

# Voice of Participant Survey – Report

Netball New Zealand

September 2024



**NETBALL**  
NEW ZEALAND  
POITARAWHITI AOTEAROA

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# Introduction

## Voice of Participant (VOP) Survey Report

This survey looks at the experience of Netball participants in 2024 and how this compares to previous years, and to participants of other sports that have taken part in the VOP survey in recent years. This VOP survey is a collaboration between Sport NZ and Netball New Zealand.

## All Sports

When 'All Sports' are reported in this report, it includes the combined results from all 16 sports that took part in VOP from 2021 to 2023 (n=42,369 respondents). These results are unweighted, meaning sports with a larger sample size will represent a larger proportion of the survey sample than other sports.

## Survey details

- n=6,425 participants completed the survey in 2024.
- The survey was distributed to netball participants by organisations within the netball community (e.g. Zones).
- Survey dates: 15/07/2024 - 20/08/2024
- Parents of young people under the age of 14 tend to complete the survey on behalf of the child.

## 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.

## Questionnaire wording change

For this year's VOP survey, respondents were asked to respond about their experience playing netball at their club/school/centre, as opposed to just the centre (as was the case in all previous years). This change was made to better reflect how netball participants interact with netball. It is worth bearing this in mind when interpreting some of the survey results. In the case of Net Promoter Score, respondents were asked if they would recommend netball (without any reference to centre etc). Previously they had been asked how likely they would be to recommend their centre.

## Statistical significance

Statistically significant differences are highlighted in this report. Where no highlighting has been, it may safely be assumed that differences are not statistically significant, or they are not pertinent.

Statistically significant results are where 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 Netball centre members in New Zealand.

Statistical significance is reported in the following ways:

- ▲ / ▼ The result is significantly higher/ lower than Netball 2022
- ↑ / ↓ The result is significantly higher/ lower than the Netball 2021
- ^ / v The Netball 2024 result is significantly higher/ lower than the All Sports result

# Executive summary

## Key metrics

**Satisfaction:** Just over half of netball respondents (55%) in 2024 are either 'very' or 'extremely satisfied' with their overall experience at their club/school/centre. This result is two percentage points above 2022 and has been steadily increasing over recent years (nine percentage points above Netball's first year of VOP in 2016). A further 37% of respondents are 'satisfied', meaning 92% are satisfied to some degree. Only 8% are 'dissatisfied' or 'extremely dissatisfied'.

**NPS:** Netball's NPS score has improved dramatically from previous years, and is very likely to have been driven by a change in question wording (see note on page 3).

**Likelihood to rejoin:** Four in five netball respondents (81%) are 'likely' or 'very likely' to rejoin next year, which is in line with previous years and just below the All Sports result (83%).

**Value for money:** Two-thirds of respondents feel they receive value for money, which is up +4 from the 2022 result, and +9 from the first year of VOP in 2016.

## Encouraging results

There are a number of encouraging results in this year's VOP.

- Overall satisfaction (+2) and value for money (+4) have both increased vs 2022 and reached their highest levels for netball since VOP began.
- Satisfaction has increased vs. 2022 for :
  - Friendly and welcoming (+4). Positively, this is also the number one driver of recommendation.
  - Encouraging good sportsmanship and fair play (+5)
  - Quality of coaching (+3)
- 70% of respondents have high trust in handling of integrity issues, an increase of +5 since 2022.
- Eight in ten have a positive view of the environment at their club/school/centre.
  - 85% of young people say their coach supports young people to grow confidence, and 84% think their coach has an emphasis on fun and enjoyment.
  - 83% say their club/school/centre has an inclusive environment (+2 since 2022)
  - 82% say the club/school/centre provides a supportive and encouraging environment (+2 since 2022)

## Areas for consideration

The following are a few areas for further consideration.

- The following drivers of satisfaction have declined vs. 2022 results:
  - Well maintained playing/training venues (-3)
  - Being professional and well managed (-2)
  - Clean and well maintained facilities (-3)
  - Amount and timeliness of information about competitions/draws (-3)
  - Providing player development programmes (-3)
  - Communicating about opportunities and development provided by Netball New Zealand (-7)
- Around half of participants (48%) have experienced inappropriate behaviour 'occasionally' or more often, which is an increase of +5 since 2022.
- Half of respondents (50%) are aware of NetballSmart. This is a decrease of -13 from 2022.
- 12% of netball participants aged 8-18 years are deemed highly specialised, which is an increase of +5 since 2022. Although this is below the All Sports 2021-2023 result (14%).

# Executive summary

## Comparison with other sports' VOP results

Consistent with previous years, netball's 2024 results are generally less positive than the All Sports results, across most areas, including:

- Overall satisfaction (-11)
- Value for money (-8)
- Satisfaction with all 17 drivers (-2 to -13)
- The proportion experiencing inappropriate behaviour at least occasionally (+16)
- Level of trust in handling integrity issues (-8)

There are a few exceptions to this. The following results are very similar or more positive compared to the All Sports 2021-2023 result:

- Likelihood to rejoin (-2)
- NPS / likelihood to recommend (+4)
- Coach has an emphasis on fun and enjoyment (-1)
- Fewer netball participants aged 8-18 years are deemed to be highly specialised (-2)

## Demographic differences

**Age:** Similar to previous years, those aged 5-12 are more positive about their netball experience than other age groups, with significantly higher results compared with the total for all four key metrics.

While the differences are not statistically significant, the next most positive age group is 13-18 year olds. This age group are more likely to be satisfied with their overall experience, more likely to feel they get value for money and to rejoin next season.

Those aged 19-34 and 35+ tend to have a less positive view, with significantly lower scores across most key metrics.

**Gender:** Unlike in 2022, male respondents give less positive responses than females across all four key metrics.

**Disability:** Those with a disability are less positive about their netball experience than non-disabled respondents.

## Differences across Zones

This year, there are no significant differences between Zones for the key metrics results. Across the five Zones, the difference between the most and least positive result is smaller than in previous years. For example, in 2022, the difference in satisfaction levels across the five Zones was 11 percentage points, compared to six percentage points this year.

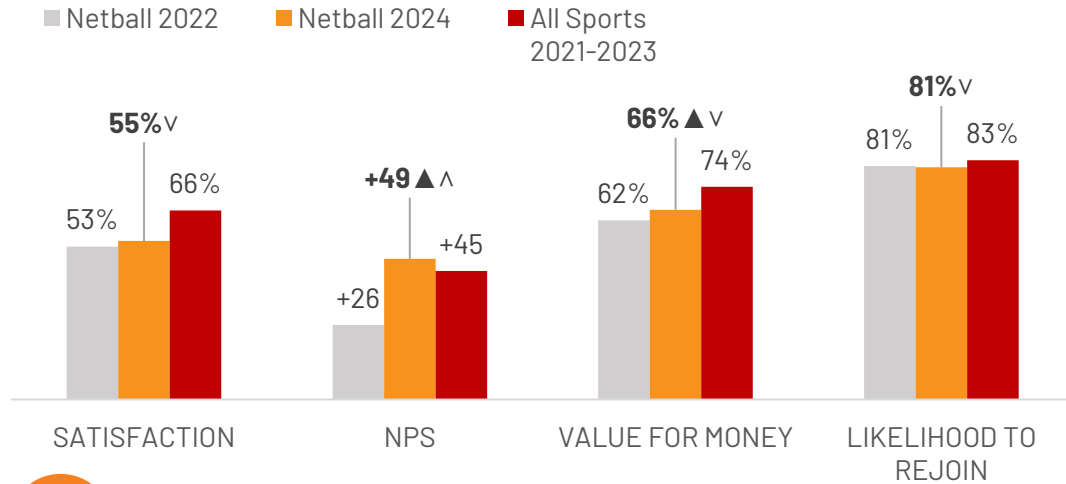
While the differences are not statistically significant, those from Waikato/Bay of Plenty are most positive about their netball experience across three of the four key metrics.

There is no clear pattern in terms of which Zone has the least positive key metrics results.

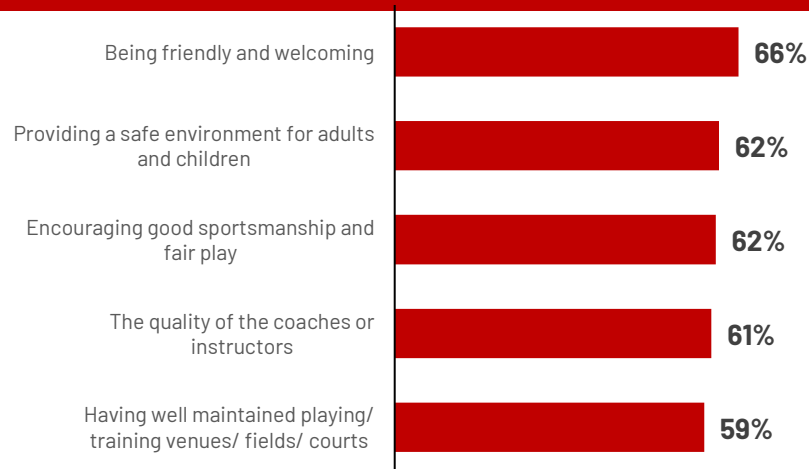
# Key results



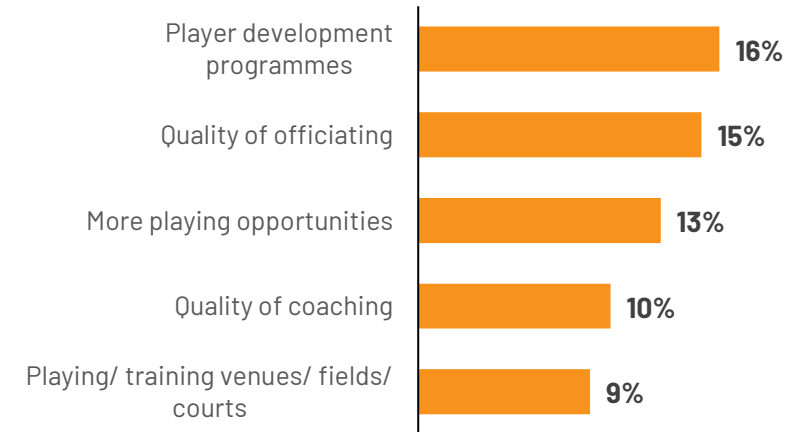
## Key metrics



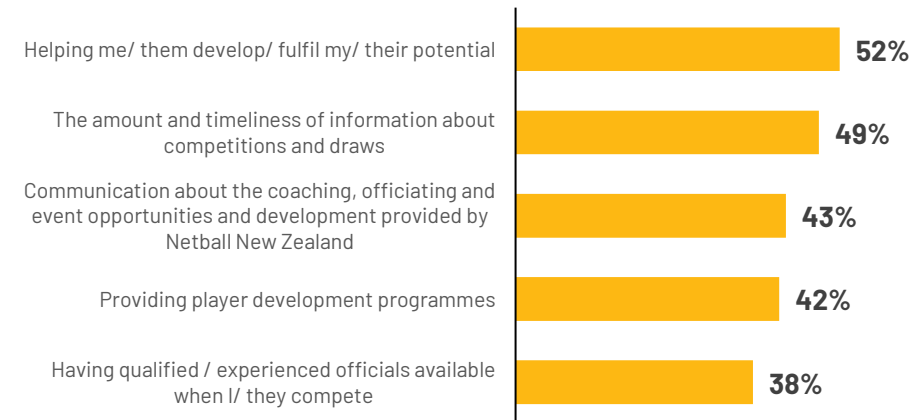
## Top-ranked drivers



## Focus for improvement (Top 5)

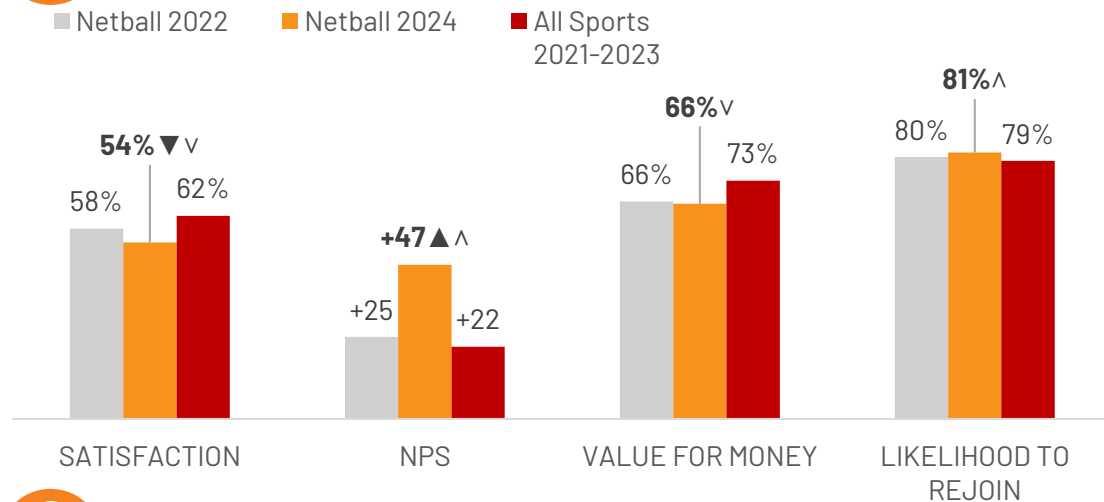


## Bottom-ranked drivers

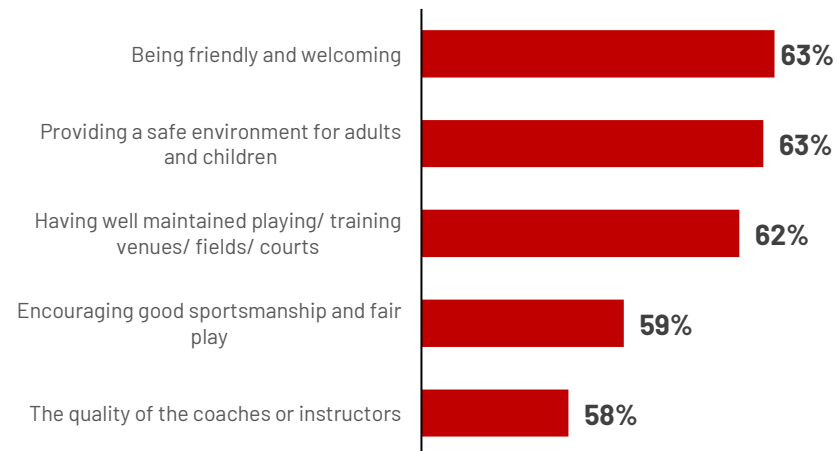


# Key results – Rangatahi (13–18 year olds)

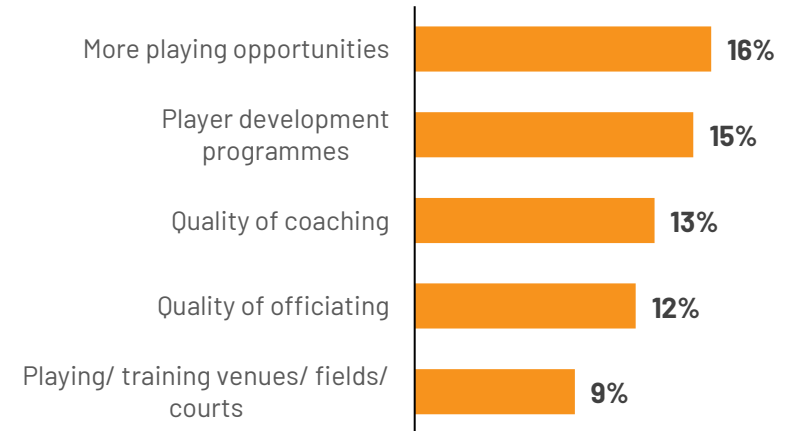
## Key metrics



## Top-ranked drivers



## Focus for improvement (Top 5)



## Bottom-ranked drivers





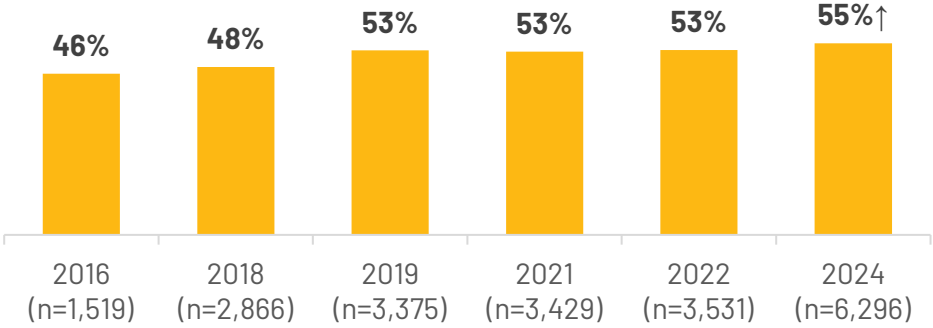
SPORT  
NEW ZEALAND  
IHI AOTEAROA

# Results

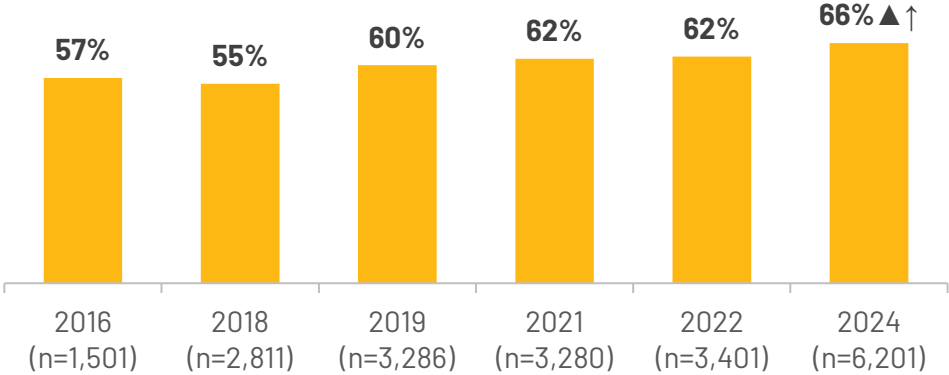


# Key metric results – over time

## Overall satisfaction (% very or extremely satisfied)

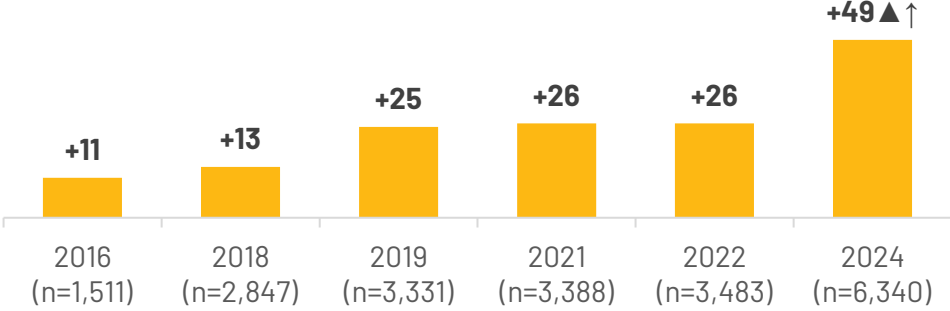


## Value for money (% agree or strongly agree)

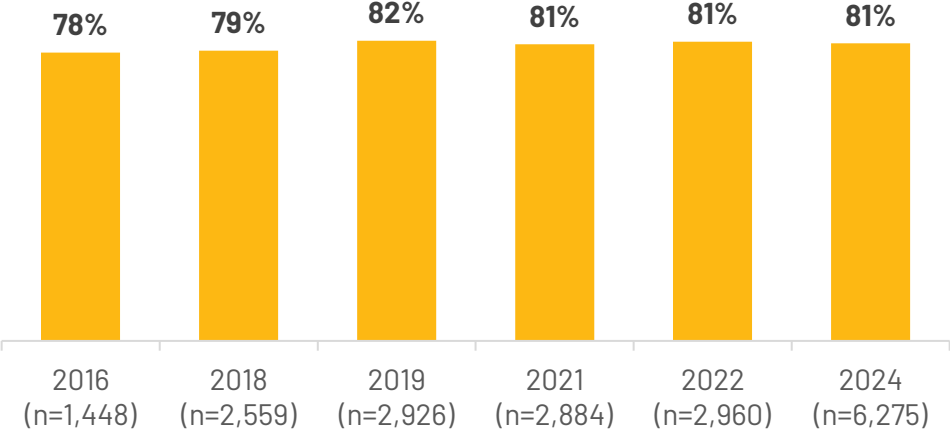


## NPS\*

\*See p42 for explanation of how NPS is calculated



## Likelihood to rejoin (% likely or very likely)



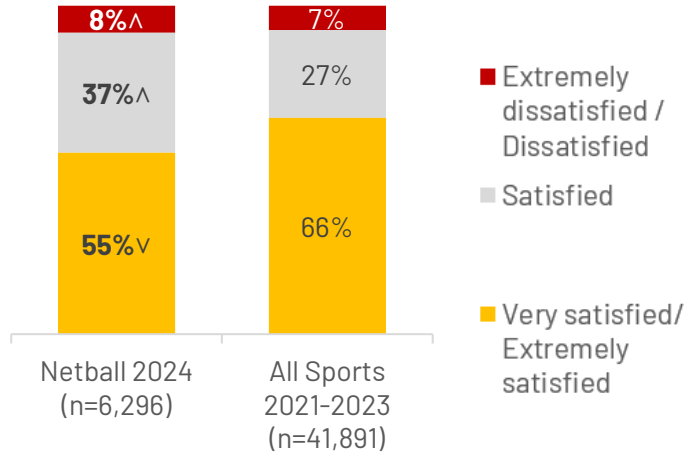
Base: All respondents (excluding Don't know / Not applicable).

See p42 for wording of above questions.

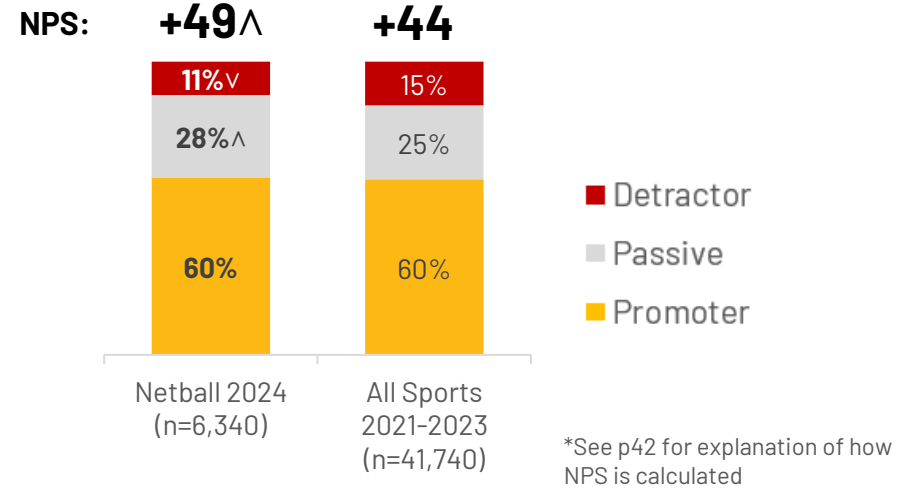
▲ / ▼ The result is significantly higher/ lower than Netball 2022  
 ↑ / ↓ The result is significantly higher/ lower than Netball 2021

# Netball key metric results – compared to other sports

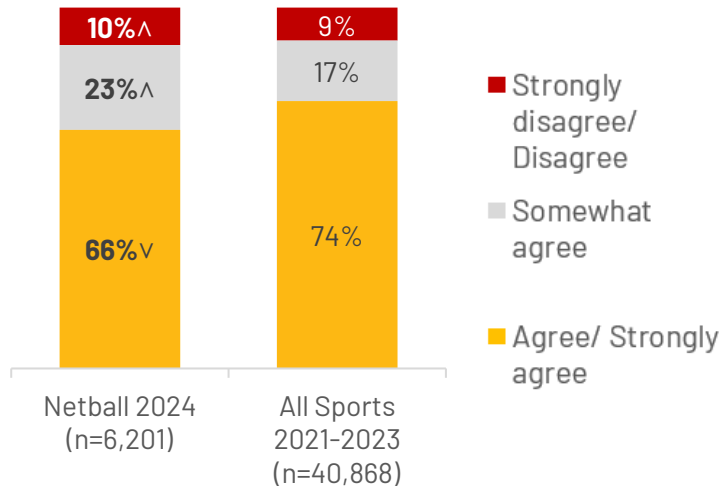
## Overall satisfaction



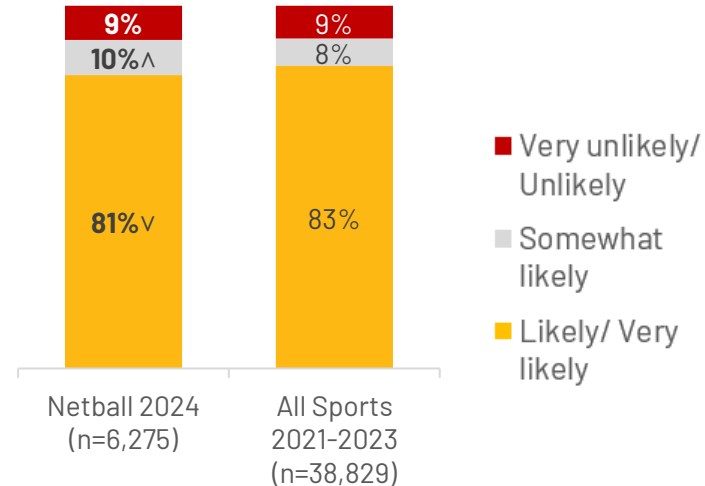
## Net Promoter Score (NPS)\*



## Value for money



## Likelihood to rejoin



Base: All respondents (excluding Don't know / Not applicable).

See p42 for wording of above questions.

<sup>^</sup> / <sup>v</sup> The Netball 2024 result is significantly higher/ lower than the All Sports result

# What do you love about your club/school/centre?

"Netball is a great sport and the Christchurch netball centre is new this year and a great facility."

**Player, 16 years, Canterbury**

"I love getting to work with a team and getting to know new people."

**Player, 14 years, Wellington-Wairarapa**

"The challenge each game brings and the ability to learn new skills and develop as a player. For her to go out there, do her best and have fun and enjoy it."

**Parent, 11 years, Auckland**

"My child has a good team and a good coach and she enjoys playing every Saturday."

**Parent, 8 years, Whanganui**

## What people love

"Love the social aspect and fitness and opportunities that playing sport in particular netball has given me in my life."

**30-34 years, Marlborough**

"The reason why I like playing netball so much is that it motivates me more than anything else."

**Player, 16 years, Auckland**

"The reason I rated my Netball center a 9 was because I think that they are really good at supporting and helping us to be the best Netball player we can be, and they have helped me achieve so much during my time playing Netball. And for this I am grateful."

**Player, 16 years, Northland**

"Netball is a great sport for team building and making friends. Great for fitness and agility both physically and mentally."

**70-74 years, Northland**

# What could be improved at your club/school/centre?

"I registered my child and the application went to the school and I heard nothing more, I tried to contact the club with no success to find out why I was not able to register."

**Parent, 8 years, Canterbury**

"It is expensive compared to other school sports, there are no umpires provided, the facilities are freezing and leaking."

**Parent, 10 years, Otago**

"The overall running of the competition in South Canterbury. When asked how likely I would be to rejoin my team next year it would be very likely as I don't want to let them down however my lack of satisfaction in the centre leads me to not want to play in 2026 without change and consistency."

**30-34 years, Canterbury**

"Clubs need to promote, encourage and do something FOR netball. Instead they're all only about Rugby and league."

**30-34 years, Manawatū**

## What could improve

"My child is year 6 and every team they played had children half her size, there was no competition to help improve skills. they need some sort of grading in this age group! feel they are too old for A,c and Ds."

**Parent, 10 years, Taranaki**

"She has been quite disillusioned this season as her team were graded poorly and have been beaten by 30 or more points every game."

**Parent, 14 years, Auckland**

"The way my school handles the teams was poor this year and makes me not want to play for them next year and to play for a club so i would not suggest to someone else to play netball for my school but i would for playing netball in general."

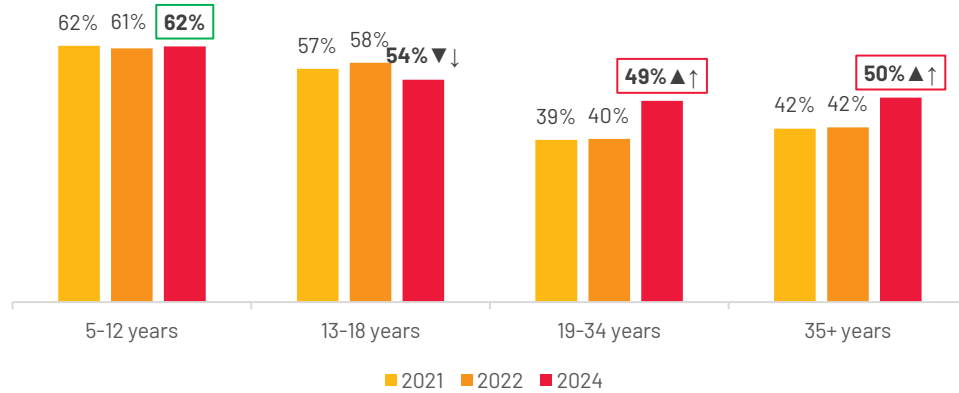
**Player, 14 years, Taranaki**

"I think better coaching and opportunities are needed so that players can improve."

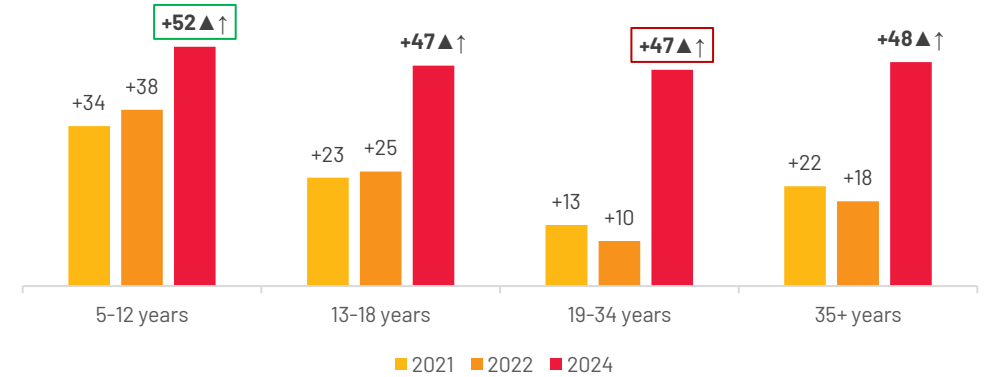
**19 years, Wellington-Wairarapa**

# Key metric results – by age

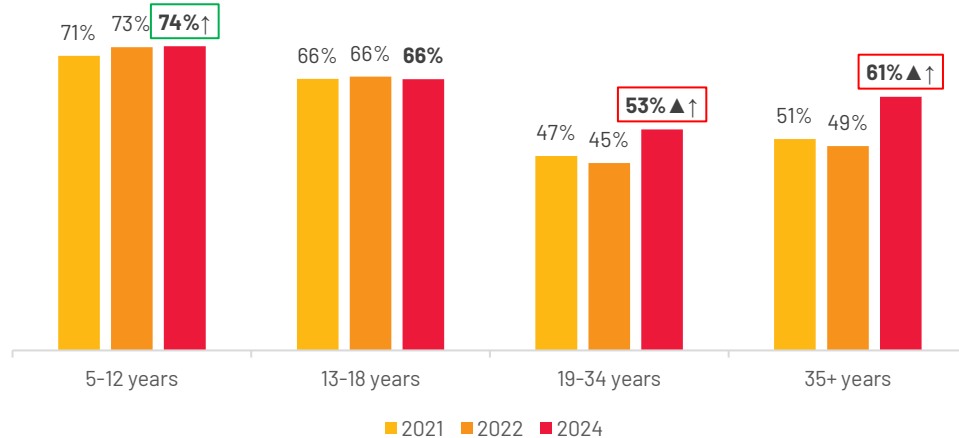
## Overall satisfaction (% very or extremely satisfied)



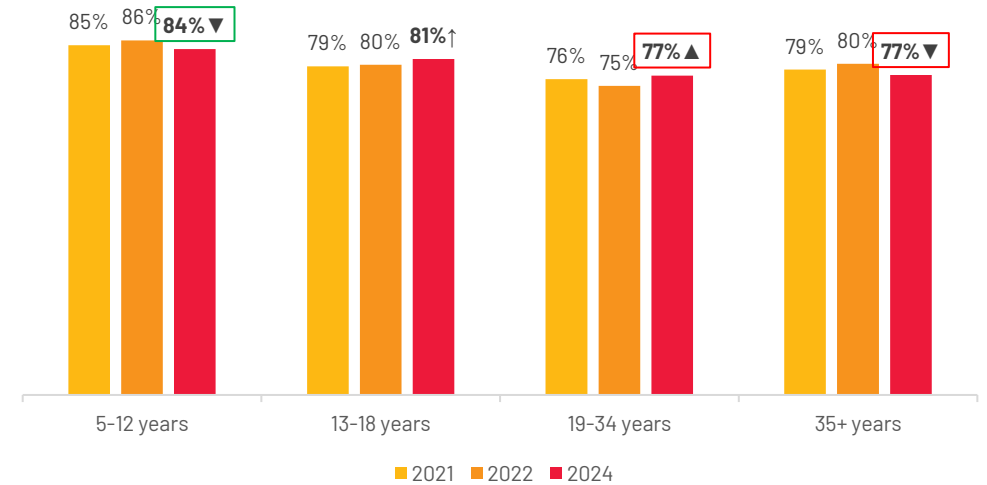
## NPS (promoters minus detractors)



## Value for money (% agree or strongly agree)



## Likelihood to rejoin (% likely or very likely)

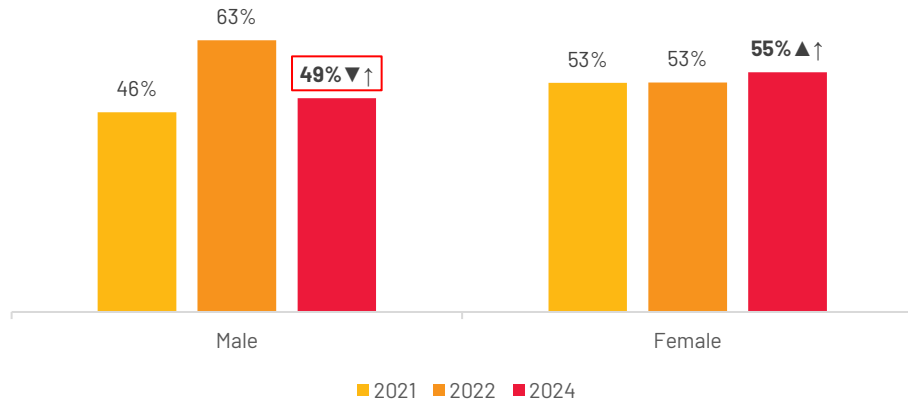


Base: Q6/Q7/Q11 All Respondents (Excluding Don't know/ Can't say), Q9 Members (Excluding Don't know/Can't say)

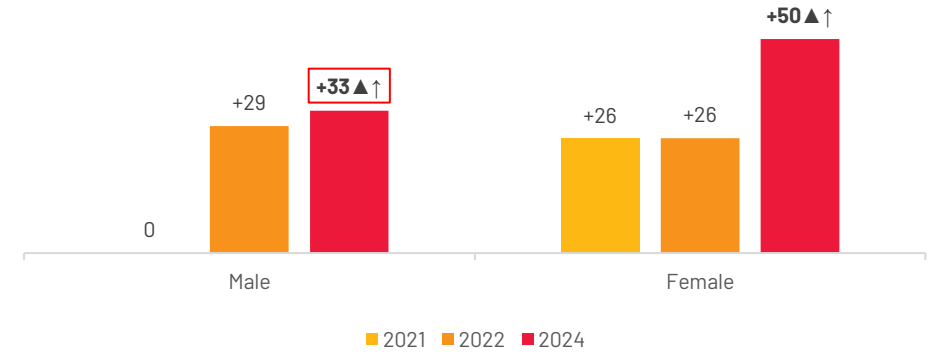
▲ / ▼ The result is significantly higher/ lower than Netball 2022  
 ↑ / ↓ The result is significantly higher/ lower than Netball 2021  
 □ / □ The result is significantly higher/ lower than Netball 2024

# Key metric results – by gender

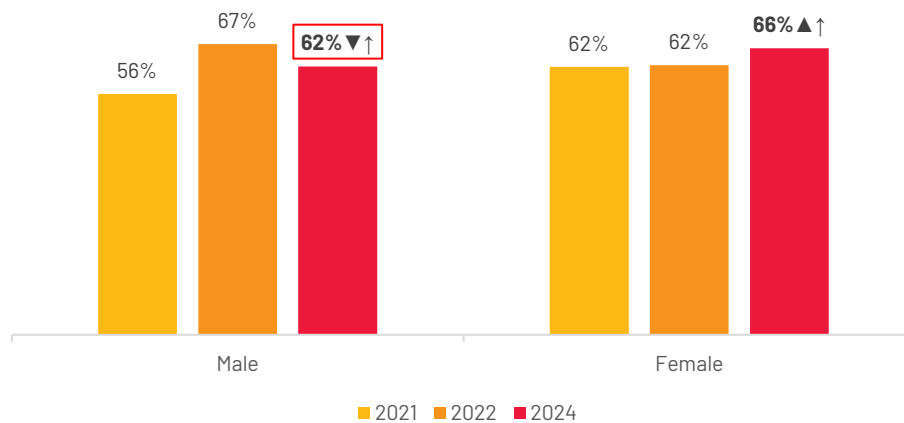
## Overall satisfaction (% very or extremely satisfied)



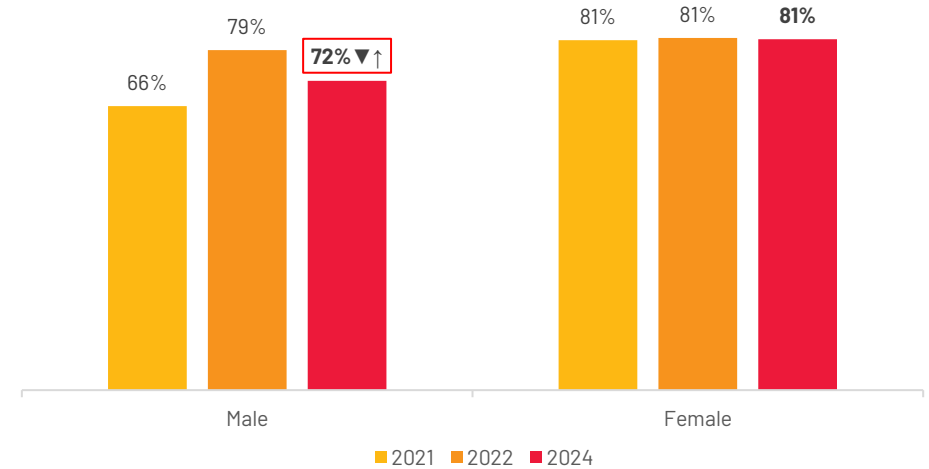
## NPS (promoters minus detractors)



## Value for money (% agree or strongly agree)



## Likelihood to rejoin (% likely or very likely)

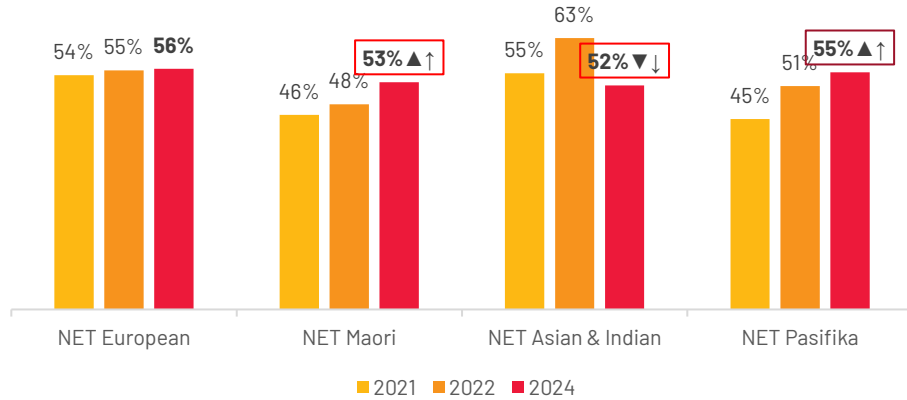


Base: Q6/Q7/Q11 All Respondents (Excluding Don't know/ Can't say), Q9 Members (Excluding Don't know/Can't say)

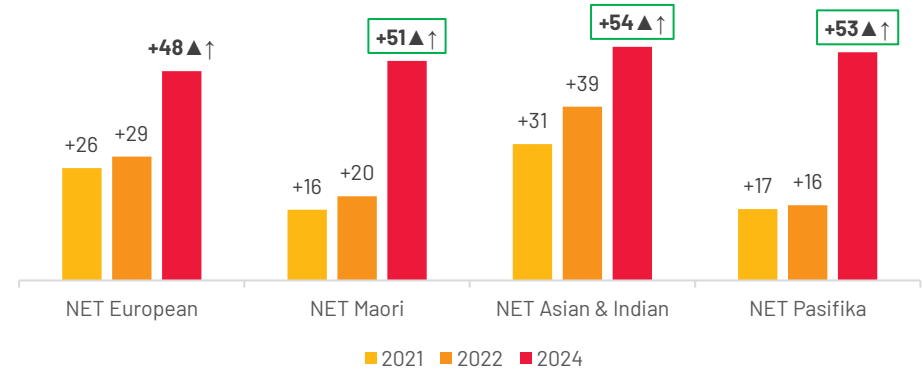
▲ / ▼ The result is significantly higher/ lower than Netball 2022  
 ↑ / ↓ The result is significantly higher/ lower than Netball 2021  
 □ / □ The result is significantly higher/ lower than Netball 2024

# Key metric results – by ethnicity

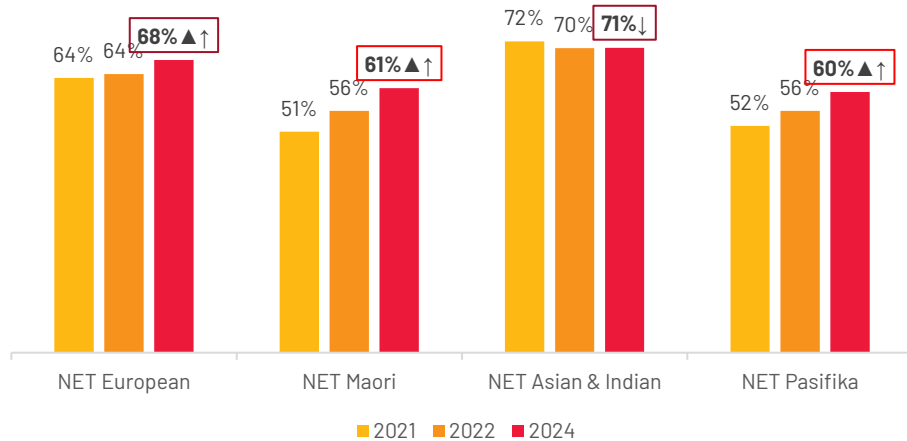
## Overall satisfaction (% very or extremely satisfied)



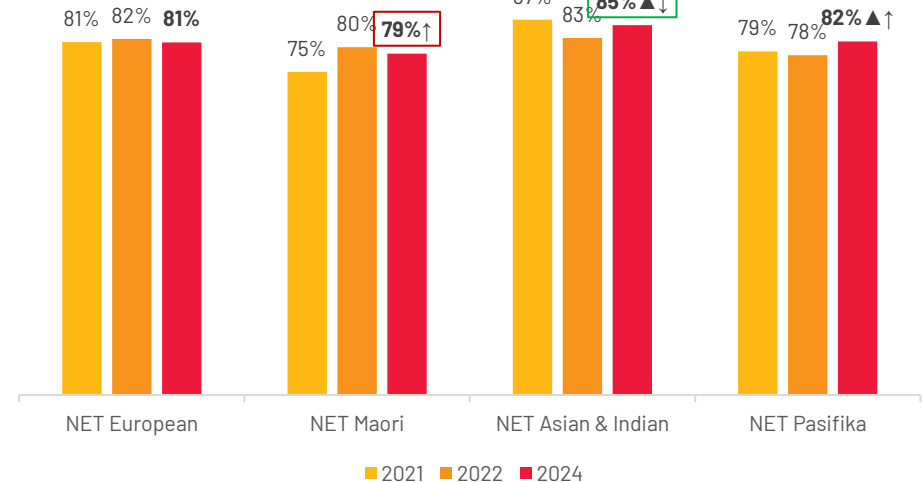
## NPS (promoters minus detractors)



## Value for money (% agree or strongly agree)



## Likelihood to rejoin (% likely or very likely)

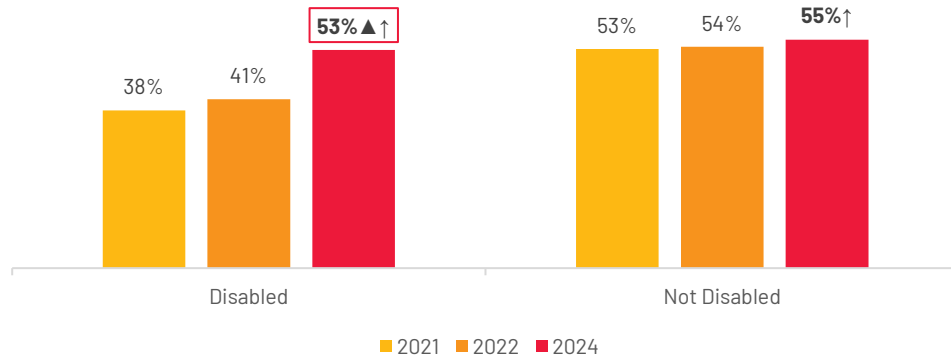


Base: Q6/Q7/Q11 All Respondents (Excluding Don't know/ Can't say), Q9 Members (Excluding Don't know/Can't say)

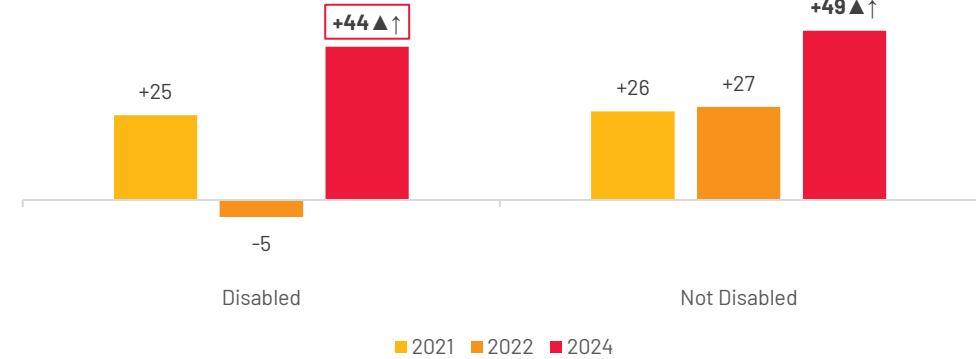
▲ / ▼ The result is significantly higher/ lower than Netball 2022  
 ↑ / ↓ The result is significantly higher/ lower than Netball 2021  
 □ / □ The result is significantly higher/ lower than Netball 2024

# Key metric results – by disability

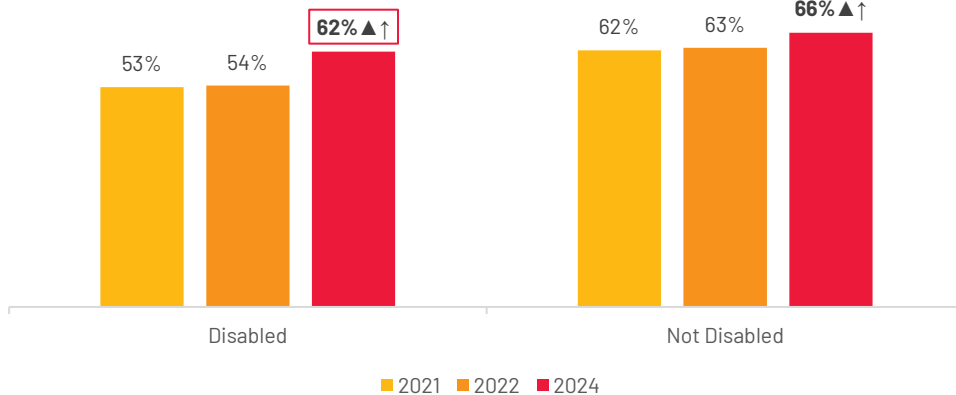
## Overall satisfaction (% very or extremely satisfied)



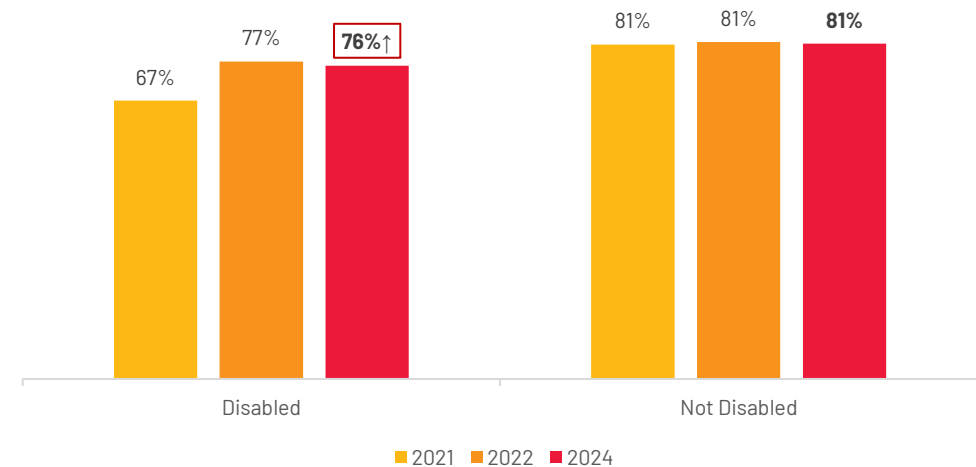
## NPS (promoters minus detractors)



## Value for money (% agree or strongly agree)



## Likelihood to rejoin (% likely or very likely)



Base: Q6/Q7/Q11 All Respondents (Excluding Don't know/ Can't say), Q9 Members (Excluding Don't know/Can't say)

Q. Do you / Does your child identify as a disabled person or tāngata whaikaha Māori?

Note: This is a new question this year. Previously a different set of questions was used to determine whether respondents were disabled.

▲ / ▼ The result is significantly higher/ lower than Netball 2022

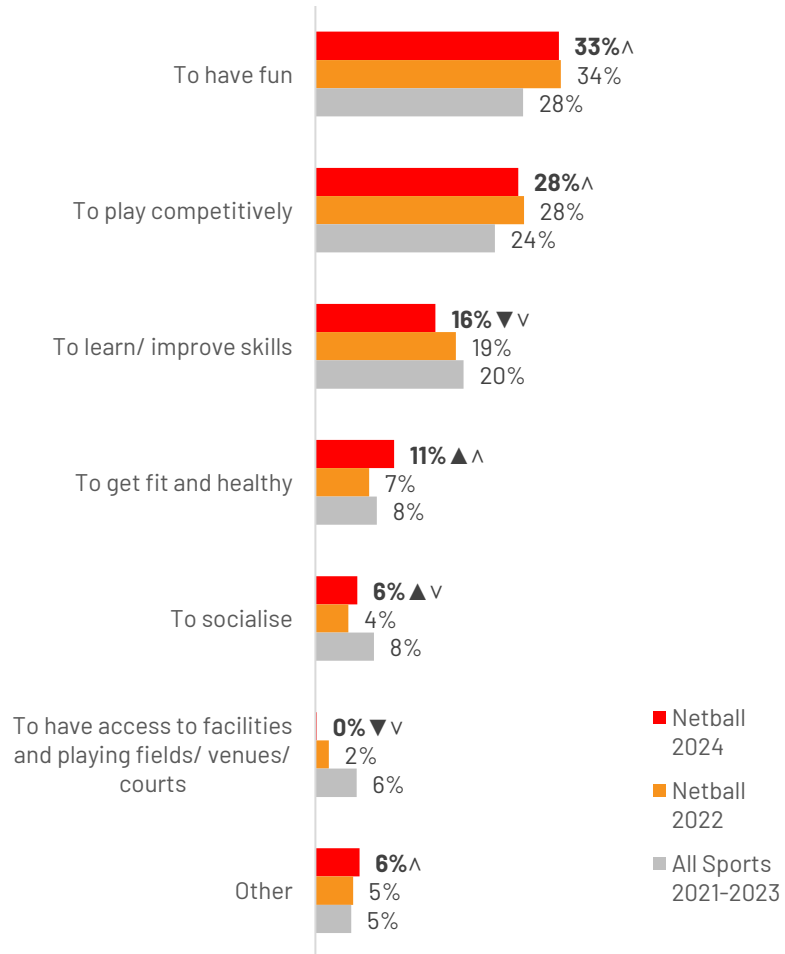
↑ / ↓ The result is significantly higher/ lower than Netball 2021

□ / □ The result is significantly higher/ lower than Netball 2024

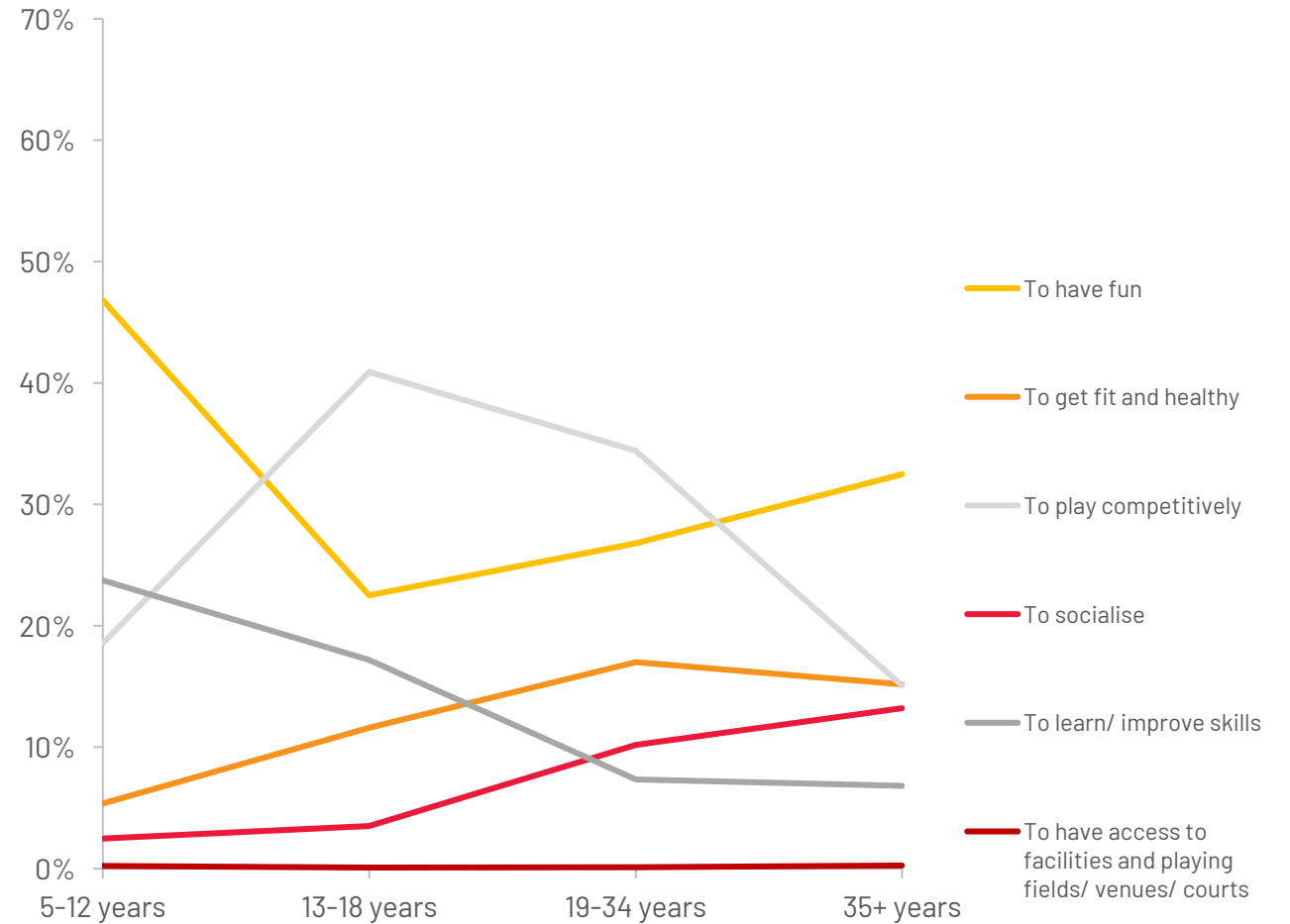


# Main reason for belonging

Main reason for belonging



Main reason for belonging (by age group)



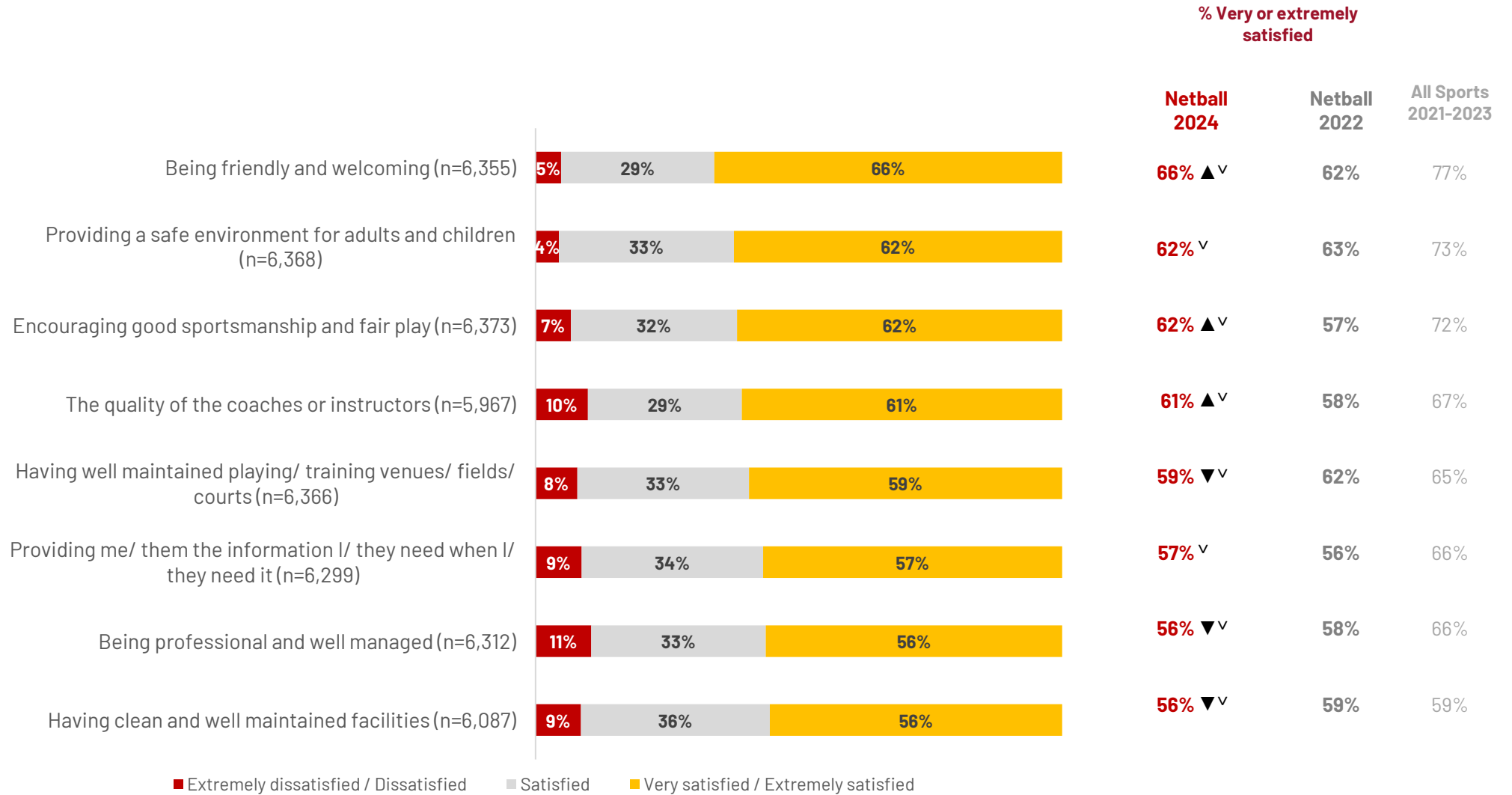
Base: All respondents who are members 2024/2022 (n=6,425/3,031) All Sport (n=33,199)

Q4. What is the main reason you/ your child plays netball?

▲ / ▼ The result is significantly higher/ lower than Netball 2022

▲ / ▼ The Netball 2024 result is significantly higher/ lower than the All Sports result

# Satisfaction with drivers



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

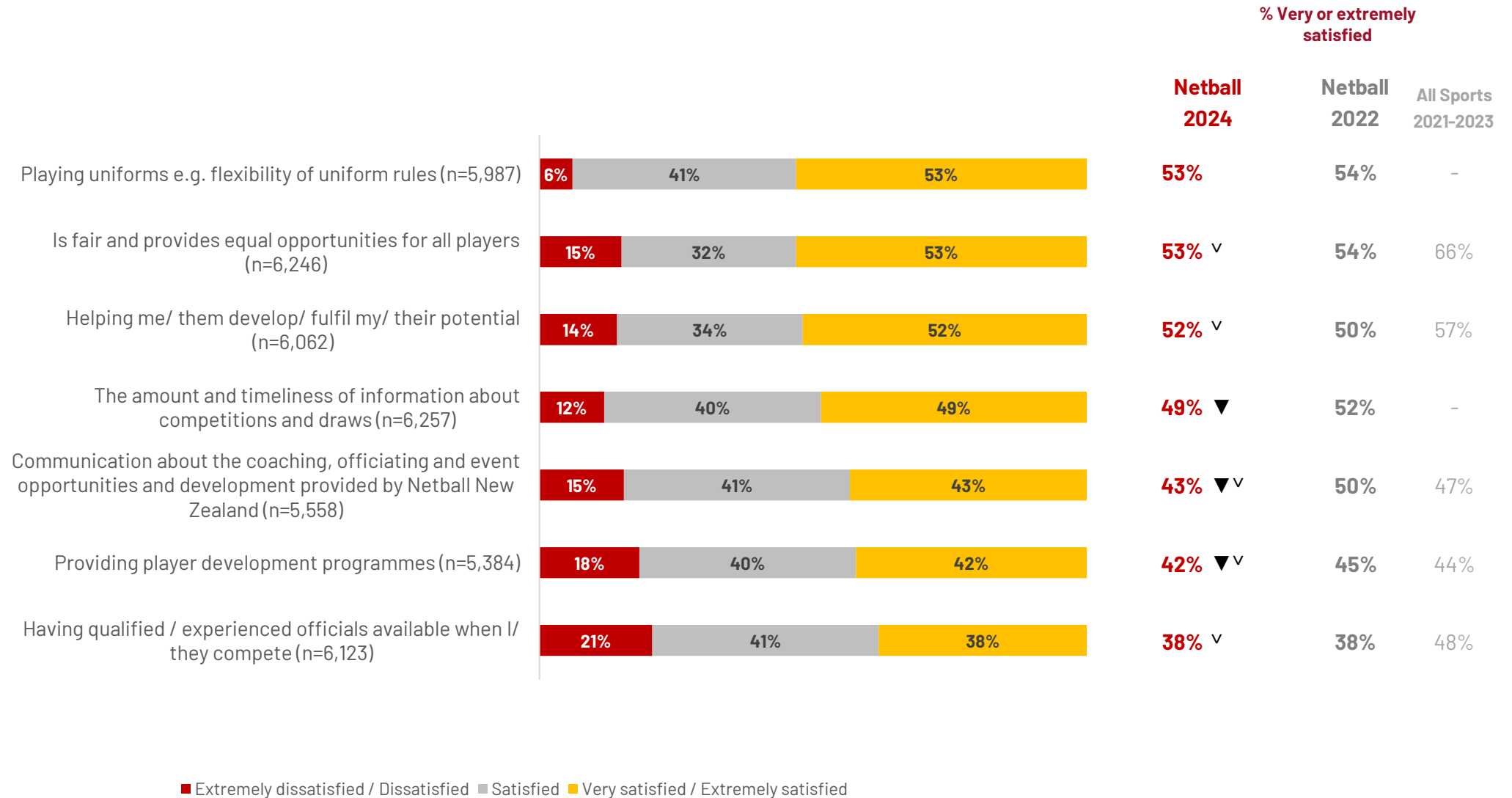
Q10a. How would you/ your child rate your/ their overall satisfaction with your/ their netball club/ school/ centre on each of the following...

Q10b. How would you rate your/ your child's overall satisfaction with your/ their netball club/ school/ centre on each of the following...

▲ / ▼ The result is significantly higher/ lower than Netball 2022

▲ / ▼ The Netball 2024 result is significantly higher/ lower than the All Sports result

# Satisfaction with drivers



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

Q10a. How would you/ your child rate your/ their overall satisfaction with your/ their netball club/ school/ centre on each of the following...

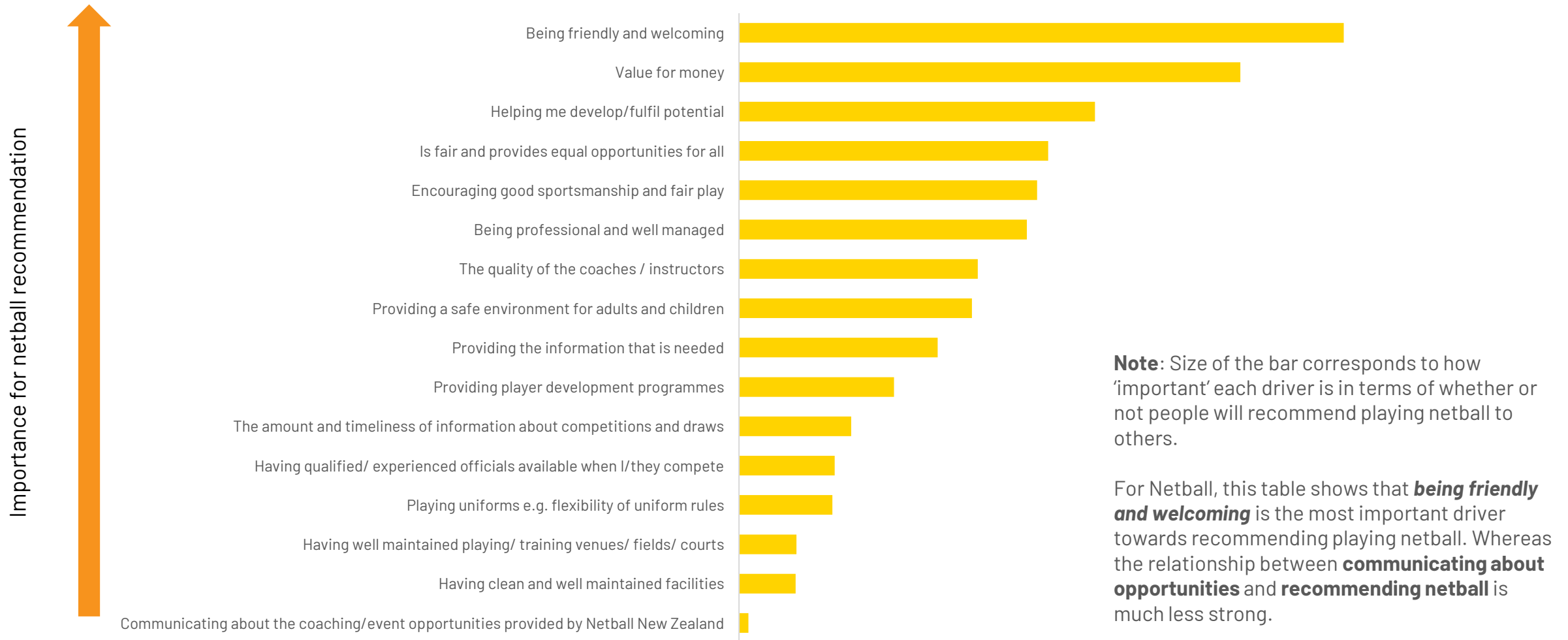
Q10b. How would you rate your/ your child's overall satisfaction with your/ their netball club/ school/ centre on each of the following...

▲ / ▼ The result is significantly higher/ lower than Netball 2022

▲ / ▼ The Netball 2024 result is significantly higher/ lower than the All Sports result

# Relative importance of drivers of netball recommendation

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

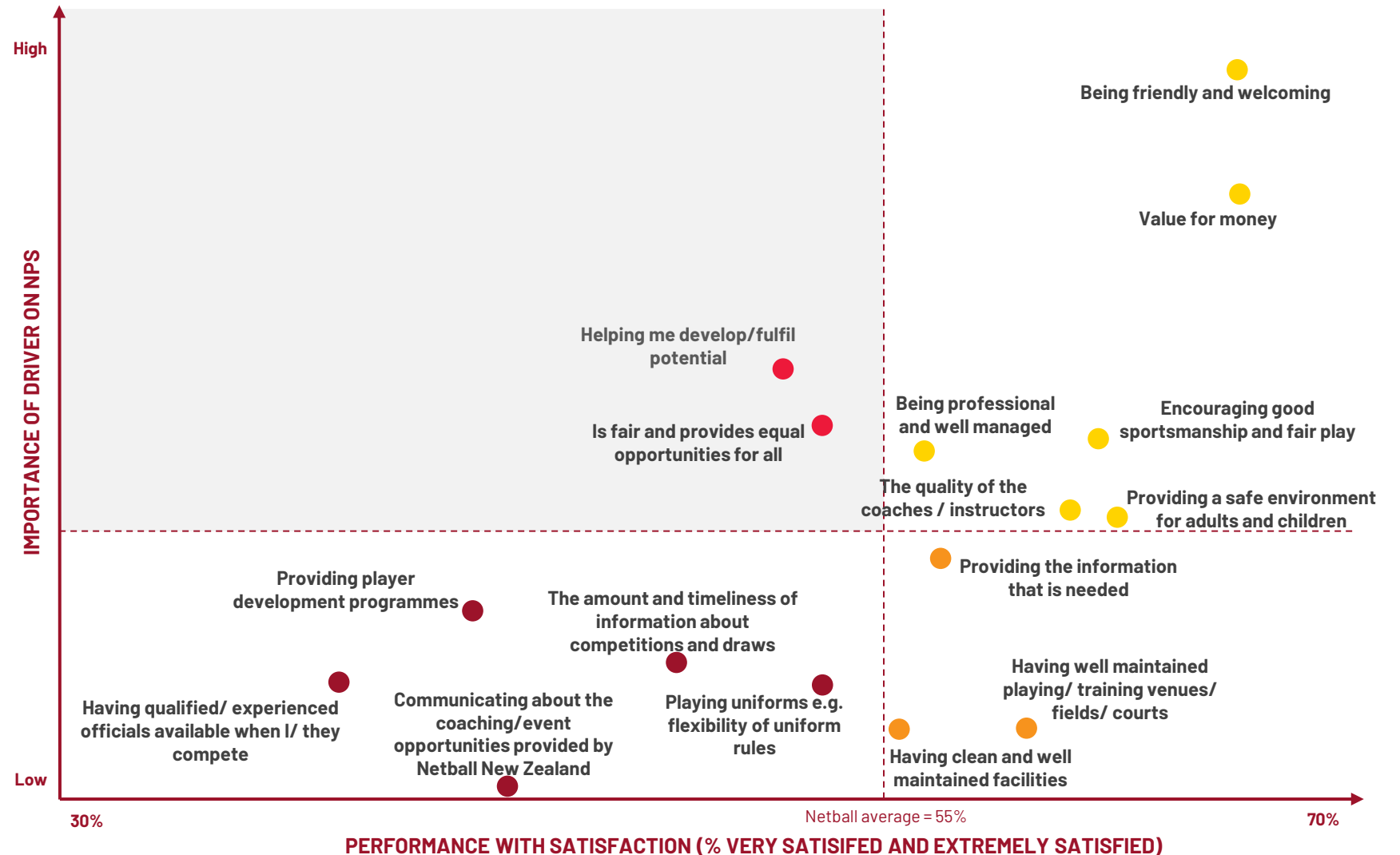


# What drives a respondent's recommendation?

The top three drivers of recommendation for Netball are:

1. *Being friendly and welcoming*
2. *Value for money*
3. *Helping me develop/fulfill potential*

Emphasis could be considered for *helping me develop/fulfill potential*. This has a relatively large impact on NPS but below average for satisfaction.

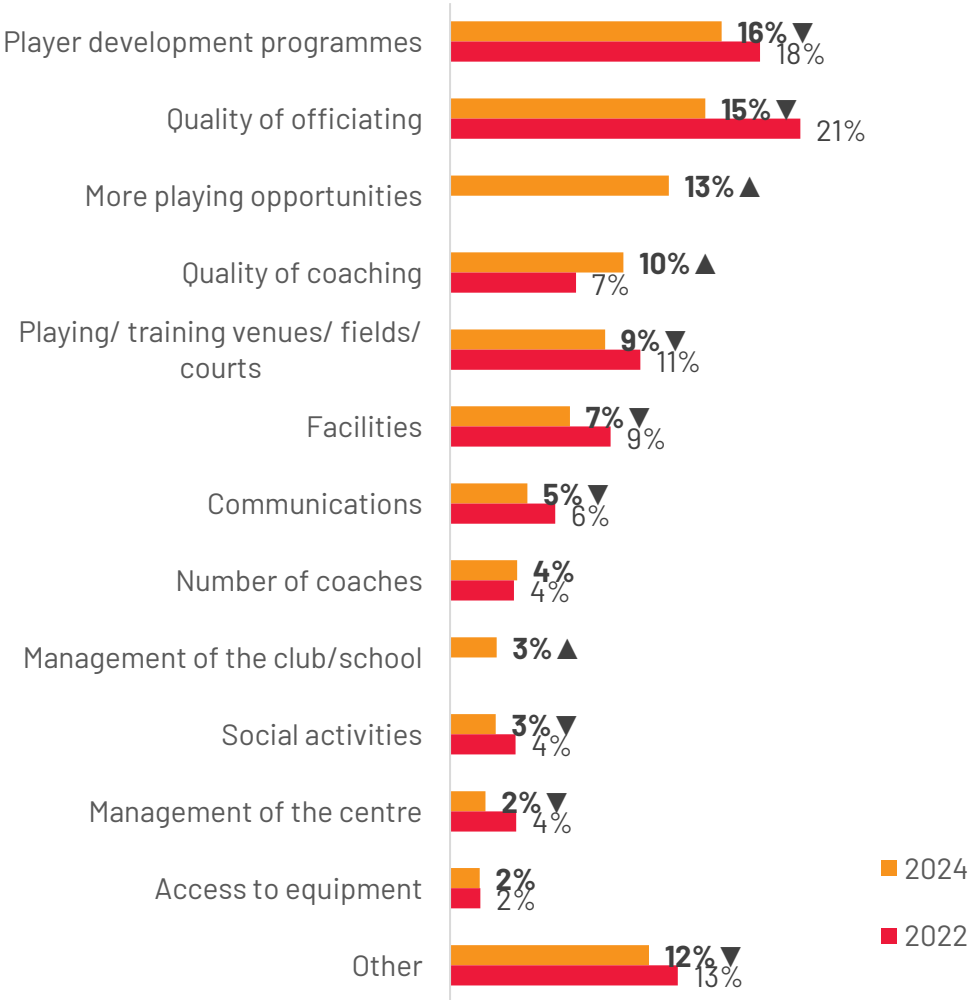


Q7. If someone asked you/ your child, how likely are you/they to recommend your/ their netball centre to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

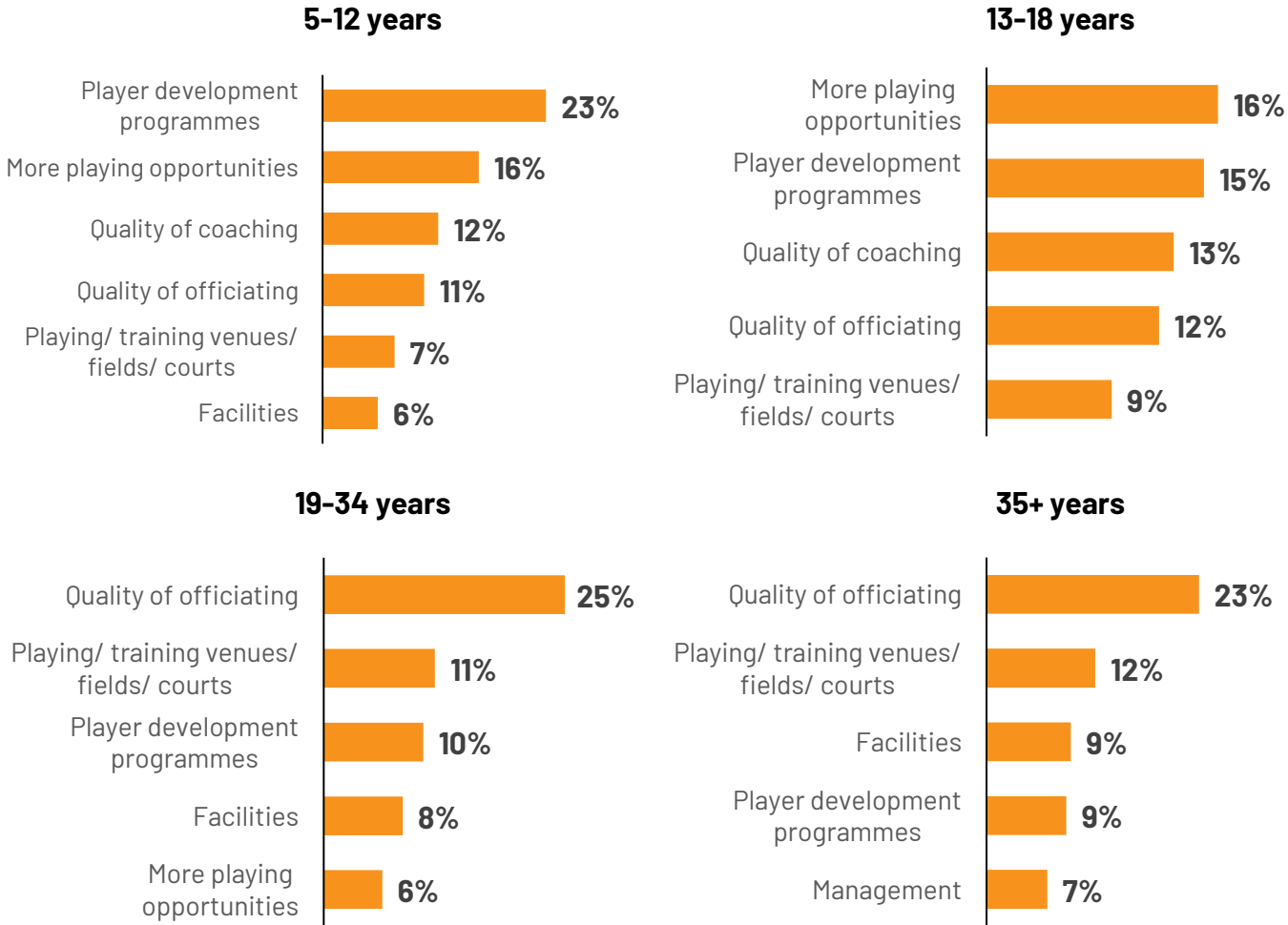
For an explanation of regression, please refer to the Appendix.

# Focus for improvement

## Focus for improvement



## Top improvements – By age



Base: All respondents (Excluding Don't know/I don't want to improve anything) 2024 (n=6425) 2022 (n=3568)

▲ / ▼ The result is significantly higher/ lower than Netball 2022

Q14. If your/ your child's Netball club/ school/ centre 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?

# What would you like to see invested in or improved?

"That the player development is more fair and transparent at schools And favoritism is not a driver when delivered by parents"

**Parent, 12 years, Bay of Plenty**

"It was good there was a session at the beginning of the season. It would be so cool to have more, through the season and after the season ends."

**Parent, 12 years, Waikato**

"All the games she is been playing so far the refs have called unnecessary and they don't call the contacts, stepping and obstruction from the opposition team."

**Parent, 12 years, Auckland**

"Quality of umpires in non Premier grades. This relies on clubs to fulfill however the calibre of umpires is then compromised. I understand that these are volunteers but having a qualified umpires does make a difference to a game."

**40-44 years, Wellington-Wairarapa**

"More games. If a game is cancelled it should be postponed. It should go on for at least 2 terms for everyone."

**Player, 14 years, Wellington-Wairarapa**

"Season goes by so quickly, possibly a summer league."

**35-39 years, Canterbury**

## PLAYER DEVELOPMENT PROGRAMMES

## QUALITY OF OFFICIATING

## MORE PLAYING OPPORTUNITIES

"I would like to see investment in this area for all ages and levels especially younger high school students and beginners. Focusing on athleticism and health aspects."

**Player, 17 years, Whanganui**

"Investment into more senior players not only junior players."

**30-34 years, Nelson**

"There is a focus on a certain group, and the rest are left out/not given opportunities. There needs to be more focus on the quality of umpires from Primary level up, to encourage more players to carry on."

**45-49 years, Auckland**

"Better support for our up and coming/junior umpires. It is not fair for first time referees to be doing it themselves with no support on the sides."

**Parent, 11 years, Otago**

"More opportunities to play in addition to their club game played once a week. More tournaments and skill lessons would be beneficial."

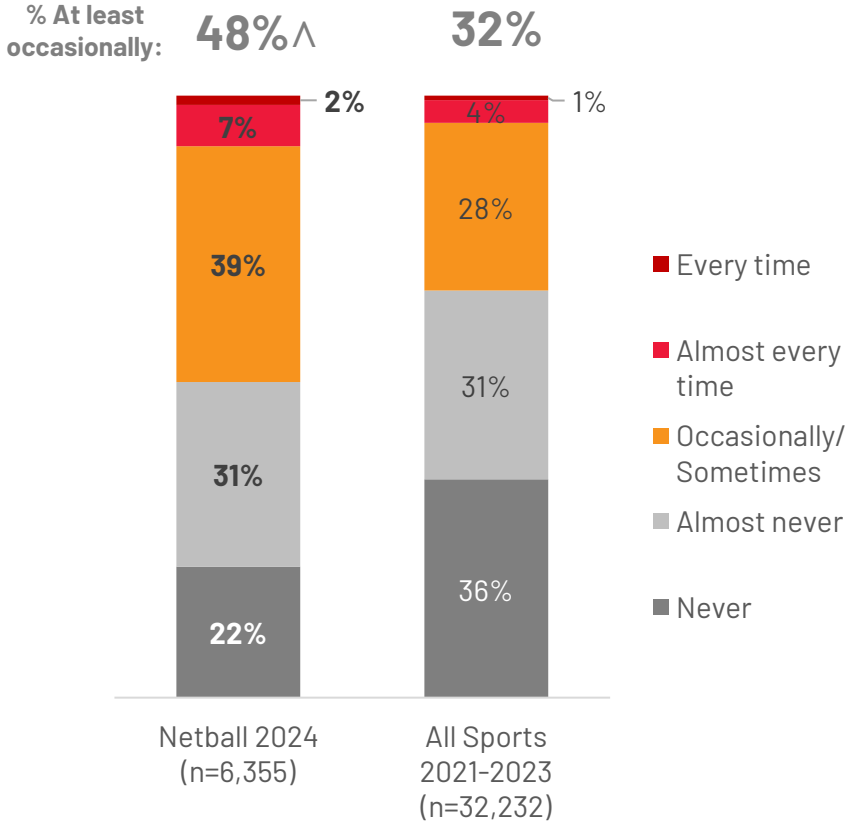
**Parent, 12 years, Taranaki**

"Like it would be cool to have more like tournament for the teams that aren't at the top like even if the team is not that good it would be fun to have more opportunities for the ones who would like to play a comp/ tournament for who would like to have a go."

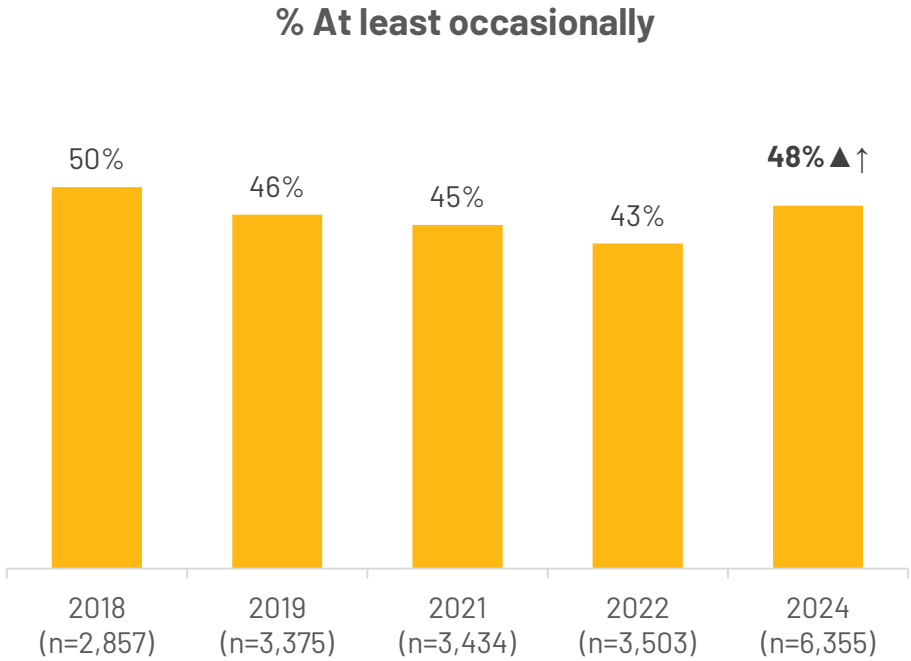
**Player, 13 years, Nelson**

# Frequency of inappropriate behaviour

## Netball 2024 vs All Sports



## Netball trend over time

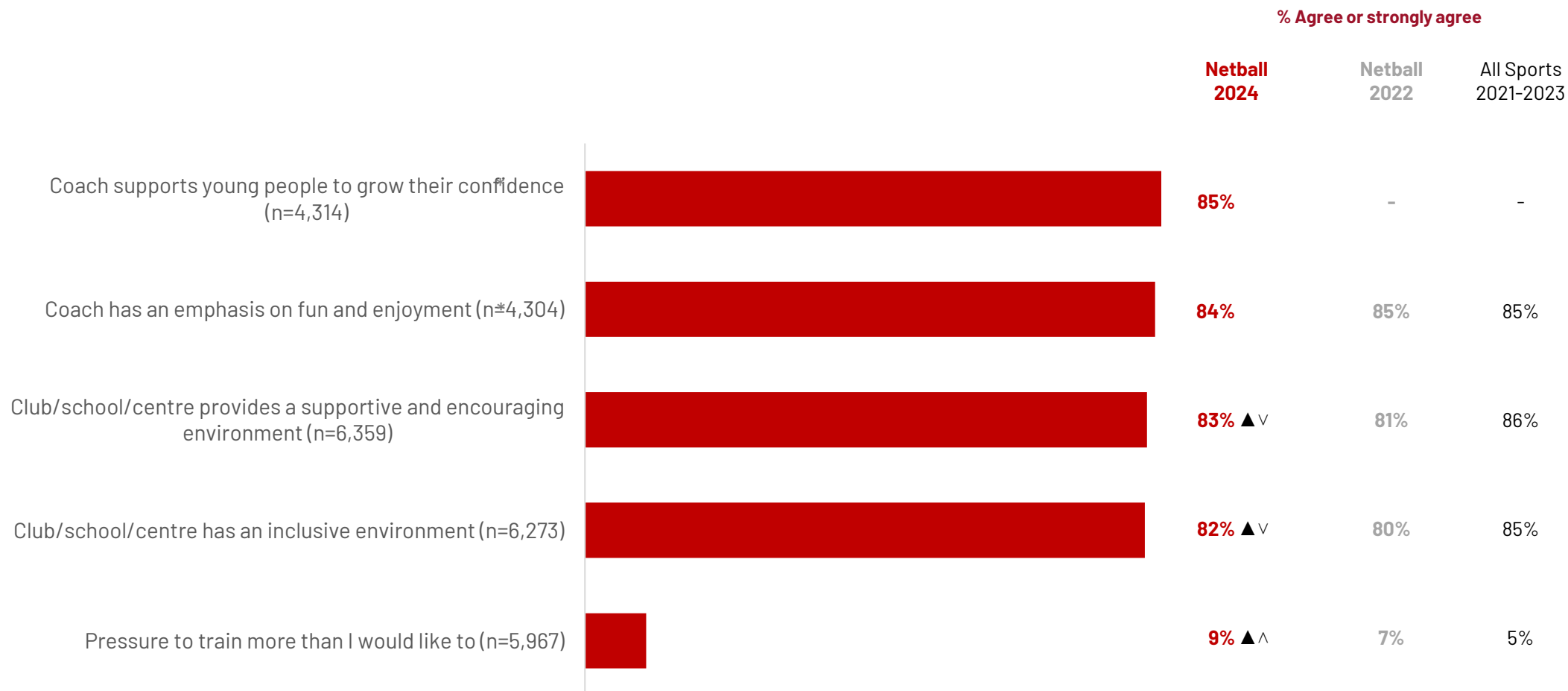


Base: All respondents (excluding Don't know)  
 Q51. In the last 12 months, how frequently have you/have you or your child witnessed or experienced inappropriate behavior by a spectator, coach or official while you/your child played?  
 Inappropriate behaviour may include, but is not limited to, shouting, poor sportsmanship, bad language or gestures.

▲ / ▼ The result is significantly higher/ lower than Netball 2022  
 ↑ / ↓ The result is significantly higher/ lower than Netball 2021  
 ^ / v The Netball 2024 result is significantly higher/ lower than the All Sports result



# Club/school/centre environment (All respondents)



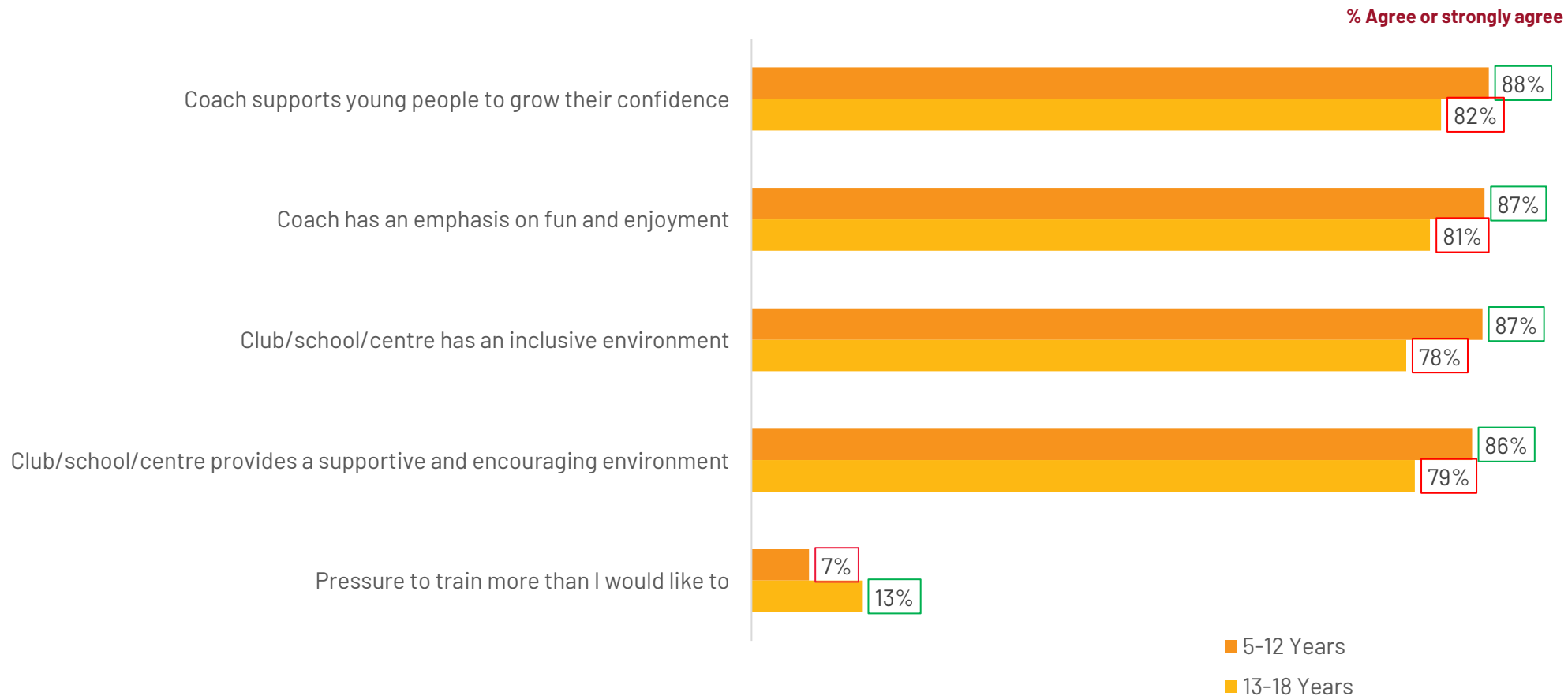
Base: All respondents (Excluding Don't know/not applicable)  
Q54. To what extent do you agree or disagree on the following...

\* Only asked of those aged 18 and under

▲ / ▼ The result is significantly higher/ lower than Netball 2022

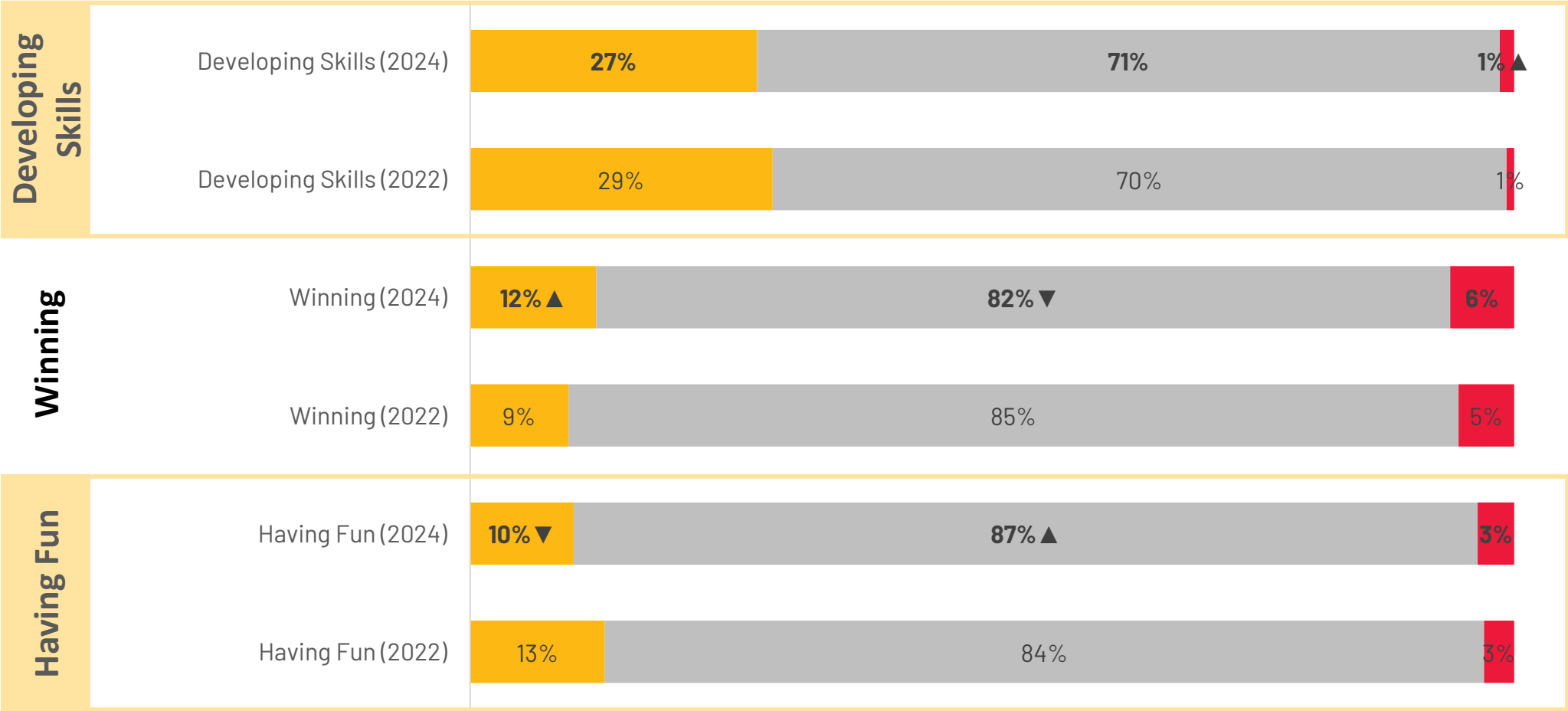
^ / v The Netball 2024 result is significantly higher/ lower than the All Sports result

# Club/school/centre environment (5-12 vs. 13-18 year olds)



# Emphasis on winning, developing skills and having fun

## All respondents



■ Not enough emphasis   
 ■ About the right amount   
 ■ Too much emphasis

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

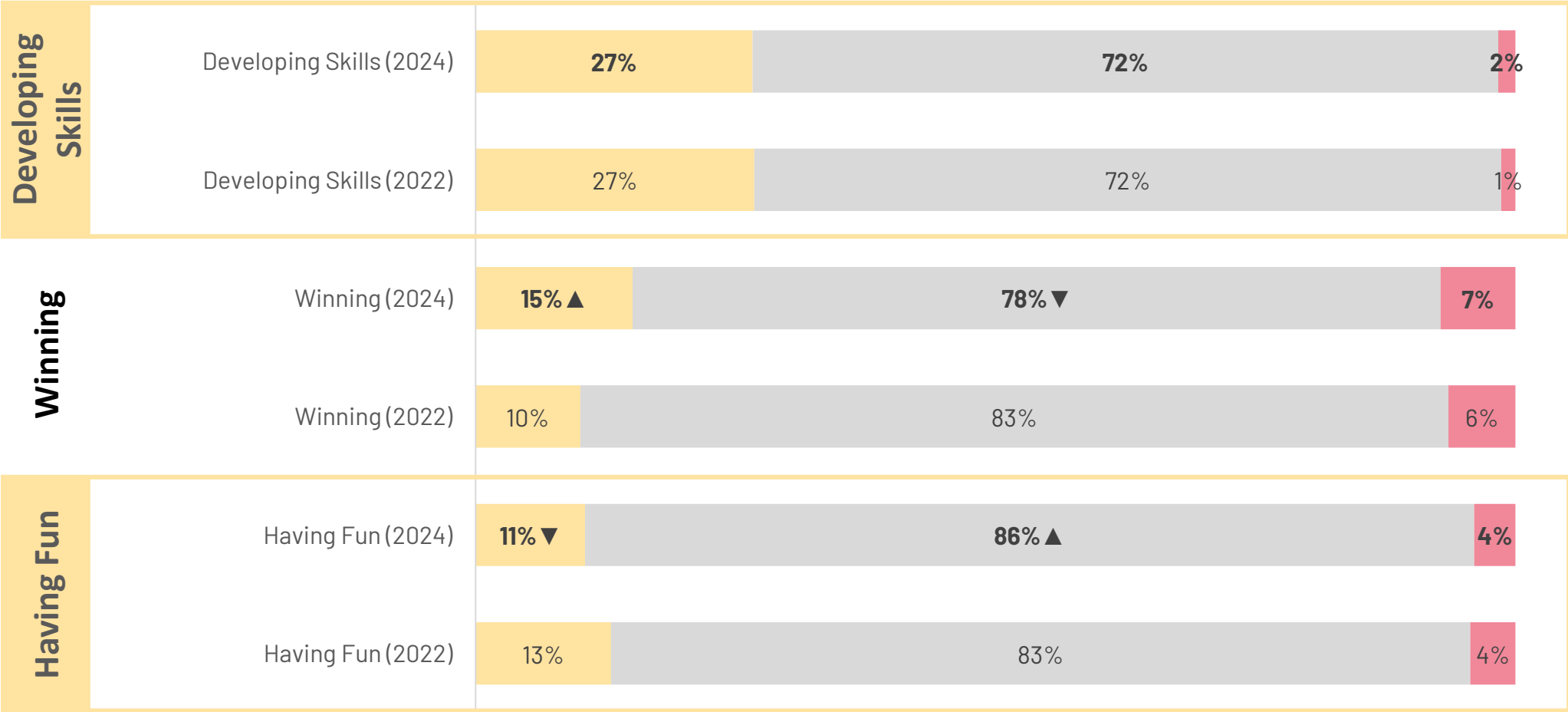
▲ / ▼ The result is significantly higher/ lower than Netball 2022

Q97. Based on your/ your child's experience...

How much emphasis do you/ does your child feel there is on the following at your/ their club/ school/ centre?

# Emphasis on winning, developing skills and having fun

## 13-18 year olds



■ Not enough emphasis   
 ■ About the right amount   
 ■ Too much emphasis

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

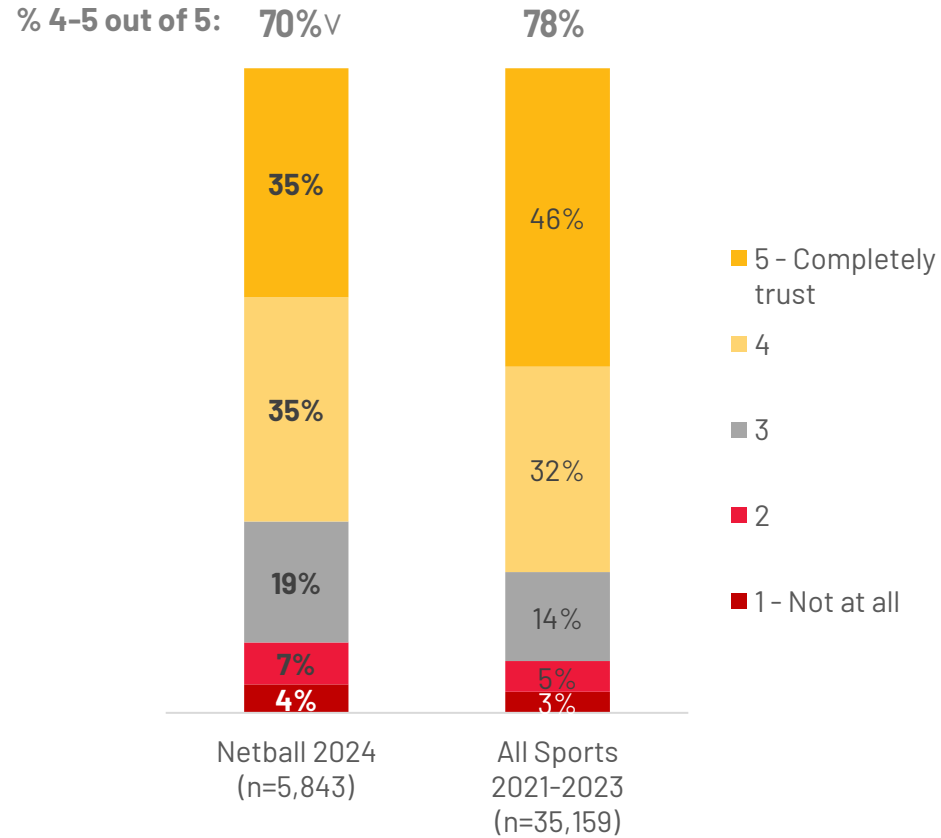
▲ / ▼ The result is significantly higher/ lower than Netball 2022

Q97. Based on your/ your child's experience...

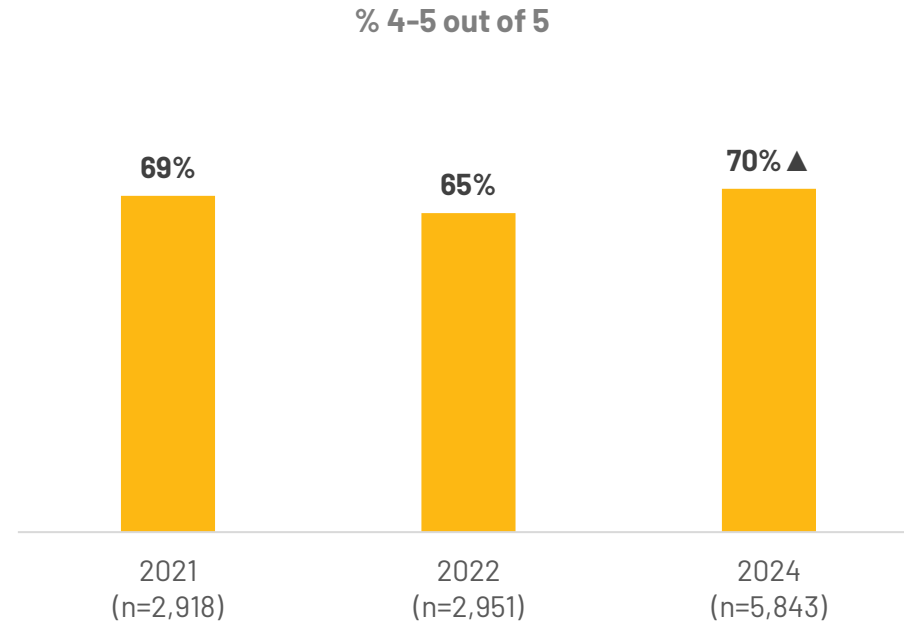
How much emphasis do you/ does your child feel there is on the following at your/ their club/ school/ centre?

# Trust in handling of integrity issues

## Netball 2024 vs All Sports



## Netball trend over time

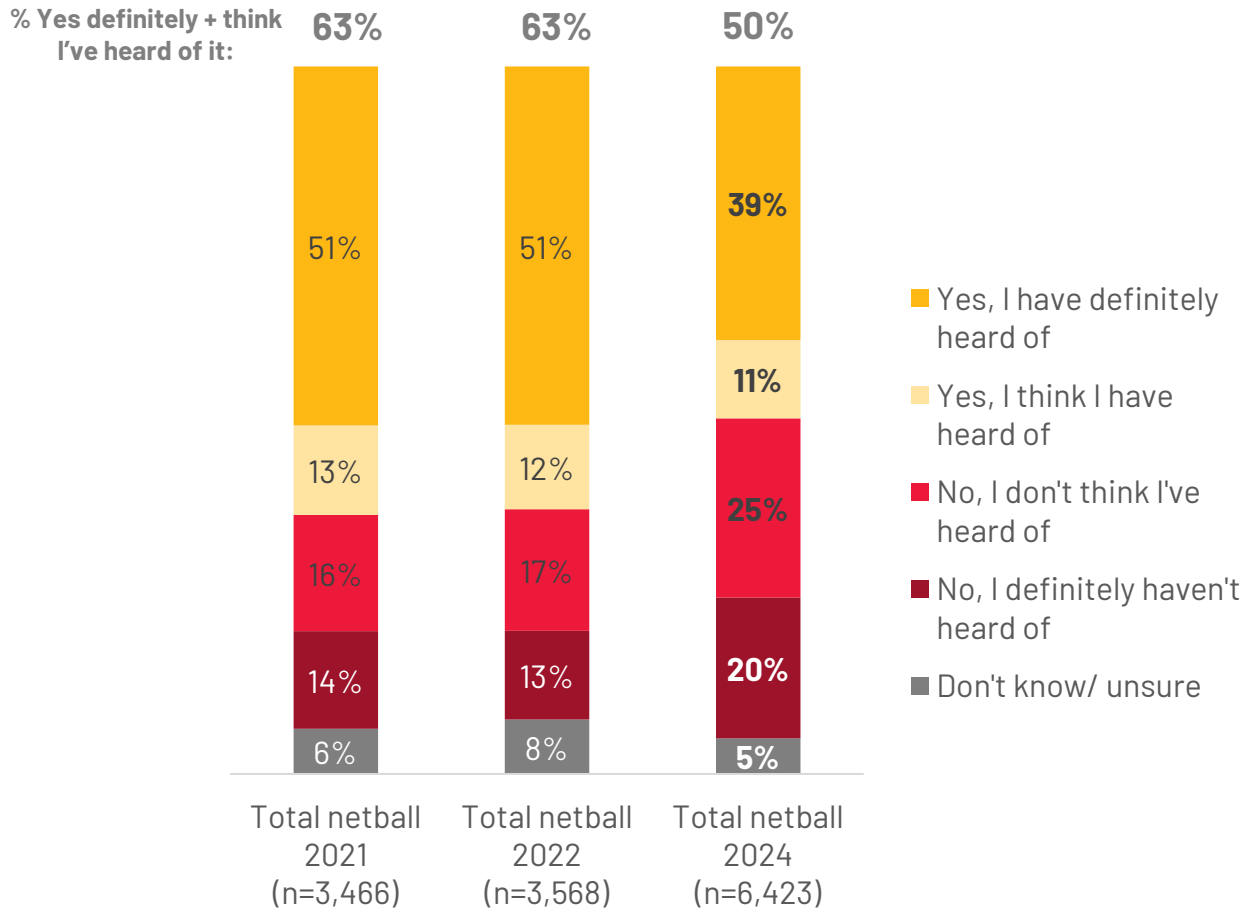


Base: All respondents excluding Don't know  
 Q102. How much do you trust your/ your child's club/ school/ centre to handle integrity issues appropriately and effectively?

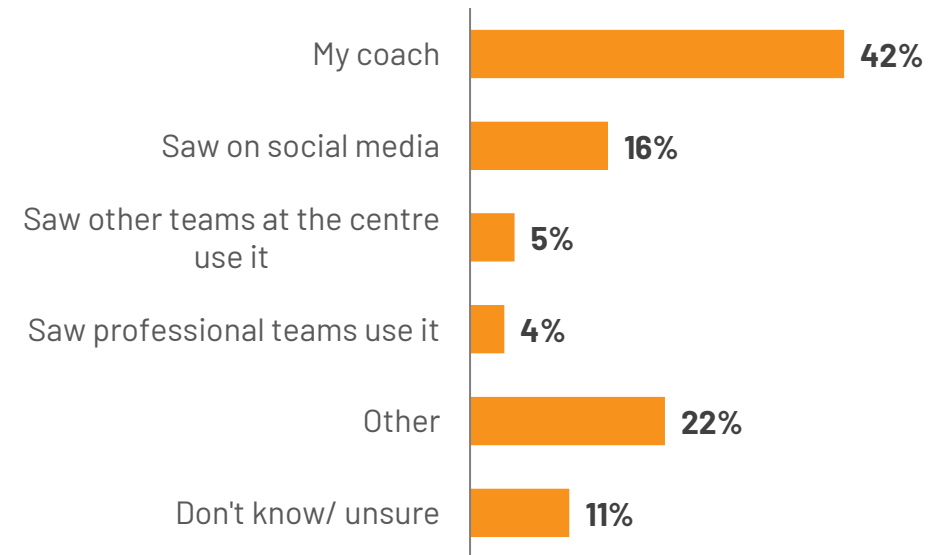
▲ / ▼ The result is significantly higher/ lower than Netball 2022  
 ↑ / ↓ The result is significantly higher/ lower than Netball 2021  
 ^ / v The Netball 2024 result is significantly higher/ lower than the All Sports result

# NetballSmart

## Awareness of NetballSmart



## Where did you hear of NetballSmart?



Base: All respondents

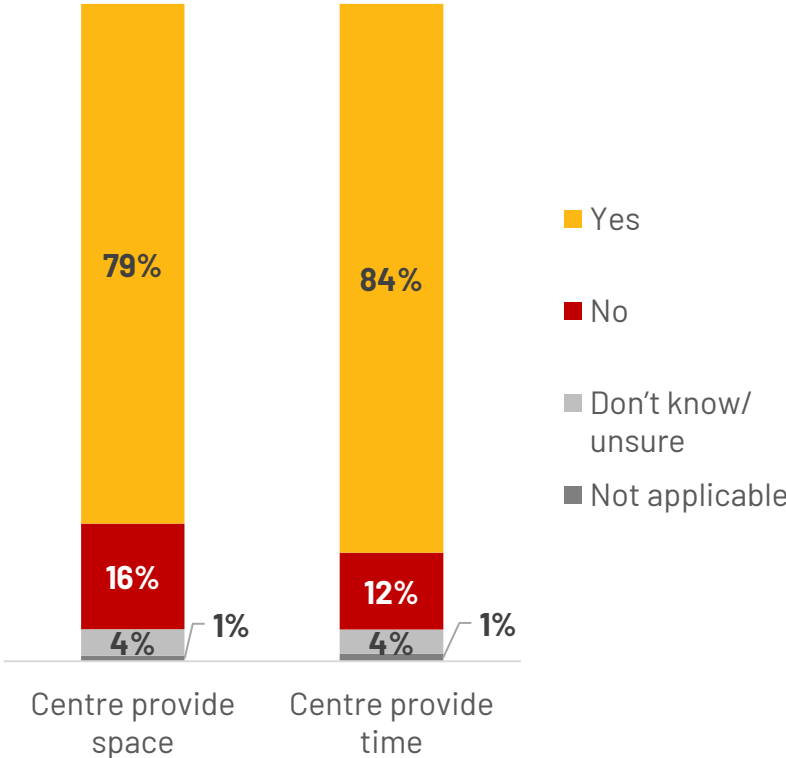
NetballSmart is the injury prevention programme for netball. It includes multiple helpful resources and ideas to help prevent injuries and improve health and wellbeing. Have you/ Has your child heard of NetballSmart?

Base: Those who have heard of Netball Smart

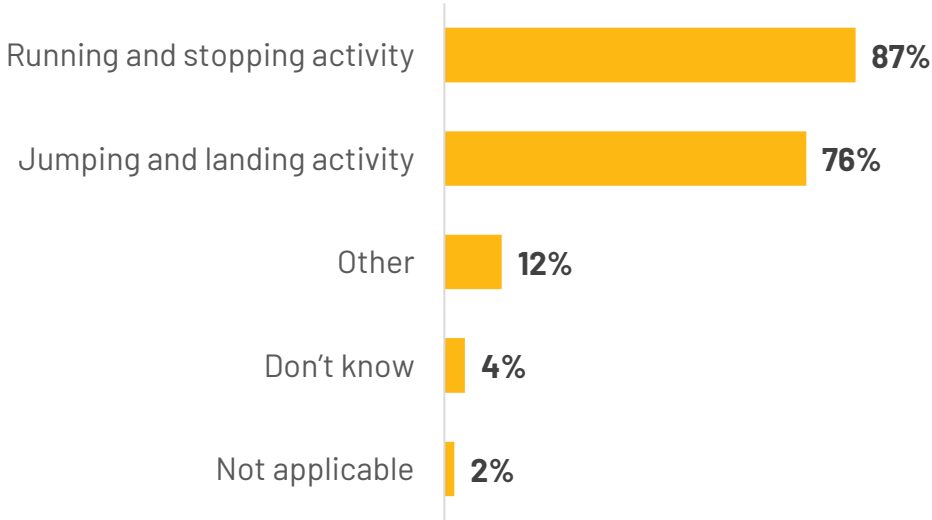
Where did you / your child first hear of or interact with NetballSmart? (n=3,194)

# Warming up

## Does centre provide space / time to warm up?



## What is included in warm up?



Base: All respondents

QN1. Does the netball centre provide space to do a warm up?

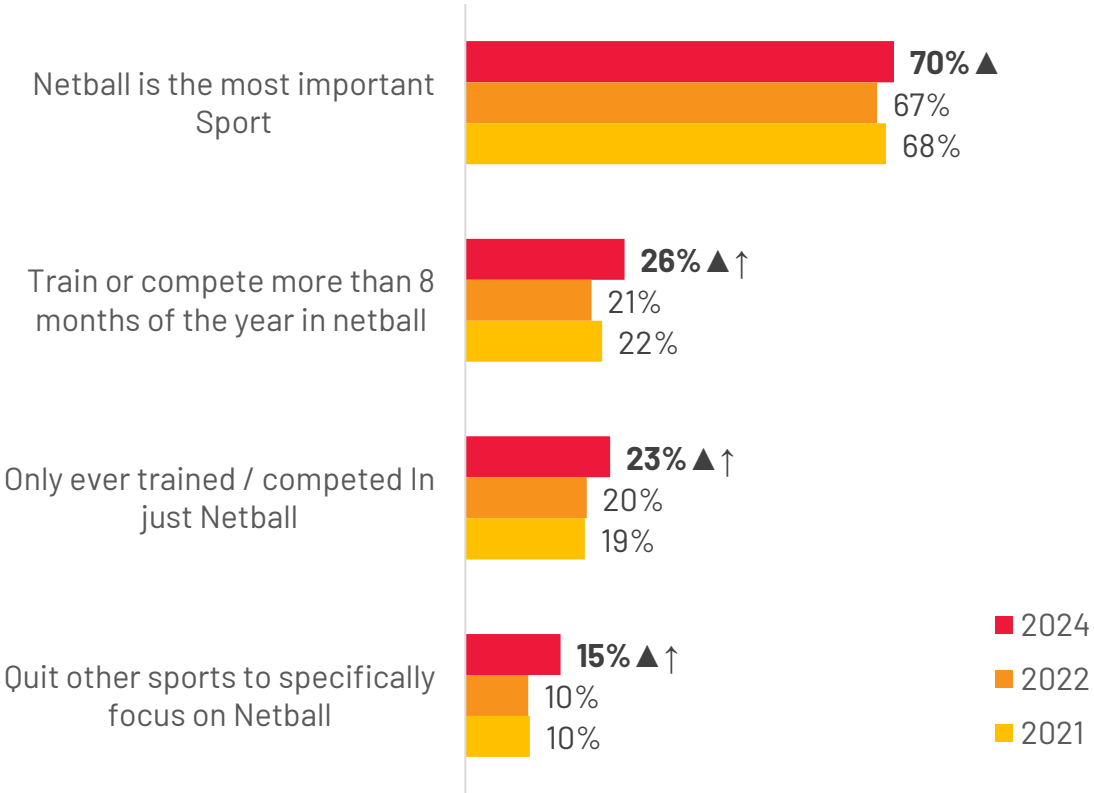
QN2. Does the netball centre provide time to warm up on the court before the game?

Base: All respondents

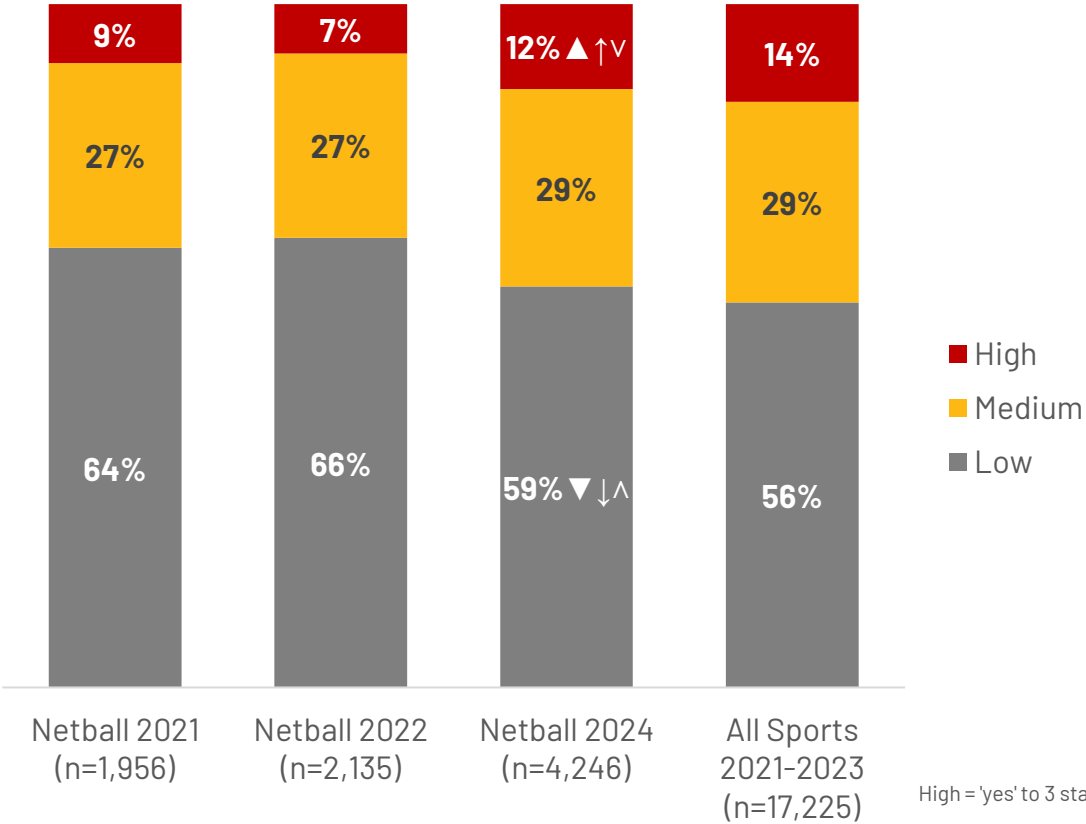
Typically, when you do warm up for a game, do you include?

# Specialisation (8-18 year olds)

## Specialisation questions (% yes)



## Specialisation category (High/Medium/Low)



High = 'yes' to 3 statements  
 Medium = 'yes' to 2 statements  
 Low = 'yes' to 0 or 1 statements

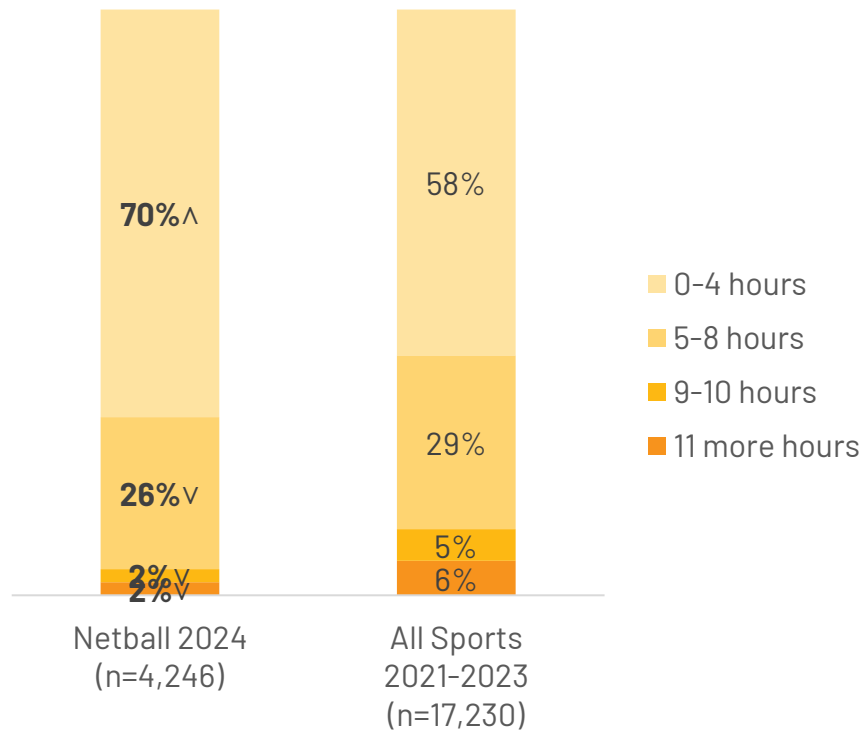
Base: All respondents aged 8-18 Q119. Is netball the sport that is most important to you/ your child? Q120. Did you/ your child train/compete more than 8 months out of the year in netball? Q121. Have you/ Has your child only ever trained/ competed in just netball? Base: Those who have not only ever trained competed in just sport (n=1,667) Q122. Have you/ Has your child quit all other sports specifically to focus on netball?

▲ / ▼ The result is significantly higher/ lower than Netball 2022  
 ↑ / ↓ The result is significantly higher/ lower than Netball 2021  
 ▲ / ▽ The Netball 2024 result is significantly higher/ lower than the All Sports result

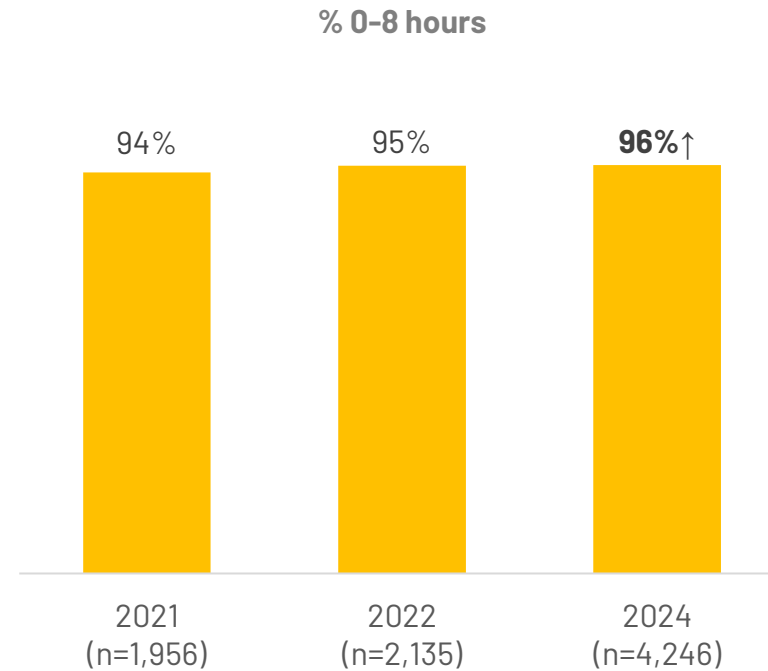


# Hours spent training or competing in netball during a typical week (8-18 year olds)

## Netball 2024 vs All Sports



## Netball trend over time



Base: All respondents aged 8-18 (n=4,246)

Q5. During a typical week when you are/ your child is training or competing for netball, how many hours on average would you/ they spend doing this (to the nearest hour)?

▲ / ▼ The result is significantly higher/ lower than Netball 2022  
 ↑ / ↓ The result is significantly higher/ lower than Netball 2021  
 ^ / v The Netball 2024 result is significantly higher/ lower than the All Sports result

# Satisfaction and NPS – By region

**OVERALL SATISFACTION**  
(% very or extremely satisfied)

TOTAL 2024

**55%**

	2018 (n=2,866)	2019 (n=3,246)	2021 (n=3,429)	2022 (n=3,531)	2024 (n=6,296)
<b>Northern</b>	53%	53%	53%	51%	<b>55%</b>
<b>Waikato/ Bay of Plenty</b>	35%	52%	55%	56%	<b>59%</b>
<b>Central</b>	38%	49%	48%	47%	<b>53% ▲ ↑</b>
<b>Mainland</b>	51%	57%	51%	58%	<b>58% ↑</b>
<b>South</b>	49%	53%	54%	55%	<b>54%</b>

**NPS**

(% promoters - % detractors)

TOTAL 2024

**+49**

	2018 (n=2,847)	2019 (n=3,206)	2021 (n=3,388)	2022 (n=3,483)	2024 (n=6,340)
<b>Northern</b>	+19	+20	+24	+23	<b>+49 ▲ ↑</b>
<b>Waikato/ Bay of Plenty</b>	-12	+23	+28	+29	<b>+51 ▲ ↑</b>
<b>Central</b>	-6	+17	+16	+16	<b>+48 ▲ ↑</b>
<b>Mainland</b>	+22	+36	+27	+31	<b>+49 ▲ ↑</b>
<b>South</b>	+21	+27	+26	+34	<b>+50 ▲ ↑</b>

Base: All respondents (Excluding Don't know/ not applicable) Q7. Imagine someone is interested in playing or participating in netball. If they asked you/ your child, how likely are you/they to recommend playing netball to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

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

▲ / ▼ The result is significantly higher/ lower than Netball 2022

↑ / ↓ The result is significantly higher/ lower than Netball 2021

□ / □ The result is significantly higher/ lower than Netball 2024

# Value for money and likelihood to rejoin – by Region

**VALUE FOR MONEY**  
(% agree or strongly agree)

**TOTAL 2024**  
**66%**

	2018 (n=2,811)	2019 (n=3,162)	2021 (n=3,280)	2022 (n=3,401)	2024 (n=6,201)
<b>Northern</b>	60%	61%	63%	60%	<b>65% ▲ ↑</b>
<b>Waikato/ Bay of Plenty</b>	45%	61%	65%	66%	<b>70%</b>
<b>Central</b>	50%	56%	56%	56%	<b>67% ▲ ↑</b>
<b>Mainland</b>	52%	57%	57%	62%	<b>67% ▲ ↑</b>
<b>South</b>	57%	61%	67%	68%	<b>66%</b>

**Likelihood to rejoin**  
(% likely or very likely)

**TOTAL 2024**  
**81%**

	2018 (n=2,559)	2019 (n=2,843)	2021 (n=2,884)	2022 (n=2,960)	2024 (n=6,275)
<b>Northern</b>	82%	83%	81%	78%	<b>81%</b>
<b>Waikato/ Bay of Plenty</b>	71%	79%	80%	81%	<b>79%</b>
<b>Central</b>	75%	79%	78%	78%	<b>82%</b>
<b>Mainland</b>	80%	82%	81%	83%	<b>79%</b>
<b>South</b>	79%	85%	81%	84%	<b>82% ▼</b>

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

Q11. The opportunities, services and benefits I receive / your child receives from my / their club/ school/ centre make it well worth the money I / you or they pay?

Q9. How likely are you / is your child to play for or rejoin your / their club/ school/ centre next season?

- ▲ / ▼ The result is significantly higher/ lower than Netball 2022
- ↑ / ↓ The result is significantly higher/ lower than Netball 2021
- ◻ / ◻ The result is significantly higher/ lower than Netball 2024

# Appendices

## Respondent profile: Age and gender

Gender	2024 (n=6,425)	2022 (n=3,568)	2021 (n=3,466)	2019 (n=3,414)	2018 (n=2,895)	2016 (n=1,609)
Male	3%	3%	3%	2%	1%	1%
Female	97%	96%	97%	98%	99%	99%
Other	<1%	<1%	<1%	<1%	<1%	<1%

Age	2024 (n=6,425)	2022 (n=3,568)	2021 (n=3,466)	2019 (n=3,414)	2018 (n=2,895)	2016 (n=1,609)
Less than 5 years	<1%	<1%	-	<1%	<1%	<1%
5-12 years	35%	39%	39%	36%	37%	32%
13-18 years	35%	26%	23%	28%	26%	29%
19-34 years	12%	14%	16%	16%	15%	17%
35+ years	18%	22%	22%	20%	21%	21%

# Respondent profile: Ethnicity

Ethnicity	2024 (n=6,425)	2022 (n=3,568)	2021 (n=3,466)	2019 (n=3,414)	2018 (n=2,895)	All Sports 2021-2023 (n=41,209)
<b>NET European</b>	<b>78%</b>	82%	83%	81%	81%	81%
<b>NET Maori</b>	<b>27%</b>	28%	24%	24%	24%	17%
<b>NET Asian &amp; Indian</b>	<b>6%</b>	3%	3%	3%	3%	6%
<b>NET Pasifika</b>	<b>11%</b>	8%	7%	8%	7%	6%
<b>NET Other</b>	<b>6%</b>	2%	2%	3%	3%	8%

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

# Respondent profile: Region

Region	n=	2024 (n=6,425)	2022 (n=3,568)	2021 (n=3,466)	2019 (n=3,285)	2018 (n=2,895)
Northern	2,259	35%	10%	19%	28%	37%
Waikato/ Bay of Plenty	486	8%	12%	18%	20%	9%
Central	1,597	25%	31%	13%	16%	13%
Mainland	993	15%	22%	28%	16%	25%
South	1,056	16%	22%	19%	20%	13%

# Explanation of regression



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



Nielsen has created a regression model unique to Netball NZ. The dependent variable for the regression model is **recommendation** (the likelihood of a respondent to recommend playing netball to someone interested in playing netball). 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 club. The importance or impact of a driver on recommendation is shown on the vertical axis along with the size of the bubble (from the regression model). Respondents' satisfaction ratings with each of the driver is shown on the horizontal axis. This illustration allows us to see what aspects are more important but rated lower - that is where 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 playing netball 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 playing netball.

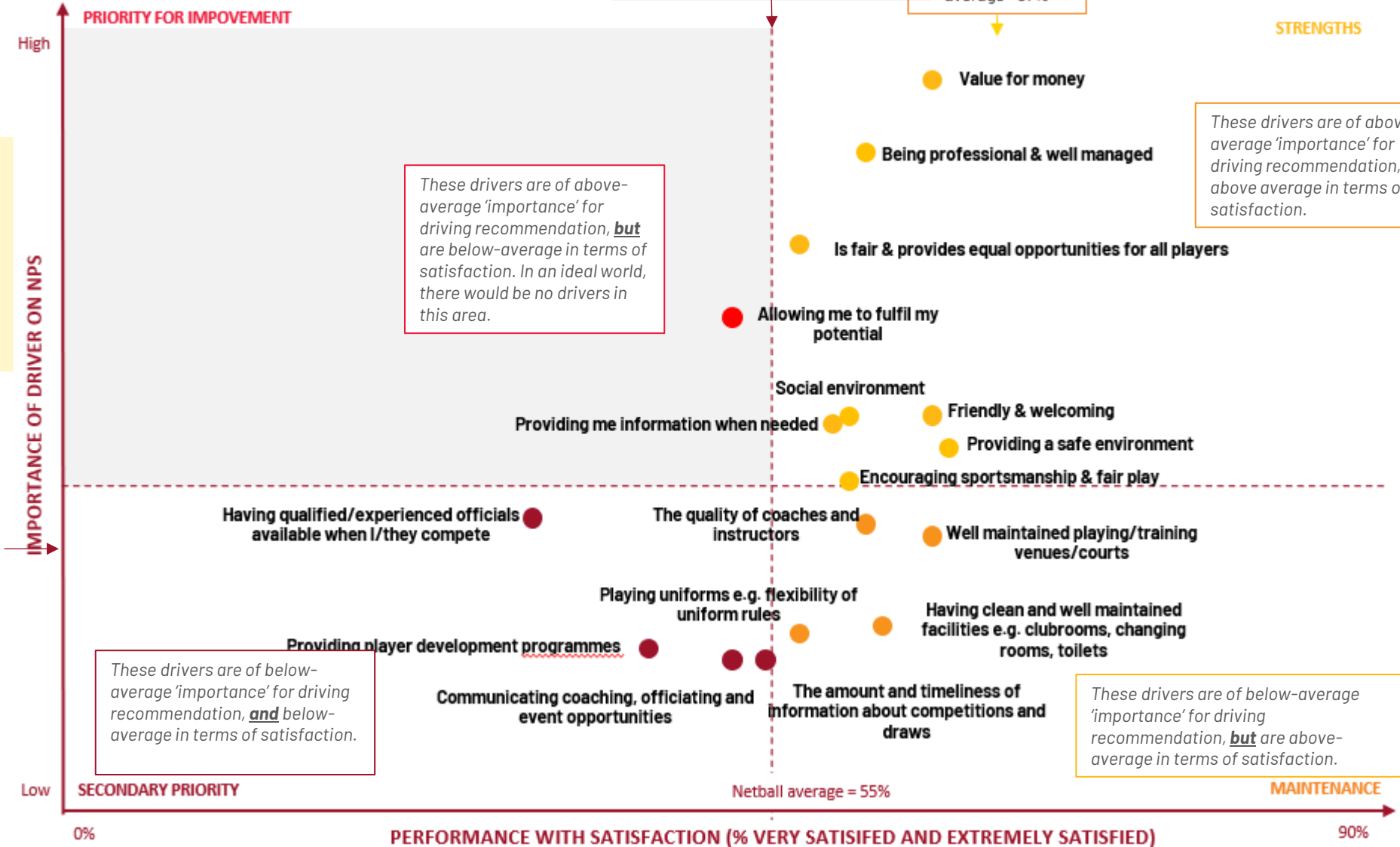
This line is the average satisfaction level for all of the drivers.

All Sports 2021/22 average= 67%

STRENGTHS

These drivers are of above-average 'importance' for driving recommendation, and above average in terms of satisfaction.

These drivers are of above-average 'importance' for driving recommendation, but are below-average in terms of satisfaction. In an ideal world, there would be no drivers in this area.



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

These drivers are of below-average 'importance' for driving recommendation, and below-average in terms of satisfaction.

These drivers are of below-average 'importance' for driving recommendation, but are above-average in terms of satisfaction.

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

# Key metrics question wording

## **Overall satisfaction**

Q6. To what extent are you / is your child satisfied or dissatisfied with the/ their overall experience of playing netball at your/ their club/school/centre?

## **NPS (Net Promoter Score)**

Q7. Imagine someone is interested in playing or participating in netball. If they asked you/ your child, how likely are you/they to recommend playing netball to them, using a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely?

*Calculating the Net Promoter Score:*

*Respondents selecting 0-6 are 'detractors'*

*Respondents selecting 7-8 are 'passives'*

*Respondents selecting 9-10 are 'promoters'*

*NPS = the % of promoters minus the % of detractors. Scores range from -100 to +100.*

## **Likelihood to rejoin**

Q9. How likely are/ is you/ your child to play for or rejoin your netball club/school/centre next season?

## **Value for money**

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