Satisfaction with the quality of the sporting experience survey (SQSE 4)

Drop out survey report

October 2012

Survey information

This report covers the ‘drop out’ element of the Satisfaction with sporting experience survey.

It focuses on those who indicated that they had either stopped participating in a sport completely, or substantially reduced the frequency of their participation, since they took part in the main SQSE survey in 2011.

The survey aims to identify the reasons for dropping out.

In total 1,848 people took part in the drop out survey.

Data from the drop out survey has not been weighted.

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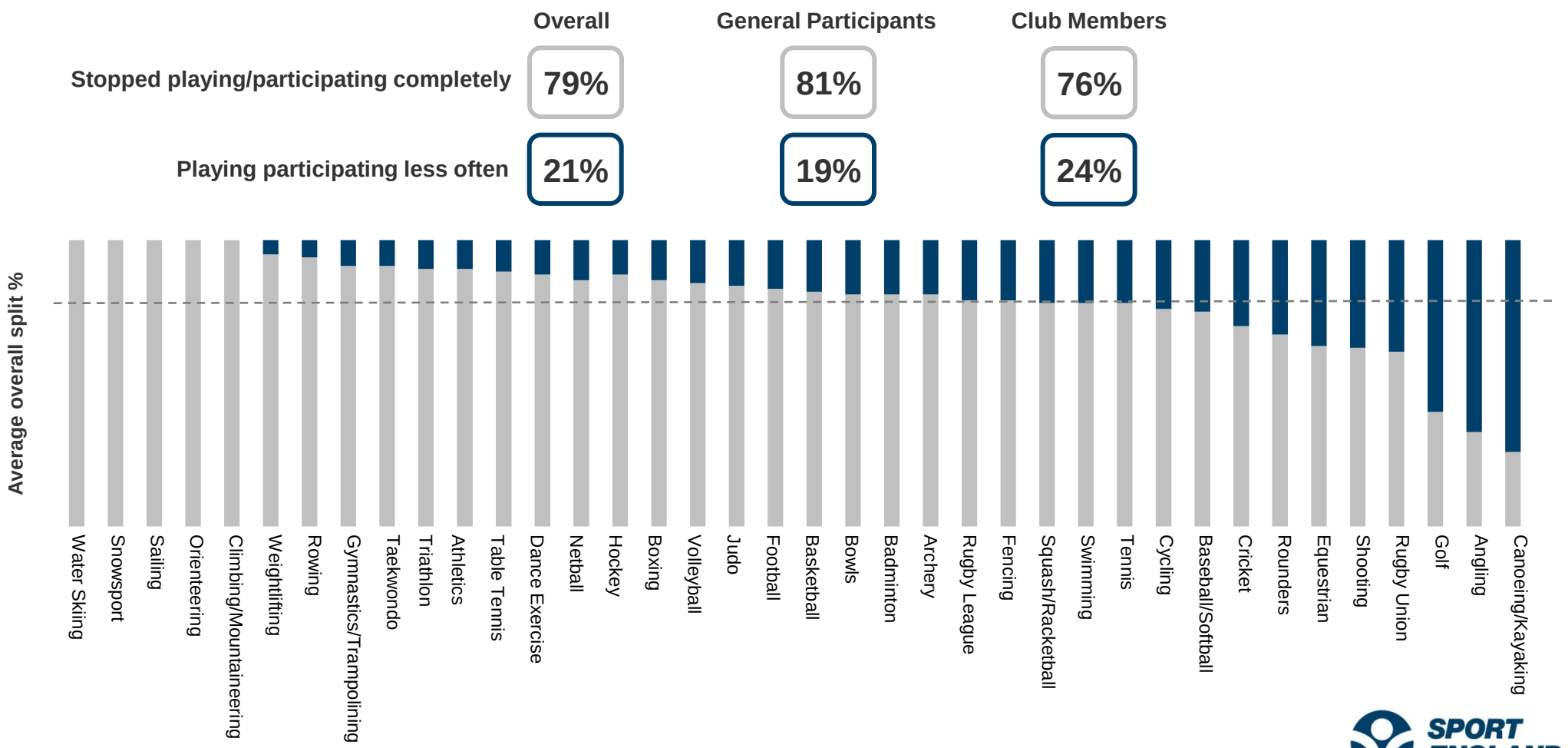
Participation status

Q. It would appear that you no longer take part in your sport as frequently as you did last year. Which of the following best describes your situation?

I have stopped playing/participating completely

I am playing/participating less often



Number of participants at each level: Overall (1,848), General Participants (1,291), Club Members (556)

Stated satisfaction in 2011

The table below presents the 2011 overall and domain satisfaction scores for those who have now dropped out of their sport and for those who have continued participating in 2012

	All 2011	Drop outs	Non drop outs	Difference Drop outs Vs non drop outs
Overall satisfaction	7.87	7.55	7.91	-0.36
Performance	7.35	7.09	7.38	-0.29
Exertion and fitness	8.06	7.71	8.09	-0.38
Release and diversion	8.23	7.91	8.26	-0.35
Social aspects	7.75	7.56	7.77	-0.21
People and staff	7.65	7.45	7.67	-0.22
Ease of participating	7.73	7.42	7.76	-0.34
Facilities	7.43	7.32	7.44	-0.12
Coaching	7.22	6.84	7.26	-0.42
Officials	7.42	7.23	7.44	-0.21
Value for money	7.5	7.25	7.52	-0.27

The figures above are based on 2011 survey data, and participants' status in 2012

Number of participants: Overall (44,964), Drop outs (1,848), Non drop outs (42,587)

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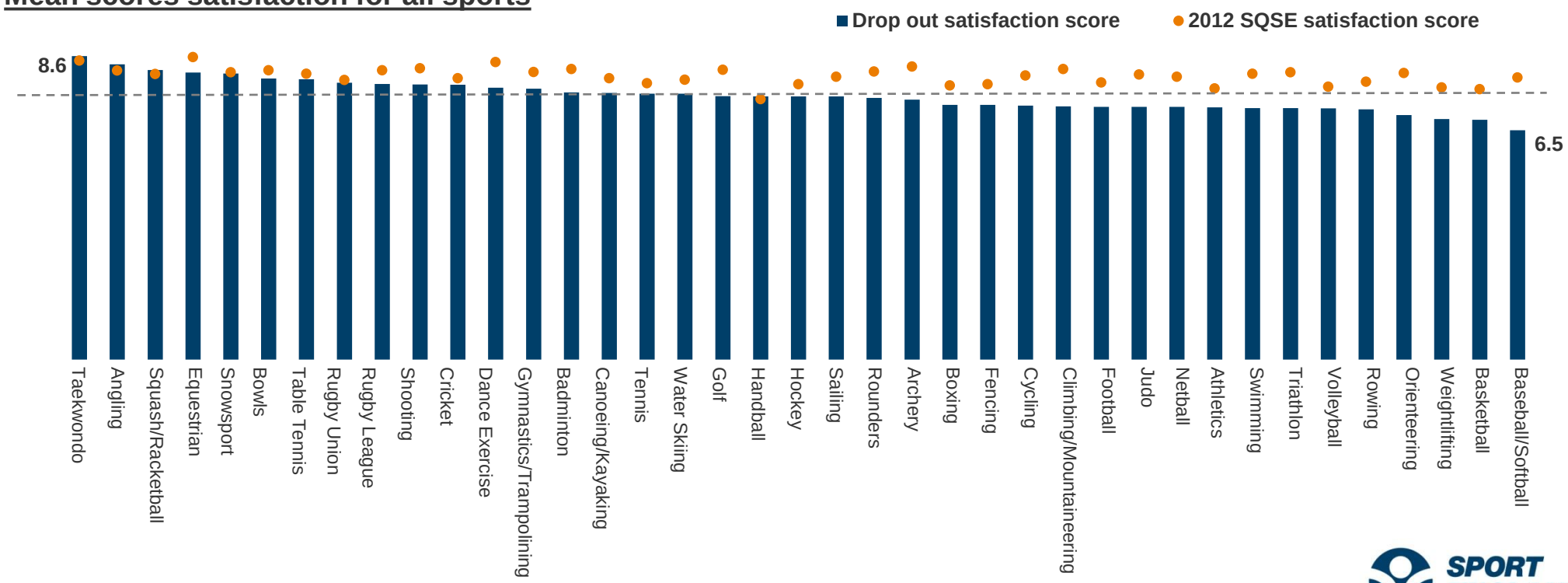
Overall satisfaction at point of drop out

Q. Thinking back to when you stopped participating / started participating less in your sport and taking everything about this sport into account, how satisfied overall were you with your experience of your sport?

Please rate on a scale of 1-10 where 1 is "Extremely dissatisfied" and 10 is "Extremely satisfied".

	Overall	General Participants	Club Members
Mean satisfaction score out of 10	7.46	7.45	7.49

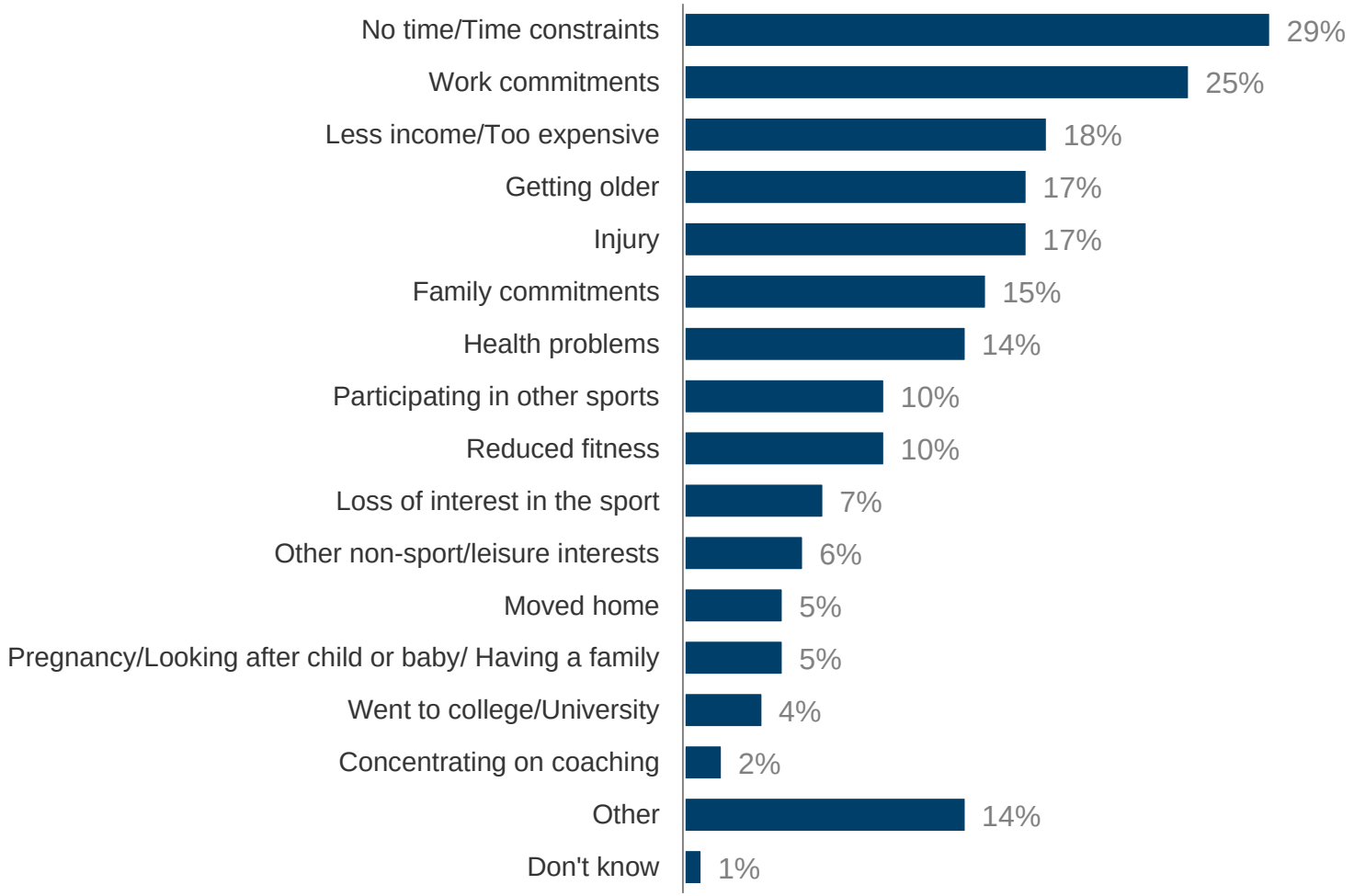
Mean scores satisfaction for all sports



Number of participants at each level: Overall (1,848)

Reasons for drop out

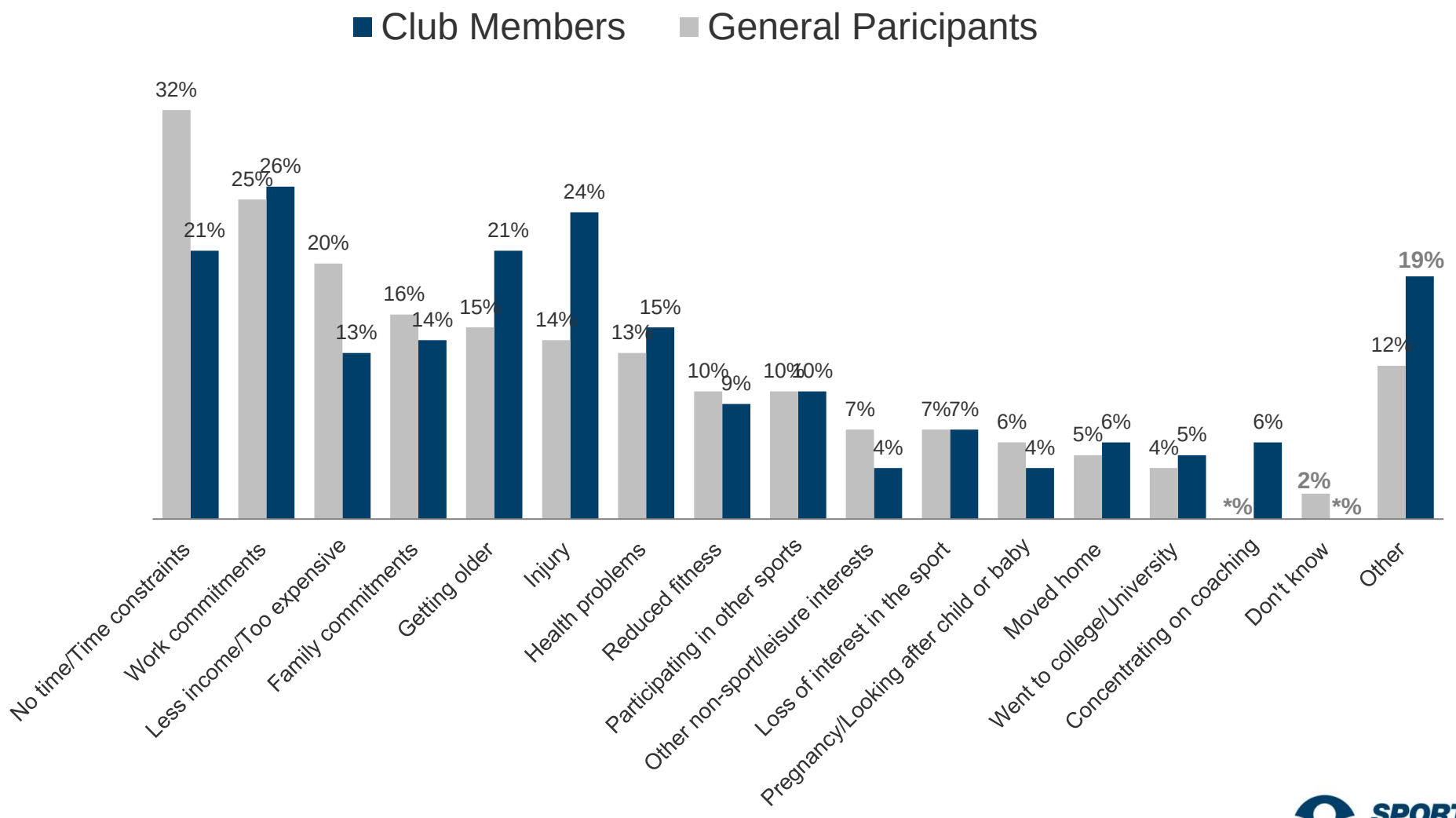
Q Looking through the list below, what are your main reasons for no longer participating in your sport?



Number of participants at each level: Overall (1,848)

Reasons for drop out – General Participants and Club Members

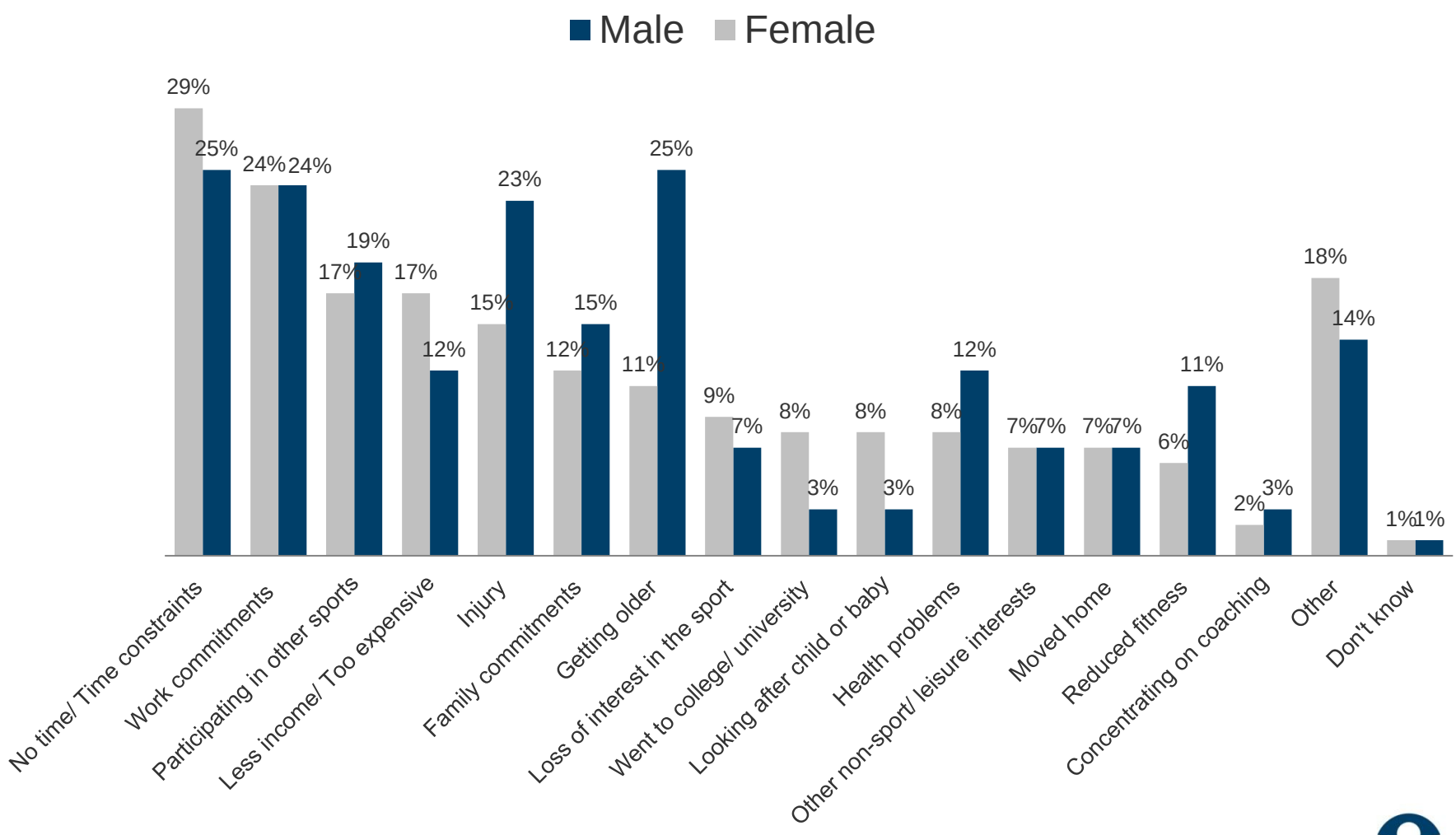
Q Looking through the list below, what are your main reasons for no longer participating in your sport?



Number of participants at each level: General Participants (1,291), Club Members (556)

Reasons for drop out – Male and Female

Q Looking through the list below, what are your main reasons for no longer participating in your sport?



Number of participants at each level: General Participants (1,291), Club Members (556)

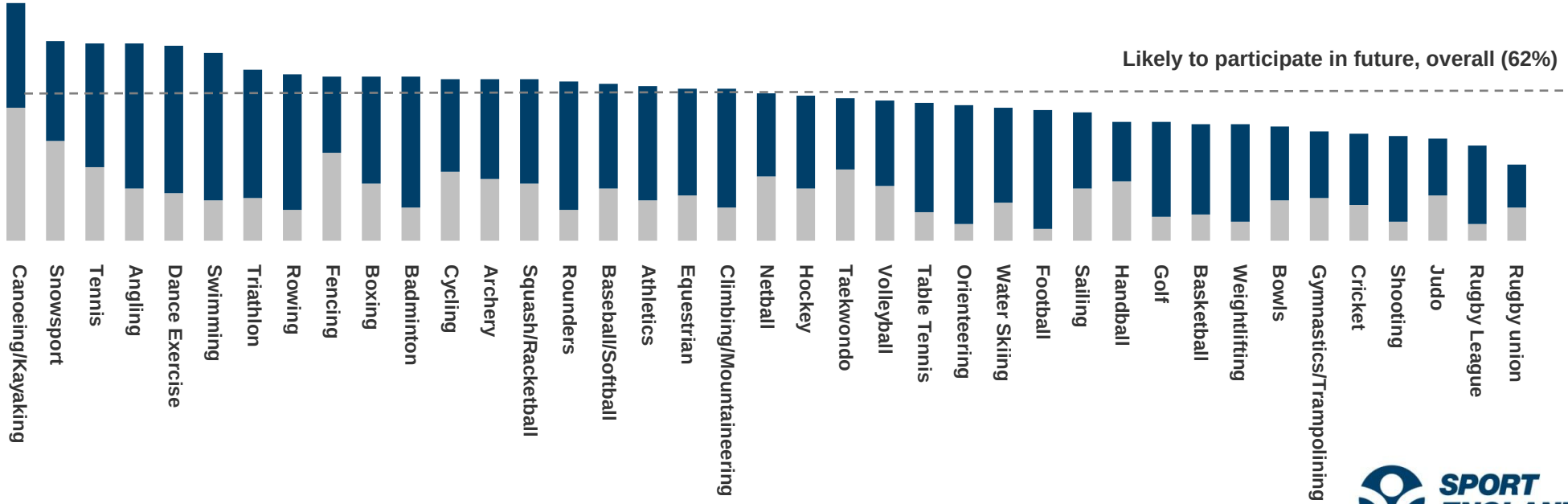
Likelihood of future participation

Q. You have stopped participating in your sport. How likely are you to participate in your sport again in the future?

Very likely *Fairly likely* *Not very likely* *Not at all likely*

	Overall	General Participants	Club Members
% Very likely	18	15	26
% Fairly likely	44	48	34
% Likely to participate in future	**62**	**63**	**60**

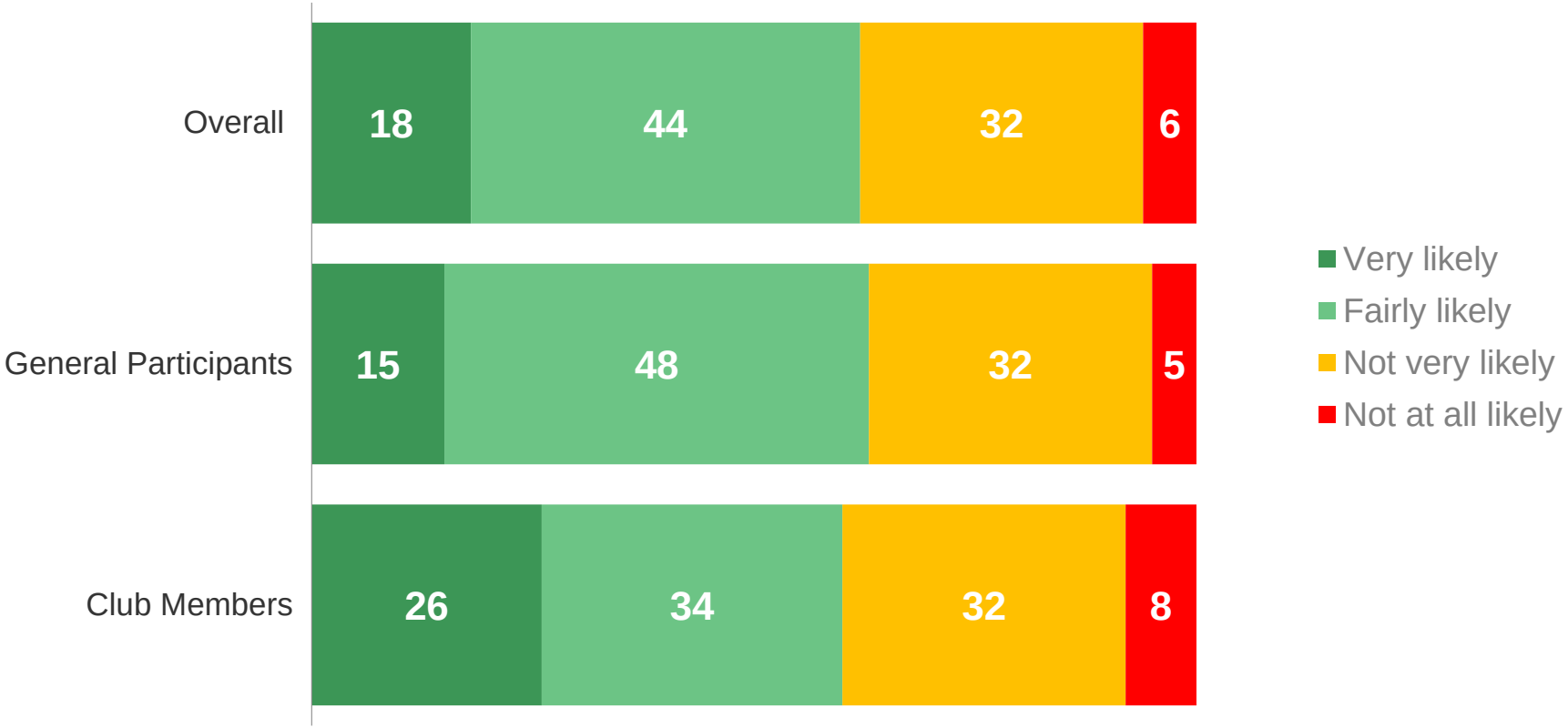
Likelihood of future participation by sport



Number of participants at each level: Overall (1,468), General Participants (1,046), Club Members (422)

Likelihood of future participation (2)

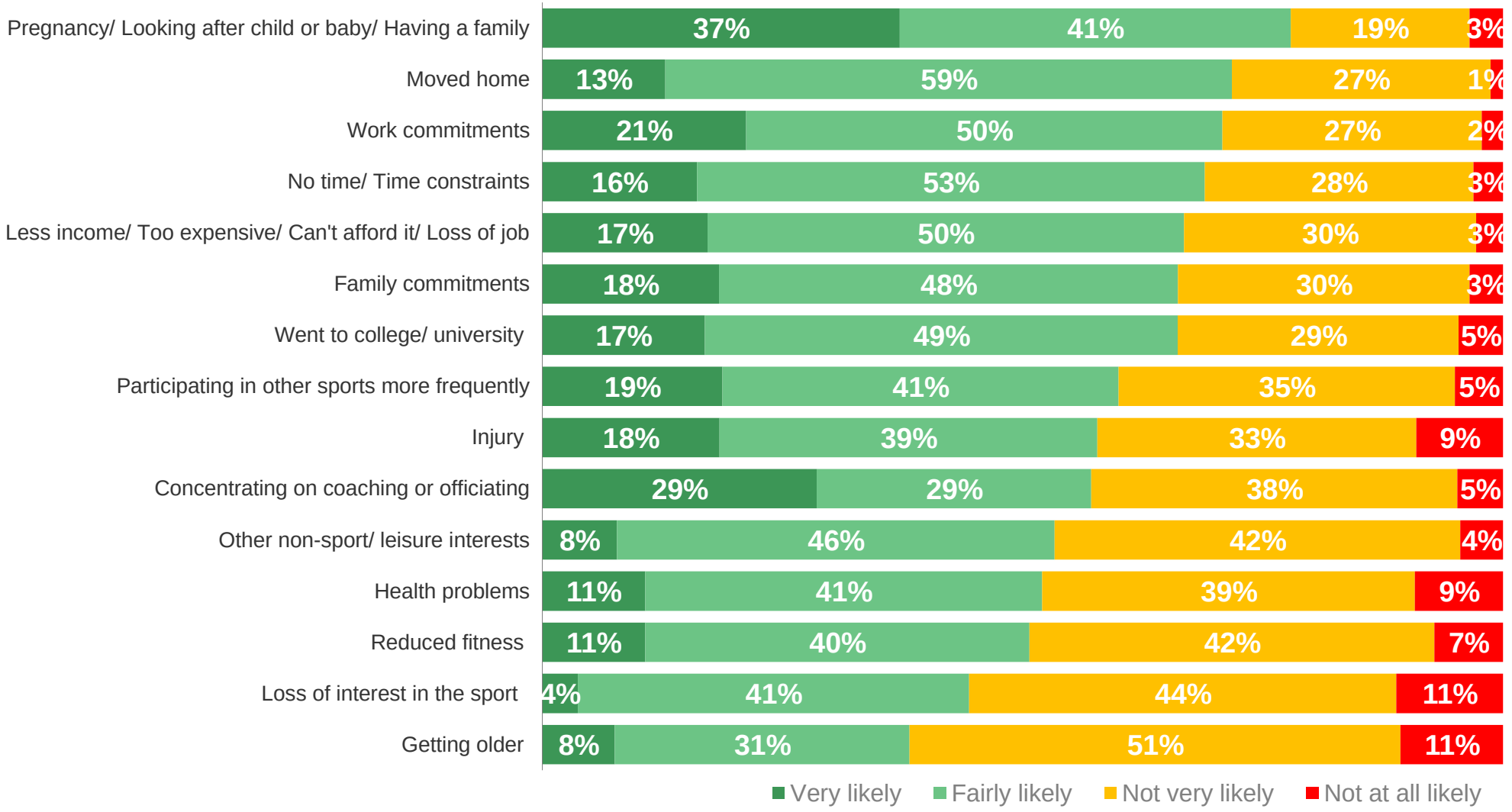
Q. You have stopped participating in your sport. How likely are you to participate in your sport again in the future?



Number of participants at each level: Overall (1,468), General Participants (1,046), Club Members (422)

Likelihood of future participation (3)

Q. You have stopped participating in your sport. How likely are you to participate in your sport again in the future?



Number of respondents for each reason: Injury (244), Reduced fitness (140),Getting older (225),Participating in other sports more frequently (160),Work commitments (363),Less income/ Too expensive/ Can't afford it/ Loss of job (250), Health problems (196), No time/ Time constraints (422), Concentrating on coaching or officiating (21), Went to college/ university (65), Moved home (78), Loss of interest in the sport (108), Other non-sport/ leisure interests (90), Family commitments (201), Pregnancy/ Looking after child or baby/ Having a family (86)

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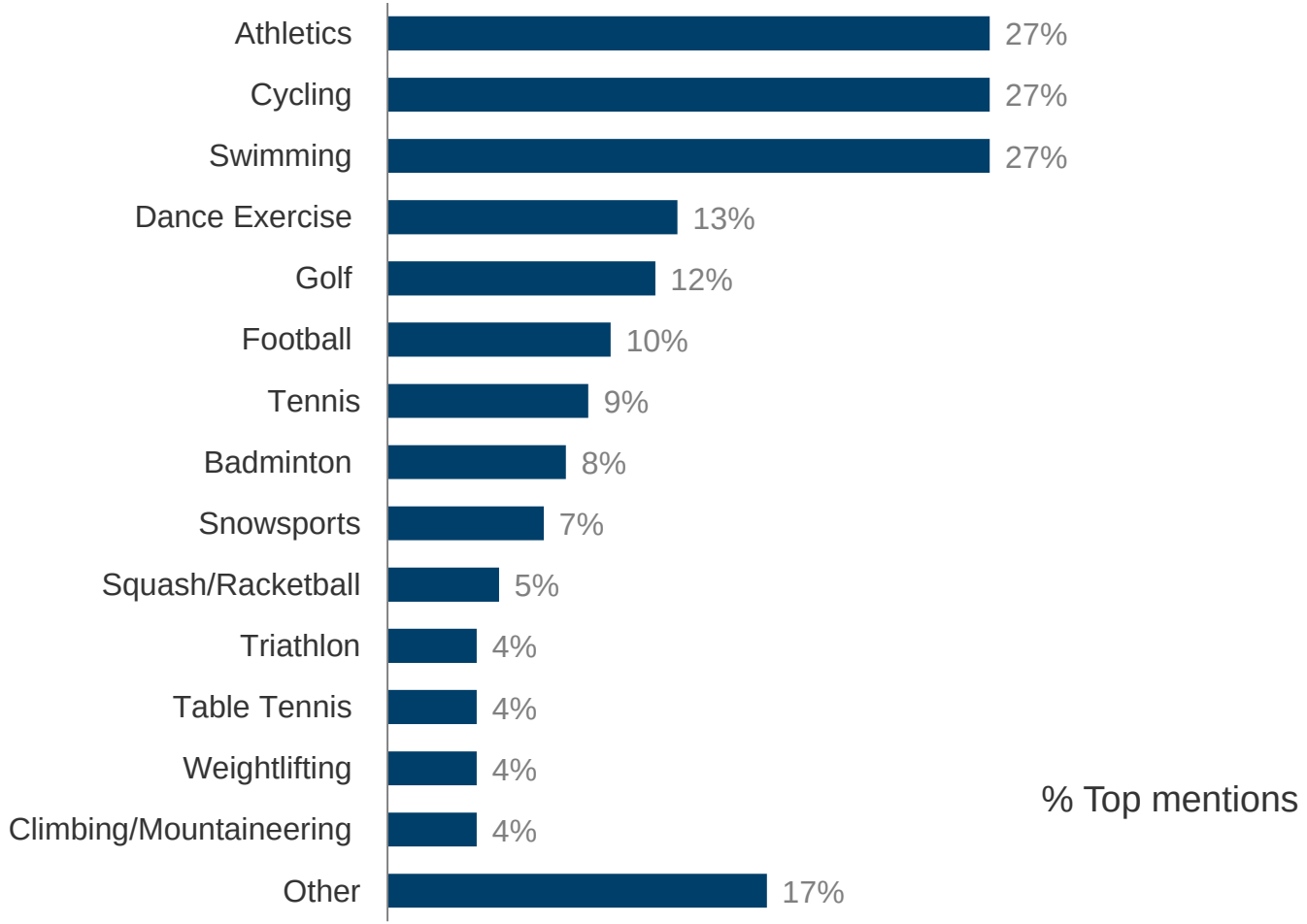
Participation in other sports

Q Which other sport(s) are you participating in more frequently?

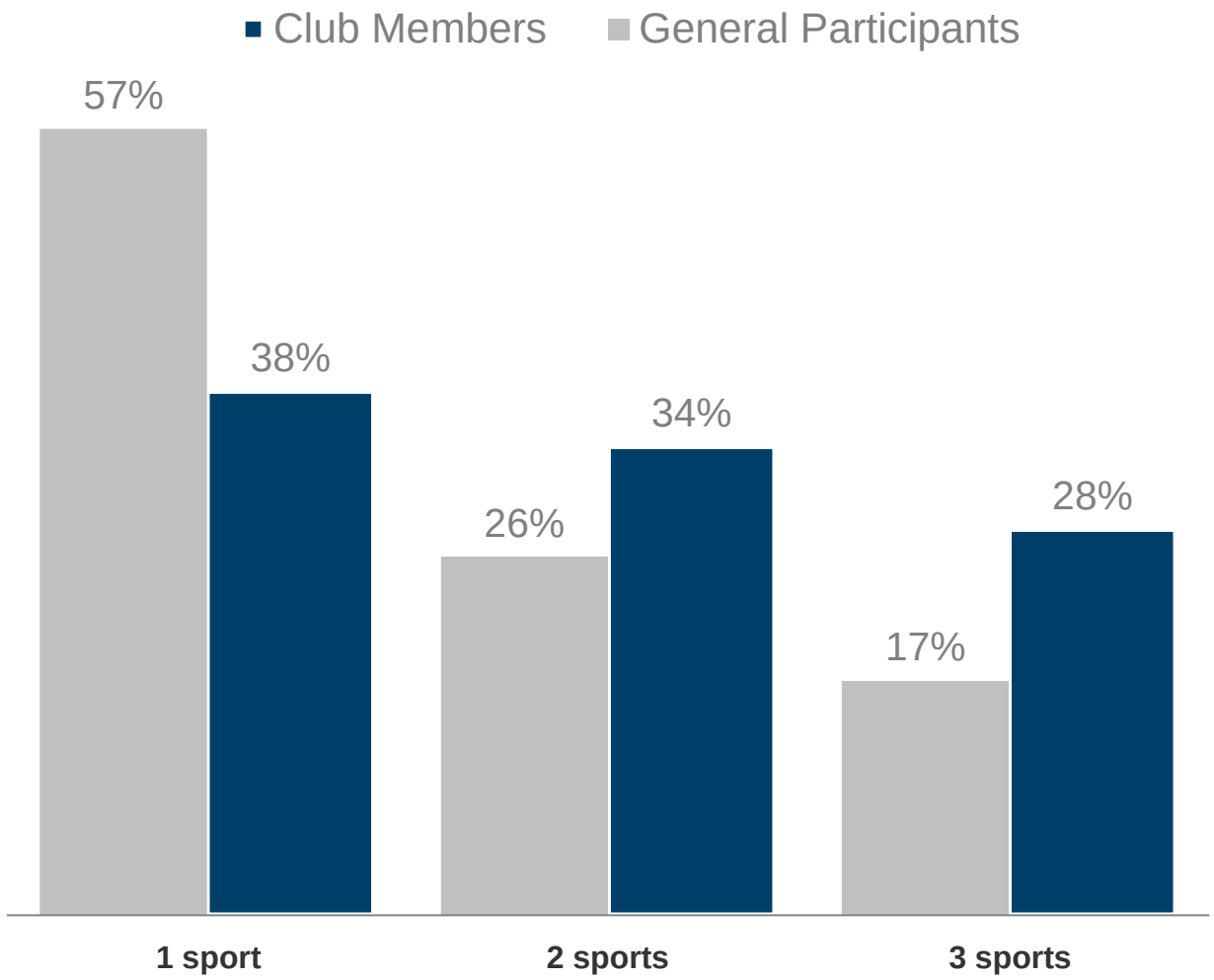
Overall, 10% are participating in another sport more frequently, of these 183:



Number participating in another sport more frequently (183)

Participation in other sports - General Participants and Club Members

Q Which other sport(s) are you participating in more frequently?



Number participating in another sport more frequently: General Participants (125), Club Members (58)

Sample information

The 1,848 interviews break down across the 45 eligible sports as follows:

Sport	Base
Angling	54
Archery	70
Athletics	73
Badminton	63
Baseball/Softball	12
Basketball	45
Boccia	4
Bowls	64
Boxing	44
Canoeing/Kayaking	34
Climbing/Mountaineering	78
Cricket	87
Cycling	54
Dance Exercise	68
Equestrian	49

Sport	Base
Fencing	24
Football	77
Goalball	1
Golf	50
Gymnastics/Trampolining	43
Handball	5
Hockey	26
Judo	25
Lacrosse	6
Modern Pentathlon	1
Netball	43
Orienteering	30
Rounders	36
Rowing	49
Rugby League	21

Sport	Base
Rugby Union	46
Sailing	37
Shooting	40
Snowsport	38
Squash/Racketball	58
Swimming	110
Table Tennis	46
Taekwondo	11
Tennis	67
Triathlon	31
Volleyball	26
Water Skiing	25
Weightlifting	62
Wheelchair Basketball	8
Wrestling	7

Throughout this report percentages that are based on fewer than 10 responses are not included

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Survey history

The table below indicates how many completed the survey for the past 3 years and how many completed the 2011 survey only

Sport	Base		
	All	2009/ 2010/ 2011	2011 only
Angling	54	11	43
Archery	70	8	62
Athletics	73	23	50
Badminton	63	15	48
Baseball/Softball	12	2	10
Basketball	45	3	42
Boccia	4	-	4
Bowls	64	8	56
Boxing	44	2	42
Canoeing/Kayaking	34	1	33
Climbing/ Mountaineering	78	6	72
Cricket	87	9	78
Cycling	54	9	45
Dance Exercise	68	24	44
Equestrian	49	4	45

Sport	Base		
	All	2009/ 2010/ 2011	2011 only
Fencing	24	2	22
Football	77	31	46
Goalball	1	-	1
Golf	50	15	35
Gymnastics/Trampolining	43	3	40
Handball	5	-	5
Hockey	26	2	24
Judo	25	5	20
Lacrosse	6	-	6
Modern Pentathlon	1	1	-
Netball	43	4	39
Orienteering	30	2	28
Rounders	36	-	36
Rowing	49	4	45
Rugby League	21	1	20

Sport	Base		
	All	2009/ 2010/ 2011	2011 only
Rugby Union	46	6	40
Sailing	37	4	33
Shooting	40	9	31
Snowsport	38	7	31
Squash/Racketball	58	13	45
Swimming	110	40	70
Table Tennis	46	6	40
Taekwondo	11	1	10
Tennis	67	16	51
Triathlon	31	9	22
Volleyball	26	3	23
Water Skiing	25	-	25
Weightlifting	62	7	55
Wheelchair Basketball	8	1	7
Wrestling	7	-	7

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