

Voice of Participant Survey - Report

International Taekwon-Do NZ



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Introduction

What this report covers

This report looks at the experience of Taekwon-Do participants in 2021 and how this compares with results from the 11 sports that took part for the year 2020/21 (see page 76). For more information about the background and objectives of the VOP Programme and this research please refer to the 'Appendices' section.

This is the first time International Taekwon-Do has been included in this research. More than 2,700 Taekwon-Do members had the opportunity to participate and 446 completed the survey. Typically, members aged 14+ complete the questionnaire themselves ('participants') and parents/guardians ('parents') complete the questionnaire for children under the age of 14, on behalf of their child. The proportion of participant and parent respondents in 2021 is 65% participant and 35% parent.

All Sports taking part in VOP 2020/21

The 11 sports that took part for the year 2020/21 were rugby league, basketball, yachting, rugby, cricket, tennis, golf, softball, surf life saving, international taekwon-do and surfing.

Interpreting satisfaction scores

When level of satisfaction is referenced in the report (i.e. the percentage who are 'more than satisfied'), the top two results ('very satisfied' or 'extremely satisfied') of a positively skewed satisfaction scale are used (shown below).



Positively skewed scales are used because the neutral ratings are divided between dissatisfaction and satisfaction (as opposed to a neutral mid-point in a 'balanced' scale). This gives the opportunity for some of the 'very satisfied' to be 'delighted', allowing for more variation/ greater discrimination compared with a balanced scale.

Statistical significance

Statistically significant differences are highlighted or commented on in this report. Where no highlighting has been used (or no commentary about a sub-group included), it may safely be assumed that differences are not statistically significant or they are not pertinent. We are 95% confident results are not just normal expected variances that result from talking to a different sample within the same population.

In simple terms, this means that a minimum of nineteen times out of twenty the results in this report will be a very accurate reflection of the average for all Taekwon-Do club members in New Zealand.

Note, statistically significant differences in sub-groups are only reported when the result is at least 3% or higher or lower than the average.

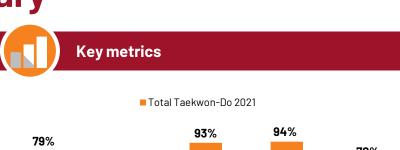
Statistical significance is reported in the following ways:

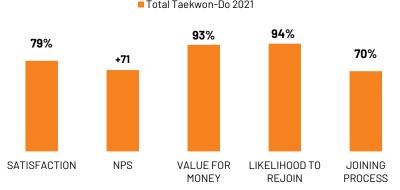
The Total Taekwon-Do 2021 result is significantly higher/ lower than the total for All Sports 2020/21

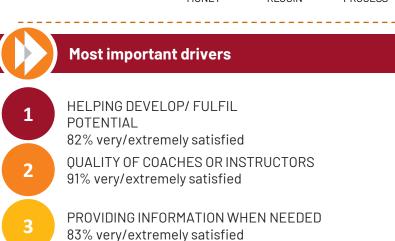
Key results summary

Sample overview

2021 participants: n=446 n= 290 participants (65%) n= 156 parents (35%)

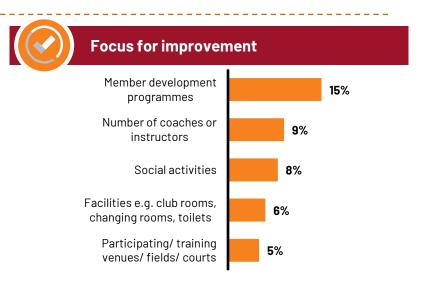












Executive summary

Key metrics

Satisfaction: Four in five (79%) are very or extremely satisfied with the overall club experience. This is significantly higher than the All Sports 2020/21 average (70%).

NPS: Respondents generally speak positively about their Taekwon-Do club, with the Net Promotor Score (NPS) sitting at +71; a significantly higher result than the All Sports 2020/21 average (+53).

Value for money: Almost all (93%) members perceive value for money from their club, also a significantly higher result than the All Sports 2020/21 average (81%).

Likelihood to rejoin: Almost all (94%) members indicate they are likely or very likely to rejoin their Taekwon-Do next season. This is also a significantly higher result than the All Sports 2020/21 average (87%).

Joining process: Seven in ten (70%) new members are more than satisfied with the overall process of joining their club.

Drivers of experience

Overall, Taekwon-Do respondents are positive about drivers of their club experience, with significantly higher results in all the drivers compared with the All Sports 2020/21 average.

The drivers with the highest levels of satisfaction are:

- Being friendly and welcoming
- The quality of the coaches or instructors
- Providing a safe environment for adults and children

With the exception of the quality of coaches or instructors these drivers have relatively low levels of importance for driving club recommendation.

The top three drivers for recommending one's club are:

- Helping me develop/ fulfil my potential
- Quality of coaches or instructors
- Providing information when needed

Emphasis should be placed on helping me develop/ fulfil my potential and providing information when needed as they relatively large impact on club recommendation but is perceived lower than average for satisfaction.

Club environment / gender equality

Overall, people are positive about their club environment, with significantly higher levels of agreement than the All Sports 2020/21 average for supporting children to grow their confidence and providing a supportive and encouraging environment.

Respondents generally feel there is the right amount of emphasis on winning, having fun and developing skills at their club.

There are also high levels of agreement for all gender equality statements with results consistent between males and females. All results are significantly higher than the All Sports 2020/21 average, with the biggest difference being in the proportion who agree that there are appropriate programmes and/or opportunities in place for women and girls at my club (92% vs. 82%).

Executive summary

Injury/inappropriate behaviour

Just over a quarter (28%) of Taekwon-Do participants have been injured in the last 12 months – a result consistent with the All Sports 2020/21 result. Three in five (60%) had time off from participating in Taekwon-Do due to their injury.

3% of Taekwon-Do respondents have had a bad head knock or concussion in the last 12 months. For those who have, less than half (47%) continued to participate or train after the concussion.

Three in five (59%) warm up at least occasionally prior to each competitive bout. These people warm up using active stretching (81%) and light aerobic activity (64%).

One in ten (8%) have experienced or witnessed inappropriate behavior by a spectator, coach or official while participating at least occasionally.

Demographic differences

Age: Those aged 5-12 years have a significantly lower overall satisfaction, perceived value for money and NPS compared with the total Taekwon-Do result. Those aged 25-49 and 50+ are significantly more likely to recommend their club.

Gender: The key metric results are consistent with the total for males and females.

Disability: Due to small sample sizes, there are no significant differences amongst those with a disability and those without.

Ethnicity: Those of Māori ethnicity are significantly more satisfied with their overall club experience compared with the overall Taekwon-Do result. The rest of the results are consistent across ethnicities.

Differences across regions

Respondents from the Wellington region are significantly more satisfied with their overall club experience, more likely to recommend their club and are more likely to perceive value for money.

Those from the Auckland North region are significantly less likely to perceive value for money from their club and to recommend their club.



Key results

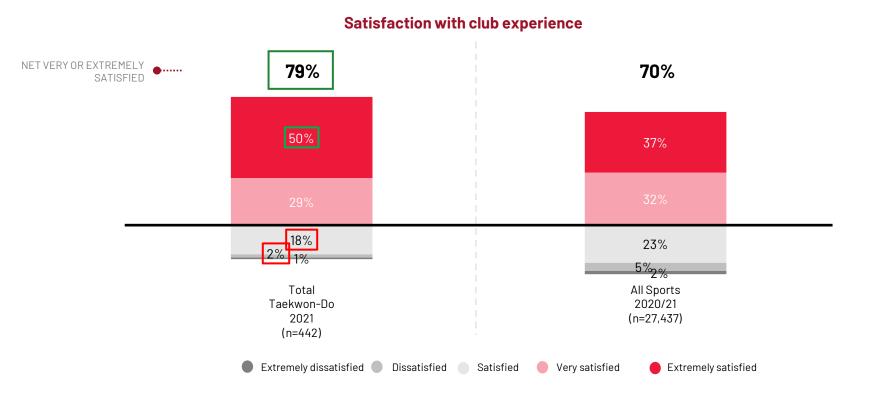
Key metrics summary

Overall, how is International Taekwon-Do performing?

Satisfaction	NPS	Likelihood to rejoin	Value for money	Joining process^
79%	+71	94%	93%	70%
All Sports 2020/ 21				
70%	+53	87 %	81%	67 %

Four in five are very or extremely satisfied with their Taekwon-Do experience

Taekwon-Do respondents are significantly more satisfied with their club experience than the All Sports 2020/21 average (79% vs. 70%).



Those <u>significantly more</u> likely to be more than satisfied are:

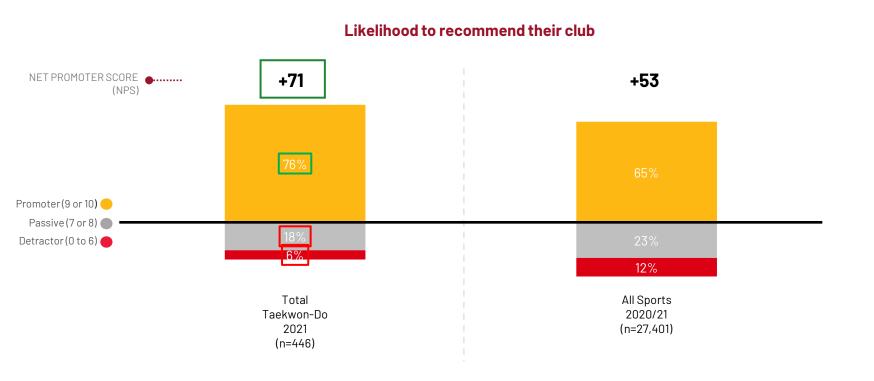
- Of Māori ethnicity (92% vs. 79%)
- From Wellington (92%)
- A participant (84%).

Those <u>significantly less</u> likely to be more than satisfied are:

- Those with a green belt (63% vs. 79%)
- Parents of participants (71%).

Taekwon-Do respondents generally speak positively about their club

Taekwon-Do's Net Promoter Score (promoters minus detractors) is significantly higher than the All Sports 2020/21 average (+71 vs. +53).





- From Wellington (88% vs. 76%)
- Aged 35+ years (86%)
- Those with a black belt (85%)
- Participants (81%).

Those <u>significantly more</u> likely to be detractors are:

- Have a **green belt** (16% vs. 6%)
- From the Auckland North region (10%)
- Aged 5-12 years (9%).

What is going well?

"I love the instructors and the black belt team. Everyone is like family there. Everyone is welcomed and is part of the team."

Participant, 40-44 years, Auckland

"it is a very welcoming environment. Everyone one at club knows each other very well and we feel like a family."

Participant, 16 years, Bay of Plenty

"Great instructors with great skills. Good fun too during sessions. Exercises are challenging and not boring, pushing sometimes the limits in a positive way. Very motivating sessions which encourage to carry on with training."

Participant, 45-49 years, Bay of Plenty

"I love the atmosphere and the coaches. I always feel very welcomed and there is a lot passion within the club."

Participant, 25-29 years, Wellington-Wairarapa

What people love

"I like the enthusiasm of the teachers and positive atmosphere. My child loves the self defence aspects and the attention of the teachers, also boxing."

Parent of participant, 7 years, Auckland

"My son loves the environment, his confidence continues to increase, he loves the fitness aspect, he has recently chosen to do extra TKD lessons over playing another sport, he wants to focus on doing well in tournaments, he's always practicing at home. He iust simply loves TKD."

Parent of participant, 8 years, Bay of Plenty "The instructors are very patient with children. They have a good way of encouraging children to participate and learn."

Parent of participant 8 years, Waikato

The experience of the Masters, Seniors and Teachers and their support and encouragement of students. Their ability to cater to different age groups, skills and knowledge from beginners through to experienced. A range of teaching styles for everyone."

Parent of participant, 10 years, Bay of Plenty

"Team spirit, structure, social and motivating."

Parent of participant, 13 years, Auckland

What can be improved?

"The ability for him to grow in training not just to be in a group done by age its hard when a child wants to learn in advance when other children in the group don't care and aren't there for the same reason and all the training is the same."

Parent of participant, 5 years, Bay of Plenty

"Lower instructor to trainee ratio - sometimes classes are very big. Students feeling supported and encouraged. Sometimes the emphasis in hierarchy can increase anxiety... which then decreases enjoyment."

Participant, 40-44 years, Auckland

"Online classes (zoom etc) or resources would've been a great tool during lockdown where we were paying for fees for self training but no club interaction or guidance at all during all lockdowns so far."

Participant, 40-44 years, Auckland

"Probably more games as her attention span isn't long enough to focus too much on TKD fundamentals."

Parent of participant, 7 years, Manawatu

"We don't accommodate younger (under 10) students well. Trying to integrate them to older students is disruptive because of their short attention span."

Participant, 70-74 years, Auckland

What could improve

"Clear details on what the club training provides with structured plans. Dedicated classes for different skills levels. Better management and administration."

Participant, 20-24 years, Canterbury

"to improve; the new people need to be made to feel more important or when watching to have a look the black belts can be used to show off a bit more. for training use the black belts more for training the new people or taking warmups or other things like that. also, do a bit more fun activities such as sparring or pad work, doesn't have to be a lot but more regular than it currently is."

Participant, 19 years, Canterbury

"Lose the no pain no gain attitude that results in injuries. Lose the need for high repetitions, focus on quality of movement instead of quantity."

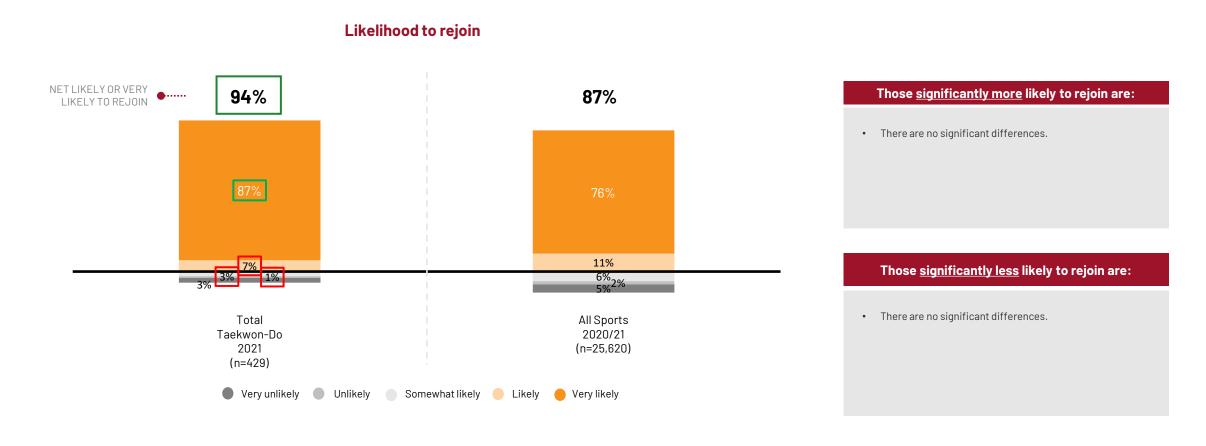
Participant, 30-34 years, Whanganui

"They make you feel like you need to do tournaments to be any good and if you don't do them you don't deserve to grade to the next qup."

Participant, 13 years, Auckland

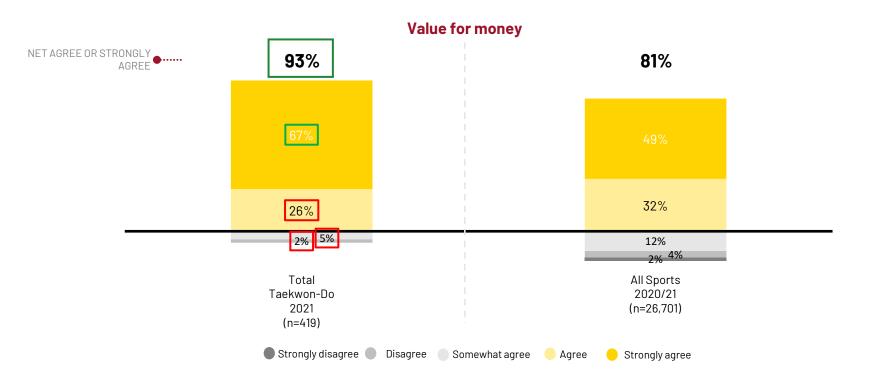
Almost all members intend to rejoin their club next season

Those who indicate they are likely or very likely to rejoin their club next season is significantly higher than the All Sports 2020/21 average (94% vs. 87%).



Almost all respondents perceive value for money from their club

Taekwon-Do respondents are significantly more likely to perceive value for money from their club compared with the All Sports 2020/21 average (93% vs. 81%).



Those <u>significantly more</u> likely to perceive value for money are:

- From Wellington (100% vs. 93%)
- Aged 35+ (97%).

Those <u>significantly less</u> likely to rejoin are:

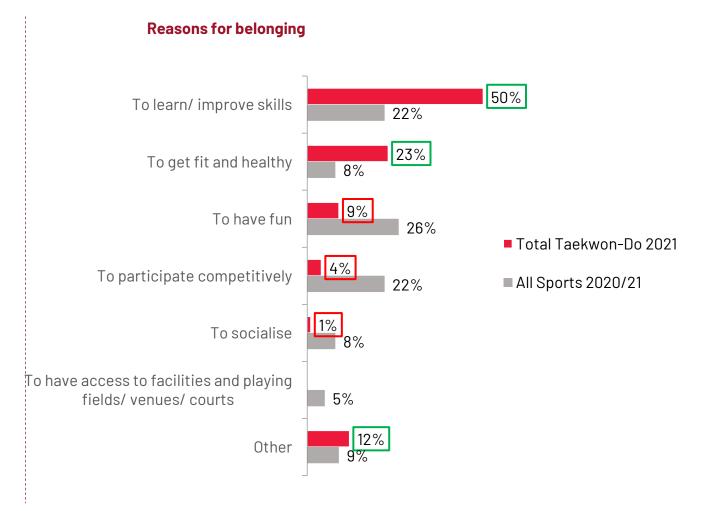
- From the **Auckland North region** (83% vs. 93%)
- Those with a green belt (84%)
- Aged 5-12 years (88%)
- Parents of participants (89%).

The main reason to belong to a club is to learn/improve skills

Half (50%) of members indicate the main reason they belong to a club is to learn/ improve skills. This is a significantly higher result than the All Sports 2020/21 average (22%).

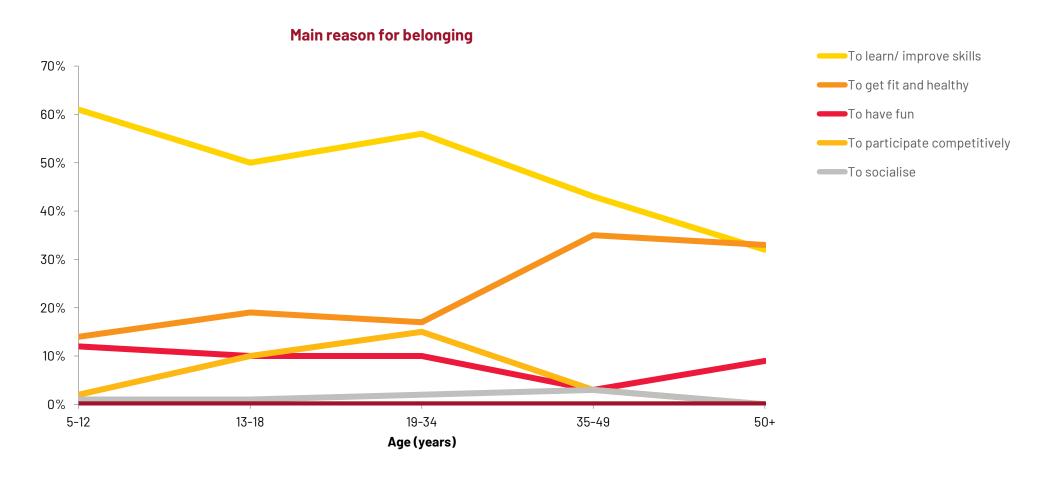
Participants are more likely to indicate the main reason they belong to a club is to get fit and healthy (28% vs. 14% parents). While **parents** are more likely to indicate their child belongs to a club to learn/improve skills (59% vs. 46% participants).

Those **aged 13-18** and **19-34** are more likely to state their main reason for belonging is to *participate competitively* (10% and 15% respectively vs. 4%). Those aged **35+** are more likely to belong *to get fit and healthy* (34% vs. 23%) and those aged **5-12** are more likely to belong *to learn/improve skills* (61% vs. 50%).



The main reason to belong to a club is relatively consistent across ages

Belonging to a Taekwon-Do to learn/ improve skills remains high for all age groups, with a decline seen from those aged 35 onwards. The proportion belonging to get fit and healthy increases with age.





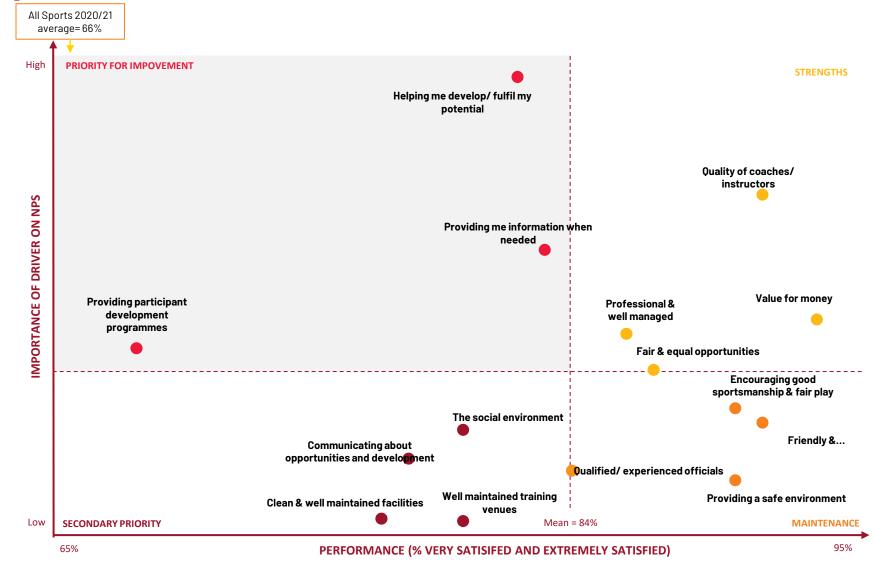
What is causing these ratings?

What drives a respondent's recommendation?

The top three drivers of recommendation for Taekwon-Do are:

- Helping me develop/ fulfil my potential
- 2. Quality of coaches or instructors
- 3. Providing information when needed

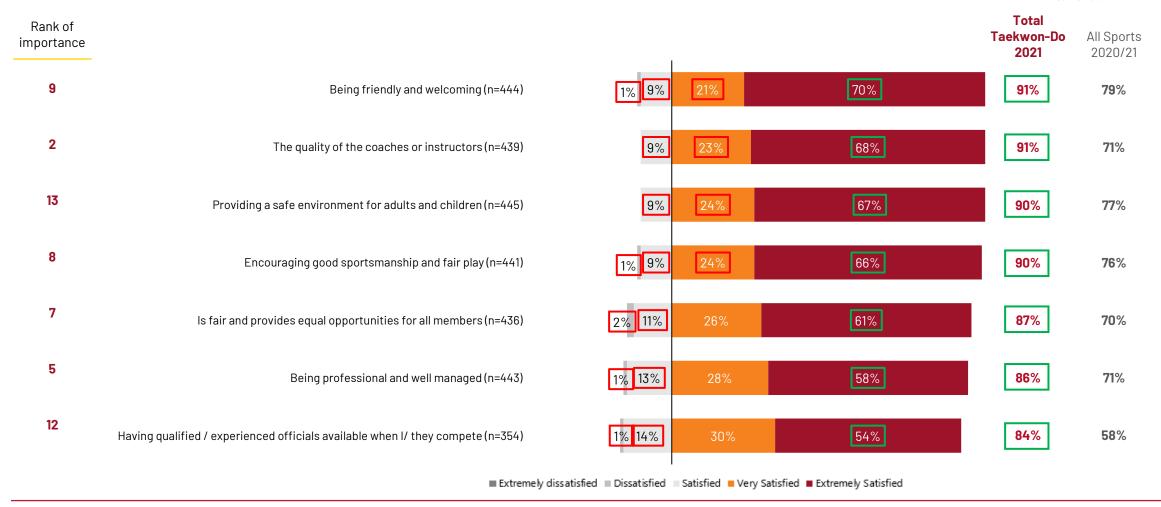
Of these top three drivers, emphasis should be considered for helping me develop/ fulfil my potential and providing information when needed. Both these drivers have a relatively large impact on NPS but score below average for satisfaction.



Satisfaction with drivers of club experience

Taekwon-Do participants are significantly more satisfied with all of the drivers listed below, when compared with the All Sports 2020/21 average. The highest level of satisfaction is with the club being friendly and welcoming and the quality of coaches or instructors. While being friendly and welcoming has a relatively low level of importance in driving likelihood to recommend one's Taekwon-Do club, the quality of coaches/ instructors is the second most important driver.

Very or extremely satisfied

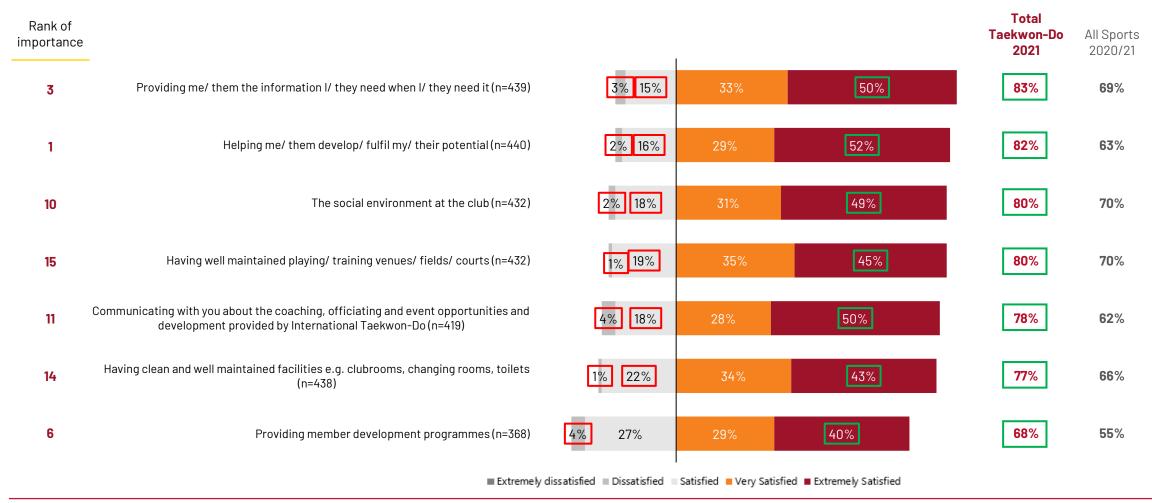


^{☐☐} Significantly higher/lower than All Sports 2020/21

Satisfaction with drivers of club experience

Taekwon-Do respondents also have significantly higher results than the All Sports 2020/21 average for the drivers listed below. Participants are significantly more satisfied than parents of participants with their club providing information when needed (88% vs. 74% parents), helping me develop/ fulfil my potential (85% vs. 75% parents), the social environment at the club (84% vs. 73% parents) and communicating about opportunities and development provided by International Taekwon-Do (83% vs. 67% parents).

Very or extremely satisfied



^{☐☐} Significantly higher/lower than All Sports 2020/21

Relative importance of drivers of club recommendation

Regression analysis is a statistical process that was used to understand what aspects of the club experience have the most impact (or are the biggest 'drivers') on whether a player/ parent will recommend their club to others.



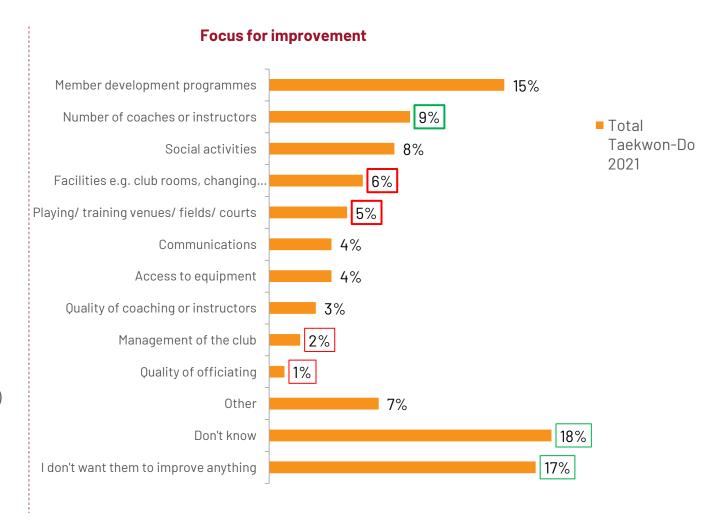
15% want to see improvement in member development programmes

Compared with the All Sports 2020/21 average, Taekwon-Do respondents are significantly more likely to want the focus for improvement to be on the *number of coaches or instructors* (9% vs. 5%). Taekwon-Do respondents are significantly less likely to want the focus for improvement to be on the *facilities* (6% vs. 13%), participating/ training venues (5% vs. 9%), the management of the club (2% vs. 4%) and the quality of officiating (1% vs. 4%).

Children whose parents complete the survey are significantly more likely to want the focus for improvement to be on *communications* (8% vs. 2% participants). **Participants** are significantly more likely to want the focus for improvement to be on *access to equipment* (6% vs. 1% parents).

Those **aged 19-34** are significantly more likely to want the improvement to be on the *management of the club* (9% vs. 2%).

Almost two in five (17%) don't want their club to improve anything. Those from **Counties Manukau** (30%) and who have a **yellow belt** (26%) are significantly more likely to have selected this option.



in Winter 2020.

What should be invested in or improved?

"When there are different gups within a class, how to make sure they are all getting the help and development they need."

Parent of participant, 11 years, Welington-Wairarapa "Having an individual development program would benefit me greatly. It would help me focus on my weaknesses. I would have a mentor to bounce ideas off."

Parent & participant, 45-49 years, Auckland

"To enable instructor to pay extra attention to all the kids, looking at their posture - extremely important to get the basic right."

Parent of participant, 7 years, Auckland

"More red/blackbelts to help instruct to take pressure of the head instructor and give variation in teaching styles and skills."

Participant, 17 years, Canterbury "Maybe after training BBQ" evening so as members and family can mix and mingle together outside the Do Jang and get to know each other better."

Parent & Participant, 55-59 years, Bay of Plenty "I would like to find ways of encouraging our families to participate in easy low/no cost social activities to foster community spirit."

Participant, 65-69 years, Manawatu

MEMBER DEVELOPMENT PROGRAMMES

"Access to Member
Development Programmes.
Not letting the fact we are in
the South Island exclude
members from joining
development programmes and
competing and training to a
high level. Programmes for
teens to reach full potential."

Participant, 15 years, Canterbury "Plan with the parents on where I want my child to go and develop. For example a plan so my child can participate in a relevant competition."

Parent of participant, 7 years, Auckland

NUMBER OF COACHES OR INSTRUCTORS

"It will take time but I would like to see more black belt adults, or senior coloured belts to help split up the instructing duties so our mix of grades can get extra focus."

Parent & participant, 35-39 years, Manuwatu "More senior students to help out with mini-kids and to set good examples for the mini-kids to follow."

Parent of participant, 7 years, Manawatu

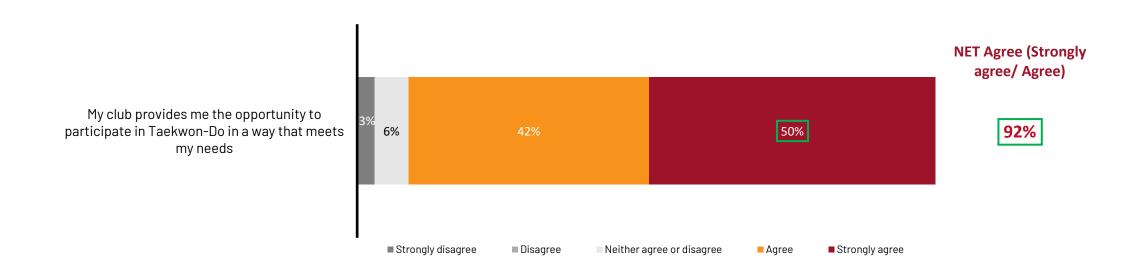
SOCIAL ACTIVITIES

"Opportunities for the kids to have fun tournaments and perhaps small kids study groups for preparation for tests for grading. Breaking down TKD concepts that young one's can grasp and understand most especially the Korean history

Parent of participant, 10 years, Ray of Plenty

Nine in ten agree their club gives the opportunity to participate in a way that meets their needs

Participants are significantly more likely to agree that their club provides the opportunity to participate in a way that meets their needs (95% vs. 75% parents).



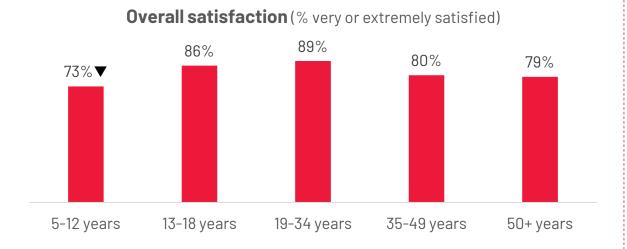


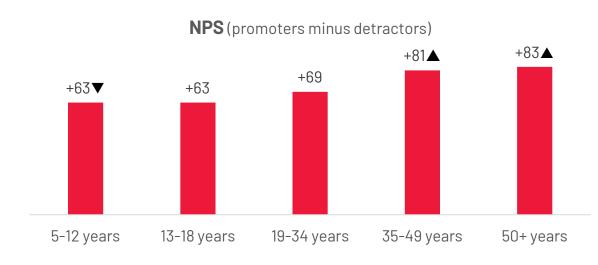
Other results

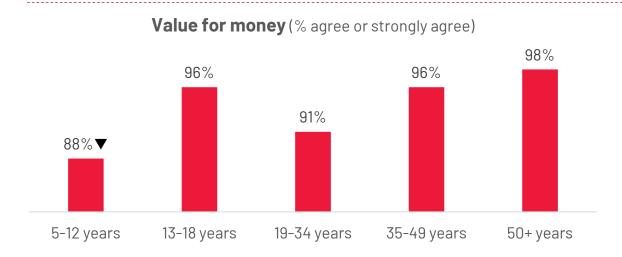


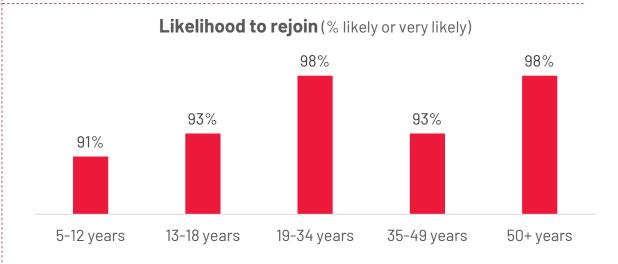
Demographic differences

Key results by age

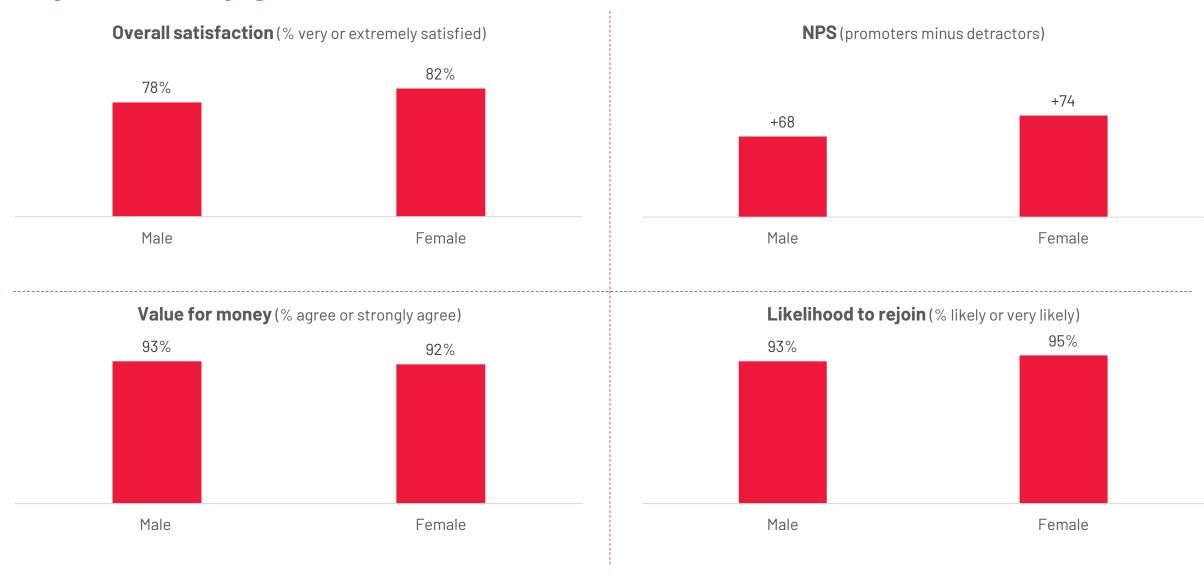




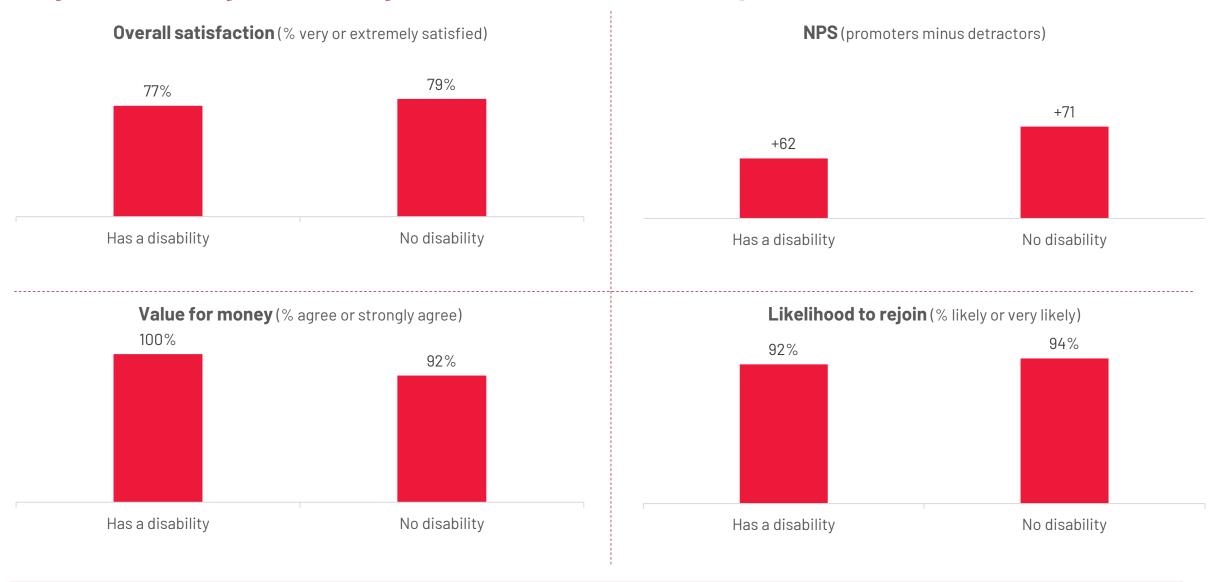




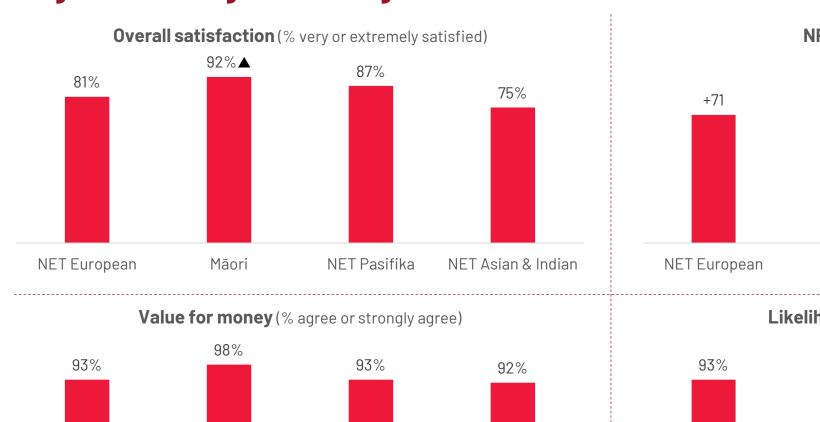
Key results by gender

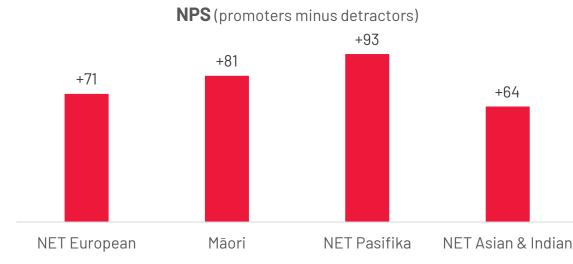


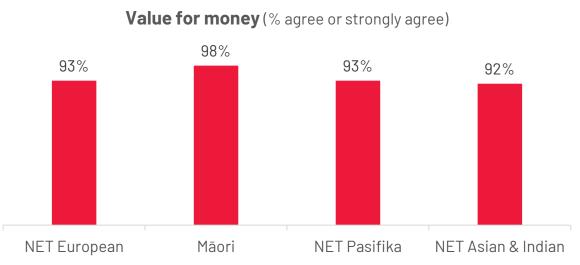
Key results by disability (Caution: small sample sizes)

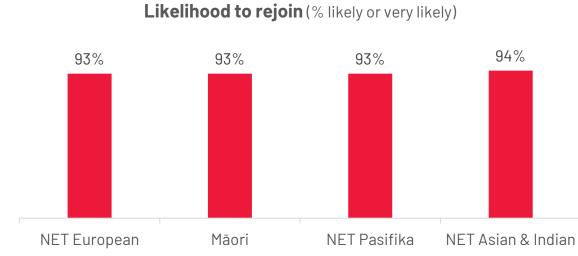


Key results by ethnicity







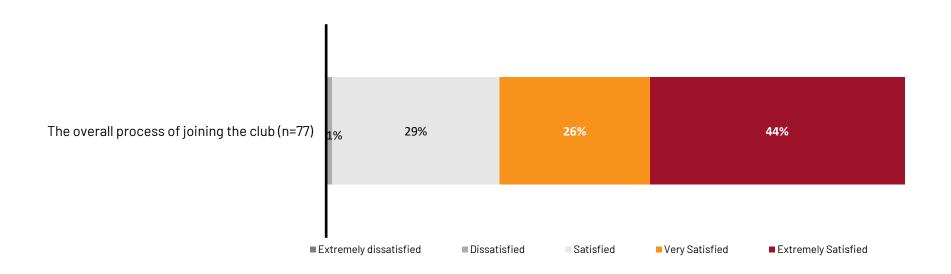


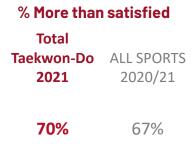


The joining process

The joining process

Seven in ten (70%) new members are more than satisfied with the overall process of joining their Taekwon-Do club. This is a similar result to the All Sports 2020/21 average.



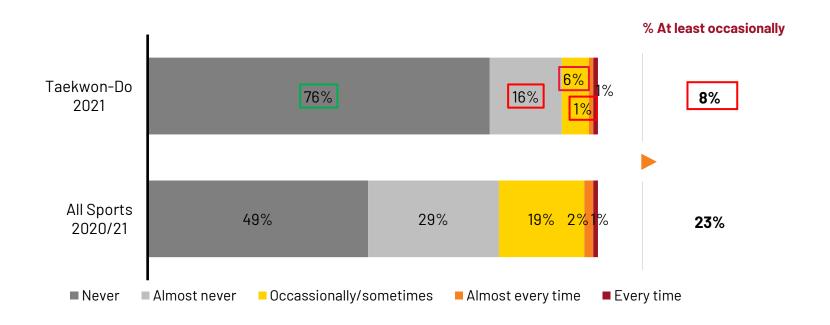




Inappropriate behaviour & club environment

Frequency of inappropriate behaviour while participating

One in ten (8%) have witnessed or experienced inappropriate behaviour by a spectator, coach or official while participating at least occasionally. Taekwon-Do's respondents are significantly less likely to experience inappropriate behaviour when compared with the All Sports 2020/21 average (23%).

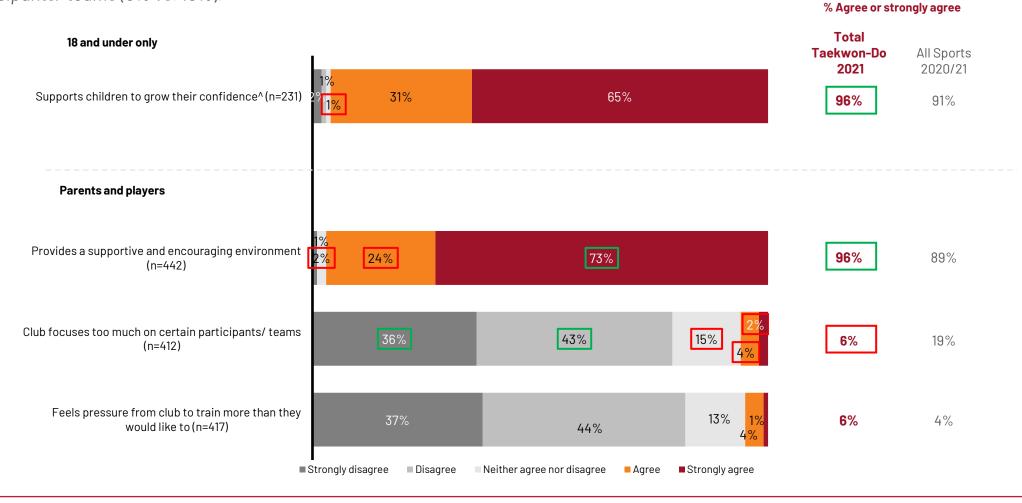


Those <u>significantly more</u> likely to have experienced inappropriate behaviour <u>almost</u> <u>every time</u> are:

- Those who participate or train four or more times a week (17% vs. 8%)
- Those who have participated in a top team at their club (17%)
- Those whose role is **official/ referee/ umpire/ judge (**16%**)**
- From Auckland North (13%).

Club environment

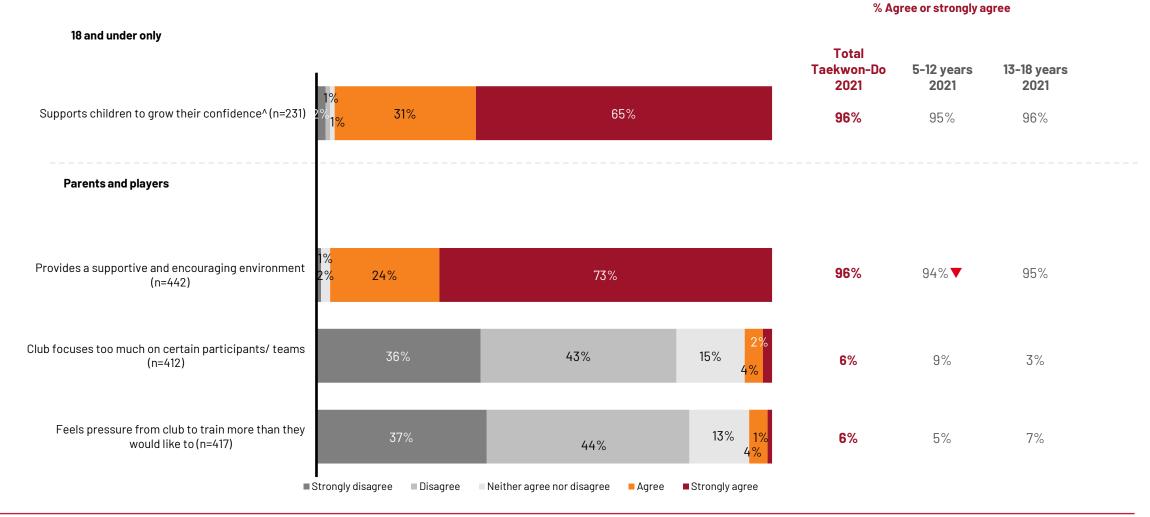
Overall, people are positive about their Taekwon-Do club's environment. Compared with the All Sports 2020/21 average, Taekwon-Do respondents are significantly more likely to agree that their club supports children to grow their confidence (96% vs. 91%) and provides a supportive and encouraging environment (96% vs. 89%). They are significantly less likely to agree that their club focusses too much on certain participants/ teams (6% vs. 19%).



35

Club environment - 18 and under

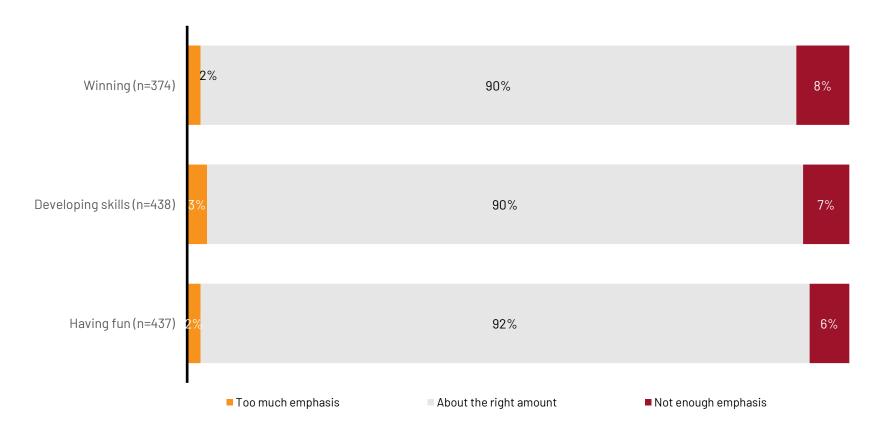
5-12 and 13-18 year olds generally have similar levels of agreement towards their club environment, with the exception of the club providing a supportive and encouraging environment where 5-12 year olds have significantly lower levels of agreement compared with the Taekwon-Do total (94% vs. 96%).



Emphasis on winning, developing skills and having fun at club

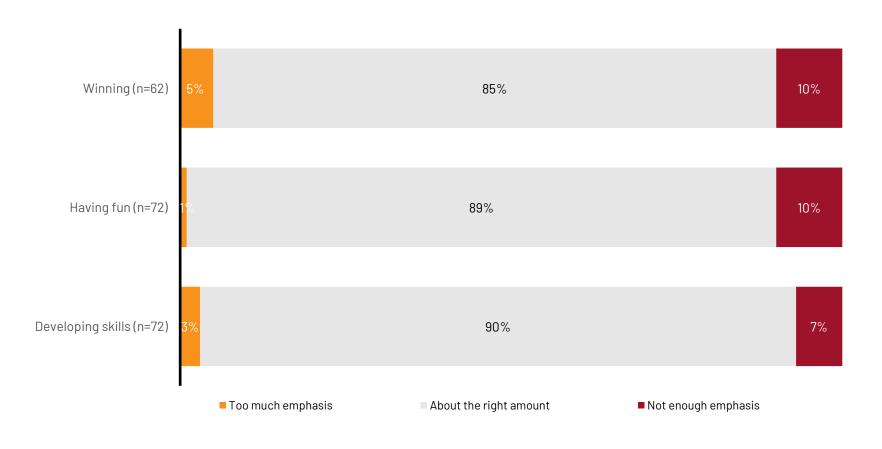
Overall, the majority of Taekwon-Do respondents feel there is about the right amount of emphasis on winning, developing skills and having fun at their club.

Those from **Midlands** (15% vs. 6%) and/ or those with a **blue belt** (14%) are significantly more likely to indicate there is not enough emphasis on *having fun* at their club. **Males** are significantly more likely to say there is not enough emphasis on *winning* at their club (11% vs. 8%).



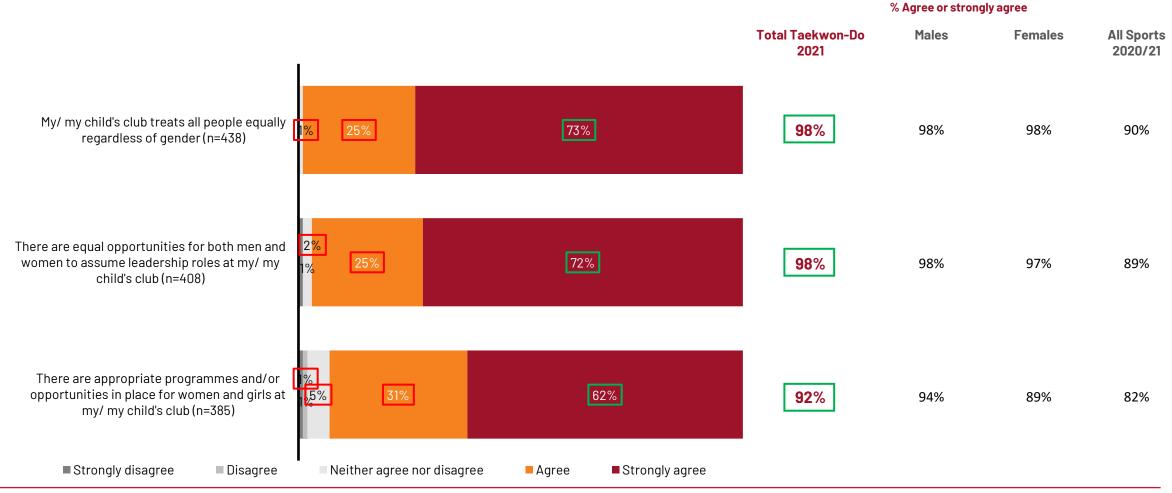
Emphasis on winning, developing skills and having fun at club for 13-18 year olds

13-18 years are slightly less content than the total result when asked about the emphasis on winning, developing skills and having fun at their club. One in ten (10%) indicate there is not enough emphasis on winning and having fun at their club.



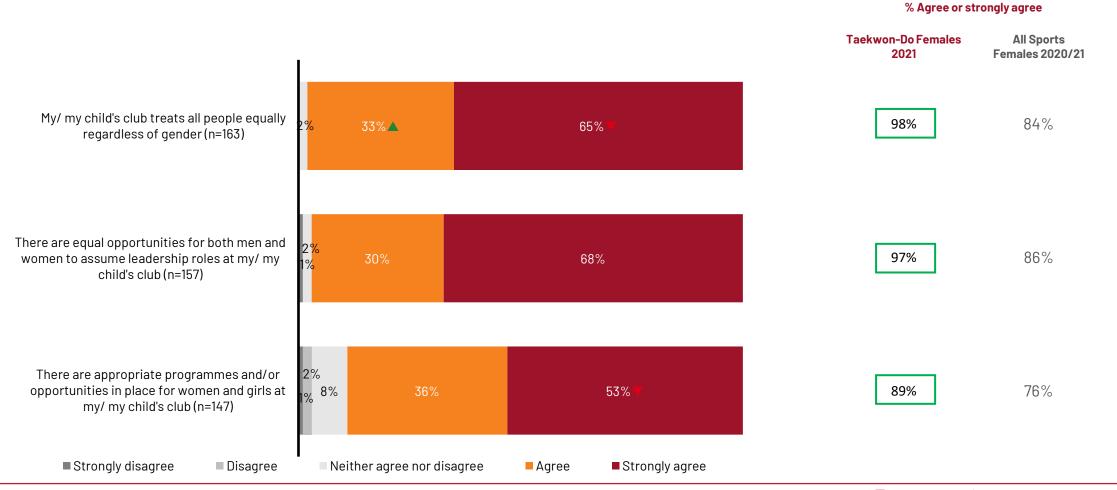
Gender equality at club

Overall, there are high levels of agreement for all gender equality statements. All results are significantly higher than the All Sports 2020/21 average, with the biggest difference being in there are appropriate programmes and/or opportunities in place for women and girls at my club. There are no significant differences in agreement between males and females.



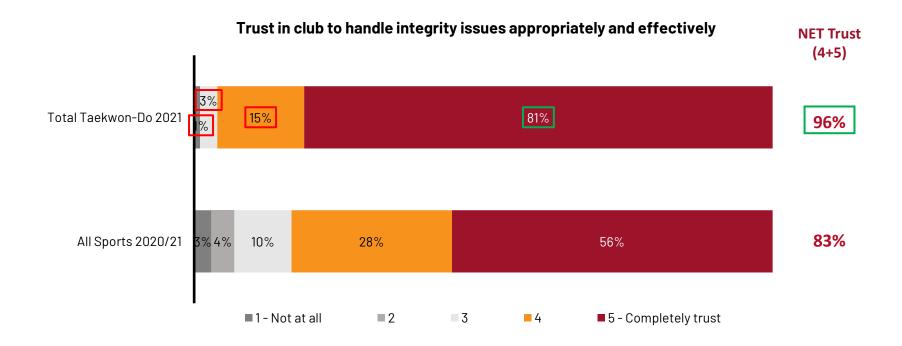
Female perceptions of gender equality at club

Taekwon-Do females are significantly more likely to agree with all the gender equality statements compared with the females in the All Sports 2020/21 average.



Handling of integrity issues

Almost everyone (96%) trusts their Taekwon-Do club to handle integrity issues appropriately and effectively. This is a significantly higher result than the All Sports 2020/21 average (83%). **Those aged 35 and over** are more likely to trust their club to handle integrity issues (99% vs. 96%).

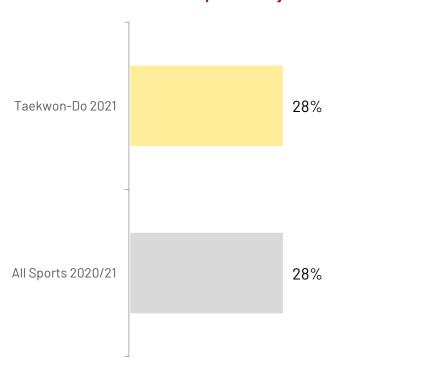




Injury

A quarter of Taekwon-Do participants have been injured in the last 12 months

% of respondents injured in the last 12 months



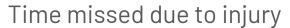
Those <u>significantly more</u> likely to have been injured:

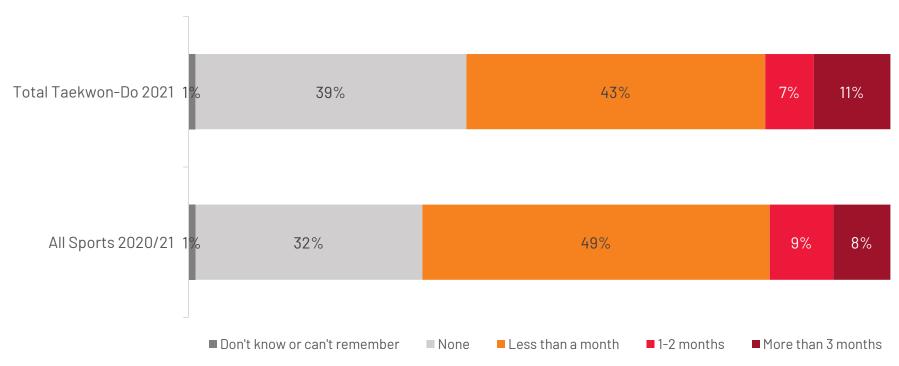
- Have a red belt (58% vs. 28%) or a black belt (35%)
- Are aged **35-49 years** (46%)
- Are a participant (41%)
- Are of European ethnicity (33%).

Those <u>significantly less</u> likely to have been injured:

- Children whose parents completed the survey (4% vs. 28%)
- Are aged 5-12 years (6%)
- Have a **white**(10%) or **yellow**(12%) belt
- Are from Counties Manukau (14%)
- Are of Asian/Indian ethnicity (18%).

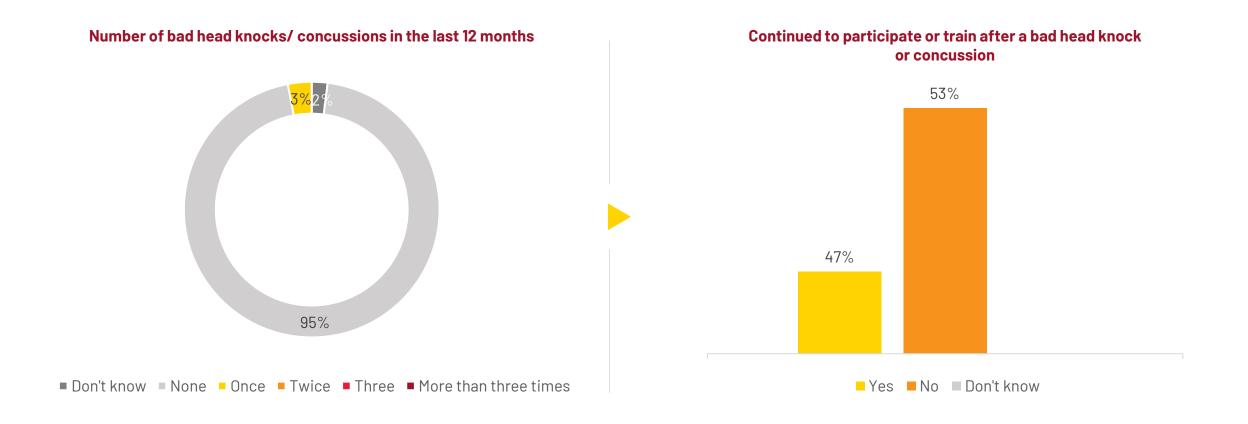
Two in five continued to participate while injured





Prevalence of concussion

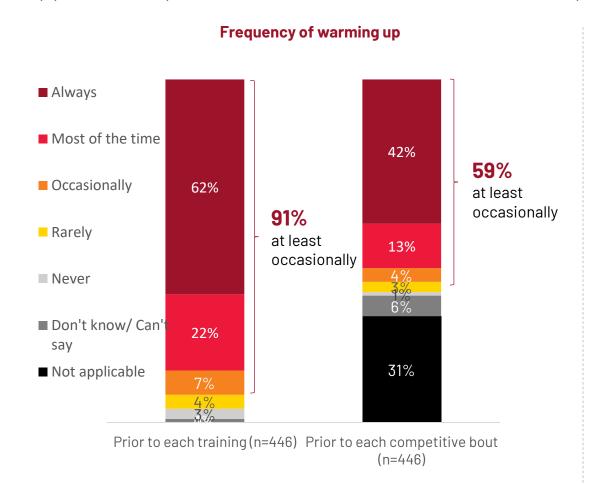
Almost all (95%) Taekwon-Do respondents have not received a bad head knock or concussion in the last 12 months. Of the 3% who have, more than half (53%) did not continue to participate or train after their bad head knock or concussion.

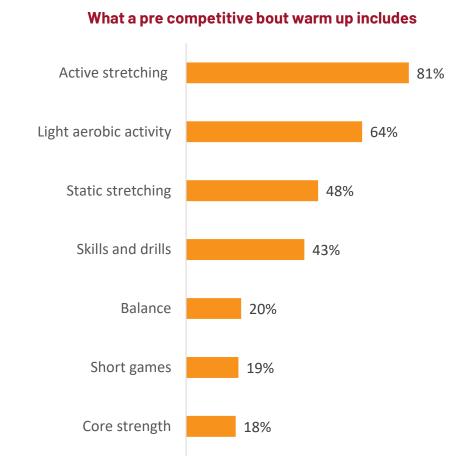


*Small Base

Warming up prior to each game/ training

Nine in ten (91%) warm up at least occasionally prior to each training and three in five (59%) warm up prior to a competitive bout. For those who warm up prior to a competitive bout, four in five (81%) indicate this warm up includes active stretching.







Rangatahi: Key results

Key metrics summary

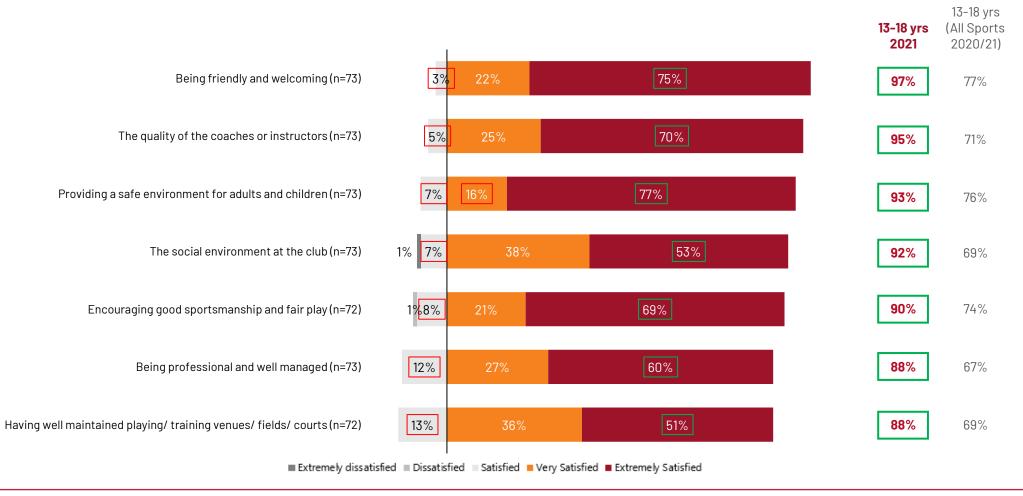
Overall, how are 13-18 year olds performing?

Satisfaction	NPS	Likelihood to rejoin	Value for money	Joining process^
86%	+63	93%	96%	100%
13-18 years All Sports 2020/ 21	13-18 years All Sports 2020/ 21			
66%	+39	82%	77%	75 %

Rangatahi: Satisfaction with drivers of club experience

Similar to the total Taekwon-Do results, 13-18 year olds are most satisfied with their club being friendly and welcoming. 13-18 year olds are significantly more satisfied with all the drivers listed below compared with the average of All Sports 2020/2113-18 year olds, with the biggest difference being in the social environment at the club (92% vs. 69%).

Very or extremely

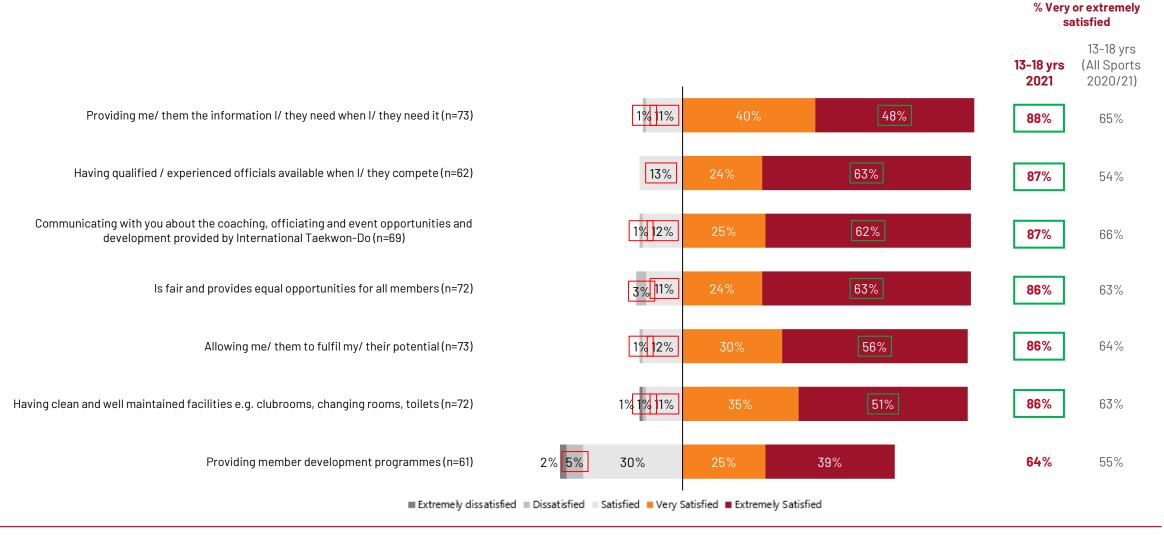


satisfied

^{☐☐} Significantly higher/lower than All Sports 2020/2113-18 years

Rangatahi: Satisfaction with drivers of club experience

Compared with the All Sports 2020/2113-18 year old average, 13-18 year old Taekwon-Do respondents are also significantly more satisfied with the drivers listed below, with the exception of providing member development programmes which has a similar result.



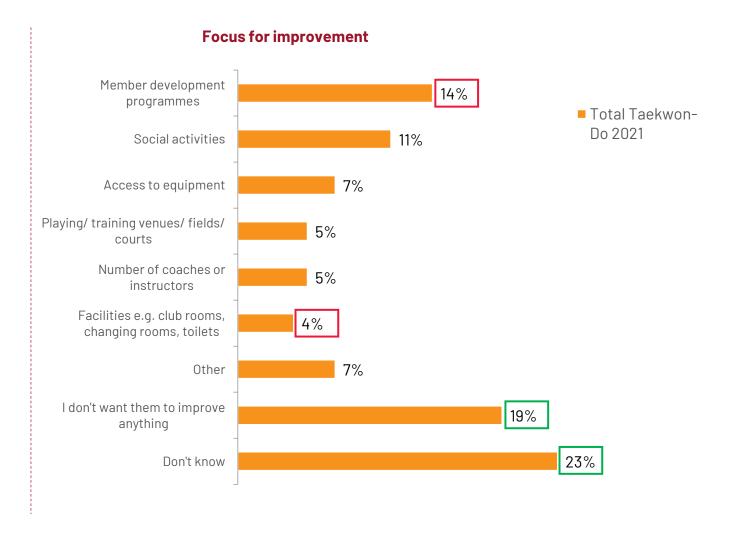
⁰¹⁰a. How would you/ your child rate your/ their overall satisfaction with your/ their <sport> club on each of the following...

Q10b. How would you rate your/ your child's overall satisfaction with your/ their <sport> club on each of the following...

Rangatahi: One in five don't want to improve anything

More than one in ten (14%) 13-18 year olds want the focus for improvement to be on member development programmes, a significantly lower result than the average for All Sports 2020/2113-18 year olds (24%).

A quarter (23%) of 13-18 year olds don't know what they want the focus of improvement to be.



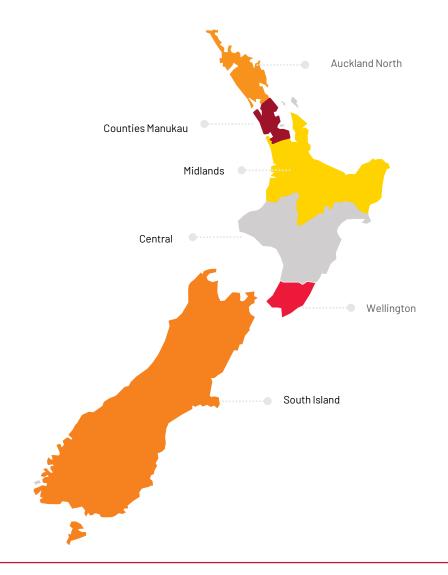


Regional differences

How does experience differ by Region?

Results for Regions cover the following areas:

- Auckland North
- Counties Manukau
- Midlands
- Central
- Wellington
- South Island



Note: Regions are based on the club selected at Q2a in the questionnaire

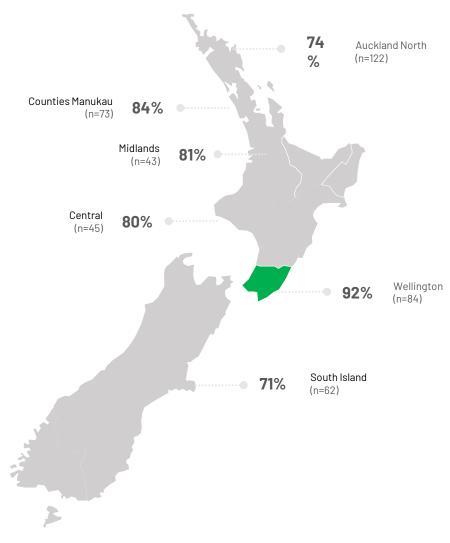
53

Respondents from Wellington are most satisfied with their overall experience

OVERALL SATISFACTION

(% more than satisfied)

TOTAL 2021 **79%**

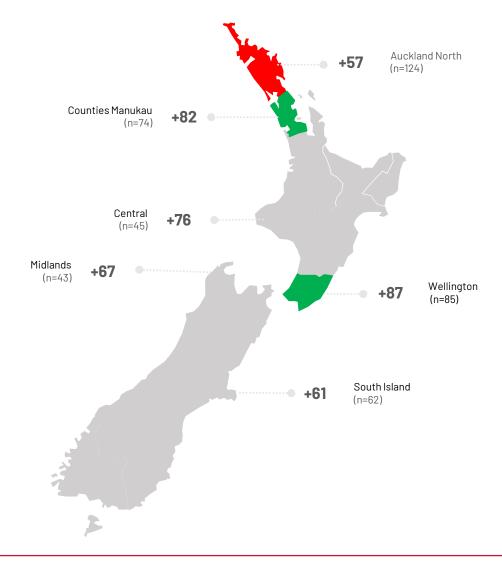


Counties Manukau and Wellington respondents are more likely to recommend their club

NPS

(% promoters 0%% detractors)

TOTAL 2021 **+71**

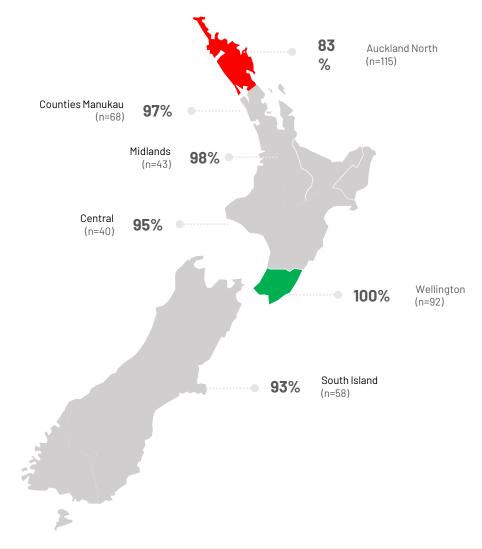


Those from Auckland North are least likely to perceive value for money

VALUE FOR MONEY

(% agree or strongly agree)

TOTAL 2021 **93%**

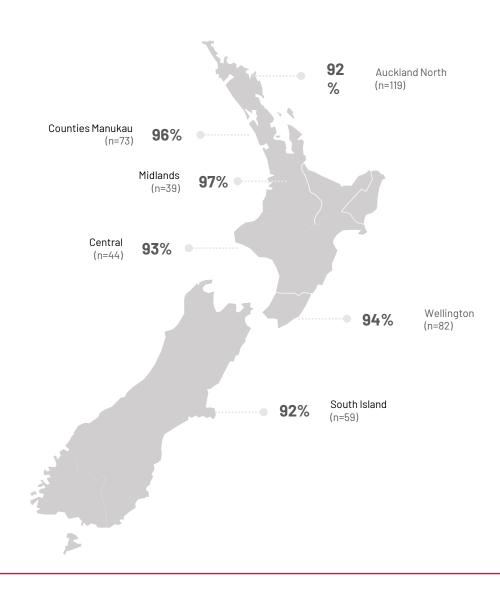


Rejoining rates are consistent across the country

Likelihood to rejoin

(% likely or very likely)



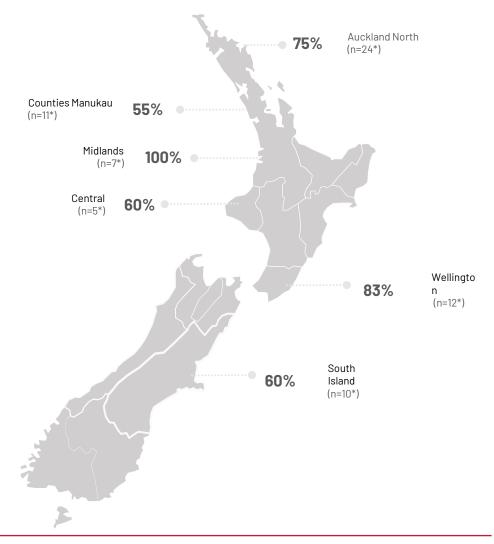


Satisfaction with the joining process is consistent across the country

Joining process

(% very or extremely satisfied)

TOTAL 2021 **70%**



Reason for belonging to a club

Reason for belonging	TOTAL (n=431)	Auckland (n=120)	Central (n=44)	Counties Manukau (n=73)	Midlands (n=39)	South Island (n=60)	Wellington (n=82)
To learn/ improve skills	50%	51%	41%	42%	67%	63%	45%
To get fit and healthy	23%	26%	23%	22%	26%	13%	26%
To have fun	9%	6%	9%	11%	3%	8%	15%
To participate competitively	4%	4%	5%	8%	3%	7%	-
To socialise	1%	2%	2%	1%	-	3%	-
Other	12%	12%	20%	15%	3%	5%	15%

Satisfaction across regions: more than satisfied with key drivers

Key drivers (% more than satisfied)	TOTAL (n=432-444)	Auckland North (n=114-123)	Central (n=42-45)	Counties Manukau (n=71-74)	Midlands (n=42-43)	South Island (n=60-62)	Wellington (n=83-84)
Being friendly and welcoming	91%	87%	93%	88%	93%	87%	99%
The quality of the coaches or instructors	91%	89%	95%	92%	91%	85%	96%
Is fair and provides equal opportunities for all members	87%	83%	84%	89%	93%	92%	90%
Being professional and well managed	86%	85%	93%	88%	86%	76%	92%
Providing me/ them the information I/ they need when I/ they need it	83%	80%	84%	85%	88%	74%	93%
Helping me/ them develop/ fulfil my/ their potential	82%	75%	82%	84%	86%	78%	92%
Having well maintained playing/ training venues/ fields/ courts	80%	82%	83%	80%	86%	74%	77%
The social environment at the club	80%	75%	82%	83%	81%	79%	87%
Having clean and well maintained facilities e.g. clubrooms, changing rooms, toilets	77%	79%	86%	76%	77%	66%	80%

Base: All respondents (Excluding Don't know/not applicable) (n=423-444)
Q10a. How would you rate your/your child's satisfaction with your/ their Taekwon-Do club on each of the following...

Satisfaction across regions: more than satisfied with secondary drivers

Key drivers (% more than satisfied)	TOTAL (n=354-445)	Auckland North (n=91-124)	Central (n=36-45)	Counties Manukau (n=63-74)	Midlands (n=31-43)	South Island (n=46-62)	Wellington (n=72-84)
Encouraging good sportsmanship and fair play	90%	86%	91%	91%	93%	90%	96%
Providing a safe environment for adults and children	90%	91%	89%	89%	88%	94%	93%
Having qualified / experienced officials available when I/ they compete	84%	80%	89%	81%	84%	80%	93%
Communicating with you about the coaching, officiating and event opportunities and development provided by International Taekwon-Do	78%	68%	88%	78%	83%	75%	91%
Providing player development programmes	68%	65%	73%	63%	77%	59%	82%

Note: Regions are based on the club selected at Q2a in the questionnaire

Focus for improvement

Focus for improvement

Member development programmes

Number of coaches or instructors

Social activities

Facilities e.g. club rooms, changing rooms, toilets

Participating/ training venues/ fields/ courts

Communications

Access to equipment

Quality of coaching or instructors

Management of the club

Quality of officiating

Other

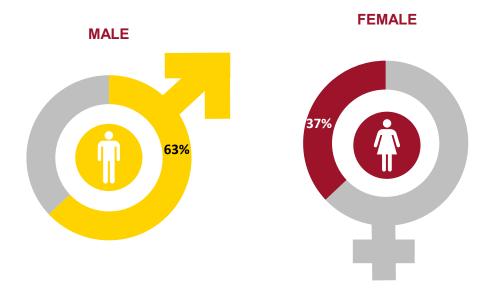
TOTAL (n=446)	Auckland North (n=124)	Central(n=45)	Counties Manukau(n=74)	Midlands(n=43)	South Island (n=62)	Wellington (n=82)
15%	19%	20%	14%	12%	15%	13%
9%	9%	20%	5%	2%	11%	5%
8%	6%	9%	8%	12%	11%	6%
6%	3%	2%	7%	7%	8%	11%
5%	4%	11%	4%	5%	3%	7%
4%	3%	4%	3%	7%	8%	2%
4%	5%	2%	5%	5%	5%	4%
3%	4%	-	3%	5%	5%	1%
2%	3%	2%	-	2%	6%	-
1%	1%	2%	1%	-	-	1%
7%	12%	4%	5%	12%	-	6%

*Small sample size

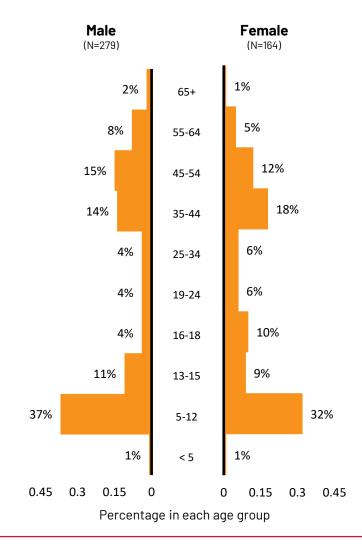


Sample profile

Age - gender distribution



GENDER (Q25)	TOTAL (n=446)	PLAYER (n=290)	PARENT (n=156)
Male	63%	59%	69%
Female	37 %	40%	31%
Gender diverse	1%	1%	-



Age

AGE (Q22)	TOTAL 2021 (n=446)	ALL SPORTS 2020/21 (n=27,813)
Less than 5 years	1%	1%
NET 5-12 years	35 %	28%
NET 13-18 years	16%	16%
NET 19-24 years	5%	4%
25-34 years	5%	7%
NET 19-34 years	10%	11%
35-44 years	15%	10%
45-54 years	14%	13%
35-49 years	24%	17%
50+ years	13%	26%
55-64 years	7%	10%
65+ years	2%	10%

Ethnicity

Ethnicity (034)	TOTAL 2021 (n=446)	ALL SPORTS 2020/21 (n=27,813)
NET European/Pākehā	69%	76%
Māori	14%	19%
NET Pasifika	3%	10%
Samoan	1%	5%
NET Asian & Indian	20%	7%
Chinese	10%	2%
Indian	5	2%
Other	10%	6%

Note: Respondents can identify with more than one ethnicity. Only ethnicities greater than 1% are shown.

Region of residence

Region (Q23)	TOTAL 2021 (n=446)	ALL SPORTS 2020/21 (n=27,813)
Northland	2%	3%
Auckland	43%	32%
Waikato	5%	7%
Bay of Plenty	7 %	7%
Gisborne	-	1%
Hawke's Bay	4%	3%
Taranaki	-	4%
Manawatu	5%	3%
Whanganui	1%	1%
Wellington-Wairarapa	19%	13%
Tasman	<1%	1%
Nelson	1%	1%
Marlborough	-	1%
West Coast	-	1%
Canterbury	7%	15%
Otago	5%	5%
Southland	<1%	2%
Outside of New Zealand	-	<1%

Role at club & membership tenure

Role (Q67)	TOTAL 2021 (n=446)	ALL SPORTS 2020/21 (n=27813)
Participating member	90%	88%
Non-participating member	7%	4%
Casual player	1%	3%
Participate at events only	-	1%
Other	2%	2%
Membership tenure^ (Q3)	TOTAL 2021 (n=431)	ALL SPORTS 2020/21 (n=26,125)
Less than 1 year	18%	18%
1-2 years	22%	19%
3-5 years	31%	27%
6-10 years	17%	15%
More than 10 years	12%	22%

[^] Asked only of those who are members

Competitive level & participating frequency

Competitive level (Q28)	TOTAL 2021 (n=431)	ALL SPORTS 2020/21 (n=26,617)
Participated for the top team at my club	8%	20%
Been selected to represent my club at a regional event/ competition	12%	17%
Been selected to represent my region at a national event/ competition	6%	10%
Been selected to represent New Zealand at an international event/ competition	1%	2%
None of these	83%	70%
Frequency of participating/ Training (Q5)	TOTAL 2021 (n=446)	ALL SPORTS 2020/21 (n=27,719)
Less than once a week	2%	6%
Once a week	20%	17%
Two or three times a week	65%	44%
Four or five times a week	10%	15%
6 or more times a week	1%	13%

Region and belt colour

Region	N=	TOTAL 2021 (n=433)
Auckland North	124	29%
Central Region	45	10%
Counties Manukau	74	17%
Midlands	43	10%
South Island	62	14%
Wellington	85	20%
	N=	TOTAL
Belt colour (Q96)		2021 (n=431)
Belt colour (Q96) White	120	
		(n=431)
White Yellow	120	(n=431) 28%
White Yellow Green	120 58	(n=431) 28% 13%
White Yellow	120 58 38	(n=431) 28% 13% 9%

Note: Regions are based on the club selected at Q2a in the questionnaire



Appendices

Methodology of VOP Taekwon-Do survey 2021

SAMPLE



International Taekwon-Do supplied Nielsen a database consisting of 2,763 contacts nationally. A list of clubs within each region was also provided.

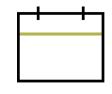
APPROACH



An email invitation, containing an open link to the database of 119 contacts and a personalised* online link to 2,644 members, was sent to members by Nielsen.

International Taekwon-Do also distributed the open link via their own communication channels (e.g. Facebook, newsletters).

FIELDWORK



Sport NZ VOP club/ association Experience Survey was conducted between 16 March and 15 April 2021.

Reminders were sent during fieldwork on 25 March, 1 April and 9 April.

RESULT



A total of 446 International Taekwon-Do respondents nationwide completed the survey, consisting of 290 participants and 156 parents of participants/children under the age of 14.

This gave a maximum margin of error on the Total Taekwon-Do result of ±4.7%.

^{*} A personalised link was used if one or two people were attributed to the one email address. An open link was used if three or more people (or there was not background data attributed to the email e.g. name, club, region) were attributed to the same email address and the invite encouraged them to share the survey with others.

About the VOP programme

This research is part of Sport New Zealand's Voice-of-Participant (VOP) programme to develop and implement a cross-sport and recreation sector approach; capturing, analysing, interpreting and using customer/ membership survey data.

The objectives of the VOP programme are to:

- ▶ Empower the sport system to respond to the wants and needs of customers.
- ▶ Embed processes that continually put the participant at the centre of decision making.
- ▶ Improve the development and delivery of products and services that meet the needs of participants.
- Complement and systematize existing participant information and the processes by which participant information is gathered and analysed.
- ▶ 'Bring' the voice-of-participant to the centre of the sport system (including Sport NZ).

This part of the VOP programme is for National Sports Organisations (NSOs) to survey their members (i.e. players and parents of players) to understand the participant experience with their club.

Explanation of regression



Regression analysis is a statistical process for analysing the relationship between two or more variables. It helps to understand the importance, or impact, of a 'driver' (the independent variable) by measuring its contribution to explaining variance in another variable (the dependent variable). Each independent variable is assigned a score ranging from zero to one. The closer to one, the more important/larger impact it has on the dependent variable. We have used a regression approach called Modified Kruskal, which addresses any multi-collinearity* issues.



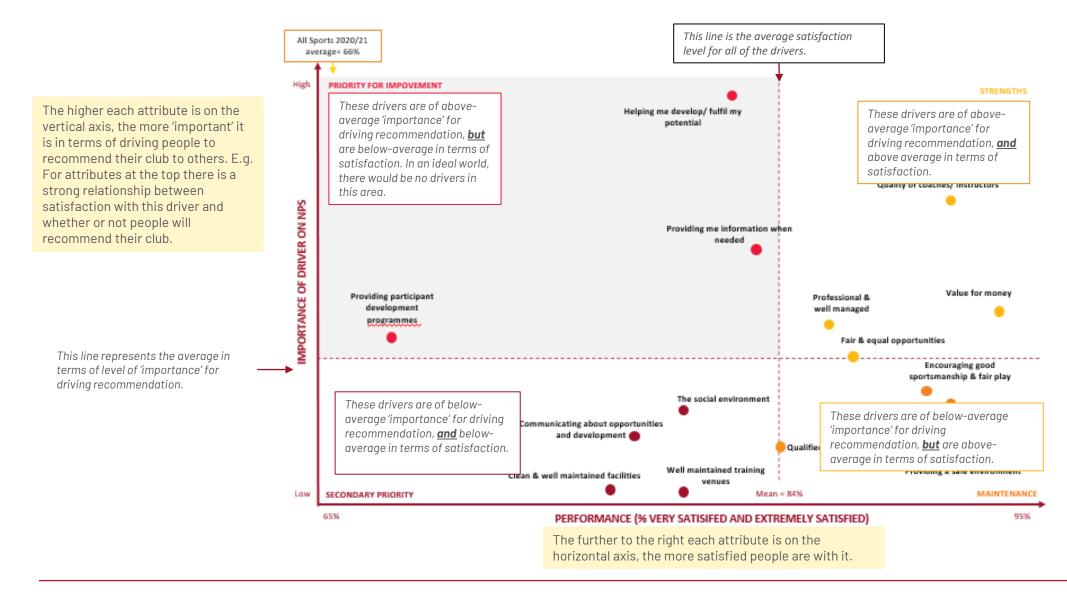
Nielsen has created a regression model unique to International Taekwon-Do. The dependent variable for the regression model is recommendation (the likelihood of a respondent to recommend their club to someone interested in participating in Taekwon-Do). The independent variables are the attributes/ drivers in key drivers (Q10a), secondary drivers (Q10b) and value for money (Q11), including any optional or additional attributes.



The <u>drivers of recommendation chart</u> illustrates the impact of each attribute/ driver on a respondent's likelihood to recommend their club. The importance or impact of a driver on recommendation is shown on the vertical axis along with the size of the bubble (from the regression model). Respondents' satisfaction ratings with each of the driver is shown on the horizontal axis. This illustration allows us to see what aspects are more important but rated lower, that is where clubs should focus, in order to improve recommendation.

^{*} Multi-collinearity exists whenever an independent variable is highly correlated with one or more of the other independent variables in a multiple regression equation. Multi-collinearity is a problem because it undermines the statistical significance of an independent variable.

Guidance on how to interpret this graph



Notes to this report

SPORTS THAT TOOK PART IN VOP IN THE 2020/21 YEAR

Results from NSOs surveyed in Winter 2020 and Summer 2021 have been combined to create results for the 2019/20 year, and are referred to throughout this report as All Sports 2020/21. Sports surveyed in 2020/21 were; rugby league, basketball, yachting and rugby (Winter), cricket, tennis, golf, softball, surf life saving, international taekwon-do and surfing (Summer).

STATISTICAL SIGNIFICANCE

Statistically significant differences are highlighted or commented on in this report. Where no highlighting has been used (or no commentary about a sub-group included), it may safely be assumed that differences are not statistically significant or they are not pertinent.

Statistically significant differences in this report are significant at the 95% confidence level. That is, we are 95% confident results are not just normal expected variances that result from talking to a different sample within the same population (note: the smaller the sample size, the higher the expected variance between samples and less likely that there will be statistically significant differences).

Statistical significance is reported in the following ways:	. —	The Total Taekwon-Do result is significantly higher / lower than the total for All Sports 2020/2
	/	The Total Taekwon-Do result is significantly higher / lower than the total for All Sports 2020/2

TOTAL

When comparing results, 'vs.' is used as an abbreviation of 'compare'. When comparing with the total, 'All Sports 2020/21' is used. This is the total sample from 2020/21 i.e. an average of the sports that participated in winter 2020 and summer 2021. Taekwon-Do respondents consist of 65% participants and 35% parents of participants. All Sports 2020/21 is 69% participants and 31% parents.

ROUNDING OF FIGURES

Due to rounding, the net figures provided (e.g. % 'very satisfied' and % 'extremely satisfied') and total results may differ from the numbers shown on the charts.

WEIGHTING

No weighting was applied to these results. Please refer to the Sample Profile section to understand who responded.

TOP TEAM OR HIGHER

Top team or higher relates to respondents who have participated for the top team within their age group at their club and/or, represented the club at a regional event/competition, represented the region at a national event/competition and/or represented New Zealand at an international event/competition.