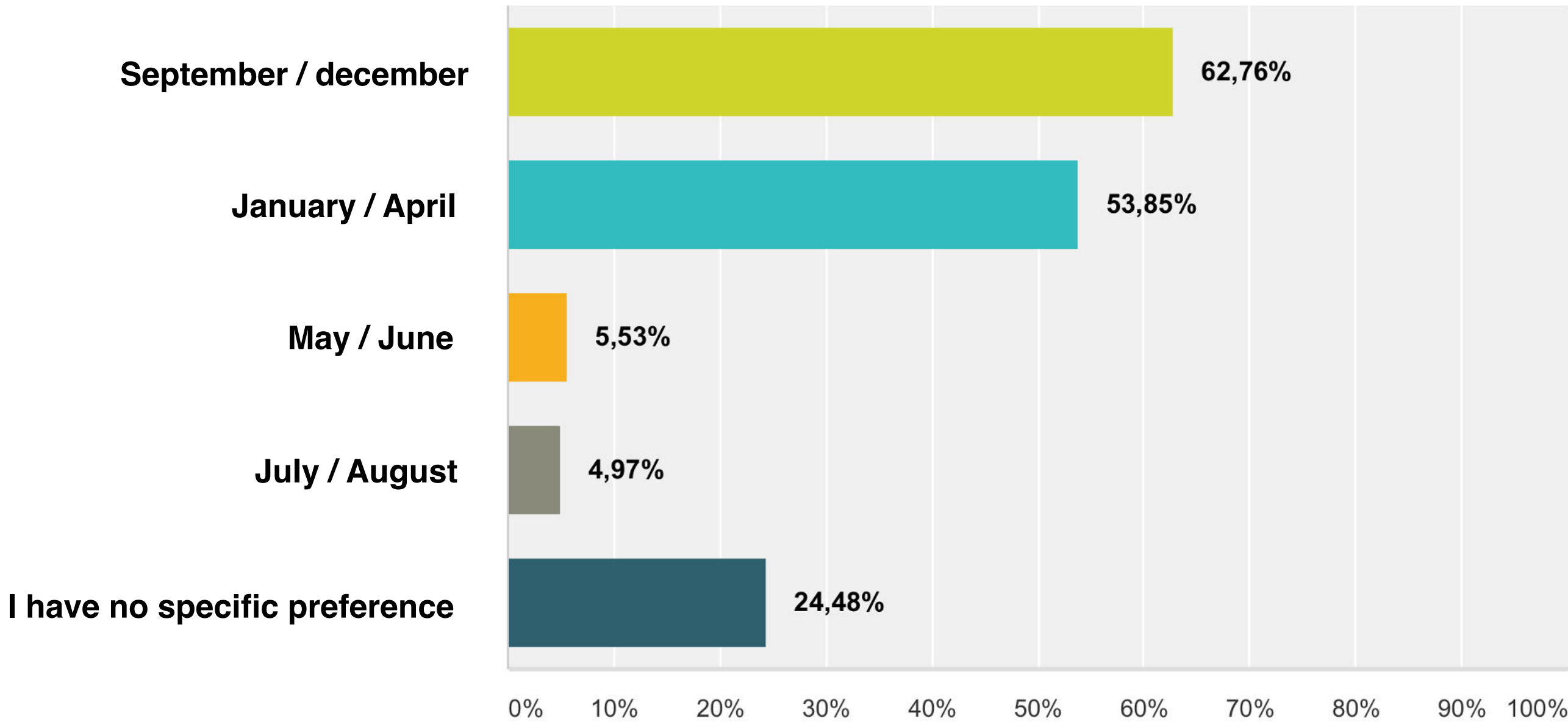


Question 18 | Which of the following subjects are you most interested in? (a maximum of three topics)

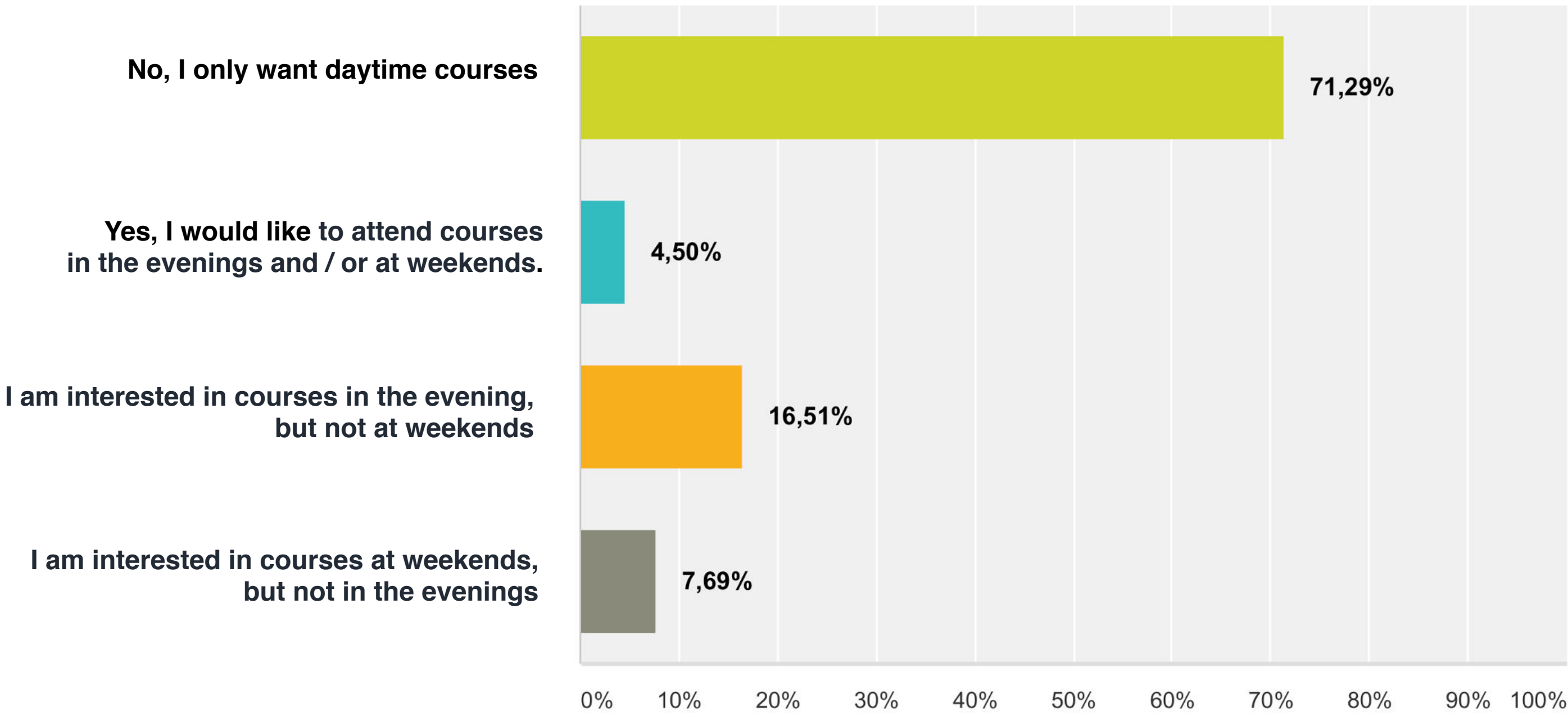


Please note that the respondents could chose more than 1 subject. Therefore the percentage shown indicates the percentage of people who chose this subject and the total thus exceeds 100%

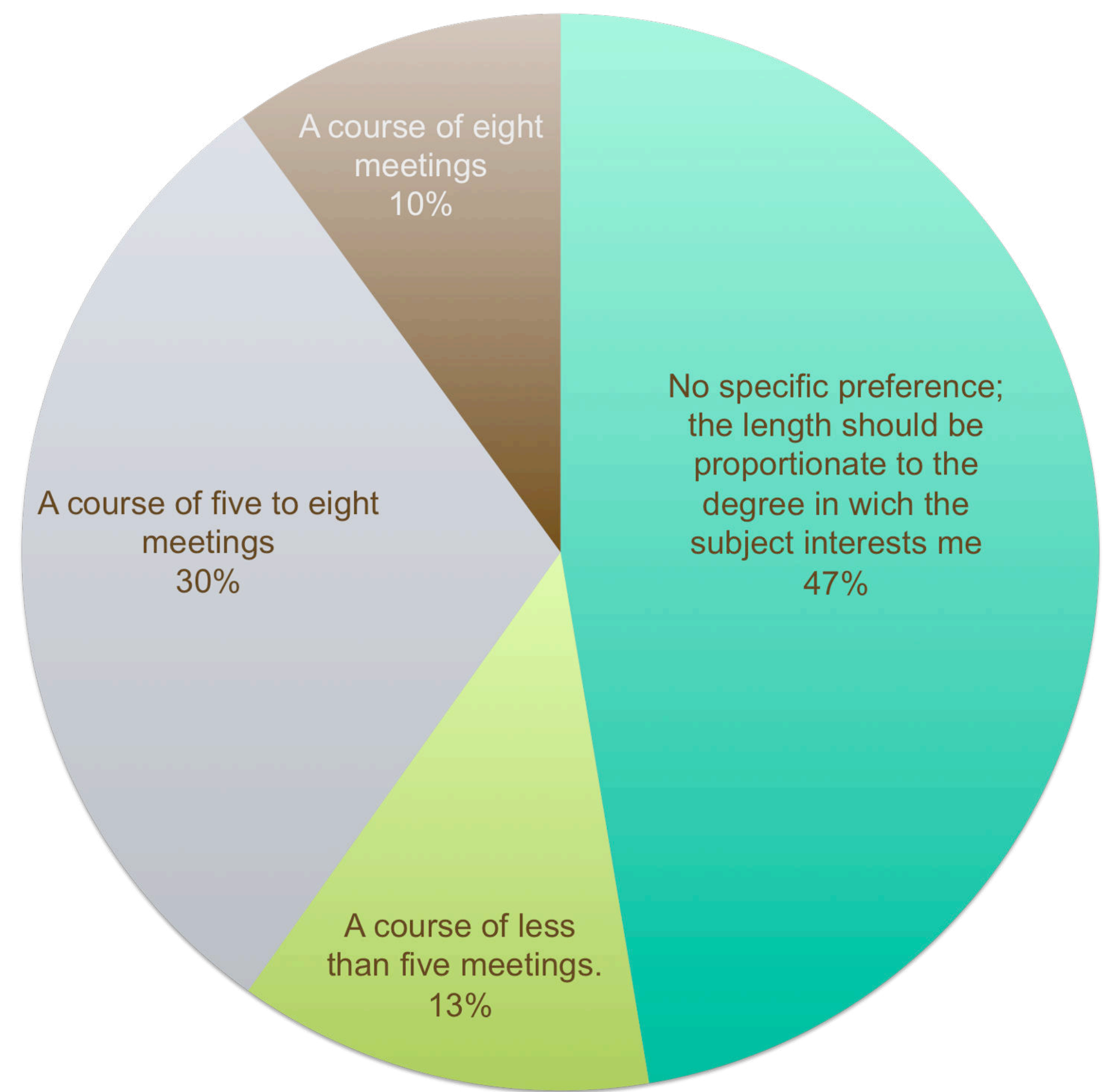
Question 19 | In which periods would you prefer to follow a course?



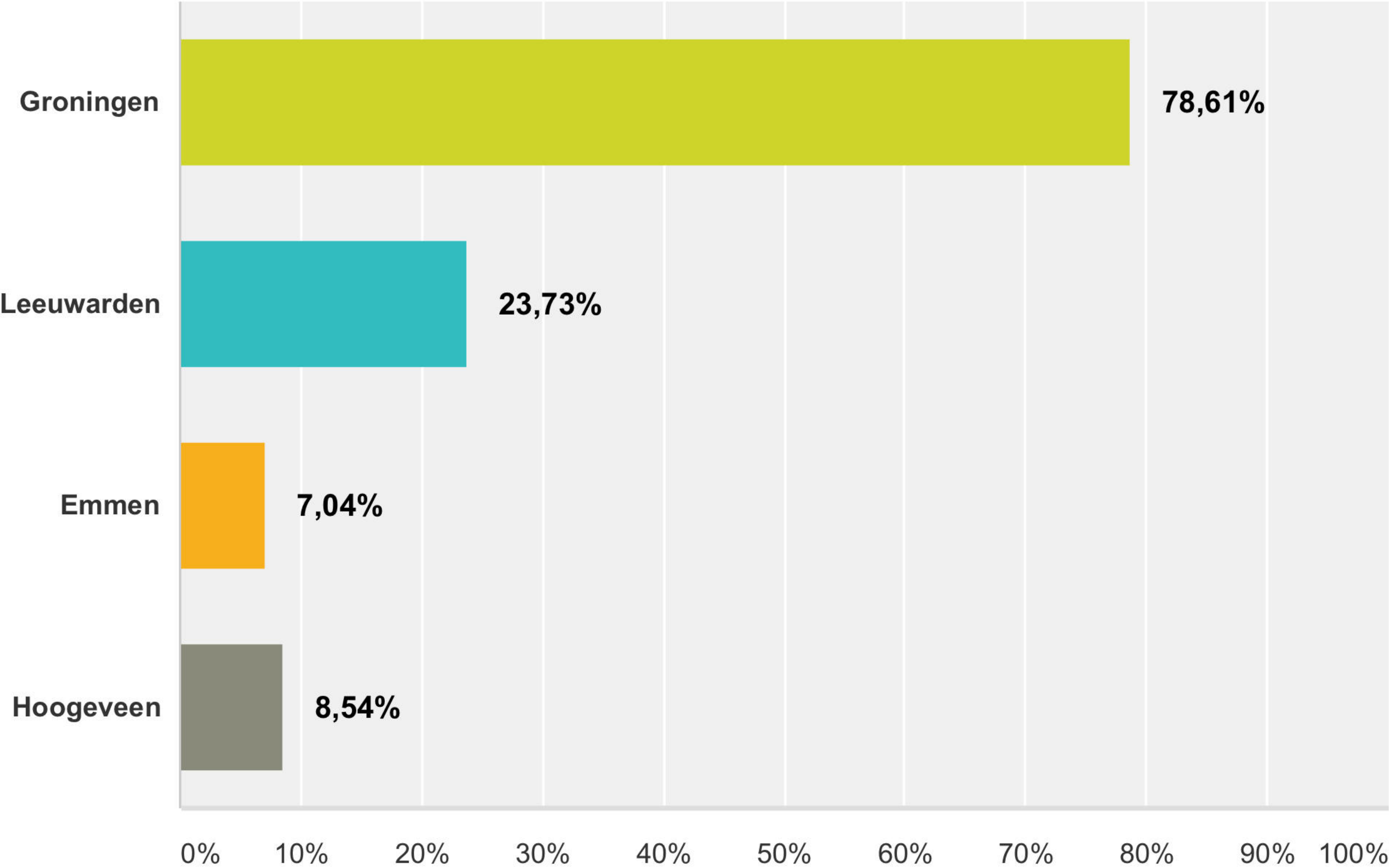
Question 20 | Are you interested in taking courses in the evening or at weekends?



Question 21 | What do you prefer for the duration of a course?



Question 22 | Which course locations do you prefer? (Multiple answers possible)

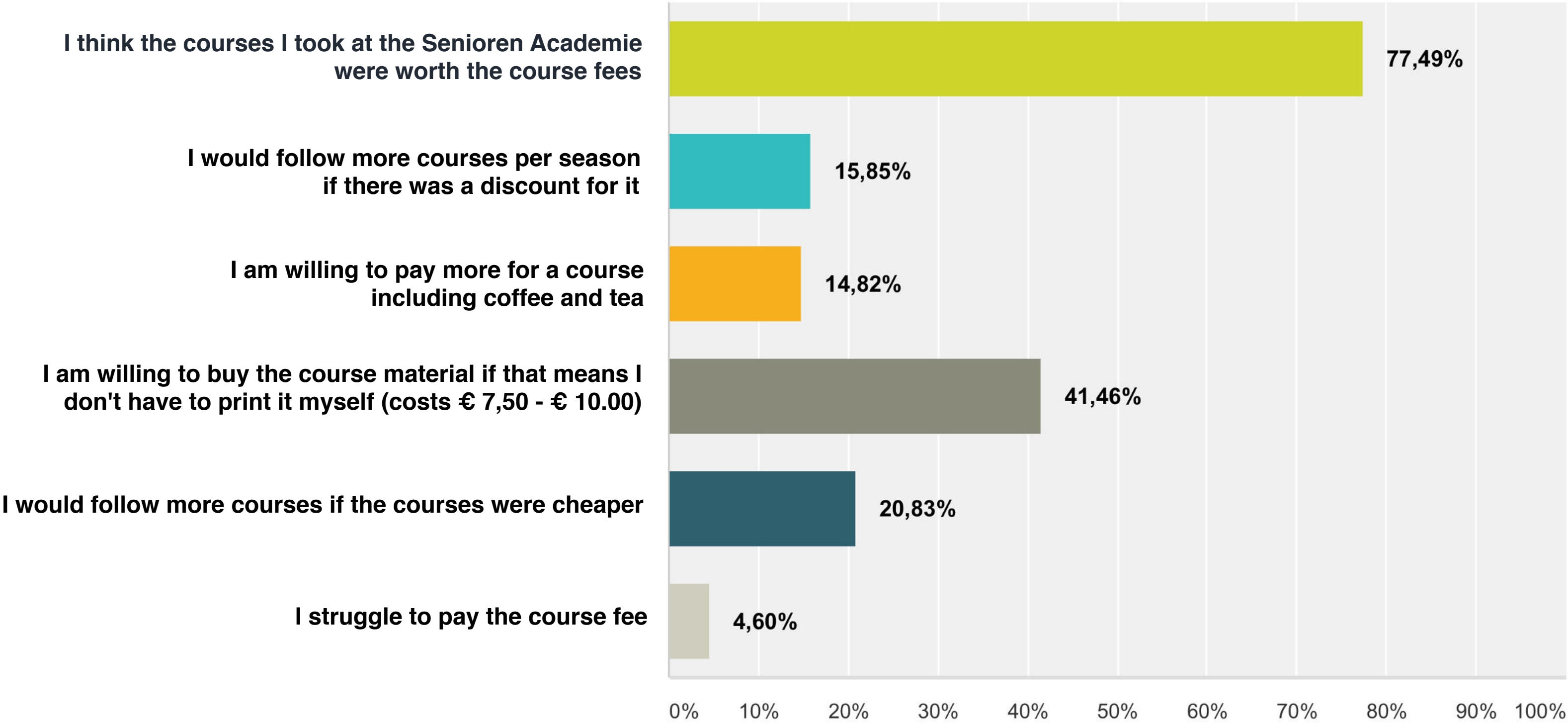


Please note that the respondents could chose more than 1 answer. Therefore the percentage shown indicates the percentage of the population who chose this answer and the total thus exceeds 100%

Question 23 | Please indicate to what extent you agree with each of the following statements.

	Totally agree	Agree	Neither agree / nor disagree	Disagree	Totally disagree	Total
I don't mind to travel for an hour if a course is interesting for me	18,49% 188	32,55% 331	19,76% 201	23,89% 243	5,31% 54	1.017
I only follow courses given within half an hour traveling	11,64% 113	22,97% 223	21,11% 205	30,59% 297	13,70% 133	971
I only follow courses provided in my own city	14,56% 143	14,26% 140	15,38% 151	32,89% 323	22,91% 225	982
The course location is important to me because of the costs of transportation	5,60% 54	16,17% 156	21,87% 211	37,72% 364	18,65% 180	965
The course location is important with respect to the ease for me to reach it independantly	15,81% 156	31,00% 306	19,05% 188	21,38% 211	12,77% 126	987

Question 24 | Which statements best reflect your opinion with regard to the cost of the course? (maximum of 3 statements)



Please note that the respondents could chose more than 1 answer. Therefore the percentage shown indicates the percentage of the population who chose this answer and the total thus exceeds 100%

Question 25 | In what order do the options below affect your motivation for choosing a course?

Place the following items in order of importance.
Do this till all settings are in the correct order from 1 to 10.

Motivation	Minimum	Maximum	Median	Average	Standard deviation
The subject of the course	1	10	1	1,33	1,3
The time and day on which the course takes place	1	10	3	3,04	1,44
The period in which the course takes place	1	10	4	4,3	1,79
The teacher who teaches the course	1	10	5	5,08	2,39
The distance between the course location and my home	1	10	5	5,5	2,04
The length of the course	1	10	6	5,78	1,69
The quality of the course	1	10	6	6,33	2
The course fee	1	10	8	7,14	2,13
Whether somebody I know follows the course	1	10	9	7,62	2,58
Whether a trip is part of the course or not	1	10	10	8,85	1,84

Final note from the researcher:

The survey was originally carried out and reported in Dutch. On special request of the workgroup of the Senioren Academie for the EduSenNet project I translated the results to English.

In addition to the closed questions presented above the questionnaire contained also open questions. The results to these corresponded to a great extent with the answers to the closed questions. That's why we decided to save us the effort to translate them to English.

I hope the results of this research are useful for further studies.

Daisy Dijkstra- Hoogendam