

Voice of Participant Survey – Report

Softball New Zealand

July 2021

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Introduction

What this report covers

This report looks at the experience of softball participants in 2021 and how this compares with results from 2018 and the 11 sports that took part for the year 2020/21. For more information about the background and objectives of the VOP Programme and this research please refer to the [‘Appendices’](#) section.

This is the second time Softball NZ has been included in this research. 10,200 softball members had the opportunity to participate and 1,520 completed the survey. Typically, members aged 14+ complete the questionnaire themselves (‘players’) and parents/guardians (‘parents’) complete the questionnaire for children under the age of 14, on behalf of their child. The proportion of player and parent respondents in 2021 is 62% player and 38% parent.

All Sports taking part in VOP 2020/21

The 11 sports that took part for the year 2020/21 were rugby league, basketball, yachting, rugby, cricket, tennis, golf, softball, surf life saving, international taekwon-do and surfing.

Interpreting satisfaction scores

When level of satisfaction is referenced in the report (i.e. the percentage who are ‘more than satisfied’), the top two results (‘very satisfied’ or ‘extremely satisfied’) of a positively skewed satisfaction scale are used (shown below).



In this survey, a positively skewed scale is used to allow for greater sensitivity compared with a balanced scale (which would have a neutral rating in the middle and an equal number of positive and negative ratings).

Positively skewed rating scales are often used in customer satisfaction research to differentiate between ‘adequately positive’ and ‘very positive’ performance. This is especially useful when comparing across similar organisations (in this case a particular NSO versus the average for all NSOs) to identify areas of relative strength and weakness.

Statistical significance

Statistically significant differences are highlighted or commented on in this report. Where no highlighting has been used (or no commentary about a sub-group included), it may safely be assumed that differences are not statistically significant or they are not pertinent. We are 95% confident results are not just normal expected variances that result from talking to a different sample within the same population.

In simple terms, this means that a minimum of nineteen times out of twenty the results in this report will be a very accurate reflection of the average for all softball club members in New Zealand.

Note, statistically significant differences in sub-groups are only reported when the result is at least 3% or higher or lower than the average.

Statistical significance is reported in the following ways:

▲ / ▼ The result is significantly higher/ lower than the Total Softball 2018

□ / □ The Total Softball 2021 result is significantly higher/ lower than the total for All Sports 2020/21

Key results summary

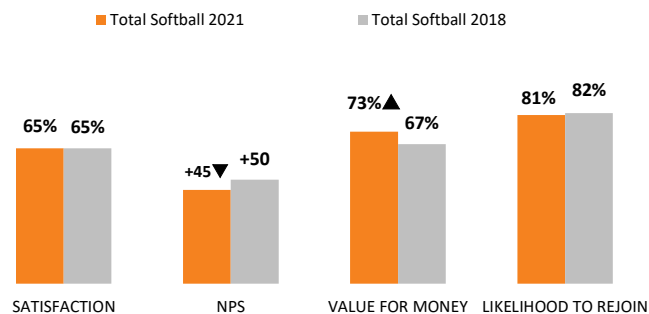
Sample overview

2021 participants: n=1,520
n= 948 players (62%)
n= 572 parents (38%)

2018 participants: n=602
n= 357 players (59%)
n= 245 parents (41%)



Key metrics



Most important drivers

- 1** BEING FRIENDLY AND WELCOMING
77% very/extremely satisfied
- 2** PROVIDING FAIR AND EQUAL OPPORTUNITIES
65% very/extremely satisfied
- 3** BEING PROFESSIONAL AND WELL MANAGED
65% very/extremely satisfied



Reasons for belonging (top 3)



34%
HAVE FUN



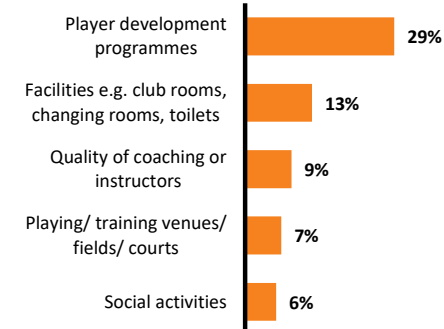
24%
PLAY
COMPETITIVELY



19%
TO LEARN &
IMPROVE



Focus for improvement



▲▼ Significantly higher/lower than Total Softball 2018

Executive summary

Key metrics

Satisfaction: Similar to 2018, two-thirds (65%) are more than satisfied with their overall softball experience. This is a significantly lower result than the All Sports 2020/21 average.

NPS: Softball respondents are less likely to recommend their club this year, with a significantly lower Net Promoter Score (NPS) than in 2018 (+45 vs. +50).

Value for money: Three-quarters (73%) perceive value for money from their club, a significantly higher result than in 2018 (67%).

Likelihood to rejoin: Similar to 2018, four in five (81%) say they are likely to re-join their club next season. This is significantly lower than the All Sports 2020/21 average (87%).

Drivers of experience

Satisfaction with drivers of experience mostly remain consistent with 2018, with significant increased in satisfaction of *clean and well maintained facilities, support it receives from the association, qualified/ experienced officials available and well maintained playing/ training venues*.

The drivers with the highest levels of satisfaction are:

- *Being friendly and welcoming*
- *Encouraging good sportsmanship and fair play*
- *Providing a safe environment for adults and children*

The top three drivers for recommending one's club are:

- *Being friendly and welcoming*
- *Providing fair and equal opportunities*
- *Being professional and well managed*

Positively, all three of these drivers are considered 'Strengths' for Softball due to their above average satisfaction scores.

Club environment / gender equality

Overall, softball players are positive about their club environment. However, results are not as positive as the All Sports 2020/21 average. 13-18 year olds are less likely to agree their club *provides a supportive and encouraging environment* and more likely to agree their *club focuses too much on certain players/ teams*.

A third (31%) of respondents think there is not enough emphasis on *developing skills* at their club. Around one in ten think there is not enough emphasis on *winning and having fun*.

Compared with the All Sports 2020/21 average, Softball respondents are less likely to agree with all the gender equality statements. Females are also less likely to agree with the statements.

Executive summary

Injury/ inappropriate behaviour

A third (35%) of softball respondents have witnessed or experienced inappropriate behaviour by a spectator, coach or official at least occasionally while playing. This is significantly higher than the All Sports 2020/21 average (23%).

Three in ten (30%) have been injured in the last 12 months. More than half (55%) of those who had been injured took time off playing due to their injury.

Nine in ten (92%) warm up at least occasionally prior to their softball games. Of those who warm up prior to a game, four in five (83%) say their warm up includes *skills and drills*.

Demographic differences

Age: 5–12-year-olds are less likely to recommend and re-join their club but are more likely to perceive value for money. Those aged 13-18 are also less likely to recommend and re-join their club. Those aged 35+ are more likely to recommend and rejoin their club but are less likely to perceive value for money.

Gender: Males are less likely than females to recommend their softball club (+42 vs. +48). Compared with 2018, females are more likely to perceive value for money from their club.

Disability: Due to small sample sizes, there are no significant differences between those with a disability and those without.

Ethnicity: Those of European ethnicity are significantly less satisfied with their overall club experience and are less likely to recommend their club. Compared with 2018, those of Māori and Pasifika ethnicities are more likely to perceive value for money from their club.

Differences across associations

Respondents from Waikato and Counties Manakau are more likely to recommend their club.

Respondents from the Canterbury association are less likely to rejoin their club, perceive value for money and recommend their club. Similar to the total Softball result, one in five from Canterbury want the focus for improvement to be on *player development programmes*.

Those from the Hutt Valley association are less likely to recommend their club, are less satisfied with their overall experience of playing softball and are less likely to perceive value for money. Respondents from this association are less satisfied with several drivers, with some of the biggest differences being in *the social environment at the club* (56% vs. 67%), *having clean and well maintained facilities* (48% vs. 59%) and *the support the club receives from the association* (33% vs. 45%).

Key results

Key metrics summary

Overall, how is Softball NZ performing?

Satisfaction		NPS		Likelihood to rejoin		Value for money	
65%		+45▼		81%		73%▲	
2018	All Sports 2020/ 21	2018	All Sports 2020/ 21	2018	All Sports 2020/ 21	2018	All Sports 2020/ 21
65%	70%	+50	+53	82%	87%	67%	81%

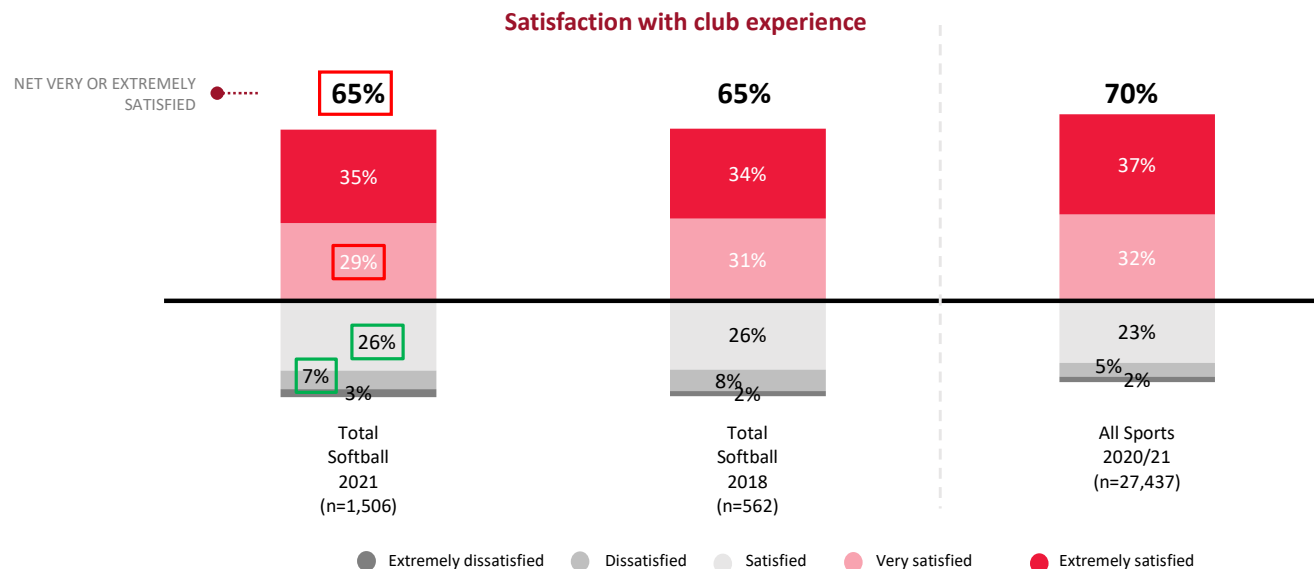
Base: Q6/Q7/Q11 All Respondents (Excluding Don't know/ Can't say), Q9 Members (Excluding Don't know/Can't say), Q20 New Members (Excluding Don't know/ Can't say)
 Total Softball/All Sports 2020/21: Q6 (n=1,506/ 27,437)/ Q7 (n=1,492/ 27,401)/ Q9 (n=1,407/ 25,620)/ Q11 (n=1,461/ 26,701)

▲▼ Significantly higher/lower than Total Softball 2018

◻◻ Significantly higher/lower than All Sports 2020/21

Two-thirds are more than satisfied with their softball experience

Satisfaction with one's club experience remains consistent with the 2018 result. This year's result is significantly lower than the All Sports 2020/21 average (65% vs. 70%).



Those significantly more likely to be more than satisfied are:

- There are no significant differences.

Those significantly less likely to be more than satisfied are:

- From **Mid-Canterbury** region (45% vs. 65%) and **Hutt Valley** (56%)
- Aged **18-19 years** (47%).

Base: All respondents (Excluding Don't know/not applicable)

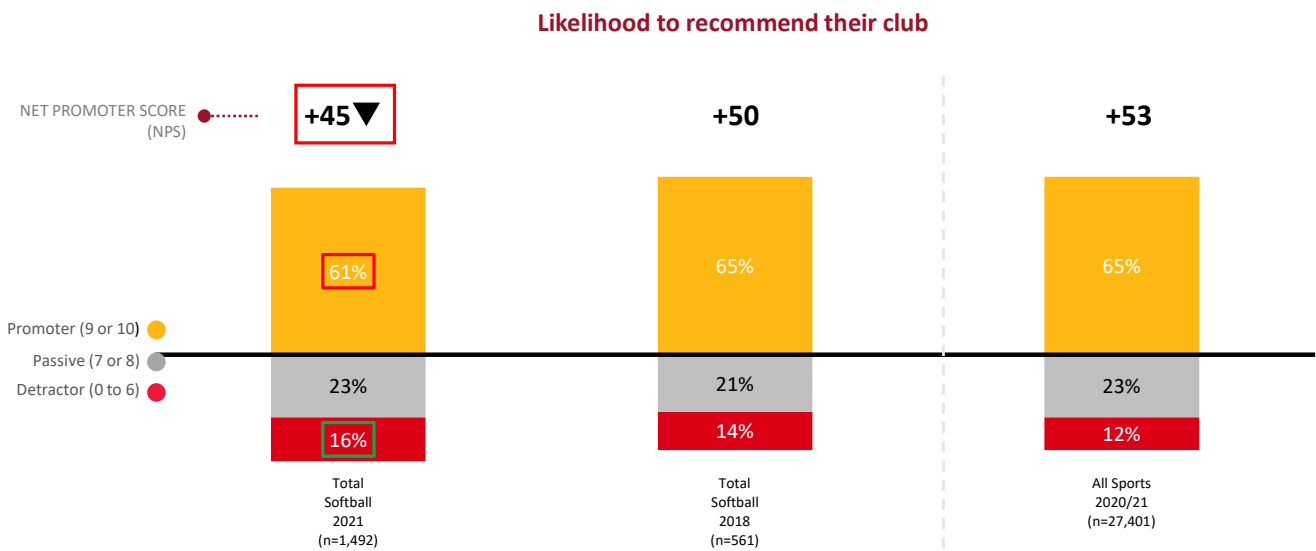
Q6. To what extent are you satisfied or dissatisfied with the/ your child's overall experience of <playing> <sport> at your/ their <club>?

▲▼ Significantly higher/lower than Total Softball 2018

□□ Significantly higher/lower than All Sports 2020/21

Softball's Net Promoter Score is significantly lower than it was in 2018

Softball's NPS is also significantly lower than the All Sports 2020/21 average (+45 vs. +53).



Those significantly more likely to be promoters are:

- From **Counties Manakau** (78% vs. 61%)
- Aged **25-34** (71%) or **35+ years** (67%)
- **Players** (64%).

Those significantly more likely to be detractors are:

- Aged **13-18** (21% vs. 16%) or **5-12 years** (20%)
- From **Canterbury** (21%)
- **Parents who responded for their children** (19%)

Base: All respondents (Excluding don't know)

Q7. If someone asked you/ your child, how likely are you/they to recommend your/ their <sport> <club> to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

▲▼ Significantly higher/lower than Total Softball 2018

□□ Significantly higher/lower than All Sports 2020/21

What is going well?

"It's a family club with good facilities and equipment, with good support for other teams and very affordable."

Parent & Player, 40-44 years, Wellington-Wairarapa

"An amazing coach and great team mates. The coach always encourages them and makes them all feel great."

Parent of player, 9 years, Canterbury

"There are many teams to play for. Good coaching and advice is available. We travel to competitions and host them too. People can be involved as much or as little as they want and there are both slow and fast pitch leagues."

Player, 45-49 years, Bay of Plenty

"He has a lot of fun, loves the coaches and team support and his team mates. The coaches make it fun and allow them to learn all the positions rather than select the 'good players' to be in the best spot. All players are treated equally and it's awesome."

Parent of player, 6 years, Auckland

What people love

"He knows the coaches and they are very nice and respectful. Quite relaxed approach with no undue pressure. Mistakes and faults are not criticised but quietly worked on. Children feel very relaxed included and experience an environment that is fair and friendly."

Parent of player, 7 years, Southland

"It's the right amount of casual and competitive- it's not essential for us to win, but it's still important enough that we try our best every game and have fun."

Player, 25-29 years, Wellington-Wairarapa

"Family atmosphere, sense of tradition, number of past and current Canterbury and NZ representatives giving back to the club, exciting up and coming talent."

Player, 50-54 years, Canterbury

"The club is inclusive, teaches wonderful skills other than just playing, good sportsmanship and is encouraging of all players to be their best."

Parent of player, 10 years, Auckland

"It's family oriented and everyone is welcome regardless of ability."

Parent & Player, 30-34 years, Otago

What can be improved?

"More support to the committee and the club, we need more volunteers."

Parent & Player, 40-44 years, Auckland

"More organisation when it comes to coaches and trainings. Looking after all and every team in the club and not just premier grade teams."

Player, 20-24 years, Canterbury

"Better welcome, encouragement and support from club, especially for new players."

Parent of player, 9 years, Wellington-Wairarapa

"A more technical and experienced approach to coaching would help more."

Player, 16 years, Waikato

"A closer connection between the junior and senior side of the club."

Parent & Player, 50-54 years, Canterbury

What could improve

"More communication from club. Our team is really left on its own."

Player, 50-54 years, Otago

"Our club seems to think more of the bigger kids than the younger ones. Our fees are a lot higher than other clubs. I understand covid has played a part in some areas. Our child's coach is amazing and if he left the club so would we."

Parent of player, 9 years, Canterbury

"We would need to upgrade some of our processes in regards to back office systems. Plus the grounds could use an upgrade. We were able to redo the skins this year but nets and clubrooms / lights would be a massive asset."

Player, 35-39 years, Bay of Plenty

"Listen and take on board the vital information that is going to help them instead of no we will do it our way. Share the responsibilities don't try and do everything your self. Communication!! Especially info on tournaments. Deal with issues the correct way not just leave it. Deal with a player being bullied, don't just say we can't do anything. - follow the code of conduct don't just speak what will happen, follow through!"

Parent & Player, 40-44 years, Southland

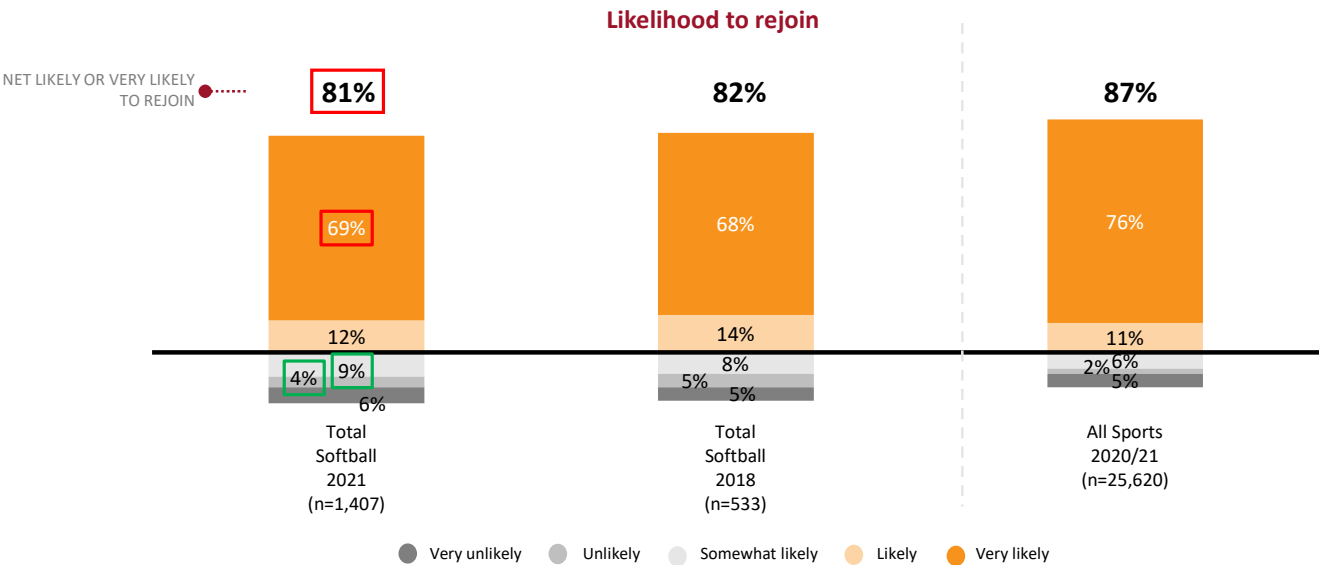
Base: All respondents excluding don't know/none

Q8b. What would need to improve at your club for you to give it a score of 9 or 10?

Q8c. What would need to improve at your club for you to improve your rating?

Four in five members intend to rejoin their club next season

The proportion of those who are likely to rejoin their club next season is similar to the 2018 result. However, this year’s result is significantly lower than the All Sports 2020/21 average (81% vs. 87%).



Those significantly more likely to rejoin are:

- Aged 35+ (87% vs. 81%).

Those significantly less likely to rejoin are:

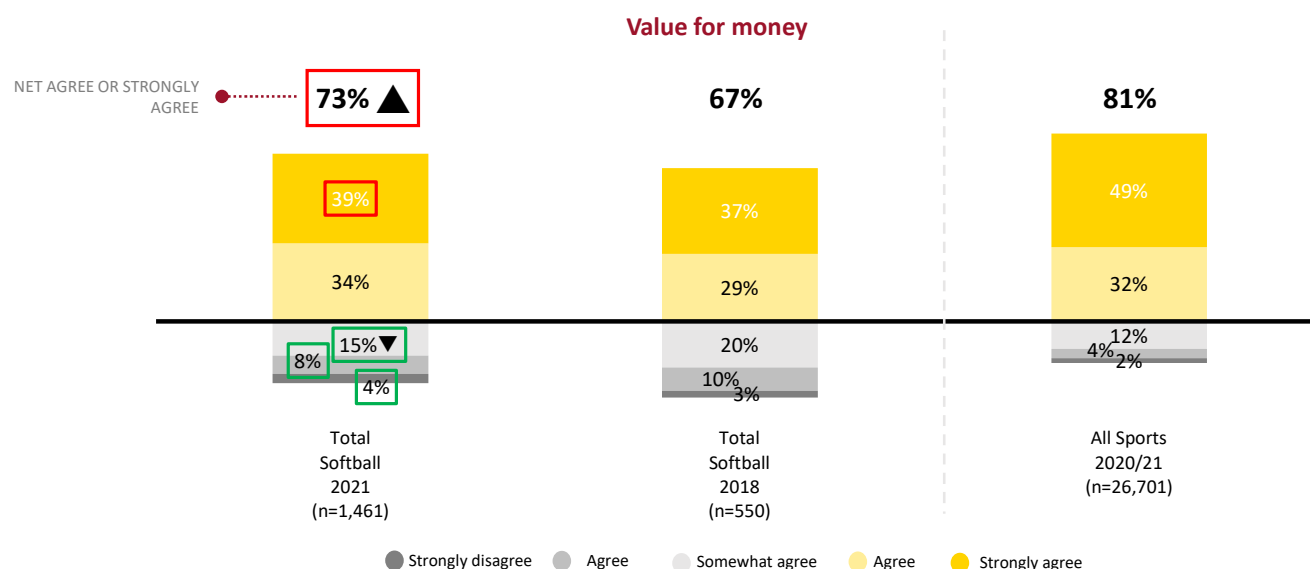
- From Otago (72%)
- Aged 13-18 years (76%)
- From Canterbury (76%)
- Parents who responded for their children (77%)
- Aged 5-12 years (77%).

Base: All respondents who are members (Excluding Don't know/not applicable)
Q9. How likely are/ is you/ your child to play for or rejoin <insert club from Q2a> next season?

▲▼ Significantly higher/lower than Total Softball 2018
□□ Significantly higher/lower than All Sports 2020/21

Three-quarters perceive value for money from their club

While a significantly lower result than the All Sports 2020/21 average, perceived value for money has significantly increased from 2018 (73% vs. 67%).



Those significantly more likely to perceive value for money are:

- Parents who responded on behalf of their children (81%)
- Aged 5-12 years (80%)

Those significantly less likely to perceive value for money are:

- Aged 19-34 years (64%) or 35+ years (68%)
- From Hutt Valley (65%) and Canterbury (67%)
- Players (68%).

Base: All respondents (Excluding Don't know/not applicable)

Q11. To what extent do you agree or disagree with the following... The opportunities, services and benefits that I/ your child receive/ receives from my/ their <club> make it well worth the money I/ you or they pay

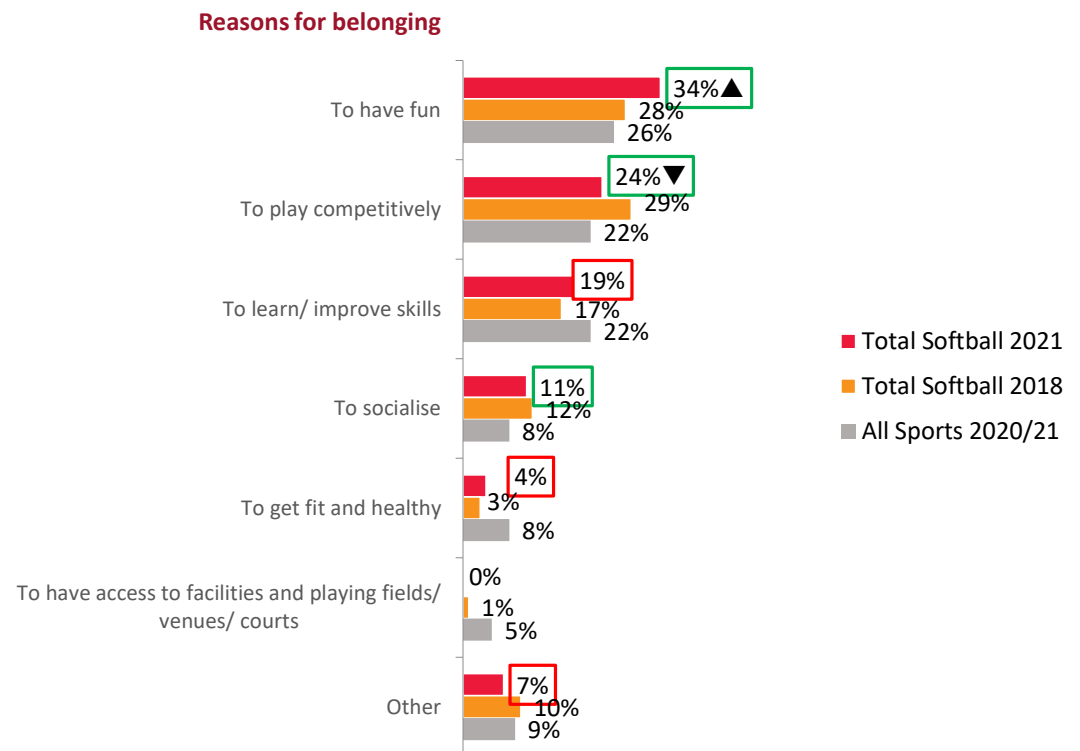
▲▼ Significantly higher/lower than Total Softball 2018

□□ Significantly higher/lower than All Sports 2020/21

The main reason to belong to a club is to have fun

The proportion of members who belong to their cricket club *to have fun* has significantly increased from 2018 (34% vs. 28%), while those who belong *to play competitively* has significantly declined (24% vs. 29%).

Those of **Asian/ Indian ethnicity** are more likely to belong to *get fit and healthy* (18% vs. 4%) and *to learn/ improve skills* (32% vs. 19%). Those of **Pasifika** ethnicity are more likely to belong *to learn/ improve skills* (27% vs. 19%).

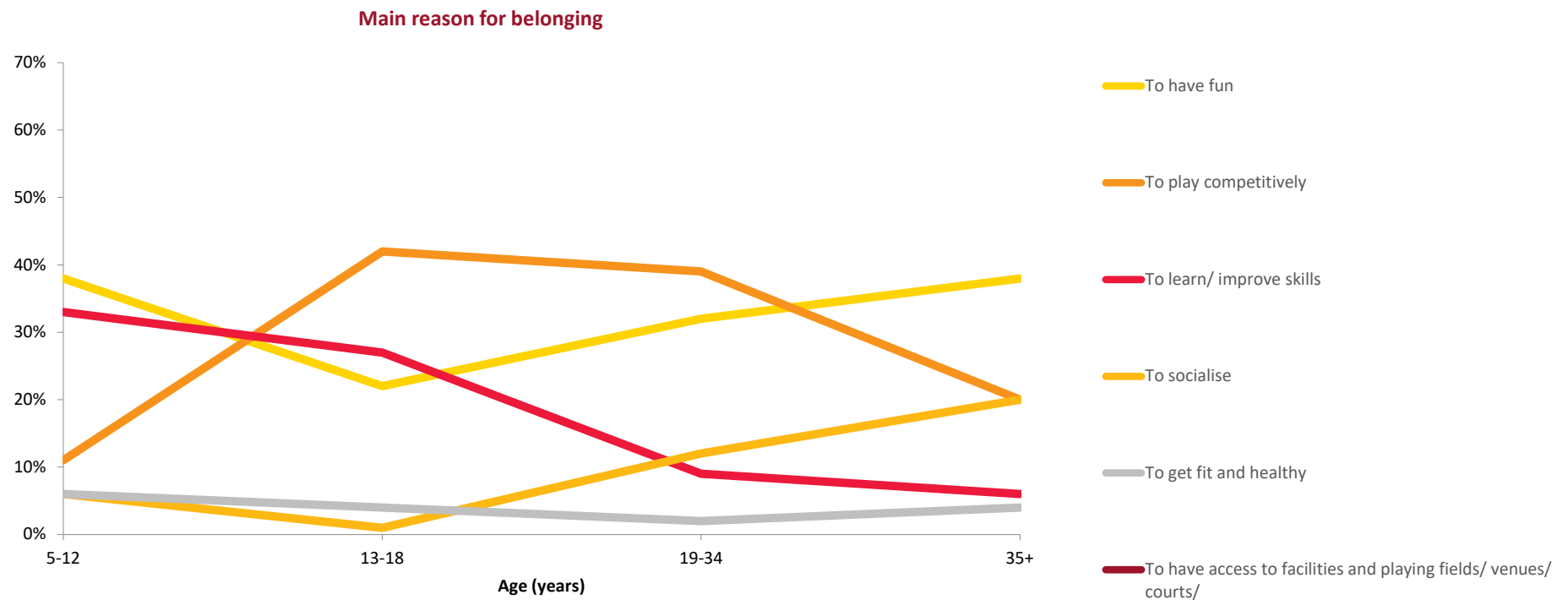


Base: All respondents who are members 2018/2021 (n=555/1,448)

Q4. What is the **main** reason you/ your child belong/ belongs to a softball club?

The main reason to belong to a club changes with age

Belonging *to play competitively* peaks for those aged 13-18 and 19-34, while for those aged 5-12 and 35+ the main reason to belong is *to have fun*.



Base: All respondents who are members (n=1,448)

Q4. What is the **main** reason you/ your child belong/ belongs to a softball club?

What is causing these ratings?

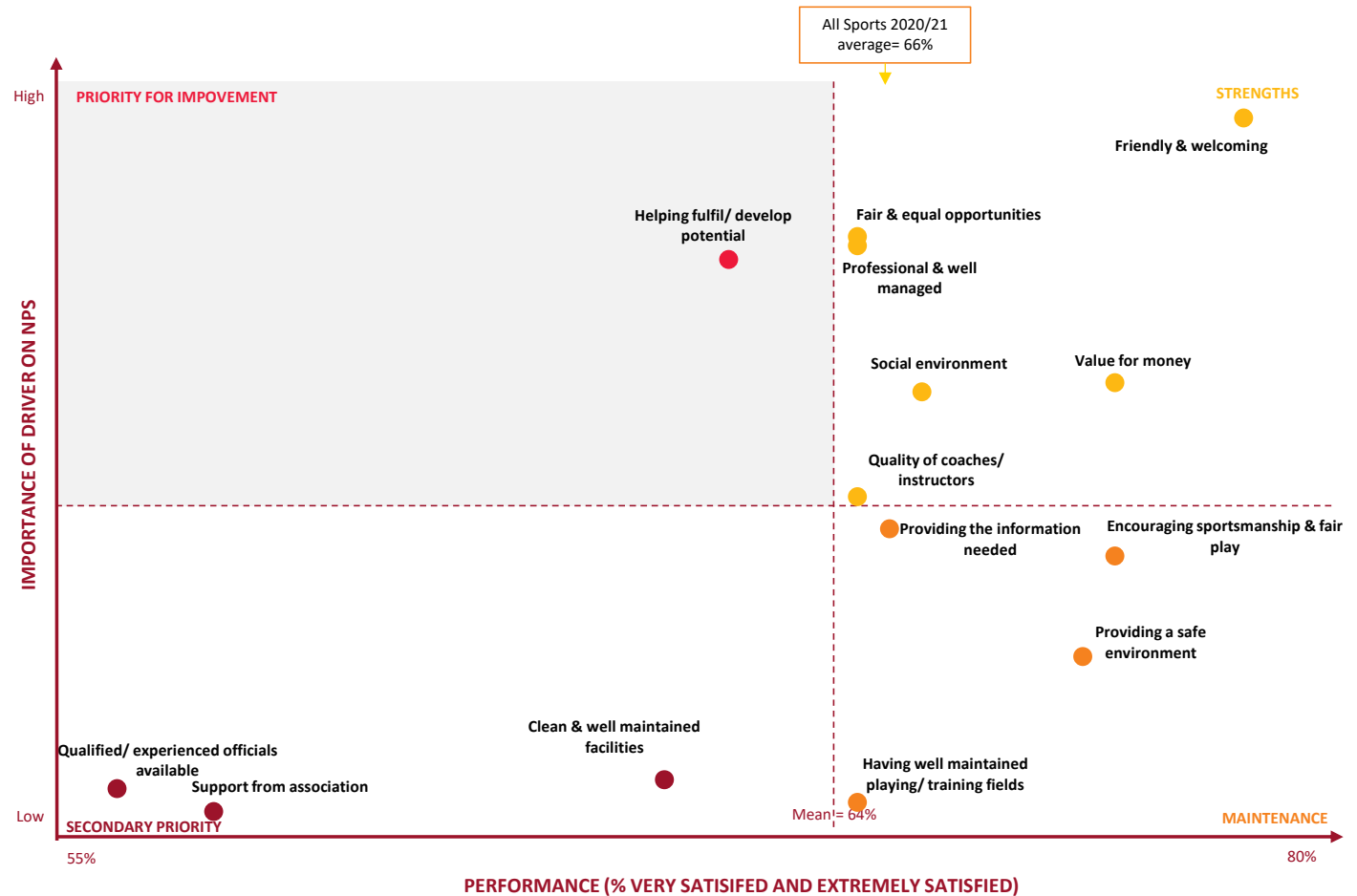
What drives a respondent's recommendation?

The top three drivers of recommendation for Softball are:

1. *Being friendly and welcoming*
2. *Providing fair and equal opportunities*
3. *Being professional and well managed*

Positively, all three of these top drivers are considered 'strengths' for Softball due to their above average satisfaction scores.

Emphasis should be considered for *helping me develop/ fulfil my potential*. This has a relatively large impact on NPS but below average for satisfaction.



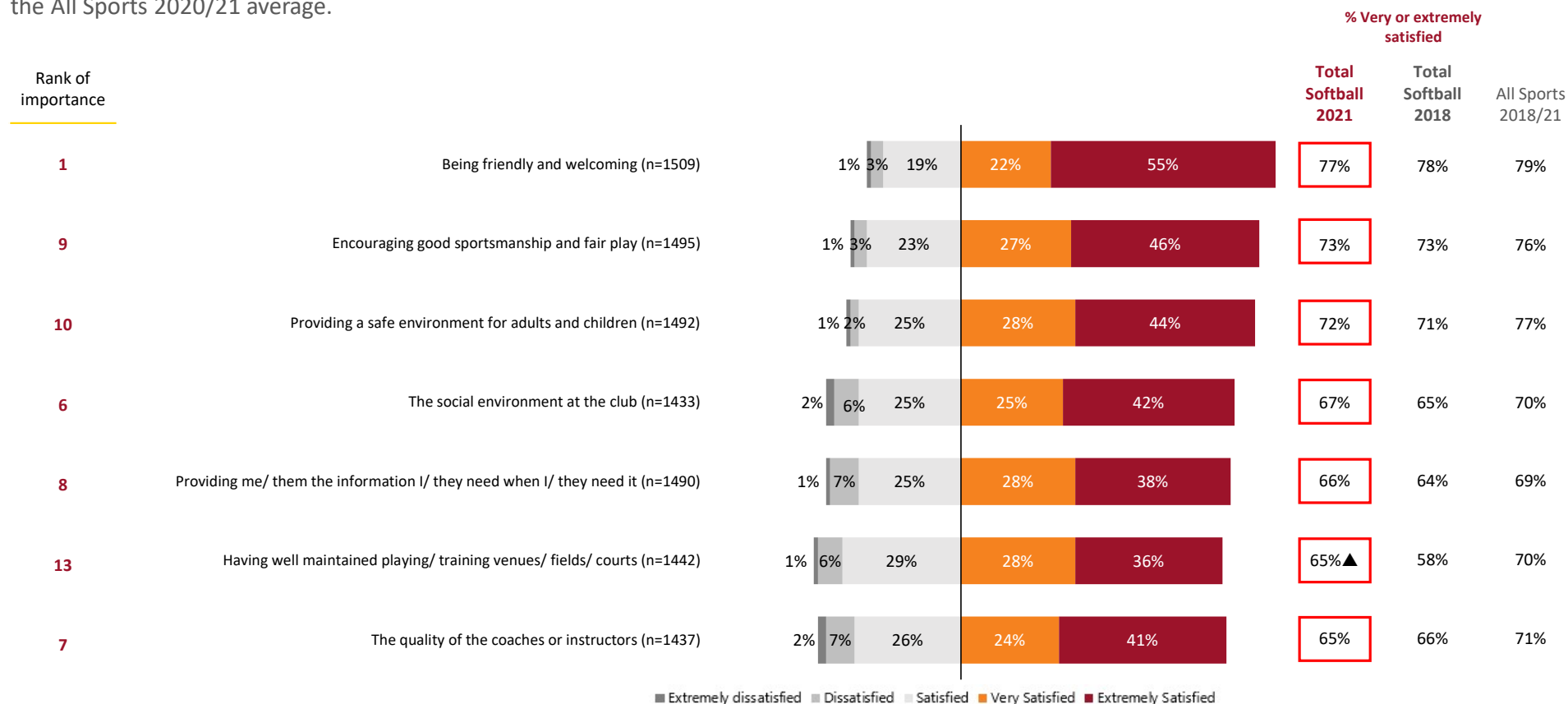
Base: All respondents (Excluding Don't know/ not applicable)

Q7. If someone asked you/ your child, how likely are you/they to recommend your/ their softball club to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

For an explanation of regression, please refer to the Appendix.

Satisfaction with drivers of club experience

Satisfaction with the drivers listed below remains mostly consistent with the 2018 results, with the exception of *having well maintained playing/ training fields* which has a significantly higher result (65% vs. 58%). All the drivers below have significantly lower levels of satisfaction compared with the All Sports 2020/21 average.



Base: All respondents (Excluding Don't know/not applicable)

Q10a. How would you/ your child rate your/ their overall satisfaction with your/ their softball club on each of the following...

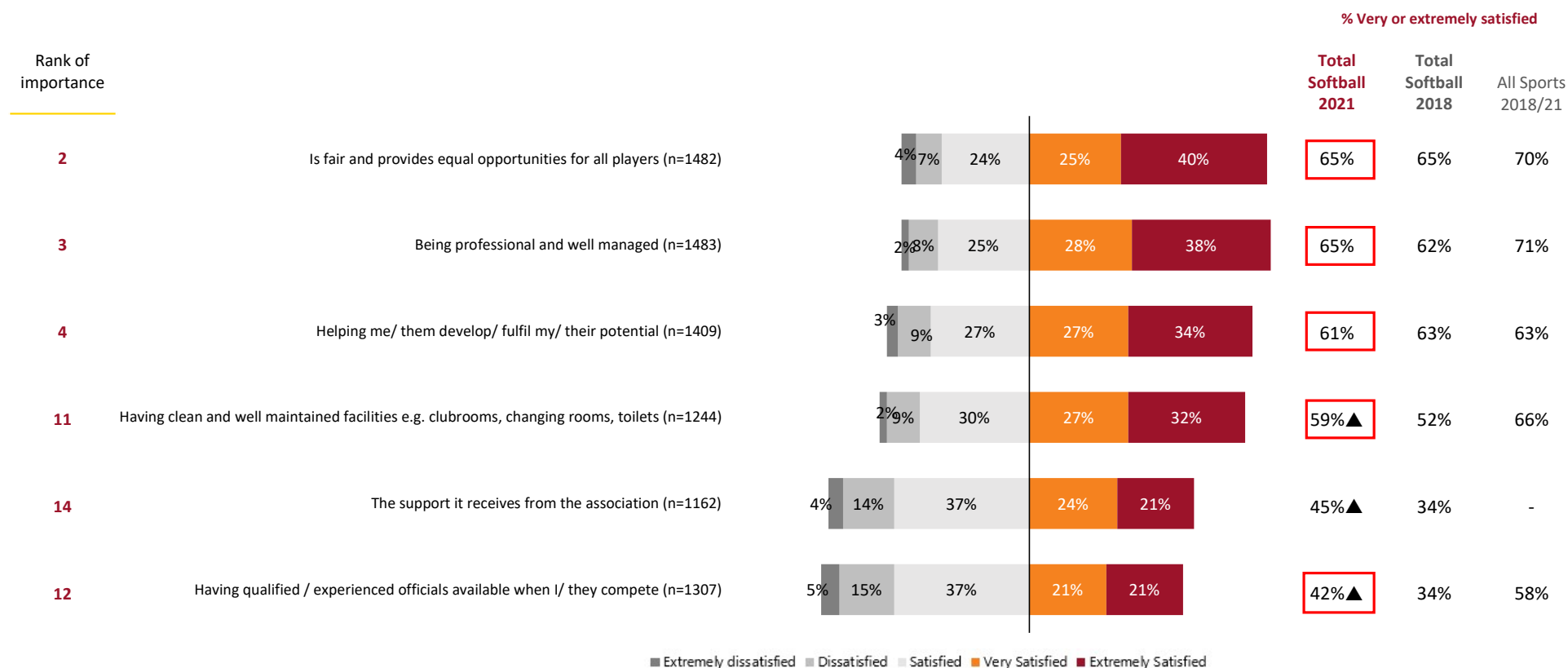
Q10b. How would you rate your/ your child's overall satisfaction with your/ their softball club on each of the following...

▲▼ Significantly higher/lower than Total Softball 2018

□□ Significantly higher/lower than All Sports 2020/21

Satisfaction with drivers of club experience

Satisfaction with *having clean and well maintained facilities* (59% vs. 52%) , *the support it receives from the association* (45% vs. 34%) and *having qualified/ experienced officials available* (42% vs. 34%) have significantly increased from 2018. **Parents** are significantly more satisfied than players with *having qualified/ experienced officials available when I compete* (51% vs. 38%) and *the support it receives from the association* (54% vs. 40%).



Base: All respondents (Excluding Don't know/not applicable)

Q10a. How would you/ your child rate your/ their overall satisfaction with your/ their softball club on each of the following...

Q10b. How would you rate your/ your child's overall satisfaction with your/ their softball club on each of the following...

▲▼ Significantly higher/lower than Total Softball 2018

□□ Significantly higher/lower than All Sports 2020/21

Relative importance of drivers of club recommendation

Regression analysis is a statistical process that was used to understand what aspects of the club experience have the most impact (or are the biggest ‘drivers’) on whether a player/ parent will recommend their club to others.



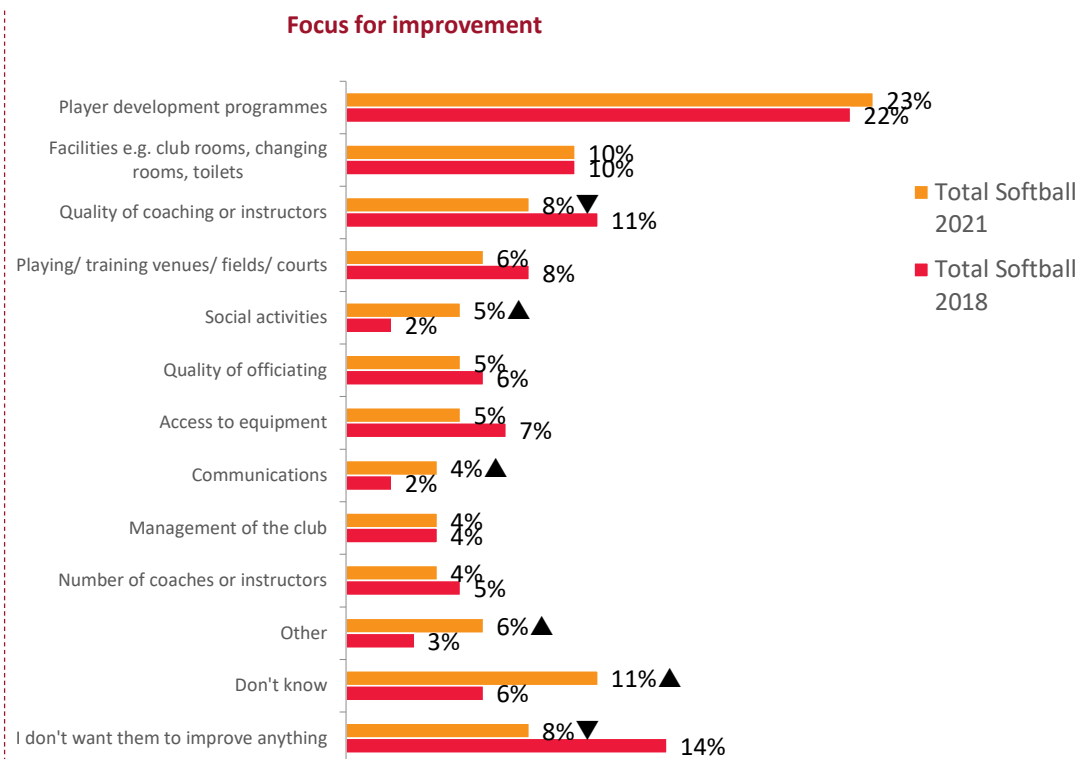
A quarter want to see improvement in player development programmes

Similar to 2018, *player development programmes* is the key area for improvement. There has been a significant increase in those who want improvement in *social activities* (5% vs. 2%) and *communications* (4% vs. 2%).

Players are more likely than parents to want to see improvement in *facilities* (12% vs. 7% parents), *playing/ training venues/ fields* (8% vs. 3%), *management of the club* (5% vs. 2%) and the *quality of officiating* (6% vs. 2%). **Parents** are more likely than players to want improvement in *player development programmes* (30% vs. 20% players).

5-12 year olds and **13-18 year olds** are more likely to want improvement on *player development programmes* (28% and 33% respectively vs. 23%). Those aged **19-34** are more likely to want improvement on the *quality of officiating* (10% vs. 5%), while those aged **35+** are more likely to want improvement in the *facilities* (15% vs. 10%).

Those of **Pasifika** ethnicity are more likely to want improvement in *facilities* (17% vs. 10%).



Base: All respondents (2018 n=565, 2021 n= 1,520)

Q14. If your/ your child's softball club was going to focus on improving one of the following aspects, which would be the one thing you/ your child would like them to improve?

Note: only responses 5% or greater are shown on the graph. Prior to Winter 2020, this question asked what people would improve if fees were to increase. The fees aspect was removed in Winter 2020.

▲▼ Significantly higher/lower than Total Softball 2018

□ Significantly higher/lower than All Sports 2020/21

What should be invested in or improved?

"A few player development programmes were promised and not delivered throughout the season, if there was more support at management level, these clinics could have happened, which helps players improve, making them feel better about their game and want to keep on playing, in turn incentivizing them to stay playing at <XXX> because they would feel like they are getting all the support they can to improve."

Player, 20-24 years, Wellington-Wairarapa

PLAYER DEVELOPMENT PROGRAMMES

"Continue to grow our junior base and upskill them, so as they can enjoy the game and achieve higher honours."

Player, 50-54 years, Canterbury

"Club to run training days for particular positions, e.g. catching, pitching, infield etc."

Parent, 13 years, Manuwatu

"More sanitary facilities. A bigger changing room for players and coaches to have before game or after game briefings. The club rooms should be bigger to cater for club events like prize giving or fundraisers.."

Player, 18 years, Waikato

FACILITIES

"We currently lease clubrooms for the Juniors and have moved the Senior clubrooms to the local pub as more Senior players live in the area around the pub. This has seen an increase in players going to the Senior clubrooms on Saturdays."

Player, 60-64 years, Wellington-Wairarapa

"Not having to share with other sports."

Parent & Player, 45-49 years, Canterbury

"The toilets at <XXX> in the main club rooms are grotty. One toilet door in the ladies never stays shut, the taps drip & the lights don't always work. It's very dated & dark."

Player, 18 years, Gisborne

"The coaches this year were parents and although they looked after the kids really well, we want our kids to have someone who is going to develop the players, their skills and the game of softball."

Parent, 6 years, Wellington-Wairarapa

"Better quality coaching especially for our higher grade teams, coaches who are going to be fair and equal to all players whether they have been on the team for years or just come into the team."

Player, 18 years, Canterbury

QUALITY OF COACHING OR INSTRUCTORS

"A network or lines of communication that allows coaches to seek the help or knowledge required to develop themselves, the team and the individuals in their team."

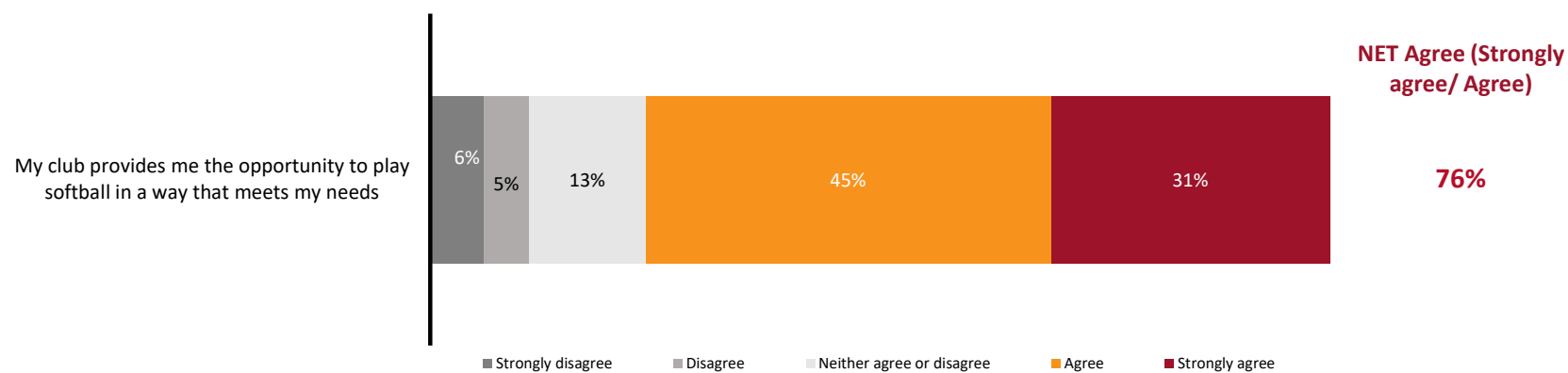
Player, 35-39 years, Auckland

Base: All respondents excluding don't know/none

Q50. What particular aspect of <pipe response from Q14> would you like to see investment in or improved?

Providing the opportunity to play in a way that meets needs

Three-quarters (76%) of 13-18 year old club members agree that their club *provides them the opportunity to play softball in a way that meets their needs*.

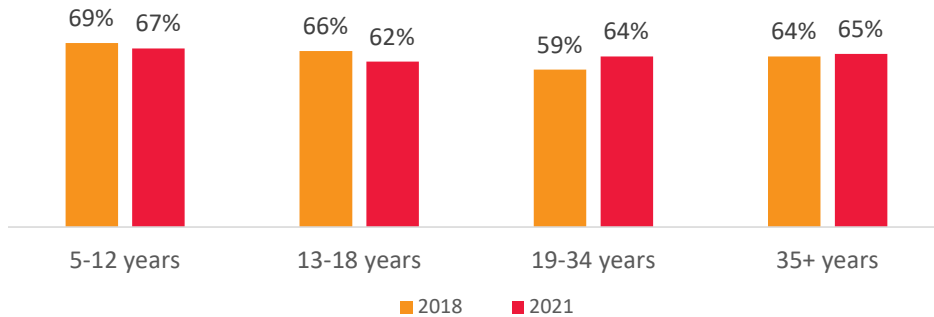


Other results

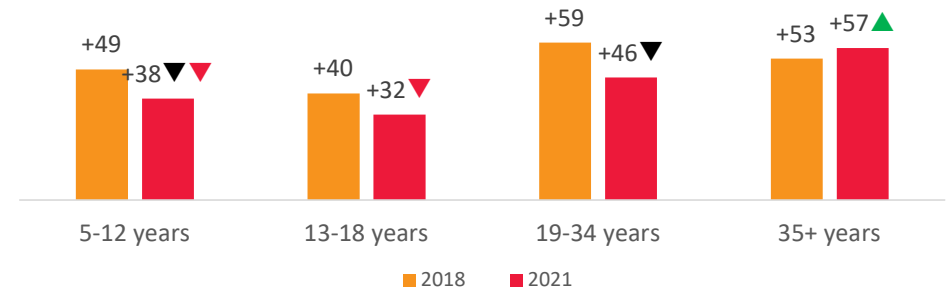
Demographic differences

Key results by age

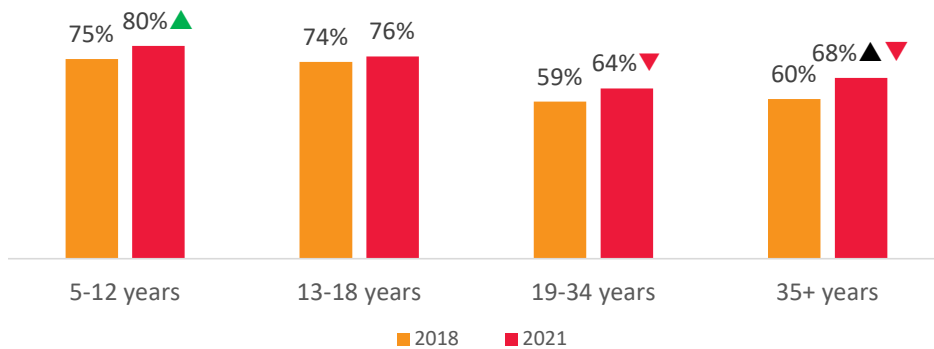
Overall satisfaction (% very or extremely satisfied)



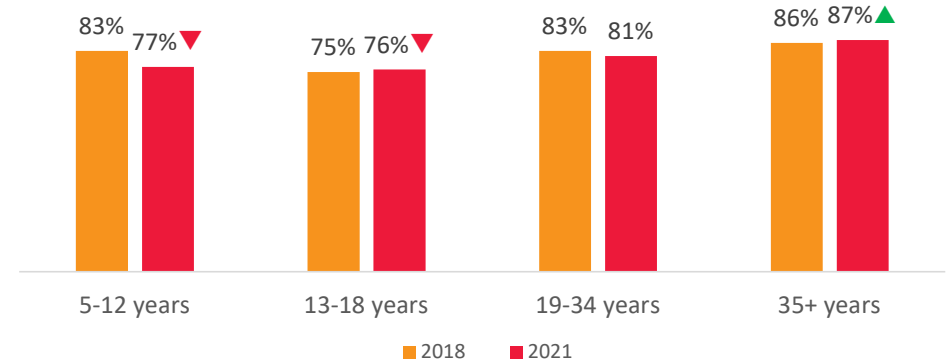
NPS (promoters minus detractors)



Value for money (% agree or strongly agree)



Likelihood to rejoin (% likely or very likely)

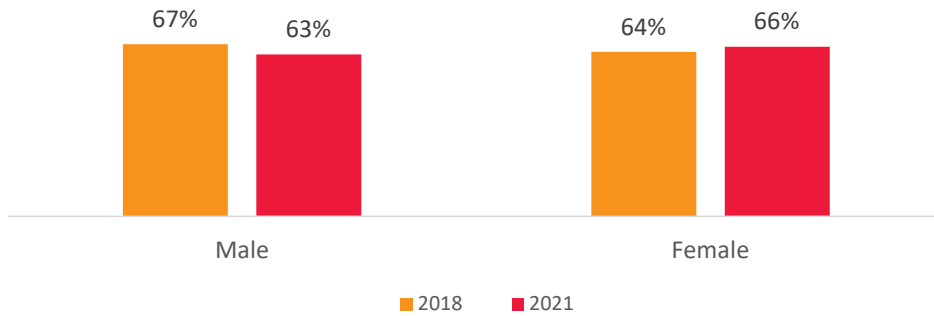


Base: Q6/Q7/Q11 All Respondents (Excluding Don't know/ Can't say), Q9 Members (Excluding Don't know/Can't say)
 Base : 5-12 yrs. (459/ 451/ 443/ 425), 13-18 yrs. (278/ 275/ 270/ 257), 19-34 yrs. (222/ 218/ 221/ 215), 19-34 yrs. (519/520/ 502/ 488),

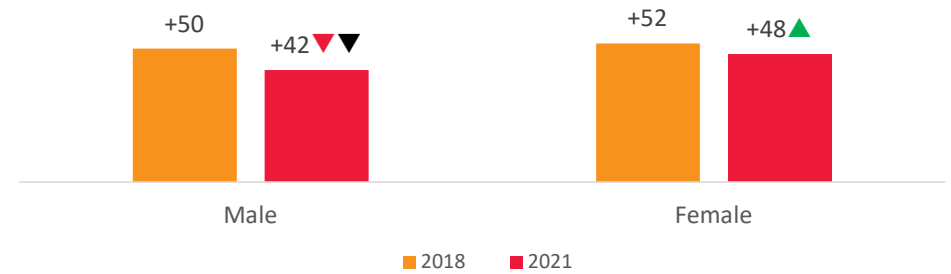
▲▼ Significantly higher/lower than Softball 2018 result
 ▲▼ Significantly higher/lower than total Softball 2021

Key results by gender

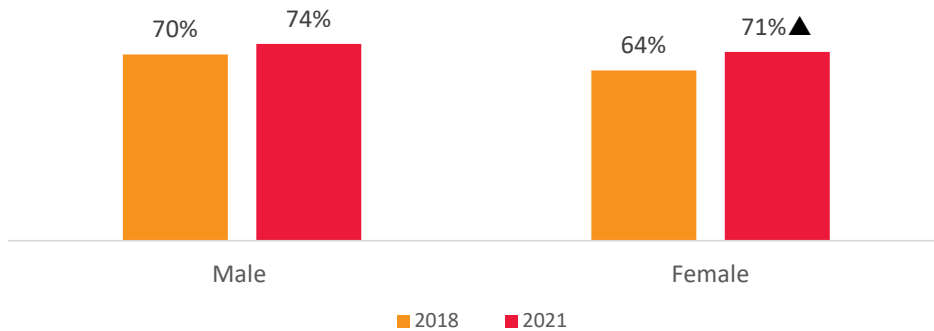
Overall satisfaction (% very or extremely satisfied)



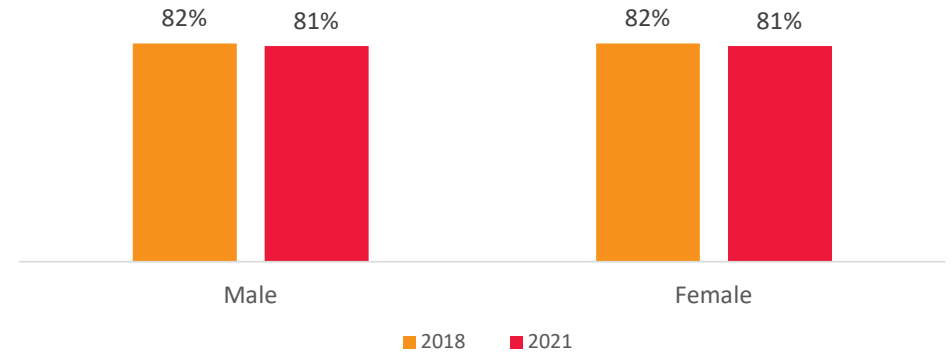
NPS (promoters minus detractors)



Value for money (% agree or strongly agree)



Likelihood to rejoin (% likely or very likely)

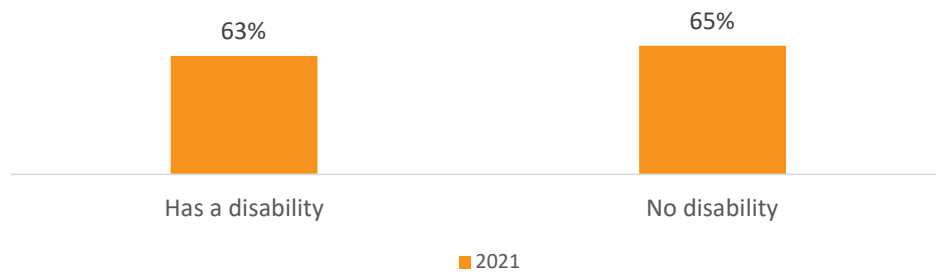


Base: Q6/Q7/Q11 All Respondents (Excluding Don't know/ Can't say), Q9 Members (Excluding Don't know/Can't say)
Base : Male. (884/ 872/ 860/ 836), Female. (613/ 611/ 592/ 562)

▲▼ Significantly higher/lower than Softball 2018 result
▲▼ Significantly higher/lower than total Softball 2021

Key results by disability (Caution: Small sample sizes)

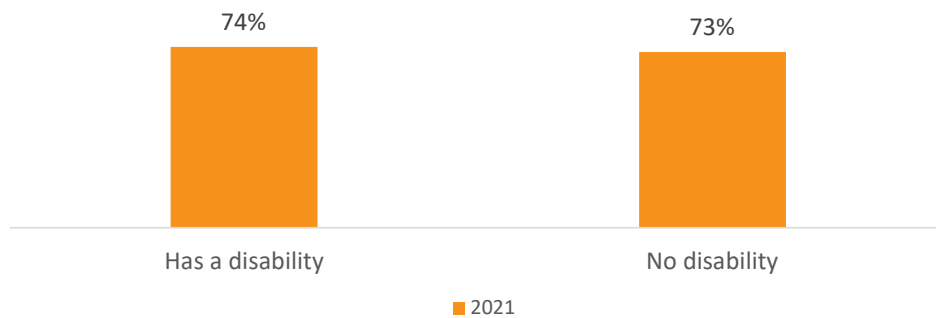
Overall satisfaction (% very or extremely satisfied)



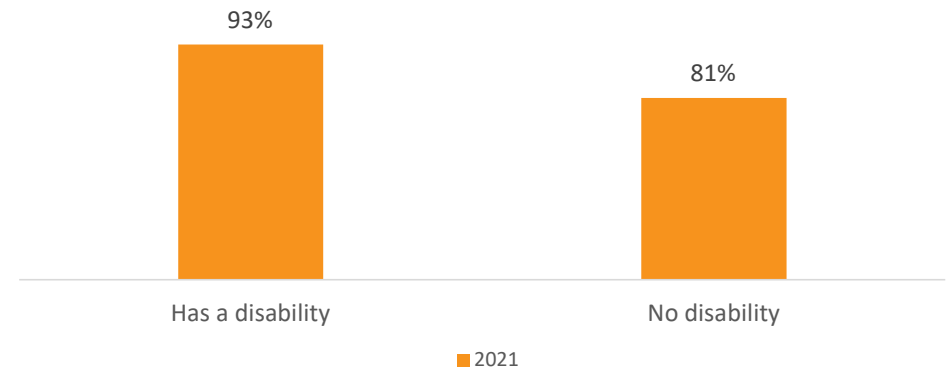
NPS (promoters minus detractors)



Value for money (% agree or strongly agree)



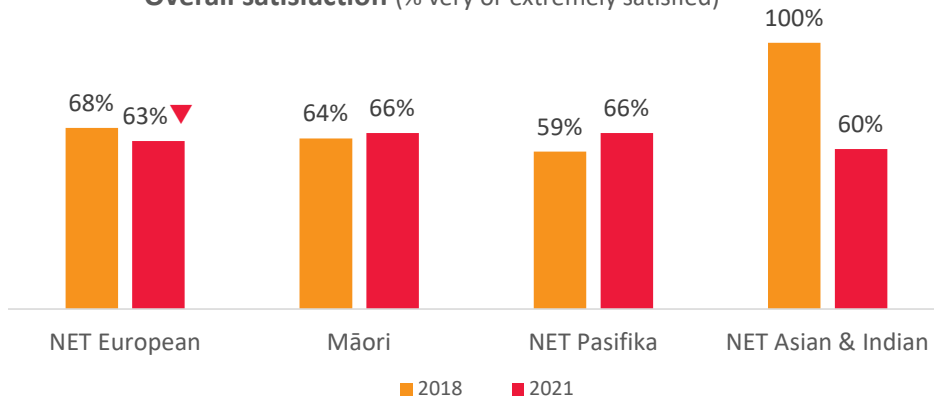
Likelihood to rejoin (% likely or very likely)



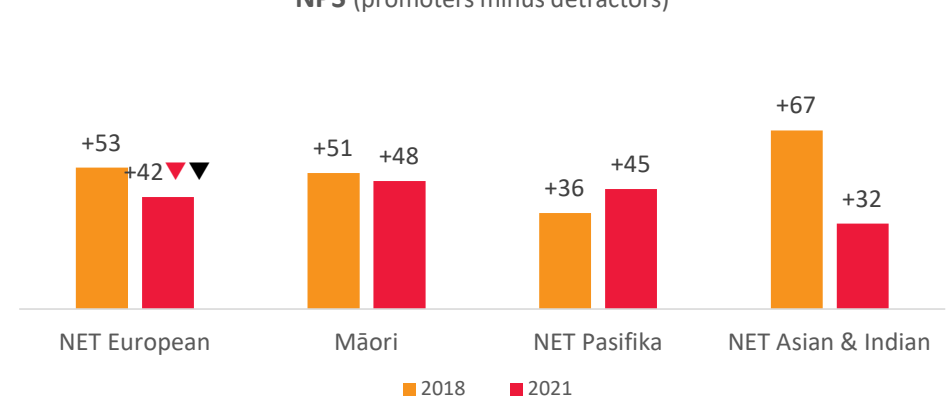
Base: Q6/Q7/Q11 All Respondents (Excluding Don't know/ Can't say), Q9 Members (Excluding Don't know/Can't say)
Has a disability, n: 27-30, No disability, n: 1,380 – 1,476

Key results by ethnicity

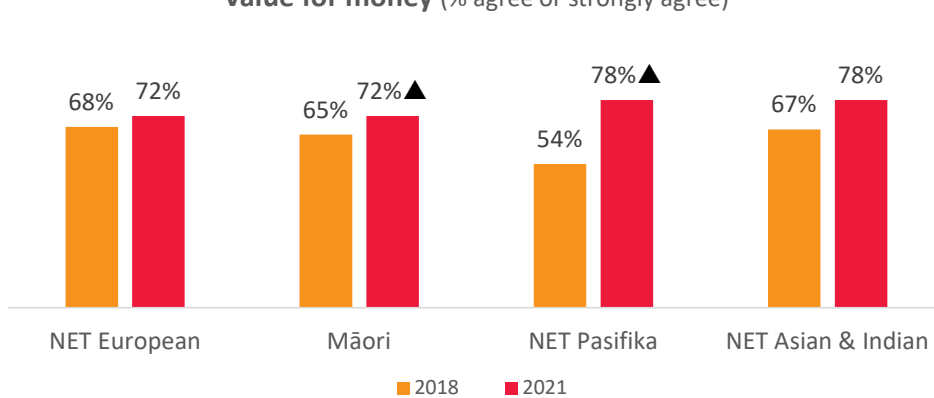
Overall satisfaction (% very or extremely satisfied)



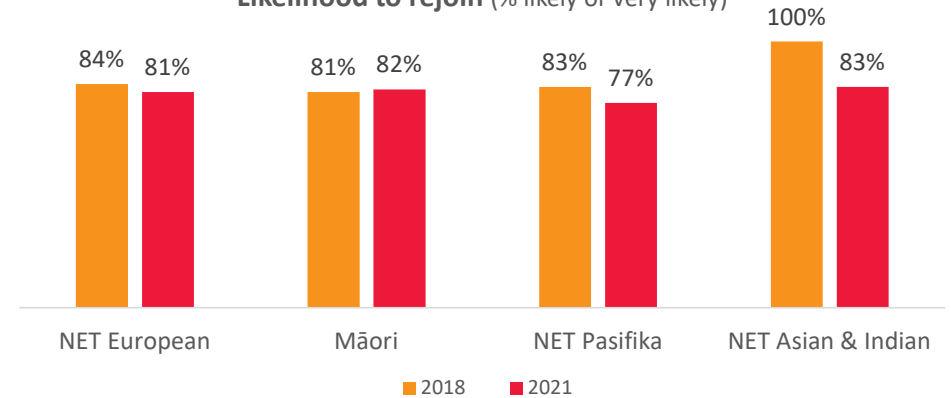
NPS (promoters minus detractors)



Value for money (% agree or strongly agree)



Likelihood to rejoin (% likely or very likely)



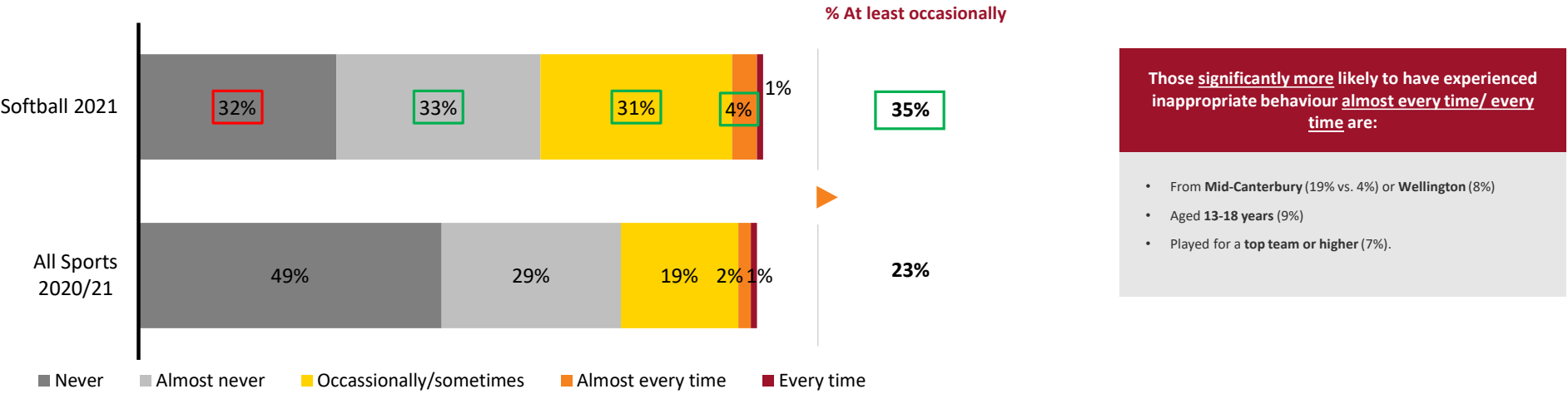
Base: Q6/Q7/Q11 All Respondents (Excluding Don't know/ Can't say), Q9 Members (Excluding Don't know/Can't say)
NET EUROPEAN (1034/ 1030/ 1007/ 967), NET MAORI (586/ 575/ 570/ 555), NET PASIFIKA (210/ 209/ 200/ 196), NET ASIAN + INDIAN (43/ 41/40/36),

▲▼ Significantly higher/lower than Softball 2018 result
▲▼ Significantly higher/lower than total Softball 2021

Inappropriate behaviour & club environment

Frequency of inappropriate behaviour at a match

A third (35%) of softball respondents have witnessed or experienced inappropriate behaviour by a spectator, coach or official at least occasionally while playing. This is a significantly higher result than the All Sports 2020/21 average (35% vs. 23%).

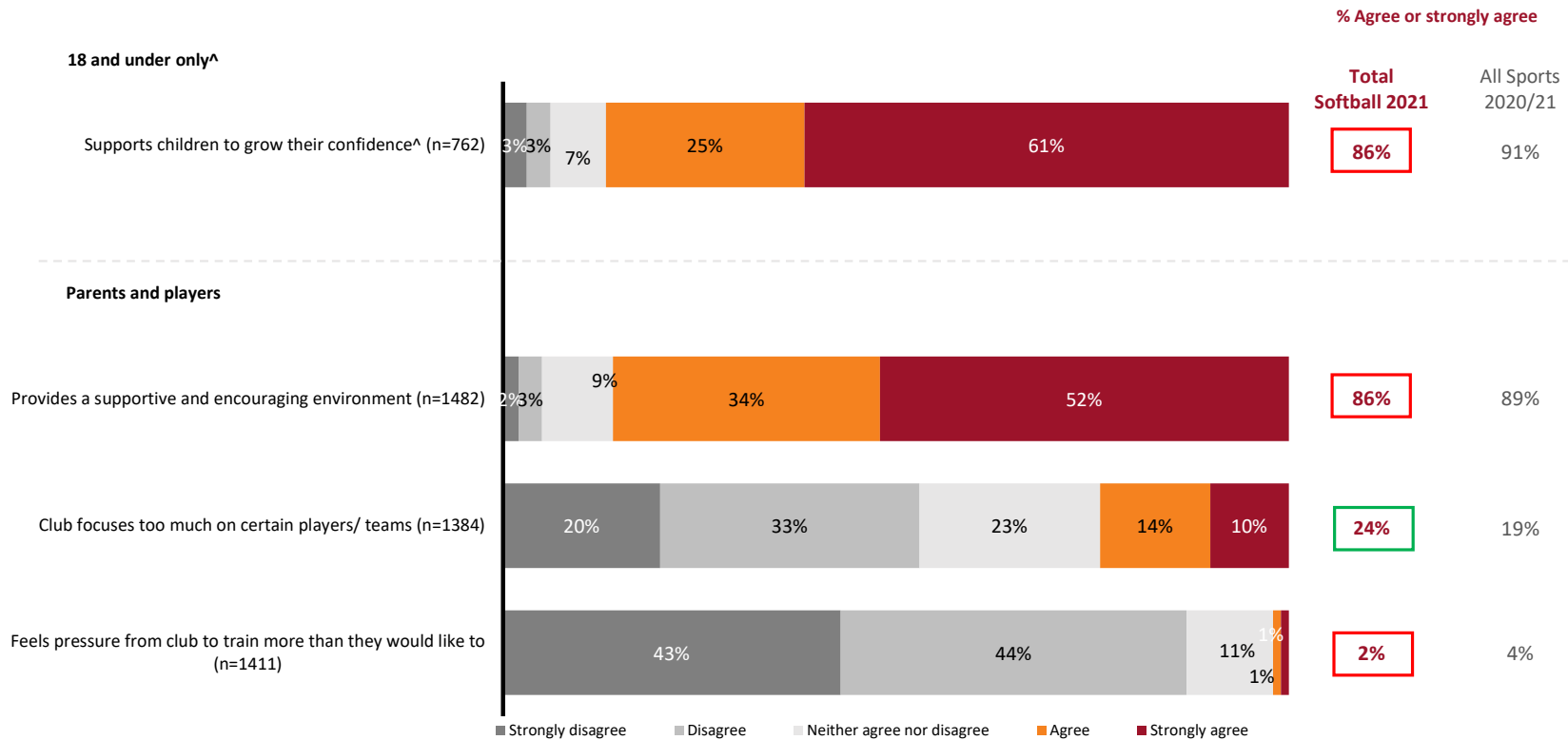


Base: All respondents (Excluding Don't know/not applicable) (n=1,496)/ (n=17,487)
Q51. In the last 12 months, how frequently have you/you or your child witnessed or experienced inappropriate behaviour by a spectator, coach or official while you/your child played?
NOTE: 'All Sports 2020/21' refers to average across other sports who included this question. This is not asked of all sports.

Significantly higher/lower than All Sports 2020/21

Club environment

Overall people are positive about their softball club's environment. Compared with the All Sports 2020/21 average, softball has significantly lower levels of agreement for all the statements below, with the exception of *my club focuses too much on certain players/ teams* which has a significantly higher result (24% vs. 19%).

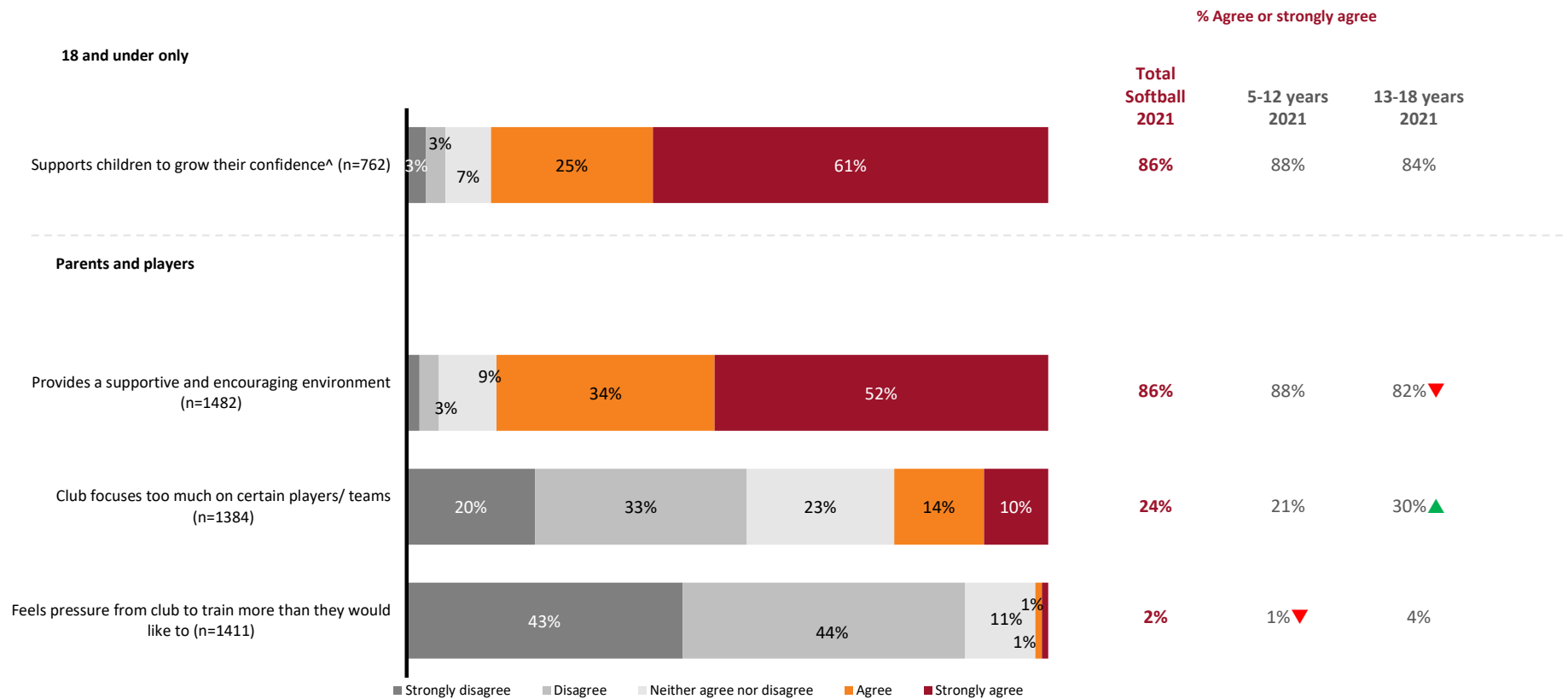


Base: All respondents (Excluding Don't know/not applicable)
 Q54. To what extent do you agree or disagree on the following...
 ^ Only asked of those aged 18 and under

Significantly higher/lower than All Sports 2020/21

Club environment – 18 and under

13-18 year olds are less likely to agree that their club *provides a supportive and encouraging environment* (82% vs. 86%) and more likely to agree their *club focuses too much on certain players/ teams* (30% vs. 21%). 5-12 year old's results are mostly consistent with the 2021 total.



Base: All respondents (Excluding Don't know/not applicable)
 Q54. To what extent do you agree or disagree on the following...
 ^ Only asked of those aged 18 and under

▲ ▼ Significantly higher/lower than total Softball 2021

Emphasis on winning, developing skills and having fun at club

Nearly one in three respondents (31%) would like to see greater emphasis on *developing skills* at their club. Around one in ten think there is not enough emphasis on *winning* (10%) and *having fun* (8%).

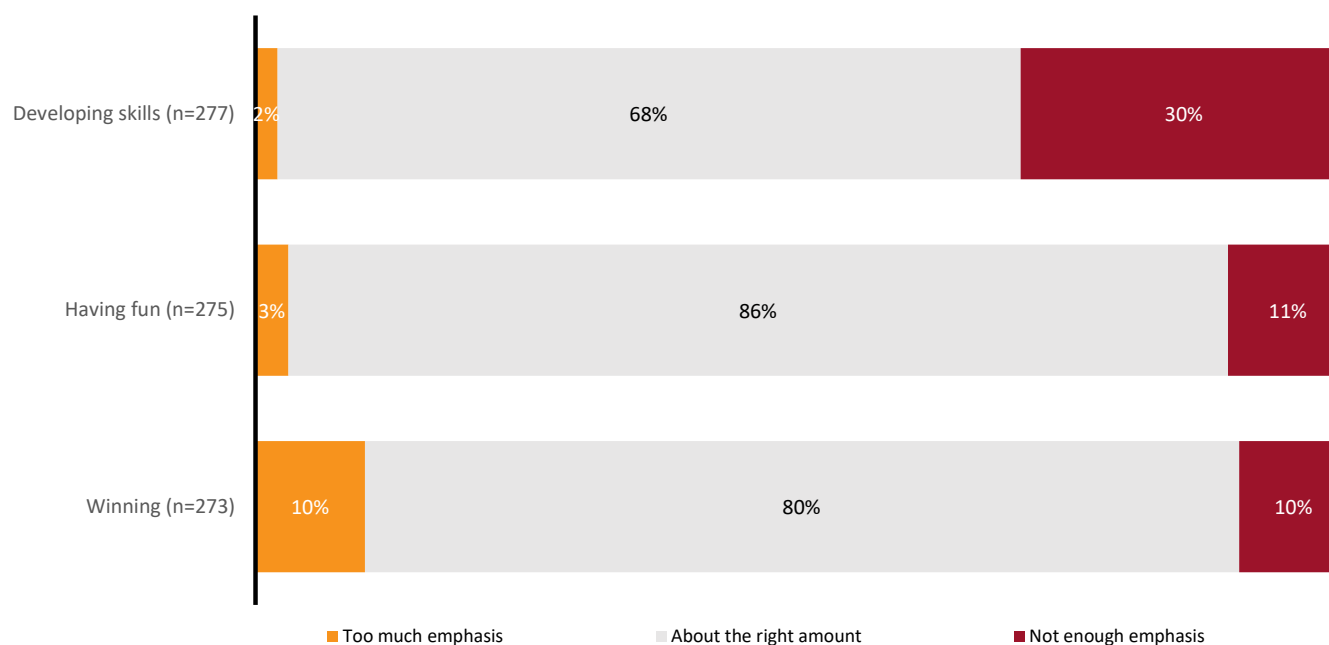
Those from **Mid-Canterbury** (29% vs. 8%) and **Southland** (17%) are more likely to think there is not enough emphasis on *having fun*.



Base: All respondents (Excluding Don't know/not applicable)
Q97. Based on your/ your child's experience... How much emphasis do you/ does your child feel there is on the following at your/ their club?

Emphasis on winning, developing skills and having fun at club for 13-18 year olds

Those aged 13-18 are more likely to think there is too much emphasis on *winning* (10% vs. 5% Softball total) and there is not enough emphasis on *having fun* (11% vs. 8%). Their thoughts around emphasis on *developing skills* is similar to the Softball total.

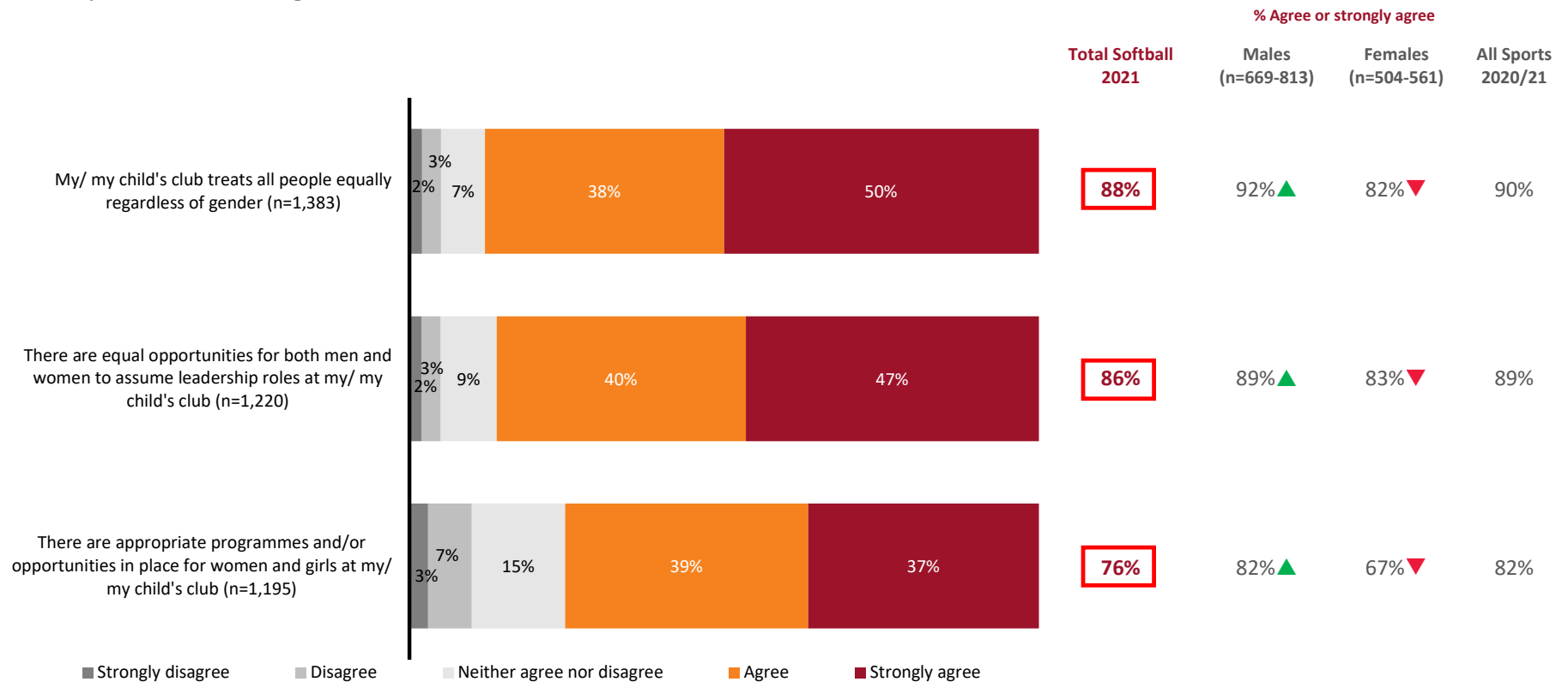


Base: All respondents aged 13-18 years (Excluding Don't know/not applicable)

Q97. Based on your/ your child's experience... How much emphasis do you/ does your child feel there is on the following at your/ their club?

Gender equality at club

Compared with the All Sports 2020/21 average, Softball respondents are less likely to agree with all the gender equality statements below, with the biggest difference in agreement being *there are appropriate programmes and/or opportunities in place for women and girls at my club* (76% vs. 82%). Males are more likely than females to agree with all the statements.

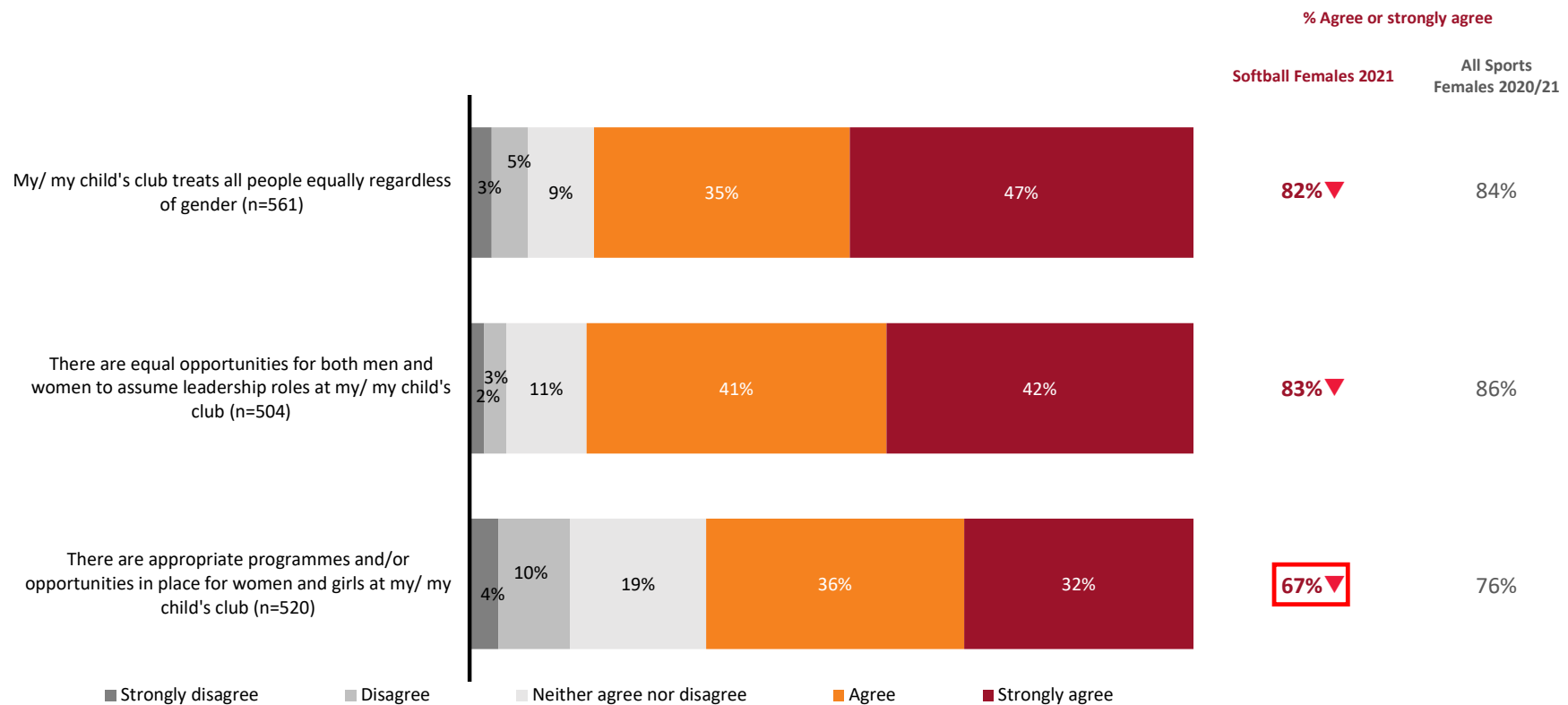


Base: All respondents excluding Don't know
Q81. To what extent do you agree or disagree on the following...

Significantly higher/lower than All Sports 2020/21
Significantly higher/lower than total Softball 2021

Female perceptions of gender equality at club

Softball females are less likely than the All Sports 2020/21 females to agree that *there are appropriate programmes and/or opportunities in place for women and girls at my club* (67% vs. 76%).

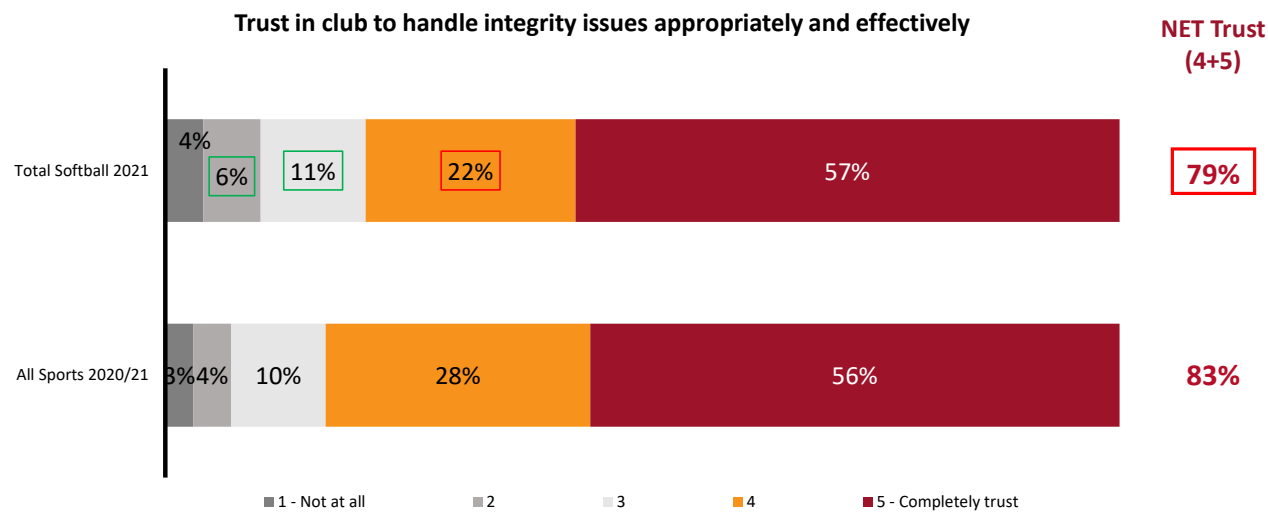


Base: All female respondents excluding Don't know
Q81. To what extent do you agree or disagree on the following...

Significantly higher/lower than All Sports Females 2020/21
Significantly higher/lower than total Softball 2021

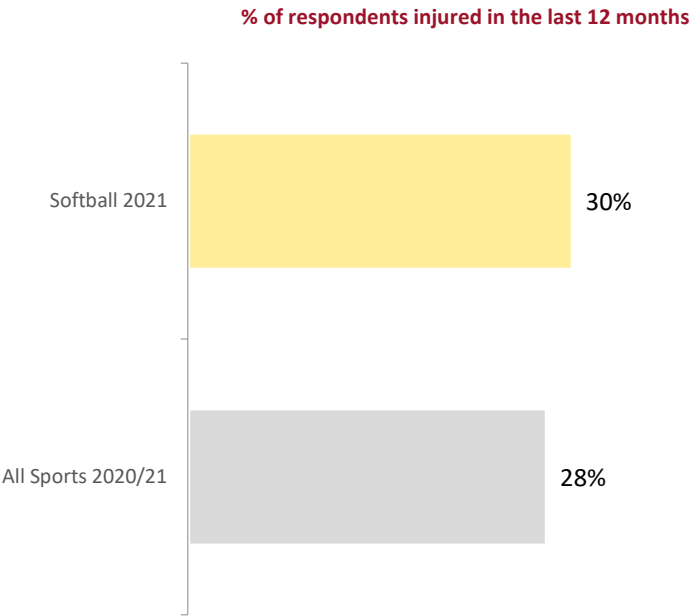
Handling of integrity issues

Four in five (79%) respondents trust their club to handle integrity issues appropriately and effectively. This is a significantly lower result than the All Sports 2020/21 average.



Injury

Three in ten players have been injured in the last 12 months



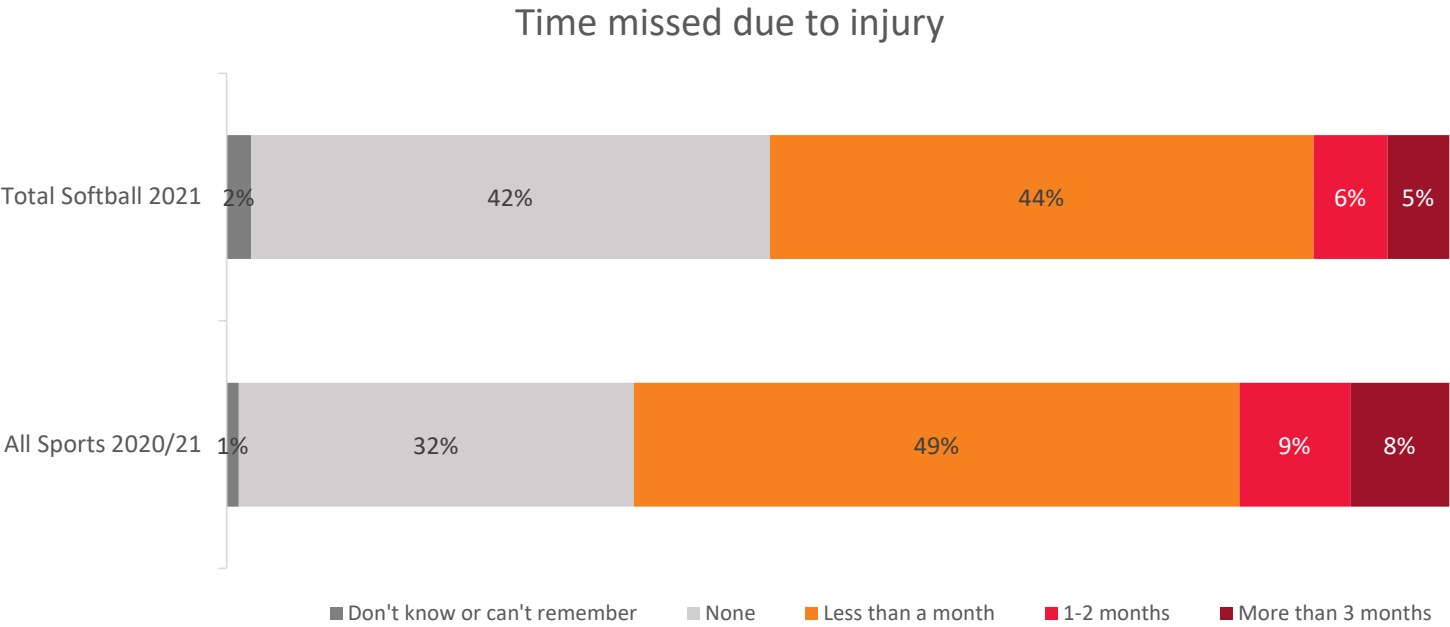
Those significantly more likely to have been injured are:

- Aged **18-19** (45% vs. 30%), **19-34** (42%) or **35+** (38%)
- **Players** (39%)
- Of **Māori** ethnicity (33%).

Those significantly less likely to have been injured are:

- Of **Asian/ Indian** ethnicity (9% vs. 30%)
- **Parents who responded on behalf of their children** (14%)
- Aged **5-12 years** (14%).

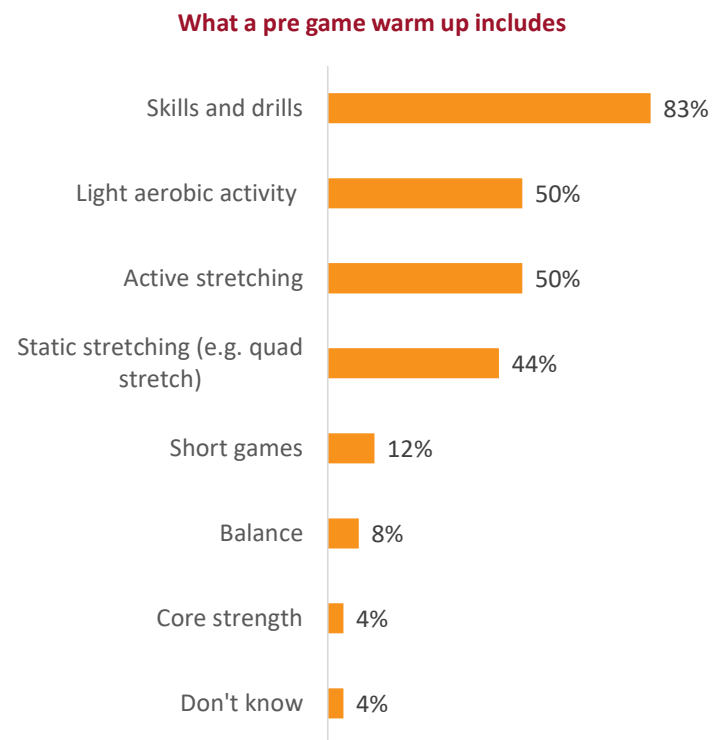
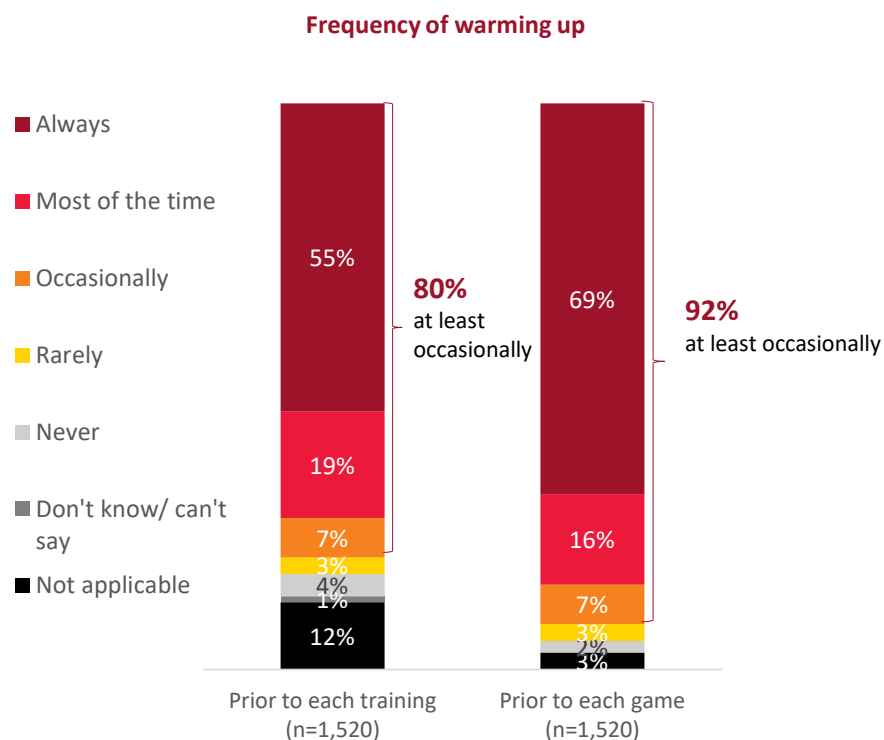
More than half had time off playing due to an injury



Base: All respondents who have been injured in the last 12 months (n=449)
Q38. In the last 12 months, how much time did you/ your child have to take off from playing due to your/ their injury?

Warming up prior to each game/ training

Nine in ten (92%) warm up at least occasionally prior to their softball game. Of those who warm up prior to their game, four in five (83%) say this warm up includes *skills and drills*.



Base: All respondents (n=1,520)

Q42. Do you warm-up...

Base: Respondents who warm up at least occasionally before a game (n=1,396)

Q101. Typically, when you warm up for a game, what does your warm up include?

Rangatahi - Key results

Key metrics summary

Overall, how are 13-18 year olds performing?

Satisfaction		NPS		Likelihood to rejoin		Value for money	
62%		+32		76%		76%	
13-18 years 2018	13-18 years All Sports 2020/21	13-18 years 2018	13-18 years All Sports 2020/21	13-18 years 2018	13-18 years All Sports 2020/21	13-18 years 2018	13-18 years All Sports 2020/21
66%	66%	40%	39%	75%	82%	74%	77%

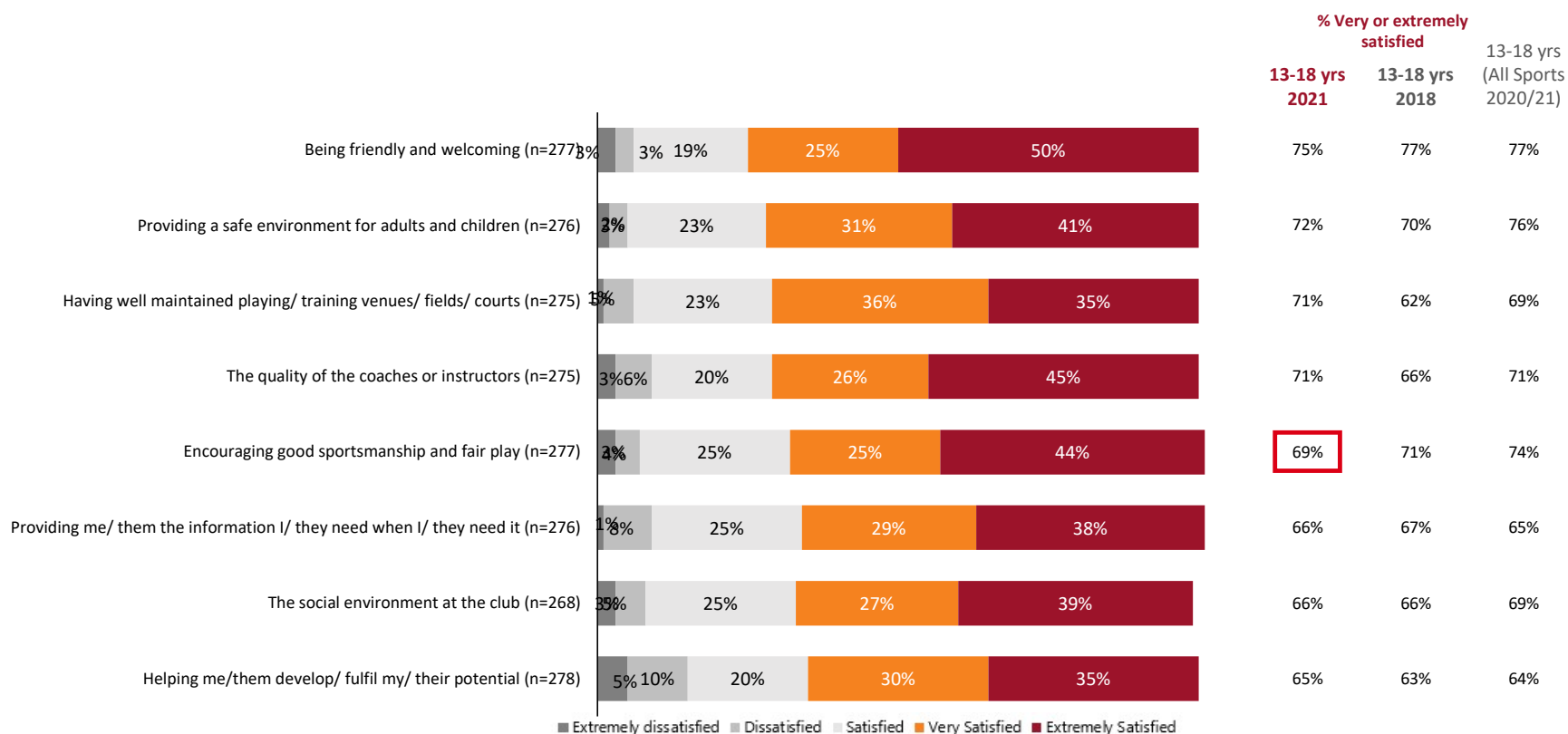
Base: Q6/Q7/Q11 All Respondents aged 13-18 years (Excluding Don't know/ Can't say), Q9 Members (Excluding Don't know/Can't say), Q20 New Members (Excluding Don't know/ Can't say)
Total Softball 13-18 years/All Sports 2020/21 13-18 year olds: Q6 (n=278)/ Q7 (n=275)/ Q9 (n=257)/ Q11 (n=270)

▲▼ Significantly higher/lower than Softball 2018 13-18 years

□□ Significantly higher/lower than All Sports 2020/21 13-18 years

Rangatahi: Satisfaction with drivers of club experience

13-18 year olds have similar levels of satisfaction with the drivers listed below compared with the same age group in 2018. 13-18 year old Softball respondents are less satisfied than 13-18 year olds in the All Sports 2020/21 average with *encouraging good sportsmanship and fair play* (69% vs. 74%).



Base: All respondents aged 13-18 years (Excluding Don't know/not applicable)

Q10a. How would you/ your child rate your/ their overall satisfaction with your/ their softball club on each of the following...

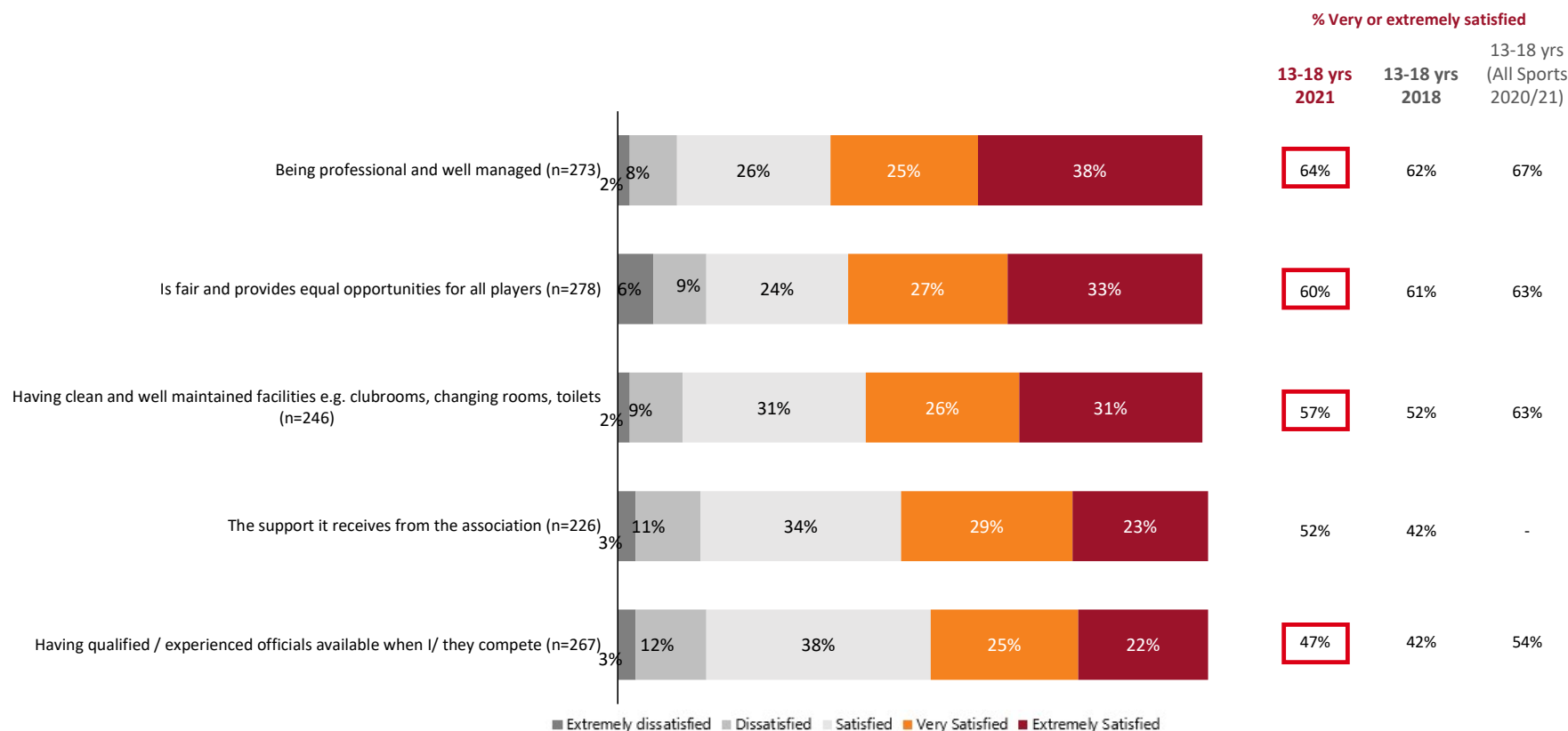
Q10b. How would you rate your/ your child's overall satisfaction with your/ their softball club on each of the following...

▲▼ Significantly higher/lower than Softball 2018 13-18 years

□ Significantly higher/lower than All Sports 2020/21 13-18 years

Rangatahi: Satisfaction with drivers of club experience

13-18 year olds also have similar levels of satisfaction with the drivers listed below compared with 2018. Compared with the results of All Sports 2020/21 13-18 year olds, Softball has significantly lower results for all, with the biggest difference being in *having qualified/ experienced officials available when I compete* (47% vs. 54%).



Base: All respondents aged 13-18 years (Excluding Don't know/not applicable)

Q10a. How would you/ your child rate your/ their overall satisfaction with your/ their softball club on each of the following...

Q10b. How would you rate your/ your child's overall satisfaction with your/ their softball club on each of the following...

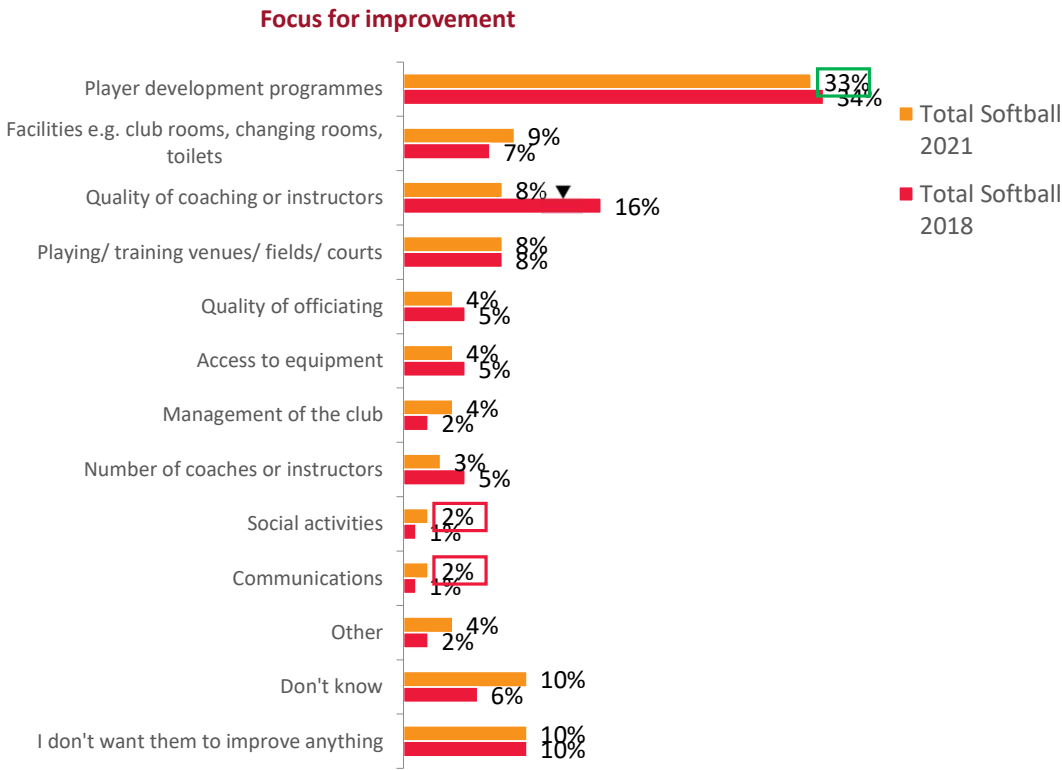
▲▼ Significantly higher/lower than Softball 2018 13-18 years

□ Significantly higher/lower than All Sports 2020/21 13-18 years

Rangatahi: a third want to see improvement in player development programmes

Compared to 2018, 13-18 year olds are less likely to want improvement in the quality of coaching or instructors (8% vs. 16%).

Compared with the All Sports 2020/21 13-18 year olds, softball rangatahi are more likely to want improvement in *player development programmes* (33% vs. 24%) and less likely to want improvement in *social activities* and *communications* (both 2% vs. 5%).



Base: All respondents aged 13-18 years (2020 n=280, 2021 n=125)
Q14. If your/ your child's softball club was going to focus on improving one of the following aspects, which would be the one thing you/ your child would like them to improve?
Note: Prior to Winter 2020, this question asked what people would improve if fees were to increase. The fees aspect was removed in Winter 2020.

▲▼ Significantly higher/lower than softball 2018 13-18 years
□ Significantly higher/lower than All Sports 2020/21 13-18 years

Association differences

How does experience differ between associations?

Due to relatively small sample sizes across associations, association results in grey text are included for completeness and are indicative only (fewer than ten responses).

Associations that did not receive any responses include the following:

- ▶ Central Otago
- ▶ Eastern Southland
- ▶ Horowhenua
- ▶ Nelson
- ▶ Tairāwhiti
- ▶ West Coast

NORTH	n=
North Harbour	141
Auckland	281
Counties Manukau	47
Waikato	33
Western Bay of Plenty	16*
Hawke’s Bay	12*
Whanganui	17*
Manawatu	75
Hutt Valley	159
Wellington	225

OTHER	n=
NZDF	3*

SOUTH	n=
Marlborough	4*
Mid Canterbury	31
Canterbury	288
South Canterbury	11*
Aorangi	4*
Otago	77
Southland	54

*Small sample size

Note: Associations are based on the club selected at Q2a in the questionnaire

Respondents from Hutt Valley and Mid-Canterbury are less satisfied with their overall experience

OVERALL SATISFACTION
(% more than satisfied)

TOTAL 2021
65%

How does this compare with 2018?

Satisfaction	2021 (n=1506)	2018 (n=562)
Aorangi (n=4*)	100%	67%
Auckland (n=276)	64%	63%
Canterbury (n=287)	62%	61%
Counties Manakau (n=47)	72%	73%
Hawke's Bay (n=12*)	75%	25%
Hutt Valley (n=158)	56% ▼	72%
Manawatu (n=74)	70%	73%
Marlborough (n=4*)	0%	-
Mid Canterbury (n=31)	45%	-
North Harbour (n=139)	68%	65%
NZDF (n=3*)	67%	-
Otago (n=76)	62%	70%
South Canterbury (n=11*)	91%	-
Southland (n=54)	54%	57%
Waikato (n=33)	79%	83%
Wanganui (n=17*)	82%	100%
Wellington (n=222)	68%	73%
Western Bay of Plenty (n=16*)	75%	50%

*Small sample size

Base: All respondents (Excluding Don't know/not applicable) (n=1506)

Q6. To what extent are you satisfied or dissatisfied with the/ your child's overall experience of playing softball at your/ their club?

Note: Associations are based on the club selected at Q2a in the questionnaire

▲ ▼ Significantly higher/lower than 2018 result
 ■ ■ Significantly higher/lower than Total Softball 2021

Waikato and Counties Manakau respondents are more likely to recommend their club

NPS
(% promoters - % detractors)

TOTAL 2021
+45

How does this compare with 2018?

NPS	2021 (n=1492)	2018 (n=561)
Aorangi (4*)	+100	+67
Auckland (n=271)	+46	+44
Canterbury (n=284)	+33	+41
Counties Manakau (n=46)	+72	+73
Hawke's Bay (n=11*)	+64	+100
Hutt Valley (n=156)	+33 ▼	+58
Manawatu (n=74)	+51	+64
Marlborough (n=4*)	-50	+0
Mid Canterbury (n=31)	+3	+0
North Harbour (n=140)	+52	+45
NZDF (n=3*)	+100	+0
Otago (n=75)	+43	+58
South Canterbury (n=11*)	+64	+0
Southland (n=54)	+35	+48
Waikato (n=32)	+63	+67
Wanganui (n=17*)	+82	+100
Wellington (n=221)	+48	+59
Western Bay of Plenty (n=16*)	+56	+70

*Small sample size

Base: All respondents (Excluding Don't know/not applicable) (n=1,492)

Q7. Imagine someone is interested in playing softball. If they asked you, how likely are you to recommend your/ your child's club to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

Note: Associations are based on the club selected at Q2a in the questionnaire

▲ ▼ Significantly higher/lower than 2018 result
 ■ ■ Significantly higher/lower than Total Softball 2021

Those from Canterbury and Hutt Valley are less likely to perceive value for money

VALUE FOR MONEY
(% agree or strongly agree)

TOTAL 2021
73%

How does this compare with 2018?

NPS	2021 (n=1461)	2018 (n=550)
Aorangi (n=4*)	75%	100%
Auckland (n=268)	72%	63%
Canterbury (n=283)	67%	64%
Counties Manakau (n=46)	83%	82%
Hawke's Bay (n=10*)	100%	100%
Hutt Valley (n=153)	65%	74%
Manawatu (n=69)	83%	82%
Mid Canterbury (n=29*)	52%	-
North Harbour (n=134)	76%▲	62%
NZDF (n=3*)	67%	-
Otago (n=75)	81%	61%
South Canterbury (n=10*)	80%	-
Southland (n=53)	68%	74%
Waikato (n=30)	87%	83%
Wanganui (n=16*)	94%	100%
Wellington (n=218)	75%	77%
Western Bay of Plenty (n=16*)	63%	20%

*Small sample size

Base: All respondents (Excluding Don't know/not applicable) (n=1,461)

Q11. To what extent do you agree or disagree with the following... The opportunities, services and benefits that I/ your child receive/ receives from their club make it well worth the money I/ you or they pay

Note: Associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than 2018 result
■□ Significantly higher/lower than Total Softball 2021

Canterbury and Otago respondents are also slightly less likely to rejoin their club next season

Likelihood to rejoin
(% likely or very likely)

TOTAL 2021
81%

How does this compare with 2018?

NPS	2021 (n=1407)	2018 (n=533)
Aorangi (n=3*)	67%	100%
Auckland (n=251)	84%	81%
Canterbury (n=274)	76%	85%
Counties Manakau (n=44)	89%	90%
Hawke's Bay (n=10*)	100%	100%
Hutt Valley (n=154)	78%	81%
Manawatu (n=67)	78%	64%
Marlborough (n=4*)	50%	-
Mid Canterbury (n=28*)	71%	-
North Harbour (n=134)	86%	80%
NZDF (n=3*)	100%	-
Otago (n=67)	72%	84%
South Canterbury (n=10*)	90%	-
Southland (n=52)	71%	86%
Waikato (n=28*)	93%	75%
Wanganui (n=16*)	100%	100%
Wellington (n=211)	84%	81%
Western Bay of Plenty (n=13*)	92%	100%

*Small sample size

Base: All respondents who are members (Excluding Don't know/not applicable) (n=1,407)
Q9. How likely are/ is you/ your child to play softball for or rejoin <insert club from Q2a> next season?
Note: Associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than 2018 result
■□ Significantly higher/lower than Total Softball 2021

Reason for belonging to a club (1/2)

Reason for belonging	TOTAL (n=1448)	Aorangi (n=3*)	Auckland (n=266)	Canterbury (n=281)	Counties Manakau (n=45)	Hawke's Bay (n=11*)	Hutt Valley (n=157)	Manawatu (n=67)	Marlborough (n=4*)
To have fun	34%	67%	31%	35%▲	40%	36%	29%	40%	25%
To play competitively	24%	-	26%	22%▼	29%	27%	27%	19%	25%
To learn/ improve skills	19%	-	18%	16%	18%	18%	20%	24%	50%
To socialise	11%	33%	11%	17%	7%	-	9%▲	10%	-
To get fit and healthy	4%	-	8%▲	2%	-	-	5%	-	-
To have access to facilities and playing fields	-	-	1%	-	4%	-	-	-	-
Other	7%	-	6%	6%	2%	18%	9%	6%	-

Base: All respondents who are members (n=1,448)

Q4. What is the main reason you/ your child belong/ belongs to a softball club?

*Small sample size; ** Very small sample size

Note: Associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than 2018 result

■□ Significantly higher/lower than Total Softball 2021

Reason for belonging to a club (2/2)

Reason for belonging	TOTAL (n=1448)	Mid Canterbury (n=30)	North Harbour (n=137)	NZDF (n=3*)	Otago (n=68)	South Canterbury (n=11*)	Southland (n=53)	Waikato (n=28*)	Wanganui (n=16*)	Wellington (n=215)	Western Bay of Plenty (n=13*)
To have fun	34%	40%	39%	33%	41%	27%	42%	25%	6%	31%	46%
To play competitively	24%	13%	18%	33%	26%	27%	25%	25%	38%	24%	38%
To learn/ improve skills	19%	-	23%	-	19%	-	15%	25%	19%	20%	-
To socialise	11%	10%	8%	33%	6%	18%	8%	-	19%	12%	-
To get fit and healthy	4%	3%	5%	-	1%	-	8%	11%	-	4%	8%
To have access to facilities and playing fields	-	-	-	-	1%	-	-	-	-	-	-
Other	7%	10%	7%	0%	4%	27%	4%	14%	19%	9%	8%

Base: All respondents who are members (n=1,448)

Q4. What is the main reason you/ your child belong/ belongs to a softball club?

*Small sample size; ** Very small sample size

Note: Associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than 2018 result

■□ Significantly higher/lower than Total Softball 2021

Satisfaction across regions: more than satisfied with key drivers (1/2)

Key drivers (% more than satisfied)

	TOTAL (n=1244-1509)	Aorangi (n=4*)	Auckland (n=260-278)	Canterbury (n=260-288)	Counties Manakau (n=44-47)	Hawke's Bay (n=7*-12*)	Hutt Valley (n=110-157)	Manawatu (n=50-75)	Marlborough (n=3-4*)
Being friendly and welcoming	77%	75%	74%	71%	85%	92%	76%	84%	50%
The social environment at the club	67%	75%	66%	60%	89%	83%	56%	81%	25%
Providing me/ them the information I/ they need when I/ they need it	66%	50%	66%	65%▲	70%	100%	60%	72%	25%
Having well maintained playing/ training venues/ fields/ courts	65%	75%	65%	64%▲	74%	91%	56%	67%	25%
The quality of the coaches or instructors	65%	100%	63%	62%	69%	92%	63%▼	67%	50%
Is fair and provides equal opportunities for all players	65%	50%	63%	58%	60%	83%	62%	72%	50%
Being professional and well managed	65%	50%	66%	65%	80%	100%	55%	65%	-
Helping me/ them develop/fulfil my/ their potential	61%	50%	57%	58%	67%	90%	56%▼	64%	25%
Having clean and well maintained facilities e.g. clubrooms, changing rooms, toilets	59%	100%	58%	61%▲	84%	71%	48%	74%	33%

Base: All respondents (Excluding Don't know/not applicable) (n=1244-1509)

Q10a. How would you rate your/ your child's satisfaction with your/ their softball club on each of the following...

Note: Associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than 2018 result

■□ Significantly higher/lower than Total Softball 2021

Satisfaction across regions: more than satisfied with key drivers (2/2)

Key drivers (% more than satisfied)

	TOTAL (n=1244-1509)	Mid Canterbury (n=24-31)	North Harbour (n=110-140)	NZDF (n=3*)	Otago (n=46-77)	South Canterbury (n=7-11)	Southland (n=33-54)	Waikato (n=25*-33)	Wanganui (n=16-17*)	Wellington (n=186-224)	Western Bay of Plenty (n=13-16*)
Being friendly and welcoming	77%	55%	80%	67%	81%	91%	63%	88%	94%	80%	88%
The social environment at the club	67%	37%	70%	100%	67%	71%	59%	82%	94%	68%	87%
Providing me/ them the information I/ they need when I/ they need it	66%	43%	70%	-	69%	82%	44%	87%	94%	68%	56%
Having well maintained playing/ training venues/ fields/ courts	65%	80%	68%	33%	59%	70%	49%	62%	94%	67%	63%
The quality of the coaches or instructors	65%	55%	70%	33%	68%	70%	51%	88%	82%	66%	40%
Is fair and provides equal opportunities for all players	65%	45%	74%	100%	67%	70%	53%	76%	94%	69%	56%
Being professional and well managed	65%	42%	68%	33%	68%	73%	44%	88%	88%	68%	60%
Helping me/ them develop/fulfil my/ their potential	61%	42%	65%	33%	60%	80%	51%	85%	82%	61%	60%
Having clean and well maintained facilities e.g. clubrooms, changing rooms, toilets	59%	71%	57%	67%	63%	43%	27%	44%	94%	60%	23%

Base: All respondents (Excluding Don't know/not applicable) (n=1244-1509)

Q10a. How would you rate your/ your child's satisfaction with your/ their softball club on each of the following...

Note: Associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than 2018 result

■□ Significantly higher/lower than Total Softball 2021

Satisfaction across regions: more than satisfied with secondary drivers (1/2)

Secondary drivers (% more than satisfied)	TOTAL (n=1162-1495)	Aorangi (n=3-4*)	Auckland (n=224-275)	Canterbury (n=221-286)	Counties Manakau (n=35-47*)	Hawke's Bay (n=8-12*)	Hutt Valley (n=118-156)	Manawatu (n=57-75)	Marlborough (n=4*)
Encouraging good sportsmanship and fair play	73%	75%	73%	69%	72%	92%	67%▼	81%	25%
Providing a safe environment for adults and childre	72%	100%	72%	69%	81%	92%	65%▼	77%	25%
The support it receives from the association	45%	67%	47%▲	43%	71%	75%	33%▼	40%	-
Having qualified / experienced officials available when l/ they compete	42%	-	44%▲	42%	51%	80%	33%	49%	25%

Base: All respondents (Excluding Don't know/not applicable) (n=1162-1495)
 Q10b. How would you rate your/ your child's satisfaction with your/ their softball club on each of the following...
 Note: Associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than 2018 result
 ■□ Significantly higher/lower than Total Softball 2021

Satisfaction across regions: more than satisfied with secondary drivers (2/2)

Secondary drivers (% more than satisfied)	TOTAL (n=1162-1495)	Mid Canterbury (n=26*-31)	North Harbour (n=109-139)	NZDF (n=3*)	Otago (n=59-76)	South Canterbury (n=8-11*)	Southland (n=38-54)	Waikato (n=22*-33)	Wanganui (n=15-17*)	Wellington (n=161-218)	Western Bay of Plenty (n=11-16*)
Encouraging good sportsmanship and fair play	73%	57%	80%	67%	82%	73%	60%	85%	94%	74%	75%
Providing a safe environment for adults and children	72%	48%	73%	67%	78%	73%	63%	90%	94%	76%	56%
The support it receives from the association	45%	50%	47%	33%	56%	60%	16%	50%	87%	43%	36%
Having qualified / experienced officials available when I/ they compete	42%	25%	38%	-	55%	50%	23%	50%	88%	41%	33%

Base: All respondents (Excluding Don't know/not applicable) (n=1162-1495)

Q10a. How would you rate your/ your child's satisfaction with your/ their softball club on each of the following...

Note: Associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than 2018 result

■□ Significantly higher/lower than Total Softball 2021

Focus for improvement (1/2)

Focus for improvement	TOTAL (n=1520)	Aorangi (n=4*)	Auckland (n=281)	Canterbury (n=288)	Counties Manakau (n=47)	Hawke's Bay (n=12*)	Hutt Valley (n=159)	Manawatu (n=75)	Marlborough (n=4*)
Player development programmes	23%	25%	23%	21%	43%	25%	21%	32%	25%
Facilities e.g. club rooms, changing rooms, toilets	10%	-	17%▲	10%▼	-	25%	11%	4%	-
Quality of coaching or instructors	8%	-	7%	10%	4%	-	10%	1%	-
Playing/ training venues/ fields/ courts	6%	-	5%▼	6%	2%	8%	7%	4%	-
Social activities	5%	-	6%	7%	4%	-	7%	3%	-
Quality of officiating	5%	-	1%	3%	6%	-	6%	4%	-
Access to equipment	5%	-	4%	6%	6%	8%	1%	11%	-
Communications	4%	-	4%	5%	6%	-	4%	3%	25%
Management of the club	4%	25%	4%	4%	-	-	6%	1%	50%
Number of coaches or instructors	4%	-	4%	6%	6%	8%	3%	7%	-
Other	6%	-	6%	7%▲	15%	-	4%	9%	-
Don't know	11%	50%	10%▲	11%▲	4%	17%	13%	11%	-
Don't want to improve anything	8%	-	8%▼	7%▼	2%	8%	9%	11%	-

Base: All respondents (n=1,520)

Q14. If your/ your child's softball club was going to focus on improving one of the following aspects, which would be the one thing you/ your child would like them to improve?

Note: Associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than 2018 result
 ■■ Significantly higher/lower than Total Softball 2021

Focus for improvement (2/2)

Focus for improvement	TOTAL (n=1520)	Mid Canterbury (n=31)	North Harbour (n=141)	NZDF (n=3*)	Otago (n=77)	South Canterbury (n=11*)	Southland (n=54)	Waikato (n=33)	Wanganui (n=17*)	Wellington (n=225)	Western Bay of Plenty (n=16*)
Player development programmes	23%	32%	21%	-	17%	27%	30%	27%	24%	24%	19%
Facilities e.g. club rooms, changing rooms, toilets	10%	3%	5%	-	8%	18%	6%	9%	-	10%	38%
Quality of coaching or instructors	8%	10%	10%	33%	8%	-	2%	3%	-	6%	6%
Playing/ training venues/ fields/ courts	6%	-	5%	-	12%	-	6%	12%	12%	6%	6%
Social activities	5%	3%	6%	-	5%	-	-	-	-	6%	-
Quality of officiating	5%	13%	9%	-	4%	-	2%	3%	12%	6%	13%
Access to equipment	5%	6%	5%	-	5%	9%	7%	3%	6%	5%	-
Communications	4%	3%	4%	33%	8%	9%	7%	-	-	4%	-
Management of the club	4%	10%	5%	33%	5%	-	4%	3%	-	3%	6%
Number of coaches or instructors	4%	-	6%	-	3%	9%	2%	3%	6%	5%	6%
Other	6%	-	9%	-	4%	-	7%	9%	6%	4%	-
Don't know	11%	19%	7%	-	14%	18%	11%	18%	12%	9%	6%
Don't want to improve anything	8%	-	9%	-	10%	9%	13%	6%	24%	10%	-

Base: All respondents (Excluding Don't know/not applicable) (n=1,520)

Q14. If you/ your child's softball club was going to focus on improving one of the following aspects, which would be the one thing you/ your child would like them to improve?

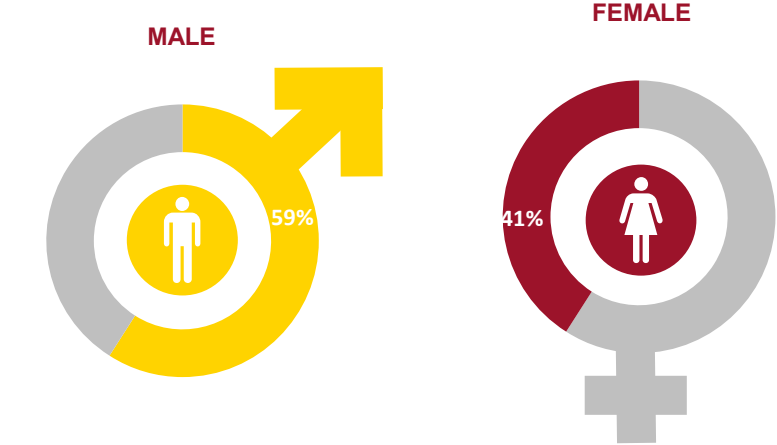
Note: Associations are based on the club selected at Q2a in the questionnaire

▲▼ Significantly higher/lower than 2018 result

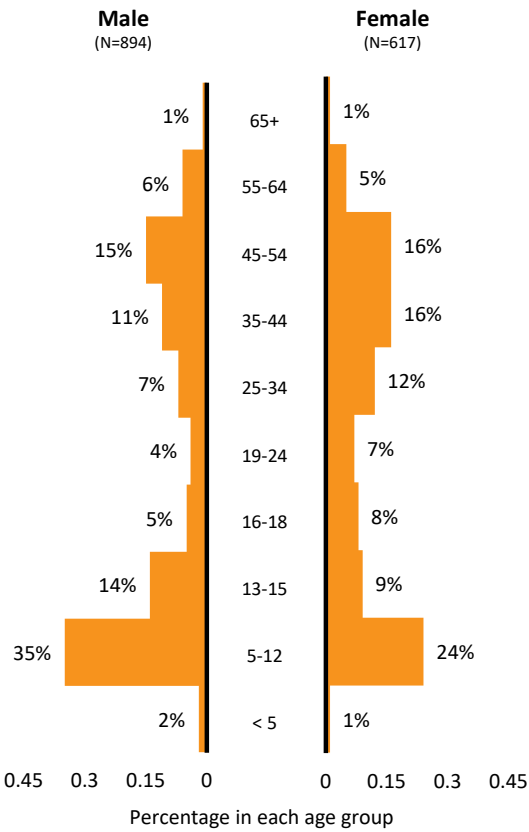
■□ Significantly higher/lower than Total Softball 2021

Sample profile

Age - gender distribution



GENDER (Q25)	TOTAL (n=1520)	PLAYER (n=948)	PARENT (n=572)	TOTAL 2018 (n=602)
Male	59%	52%	70%	52%
Female	41%	47%	30%	47%
Gender diverse	1%	1%	-	1%



Age

AGE (Q22)	TOTAL 2021 (n=1520)	TOTAL 2018 (n=602)	ALL SPORTS 2020/21 (n=27,813)
Less than 5 years	2%	1%	1%
NET 5-12 years	30%	21%	28%
NET 13-18 years	18%	21%	16%
NET 19-24 years	5%	6%	4%
25-34 years	9%	9%	7%
NET 19-34 years	15%	15%	11%
35-44 years	13%	16%	10%
45-54 years	15%	18%	13%
55-64 years	6%	7%	10%
65+ years	1%	2%	10%
NET 35+ years	35%	42%	43%

Ethnicity

Ethnicity (Q34)	TOTAL 2021 (n=1520)	TOTAL 2018 (n=602)	ALL SPORTS 2020/21 (n=27,813)
NET European/Pākehā	69%	66%	76%
Māori	39%	39%	19%
NET Pasifika	14%	9%	10%
Samoan	7%	4%	5%
NET Asian & Indian	3%	0%	7%
Chinese	1%	0%	2%
Indian	0%	-	2%
Other	6%	5%	6%

Note: Respondents can identify with more than one ethnicity. Only ethnicities greater than 1% are shown.

Region of residence

Region (Q23)	TOTAL 2021 (n=1520)	TOTAL 2018 (n=602)	ALL SPORTS 2020/21 (n=27,813)
Northland	0%	0%	3%
Auckland	31%	43%	32%
Waikato	3%	3%	7%
Bay of Plenty	2%	3%	7%
Gisborne	0%	1%	1%
Hawkes Bay	1%	2%	3%
Taranaki	-	-	4%
Manawatu	5%	2%	3%
Whanganui	1%	0%	1%
Wellington-Wairarapa	26%	18%	13%
Tasman	-	-	1%
Nelson	0%	1%	1%
Marlborough	0%	0%	1%
West Coast	-	-	1%
Canterbury	22%	18%	15%
Otago	5%	4%	5%
Southland	4%	4%	2%
Outside of New Zealand	0%	1%	0%

Role at club & membership tenure

Role (Q67)	TOTAL 2021 (n=1520)	TOTAL 2018 (n=602)	ALL SPORTS 2020/21 (n=27,813)
Playing member	91%	83%	88%
Non-playing member	4%	9%	4%
Casual player	2%	2%	3%
Play at events only	1%	-	1%
Other	2%	9%	2%
Membership tenure^ (Q3)	TOTAL 2021 (n=1448)	TOTAL 2018 (n=555)	ALL SPORTS 2020/21 (n=26,125)
Less than 1 year	22%	16%	18%
1-2 years	21%	13%	19%
3-5 years	26%	27%	27%
6-10 years	14%	20%	15%
More than 10 years	17%	23%	22%

^ Asked only of those who are members

Competitive level & playing frequency

Competitive level (Q28)	TOTAL 2021 (n=1460)	TOTAL 2018 (n=555)	ALL SPORTS 2020/21 (n=26,617)
Played for the top team at my club	32%	37%	20%
Been selected to represent my club at a regional event/ competition	17%	23%	17%
Been selected to represent my region at a national event/ competition	15%	27%	10%
Been selected to represent New Zealand at an international event/ competition	3%	7%	2%
None of these	60%	52%	70%

Frequency of playing/ Training (Q5)	TOTAL 2021 (n=1520)	TOTAL 2018 (n=565)	ALL SPORTS 2020/21 (n=27,719)
Less than once a week	2%	1%	6%
Once a week	27%	20%	17%
Two or three times a week	57%	59%	44%
Four or five times a week	11%	15%	15%
6 or more times a week	2%	2%	13%
Other	2%	3%	3%

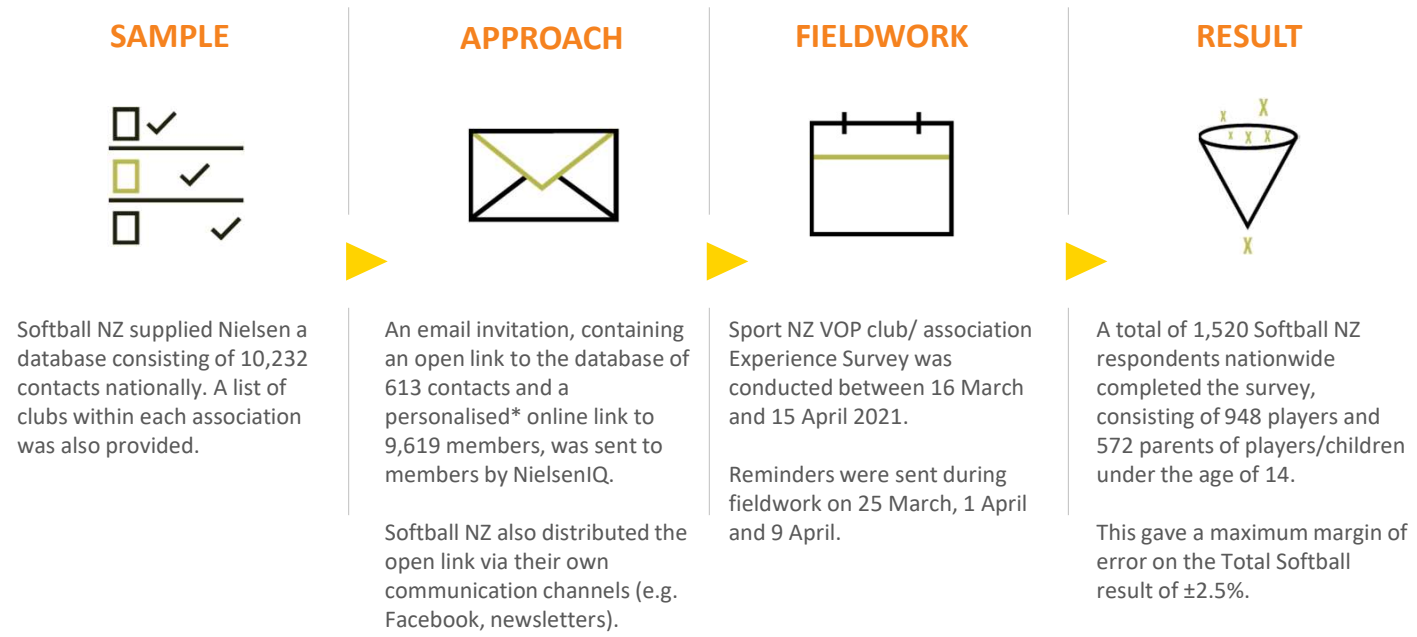
Association

Association	N=	TOTAL 2021 (n=1478)	TOTAL 2018 (n=545)
Aorangi	4	0	1%
Auckland	281	19%	27%
Canterbury	288	19%	19%
Central Otago	0	-	0
Counties Manakau	47	3%	2%
Eastern Southland	0	-	-
Hawkes Bay	12	1%	1%
Horowhenua	0	-	-
Hutt Valley	159	11%	10%
Manawatu	75	5%	2%
Marlborough	4	0	-
Mid Canterbury	31	2%	-
Nelson	0	-	1%
North Harbour	141	10%	16%
NZDF	3	0	-
Otago	77	5%	4%
Southland	54	4%	4%
Tairāwhiti	0	-	0
Waikato	33	2%	2%
Whanganui	17	1%	0
Wellington	225	15%	9%
West Coast	0	-	-
Western Bay of Plenty	16	1%	2%
South Canterbury	11	1%	-

Note: Associations are based on the club selected at Q2a in the questionnaire

Appendices

Methodology of VOP Softball survey 2021



* A personalised link was used if one or two people were attributed to the one email address. An open link was used if three or more people (or there was not background data attributed to the email e.g. name, club, association) were attributed to the same email address and the invite encouraged them to share the survey with others.

About the VOP programme

This research is part of Sport New Zealand's Voice-of-Participant (VOP) programme to develop and implement a cross-sport and recreation sector approach; capturing, analysing, interpreting and using customer/ membership survey data.

The objectives of the VOP programme are to:

- ▶ Empower the sport system to respond to the wants and needs of customers.
- ▶ Embed processes that continually put the participant at the centre of decision making.
- ▶ Improve the development and delivery of products and services that meet the needs of participants.
- ▶ Complement and systematize existing participant information and the processes by which participant information is gathered and analysed.
- ▶ 'Bring' the voice-of-participant to the centre of the sport system (including Sport NZ).

This part of the VOP programme is for National Sports Organisations (NSOs) to survey their members (i.e. players and parents of players) to understand the participant experience with their club.

Explanation of regression



Regression analysis is a statistical process for analysing the relationship between two or more variables. It helps to understand the importance, or impact, of a 'driver' (the independent variable) by measuring its contribution to explaining variance in another variable (the dependent variable). Each independent variable is assigned a score ranging from zero to one - the closer to one, the more important/larger impact it has on the dependent variable. We have used a regression approach called Modified Kruskal, which addresses any multi-collinearity* issues.



Nielsen has created a regression model unique to Softball New Zealand. The dependent variable for the regression model is **recommendation** (the likelihood of a respondent to recommend their club to someone interested in playing softball). The independent variables are the attributes/ drivers in key drivers (Q10a), secondary drivers (Q10b) and value for money (Q11), including any optional or additional attributes.



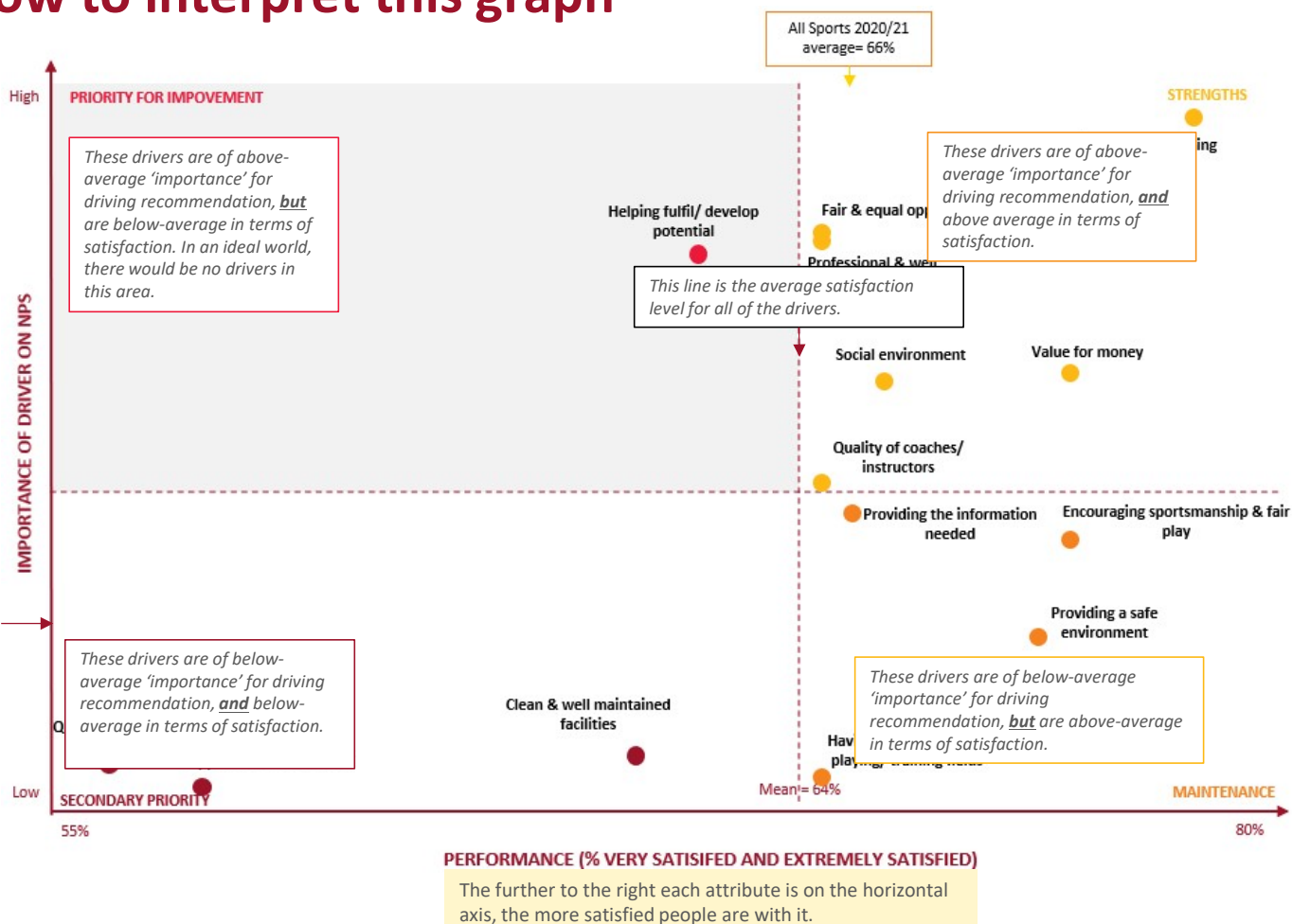
The [drivers of recommendation chart](#) illustrates the impact of each attribute/ driver on a respondent's likelihood to recommend their centre. The importance or impact of a driver on recommendation is shown on the vertical axis along with the size of the bubble (from the regression model). Respondents' satisfaction ratings with each of the driver is shown on the horizontal axis. This illustration allows us to see what aspects are more important but rated lower - that is where associations should focus, in order to improve recommendation.

* **Multi-collinearity** exists whenever an independent variable is highly correlated with one or more of the other independent variables in a multiple regression equation. **Multi-collinearity** is a **problem** because it undermines the statistical significance of an independent variable.

Guidance on how to interpret this graph

The higher each attribute is on the vertical axis, the more 'important' it is in terms of driving people to recommend their club to others. E.g. For attributes at the top there is a strong relationship between satisfaction with this driver and whether or not people will recommend their club.

This line represents the average in terms of level of 'importance' for driving recommendation.



Notes to this report

SPORTS THAT TOOK PART IN VOP IN THE 2020/21 YEAR

Results from NSOs surveyed in Winter 2020 and Summer 2021 have been combined to create results for the 2020/21 year and are referred to throughout this report as All Sports 2020/21. Sports surveyed in 2020/21 were; rugby league, basketball, yachting and rugby (Winter), cricket, tennis, golf, softball, surf life saving, international taekwon-do and surfing (Summer).

STATISTICAL SIGNIFICANCE

Statistically significant differences are highlighted or commented on in this report. Where no highlighting has been used (or no commentary about a sub-group included), it may safely be assumed that differences are not statistically significant or they are not pertinent.

Statistically significant differences in this report are significant at the 95% confidence level. That is, we are 95% confident results are not just normal expected variances that result from talking to a different sample within the same population (note: the smaller the sample size, the higher the expected variance between samples and less likely that there will be statistically significant differences).

Statistical significance is reported in the following ways:



The result is significantly higher / lower than the Total Softball 2020



The Total Softball result is significantly higher / lower than the total for All Sports 2020/21

TOTAL

When comparing results, 'vs.' is used as an abbreviation of 'compare'. When comparing with the total, 'All Sports 2020/21' is used. This is the total sample from 2020/21 i.e. an average of the sports that participated in winter 2020 and summer 2021. Softball respondents consist of 62% players and 38% parents of players. All Sports 2020/21 is 69% players and 31% parents.

ROUNDING OF FIGURES

Due to rounding, the net figures provided (e.g. % 'very satisfied' and % 'extremely satisfied') and total results may differ from the numbers shown on the charts.

WEIGHTING

No weighting was applied to these results. Please refer to the Sample Profile section to understand who responded.

TOP TEAM OR HIGHER

Top team or higher relates to respondents who have played for the top team within their age group at their club and/or, represented the club at a regional event/competition, represented the association at a national event/competition and/or represented New Zealand at an international event/competition.