Satisfaction with the quality of the sporting experience survey (S.Q.S.E)

Results for: Lacrosse

2009





Survey information

Background to the SQSE survey:

- Understanding and measuring the quality of experience is a crucial element of the <u>Sport England Strategy 2008-11</u> and is central to Sport England's commitment to develop a world-leading community sport system.
- Within the 'sustain' element of Sport England's strategy, the key outcome measure is to achieve a quantifiable increase in people's satisfaction with their experience of sport.
- The Sustain outcome is concerned with keeping people engaged in sport and has the central notion that peoples continued engagement in sports is driven by the fact that they enjoy taking part and that this enjoyment is in turn impacted significantly by the quality of the sporting experience.
- The SQSE survey provides a statistically robust measure of satisfaction with the quality of the sporting experience by individual sport, as a basis for tracking the achievement of targets for each sport.
- This research provides for the first time, a detailed picture of what is important to people when they participate in sport, and satisfaction with their sporting experience, across 45 sports.
- The development of this research has been informed by consultation with the national governing bodies of sport (NGBs), a literature review on previous studies in this area, scoping work undertaken by Ipsos MORI, and qualitative research by the Henley Centre. Prior to the survey being conducted a full pilot and cognitive testing was also undertaken.

Further background information on the survey can be found here

The questionnaire can also be downloaded from Sport England's website

PLEASE NOTE: To open hyperlinks view slides in 'slide show' mode.



Survey information

This slide pack provides

- The results for Lacrosse, for the three engagement levels: general participants, members of affiliated clubs and members of the talent pool
- An overall satisfaction score, importance and satisfaction with each of the sporting domains, as well a more detailed understanding of satisfaction within each domain.
- An overall satisfaction score for all sports combined (an aggregated score across all 45 sports)
- A detailed breakdown of each question from the survey in Excel format which should be used in conjunction with this slide pack.

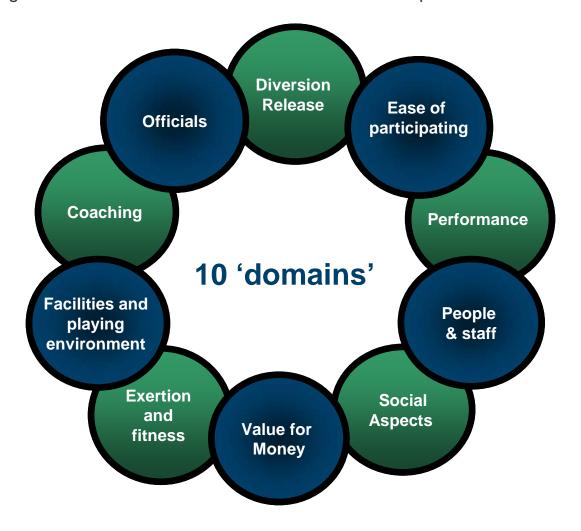
Data considerations

- In total 391 people (age 16 and over 14 and over with parental permissions for members of talent pool, where applicable) from Lacrosse took part in the survey; 67 general participants, 250 affiliated club members and 74 talent pool members.
- The overall score for Lacrosse is weighted to reflect the number of people taking part in each of the engagement levels (general participants, club member, talent pool). This leads to an effective base size of 222 for statistical considerations. (See the information guide for more information on the weighting process).
- The score for all sports combined (an aggregated satisfaction score across all the 45 sports) is weighted to reflect the numbers of people taking part in each of the 45 sports.
- All satisfaction and importance scores exclude people who have said 'Don't know' for that specific question. This will lead to a small fluctuation in sample sizes per question (usually less than 10%)



10 'domains' of satisfaction

• Respondents were asked to rate their satisfaction and importance within 10 'domains' or areas of satisfaction shown in the diagram below. Each domain contains a number of questions or attributes related to that domain.





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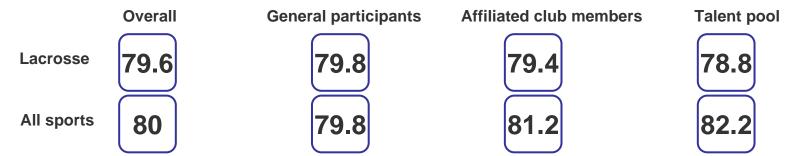


Key findings for Lacrosse

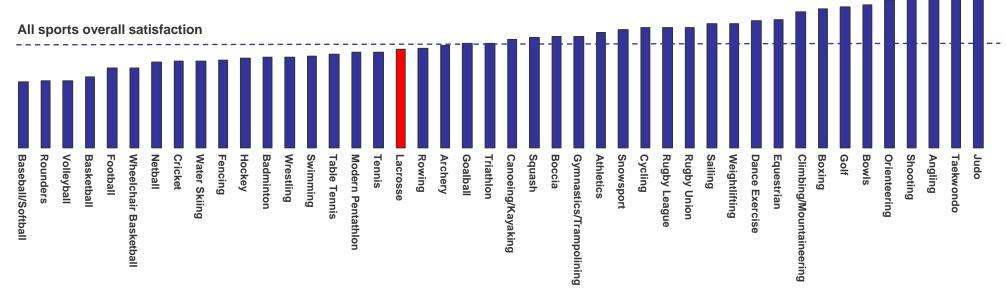


2009 Baseline satisfaction scores

Below is an overview of the results for Lacrosse. This shows baseline scores for each engagement level for your sport (as well as across all sports), and how your overall satisfaction score compares to the satisfaction score across all sports. (For more information on how the scores were calculated, please see the accompanying information guide)



Baseline scores: distribution of overall satisfaction scores across all sports







Satisfaction with each domain – Lacrosse

Below are the satisfaction scores for each of the domains. This takes into account answers to all the questions within each domain.

Scores shown are average satisfaction scores out of 10

Performance

Exertion & fitness

Release and diversion

Social aspects

People & staff

Ease of participating

Facilities & playing environment

Coaching

Officials

Official

Value for money

All respondents

7.7

8.4

8.7

8.7

8.3

7.7

7.5

7.6

6.9

7.6

General participant

7.7

8.2

8.4

8.4

8.2

7.7

7.7

7.8

7.2

8.0

Club member

7.8

8.6

8.9

8.9

8.4

7.6

7.2

7.3

6.7

7.4

Talent

7.4

8.7

9.0

8.9

8.4

7.4

7.5

8.1

6.7

6.4





Satisfaction with each domain – all sports

Below are the satisfaction scores for each of the domains. This takes into account answers to all the questions within each domain.

Scores shown are average satisfaction scores out of 10

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Exertion & fitness

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Social aspects

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Coaching

Officials

Value for money

All respondents

7.7

8.2

8.5

8.2

8.0

7.9

7.6

7.4

7.6

1.0

7.6

General participant

7.6

8.2

8.4

8.1

7.9

7.9

7.6

7.3

7.6

7.0

7.5

Club member

7.9

8.2

8.7

8.6

8.3

8.1

7.5

7.6

7.6

7.8

Talent

7.8

8.8

8.8

8.8

8.4

7.5

7.7

8.4

8.2

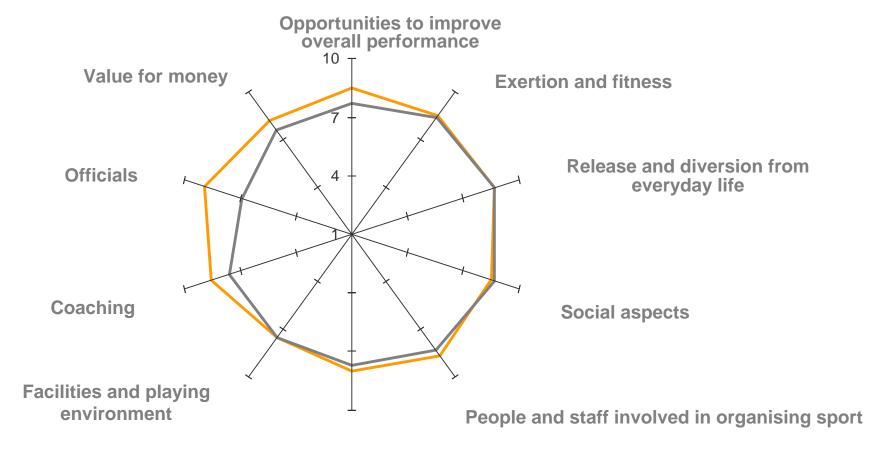
7.2





Importance and satisfaction within domains for Lacrosse





Ease of participating in sport



Main findings



The relative importance of, and satisfaction with, each of the sporting domains in Lacrosse



Relative importance of and satisfaction with sporting domains – general participants



Relative importance of and satisfaction with sporting domains – affiliated club members



Relative importance of and satisfaction with sporting domains – talent pool



Identification of the factors that are most likely to drive satisfaction in Lacrosse based on statistical modelling of 'derived importance'



Derived importance

The next slide places the domains in order of importance for Lacrosse and then shows the key drivers for each of the top 8 domains on the following slides. This is based on statistical modelling of all the responses to the survey and may differ from results presented in previous slides which focus on the importance as stated by respondents (stated importance).

By taking into account the relationship between all the aspects of satisfaction, this analysis of 'derived importance' provides a more detailed and comprehensive analysis of the factors which will drive satisfaction.

NOTE:

There are two ways of looking at importance – stated importance (respondents rating of importance within the questionnaire), and derived importance.

Derived importance uses statistical modelling to establish which elements are most likely to have the greatest impact.

Derived importance brings out factors which might have been underplayed by respondents when stating what is important, for example, emotional or less tangible factors.

See the <u>information guide</u> for more detail on how and why this analysis is done.



Top domains to focus on (based on statistical analysis)

Domains which have the most impact on overall satisfaction with Lacrosse

Release and diversion

Social aspects

Exertion and fitness

People and staff

Facilities and playing environment

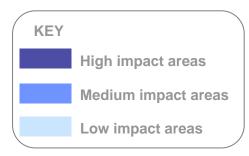
Value for money

Ease of participating

Performance

Coaching

Officials



Domains which have the least impact on overall satisfaction with Lacrosse





Top areas to focus on: Release and diversion

Attributes which have the most impact on overall satisfaction with the domain - Lacrosse

Feeling better about myself having taken part in my sport

The opportunities the sport gave me to relieve stress, unwind and get away from my everyday routine

The buzz/sense of exhilaration I got from doing my sport

The opportunities I had to challenge myself through my sport

High impact areas

Medium impact areas

Low impact areas





Top areas to focus on: Social aspects

Attributes which have the most impact on overall satisfaction with the domain - Lacrosse

That I could participate in my sport in an environment that was not threatening or intimidating

That I could participate in my sport without feeling embarrassed or awkward

The opportunities for me to socialise through my sport

The opportunities the sport gave me to feel part of a wider group or team

That I could participate in my sport with people who respect the rules and spirit of the sport

That I could participate in my sport in a way that respects my cultural and/or religious beliefs





Top areas to focus on: Exertion and fitness

Attributes which have the most impact on overall satisfaction with the domain - Lacrosse

The sport's contribution to my overall health

The opportunities to improve my fitness levels by participating in my sport

The opportunities to get the levels of physical exertion from my sport that were right for me







Top areas to focus on: People and staff

Attributes which have the most impact on overall satisfaction with the domain - Lacrosse

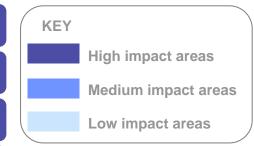
The attitude towards families and young people in my sport

How welcoming the people were at the places in which I took part in my sport

The competence and commitment of the volunteers I came into contact with in my sport

How welcome I was made to feel by the people who organise or run my sport

The competence of the paid professional staff I came into contact with in my sport





Top areas to focus on: Facilities and environment

Attributes which have the most impact on overall satisfaction with the domain - Lacrosse

The safety of the places where I took part in my sport

The quality of the natural environment or surroundings where I took part in my sport

The quality of the equipment available to me at the place where I usually took part in my sport

The cleanliness of the facilities where I took part in my sport

The quality of the lighting where I took part in my sport

The quality of the non sport facilities where I took part in my sport e.g. changing, catering, parking

The design and look of the buildings where I took part in my sport

The heating and ventilation where I took part in my sport

The quality of the surfaces where I took part in my sport

How well the places where I participated cater for people with a disability

The availability of high quality child care facilities and services where I took part in my sport

The facilities where I train are at an appropriate standard for my performance level

High impact areas

Medium impact areas

Low impact areas

KEY

Top areas to focus on: Value for money

Attributes which have the most impact on overall satisfaction with the domain - Lacrosse

The value for money I got from the equipment I hired to take part in my sport

The value for money of the coaching I received

The value for money from the clothing and equipment I purchased to take part in my sport

The value for money I got from the cost of my club membership

The value for money of the non sport facilities where I took part in my sport e.g. changing, catering, parking

The value for money of booking/venue/facility fees where I took part in my sport

The financial cost to me and/or my family to support my involvement in my sport

The funding opportunities available to me or my club from sponsors

KEY
High impact areas
Medium impact areas
Low impact areas



Top areas to focus on: Ease of participating

Attributes which have the most impact on overall satisfaction with the domain - Lacrosse

Being able to take part in my sport at places that were not overcrowded

Being able to take part in my sport without being interrupted or disturbed by members of the public

Being able to take part in my sport without being interrupted or disturbed by other sports participants

Being able to participate/compete in my sport at a time that was convenient to me

The ease with which I could balance my sporting, work, family or education commitments

The ease of making a booking when I participated in my sport e.g. booking a facility or sporting venue

The commitment and punctuality of other people within my sport

The time it took me to get to the places where I participated/compete in my sport

Being able to train in my sport at a time that was convenient to me

The time it took me to get to the places where I train or receive coaching in my sport

High impact areas

Medium impact areas

Low impact areas



Top areas to focus on: Opportunities to improve performance

Attributes which have the most impact on overall satisfaction with the domain - Lacrosse

The recognition I received from others when I performed well in my sport

That I performed at a standard that I expected of myself

The opportunities I had to compete at a level that suited my abilities

The opportunities I had to learn, practice and develop skills in my sport

The opportunities I had to progress and improve in my sport

The feeling that I was participating at the right standard for me

The opportunities I had to take part in competitions/events in my local area

That the culture within my sport encourages sporting excellence

The opportunities the sport gave me to improve my physical condition so that I could perform better in my sport

The level of access I had to appropriate sports medicine support to prevent, treat, and recover from injuries

The opportunities I had to improve my mental/psychological approach so that I could perform better in my sport

The level of access I had to appropriate sports science support to improve/maintain my performance

High impact areas

Medium impact areas

Low impact areas

Attributes which have the least impact on overall satisfaction with the domain - Lacrosse

lpsos

Strategic priority analysis - stated and derived importance

The next chart maps the scores for each domain for stated and derived importance mapped against each other. This highlights which domains should be a strategic priority – with each of the domains falling into one of four quadrants:

Drivers: There will likely be overlap between stated and derived importance factors – these are the ones which should be prioritised.

Hidden opportunities: Those that are high on derived but low on stated importance are the hidden opportunities which could potentially have a large effect of overall satisfaction.

Minimum requirements: Those that are high on stated importance and low on derived importance are the real hygiene factors

Marginals: Those with low importance on both measures (stated and derived importance) can be seen as least important for driving action.



Strategic priority analysis





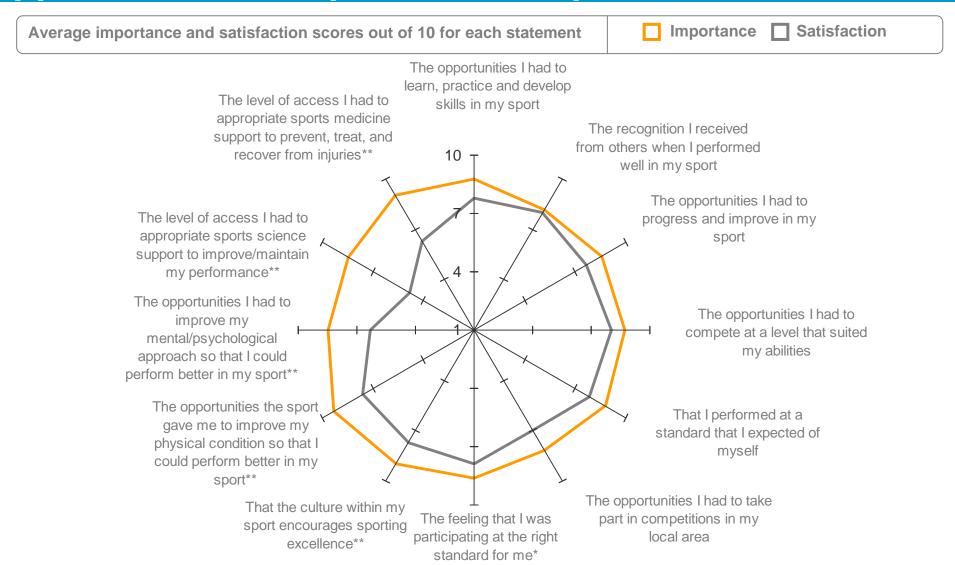
Detailed findings for each domain



Domain: Opportunities to improve overall performance



Importance and satisfaction of domains: Opportunities to improve overall performance

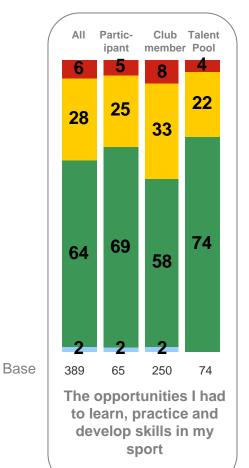


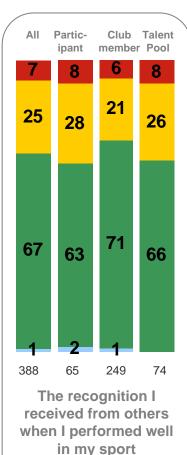


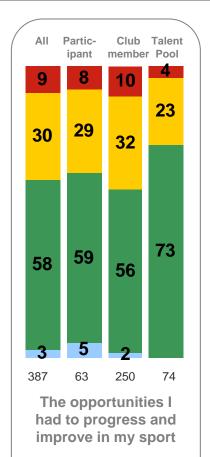
Satisfaction with opportunities to improve overall performance

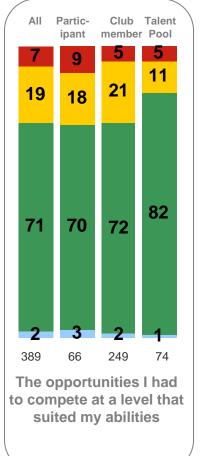
Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience

Key: % of respondents on a scale of 1-10 rating: Top 8-10 Middle 5-7 Bottom 1-4 Not applicable





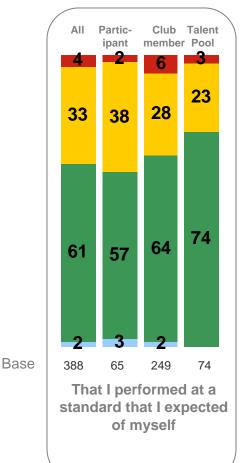


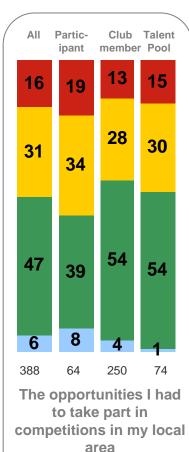


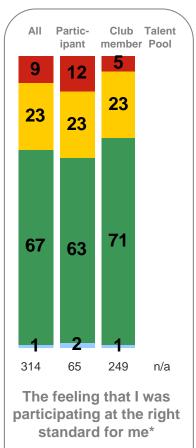
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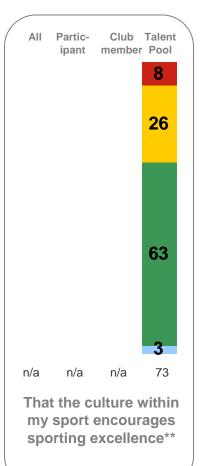
Key: % of respondents on a scale of 1-10 rating: **Top 8-10** Middle 5-7 Bottom 1-4 Not applicable







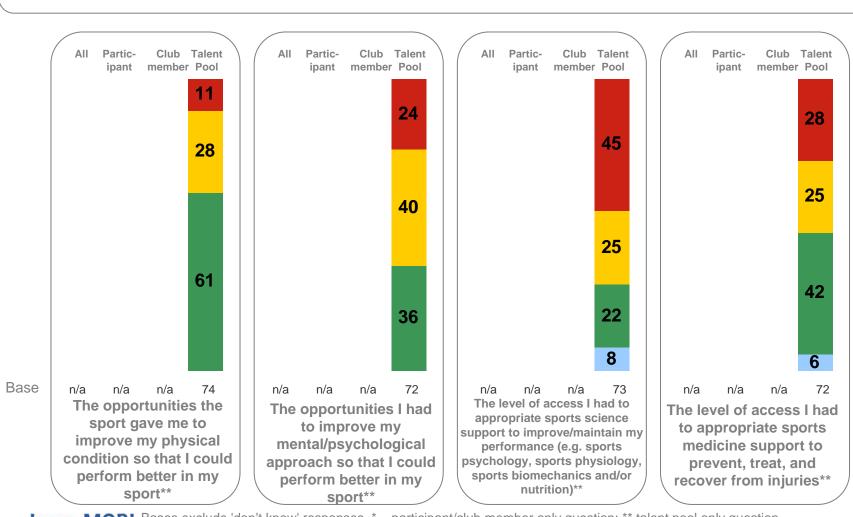




Satisfaction with opportunities to improve overall performance

Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience





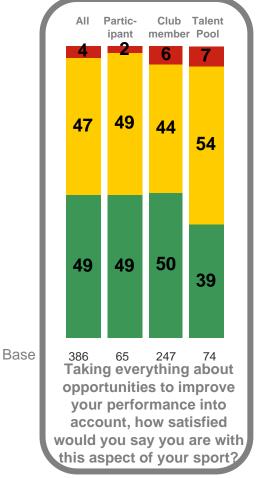
Ipsos MORI Bases exclude 'don't know' responses. * = participant/club member only question; ** talent pool only question



Satisfaction with opportunities to improve overall performance

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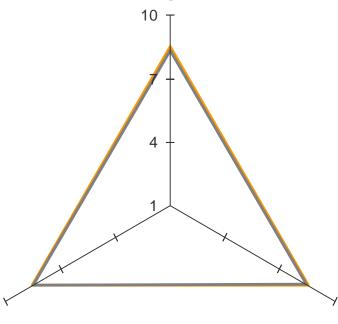
Domain: Exertion and Fitness



Importance and satisfaction of domains: **Exertion and fitness**



The opportunities to get the levels of physical exertion from my sport that were right for me



The sport's contribution to my overall health

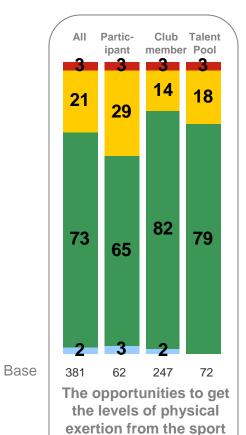
The opportunities to improve my fitness levels by participating in my sport



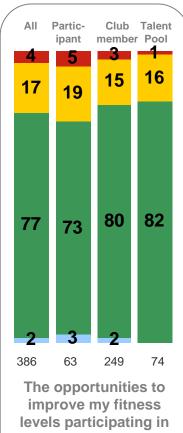
Satisfaction with exertion and fitness

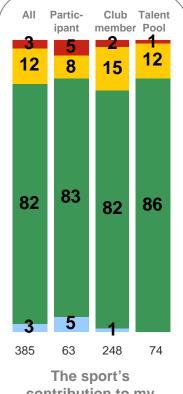
Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience

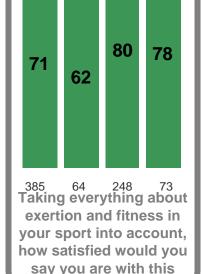
Middle 5-7 Key: % of respondents on a scale of 1-10 rating: **Top 8-10** Bottom 1-4 Not applicable



that was right for me







aspect of your sport?

Club Talent

21

member Pool

18

ipant

36

27

my sport

contribution to my overall health

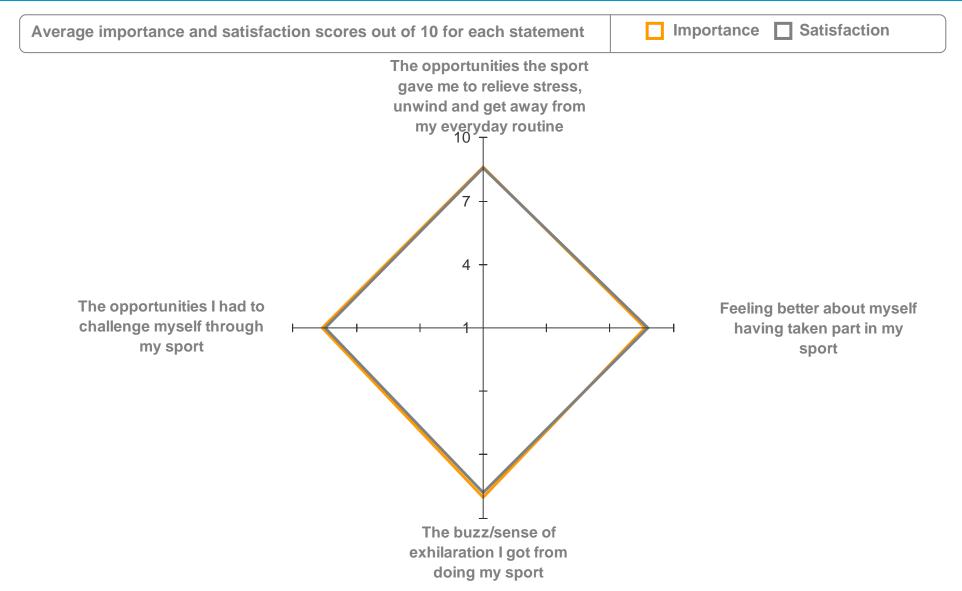
Ipsos MORI Bases exclude 'don't know' responses. * = participant/club member only question; ** talent pool only question



Domain: Release and Diversion



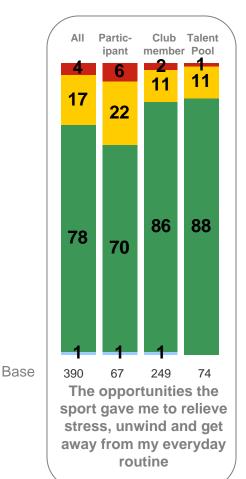
Importance and satisfaction of domains: Release and diversion from everyday life

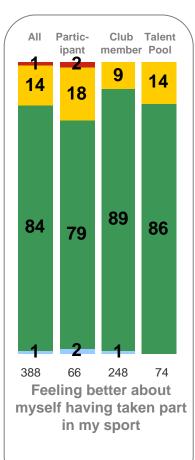


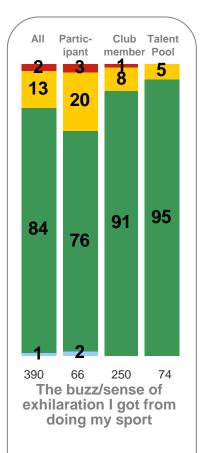
Satisfaction with release and diversion from everyday life

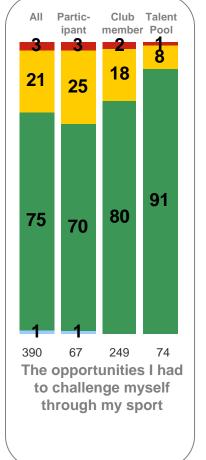
Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience

Key: % of respondents on a scale of 1-10 rating: Top 8-10 Middle 5-7 Bottom 1-4 Not applicable





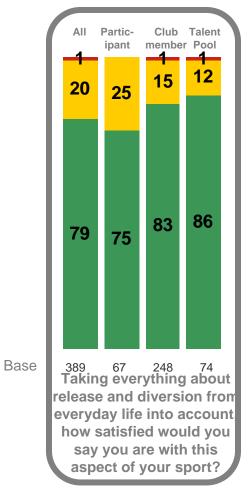




Satisfaction with release and diversion from everyday life

Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience

Key: % of respondents on a scale of 1-10 rating: Top 8-10 Middle 5-7 Bottom 1-4 Not applicable



Domain: Social Aspects



Importance and satisfaction of domains: **Social Aspects**

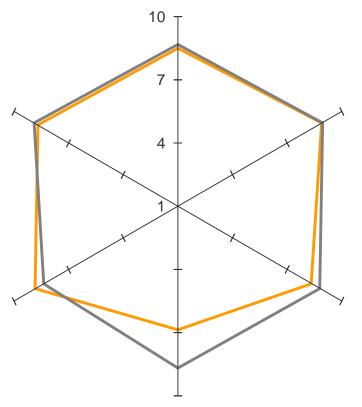
Average importance and satisfaction scores out of 10 for each statement

Importance Satisfaction

The opportunities for me to socialise through my sport

That I could participate in my sport in an environment that was not threatening or intimidating

> That I could participate in my sport with people who respect the rules and spirit of the sport



The opportunities the sport gave me to feel part of a wider group or team

That I could participate in my sport without feeling embarrassed or awkward

That I could participate in my sport in a way that respects my cultural and/or religious beliefs



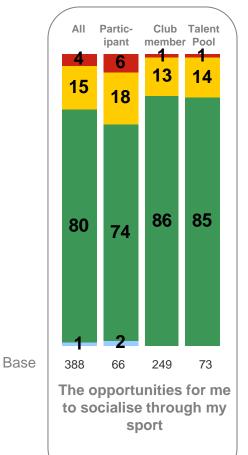
Satisfaction with social aspects

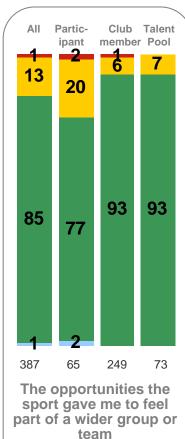
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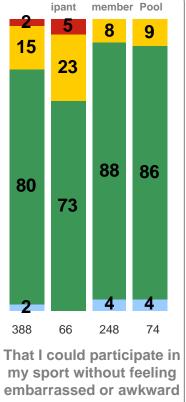
Partic-

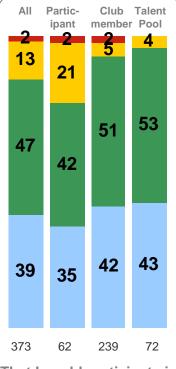
Club Talent









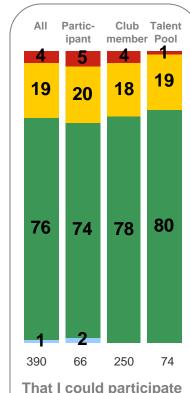


That I could participate in my sport in a way that respects my cultural and/or religious beliefs

Satisfaction with social aspects

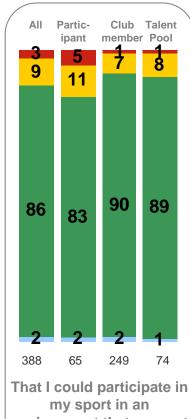
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Middle 5-7 Key: % of respondents on a scale of 1-10 rating: **Top 8-10** Bottom 1-4 Not applicable

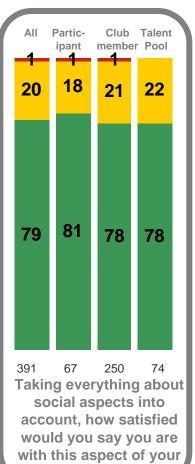


That I could participate in my sport with people who respect the rules and spirit of the sport

Base



environment that was not threatening or intimidating

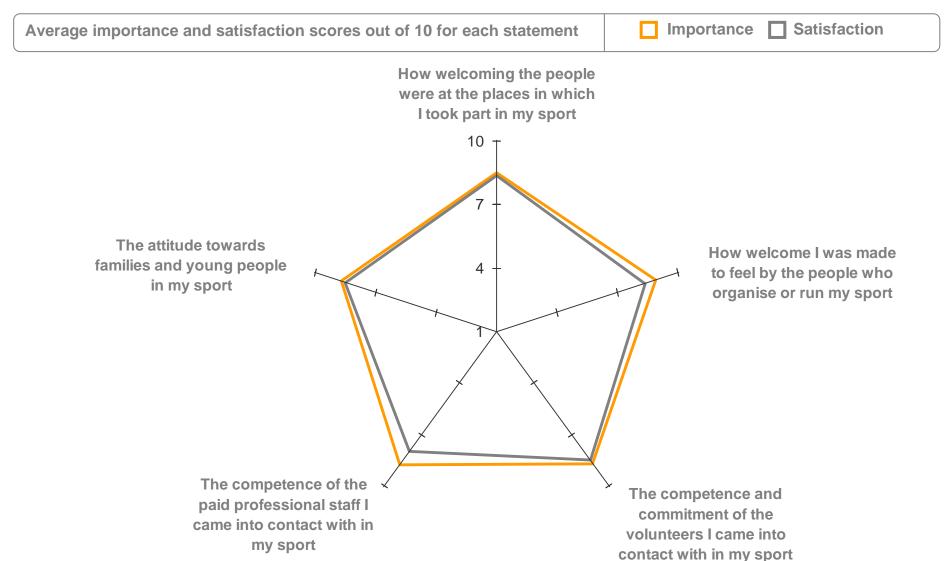


sport?

Domain: People and staff involved in organising your sport



Importance and satisfaction of domains: People and staff involved in organising your sport

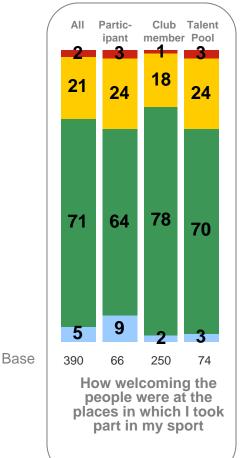


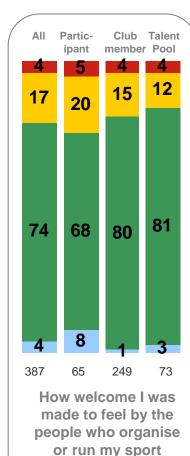


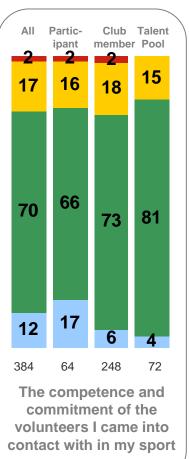
Satisfaction with people and staff involved in organising your sport

Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience

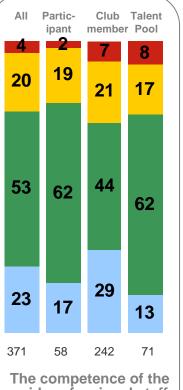
Key: % of respondents on a scale of 1-10 rating: **Top 8-10** Middle 5-7 Bottom 1-4 Not applicable











paid professional staff I came into contact with in my sport

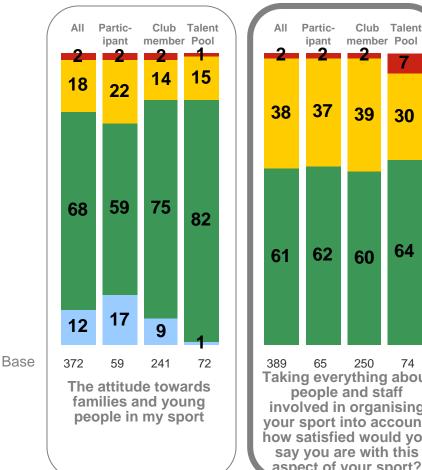
Satisfaction with people and staff involved in organising your sport

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Middle 5-7 Key: % of respondents on a scale of 1-10 rating: **Top 8-10** Bottom 1-4 Not applicable

30

64

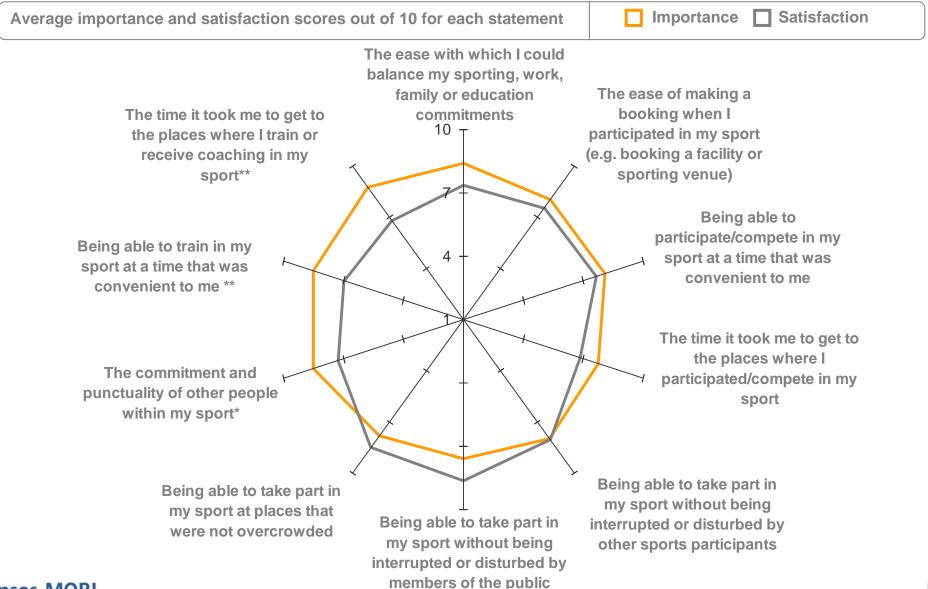




Domain: Ease of participating in your sport



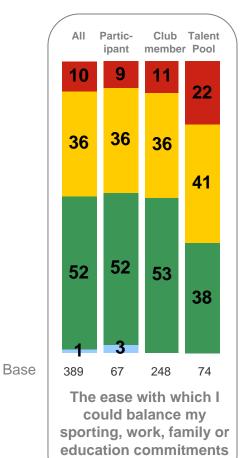
Importance and satisfaction of domains: Ease of participating in your sport

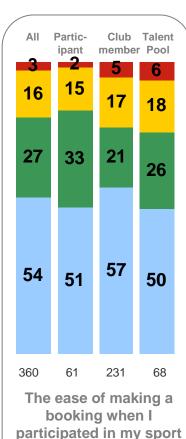


Satisfaction with ease of participating in your sport

Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience

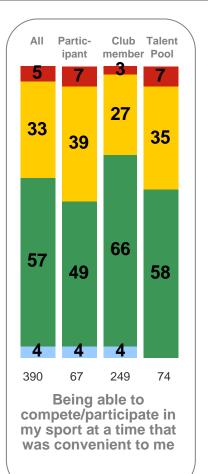
Key: % of respondents on a scale of 1-10 rating: Top 8-10 Middle 5-7 Bottom 1-4 Not applicable

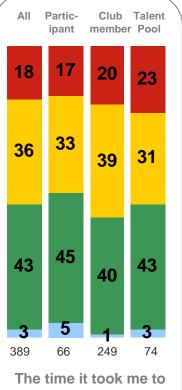




(e.g. booking a facility or

sporting venue)

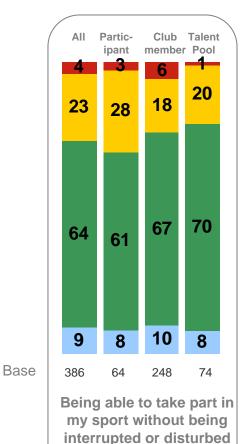




Satisfaction with ease of participating in your sport

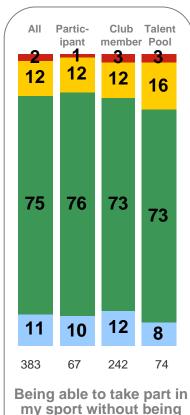
Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience





by other sports

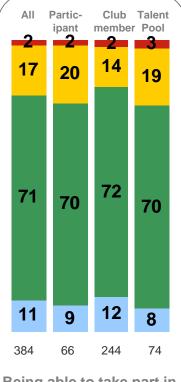
participants

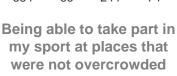


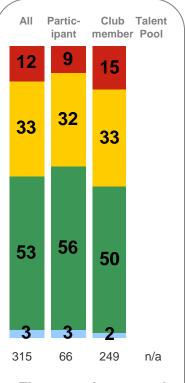
interrupted or disturbed

by members of the

public







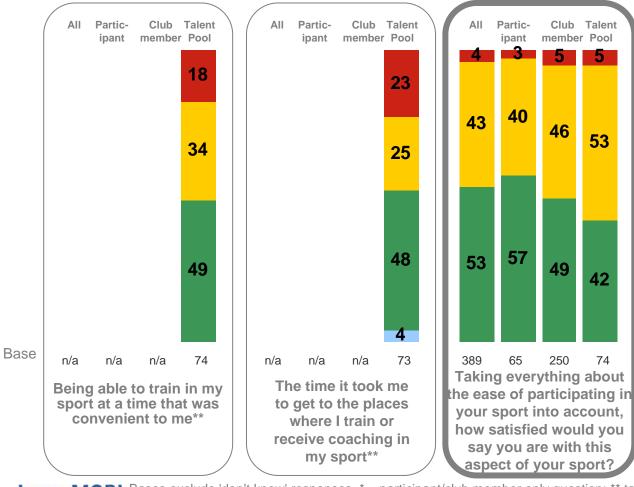
The commitment and punctuality of other people within my sport*

Ipsos MORI Bases exclude 'don't know' responses. * = participant/club member only question; ** talent pool only question

Satisfaction with ease of participating in your sport

Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience



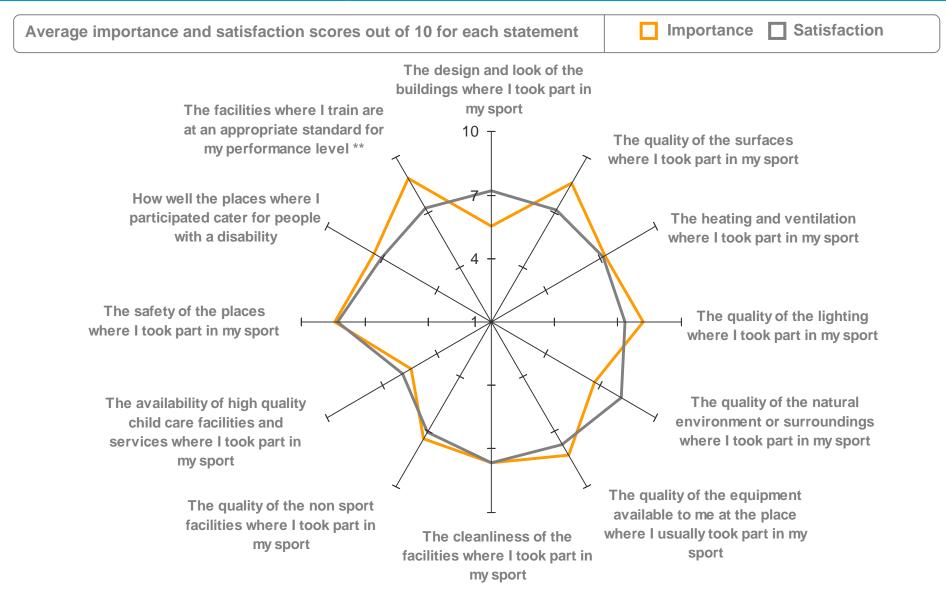




Domain: Facilities and playing environment

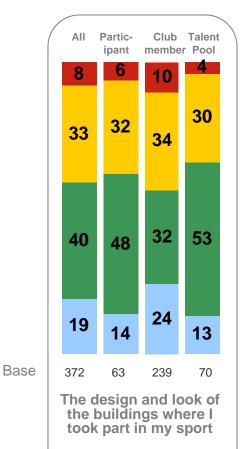


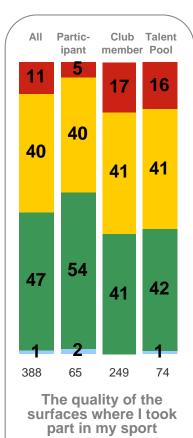
Importance and satisfaction of domains: Facilities and playing environment

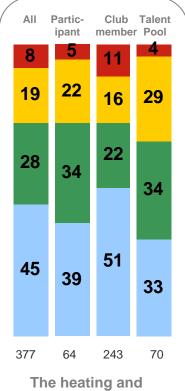


Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience

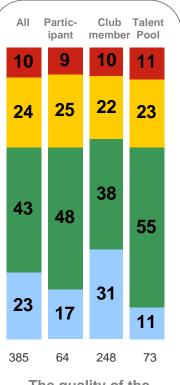
Key: % of respondents on a scale of 1-10 rating: Top 8-10 Middle 5-7 Bottom 1-4 Not applicable











The quality of the lighting where I took part in my sport

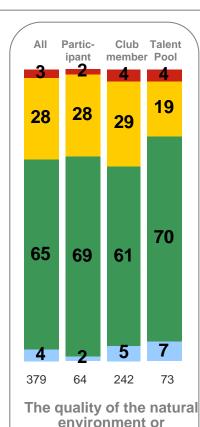
Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience



Club

Talent

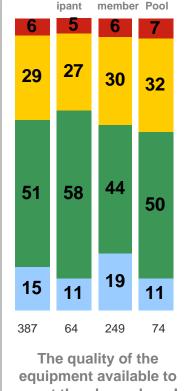
Partic-



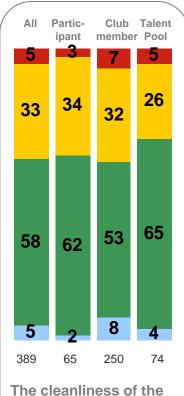
surroundings where I

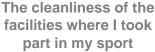
took part in my sport

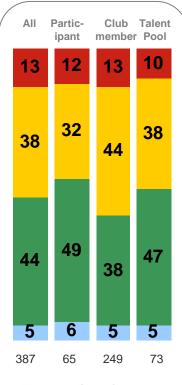
Base











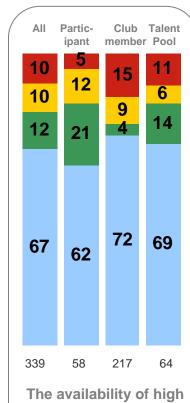
The quality of the non sport facilities where I took part in my sport (e.g. changing, catering, parking)

Ipsos MORI Bases exclude 'don't know' responses. * = participant/club member only question; ** talent pool only question



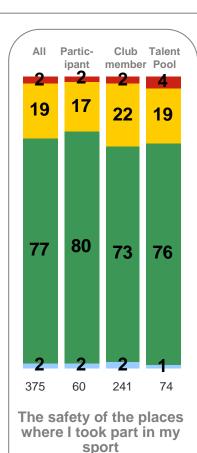
Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience

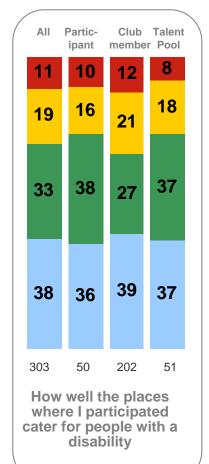
Key: % of respondents on a scale of 1-10 rating: Top 8-10 Middle 5-7 Bottom 1-4 Not applicable

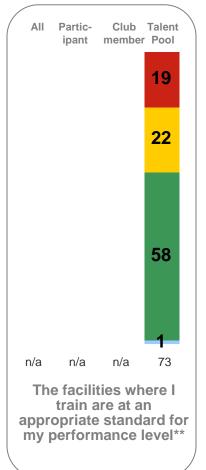




Base

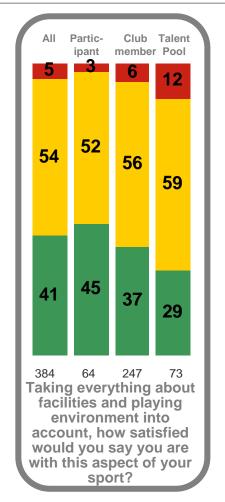






Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience

Key: % of respondents on a scale of 1-10 rating: Top 8-10 Middle 5-7 Bottom 1-4 Not applicable



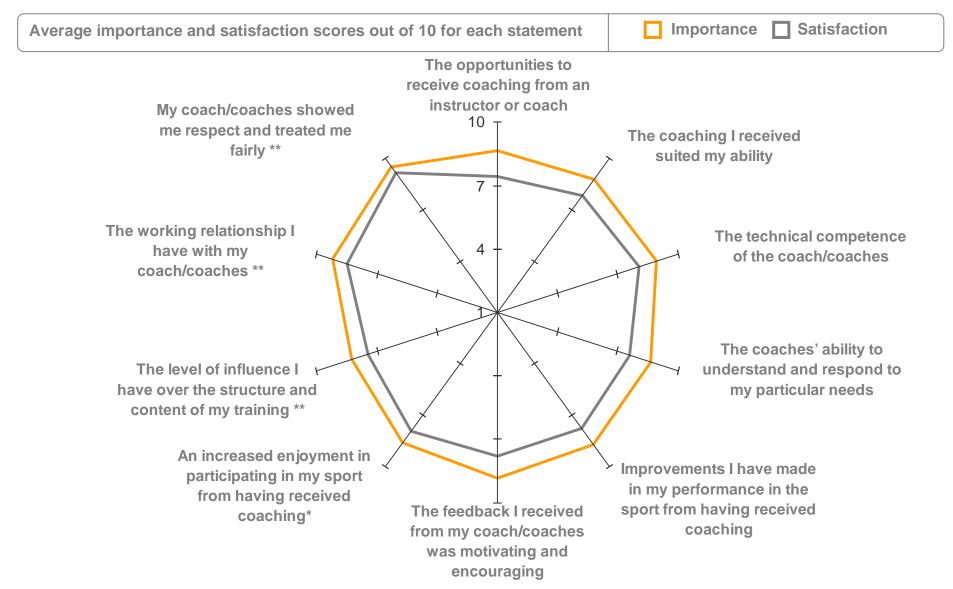
Base

lpsos

Domain: Coaching



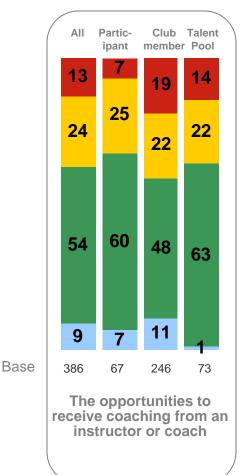
Importance and satisfaction of domains: Coaching

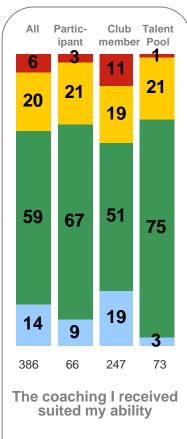


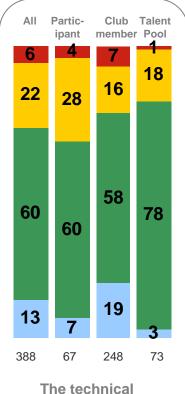
Satisfaction with coaching

Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience

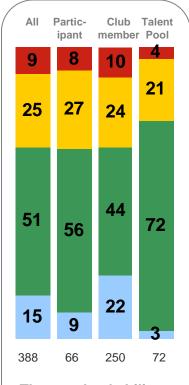
Key: % of respondents on a scale of 1-10 rating: Top 8-10 Middle 5-7 Bottom 1-4 Not applicable









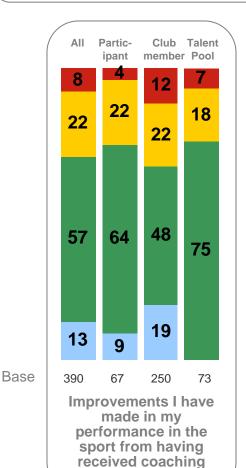


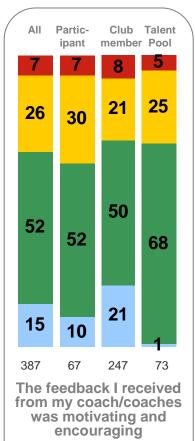
The coaches' ability to understand and respond to my particular needs

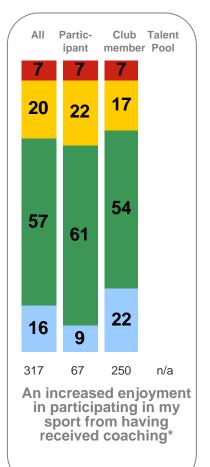
Satisfaction with coaching

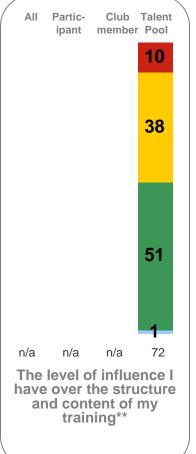
Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience







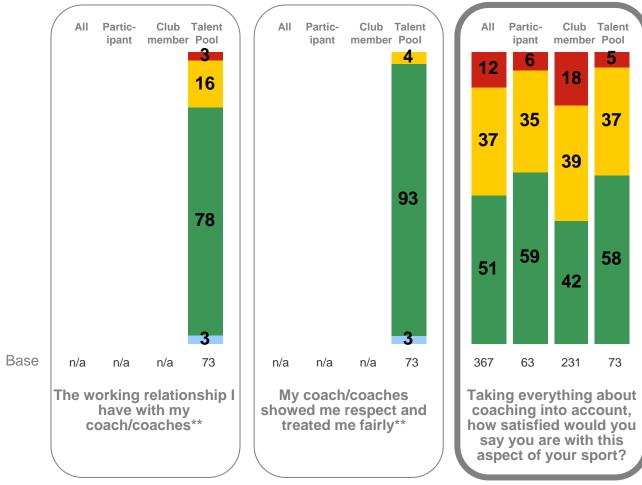




Satisfaction with coaching

Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience



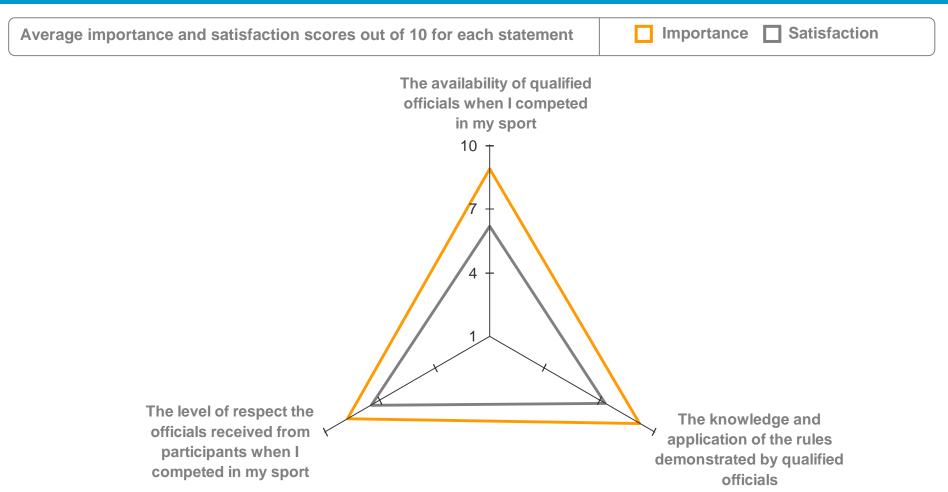




Domain: Officials



Importance and satisfaction of domains: Officials

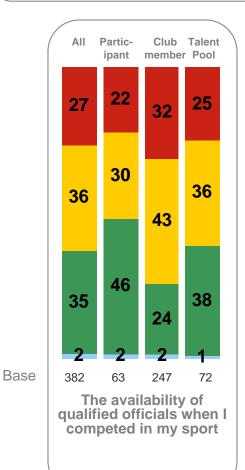


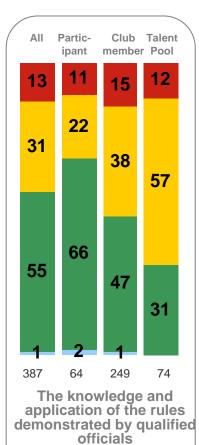


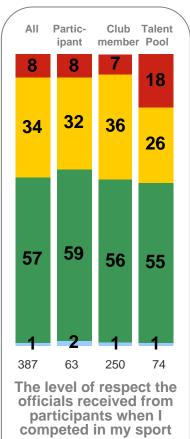
Satisfaction with officials

Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience

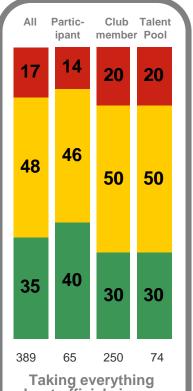
Middle 5-7 Key: % of respondents on a scale of 1-10 rating: **Top 8-10** Bottom 1-4 Not applicable









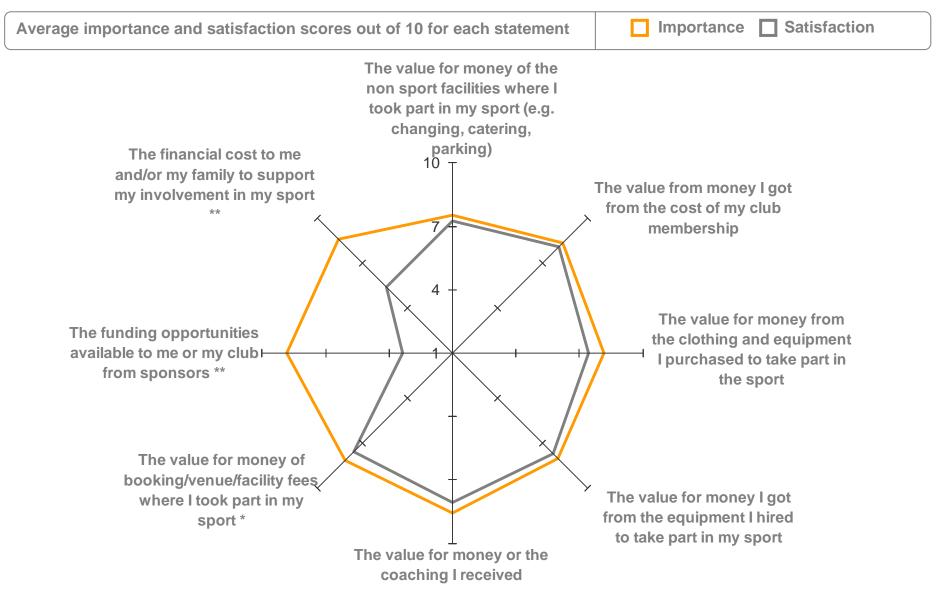


about officials in your sport into account, how satisfied would you say you are with this aspect of your sport?

Domain: Value for money



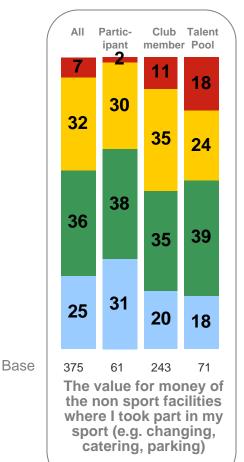
Importance and satisfaction of domains: Value for money

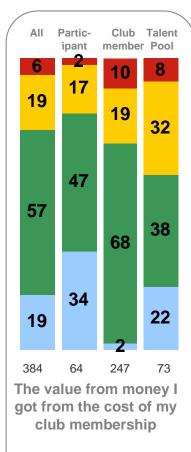


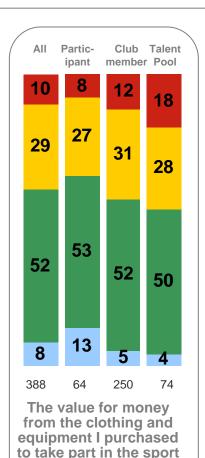
Satisfaction with value for money

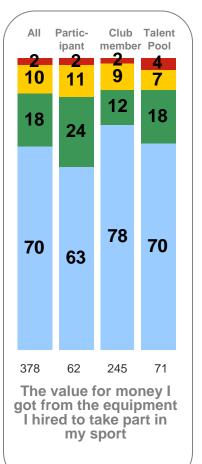
Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience

Key: % of respondents on a scale of 1-10 rating: Top 8-10 Middle 5-7 Bottom 1-4 Not applicable





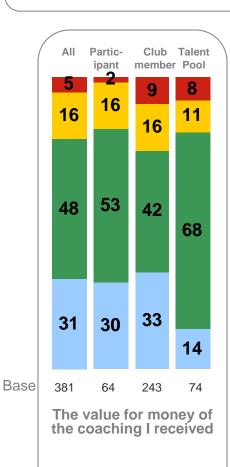


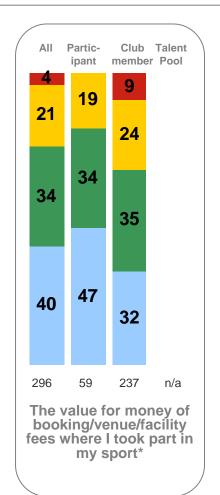


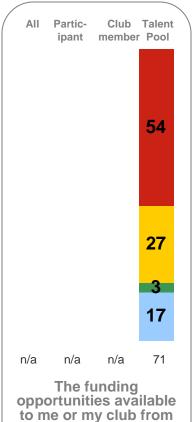
Satisfaction with value for money

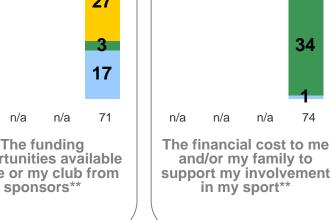
Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience

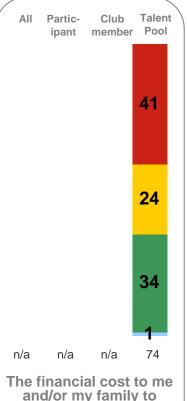










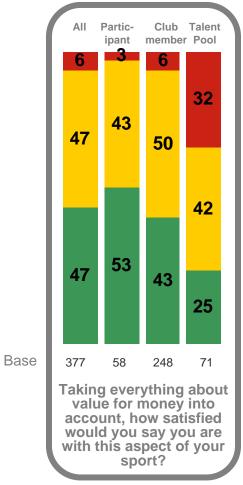


in my sport**

Satisfaction with value for money

Q. Again looking back over the last 12 months, and in particular the period when you participated in Lacrosse, please can you rate your satisfaction with your sporting experience

Key: % of respondents on a scale of 1-10 rating: Top 8-10 Middle 5-7 Bottom 1-4 Not applicable



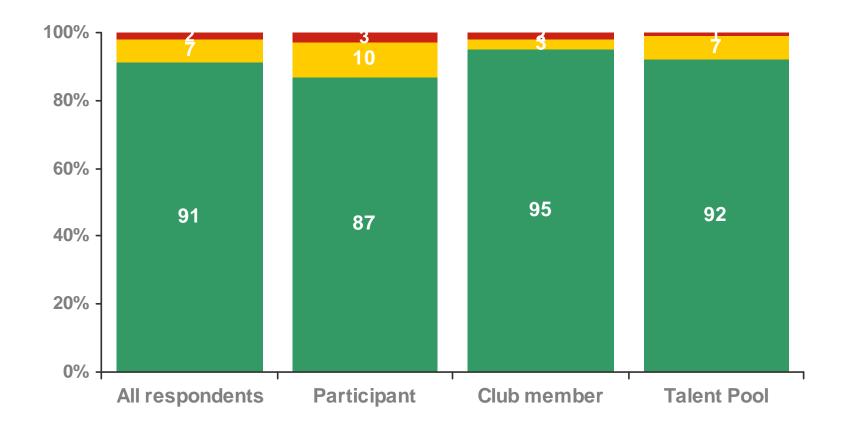
Additional data



Advocacy of Lacrosse

Q. If a friend or family member expressed an interest in taking up Lacrosse how likely would you be to encourage them to pursue this? Please rate on a scale of 1-10 where 1 is "Not at all likely" and 10 is "Extremely likely"

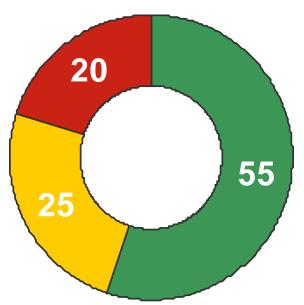
Key: % of respondents on a scale of 1-10 rating: Top 8-10 Middle 5-7 Bottom 1-4

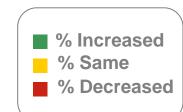


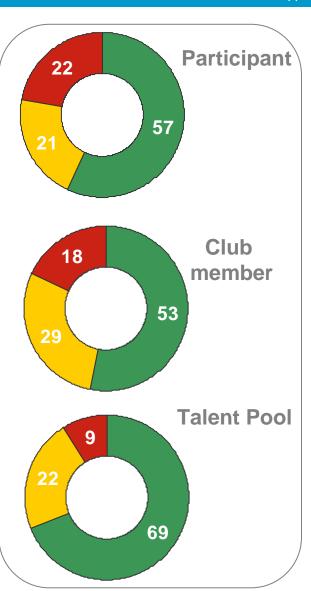


Previous participation

Q. Over the last 12 months would you say that your participation in Lacrosse has increased or decreased?

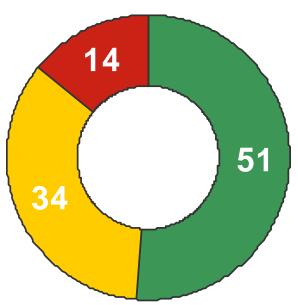


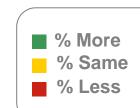


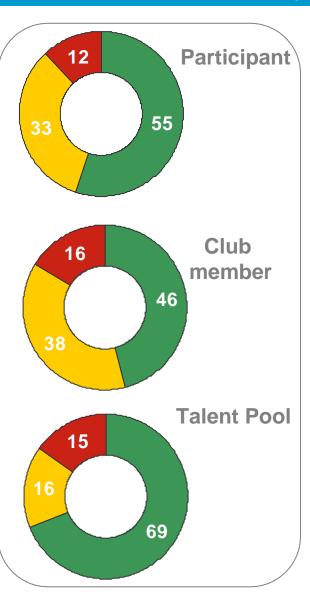


Future participation

Q. Looking over the next 12 months do you expect to play more or less Lacrosse than you did in the last 12 months?

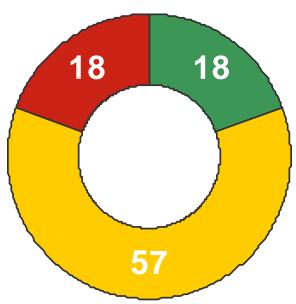


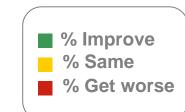


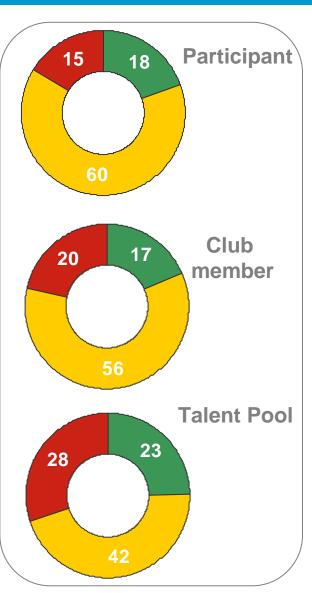


Change in financial circumstances

Q. Do you think that your personal financial circumstances will improve, get worse or stay the same over the next few months?

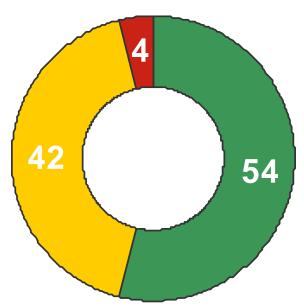




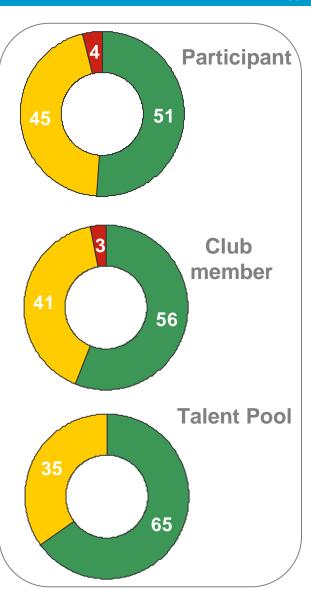


Happiness

Q. In general, how happy would you say you are, using a scale of 1 - 10 where 1 is extremely unhappy and 10 is extremely happy?



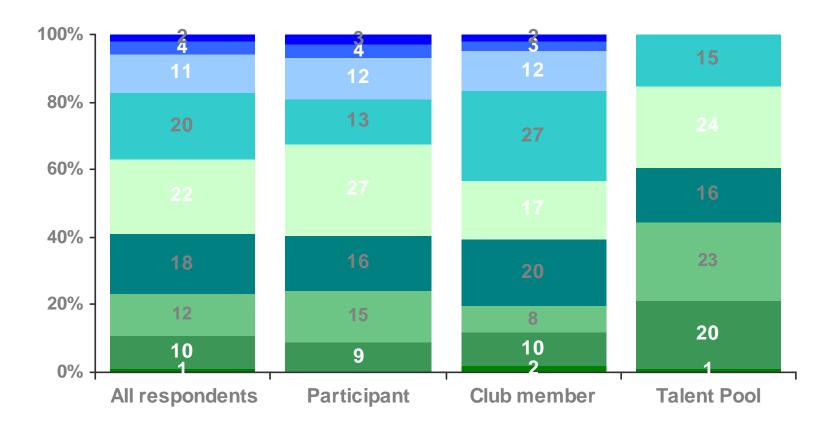




Frequency of participation

Q. Thinking particularly about a typical month in the Lacrosse season, on how many days in a four week (28 day) period do you participate in, or train for your sport?

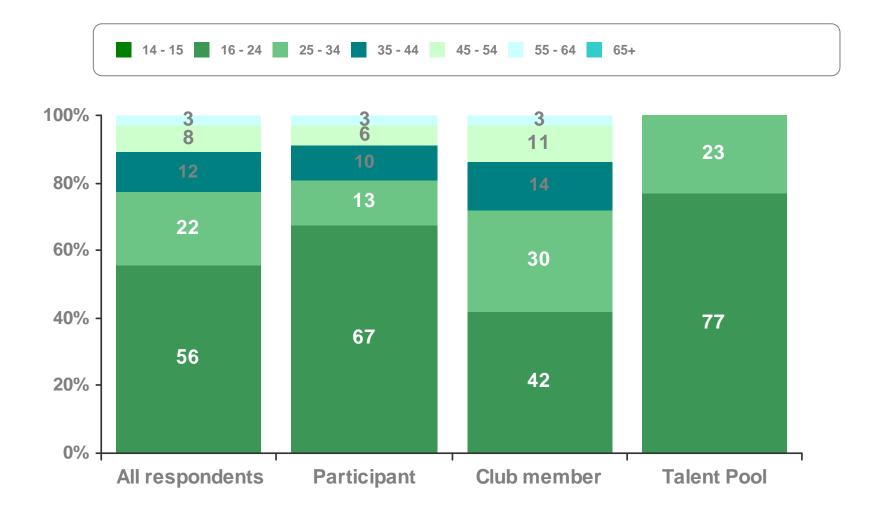






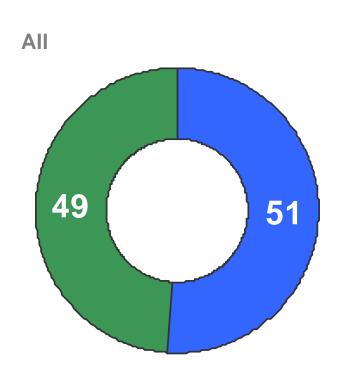


Age

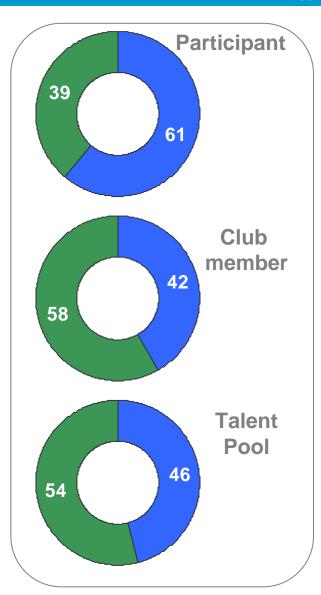




Gender

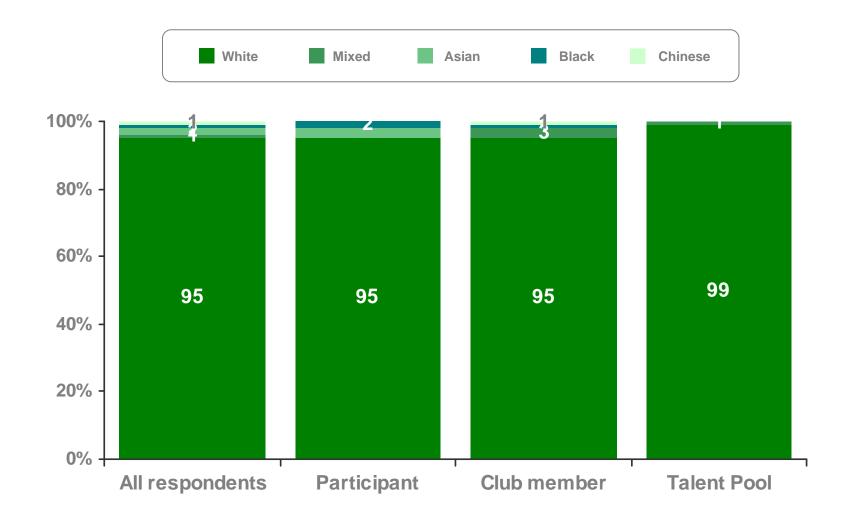








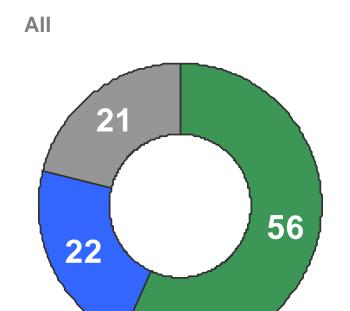
Ethnicity

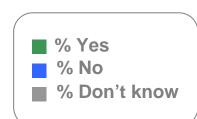


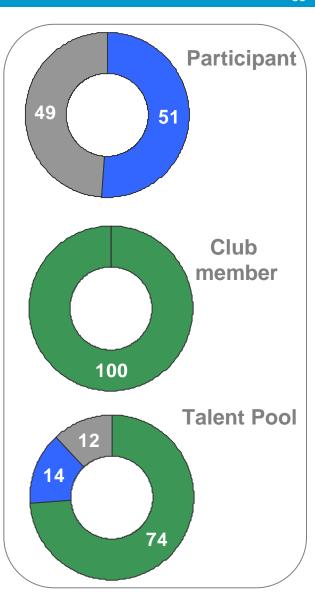


Affiliated club member

Q. Are you a member of a English Lacrosse Association affiliated Lacrosse club?









Individual affiliation

Q. Are you an affiliated member of your sport's National Governing Body, English **Lacrosse Association?**

