

BC Soccer 2018 Player Retention Survey

Why Do Youth Play Soccer?

Why Do They Stop Playing?

What Can We Do About It?

Findings of a Survey among 2,400 BC Youth Players: 2018

January 2019 – Full Report

Situation Analysis & Objectives

- BC Soccer and other provinces have been investigating reasons for the decline in Canadian soccer registration over the last ten years. Registration peaked in 2008, since when the number of players in Canada has declined by nearly 100,000. In all provinces, this decline has been largely among female youth players, especially teenagers. The decline is occurring among 'grassroots' players.
- While BC Soccer has experienced smaller declines than Canada overall, BC registration is now also suffering, especially among teenage girls.
- Over the last five years, analysis in Canada and BC has included:
 - Regular statistical analysis of national and provincial registration trends and player demographic patterns
 - A review of published literature on sports participation
 - A survey of 300 soccer leaders: coaches and executives running teen soccer.
- The prior analysis has clearly shown the primary issue is a decline in player retention. More players are dropping out of soccer than in the past, especially at the teenage years from U-11 to U-18.
- While prior research identified possible reasons and strategies for soccer to respond, there has been an absence of direct input from the 'clients' of soccer organizations, that is, the players themselves.
- In Spring 2018, BC Soccer decided to better understand the needs and attitudes of youth players by conducting research among the players themselves, or their parents for younger players.
- The objective is to better understand youth players' motivations for playing soccer and their reasons for discontinuing playing, and to develop recommendations for action by soccer bodies.
- Many factors influence playing sport. Some of these are external (societal trends, lifestyle, family) about which soccer bodies can do little in isolation. However, some reasons for stopping playing are internal to the sport. This survey focuses on soccer-specific issues to give guidance as to what actions soccer organizations can take to encourage more players to continue playing soccer.

Research Approach

- This 2018 BC Soccer Player Retention Survey was conducted using on-line research among 2,381 youth soccer players or their parents, aged from Under 6 to Under 17.
- The survey was conducted at the end of the players' last season, questions focusing on their recent experience and intentions for next season.
- To give a cross-section of Lower Mainland, Vancouver Island and Interior community players, the sample was drawn from 21 of BC's approx. 100 community youth clubs, covering all except BC Soccer Premier League. Coastal players' season generally runs from September to March, so their survey was conducted in June 2018. Interior players' season generally runs from April to October, so their survey took place in November 2018.
- Survey invitations were sent to the 21 cooperating clubs' players/parents with a link to an online survey. The invitation came jointly from their club and BC Soccer to enhance participation.
- The questionnaire collected background information, questions probing motivations for playing, satisfaction with their program and their likelihood to play next season.
- Importantly, six questions were "open-ended questions", to collect responses volunteered in players' own words, to give unparalleled depth of response and understanding.
- The key question in the survey was the likelihood to play for the club next year, using a standard marketing research 'propensity to participate' question. It is known in the research industry that almost all those saying "definitely will" can be expected to follow-through, as will a proportion of the "probably will" group. However, almost everyone responding either "might or might not" or saying they are not likely to play can be considered highly unlikely to register next year. It is critical to understand this "Unlikely" group, who show the attitudes of players not expected to continue playing soccer next year. (Only a few noted they would be playing for another club).
- 14,000 invitations were sent out, responses being received from 2,381, i.e. 17 percent. Some of the 2,381 responding completed only part of the survey, 1,775 completing all questions.
- Surveys are subject to sampling error dependent upon the sample size. On a sample of 2,000, results are accurate +/-2%, 19 times out of 20. On 1,000 sample: +/-3%. On 600 sample: +/-4%.

Main Findings

1. Survey Respondent Profile

- **The survey provided a good cross-section of youth players belonging to BC's community grassroots clubs, who account for over 98 percent of all youth players.**
- About one-third of respondents come from each of the Lower Mainland, Vancouver Island and Interior region, including the Thompson Okanagan, Kootenays and the North. Two-thirds of the sample were male (62 percent of all BC players are male). Half of the sample were playing U6 to U10, 20 percent U11 to U12 and 30 percent were playing U13 or older.
- The sample matches the BC player concentration in grassroots soccer. Seventy percent of respondents play at house/bronze or similar levels, one-quarter at gold/silver/Div. 1,2 or equivalent, and six percent played at 'metro', equivalent or above. They have played with soccer clubs for an average of four years.
- Seventy percent play a wide variety of other organized sports and 80 percent of the remainder take some regular physical exercise, including biking, walking, skiing or swimming.

2. Reasons for Playing Soccer

- **Players' primary reasons for playing soccer are very clear: to enjoy soccer, have fun and be part of a team with friends. Other significant appeals are exercise, to develop/improve and compete. Having a good coach is also a major priority.**
- Players of all ages, genders and regions are very clear why they play soccer. The leading reasons volunteered in players own words for playing are to enjoy soccer and have fun (mentioned by 68%) and to be part of a team with friends (54%). Other significant appeals are exercise (mentioned by 32%), to develop and improve (19%) and competition (14%).
- These priorities are mentioned to equal degrees by those satisfied or dissatisfied with their program this year and those likely and unlikely to play next year.
- When probed on the importance to them of 12 different features of soccer programs, the factors which were volunteered are also rated as important. In addition, 'having a good coach' is critical, very or quite important for 80 percent, the highest rating. 'Respect', 'having fun' and 'learning to be on a team' are important for 70 percent, skill development for 60 percent and playing with friends for 50 percent. Priorities are consistent across age, gender, region, satisfaction and retention.⁴

3. Assessment of Soccer Program This Year

- **75 percent of players rated their soccer program as good, but one-quarter feel it was only fair or poor. The primary factor driving program ratings are the quality of the coaching, the sense of teamwork and the team being competitive.**
- Three-quarters of players rated their soccer program as very good or excellent, 25 percent saying their soccer program was 'excellent' and one-half saying 'very good'. However, one in four were less happy, describing the program as only fair or poor. Assessment is consistent across age, gender and regional groups.
- Four aspects are volunteered as the best parts of the program this year. Forty percent commented on good coaches, while one-in-six cited each of their friends on the team, teamwork, and playing games. Improving skills and generally having fun were each strengths for 13 percent. Among those assessing the program as excellent, over one-half volunteered this was due to the coaching.
- The less positive features, especially among those unhappy with the program, were very specific about the problems they experienced. The primary problem mentioned by 40 percent of those less happy with the program was that they did not get good coaching.
- Also, one-quarter of those giving lower ratings said they did not learn or develop. Other contributory problems relate to: team formation concerns, e.g., the calibre of the team, not being competitive, selection issues and other players on the team being weaker; scheduling challenges; and poor club communication.
- When players rated the program they received on the 12 key factors, the highest overall satisfaction was recorded on the team showing respect, focus on fun, learning to be on a team, playing as much as team mates and playing with friends. Results were consistent by age, gender and region.
- While opinions given on each factor were related to the rating overall, there were some significant differences among those unhappy with last year's program. Ratings given by those regarding their program as only fair or poor were over 40 percentage points lower than the ratings given by the 'excellent' group on four dimensions. The biggest differentiator was 'having a good coach', 93 percent of those saying their program was excellent gave a good rating on coaches, while only 42 percent of the group rating the program as 'fair/poor' rated their coaches as good. Other factors also with much lower ratings among the less satisfied were focus on skill development, learning teamwork and the team calibre not being high. 5

4. Likelihood of Playing with Club Next Year

- **Over 20 percent of players are unlikely to register next year, largely due to their unhappiness with this year's program, with teen females the most at risk. Encouraging more to stay in soccer requires better coaching, helping players improve, keeping team-mates together and scheduling to be more consistent and local.**
- On the critical issue of whether they would play next year, sixty percent of players said they would definitely play for their club next year, 17 percent more said they probably would play, but 23 percent were less likely, either saying they 'might or might not play' or likely would not play. Most of this group, the "Unlikely to Play", is expected to drop out of soccer.*
- While 60 percent overall say they definitely will play next year, likelihood of registering is equal across age groups, but lower among female players (53% definite) and Interior players (47% definite). Under 9 to Under 14 boys are the most likely to stay in soccer, while teenage females are more 'at risk' of dropping out. Ten percent of all survey respondents were girls playing U13 or higher – but this demographic represented 15 percent of those unlikely to play next year.

- The strongest driver of interest in playing next year is satisfaction with this year's program. Among those saying this year was 'excellent', 83 percent say they definitely will play for their club next year. Among those saying it was only fair or poor, just 28 percent are definite they will continue.
- Players planning to continue say this is because they enjoy it and they love their sport. Those unlikely to continue cite interest in other sports, having lost interest, not enjoying it any more, poor coaches and schedule issues. Results are similar by age and gender, except more females say they have lost interest or enjoyment, more boys plan other sports. When asked to suggest changes to encourage them to keep playing, better coaching, helping players improve and better balanced teams are most cited.
- 16 potential changes to soccer were explored: five enhance interest in playing, five decrease appeal. The five strongest changes with "Net Impact" (% more likely to play minus % less likely) of over +45 are improving skills, more focus on fun, playing same days/times, playing at higher calibre and keeping the same team-mates. The five factors most likely to kill interest, with net negative impacts of over -20, are less fun, moving to a team with new team-mates, unequal playing time, playing at different days/times and travelling more. Results are similar by gender, but players U11 and older are less concerned about travel and playing time and more concerned to win.

* Only 1 in 12 noted they would keep playing with another club)

Recommendations for Action

- 1. Soccer's youth players have been very helpful in describing their needs and attitudes in this survey. They have outlined v clear issues for soccer organizations to help address registration declines. Some of the issues are not new, but these now coming from players themselves should strengthen everyone's concern to address them.**
2. The prime cause of lack of interest in continuing in soccer is simple - dissatisfaction with the program. The correlation between satisfaction and intent to re-register is very strong. Soccer must strive to maximise how good are its programs, 'good' meaning only: "does the sport meet its client players' needs". While females are not more unhappy with programs, they are at more risk of dropping out of the sport when dissatisfied, so meeting their needs is especially important.
3. Dissatisfied players are unhappy for two major reasons. The most critical issue is team coaching. Players' language is about 'team coaching' rather than 'development', and the coach provides their program on the ground. Coaches get credit for a good year, but if players' varied needs from soccer are not met, coaching will be described as poor and players will be lost.
4. The second issue is team competitiveness - unbalanced play saps interest. Clubs and leagues must strive to balance teams to maintain healthy team dynamics. If imbalance and one-sided play are not quickly remedied, players will be lost.
5. Soccer organizations must recognize that while improving skills and playing at a high level are certainly a priority, this is only one of players' needs. Arguably at least as important in the reasons youth play and enjoy this team sport are fun and being part of a group, on a team of friends and teamwork. Anything which lowers identification with their team risks lower registration. Moving older, lower-level players between teams is ill-advised; it is a significant risk to staying in the sport. Clubs need to strive to keep recreational teams together as much as possible.
6. Clubs and leagues need to make soccer fit in better with busy family life. For recreational players, having consistent days and time of play would be a major help to keep players engaged, and less travel to other cities would also be useful. While many factors determine schedules, soccer must encourage leagues and municipalities to work with them to do whatever it takes to address consistent day/time of play in particular, and so help deliver on everyone's goal of more participation.

1. Survey Respondent Profile

Clubs Participating in Survey (21)

Lower Mainland (805 responses)	Interior BC (743)
Aldergrove YSC	Beaver Valley FC
North Vancouver FC	Castlegar Minor SA
Richmond FC	Kamloops YSA
South Delta United SC	Lake Country YSA
Whistler YSC	Rosland FC
	Trail YS
Vancouver Island (833)	Vanderhoof YSA
Bays United FC	Westside YSA
Comox Valley United SC	
Gabriola SA	
Gorge SA	
Harbour City FC	
Oceanside YSS	
Lakehill SA	
Sooke SC	<i>All clubs are coed except North Vancouver FC (Male) and Richmond FC (Male, surveyed U6-10 only)</i>

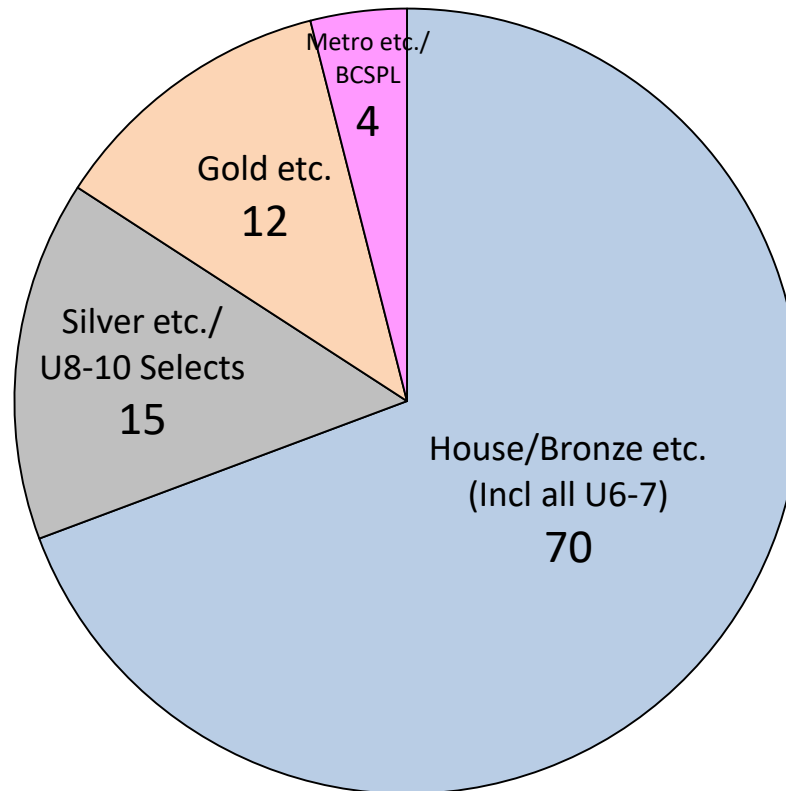
Survey Sample

Total	2381 %			2381 %
Male	66		Vancouver Island	34
Female	33		Lower Mainland	35
Prefer not say	1		Interior	31
Played boys soccer	63		Played U6-U8	30
Played girls soccer	30		Played U9-10	20
Played co-ed soccer	7		Played U11-12	21
			Played U13-14	15
			Played U15-16	10
			Played U17-18	6

Survey Sample

	Total	U6-U10	U11-18	Coastal	Interior
	2381	1172	1209	1638	743
	%	%	%	%	%
Vancouver Island	34	34	34	51	-
Lower Mainland	35	33	37	49	-
Interior	31	33	29	-	100
Male	66	68	65	72	55
Female	33	31	35	28	44
Prefer not say	1	1	-	1	1
Played boys soccer	63	61	64	68	50
Played girls soccer	30	27	34	26	41
Played co-ed soccer	7	13	2	6	10
Played U6-U8	30	60	-	28	33
Played U9-10	20	40	-	20	20
Played U11-12	21	-	40	22	17
Played U13-14	15	-	29	16	12
Played U15-16	10	-	20	9	11
Played U17-18	6	-	11	5	7

Survey Sample – Calibre of Play



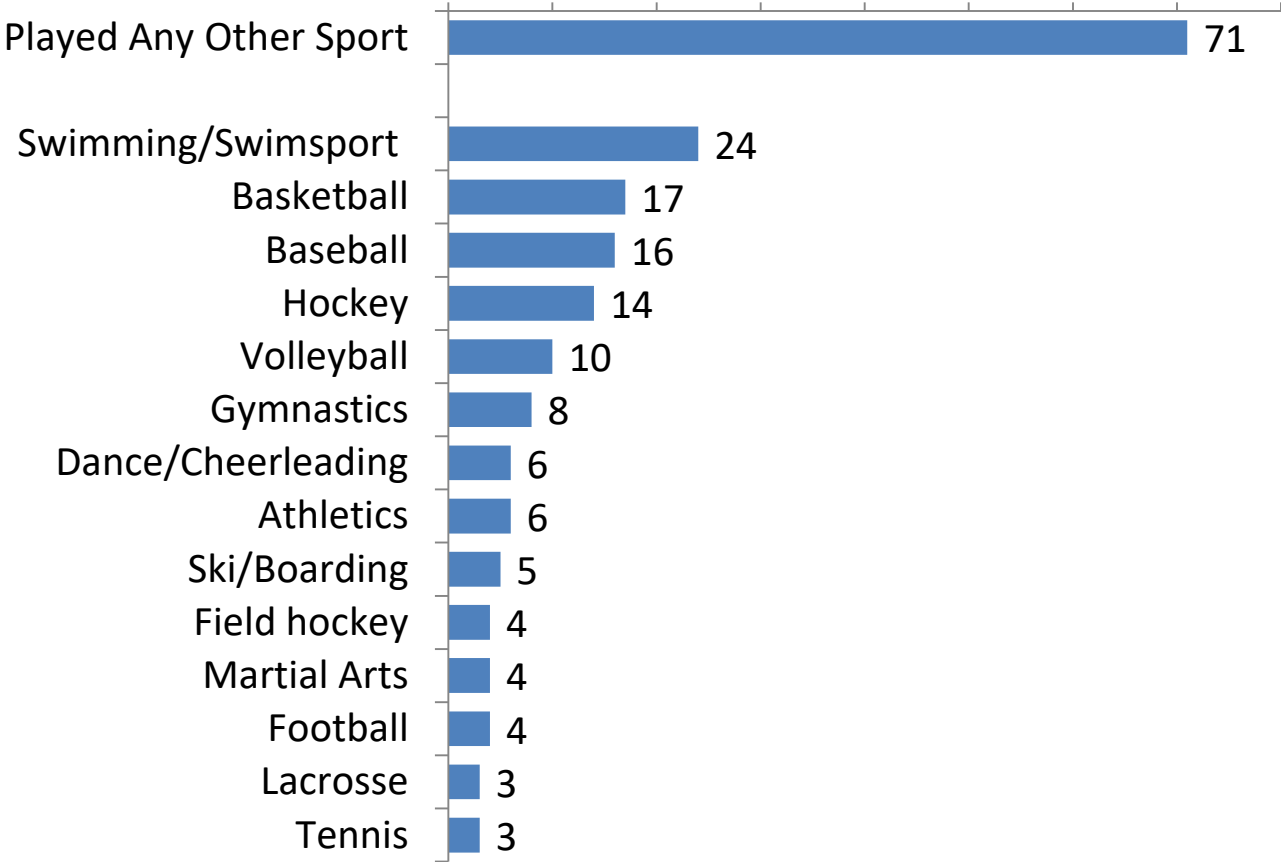
Survey Sample – Calibre of Play

Not asked of U6-7	Total	U8-U10	U11-12	U13-18
	2259	707	450	648
	%	%	%	%
House/Recreational		91		
Selects/Development team		14		
Not stated				
Bronze, Tier 4, In-Club Programs			54	
Silver			24	
Gold, Tier 3			24	
Bronze, Div. 3 or 4, Tier 4, In-Club/District Program				38
Silver Div. 2				22
Gold, Div. 1, Tier 3				25
Metro, Selects, VIPL, Tier 2				14
BC Soccer Premier League				1
<u>Overall</u>				
House/Bronze etc. (Includes U6-7)	70			
Silver etc./U8-10 Selects	15			
Gold etc.	12			
Metro etc./BCSPL	4			

Sample Composition: Years Played Soccer with Soccer Clubs

“Including this year”	Total 2169 %	U6-U10 1084 %	U11-18 1085 %	Coastal 1497 %	Interior 672 %
One year	13	24	2	13	14
2 – 3 years	26	45	8	26	27
4 – 5 years	24	27	22	25	24
6 – 8 years	24	4	44	26	20
9 + years	12	-	24	11	15

Playing Other Organized Sports



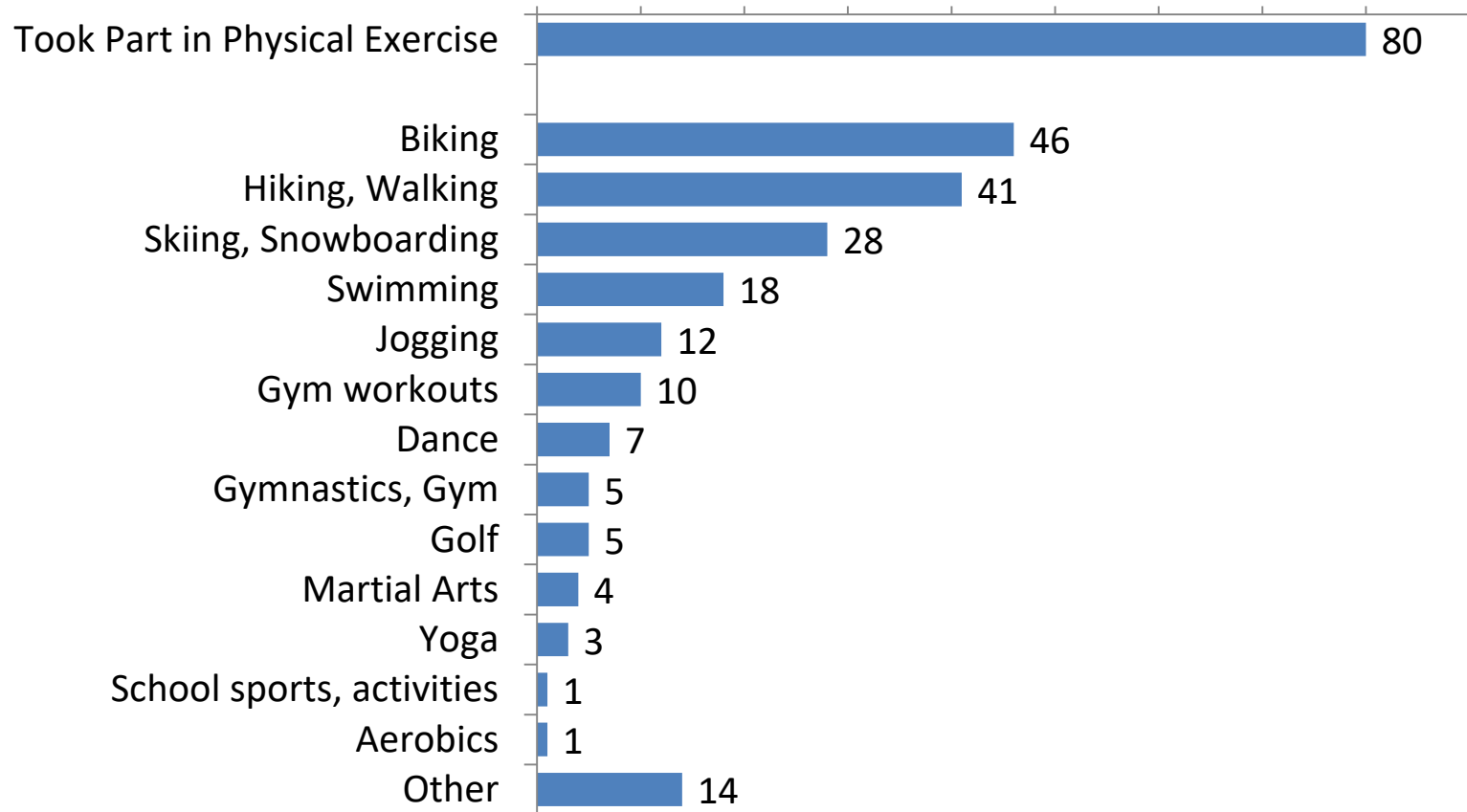
Playing Other Organized Sports

	Total	Males	Females	U6-U10	U11-18	Coastal	Interior
“For 6 weeks or more”	2165	1434	705	1083	1082	1497	668
	%	%	%	%	%	%	%
Played Any Other Sport	71	73	68	70	72	73	66
Played No Other Sport	29	27	32	30	28	27	34
Swimming/Swimsport	24	24	24	36	12	24	22
Basketball	17	18	15	8	27	19	14
Baseball	16	23	2	22	11	22	4
Hockey	14	18	5	16	12	11	20
Volleyball	10	7	16	1	18	8	14
Gymnastics	8	5	13	11	4	7	10
Dance/Cheerleading	6	1	16	9	4	5	8
Athletics	6	6	5	2	9	6	4
Ski/Boarding	5	5	4	4	5	3	8
Field hockey	4	3	8	3	6	6	1
Martial Arts	4	5	3	7	2	4	4
Football	4	5	1	2	5	4	1
Lacrosse	3	4	1	5	2	5	1
Tennis	3	4	2	3	4	4	2

Others mentioned: Rugby (3%), Softball (3%), Track and Field/Track (2%), Figure skating (2%), Biking (1%), Ball hockey (1%), Other soccer (1%), All Other (8%)

Other Physical Exercise Regularly Taken

Among Those Not Taking Part in Other Sports



Those Not Taking Part in Other Sports: Other Physical Exercise Regularly Taken

	Total	Males	Females	U6-U10	U11-18	Coastal	Interior
	627	393	227	328	299	404	223
	%	%	%	%	%	%	%
Took Part in Physical Exercise	80	80	81	83	78	81	80
Not Took Part	20	20	19	17	22	19	20
Biking	46	49	40	51	39	46	44
Hiking, Walking	41	39	44	41	40	41	41
Skiing, Snowboarding	28	27	29	27	30	22	39
Swimming	18	17	21	28	7	18	17
Jogging	12	11	14	7	17	13	10
Gym workouts	10	10	10	2	19	10	9
Dance	7	3	14	11	3	8	6
Gymnastics, Gym	5	3	9	6	3	4	6
Golf	5	6	3	5	5	4	5
Martial Arts	4	5	2	5	3	5	3
Yoga	3	1	8	2	4	3	4
School sports, activities	1	1	2	1	2	1	1
Aerobics	1	1	2	1	1	1	1
Other	14	18	8	13	16	15	14

2. Reasons for Playing Soccer

Main Reasons Play Soccer, Likes About Soccer

Enjoy Soccer 68%

Fun, enjoy 46%
Like it, love it, great game, favourite sport 28%
Like sports 2%

Friends/Team 54%

Friends, play with friends, with new friends 31%
Team, teamwork, team sport, on team/group 27%
Social 4%

Exercise 32%

Exercise, fitness 18%
Active, physical, running 14%
Outdoor/Fresh air 2%

Development 19%

Skills, new skills, develop, get better, improve 14%
Challenging, challenge 3% Dribbling/control 1% Kicking ball 2%

Competition 14%

Competition, competitive 10% Winning, scoring 5%

All Others 13%

All 3% or less

Main Reasons Play Soccer, Likes About Soccer

<i>Volunteered responses</i>	Total	U6-U10	U11-18	Male	Female
	1799	886	913	1198	591
	%	%	%	%	%
Fun, enjoy	46	44	47	46	45
Like it, love it, great game, favourite sport	28	23	32	29	26
Like sports	2	2	1	2	1
Friends, play with friends, with new friends	31	34	29	31	33
Team, teamwork, team sport, on team, in group	27	25	29	27	27
Social	4	6	3	4	5
Exercise, fitness	18	15	21	17	18
Active, activity, physical, running	14	16	12	13	15
Outdoor activity/Fresh air	2	3	2	2	2
Skills, new skills, develop, get better, improve	14	16	13	14	14
Challenging, challenge	3	2	4	3	3
Kicking the ball	2	4	1	3	2
Dribbling/control	1	1	1	1	1
Competition, competitive	10	7	12	9	11
Winning, scoring	5	7	3	5	5
All Others	13	16	10	13	13

(Others include: Coach, Played long time, Parents reg'd me, Cost/not expensive, Everything/all of it, Easy/simple to play, Other, Negative/None)

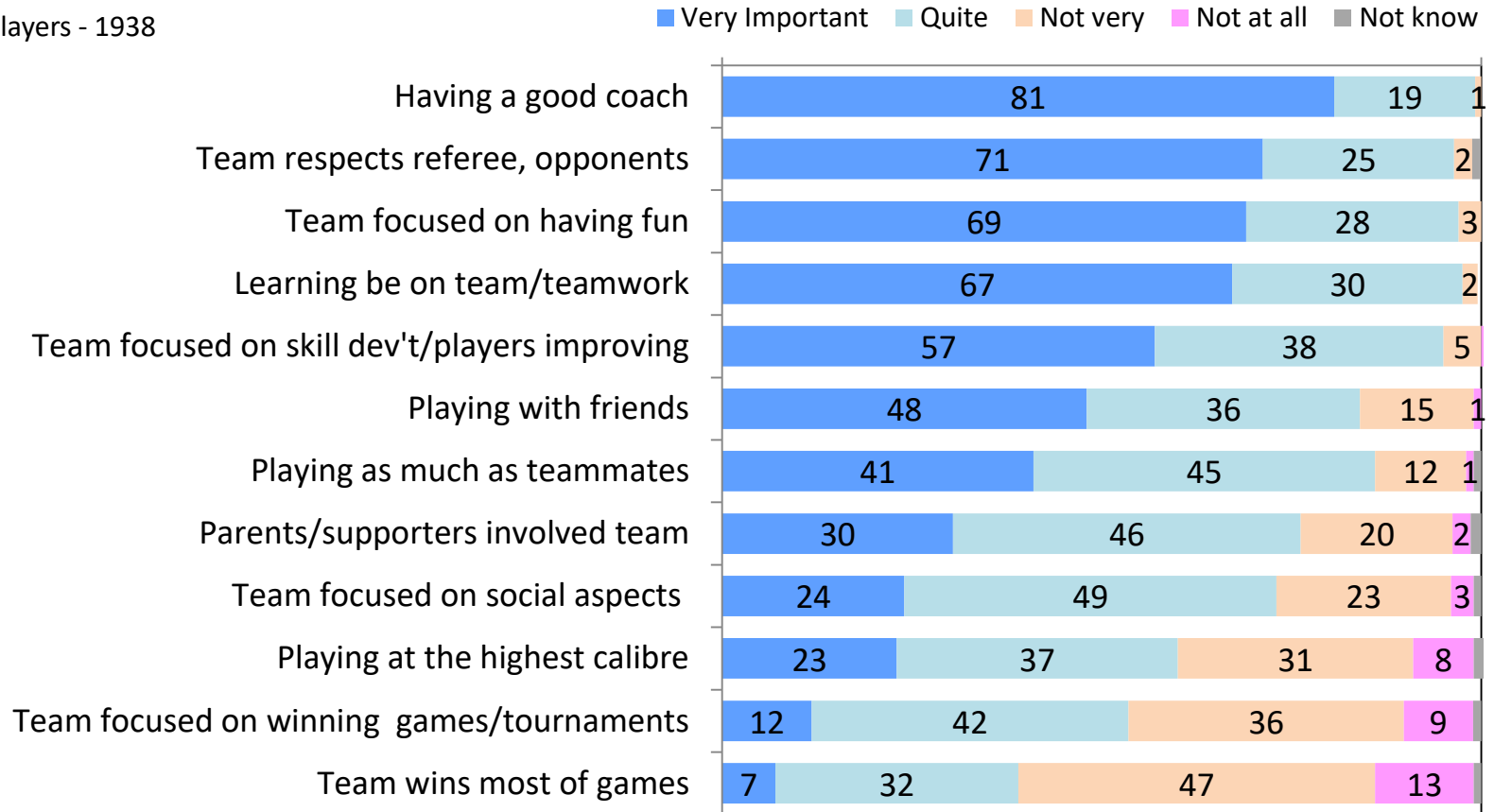
Main Reasons Play Soccer, Likes About Soccer Response Groups by Program Satisfaction

<i>Volunteered responses: % of responders</i>	<u>Rated Program</u>			
	Total	Excellent	Good	Fair/Poor
	1799 %	463 %	824 %	413 %
Enjoy soccer	68	74	68	64
Friends/Team	54	52	56	52
Exercise	32	30	34	32
Development	19	20	19	20
Competition	14	14	13	14
All others	13	17	12	12

	<u>Likely Play Next Season</u>			
	Total	Def Will	Probably	Unlikely
	1799 %	989 %	270 %	358 %
Enjoy soccer	68	74	64	60
Friends/Team	54	54	57	54
Exercise	32	32	34	33
Development	19	20	19	19
Competition	14	14	12	13
All others	13	15	12	11

Importance of Soccer Program Features

All players - 1938



Importance of Soccer Program Features By Sub-Group: % Very Important

	Total	Males	Females	U6-10	U11-18	Coast	Interior
	%	%	%	%	%	%	%
Having a good coach	81	80	81	80	82	81	79
Team respects referee, opponents	71	71	71	76	66	71	72
Team focused on having fun	69	68	72	78	61	69	71
Learning be on team/teamwork	67	66	70	73	62	66	69
Team focused on skill dev't/players improve	57	57	57	55	59	58	54
Playing with friends	48	47	51	52	43	47	51
Playing as much as teammates	41	42	41	43	40	40	44
Parents/supporters involved team	30	31	30	35	25	29	34
Team focused on social aspects	24	23	25	27	21	23	25
Playing at the highest calibre	23	25	19	16	30	24	20
Team focused on winning games/tnmts	12	13	9	6	18	12	12
Team wins most of games	7	8	6	3	11	7	8

Importance of Soccer Program Features By Program Satisfaction: % Very Important

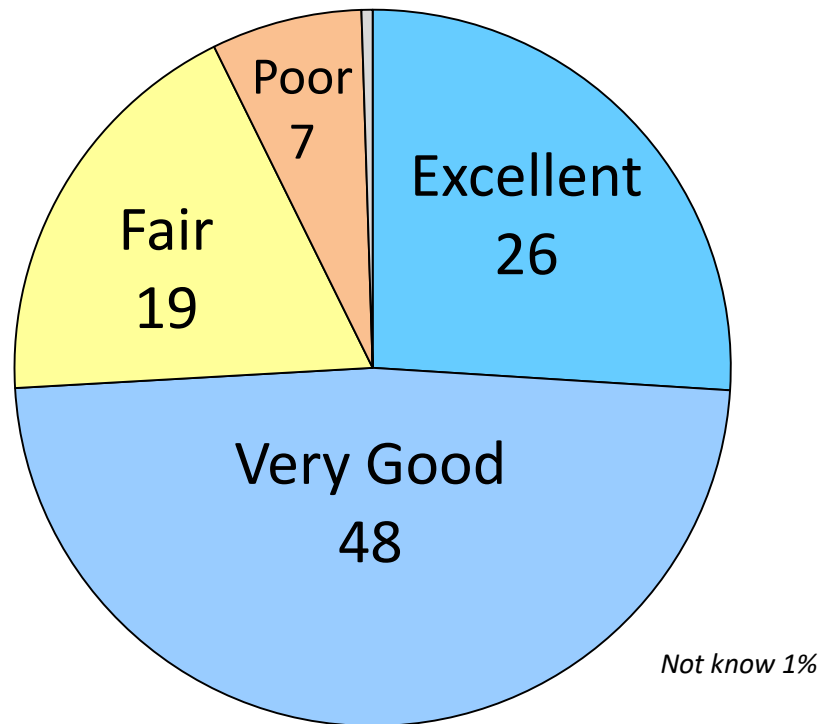
	<u>Satisfaction This Year</u>			
	Total %	Excellent %	Good %	Fair/Poor %
Having a good coach	81	83	77	85
Team respects referee, opponents	71	77	69	69
Team focused on having fun	69	76	69	62
Learning be on team/teamwork	67	77	64	64
Team focused on skill dev't/players improve	57	63	53	59
Playing with friends	48	53	50	40
Playing as much as teammates	41	46	40	40
Parents/supporters involved team	30	33	29	30
Team focused on social aspects	24	29	22	22
Playing at the highest calibre	23	26	21	24
Team focused on winning games/tnmts	12	11	12	13
Team wins most of games	7	8	8	5

Importance of Soccer Program Features By Likelihood to Play Next Year and Gender % Very Important

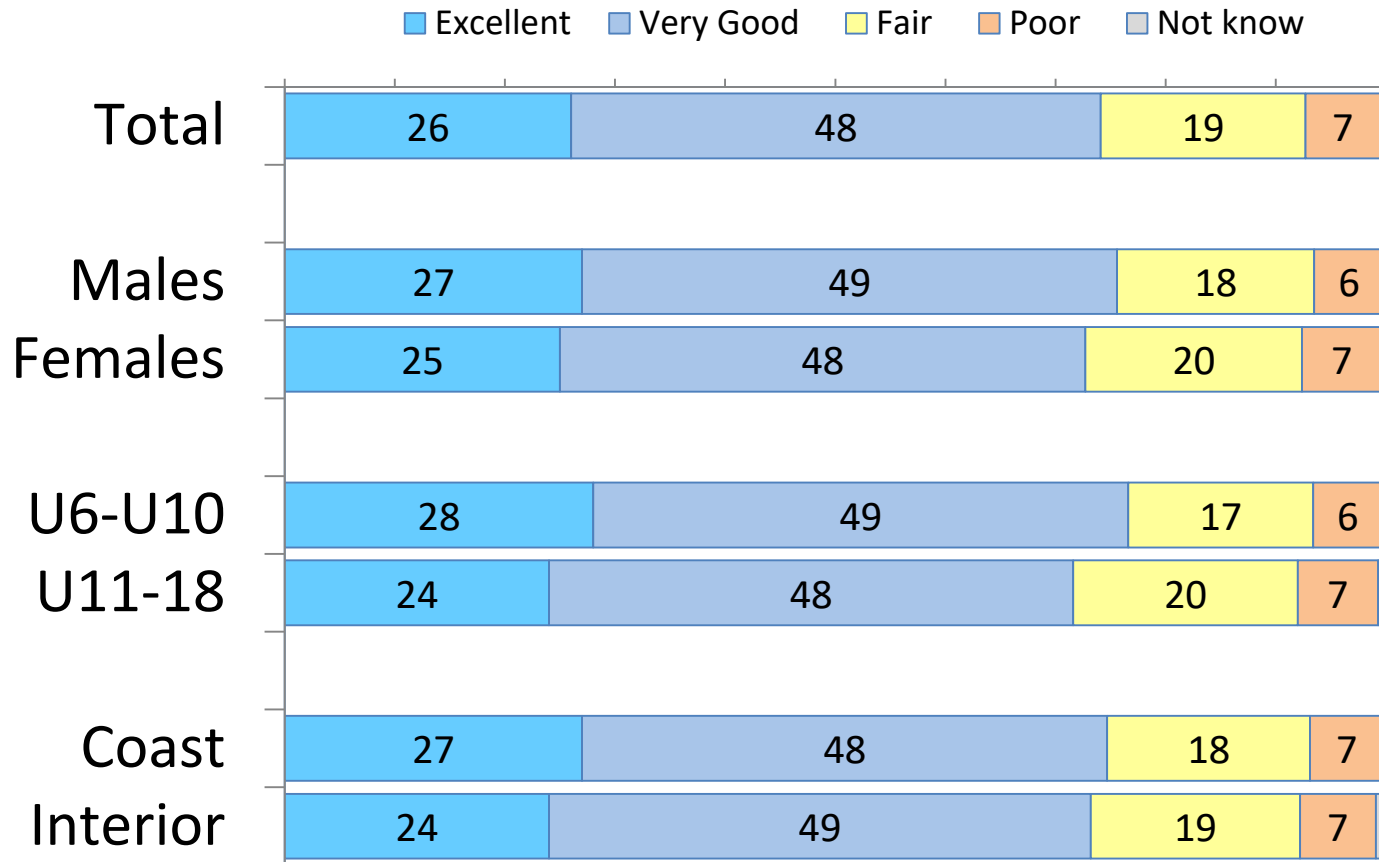
	Total %	Definitely Will %	Probably Will %	Unlikely Total %	Unlikely Males %	Unlikely Females %
Having a good coach	81	82	79	79	79	77
Team respects referee, opponents	71	73	71	68	68	68
Team focused on having fun	69	71	70	65	64	67
Learning be on team/teamwork	67	71	61	64	63	64
Team focused on skill dev't/players improve	57	60	50	54	55	50
Playing with friends	48	49	48	44	44	45
Playing as much as teammates	41	45	40	33	33	33
Parents/supporters involved team	30	31	32	28	30	24
Team focused on social aspects	24	24	23	25	24	27
Playing at the highest calibre	23	26	17	20	22	15
Team focused on winning games/tnmts	12	14	8	9	12	6
Team wins most of games	7	9	5	5	5	4

3. Assessment of Soccer Program This Year

Overall Rating of Soccer Program



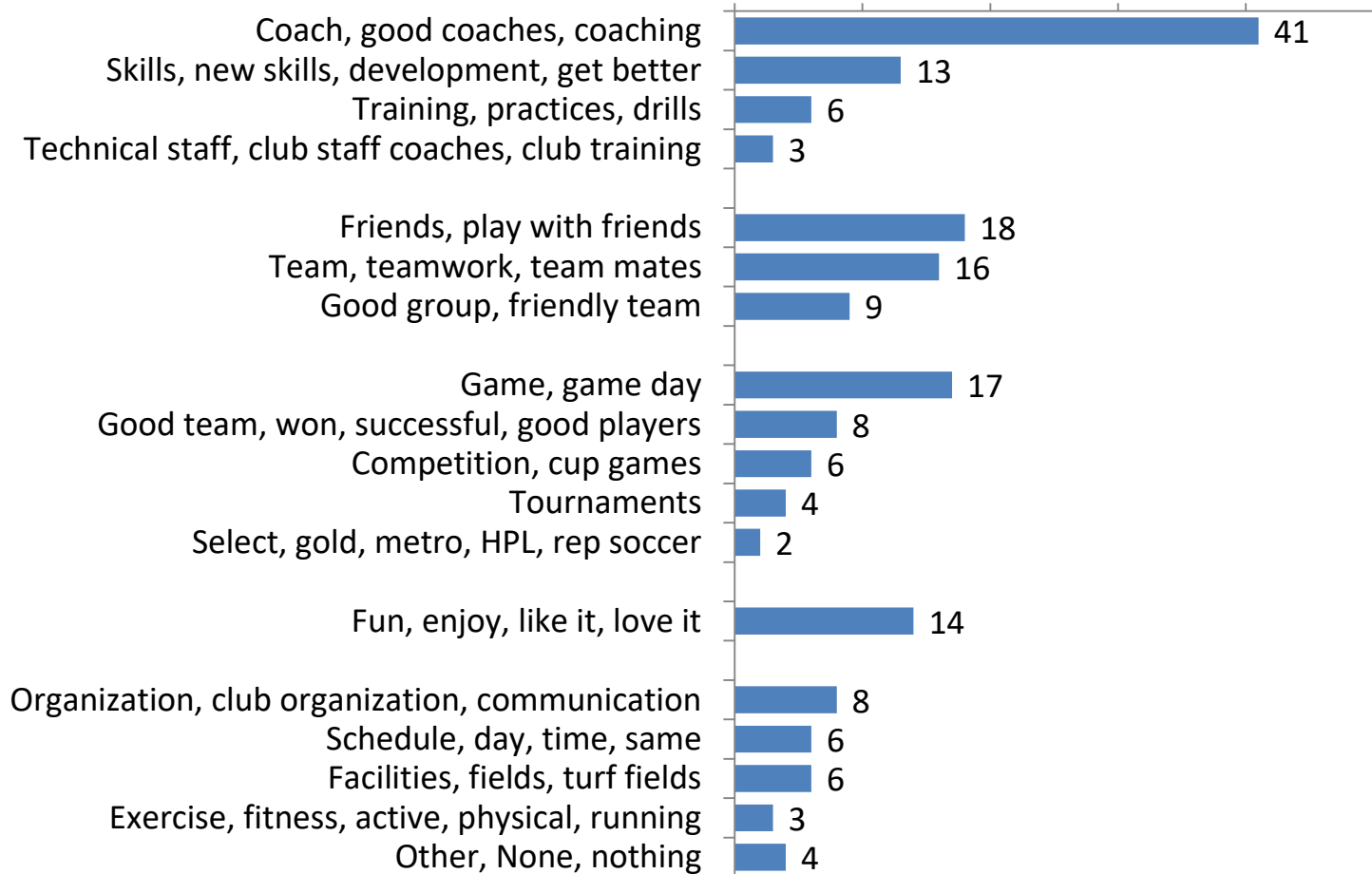
Overall Rating of Soccer Program



Soccer Program Overall Rating

	Total 2023 %	Males 1336 %	Females 665 %	U6-U10 1030 %	U11-18 993 %	Coast 1403 %	Interior 620 %
Excellent	26	27	25	28	24	27	24
Very Good	48	49	48	49	48	48	49
Fair	19	18	20	17	20	18	19
Poor	7	6	7	6	7	7	7
Not know	1	-	1	1	-	-	1

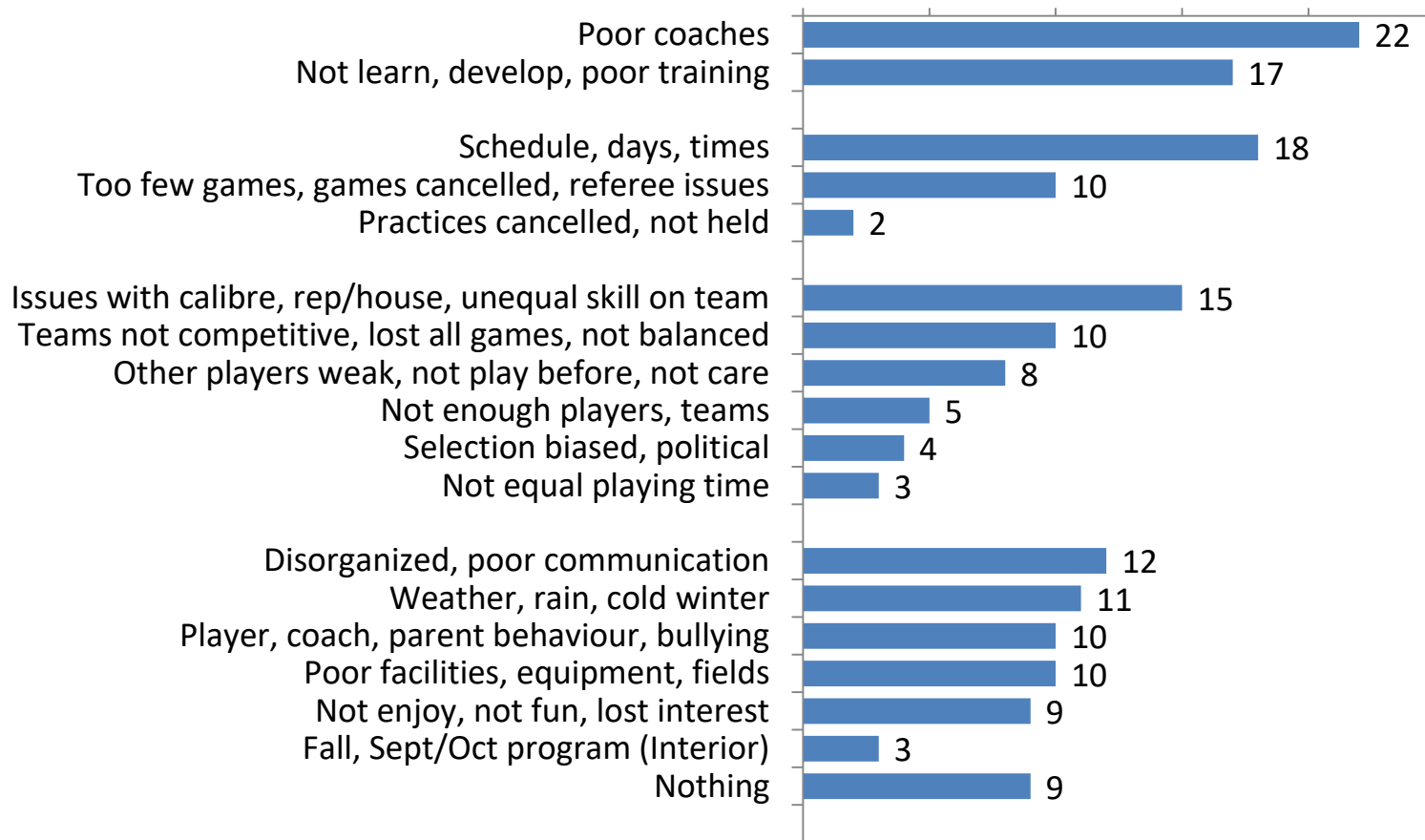
Best Things about Soccer Program This Year



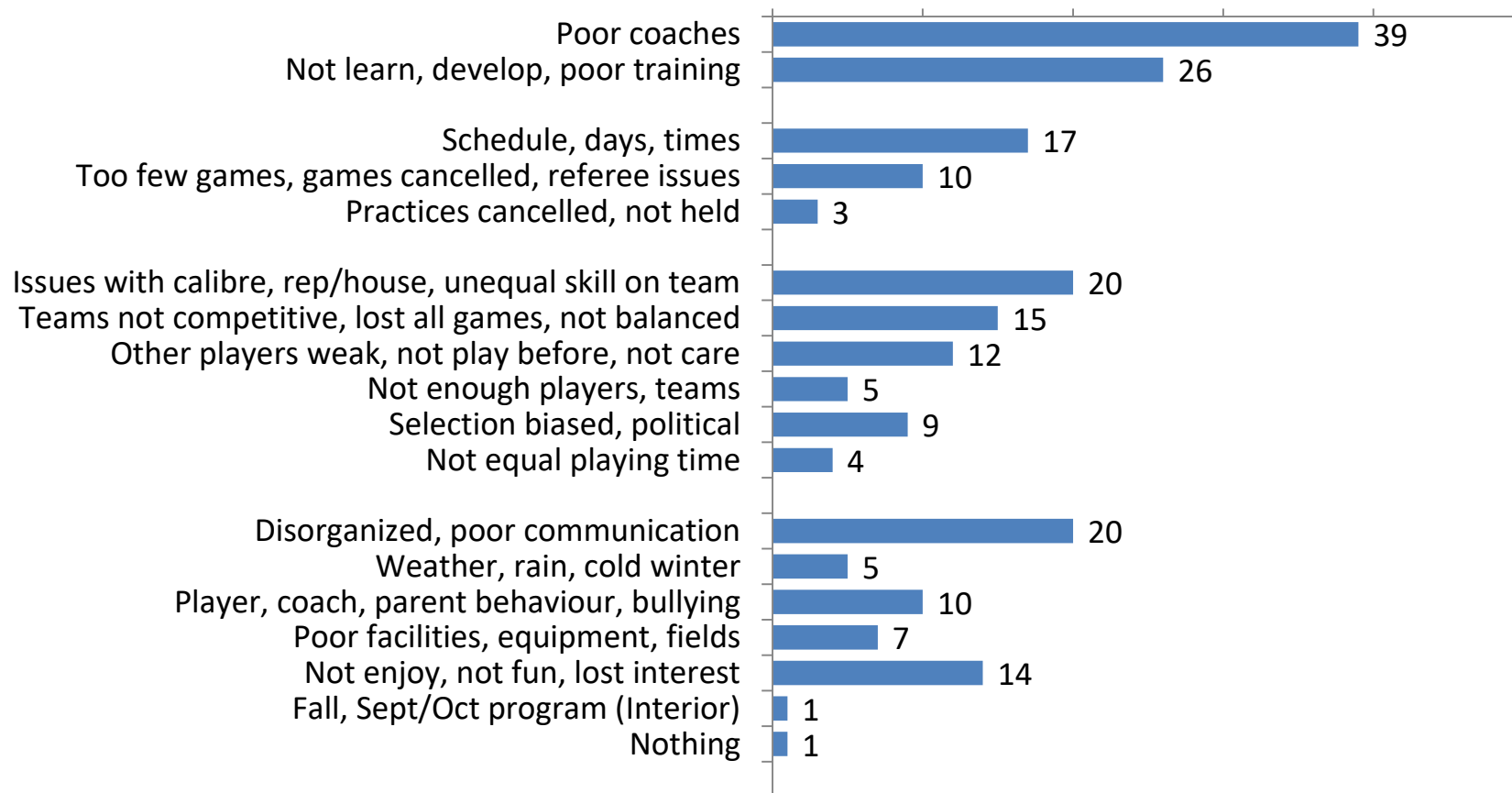
Best Things about Soccer Program This Year

<i>Volunteered Responses: % of Responders</i>	Total	Program Rating		
		Excellent	Good	Fair/Poor
	1666	463	499	392
	%	%	%	%
Coach, good coaches, coaching	41	55	40	25
Skills, new skills, development, get better	13	16	13	10
Training, practices, drills	6	5	6	5
Technical staff, club staff coaches, club training	3	4	2	2
Friends, play with friends	18	17	17	21
Team, teamwork, team mates	16	15	17	16
Good group, friendly team	9	9	10	6
Game, game day	17	15	20	14
Good team, won, successful, good players	8	10	8	7
Competition, cup games	6	6	6	4
Tournaments	4	5	4	2
Select, gold, metro, HPL, rep soccer	2	2	2	3
Fun, enjoy, like it, love it	14	18	15	9
Organization, club organization, communication	8	11	8	4
Schedule, day, time, same	6	5	6	7
Facilities, fields, turf fields	6	6	6	5
Exercise, fitness, active, physical, running	3	2	2	4
Other, None, nothing	4	3	2	8

Not So Good Things about Program This Year



Not So Good Things about Program This Year Among Those Rating Program as Fair/Poor

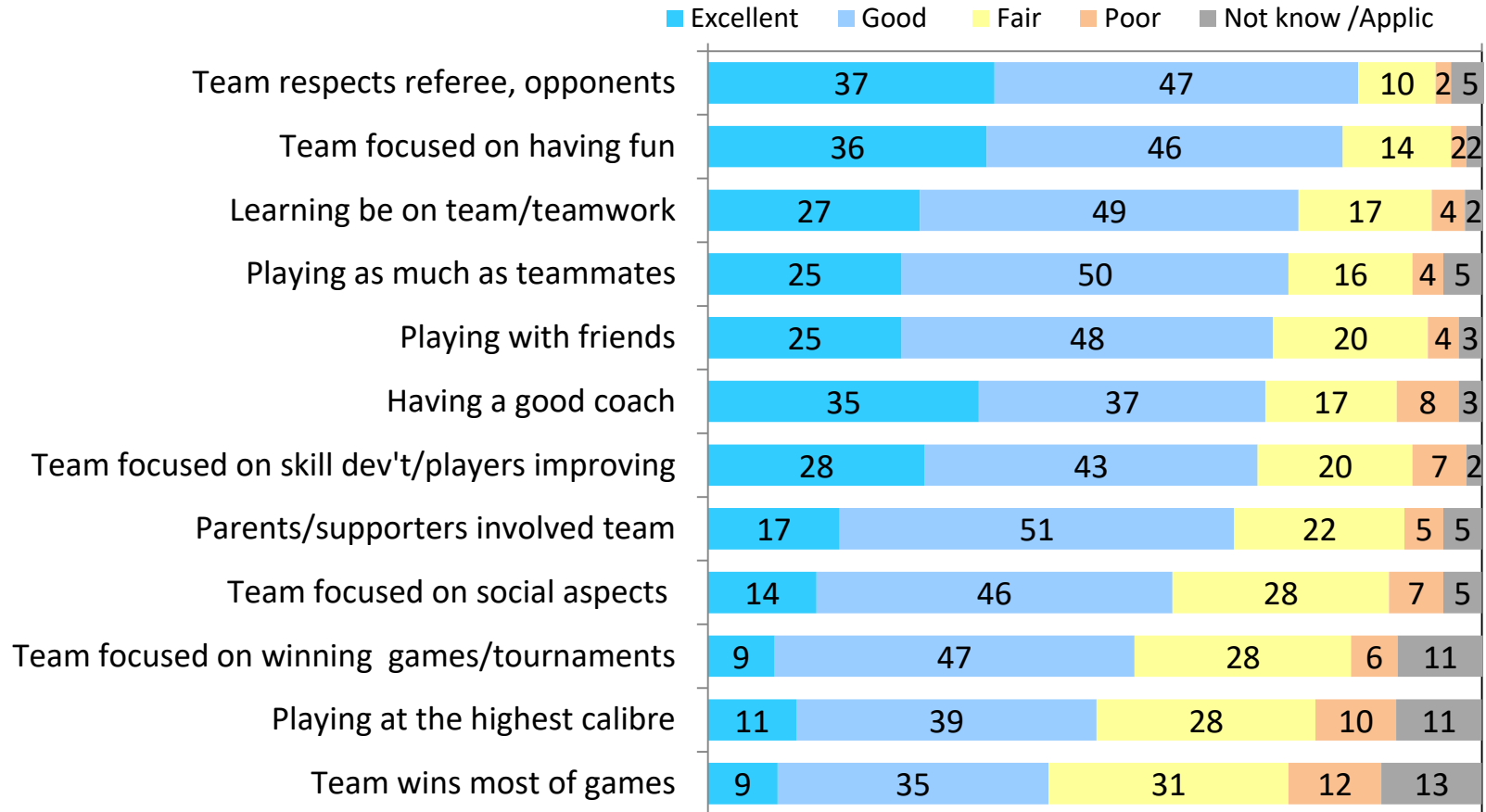


Not So Good Things about Program This Year

<i>Volunteered Responses: % of responders</i>	Total	Program Rating		
		Excellent	Good	Fair/Poor
	1581	362	745	461
	%	%	%	%
Poor coaches	22	7	19	39
Not learn, develop, poor training	17	9	16	26
Schedule, days, times	18	20	18	17
Too few games, games cancelled, referee issues	10	7	12	10
Practices cancelled, not held	2	2	2	3
Issues with calibre, rep/house, unequal skill on team	15	8	14	20
Teams not competitive, lost all games, not balanced	10	4	9	15
Other players weak, not play before, not care	8	4	8	12
Not enough players, teams	5	4	5	5
Selection biased, political	4	1	3	9
Not equal playing time	3	1	2	4
Disorganized, poor communication	12	4	11	20
Weather, rain, cold winter	11	14	13	5
Player, coach, parent behaviour, bullying	10	7	10	10
Poor facilities, equipment, fields	10	11	11	7
Not enjoy, not fun, lost interest	9	6	8	14
Fall, Sept/Oct program (<i>Interior</i>)	3	3	3	1
Nothing	9	27	6	1

Others all under 3%: Cost/pay to play (2%), Not on Team with friends (2%), Age group too wide (2%), Conflicts other sports (2%)

Rating of Soccer Program on Key Features



Importance and Rating of Soccer Program Features

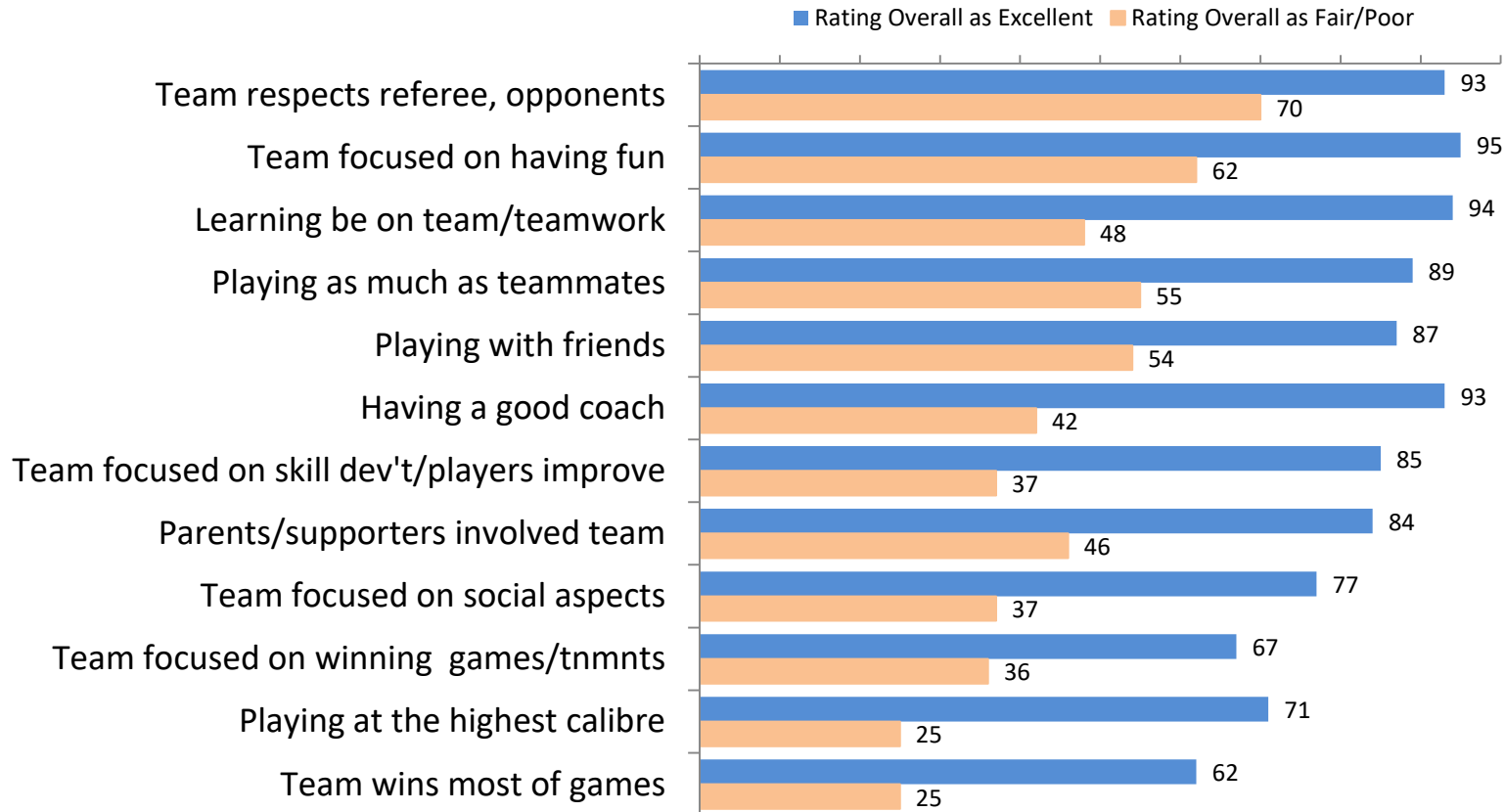
	Importance: % Very Important	Rating: % Excellent or Very Good
Having a good coach	81	72
Team respects referee, opponents	71	84
Team focused on having fun	69	82
Learning be on team/teamwork	67	76
Team focused on skill dev't/players improving	57	71
Playing with friends	48	73
Playing as much as teammates	41	75
Parents/supporters involved team	30	68
Team focused on social aspects	24	60
Playing at the highest calibre	23	50
Team focused on winning games/tournaments	12	55
Team wins most of games	7	44

Rating of Soccer Program Features By Sub-Group: % Excellent or Good

	Total	Males	Females	U6-10	U11-18	Coast	Interior
	%	%	%	%	%	%	%
Team respects referee, opponents	83	83	85	82	85	84	83
Team focused on having fun	82	82	84	86	78	81	85
Learning be on team/teamwork	76	76	77	77	76	76	77
Playing as much as teammates	75	74	78	77	74	74	79
Playing with friends	73	72	76	77	69	72	76
Having a good coach	72	71	74	73	72	71	75
Team focused on skill dev't/players improving	71	70	72	71	71	72	70
Parents/supporters involved team	68	68	70	69	68	68	68
Team focused on social aspects	62	57	66	63	57	59	62
Team focused on winning games/tournaments	56	55	55	45	65	56	53
Playing at the highest level able	50	50	51	45	55	52	46
Team wins most of games	44	45	42	35	53	45	42

Program Feature Rating by Overall Rating

% Rating as Excellent or Good



Rating of Soccer Program Features By Overall Satisfaction Rating

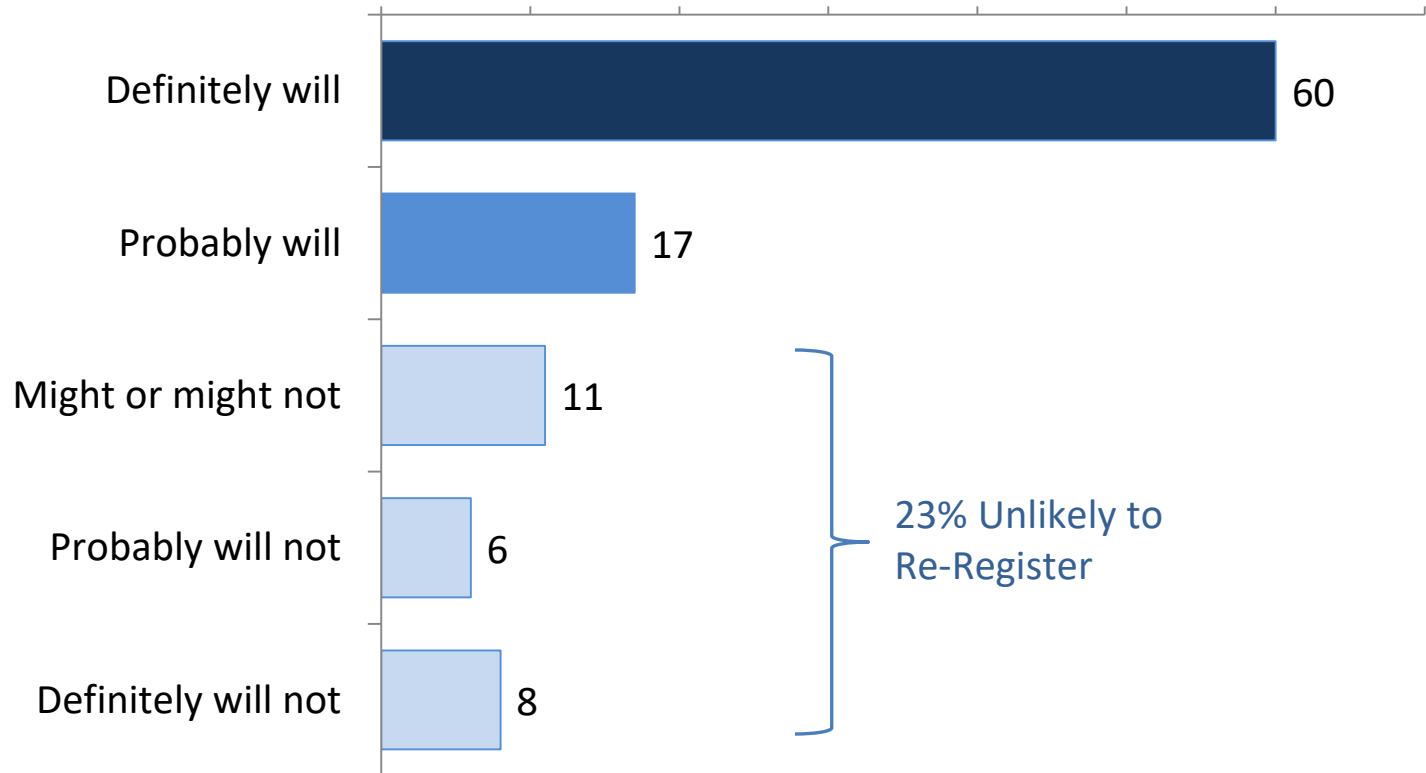
% rating as excellent or good

Score among Exc't
overall minus Score
among Fair/Poor

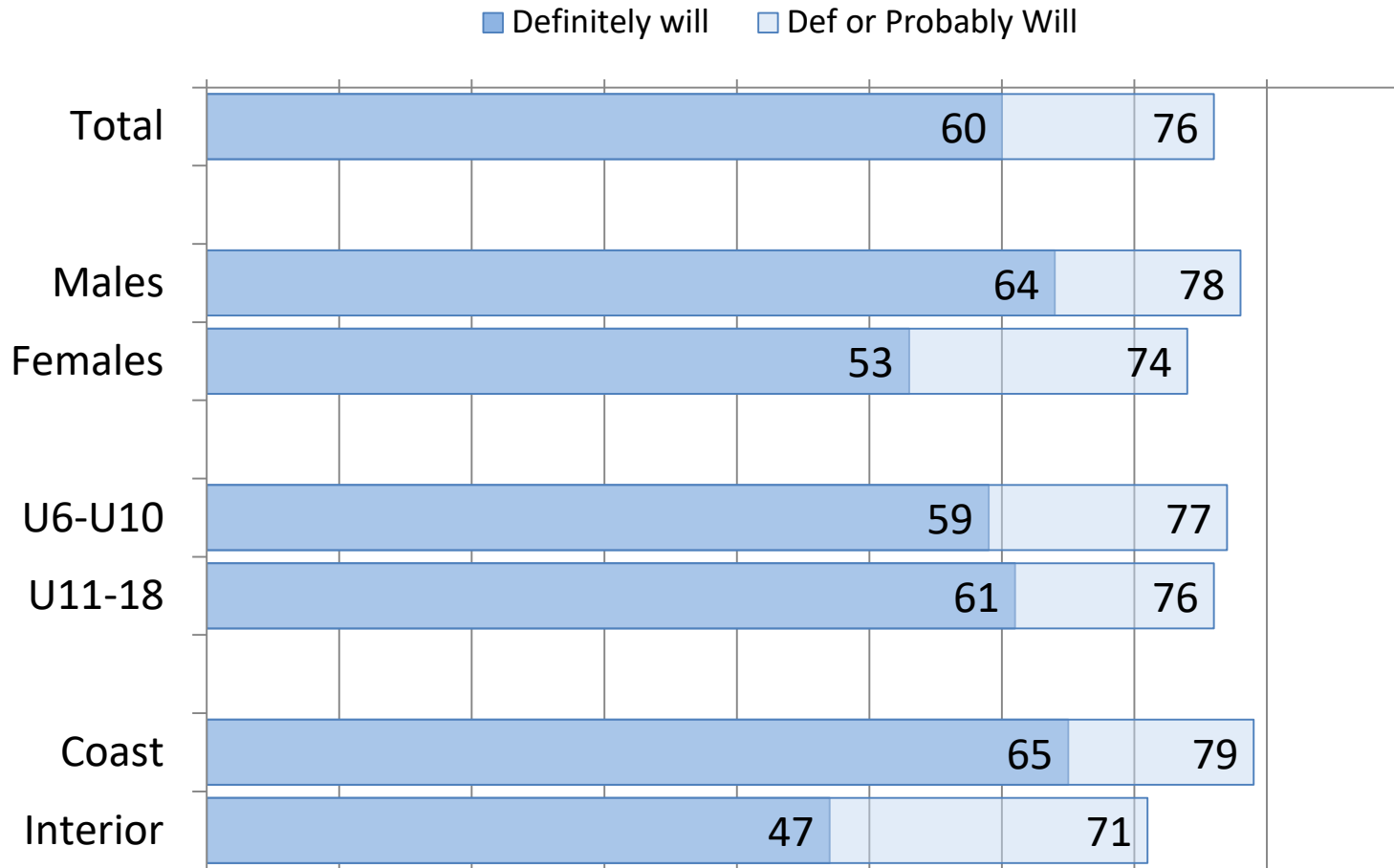
	<u>Overall Satisfaction This Year</u>				+/-
	Total %	Excellent %	Good %	Fair/Poor %	
Team respects referee, opponents	83	93	86	70	+23
Team focused on having fun	82	95	87	62	+33
Learning be on team/teamwork	76	94	82	48	+46
Playing as much as teammates	75	89	79	55	+34
Playing with friends	73	87	76	54	+33
Having a good coach	72	93	77	42	+51
Team focused on skill dev't/players improve	71	85	76	37	+48
Parents/supporters involved team	68	84	72	46	+38
Team focused on social aspects	62	77	62	37	+40
Team focused on winning games/tnmnts	56	67	59	36	+31
Playing at the highest calibre	50	71	52	25	+46
Team wins most of games	44	62	44	25	+37

4. Likelihood of Playing Soccer with Club Next Year

Likelihood Play Soccer with Club Next Year



Likelihood Play Soccer with Club Next Year



Likelihood Play Soccer with Club Next Year

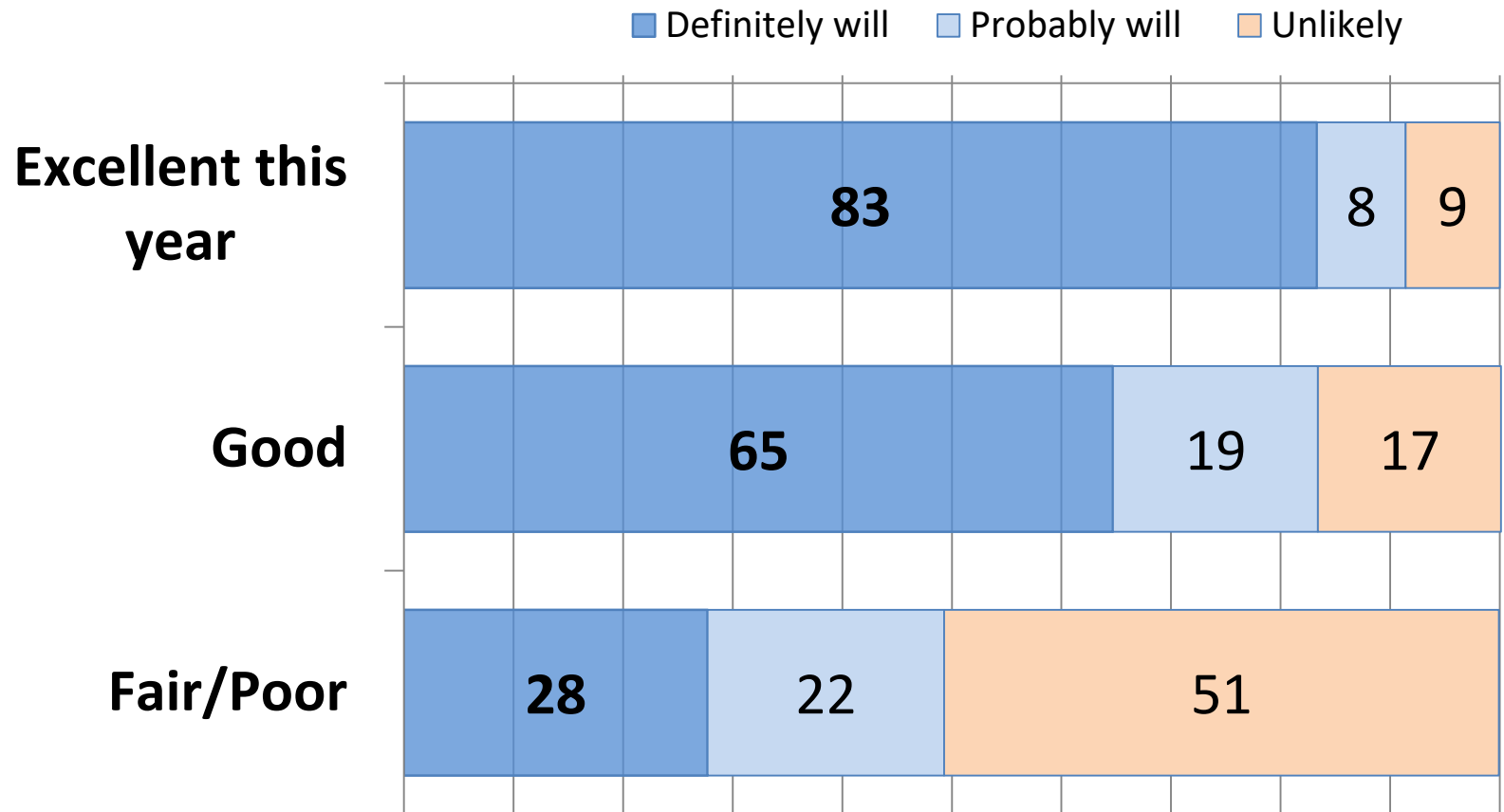
	Total	Males	Females	U6-U10	U11-18	Coast	Interior
	1880	1234	626	951	929	1320	560
	%	%	%	%	%	%	%
Definitely will	60	64	53	59	61	65	47
Probably will	17	15	21	19	15	14	24
Might or might not	11	9	12	12	9	8	17
Probably will not	6	5	7	6	5	5	8
Definitely will not	8	8	7	5	10	9	5
Total 'Unlikely'	23	22	27	23	24	21	29

Age and Gender Profile of Those Likely or Unlikely to Play Next Year

“Unlikely” is Those Saying “Might/Might Not or Not Likely to Play”

		Total Players	Definitely Will Play	Unlikely to Play
		2353 %	1118 %	436 %
Males	Total	67	70	62
	U6-U8	20	21	21
	U9-10	13	15	11
	U11-12	14	16	12
	U13-14	10	11	9
	U15-16	6	5	5
	U17-18	3	3	4
	Females	Total	33	30
	U6-U8	9	7	12
	U9-10	6	6	5
	U11-12	7	7	6
	U13-14	4	4	5
	U15-16	4	4	6
	U17-18	2	1	4

Likelihood to Play Next Year vs Satisfaction This Year



Major Reasons Likely to Play Next Year

Major volunteered reasons

■ Definitely Will ■ Probably Will



Reasons Will or Will Not Play Next Year: Positive Reasons

<i>Volunteered Responses: % of Responders</i>	Total	<u>Likelihood Play Next Year</u>		
		Def Will	Prob Will	Unlikely
	1880	1122	314	444
	%	%	%	%
Fun, enjoy it, want to play soccer	25	34	24	-
Like it, love it, great game, favourite sport	18	26	14	2
Already registered, signed up	10	16	1	-
Skills, new skills, get better, improve, dev't	6	9	7	-
Friends, play with friends, friends playing	6	8	7	-
Good coaches	5	8	3	1
Team, teamwork, on team, group	4	6	5	-
Good club, like club/program, well run	4	6	1	-
Already selected, team I want	3	5	-	-
Same team, play with team mates, friends	3	4	2	-
Exercise, fitness	3	3	4	-
Family sport, parents, siblings involved	2	3	2	1
No choice, only club, option	2	2	3	-
Convenient, nearby, close, local	2	3	2	-
Played long time, want to keep playing	2	2	2	-
Active, activity, physical, running	2	2	2	-

Others under 2%: Good season/year 2%, Depends on coach/same 2%, Competition 2%, Good team, won 1%, Social 1%, Depends on schedule 1%, Depends if make team 1%, If friends play 1%, Affordable 1%, Others <1%

Note: 10 percent gave no reason

Reasons Will or Will Not Play Next Year: Positive Reasons By Age and Gender

	Total	Male	Female	U6-10	U11-18
<i>Volunteered Responses: % of Responders</i>	1880	1234	626	951	929
	%	%	%	%	%
Fun, enjoy it, want to play soccer	25	24	26	26	23
Like it, love it, great game, favourite sport	18	18	19	19	17
Already registered, signed up	10	11	8	10	10
Skills, new skills, get better, improve, dev't	6	6	8	6	7
Friends, play with friends, friends playing	6	6	7	8	5
Good coaches	5	6	4	5	5
Team, teamwork, on team, group	4	4	5	5	4
Good club, like club/program, well run	4	4	3	4	3
Already selected, team I want	3	4	2	1	6
Same team, play with team mates, friends	3	3	3	2	4
Exercise, fitness	3	3	2	2	3
Family sport, parents, siblings involved	2	2	2	3	1
No choice, only club, option	2	2	1	2	2
Convenient, nearby, close, local	2	2	2	2	2
Played long time, want to keep playing	2	2	2	1	3
Active, activity, physical, running	2	2	2	1	2
<i>Others under 2% overall</i>					

Major Reasons Unlikely to Play Next Year

Major volunteered reasons



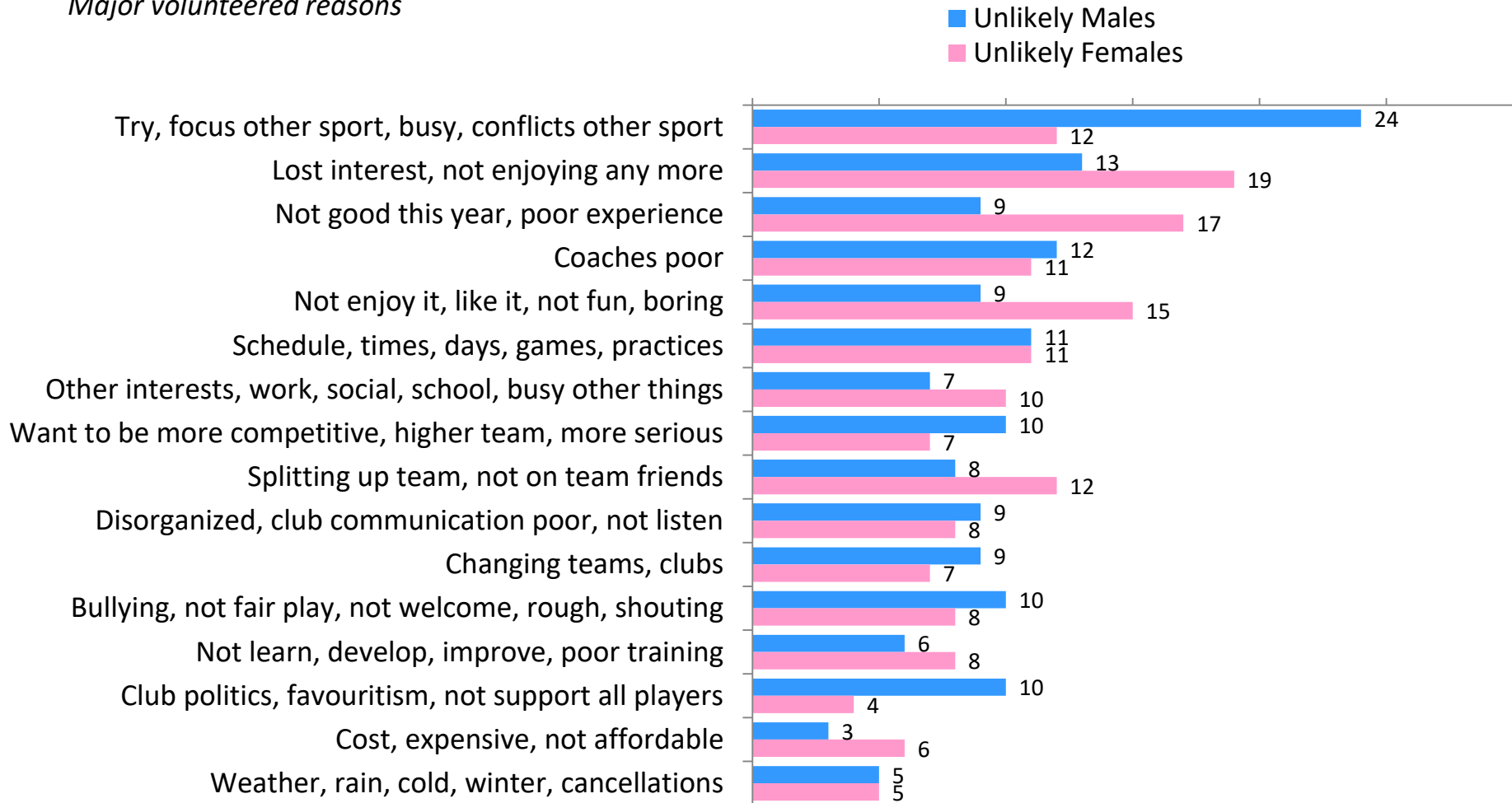
Reasons Will or Will Not Play Next Year: Negative Reasons

<i>Volunteered Responses: % of Responders</i>	Total	<u>Likelihood Play Next Year</u>		
		Def Will	Prob Will	Unlikely
	1880	1122	314	444
	%	%	%	%
Try, focus other sport, busy, conflicts other sport	6	-	6	19
Lost interest, not enjoying any more	4	-	1	15
Not good this year, poor experience	4	1	3	12
Coaches poor	3	-	3	12
Not enjoy it, like it, not fun, boring	3	1	3	11
Schedule, times, days, games, practices	3	-	2	11
Other interests, work, social, school, busy other things	3	-	5	8
Want to be more competitive, higher team, more serious	3	-	4	8
Splitting up team, not on team friends	3	-	2	9
Disorganized, club communication poor, not listen	2	-	2	8
Changing teams, clubs	2	-	1	8
Bullying, not fair play, not welcome, rough, shouting	2	-	1	9
Not learn, develop, improve, poor training	2	-	3	7
Club politics, favouritism, not support all players	2	-	1	7
Cost, expensive, not affordable	2	-	3	5
Weather, rain, cold, winter, cancellations	2	-	1	5

Others 1% or less: Games, teams not balanced, lost all games (1%) Other players weak, not committed, not care (1%), Not enough players of calibre (1%), Parents insisting, signed me up (1%) Not selected, not make team (1%), Others (2%)

Major Reasons Unlikely to Play by Gender

Major volunteered reasons



Reasons For Being Unlikely to Play Next Year

By Age and Gender

	Total	Male	Female	U6-10	U11-18
<i>Volunteered Responses: % of Unlikely Responders</i>	444	270	166	219	225
	%	%	%	%	%
Try, focus other sport, busy, conflicts other sport	19	24	12	20	19
Lost interest, not enjoying any more	15	13	19	17	13
Not good this year, poor experience	12	9	17	12	12
Coaches poor	12	12	11	13	11
Not enjoy it, like it, not fun, boring	11	9	15	9	13
Schedule, times, days, games, practices	11	11	11	15	7
Other interests, work, social, school, busy other things	8	7	10	7	9
Want to be more competitive, higher team, more serious	8	10	7	5	12
Splitting up team, not on team friends	9	8	12	6	12
Disorganized, club communication poor, not listen	8	9	8	12	5
Changing teams, clubs	8	9	7	4	12
Bullying, not fair play, not welcome, rough, shouting	9	10	8	6	12
Not learn, develop, improve, poor training	7	6	8	8	7
Club politics, favouritism, not support all players	7	10	4	2	13
Cost, expensive, not affordable	5	3	6	7	3
Weather, rain, cold, winter, cancellations	5	5	5	8	2

Others 4% or less: Games, teams not balanced, lost all games (4%), Other players weak, not committed, not care (3%), Not enough players of calibre 2%) Not selected, not make team (1%), Too much travel (2%) All others (8%)

Ways Soccer Need Be Different to Make You More Likely to Play

Asked of All Except “Definitely Will Play”

<i>Volunteered Responses: % of Responders</i>	Total	<u>Likelihood Play Next Year</u>	
		Probably Will	Unlikely
	758	314	444
	%	%	%
Better coaches, coaching, new coach, coach training	20	20	19
More focus skill, improve, get better	15	14	16
Better balanced teams	8	7	10
More fun, enjoyment	6	6	6
Better organization, communication	6	6	6
On same team as friends, not split team, stay together	6	6	5
More competition, competitive, standings	5	3	7
Improve scheduling	5	4	6
Team selection fair, transparent, not political	5	4	5
Change season, weather, rain	5	5	4
Better behaviour, parents, other player, coach rude, bullying	4	3	6
More attention recreation bronze house, less select	4	5	4
More committed, serious team mates	4	5	4
Coach less serious, demanding	4	5	4
More teamwork, team building	3	3	4
Lower cost, fees	3	4	3
More games, real games, players on teams	3	3	3
Fair, equal playing time	3	2	3
Not like fall, Sept/Oct program (Interior)	3	4	2
Shorter season, fewer games, practices, commitment	3	2	3
Nothing change mind	7	3	10
None nothing	20	25	17

What Would Influence Interest in Playing Next Year?

5 Factors Which Would Increase Interest in Playing

(In Order)

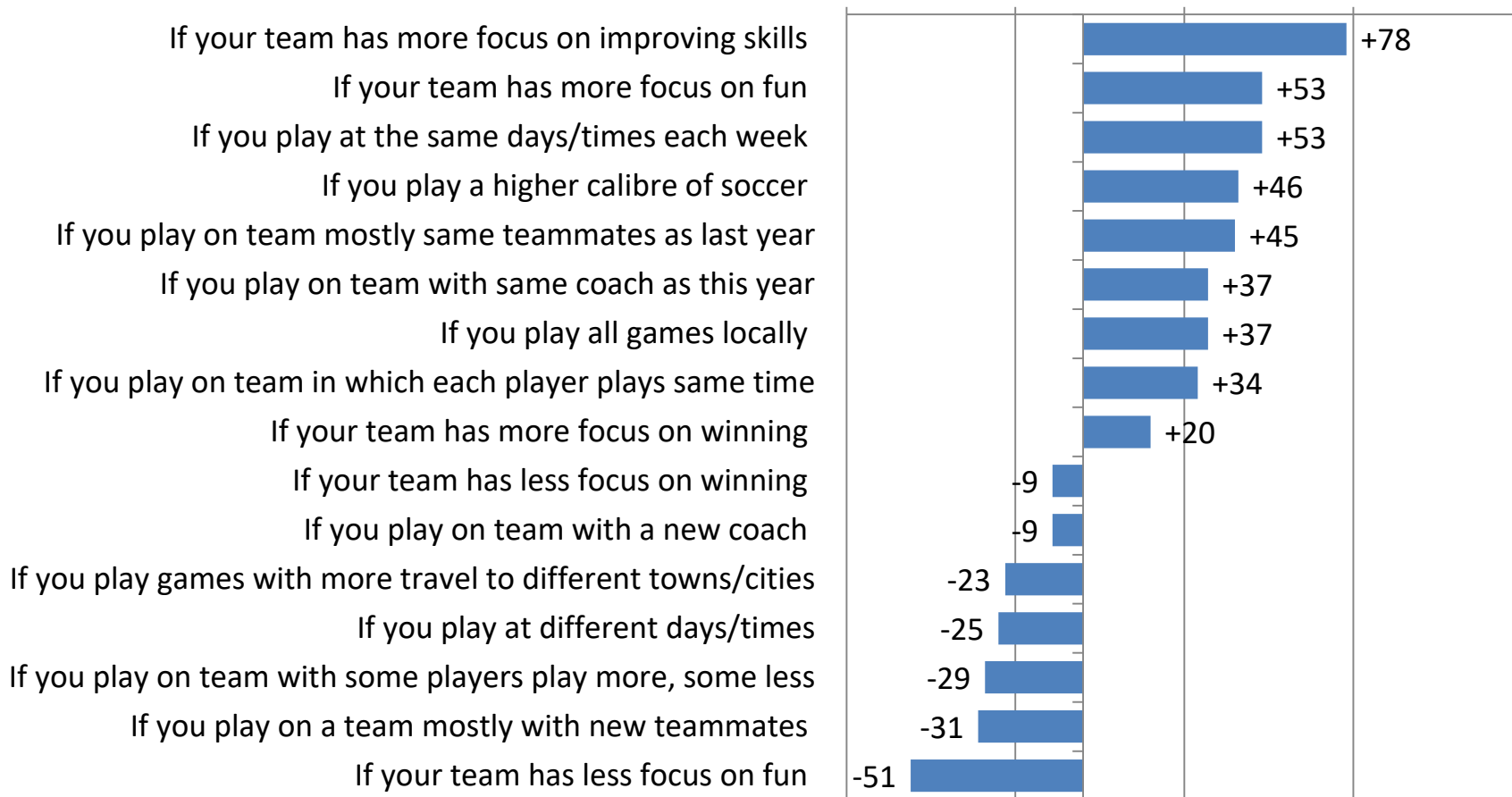
1. More focus on improving skills
2. Play at same days/times each week
3. More focus on fun
4. Team mostly same teammates as last year
5. Play higher calibre of soccer

5 Factors Which Would Decrease Interest in Playing

(In Order)

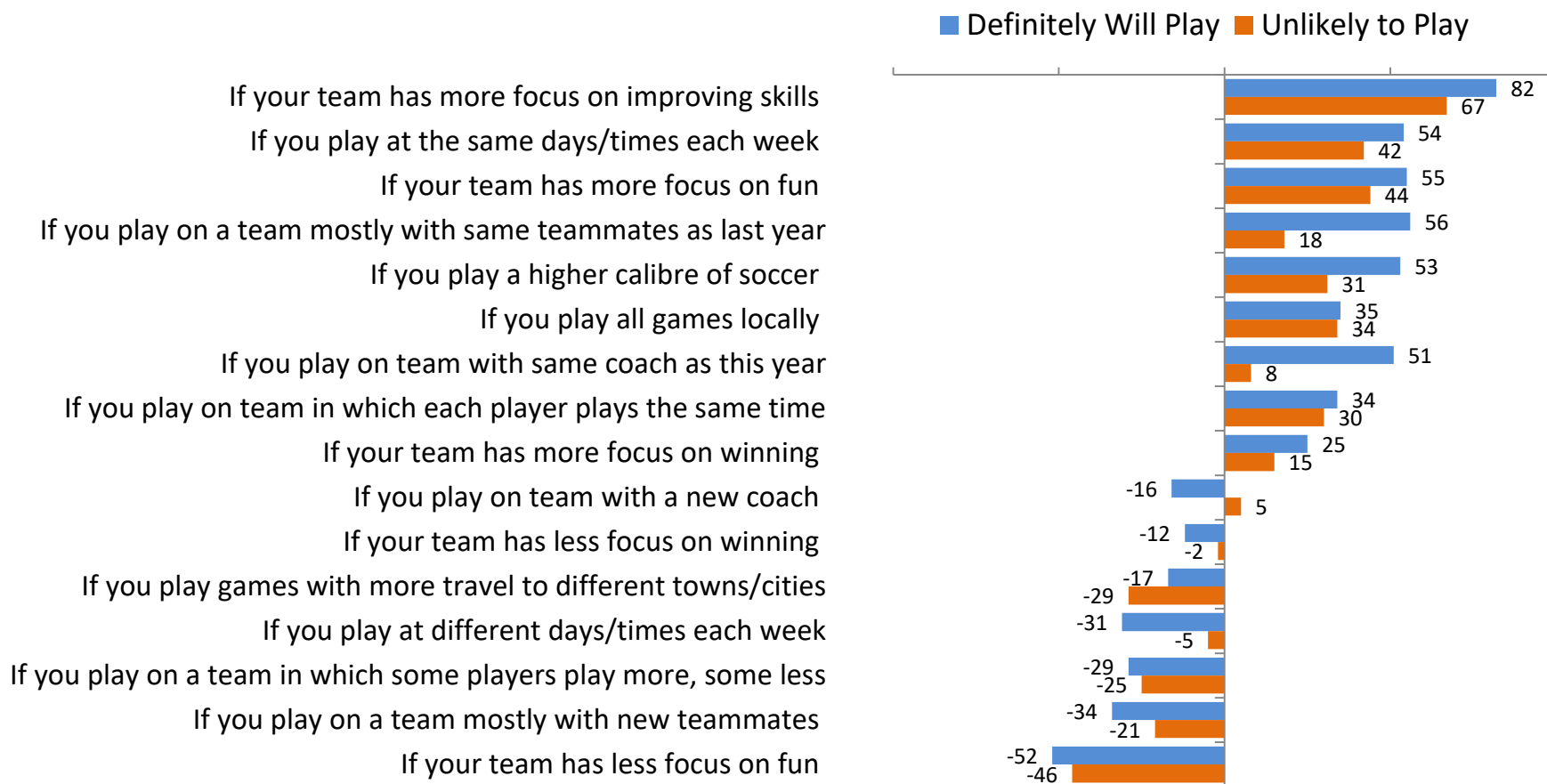
1. Less focus on fun
2. Team mostly new teammates
3. Some players on team play more, some play less
4. Play different days/times each week
5. More travel to different towns/cities

Net Impact on Likelihood of Playing Next Year “More Likely Play” minus “Less Likely Play”



Net Impact on Playing Again

Definitely Will Play and Unlikely to Play Groups

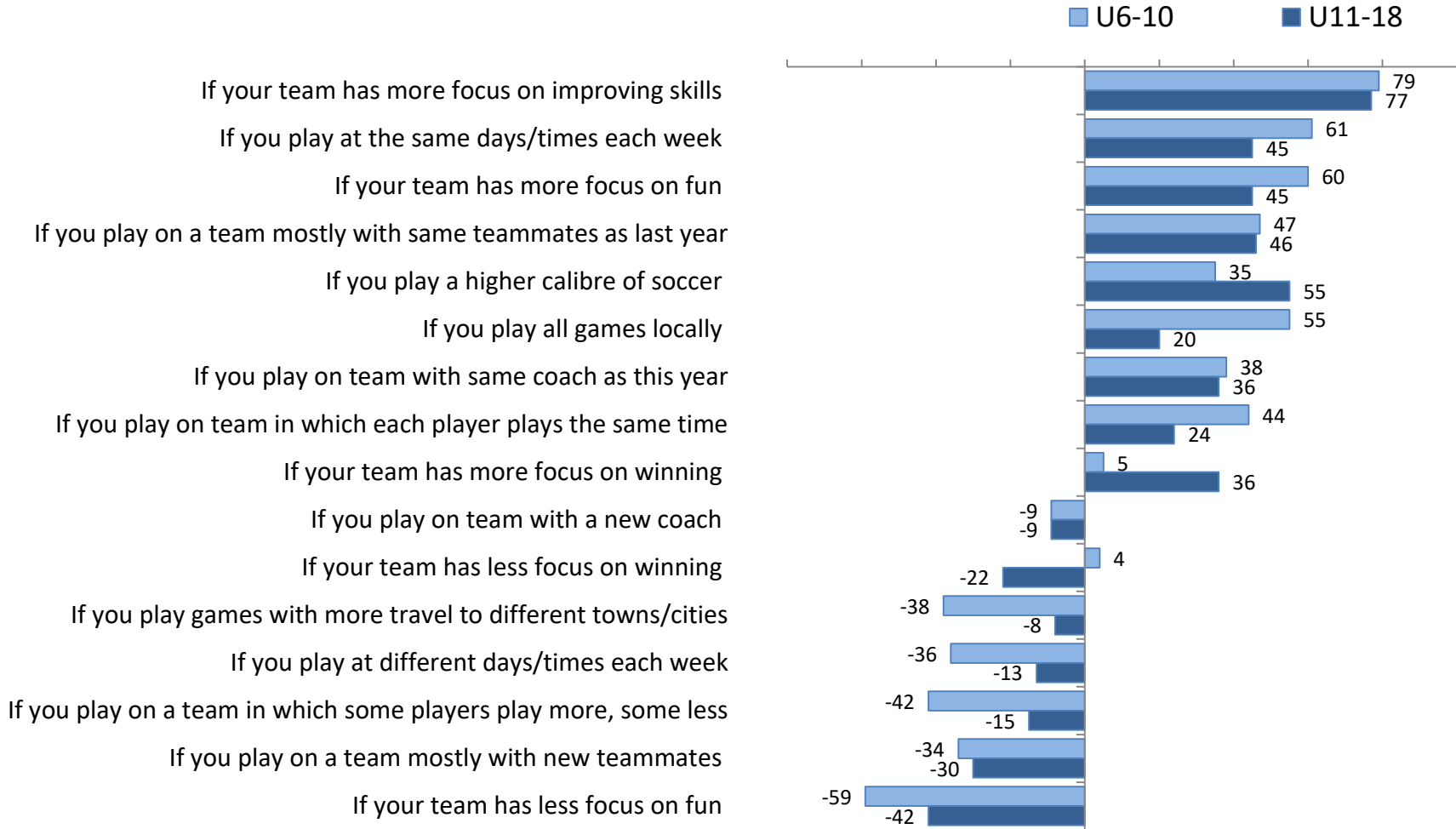


Net Impact on Likelihood of Playing Next Year

More Likely minus Less Likely

	Total	<u>Likely Play New Year</u>		
		Def Will	Prob Will	Unlikely
If your team has more focus on improving skills	+78	+82	+80	+67
If you play at the same days/times each week	+53	+54	+65	+42
If your team has more focus on fun	+53	+55	+56	+44
If you play on a team mostly with same teammates as last year	+46	+56	+50	+18
If you play a higher calibre of soccer	+45	+53	+36	+31
If you play all games locally	+37	+35	+49	+34
If you play on team with same coach as this year	+37	+51	+29	+8
If you play on team in which each player plays the same time	+34	+34	+39	+30
If your team has more focus on winning	+20	+25	+13	+15
If you play on team with a new coach	-9	-16	-2	+5
If your team has less focus on winning	-9	-12	-6	-2
If you play games with more travel to different towns/cities	-23	-17	-39	-29
If you play at different days/times each week	-25	-31	-31	-5
If you play on a team in which some players play more, some less	-28	-29	-35	-25
If you play on a team mostly with new teammates	-32	-34	-40	-21
If your team has less focus on fun	-50	-52	-54	-46

Net Impact on Playing Again by Age



Net Impact on Likelihood of Playing Next Year

“More Likely Play” minus “Less Likely Play”

	Total	Male	Female	U6-10	U11-18
If your team has more focus on improving skills	+78	+79	+76	+79	+77
If you play at the same days/times each week	+53	+53	+53	+61	+45
If your team has more focus on fun	+53	+51	+55	+60	+45
If you play on a team mostly with same teammates as last year	+46	+45	+50	+47	+46
If you play a higher calibre of soccer	+45	+49	+37	+35	+55
If you play all games locally	+37	+39	+34	+55	+20
If you play on team with same coach as this year	+37	+38	+36	+38	+36
If you play on team in which each player plays the same time	+34	+34	+35	+44	+24
If your team has more focus on winning	+20	+23	+15	+5	+36
If you play on team with a new coach	-9	-7	-13	-9	-9
If your team has less focus on winning	-9	-11	-5	+4	-22
If you play games with more travel to different towns/cities	-23	-23	-23	-38	-8
If you play at different days/times each week	-25	-24	-27	-36	-13
If you play on a team in which some players play more, some less	-28	-26	-33	-42	-15
If you play on a team mostly with new teammates	-32	-29	-37	-34	-30
If your team has less focus on fun	-50	-48	-56	-59	-42

Other Comments, Suggestions Added

<i>Volunteered Responses: % of Responders</i>	Total	Program Satisfaction		
		Excellent	Good	Fair/Poor
	615	384	99	132
	%	%	%	%
Need improve, skills focus, development focus	12	5	13	17
Coaches not good, need new, better coaches	12	5	12	18
Problems assessments, selections, need balanced teams	11	7	12	14
Lack of organization, communication, not listen	8	3	8	16
Need more competition, keep scores, standings	8	7	6	12
Good program, enjoyed it, like it	8	16	8	1
Good coaches	8	9	9	3
Need fixed times, days publish schedule early	7	4	11	3
Want to have fun, Soccer should be fun	7	3	8	8
Club politics, biases, coach plays favourites, inequity	6	3	6	10
Need better coach training	6	3	7	7
High cost, expensive, lower cost	6	5	6	7
Issues with HPL, high calibre teams, metro, VIPL	6	3	6	9
Need more for skilled, motivated players	6	3	6	9
Rude, rough teams, yelling, respect	6	3	6	7
Gender equity, coed issues	5	4	4	10
Not want to play winter, cancelled, weather	5	7	5	4
Good club, organization	5	10	5	2

Others 4% or less: Try avoid sports conflicts (4%), Need better fields (4%), Fall/Sept/Oct program, make same (4%, 8% in Interior), Games teams not balanced (4%), Need close to home, not travel (3%), Look forward, chance play higher level (3%), More focus on house (3%), Keep teams together, not split up (3%) More pro coaches (3%), Want play friends, request (2%), Season too short (2%), Make season shorter (1%), Need better referees/ref training (1%), Remove boundaries (1%), All other (6%). Plus: Thank you (12%) Comments on survey (4%)