



Voice of Participant Survey – Report

International Taekwon-Do New Zealand

May 2024

Contents

Introduction	3
Executive summary	5
Key results	7
Key metrics summary	8
Main findings	9
What is causing these ratings	17
Other results	24
Demographic differences	25
Inappropriate behaviour and club environment	28
Injury	37
Balance is Better	42
Rangatahi – key results	45
Regional differences	51
Sample profile	60
Appendices	68

Introduction

What this report covers

This report looks at the experience of Taekwon-Do participants in 2024, and how this compares with results in 2021 and the six sports that took part for the year 2022/23. For more information about the background and objectives of the VOP Programme and this research please refer to the 'Appendices' section.

This is the second time International Taekwon-Do New Zealand has been included in this research. 433 Taekwon-Do members completed the survey. Typically, members aged 14+ complete the questionnaire themselves ('players') and parents/guardians ('parents') complete the questionnaire for children under the age of 14, on behalf of their child. The proportion of player and parent respondents in 2024 is 64% player and 36% parent.

All Sports taking part in VOP in 2022/23

The six sports that took part for the year 2022/2023 were cricket, golf, rugby union, rugby league, netball, and futsal.

Interpreting satisfaction scores

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

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 2024 result is significantly higher/ lower than the total for Taekwon-Do 2021
- ↑↓ The Total Taekwon-Do 2024 result is significantly higher/ lower than the total for All Sports 2022/23

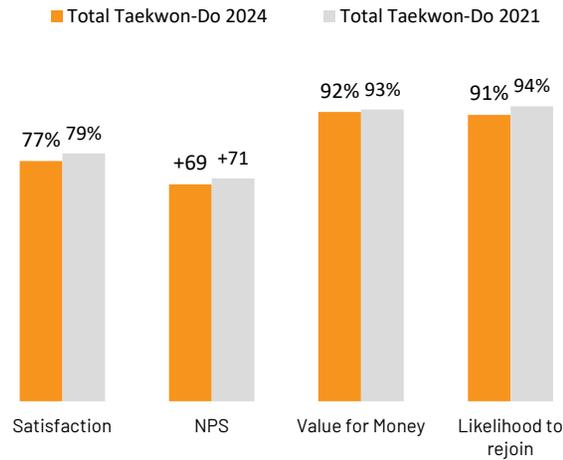
Key results summary

Sample Overview

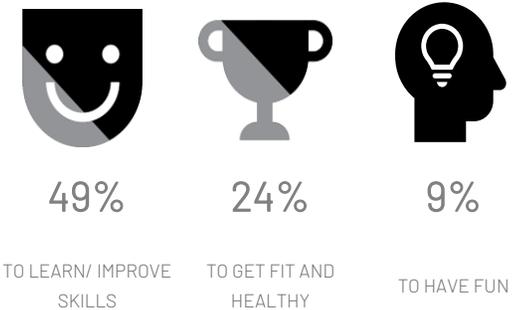
2024 participants n=433
 n= 276 players (64%)
 n= 157 parents (36%)

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

Key metrics



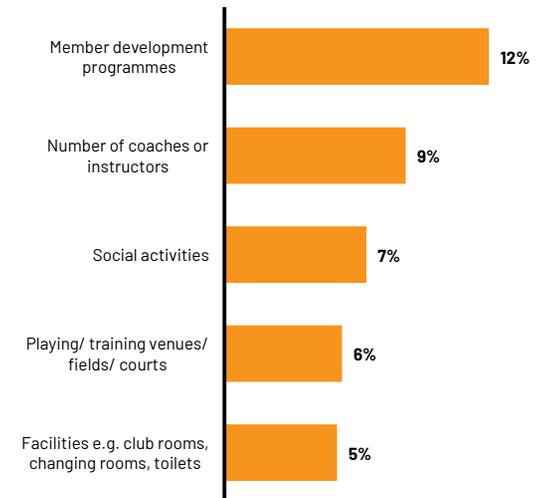
Reasons for belonging (top 3)



Most important drivers

- 1** **VALUE FOR MONEY**
92% agree / strongly agree
- 2** **THE QUALITY OF THE INSTRUCTORS**
87% very/extremely satisfied
- 3** **BEING PROFESSIONAL AND WELL MANAGED**
84% very/extremely satisfied

Focus for improvement



Executive summary

Key metrics

Satisfaction: Three-quarters (77%) of respondents are very or extremely satisfied with their club experience. This is consistent with the 2021 result (79%) and well above the All Sports 2022/23 average (65%).

NPS: Three-quarters of Taekwon-Do respondents are highly likely to recommend their club. NPS is fairly stable compared to 2021 (+69 vs. +71) but is significantly higher than the All Sports 2022/23 average (+44).

Value for money: Nine in ten respondents (92%) feel they get value for money from their club. Perceived value for money is consistent with 2021 (93%). However, the 2024 result is significantly above than the All Sports 2022/23 average (92% vs. 75%).

Likelihood to rejoin: Four in five members (91%) intend to rejoin their club next season. This result has declined slightly from 2021 (94%), although this is not a statistically significant difference. However, the proportion of Taekwon-Do respondents who are likely to rejoin is well above the All Sports 2022/23 average (84%).

Drivers of experience

Eleven out of the 16 drivers (aspects of the experience) measured are significantly above the All Sports 2022/23 average. Satisfaction levels remain very high. For example, nine in ten are very or extremely satisfied with:

- Providing a safe environment (88%)
- Being friendly and welcoming (88%)
- Quality of instructors (87%)

However, satisfaction has declined since 2021 for nearly all drivers. In saying this, most of the decreases are small and only one of these decreases is statistically significant:

- Having clean and well maintained facilities e.g. clubrooms, changing rooms, toilets (70% vs. 77% in 2021).

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

- Value for money
- Quality of instructors
- Being professional and well managed

Further emphasis could be considered for helping me develop/ fulfil my potential, as it is the fifth most important driver in terms of club recommendation, however satisfaction levels are below the average for all drivers.

Club environment

Views of the club environment are very positive. Nearly all agree the club provides a supportive and encouraging environment (96%). Ninety four percent of respondents agree the instructor supports young people to grow confidence.

Taekwon-Do respondents' views of gender equality at their club are significantly more positive than for All Sports 2022/23 females. Nearly all female Taekwon-Do respondents (95%) agree their club treats people equally regardless of gender, compared with 78% for All Sports 2022/23 females.

Nearly all Taekwon-Do respondents trust their club to handle integrity issues appropriately and effectively (95%), which is significantly higher than the All Sports 2022/23 average (79%).

Executive summary

Inappropriate behaviour/ Balance is Better

In the last 12 months, one in ten respondents experienced inappropriate sideline behaviour at least occasionally, which is similar to 2021 (10% vs. 8% in 2021). This is much lower than the All Sports 2022/23 average (34%).

A quarter of Taekwon-Do respondents are deemed to be highly specialised (27%), which is significantly higher than the All Sports 2022/23 average (9%).

Demographic differences

Age: As was the case in 2021, those aged 5-12 years have the lowest overall satisfaction of the four age categories. Those aged 35+ years are most likely to recommend their club.

Gender: Key metric results are broadly similar for males and females.

Ethnicity: Māori respondents are less likely to be satisfied than than all Taekwon-Do respondents, and satisfaction levels have dropped since 2021 (71% very/extremely satisfied vs. 86% in 2021).

Differences across Provinces

Respondents from Central are most satisfied with their overall experience.

Participants from the Midlands region are most likely to recommend and rejoin their club next season.

The proportion of participants who feel they get value for money is high across all regions.



SPORT
NEW ZEALAND
IHI AOTEAROA

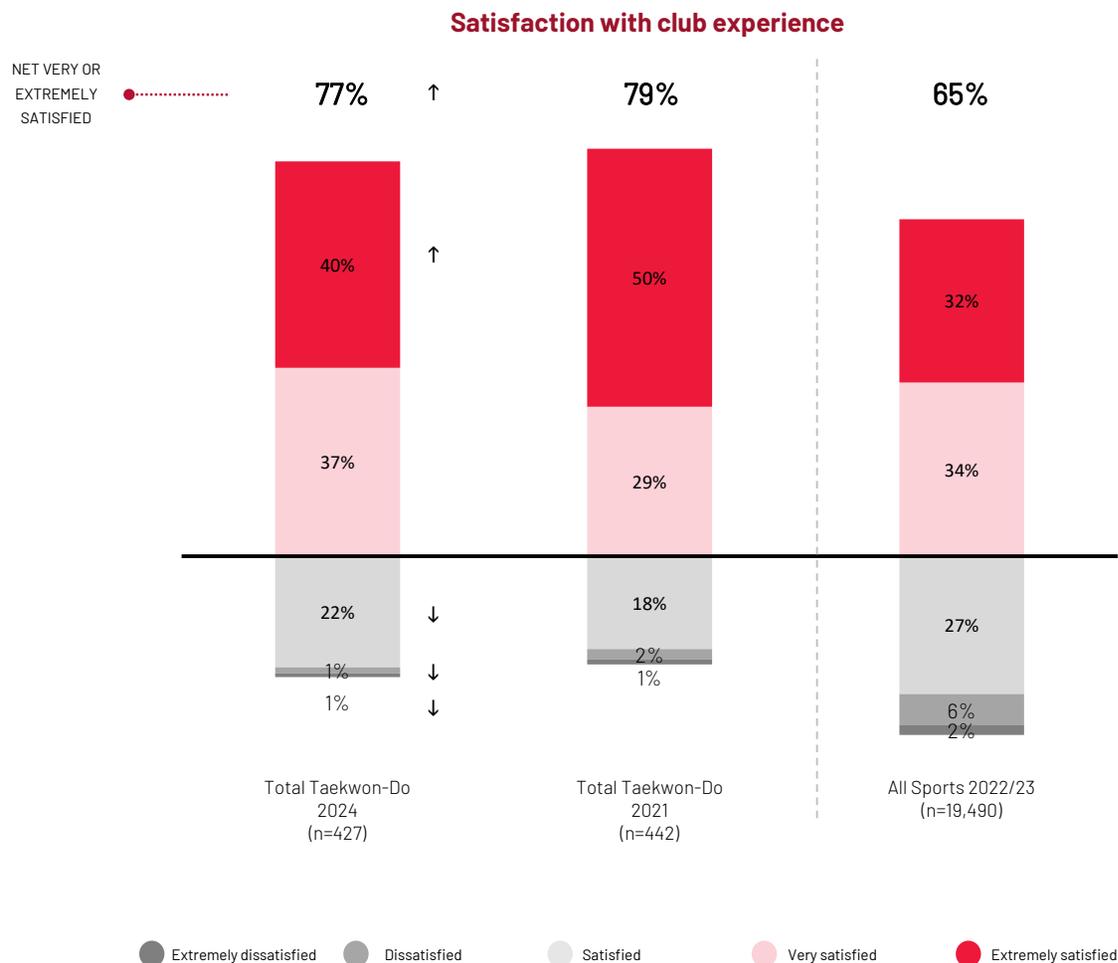
Key Results

Key metrics summary

Satisfaction		NPS		Likelihood to rejoin		Value for money	
77% ↑		+69 ↑		91% ↑		92% ↑	
Total Taekwon-Do 2021	All Sports 2022/23						
79%	65%	+71	+44	94%	84%	93%	75%

Three quarters of respondents are very or extremely satisfied with their Taekwon-Do experience

This year's satisfaction result (77%) is slightly below the 2021 result (79%), but is well above the All Sports 2022/23 average (65%).



Those more likely to be very or extremely satisfied:

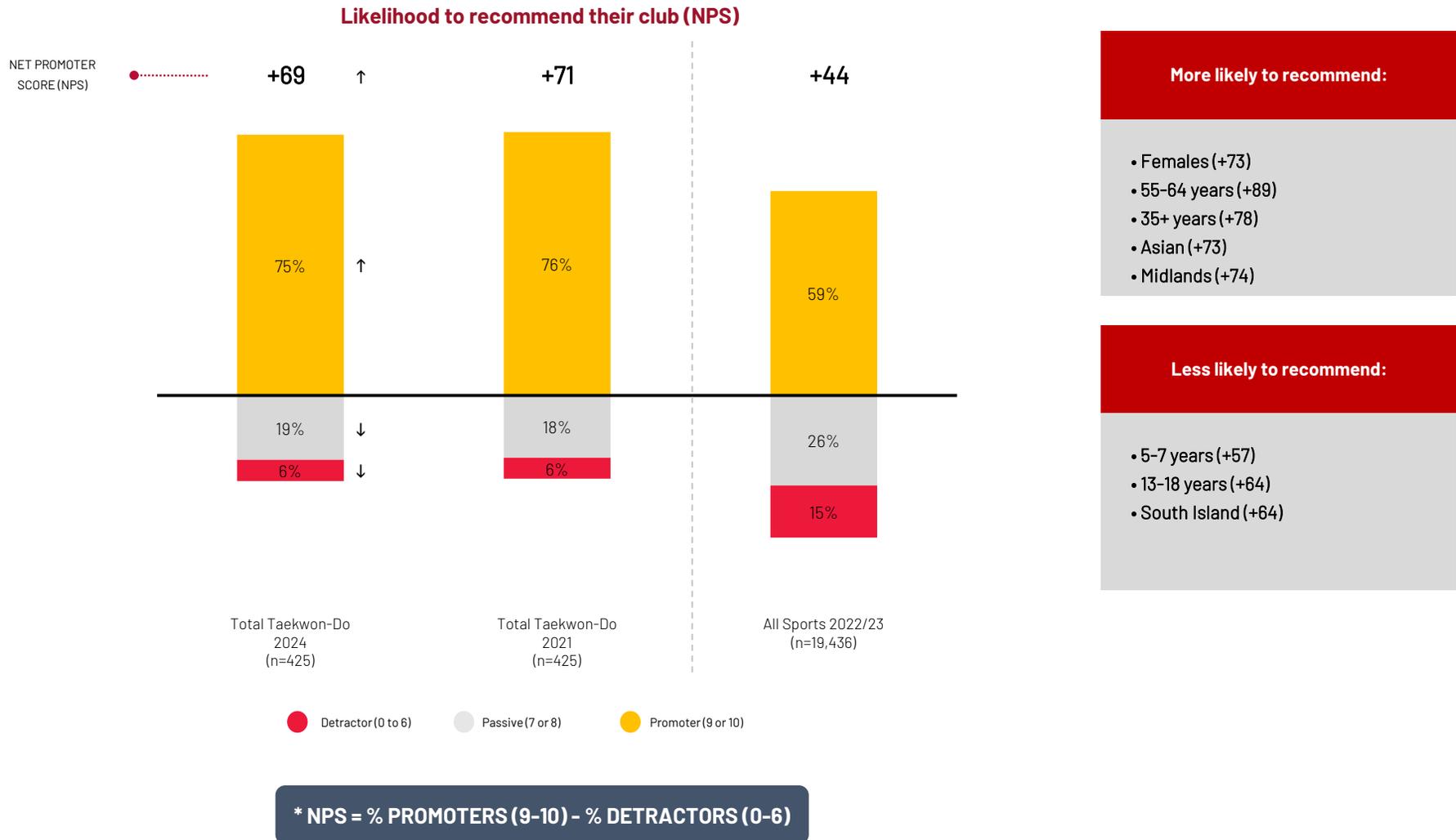
- 19-34 years (82%)
- 45-54 years (84%)
- European ethnicity (81%)
- Central Region (86%)

Those less likely to be very or extremely satisfied:

- 5 to 7 years (65%)
- 11 to 15 years (70%)
- Māori ethnicity (71%)
- Counties Manukau (72%)

Net Promoter Score (NPS*): Three quarters of Taekwon-Do club members are highly likely to recommend their club

The Taekwon-Do NPS score is +69, which is a very positive result. It is also significantly above the All Sports 2022/23 NPS (+44).



Example comments - What do you love about your club?

"I train three nights a week , Fridays , senior / black belts ,, more adult style , fitness.As the oldest person I enjoy this hard style workout , refinement of patterns , fixing bad habits that kind of thing , my black belt support me in all aspects of training. So nice to work with. Will be proud to join them soon and help others ."

Parent and Player, 35+ years, Central Region

"The family atmosphere we have in our club is amazing. The support we have for each other is one of the main reasons that I am so involved with my club. I have made lifelong friends with other club members and look at my instructor as a father figure as well as a friend."

Player, 35+ years, Central Region

"How beginner friendly the club and instructors are. Everyone is helpful and encouraging of new students which makes it easier to keep coming back."

Player, 35+ years, Auckland North

"Very good instructors and family friendly environment Positive air to promote physical skills"

Parent and Player, 35+ years, Central Region

"The instructors are awesome!! they are very humble and interact very well with kids and adults. Mrs Hart is a legend!!!"

Parent and Player, 35+ years, Auckland North

"The location, days and times are suitable for him. Plus he really likes his Instructors and looks up to them respectfully as his mentor. He loves the positive environment he trains in."

Parent, 5-12 years, Counties Manukau

"It is a small club, which means we are able to provide a good ratio of attention to the students."

Player, 35+ years, Counties Manukau

"I love how passionate and knowledgeable the instructors are while teaching the class. The community of students and instructors is comfortable and approachable. I also love the big Do Jang, so the class can train freely."

Player, 13-18 years, Auckland North

Example comments - What could be improved at your club?

"Treating all members fairly and with the same amount of respect, especially the Black belts...from manager, instructors as well as lower ranks. More involvement, assistance and genuine interest from Senior Black belts in Black belt grading preparation. More focus on Black belt syllabus training at club level in classes. More focus on Specialty, Breaking, Ground and Stick self defence and Step sparring More work into retaining Black belts and adults in general. More involvement from the club with tournaments and support for competitors and officials."

Player, 35+ years, Auckland North

"Taekwondo use to be fun for him but he is slowly loosing interest"

Parent, 5-12 years, Wellington

"Currently there are too many kids in our class"

Parent, Less than 5 years, Auckland North

"There is no dedicated instructor for the kids and youngsters, so it is hard for the kids to learn with the adults. The time of the sessions are not friendly to people who work. There should be a weekend session although I understand that it is hard for the instructor to use their weekend time to teach, than spending with family."

Player, 35+ years, Midlands

"Increasing engagement and motivation of senior members of the club by International Taekwon-Do not just delivering fit for purpose resources and training, but supporting and developing seniors, rather than constant road blocks and procedures that are not fit-for-purpose at all, and only really work in Auckland/Wellington, but get forced on everyone else despite the extreme inequities and disproportionate effects the extremity poor leadership and bad or lack of policy from International Taekwon-Do NZ."

Player, 35+ years, South Island

"More attention to the lower belts like yellow stripe all the way to blue belt"

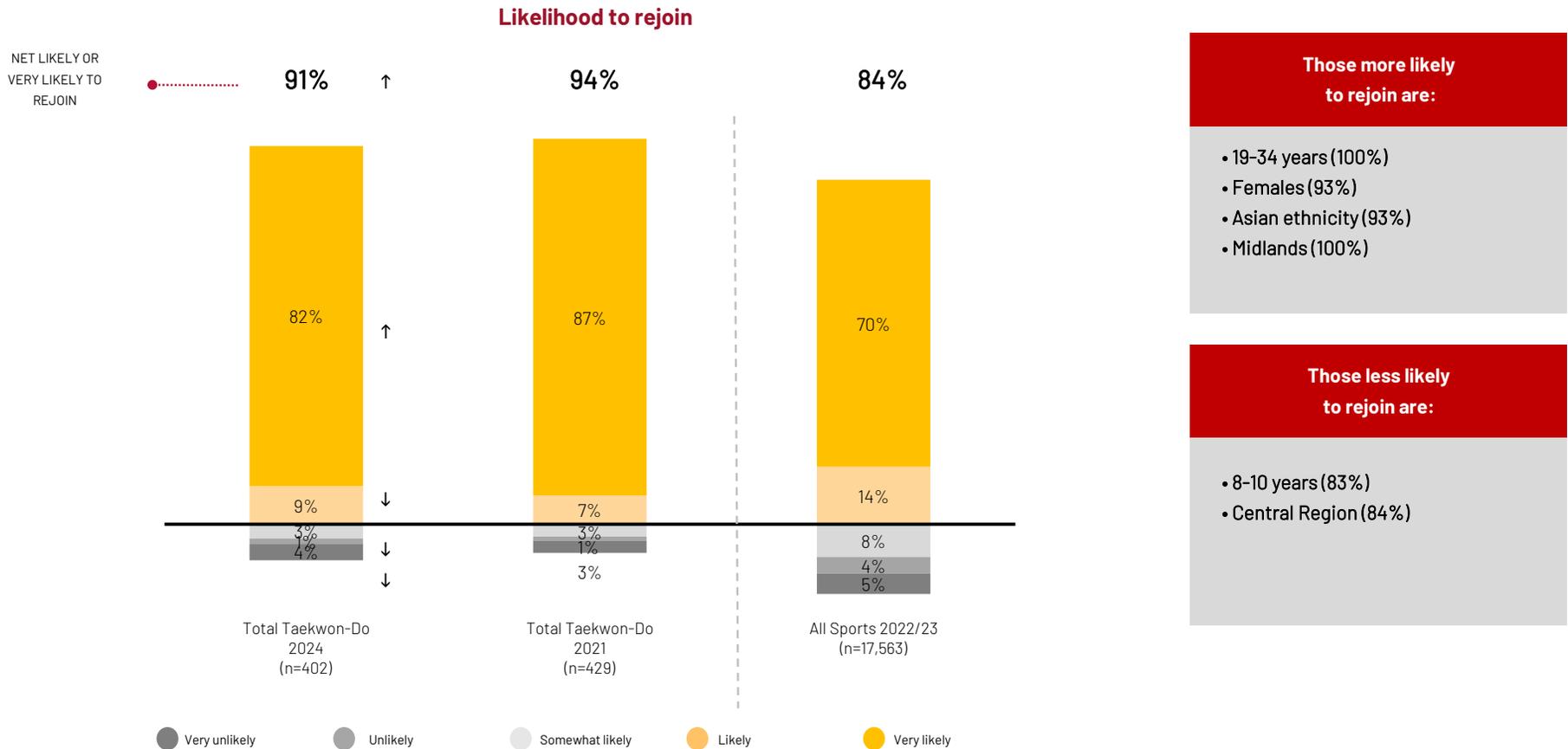
Player, 5-12 years, South Island

"Fairness of comment and interactions across all members rather than holding some on a pedestal. Better communication Less idle threats and following through with expectations for all, rather than letting some have more and more chances when they for example they were told no pass on theory no grading."

Parent, 5-12 years, Counties Manukau

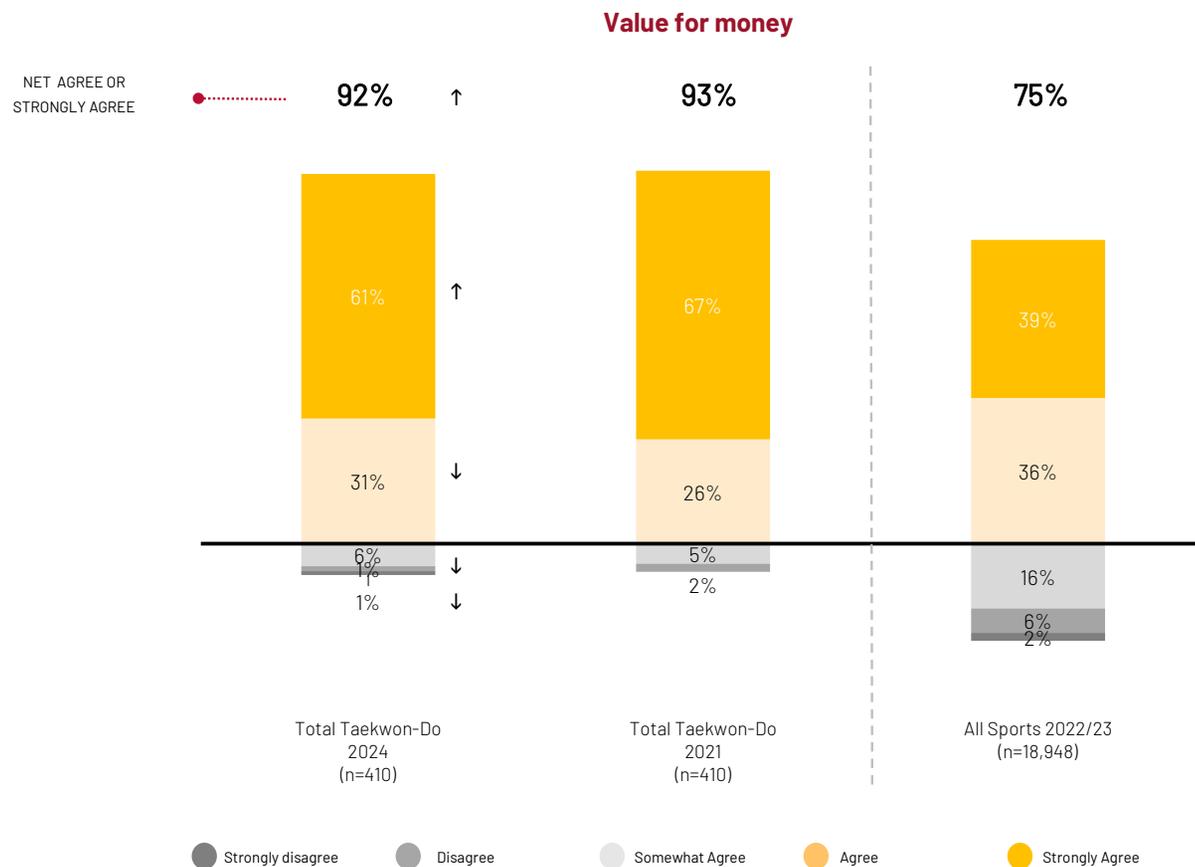
Nine in ten members intend to rejoin their club next season

This year's result (91%) is slightly below the 2021 result (94%), but still well above the All Sports 2022/23 average (84%).



Nine in ten respondents feel they get value for money from their club

This is consistent with 2021 (93%), but well above the All Sports 2022/23 result (75%).



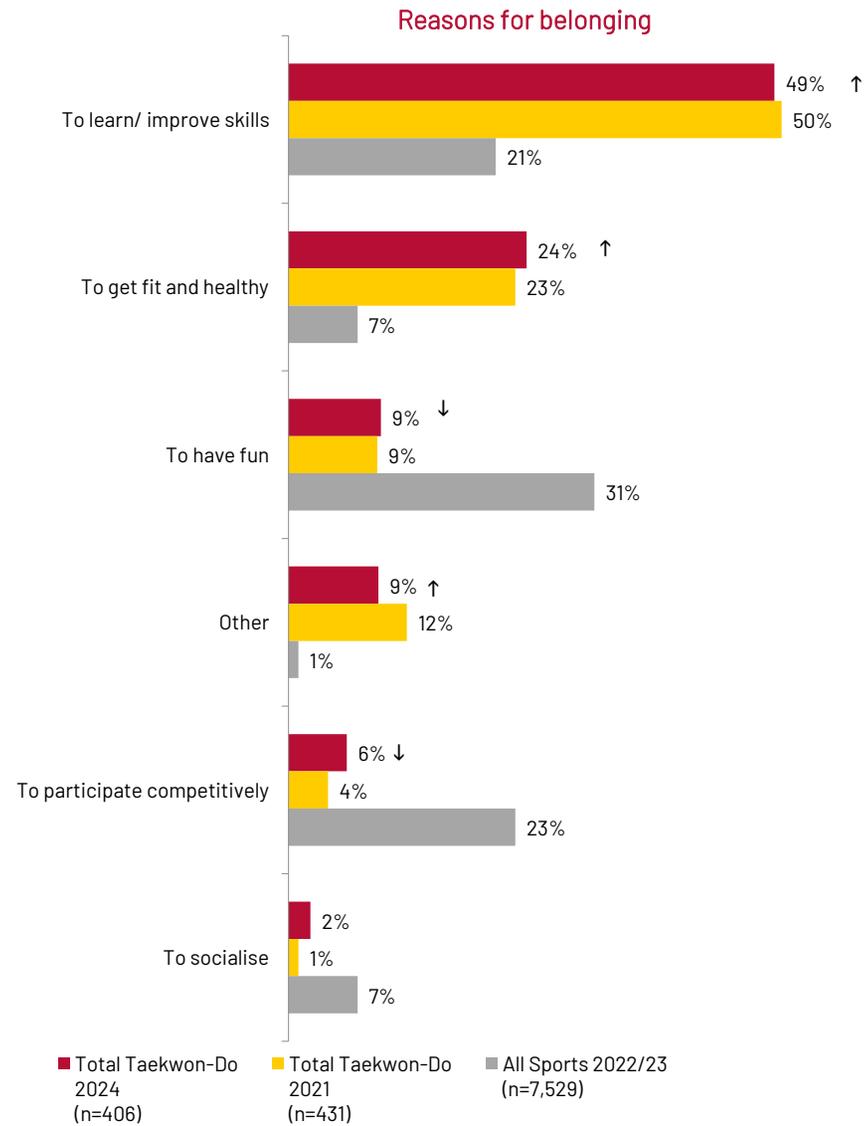
Those more likely to perceive value for money:

- 19-34 years (97%)
- Wellington (96%)
- Midlands and Central Region (95%)

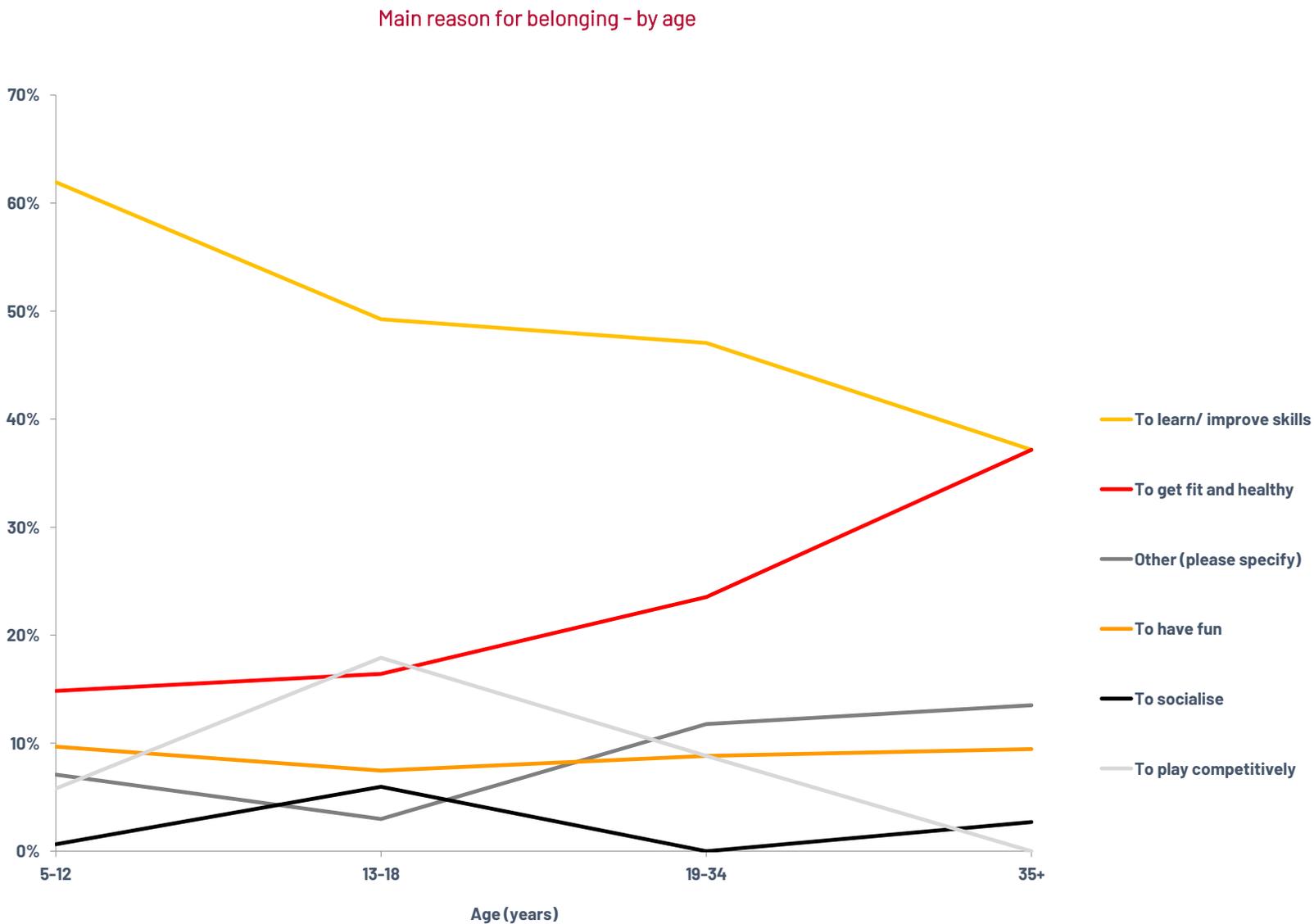
Those less likely to perceive value for money:

- 5-7 years (86%)
- 11-12 years (86%)
- Counties Manukau (87%)

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



The main reason to belong to a club changes with age





SPORT
NEW ZEALAND
IHĪ AOTEAROA

What is causing these ratings?

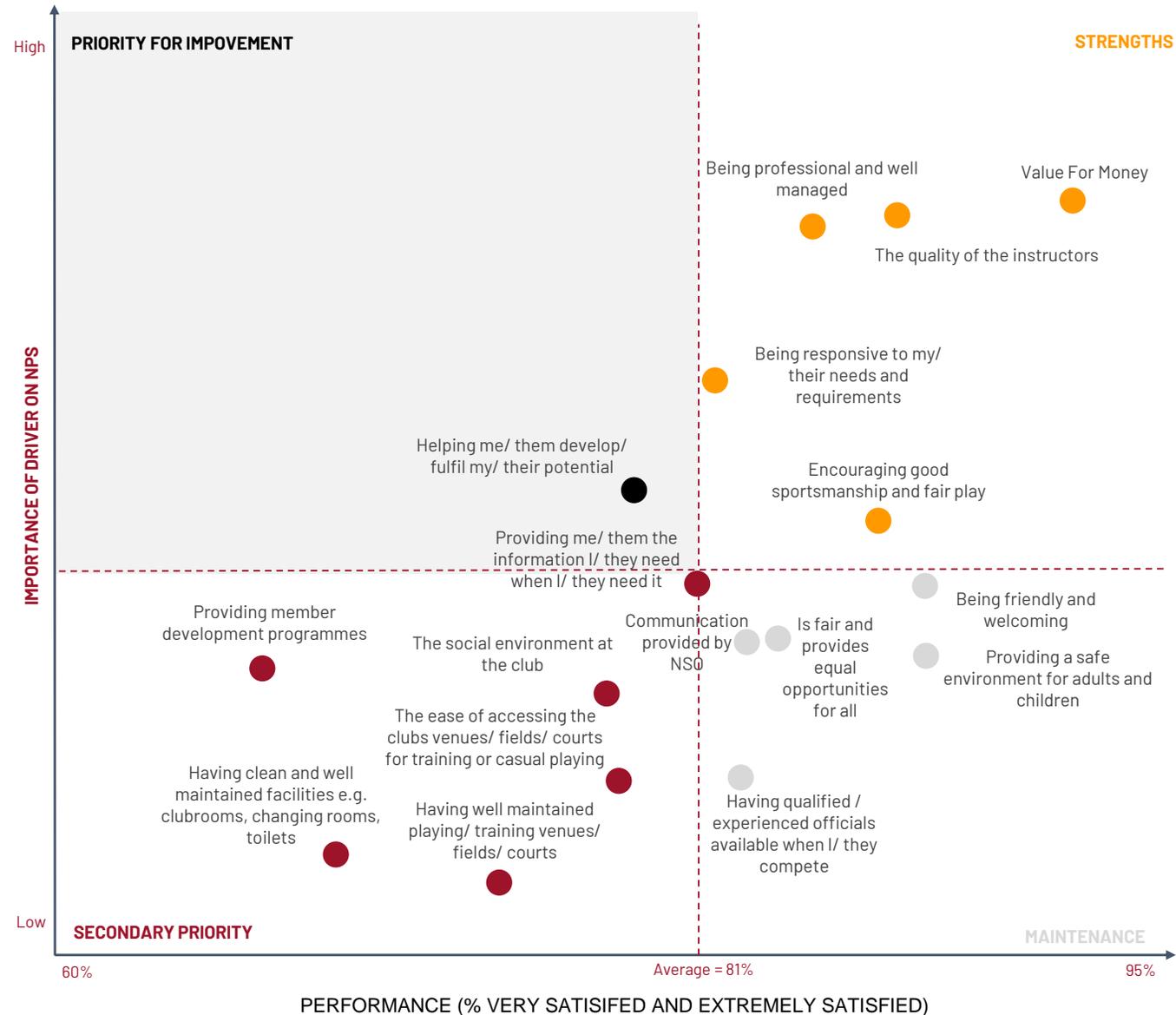
What drives a respondent's recommendation?

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

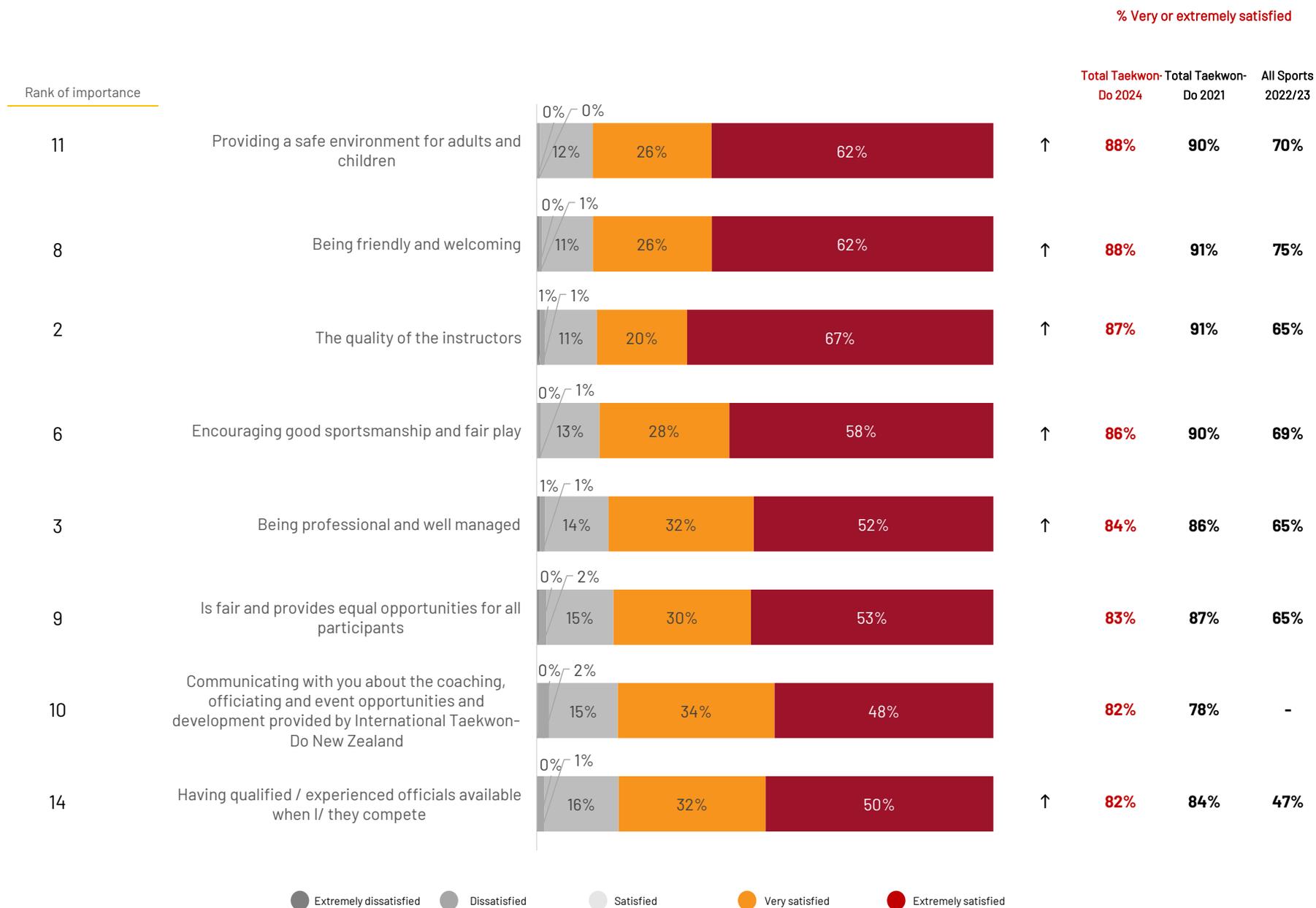
- 1 VALUE FOR MONEY
- 2 THE QUALITY OF THE INSTRUCTORS
- 3 BEING PROFESSIONAL AND WELL MANAGED

Of the top five most important drivers, emphasis could be considered for *helping me to develop/ fulfil my potential*.

This has a relatively large impact on NPS but below average for satisfaction.



Satisfaction with drivers of club experience



Base: All respondents (Excluding Don't know/not applicable)

Q10a. How would you/ your child rate your/ their overall satisfaction with your/ their Taekwon-Do club on each of the following...

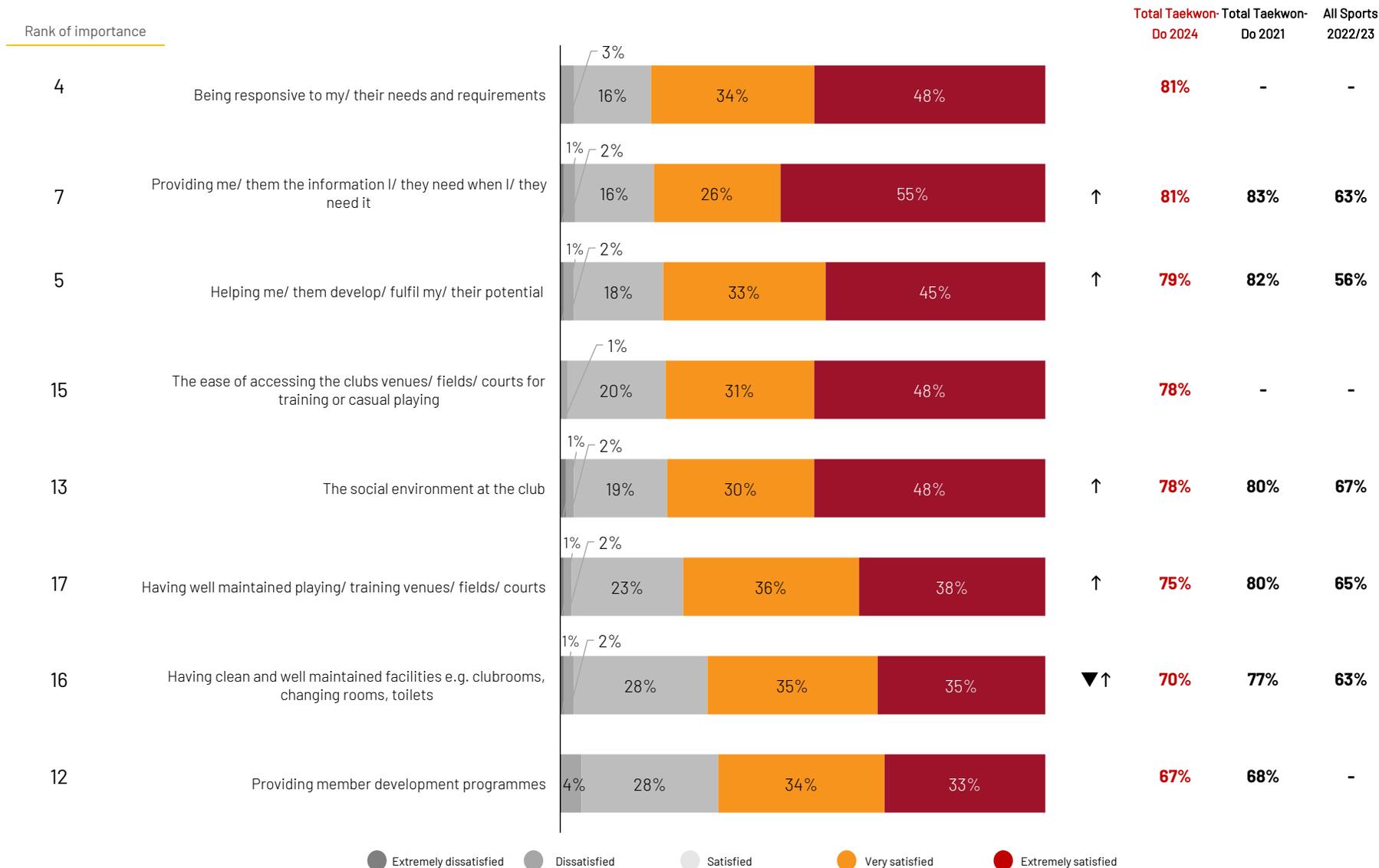
Q10b. How would you rate your/ your child's overall satisfaction with your/ their Taekwon-Do club on each of the following...

▲ Significantly higher/lower than Taekwon-Do 2021

↓ Significantly higher/lower than All Sports 2022/23

Satisfaction with drivers of club experience

% Very or extremely satisfied



Base: All respondents (Excluding Don't know/not applicable)

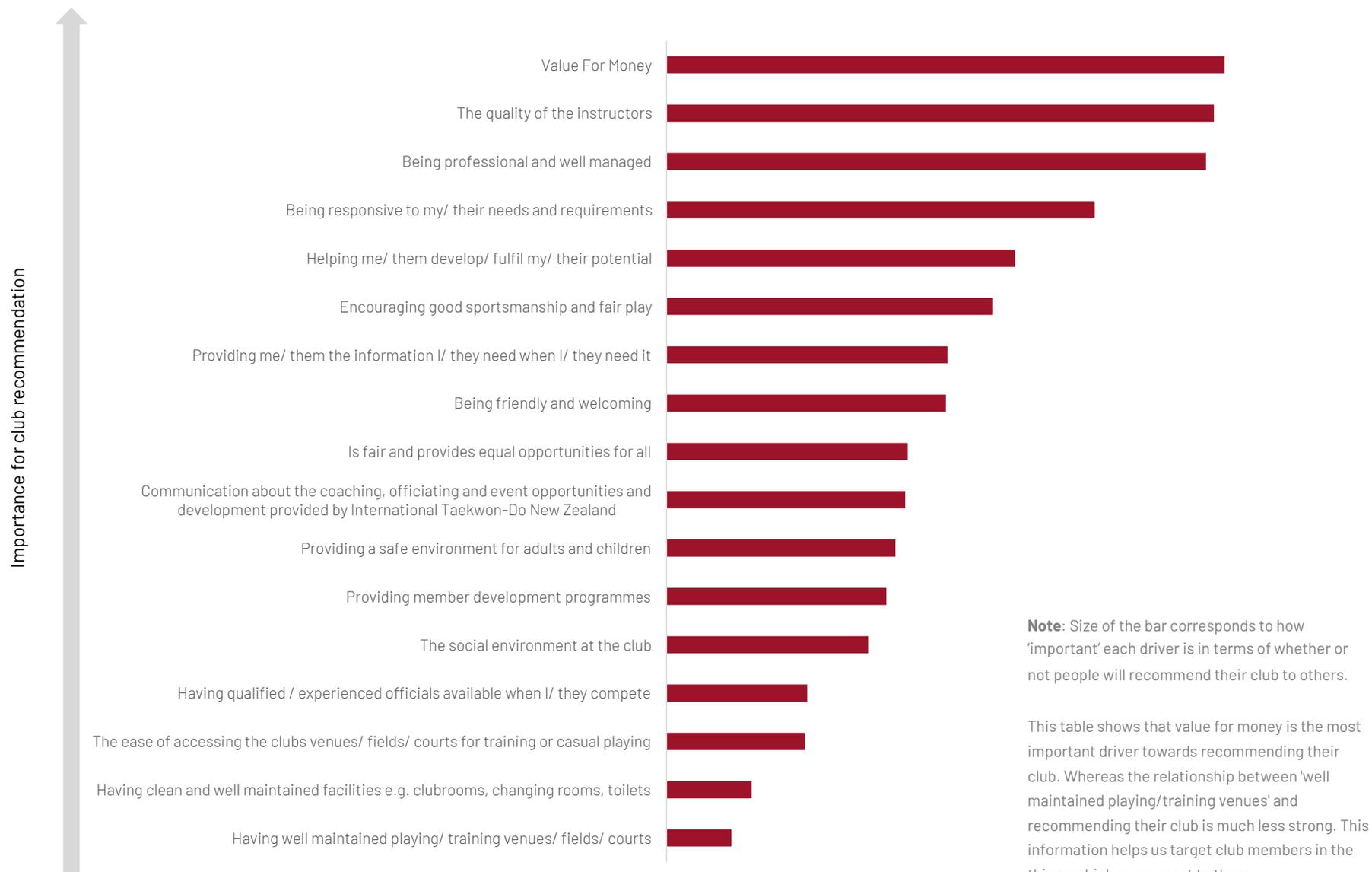
Q10a. How would you/ your child rate your/ their overall satisfaction with your/ their Taekwon-Do club on each of the following...

Q10b. How would you rate your/ your child's overall satisfaction with your/ their Taekwon-Do club on each of the following...

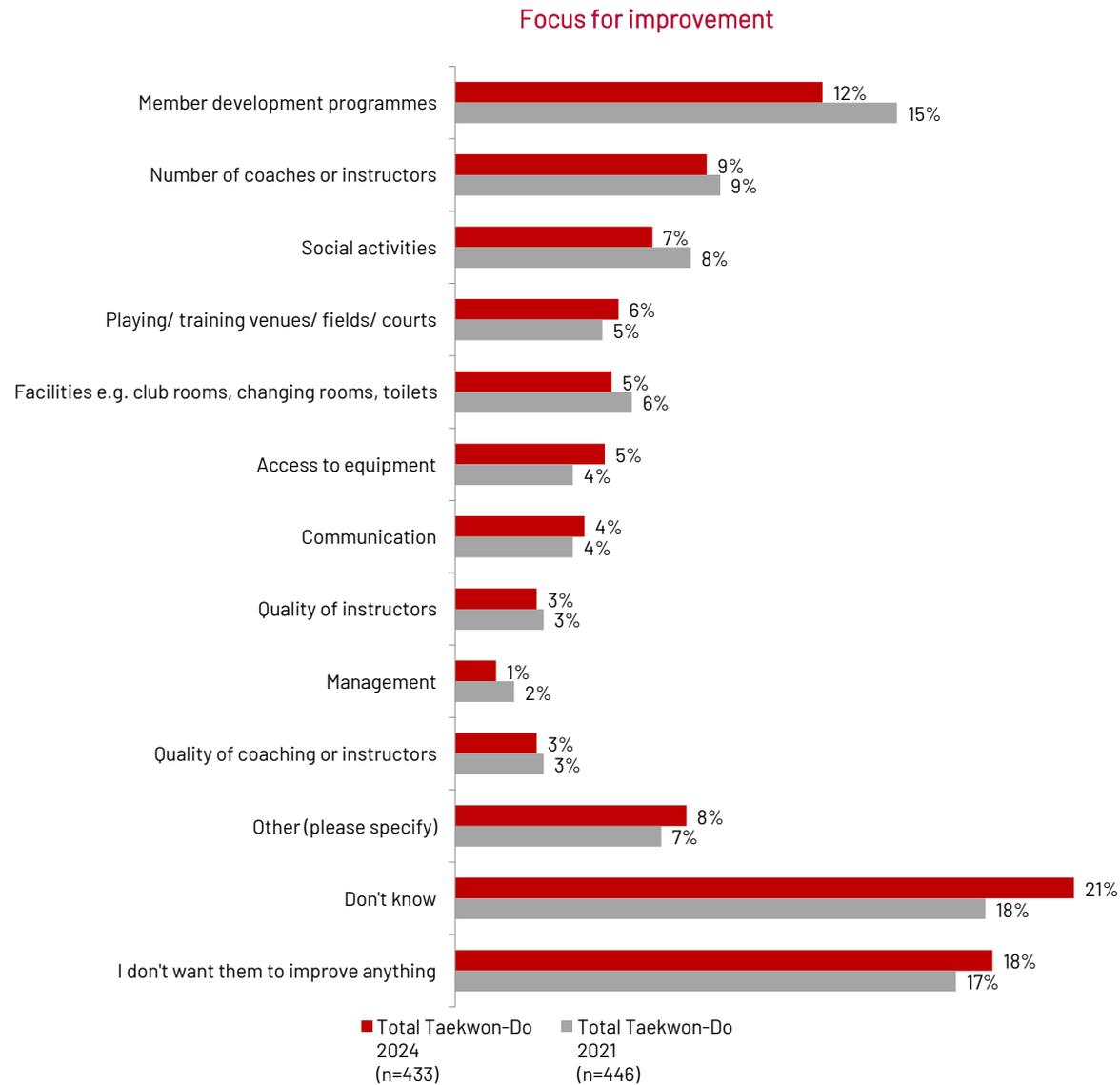
▼▲ Significantly higher/lower than Taekwon-Do 2021
 ↑↓ Significantly higher/lower than All Sports 2022/23

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.



A fifth of respondents would like to see a focus on improving facilities



Example comments - What would you like to see improved?



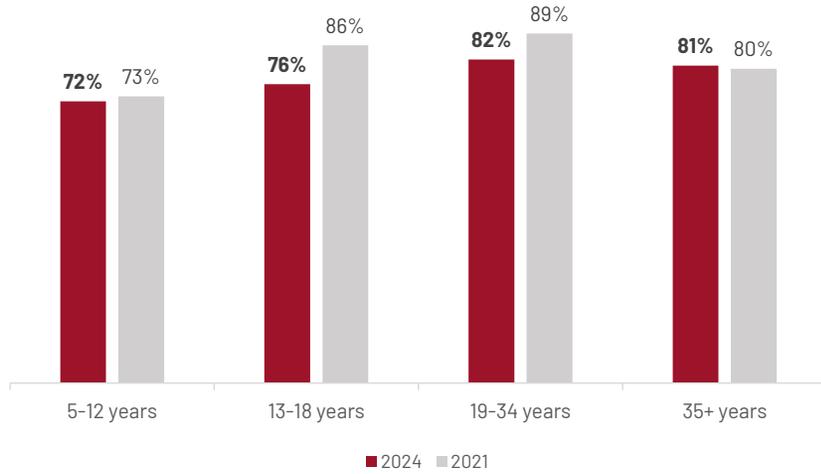


SPORT
NEW ZEALAND
IHI AOTEAROA

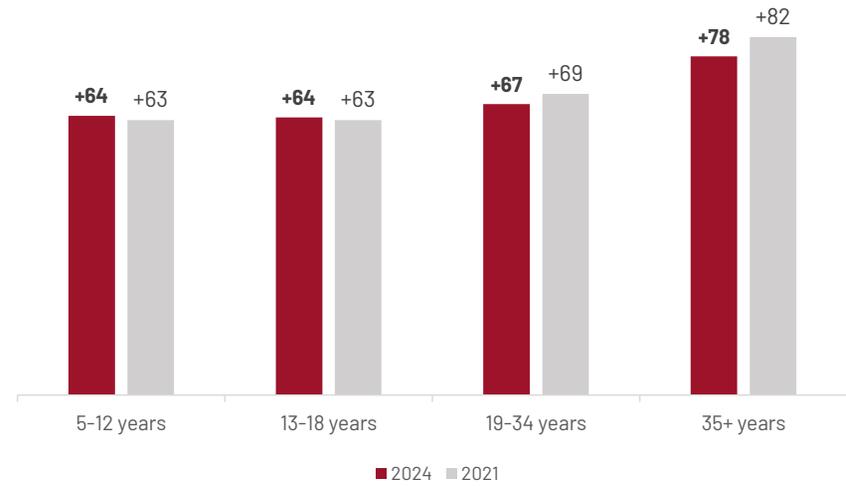
Demographic differences

Key results by age

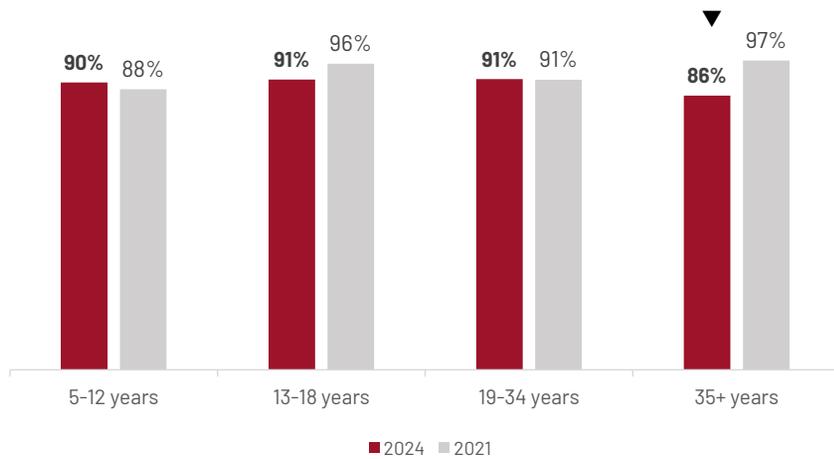
Overall satisfaction (% very or extremely satisfied)



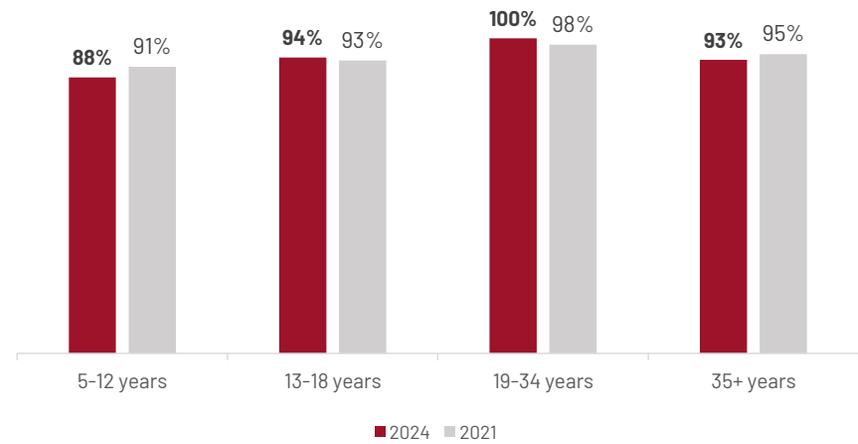
NPS (promoters minus detractors)



Value for money (% agree or strongly agree)

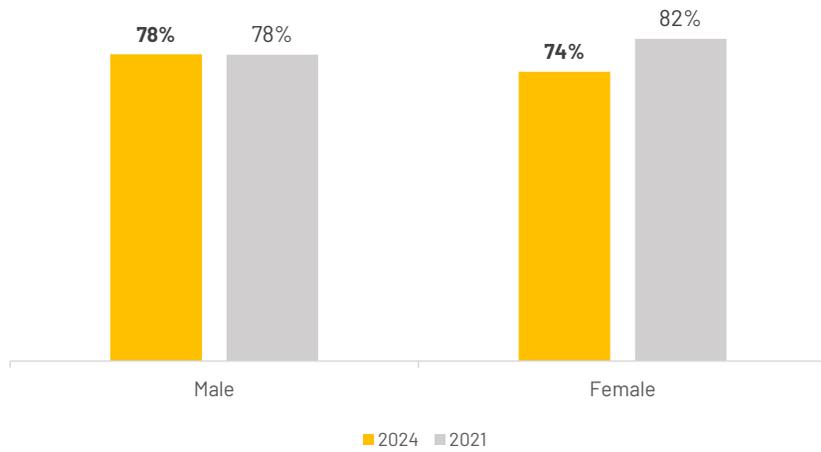


Likelihood to rejoin (% likely or very likely)

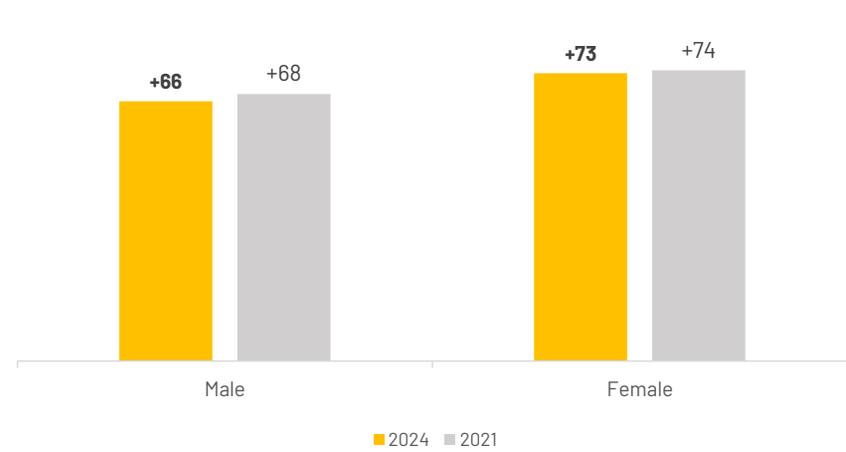


Key results by gender

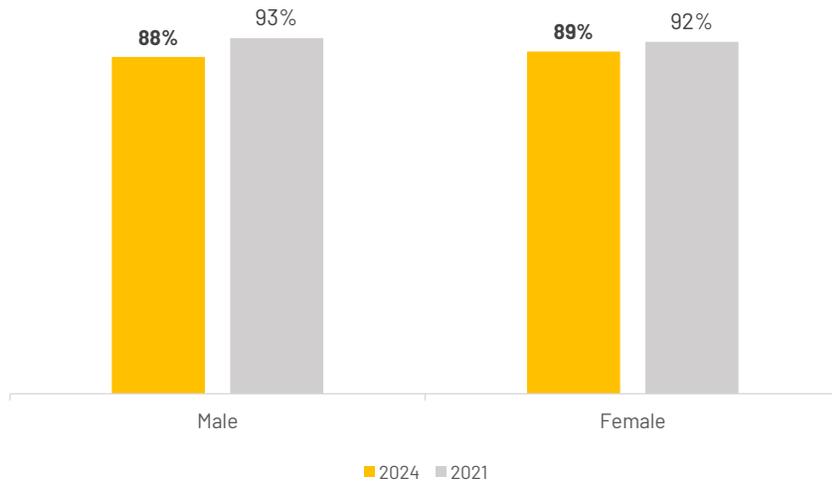
Overall satisfaction (% very or extremely satisfied)



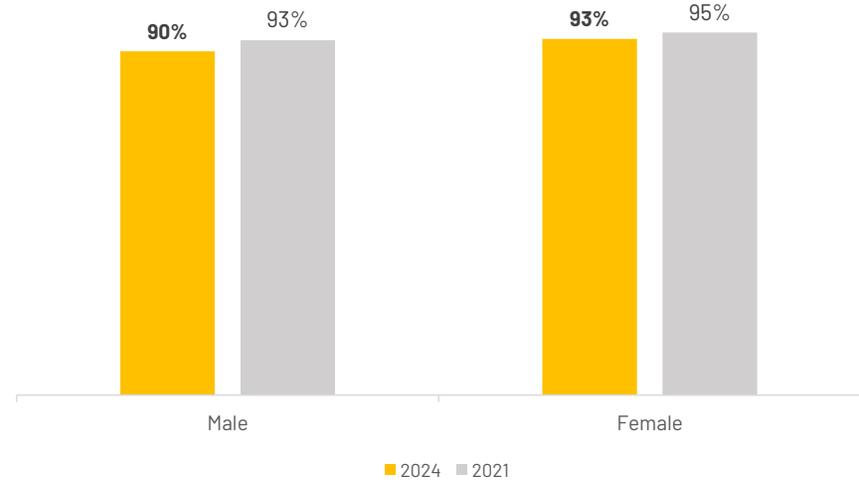
NPS (promoters minus detractors)



Value for money (% agree or strongly agree)

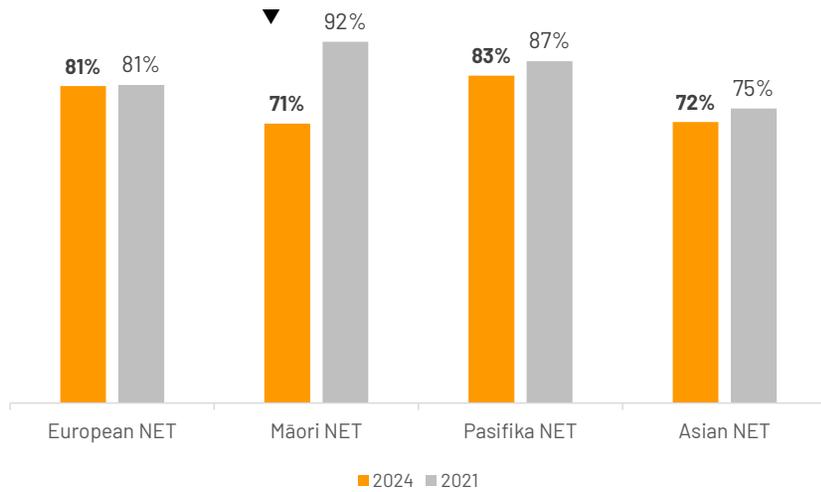


Likelihood to rejoin (% likely or very likely)

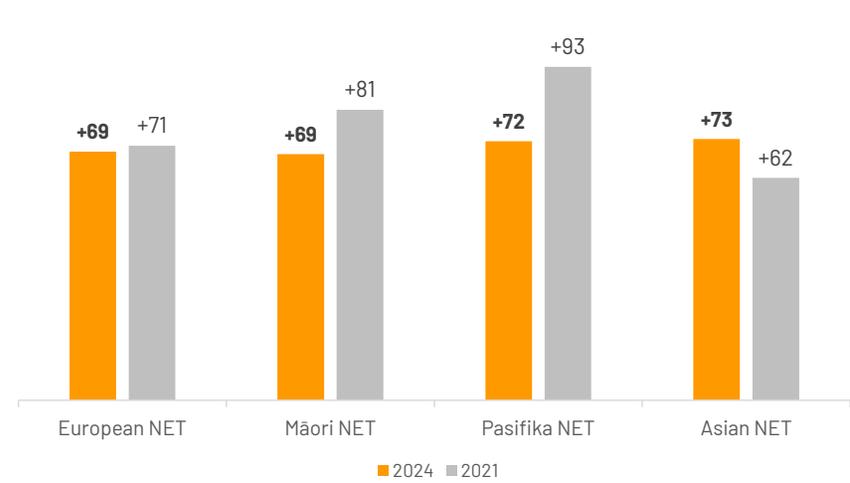


Key results by ethnicity

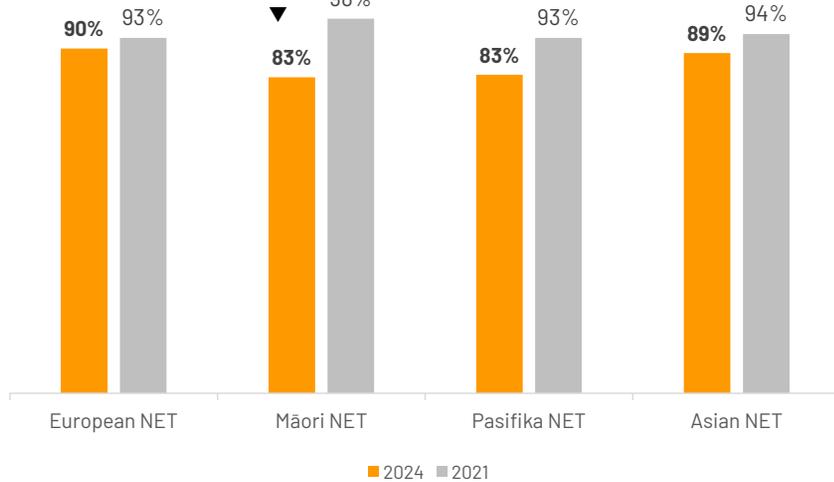
Overall satisfaction (% very or extremely satisfied)



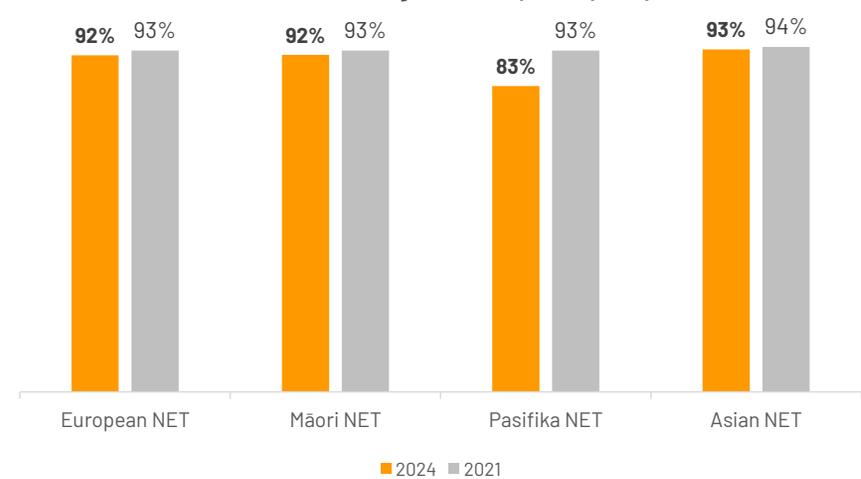
NPS (promoters minus detractors)



Value for money (% agree or strongly agree)



Likelihood to rejoin (% likely or very likely)



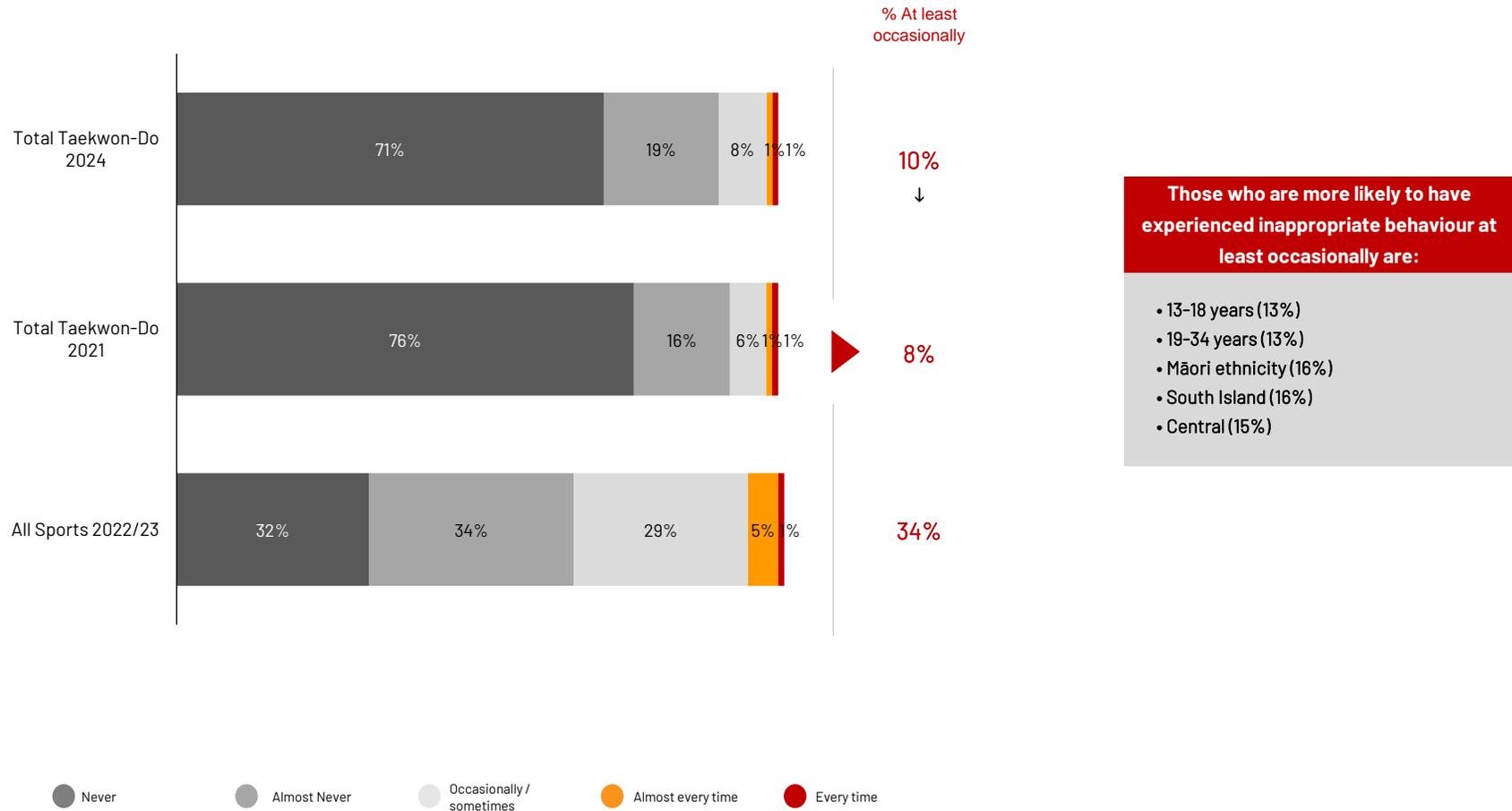


SPORT
NEW ZEALAND
IHI AOTEAROA

Inappropriate behaviour & club environment

Frequency of inappropriate behaviour

The proportion of members who experienced inappropriate sideline behaviour at least occasionally is significantly below the All Sports 2022/23 average (34%).



Base: All respondents (Excluding Don't know/not applicable). Total Taekwon-Do 2024 (n=424) / Total Taekwon-Do 2021 (n=434) / All Sports 2022/23 (n=11,197)

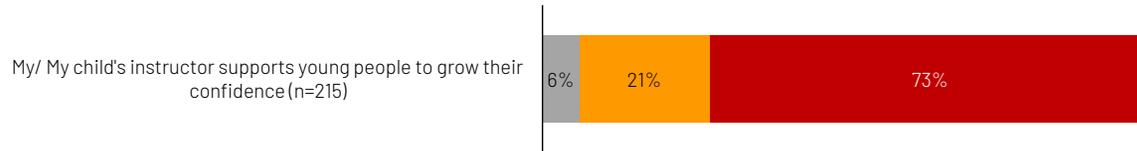
Q51. In the last 12 months, how frequently have you/you or your child witnessed or experienced inappropriate behaviour by a spectator, coach or official while you/your child participated?

NOTE: 'All Sports 2022/23' refers to average across other sports who included this question. This is not asked of all sports.

▼▲ Significantly higher/lower than Taekwon-Do 2021
 ↑↓ Significantly higher/lower than All Sports 2022/23

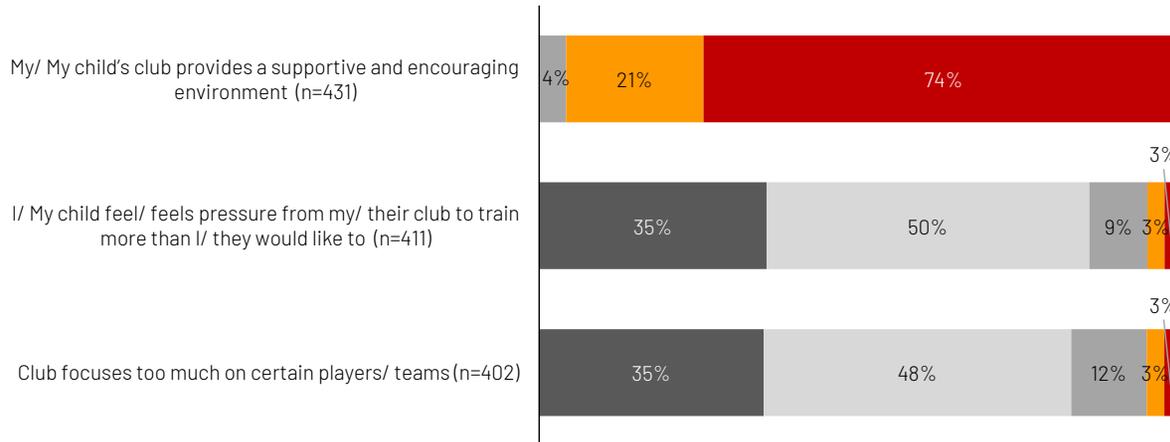
Club environment

18 and under only[^]

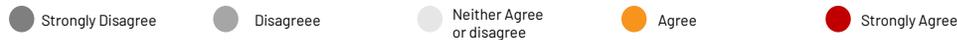


	% Agree or Strongly Agree				
	Total Taekwon-Do 2024	Total Taekwon-Do 2021	5-12 years 2021	13-18 years 2021	All Sports 2022/23
My/ My child's instructor supports young people to grow their confidence (n=215)	94%	96%	93%	97%	90%

All ages

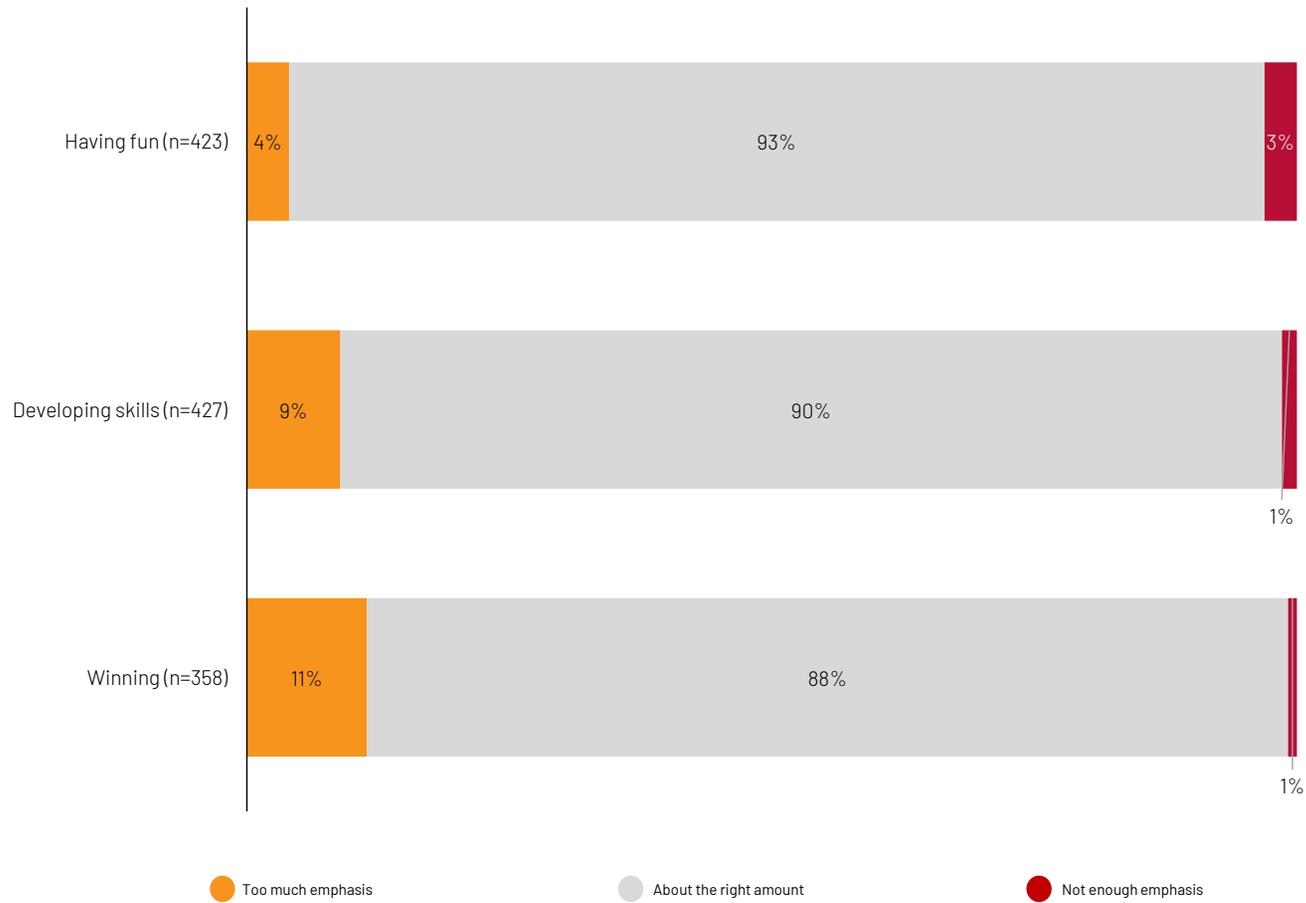


My/ My child's club provides a supportive and encouraging environment (n=431)	96%	96%	94%	97%	86%
I/ My child feel/ feels pressure from my/ their club to train more than I/ they would like to (n=411)	6%	6%	7%	6%	5%
Club focuses too much on certain players/ teams (n=402)	6%	6%	8%	6%	20%

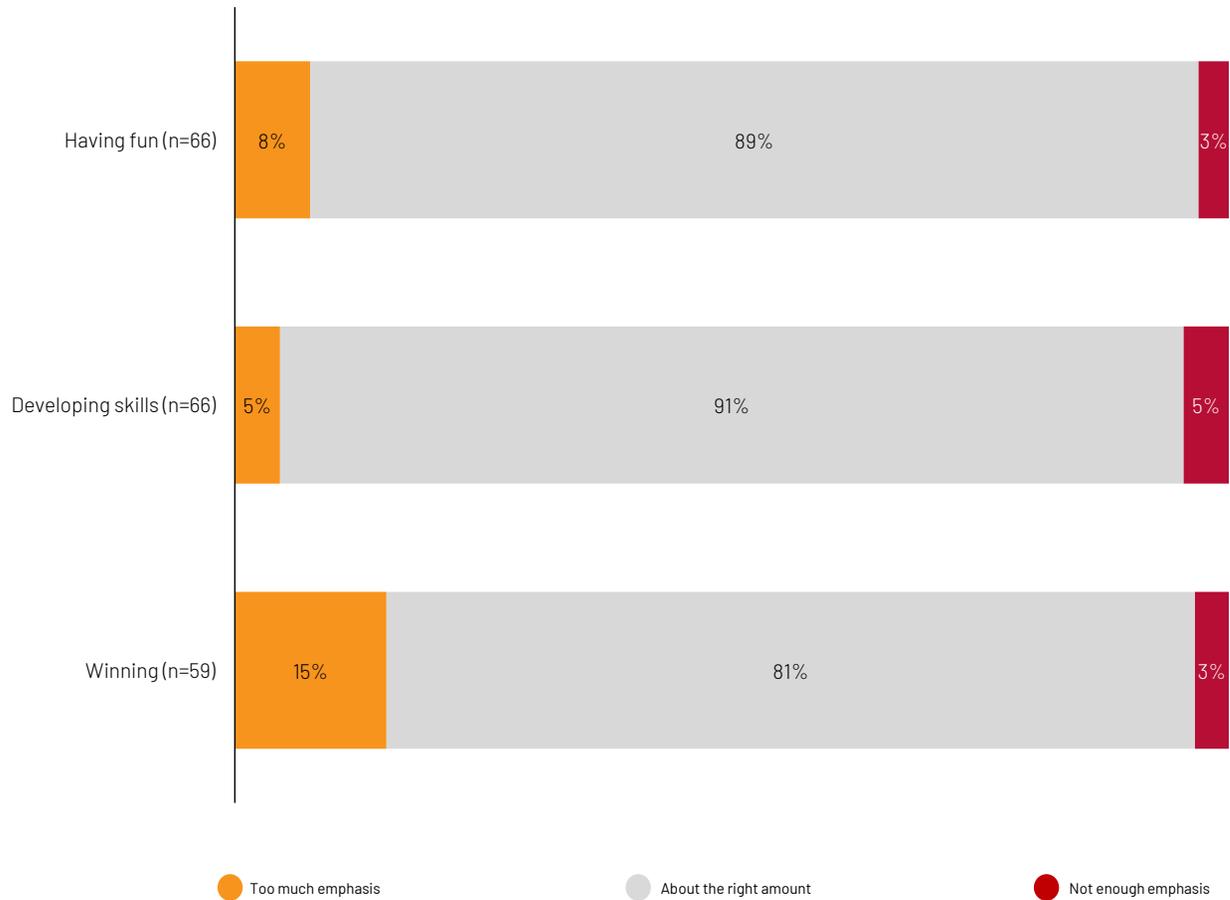


Base: All respondents (Excluding Don't know/not applicable)
 Q54. To what extent do you agree or disagree on the following...
[^] Only asked of those aged 18 and under

Emphasis on winning, developing skills and having fun at club

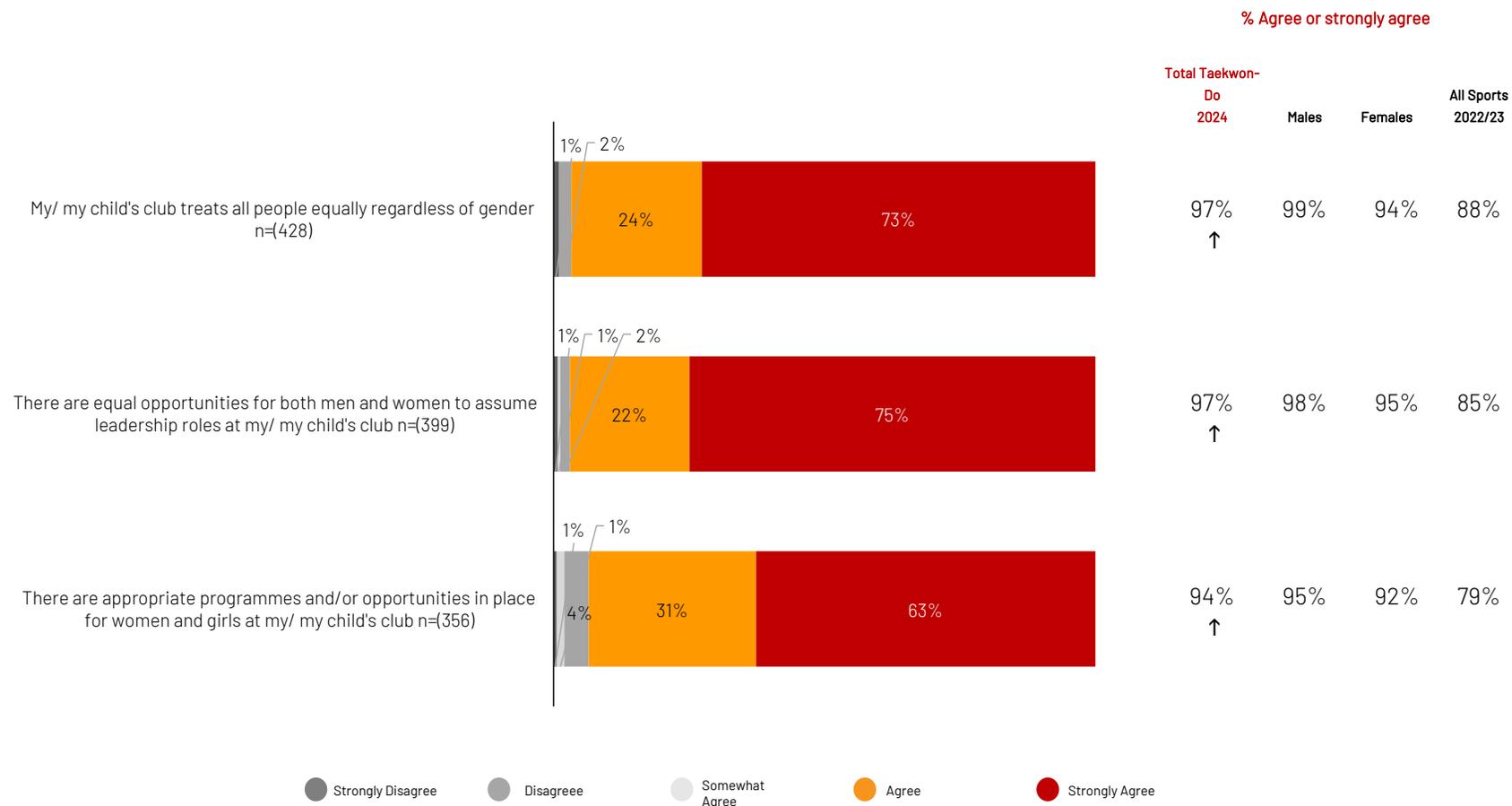


Emphasis on winning, developing skills and having fun at club for 13-18 year olds



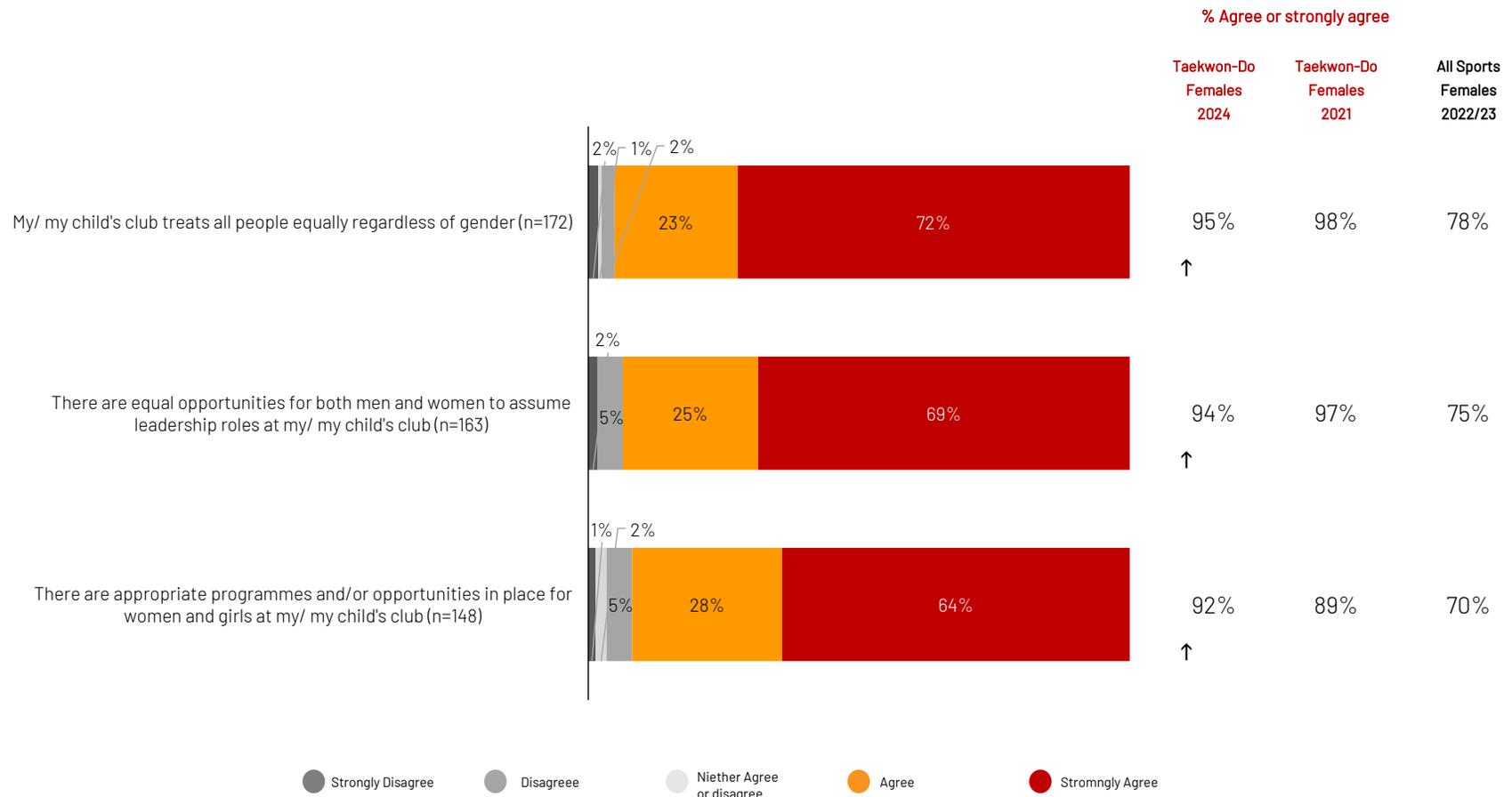
Gender equality at club

Nearly all respondents agree there is gender equality at their club.



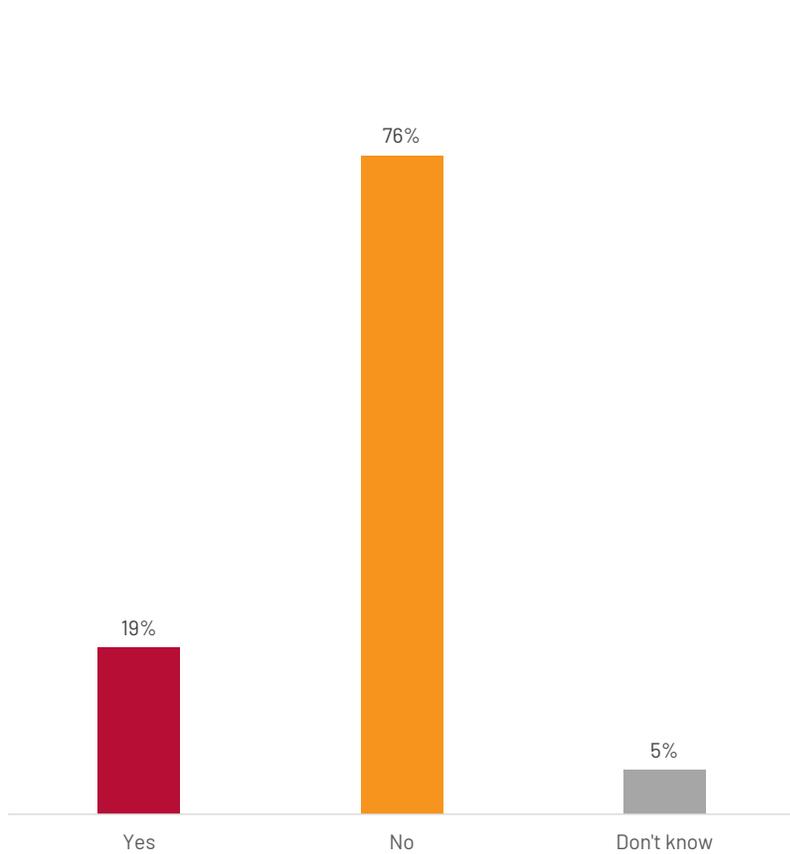
Female perceptions of gender equality at club

Female respondents' level of agreement are positive for all three gender equality statements. Compared with females in the All Sports 2022/23 average, female Taekwon-Do participants are significantly more likely to agree with all three statements.

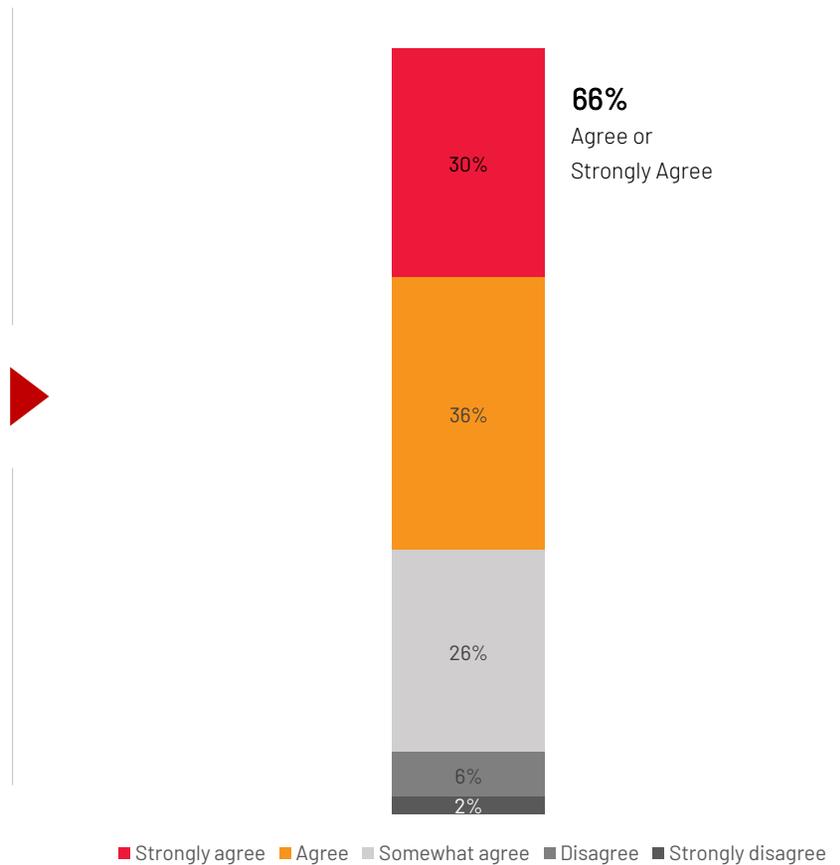


Providing feedback

In the last 12 months, have you provided any feedback or suggestions, or raised any concerns, about your / your child's Taekwon-Do experience to your / their club or anyone else involved in running Taekwon-Do?



Agreement with 'My club and/or others involved in running Taekwon-Do listen and take action based on my feedback or suggestions'



Base: All respondents (n=433)

In the last 12 months, have you provided any feedback or suggestions, or raised any concerns, about your / your child's Taekwon-Do experience to your / their club or anyone else involved in running Taekwon-Do?

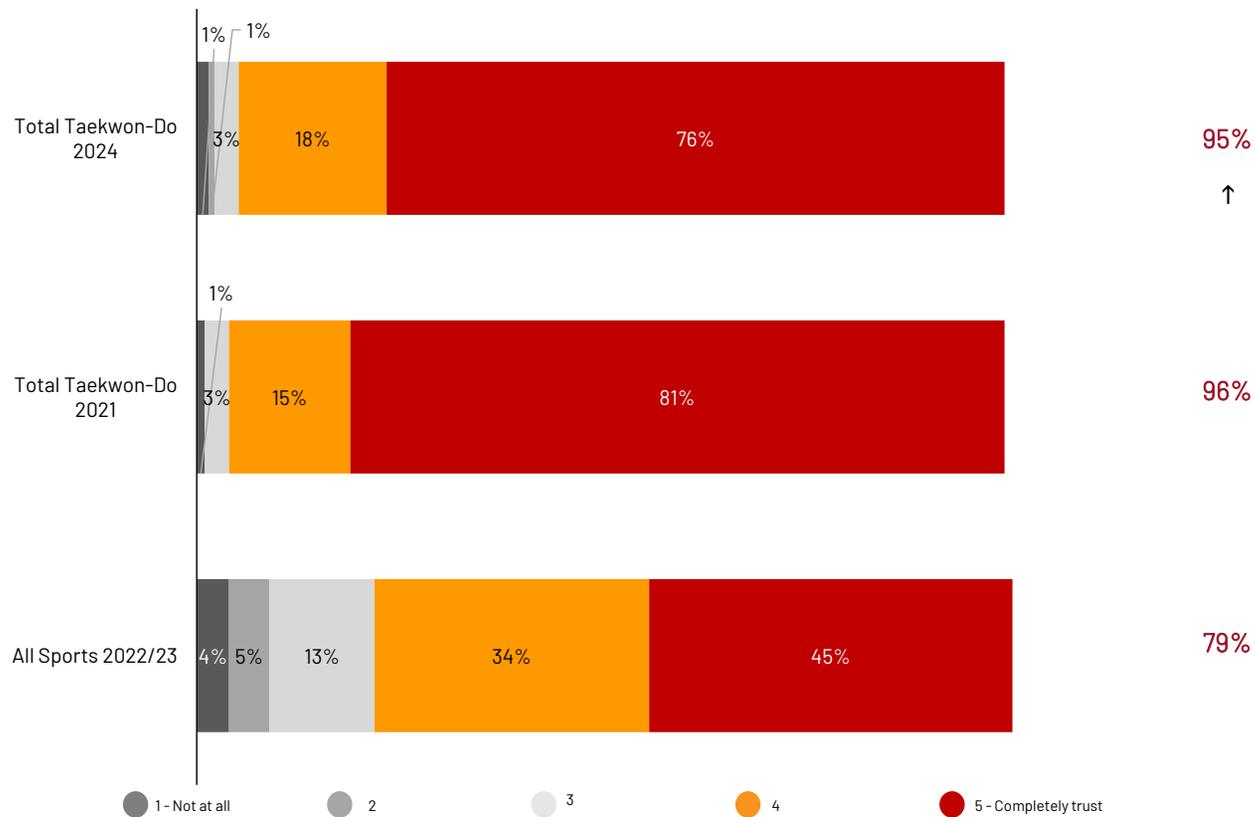
Base: Asked of those who responded with 'Yes' to the previous question (n=87)

Agreement with 'My club and/or others involved in running Taekwon-Do listen and take action based on my feedback or suggestions'

Handling of integrity issues

Trust in club to handle integrity issues appropriately and effectively

NET Trust (4+5)

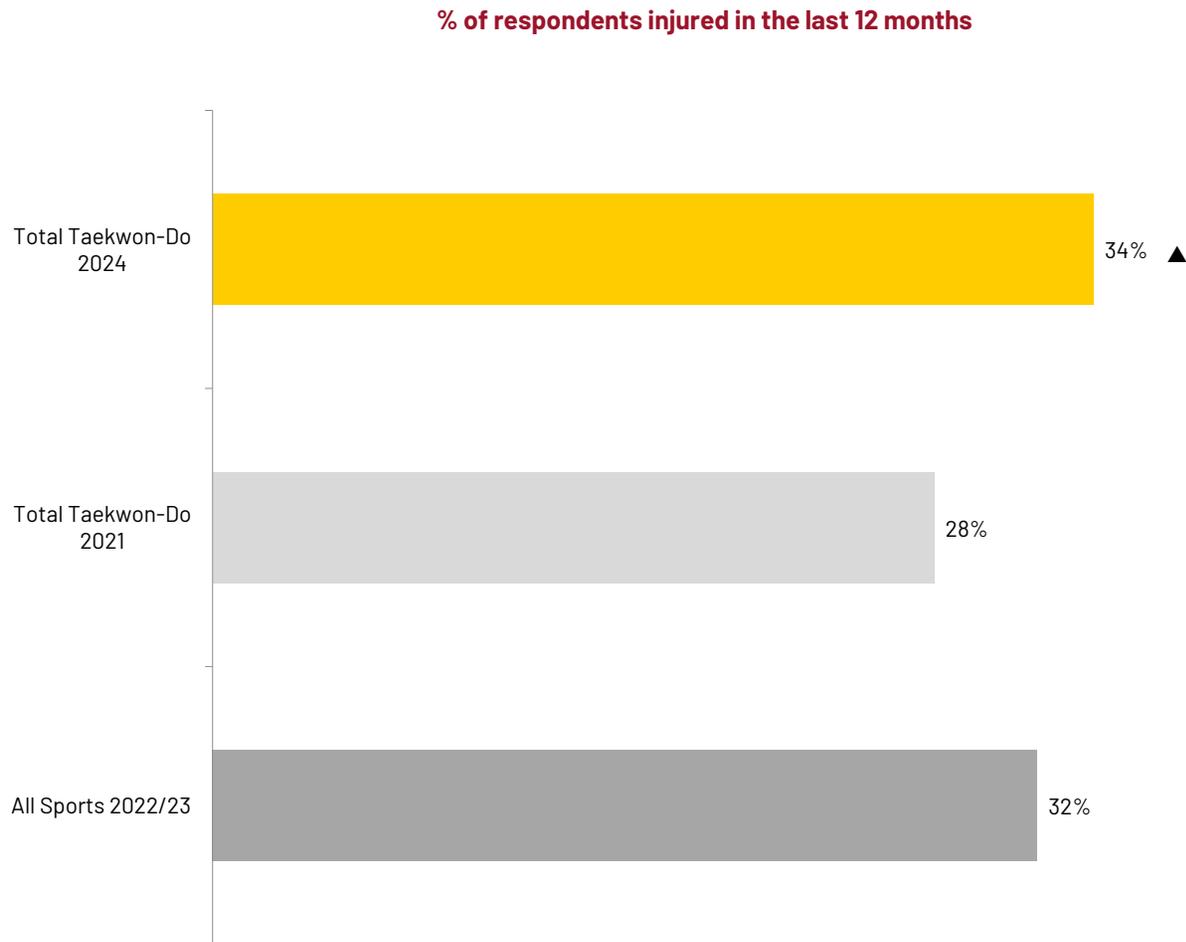




SPORT
NEW ZEALAND
IHI AOTEAROA

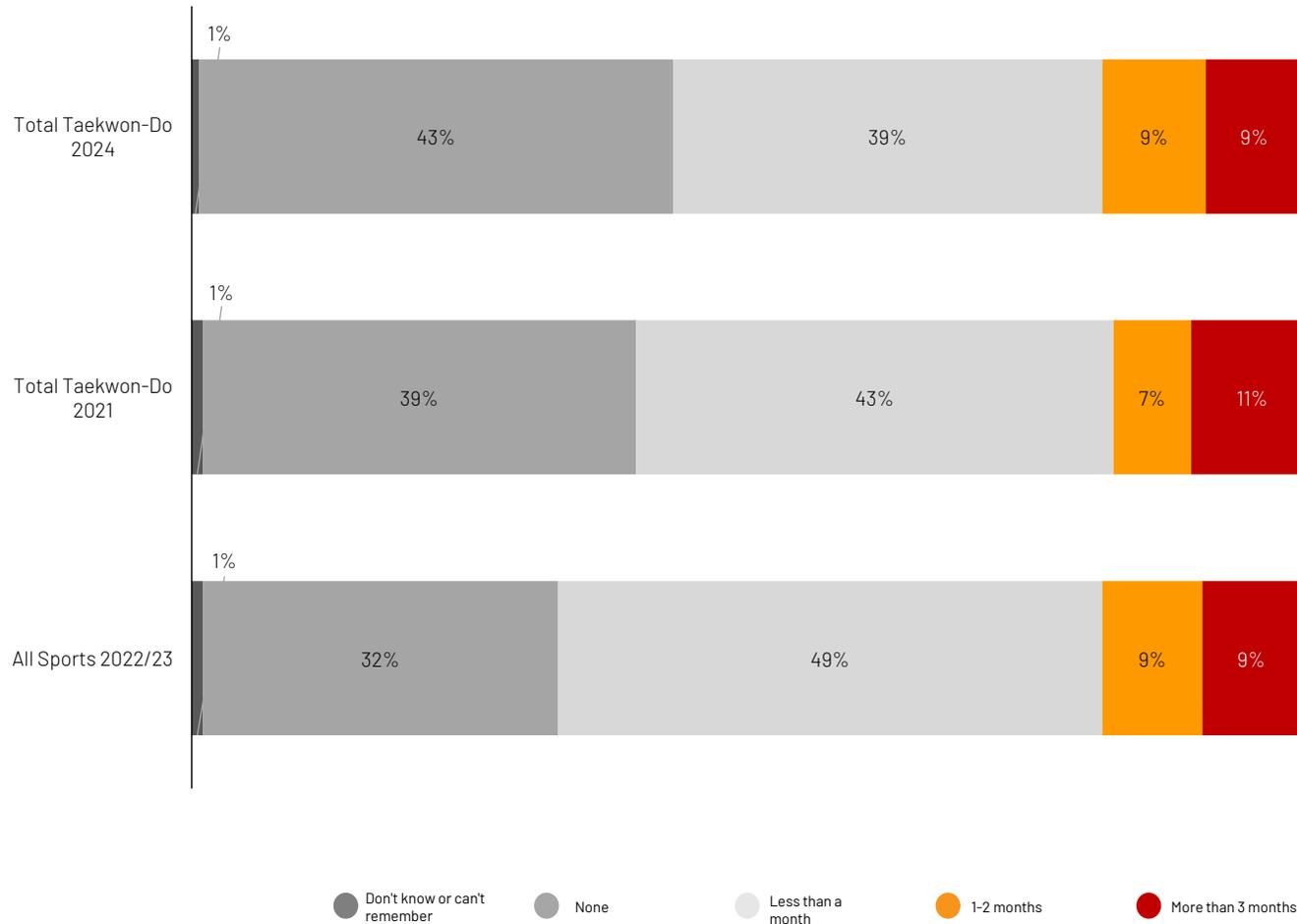
Injury

A third of Taekwon-Do members have been injured in the last 12 months



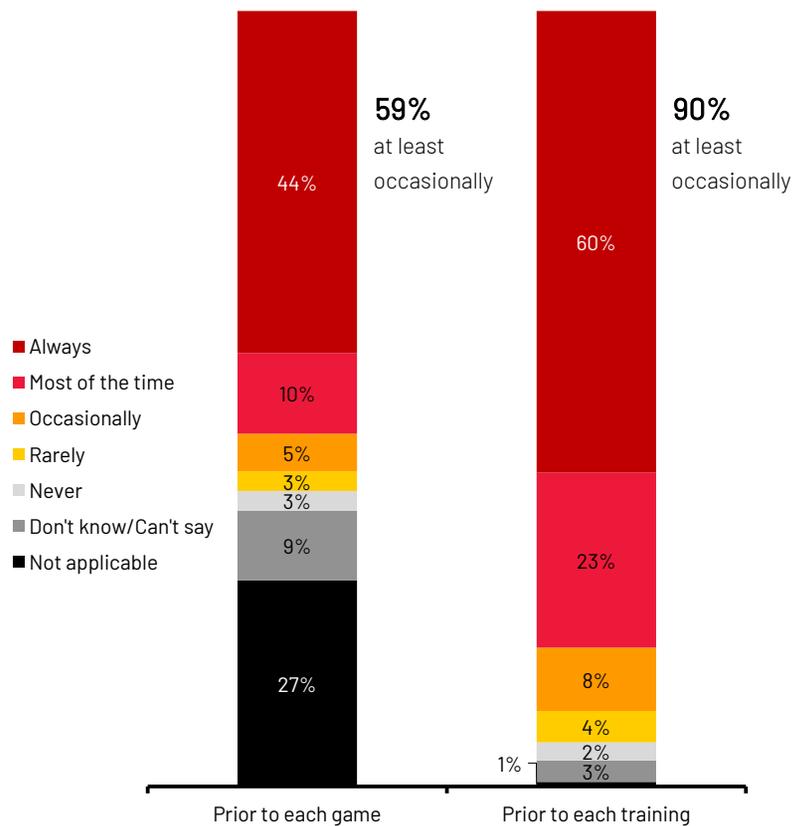
Eight in ten took time off participating due to their injury

Time missed due to injury

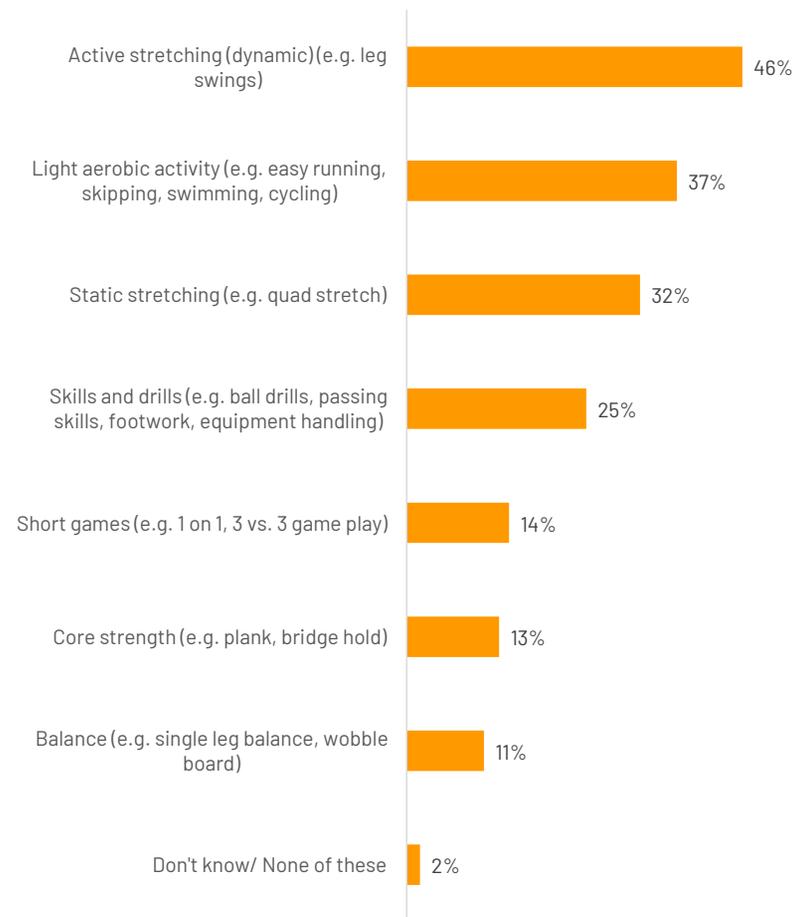


Warming up prior to each game/ training

Frequency of warm-up

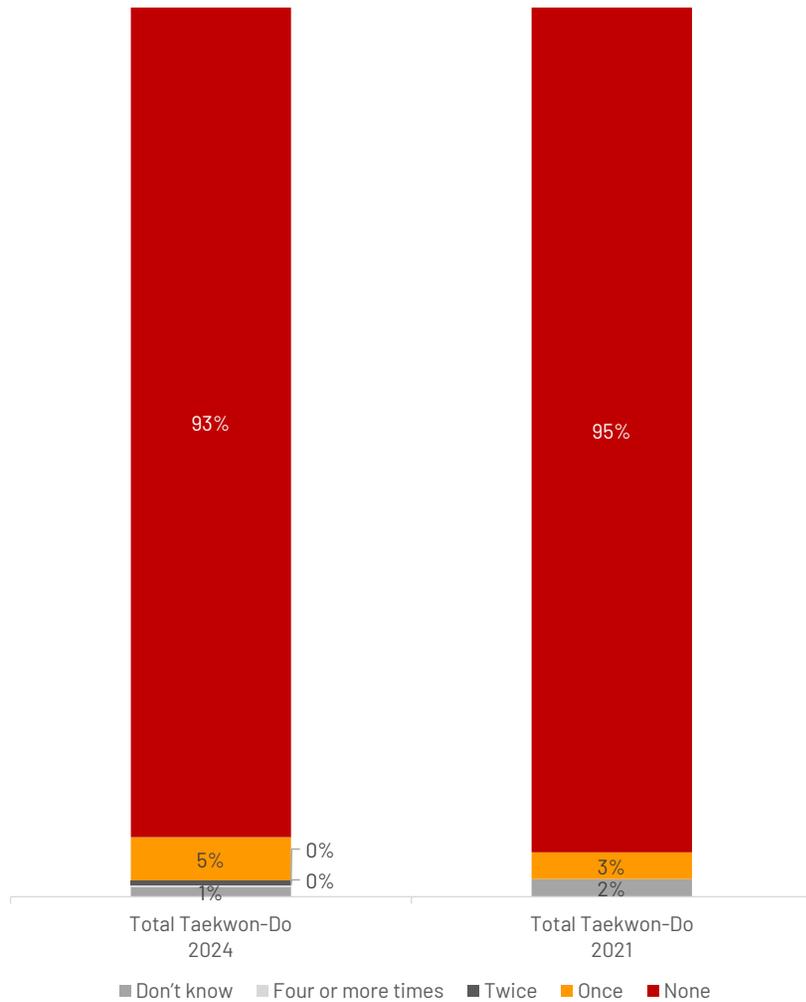


What a pre game warm up includes

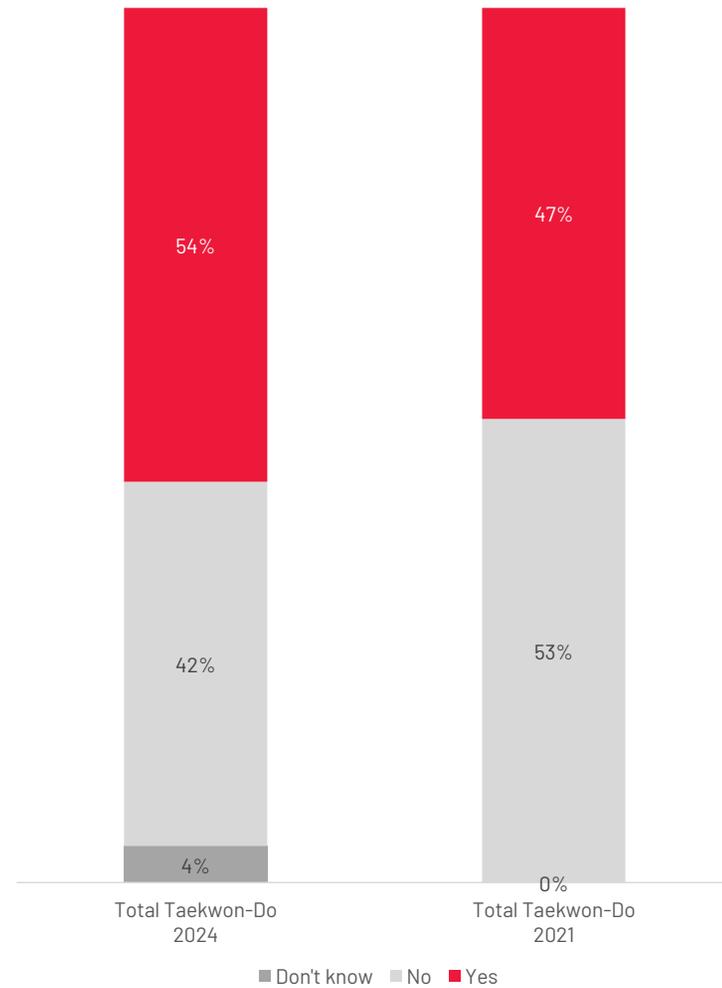


Head knocks or concussions

Number of bad head knocks/ concussions in the last 12 months



Continued to participate or train after a bad head knock or concussion



Base: All respondents Total Taekwon-Do 2024 (n=433) Total Taekwon-Do 2021 (n=446)

Question: In the last 12 months, how many times (if at all) have/ has you/ your child sustained a bad head knock or concussion while participating in or training for Taekwon-Do

Base: Respondents who have sustained a bad head knock/concussion Total Taekwon-Do 2024 (n=24) Total Taekwon-Do 2021 (n=15)

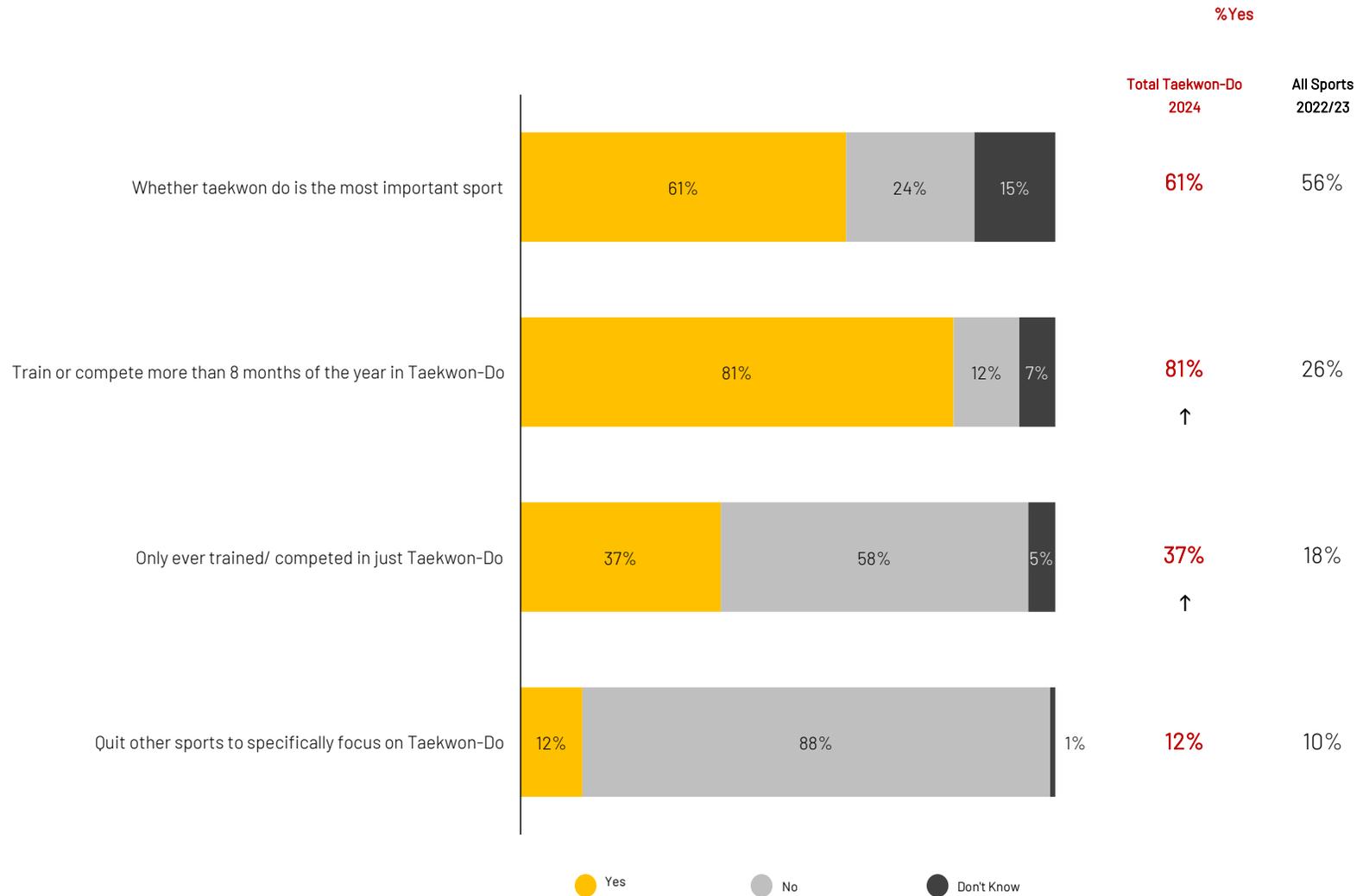
Question: Thinking of the times you/ your child sustained a bad head knock or concussion, did you/they continue to play in any of the games or training sessions?



SPORT
NEW ZEALAND
IHI AOTEAROA

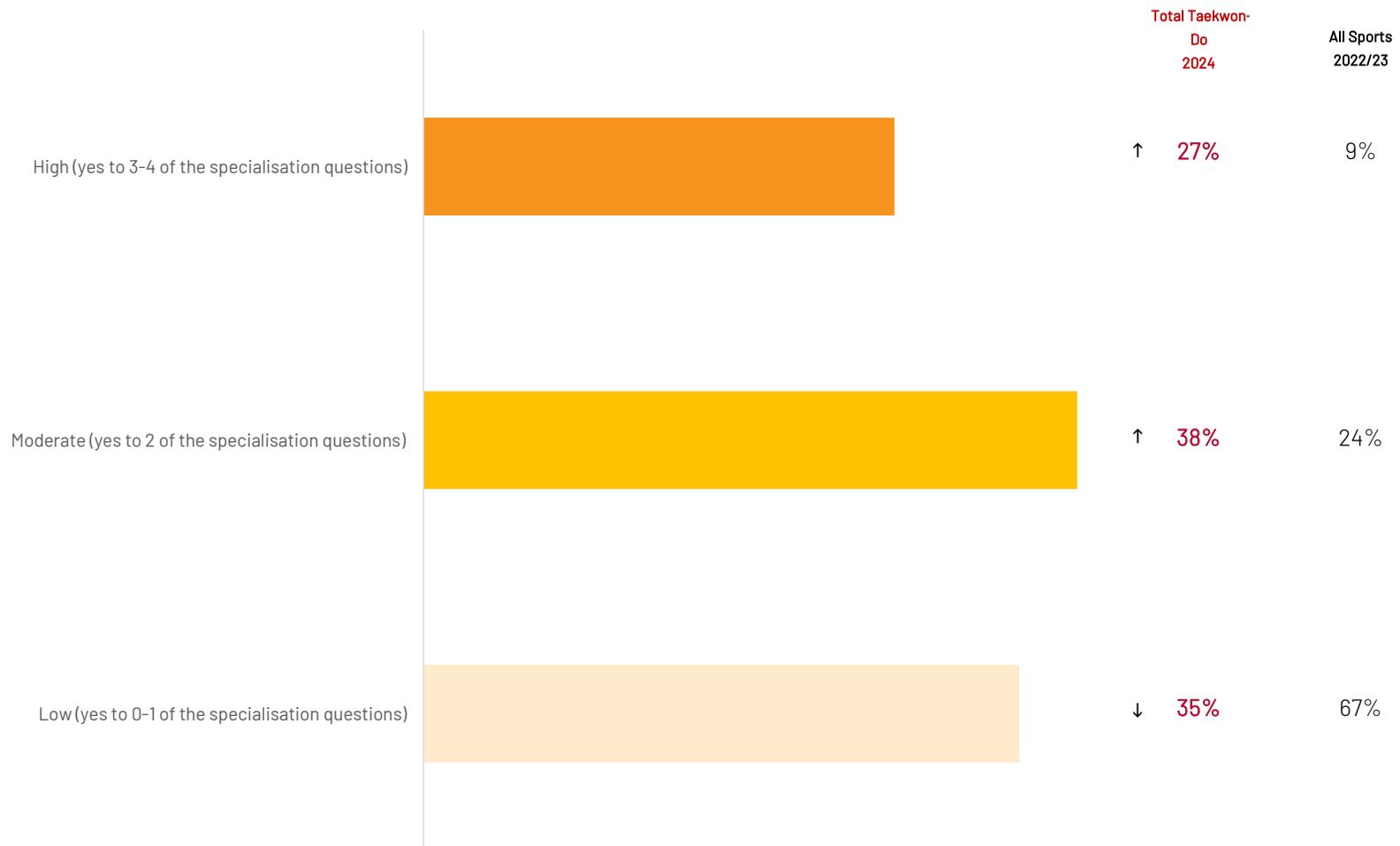
Balance is Better

8-18 year olds: Specialisation

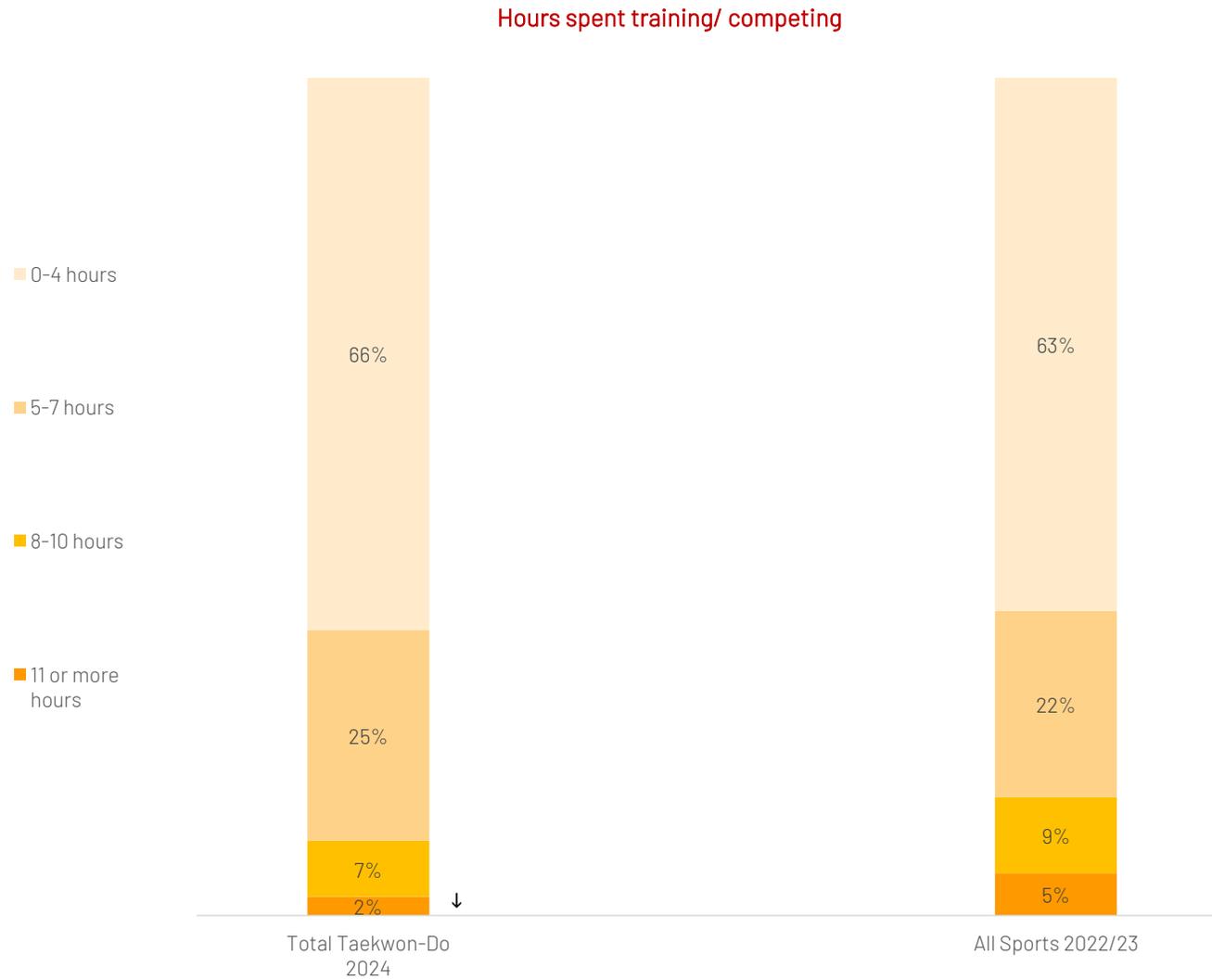


8-18 year olds: High, moderate and low specialisation

Taekwon-Do participants aged 8-18 years are much more likely to be highly specialised than the All Sports 2022/23 average (27% vs. 9%).



Hours spent training or competing in Taekwon-Do during a typical week





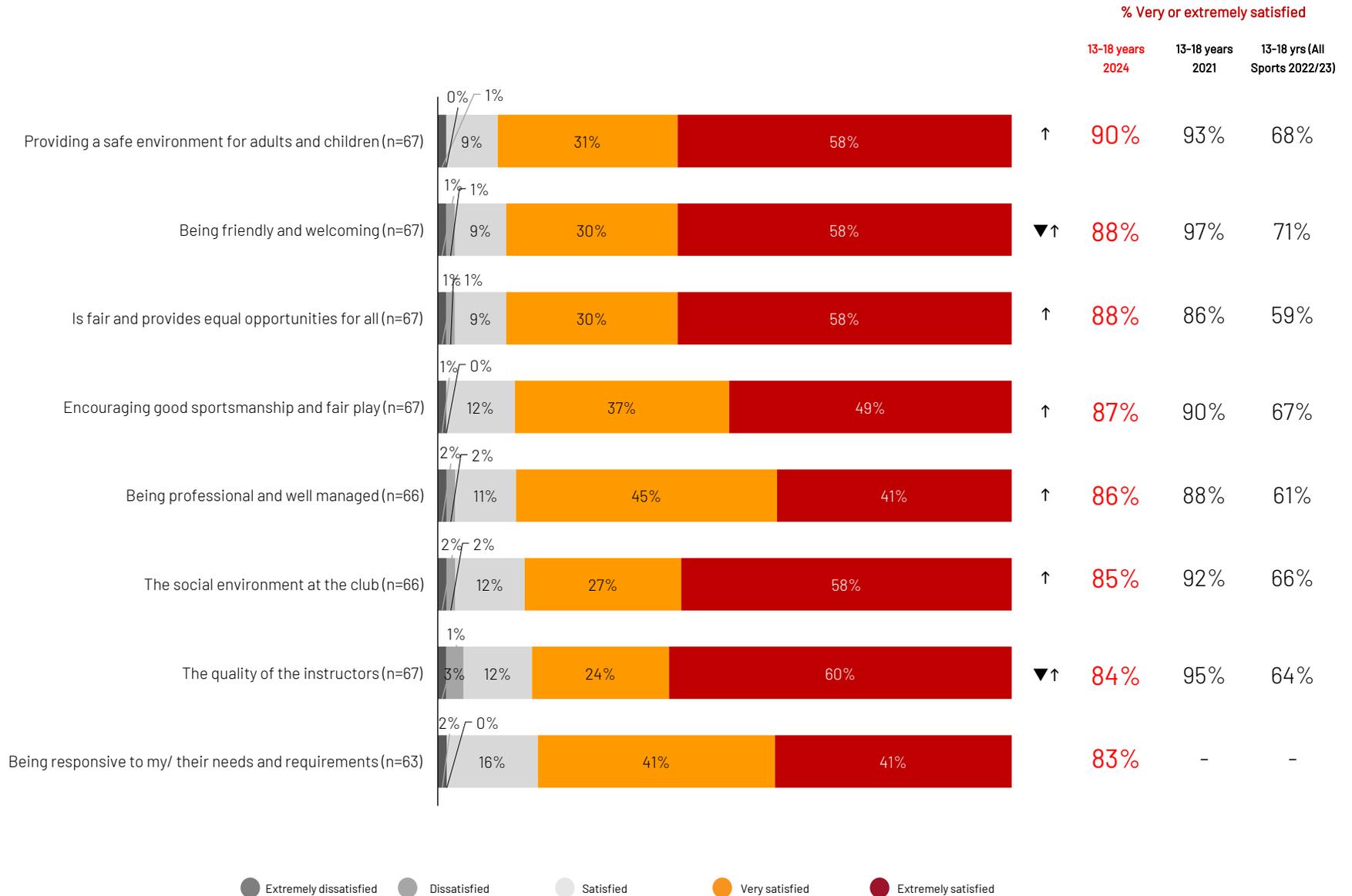
SPORT
NEW ZEALAND
IHI AOTEAROA

Rangatahi - Key results

Key metrics summary: 13-18 year olds

Satisfaction		NPS		Likelihood to rejoin		Value for money	
76% ↑		+64 ↑		94% ↑		92% ↑	
Taekwon-Do 2021 13-18 years old	All Sports 2022/23 13-18 years old	Taekwon-Do 2021 13-18 years old	All Sports 2022/23 13-18 years old	Taekwon-Do 2021 13-18 years old	All Sports 2022/23 13-18 years old	Taekwon-Do 2021 13-18 years old	All Sports 2022/23 13-18 years old
86%	60%	+63	+29	93%	78%	96%	72%

Rangatahi: Satisfaction with drivers of club experience



Base: All respondents aged 13-18 years (Excluding Don't know/not applicable)

Q10a. How would you/ your child rate your/ their overall satisfaction with your/ their Taekwon-Do club on each of the following...

Q10b. How would you rate your/ your child's overall satisfaction with your/ their Taekwon-Do club on each of the following...

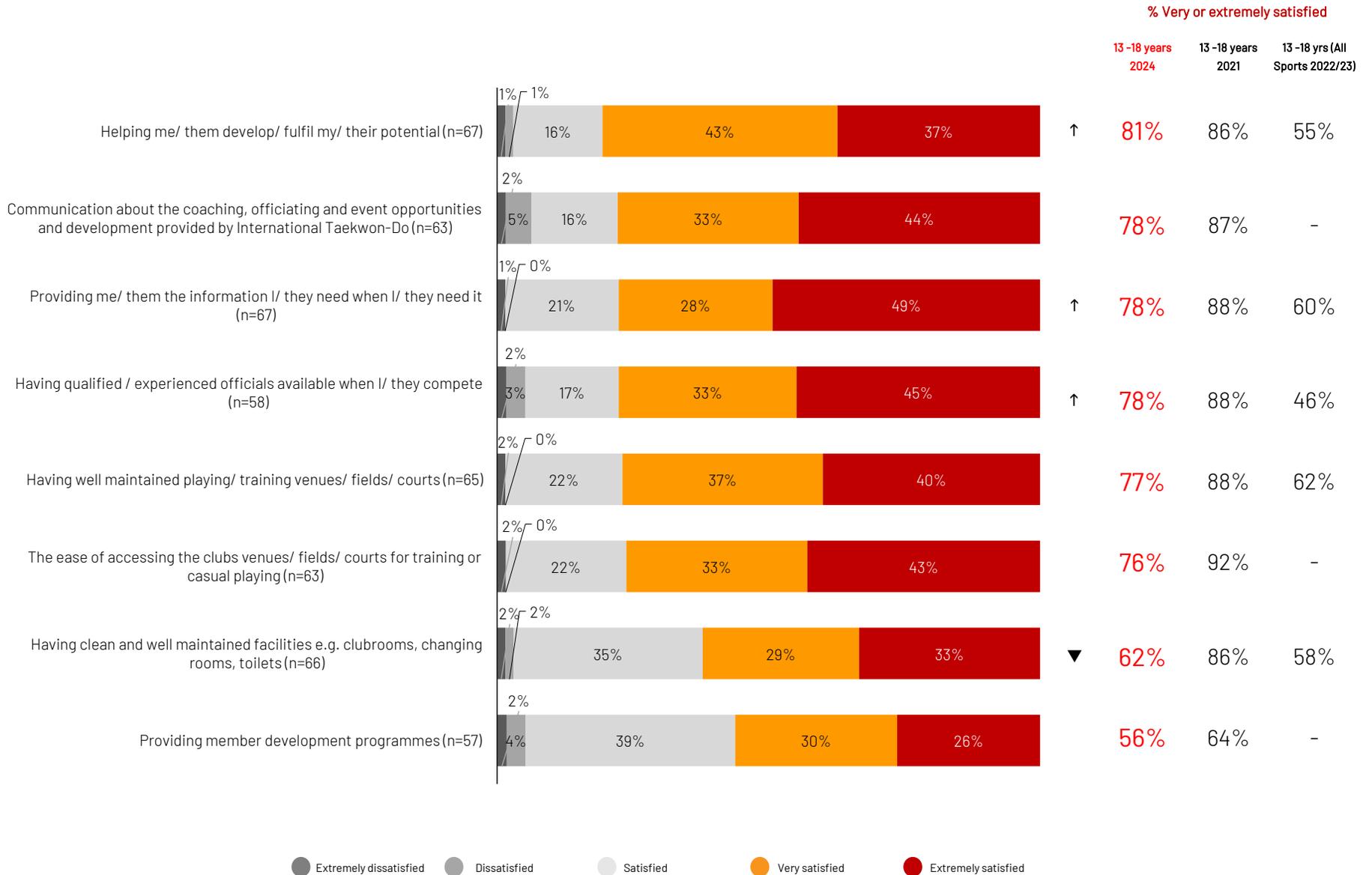
▼▲

Significantly higher/lower than Taekwon-Do 2021

↑↓

Significantly higher/lower than All Sports 2022/23

Rangatahi: Satisfaction with drivers of club experience



Base: All respondents aged 13-18 years (Excluding Don't know/not applicable)

Q10a. How would you/ your child rate your/ their overall satisfaction with your/ their Taekwon-Do club on each of the following...

Q10b. How would you rate your/ your child's overall satisfaction with your/ their Taekwon-Do club on each of the following...

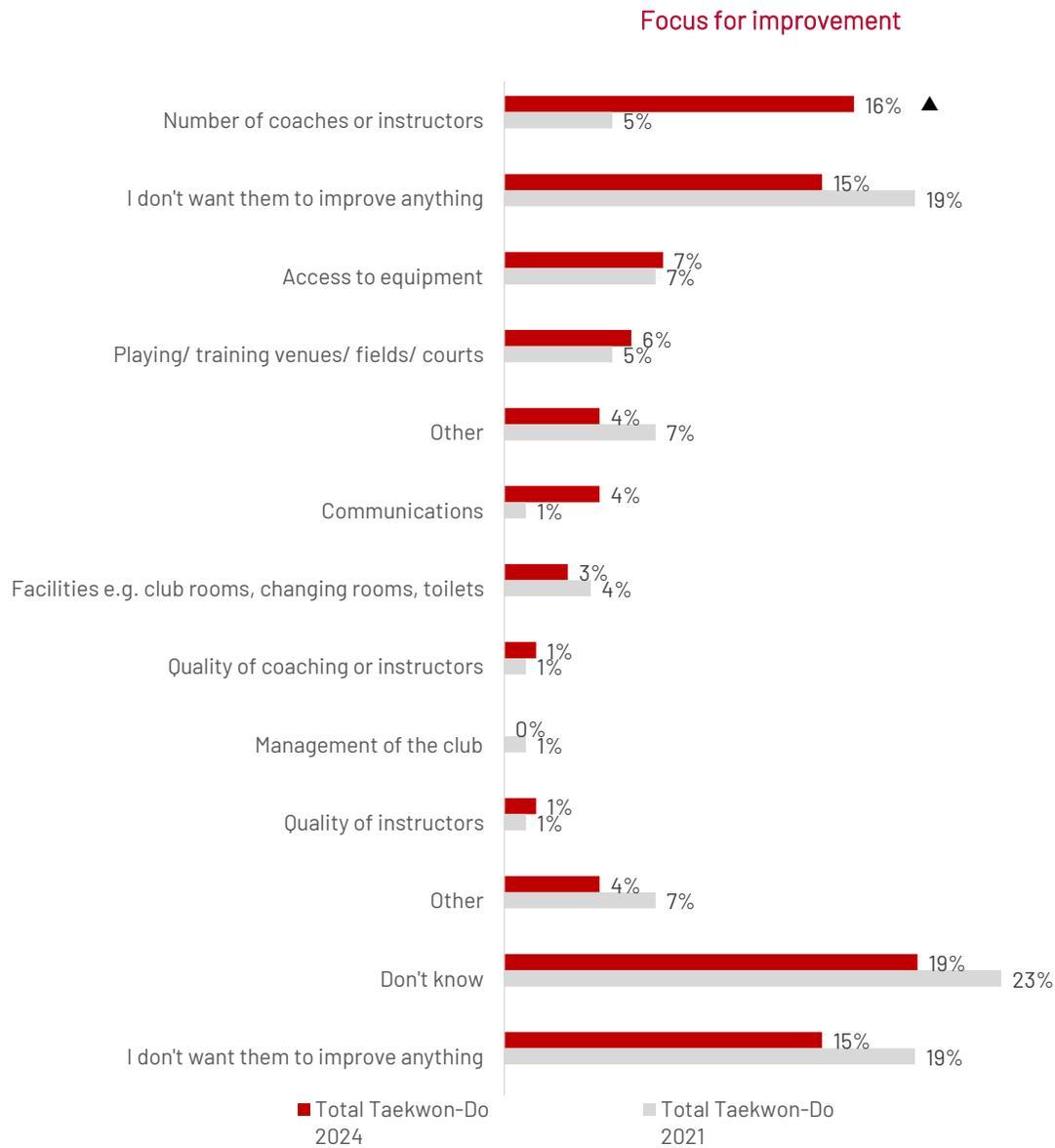
▼▲

Significantly higher/lower than Taekwon-Do 2021

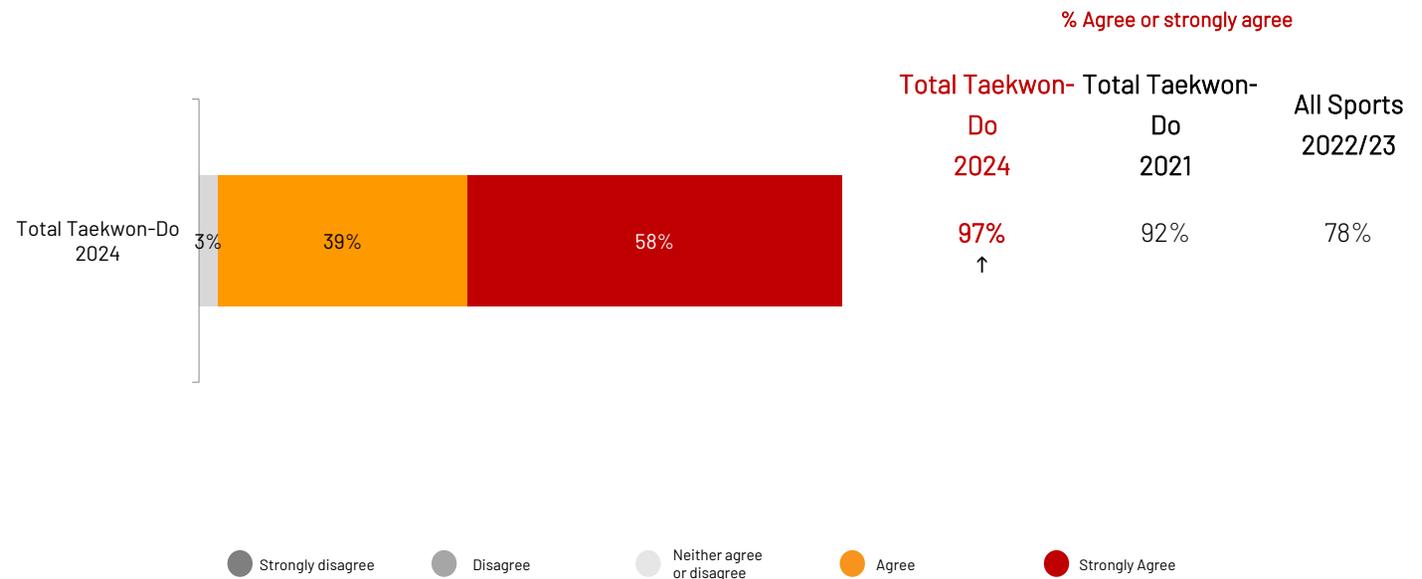
↑↓

Significantly higher/lower than All Sports 2022/23

Rangatahi: A quarter would like to see a focus on improving facilities



Nearly all 13-18 year olds agree their club provides the opportunity to participate in a way that meets their needs



Base: All respondents aged 13-18 years (excluding Don't know/not applicable) Total Taekwon-Do 2024(n=67)/Total Taekwon-Do 2021(n=72)/All Sports 2022/23(n=15,118)

Q114. For this next question, we'd like you to think about how your/ your child's club provides opportunities that meets your/ your child's personal needs, including the ways you/ your child like/ likes to participate (e.g. when, and how often) and whether you/ your child prefer/prefers participating at a recreation or competitive level. To what extent do you/ does your child agree or disagree with...

▼▲
↑↓

Significantly higher/lower than Taekwon-Do 2021
Significantly higher/lower than All Sports 2022/23



SPORT
NEW ZEALAND
IHI AOTEAROA

Regional differences

How does experience differ by region?

Results by region cover the following areas.

Regions
Auckland North
Counties Manukau
Midlands
Central Region
Wellington
South Island



Respondents from Central are most satisfied with their overall experience

OVERALL SATISFACTION
 (% very or extremely satisfied)

Total 2024
77%

	2024 (n=426)	2021 (n=442)
Auckland North	78%	74%
Counties Manukau	72%	84%
Midlands	74%	81%
Central Region	86%	80%
Wellington	76% ▼	92%
South Island	75%	71%



Note: Regions are based on the club selected at Q2a in the questionnaire
 Base: All respondents (Excluding Don't know/not applicable) 2024 (n=426) / 2021 (n=442)

Q6. To what extent are you satisfied or dissatisfied with the/ your child's overall experience of playing Taekwon-Do at your/ their club?

Midlands respondents are most likely to recommend their Taekwon-Do club

NPS
(% Promoters - Detractors)

Total 2024
+69

	2024 (n=424)	2021 (n=424)
Auckland North	+67	+57
Counties Manukau	+71	+82
Midlands	+74	+67
Central Region	+69	+76
Wellington	+71 ▼	+87
South Island	+64	+61



Base: All respondents (Excluding Don't know/not applicable) 2024 (n=424) / 2021 (n=446) Note: Regions are based on the club selected at Q2a in the questionnaire

Q7. Imagine someone is interested in Taekwon-Do. If they asked you, how likely are you to recommend your/ your child's club to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

▼▲ Significantly higher/lower than Taekwon-Do 2021

Midlands respondents are most likely to rejoin their club next season

LIKELIHOOD TO REJOIN
 (% likely or very likely)

Total 2024
91%

	2024 (n=401)	2021 (n=429)
Auckland North	90%	92%
Counties Manukau	89%	96%
Midlands	100%	97%
Central Region	84%	93%
Wellington	93%	94%
South Island	94%	92%



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

Base: All respondents (Excluding Don't know/not applicable) 2024 (n=401) / 2021 (n=429)

Q9. How likely are/ is you/ your child to play/do Taekwon-Do for or rejoin -insert club from Q2a- next season?

The proportion of participants who feel they get value for money is high across all regions

VALUE FOR MONEY
(% very or extremely satisfied)

Total 2024
92%

	2024 (n=408)	2021 (n=419)
Auckland North	91%	83%
Counties Manukau	87% ▼	97%
Midlands	95%	98%
Central Region	95%	95%
Wellington	96%	100%
South Island	92%	93%



Base: All respondents (Excluding Don't know/not applicable) 2024 (n=408) / 2021 (n=419) Note: Regions are based on the club selected at Q2a in the questionnaire

Q11. To what extent do you agree or disagree with the following... The opportunities, services and benefits that I/ your child receive/ receives from their club make it well worth the money I/ you or they pay

▼▲ Significantly higher/lower than Taekwon-Do 2021

Reason for belonging to a club

Reason for belonging

	TOTAL (n=405)	Auckland North (n=111)	Counties Manukau (n=86)	Midlands (n=38)	Central Region (n=44)	Wellington (n=73)	South Island (n=53)
To learn/ improve skills	49%	57%	58%	50%	39%	34%	49%
To get fit and healthy	24%	24%	10%	29%	18%	40%	26%
To have fun	9%	8%	6%	8%	18%	8%	13%
Other (please specify)	9%	6%	15%	11%	9%	7%	8%
To play competitively	6%	3%	9%	0%	9%	8%	4%
To socialise	2%	2%	1%	3%	7%	3%	0%

* Caution: small base size

Satisfaction with drivers

All drivers (% more than satisfied)

	TOTAL (n=373-431)	Auckland North (n=37-81)	Counties Manukau (n=31-59)	Midlands* (n=12-27)	Central Region* (n=8-27)	Wellington* (n=24-52)	South Island* (n=22-33)
Providing a safe environment for adults and children	88%	75%	57%	50%	67%	63%	83%
Being friendly and welcoming	88%	64%	53%	78%	69%	76%	76%
The quality of the instructors	87%	57%	65%	42%	38%	62%	73%
Encouraging good sportsmanship and fair play	86%	69%	60%	67%	63%	71%	76%
Being professional and well managed	84%	62%	62%	70%	82%	70%	68%
Is fair and provides equal opportunities for all	84%	65%	63%	56%	65%	70%	63%
Communication about the coaching, officiating and event opportunities and development provided by NSO	83%	65%	58%	63%	78%	68%	73%
Having qualified / experienced officials available when I/ they compete	82%	72%	60%	58%	65%	70%	54%
Providing me/ them the information I/ they need when I/ they need it	82%	59%	48%	52%	75%	70%	54%
Helping me/ them develop/ fulfil my/ their potential	81%	52%	63%	65%	67%	67%	64%
The ease of accessing the clubs venues/ fields/ courts for training or casual playing	79%	60%	60%	56%	60%	58%	55%
The social environment at the club	78%	55%	58%	55%	63%	60%	57%
Having clean and well maintained facilities e.g. clubrooms, changing rooms, toilets	78%	63%	57%	48%	68%	56%	59%
Having suitable participation opportunities for my / my child's level	75%	56%	51%	41%	67%	51%	58%

* Caution: small base size

Focus for improvement

Focus for improvement

	TOTAL (n=433)	Auckland North (n=116)	Counties Manukau (n=87)	Midlands (n=49)	Central Region (n=79)	Wellington (n=57)	South Island (n=98)
Member development programmes	12%	9%	13%	9%	20%	11%	16%
Access to equipment	5%	3%	1%	14%	4%	8%	5%
Number of instructors	9%	16%	7%	10%	6%	8%	2%
Social activities	7%	7%	5%	2%	8%	10%	7%
Playing/ training venues/ fields/ courts	6%	3%	5%	7%	6%	8%	7%
Facilities e.g. club rooms, changing rooms, toilets	5%	12%	5%	0%	0%	3%	5%
Communication	4%	5%	6%	5%	2%	1%	5%
Quality of instructors	3%	4%	2%	2%	2%	1%	4%
Management	1%	1%	2%	2%	0%	1%	2%
Quality of officiating	1%	0%	2%	0%	0%	0%	2%
Other (please specify)	8%	3%	10%	12%	6%	9%	12%
Don't know	21%	21%	22%	23%	24%	19%	18%
I don't want them to improve anything	18%	16%	21%	16%	20%	22%	16%

* Caution: small base size

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

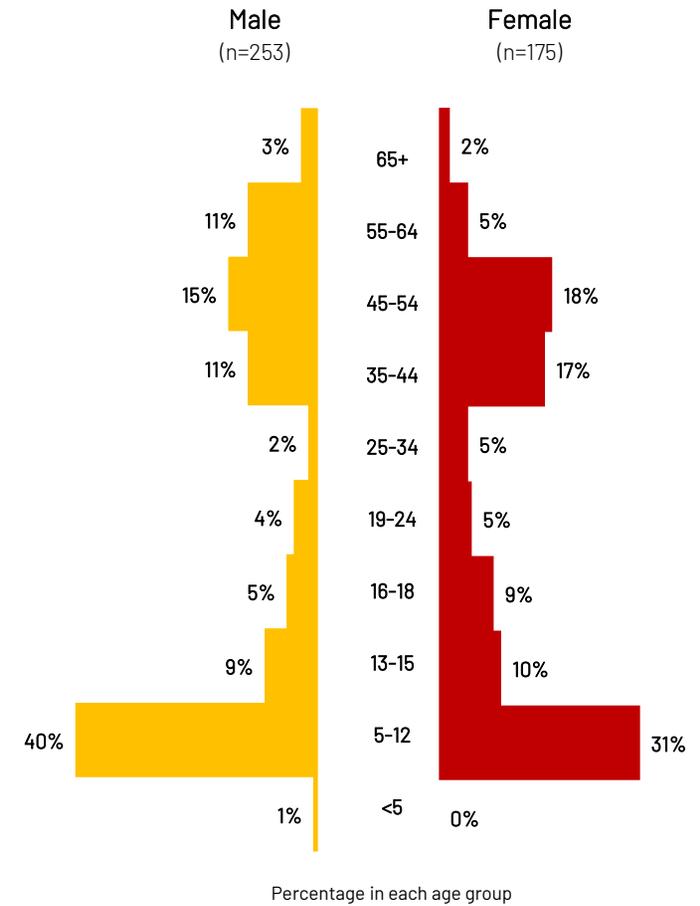
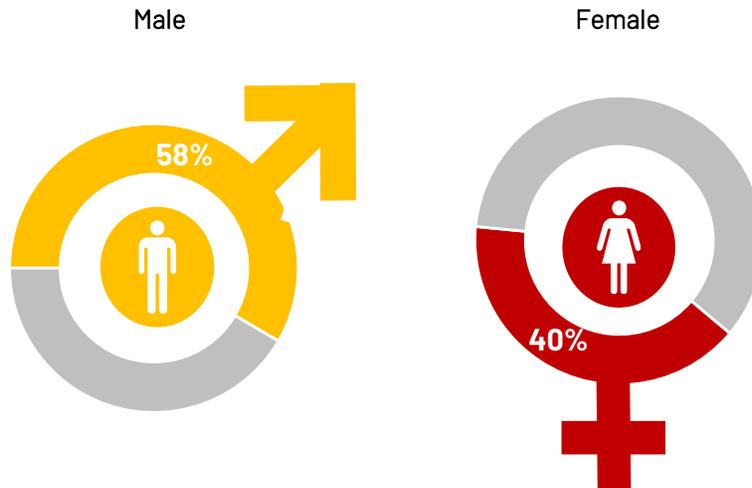
Q14. If your/ your child's Taekwon-Do club was going to focus on improving one of the following aspects, which would be the one thing you/ your child would like them to improve?



SPORT
NEW ZEALAND
IHĪ AOTEAROA

Sample profile

Age and gender



GENDER (Q25)	Total 2024 (n=433)	Total (n=446)	PLAYER (n=276)	PARENT (n=157)
	Male	58%	62%	55%
Female	40%	38%	43%	35%
Another gender	1%	1%	2%	0%

Age

	Total 2024 (n=433)	Total 2021 (n=446)	All Sports 2021/23 (n=19,753)
Less than 5 years	<1%	2%	1%
NET 5-12 years	36%	35%	37%
NET 13-18 years	16%	17%	20%
NET 19-24 years	5%	5%	5%
25-34 years	3%	6%	9%
NET 19-34 years	8%	10%	14%
35-44 years	13%	15%	8%
45-54 years	16%	14%	7%
55-64 years	9%	6%	5%
65+ years	2%	1%	7%
NET 35+ years	40%	36%	28%

Ethnicity

	Total 2024 (n=433)	Total 2021 (n=446)	All Sports 2021/23 (n=19,753)
NET European/Pākehā	67%	69%	73%
Māori	12%	14%	22%
NET Pasifika	4%	3%	14%
Samoan	1%	1%	7%
NET Asian & Indian	25%	20%	6%
Chinese	11%	10%	2%
Indian	6%	5%	3%
Other	3%	7%	4%

Region of residence

	Total 2024 (n=433)	Total 2021 (n=446)	All Sports 2022/23 (n=19,753)
Northland	2%	2%	3%
Auckland	22%	43%	25%
Waikato	2%	5%	10%
Bay of Plenty	2%	7%	6%
Gisborne	-	-	1%
Hawke's Bay	2%	4%	4%
Taranaki	-	-	2%
Manawatu	3%	5%	3%
Whanganui	<1%	1%	1%
Wellington-Wairarapa	8%	19%	16%
Tasman	<1%	0%	1%
Nelson	1%	1%	1%
Marlborough	-	-	1%
West Coast	-	-	1%
Canterbury	2%	7%	15%
Otago	3%	5%	8%
Southland	-	-	3%

Belt Colour

Belt Colour	Total 2024 (n=433)	Total 2021 (n=446)
Black	32%	29%
White	15%	28%
Green	12%	9%
Blue	10%	8%
Yellow	19%	13%
Red	10%	12%

Role at club & membership tenure

Role (Q67)	Total 2024 (n=433)	Total 2021 (n=446)	All Sports 2022/23 (n=19,753)
Participating member	94%	90%	80%
Non-participating member	12%	7%	3%
Casual Participation	<1%	1%	7%
Participate at events only	-	-	4%
Other	2%	12%	2%

Membership tenure^ (Q3)	Total 2024 (n=433)	Total 2021 (n=431)	All Sports 2022/23 (n=17,947)
Less than 1 year	13%	18%	25%
1-2 years	26%	22%	21%
3-5 years	28%	31%	27%
6-10 years	18%	17%	12%
More than 10 years	15%	12%	15%

Region

Region	Total 2024	Total 2024 % n=(433)	Total 2021 % n=(433)
Auckland North	116	27%	29%
Counties Manukau	87	20%	17%
Midlands	43	10%	10%
Central Region	49	11%	10%
Wellington	79	18%	20%
South Island	57	13%	14%



SPORT
NEW ZEALAND
IHI AOTEAROA

Appendices

Methodology of VOP survey

SAMPLE



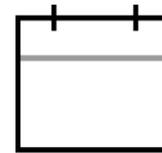
International Taekwon-Do New Zealand supplied Sport New Zealand with a database consisting of contacts nationally. A list of clubs within each region was also provided.

APPROACH



International Taekwon-Do New Zealand distributed the open link via their own communication channels (e.g. Facebook,

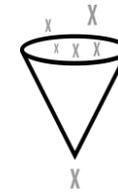
FIELDWORK



Sport NZ VOP Club Experience Survey was conducted from 7 February 2024, for a period of ~4 weeks.

Reminders were sent during fieldwork.

RESULT



A total of 433 Taekwon-Do respondents nationwide completed the survey, consisting of 276 players and 157 parents of players/children under the age of 14.

This gave a maximum margin of error on the Total International Taekwon-Do New Zealand result of $\pm 4.0\%$

* 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.



The dependent variable for the regression model is **recommendation** (the likelihood of a respondent to recommend their club to someone interested 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.



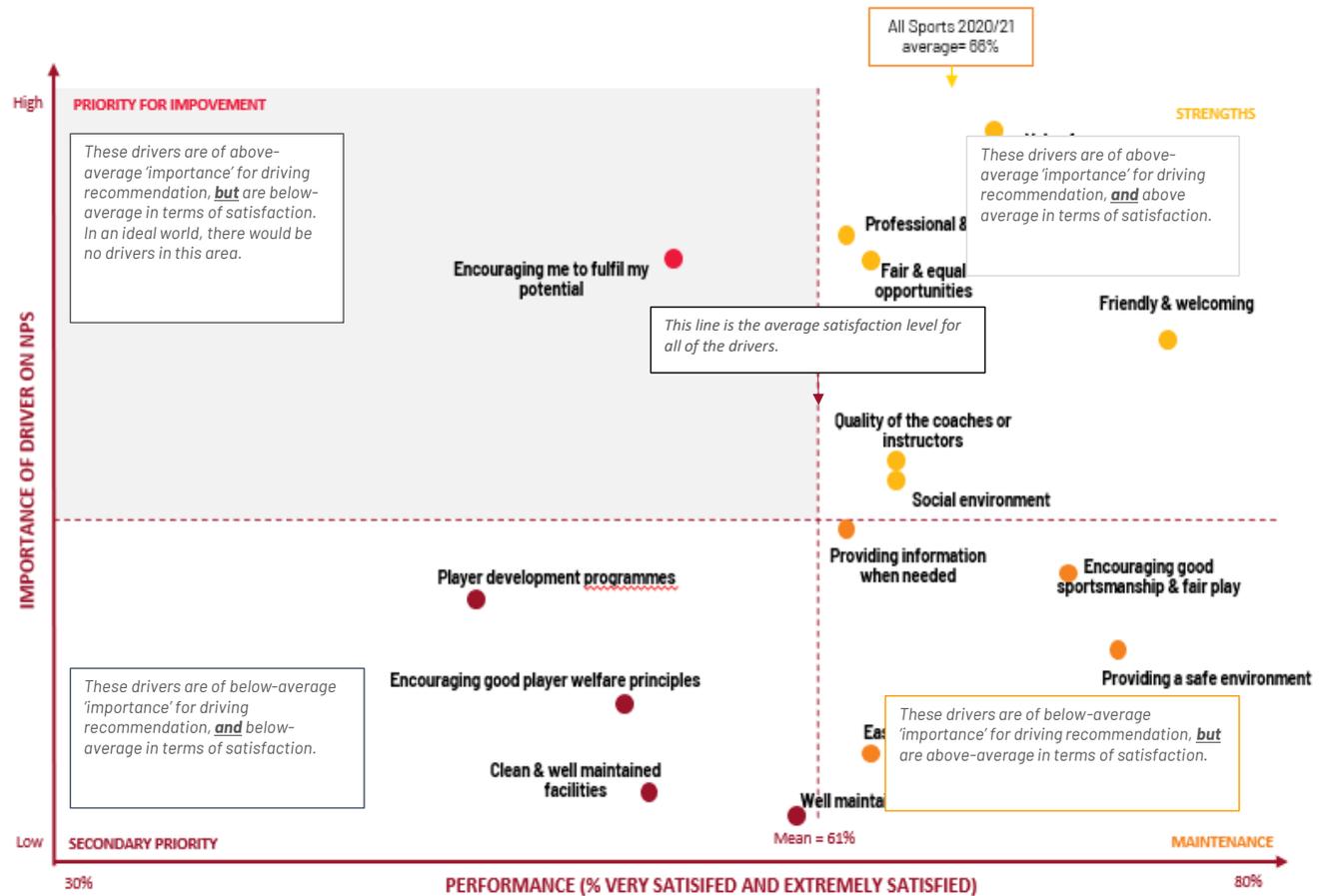
The drivers of recommendation chart illustrates the impact of each attribute/ driver on a respondent's likelihood to recommend their centre. The importance or impact of a driver on recommendation is shown on the vertical axis. Respondents' satisfaction ratings with each of the driver is shown on the horizontal axis. This allows you to see what aspects are more important to respondents - this is where associations 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

The higher each attribute is on the vertical axis, the more 'important' it is in terms of driving people to recommend their club to others. E.g. For attributes at the top there is a strong relationship between satisfaction with this driver and whether or not people will recommend their club.

This line represents the average in terms of level of 'importance' for driving recommendation.



The further to the right each attribute is on the horizontal axis, the more satisfied people are with it.

Notes to this report

SPORTS THAT TOOK PART IN VOP IN THE 2023 YEAR

Results from NSOs surveyed from the middle of 2022 to mid-2023 have been combined to create results for the 2022/23 year and are referred to throughout this report as All Sports 2022/23. Sports surveyed in 2022/23 were; cricket, golf, rugby union, rugby league, netball, and futsal.

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

TOTAL

When comparing results, 'vs.' is used as an abbreviation of 'compare'. When comparing with the total, 'All Sports 2022/23' is used. This is the total sample from 2022/23. All Sports 2022/23 is 51% players and 49% 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.