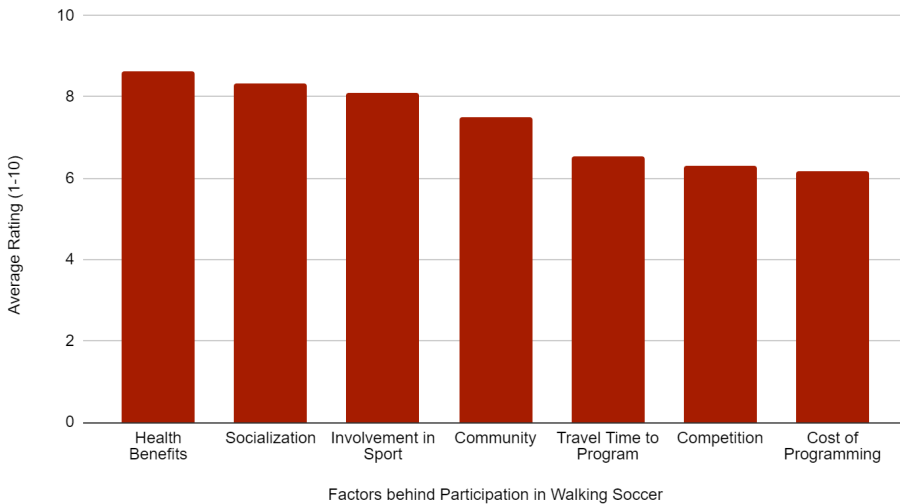


This year our survey had over 100+ participants from across Canada, with representation from more than 10 clubs across the country. Survey responders included both walking soccer players as well as walking soccer program organizers.

Current programs in Canada have approximately 15-30 player attendance at each session, with an age range of participants from 44-91. Approximately 20% of responders were women. Most programs have seen growth in the number of players that have engaged with their program in the last year. Of the current players, the top three factors that they found important with being involved in walking soccer were health benefits, socialization at the sessions and being involved with sports (Table 1). 62% indicate they found out about walking soccer through word of mouth either via friend or family referral (Figure 1). This may be reflective of a continued stigmatization surrounding the sport, ineffective current marketing through other channels and/or on the otherhand, demonstrates the importance of having a spokesperson for the sport. On average (median), players report they would be willing to pay a maximum amount of \$10 per session and travel up to 30-45 minutes away for regular sessions.

Table 1. Factors that influence Walking Soccer Participation Amongst Players



In terms of playing behaviour, 46% of participants are still playing the running game concominantly with walking soccer. Current participants indicate they prefer to play Walking Soccer in the mornings, particularly during weekdays. This, however, might be partly due to sampling bias given most current participants responding to the survey would be playing at a club that does primarily have weekday morning sessions, and likely no weekend sessions. Up to approximately 35% of responses did indicate an interest in playing during the weekends.

53% of responders indicated that they currently played at a casual level while the remaining 47% considered their level of play as competitive. That being said, 60% of responders indicated their interest in playing at a competitive level, with 96% interested in tournament play. This indicates that although the majority of the population plays recreationally, there is the demand for more competition beyond their current play, including local, provincial and national level tournaments.

Responders were generally satisfied about programming, though some described a desire for more skills based training and formal warm up/cool downs.

Figure 1. How Current Walking Soccer Players Discovered Walking Soccer

