

# 2021 Survey Report



# 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.

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# 2021 Individual Satisfaction Survey

Answer Choices	Responses	
Saskatoon Youth Soccer Inc.	31.79%	186
Futbol Club (FC) Regina	10.43%	61
Saskatoon Adult Soccer Inc.	8.55%	50
Prince Albert Youth Soccer Association	4.44%	26
Other (please specify)	4.44%	26
Swift Current Soccer Association	4.27%	25
ASTRA Soccer Academy	3.93%	23
Queen City United Soccer	3.93%	23
Valley Soccer Association	3.42%	20
Battleford Youth Soccer Association	2.39%	14
Yorkton United FC	2.39%	14
Weyburn Soccer Association	2.22%	13
Lloydminster & District Soccer Association	1.54%	9
Moose Jaw Soccer Association	1.54%	9
Humboldt & District Soccer Association	1.37%	8
Meridian Soccer	1.37%	8
Estevan Youth Soccer Association	1.20%	7
Kindersley Soccer Association	1.03%	6
Qu'Appelle Valley Soccer Association	1.03%	6
Esterhazy Soccer	0.85%	5
JJ Soccer	0.85%	5
Nipawin Soccer (Outdoor Youth)	0.85%	5
Meadow Lake Youth Soccer	0.68%	4
Moosomin Soccer Association	0.68%	4
Melfort Youth Soccer Association	0.51%	3
Nipawin Indoor Soccer League (Adult)	0.51%	3
Regina Soccer Referees Association	0.51%	3
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
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
	Answered	585

## Who did we hear from?

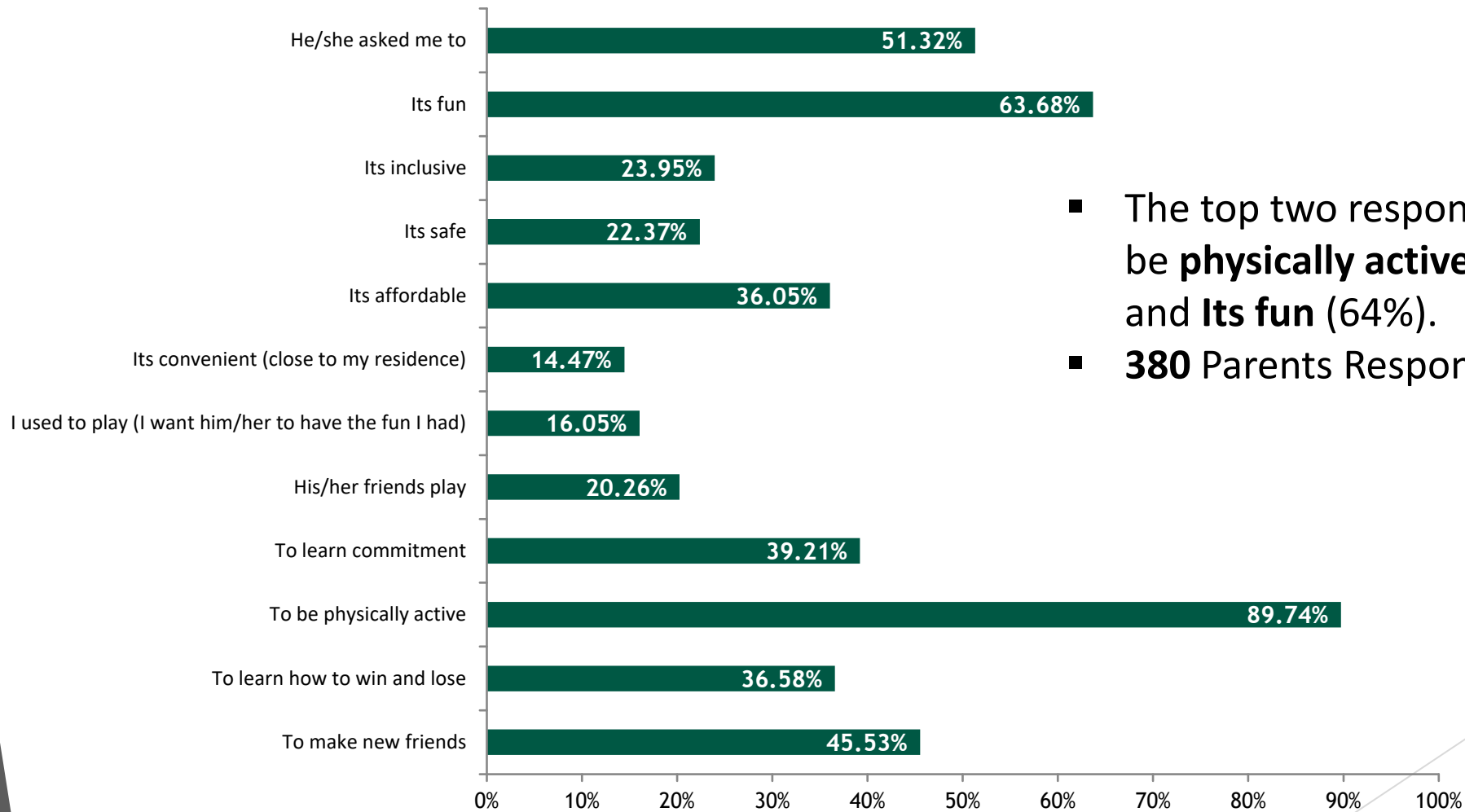
- **585** Individuals completed the survey.
- Respondents were: **68% Parents, 21% Player, 5% Coach, 2% Organizer, 1% Referee** and **4% Other.**





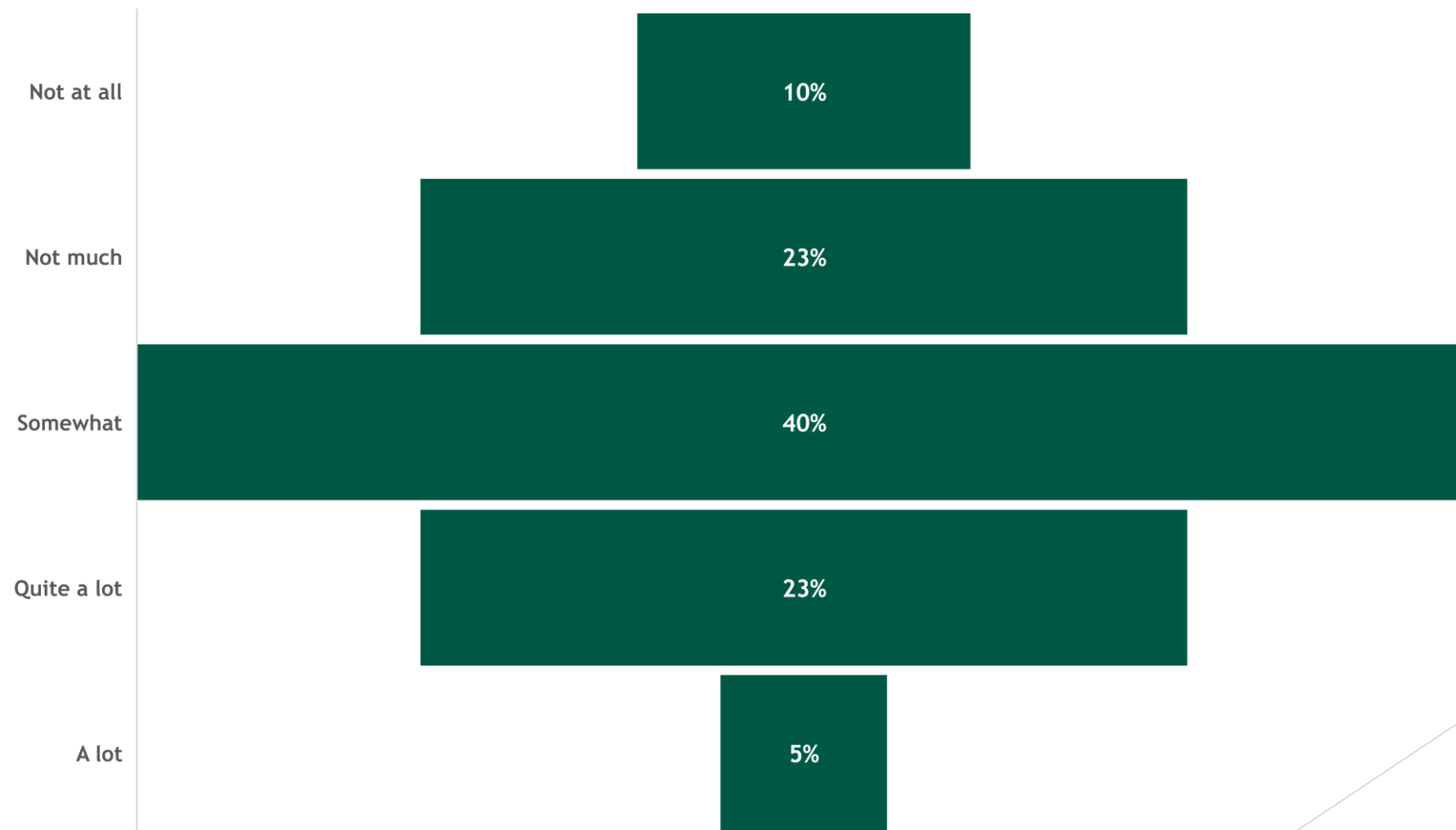
# Parents and Players

# Why did parents decide to enroll their child in soccer?



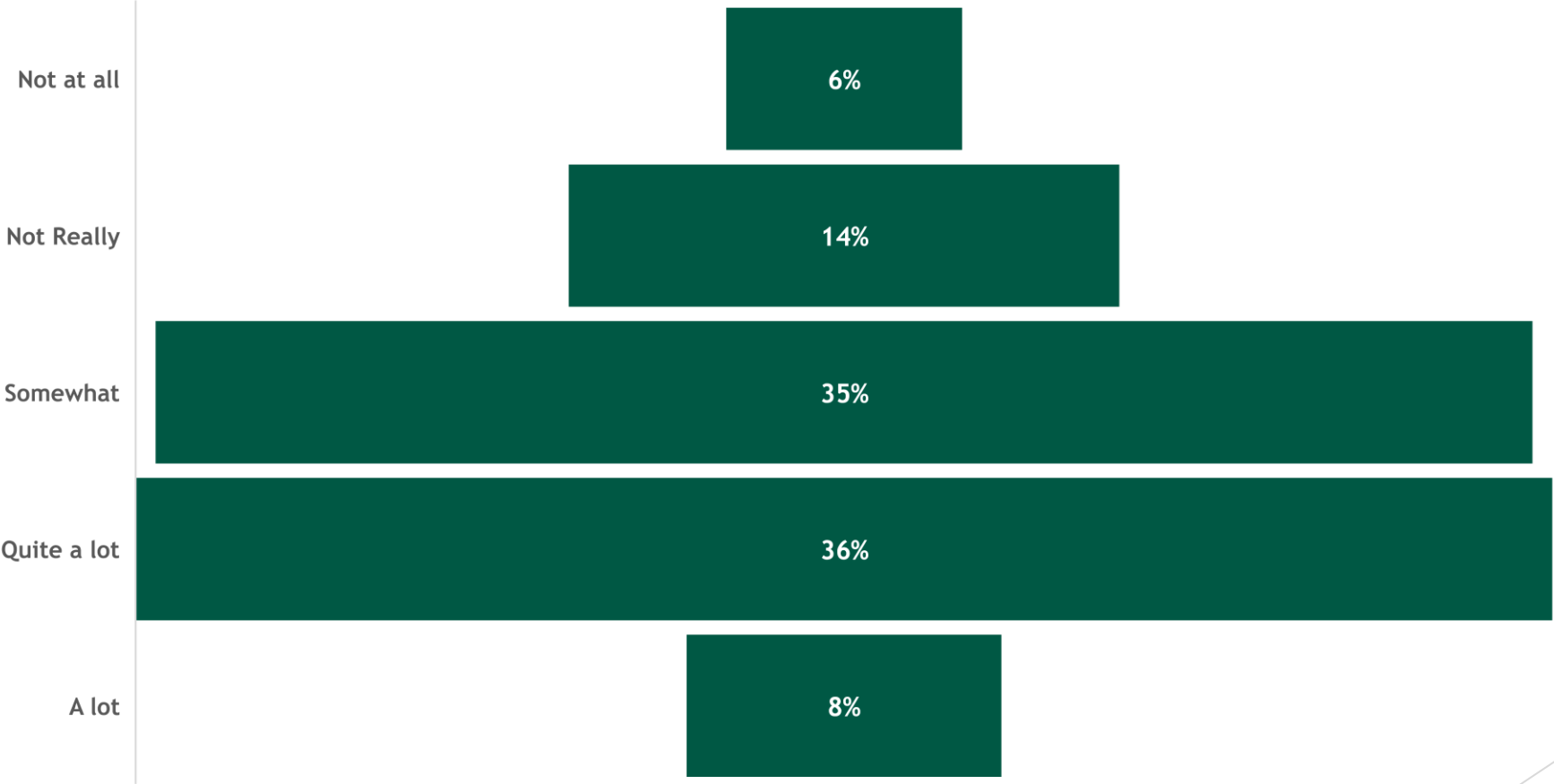
- The top two responses: To be **physically active** (90%) and **Its fun** (64%).
- **380** Parents Responded

# Did the player develop or improved this past year?



▪ **110 Players** Responded

# To what extent did players feel the soccer environment they played in matched their abilities and ambitions in the game?



■ 110 Players Responded



# To what extent did players soccer experiences have positive impact:



## Mental Health

- **Quite a lot (36%)**
- A lot (27%)
- Somewhat (22%)
- Not Much (11%)
- Not at all (4%)



## Physical Health

- **Quite a lot (39%)**
- Somewhat (30%)
- A lot (20%)
- Not Much (8%)
- Not at all (4%)

▪ **110 Players** Responded

# Asked Parents to agree or disagree with the following statements:

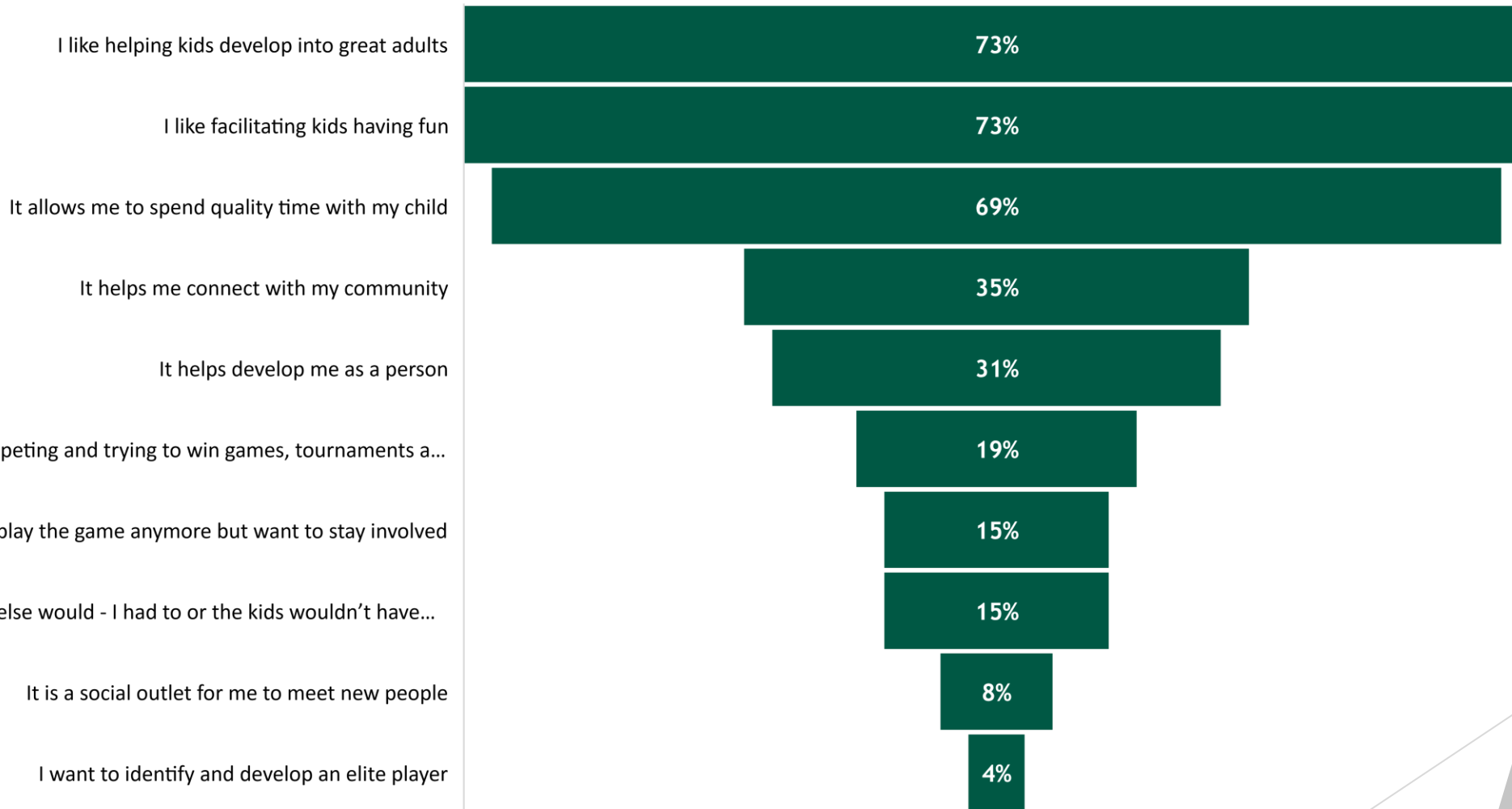


- **380** Parents responded
- Rating System: 1 = totally disagree, 5 = totally agree
- Weighted Average



# Coaches

# Why did you decide to coach soccer this past year?



▪ **26 Coaches** Responded

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



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

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



## New Qualifications

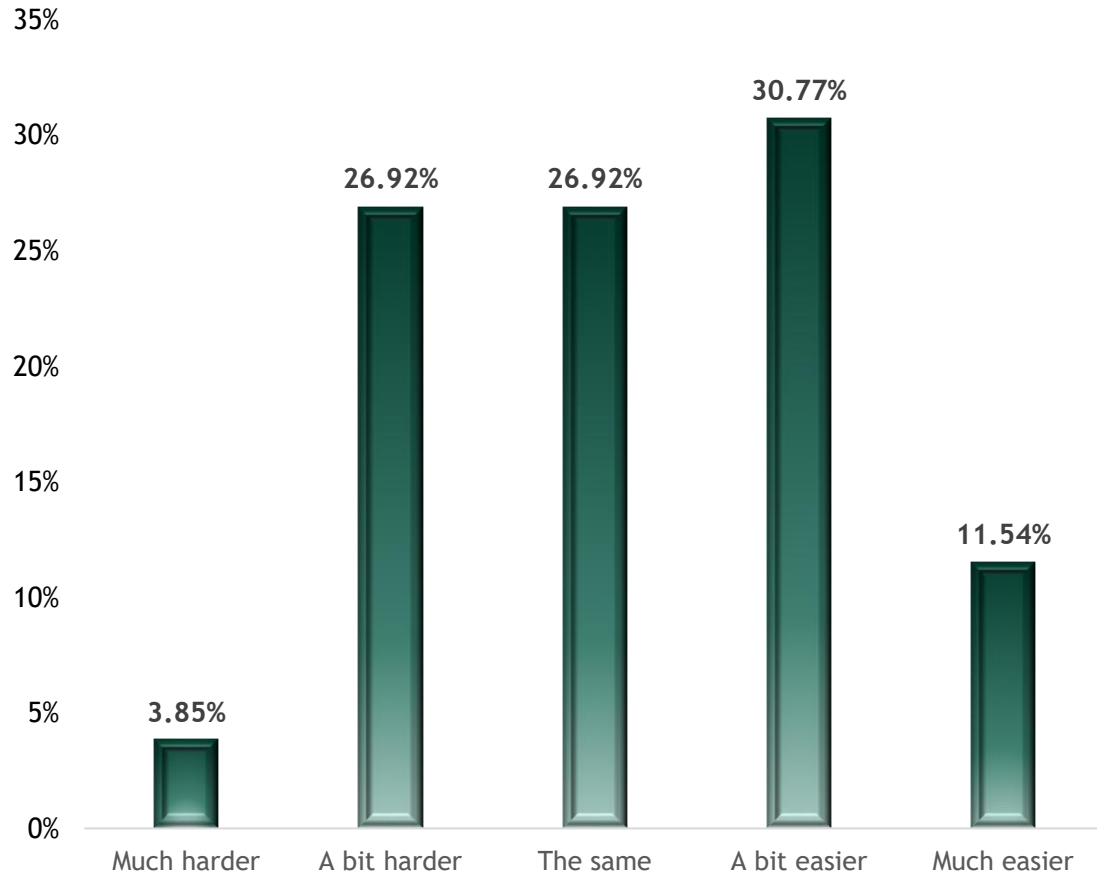
- **No (69%)**
- Yes (31%)

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

- **Somewhat (50%)**
- Quite a lot (38%)
- A lot (12%)
- Not Much (0%)
- Not at all (0%)

- **26 Coaches** Responded

# Was coaching easier or harder this year?



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

- **Lack of Games (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%)

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



# Referees

# 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.

# How where the referees game time experiences?

Have you ever experienced abusive behaviour from players, coaches or spectators while refereeing?

- **Yes (67%)**
- **No (33%)**

How often?

- **50% of the games I referee (50%)**
- **Less than 10% of Games (50%)**



- **3 Referees** completed the survey.

# Organizers and Volunteers

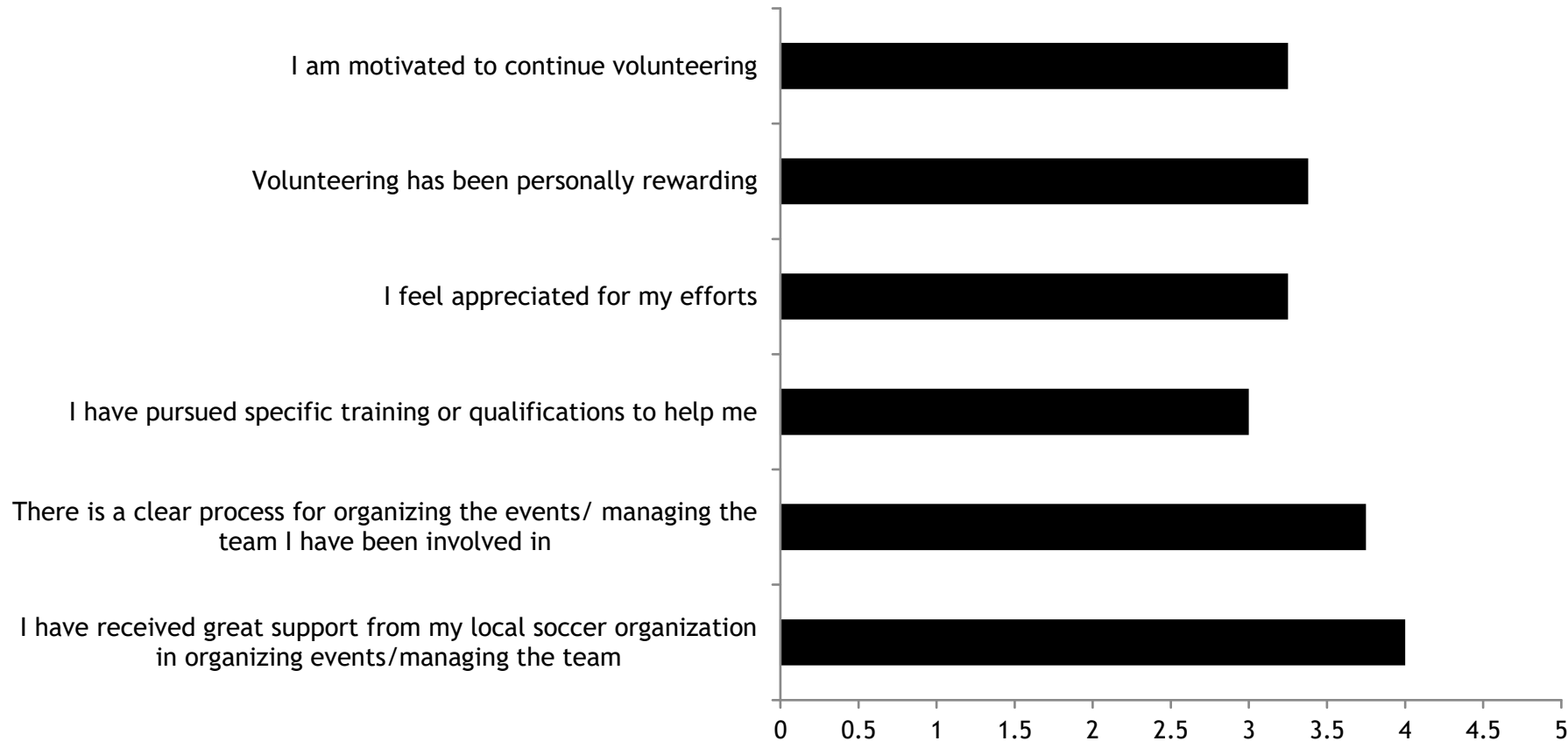


# What was the main reason to help organize events?

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.

# We asked organizers to agree or disagree with the following statements.



- **8 Organizers** completed the survey.
- Rating System: 1 = totally disagree, 5 = totally agree
- Weighted Average

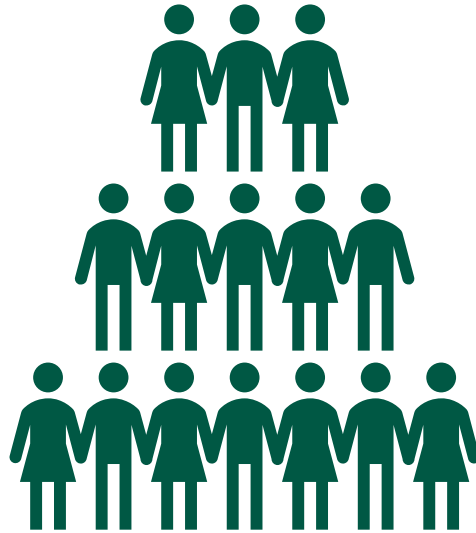


# Overall

# 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%)

- **531 Individuals** Responded

# What experiences are potentially withholding players participation in soccer next year?

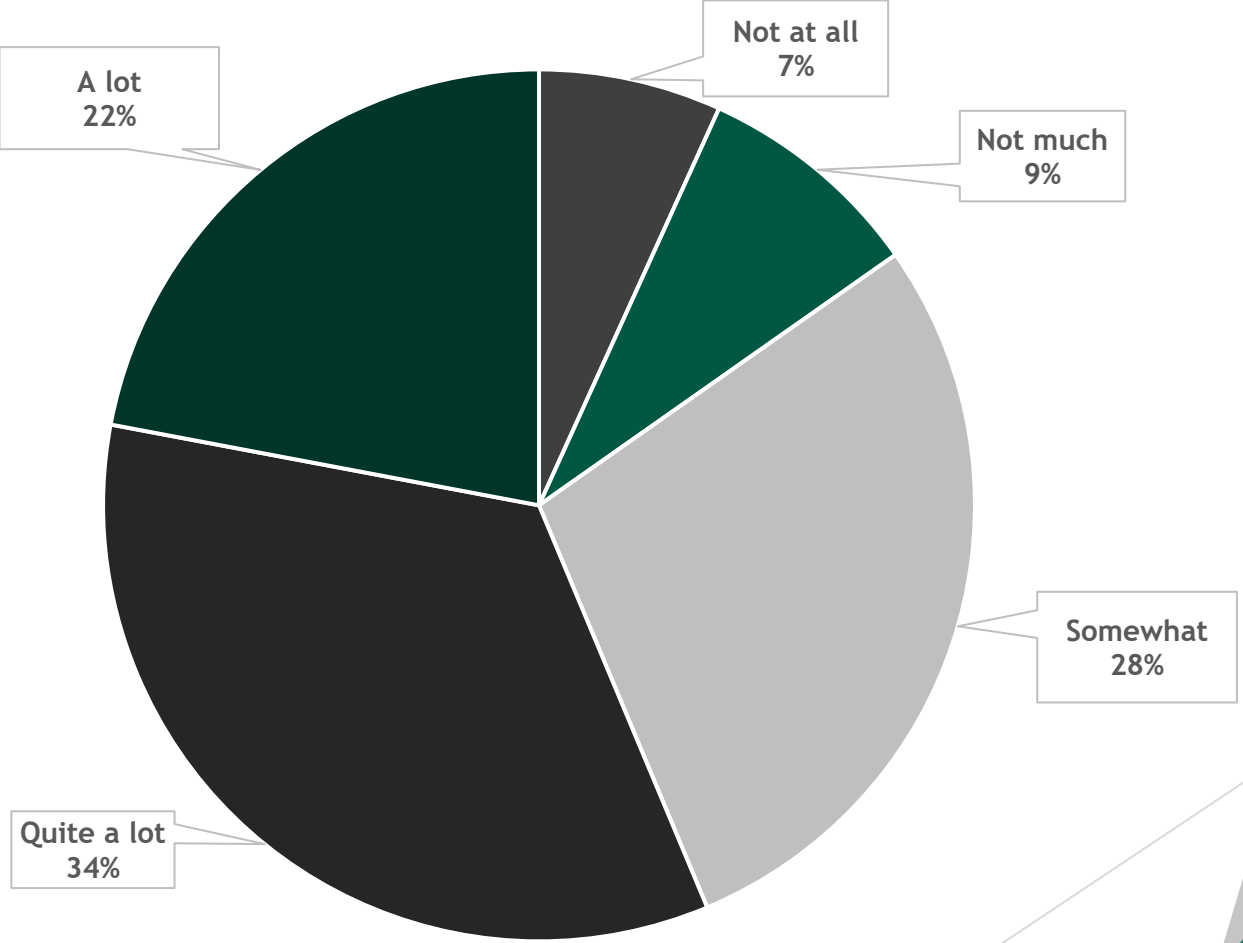


- The top 5 responses:
  - **Other** (36%)
  - **Cost** (30%)
  - **Bad Program** or Local Organization Management (28%)
  - Lack of **Development Opportunities** (23%)
  - **Poor Coaching** (21%)

- **227 Individuals** Responded

# Have their 2021 experiences with soccer made them want to continue participating?

- The top 2 responses:
  - **Quite a lot** (34%)
  - **Somewhat** (28%)



▪ **531 Individuals** Responded



# Overall Member Satisfaction

3.7★

average rating



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

# Comparing 2020 to 2021

- Number of individuals responding **increased 1% (+59)** when compared to 2020
- **Decreased** response rate, 2020 (6%) vs **2021 (4%)**
- **Referee and Organizer** responses continue to be low
- **Overall Member Satisfaction**
  - 2021: 3.7 out of 5
  - 2020: 3.7 out of 5



# 2021 Member Organization Satisfaction Survey

# Who did we hear from?

- **4** Individuals completed the survey from **4 Member Organizations**
- **75%** major city, and **25%** 1-3 hours drive of a major city
- SSA members for **50%** +15 years, **25%** don't **know**, and **25%** 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 preform and 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?

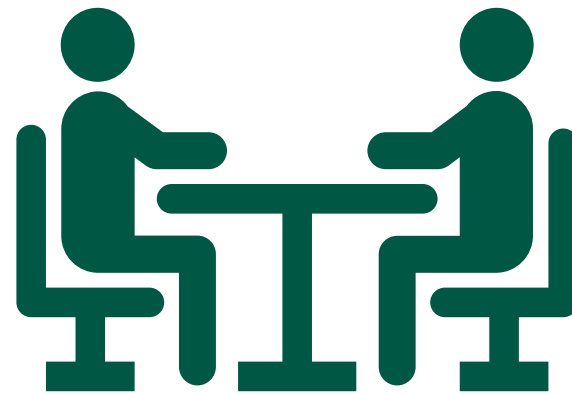
- **4.5 Average**

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

- **4.75 Average**

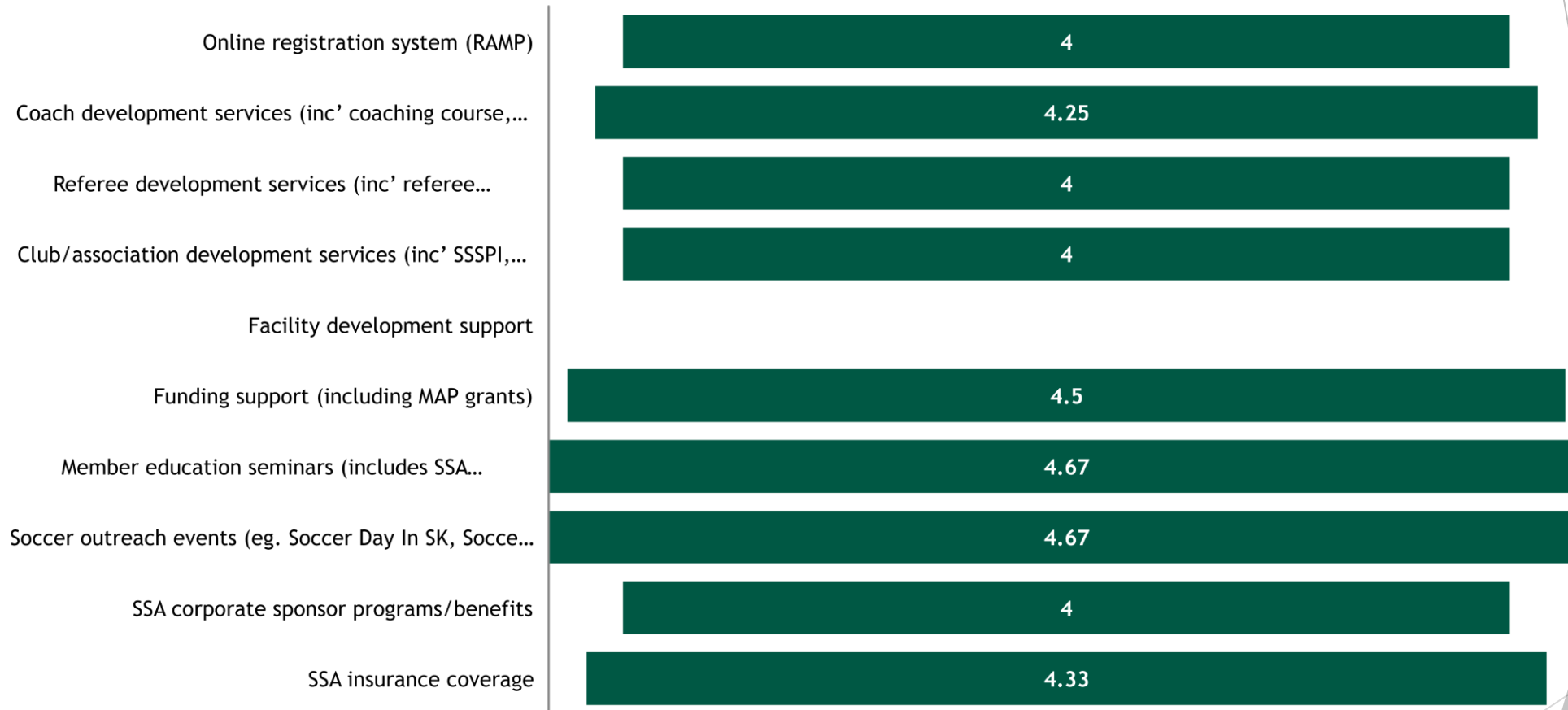
In general, how much would you say the SSA services you have used over the past year justify your membership with the SSA and offer value-for-membership?

- **4.75 Average\***



- **4 Individuals** Responded
- Rating System: 5 = Extremely helpful
- \*Rating System: 5 = extremely high value-for-membership

# How helpful are the follow member services to their organization?



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

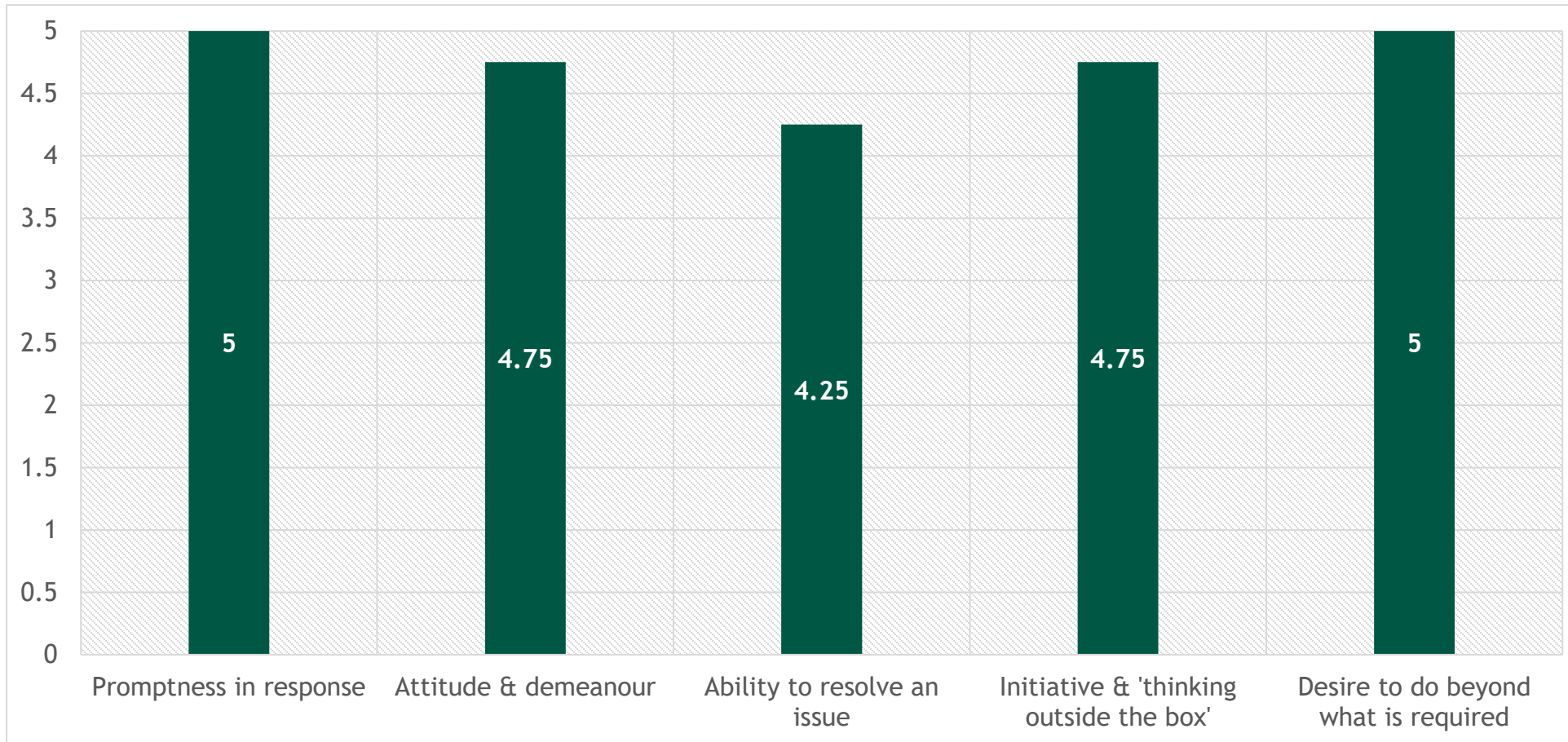
# Overall Member Services satisfaction

8.8★  
average rating



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

# We asked organizers to agree or disagree with the following statements.



- **4 Organizers** completed the survey.
- Rating System: 1 = very poor, 5 = excellent
- Weighted Average

# Overall satisfaction

8.8★  
average rating



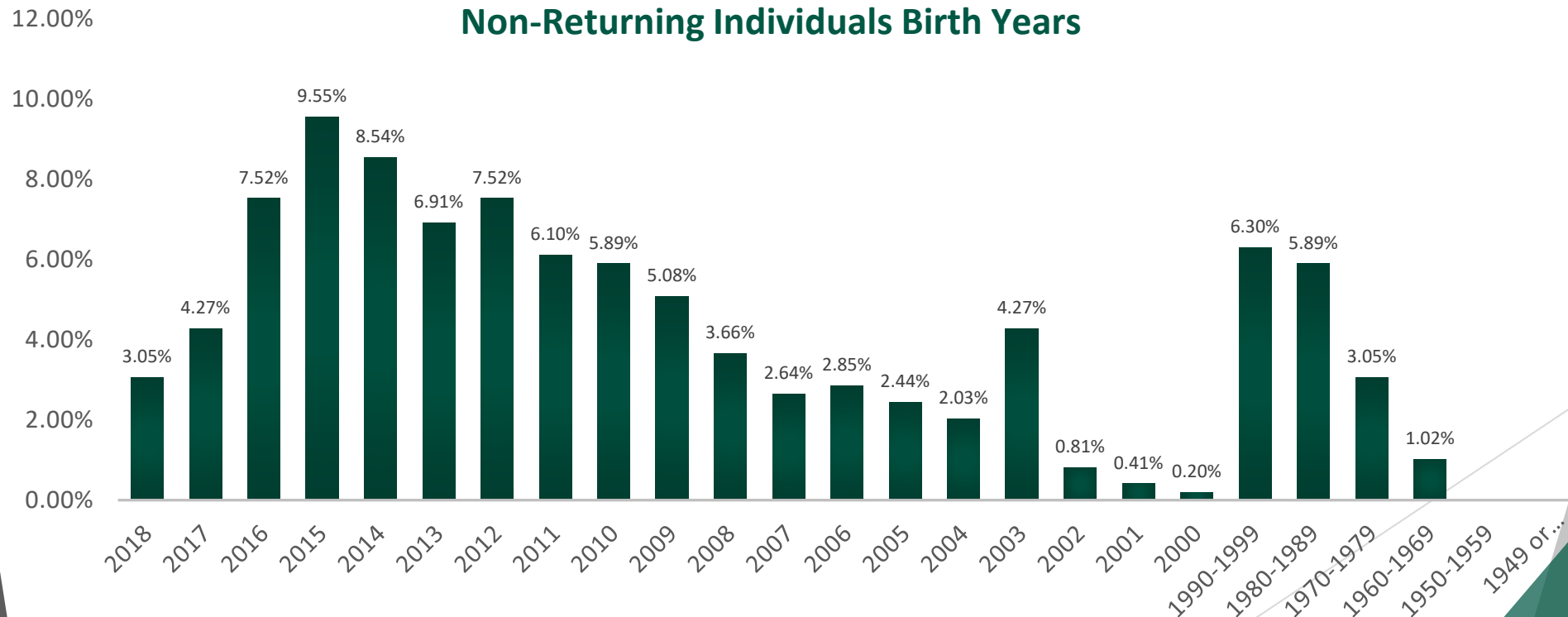
- **4 Individuals** Responded
- Rating System: 1 = Not Satisfied, 10 = Extremely Satisfied
- Weighted Average

# 2021 Non-Returning Player Survey



# Who did we hear from?

- **2989** Non-Returning Individuals
- **492 (16%)** completed the survey
- **65%** Male and **34%** Female
- **20%** Player and **80%** Parent
- **41%** left during Spring/Summer season and **59%** left Fall/Winter season



# Players previous participation

Last Registered Member Organization	Responses	
Saskatoon Youth Soccer Association Inc. (or Zone affiliate)	31.71%	156
Regina Soccer Association (inc' FC Regina)	14.23%	70
Saskatoon Adult Soccer Inc.	9.55%	47
Astra Academy	4.67%	23
Valley Soccer Association (or Town affiliate)	4.27%	21
Prince Albert Youth Soccer Association	3.86%	19
Queen City United Soccer	3.66%	18
Lloydminster & District Soccer Association	3.05%	15
Moose Jaw Soccer Association	3.05%	15
Weyburn Soccer Association	3.05%	15
Swift Current Soccer Association	2.85%	14
Yorkton United FC	2.24%	11
Battleford Youth Soccer Association	2.03%	10
Humboldt & District Soccer Association	1.83%	9
JJ Soccer	1.02%	5
Kindersley Soccer Association	1.02%	5
Melfort Youth Soccer Association	0.81%	4
Meridian Soccer	0.81%	4
Nipawin Soccer (Outdoor)	0.81%	4
Estevan Youth Soccer Association	0.61%	3
Meadowlake Youth Soccer	0.61%	3
United Soccer Organization (Langenburg)	0.61%	3
Eastend Soccer	0.41%	2
Estevan Senior Soccer Association	0.41%	2
Melville Soccer	0.41%	2
Nipawin Soccer (Indoor)	0.41%	2
Qu'Appelle Valley Soccer Association (or Town affiliate)	0.41%	2
Tisdale Soccer	0.41%	2
Moosomin Soccer Association	0.20%	1
Prince Albert Senior Soccer Association	0.20%	1
Regina United Futsal Federation	0.20%	1
REX (high performance program)	0.20%	1
Stoughton Soccer Club	0.20%	1
Whitecaps Academy	0.20%	1

## Level of participation:

- **38%** Recreational U8 or younger
- **14%** U9-U12 recreational / House League
- **12%** U9-U12 development / competitive
- **12%** Adult recreational (+U18)
- **9%** U13-U18 rep / competitive
- **6%** U13-U18 recreational / House League
- **5%** Adult competitive (+U18)
- **4%** U13-U18 high performance (provincial, REX/Whitecaps, national)

- **492** Individuals Responded

# What are the players doing now?

Does the player still play soccer at all?

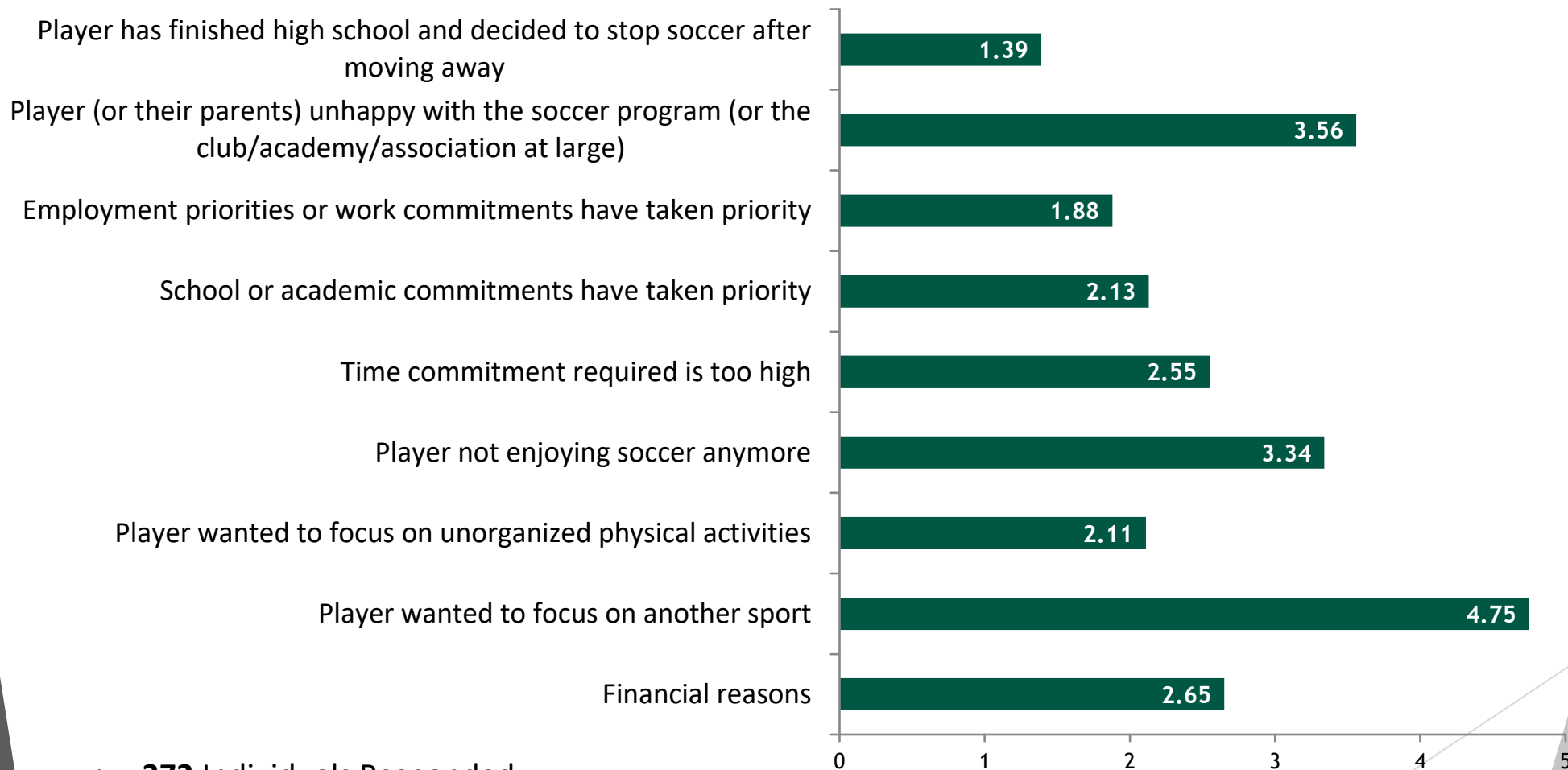
- **No (75%)**
- Yes, but not with an SSA organization (20%)
- Yes, not in Saskatchewan (5%)
- **492** Individuals Responded



Please detail where the player now plays soccer:

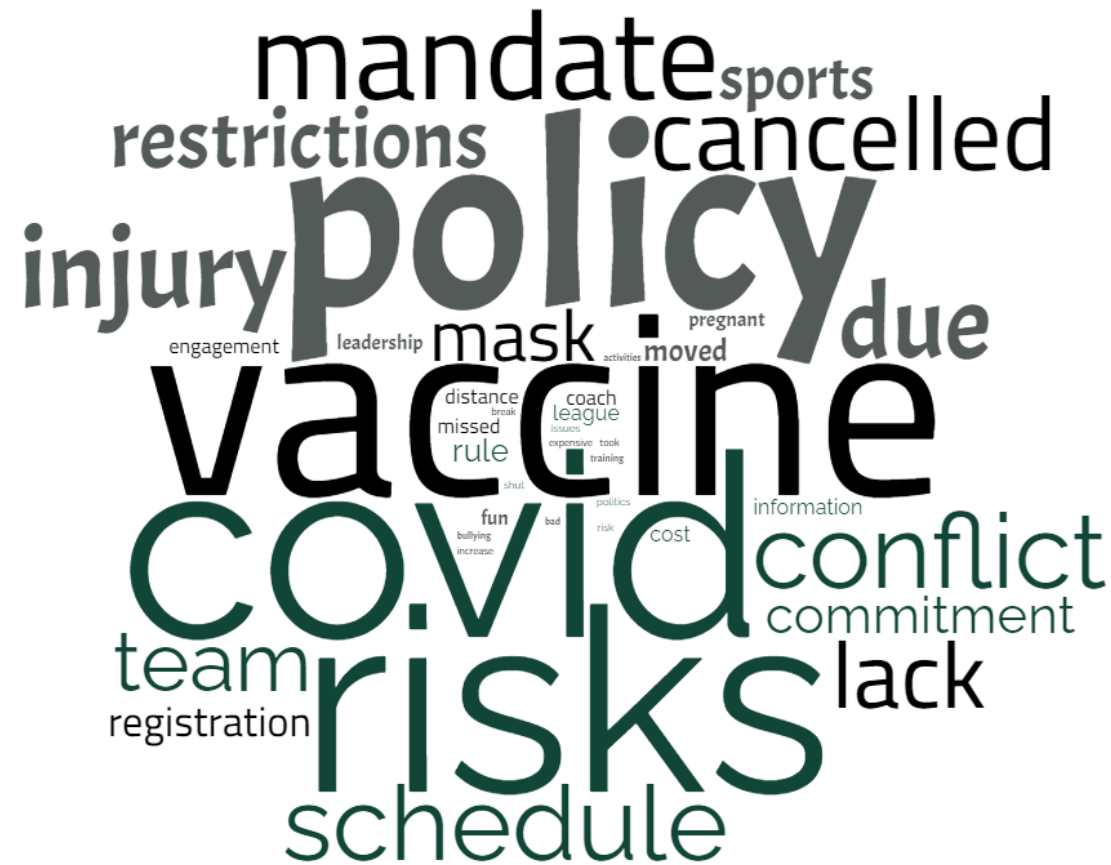
- **Other (29%)**
- **Casually with friends (27%)**
- Non affiliate Soccer (18%)
- At school, college, or University (16%)
- Multi Sport non affiliate (10%)
- **394** Individuals Responded

# Reasons why the player decided to stop playing soccer.



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

# The primary reason why the player stopped playing organized soccer.



## Reasons:

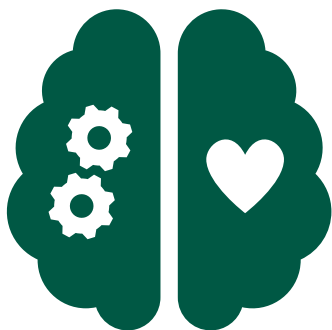
- 55% Other (see word cloud)
- 21% Focus on another sport
- 8% Unhappy with soccer program
- 6% Not enjoying soccer
- 6% Commitment
- 4% Financial reasons

- 372 Individuals Responded

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

## Top 4 Responses

- **Hockey (33%)**
- Other (22%)
- Basketball(16%)
- Dance Sports (9%)
- 79 Individuals Responded



- **121** Individuals Responded

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

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

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

- **43%** No
- **37%** Yes
- **20%** Maybe
- **470** Individuals Responded

Main Comments	
Create house leagues	Better information on website regarding registration
Less politics	Better league communication
Remove Vaccine Policy	Be more organized
Qualified Coaches	Lift COVID 19 Mandates
Offer recreational soccer	Flexible training dates
Lower league fees	Treat all tiers equally and as valued players
Structured schedule	Offer option for programming at every age group
Fun Coaches	Player safety
Easier transition from mini to youth	Have more COVID-19 Restrictions to reduce exposure
Better referees	Competitive options in rural areas

# Comparing 2020 to 2021

- Non-Returning players **increased 8%** when compared to 2020
- **Increased** response rate, 2020 (6%) vs **2021 (16%)**
- **Parent responses** continue to make up **more than 60%** of the responses
- **Top 2 reasons player decided to stop playing:**
  - 2021: 1. Unhappy with soccer program 2. Focus on another sport
  - 2020: 1. Not enjoying soccer 2. Focus on another sport



# Thank you to our Membership!

## Questions?

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