



Awards and Personalization Association Consumer Survey Results April 2016

Should children be recognized for participation in the following activities?

- ▶ 77% Community service/volunteer group activities
- ▶ 73% Academic or scholastic teams
- ▶ 65% Sports teams
- ▶ 64% Drama or fine arts groups
- ▶ 62% Extracurricular clubs like chess and robotics
- ▶ 16% None of the above

At what grade/age level is it appropriate to provide recognition awards for participating on a team in youth sports?

- ▶ 53% Elementary School (6 – 11 yrs.)
- ▶ 53% Middle School (11 – 14 yrs)
- ▶ 52% High School (15 – 18 yrs)
- ▶ 41% Pre-K/Kindergarten (2 – 5 yrs.)
- ▶ 15% None of the above

What are the best ways to motivate children to participate in activities and develop advanced skills?

- ▶ 62% Provide steady parental involvement
- ▶ 50% Have school friends/siblings in program
- ▶ 47% Implement consistent recognition for outstanding achievements for the team/activity
- ▶ 46% Include consistent recognition for new skill development on team/activity
- ▶ 38% Create a consistent recognition for participation in the team or activity
- ▶ 33% Competition with other high performing programs (travel sports)
- ▶ 14% None, children need intrinsic, personal motivation to stay with a sport/activity

When selecting leagues or organizations, do you select a group based on any of the following

- ▶ 54% Experienced coaches/mentors
- ▶ 46% Excellent reputation on the local regional level
- ▶ 26% Number of kids involved
- ▶ 20% Participants receive end of season/activity award
- ▶ 15% Uniforms/equipment
- ▶ 30% None of the above

Are you in favor of awards for adults in any of the given categories?

- ▶ 62% Service/tenure (i.e. anniversary)
- ▶ 55% Achievement
- ▶ 49% Academic achievement
- ▶ 27% Recreational sports league participation
- ▶ 21% None of the above

Are you aware of the media coverage surrounding youth sports and participation awards?

- ▶ 37% Yes, I've seen coverage in the media and on the social media sites I use
- ▶ 41% No, I'm not aware of media coverage or social media coverage of this issue
- ▶ 22% I'm not certain

Please characterize your opinion regarding achievement and participation awards in youth sports or youth extracurricular activities

- ▶ 32% I've become more convinced that only winners & top performers should receive awards
- ▶ 24% I believe most children receive awards that are appropriate for their achievements/participation
- ▶ 25% I believe that we should be fair to all participants in youth sports; everyone is part of a team effort/all kids make contributions and that needs to be recognized
- ▶ 19% I'm not certain