

# Voice of Participant Report 2016-2023



## Understanding the club participant experience

**23** NSOs participated in VOP surveys

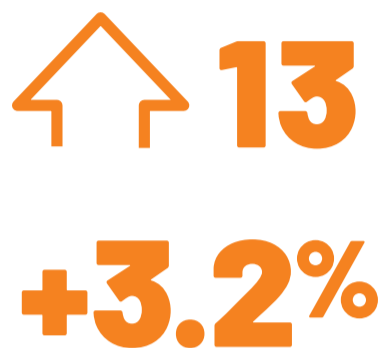
**17** sports participated several times

**250,000** responses to VOP surveys by April 2023

### How has the participant experience changed since 2016 to 2023 for the 17 sports that participated in VOP several times?

Sports are offering improved experiences to their members.

The experience has improved across a broad range of areas. This includes increases for the following aspects:



**+6%**

Experienced and qualified officials



**+4%**

Quality of coaching



**+4%**

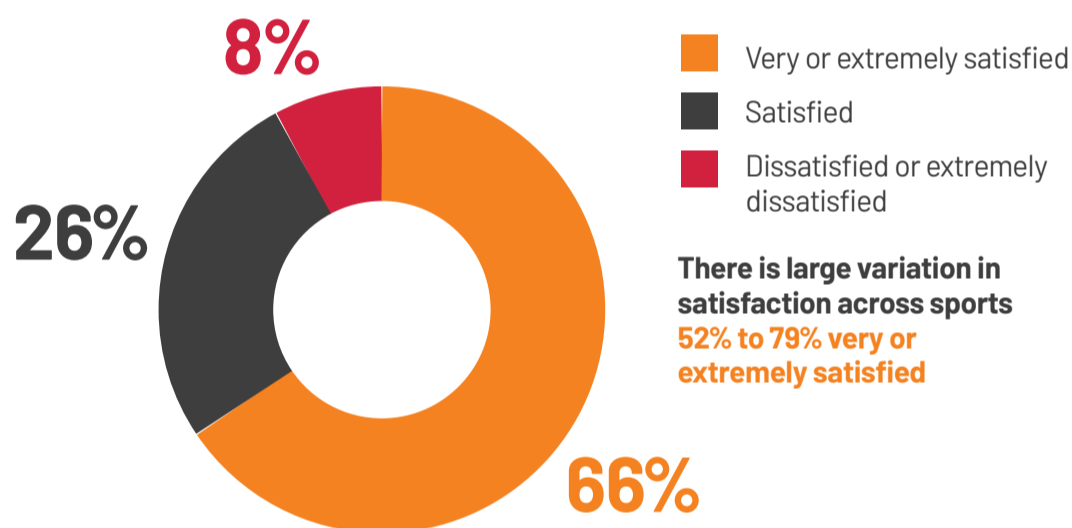
Providing a safe environment



**+4%**

Social environments

### The average overall experience for the 23 sports that participated in VOP at least once:



Player development programmes are an important area for improvement for most age groups. It's the top area for improvement for:



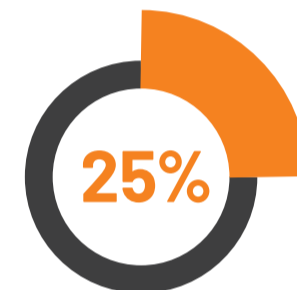
**5-12 years**  
(mostly parents' response)



**13-18 years**  
(mostly players' response)



**19-34 year olds**  
(players' response)



On average, a quarter of participants experience **inappropriate behaviour\*** occasionally or more often.

The proportion experiencing this increases with age.

**19%** for 5-12 year olds

**33%** for 35+ year olds

#### Members are most satisfied with clubs:



**Being friendly and welcoming**  
77% very or extremely satisfied

**Providing a safe environment**  
75% very or extremely satisfied

**Encouraging good sportsmanship and fair play**  
72% very or extremely satisfied

#### Members are least satisfied with clubs:



**Having qualified and experience officials available**  
55% very or extremely satisfied

### Overall experience satisfaction is different across demographic groups:

#### Gender

Males are more likely to be very/extremely satisfied than females in 13 of the 23 sports

There are nine sports where females are more satisfied than males

Across the 23 sports, satisfaction levels are slightly higher for males than females



#### Disability

On average, disabled participants are **less satisfied** than non-disabled participants

**61%**

Disabled participants are very or extremely satisfied

**VS**

**68%**

Non-disabled participants

#### Age

On average, **19-34 years is the least satisfied** age group for 11 of the 23 sports



**5-12 years is the most satisfied** age group for 11 sports

#### Ethnicity

Those of Asian/Indian ethnicity are the **least satisfied** group



\*Inappropriate behaviour may include, but is not limited to; shouting, poor sportsmanship, bad language or gestures.