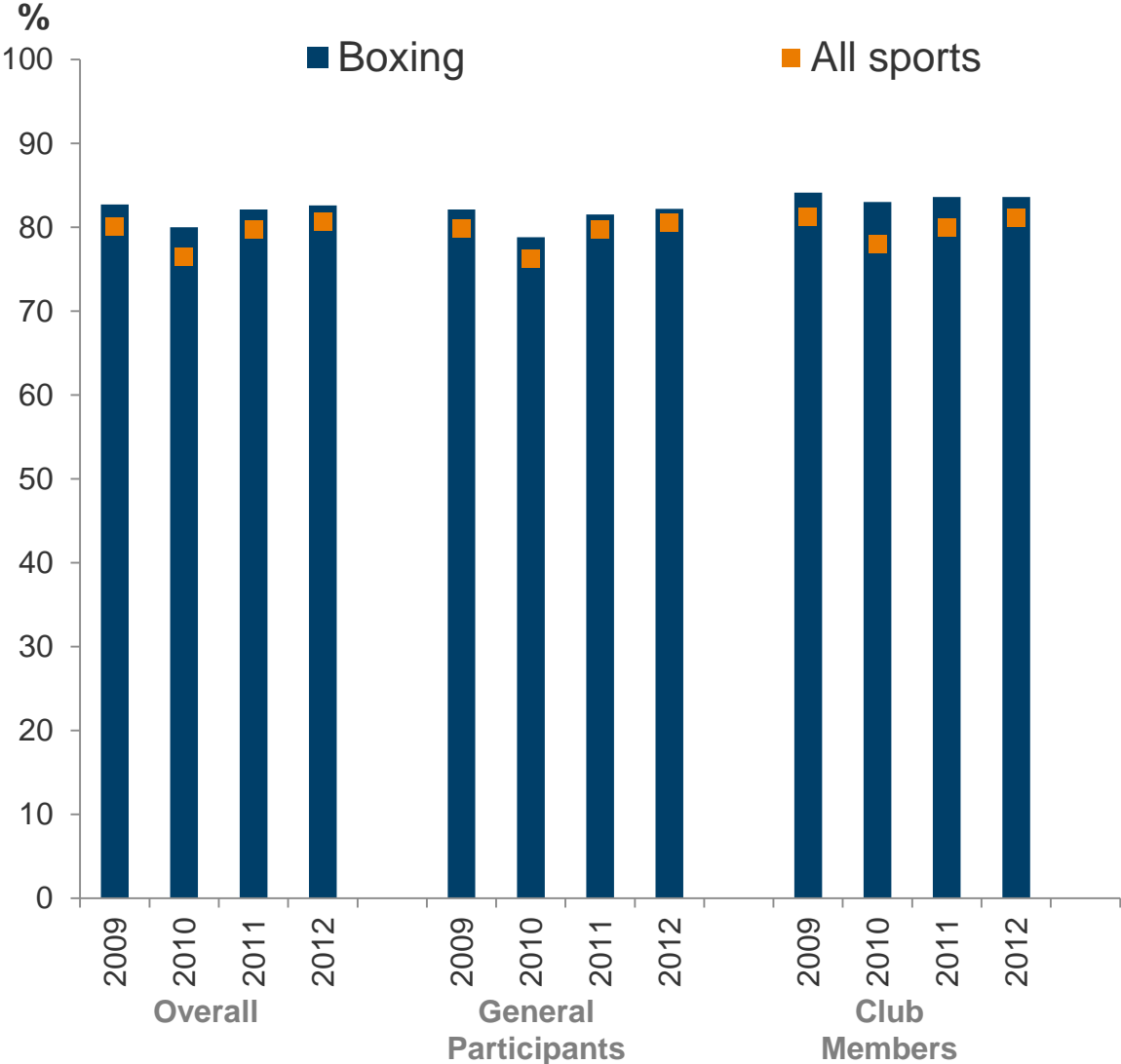


Satisfaction with the quality of the sporting experience survey (SQSE 4)

Results for Boxing: Trends 2009-2012

July 2012

Overall satisfaction score, 2009 to 2012



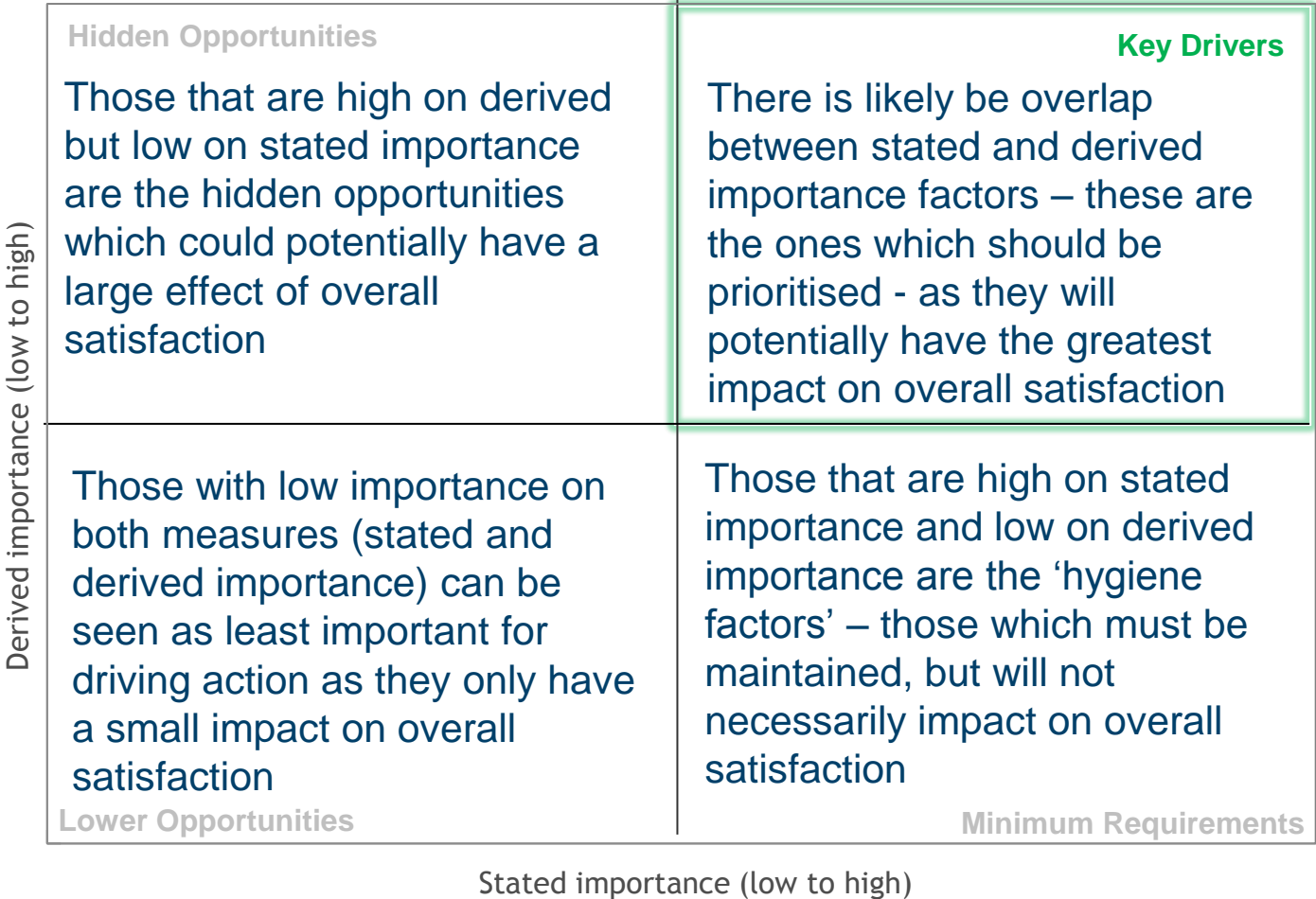
- Across all sports satisfaction has increased from 80.0 in 2009 to 80.6 in 2012.
- Overall satisfaction in Boxing has fallen from 82.7 in 2009 to 82.6 in 2012
- General participant satisfaction in Boxing has increased from 82.1 in 2009 to 82.2 in 2012
- Club member satisfaction in Boxing has fallen from 84.1 in 2009 to 83.6 in 2012

The key drivers that have an impact on overall satisfaction, 2009-2012

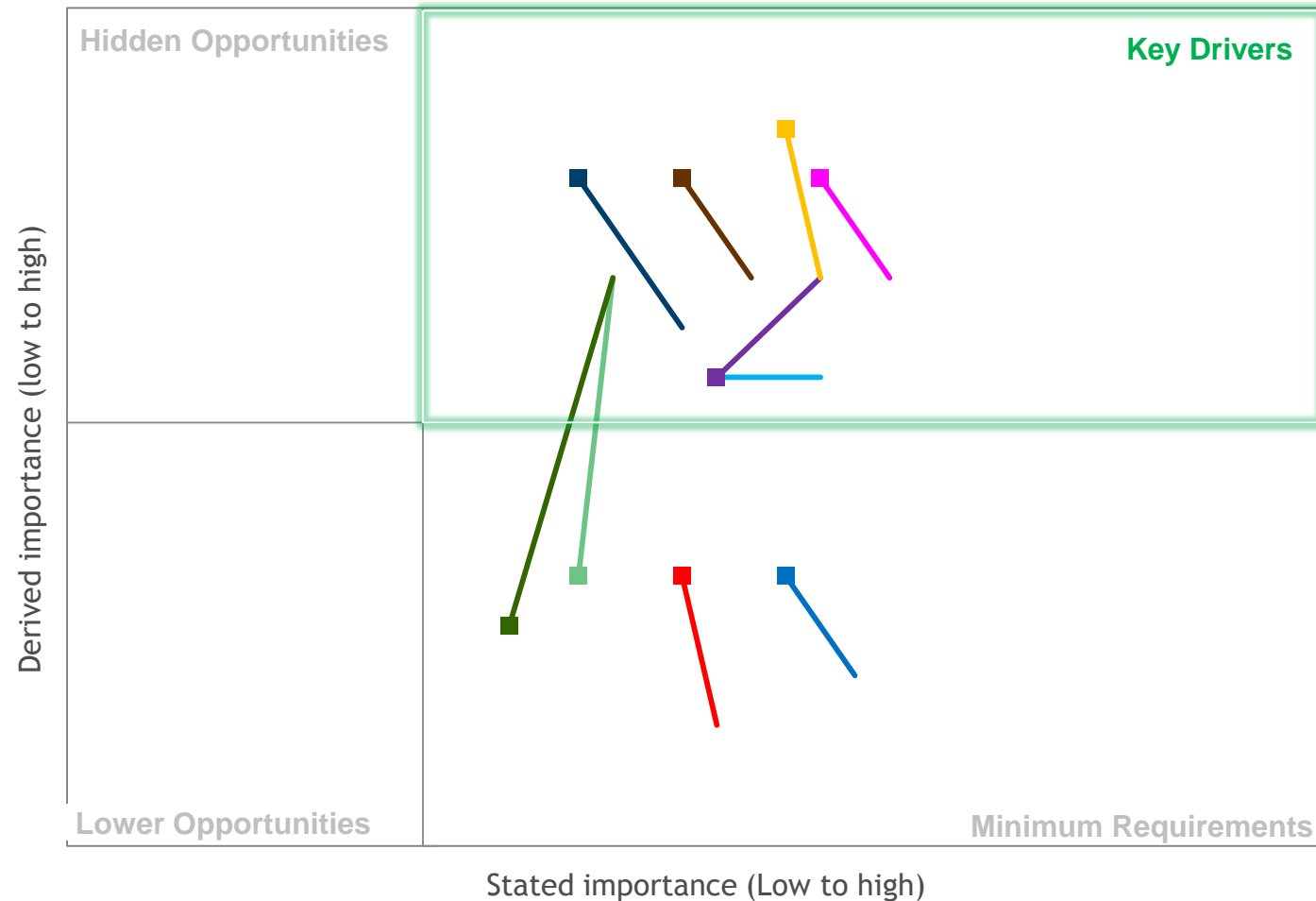
The next chart maps the scores for each domain for stated and derived importance mapped against each other.

This highlights which domains should be a strategic priority – with each of the domains falling into one of four quadrants.

The domains within the charts are coloured and numbered. Please refer to the key below when using the charts.



The key drivers that have an impact on overall satisfaction comparing 2012 to 2009



- This chart shows which domains have the greatest impact on overall satisfaction in your sport.
- The chart shows the change in impact between 2009 and 2012.
- The square point represents the position in 2012.
- The domains which have the greatest impact on overall satisfaction are shown in the top right quadrant of the chart.

1. Performance	2. Exertion & fitness	3. Release & diversion	4. Social aspects	5. People & staff
6. Ease of participation	7. Facilities	8. Coaching	9. Officials	10. Value for money

Satisfaction and importance by domain, 2009-2012

5

Scores shown are satisfaction and importance out of 10 for the domains at an overall level

	Satisfaction				Importance			
	2009	2010	2011	2012	2009	2010	2011	2012
Performance	7.9	7.6	7.7	7.8	8.4	-	8.1	8.1
Exertion & fitness	8.7	8.4	8.6	8.6	9.0	-	8.7	8.8
Release & diversion	8.8	8.6	8.7	8.7	8.8	-	8.5	8.7
Social aspects	8.3	8.1	8.2	8.3	8.2	-	8.0	8.1
People & staff	8.3	8.1	8.4	8.4	8.8	-	8.5	8.5
Ease of participating	8.0	7.8	7.9	8.0	8.6	-	8.3	8.4
Facilities & playing environment	7.7	7.3	7.5	7.7	8.2	-	7.8	7.9
Coaching	8.3	8.1	8.3	8.3	8.9	-	8.6	8.7
Officials	8.0	7.8	8.0	8.0	8.8	-	8.5	8.5
Value for money	8.0	7.8	8.0	8.0	8.5	-	8.3	8.4

Questions on importance not asked in 2010

Greatest changes in satisfaction, 2009-2012

6

Are changes in satisfaction reflecting your interventions?



Performance

- Satisfaction has fallen from 7.9 to 7.8, this is the domain with the biggest decrease in satisfaction.
- This domain has a high impact on overall satisfaction.
- The impact of the domain on overall satisfaction is higher than in 2009.



Exertion & fitness

- Satisfaction has fallen from 8.7 to 8.6.
- This domain has a high impact on overall satisfaction.
- The impact of the domain on overall satisfaction is higher than in 2009.



Release & diversion

- Satisfaction has fallen from 8.8 to 8.7.
- This domain has a high impact on overall satisfaction.
- The impact of the domain on overall satisfaction is higher than in 2009.

Top three domains for increasing satisfaction

The key domains and questions to focus on to increase overall satisfaction :

Release and diversion

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

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

Exertion and fitness

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

Ease of participating

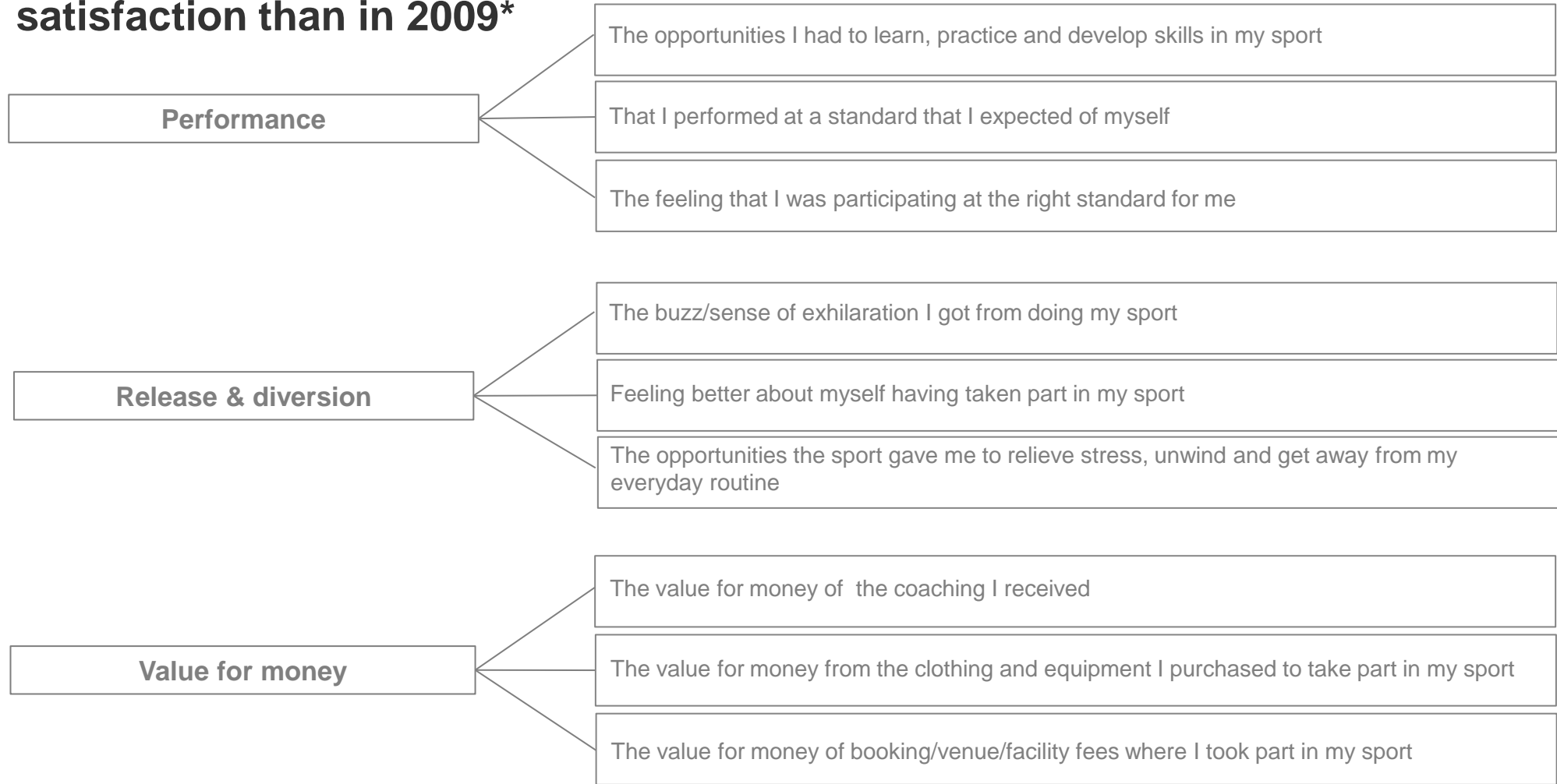
Being able to take part in my sport without being interrupted or disturbed by members of the public

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

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

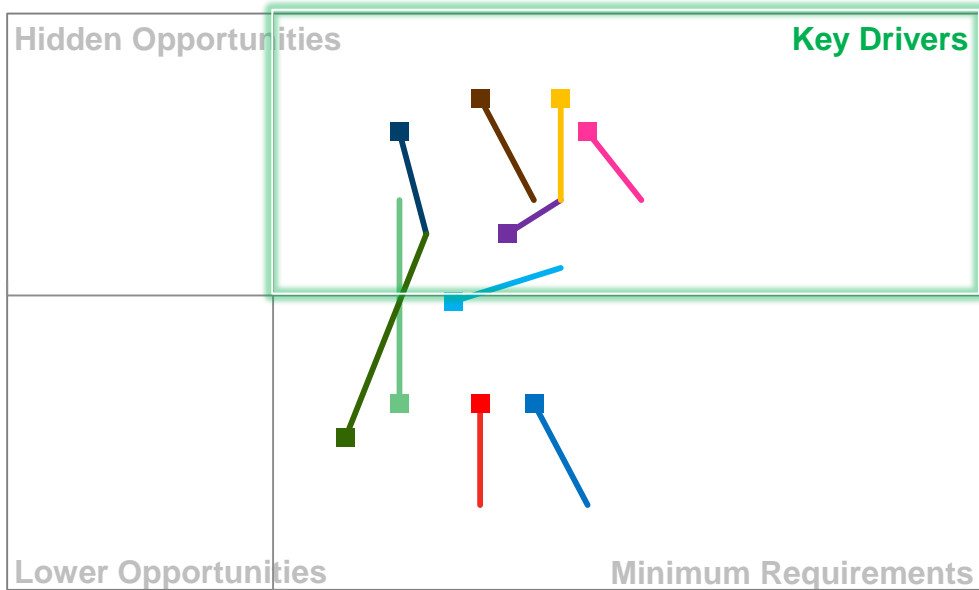
Domains having a greater impact on satisfaction than in previous years

The three domains that now have a greater impact on overall satisfaction than in 2009*



*The impact of these domains on overall satisfaction is greater than in 2009, however, please note these may not be the domains with the greatest impact on overall satisfaction. Slide 7 highlights the three domains which have the greatest impact on overall satisfaction.

Drivers of satisfaction – general participants



Greatest changes in satisfaction (2009-2012)

People & staff

- Satisfaction has increased from 8.1 to 8.3, this is the domain with the biggest increase in satisfaction.
- This domain has a high impact on overall satisfaction.
- The impact of the domain on overall satisfaction is lower than in 2009.

Performance

- Satisfaction has fallen from 7.9 to 7.8.
- This domain has a high impact on overall satisfaction.
- The impact of the domain on overall satisfaction is higher than in 2009.

Exertion & fitness

- Satisfaction has fallen from 8.6 to 8.5.
- This domain has a high impact on overall satisfaction.
- The impact of the domain on overall satisfaction is higher than in 2009.

See slide 3 for chart key

The key domains which have the greatest impact on satisfaction among general participants

Ease of participating

- Being able to take part in my sport without being interrupted or disturbed by members of the public
- Being able to participate/compete in my sport at a time that was convenient to me
- Being able to take part in my sport without being interrupted or disturbed by other sports participants

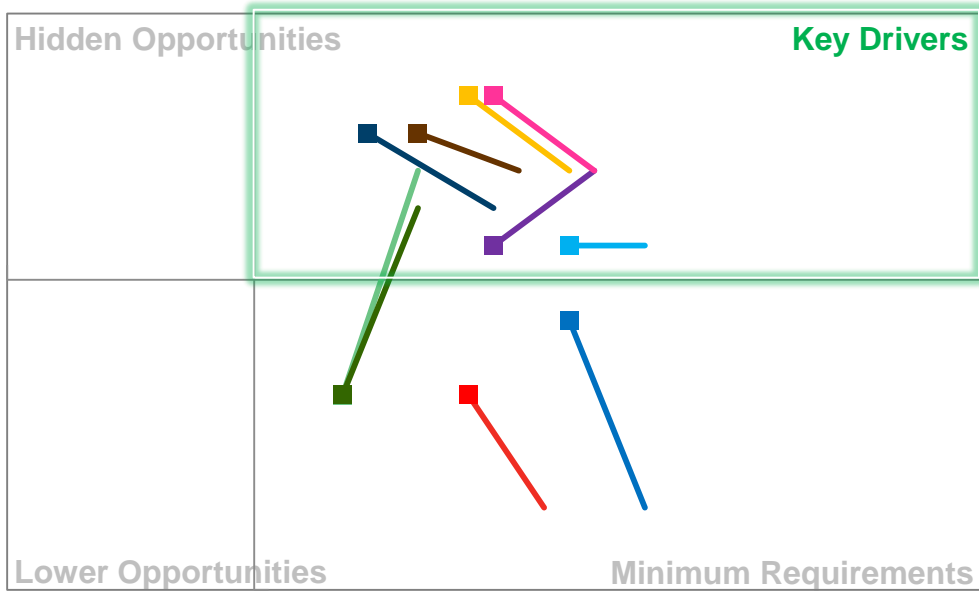
Release and diversion

- 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
- Feeling better about myself having taken part in my sport

Exertion and fitness

- 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

Drivers of satisfaction – club members



Greatest changes in satisfaction (2009-2012)

10

Social aspects

- Satisfaction has fallen from 8.7 to 8.4, this is the domain with the biggest decrease in satisfaction.
- This domain has a medium impact on overall satisfaction.
- The impact of the domain on overall satisfaction is lower than in 2009.

People & staff

- Satisfaction has fallen from 8.7 to 8.4.
- This domain has a medium impact on overall satisfaction.
- The impact of the domain on overall satisfaction is lower than in 2009.

Release & diversion

- Satisfaction has fallen from 9.1 to 8.9.
- This domain has a high impact on overall satisfaction.
- The impact of the domain on overall satisfaction is higher than in 2009.

See slide 3 for chart key

The key domains which have the greatest impact on satisfaction among club members

Release and diversion

- Feeling better about myself having taken part in my sport
- The buzz/sense of exhilaration I got from doing my sport
- The opportunities the sport gave me to relieve stress, unwind and get away from my everyday routine

Exertion and fitness

- 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

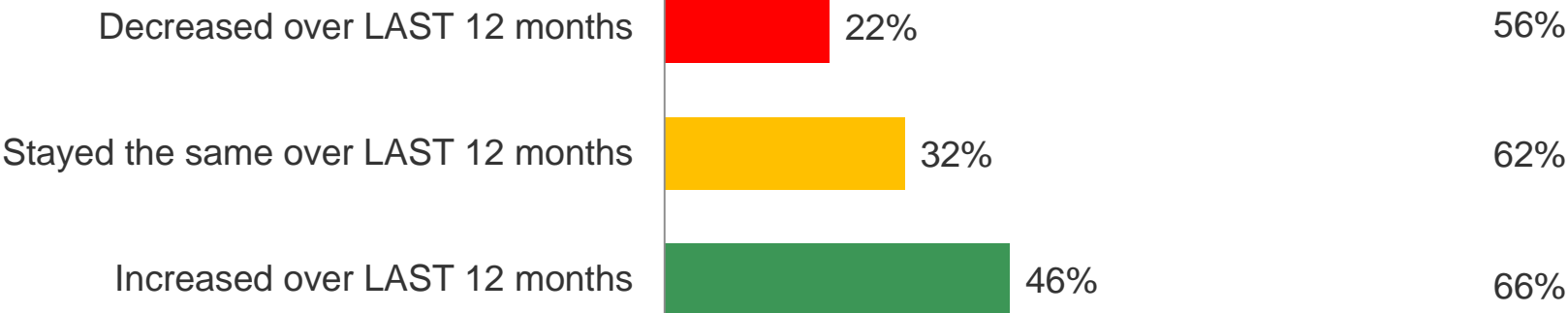
Ease of participating

- 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
- The commitment and punctuality of other people within my sport

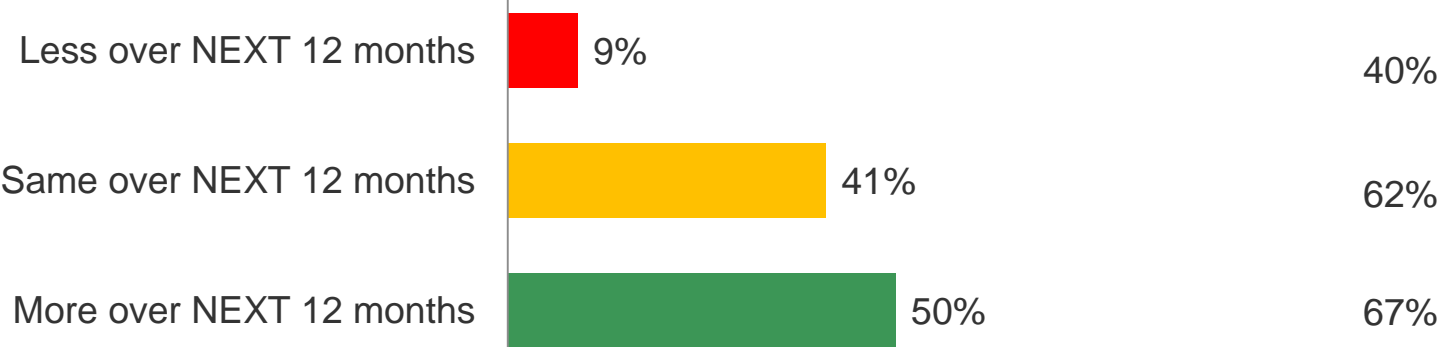
Previous and future intended participation

Overall satisfaction by previous participation and future intended participation in Boxing

Participation has:



Intend to participate:



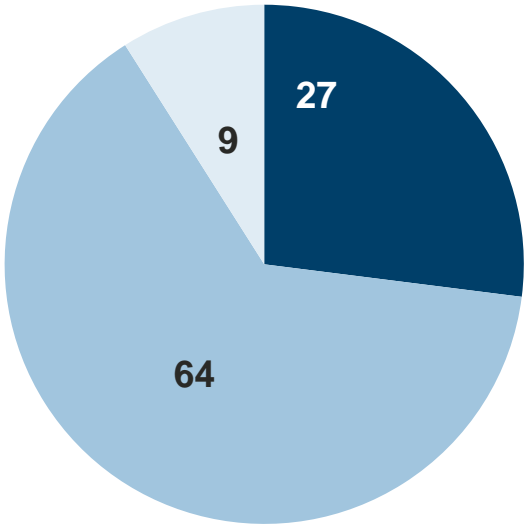
Boxing specific questions

Boxing- Membership

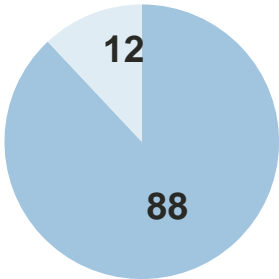
Q. Are you a member of a Amateur Boxing Association of England affiliated Boxing club?

■ Yes ■ No ■ Don't know

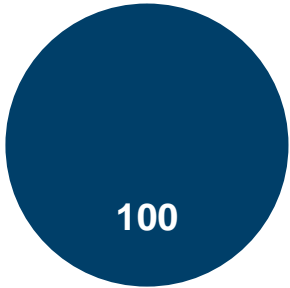
All



General Participants

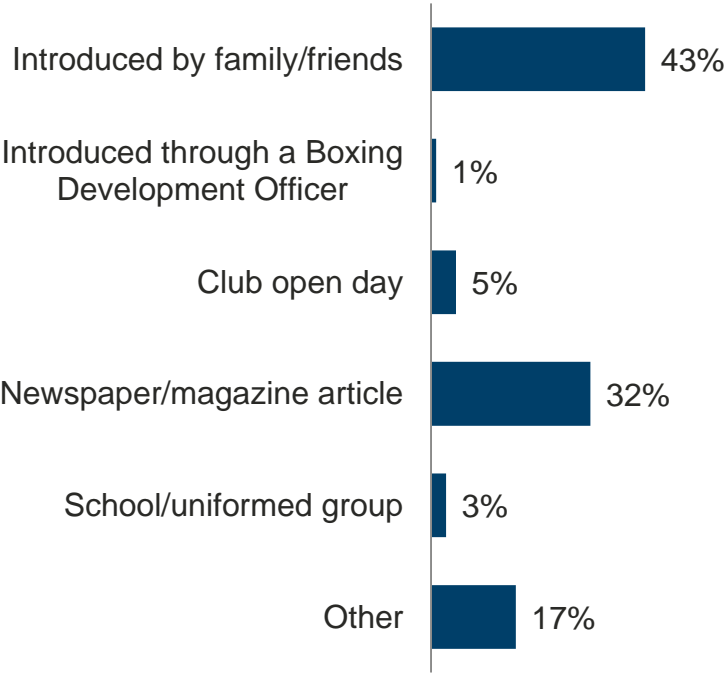


Club Members

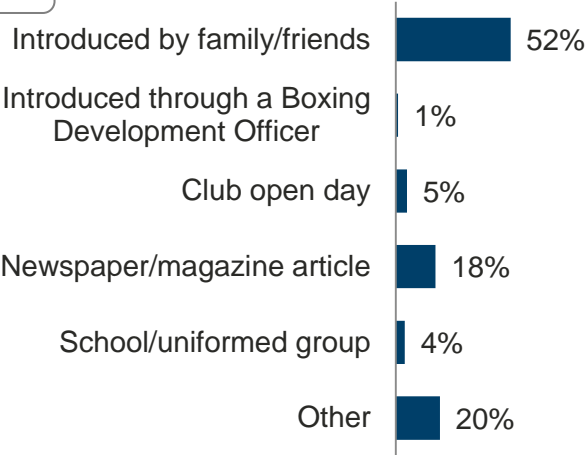


Q. How did you start boxing?

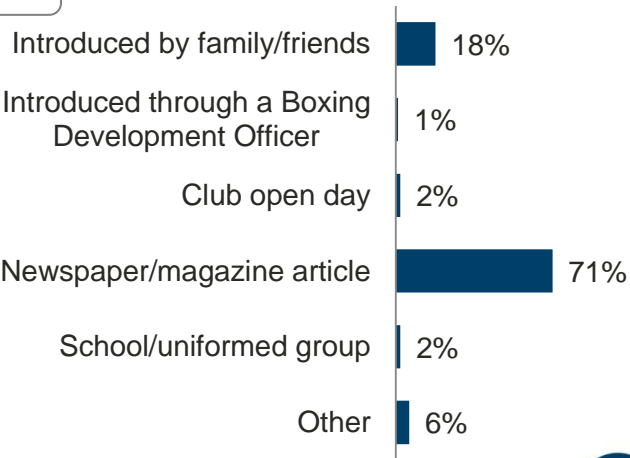
ALL



Participant



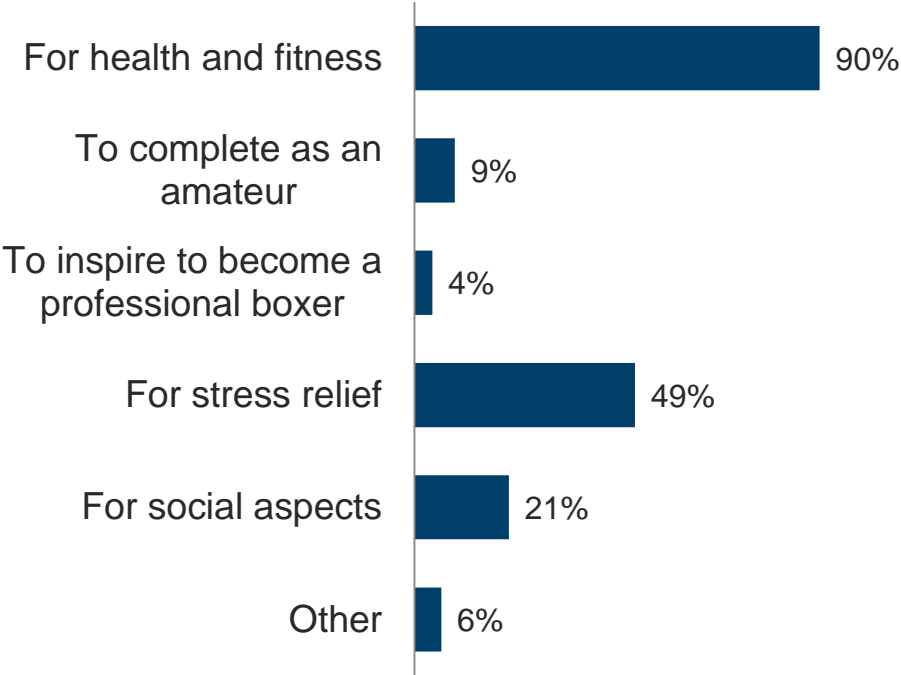
Club Member



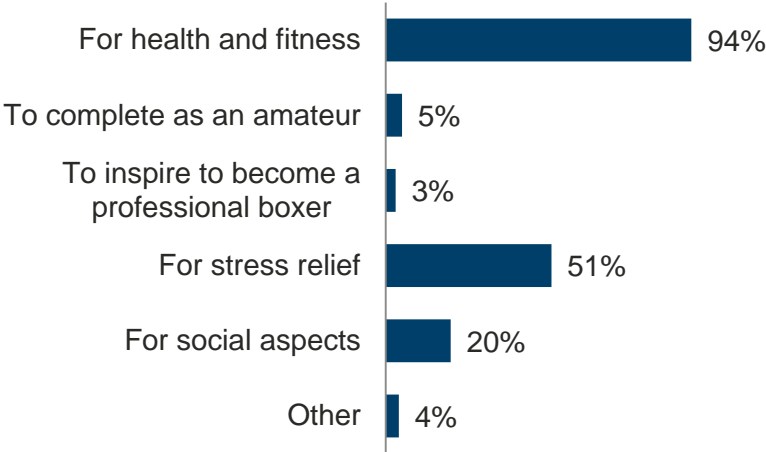
Boxing

Q. Why do you participate in boxing?

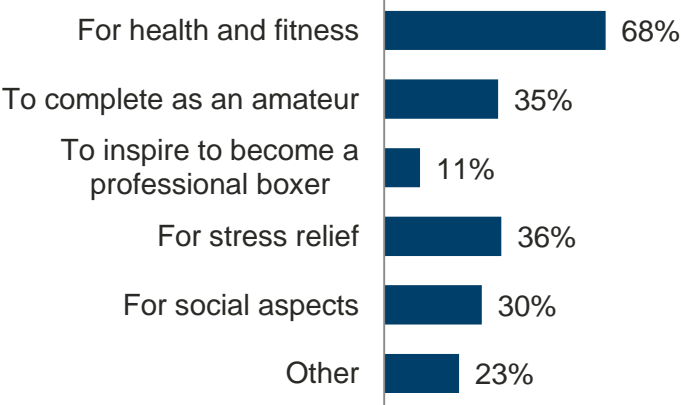
ALL



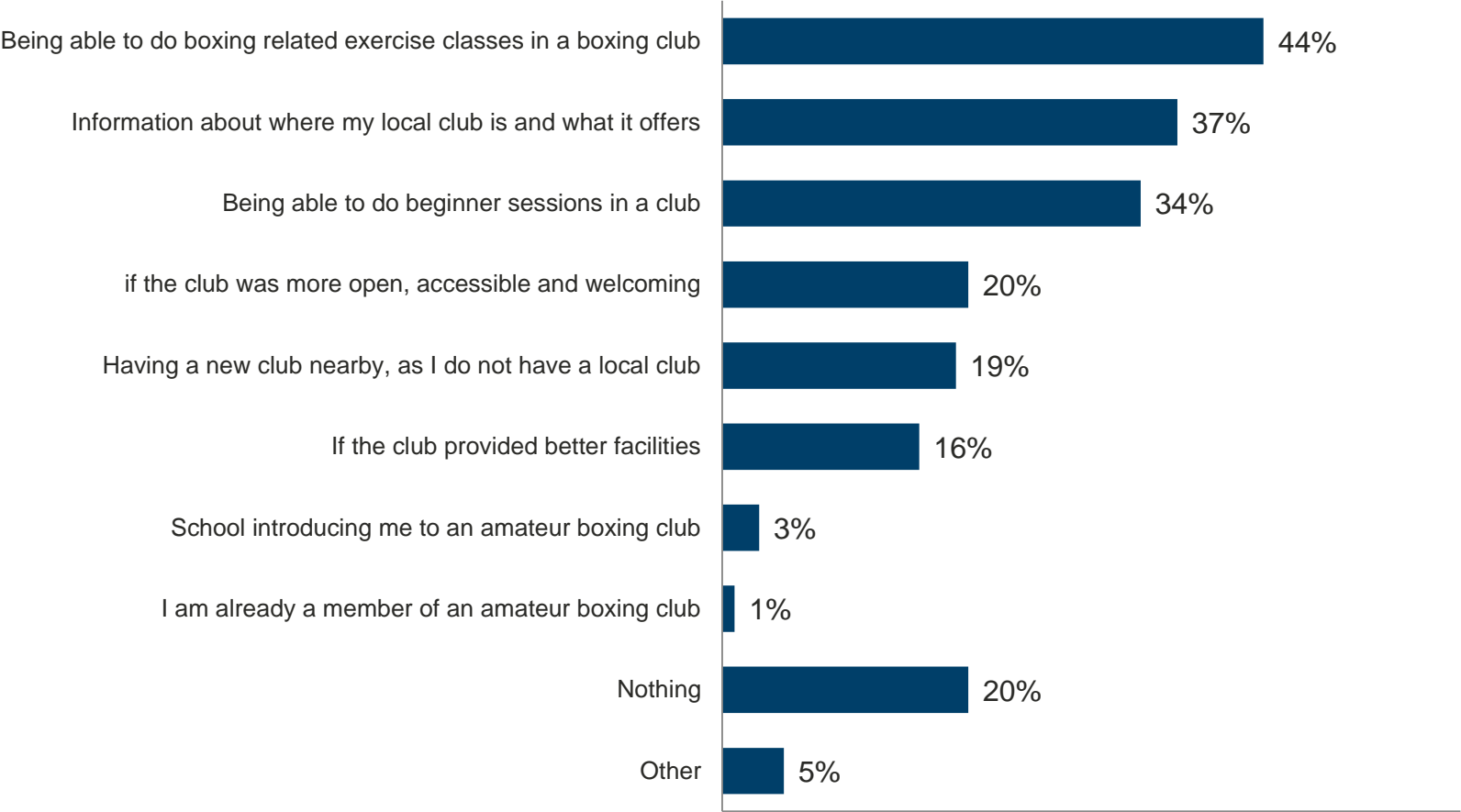
Participant



Club Member



Q. Which of the following, if any, would motivate you to join an amateur boxing club?



From the mouths of participants

17

A selection of open response comments:

- I really enjoy boxing but I do it with gloves and pad and not physical contact. I find it is great for all round fitness and love it. (Female participant, age 44)
- Very enjoyable. I feel fitter and my coaches are very welcoming and encouraging. (Female participant, age 32)
- The coaching is good but more courses would be beneficial. (Male club member, age 46)
- I have been involved in boxing for most of my life as a boxer coach and now helping to run a club. I think boxing can reach areas of the community and young people that are often excluded or feel excluded from other sports. It teaches respect, discipline and gives people a quiet confidence. Contrary to popular belief it is a friendly sport. (Male club member, age 37)
- Its been a real eye opener and has really helped with both my health and my general self confidence. something I am very pleased I took up. (Male club member, age 33)

Do you need more?

18

- A full set of detailed data (including verbatim responses) is available in Excel format via your Sport England Relationship Manager
- Full methodological information can be found on the research section of the [Sport England website](#)
- In total 1,057 people (aged 14 and over) from Boxing took part in the survey between February and May 2012; 387 general participants, 642 affiliated club members and 28 talent pool members.
- All satisfaction and importance scores exclude people who have said “don’t know” for the specific question

