



THE GOOD SPORTS COST OF PLAY INDEX



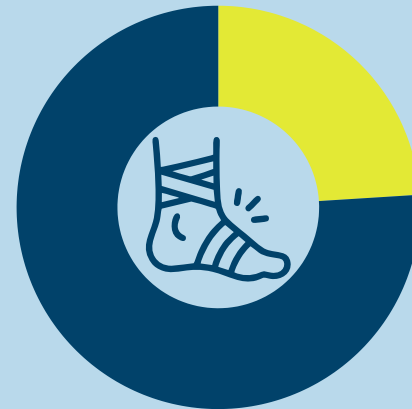
The Financial Burden of Youth Sports

68%

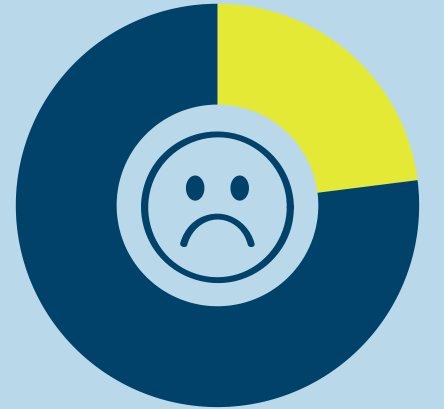
of parents of kids who've played sports say they have **strongly considered** pulling their child from sports.

TOP REASON:

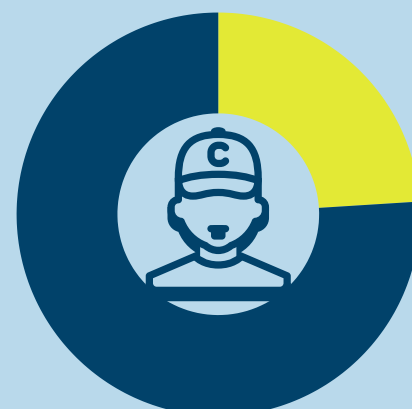
Unsustainable costs (26%)



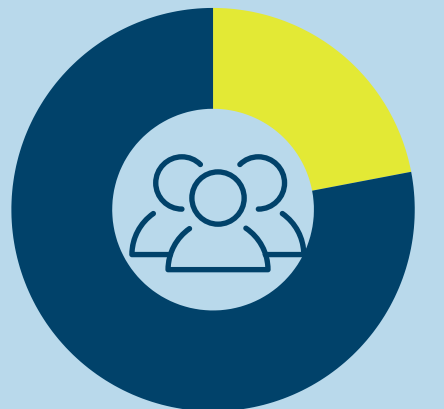
Injury Concerns:
24%



Child Doesn't Enjoy It:
23%



Poor Coaching:
23%



Negative Team Environment:
22%

ACCESSIBILITY GAPS



VS.



**PAY TO PLAY
MODELS**

**LOW COST
OPPORTUNITIES**

77%

of parents say the rise of private/travel youth sports risks pricing kids out of playing.

67%

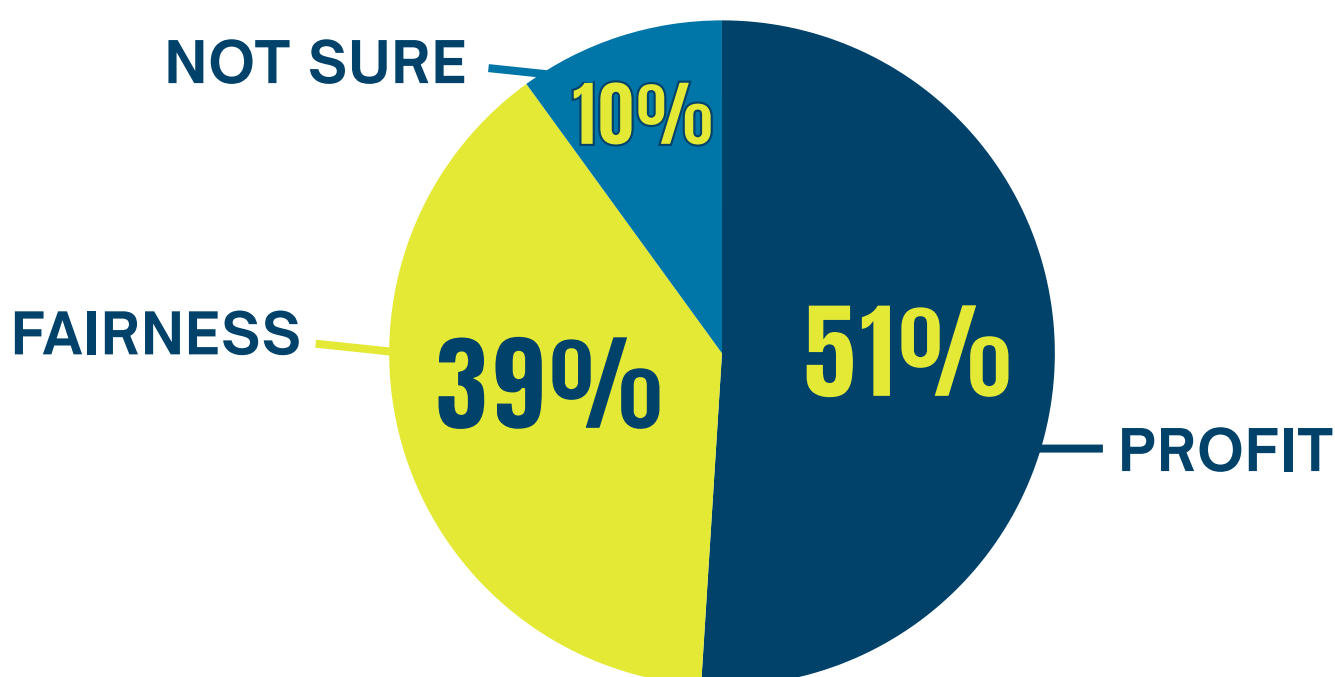
of parents say affordable and school-based youth sports opportunities have declined over the past five years.

56%

of parents say there aren't enough viable youth rec/intramural sports options in their community.

SYSTEM PRIORITIES

Parents of kids who play sports believe that the current youth sports system prioritizes...



PARENTAL IMPACT

31%

of parents of kids who've played sports feel **stressed** by what they spend on youth sports.



24% of parents of kids who've played sports have driven 5+ hours in a week for their child's sports.