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# DoD MWR Customer Satisfaction Results

Active Duty

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2011

# Key Findings

- MWR Satisfaction remains unchanged from 2009 at 69.
- Readiness is up 3 points from 2009.
  - Of the three Desired Outcomes, MWR Satisfaction continues to have the greatest impact on Readiness, as it did in 2009.
- Outdoor Recreation is down 1 point to 71, and Fitness Centers remains unchanged at 69.
- Automotive Skills is up 2 points, and all remaining programs\* are up 1 point.
- Unit participation in MWR Programs has a very positive affect on Program Satisfaction, MWR Satisfaction, and the Desired Outcomes.

\* Swimming Pools was not measured in 2009

# Survey Methodology

## Survey Respondents

- 17,428\* active duty interviews were completed and used for analysis.
  - The resulting confidence interval is +/- 0.3 at 95% level of confidence.
- Interviews were conducted via the web June 15<sup>th</sup> to August 5<sup>th</sup>.

	<b>Responses</b>	<b>Proportions (before weighting)</b>	<b>Proportions (after weighting**)</b>
<b>Air Force</b>	<b>2,616</b>	<b>15%</b>	<b>23%</b>
<b>Army</b>	<b>3,060</b>	<b>18%</b>	<b>40%</b>
<b>Marine Corps</b>	<b>6,032</b>	<b>35%</b>	<b>14%</b>
<b>Navy</b>	<b>5,720</b>	<b>33%</b>	<b>23%</b>
<b>Total Responses</b>	<b>17,428</b>	<b>100%</b>	<b>100%</b>

\*\*Results were weighted based on the Authorized Troop Strength per the National Defense Authorization Act.

\*Excludes BRAC Oversample (n-4120)

# Respondent Profile

## Total

- 81% CONUS, 19% Overseas
- 83% Male, 17% Female
- 75% White, 14% African American
- 70% Enlisted, 27% Officer
- 66% Married, 26% Single, 7% Joint Service
- 55% Have children under age 20
- 34% Under 30 yrs, 40% 30 to 39 yrs, 26% 40 yrs & over
- 21% Less than 5 yrs Active Duty, 20% 5 to less than 10 yrs, 40% 10 to less than 20 yrs, 19% 20 & over
- 9% Currently Deployed, 63% Previously Deployed, 28% Never Deployed
- 69% live off-installation – Of this segment, 38% live less than 10 miles away from base, 48% are 10-24 miles away, 16% are 25 or more miles away

# DoD MWR Programs Measured

Program	Category	Programs Provided
Fitness Center	A	Fitness facilities, equipment, and programs. (Excludes: indoor or outdoor swimming pools and unit-directed PT)
Library	A	Books, magazines, online databases, eBooks, audio books, children's story times, teen activities, book clubs, research and reference, Internet access, etc.
Community/Rec Center	A	Provides individual and group activities such as video games, entertainment, and social events. (Excludes: BOSS, Liberty, or Single Marine Program)
Single Service Member	A	BOSS, Liberty, or the Single Marine Program. Includes: recreation programs, trips, community involvement, and other social programs
Outdoor Recreation	B	Structured activities: paint ball, hunting, fishing, rappelling, biking, etc. Outdoor recreation equipment rental: tents, coolers, sleeping bags, etc.
Leisure Travel	B	Travel information, value-priced tickets, travel advice, and commercial hotel and resort reservations.
Automotive Skills	B	Automotive facility, equipment, and classes the provide formal and informal instruction on such things as car maintenance, repair, and customization.
Swimming Pools	B	Includes facilities, equipment, and programs (e.g., water aerobics, unit PTs, swim lessons, lifeguard training, water safety instructor training) for recreational purposes. Does not include water parks or private pools.

# DoD MWR CSI Model

## Program Satisfaction

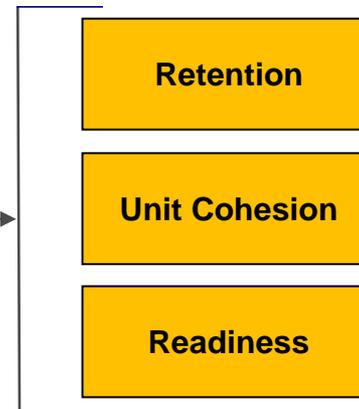


When setting priorities for improvement initiatives, scores, impacts and the percentage of personnel who participate in each program (i.e., percentage of respondents) should all be considered.

## MWR Satisfaction



## Outcomes



**Scores**

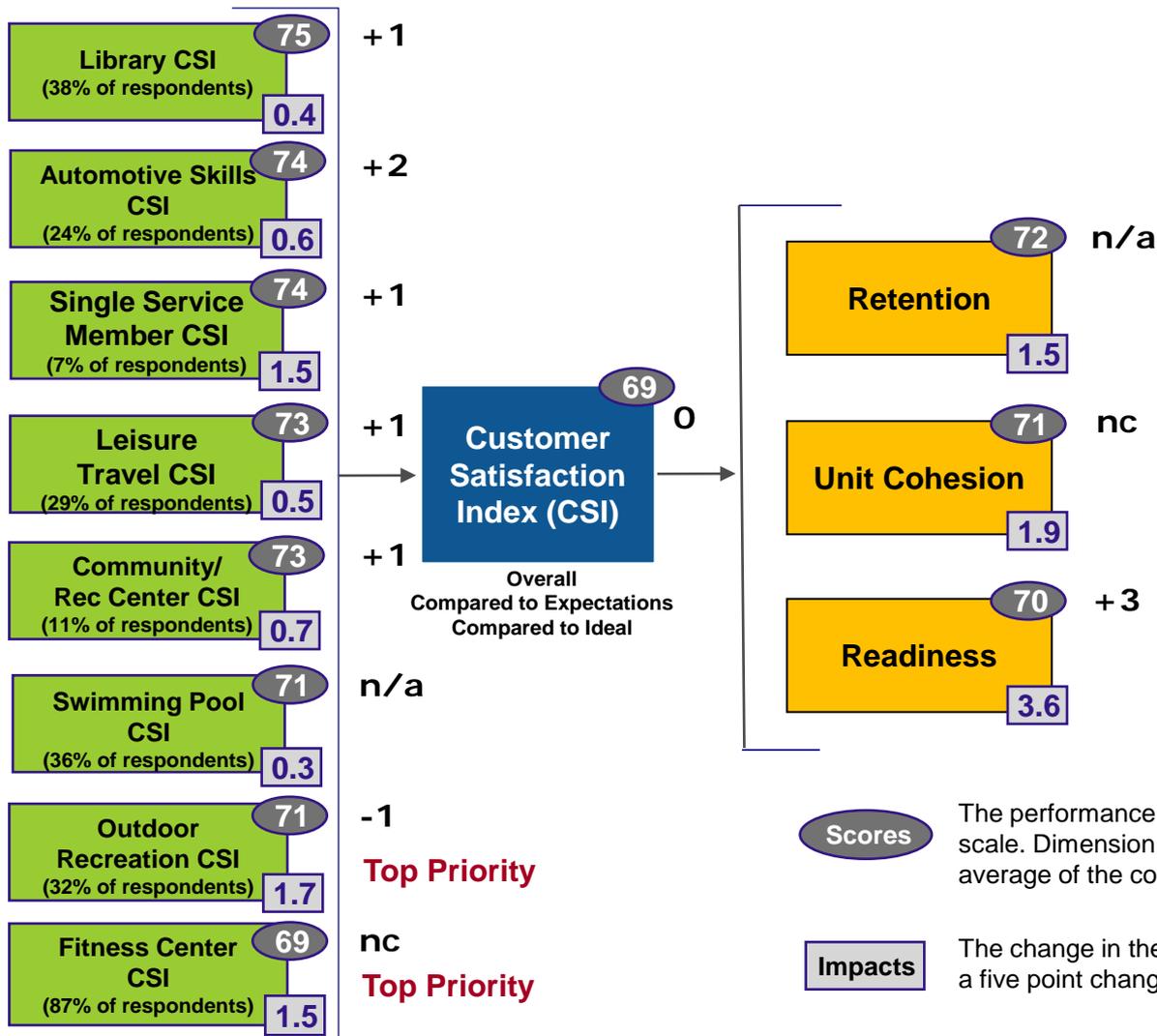
The performance of each dimension on a 0 to 100 scale. Dimension scores are made up of the weighted average of the corresponding survey questions.

**Impacts**

The change in the variable to the right that results from a five point change in a dimension score.

# DoD MWR CSI Model

(Score change vs. 2009)



Within the context of this study, scores in the 60s are characterized as "fine but could use work," the 70s as "good job but keep working on it" and the 80s as "excellent - keep it up."

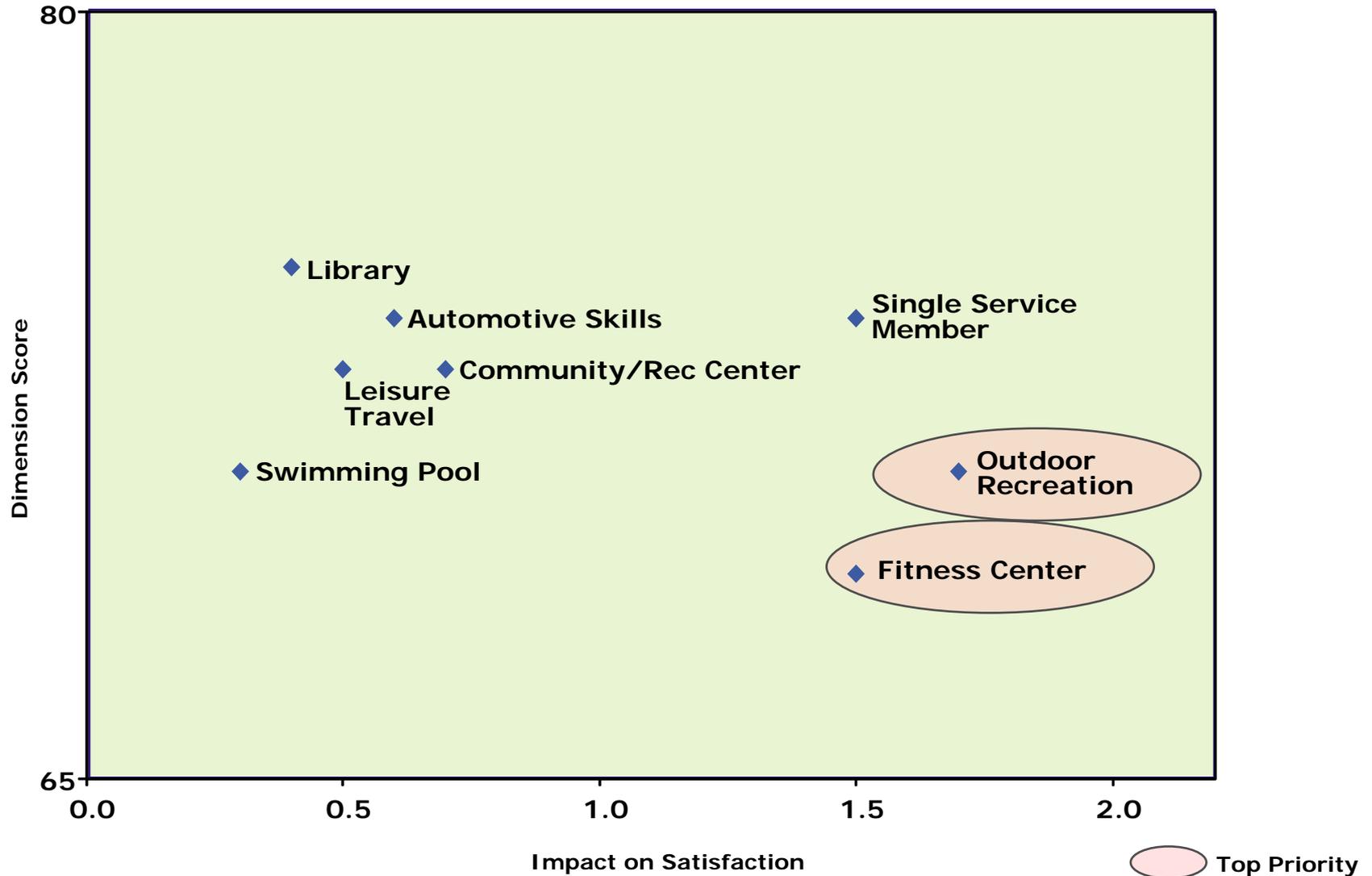
At the program level, as well as MWR CSI, scores in the mid-70s are expected.

It is unlikely that any program will or should achieve a score greater than 85.

**Scores** The performance of each dimension on a 0 to 100 scale. Dimension scores are made up of the weighted average of the corresponding survey questions.

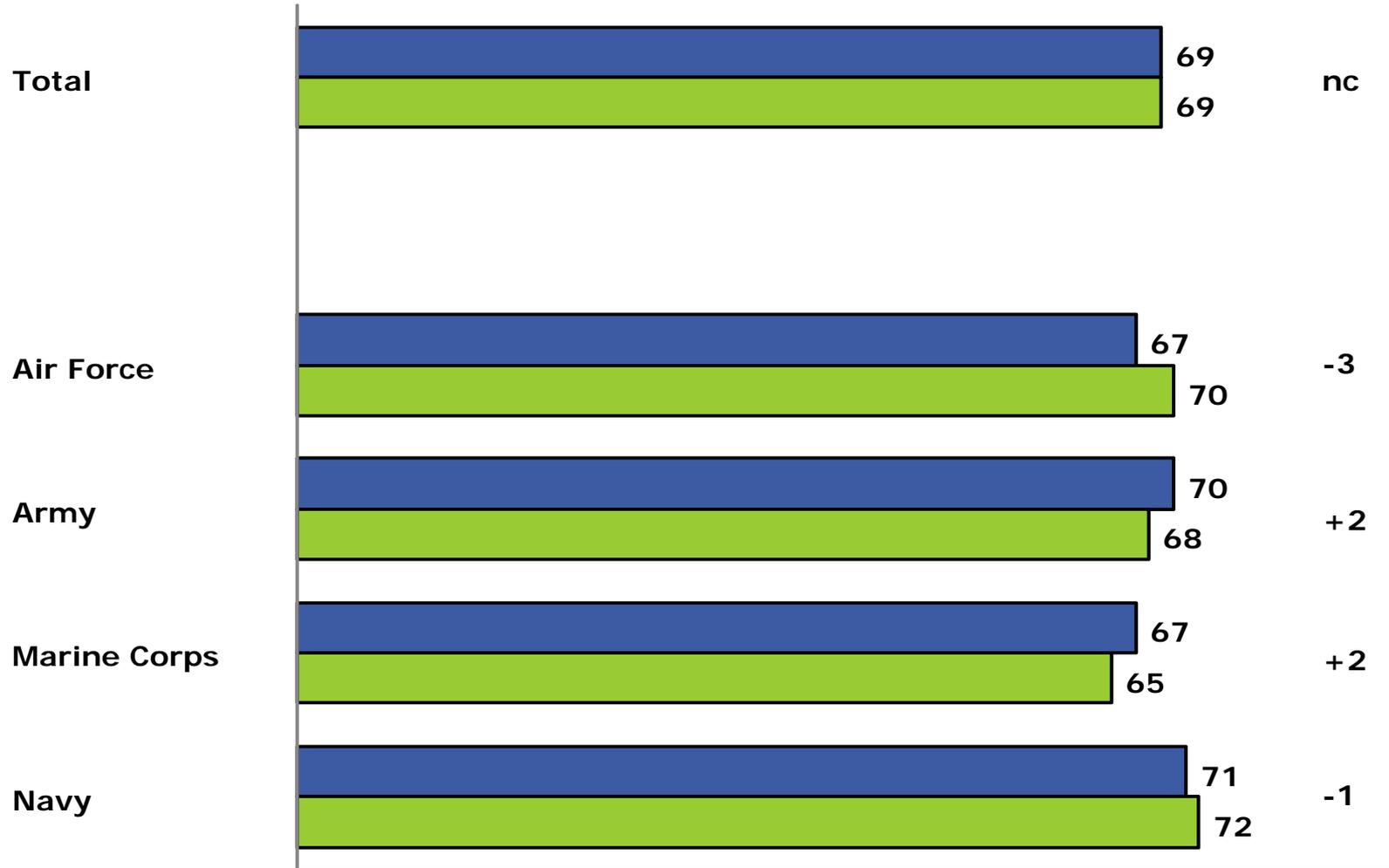
**Impacts** The change in the variable to the right that results from a five point change in a dimension score.

# DoD MWR Priority Matrix



# DoD MWR Active Duty CSI Service Comparison

■ 2011  
■ 2009

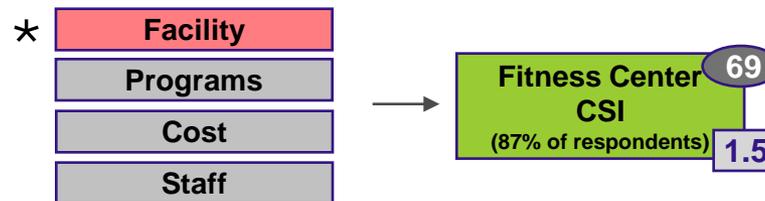


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# Fitness Center

## Top Priority

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# Fitness Center Usage

Top  
Priority

Usage	Fitness Center (2009)	Fitness Center (2011)	Average Across All Programs (2011)
Never use	16%	13%	67%
Used in past 12 months	4%	0%	4%
Currently use	80%	86%	29%

Frequency of Use	Fitness Center (2009)	Fitness Center (2011)	Average Across All Programs (2011)
Occasionally	18%	12%	38%
Several times a year	8%	7%	31%
Several times a month	18%	20%	17%
Several times a week	42%	47%	11%
Daily	15%	14%	3%

Characteristics of current Fitness Center users are very similar to the total survey population

# Fitness Center

## Themes from Verbatim Comments

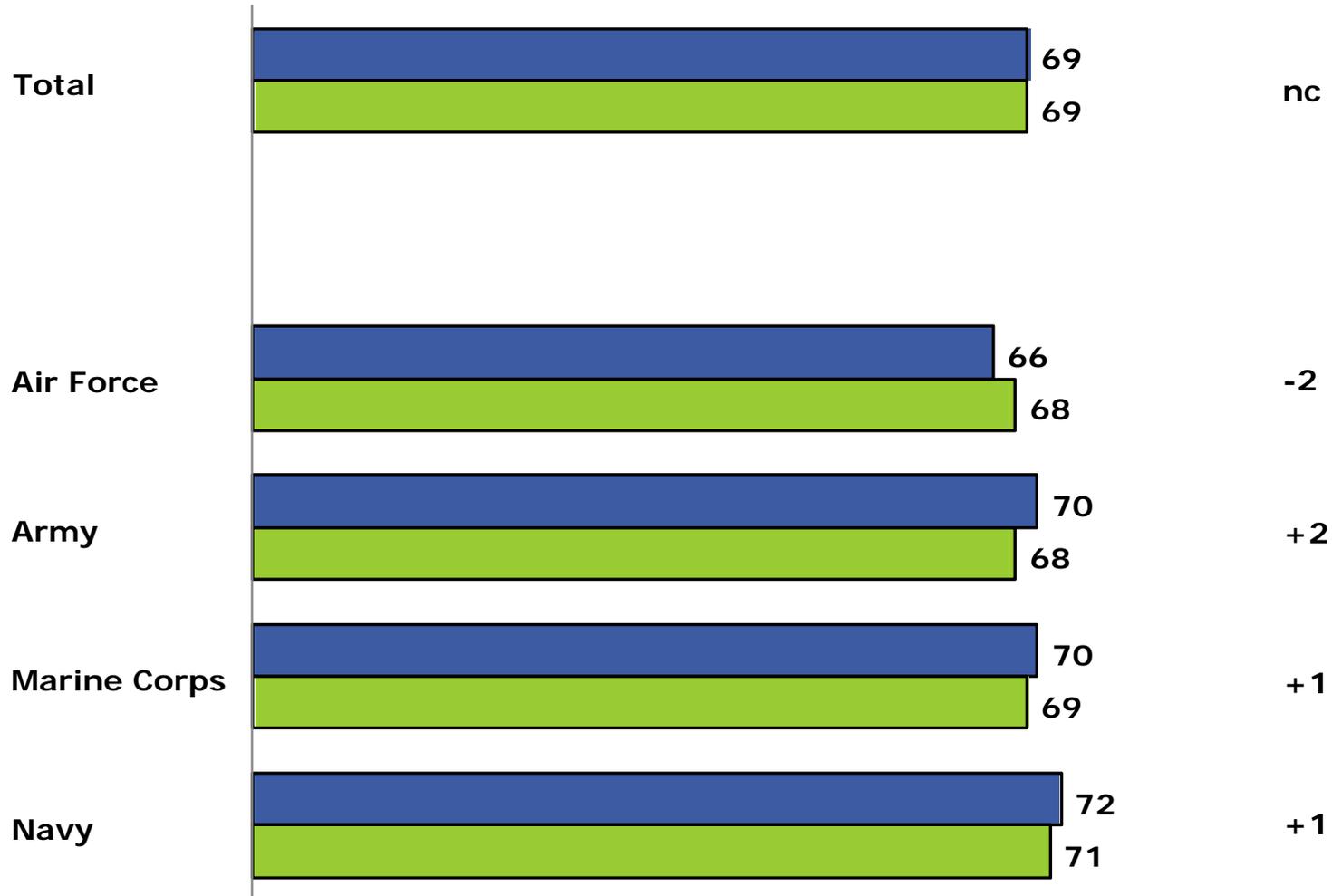
The following are the most frequently mentioned areas of concern, similar to what was expressed in 2009.

- **Availability of facilities** (e.g., not too crowded or too small, open according to schedule, convenience)
- **Quality of facilities** (e.g., appearance, cleanliness, maintenance)
- **Hours of operation** (e.g., times classes are available, seasonal availability)
- **Quality of equipment** (e.g., meets fitness needs, functions properly, general condition)
- **Availability of equipment** (e.g., enough equipment for number of users, selection)
- **Variety of facilities, programs and services on installation**
- **Variety of classes and activities** (e.g., Martial Arts, Aerobics, Triathlon)

# Fitness Center CSI Service Comparison

2011  
2009

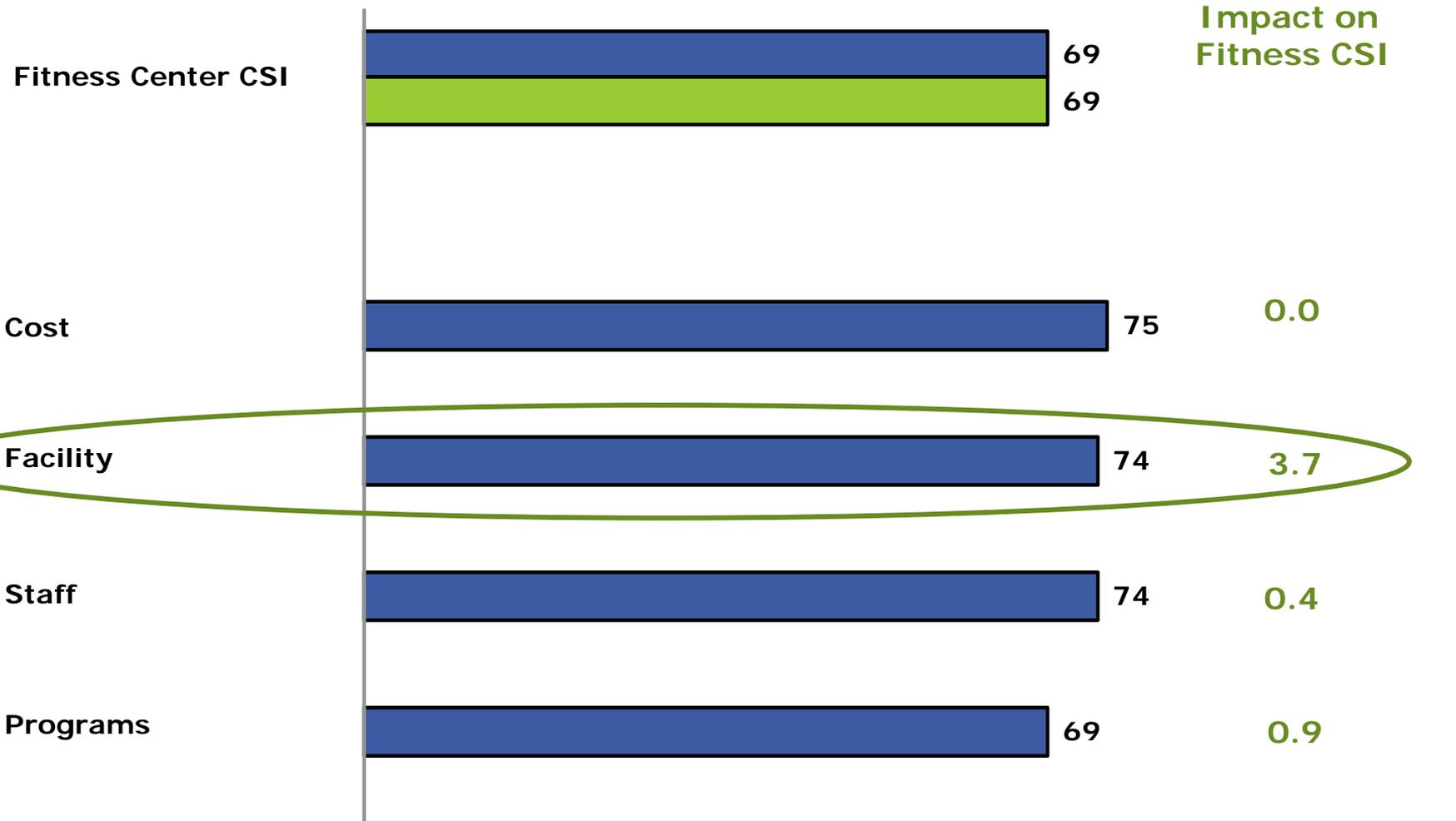
Top  
Priority



# Fitness Center CSI Total

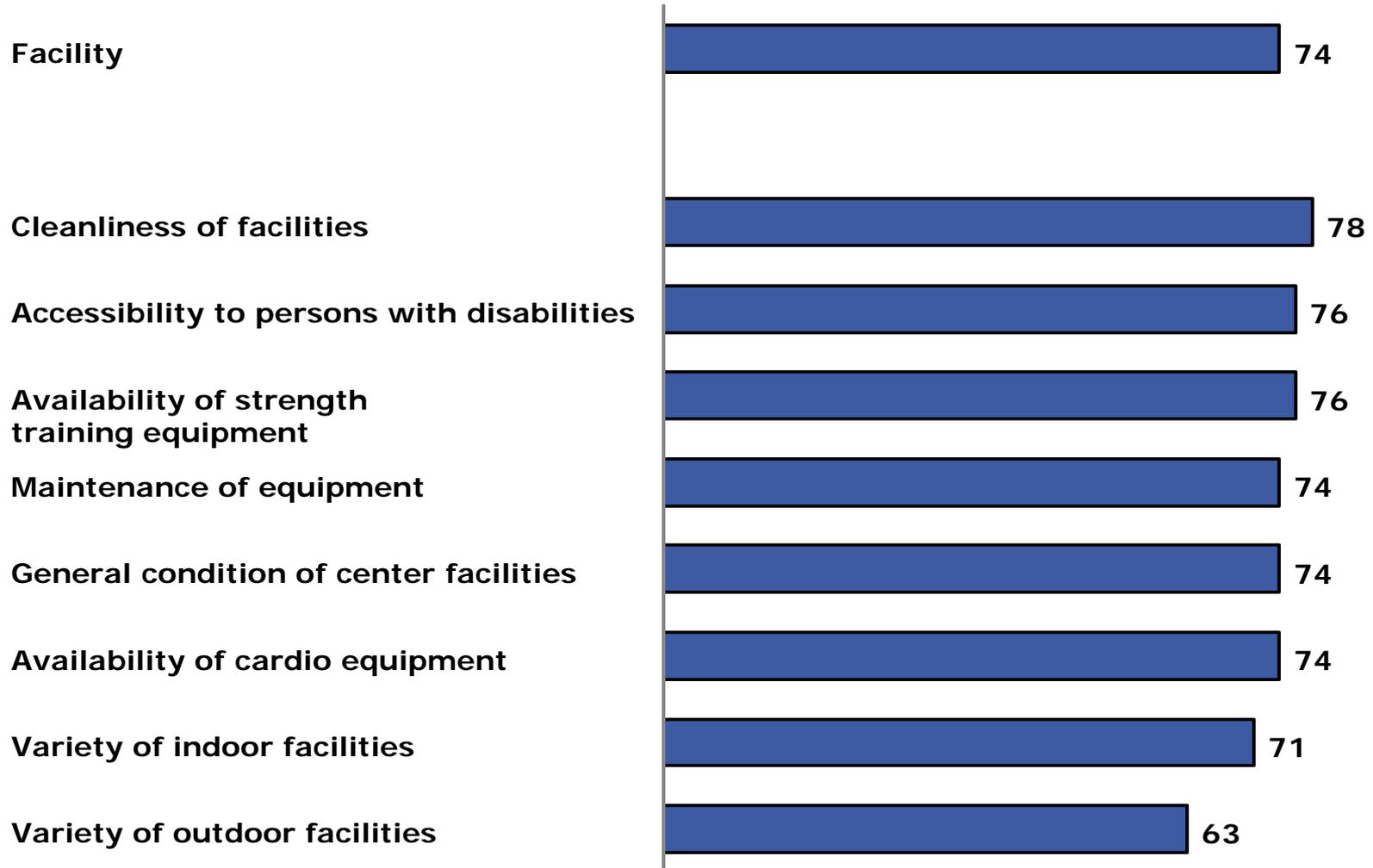
■ 2011  
■ 2009

**Top  
Priority**



# Fitness Center – Facility Total

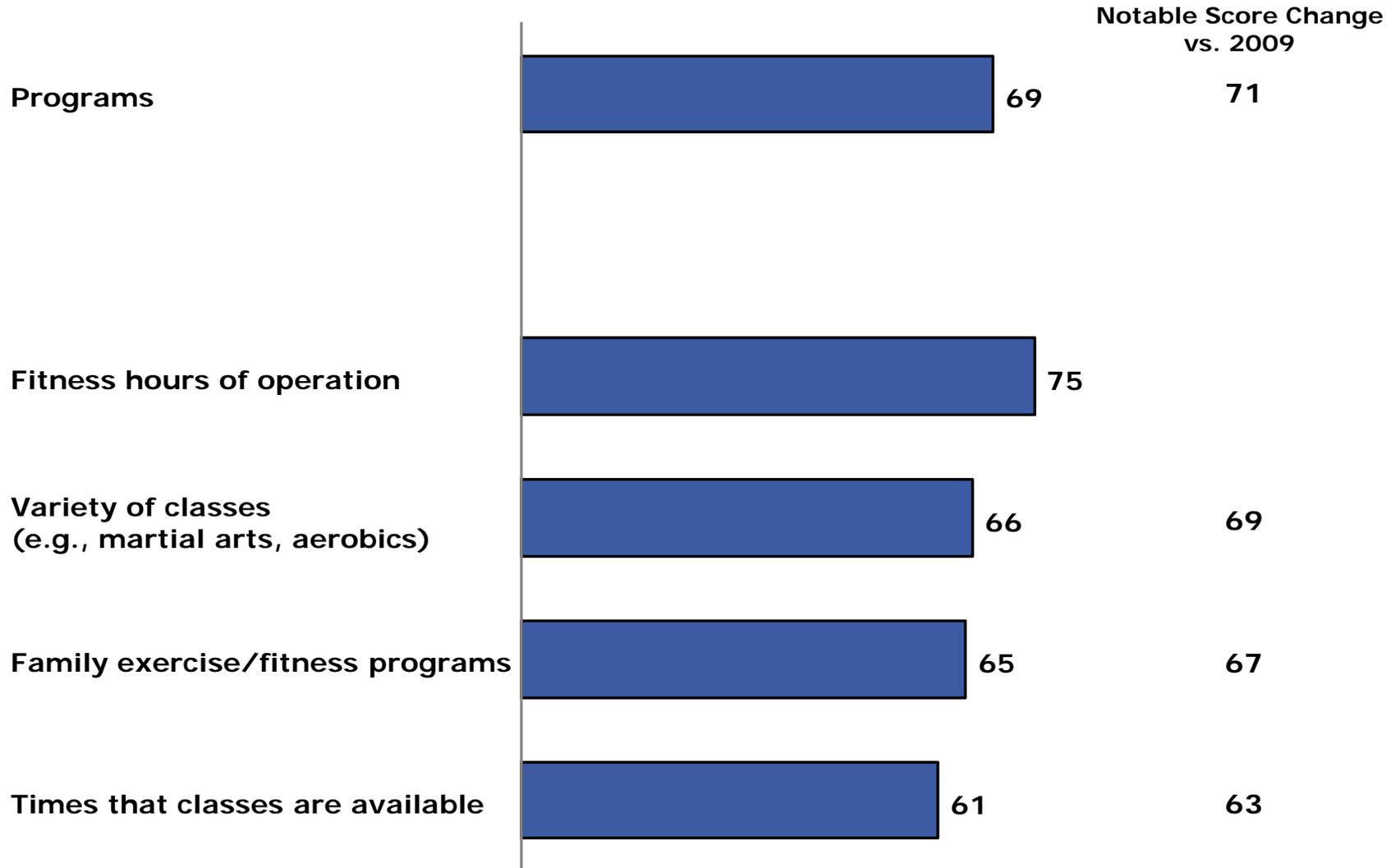
Top  
Priority



# Fitness Center – Programs

## Total

Top  
Priority



# Fitness Center

## Segment Score Differences

Fitness Center CSI: 69

Lower Scoring Segments	
Personally disabled	65
Air Force	66
Served at 11 or more installations	67
Household Member disabled	67
European Command	67

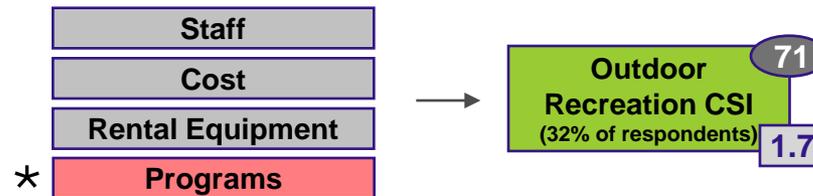
Higher Scoring Segments	
African American	75
Has Children 20 yrs. +	73
Has 4 or more dependents	71
Navy	72
1 <sup>st</sup> installation stationed at	71
Central Command	71

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# Outdoor Recreation

## Top Priority

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# Outdoor Recreation Usage

**Top  
Priority**

Usage	Outdoor Recreation (2009)	Outdoor Recreation (2011)	Average Across All Programs (2011)
Never use	71%	68%	67%
Used in past 12 months	1%	2%	4%
Currently use	28%	29%	29%

Frequency of Use	Outdoor Recreation (2009)	Outdoor Recreation (2011)	Average Across All Programs (2011)
Occasionally	39%	44%	38%
Several times a year	42%	39%	31%
Several times a month	15%	13%	17%
Several times a week	3%	2%	11%
Daily	1%	1%	3%

# Outdoor Recreation

## Themes from Verbatim Comments

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The following are the most frequently mentioned areas of concern, similar to what was expressed in 2009.

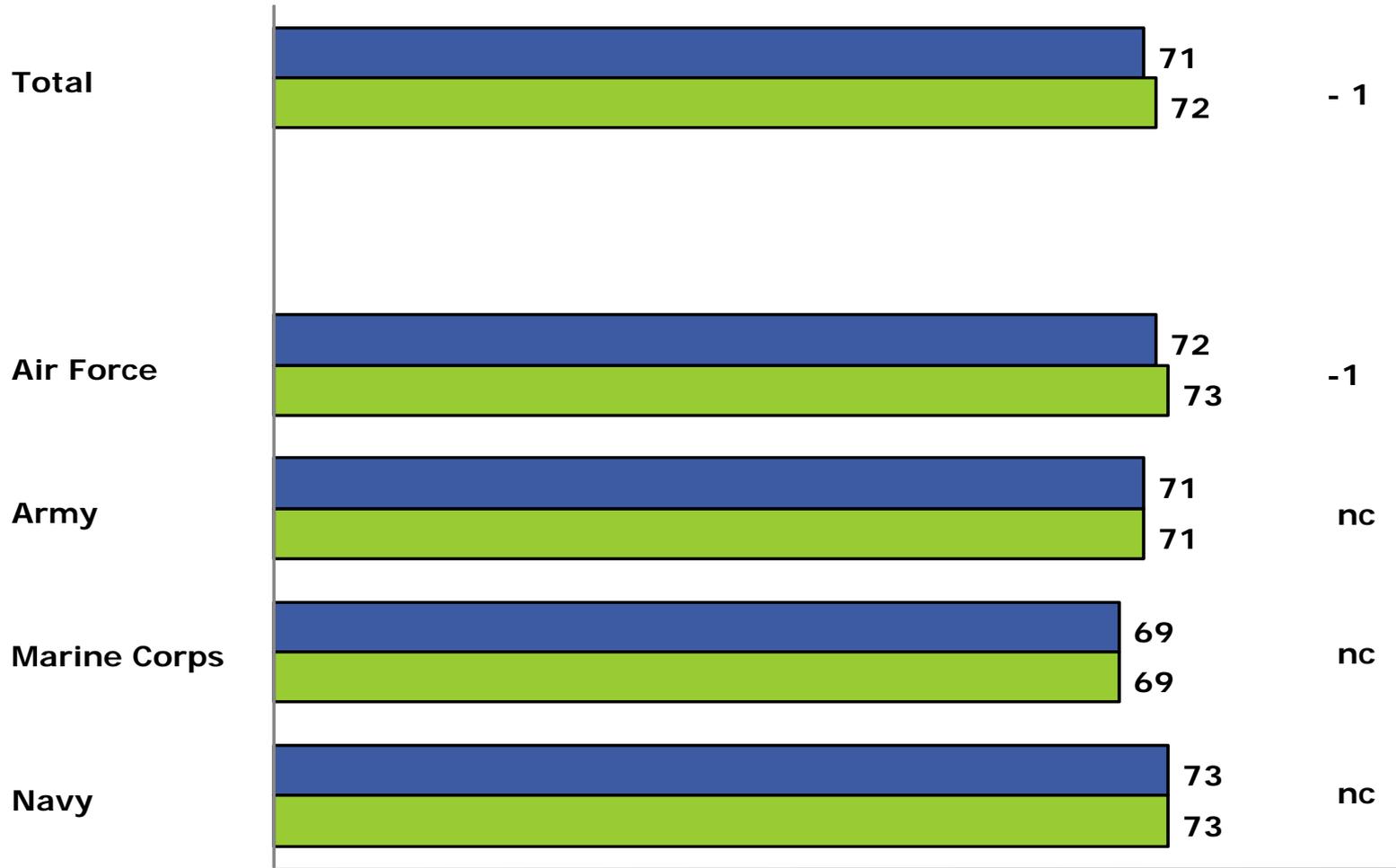
- **Variety of facilities, programs, activities, trips and special events offered**
- **Availability of rental equipment** (e.g., selection)
- **Prices for programs, activities, trips and special events**
- **Quality of facilities** (e.g., appearance, cleanliness, maintenance)
- **Quality of rental equipment**

# Outdoor Recreation CSI

## Service Comparison

2011  
2009

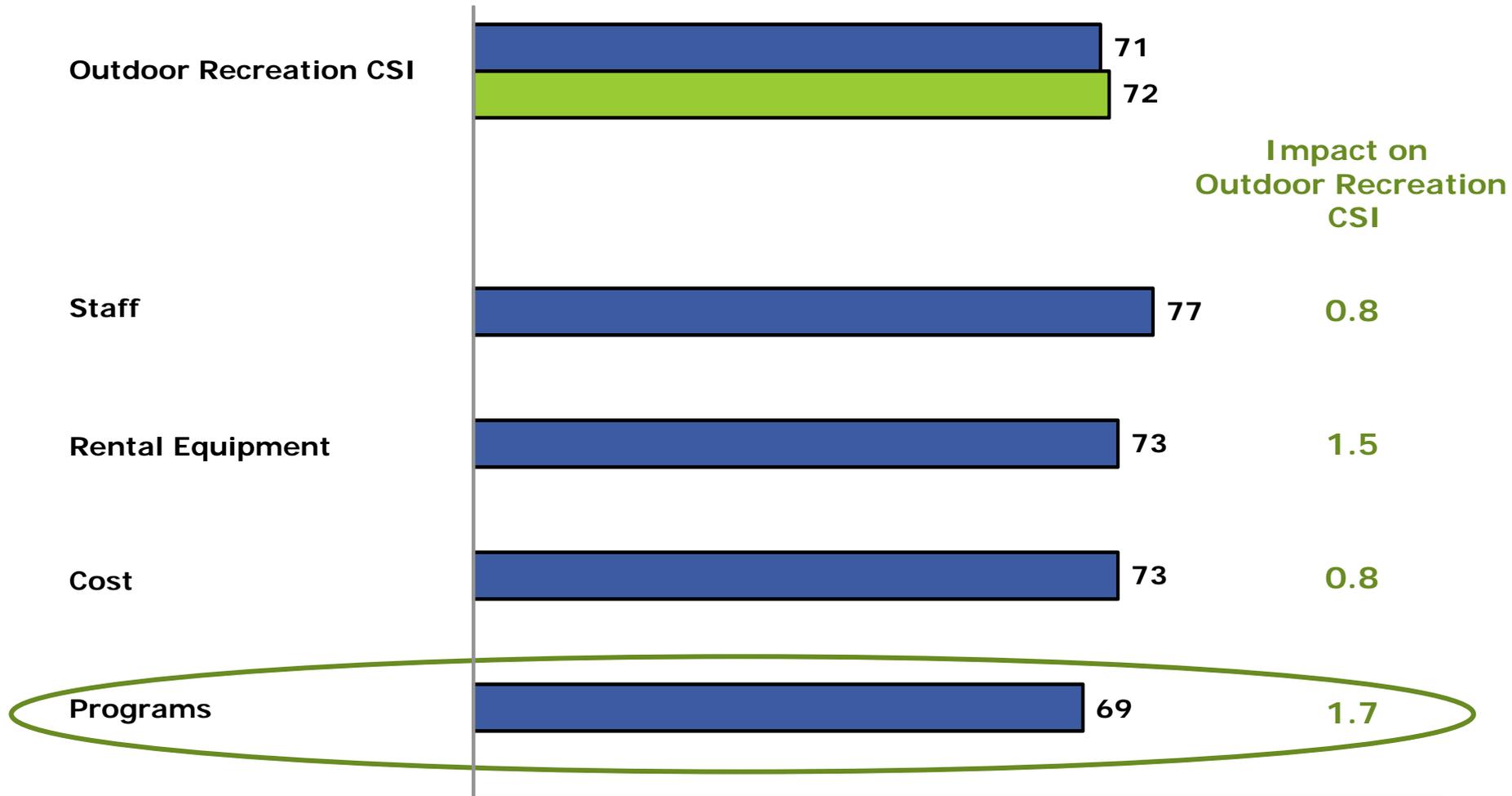
Top  
Priority



# Outdoor Recreation CSI Total

2011  
2009

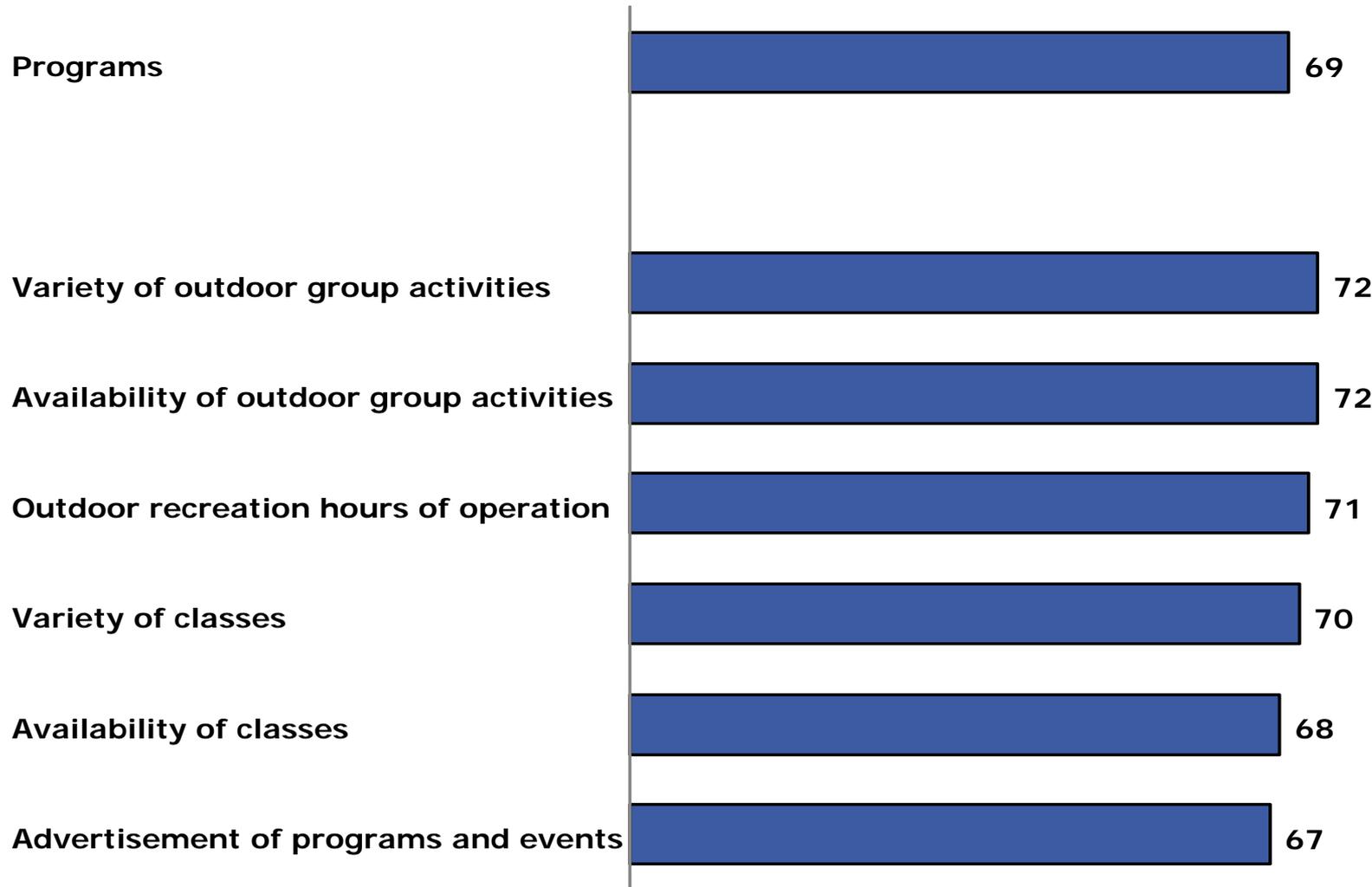
Top  
Priority



# Outdoor Recreation – Programs

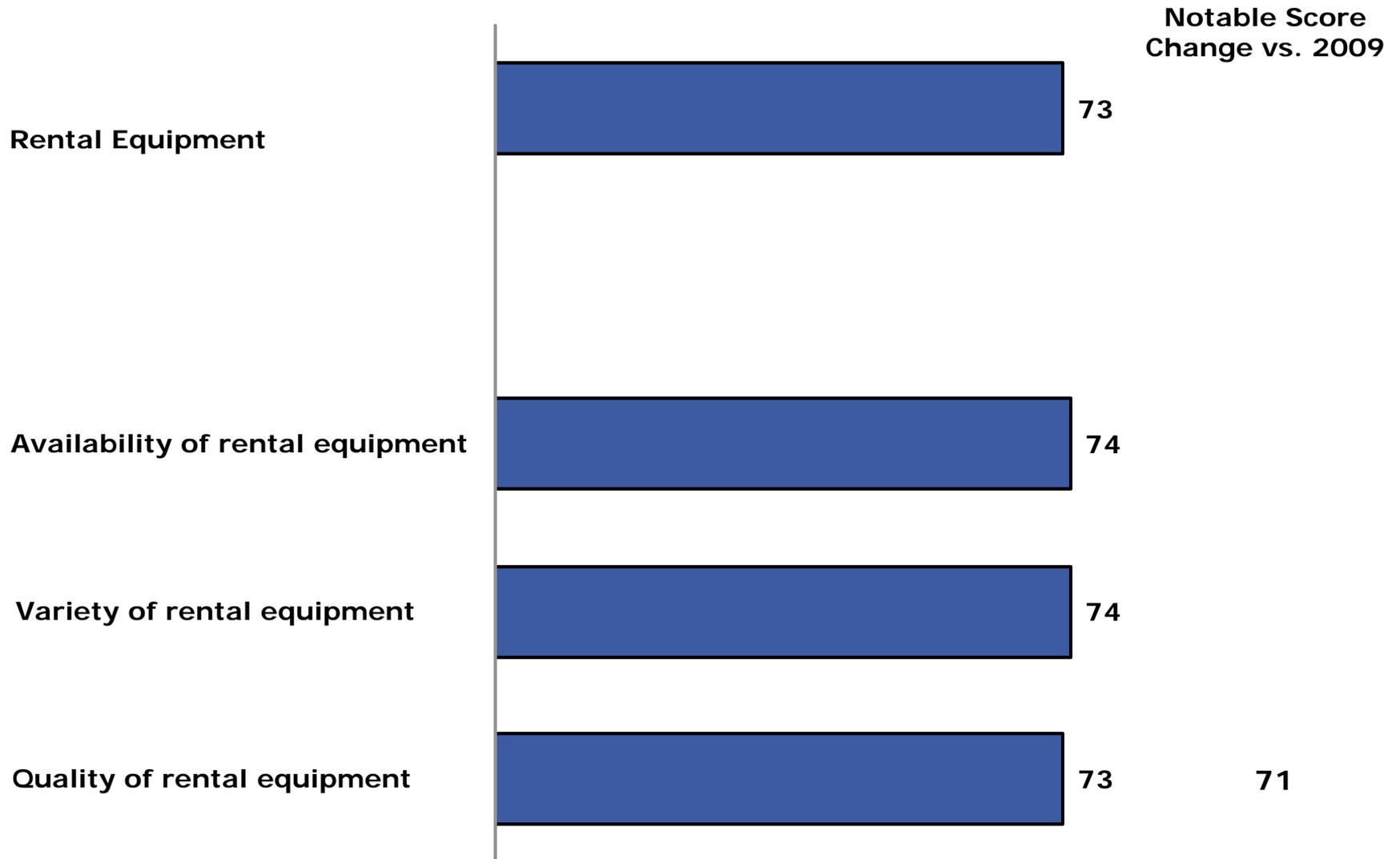
## Total

Top  
Priority



# Outdoor Recreation – Rental Equipment Total

Top  
Priority



# Outdoor Recreation Segment Score Differences

## Outdoor Recreation CSI: 71

Lower Scoring Segments	
Personally disabled	60
Household Member disabled	66
Warrant Officer	68
Marine Corps	69
Has Children 0-2 yrs.	69

Higher Scoring Segments	
African American	77
Female	75
Less than 3 mo. on installation	75
Married - Joint Service	74
Overseas	73
3 mo. to 1 yr. on installation	73
Navy	73

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# Other Programs

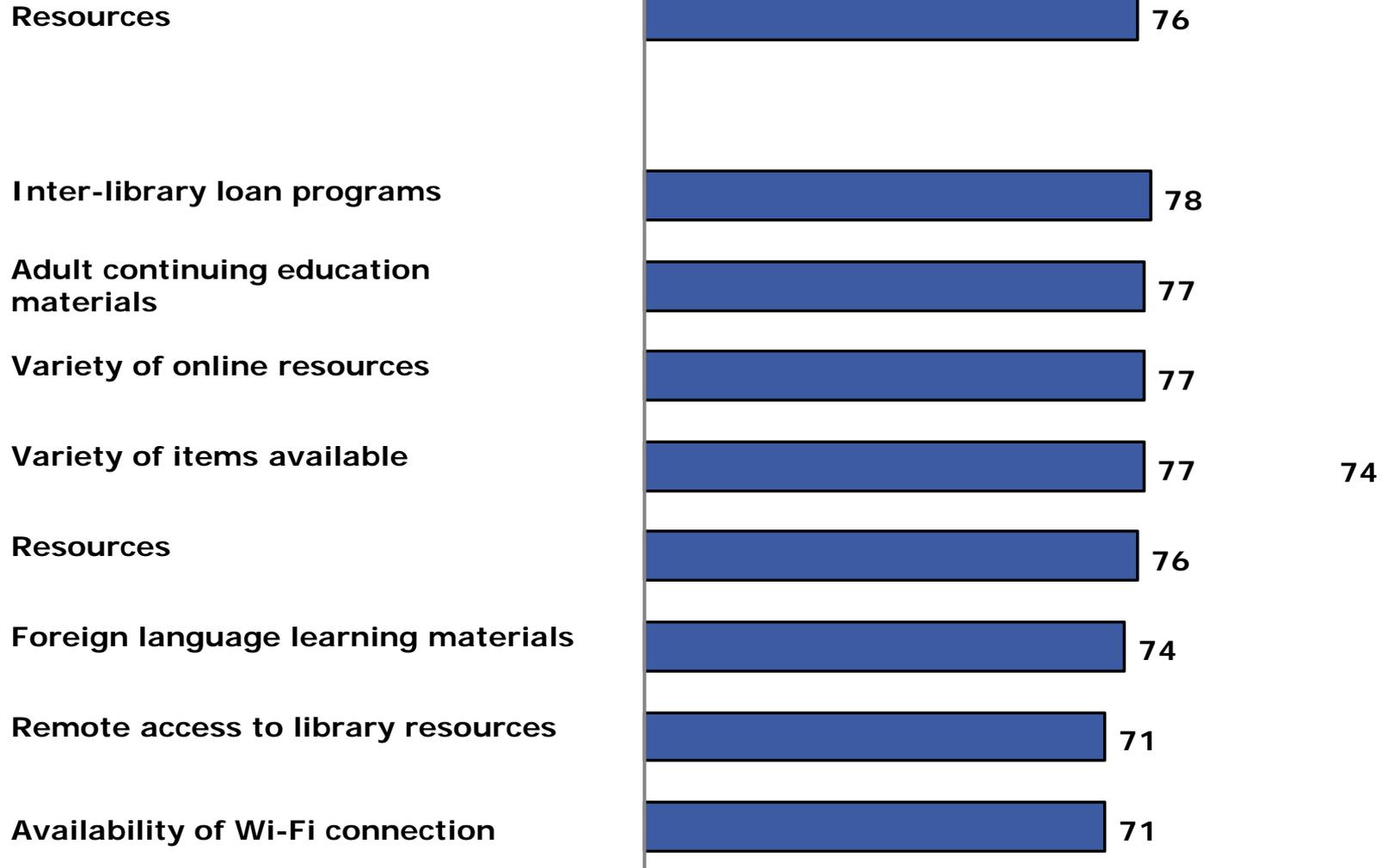
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Category A	Library Single Service Member Community/Rec Center
Category B	Leisure Travel Automotive Skills Swimming Pool

# Library – Resources Total

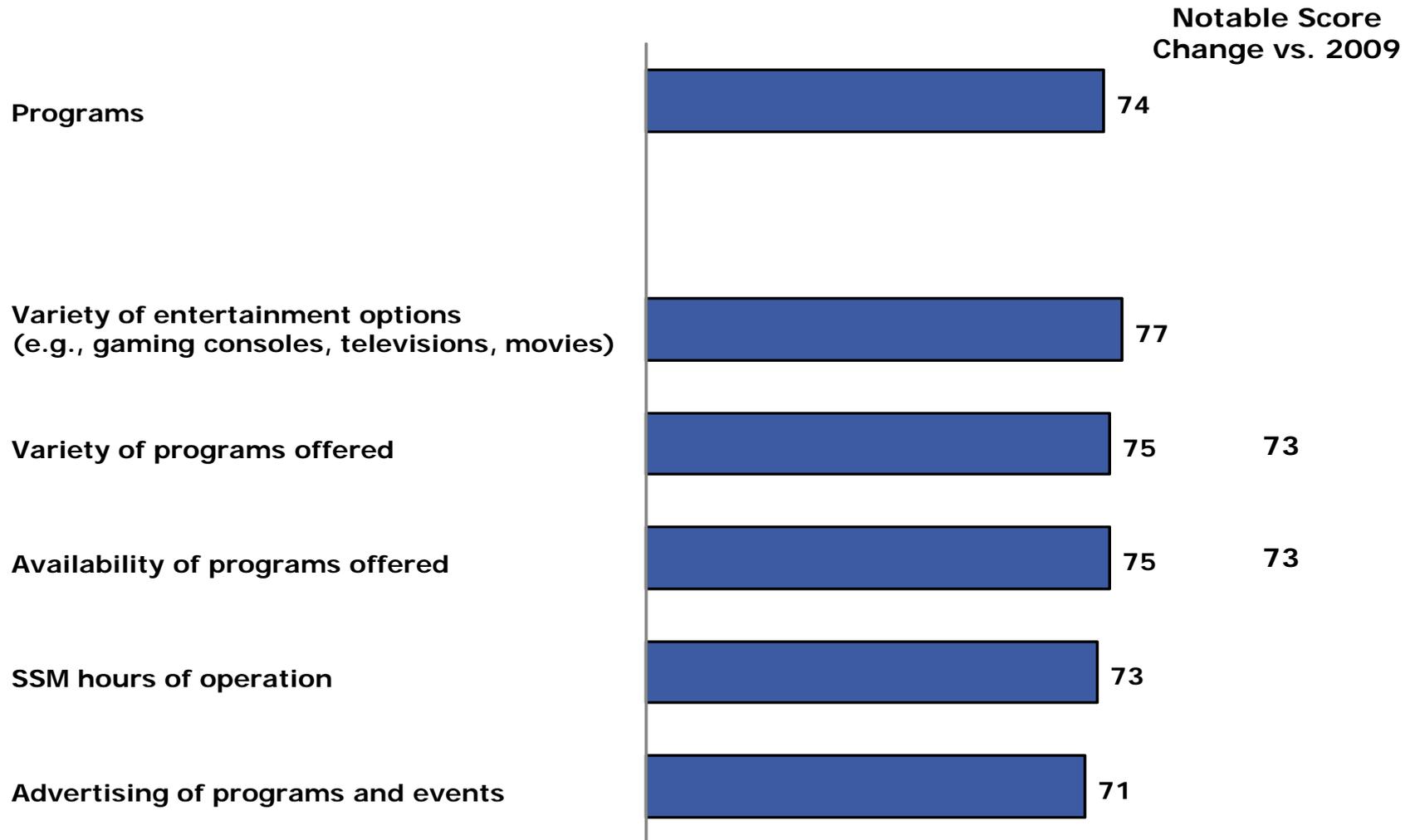
All Library Users	Current Online Users	Current Onsite Users
38%	18%	36%

**Notable Score Change vs. 2009**

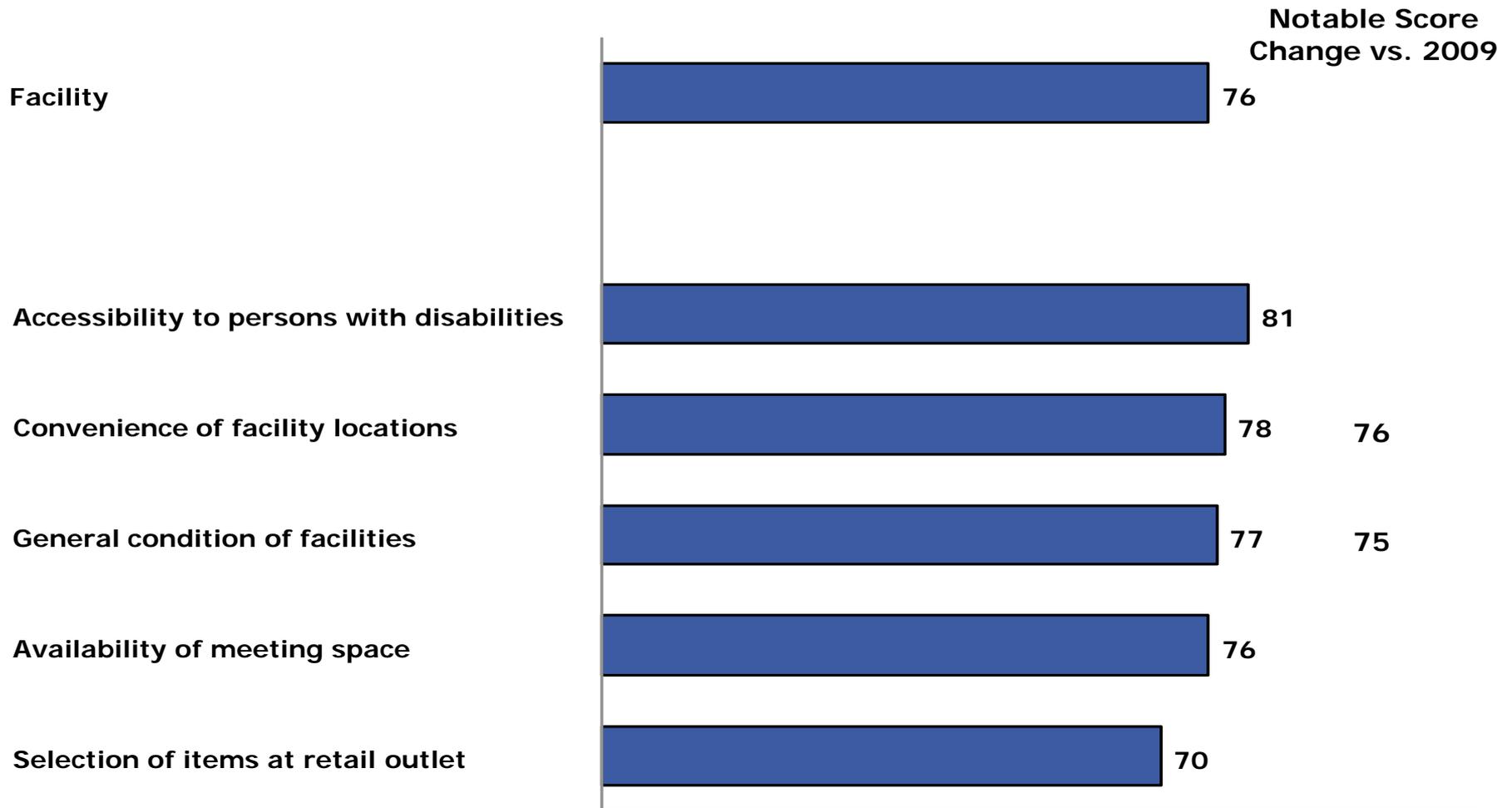


# Single Service Member – Programs

## Total



# Community/Rec Center – Facility Total



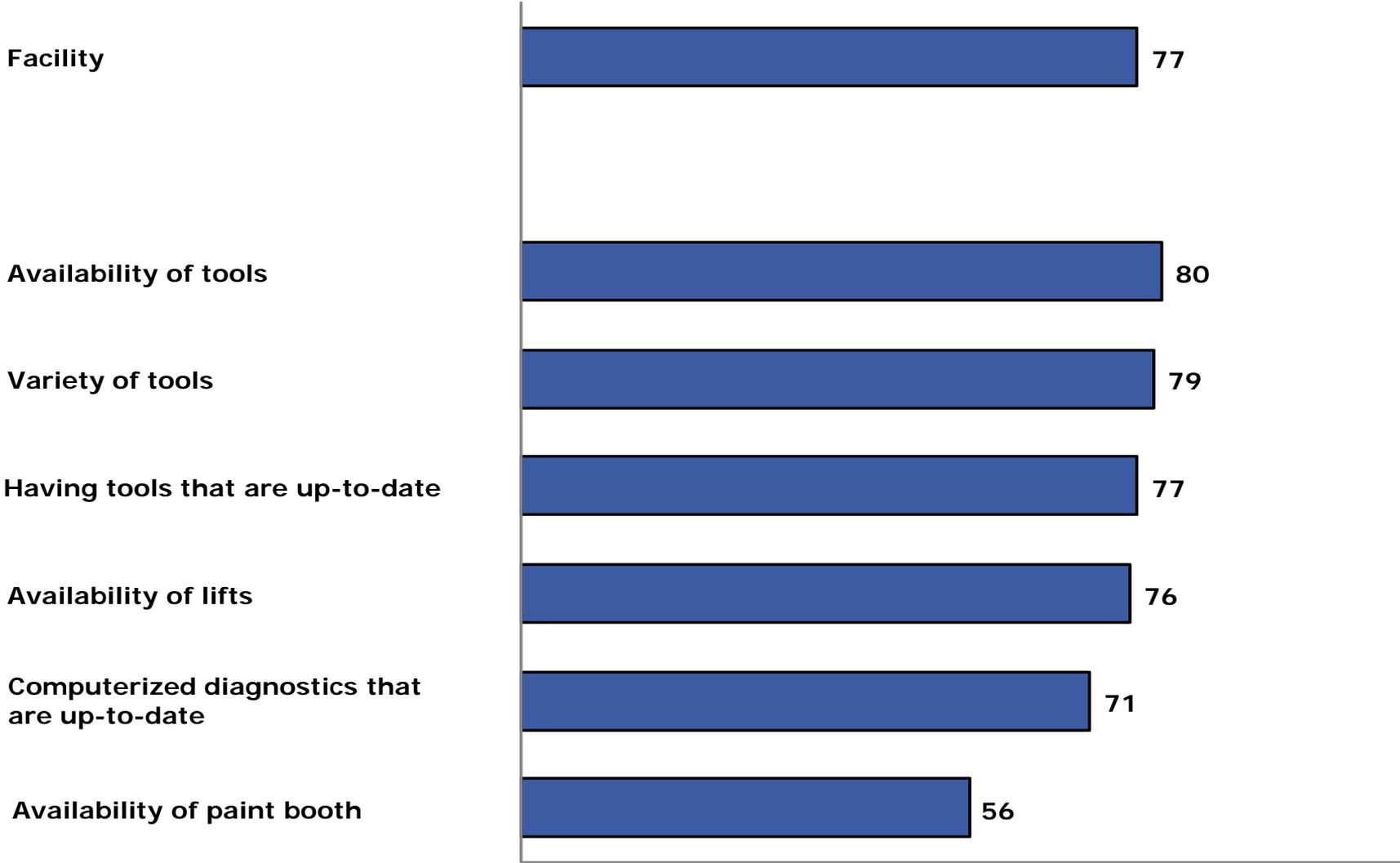
# Leisure Travel – Programs

## Total



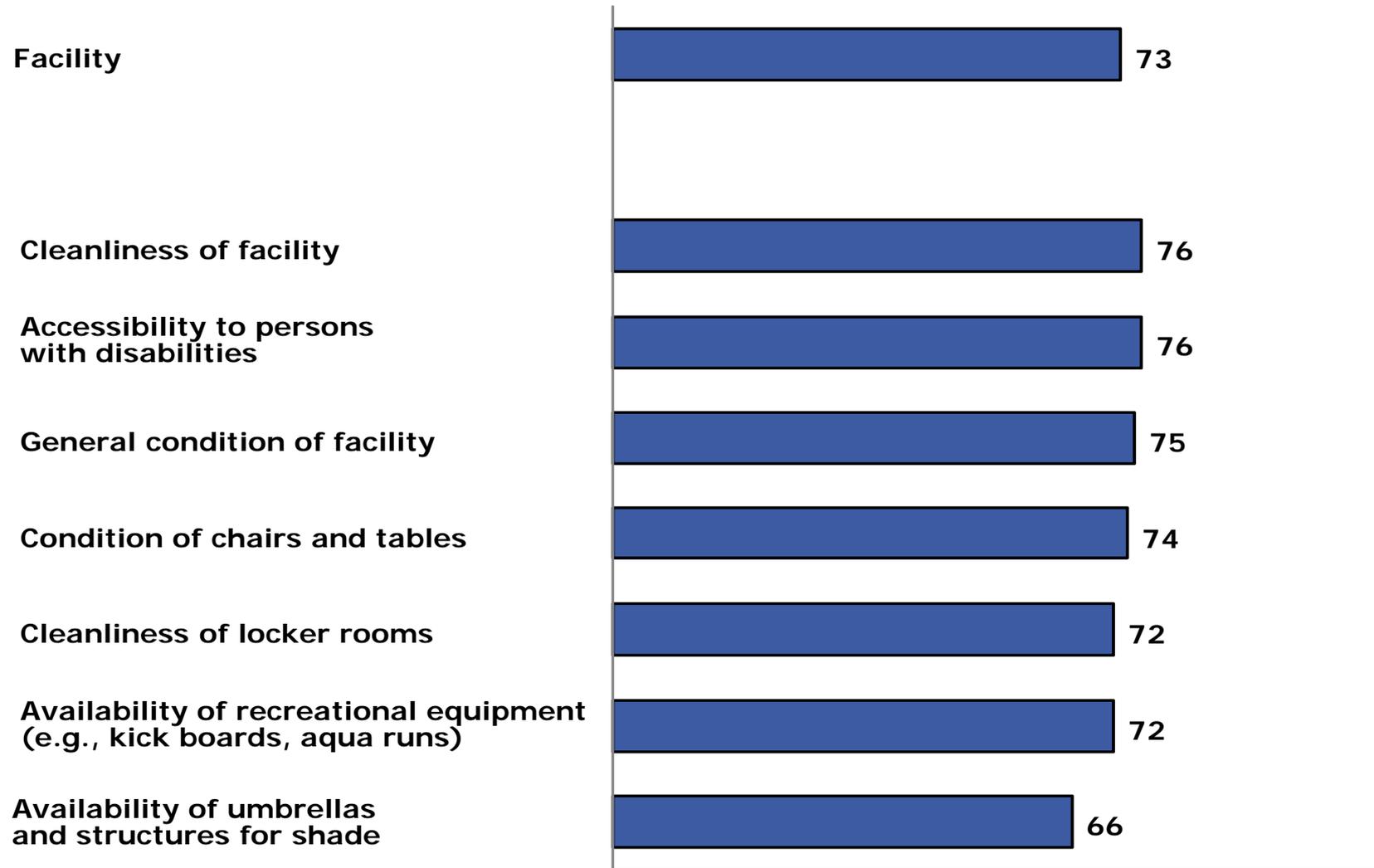
# Automotive Skills – Facility

## Total



# Swimming Pool – Facility

## Total



# Program Usage - Distance From Installation

	<b>Closest to Installation (&lt;5 Miles)</b>	<b>Farthest from Installation (25 + miles)</b>
	<b>% of Respondents that use program</b>	
<b>Fitness Center</b>	<b>87%</b>	<b>83%</b>
<b>Library</b>	<b>39%</b>	<b>26%</b>
<b>Outdoor Recreation</b>	<b>33%</b>	<b>31%</b>
<b>Swimming Pools</b>	<b>33%</b>	<b>25%</b>
<b>Leisure Travel</b>	<b>30%</b>	<b>29%</b>
<b>Automotive Skills</b>	<b>22%</b>	<b>22%</b>
<b>Community/Rec Centers</b>	<b>12%</b>	<b>7%</b>
<b>Single Service Member</b>	<b>6%</b>	<b>4%</b>

Generally, MWR programs are more likely to be used by those who live close to their installation than by those who live far away.

The difference in usage is greatest for Community/Rec Centers, Library, Single Program and Swimming Pools.

There is little or no difference in usage between the groups for Automotive Skills, Leisure Travel, Fitness Center and Outdoor Recreation.

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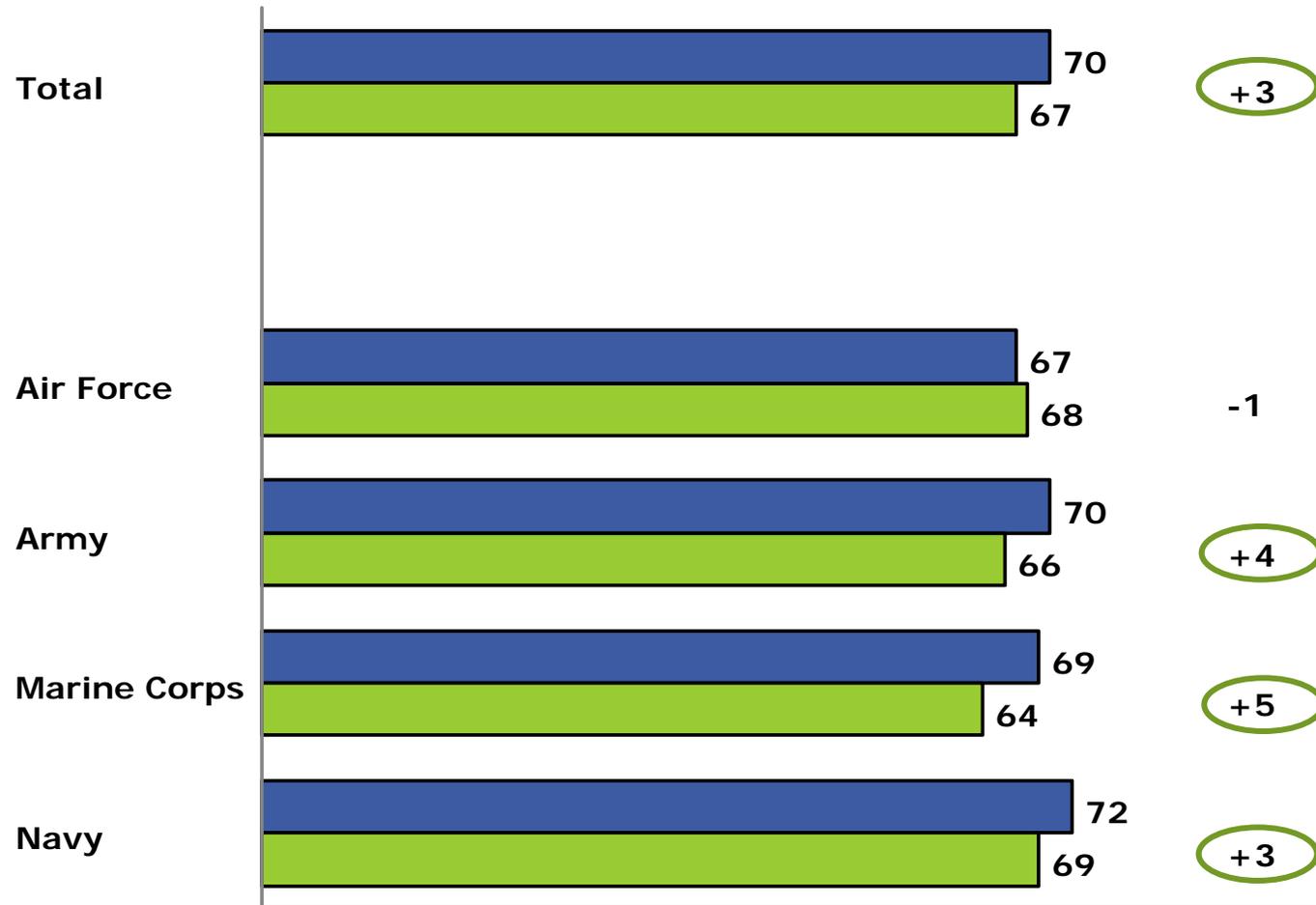
# Desired Outcomes

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Readiness  
Retention  
Unit Cohesion

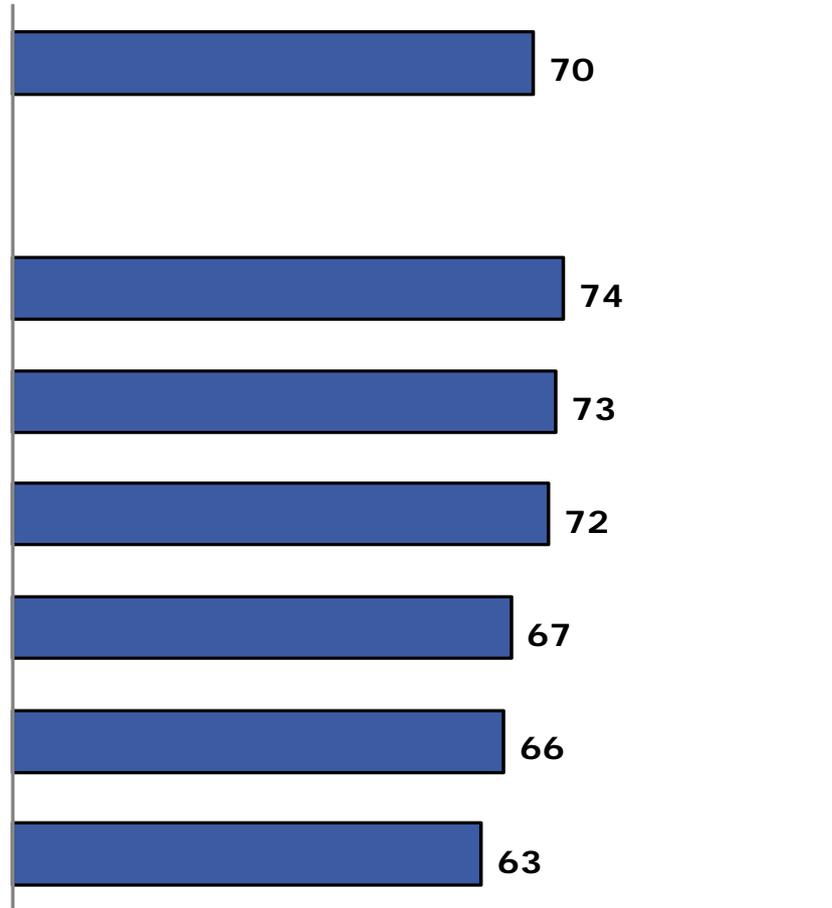
# Readiness Services Comparison

2011  
2009



# Readiness Total

Readiness



MWR provides an outlet for stress release

MWR helps keep you mentally and physically fit

MWR improves your quality of life

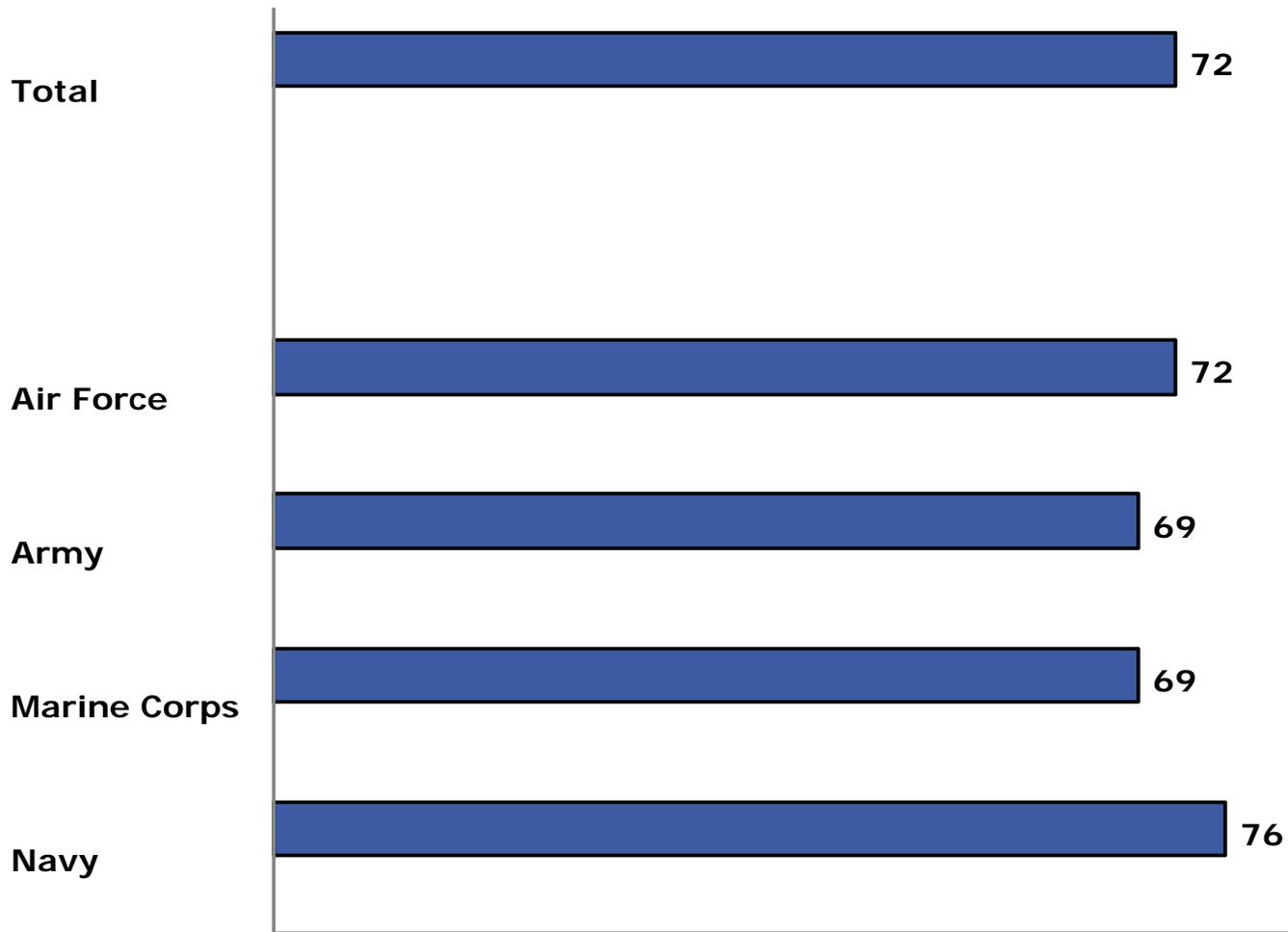
MWR helps you/your family better manage challenges of military life

MWR helps your family better manage challenges of deployment

MWR helps you to focus on your mission

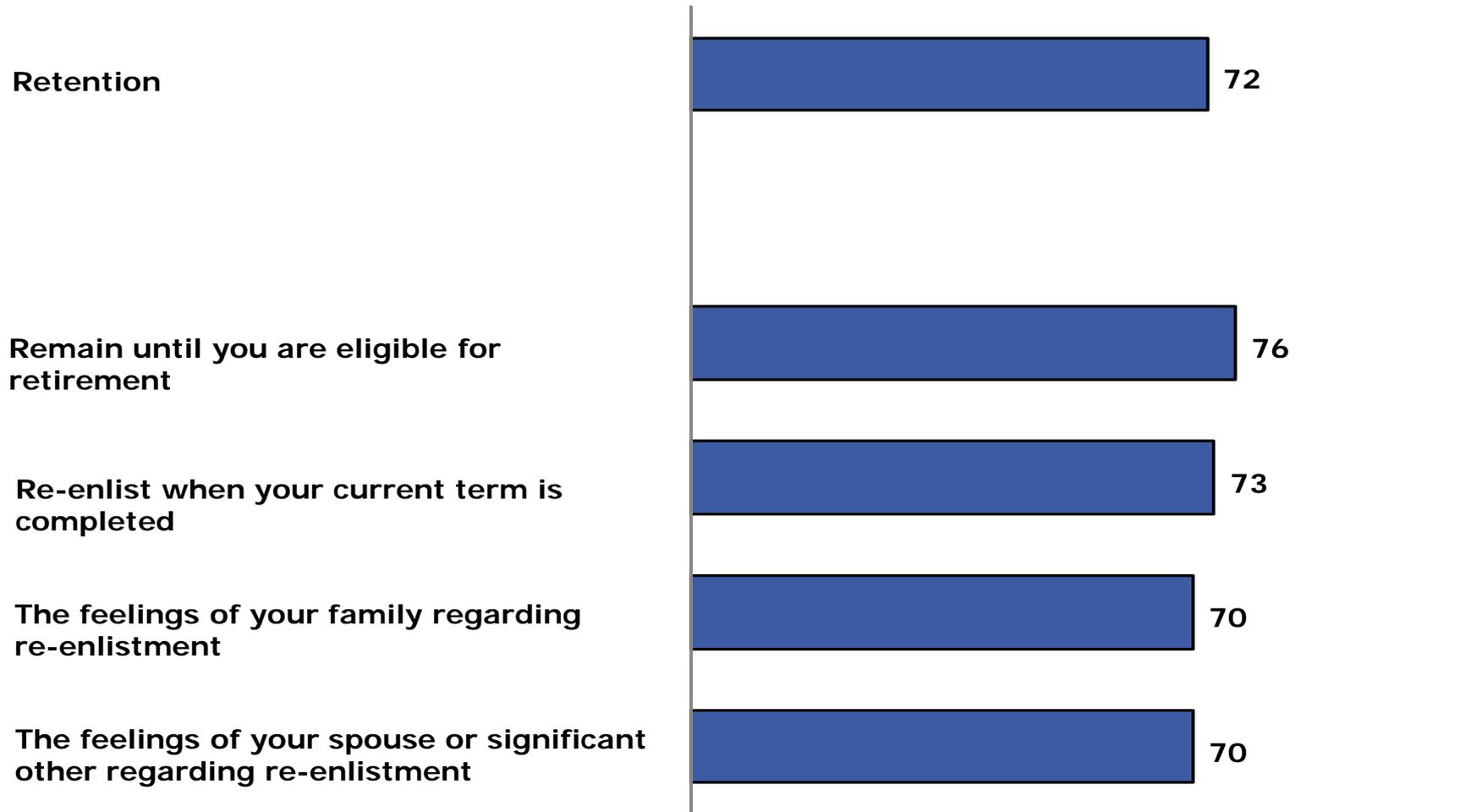
# Retention

## Services Comparison



Note: As a result of questionnaire changes, Retention scores not comparable to 2009 results

# Retention Total

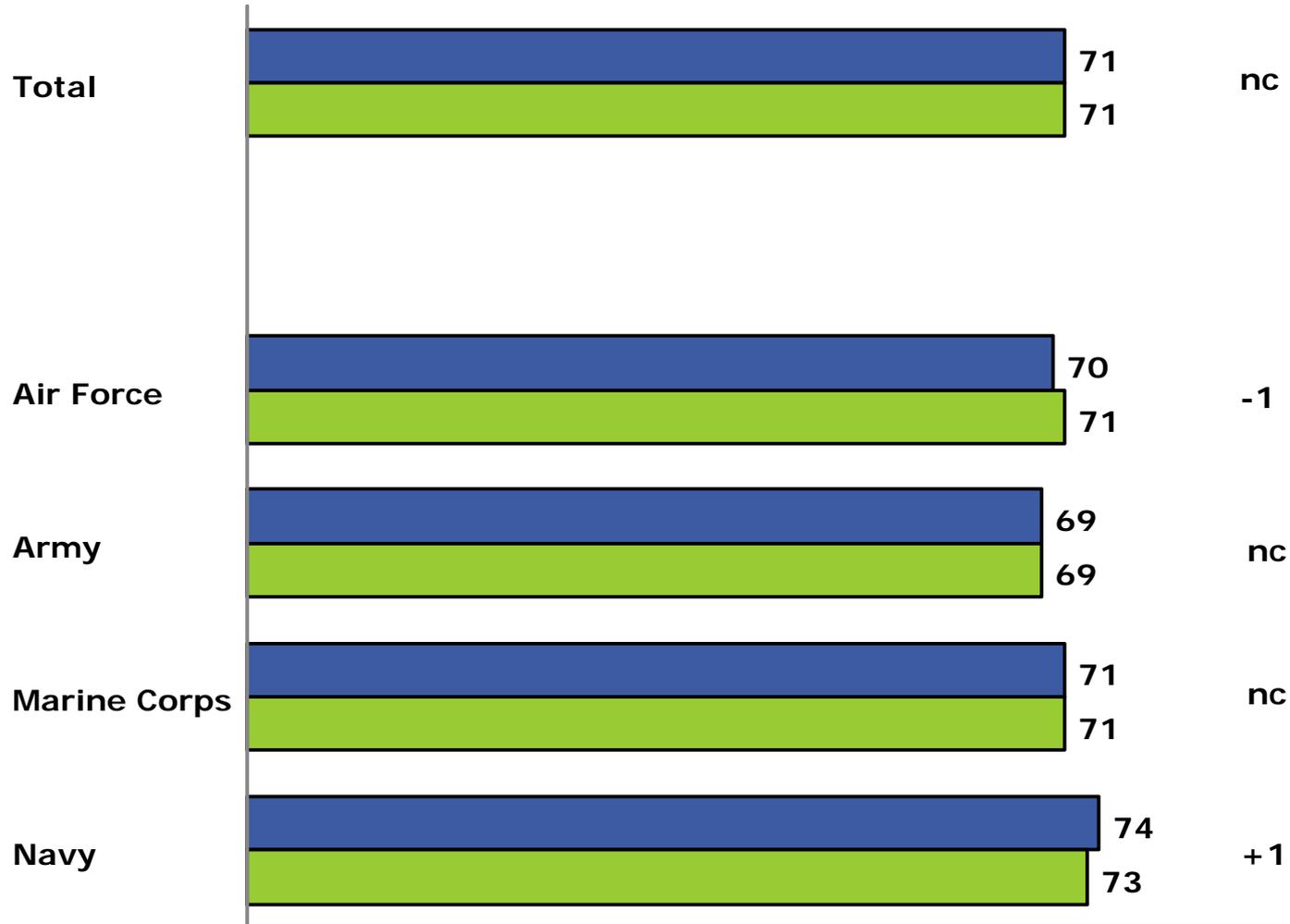


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# Unit Cohesion

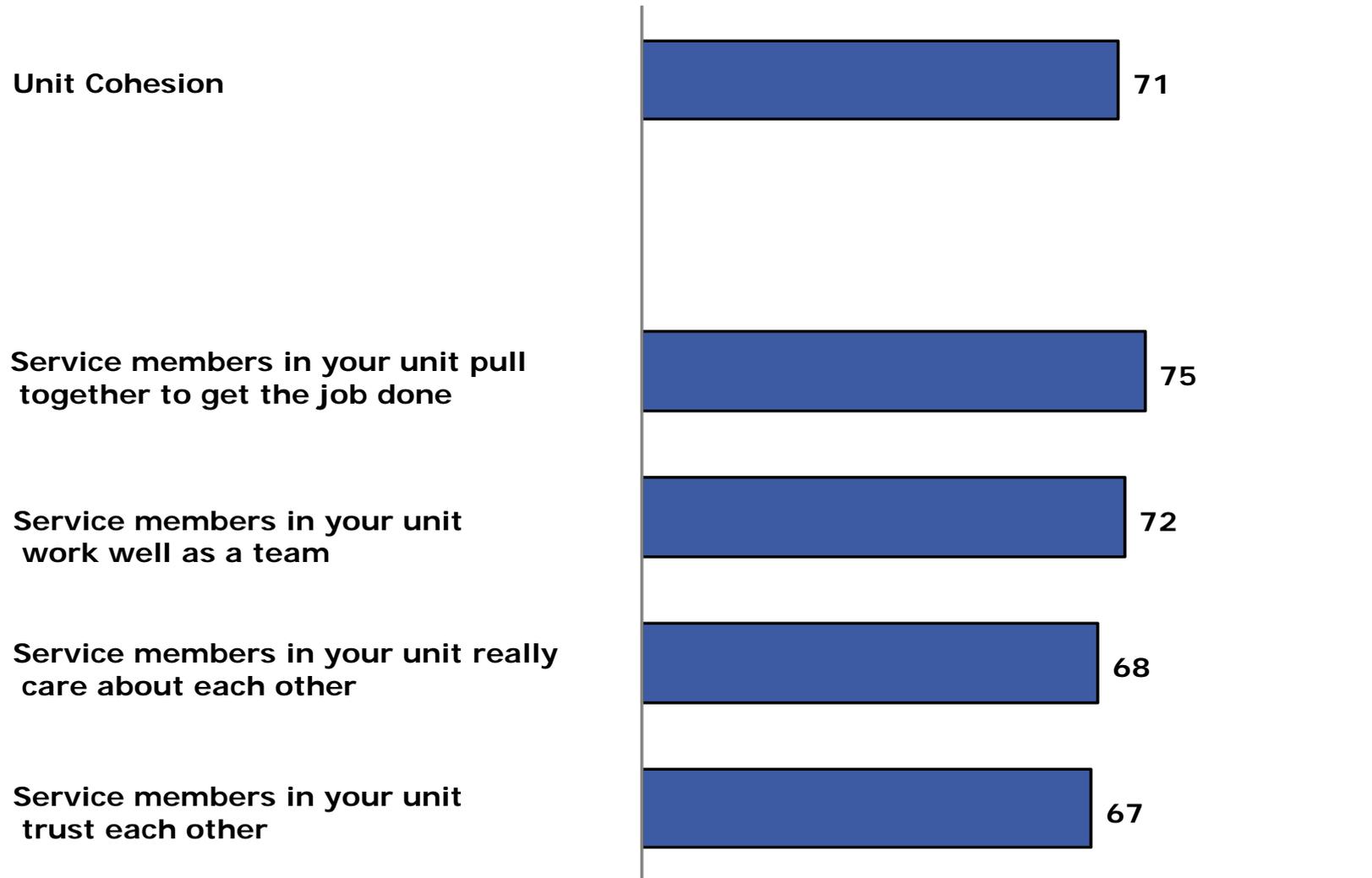
## Services Comparison

2011  
2009



# Unit Cohesion

## Total



# Unit Participation & Satisfaction

## Service Comparison

**“Does your unit participate as a group in MWR Programs?”**

		Unit Participates in MWR	Unit Does Not Participate in MWR
Service	% Indicate Unit Participates	CSI Score	CSI Score
Total	43%	73	66
Navy	57%	74	68
Marines	49%	71	64
Army	39%	75	68
Air Force	35%	72	65

**Unit participation has a very positive affect on MWR Satisfaction in all 4 services as, on average, those who participate as a unit score MWR 7 points higher than those who don't.**

# Unit Participation & Satisfaction

## Total

**“Does your unit participate as a group in MWR Programs?”**

	<b>Unit Participates in MWR</b>	<b>Unit Does Not Participate in MWR</b>
<b>Program</b>	<b>CSI Score</b>	<b>CSI Score</b>
<b>MWR CSI</b>	<b>73</b>	<b>66</b>
<b>Fitness Center</b>	<b>73</b>	<b>67</b>
<b>Swimming Pool</b>	<b>75</b>	<b>68</b>
<b>Automotive Skills</b>	<b>76</b>	<b>71</b>
<b>Community/Rec Center</b>	<b>77</b>	<b>70</b>
<b>Single Service Member</b>	<b>78</b>	<b>69</b>
<b>Library</b>	<b>77</b>	<b>73</b>
<b>Leisure Travel</b>	<b>75</b>	<b>70</b>
<b>Outdoor Recreation</b>	<b>74</b>	<b>69</b>

Unit participation also has a very positive affect on Program Satisfaction.

While unit participation in MWR Programs is positively correlated to program scores, this participation appears to have little affect on frequency of use.

# Unit Participation & Desired Outcomes

## Service Comparison

**“Does your unit participate as a group in MWR Programs?”**

	<b>Unit Participates in MWR</b>	<b>Unit Does Not Participate in MWR</b>
<b>Program</b>	<b>CSI Score</b>	<b>CSI Score</b>
<b>MWR CSI</b>	<b>73</b>	<b>66</b>
<b>Readiness</b>	<b>76</b>	<b>65</b>
<b>Retention</b>	<b>77</b>	<b>68</b>
<b>Unit Cohesion</b>	<b>77</b>	<b>66</b>

Unit participation is extremely important as a mechanism to retain, prepare and unify service members.

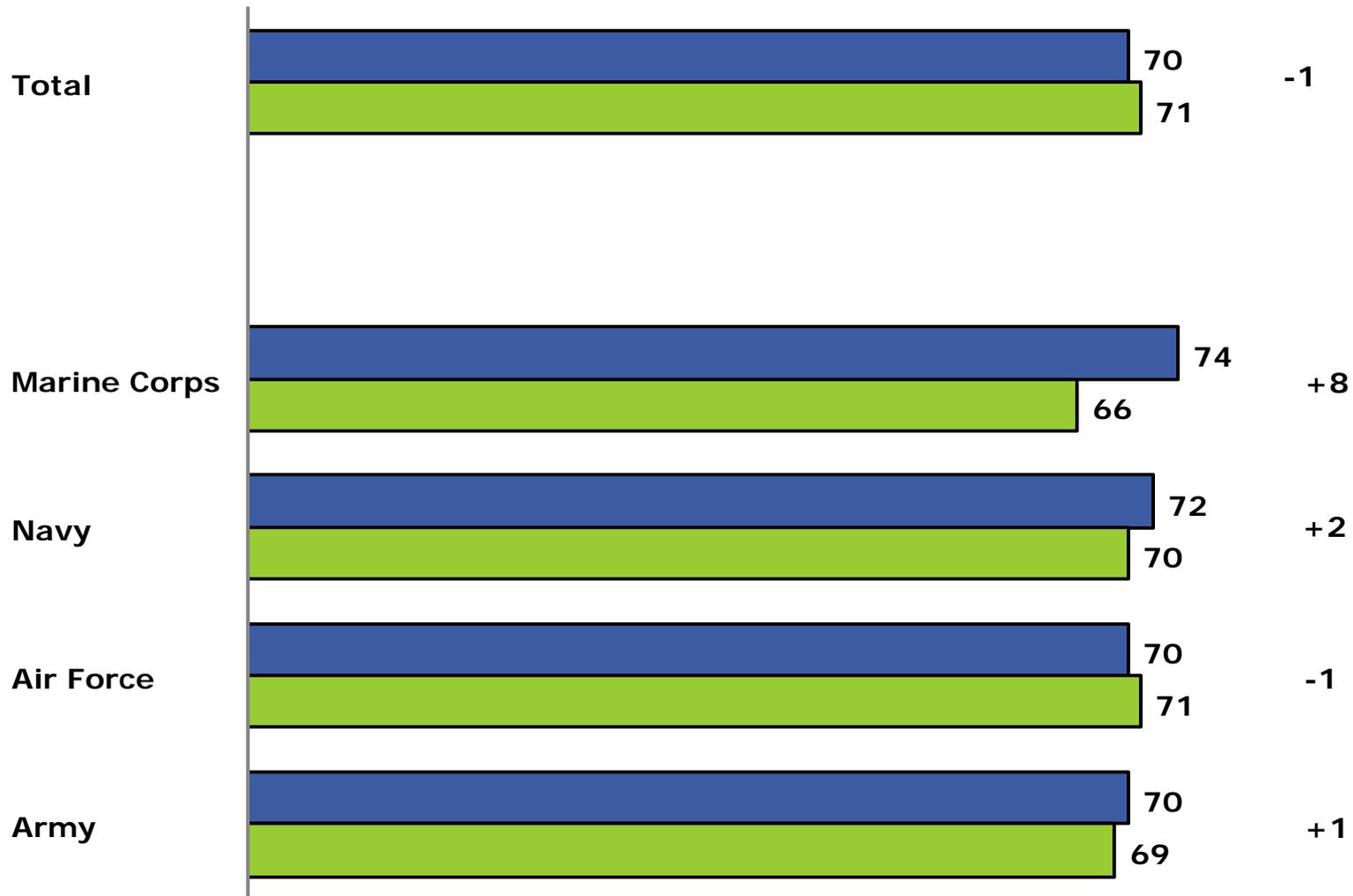
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# BRAC

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# BRAC – MWR CSI Services Comparison

2011  
2009



# BRAC – MWR CSI

## Joint Base Comparison

Joint Base	2009 CSI	2011 CSI
Joint Base Charleston	71	72
Elmendorf-Richardson	71	72
Lackland-Sam Houston-Randolph	72	71
Langley-Eustis	70	67
Lewis-McCord	71	71
Pearl Harbor-Hickam	74	72
Andrews-Naval Air Facility Washington (NAFW)	70	69
Little Creek-Fort Story	72	73
McGuire-Dix-Lakehurst (MDL)	67	67
Myer-Henderson Hall	66	72
Joint Region Marianas	67	69
Anacostia-Bolling	73	68

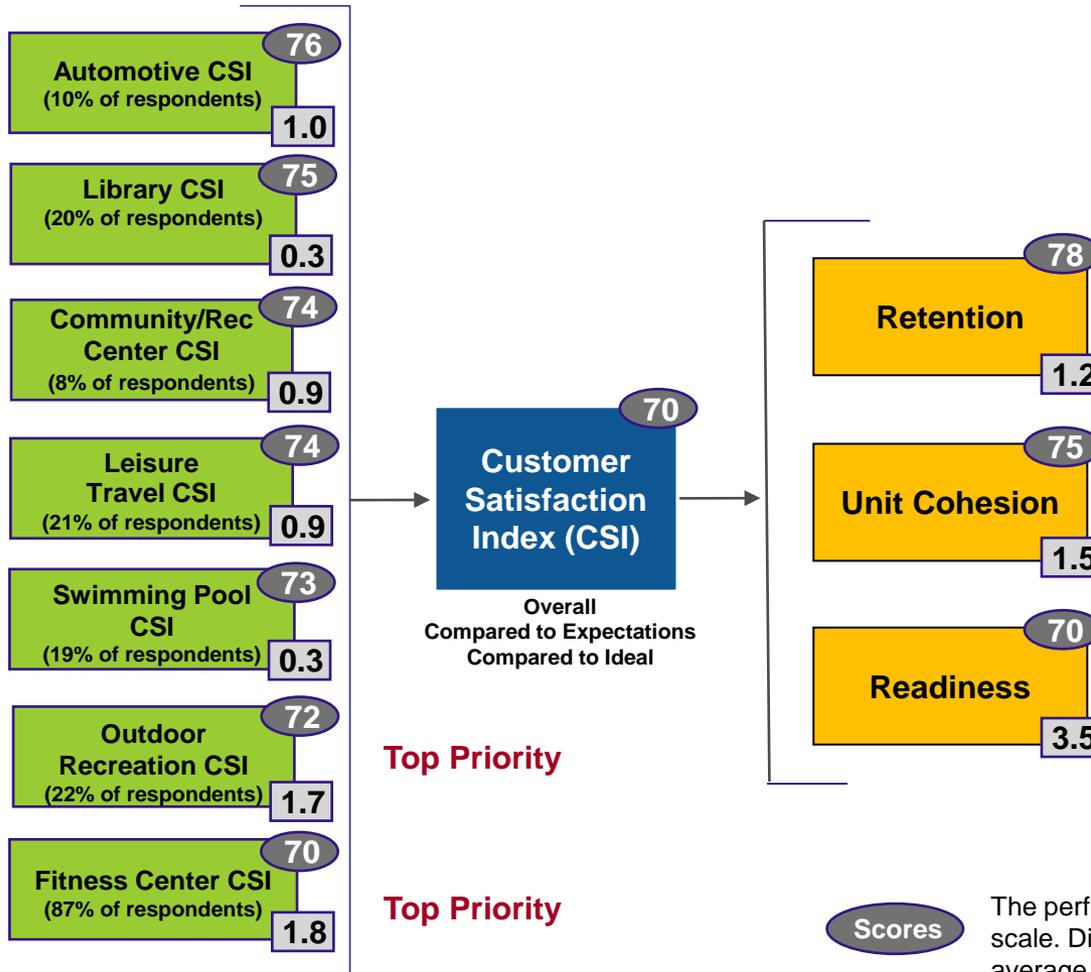
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# Guard/Reserve

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# DoD MWR CSI Model

## Guard/Reserve



Within the context of this study, scores in the 60s are characterized as "fine but could use work," the 70s as "good job but keep working on it" and the 80s as "excellent - keep it up."

At the program level, as well as MWR CSI, scores in the mid-70s are expected.

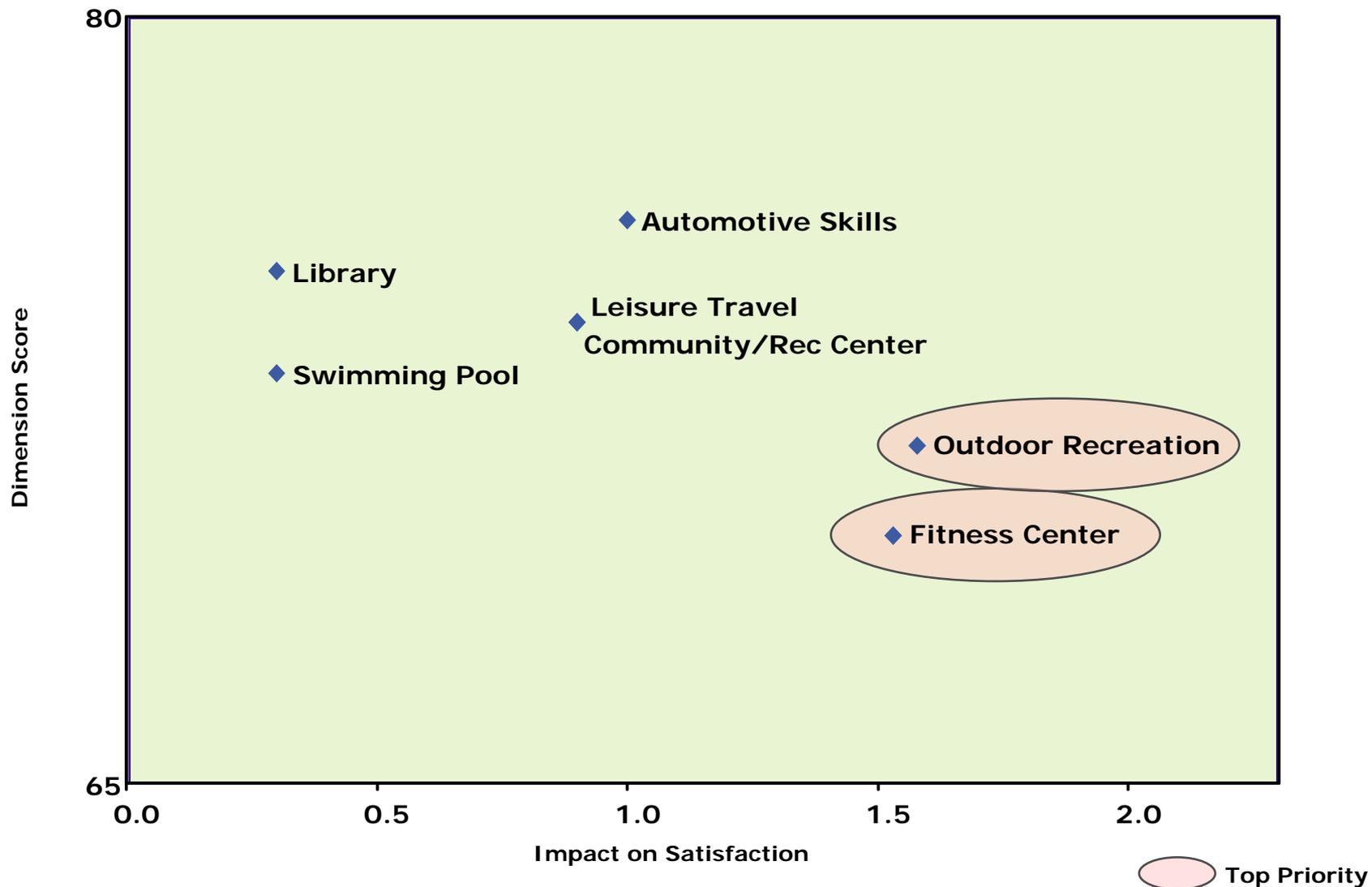
It is unlikely that any program will or should achieve a score greater than 85.

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**Impacts** The change in the variable to the right that results from a five point change in a dimension score.

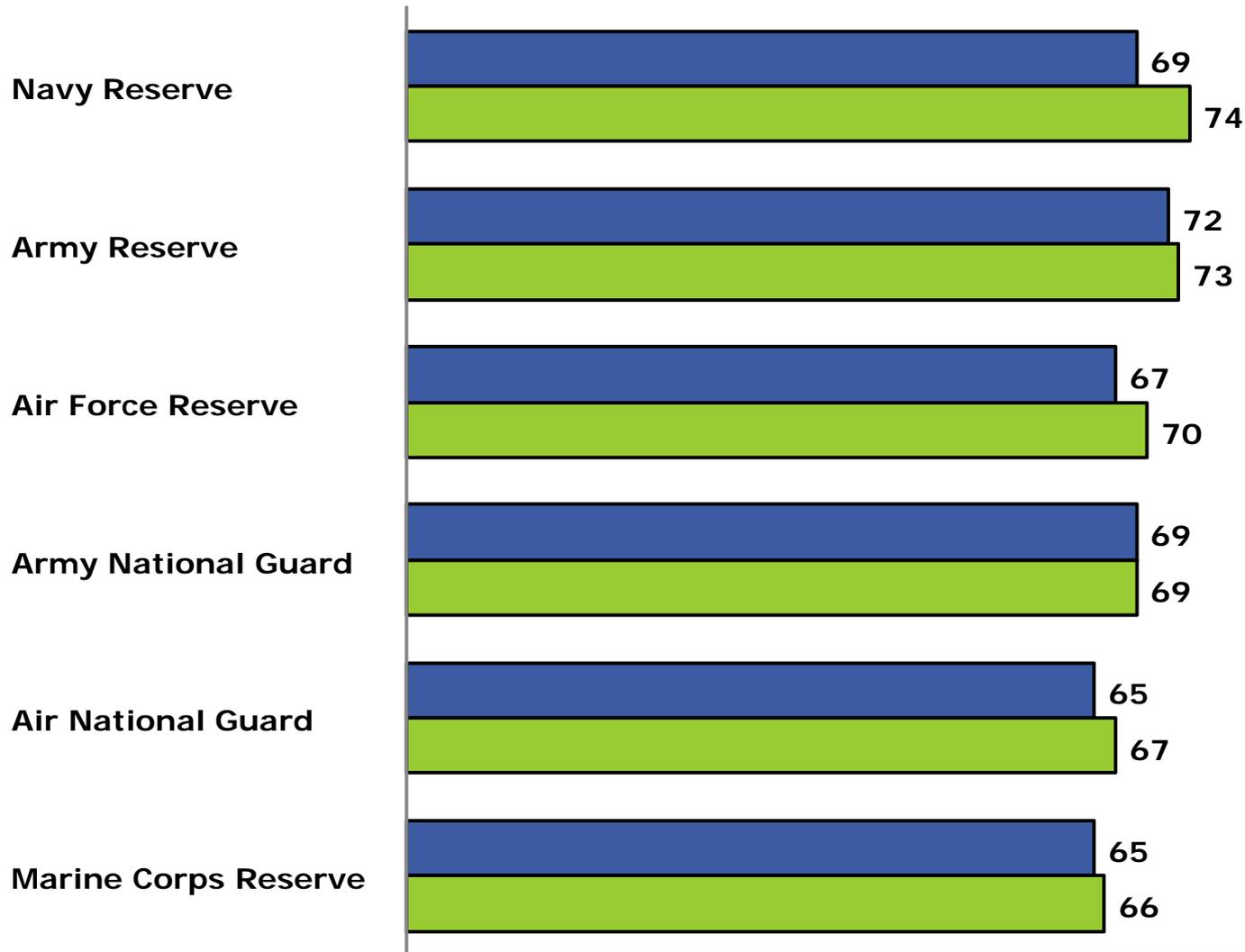
# DoD MWR Priority Matrix

## Guard/Reserve



# Guard/Reserve Service Total CSI

## AGR and Paid Drill Strength



# Total and Program CSI

## Guard/Reserve Compared to Active Duty



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# Conclusions

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# Conclusions

The **Top Priority** areas for improvement across all four Services are Fitness Centers and Outdoor Recreation, consistent with the findings for the 2009 study.

- **Fitness Center** impacts almost 1,250,000 active duty personnel each year.
- Efforts should be focused on facilities, particularly the variety of facilities.
- **Outdoor Recreation** impacts an estimated 450,000 active duty personnel each year.
- Emphasis should be placed on the programs offered.

# Conclusions

Before embarking on any substantial improvement initiatives pertaining to the priority areas, the following actions should be taken:

- Review detailed results pertaining to Fitness Center and Outdoor Recreation.
- Review verbatim comments and themes.
- Review results of other research conducted in the past two years.
- Where appropriate, conduct follow-up research focusing on Fitness Center and Outdoor Recreation.

# Conclusions

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## Unit Participation

- The positive results of unit participation as a group in MWR activities are substantial.
  - Ensure that these results are well communicated at all levels and that every unit leader understands the value of these activities.
- Every unit should participate in MWR activities as a group at a minimum of twice each year.

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**Thank you!**

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