



2022 SSA Survey Reports

Long Term Survey Strategy

This strategy helps us to monitor and gauge progress against defined metrics, listen better to membership, and guide future planning. Thank you to the membership of Saskatchewan Soccer, the responses collected create key learnings which are reflected in this report.



Member Organization

Satisfaction Survey

Who did we hear from?



- **6** Individuals completed the survey from **5 Member Organizations**
- **17%** major city, and **83%** 1-3 hours drive of a major city
- SSA members for **33%** +15 years, **33%** don't **know**, and **33%** 7-10 years
- **Please note:** due to the survey response being so low, the survey report regarding Member Organization satisfaction is deemed almost unusable to the public.
- We greatly appreciate the responses received and will perform an in-depth review of the individual responses internally.

We asked Organizations about SSA's member services:

- In general, how relevant have the services offered to you by SSA been in helping you become a productive organization?

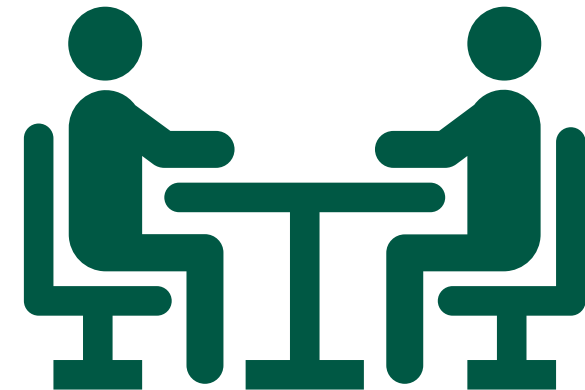
4 Average

- In general, how effective has SSA been in delivering services to you, its organizational member?

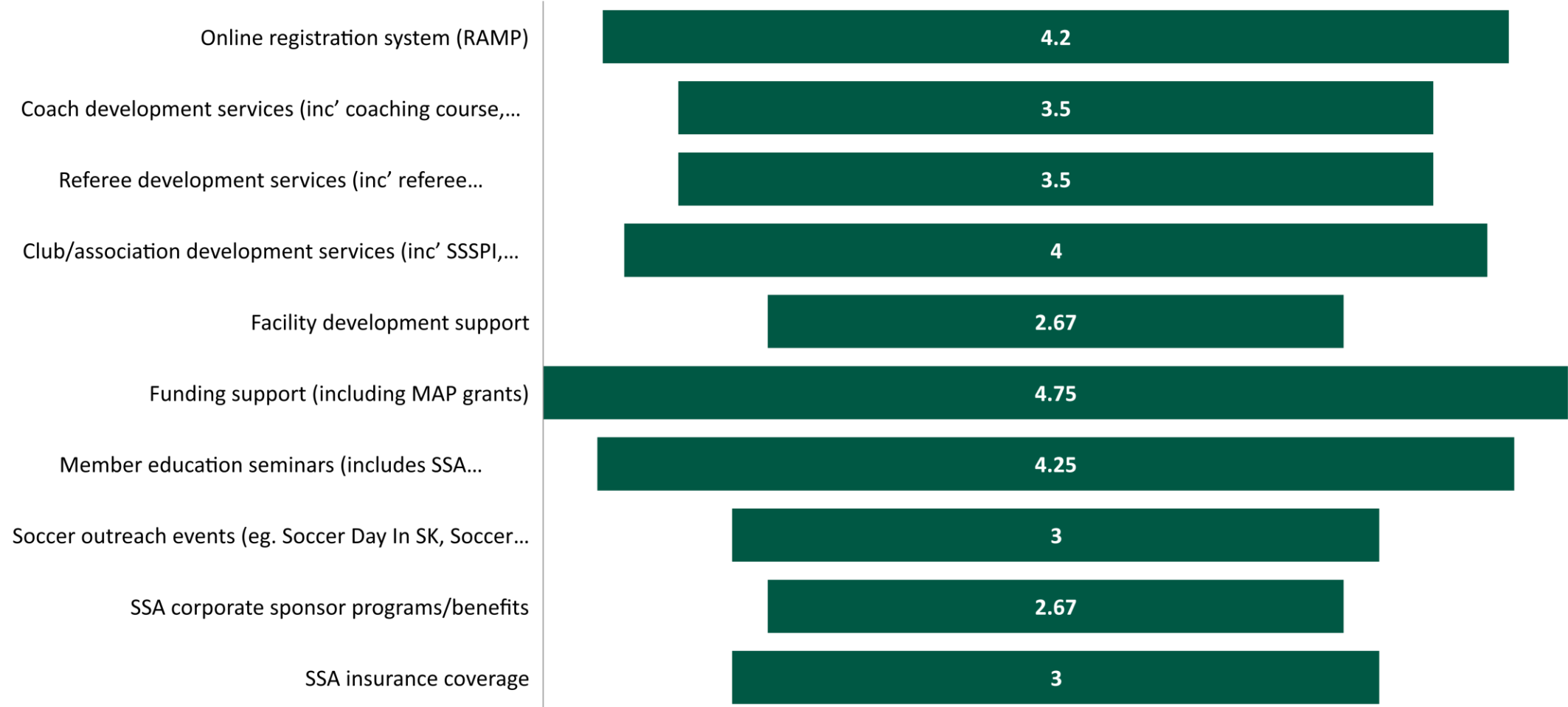
4 Average

- In general, how much would you say the SSA services you have used over the past year justify your membership with the SSA and offer value-for-membership?

3.4 Average*



How helpful are the following member services to their organization?



- **6 Individuals** Responded
- Rating System: 1 = Not at all helpful, 5 = Extremely helpful
- Weighted Average

Overall Member Satisfaction

9.0★
average rating



- **6 Individuals** Responded
- Rating System: 1 = Not Satisfied, 10 = Extremely Satisfied
- Weighted Average



Individual Participant

Satisfaction Survey

| | | |
|---|--------|-----|
| Broadview Soccer | 0.17% | 1 |
| Lanigan & District Soccer | 0.17% | 1 |
| Melville Soccer | 0.17% | 1 |
| Moose Mountain Soccer | 0.17% | 1 |
| Nipawin Soccer (Indoor Youth) | 0.17% | 1 |
| Poundmaker Youth Soccer | 0.17% | 1 |
| Prince Albert Senior Soccer Association | 0.17% | 1 |
| Regina United Futsal Federation | 0.17% | 1 |
| Stoughton Soccer Club | 0.17% | 1 |
| Tisdale Soccer | 0.17% | 1 |
| Wolseley Soccer Club | 0.17% | 1 |
| Lac La Ronge Tri-Community Soccer Association | 0.34% | 2 |
| Redvers Soccer Club | 0.34% | 2 |
| Springside Minor Sports | 0.34% | 2 |
| United Soccer Organization (Langenburg) | 0.34% | 2 |
| Melfort Youth Soccer Association | 0.51% | 3 |
| Nipawin Indoor Soccer League (Adult) | 0.51% | 3 |
| Regina Soccer Referees Association | 0.51% | 3 |
| Meadow Lake Youth Soccer | 0.68% | 4 |
| Moosomin Soccer Association | 0.68% | 4 |
| Esterhazy Soccer | 0.85% | 5 |
| JJ Soccer | 0.85% | 5 |
| Kindersley Soccer Association | 1.02% | 6 |
| Nipawin Soccer (Outdoor Youth) | 1.02% | 6 |
| Qu'Appelle Valley Soccer Association | 1.02% | 6 |
| Estevan Youth Soccer Association | 1.19% | 7 |
| Humboldt & District Soccer Association | 1.36% | 8 |
| Meridian Soccer | 1.36% | 8 |
| Lloydminster & District Soccer Association | 1.53% | 9 |
| Moose Jaw Soccer Association | 1.53% | 9 |
| Weyburn Soccer Association | 2.21% | 13 |
| Battleford Youth Soccer Association | 2.38% | 14 |
| Yorkton United FC | 2.38% | 14 |
| Valley Soccer Association | 3.40% | 20 |
| Battleford & District Senior Soccer | 3.90% | 23 |
| Queen City United Soccer | 3.90% | 23 |
| Swift Current Soccer Association | 4.24% | 25 |
| Prince Albert Youth Soccer Association | 4.41% | 26 |
| Other (please specify) | 4.41% | 26 |
| Saskatoon Adult Soccer Inc. | 8.66% | 51 |
| Futbol Club (FC) Regina | 10.53% | 62 |
| Saskatoon Youth Soccer Inc. | 31.75% | 187 |
| Answered | | 589 |

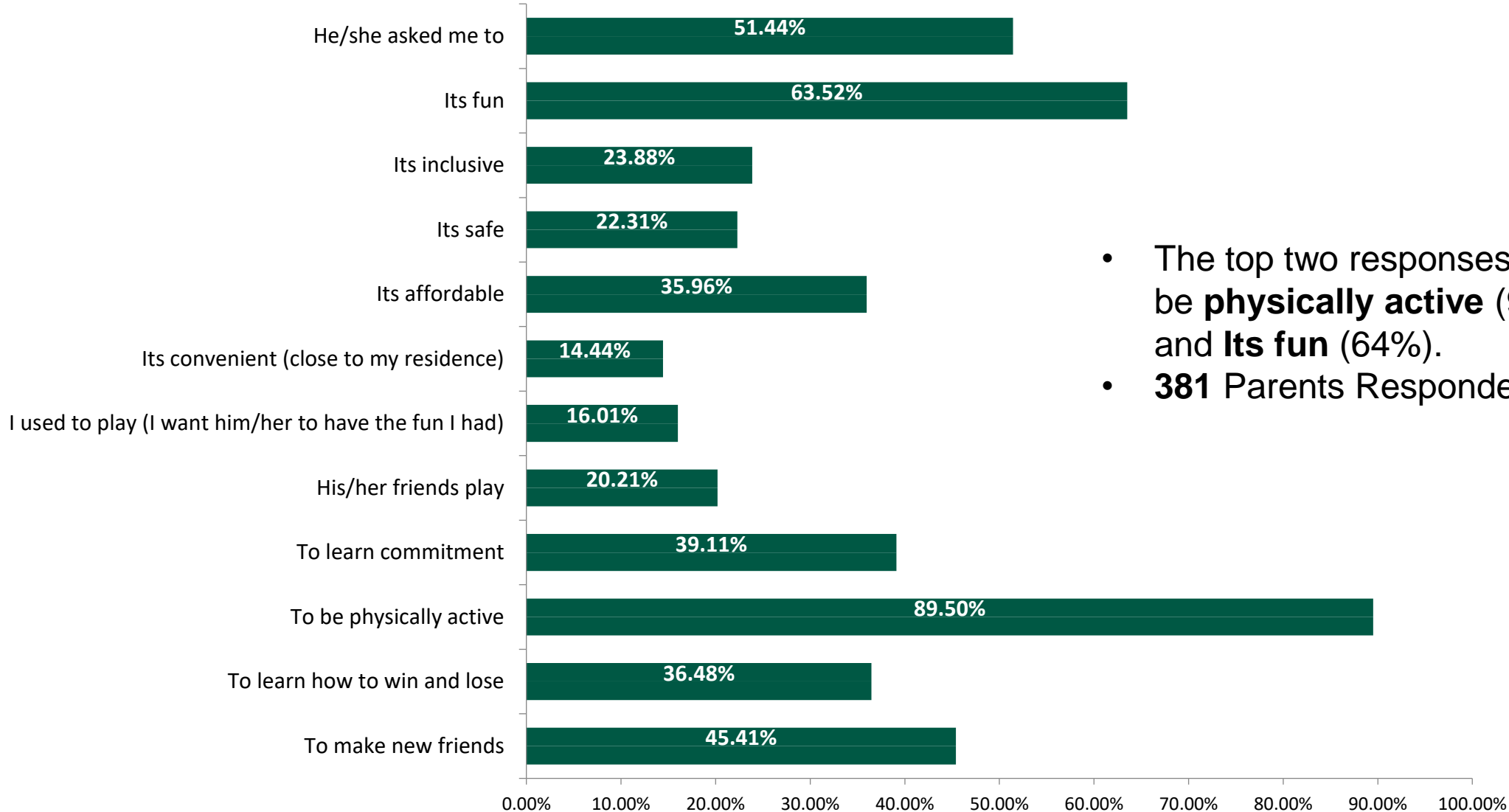
Who did we hear from?

- **589** Individuals completed the survey.
- Respondents were: **67% Parents**, **21% Player**, **6% Coach**, **2% Organizer**, **1% Referee** and **4% Other**.

Players and Parents

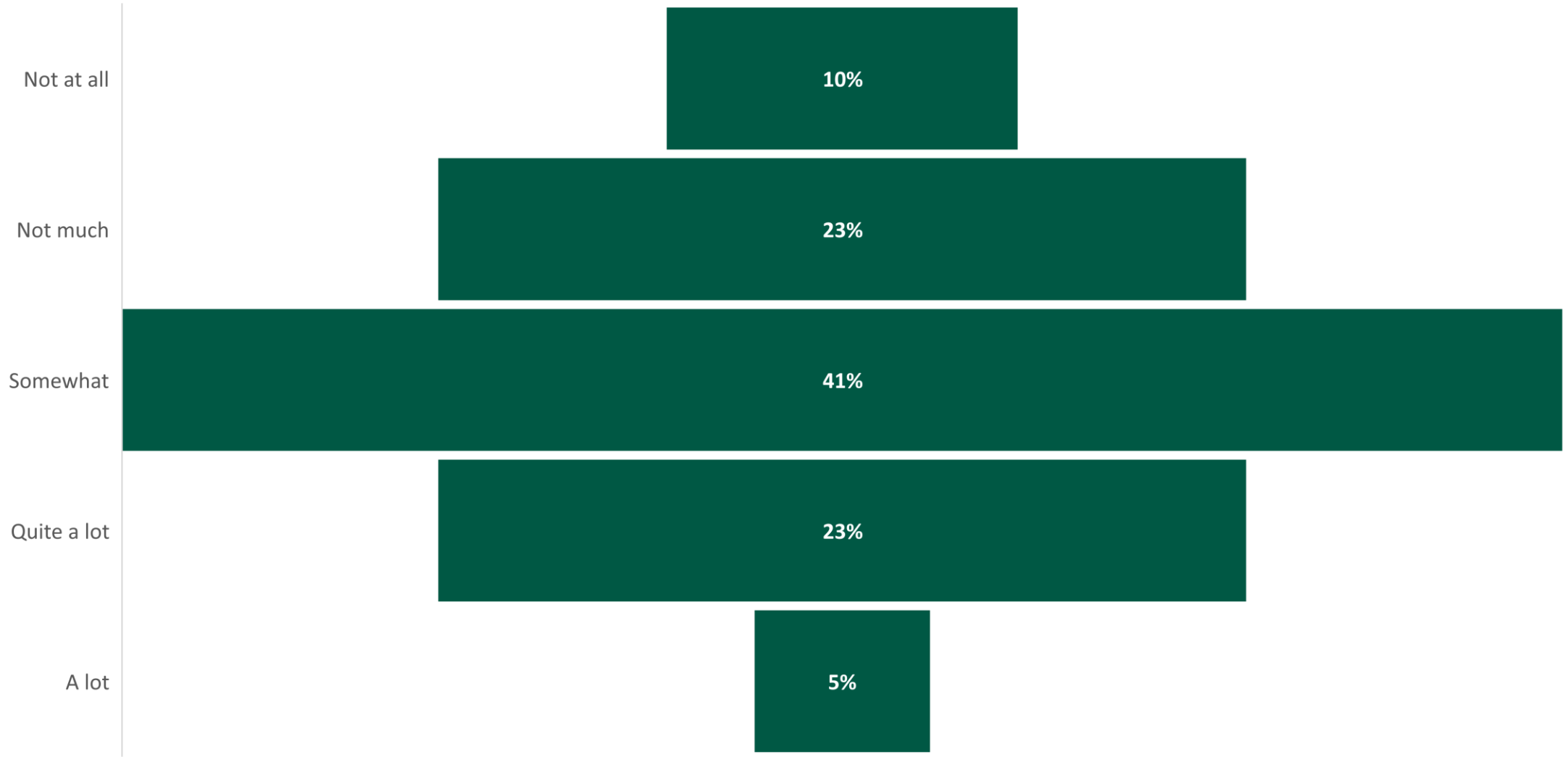
Satisfaction

Why did parents decide to enroll their kids in soccer?



- The top two responses: To be **physically active** (90%) and **Its fun** (64%).
- **381** Parents Responded

Did the player develop or improve?



▪ 111 Participants Responded

To what extent did players soccer experiences have positive impact:



Mental Health

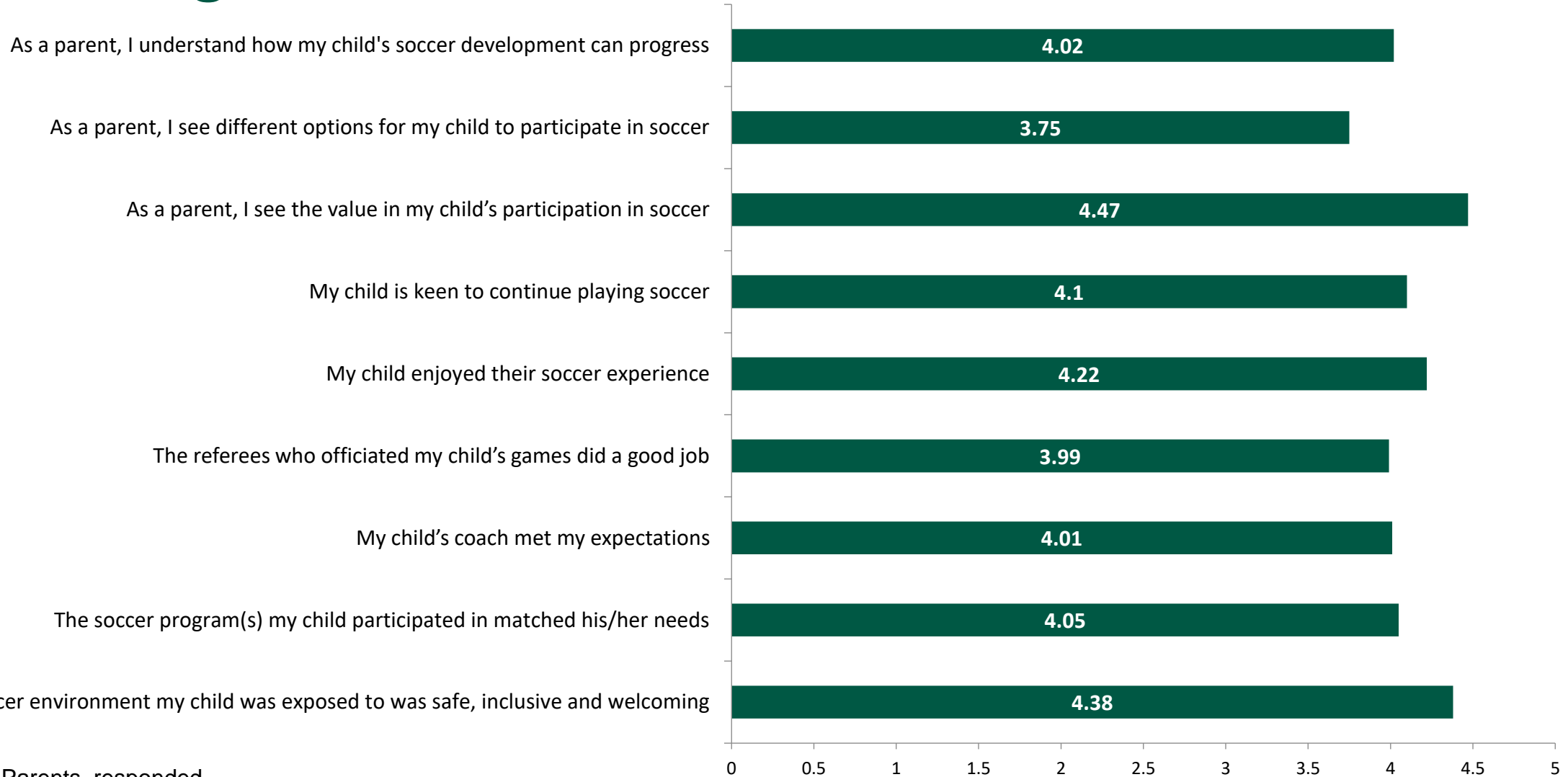
- **Quite a lot (36%)**
- A lot (28%)
- Somewhat (22%)
- Not Much (11%)
- Not at all (4%)



Physical Health

- **Quite a lot (39%)**
- Somewhat (29%)
- A lot (21%)
- Not Much (8%)
- Not at all (4%)

Asked Parents to agree or disagree with the following statements:

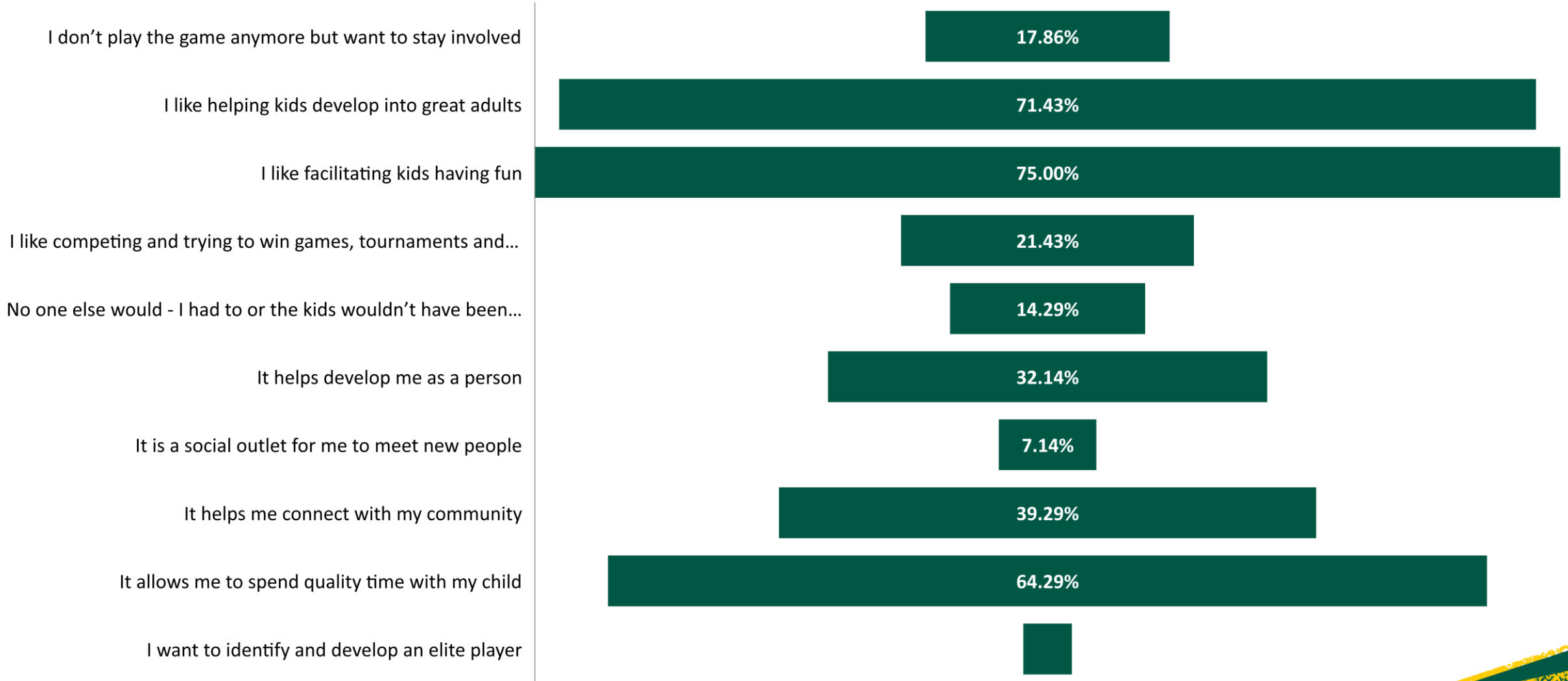


- **381** Parents responded
- Rating System: 1 = totally disagree, 5 = totally agree
- Weighted Average

Coaches

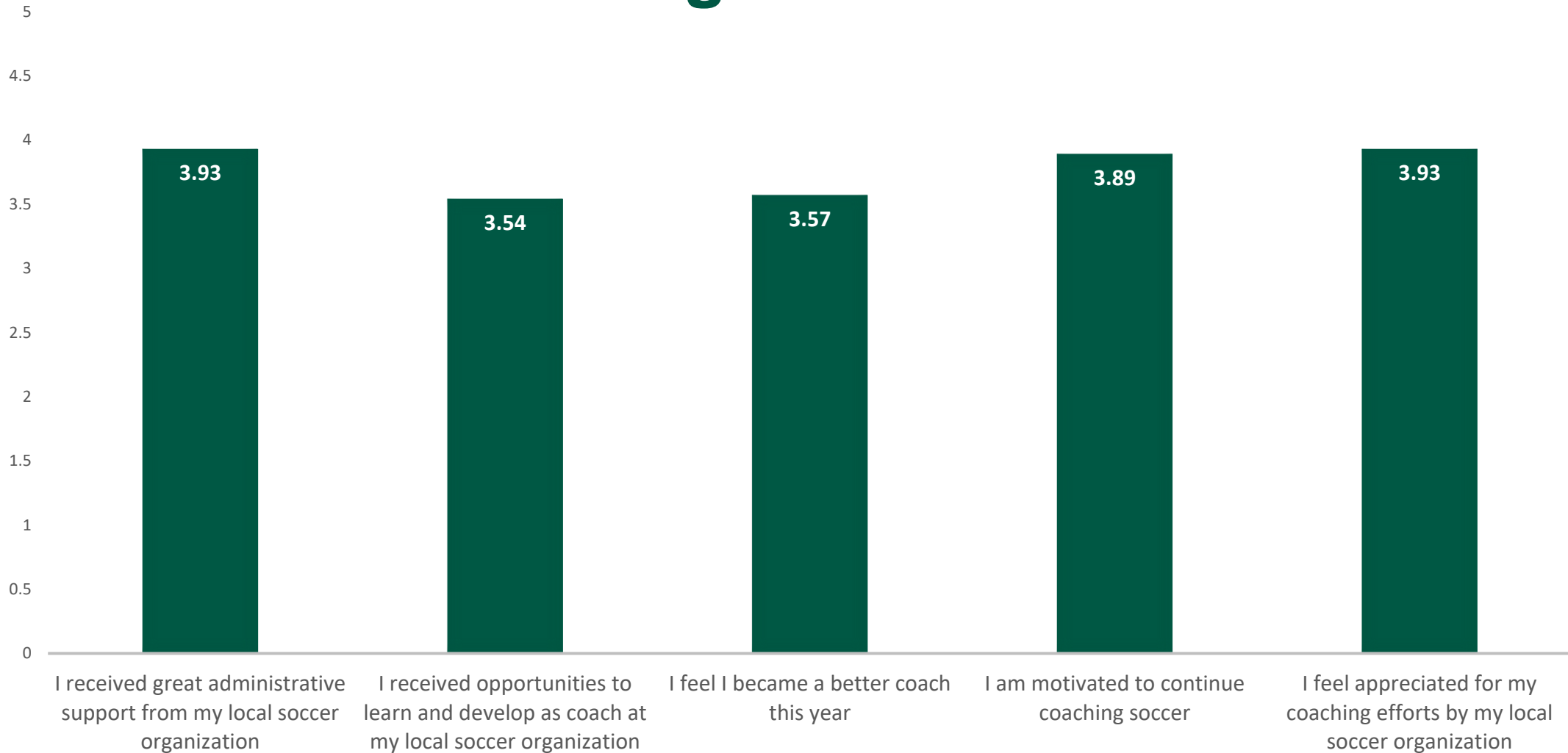
Satisfaction

Why did you decide to coach soccer this past year?



• 26 Coaches Responded

We asked coaches to agree or disagree with the following statements.



- **28 Coaches** Responded
- Rating System: 1 = totally disagree, 5 = totally agree

Did coaches take part in any new education this past year?



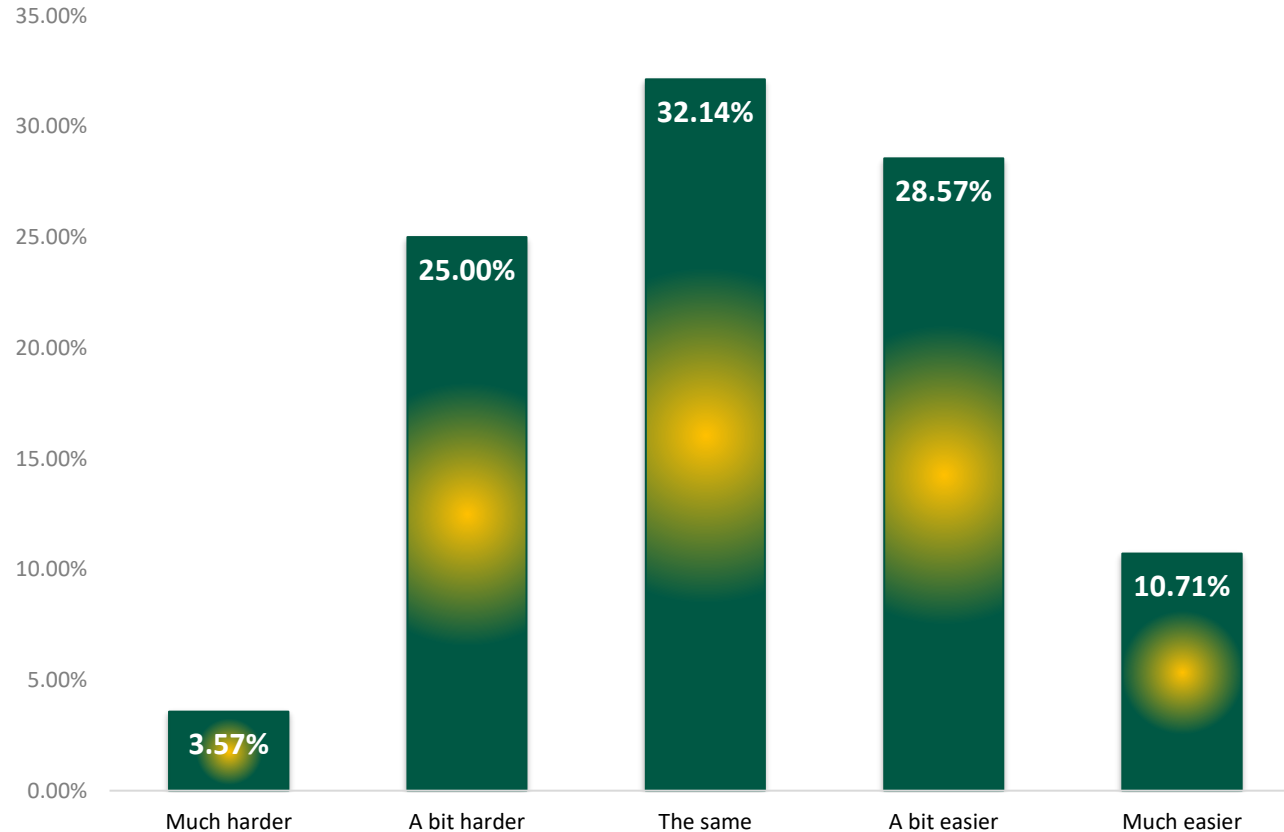
New Qualifications

- **No (71%)**
- Yes (29%)

Did the **New Qualifications** help improve coaching skills?

- **Somewhat (50%)**
- Quite a lot (37.5%)
- A lot (12.5%)
- Not Much (0%)
- Not at all (0%)

Was coaching easier or harder this year?



Top 3 Reason it was more **difficult**:

- **Lack of Competition (57%)**
- **Declining player numbers (57%)**
- **Time Commitment Required (14%)**

Top 3 Reason it was **easier**:

- **Coaching Support (73%)**
- **Coaching is Appreciated (55%)**
- **Supportive Parents (55%)**

- **28 Coaches** Responded
- Top 3 reasons was answered as multiple choice

Referees

Satisfaction Survey

Who did we hear from?

- **3 Referees** completed the survey.
- **Please note: due to the survey response being so low, the survey report regarding Referee satisfaction is deemed almost unusable to the public.**
- We greatly appreciate the responses received and will preform and in-depth review of the individual responses internally.

What was the main reason to become a referee?

| Answer Choices | Responses |
|--|-----------|
| I like helping people have fun | 33.33% |
| I don't play anymore but want to stay involved | 33.33% |
| It develops me as a person | 33.33% |
| I like administering rules | 0.00% |
| It is a social outlet for me | 0.00% |
| It is an opportunity to earn some money | 0.00% |

- **3 Referees** completed the survey.

Volunteers

Satisfaction Survey

What was the main reason to help organize events?

| Answer Choices | Responses |
|---|-----------|
| It is what my local soccer organization needed me to do | 75.00% |
| I have previous experience | 50.00% |
| It is a short-term volunteer commitment that I can manage | 37.50% |
| I like organizing things; its a personal strength of mine | 25.00% |
| It is a great way to connect with my local community | 25.00% |
| I get a great sense of accomplishment when an event is successfully completed | 12.50% |
| I get to be part of soccer events, even though I don't personally play | 12.50% |
| I like the social element | 12.50% |
| It is a volunteer commitment that doesn't require too much work | 12.50% |
| It helps me get active and outdoors | 0.00% |

- **8 Organizers** completed the survey.

Overall

We ask individuals to rate the value of SSA membership:

To what degree do you feel your involvement in soccer this past year was value for your membership in the Saskatchewan Soccer Association?

- A lot (9%)
- Quite a lot (25%)
- **Somewhat (40%)**
- Not really (16%)
- Not at all (10%)



To what degree do you feel your involvement in soccer this past year was value for the money you invested in it?

- A lot (14%)
- **Quite a lot (34%)**
- Somewhat (31%)
- Not Much (13%)
- Not at all (8%)

Overall Member Satisfaction



4.3★
average rating



- **588 Individuals** Responded
- Rating System: 1 = very poor, 5 = excellent



Non-Returning Player

Survey

| Non-Returning Players Birth Years | |
|--------------------------------------|--------|
| 2019 or earlier | 1.60% |
| 2018 | 5.32% |
| 2017 | 7.98% |
| 2016 | 6.38% |
| 2015 | 7.45% |
| 2014 | 12.77% |
| 2013 | 6.91% |
| 2012 | 9.04% |
| 2011 | 5.32% |
| 2010 | 7.98% |
| 2009 | 6.38% |
| 2008 | 4.26% |
| 2007 | 2.66% |
| 2006 | 1.60% |
| 2005 | 1.06% |
| 2004 | 0.53% |
| 2003 | 2.13% |
| 2002 | 1.06% |
| 2001 | 0.53% |
| 2000 | 0.00% |
| 1990-1999 | 5.85% |
| 1980-1989 | 1.60% |
| 1970-1979 | 1.60% |
| 1960-1969 | 0.00% |
| 1950-1959 | 0.00% |
| 1949 or earlier | 0.00% |

Who did we hear from?

- **4886** Non-Returning Individuals
- **188 (4%)** completed the survey
- **66%** Male, **32%** Female, **2%** Prefer to not disclose
- **12%** Player and **88%** Parent
- **67%** left during Spring/Summer season and **33%** left Fall/Winter season

Players Previous Participation



| | | |
|---|--------|-----|
| Battleford & District Senior Soccer | 0.53% | 1 |
| Eastend Soccer | 0.53% | 1 |
| Estevan Youth Soccer Association | 0.53% | 1 |
| Humboldt & District Soccer Association | 0.53% | 1 |
| Kindersley Soccer Association | 0.53% | 1 |
| Lanigan & District Soccer | 0.53% | 1 |
| Nipawin Soccer (Indoor) | 0.53% | 1 |
| Prince Albert Senior Soccer Association | 0.53% | 1 |
| Springside Minor Sports | 0.53% | 1 |
| Tisdale Soccer | 0.53% | 1 |
| Wolseley Soccer Club | 0.53% | 1 |
| Melfort Youth Soccer Association | 1.06% | 2 |
| Moosomin Soccer Association | 1.06% | 2 |
| Rosetown Soccer Association | 1.06% | 2 |
| Stoughton Soccer Club | 1.06% | 2 |
| JJ Soccer | 1.60% | 3 |
| Meridian Soccer | 1.60% | 3 |
| Weyburn Soccer Association | 1.60% | 3 |
| Battleford Youth Soccer Association | 2.66% | 5 |
| Moose Jaw Soccer Association | 2.66% | 5 |
| Prince Albert Youth Soccer Association | 2.66% | 5 |
| Queen City United Soccer | 2.66% | 5 |
| Saskatoon Adult Soccer Inc. | 2.66% | 5 |
| Swift Current Soccer Association | 2.66% | 5 |
| Lloydminster & District Soccer Association | 3.72% | 7 |
| Yorkton United FC | 3.72% | 7 |
| Astra Academy | 4.79% | 9 |
| Other (please specify) | 5.85% | 11 |
| Valley Soccer Association (or Town affiliate) | 8.51% | 16 |
| Regina Soccer Association (inc' FC Regina) | 14.89% | 28 |
| Saskatoon Youth Soccer Association Inc. (or Zone affiliate) | 27.66% | 52 |
| Answered | | 188 |

- **Level of participation:**
- **42%** Recreational U8 or younger
- **20%** U9-U12 recreational / House League
- **13%** U9-U12 development / competitive
- **8%** U13-U18 rep / competitive
- **7%** Adult recreational (+U18)
- **7%** U13-U18 recreational / House League
- **2%** Adult competitive (+U18)
- **2%** U13-U18 high performance (provincial, REX/Whitecaps, national)

- **188** Individuals Responded

What are the players doing now?

Does the player still play soccer at all?

- **No (83%)**
- Yes, but not with an SSA organization (14%)
- Yes, not in Saskatchewan (3%)
- **188** Individuals Responded



Please detail where the player now plays soccer:

- **Other (24%)**
- **At school, college, or University (24%)**
- **Casually with friends (24%)**
- Non affiliate Soccer (20%)
- Multi Sport non affiliate (8%)
- **163** Individuals Responded

Reasons why the player decided to stop playing soccer:



- **188** Individuals Responded
- Rating System: 10 = Extremely Important
- Weighted Average

Which sport did the player chosen primarily to focus on instead of soccer?

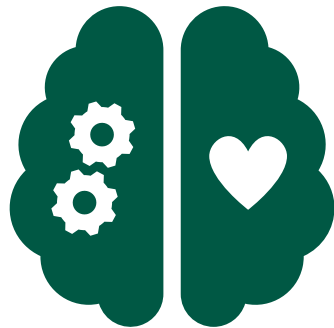
Top 5 Responses

- **Hockey (26%)**
- Other (19%)
- Baseball (16%)
- Basketball(10%)
- Lacrosse, Football, Dance, Gymnastics (7%)
- 31 Individuals Responded



Top reasons why has the player chose this sport over soccer?

- **Enjoys** it more
- **Friends** play that sport
- They are “better” and have more **opportunity**
- More opportunities to **travel** and/or play **tournaments**
- 31 Individuals Responded



Is there anything that Saskatchewan Soccer or its Member Organization could do that would make them return to play?

- **52%** No
- **30%** Yes
- **18%** Maybe
- **172** Individuals Responded

| Comments made regarding why they left soccer: | |
|---|----------------------------------|
| Registration communication from clubs | More recreational options |
| League operations | Offer soccer in schools |
| To many practices | More accessible in community |
| Cost | Commitment |
| Funding for fees | Allow kids to play with any club |
| Set field for games | Player safety |
| Better coaches | Coed youth teams |



Thank you to our Membership!

Questions?

- Eden Senger
- Manager, Member Services
- E.senger@sasksoccer.com

Mosaic Stadium

300-1734 Elphinstone Street
Regina, SK
S4T 1K1

Sasktel Sports Centre

150 Nelson Road
Saskatoon, SK
S7S 1P5

306-780-9225

sasksoccer.com



Proudly supported by

 **SASK LOTTERIES**