



2014 Hockey PEI Member Summary Survey Results

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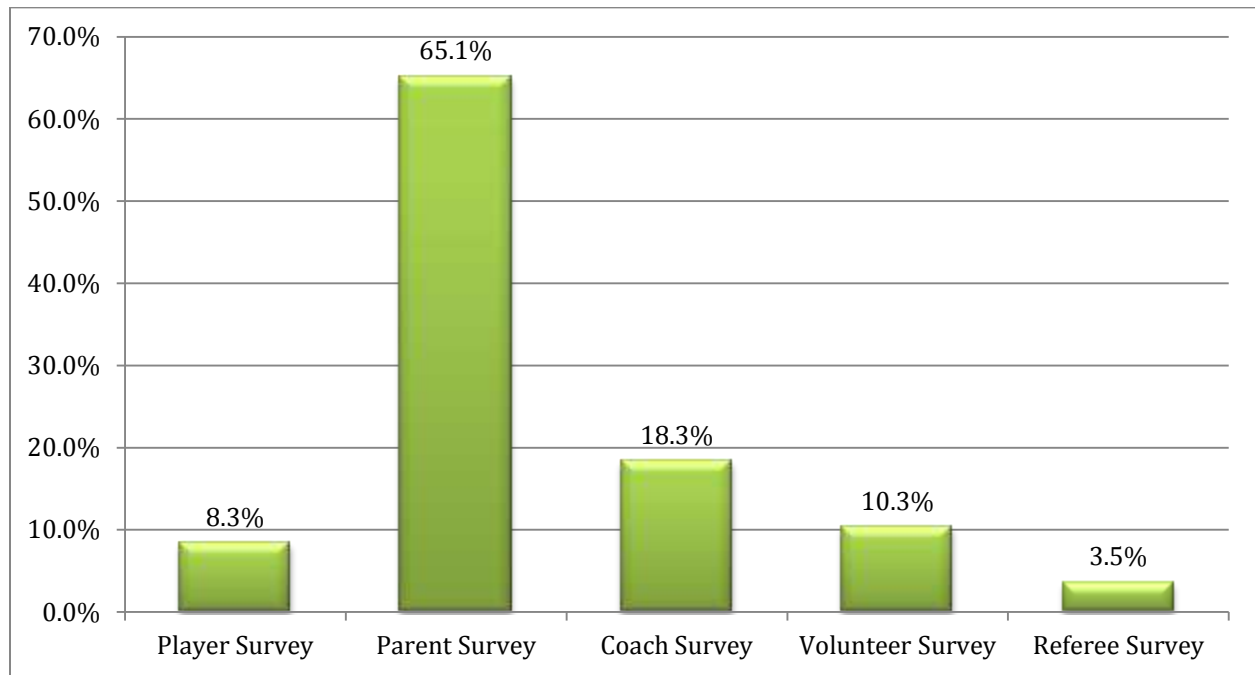
Introduction

In the fall and winter of 2013-2014, Hockey PEI undertook a membership survey designed to gain intelligence on some of the key issues facing the membership regarding recruitment and retention. A full survey report has been provided to Hockey PEI, however, this report documents some of the highlights and key findings related to the research that has been collected.

Overall Survey Information

Each respondent was given an opportunity to select the most relevant survey for their individual participation. Below is the breakdown of completed surveys.

Breakdown of Survey Respondents	Response Percent	Response Count
Player Survey	8.3%	71
Parent Survey	65.1%	557
Coach Survey	18.3%	157
Volunteer Survey	10.3%	88
Referee Survey	3.5%	30





Player Survey Highlights

The table below outlines the summary information related to the main reason for starting to play hockey, along with the main reason why players have left the game as well.

Are you a current or former player?	Response %	Response Count
Current Player	73.6%	53
Former Player	26.4%	19
Current Player - What was the main reason you started playing hockey? Select all that apply.	Response %	Response Count
My dad wanted me to play hockey	12.0%	6
My mom wanted me to play hockey	4.0%	2
My parents decided that I should play hockey	8.0%	4
I wanted to play hockey	80.0%	40
My friends played hockey	32.0%	16
Both my parents and I decided together	26.0%	13
I wanted to play to get exercise	12.0%	6
I don't remember	2.0%	1
Other (please specify)	4.0%	2
Former Player - What was the main reason you started playing hockey? Select all that apply.	Response %	Response Count
My dad wanted me to play hockey	6.3%	1
My mom wanted me to play hockey	0.0%	0
My parents decided that I should play hockey	25.0%	4
I wanted to play hockey	81.3%	13
My friends played hockey	37.5%	6
Both my parents and I decided together	12.5%	2
I wanted to play to get exercise	6.3%	1
I don't remember	0.0%	0
Other (please specify)	0.0%	0
As a former player, why did you decide to not play hockey any more? Select all that apply.	Response %	Response Count
I was too old	25.0%	4
I didn't enjoy the game anymore	12.5%	2
I wasn't good enough	6.3%	1
Costs	0.0%	0
I decided to play another sport	6.3%	1
It was too competitive	0.0%	0
There was too much violence	6.3%	1
Hockey takes too much dedication	0.0%	0
I didn't have the time/commitment	56.3%	9
Other (please specify)	31.3%	5

Key: 56.3% of former player respondents decided not to play hockey any longer because of the time and commitment needed, 15% indicated that their age was a factor, while 6.3% indicated that there was too much violence.

Feedback on Participation in Hockey

Respondents were asked to indicate their level of agreement with each of the statements below regarding some key elements of their participation in hockey.

	Strongly disagree	Mildly disagree	Neutral	Mildly agree	Strongly agree	Rating Average
There are too many games	30	22	5	2	1	1.70
There are too many practices	28	21	8	3	0	1.77
The season begins too early	33	16	8	2	1	1.70
There is too much travel	30	14	9	5	1	1.86
I wish I could play other sports, but hockey takes all of my time	31	13	9	6	1	1.88
There should be stiffer suspensions for violent acts	13	6	20	6	15	3.07
The cost of registration is too high	6	1	18	15	20	3.70
The cost of equipment is too high	4	2	15	18	21	3.83
There is too much focus on winning	15	16	12	10	6	2.59

Key: Based on the above information, it is clear that cost appears to be one of the biggest areas of concern. Interestingly enough, however, from the previous page, no former players indicated that they left the game of hockey due to cost factors.

Feedback on Introduction of Body Checking at the Bantam Level

At the 2013 Hockey Canada Annual General Meeting, it was voted unanimously to remove body checking at the Pee Wee level. Body checking is now introduced at the Bantam level across the country. Respondents were asked for their feedback on this.

Level of Support	Response %	Response Count
I support this decision	25.0%	15
I do not support this decision	56.7%	34
I have no opinion on this decision	18.3%	11
Appropriate level to introduce checking	Response %	Response Count
Atom	15.0%	9
Pee Wee	51.7%	31
Bantam	16.7%	10
Other (please specify)	16.7%	10

Key: Perhaps not surprising, the majority of respondents indicated that they did not agree with the new decision and that Peewee was the preferred level to introduce checking.

Feedback on Level of Commitment

Players were asked for their input to gauge the level of commitment required to participate in hockey.

What is the ideal number of games per week?	Response %	Response Count
0	0.0%	0
1	16.7%	10
2	70.0%	42
3+	13.3%	8
What is the ideal number of practices per week?	Response %	Response Count
0	0.0%	0
1	27.6%	16
2	62.1%	36
3+	10.3%	6

Key: Feedback suggests that the respondents indicated that 2 games and 2 practices per week is the ideal scenario. Strangely enough, this may not coincide with the fact that many comments suggest that the level of commitment in hockey is too high.

Feedback on shinny as an alternative to organized hockey

Shinny is a form of non-competitive hockey where teams are selected randomly, there is no checking, and it is much less competitive in nature. If you were considering not playing organized hockey any longer, please indicate how interested you would be in organized shinny.

Not interested	Mildly interested	I am not sure	Somewhat interested	Very interested	Rating Average	Response Count
7	8	11	17	17	3.48	60

Key: The research is very positive in suggesting that organized shinny appears to be an attractive alternative to hockey.

Feedback on the likelihood of continuing to participate in hockey

Current Player	Not likely	Somewhat likely	I am not sure	Most likely	Very likely	N/A	Rating Average
Next year	0	2	3	2	31	12	4.63
The next 2-3 years	2	2	5	7	25	11	4.24
Former Player	Not likely	Somewhat likely	I am not sure	Most likely	Very likely	N/A	Rating Average
Next year	3	2	7	0	8	28	3.40
The next 2-3 years	3	1	5	2	9	27	3.65

Key: This feedback suggests very positively that the majority of current players are very likely or most likely to continue participating in hockey both next year and in the next 2-3 years.

Parent Survey Highlights

The table below outlines the summary information related to the main reason for starting to play hockey, along with the main reason why players have left the game as well.

Parent of a Current or Former Player Selection		
Answer Options	Response %	Response Count
Current Player	83.7%	461
Former Player	3.4%	19
Both	12.9%	71
Parent of a current player - What was the main reason your child (children) started playing hockey? Please select all that apply.	Response %	Response Count
My child wanted to play	88.9%	401
I decided my child would play	6.9%	31
My spouse decided our child would play	1.6%	7
My spouse and I decided together	23.7%	107
Hockey is good exercise	44.6%	201
Hockey is a great social activity for children	51.2%	231
I don't remember	0.0%	0
Other (please specify)	3.5%	16
Parent of a former player - What was the main reason your child (children) started playing hockey? Please select all that apply.	Response %	Response Count
My child wanted to play	85.3%	64
I decided my child would play	2.7%	2
My spouse decided our child would play	2.7%	2
My spouse and I decided together	24.0%	18
Hockey is good exercise	34.7%	26
Hockey is a great social activity for children	45.3%	34
I don't remember	1.3%	1
Other (please specify)	6.7%	5
As the parent of a former player, why did your child decide to not play hockey any more? Select all that apply.	Response %	Response Count
He/she was too old	42.0%	29
He/she didn't enjoy the game anymore	24.6%	17
He/she wasn't good enough	1.4%	1
I could not afford it any longer	5.8%	4
I didn't have the time	0.0%	0
There was too much violence	1.4%	1
Hockey takes too much commitment	2.9%	2
He/she decided to play another sport	18.8%	13
Hockey is too competitive	1.4%	1
Other (please specify)	36.2%	25

Key: Many parents referenced the existence of politics (or at least the perception) in hockey. Numerous others indicated that the lack of checking was a factor in the decision not to play. Ironically, there were very few parents who indicated that cost was the contributing factor.

Feedback on Participation in Hockey

Respondents were asked to indicate their level of agreement with each of the statements below regarding some key elements of their participation in hockey.

	Strongly disagree	Mildly disagree	Neutral	Mildly agree	Strongly agree	Rating Average
There are too many games	144	175	143	17	9	2.12
There are too many practices	205	156	117	5	4	1.86
The season begins too early	199	166	95	16	9	1.91
There is too much travel	127	141	158	47	14	2.34
I wish my child could play other sports, but hockey takes all of his/her time	140	137	120	73	18	2.37
There should be stiffer suspensions for violent acts	19	26	100	124	217	4.02
The cost of registration is too high	22	34	110	151	168	3.84
The cost of equipment is too high	16	41	137	164	128	3.71
There is too much focus on winning	53	131	148	94	55	2.93

Key: Based on the above information, it appears that stiffer suspensions for violent acts is the #1 concern. Not surprisingly, it is also suggested that cost appears to be one of the biggest areas of concern as well.

Feedback on Introduction of Body Checking at the Bantam Level

At the 2013 Hockey Canada Annual General Meeting, it was voted unanimously to remove body checking at the Pee Wee level. Body checking is now introduced at the Bantam level across the country. Respondents were asked for their feedback on this.

Respondents were asked for their feedback on this decision.	Response %	Response Count
I support this decision	61.0%	293
I do not support this decision	26.5%	127
I have no opinion on this decision	12.5%	60
When is the appropriate time to introduce checking?	Response %	Response Count
Atom	9.7%	47
Pee Wee	17.8%	86
Bantam	47.6%	230
Other (please specify)	24.8%	120

Key: Again, perhaps not surprising, the majority of respondents indicated that they did not agree with the new decision and that Peewee was the preferred level to introduce checking.

Feedback on Concussions

The topic of concussions has become a hot topic in sport in recent years. As a means to eliminate concussions in hockey, respondents were asked for their position on the several statements related to concussions.

To your knowledge has your child experienced a concussion from hockey?		Response Percent		Response Count		
Yes, my child (children) has experienced a concussion		18.3%		89		
No, my child (children) has not experienced a concussion		76.2%		371		
I am not aware		5.5%		27		
What is your level of agreement on each of the following statements?	Strongly disagree	Mildly disagree	Neutral	Mildly agree	Strongly agree	Rating Average
We need more education on concussions	5	9	49	184	238	4.32
We need to teach more respect for each other	2	2	26	117	339	4.62
We need to enforce head contact penalties in games	2	4	31	81	368	4.66
We need to have stiffer penalties/suspension for head shots	4	9	48	80	344	4.55
We need introduction of better equipment	20	41	169	151	101	3.56

Key: There is no question that violent acts appear to be a major concern for parents as it relates to their child's participation in hockey. Each of the statements above show a real desire to provide more education, teach more respect, enforce head contact penalties, and enforce stiffer penalties.

Feedback on Level of Commitment

Parents were asked for their input to gauge the level of commitment required to participate in hockey.

What is the ideal number of games per week?	Response Percent	Response Count
0	0.2%	1
1	23.8%	116
2	73.7%	359
3+	2.3%	11
What is the ideal number of practices per week?	Response Percent	Response Count
0	0.2%	1
1	37.7%	183
2	59.1%	287
3+	3.1%	15

Key: Feedback suggests that the respondents indicated that 2 games and 2 practices per week is the ideal scenario. Many respondents also indicated that 1 game and 1 practice per week was ideal. It is also very possible that some respondents selected a mix (i.e. 1 practice and 2 games, or 1 game and 2 practices).

Feedback on shinny as an alternative to organized hockey

Shinny is a form of non-competitive hockey where teams are selected randomly, there is no checking, and it is much less competitive in nature. If you were considering not playing organized hockey any longer, please indicate how interested you would be in organized shinny.

Not interested	Mildly interested	I am not sure	Somewhat interested	Very interested	Rating Average	Response Count
78	51	149	127	82	3.17	487

Key: The research is very positive in suggesting that organized shinny may appear to be an attractive alternative to hockey.

Feedback on Respect in Sport Parent Certification Program

Have you obtained the Respect in Sport Parent certification?	Response %	Response Count
Yes	49.3%	237
No	50.7%	244
Did you find the Respect in Sport parent course offered good information?	Response %	Response Count
Yes	90.4%	217
No	2.9%	7
N/A	6.7%	16
Would you recommend this course to other parents?	Response Percent	Response Count
Yes	88.0%	212
No	3.7%	9
N/A	8.3%	20

Key: The feedback suggests that those who participated in the certification program found it useful and would recommend the program to others.

Feedback on the likelihood of continuing to participate in hockey

Parent of current player	Not likely	Somewhat likely	I am not sure	Most likely	Very likely	N/A	Rating Average	Response Count
Next year	1	15	10	50	375	10	4.74	461
The next 2-3 years	13	13	29	86	302	12	4.47	455
Parent of former player	Not likely	Somewhat likely	I am not sure	Most likely	Very likely	N/A	Rating Average	Response Count
Next year	39	4	13	7	19	254	2.55	336
The next 2-3 years	36	7	10	6	17	253	2.49	329

Key: This feedback suggests very positively that the majority of current players are very likely or most likely to continue participating in hockey both next year and in the next 2-3 years.

Coach Survey Highlights

The table below outlines the summary information related to the main reason for starting to coach hockey, along with the main reason why coaches have left the game as well.

Are you a current or former coach?	Response %	Response Count
Current Coach	83.3%	110
Former Coach	16.7%	22
Current Coach - Why did you first decide to start coaching? Please select all that apply.	Response %	Response Count
I wanted to coach to remain involved in hockey	52.8%	56
My child played hockey and I wanted to coach	51.9%	55
I wanted to give back to my community	54.7%	58
I enjoy working with children	39.6%	42
I wanted to be a mentor to youth	32.1%	34
I didn't want to coach but no other coaches were available	7.5%	8
Other (please specify)	5.7%	6
Former Coach - Why did you first decide to start coaching? Please select all that apply.	Response %	Response Count
I wanted to remain involved in hockey	50.0%	10
My child played hockey and I wanted to coach	45.0%	9
I wanted to give back to my community	40.0%	8
I enjoy working with children	35.0%	7
I wanted to be a mentor to youth	30.0%	6
I didn't want to coach, but no other coaches were available	0.0%	0
Other (please specify)	0.0%	0
Why did you decide to no longer coach hockey? Please select all that apply.	Response %	Response Count
I had other commitments for work	20.0%	4
I had other commitments at home	10.0%	2
My child stopped playing	0.0%	0
I didn't enjoy the game anymore	5.0%	1
I could not afford it any longer	0.0%	0
Hockey is too violent	0.0%	0
Hockey takes up too much time	10.0%	2
Kids and society have changed and I don't enjoy it any more	10.0%	2
There were too many issues to deal with as a coach	30.0%	6
Lack of support from others involved in hockey	20.0%	4
I was not asked to return	0.0%	0
The existence of politics in hockey	20.0%	4
Other (please specify)	55.0%	11

Key: It appears as though the main reasons for leaving coaching can be attributed to the number of issues that coaches have to deal with, along with the level of time commitment required.

Feedback on Participation in Hockey

Respondents were asked to indicate their level of agreement with each of the statements below regarding some key elements of their participation in hockey.

Answer Options	Strongly disagree	Mildly disagree	Neutral	Mildly agree	Strongly agree	Rating Average
There are too many games	26	41	40	8	3	2.33
There are too many practices	53	42	21	1	1	1.77
The season begins too early	39	45	25	5	4	2.07
There is too much travel	28	44	35	6	4	2.26
I wish children could play other sports, but hockey takes too much commitment	20	41	38	16	3	2.50
There should be stiffer suspensions for violent acts	12	8	39	28	31	3.49
The cost of registration is too high	4	8	37	41	28	3.69
The cost of equipment is too high	1	12	40	45	18	3.58
There is too much focus on winning	9	27	42	29	10	3.03
Other (please specify)						

Key: Based on the above information, it appears that costs are the #1 concern for coaches with respect to player registration and equipment costs. Not surprisingly, it is also suggested that stiffer suspensions also appears to be one of the biggest areas of concern as well.

Feedback on Level of Support

Participants were asked for their feedback on the level of support they feel they receive from individuals/groups that are involved in hockey. They were asked to select the most appropriate answer for each of the items below.

Answer Options	Not supportive	Mildly supportive	Neutral	Somewhat supportive	Very supportive	Rating Average
The Players	0	4	7	38	68	4.45
The other coaches	2	3	10	28	74	4.44
The parents of players on my team	1	8	11	33	64	4.29
My Minor Hockey Association	4	11	18	31	52	4.00
Hockey PEI	9	11	39	29	27	3.47

Key: It appears as though the majority of coaches felt that they were not given adequate support from Hockey PEI with an average rating of 3.47.

Feedback on Introduction of Body Checking at the Bantam Level

At the 2013 Hockey Canada Annual General Meeting, it was voted unanimously to remove body checking at the Pee Wee level. Body checking is now introduced at the Bantam level across the country. Respondents were asked for their feedback on this.

We would like to gather your feedback on this decision.	Response %	Response Count
I support this decision	43.2%	51
I do not support this decision	46.6%	55
I have no opinion on this decision	10.2%	12
When do you feel is the appropriate time to introduce checking?	Response %	Response Count
Atom	7.7%	9
Pee Wee	29.9%	35
Bantam	35.9%	42
Other (please specify)	26.5%	31

Key: The feedback from coaches is slightly different than that of parents and players and seems much more split regarding their level of support.

Feedback on Concussions

The topic of concussions has become a hot topic in sport in recent years. As a means to eliminate concussions in hockey, respondents were asked for their position on the several statements related to concussions.

To your knowledge have any of your players experienced a concussion from hockey?	Response Percent		Response Count			
Yes, I have had players experience a concussion	52.1%	61				
No, I have not had players experience a concussion	40.2%	47				
I am not aware	7.7%	9				
What is your level of agreement on each of the following statements?	Strongly disagree	Mildly disagree	Neutral	Mildly agree	Strongly agree	Rating Average
We need more education on concussions	1	4	21	46	46	4.12
We need to teach more respect for each other	2	1	6	27	82	4.58
We need to enforce head contact penalties in games	4	8	11	22	72	4.28
We need to have stiffer penalties/suspension for head shots	7	9	22	32	48	3.89
We need introduction of better equipment	11	19	47	28	13	3.11

Key: There is no question that violent acts appear to be a major concern for coaches as it relates to childrens participation in hockey. Each of the statements above show a real desire to provide more education, teach more respect, enforce head contact penalties, and enforce stiffer penalties.

Feedback on Level of Commitment

Coaches were asked for their input to gauge the level of commitment required to participate in hockey.

How many hours per week do you volunteer for hockey?	Response %	Response Count
1-3	4.2%	5
4-6	38.1%	45
7-9	24.6%	29
10-14	20.3%	24
15-19	5.9%	7
20+	4.2%	5
What is the ideal number of games per week?	Response %	Response Count
0	0.0%	0
1	22.9%	27
2	77.1%	91
3+	0.0%	0
What is the ideal number of practices per week?	Response %	Response Count
0	0.0%	0
1	22.0%	26
2	73.7%	87
3+	4.2%	5

Key: Feedback suggests that the respondents indicated that 2 games and 2 practices per week is the ideal scenario. A much smaller number of respondents indicated that 1 game and 1 practice per week was ideal.

Feedback on Respect in Sport Program

As a coach, have you obtained the Respect in Sport (or former Speak Out) certification?	Response %	Response Count
Yes	96.6%	114
No	2.5%	3
N/A	0.8%	1
Did you find the Respect in Sport course offered good information?	Response %	Response Count
Yes	87.6%	99
No	9.7%	11
N/A	2.7%	3
Would you recommend this course to other coaches?	Response %	Response Count
Yes	89.3%	100
No	8.9%	10
N/A	1.8%	2

Key: The feedback again suggests that those who participated in the certification program found it useful and would recommend the program to others.

Feedback on Coaching Development Programs

Hockey PEI through the Hockey Canada coaching development program offers a variety of coaching clinics and coach resources to volunteer coaches. Participants were asked for their feedback on the delivery of the coaching programs and were asked to select the most appropriate answer for each of the options below.

Answer Options	Strongly disagree	Mildly disagree	Neutral	Mildly agree	Strongly agree	Rating Average
The Hockey Canada Skills Manuals are a good resource tool	1	2	10	55	50	4.28
The delivery of Hockey PEI coach clinics are effective	2	5	13	56	36	4.06
The Instructors who conduct the clinics are good	2	0	11	32	69	4.46
There is plenty of coach resource material provided through my association and Hockey PEI	3	7	17	36	52	4.10
I get good support from my association and Hockey PEI in my role as a coach	4	9	26	39	35	3.81

Key: The majority of coaches indicated that the resources provided by Hockey PEI were very useful, however the support provided by the Associations and Hockey PEI was marginally lower with an average rating of 3.81.

Feedback on the likelihood of continuing to coach hockey

Current Coach	Not likely	Somewhat likely	I am not sure	Most likely	Very likely	N/A	Rating Average	Response Count
Next year	4	4	16	25	52	12	4.16	113
The next 2-3 years	2	1	21	25	46	10	4.18	105
Former Coach	Not likely	Somewhat likely	I am not sure	Most likely	Very likely	N/A	Rating Average	Response Count
Next year	8	1	7	6	7	62	3.10	91
The next 2-3 years	7	2	6	4	7	58	3.08	84
answered question								91
skipped question								775

Key: This feedback suggests very positively that the majority of current coaches are very likely or most likely to continue participating in hockey both next year and in the next 2-3 years. From a former coach standpoint, there may be an opportunity to engage them in a different way, perhaps as mentors for up and coming coaches on a much more infrequent basis.

Volunteer Survey Highlights

The table below outlines the summary information related to the main reason for starting to volunteer in hockey, along with their main role.

Are you a current or former volunteer?	Response %	Response Count
Current Volunteer	75.0%	51
Former Volunteer	25.0%	17
Current Volunteer - Why did you first decide to start volunteering? Please select all that apply.	Response %	Response Count
I wanted to be involved in hockey	40.0%	20
My child played hockey and I wanted to volunteer	68.0%	34
I wanted to give back to my community	28.0%	14
I enjoy working with children	16.0%	8
I wanted to be a mentor to youth	6.0%	3
I was recruited	26.0%	13
No other volunteers were available so I felt obligated	20.0%	10
Other (please specify)	2.0%	1
Current Volunteer What is your volunteer role? Please select all that apply.	Response %	Response Count
Manager	60.4%	29
Trainer	16.7%	8
Board Member	39.6%	19
Fundraiser	10.4%	5
Hockey PEI	8.3%	4
Other (please specify)	16.7%	8
Former Volunteer - What was your volunteer role? Please select all that apply.	Response %	Response Count
Manager	62.5%	10
Trainer	25.0%	4
Board Member	56.3%	9
Fundraiser	37.5%	6
Hockey PEI	18.8%	3
Other (please specify)	12.5%	2

Feedback on Participation in Hockey

Respondents were asked to indicate their level of agreement with each of the statements below regarding some key elements of their participation in hockey.

Answer Options	Strongly disagree	Mildly disagree	Neutral	Mildly agree	Strongly agree	Rating Average
There are too many games	19	20	16	2	3	2.17
There are too many practices	30	21	7	2	0	1.68
The season begins too early	27	15	13	3	2	1.97
There is too much travel	16	18	12	11	3	2.45
Hockey takes too much commitment	19	23	15	2	1	2.05
There should be stiffer suspensions for violent acts	4	4	10	27	15	3.75
The cost of registration is too high	4	4	14	25	13	3.65
The cost of equipment is too high	2	2	17	31	8	3.68
There is too much focus on winning	11	14	11	16	7	2.90

Key: Not surprisingly, cost and stiffer suspensions were once again at the top of the list.

Feedback on Level of Support

Participants were asked for their feedback on the level of support they feel they receive from individuals/groups that are involved in hockey. They were asked to select the most appropriate answer for each of the items below.

Answer Options	Not supportive	Mildly supportive	Neutral	Somewhat supportive	Very supportive	Rating Average
The players	1	1	3	12	38	4.55
The other coaches	1	1	1	18	35	4.52
The team manager	0	1	4	8	30	4.56
The team trainer	0	1	5	11	34	4.53
The parents of players	2	9	5	20	19	3.82
The officials	1	6	5	14	28	4.15
The minor hockey association	3	3	4	13	31	4.22
Hockey PEI	4	5	7	16	22	3.87

Key: It appears as though some volunteers felt that they were not given adequate support from Hockey PEI with an average rating of 3.87. All other levels of support scored very highly with average ratings all above 4.



Feedback on Introduction of Body Checking at the Bantam Level

At the 2013 Hockey Canada Annual General Meeting, it was voted unanimously to remove body checking at the Pee Wee level. Body checking is now introduced at the Bantam level across the country. Respondents were asked for their feedback on this.

We would like to gather your feedback on this decision.	Response %	Response Count
I support this decision	52.5%	31
I do not support this decision	35.6%	21
I have no opinion on this decision	11.9%	7
When do you feel is the appropriate time to introduce checking?	Response Percent	Response Count
Atom	19.0%	11
Pee Wee	13.8%	8
Bantam	41.4%	24
Other (please specify)	25.9%	15

Key: Feedback from volunteers is similar to that of parents and players, which is most likely due to the fact that a high percentage of volunteers are also parents.

Feedback on Level of Commitment

Volunteers were asked for their input to gauge the level of commitment required to volunteer in hockey.

On average, how many hours per week do/did you volunteer for hockey during the season?	Response Percent	Response Count
1-3	11.9%	7
4-6	37.3%	22
7-9	20.3%	12
10-14	13.6%	8
15-19	3.4%	2
20+	5.1%	3
Other (please specify)	8.5%	5

Feedback on Respect in Sport Program

As a volunteer, have you obtained the Respect in Sport (or former Speak Out) certification?	Response %	Response Count
Yes	72.9%	43
No	25.4%	15
N/A	1.7%	1
Did you find the Respect in Sport course offered good information?	Response %	Response Count
Yes	90.9%	40
No	6.8%	3
N/A	2.3%	1
Would you recommend this course to other volunteers?	Response %	Response Count
Yes	91.1%	41
No	6.7%	3
N/A	2.2%	1

Key: The feedback once again suggests that those who participated in the certification program found it useful and would recommend the program to others.

Feedback on the likelihood of continuing to volunteer in hockey.

Current Volunteer	Not likely	Somewhat likely	I am not sure	Most likely	Very likely	N/A	Rating Average	Response Count
Next year	4	2	7	10	25	8	4.04	56
The next 2-3 years	5	0	13	13	17	8	3.77	56
Former Volunteer	Not likely	Somewhat likely	I am not sure	Most likely	Very likely	N/A	Rating Average	Response Count
Next year	3	2	9	1	1	32	2.69	48
The next 2-3 years	3	1	8	1	2	31	2.87	46

Key: This feedback suggests very positively that the majority of current volunteers are very likely or most likely to continue participating in hockey both next year and in the next 2-3 years.

**Referee Survey Highlights**

The table below outlines the summary information related to the main reason for starting to referee in hockey, along with the main reason why former referees are no longer involved.

Are you a current or former referee?	Response %	Response Count
Current Referee	87.0%	20
Former Referee	13.0%	3
Current Referee - Why did you first decide to start refereeing? Please select all that apply.	Response %	Response Count
I wanted to learn more about the game	47.4%	9
I didn't play hockey so I wanted to referee	5.3%	1
My dad/mom was a referee	10.5%	2
My parents thought it would be good experience for me	5.3%	1
My friends were officials	10.5%	2
I wanted to earn extra money	47.4%	9
Other (please specify)	36.8%	7
Former Referee - Why did you first decide to start refereeing? Please select all that apply.	Response Percent	Response Count
I wanted to learn more about the game	66.7%	2
I didn't play hockey so I wanted to referee	0.0%	0
My dad/mom was a referee	0.0%	0
My parents thought it would be good experience for me	33.3%	1
My friends were officials	33.3%	1
I wanted to earn extra money	100.0%	3
Other (please specify)	0.0%	0
Former Referee - Why did you decide to no longer referee hockey? Please select all that apply.	Response Percent	Response Count
I had other commitments for work/school	66.7%	2
I had other commitments at home with family	0.0%	0
I didn't enjoy officiating anymore	33.3%	1
There was too much abuse from players	0.0%	0
There was too much abuse from parents/fans	0.0%	0
There was too much abuse from coaches	0.0%	0
Hockey became too violent	0.0%	0
Officiating took up too much time	0.0%	0
There were not enough games to officiate in my association	0.0%	0
Other (please specify)	66.7%	2

The number of respondents is far too low to develop any key insights at this time.



Feedback on Hockey Canada Officiating Development Programs

Hockey PEI through the Hockey Canada officiating development program offers a variety of officiating clinics and resources to officials each year. Participants were asked for their feedback on the delivery of the officiating programs.

Answer Options	Strongly disagree	Mildly disagree	Neutral	Mildly agree	Strongly agree	Rating Average	
Each year, all officials must attend and re-certify annually	2	2	4	6	8	3.73	
There is value in the officiating clinics offered annually	1	4	4	6	7	3.64	
The delivery of Hockey PEI officiating clinics are effective	1	3	6	7	5	3.55	
The Instructors who conduct the clinics are good	0	0	3	7	12	4.41	
There is plenty of officiating resource material provided through my association and Hockey PEI	1	1	8	6	6	3.68	
I get good support from my association and Hockey PEI in my role as an official	1	4	2	7	8	3.77	
Hockey Canada recently introduced some components of the officiating clinic on-line. We would like to get your feedback on this initiative.						Response Percent	Response Count
I support this initiative						66.7%	14
I do not support this initiative						4.8%	1
I have no opinion on this initiative						28.6%	6
Throughout the year, the Officiating program will evaluate/supervise officials. To the best of your knowledge how many times were you evaluated/supervised last season.						Response Percent	Response Count
0						19.0%	4
1-3						42.9%	9
4-6						9.5%	2
7-10						9.5%	2
10+						4.8%	1
I don't know						4.8%	1
N/A						9.5%	2

Feedback on Level of Support

Participants were asked to explain the level of support they feel they receive or received from a list of individuals that are involved in their participation in hockey and were asked to select the most appropriate answer for each of the options below.

Answer Options	Not supportive	Mildly supportive	Neutral	Somewhat supportive	Very supportive	Rating Average
The players	5	4	5	8	0	2.73
The coaches/team officials	2	6	5	9	0	2.95
The parents of players	7	7	4	2	1	2.19
The other officials	0	0	0	8	14	4.64
The minor hockey association	0	4	6	5	7	3.68
Minor Hockey Association Referee-in-Chief	1	0	3	5	12	4.29
Hockey PEI	0	4	3	8	6	3.76

Feedback on likelihood to continue refereeing

Current Referee	Not at all likely	Somewhat likely	I am not sure	Most likely	Very likely	N/A	Rating Average	Response Count
Next year	0	0	2	3	13	1	4.61	19
The next 2-3 years	0	0	5	4	9	1	4.22	19
Former Referee	Not at all likely	Somewhat likely	I am not sure	Most likely	Very likely	N/A	Rating Average	Response Count
Next year	2	0	1	0	0	13	1.67	16
The next 2-3 years	1	2	0	0	0	14	1.67	17

Key: This feedback suggests very positively that the majority of current referees are very likely or most likely to continue participating in hockey both next year and in the next 2-3 years.



Overall Summary – Why Are Kids Leaving Hockey

Respondents were asked for their input on specific reasons why kids are leaving hockey. They were given the opportunity to provide these in an open format.

In looking at the full list of comments, it appears the most dominant reason for kids leaving the game are cost related items. Experience related items were the next most dominant reason provided. These could be summarized into reasons such as parental involvement, coaching issues, bullying and other social issues, and level of commitment required.

- **Costs** - The single highest comment referred to costs, however, this was not necessarily show in the responses earlier in the survey.
- **Violence, bullying and injuries** – this appeared to be a major concern for parents.
- **Politics, unfair treatment, lack of ice time, coaching issues, parent issues** – this was a consistent theme throughout the survey comments.
- **Time commitment too high for players and parents** – again, while this is suggested as a key item of concern, the majority of parents indicated that 2 games and 2 practices was the ideal level of commitment. Again, there may be some overlap in this question, but the general stats indicated 2 games and 2 practices.
- **Other sports** – Obviously, one of the key elements why kids leave hockey is to participate in other organized sporting activities.

Recommendations

From all of the research that was gathered, it appears there are a few items that could be addressed by Hockey PEI on a go forward strategy. While there are many items that can be addressed, there are a few common themes that probably have a higher priority.

Cost Factors

While it is apparent that costs are a major area of concern for people, the research just does not indicate that it is a reason for people actually leaving the game. With this said, it is an area of great concern for many respondents so a strategy that could reduce the costs, or perhaps more education for people on the true costs would be a tremendous idea.

Some of the items that lead to high costs are the “extra” costs associated with participating. While a lot of these are not necessarily under Hockey PEI directly (such as private spring hockey programs), there are some that are under the realm of Hockey PEI, such as conditioning camps, tryouts, rep team fees, etc. When adding in other travel related expenses, then the costs can rise significantly for people...however, once again, keep in mind that the research that was gathered does not indicate that people are leaving hockey due to costs.

Violence, Bullying and Injuries

This appears to be a major factor now and will only continue to grow in the future. This is a major threat to a contact sport such as hockey, particularly as it relates to violence and injuries. Other contact sports are experiencing the same issues, but it is a major concern.

A strategy should be developed to combat this issue as it relates to not only growing the game, but ensuring that the game doesn't lose players as a result.

Politics, Unfair Treatment, Lack of Ice Time, Coaching Issues and Parent Issues

For purposes of recommendations, it is probably best to try to keep all of these together in an overarching strategy with perhaps some specific initiatives geared towards each component. It is highly advisable to develop a strategy to combat the issues above.

Coaches and Volunteers

There seemed to be a consistent theme from coaches and volunteers that they perceived a lack of support from their association and from Hockey PEI. It would appear that a strategy would need to be developed to enhance the level of support provided to the coaches and volunteers who are working for the betterment of minor hockey on PEI.

Communications

It would appear that a more detailed communication system is required to engage the Island hockey community. This is no easy task when dealing with a large and diverse group of people with varying levels of technology and time commitment.

Follow Up Survey

It would appear that there are some issues that remain somewhat of a mystery as it relates to some of the issues. As an example, the issue of level of commitment and cost are major issues, yet most people indicated that they preferred two games and two practices per week.