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Research Paper: Parent Satisfaction Youth Soccer

September 5-7, 2024

Research

- **Research Question:** *What are the factors that drive Team success in US Youth Soccer programs?*
- Quantitative study of a competitive soccer organization, Azzurri Soccer Club (155 responses)
- Survey instrument had approximately 200 questions along with 2 open-ended questions providing additional analysis, commentary analysis.
- A proposed scorecard was provided to Azzurri along with line-item results, describing the parent responses.
- Additional study was conducted at USYS with an additional 160 responses not included in the results of the dissertation. Results aligned with the Azzurri study.
- A pilot and further study of 10 organizations in USYS, including Azzurri will be conducted in the Fall 2024 to identify a longitudinal assessment of the parent satisfaction measurement process and the roll out of a player development assessment.

Managerial Considerations

- **Management Issue:** the art of customer experience
- **Gap:** the customers (players and parents) are not part of the conversation
- US Youth sports industry is a **\$19B market**; pay to play model is the new normal
- **Parents are the customer;**
 - Financial decision
 - Engagement decision
 - Children (players) are the receivers of the service
- **Collaboration Opportunity:** US Youth Soccer (2.5m youth soccer athletes)
- **Club Opportunity:** Can this be used to drive improvements in their business?
- **Training and Development of Coaches:** How to bring Customer Experience to the field

Research Gap

- Understanding **dynamics of CX in Pay to Play model**
- **Extend prior research** to reflect current business models and parent trends
- Define **operational outcomes** of parent satisfaction in youth sports
- **Managerial implications**: how to use parent and player satisfaction to improve organizations and grow the sport in a community

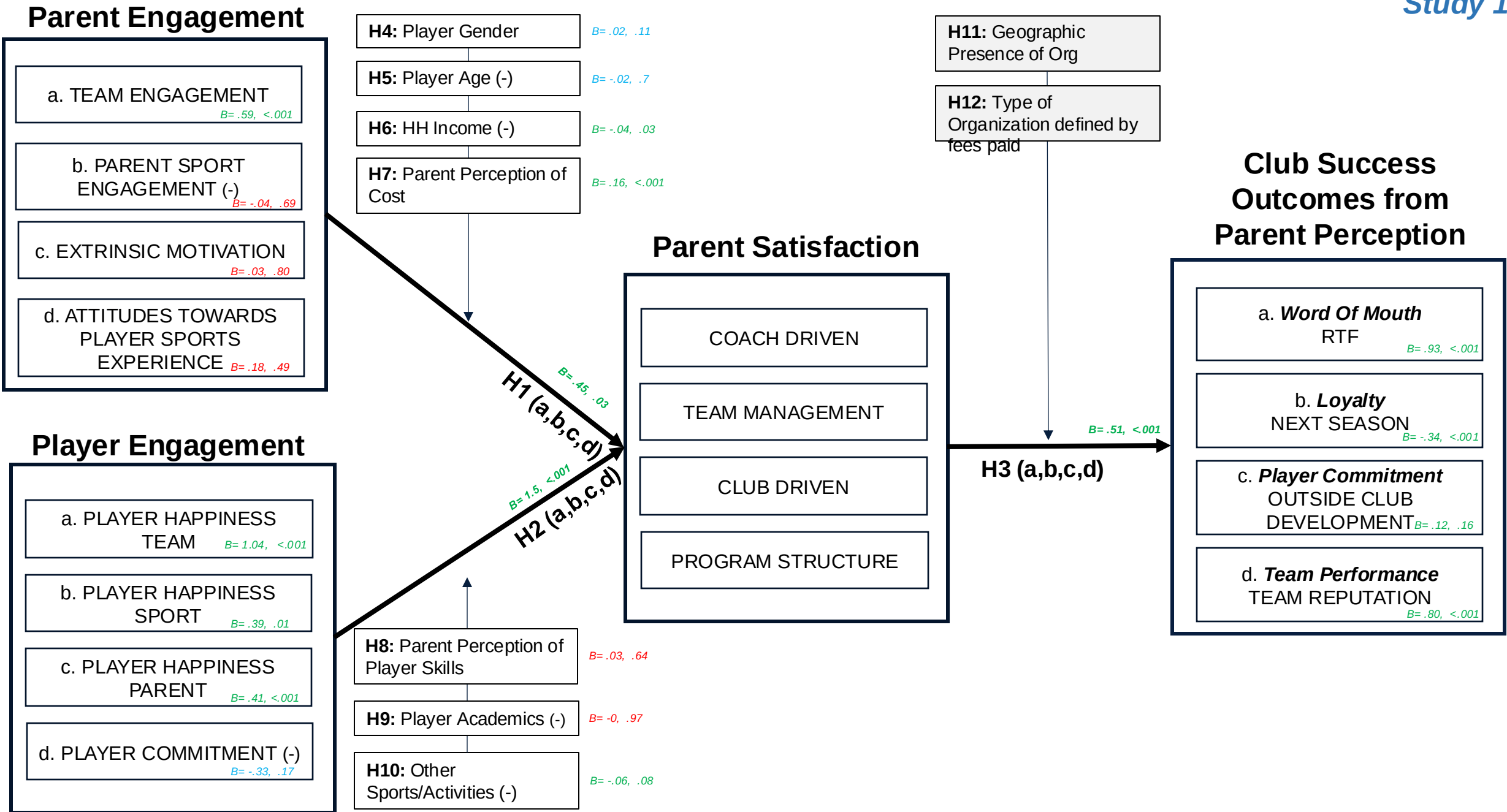
Therefore, **Parent and Player Satisfaction** will lead to

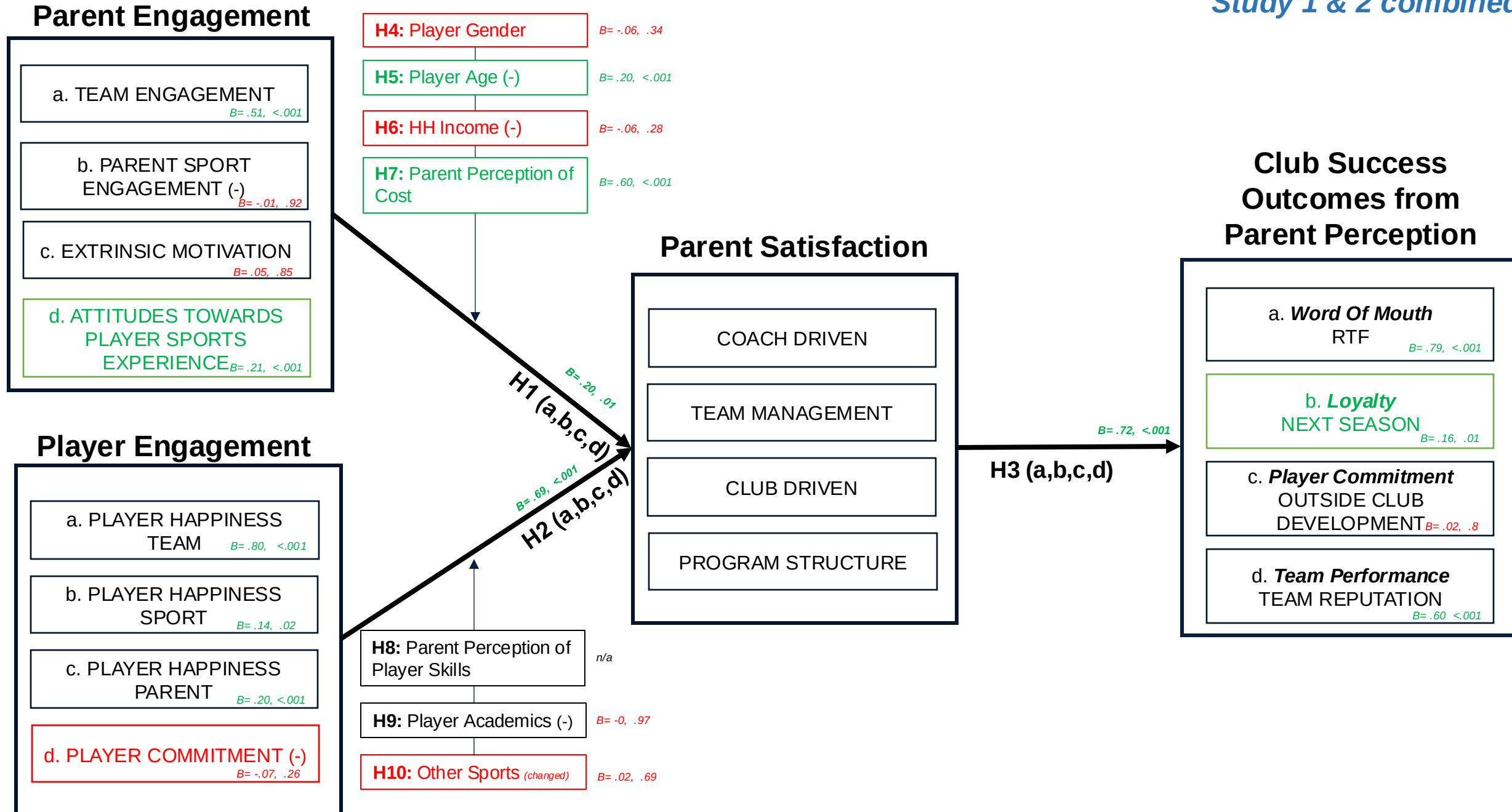
- (1) Word of Mouth (Recommend to a Friend)
- (2) Loyalty (Intentions)
- (3) Team Performance Increase (via a higher commitment to the organization)
- (4) Increased acquisition numbers (interest in tryouts by the community)

Customer Experience

- **Parent Satisfaction (PSAT):** Parents' reflection on their child's sports experience over the season. Prior studies attribute Expectancy Theory and Enduring Involvement to Parent Satisfaction. (Green & Chalip, 1997, 1998)
- **Challenges to prior studies measuring PSAT:** (1) does not reflect the complexity of today's youth sports environment (2) not linked to organizational outcomes (3) the use of scales is simplistic
- **Service Experience** drives outcomes such as word of mouth (net promoter score) and loyalty. (Klaus and Maklan, 2012) It is not created by one element but by the total of all experiences and experience can be considered theatrical. (Grove and Frisk, 1992)
- A **new construct** has been derived, PSAT Score. The PSAT will be used as a reflection of the experience from a parent's viewpoint and can predict the loyalty and intention of players.

Results of Study 1 and Study 2





Parent Satisfaction: Scorecard Azzurri

B+

Azzurri Storm Soccer Club

Naples, FL

Success Metrics		PSAT		Player Happiness		Parent Engagement	
Total Success	2.2	Total PSAT	2.4	Total Player Happiness	1.9	Total Parent Engagement	2.7
RTF	2.1	Coach Driven	2.2	Team	2.1	Sports Engagement	2.9
Team Performance	2.9	Team Management	2.2	Sport	1.7	Healthy Attitudes	1.5
Next Season	3.3	Club	2.7	Parent	1.9	Motivation	3.3
Player Commitment	2.1	Program	2.6	Commitment	1.1	Team Related	2.2

Comments

85

Club Grade

B+

Respondents

155

Top Themes

Team Grade

B+

Ages 10 and Under

35

COACH +

2.6

Coach Grade

B+

Ages 11 - 14

96

COACH -

3.2

Ages 15+

24

COACH = PARENT

3.0

Male / Female

0.45/0.54

COACH # TEAMS

3.3

% Mothers Responded

65%

TEAM CULTURE (DISCIPLINE) & Structure

2.0

DEVELOPMENT CONVERSATION

3.2

COMPETITIVE LEVEL - LEAGUE

2.9

PRACTICE TIMES

3.1

ORGANIZATION / COMMUNICATION

3.1

LEADERSHIP NEEDS / VISIBILITY

2.9

Key: Scale 1 - 5

Scores 1 - Strong Recommend, High Satisfaction, High Happiness, High Engagement

Scores 5 - Unlikely to Recommend, Strong Dis-Satisfaction, Not Happy, Not Engaged

Industry Averages

RTF - n/a

PSAT - n/a

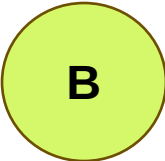
Player Happiness - n/a

Parent Engagement - n/a

FIU

Range of Score: 1 – 2 (Green - Good) / (2.1 – 3.49) (Yellow – Good with Opportunities) / (3.5 +) (Red – Significant opportunities exist)

Parent Satisfaction: Scorecard E64



Range of Score: 1 – 2 (Green - Good) / (2.1 – 3.49) (Yellow – Good with Opportunities) / (3.5 +) (Red – Significant opportunities exist)

E64 League Feb 2024

Success Metrics		PSAT		Player Happppiness		Parent Engagement	
Total Success	2.6	Total PSAT	2.9	Total Player Happiness	2.0	Total Parent Engagement	2.7
RTF	2.1	Coach Driven	2.5	Team	2.2	Sports Engagement	3.0
Team Performance	2.9	Team Management	2.3	Sport	1.8	Healthy Attitudes	1.6
Next Season	3.4	Club	3.1	Parent	2.3	Motivation	3.3
Player Commitment	2.1	Program	3.8	Commitment	1.1	Team Related	2.2

Comments 141

Top Themes

COST	16%
TEAM CULTURE	11%
SCHEDULES	11%
ORGANIZATION / COMMUNICATION	9%
TRAVEL CONCERNS	9%
QUALITY OF TEAMS	9%
OVERALL +	8%
COMPETITIVE LEVEL - LEAGUE	8%
COACH QUALITY OVERALL -	8%
DEVELOPMENT CONVERSATION	4%
COACH QUALITY OVERALL +	4%
STAY TO PLAY	2%
PARKING COSTS	2%
OVERALL -	1%
GENERAL	1%
TRYOUTS	1%
ODP	1%
METHODS	1%
LEADERSHIP NEEDS	1%

Club Grade	B	# Respondents	205
Team Grade	B+	Ages 10 and Under	8
Coach Grade	B	Ages 11 - 14	74
		Ages 15+	115
		Male / Female	0.42/0.58
		% Mothers Responded	50%

Key: Scale 1 - 5

Scores 1 - Strong Recommend, High Satisfaction, High Happiness, High Engagement
Scores 5 - Unlikely to Recommend, Strong Dis-Satisfaction, Not Happy, Not Engaged

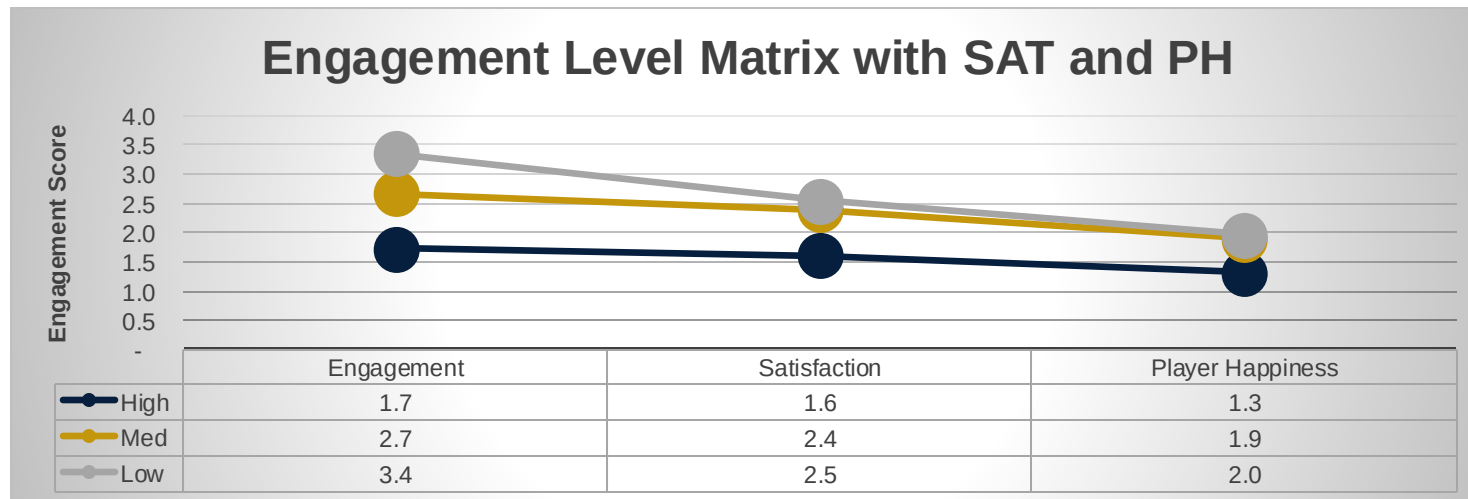
Industry Averages

RTF - n/a
PSAT - n/a
Player Happiness - n/a
Parent Engagement - n/a

Parent Engagement and Satisfaction Matrix

Discussion in Research Paper

- Concept addresses the expectations an organization can have from the various levels of parent engagement.
- Implies there is an appropriate level of engagement from a parent, and this will ensure a high level of satisfaction as long as there are high levels of player happiness.
- Measurement of engagement requires further refinement from survey instrument.



Does Player Happiness Drive Parent Engagement?

Shifting from Med-Low to High Engagement results in both Player and Parent Satisfaction increasing.

Is appropriate or high levels of engagement a driver or an outcome of past satisfaction levels?

Organizations should evaluate parent engagement to predict satisfaction levels.

Parent Engagement

The Parental Role in youth sports must be assessed for engagement beyond the customer transaction role.

It implies that parents are **engaged in their child's sports development**, **willingness to volunteer** and a strong **emotional connection** to the team. As these behaviors move towards higher levels, this will lead to higher satisfaction of the program.

Hypothesis	Description	Outcome
H1: <i>As Parent Engagement Increases, Parent Satisfaction will increase</i>	Modifiers Tested; H4: Age H5: Gender H6: HH Income H7: Program Fee	Validated: H1 H6 H7
Appropriate Involvement (+)	Measures parent's accountability towards sports program including willingness to volunteer, positive sports parenting and sideline behavior, understands and is engaged in player development discussions, ensures payments are made on time, ensures players are on time and have good attendance and parents have appropriate social engagement within the sports community.	Validated: H1a
Sports Engagement (-)	Parent's sports experiences as youth and adult, parent sport knowledge.	
Extrinsic Motivation (-)	Parent has clear outcomes as goals for their child's sports experiences ranging from getting specific development to playing at a collegiate or professional level. This differs from intrinsic needs of health and social benefits as examples.	
Attitudes towards player's sport experiences (+)	Parental view of the player's sport experience leans towards development and player has varied sports experiences.	Validated with Study 2: H1b

Player Engagement

The parent's perception of player happiness was one of the biggest influences of Parent Satisfaction. It implies that parents listen to their children's views on the coach as well as how they generally feel about the culture of the team.

*In a test survey, player satisfaction compared to the parent satisfaction player happiness construct and was found to be similar with low variance between the two constructs. This suggests that parent's perceptions of player happiness is a good estimate of the player happiness score.

Hypothesis	Description	Outcome
H2: <i>As Player Engagement Increases, Parent Satisfaction will increase</i>	Modifiers Tested; H8: Player Development H9: Player Academics H10: Player Sports and Other Activities	Validated: H2
Player Happiness Team / Coach (+)	Measures parent's perceptions of player satisfaction regarding the team and the coach.	Validated: H2a
Player Happiness Sport (+)	Measures parent's perceptions of player satisfaction regarding the sport.	Validated: H2b
Player Happiness Parent Sport Relationship (+)	Measures parent's perceptions of player satisfaction regarding the parent's engagement with their child related to the sport and program.	Validated: H2c
Player Commitment (-)	Parent's perceptions of player attendance at games and practices.	Validated with Study 2: H2d

Success Outcomes

Organizations exist to serve their customer stakeholders while trying to attract, retain and evaluate what customers desire. The youth sports industry is driven by market leaders who have historically told customers what they want.

As more options for youth sports programming are available, youth sports leaders must evaluate what customers want and how they feel about their organization. The outcomes express the marketing forces inherent in an organization and the sub-dependent variables align with a customer experience strategy.

Hypothesis	Description	Outcome
H3: <i>As Parent Satisfaction increases, Success Outcomes will increase</i>	Satisfaction as Independent Variable: Measures parent's satisfaction of a sports program across sub constructs such as Coach, Team, Club and Program Structure. Modifiers Tested; none	Validated: H3
Word of Mouth (+)	Measures the Recommend to a Friend Score for aspects of the program (coach, team, club)	Validated: H3a
Loyalty (+)	Measures the retention of the player for the following season	Validated: H3b
Player Commitment (+)	Measures the outside of the club training and development willingness.	Validated: H3c
Team Performance (+)	Measures the perceptions of the team based on performance and reputation.	Validated: H3d

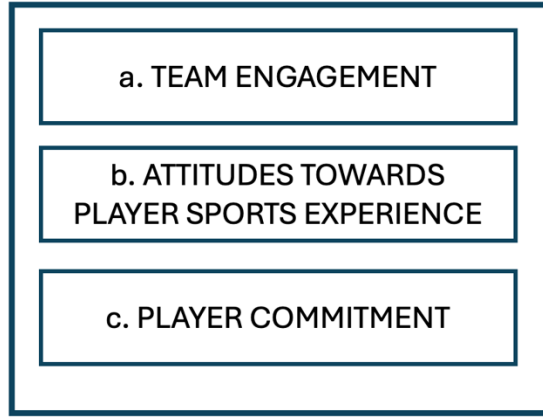
Future Research and Practice

Study Limitations

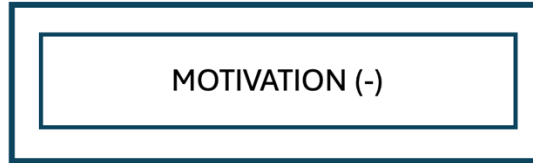
The model was assessed with one club for Study 1 and later assessed with a general population within one league. The survey was optional driving some risk to the data analysis. From the research additional modifiers and ideas were determined to further support the model. Below are the concepts and descriptions.

Concept	Description	Impact
Organizational Ethos	The effect of organizational ethos may alter the various ways engagement can be facilitated.	H3
Sports Agnostic	The effect of different sports programs on engagement; sport type, program tenure, program cost structure.	H1-2
Geography and Culture	Geographic / cultural influences on the role parents play in sports was not evaluated.	H1-3
Coach Loyalty	Coach loyalty was not measured.	H3
Coach Statistics	Coach background was not assessed (years of experience, volunteer or paid, number of teams coaching)	H1
Player Development Experience	Coach's feedback on player development compared to parent perception – opportunity to evaluate development from stakeholder view.	H1-2
Organizations	One club was assessed only	H1-3
Player Demographics	Age distribution was not even across all age groups	H1-2
HH Demographics	HH income may only reflect the geography of the one club assessed	H1
Financial Impacts	Cost was based on one club but there are several differences between the teams based on the tournaments and level of play during the season.	H1
Survey Population Behavior	Survey was not taken by all parents and was optional leading to potential of parents who are more engaged and therefore players tend to be more involved/better grades.	ALL
Player Skills Construct	Assessment of parent perception of player skills construct requires further analysis and may not accurately describe desired variable.	H1-2

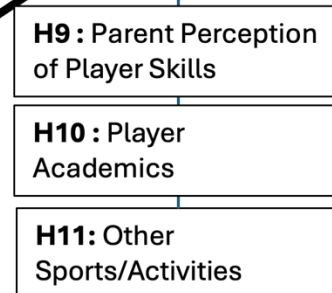
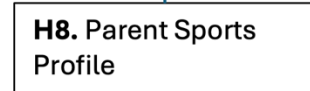
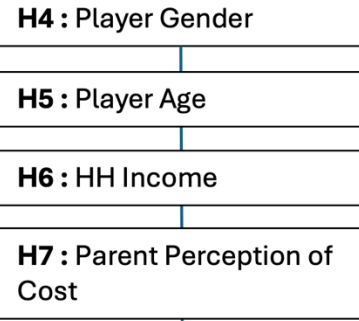
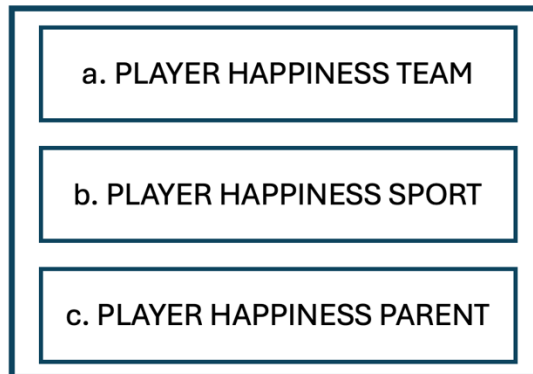
Parent Engagement



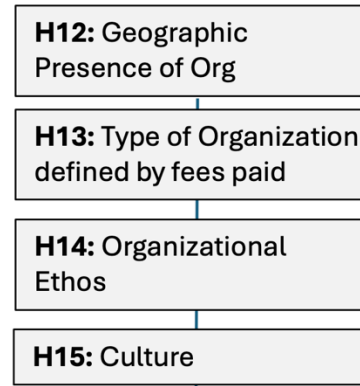
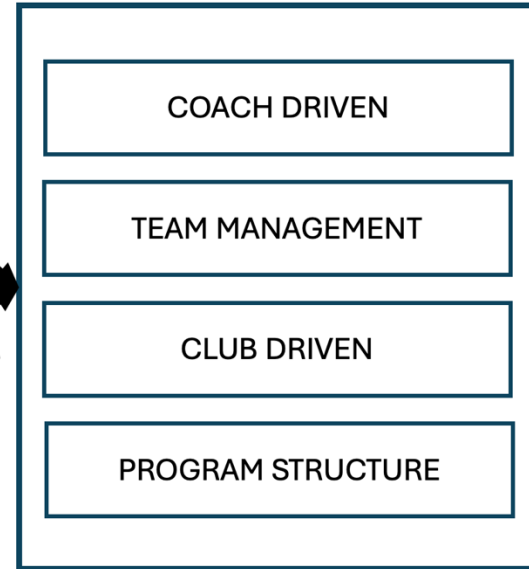
Expectations



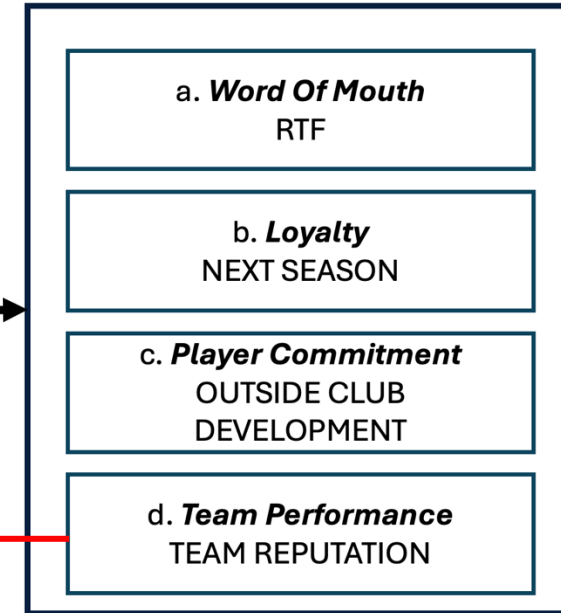
Player Engagement



Parent Satisfaction



Club Success Outcomes from Parent Perception



H1 (a.b)

H2

H3 (a.b.c)

H4 (a.b.c.d)

Revised Model: Parent Satisfaction

Research Questions

The model provides a structure to address many questions regarding the parent stakeholder relationship in youth sports. Below are additional research opportunities.

Concept	Description
Parent Engagement	• Evaluation of the parent satisfaction-engagement matrix on the Parent Satisfaction model. • How does varied parent engagement influence organizational reputation and team performance? • How does culture influence parent engagement? • Does one on one parent meetings drive better organizational success? • How does extrinsic motivation level drive the satisfaction-engagement matrix for sports parents.
Player Engagement	• For competitive programs, how does coach pay influence parent satisfaction? • Mixed Method analysis of coaching effectiveness and parent satisfaction, player happiness and organizational reputation. • What are the factors of player happiness that drive high levels of coaching effectiveness from the C-A-P perspective? • What are the factors of coach satisfaction from the parent and player perspective that lead to higher levels of coach and program loyalty?
Modify: Parent Engagement	• How does gender and age influence parental engagement in youth sports using the parent satisfaction model? • What are the financial implications of various youth sports models? • How does HH income drive the youth sports purchase experience?
Modify: Player Engagement	• How does the parent perception vs. coach perception of player skills impact success outcomes for an organization?
Modify: Success Outcome	• What are the factors of geographic and cultural influences on youth sports? • Does Organizational Ethos influence parent satisfaction and engagement?

Practical Questions to Address

Discussions with Club Owners and Sports League leaders given this analysis can highlight these questions using the data derived from the analysis to support performance management and customer experience strategies.

Concept	Description
Parent Engagement	• Leaders must create an environment for parents to fully experience the social and emotional connections without negative connotations. • Continual focus on positive sports parenting behaviors • Clear Player Development communication process that is consistent and continual. • Create opportunities for more parents to get involved and help the organization thrive. • Listen to parents through satisfaction surveys • Team culture is a factor for retention and is cyclical. Understanding the unique timeline of each team can be predicted by the mid-season.
Player Engagement	• <i>Coaches</i> have the greatest influence on parent satisfaction whereas <i>Clubs and Organizational culture</i> have the greatest influence on parent engagement. • Coaches must think as educators and be taught the soft skills of nurturing children in sport beyond the technical skills. • Coaches influence the organizational ethos perceptions and are the drivers of satisfaction and reputation for the organization. • Loyalty is driven by varied reasons for players and each team (unit)

Next Steps

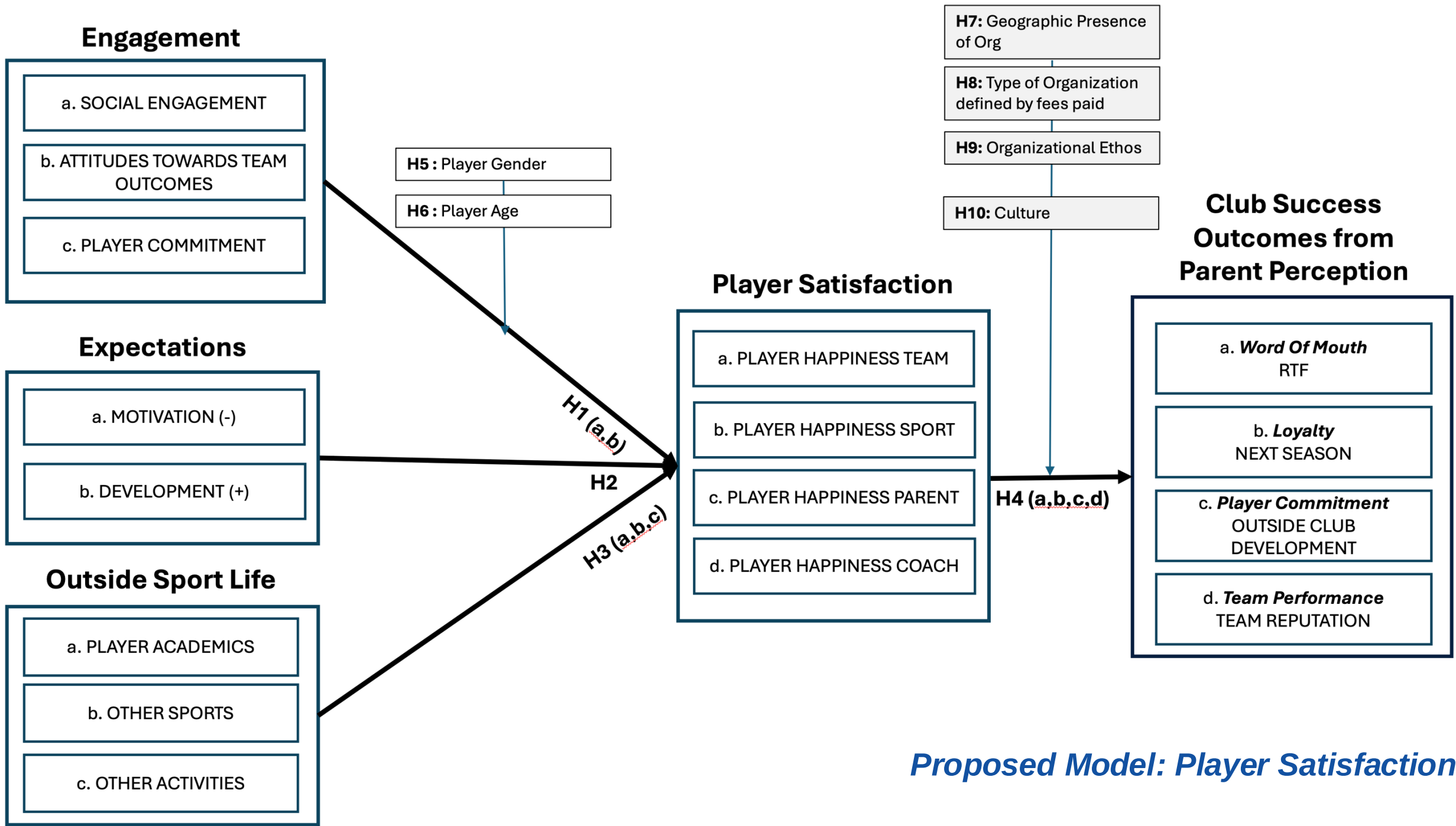
- Study 2 data collection is complete post dissertation to assess the new model and test modifiers regarding geography.
- Collaboration with USYS to test performance management process at 10 clubs nationally and develop a steering committee of experts to assess data.
- Develop Player and Coach Satisfaction Models
- Write literature to advance Customer Experience in Youth Sports using the models as part of exploration of conversation.
- Collaborate with FIU to explore further research in youth sports management.
- Launch new venture; consulting and performance management for youth sports programs.

Appendix

	Hypothesis	Primary Support
H1	As Parent Engagement increases, Parent Satisfaction will increase.	
H1a	As Parent Involvement (Team Engagement) reaches appropriate involvement status, Parent Satisfaction will increase.	(Green & Chalip, 1998)
H1b	As Parent Sports Engagement increases, Parent Satisfaction will decrease.	(Holt et al., 1997)
H1c	As Parent Motivation (extrinsic goals) increases, Parent Satisfaction will decrease.	(Schwab et al., 2010) (Green & Chalip, 1998)
H1d	As Parental attitudes towards player’s sport experience becomes more positive, Parent Satisfaction will increase.	
H2	As Player Engagement increases, Parent Satisfaction will increase.	
H2a	As Player Satisfaction with the team increases, Parent Satisfaction will increase.	(Bloom, 1985)
H2b	As Players have more experience in the sport, Parent Satisfaction will increase	
H2c	As Player Satisfaction with the parental sport experience increases, Parent Satisfaction will increase	
H2d	As Player Commitment to the sport increases, Parent Satisfaction will decrease.	
H3	As Parent Satisfaction increases, Club Success Outcomes will increase.	
H3a	As Parent Satisfaction increases, Positive Word of Mouth will increase (RTF Scores)	(Klaus and Maklan, 2012)
H3b	As Parent Satisfaction increases, Club retention will increase (Loyalty)(Plans for Next Season)	
H3c	As Parent Satisfaction increases, Player commitment to development increases.	
H3d	As Parent Satisfaction increases, Teams will have increased Team Performance leading to better reputation.	(Oliver & DeSarbo, 1998; Tse & Wilton, 1988)

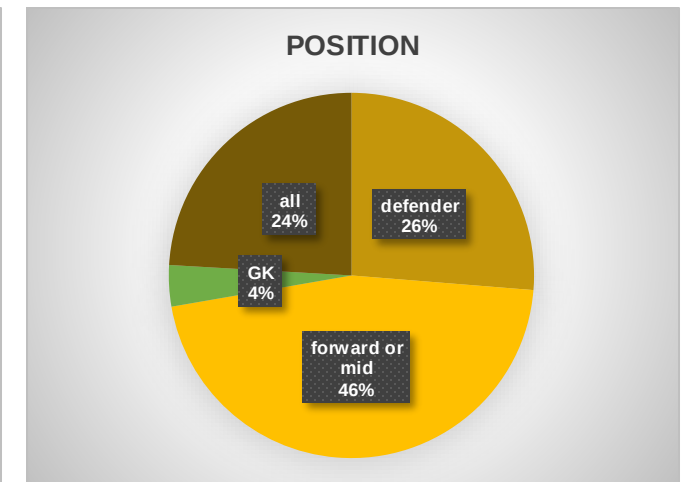
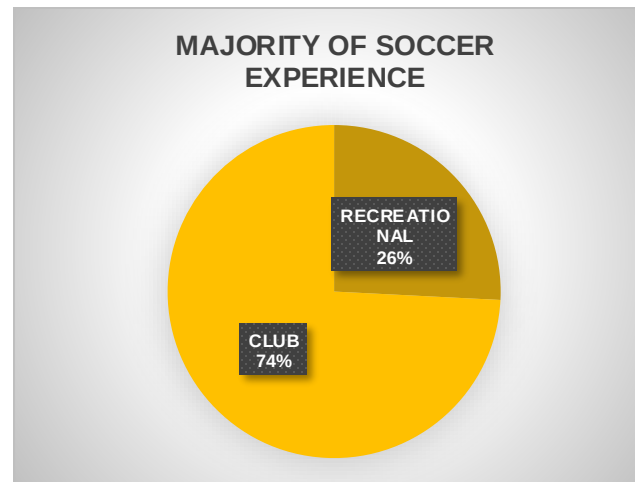
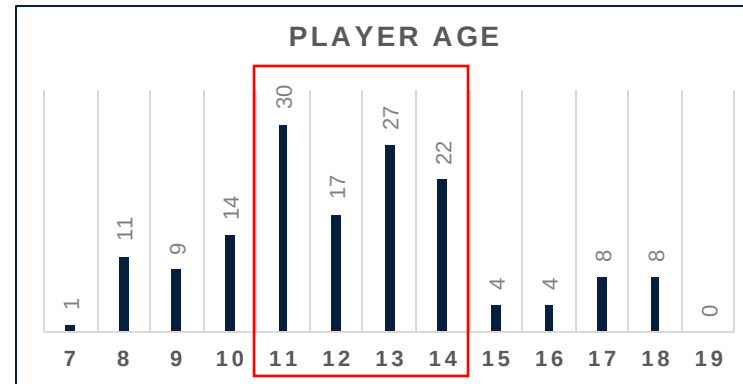
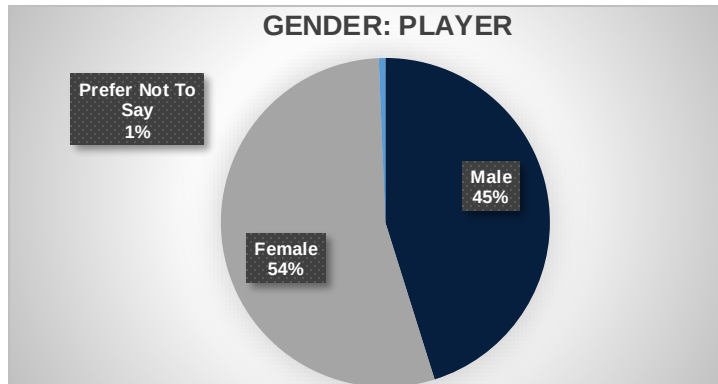
Hypothesis Moderators

H4	The gender of the player will modify the parent engagement and parent satisfaction relationship.
H5	The age of the player will modify the parent engagement and parent satisfaction relationship.
H6	The HH income will modify the parent engagement and parent satisfaction relationship.
H7	The cost of the program will modify the parent engagement and parent satisfaction relationship.
H8	The parent perception of player skills will modify the parent engagement and parent satisfaction relationship.
H9	The player academics will modify the player engagement and parent satisfaction relationship.
H10	The other sports/activities will modify the player engagement and parent satisfaction relationship.
H11	The geographic presence of the club (organization) will modify the parent satisfaction and team outcomes relationship.
H12	The type of soccer organization (recreational vs. competitive) will modify the parent satisfaction and team outcomes relationship.



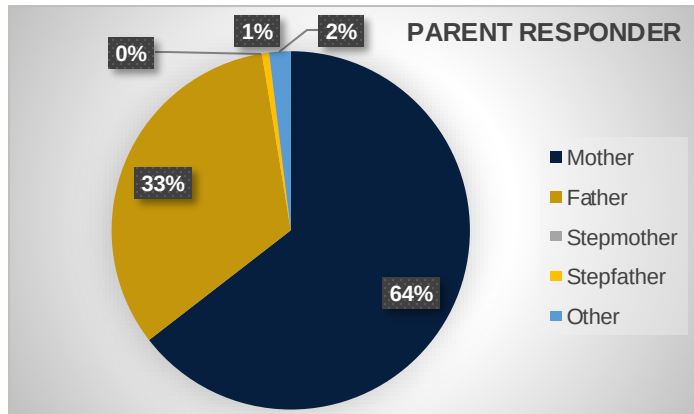
Population Analysis: Players

The parents that responded to the survey, described their child as having the following descriptions. **62%** of players will be 11 – 14 by the end of 2023 and **1 out of 4** described their child as having mostly recreational soccer experience. In addition, **40% of players** represented were on a different team last season.

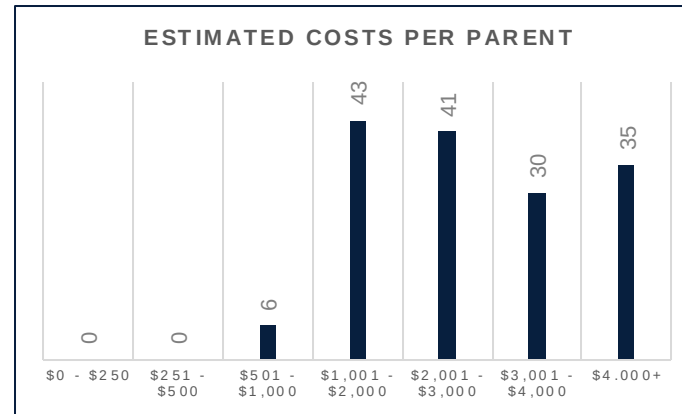


Population Analysis: Parents and Families

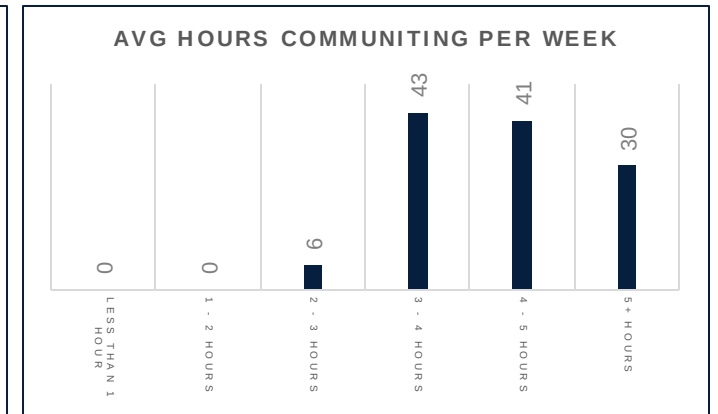
Of the parents that responded, **64%** were mothers and **66%** indicated their HH income as being above \$100K annually. Generally speaking, Azzurri players are strong students and **45%** of players also have a sibling who plays soccer.



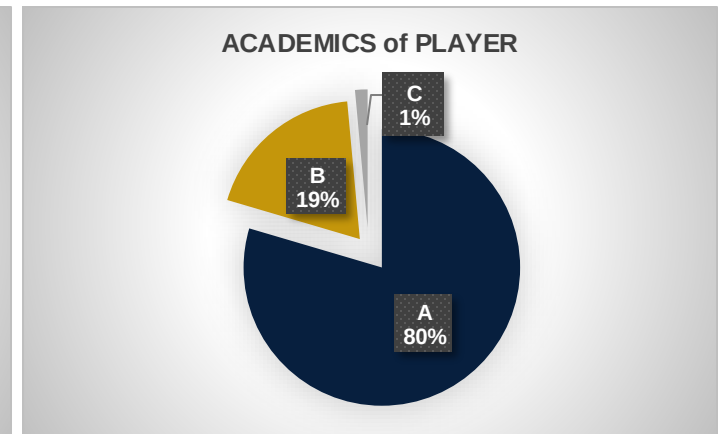
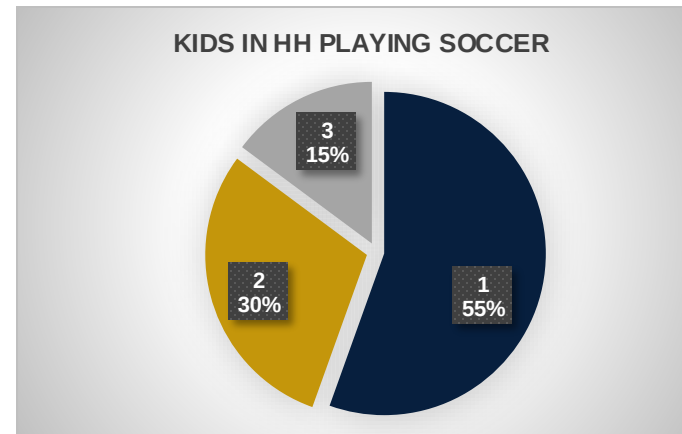
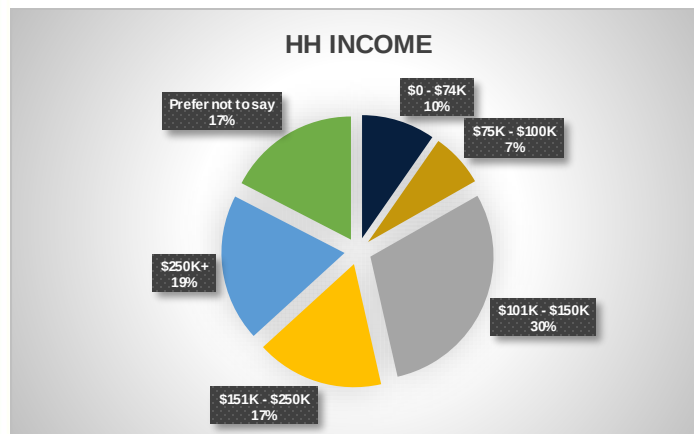
Mothers were more likely to respond to the survey



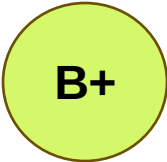
Perception of Annual Costs Vary from \$1,000 - \$4,000+



Given the practice commitments, players are commuting at least 3 hours each week



Parent Satisfaction: Scorecard



Azzurri Storm Soccer Club
Naples, FL

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COACH -	3.2			Ages 15+	24
COACH = PARENT	3.0			Male / Female	0.45/0.54
COACH # TEAMS	3.3			% Mothers Responded	65%
TEAM CULTURE (DISCIPLINE) & Structure	2.0				
DEVELOPMENT CONVERSATION	3.2				
COMPETITIVE LEVEL - LEAGUE	2.9				
PRACTICE TIMES	3.1				
ORGANIZATION / COMMUNICATION	3.1				
LEADERSHIP NEEDS / VISIBILITY	2.9				

Key: Scale 1 - 5
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Industry Averages
RTF - n/a
PSAT - n/a
Player Happiness - n/a
Parent Engagement - n/a

What is goal?



Range of Score: 1 – 2 (Green - Good) / (2.1 – 3.49) (Yellow – Good with Opportunities) / (3.5 +) (Red – Significant opportunities exist)

Commentary Analysis

B

85 respondents provided comments (out of 126 full survey responses) and compared to other responses, their PSAT and RTF scores were higher directionally, meaning they had less satisfaction. The grade also dropped to a B vs. B+. Comments were provided in a similar distribution as the entire survey. Key themes were coded and 193 codes were analyzed.

COMMENTS						
Themes	Sub group	COUNT	% OF TOTAL	RTF Score	PSAT Score	Player Happiness
COACH +	COACH	26	13%	1.8	2.6	1.8
COACH -	COACH	11	6%	3.0	3.2	2.3
COACH = PARENT	COACH	5	3%	2.9	3.0	2.0
COACH # TEAMS	COACH	7	4%	2.5	3.3	1.9
COACH NOT CONNECTING WITH PLAYERS	COACH	4	2%	3.3	3.5	2.5
COACH COMMUNICATION	COACH	4	2%	2.9	3.8	2.5
POLITICS	TEAM	1	1%	2.6	4.0	2.1
TRAINNG - COMPLAINTS	TEAM	3	2%	2.2	4.0	2.1
TEAM STRUCTURE	TEAM	5	3%	2.0	1.8	1.9
TEAM CULTURE (DISCIPLINE)	TEAM	4	2%	1.8	2.3	1.8
DEVELOPMENT CONVERSATION	PLAYER	18	9%	2.8	3.2	2.3
PLAYER TIME ON FIELD ISSUES	PLAYER	5	3%	3.0	2.8	2.2
PLAYER POSITION COMPLAINT	PLAYER	3	2%	2.1	2.7	2.1
COACH QUALITY OVERALL -	CLUB	5	3%	3.3	4.0	2.4
COACH QUALITY OVERALL +	CLUB	1	1%	1.1	1.0	1.5
METHODS	CLUB	6	3%	2.1	2.7	2.1
COMPETITIVE LEVEL - LEAGUE	CLUB	20	10%	2.4	2.9	2.0
PRACTICE TIMES -	CLUB	10	5%	2.5	3.1	2.0
FIELDS -	CLUB	8	4%	2.1	2.5	1.9
ORGANIZATION / COMMUNICATION	CLUB	12	6%	2.4	3.1	2.0
FEES	CLUB	6	3%	2.3	3.7	1.9
LEADERSHIP NEEDS	CLUB	7	4%	2.1	2.7	2.0
LACK OF LEADERSHIP VISIBILITY	CLUB	7	4%	2.6	3.0	2.1
TRYOUTS	CLUB	6	3%	2.5	3.5	2.1
OVERALL +	CLUB	5	3%	1.1	2.2	1.6
OVERALL -	CLUB	4	2%	3.8	3.8	2.4
Study 1 Averages				2.1	2.4	1.9
TOTAL		193				

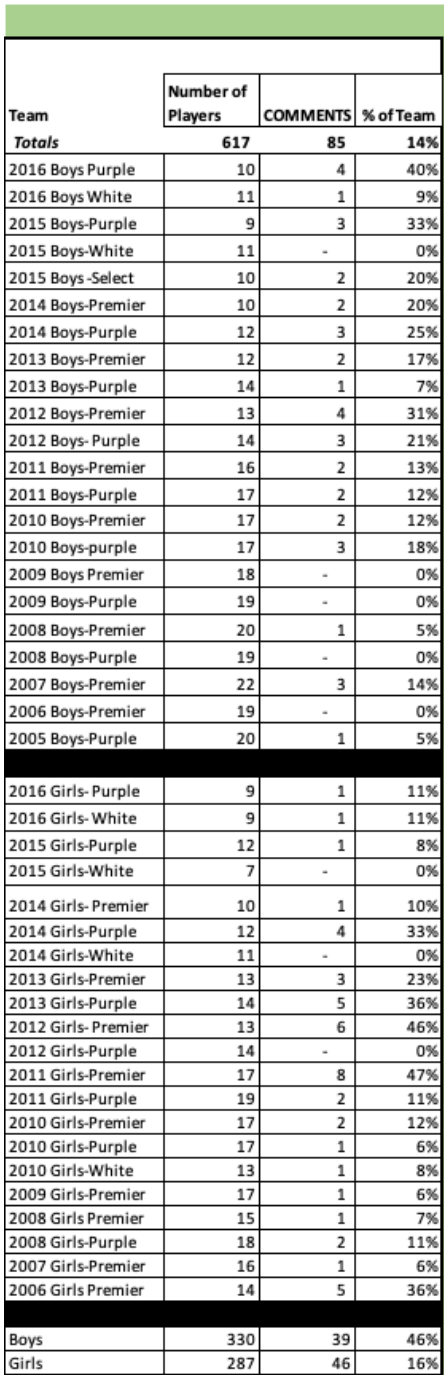
GRADES							
CLUB				TEAM		COACH	
0			%		%		%
1	F	1	1%	2	2%	4	5%
2	D-	2	2%	0	0%	0	0%
3	D-	3	4%	6	7%	5	6%
4	D+	0	0%	2	2%	4	5%
5	C-	4	5%	2	2%	0	0%
6	C-	11	13%	10	12%	6	7%
7	C+	9	11%	4	5%	0	0%
8	B-	9	11%	8	9%	5	6%
9	B	16	19%	10	12%	6	7%
10	B+	10	12%	10	12%	8	9%
11	A-	5	6%	5	6%	9	11%
12	A-	6	7%	9	11%	13	15%
13	A+	9	11%	17	20%	25	29%
TOTAL		85		85		85	
AVG		8.51	B	8.99	B	9.71	B
TOTAL		9.11	B+	9.61	B+	10.17	B+

Demographics: Age		
AGE	Total	% OF TOTAL
Totals	85	
	7	0%
	8	7%
	9	4%
	10	10%
	11	14%
	12	11%
	13	13%
	14	10%
	15	1%
	16	4%
	17	6%
	18	5%
	19	0%

The key themes identified on the scorecard are highlighted here in green. They represent the most coded.

Demographics: Gender		
GENDER	Total	Responses
Totals	85	
Male	39	46%
Female	45	53%
Prefer Not To Say	1	1%

*Average
Survey scores
are provided as
a comparison.*



Comments Only															
Total Score by Team			Total Score by Team			Difference			TEAM LEVEL PSAT						
RTF Score	PSAT Score	Player Happiness	RTF Score	PSAT Score	Player Happiness	RTF Score	PSAT Score	Player Happiness	COACH	TEAM	CLUB	PROGRAM	PH TEAM	TEAM REPUTATION	
2.08	2.37	1.89	2.30	2.92	1.99	-0.22	-0.55	-0.10	2.16	2.20	2.69	2.58	2.13	2.90	
2.73	2.96	1.75	3.03	3.50	2.36	(0.30)	(0.54)	(0.61)	3.0	2.9	3.0	2.8	2.1	3.4	
1.13	2.03	1.51	1.13	4.00	1.58	-	(1.97)	(0.06)	1.3	1.8	3.7	1.9	1.6	2.8	
1.73	1.74	1.15	1.75	3.33	1.47	(0.02)	(1.59)	(0.32)	1.2	1.6	2.5	2.3	1.3	2.6	
1.13	2.58	1.67	-	-	-				2.3	3.3	3.0	2.3	1.7	3.5	
2.46	2.16	1.15	2.81	3.00	2.00	(0.35)	(0.84)	(0.85)	2.1	1.8	2.4	2.3	1.2	2.8	
1.79	1.68	1.16	2.19	2.50	1.80	(0.40)	(0.82)	(0.64)	1.7	1.4	2.0	1.6	1.2	1.7	
1.34	2.03	1.54	1.46	2.67	1.64	(0.11)	(0.63)	(0.10)	1.9	1.9	2.4	2.1	1.7	3.0	
1.81	1.34	1.18	1.50	1.50	1.64	0.31	(0.16)	(0.46)	1.3	1.1	2.1	1.1	1.2	1.5	
1.13	1.75	0.95	1.00	5.00	1.33	0.13	(3.25)	(0.38)	1.6	1.5	2.2	1.8	1.1	2.5	
2.28	2.43	1.56	2.34	2.75	2.02	(0.07)	(0.32)	(0.46)	2.1	2.7	2.7	2.7	1.9	3.7	
1.94	2.53	1.88	2.04	1.67	2.02	(0.10)	0.87	(0.14)	2.5	2.7	3.0	2.2	2.1	3.2	
1.75	1.99	1.25	2.19	1.50	1.82	(0.44)	0.49	(0.57)	1.8	2.1	2.1	2.2	1.2	2.4	
2.63	3.03	1.62	2.63	3.00	2.18	-	0.03	(0.56)	3.3	2.3	2.9	3.1	2.1	3.6	
2.91	2.56	1.63	3.44	4.50	2.00	(0.53)	(1.94)	(0.37)	2.1	2.7	3.2	2.7	1.7	3.3	
1.80	1.87	1.40	2.21	3.00	2.14	(0.40)	(1.13)	(0.74)	1.4	2.2	2.1	2.2	1.6	3.0	
2.88	2.74	2.23	-	-	-				2.1	2.7	2.7	3.9	2.4	3.7	
			-	-	-				-	-	-	-	-	-	
1.75	1.61	1.44	1.75	3.00	1.52	-	(1.39)	(0.08)	1.3	1.8	1.7	1.9	1.7	3.5	
			-	-	-				-	-	-	-	-	-	
3.09	2.94	1.74	3.13	3.33	2.49	(0.03)	(0.39)	(0.75)	3.2	2.3	2.5	3.3	2.2	2.4	
2.38	2.74	1.90	-	-	-				3.8	1.8	2.0	2.0	2.4	2.0	
2.06	2.11	1.51	2.00	2.00	1.52	0.06	0.11	(0.00)	1.8	1.9	2.1	2.8	1.7	2.4	
2.56	3.08	2.05	3.63	5.00	2.21	(1.06)	(1.92)	(0.16)	3.3	3.1	2.5	3.2	2.2	3.7	
2.38	2.87	2.18	2.38	2.00	2.18	-	0.87	(0.00)	3.5	2.2	2.7	2.4	2.6	3.8	
1.00	1.50	1.95	1.00	1.00	1.91	-	0.50	0.04	1.9	1.3	1.3	1.0	1.8	2.4	
1.75	1.68	1.33	-	-	-				1.3	2.0	2.0	1.9	1.0	2.5	
1.95	2.01	0.59	2.00	2.00	1.33	(0.05)	0.01	(0.74)	1.8	1.8	2.4	2.2	0.6	1.6	
1.38	1.52	1.67	1.91	2.50	1.94	(0.53)	(0.98)	(0.27)	1.2	1.3	1.6	2.2	1.7	2.6	
1.25	1.61	-	-	-	-				1.9	1.2	1.4	1.4	-	2.2	
1.69	2.00	1.50	1.67	2.33	1.70	0.02	(0.33)	(0.19)	1.5	2.0	3.0	2.0	1.5	1.9	
2.38	3.05	2.07	2.78	3.80	2.44	(0.40)	(0.75)	(0.36)	3.4	2.6	2.7	3.1	2.5	4.4	
2.83	2.91	1.94	2.75	3.17	2.39	0.08	(0.26)	(0.45)	2.6	3.0	3.0	3.2	2.3	3.8	
1.42	1.68	0.50	-	-	-				1.2	1.3	3.2	1.6	0.5	2.2	
1.78	2.03	1.52	1.83	2.50	1.81	(0.04)	(0.47)	(0.29)	1.8	1.8	2.4	2.4	1.6	2.3	
1.79	2.25	1.93	2.19	3.00	2.08	(0.40)	(0.75)	(0.14)	1.8	2.3	2.5	2.8	2.1	3.8	
2.09	1.72	1.31	2.94	2.00	1.67	(0.84)	(0.28)	(0.36)	1.2	1.4	2.5	2.2	1.3	1.6	
2.16	2.77	2.28	2.75	3.00	2.12	(0.59)	(0.23)	0.16	2.6	2.9	3.2	2.7	2.3	2.7	
1.94	2.34	1.85	1.00	1.00	1.48	0.94	1.34	0.36	2.0	2.7	2.2	2.9	2.1	4.3	
1.54	1.96	1.67	1.38	5.00	1.48	0.17	(3.04)	0.18	1.3	1.2	3.0	2.8	1.9	3.3	
2.00	2.13	1.95	2.00	2.00	1.97	-	0.13	(0.02)	2.0	1.3	2.9	2.4	2.2	1.8	
2.44	2.38	1.92	2.44	2.00	2.05	-	0.38	(0.12)	1.8	2.3	3.3	2.8	2.2	4.4	
3.88	3.84	2.41	3.88	5.00	2.61	-	(1.16)	(0.20)	3.4	3.7	3.7	4.8	3.1	4.0	
2.85	3.02	2.11	2.85	4.00	2.22	-	(0.98)	(0.11)	2.6	2.5	3.5	3.6	2.7	3.7	

Parent Satisfaction: Opportunities

2.4

Opportunities are defined as Net Score (Agree less (Neither + Disagree)) < 20%.

Strong Themes: *Player Movement, Feedback from Parents, Costs, Development Plans, Coaching Development discussions with players, Club communications, Competition levels and Team Performance.*

	MEAN	COUNT	STRONGLY AGREE / EXTREMELY GOOD	AGREE / SOMEWHAT GOOD	NEITHER AGREE / DISAGREE	DISAGREE / SOMEWHAT BAD	STRONGLY DISAGREE / EXTREMELY BAD	NET (% GOOD - %NEUTRAL & %BAD)
Org and Team Related								
The player movement between teams.	3.1	155	10%	15%	45%	16%	13%	-48%
The Organization's Leadership seeks feedback from the parent community.	3.2	155	10%	24%	25%	17%	24%	-32%
I believe the total costs for the season is appropriate for what is offered. (costs include program fees, tournament fees, uniform kit, travel expenses, other)	3.1	155	13%	23%	25%	23%	17%	-29%
The Organization's Leadership seeks engagement (involvement) from the parent community.	3.0	155	14%	25%	26%	18%	17%	-23%
I believe the cost of the program was reasonable compared to other youth sports programs that are similar to this program in my community.	2.9	155	15%	25%	28%	22%	10%	-20%
The number of individual meetings that the Coach has conducted with me or my player regarding my child's progress.	2.8	150	23%	18%	29%	17%	13%	-19%
The money I spent (am spending) on the soccer program.	2.8	150	14%	27%	27%	25%	7%	-17%
The communication concerning topics that are of interest to me.	2.6	155	23%	20%	36%	13%	8%	-15%
The team's competition level (league play)	3.0	150	17%	29%	13%	23%	18%	-8%
The official development plan or review process for players.	2.7	155	20%	28%	22%	21%	9%	-3%
The level of feedback that the Coaching staff seeks from the parents.	2.5	152	31%	19%	24%	19%	7%	0%
The communication of the Organization's philosophy (mission statement).	2.5	155	20%	30%	32%	14%	3%	1%
The level of engagement (involvement) that the Coaching staff seeks from parents.	2.4	152	34%	18%	29%	10%	9%	5%
The child's team success. (Wins - Losses or Tournament Results)	2.7	150	29%	24%	15%	16%	16%	7%
The accommodations and team bonding events when the team travels.	2.3	150	39%	17%	27%	9%	9%	11%
The team's game schedule (includes league games and tournaments).	2.7	155	19%	37%	12%	21%	11%	11%

Range of Score: 1 – 2 (Green - Good) / (2.1 – 3.49) (Yellow – Good with Opportunities) / (3.5 +) (Red – Significant opportunities exist)

Parent Satisfaction: Good and Strengths

Strengths are defined as Net Score (Agree less (Neither + Disagree)) > 50%.

2.4

Strong Themes: *Playing minutes, Coach relationships, Schedules, Sideline Behavior, Coaching (engagement), Team Communication.*

Range of Score: 1 – 2 (**Green** - Good) / (2.1 – 3.49) (**Yellow** – Good with Opportunities) / (3.5 +) (**Red** – Significant opportunities exist)

	MEAN	COUNT	STRONGLY AGREE / EXTREMELY GOOD	AGREE / SOMEWHAT GOOD	NEITHER AGREE / DISAGREE	DISAGREE / SOMEWHAT BAD	STRONGLY DISAGREE / EXTREMELY BAD	NET (% GOOD - %NEUTRAL & %BAD)
Org and Team Related								
The level of engagement that the coach has with their peers (other coaches and leadership)	2.1	152	43%	18%	29%	6%	5%	21%
The amount of time our family has dedicated to this soccer program (includes travel related to the program).	2.3	155	25%	36%	23%	14%	3%	21%
The coach's communication about my child's development	2.4	152	34%	27%	17%	12%	10%	22%
The team.	2.3	152	36%	29%	9%	20%	7%	29%
The overall Soccer program.	2.3	155	23%	42%	14%	18%	3%	30%
The referees.	2.3	150	28%	39%	16%	10%	7%	33%
The fields.	2.3	150	36%	31%	10%	11%	11%	35%
The coach's ability to inspire my child to keep playing soccer.	2.1	152	50%	19%	11%	13%	7%	38%
How the coach teaches soccer IQ.	2.1	152	49%	20%	11%	11%	9%	38%
The coach(s).	2.1	152	50%	20%	9%	12%	10%	39%
The use of technology (tools and apps) that are used by the team.	2.1	155	29%	42%	21%	6%	3%	42%
The practice location.	2.2	150	41%	31%	6%	13%	9%	43%
How consistent the Coach is with the Organization's culture. (i.e., the Coach is aligned with the tone of the organization).	2.0	155	48%	24%	17%	5%	6%	43%
The parental culture on the team (i.e. the parents are close and supportive of the team)	2.0	150	48%	25%	15%	7%	6%	45%
My child's enjoyment level.	1.9	152	53%	21%	11%	9%	6%	47%
The team communication.	1.9	150	51%	25%	12%	9%	4%	51%
The level of engagement the coach has with the team.	1.8	152	57%	18%	12%	7%	5%	51%
How the coach makes soccer fun (enjoyable).	1.9	152	51%	25%	11%	9%	5%	51%
The sideline behavior.	1.8	150	51%	29%	15%	4%	1%	59%
The practice schedule.	2.0	150	46%	34%	4%	9%	7%	60%
My child's relationship with their coach(s).	2.2	147	56%	24%	11%	9%	0%	61%
The amount of playing minutes that all of the players on the team get (playing time is fair and balanced)	1.8	150	54%	27%	11%	3%	5%	63%

FI

Recommend to Friend:

2.1

The RTF Score indicates willingness of parents and their children to market the program. A positive score (Def Yes and Prob Yes) less neutral and negative provides a sense of opportunities to improve. Parent Satisfaction is believed to have a strong correlation to RTF and specifically, when PSAT is high, data shows that RTF will be high.

Assessment: *Prior support for the organization was exhibited and overall support for the sport exists. The opportunities exist for **support of the League** and **lack of support is perceived** by other parents. While PSAT is relatively good at 2.4, the RTF result of 2.1 indicates a strong relationship.*

	MEAN	COUNT	DEF YES	PROB YES	MAYBE	PROB NO	DEF NO	NET (% GOOD - %NEUTRAL & %BAD)
I would recommend the League that your child played in to a Friend (or other Parent in your Community).	2.6	155	25%	26%	26%	13%	10%	2%
Most of the parents on the team would recommend the organization to a parent, friend or other member of the community.	2.3	155	22%	34%	33%	9%	2%	12%
I would recommend the Organization to a Friend (or other Parent in your Community).	2.2	155	29%	34%	25%	10%	3%	25%
I would recommend the Team to a Friend (or other Parent in your Community).	2.1	155	43%	25%	14%	12%	6%	37%
I would recommend the Coach(s) to a Friend (or other Parent in your Community).	2.0	155	50%	19%	16%	10%	5%	38%
My child would recommend their team to their friends.	2.0	155	48%	25%	14%	8%	5%	46%
In the past, I have recommended the organization to a parent, friend or other member of the community.	2.2	155	52%	28%	13%	5%	0%	62%
I would recommend Soccer to a Friend (or other Parent in your Community).	1.2	155	85%	12%	2%	1%	0%	94%

FIU

Range of Score: 1 – 2 (Green - Good) / (2.1 – 3.49) (Yellow – Good with Opportunities) / (3.5 +) (Red – Significant opportunities exist)

Success Outcomes

2.7

The Success Outcomes describe Team level and Individual level perceptions from parents. The key analysis is understanding how parents perceive the team from the tryout process to the performance. Depending on the organization's goal, perception of the Net Score may depend. Further discussion is necessary to understand what is the ideal goal.

Similarly, the intention data provides an assessment about how soccer development and motivation drives player loyalty to the organization.

TEAM	MEAN	COUNT	DEF YES	PROB YES	MAYBE	PROB NO	DEF NO	NET (% GOOD - %NEUTRAL & %BAD)
For my child's team it was difficult to make the cut for this season.	3.3	155	10%	18%	25%	28%	20%	-45%
My child's team is one of the best in their area.	3.0	155	17%	26%	19%	15%	21%	-12%
My child's team is exceptional.	2.9	155	16%	28%	17%	22%	16%	-11%
At Tryouts for the 2023-2024 season, there were more players than I anticipated.	2.8	155	20%	26%	23%	20%	11%	-7%
My child's team is well respected in their soccer community.	2.6	155	21%	30%	28%	9%	13%	1%
My child's team has won 1st or 2nd place at a tournament this season. (if no tournaments have been played, please skip)	2.7	131	43%	11%	11%	7%	28%	7%
My child's team is winning most of their games so far during this season.	2.9	155	26%	30%	5%	12%	28%	11%
INDIVIDUAL	MEAN	COUNT	DEF YES	PROB YES	MAYBE	PROB NO	DEF NO	NET (% GOOD - %NEUTRAL & %BAD)
My child intends to move to another organization (competitive or recreational program) to play soccer in 2024-2025 season.	3.6	129	5%	9%	30%	36%	21%	-74%
My child intends to play soccer for a more elite competitive soccer organization in the 2024-2025 season.	3.5	129	5%	12%	26%	37%	19%	-64%
My child is willing to stay within the organization (club) if they do not make an A team.	2.8	129	19%	25%	25%	20%	12%	-13%
My child intends to play soccer for their school this year.	2.7	129	43%	10%	9%	12%	25%	7%
My child plans to attend soccer camps/training opportunities.	1.6	128	57%	26%	14%	3%	0%	66%
I will hire a private trainer (private coach) or continue working our current private trainer (private coach).	2.8	128	28%	13%	24%	19%	16%	-19%
My child intends to play soccer for as long as possible; anywhere they can.	1.5	128	60%	34%	5%	1%	0%	88%
My child intends to play different formats of soccer (examples include futsal, 3x3) in addition to the club soccer this season.	2.5	128	30%	21%	27%	17%	5%	2%

Discussion
and Further
Analysis
Needed

Range of Score: 1 – 2 (Green - Good) / (2.1 – 3.49) (Yellow – Good with Opportunities) / (3.5 +) (Red – Significant opportunities exist)

Player Happiness: Parent Perception

Player Happiness is within the "Good" range and indicating strong positive perception parents have of their children's happiness with the program.

2.0

Player Happiness (Parent Scorecard)	MEAN	COUNT	DEF YES	PROB YES	MAYBE	PROB NO	DEF NO	NET (% GOOD - %NEUTRAL & %BAD)
Feels that the coach yells too much	4.2	131	5%	7%	8%	20%	60%	-77%
Believes the coach only cares about winning	3.9	131	7%	5%	19%	30%	40%	-77%
Believes that I care too much about their games and soccer experience	3.6	131	6%	11%	27%	33%	23%	-66%
Likes when I give advice after or before games	2.6	131	13%	40%	27%	16%	4%	5%
Likes the performance of the team (# of games your won)	2.7	131	31%	26%	5%	21%	17%	13%
Likes the structure of the practices	2.1	131	42%	25%	17%	11%	5%	34%
Likes the way the coach leads the team	2.0	131	51%	19%	15%	8%	8%	40%
Believes that they are learning a lot this season	2.0	131	46%	27%	11%	11%	6%	45%
Like their uniform	1.8	131	50%	26%	15%	8%	2%	53%
Believes that the coach is fair	1.9	131	53%	24%	8%	13%	2%	54%
Understands their coach's feedback; they value it and think about how to use it to improve	1.8	131	54%	23%	11%	8%	3%	54%
Likes their coach(s)	1.7	131	63%	18%	9%	8%	3%	60%
Believes that their coach(es) cares about them	1.7	131	63%	17%	11%	7%	2%	60%
Likes my sports parenting skills	1.8	131	41%	41%	15%	2%	1%	65%
Likes their soccer team	1.7	131	63%	21%	2%	11%	2%	69%
Likes when we talk about their soccer experience in general	1.8	131	41%	44%	11%	2%	2%	71%
Believes I understand the game (rules, strategies)	1.7	131	53%	34%	8%	4%	1%	74%
Believes that they get adequate playing time in games (team management)	1.5	131	67%	20%	7%	5%	2%	74%
Likes my sideline behavior	1.6	131	57%	31%	8%	2%	2%	76%
Likes attending practices	1.5	131	66%	27%	4%	2%	2%	85%
Is excited on game day	1.2	131	85%	14%	1%	1%	0%	97%
Likes playing in games	1.1	131	95%	5%	0%	1%	0%	98%
Likes soccer	1.1	131	92%	8%	0%	0%	0%	100%

Range of Score: 1 – 2 (Green - Good) / (2.1 – 3.49) (Yellow – Good with Opportunities) / (3.5 +) (Red – Significant opportunities exist)

Parent Perceptions: Development and Field Actions

Parents indicate a positive perception of their child's skills, training and development. Under the Field Action, a score of 5 means these actions were seen most of the game; engagement, leadership, passing, dribbling and defendice skills were seen to be high action. **40%** of players have regular private training sessions.

<i>Player Soccer Development</i>	MEAN	COUNT	Multiple Times per Week / Always	1 per Week / Most of Time	Few Times per Month / Half Time	Sometimes	Never
My child participates in regular private soccer training sessions (individual or group level)..	3.4	136	17%	12%	13%	29%	30%
My child practiced on their own.	1.9	136	54%	18%	10%	18%	1%
My child was disciplined and well behaved for practices and games.	1.4	136	66%	32%	1%	1%	0%
My child attended practices.	1.1	136	88%	12%	0%	0%	0%
My child attended games/tournaments.	1.1	136	92%	8%	0%	0%	0%
My child was on-time for practices AND warm-ups for games.	1.2	136	84%	14%	1%	0%	1%
<i>When your child is in the field, how would you describe their actions? Rate their actions during a typical game (1 = never; 5 = most of the games)</i>	MEAN	COUNT	NEVER				MOST OF GAME
Engagement in Game	4.7	133	1%	0%	1%	28%	71%
Loses the ball	2.5	131	8%	50%	31%	11%	0%
Does not pass	1.7	101	57%	27%	7%	7%	2%
Dribbles too much	1.9	97	37%	43%	14%	5%	0%
Unable to Defend	1.7	94	53%	30%	15%	0%	2%
Lets goals in from the opponent	1.8	101	40%	46%	12%	1%	2%
Scores a goal or more	2.9	118	18%	22%	25%	18%	17%
Shows leadership	3.9	133	2%	7%	20%	35%	35%
Passes to teammates	4.5	135	0%	1%	6%	33%	60%
Dribbles	3.8	134	1%	9%	28%	34%	27%
Defensive	4.0	131	2%	9%	15%	33%	42%
Boots the Ball to Team	2.9	116	18%	24%	20%	23%	15%



Parent Perceptions: Soccer Skills

4.0

Parents indicate a strong perception of their child's soccer skills across the board.

	MEAN	COUNT	LACKS	SOMEWHAT	NEUTRAL	GOOD	EXCEPTIONAL
<i>Rate your child's soccer skills on a scale of 1 - 10 (1 = lacks skills ; 5 = exceptional skills)</i>							
Technical: Ball Control	3.6	136	0%	4%	46%	40%	10%
Technical: Passing	3.9	136	1%	3%	24%	49%	23%
Technical: Dribbling	3.5	136	0%	7%	49%	33%	11%
Technical: Heading	2.7	106	23%	17%	37%	20%	4%
Technical: Finishing	3.2	131	5%	17%	37%	37%	5%
Technical: Rules of the Game	4.3	135	1%	2%	12%	40%	45%
Physical: Endurance	4.3	134	0%	2%	18%	31%	49%
Physical: Speed	4.0	135	0%	5%	24%	39%	33%
Physical: Agility	4.0	133	0%	4%	26%	38%	32%
Personal: Self Motivation	4.3	135	0%	1%	14%	36%	49%
Personal: Decision Making	4.0	135	0%	3%	26%	43%	28%
Personal: Reading the Game	3.9	135	0%	5%	24%	42%	29%
Personal: Decision Making	3.9	134	0%	4%	26%	44%	26%
Personal: Leadership	4.1	135	1%	2%	19%	37%	41%
Personal: Coachability	4.6	135	0%	1%	8%	23%	68%
Personal: Team Player	4.7	135	0%	0%	1%	24%	74%
Personal: Respect for Leadership and Team	4.7	135	0%	0%	4%	19%	76%

FIU

Range of Score: 4 – 5 (Green - Good) / (2.5 – 3.9) (Yellow – Good with Opportunities) / (less than 2.5) (Red – Significant opportunities exist)

Parent Background: Background and Behavior

PARENTS NEG BEHAVIOR		MEAN	COUNT	STRONGLY AGREE	AGREE	NEITHER AGREE / DISAGREE	DISAGREE	STRONGLY DISAGREE
2.5								
		2.6	145	20%	34%	16%	20%	10%
		3.3	145	8%	21%	30%	17%	23%
		3.4	145	3%	23%	31%	16%	27%
		3.5	145	4%	9%	42%	21%	24%
		3.6	145	8%	19%	21%	13%	39%
		3.6	145	5%	11%	29%	26%	29%
		3.9	145	3%	8%	24%	30%	35%
		4.0	145	3%	7%	24%	25%	41%
		4.0	145	12%	8%	8%	19%	54%
		4.2	145	1%	7%	14%	24%	54%
PARENTS POS BEHAVIOR		MEAN	COUNT	STRONGLY AGREE	AGREE	NEITHER AGREE / DISAGREE	DISAGREE	STRONGLY DISAGREE
1.9		3.3	141	10%	16%	33%	14%	27%
		3.3	141	8%	20%	30%	18%	25%
		3.1	141	21%	14%	25%	13%	28%
		3.0	141	20%	26%	16%	16%	23%
		2.2	141	37%	26%	16%	21%	1%
		2.0	141	36%	37%	18%	4%	4%
		1.7	141	57%	18%	23%	1%	0%
		1.9	141	48%	29%	16%	5%	3%
		1.4	141	79%	10%	9%	1%	1%
		1.5	141	67%	23%	9%	1%	1%
		1.4	141	73%	16%	11%	0%	0%
		1.2	141	87%	7%	4%	3%	0%
		1.4	141	67%	27%	6%	0%	0%
		1.4	141	67%	27%	4%	1%	1%
		1.2	141	84%	9%	6%	1%	0%
		1.4	141	63%	30%	6%	1%	0%
		1.3	141	75%	20%	5%	0%	0%
		1.2	141	79%	18%	4%	0%	0%

Motivations

Parents addressed their motivations and their child’s goals. While parents did not answer extrinsic questions with a yes, they did answer as a neutral indicating a positive answer to those questions.

PARENT		MEAN	COUNT	STRONGLY AGREE	AGREE	NEITHER AGREE / DISAGREE	DISAGREE	STRONGLY DISAGREE
		2.7						
I expect my child will move up to a better team or better organization next season (2024-2025) based on their performance and talent.		2.5	139	24%	23%	40%	7%	6%
I expect my child will become a professional soccer player.		3.7	139	5%	6%	37%	17%	35%
I expect my child will play soccer at the collegiate level.		2.7	139	17%	26%	41%	8%	9%
I expect my child will receive a college scholarship to play soccer.		3.0	139	10%	17%	47%	12%	14%
I believe that the overall soccer experience is important to me as a soccer parent. Soccer Experience: developing in a team environment, making friendships, being physically active		1.4	139	72%	20%	6%	1%	1%
I believe that having fun is an important reason to play soccer this season.		1.4	139	71%	25%	4%	0%	1%
I believe that soccer (team sports in general) teaches valuable life lessons.		1.1	139	92%	7%	1%	0%	0%
I believe that my child will quit soccer after this season.		4.5	139	1%	5%	10%	9%	74%
I believe that soccer is the most important part of my child’s life.		3.3	139	9%	22%	22%	23%	24%
I believe that it does not matter if my child performs well during the season. If they are interested in tryouts (registration) for next season, I will not say no.		3.3	139	22%	12%	18%	14%	35%
PLAYER		MEAN	COUNT	STRONGLY AGREE	AGREE	NEITHER AGREE / DISAGREE	DISAGREE	STRONGLY DISAGREE
		1.7						
Is willing to play/learn any position on the team		1.6	129	60%	26%	9%	4%	0%
Wants to stay with their team next season		2.1	129	48%	22%	12%	12%	7%
Goal is to enjoy the game		1.4	129	67%	27%	6%	0%	0%
Is motivated by the social aspects of the team		2.0	129	46%	26%	11%	15%	2%
Has set personal goals related to the sport (Soccer)		1.7	129	57%	28%	10%	5%	1%
Wants to play soccer in college		1.8	129	55%	19%	19%	4%	3%
Says they want to be a Professional Soccer Player when they grow up		2.4	129	38%	18%	17%	16%	11%
Wants to maximize game playing time (minimum of 75% of game)		1.3	129	78%	17%	4%	2%	0%
Seeks to improve physically and technically in the sport		1.2	129	81%	16%	2%	0%	1%
Seeks to improve Soccer IQ and strategy of the sport		1.3	129	74%	23%	3%	0%	0%