

2024

Annual Soccer Parent Survey Report



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*Youth soccer parents will be
difference makers when it comes to
improving the game.*





A NOTE FROM SKYE

We are excited to present the results of the 2024 Annual Soccer Parent Survey, our 6th Annual Survey! The important information gathered in this survey is a demonstration of the experience parents are having with their child, their child's coach and club, as well as an expression of parent's thoughts, feelings and opinions about their child's experience with the game.

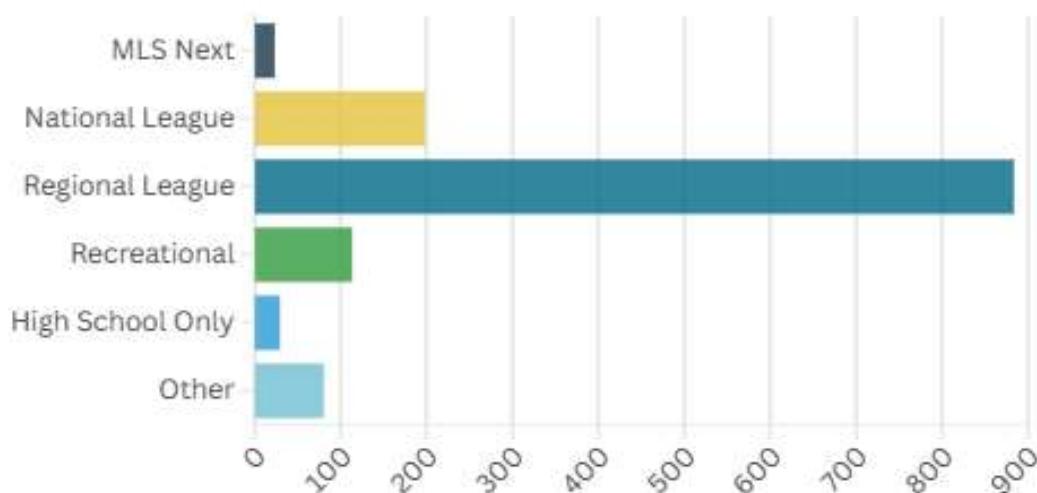
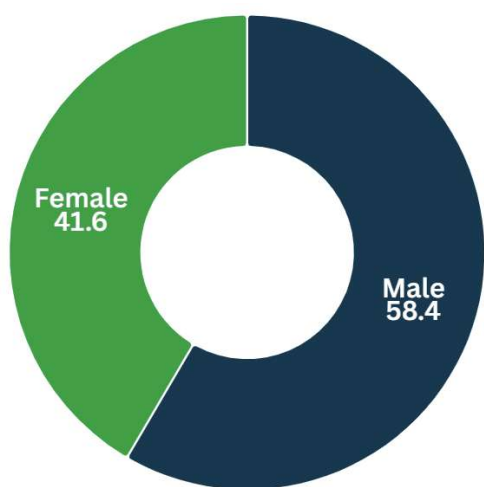
Armed with a deeper understanding of what parents are actively experiencing drives our programming, education, messaging, expert interviews, and course creation throughout the year. Additionally, it provides perspective and guidance to the Soccer Parenting team when it comes to our development of coach education and club leader engagement.

We hope you find this information helpful, insightful and that, ultimately, the data drives action on the part of parents, coaches, clubs and leaders to make youth soccer better.



A Few Notes About the Survey

- Soccer parents completed a total of 1,255 surveys during a four-week period.
- Responses came from parents in 46 states in the United States.
- Responses covered children born in every year between 2002 and 2021.
- The split between male and female athletes was 58% male and 42% female
- All levels of play were represented with Regional/Club/Tryout level the majority (63%)



When parents seek information about how to best support their player, great things will happen.

HIGHLIGHTS

from this year's survey

- While the data from the 2024 survey reveals some areas that require focused attention, overall we are seeing encouraging progress across a range of metrics, suggesting that efforts to improve the youth soccer experiences are gaining traction.
- Net Promoter Score (NPS) showed a positive growth this year with a score of 25, which is a 4 point increase over last year. Any score above 20 is considered “great” by the originators of NPS, Bain & Co.
- Overall parent satisfaction with connection to their child's club has improved over last year. Consistent with last year, the only “club sentiment” rating that decreased was feeling a Sense of Community.
- Parents weighed in on what they love about their soccer club and what they wish for, revealing opportunities around flexibility, cost and value, inclusivity, and individual skill development.
- Parent satisfaction with the club's communication and ability to meet their needs remains solid at 7.3 out of 10, reinforcing a positive connection between families and their clubs. This trend is consistent with the improvements seen in 2023.
- Parents believe that children have a strong love of the game (8.9 out of 10), further supported by children's demonstrated motivation to train independently (7.3 out of 10).
- We saw a slight increase in overall parent satisfaction with coaches as well as increased satisfaction with the interaction between coaches and children. We're optimistic about this shift, marking the first positive change since 2022.
- Parents reported the highest ever level of satisfaction with their education on how to properly support their child in soccer.



CLUB SENTIMENT

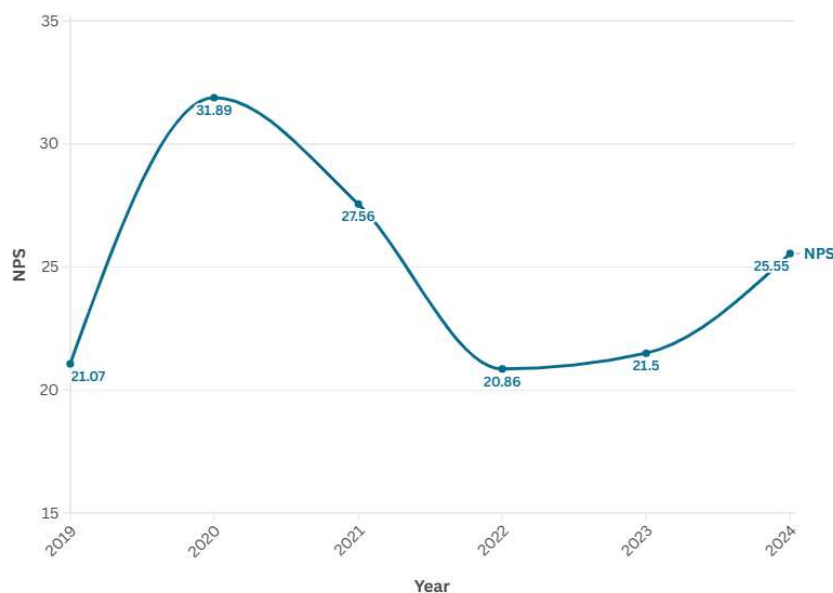
HOW PARENTS FEEL ABOUT THEIR CLUBS



How likely is it that you would recommend your child's Soccer Club to a friend or colleague?



Detractors	Passives	Promoters
20% (244)	35% (434)	45% (558)



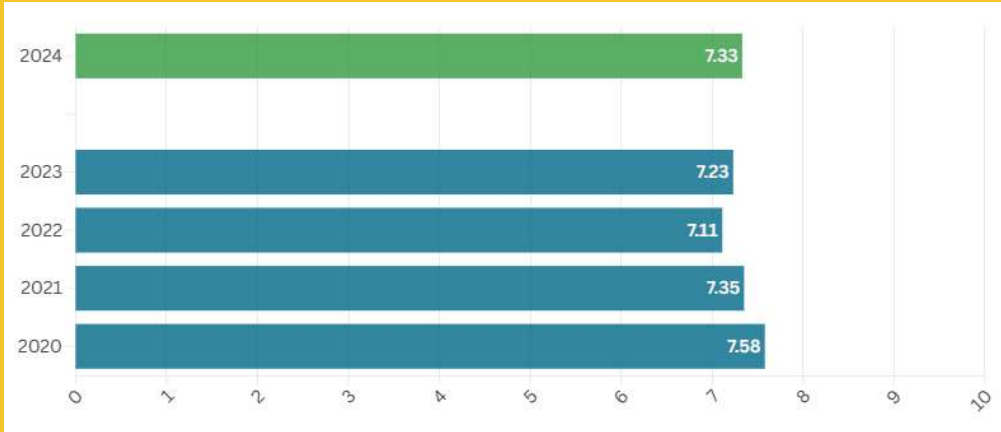
POSITIVE CHANGE

A Net Promoter Score of 25 suggests that parents are feeling increasingly optimistic about their club situation. This is an improvement compared to the last two years' result (21).

Net Promoter Score (NPS) is a customer experience metric that measures customer loyalty and satisfaction. It's calculated by asking customers a question on a scale of 0-10, and then averaging their responses to get a single number between -100 and 100. Bain & Company, the creators of NPS, say that an NPS score above 0 is good, above 20 is great, and above 50 is amazing.

This is a great result and an improvement in the right direction. However, our sights remain set on children participating in an environment that is amazing!

CLUB CONNECTION

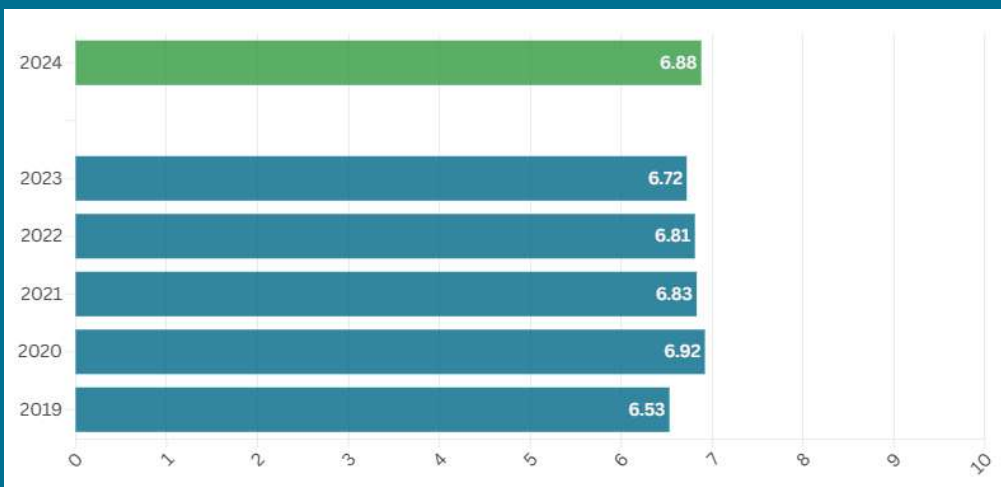


On a scale of 0-10, how satisfied are you with the Soccer Club related to their communication with you?

2024 result (7.36) continues the trend of a slight increase from 2023 and 2022

On a scale of 0-10, would you agree that the Soccer Club is meeting your needs as a soccer parent?

2024 result (7.19) marks a slight increase (1.72%) from 2023.

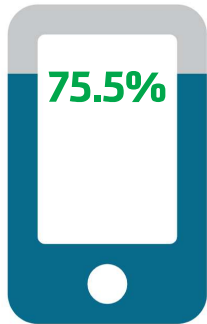


On a scale of 0-10, how satisfied are you with the Soccer Club when it comes to YOU personally feeling a Sense of Community or "belongingness" to the Soccer Club?

2024 results (6.88) marks a slight increase but is among the lower scoring results.

Getting Connected

Do you follow the Soccer Club on social media to stay informed?



The trend continues with 75.5% of parents following their clubs on social media to stay informed.

Social media can be an excellent place to create community and connect with your club. Let's keep this trend of connectedness and engagement going!

When thinking about your child's club...

You Love:

- **Community & Support:** Parents value the club's strong community, with friendships, support for athletes, and a shared sense of purpose.
- **Positive Coaching:** Parents appreciate positive coaching that focuses on skill development, sportsmanship, and a growth mindset.
- **Growth Opportunities:** The club provides opportunities for children to grow as athletes and individuals, including skill development, competition, and building confidence.
- **Emphasis on Fun:** The club prioritizes fun and enjoyment for children, creating a positive experience for all.
- **Well-Organized:** Parents value the club's efficient organization, including well-structured practices, clear communication, and a smooth registration process.

You Wish For:

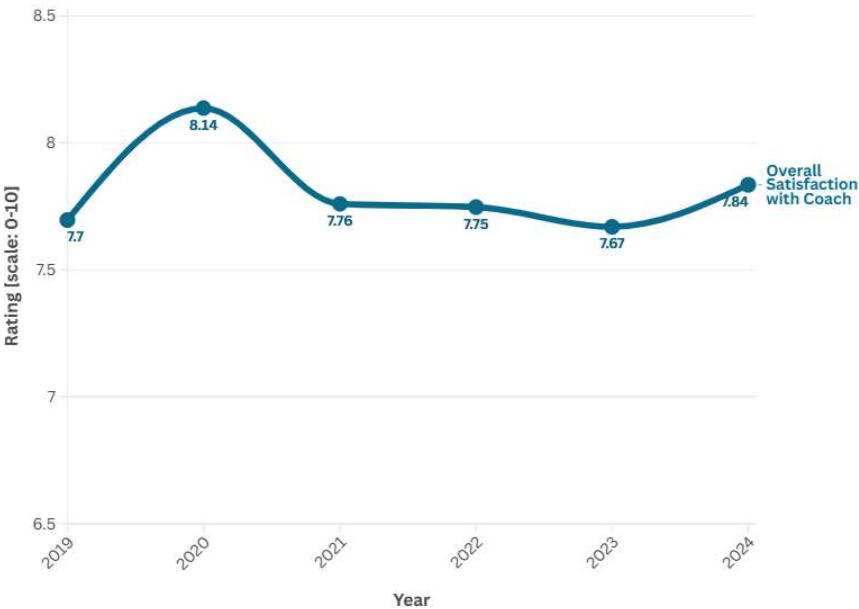
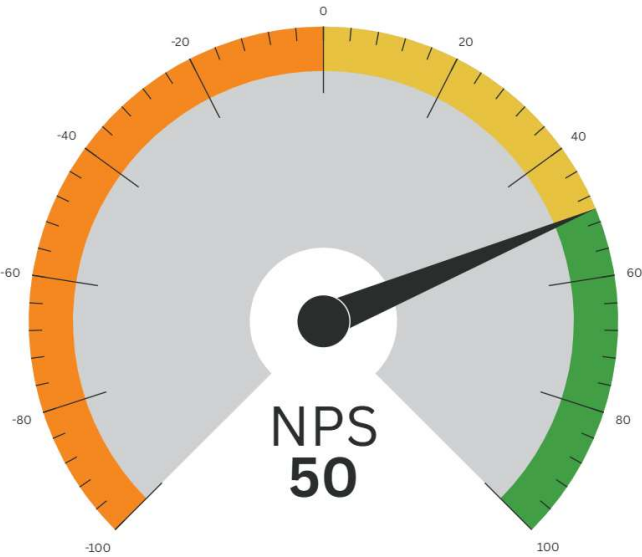
- **Communication:** Parents want clearer communication with timely updates, expectations, and transparency.
- **Flexibility:** Parents desire flexibility with practice times, skill level options, and consideration for individual needs.
- **Skill Development:** Parents would like to see a greater focus on individual skill development alongside team play.
- **Inclusivity:** Parents wish for a more inclusive club welcoming athletes of all backgrounds and abilities.
- **Cost & Value:** Parents want better value for their investment, considering cost and potential for reduced fees.

COACH SENTIMENT

HOW PARENTS FEEL ABOUT THEIR COACHES



Overall, how satisfied are you with your child's soccer coach?



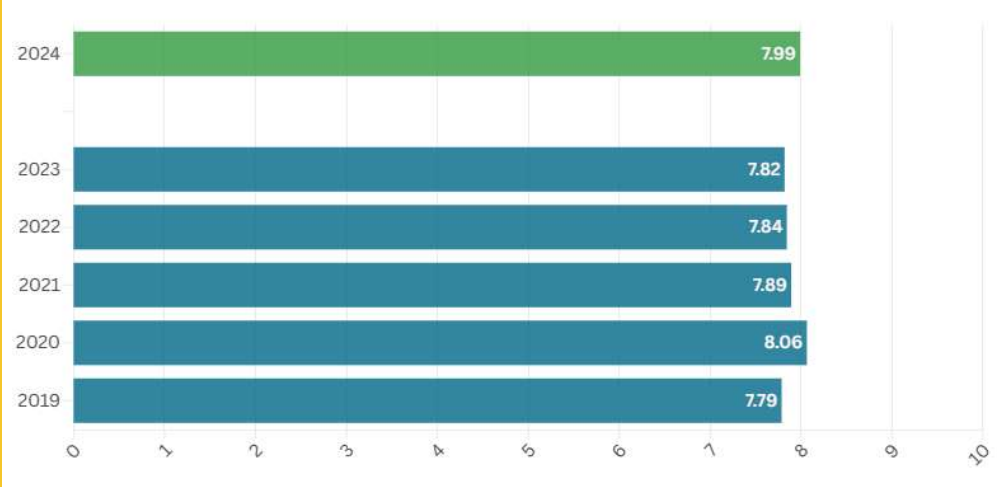
Detractors	Passives	Promoters
12% (1185)	26% (2481)	62% (6081)

GROWTH FOR COACHES

The positive trend in coach ratings, reflected in a score of 7.84 out of 10 and an NPS score of 50, demonstrates the positive impact of coaches prioritizing player development and fostering a positive environment. This improvement likely stems from widespread focus on “holistic development” corroborated by increases across the board in parent sentiments related to the coach caring for their child as a person first and player second, an increase in overall trust between parents and coaches, and parents being more satisfied with the coach’s communication.

By working together, we can continue to enhance the soccer experience for all. Moving forward, ongoing collaboration between parents, clubs, and coaches will be key to sustaining this positive momentum and ensuring a positive and enriching experience for every young athlete.

COACH CONNECTION

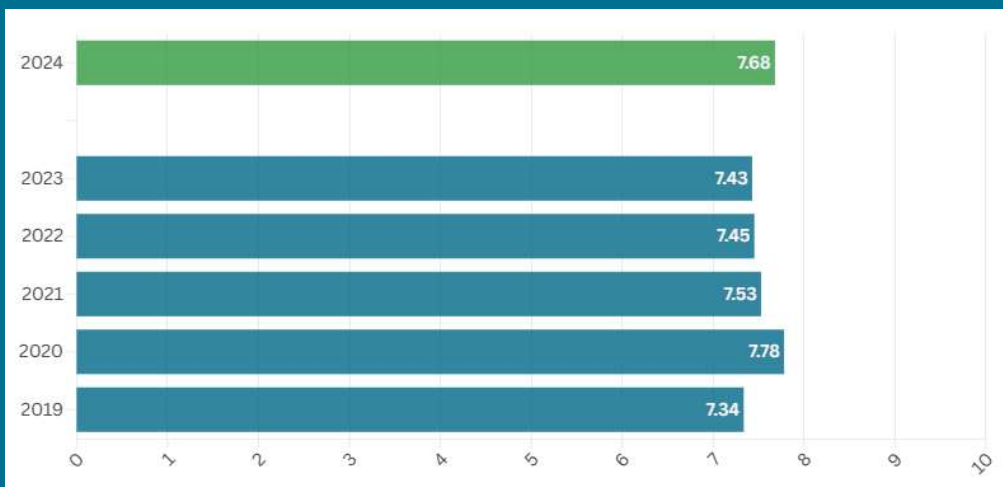


On a scale of 0-10, do you believe your child's soccer coach cares about your child first as an individual person, and second as a soccer player?

2024 results (7.99) show a 2% improvement over last year.

On a scale of 0-10, how do you feel about this statement: I trust my child's soccer coach?

2024 (8.26) brings a 2.5% increase over 2023 results and reflects meaningful progress in a critical area.

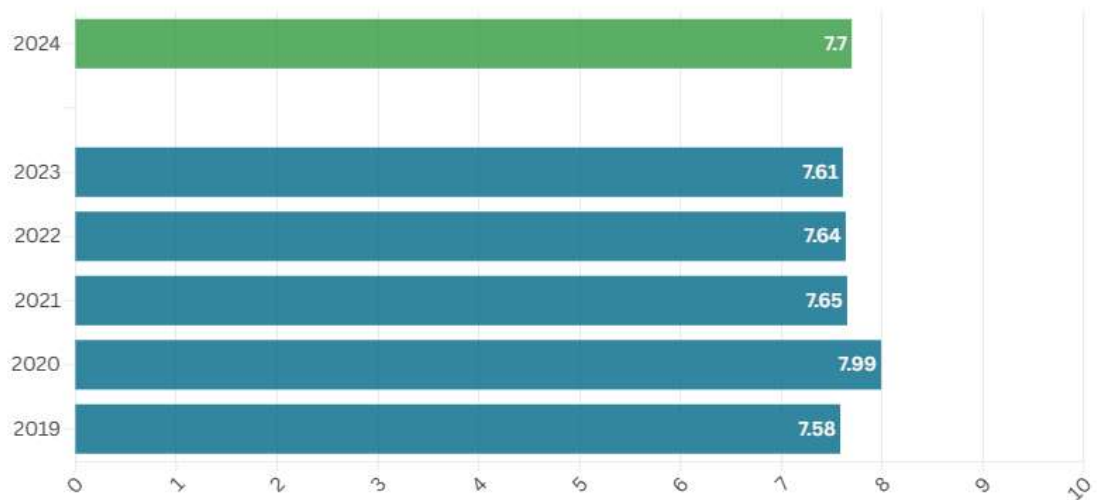


On a scale of 0-10, how satisfied are you with the Soccer Coach related to their communication with you?

2024 result (7.68) is a 3.4% improvement over 2023 results but the score reflects an opportunity for continued improvement.

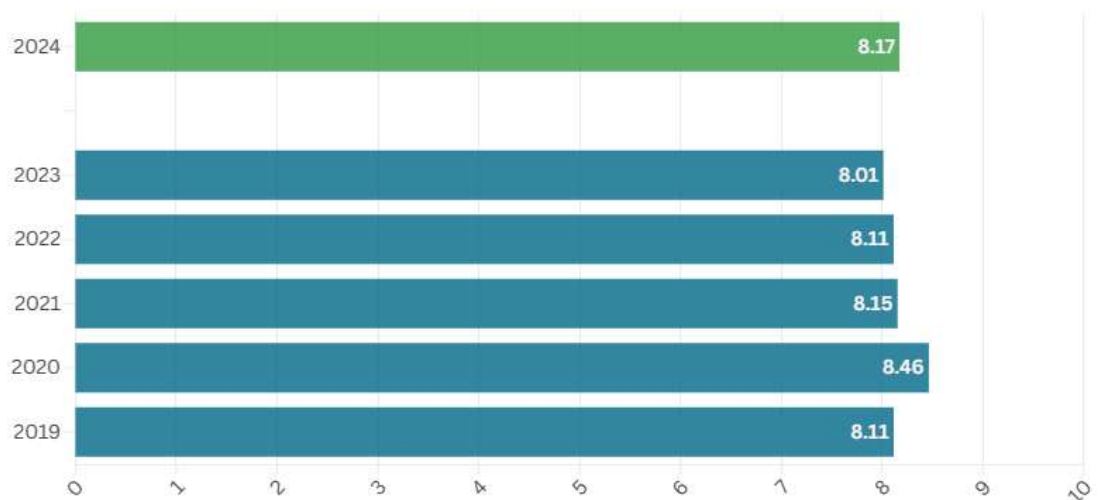


GAME MANAGEMENT



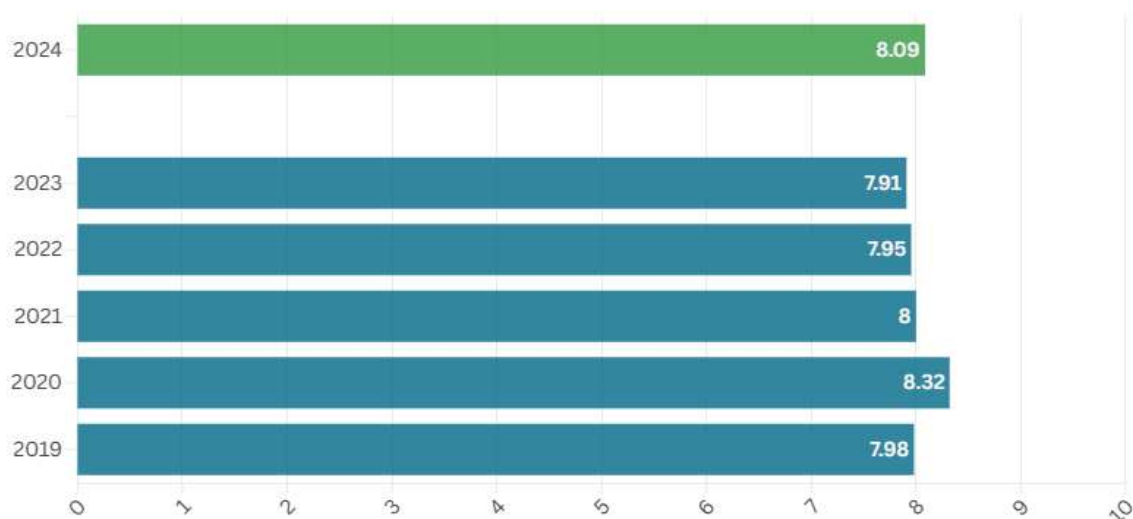
Related to GAME MANAGEMENT (game related leadership and decisions), on a scale of 0-10, how satisfied are you with your child's soccer coach?

SIDELINE BEHAVIOR



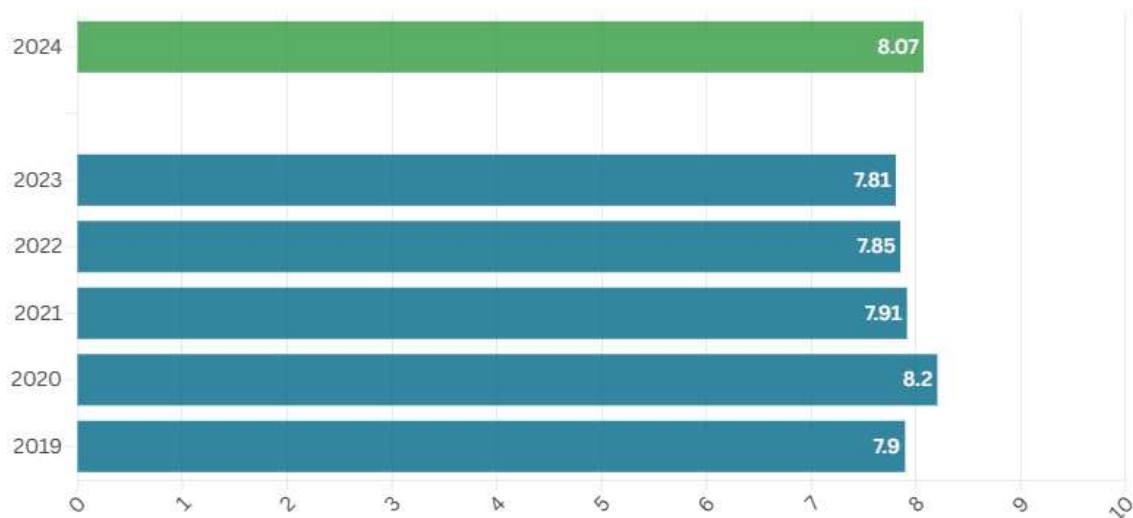
Related to SIDELINE BEHAVIOR AND COMMUNICATION DURING GAMES, on a scale of 0-10, how satisfied are you with your child's soccer coach?

PRACTICE ENVIRONMENT

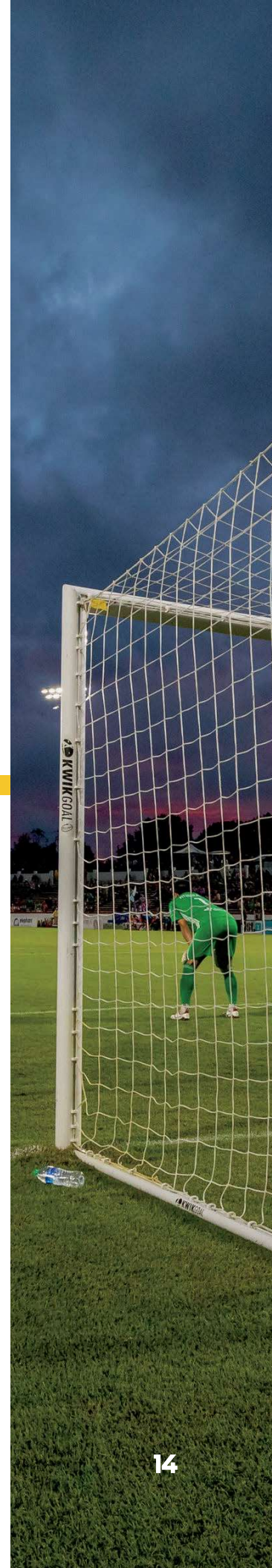


Related to PRACTICE ENVIRONMENT THE COACH CREATES, on a scale of 0-10, how satisfied are you with your child's soccer coach?

RELATIONSHIP QUALITY

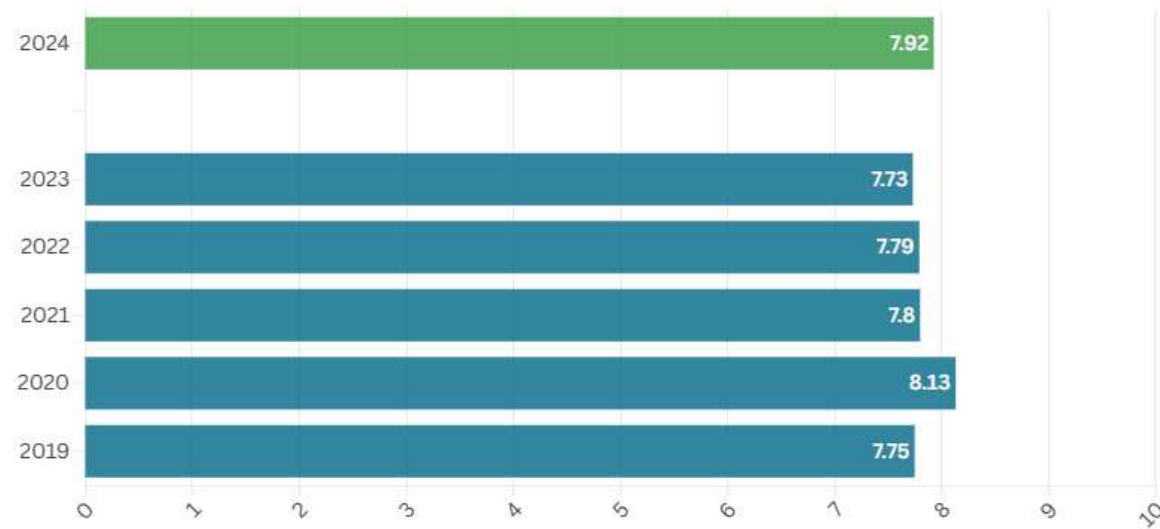


Related to THE QUALITY OF THE RELATIONSHIP BETWEEN THE COACH AND YOUR CHILD, on a scale of 0-10, how satisfied are you with your child's soccer coach?





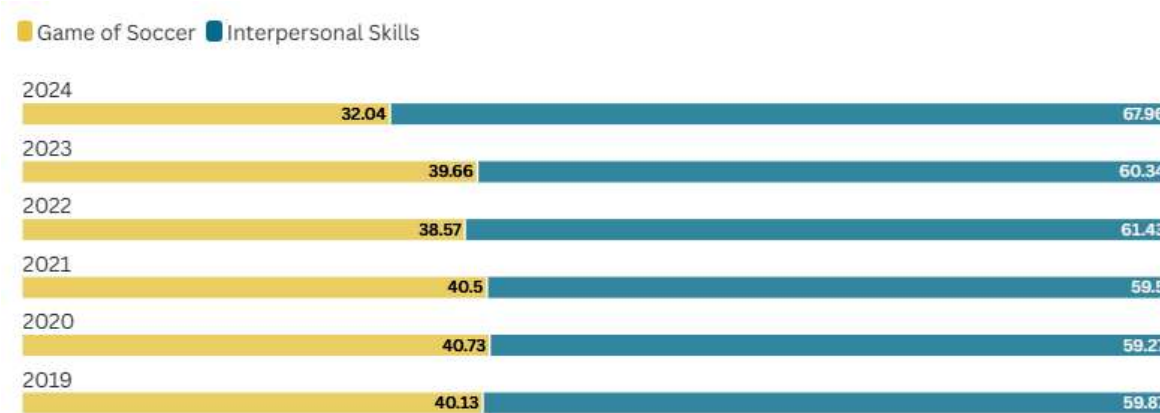
INTERPERSONAL SKILLS



On a scale of 0-10, do you believe your child's soccer coach has the interpersonal skills (their ability to interact effectively with players and parents) needed in order to be a successful youth soccer coach?

COACH EDUCATION

If your child's coach had to choose one opportunity for coach education, based on their individual talents, do you believe education related to the game of soccer or interpersonal skills (their ability to interact effectively with players and parents) should be their choice?

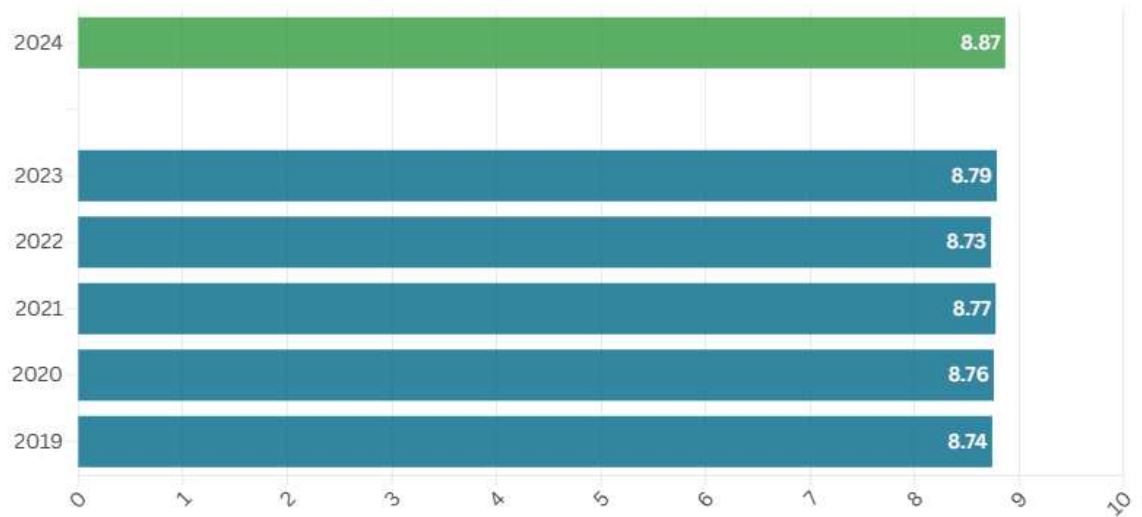


CHILD SENTIMENT

HOW PARENTS FEEL ABOUT THEIR
CHILD'S CONNECTION TO THE SPORT
AND THEIR COACH

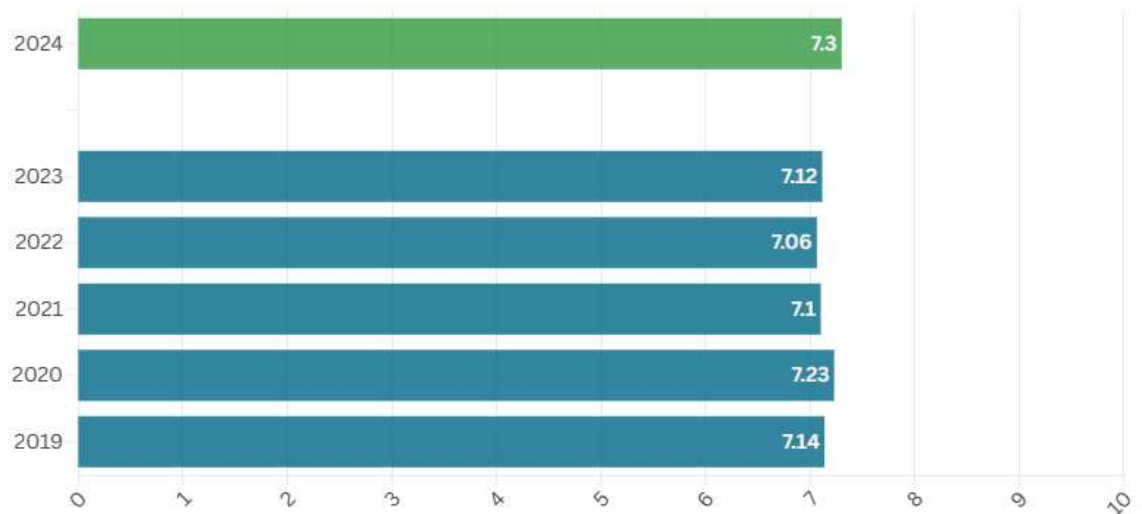


LOVE OF THE GAME



On a scale of 0-10, how much do you believe your child loves the game of soccer?

SOLO PRACTICE



On a scale of 0-10, how likely is your child to train on their own (not with an in-person trainer)?

COACH CONNECTION

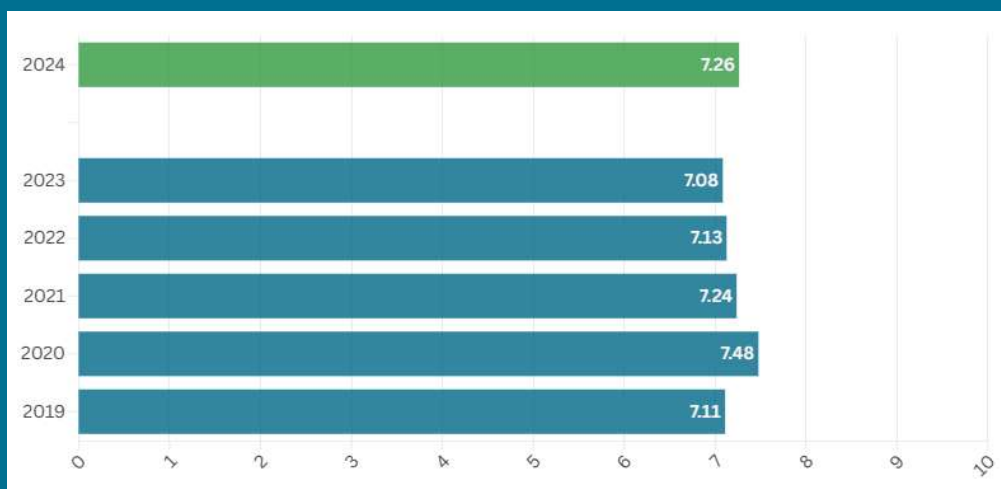
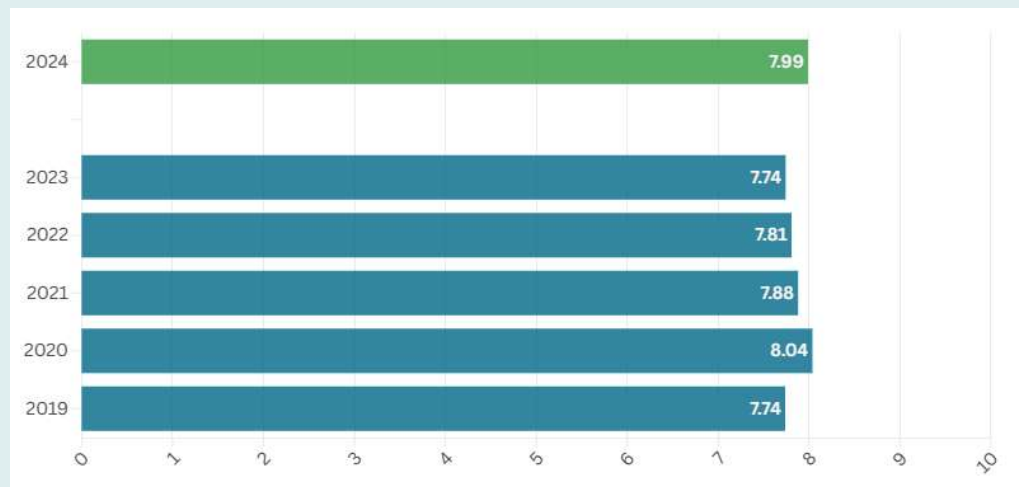


On a scale of 0-10, how satisfied do you think your child is with the soccer coaching ability of their soccer coach?

2024 result (8.17) show a 2.6% increase over 2023

On a scale of 0-10, how satisfied do you think your child is with the interactions and relationship they have with their soccer coach?

The results indicate a positive shift over both 2022 and 2023 results.



On a scale of 0-10, how satisfied are you with the formal and informal feedback your child receives from their soccer coach.

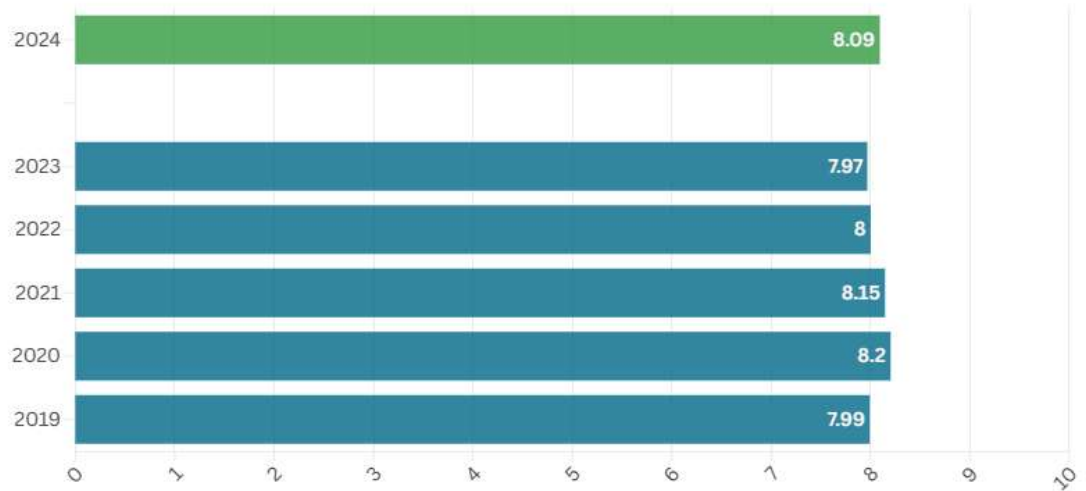
The 2024 results show a 2.5% increase over 2023 results, which were the lowest since we started measuring sentiment.

PARENT SENTIMENT

HOW PARENTS FEEL ABOUT THEIR ROLE AND SIDELINE BEHAVIOR

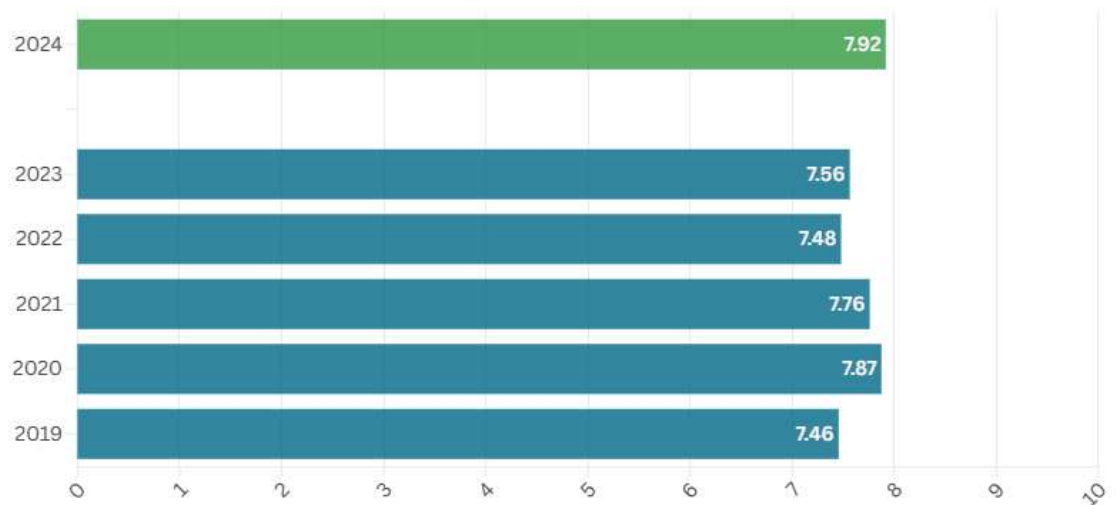


PARENT ROLE



Overall, on a scale of 0-10, how satisfied are you with yourself when it comes to your role as a soccer parent?

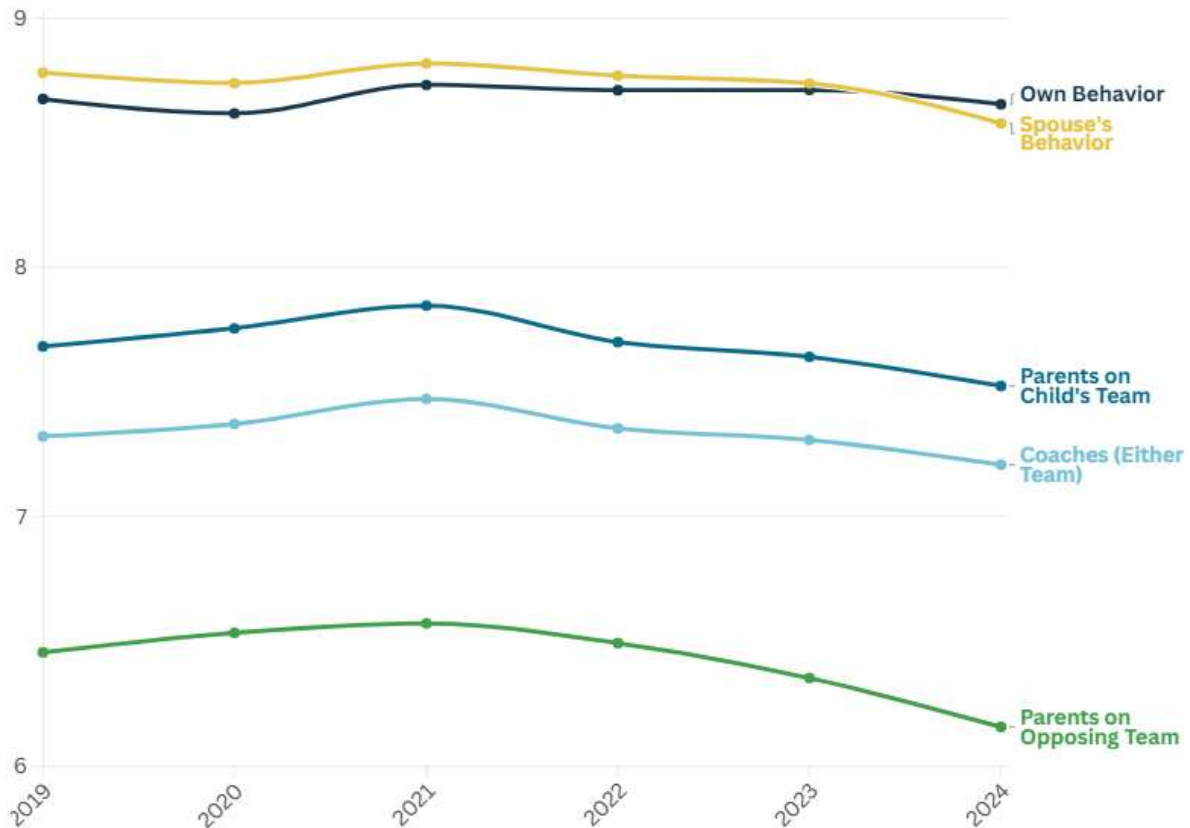
PARENT EDUCATION



On a scale of 0-10, do you feel you are adequately educated and equipped as a soccer parent to be able to properly support your child in soccer?

SIDELINE BEHAVIOR

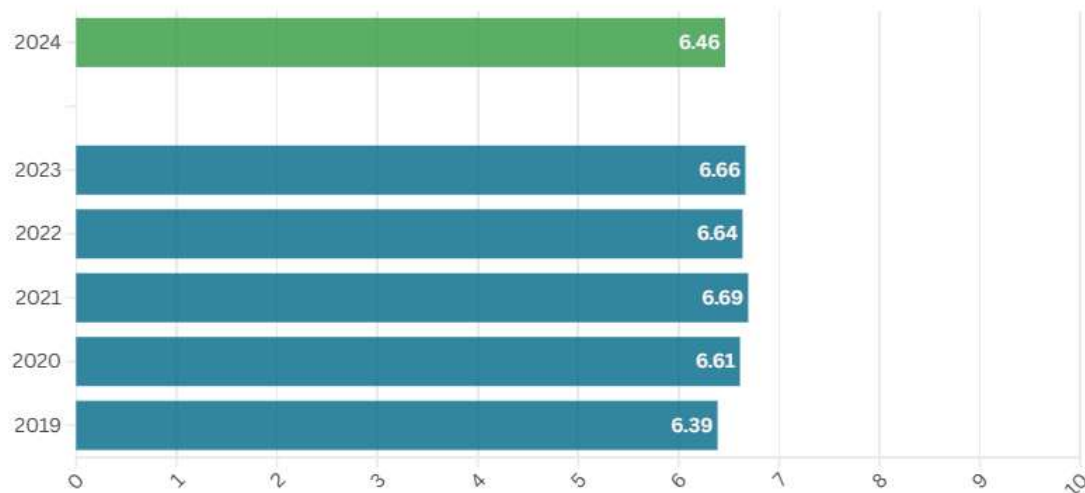
Each year, we ask for your sentiment on sideline behavior by asking “Overall, on a scale of 0-10, how satisfied were you with the sideline behavior you witnessed in 2024 as it relates to yourself, your spouse, parents on your child’s team, parents on the opposing team, and finally coaches (from either team). Consistent with last year, the results tell a compelling story of perceived behavior.



A CALL FOR REFLECTION

The graph highlights a concerning trend where parents tend to perceive their own behavior and that of their spouse more positively than the behavior of others on the sidelines. This underscores the importance of self-reflection for soccer parents. By cultivating self-awareness, parents can identify and address their own triggers, reactions, and contributions to the tension on the field. As we acknowledge our own role and potential blind spots, we can take responsibility for our actions and strive to create a positive and supportive environment for our children and communities. Parents have an incredible opportunity to create a healthier environment for everyone involved.

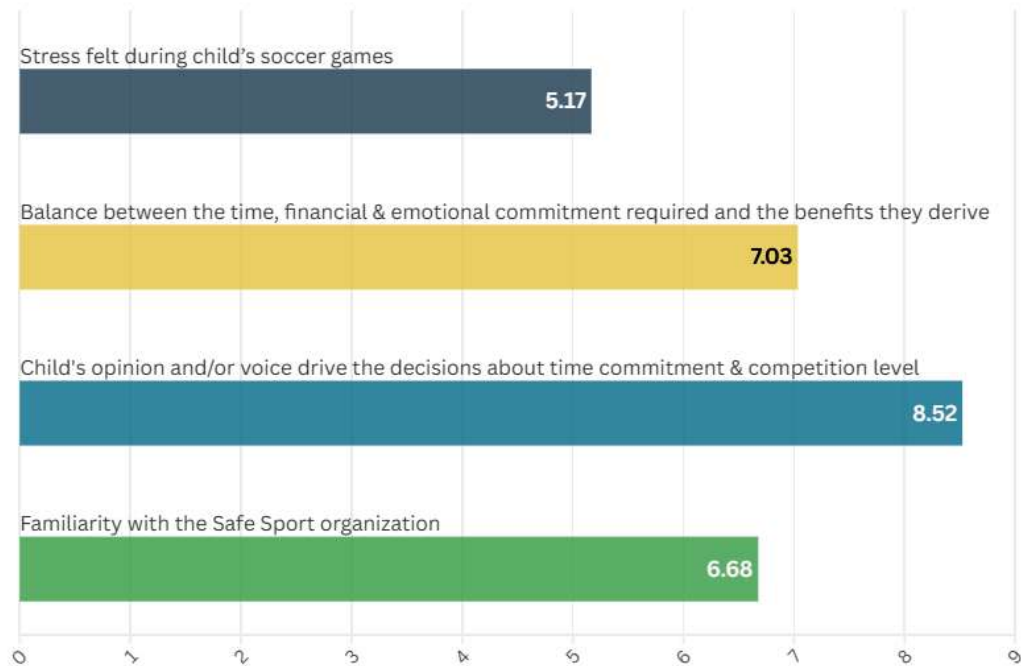
REFEREE SATISFACTION



Overall, on a scale of 0-10, how satisfied were you with the quality of refereeing you witnessed at your child's games in 2024?

NEW INSIGHTS

For the first time in 2024, the survey included several new questions designed to explore specific aspects of the youth soccer experience.



CONCLUSIONS

The data presented in this report, combined with the collective data we have gathered for the past six years, presents tangible indicators of measurable progress and opportunity for improvement in youth soccer. The data drives down on the positive results the ecosystem has experienced, and also the gaps simultaneously faced with providing players a learning environment in soccer that challenges, supports and inspires them.

We are incredibly optimistic about the increases in parent sentiments related to club and coach satisfaction demonstrated in this 2024 Survey. While opportunities to improve abound, youth soccer IS getting better. Parents report feelings of more trust, higher satisfaction with communication, and improved feelings of their children being supported by adults who genuinely care about them.

At Soccer Parenting we promote education and messaging related to establishing a sense of community, and while the Community score reflected on page 9 of this report has slightly improved, this remains one of the lowest scores in the entire survey. In 2025 we will continue to drive messaging and education about establishing a sense of community and we ask parents, coaches and leaders to do their part to build this important foundation of belonging on teams and within clubs.

Gameday and sideline behavior continues to be an area of extreme focus for Soccer Parenting. The Sideline Project program facilitated by Soccer Parenting is making a difference. Sixty-five percent of parents who take the course and respond to the post-course survey say their behavior has improved. That percentage is astounding. We need more organizations resourcing around The Sideline Project and this will be a significant focus for Soccer Parenting in 2025.



THANK YOU

Your participation is essential to the continued success of our mission to make youth soccer better. This movement is drawn from our collective desire to build a stronger, trust-filled, and positive experience for all involved in youth soccer.

We are grateful for the dedication and commitment of parents, coaches, club and organizational leaders, referees, family members, and friends who are part of this movement.

Let's keep going!

