

Survey questions

we are talker

While reviewing the survey questions document, please keep the following notes in mind:

- The questions reflect the already approved story angle and sample copy; revisions to the story angle and/or sample copy will need to be vetted by the We are Talker editorial account manager for news credibility before the survey questions are modified
- This draft of the survey questions is considered the strongest version possible, based on the shared information between the client and We are Talker
    - Any significant changes will need to be approved by the Talker editors to ensure we still have a strong, newsworthy story that complies with market research standards and best practices
- Once approved, our market research division, Talker Research, will review the survey
    - Their team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR); they will ensure the questions are written in a way that is fair, unbiased and not leading
    - This includes adding routing, N/A options, etc. as they deem necessary to ensure respondents are best able to answer the survey
- Talker Research's changes will be shared with the client for a final review, but client edits that go against market research standards will not be allowed; the survey must adhere to the MRS code of conduct to be sent to our panel of respondents
- If a specific, niche sample is needed for the survey, screener questions will be added to the top of the document — these do not add to the question total and are not editable; they are added to ensure we target the right group of respondents

THE JERSEY CENSUS

Sample: Parents of youth athletes - 2000N, Athletes (who participate in sport club programs - any age) - 2000N, Club owners of Club Sports (including coaches/managers) - 150N

- **FOR BOTH, PARENTS AND ATHLETES — QUOTA OF AT LEAST 80N FOR EACH OF THE FOLLOWING SPORTS: Lacrosse, Soccer, Volleyball, Basketball, Softball, Baseball**

Splits: LF_Group, SQ6, age, gender and region

Demographic Questions:

D1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

Male
Female
Non-Binary
Other
Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male
2. Female

If D1=1, QSEX=Male
If D1=2, QSEX=Female

D2. What is your age?

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2007 to 1926]

[TERMINATE if age and birth year do not align +/- 1 year]

QAGE: HIDDEN AGE RECODE BY GENERATION
IF D2a=1997-2007, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials
IF D2a=1965-1980, QAGE=Generation X
IF D2a=1946-1964, QAGE=Baby Boomers
IF D2a=1926-1945, QAGE=Silent Generation

D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

Screener Questions:

SQ1. Do you have any children aged…? [Select all that apply]

a. Under 5
b. 5-9
c. 10-13
d. 14-17
e. 18 or older
f. N/A: I am not a parent [Exclusive]

SQ2. [SHOW IF SQ1 = A – D] Does/do your child(ren) aged 17 or younger play a sport in a club/rec/travel program? [select one]

a. **Yes**
b. **No**

SQ3. Do you, as an adult, currently play a sport in a club/rec/travel program? [select one]

a. **Yes**
b. **No**

SQ4. Do you currently own, coach or manage a club/rec/travel sports team? [select one]

a. **Yes**
b. **No**

HID_GROUP (multi select):

1. **Parent – if SQ2 = Yes**
2. **Athlete – if SQ3 = Yes**
3. **Coach – if SQ4 = Yes**

LF_GROUP (single select) (assign on a least fill basis):

Parent

Athlete

Coach

SQ6: Which of the following sports [‘do you’ if LF_Group = athlete or coach][‘does/do your child(ren)’ if LF_Group = Parent] [‘play’ if LF_Group = Parent or Athlete][‘coach/manage’ if LF_Group = Coach]? **[select all that apply] RANDOMIZE, ANCHOR LAST 1**

a. Lacrosse
b. Soccer
c. Volleyball
d. Basketball
e. Softball
f. Baseball
g. Football
h. Swimming
i. Gymnastics
j. Wrestling
k. Karate
l. Cheerleading
m. Other (please specify)

HID_Sport (single select) (fill on least fill basis within priority codes. Priority codes are codes 1-6):

1. Lacrosse
2. Soccer
3. Volleyball
4. Basketball
5. Softball
6. Baseball
7. Football
8. Swimming
9. Gymnastics
10. Wrestling
11. Karate
12. Cheerleading
13. Other (piped in text)

Survey Questions:

Info1. [SHOW TO ATHLETES & COACHES in LF_Group] For the purposes of this survey, please answer the questions about your experience with [PIPE HID_SPORT].

SQ7: [Show if LF_Group = Coach] Which of the following age groups do you currently coach/manage for [PIPE HID_SPORT]? [select one]

5 year olds or younger

6-7 year olds

8-9 year olds

10-11 year olds

12-13 year olds

14-15 year olds

16-17 year olds

18 year olds or older

SQ. [SHOW TO PARENTS in LF_Group] For the purposes of this survey, please answer the questions about your child who is most active in [PIPE HID_SPORT].

Based on the above, what is the age of the child you will be thinking about when answering the questions in this survey? [select one]

5 years or younger

6-7 years old

8-9 years old

10-11 years old

12-13 years old

14-15 years old

16-17 years old

1. **To what extent do you agree or disagree with the following statement? "I consider the time and money spent on [PIPE: my(LF_Group = Athlete)/my child's(LF_Group = Parent)/my athlete's(LF_Group = Coach)] sport as an investment in [PIPE: my(LF_Group = Athlete)/their(LF_Group = Parent or Coach)] future." [Select one]**
    a. Strongly agree
    b. Somewhat agree
    c. Neither agree nor disagree
    d. Somewhat disagree
    e. Strongly disagree

2. **For what reasons, if any, have [PIPE: you(LF_Group = Athlete or Coach)/your child(LF_Group = Parent)] continued [PIPE: pursuing(LF_Group = Athlete or Parent)/coaching(LF_Group = Coach)] the sport being played? [Select all that apply]**
   RANDOMIZE, ANCHOR LAST 2
    a. The opportunity for college recruiting
    b. Habit/fitness/improves mental health
    c. Love of the sport/enjoyment
    d. Improves sportsmanship/teamwork
    e. Stronger sense of community/connections
    f. Improves skills
    g. Motivation/discipline

h. Challenge/competition
i. Confidence
j. Other (please specify)
k. No reason in particular [Exclusive]

3. **What areas would [PIPE: you (LF_Group = Athlete)/your child (LF_Group = Parent or Coach)] most like to improve upon within the next year of involvement in [PIPE: your(LF_Group = Athlete)/their (LF_Group = Parent or Coach)] sport? [Select up to three] RANDOMIZE, ANCHOR LAST 2**
    a. The opportunity for college/scholarships [SHOW IF LF_Group = Parent]
    b. Love of the sport/enjoyment
    c. Habit/fitness
    d. Mental health
    e. Sportsmanship/teamwork
    f. Community/connections
    g. Skills
    h. Motivation/discipline
    i. Challenge/competition
    j. Confidence
    k. Other (please specify)
    l. No area in particular [Exclusive]

4. **To what extent do you agree or disagree with the following statement? "Considering the time, effort and money, I'd encourage young athletes to pursue [PIPE: HID_SPORT] sport." [Select one]**
    a. Strongly agree
    b. Somewhat agree
    c. Neither agree nor disagree
    d. Somewhat disagree
    e. Strongly disagree

5. **[SHOW TO PARENTS in LF_Group] Which of the following best describes your opinion on your child's skill in their sport? [Select one]**
    a. My child is meant to be a pro at their sport someday
    b. My child will compete at the college level/division 1 level someday
    c. My child is above average at their sport
    d. My child is average/just as good as others at their sport
    e. My child is below average/not as good as others at their sport
    f. My child doesn't have the skills they need for their sport
    g. Prefer not to say

6. **To the best of your knowledge, in what sports have you noticed an increase in… [Select all that apply]** RANDOMIZE, ANCHOR LAST 3

   GRID: RANDOMIZE

   a. **General popularity of?**
   b. **Participation of girls/encouraged participation of girls?**
   c. **Co-ed participation?**

   GRID BY:

   i. Lacrosse
   ii. Soccer
   iii. Volleyball
   iv. Basketball
   v. Softball
   vi. Baseball
   vii. Football
   viii. Swimming
   ix. Gymnastics
   x. Wrestling
   xi. Karate
   xii. Cheerleading
   xiii. Other (please specify)
   xiv. Not sure/No sport in particular [Exclusive]

7. **[SHOW TO PARENTS in LF_Coach] In your opinion, are there enough/ample athletes (youth or adult) in your area that play the sport that you own? [Select one]**
   a. Yes
   b. No
   c. Not sure

8. **On average, how many times in a year do you find [PIPE: yourself/your child/your athletes] in need of new equipment (e.g., new sizes, worn out, etc.)? [Select one]**
   a. 0 — None
   b. 1-2
   c. 3-4
   d. 5-6
   e. 7+

9. **On average, how much do [PIPE:you (LF_Group = Athlete or Parent)/your athletes (LF_Group = Coach)] spend on equipment/gear for the sport(s) [PIPE: you (LF_Group = Athlete)/your child (LF_Group = Parent)/they (LF_Group = Coach)] are involved in per year? [Select one]**
   a. Less than $100

b. $100 - $200
c. $201 - $300
d. $301 - $400
e. $401 - $500
f. More than $500
g. Prefer not to say

10. Jerseys and gear can represent both financial and emotional investment. Which statement best describes your perspective? [Select one]

a. It's worth it — it represents pride and progress
b. It's a strain, but I/we make it work
c. It's too expensive for what it's worth
d. It doesn't matter — I/we focus on performance, not appearance

11. [SHOW TO PARENTS or ATHLETES in LF_Group] What do you do with old equipment/gear that [PIPE: you (LF_Group = Athlete)/your child (LF_Group = Parent)] don't use anymore? [Select all that apply] RANDOMIZE. ANCHOR LAST 1

a. Pass it on to a younger sibling
b. Donate it
c. Throw it away
d. Sell it/resell it
e. Keep it for memorabilia
f. Nothing in particular [Exclusive]

12. To the best of your knowledge, how many hours do [PIPE: you (LF_Group = Athlete)/your child (LF_Group = Parent)/your athletes (LF_Group = Coach)] spend during the average week on [PIPE: your(LF_Group = Athlete)/their (LF_Group = Parent or Coach)] sport (e.g., practice, attending games, traveling, etc.)? [Select one]

a. Less than 1
b. 1-3
c. 4-6
d. 7-10
e. 11-15
f. 16-20
g. 21-25
h. 26-30
i. 31-40
j. 41-50
k. 51+

13. **[SHOW if PARENT in LF_Group] Thinking about the time your child spends playing their sport, what percentage of their experience would you say you are involved in/dedicated to (e.g., taking them to practice, going to games, preparing for matches, etc.)? [slider]**
    a. SLIDER 0 - 100 [increments of 1] [Left label 0%: Right label 100%]
    b. Prefer not to say

14. **[SHOW if PARENT in LF_Group and Q13 = 1% – 100%] To the best of your knowledge, how many hours do you spend during the average week on your child's sport (e.g., practice, attending games, traveling, etc.)? [Select one]**
    a. Less than one
    b. 1-3
    c. 4-6
    d. 7-10
    e. 11-15
    f. 16-20
    g. 21-25
    h. 26-30
    i. 31-40
    j. 41-50
    k. 51+

15. **[SHOW if PARENT in LF_Group] What percentage of your child's sport would you say they need your encouragement for (e.g., taking them to practice, going to games, preparing for matches, etc.)?**
    a. SLIDER 0 - 100 [increments of 1] [Left label 0%: Right label 100%]
    b. Not sure

16. **[SHOW if PARENT in LF_Group] To what extent do you agree or disagree with the following statement? "My child's sports club/team is a second home for them." [Select one]**
    a. Strongly agree
    b. Somewhat agree
    c. Neither agree nor disagree
    d. Somewhat disagree
    e. Strongly disagree

17. **To the best of your knowledge, how often do [PIPE: you (LF_Group = Athlete)/your child (LF_Group = Parent)/your athletes (LF_Group = Coach)] experience the following in an average year? [Select one]**
    GRID:

a. **Burnout due to physical exertion**
b. **Burnout due to pressure**

GRID:

i. 0 — None
ii. 1
iii. 2
iv. 3
v. 4
vi. 5
vii. 6+

18. **To the best of your knowledge, how much support [PIPE: do you(LF_Group = Athlete)/does your child (LF_Group = Parent)] receive from their club owners/coaches? [Select one]**
    a. A lot
    b. A moderate amount
    c. A little
    d. None

19. **How much do you agree or disagree with the following statement? "Youth and club sports today feel more like professional sports than recreational activities." [Select one]**
    a. Strongly agree
    b. Somewhat agree
    c. Neither agree nor disagree
    d. Somewhat disagree
    e. Strongly disagree

20. **Which of the following do you think has the biggest influence on how young athletes view success today? [Select up to two] RANDOMIZE. ANCHOR LAST 1**
    a. Parents or family expectations
    b. Coaches and club culture
    c. Social media and public recognition
    d. College scholarships or recruiting potential
    e. Peers and teammates
    f. Personal goals or passion for the sport
    g. None of the above [Exclusive]

21. **Which of the following best describes your view on parent and sideline behavior at youth or club sports events? [Select one]**
    a. Mostly positive — parents are supportive and encouraging

b. Mixed — some great examples, some poor ones
c. Often negative — competition brings out bad behavior
d. Frequently toxic — it hurts kids' enjoyment and performance
e. Not sure / prefer not to say

22. **What should the next generation of club sports prioritize most? [Select up to two] RANDOMIZE ANCHOR LAST 1**
    a. Affordability and access for all
    b. Character and leadership development
    c. Mental health and balance
    d. Technology and performance innovation
    e. Community and belonging
    f. Competitive excellence and exposure
    g. None of the above [Exclusive]

23. **Red and blue dominate college sports uniforms. If club teams wanted to look more 'unstoppable,' should they…" [Select one]**
    a. Stick with classic, proven colors (red, blue, gold)
    b. Modernize with bold contrasts (black, silver, neon)
    c. Stand out with unexpected or rare colors (teal, purple, orange)
    d. Keep color traditional but elevate design and materials
    e. Not sure

24. **Do you think uniform design or color can influence performance or confidence? [Select one]**
    a. Definitely — looking good helps you play better
    b. Maybe — it gives a small psychological boost
    c. Not really — performance comes from preparation
    d. Not at all — it makes no difference
    e. Not sure

Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.

To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondents' answer to this question does not impact their eligibility for the survey in any way.

1. **We're looking to hear from people about their perspective on youth sports. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.**
   I'm interested in participating
   I'm not interested in participating

2. **[SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.**
   Name:
   Email: