

Results of Member Survey 2021-22 Season (MS22)

This year we had only 191 replies to this year's survey after one reminder [cf 331 in 2021 after one reminder and 340 to MS20 survey after two reminders].

The relatively low response, for the first time less than 50% of members, may tell its own story with some Covid related disturbance caused by the switch to hybrid then Westminster Theatre only meetings. The survey was completed by members between 1 April and 19 April for which responses we are extremely grateful.

1 Overall Satisfaction with Keele World Affairs Experience

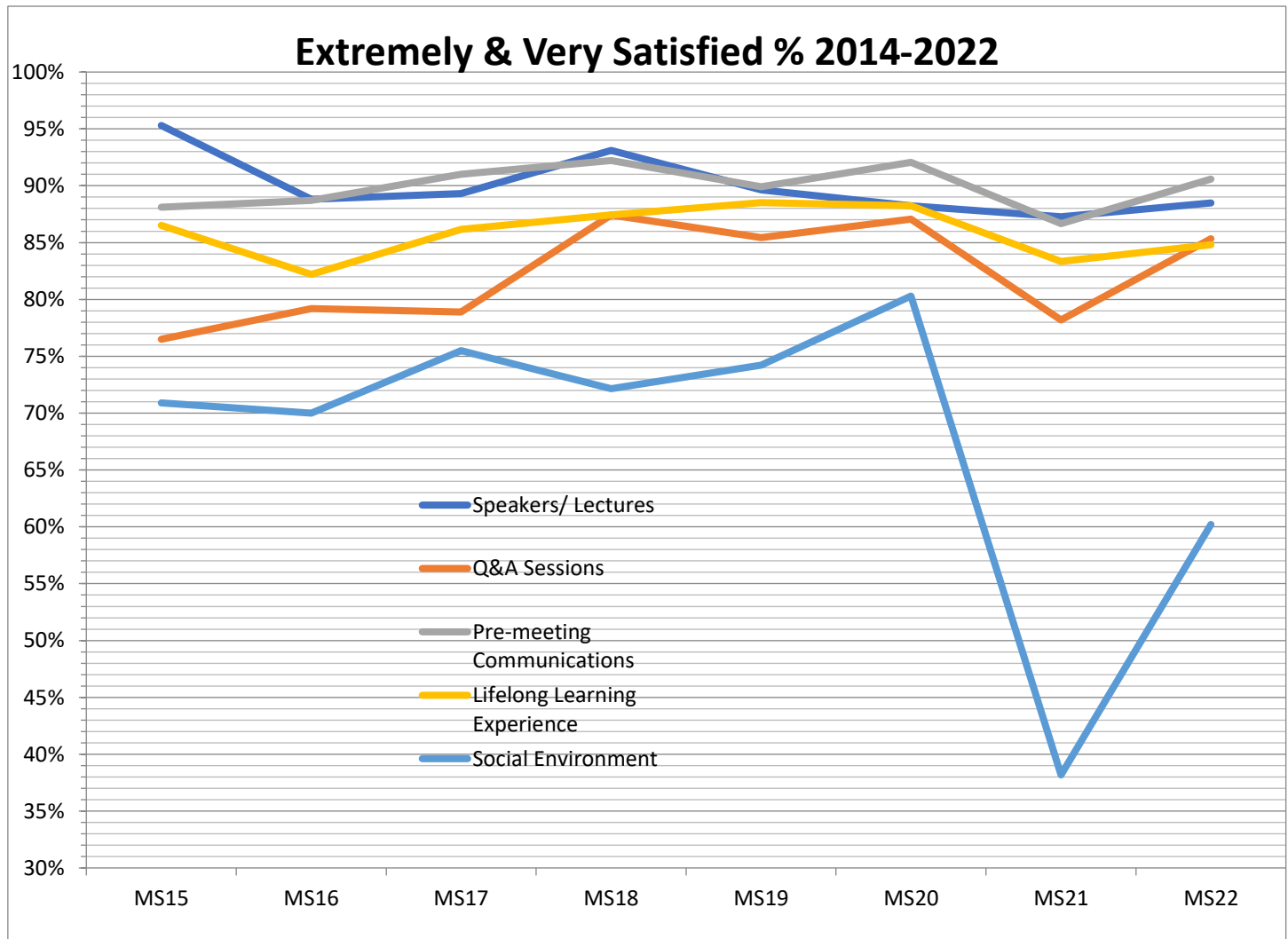
We ask the same question in each annual survey and MS22 results are as follows:

	Speakers/Lectures	Q&A Sessions	Communications	Lifelong Learning Experience	Social Environment
Extremely Satisfied	46.1%	45.0%	39.3%	37.7%	35.1%
Very Satisfied	42.4%	40.3%	51.3%	47.1%	25.1%
Fairly Satisfied	8.4%	12.0%	6.8%	12.0%	31.4%
Fairly Dissatisfied	0.5%	0.5%	0.0%	0.0%	6.8%
Very Dissatisfied	1.0%	1.0%	0.5%	0.5%	0.5%
Extremely Dissatisfied	1.6%	1.0%	2.1%	2.6%	1.0%

Overall Satisfaction compared with previous seasons

The chart below compares this season's ratings with earlier seasons. There are plenty of conclusions that can be drawn.

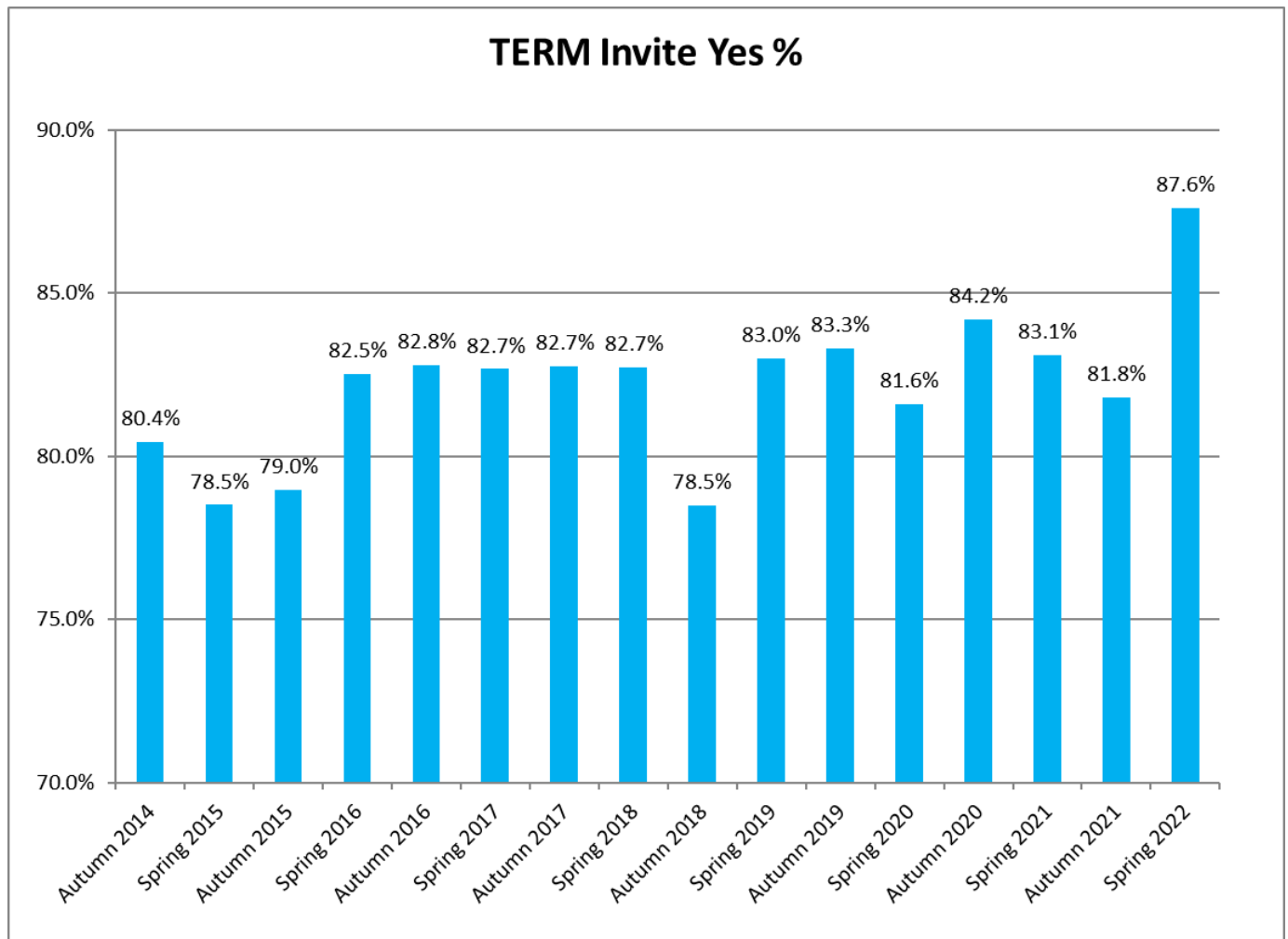
All the ratings have shown some improvement on the previous season, especially Social. We may be inclined to attribute this to the return to the Westminster, especially since 80% of replying members have attended at Keele this term.



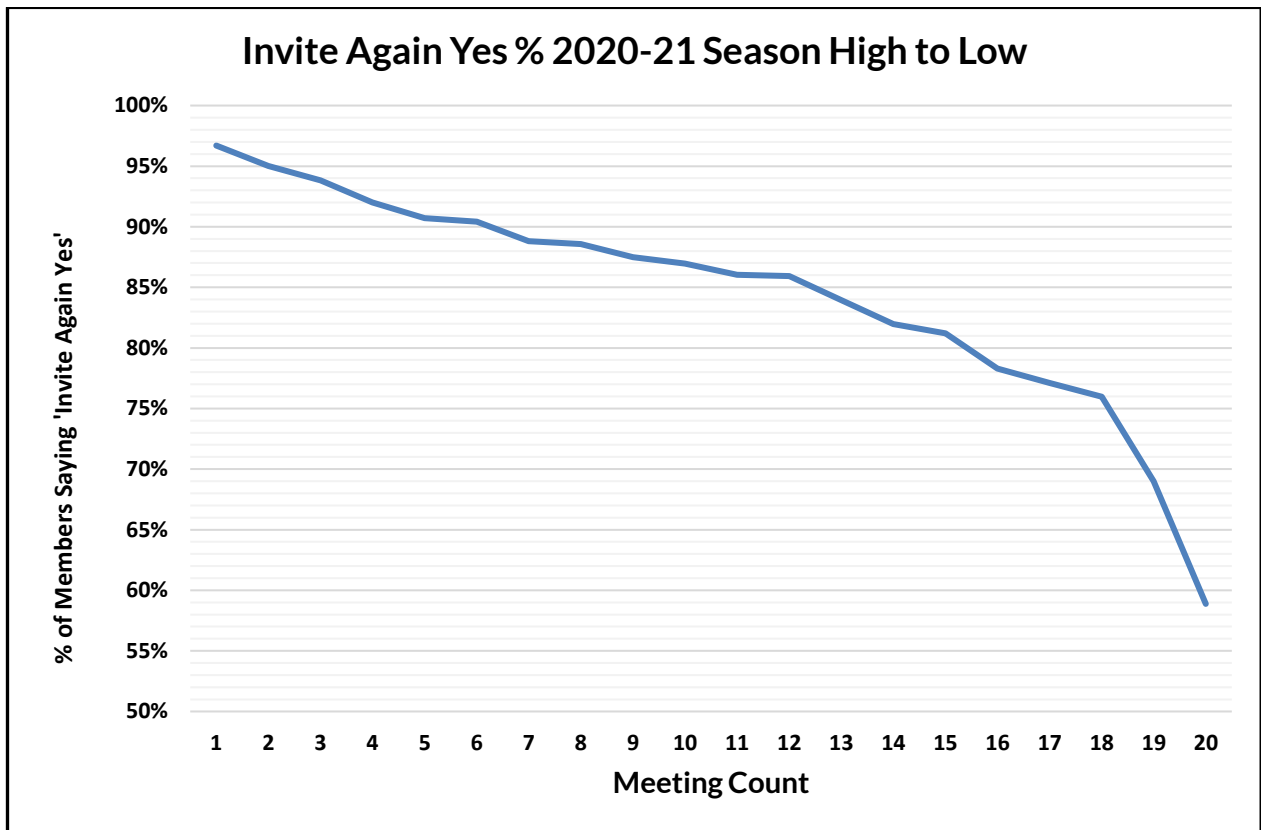
2 'Rating' of Speakers

We have a long-running question that asks the member (Yes or No) whether or not they would like each speaker to be invited again. Though some dislike this simplistic formulation, it continues to indicate good selections and helps us identify any visitor who in some way did not match the high standard of the series.

The following chart shows excellent results for the spring of 2022 in particular, despite or because of the swing from Digital to hybrid to Westminster. The 20 speakers have certainly provided us with high levels of expertise and some memorable evenings with very few having a feeling of disappointment.



Note: A speaker on whom the members are equally divided would 'score' 50%. If 80% say Yes and 20% say No, then 4 out of 5 are in favour of a return.



As the above chart shows, 15/20 speakers topped 80% and 18/20 were above 75%.

Appendix: Analysis of MS22 Respondents

We asked members to classify themselves according to their participation during the season.

No of replies/respondents	191
Attended both Digital and Westminster meetings	142
Attended Digital but did not attend Westminster meetings	37
Did not attend Digital but attended Westminster meetings	10
Did not attend any meetings - Digital or in the Westminster	2

As a general guide, we know that 490 members attended at least one meeting during the season.