



2020 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. The surveys speak directly to the 2017-2020 Strategic Plan Goal of connecting directly with members.

Thank you to the membership of Saskatchewan Soccer, we received significant responses to our Individual Satisfaction, Member Organization Satisfaction, and Non-Returning Player Survey. The responses collected key learnings which are reflected in this report.



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2020 Individual Satisfaction Survey



Who did we hear from?

Answer Choices	Responses	
Battleford Youth Soccer Association	2.09%	11
Esterhazy Soccer	0.57%	3
Estevan Youth Soccer Association	1.71%	9
Futbol Club (FC) Regina	11.41%	60
JJ Soccer	1.33%	7
Kindersley Soccer Association	0.57%	3
Lac La Ronge Tri-Community Soccer Association	0.19%	1
Lloydminster & District Soccer Association	4.37%	23
Meadow Lake Senior (Co-Ed) Soccer	0.19%	1
Melfort Youth Soccer Association	0.57%	3
Melville Soccer	0.76%	4
Meridian Soccer	0.38%	2
Moose Jaw Soccer Association	2.66%	14
Nipawin Indoor Soccer League (Adult)	0.57%	3
Other (please specify)	4.94%	26
Prince Albert Youth Soccer Association	5.13%	27
Qu'Appelle Valley Soccer Association	0.19%	1
Queen City United Soccer	4.18%	22
Redvers Soccer Club	0.38%	2
Regina Soccer Referees Association	0.95%	5
Rosetown Soccer Association	0.19%	1
Saskatoon & District Soccer Referees Association	0.38%	2
Saskatoon Adult Soccer Inc.	9.32%	49
Saskatoon Futsal League	0.38%	2
Saskatoon Youth Soccer Inc.	32.32%	170
Stoughton Soccer Club	0.19%	1
Swift Current Soccer Association	2.85%	15
Tisdale Soccer	0.95%	5
United Soccer Organization (Langenburg)	0.57%	3
Valley Soccer Association	3.61%	19
Watrous and District Soccer Association	0.19%	1
Weyburn Soccer Association	2.28%	12
Yorkton United FC	3.61%	19
	Answered	526

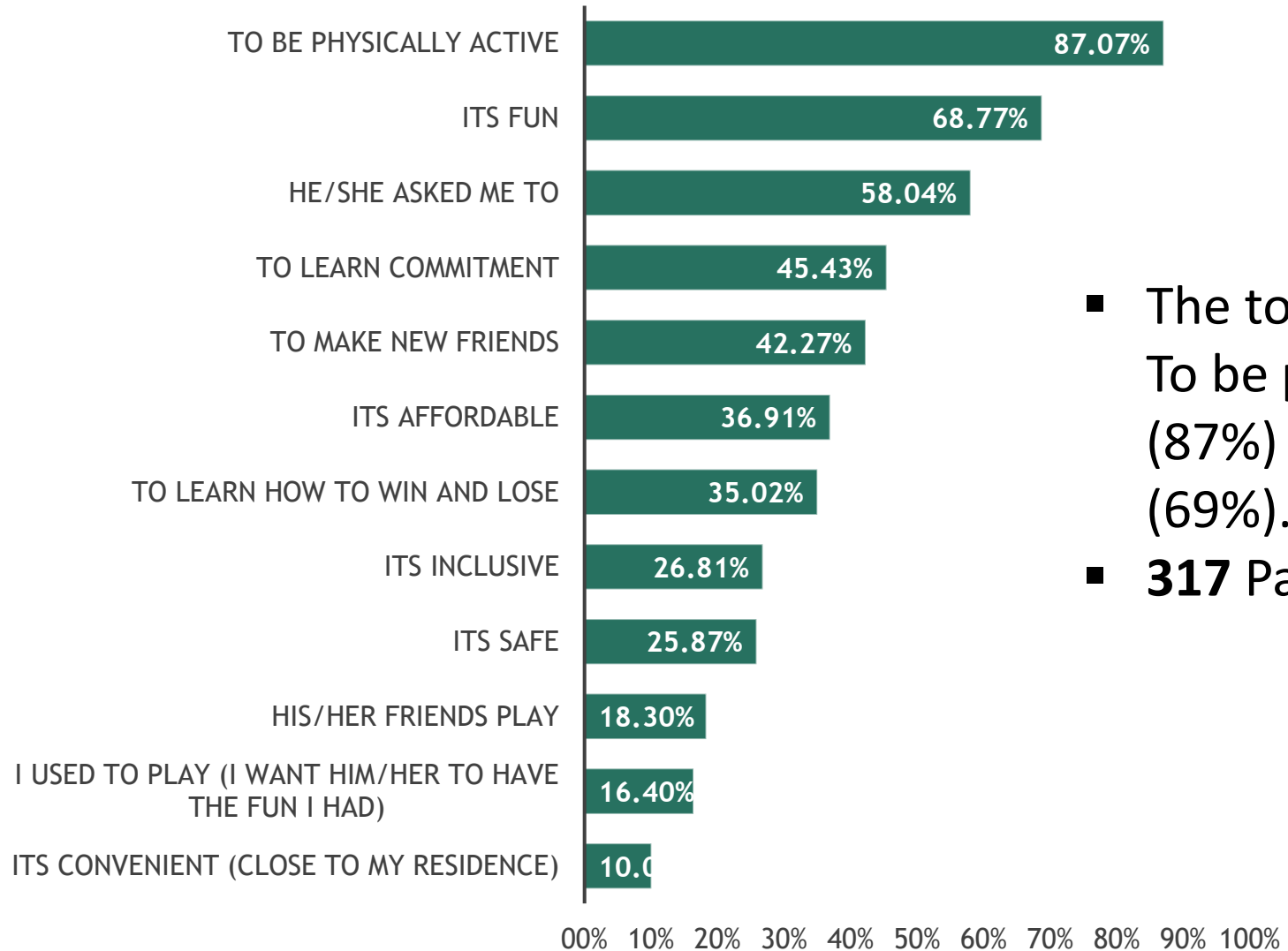
- **526** Individuals completed the survey.
- Respondents were: **64 % Parents, 21% Player, 7% Coach, 1.7% Organizer, 1.5% Referee and 4% Other.**



Parents and Players

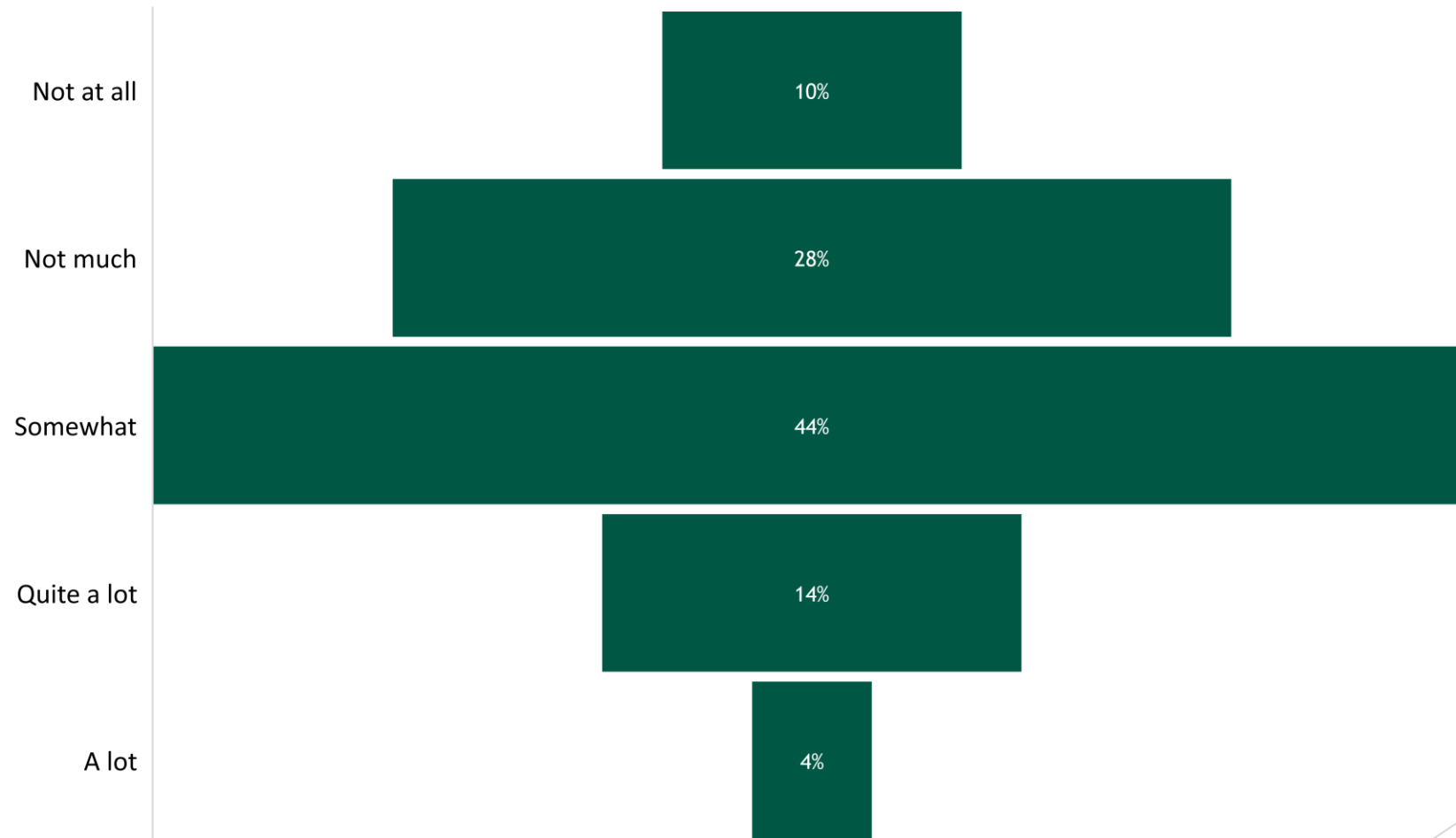


Why did parents decide to enroll their child in soccer?



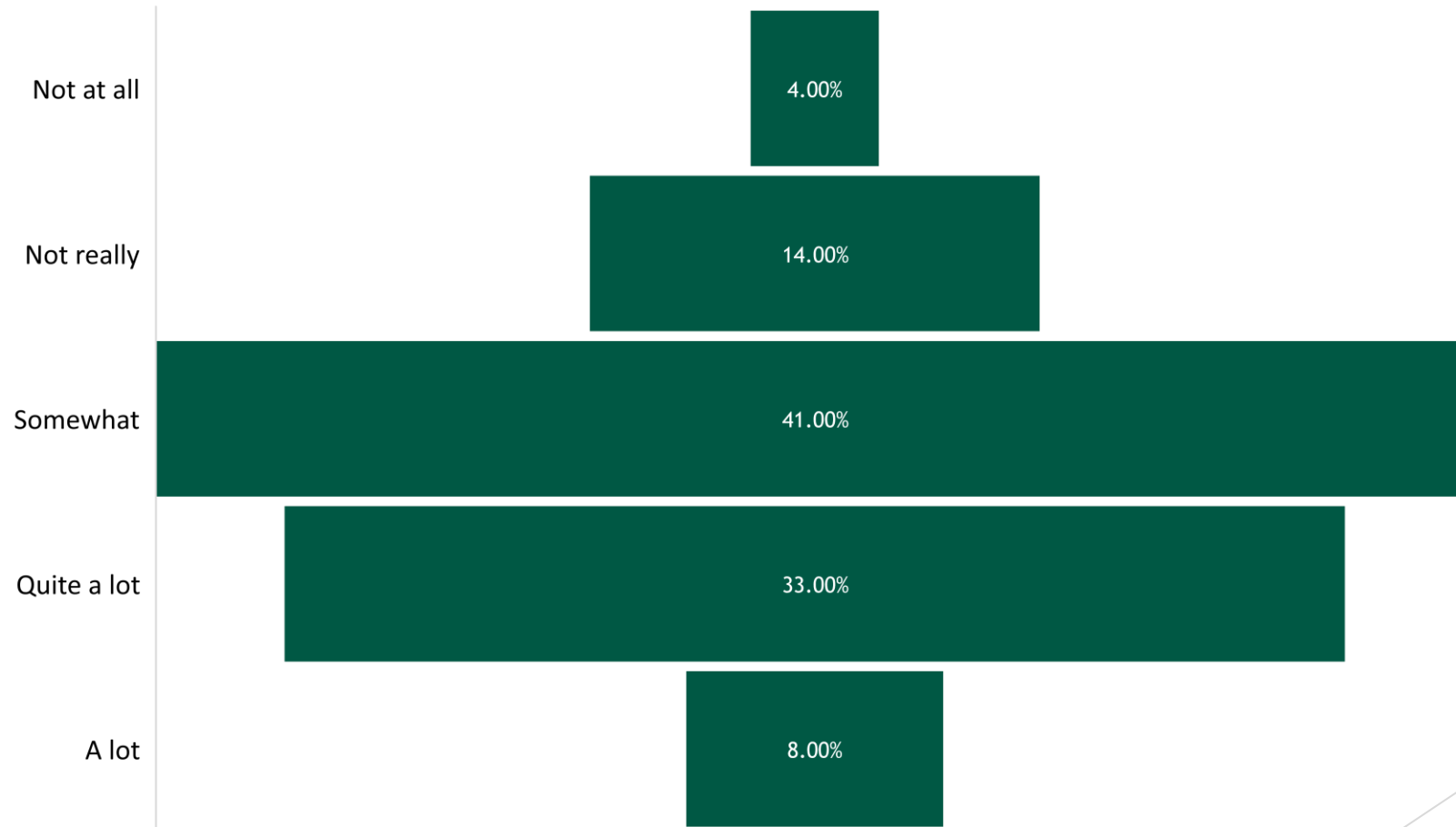
- The top two responses: To be **physically active** (87%) and **Its fun** (69%).
- **317** Parents Responded

Do did players feel they have developed or improved this past year?



■ 100 Players Responded

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



■ 100 Players Responded



To what extent did players soccer experiences have positive impact:



Mental Health

- **Quite a lot (39%)**
- A lot (28%)
- Somewhat (14%)
- Not Much (14%)
- Not at all (5%)

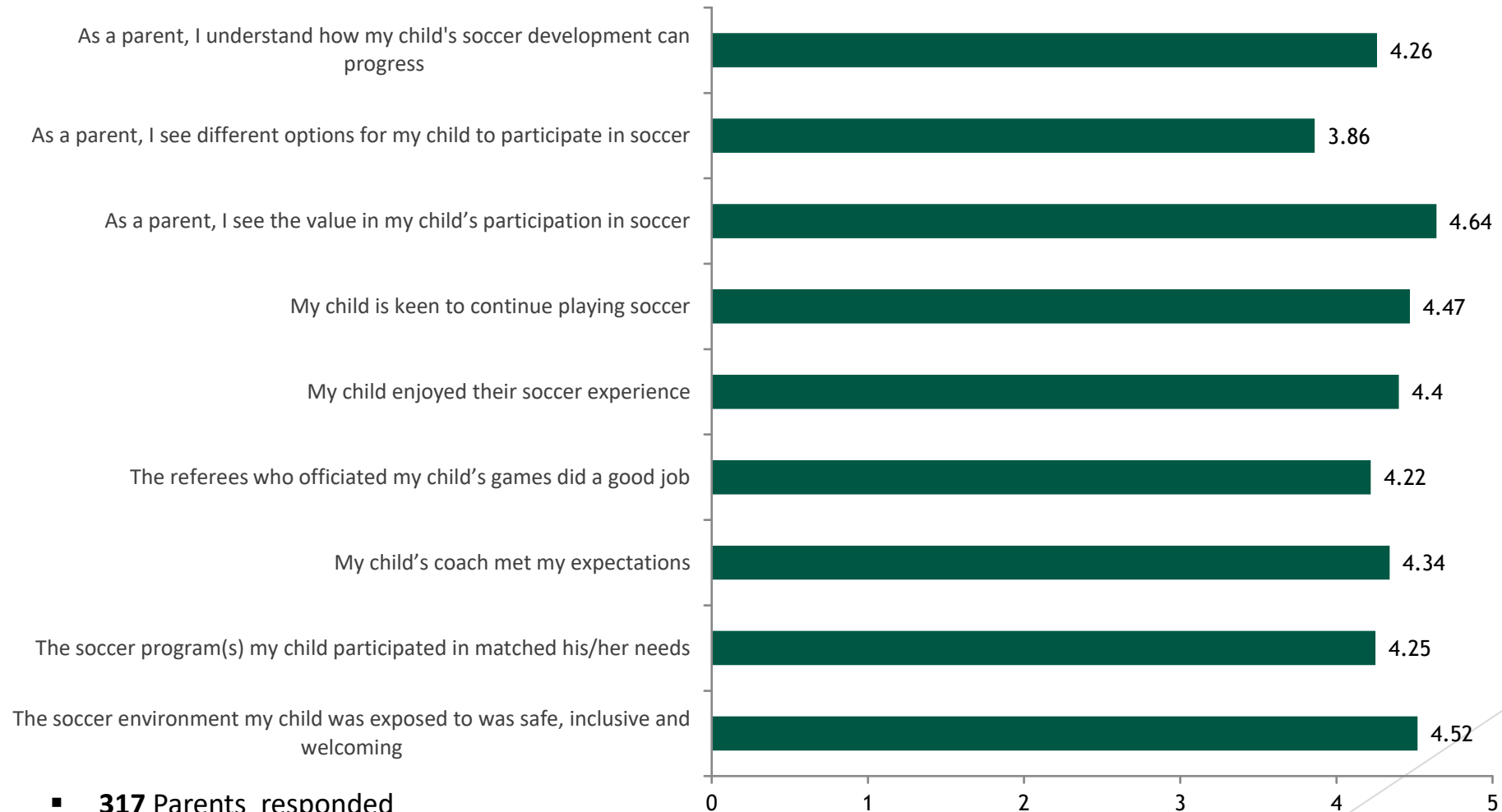


Physical Health

- **Quite a lot (41%)**
- A lot (17%)
- Somewhat (31%)
- Not Much (7%)
- Not at all (4%)

■ 100 Players Responded

Asked Parents to agree or disagree with the following statements:

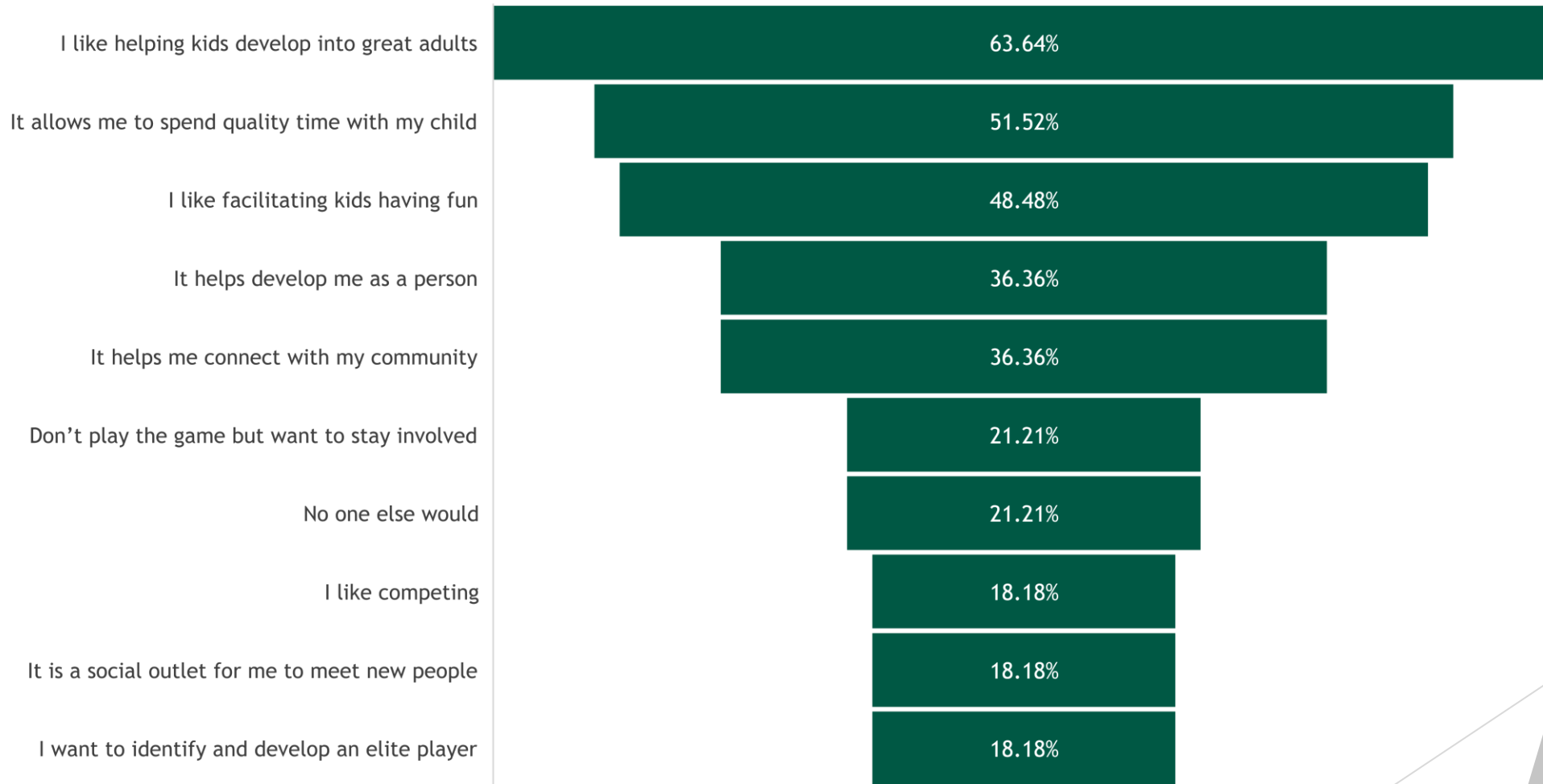


- **317** Parents responded
- Rating System: 1 = totally disagree, 5 = totally agree
- Weighted Average



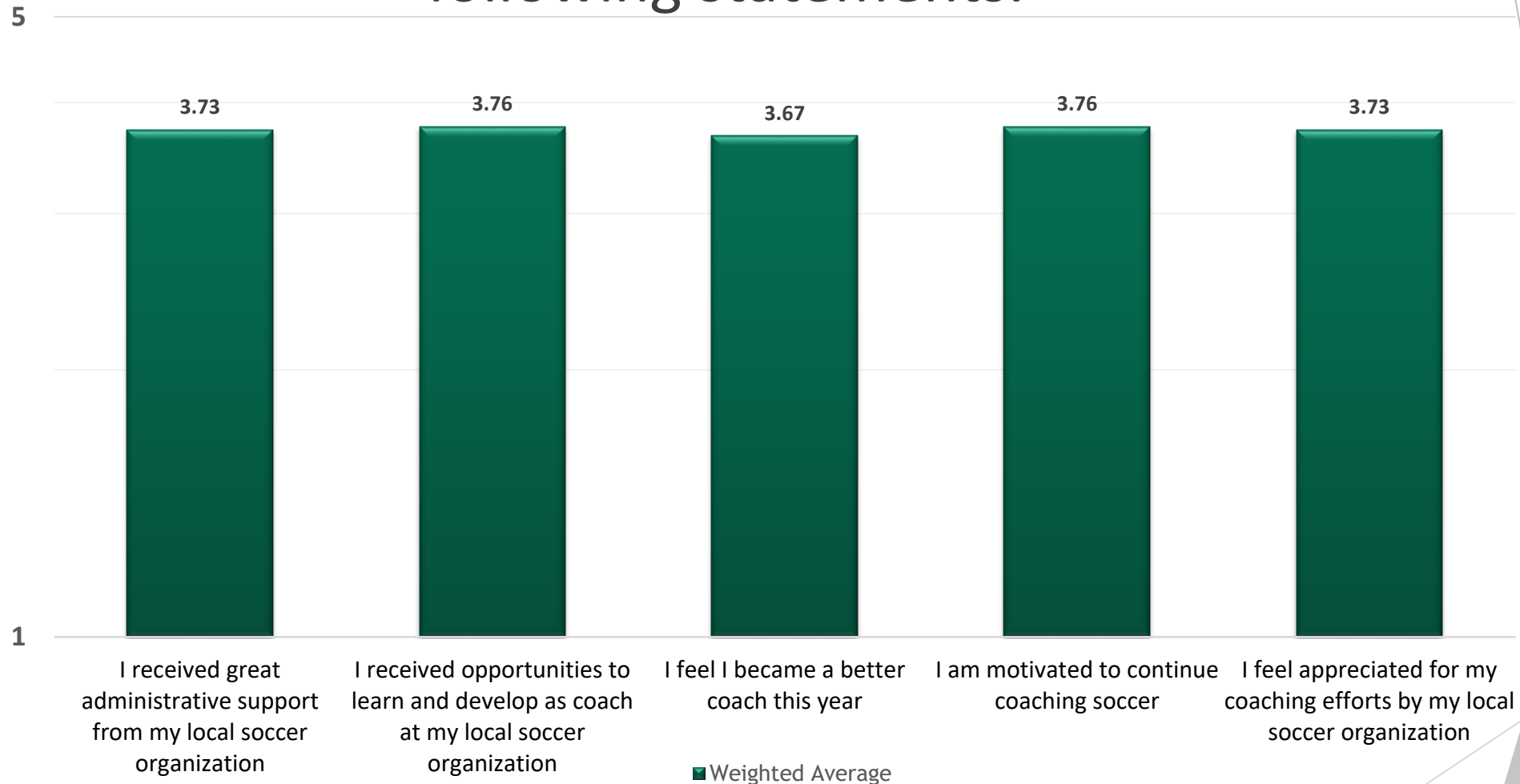
Coaches

Why did you decide to coach soccer this past year?



■ 33 Coaches Responded

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



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

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



New Qualifications

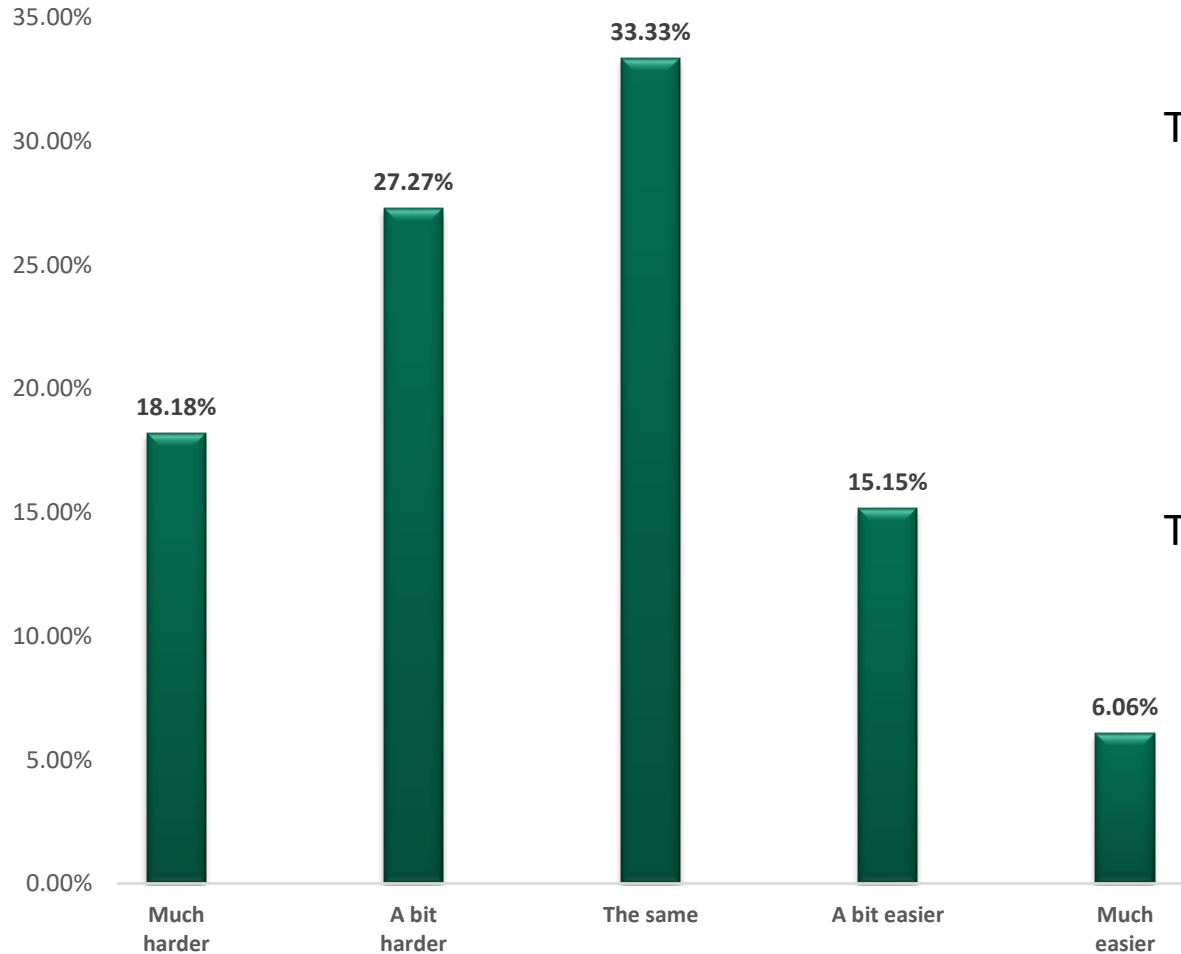
- **No (61%)**
- Yes (39%)

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

- **Quite a lot (38%)**
- A lot (23%)
- Somewhat (31%)
- Not Much (0%)
- Not at all (8%)

- 33 Coaches Responded

Was coaching easier or harder this year?



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

- **Lack of Games (73%)**
- Time Commitment Required (20%)
- Lack of Coaching and or Administrative Support (20%)

Top 3 Reason it was **easier**:

- **Coaching Support (71%)**
- Coaching is Appreciated (71%)
- Coaching Education (57%)

- 33 Coaches Responded
- Top 3 reasons was answered as multiple choice



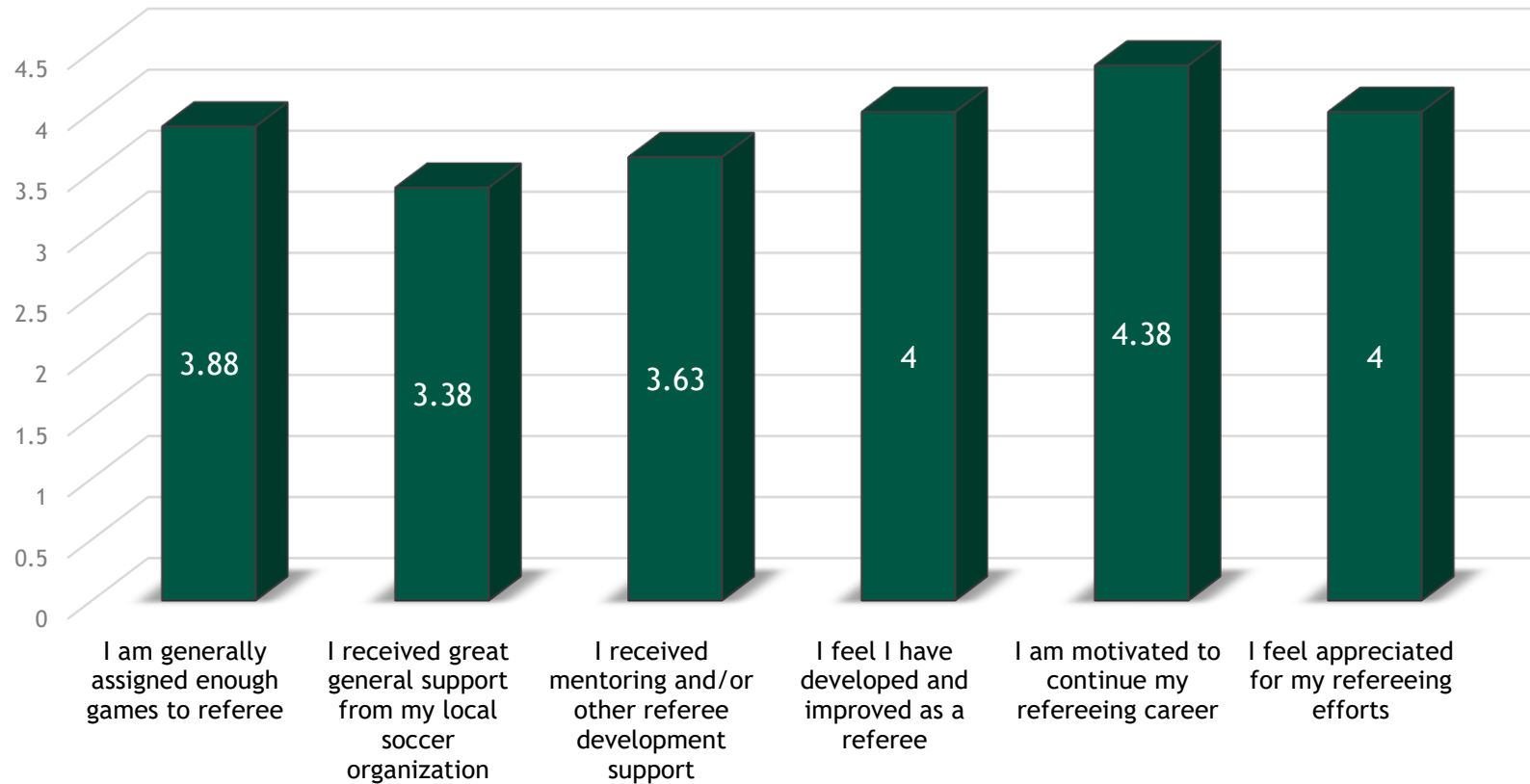
Referees

What was the main reason to become a referee?

Answer Choices	Responses
I like administering rules	25%
I like helping people have fun	25%
It is a social outlet for me	25%
It develops me as a person	25%
I don't play anymore but want to stay involved	0%
It is an opportunity to earn some money	0%

- **8 Referees** completed the survey.

We asked referees to agree or disagree with the following statements:



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

How were the referees' game time experiences?

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

- **Yes (75%)**
- **No (25%)**

How often?

- **Less than 10% of Games (83%)**
- **Less than 25% of Games (17%)**

Referees ranked how often abuse is received from players, coaches, parents, and spectators (highest to lowest occurrences):

- **Coaches**
- **Players**
- **Parents**
- **Spectators**



- **8 Referees** completed the survey.

Organizers and Volunteers



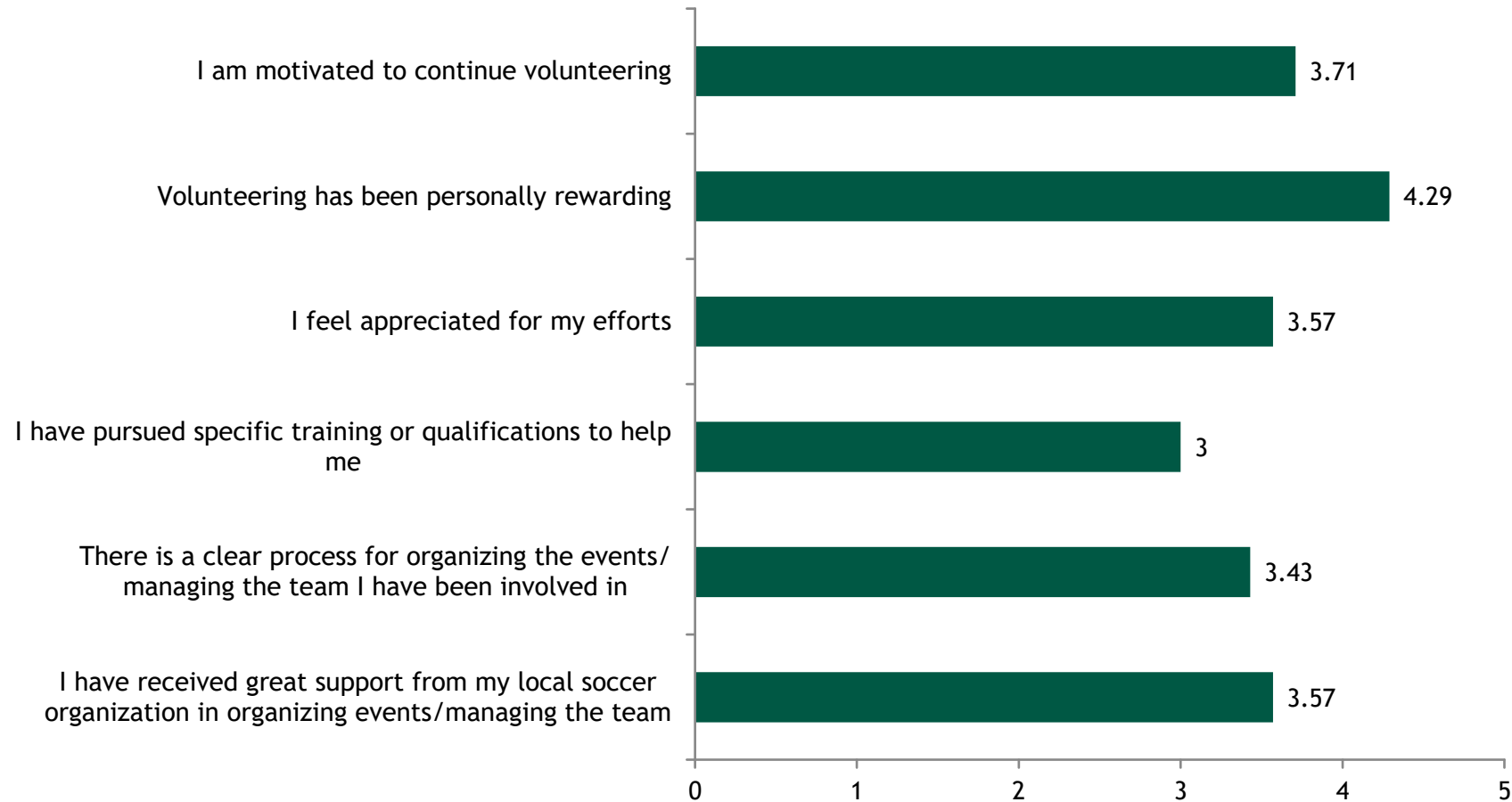
What was the main reason to help organize events?

Answer Choices	Responses
It is what my local soccer organization needed me to do	57%
I have previous experience	43%
It is a short-term volunteer commitment that I can manage	43%
I like organizing things; its a personal strength of mine	29%
It is a great way to connect with my local community	29%
I like the social element	14%
It helps me get active and outdoors	14%
I get to be part of soccer events, even though I don't personally play	14%
It is a volunteer commitment that doesn't require too much work	14%
I get a great sense of accomplishment when an event is successfully completed	14%

- **7 Organizers** completed the survey.



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



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

Overall



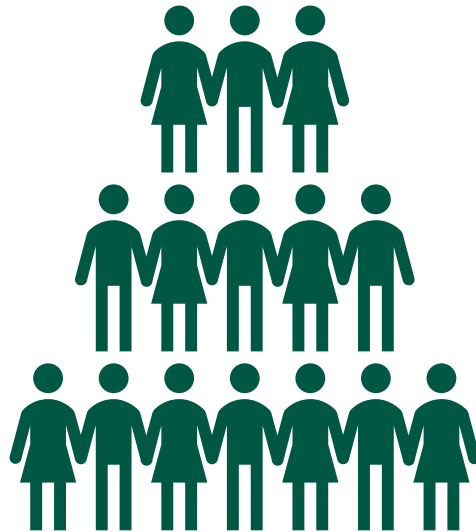
We ask individuals to rate the value of SSA membership:

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

- Quite a lot (26%)
- A lot (9%)
- **Somewhat (40%)**
- Not really (15%)
- Not at all (11%)

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

- A lot (12%)
- Quite a lot (30%)
- **Somewhat (35%)**
- Not Much (13%)
- Not at all (11%)



- **526 Individuals** Responded

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



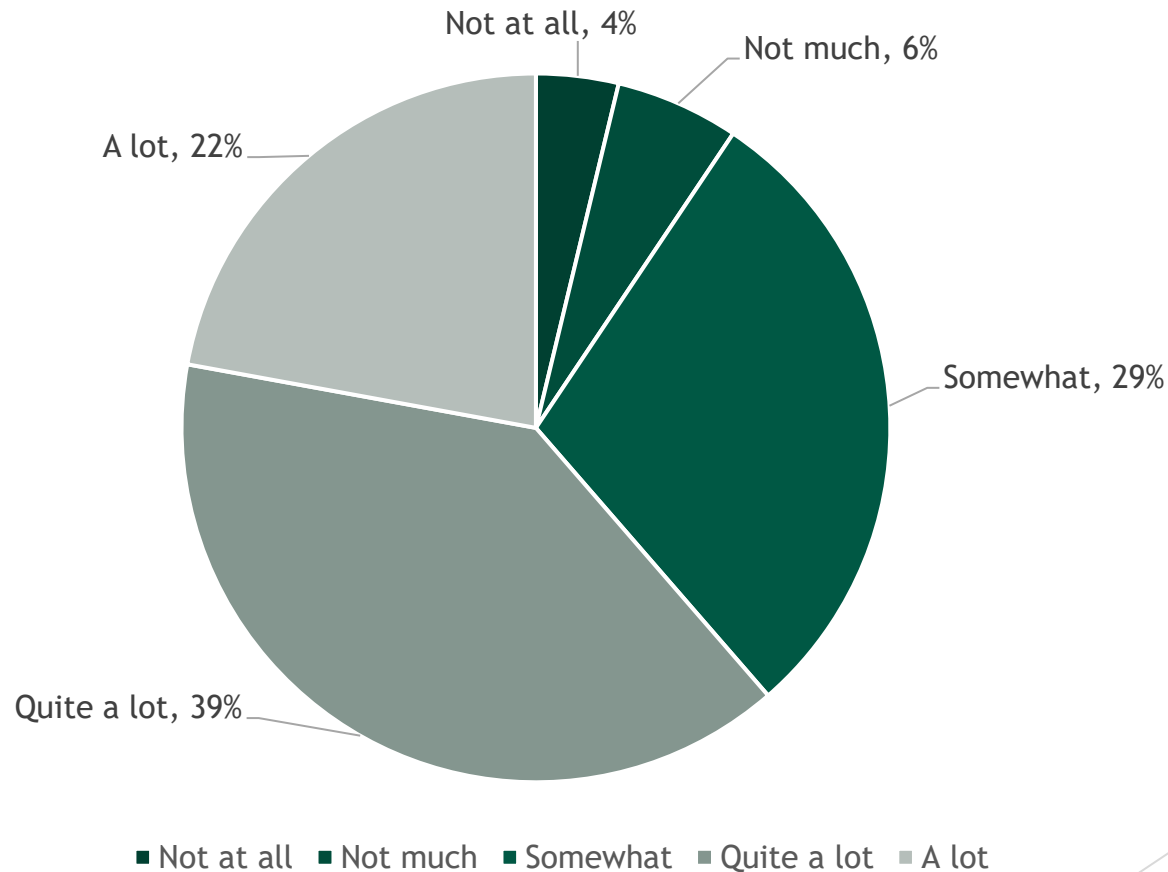
- The top 5 responses:

- **Other** (40%)
- **Cost** (34%)
- **Bad Program** or Local Organization Management (19%)
- Lack of **Development Opportunities** (17%)
- **Not Competitive** (16%)

- **181 Individuals** Responded

Have their 2020 experiences with soccer made them want to continue participating:

- The top 2 responses:
 - **Quite a lot (39%)**
 - **Somewhat (29%)**




- **526 Individuals Responded**

Overall satisfaction

3.7★

average rating





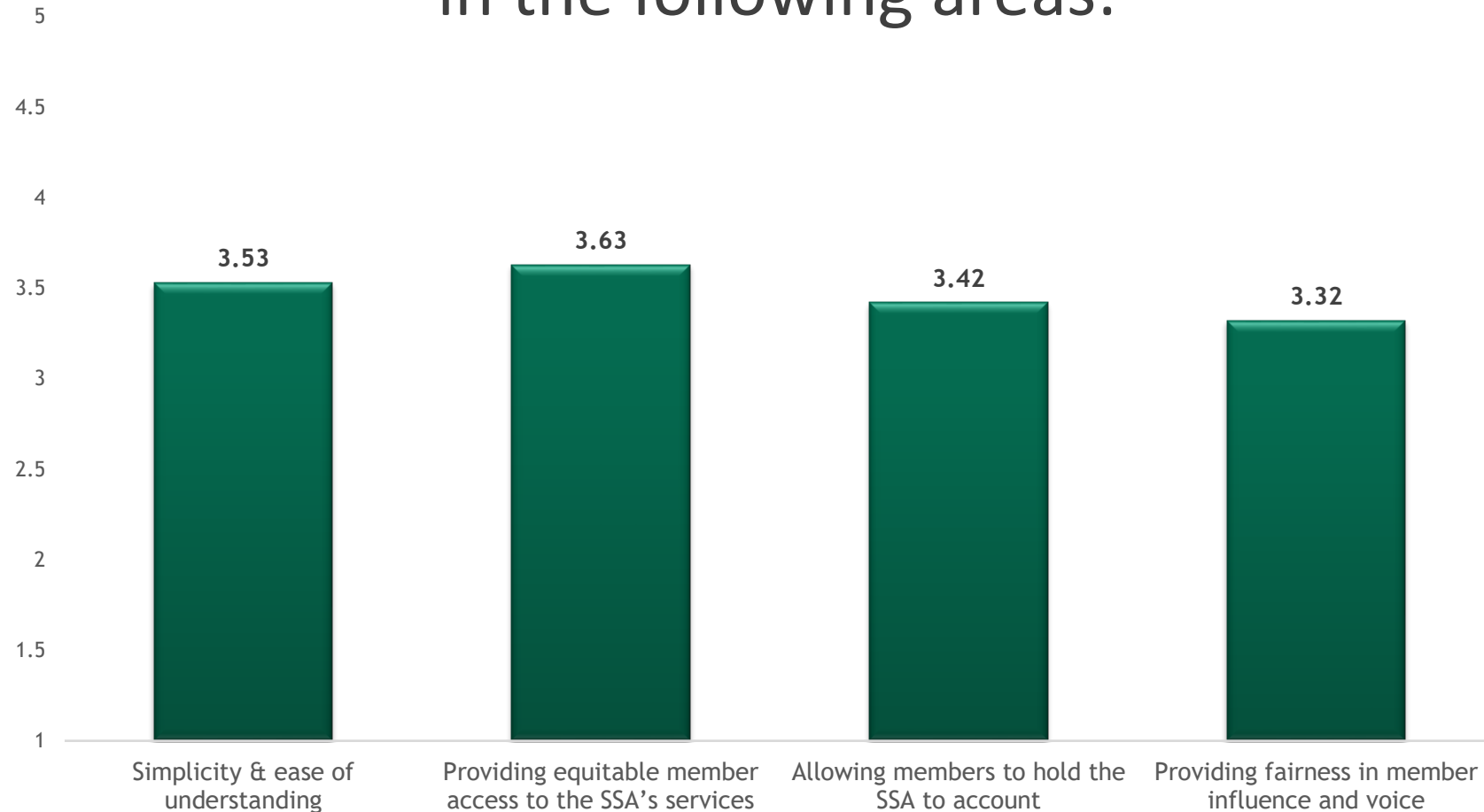
2020 Member Organization Satisfaction Survey

Who did we hear from?

Answer Choices	Responses
Battlefords Youth Soccer Association	1
Meadowlake Senior (Co-Ed) Soccer	1
Melville Soccer	1
Meridian Soccer	1
Moose Jaw Soccer Association	1
Nipawin Indoor Soccer League (Adult)	1
Nipawin Soccer (Outdoor Youth)	1
Prince Albert Youth Soccer Association	1
Futbol Club Regina	2
Saskatoon Adult Soccer Inc.	1
Saskatoon Futsal League	1
Saskatoon Youth Soccer Inc.	3
Swift Current Soccer Association	2
TD Soccer	1
Valley Soccer Association (or Town affiliate)	2
Regina Soccer Referees Association	1

- **21** Individuals completed the survey from 16 Member Organizations
- **16** Member Organizations
- **52%** major city, **33%** 1-3 hours drive of a major city, **10%** with a hours drive of a major city, and **5%** more than 3-hour drive.
- SSA members for **42%** +15 years, **26%** don't know, **11%** 1-3 years, **11%** 4-6 years, **5%** 7-10 years, and **5%** 10-15 years.

Members indicated how effective SSA's structure is in the following areas:



- **19 Individuals** Responded
- Rating System: 1 = totally ineffective, 5 = extremely agree
- Weighted Average

We asked Organizations about SSA's strategic plan.

Is your organization aware of SSA's current strategic plan (2017-2020)?

- **Yes (76%)**
- No (24%)
- 17 Individuals Responded

How well do you feel SSA has communicated its progress in strategic plan implementation to you this past year?

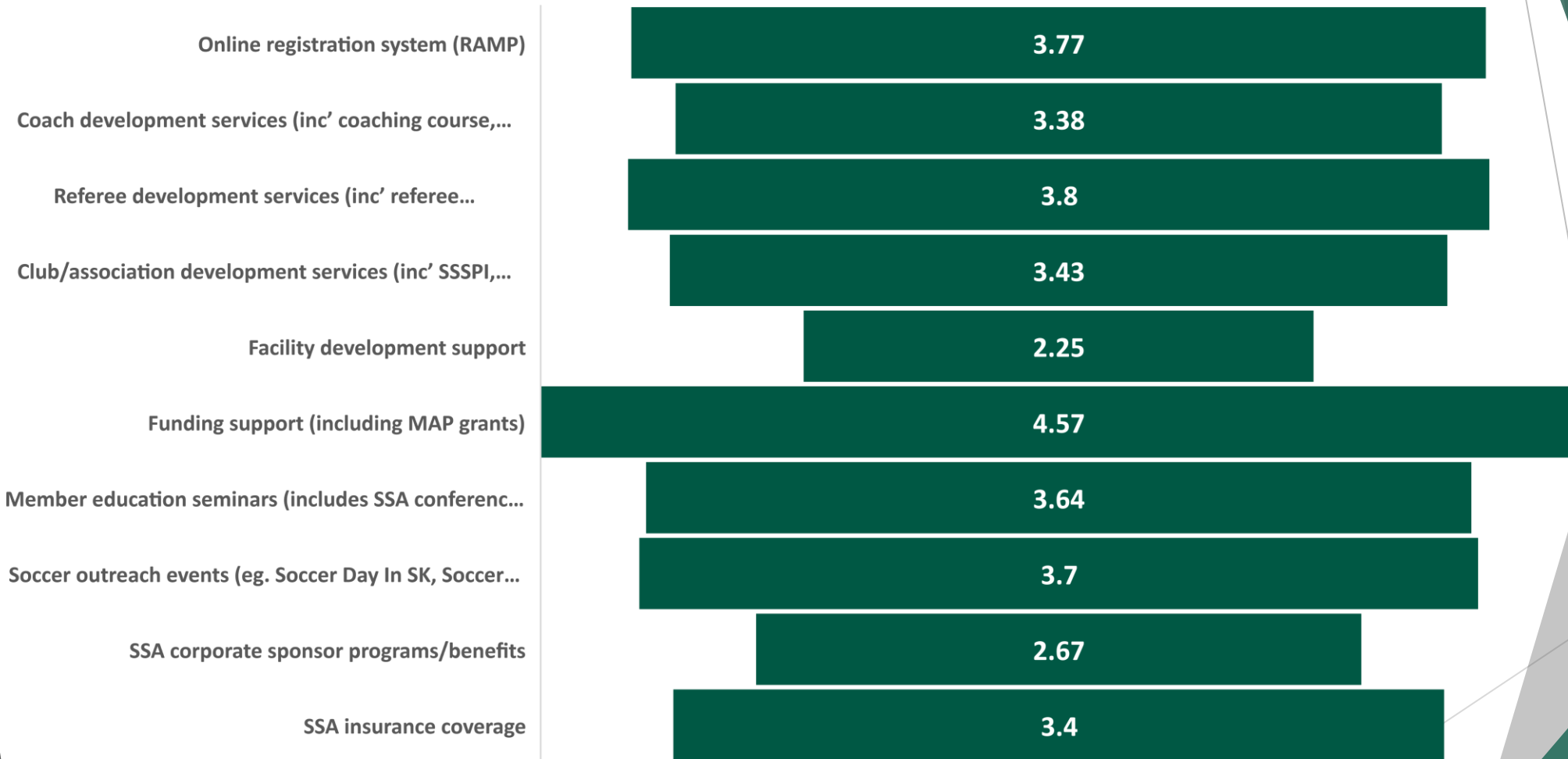
- **Quite Well (45%)**
- **Okay (45%)**
- Quite Poorly (9%)
- 11 Individuals Responded

How well-focused do you feel SSA's current strategic plan is on your needs as a Member Organization?

- **Quite Focused (36%)**
- Neither Focused nor Unfocused (35%)
- Not Particularly Focused (9%)
- 11 Individuals Responded



How helpful are the follow member services to their organization?



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

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?

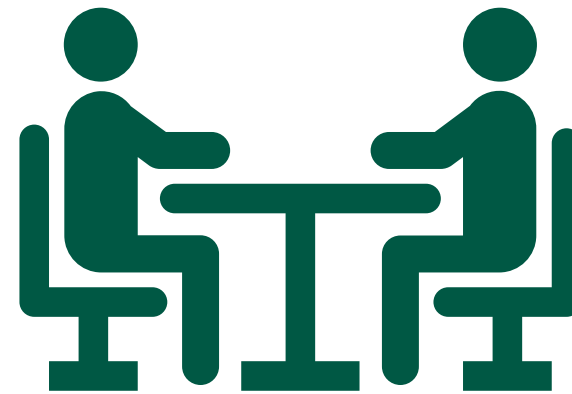
- **3.36 Average**

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

- **3.57 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?

- **3.57 Average***



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

Overall member services satisfaction

6.9★
average rating



Are there additional member services they would like offered,
if so, what?



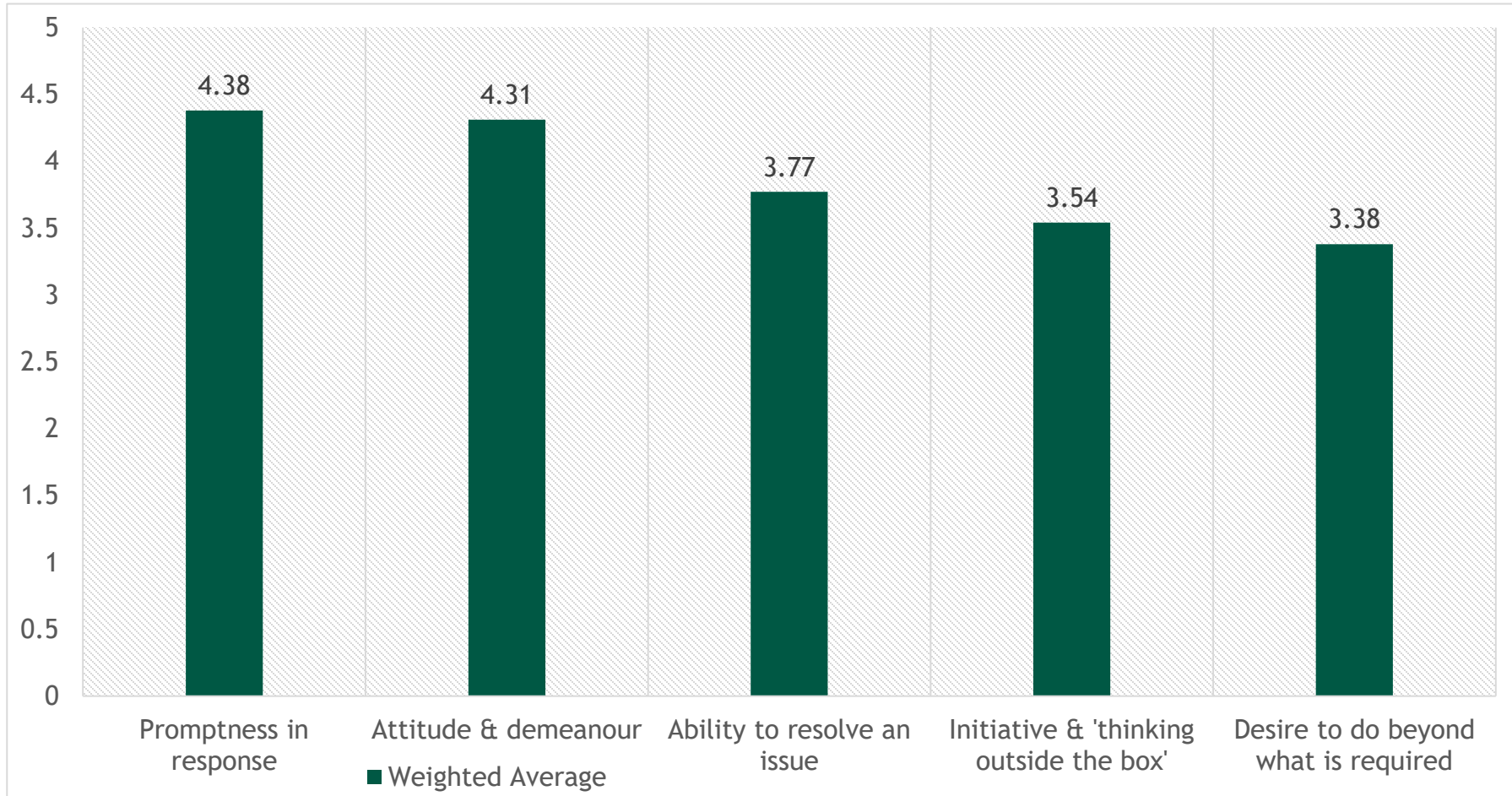
Responses:

- **No 79%**
- **Yes 21%**

▪ **11 Individuals** Responded



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



- **13 Organizers** completed the survey.
- Rating System: 5 = excellent
- Weighted Average



What did they believe is the best and worst thing SSA has done this past year in terms of helping organizations?

BEST	WORST
ONLINE LEARNING	FUTSAL SUPPORT
TOURNAMENT ASSISTANCE	
GRANTS	
COVID COMMUNICATION	
COVID SUPPORT	
MAP FUNDING	

- 9 Individuals Responded



Overall satisfaction

7.5★
average rating



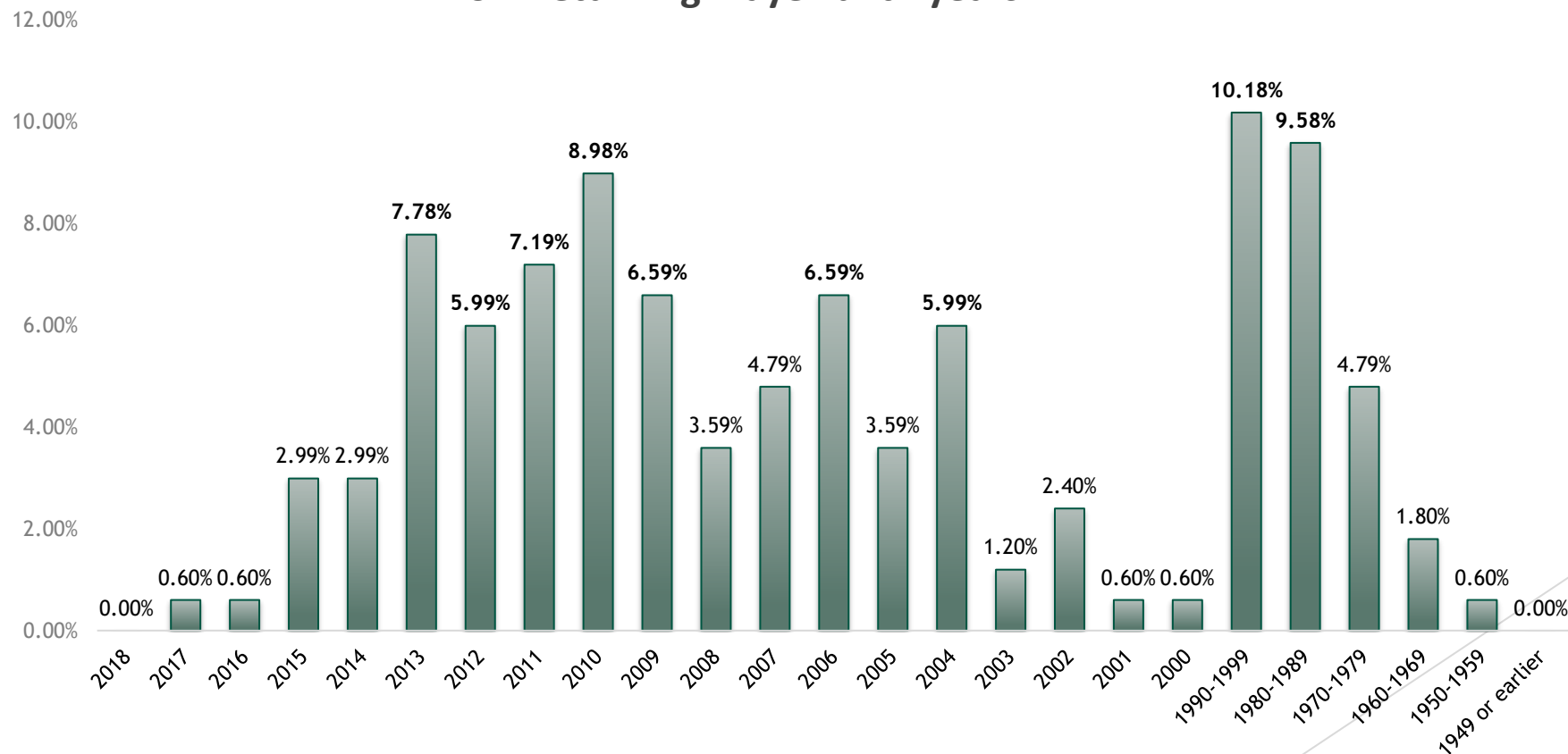
2020 Non-Returning Player Survey



Who did we hear from?

- **2767** Non-Returning and **167 (6%)** completed the survey
- **64%** Male and **38%** Female
- **31%** Player and **67%** Parent
- **45%** left during Spring/Summer season and **55%** left Fall/Winter season

Non-Returning Player birth years



Players previous participation

Last Registered Organization		
Answer Choices	Responses	
Saskatoon Youth Soccer Association Inc. (or Zone affiliate)	36%	60
Saskatoon Adult Soccer Inc.	16%	27
Regina Soccer Association (inc' FC Regina)	11%	19
Prince Albert Youth Soccer Association	7%	12
Moose Jaw Soccer Association	4%	7
Swift Current Soccer Association	4%	7
Lloydminster & District Soccer Association	3%	5
Meridian Soccer	3%	5
Queen City United Soccer	3%	5
Valley Soccer Association (or Town affiliate)	3%	5
Astra Academy	1%	2
Battleford Youth Soccer Association	1%	2
Kindersley Soccer Association	1%	2
Meadowlake Senior (Co-Ed) Soccer	1%	2
Tisdale Soccer	1%	2
Eastend Soccer	1%	1
Humboldt & District Soccer Association	1%	1
Nipawin Soccer (Indoor)	1%	1
Prince Albert Senior Soccer Association	1%	1
Weyburn Soccer Association	1%	1

Level of participation:

- **25%** Recreational U8 or younger
- **20%** Adult recreational (+U18)
- **14%** U9-U12 recreational / House League
- **13%** U9-U12 development / competitive
- **10%** U13-U18 rep / competitive
- **8%** Adult competitive (+U18)
- **7%** U13-U18 recreational / House League
- **4%** U13-U18 high performance (provincial, REX/Whitecaps, national)

- **167** Individuals Responded

What are the players doing now?

Does the player still play soccer at all?

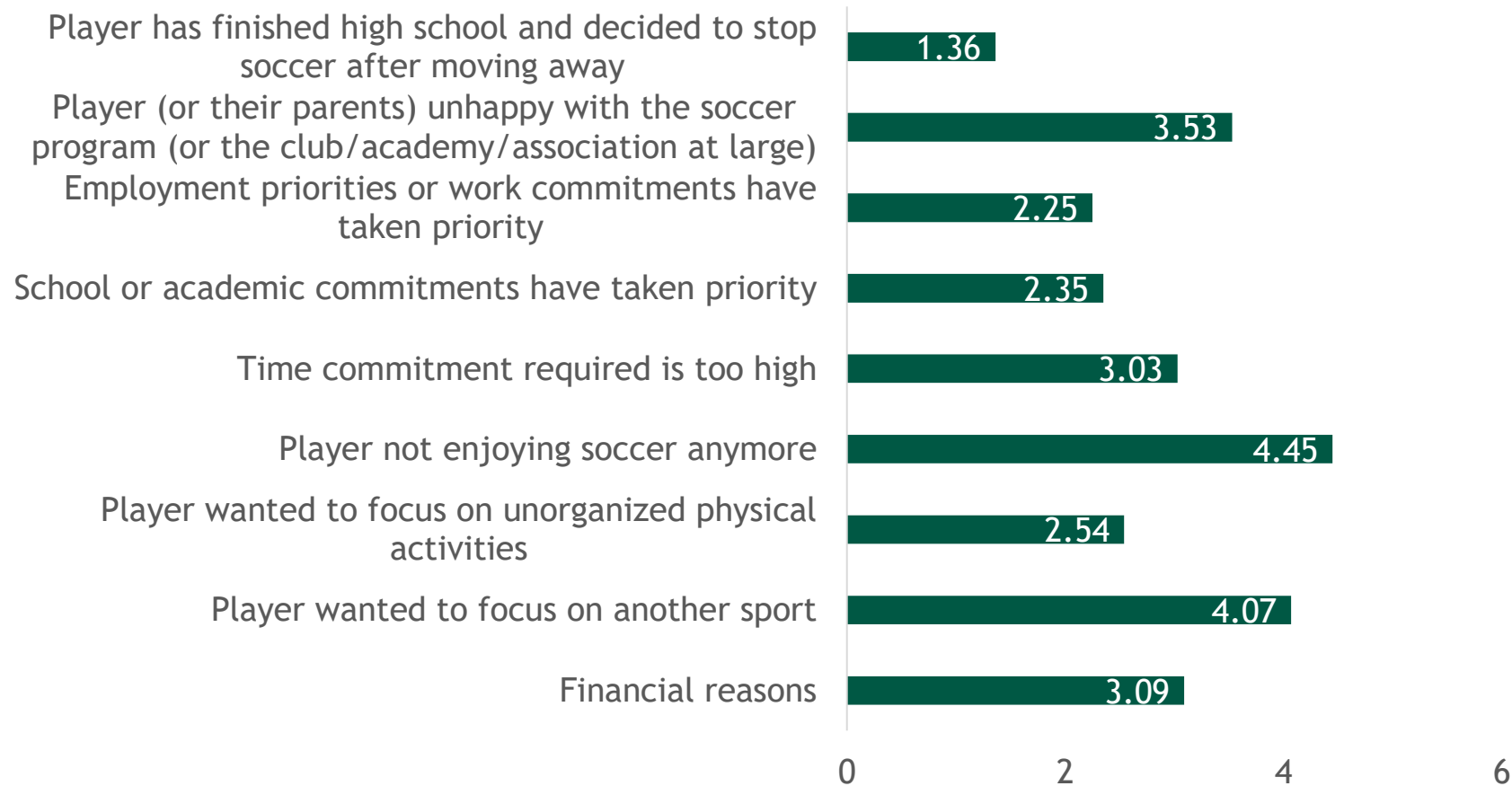
- **No (75%)**
- Yes, but not with an SSA organization (16%)
- Yes, not in Saskatchewan (8%)
- **167** Individuals Responded



Please detail where the player now plays soccer:

- **Casually with friends (46%)**
- Non affiliate (**19%**)
- Other (19%)
- At school, college, or University (15%)
- **141** Individuals Responded

Reasons why the player decided to stop playing soccer.



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

The primary reason why the player stopped playing organized soccer.



Top 4 Reasons:

- 52% Other (see word cloud)
- 16% Focus on another sport
- 13% not enjoying soccer
- 10% unhappy with soccer program

- 121 Individuals Responded

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

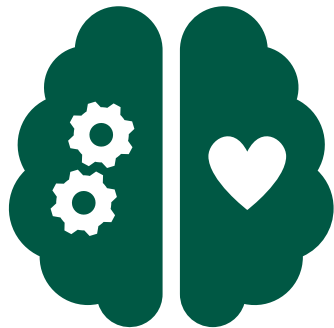
Top 4 Responses

- **Hockey (40%)**
- Basketball(22%)
- Other (17%)
- Athletics (11%)
- 149 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 **affordable**
- 149 Individuals Responded



- **121** Individuals Responded

Is there anything that Saskatchewan Soccer or its soccer organization members could do that would make them to return to play organized soccer?

Main Comments

Create house leagues	Less tryout dates
Consistent soccer coaches	Better league communication
Electronic player ID cards	No pandemic
Train volunteer coaches	Listen to concerned parents
Offer recreational soccer	Funding for soccer gear
Lower league fees	Offer more parent and Under-3
Structured schedule	Allow players to choose where to play
Easier transition from youth to adult	Player safety
Easier transition from mini to youth	Access to facilities
Better referees	Competitive options in rural areas

- **48%** No
- **30%** Maybe
- **21%** Yes
- **143** Individuals Responded



Thank you to our Membership!

Questions?

- Eden Senger
- Coordinator of Special Projects,
Registrar
- registrar@sasksoccer.com