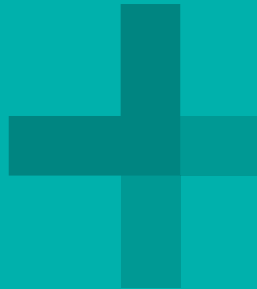




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FALL 2021 ATHLETE LISTENING REPORT

C+R
RESEARCH



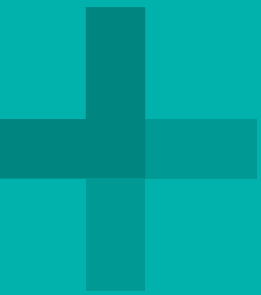


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Timeline Overview

- Project Kickoff (align on project approach) – May 2021
- Survey Drafting + Approval (solidify fall 2021 survey) – September 2021
- Field Data (launch fall survey) – October 2021

- DISCUSS AND SHARE RESULTS – DECEMBER 2021

- Survey Drafting + Approval (solidify spring 2022 survey) – March 2022
- Field Data (launch spring survey) – May 2022
- Discuss and Share Results – July 2022

NOTE: Group to consider/discuss what stakeholder communication looks like considering this timeline and the Games.

Study Design

BACKGROUND + OBJECTIVES

The Athletes Advisory Council (AAC) and the USOPC are actively working to understand where they are currently serving athletes well, and which areas athletes require better quality or additional services. The purpose of this research is to understand the overall athlete experience and needs that are and are not being met and to provide athletes with an opportunity to engage in two-way dialogue with the AAC and USOPC.

In conjunction with this effort, the research also assists with the congressional requirements outlined in the Empowering Olympic, Paralympic and Amateur Athletes Act of 2020.

The objectives of this wave's research are to:

- ★ Track satisfaction with USOPC and NGB on specific topics of interest
- ★ Gauge overall athlete wellbeing and identify areas for improvement

METHODOLOGY

Approach: 8 minute self-administered survey. A list of 7,183 unique Athlete emails were provided to C+R, all of which received an invite to the survey from AthleteSurvey@crresearch.com.

Field Period:

Fall 2021: October 25 – November 7, 2021

Fall 2020: November 5 – 19, 2020

Sample Size of Surveys Completed:

n=747 Total Athletes

- Able-bodied Athletes: n=611
- Disabled Athletes: n=128
- High NGB Performance: n=487
- Low NGB Performance: n=175
- USOPA Members: n=314
- AAC Ever Involved: n=101
- Summer: n=537
- Winter: n=202
- Current Athletes (last competed 2020-21): n=347
- Athlete Participation Level
 - Olympic/Paralympic Level: n=504
 - World Championships Level: n=493
 - Pan/Parapan American Games: n=275
 - World Cup: n=327

REPORT DETAILS

The data provided in this report covers quantitative findings.

Throughout the report, significance testing is conducted between waves at the 95% confidence level as follows:

↑ = Fall 2021 is significantly higher than Fall 2020

↓ = Fall 2021 is Significantly lower than Fall 2020

Additionally, call outs are used to indicate significant differences between types of Athletes from Fall 2021 to Fall 2020.

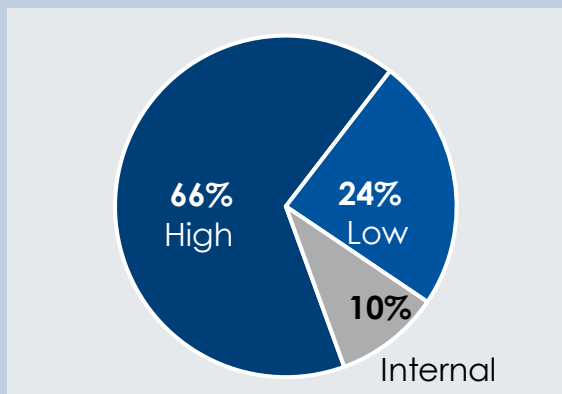


The Athlete Profile

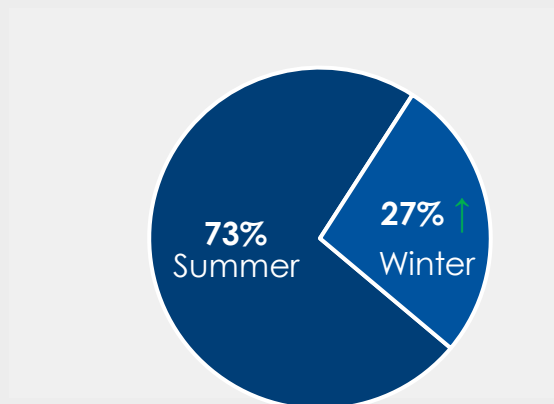
The Athlete Population surveyed is mainly comprised of able-bodied, Summer competitors (though, a higher proportion of Winter athletes were surveyed this wave) who participate in high-performance NGBs.

Athlete Participation Profile

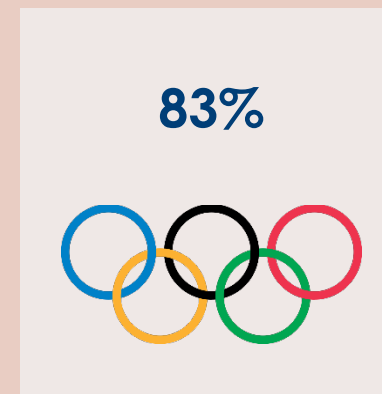
NGB PERFORMANCE TIER



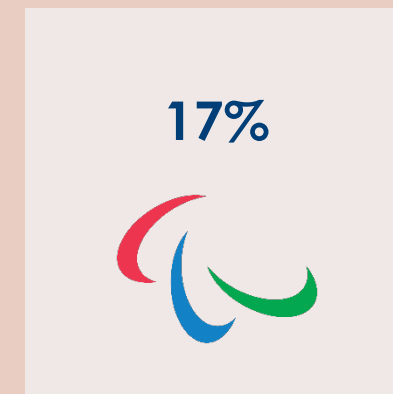
SEASON



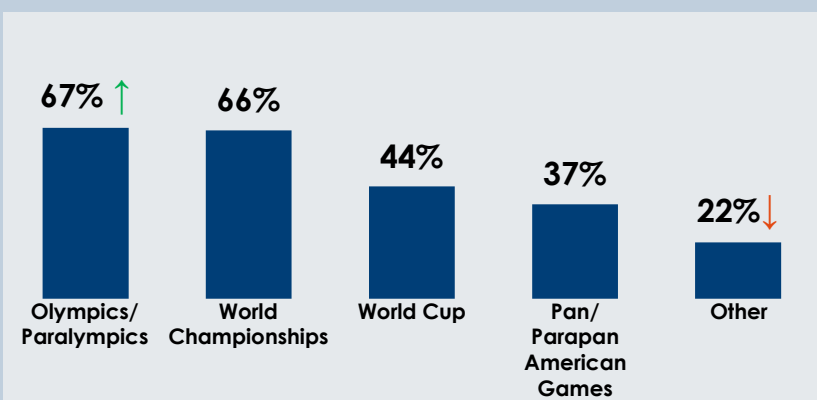
ABLE-BODIED



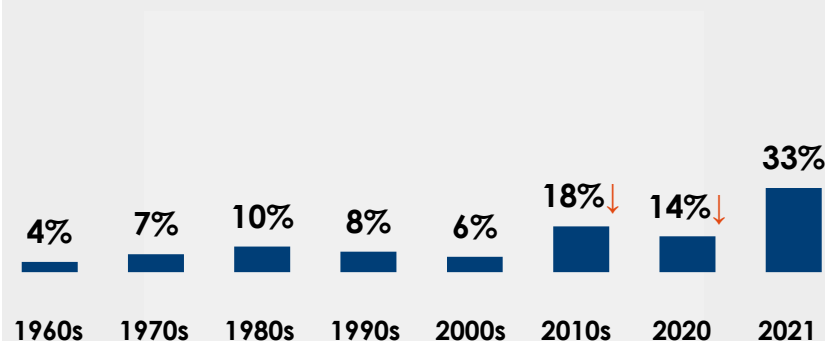
DISABLED



LEVEL(S) PARTICIPATED

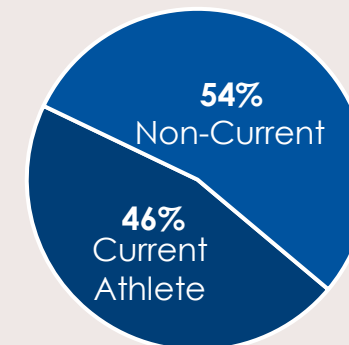


LAST PARTICIPATED



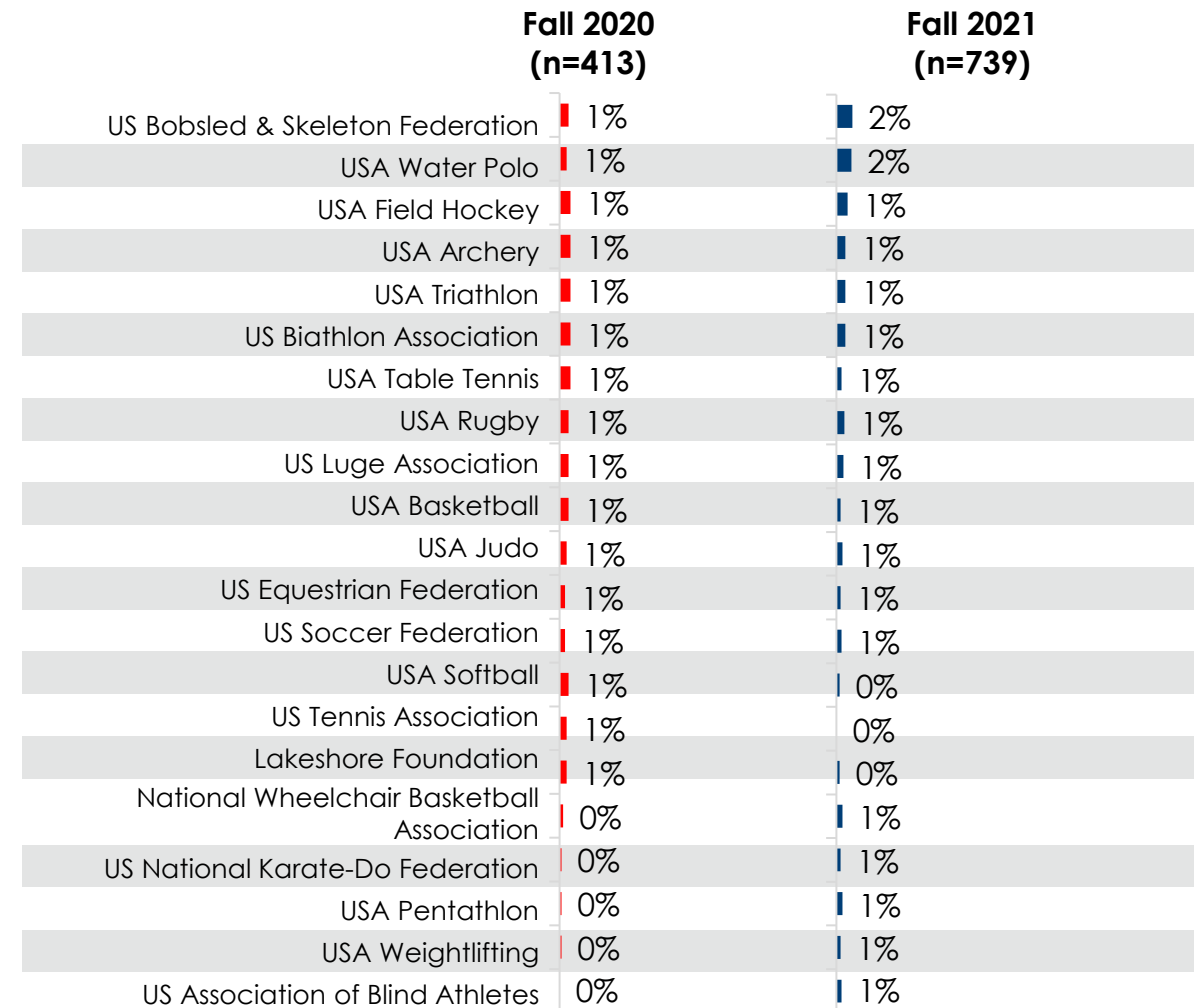
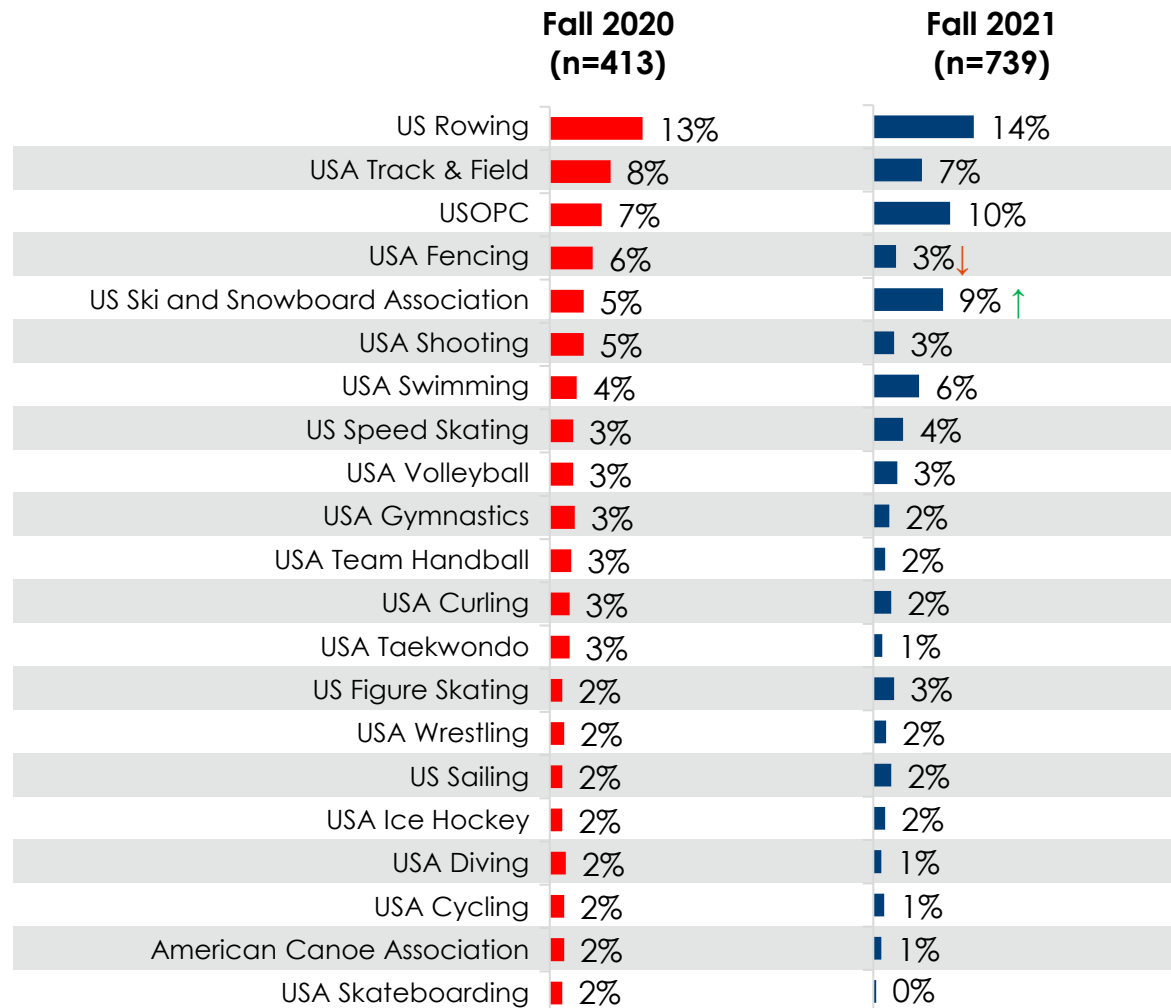
CURRENT AND NON-CURRENT

Current = Competed in 2020/2021



NGB representation was widespread, and participation among US Ski and Snowboard Association was higher this wave (given the increase in Winter athletes surveyed).

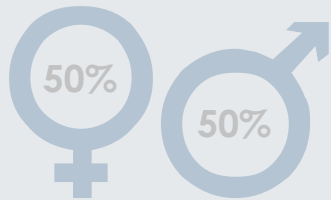
Athlete Participation Profile: NGB



Athletes surveyed tend to be 25-34, Caucasian and college educated. About half currently work, with one-in-three making less than \$25k personally (personal earnings tend to be lower among Current Athletes).

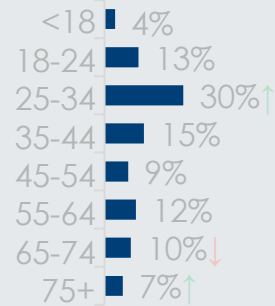
Athlete Demographics

GENDER



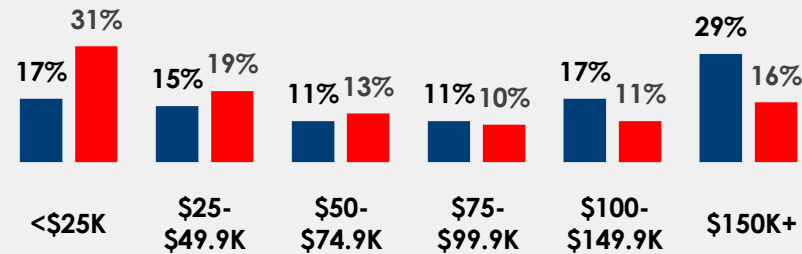
AGE

42.2 Avg.

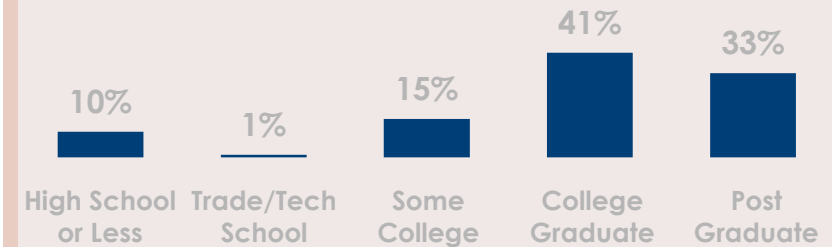


INCOME

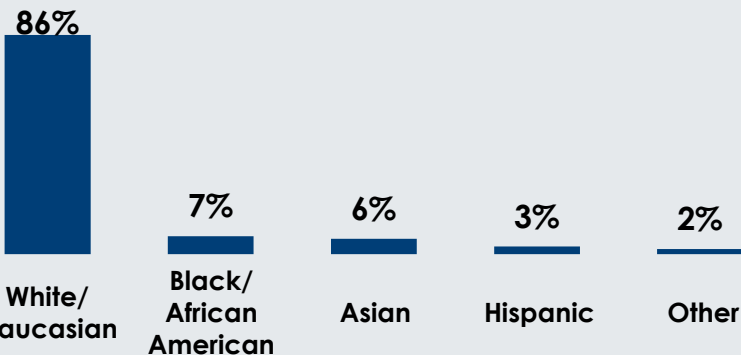
HH / Personal



EDUCATION



ETHNICITY



Total Household

Avg: \$97,112
Median: \$87,500

Current Athletes

Avg: \$75,022
Median: \$37,500

Total Personal

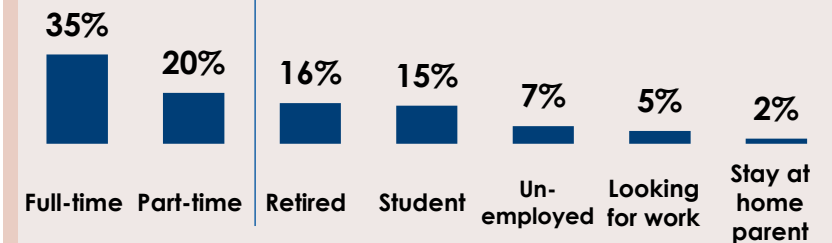
Avg: \$72,263
Median: \$62,500

Current Athletes

Avg: \$45,719
Median: \$20,000

NON-ATHLETE RELATED EMPLOYMENT

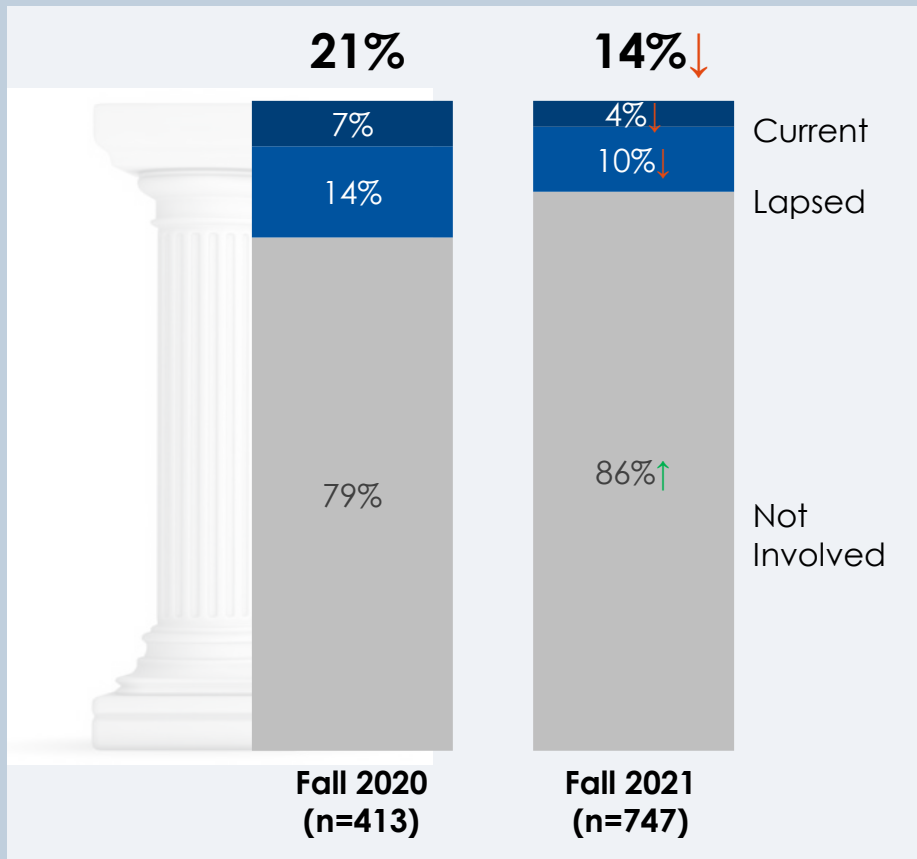
34.9 Avg. Hours Worked/Week



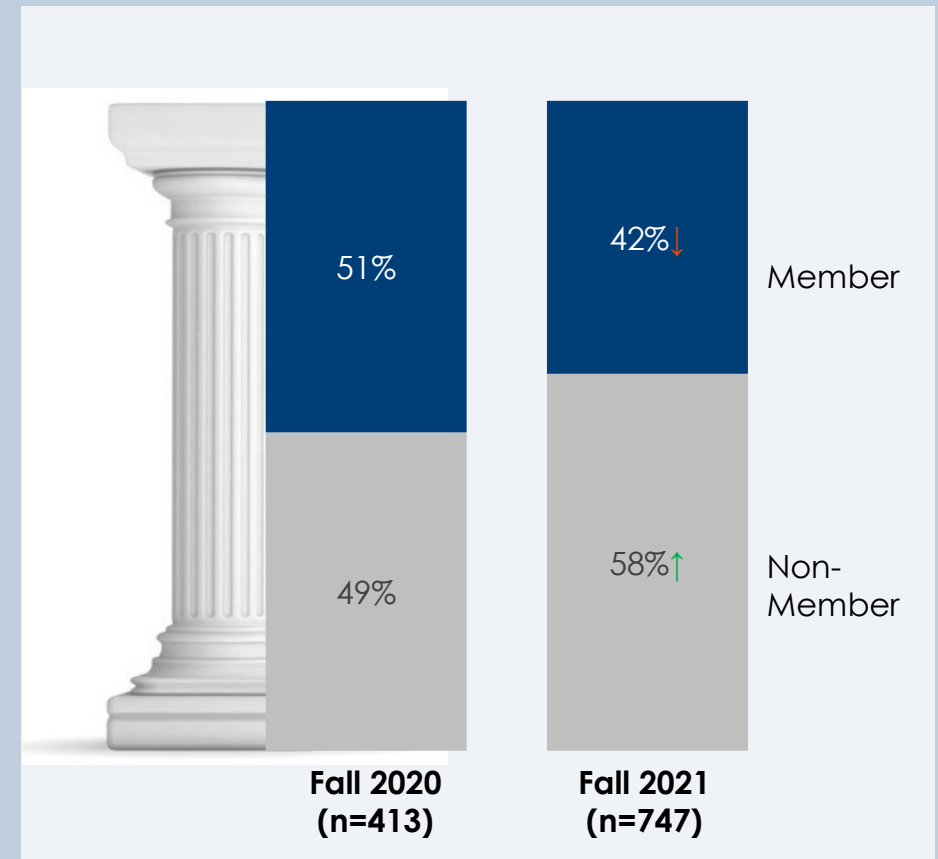
Fewer Athletes are involved in the AAC or USOPA compared to Fall 2020.

Organization Involvement

AAC INVOLVEMENT STATUS



USOPA INVOLVEMENT STATUS



Three Takeaways from this Section



This section profiles the Athletes who participated in the Fall 2021 survey, and therefore the data that follows is representative of these Athletes' voices, but may not be representative of *all* Athletes' voices. The same is true for Fall 2020 Athletes who participated in the survey. Consider the make-up of the participant pool while reviewing the rest of the data.



Continue listening to a large cross-section of Athletes; it may be important to encourage stronger engagement among sports/NGBs that you feel are underrepresented and continue to drive adoption of this survey.



The Fall 2021 survey achieved greater participation because it utilized a larger sample list. Moving forward, continue to keep the Athlete list as up-to-date and robust as possible, and explore ways to further encourage participation. Specific NGB-level data cuts will require greater participation.



Detailed Findings

Key Takeaways



Work to improve overall satisfaction with USOPC and the NGB when it comes to handling misconduct. For many groups of athletes, satisfaction in this area is unchanged over the past year and there is room to grow.



Compared to Fall 2020, more Athletes know how to report misconduct, but they are less comfortable doing so than before. Establishing trusted resources is a must.



Eight-in-ten Athletes are satisfied with their overall well-being, though there is room to improve on specifics. Find opportunities to strengthen financial and social well-being, particularly among Current Athletes.

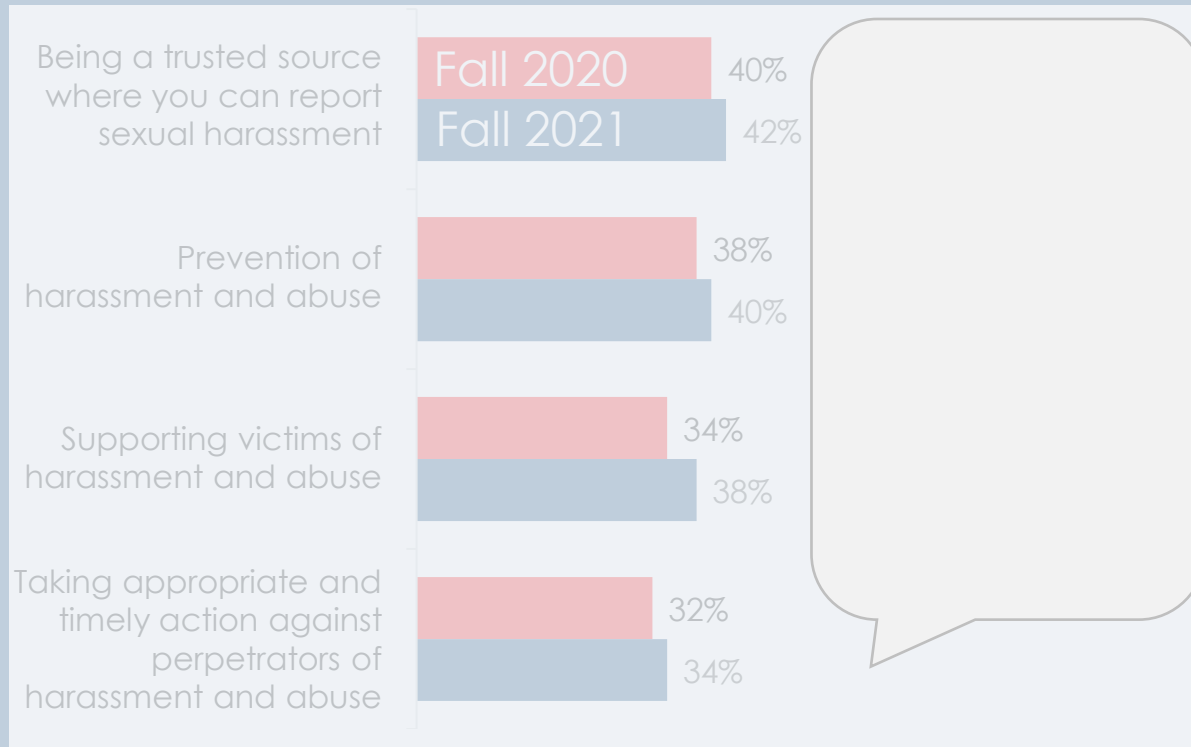


Addressing Sensitive Topics

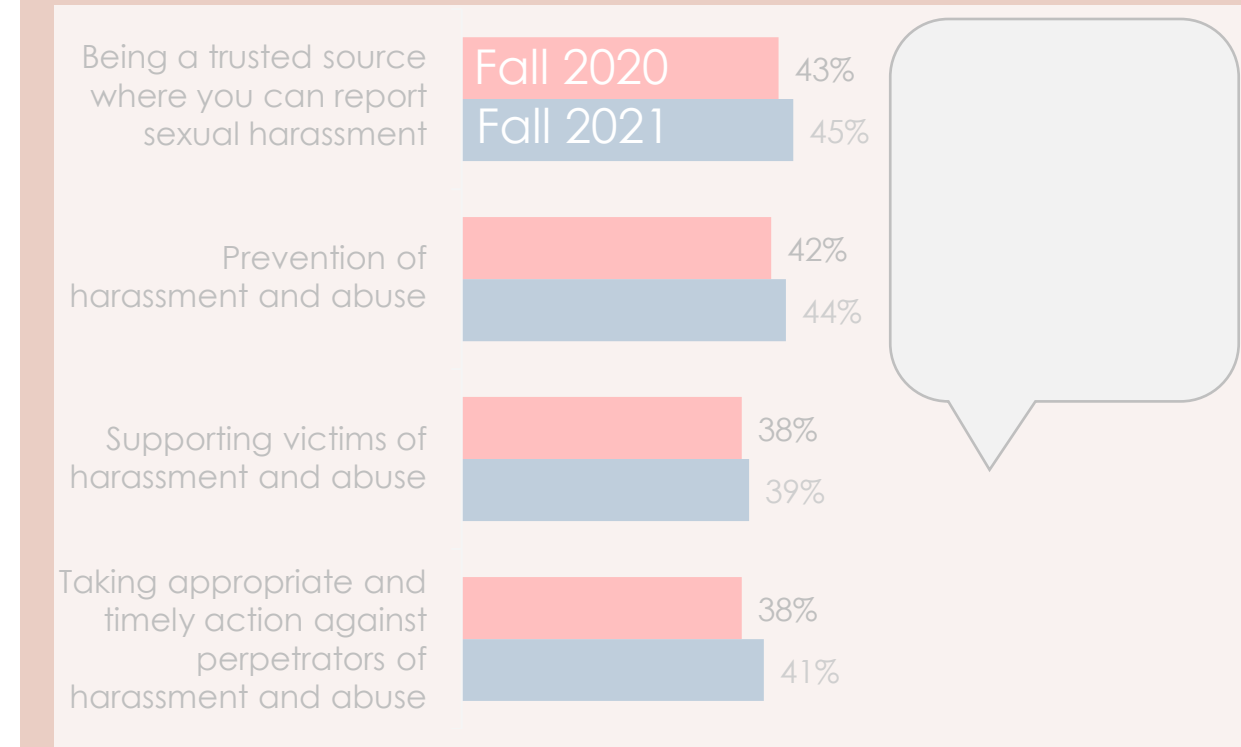
Although satisfaction has improved slightly since last wave, there is still room to improve how harassment is addressed within USOPC and the Athlete's NGB.

Satisfaction (% Very/somewhat satisfied)

USOPC

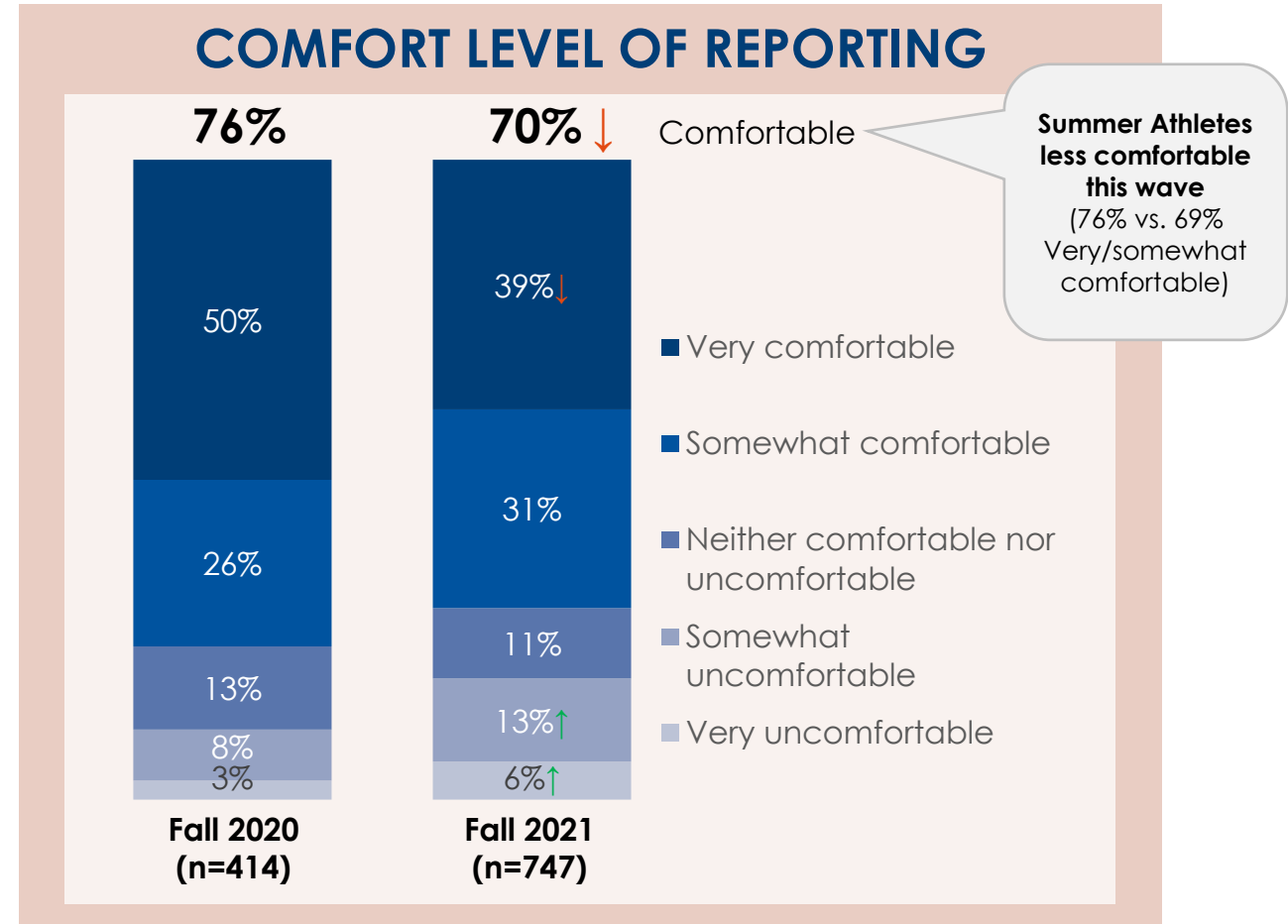
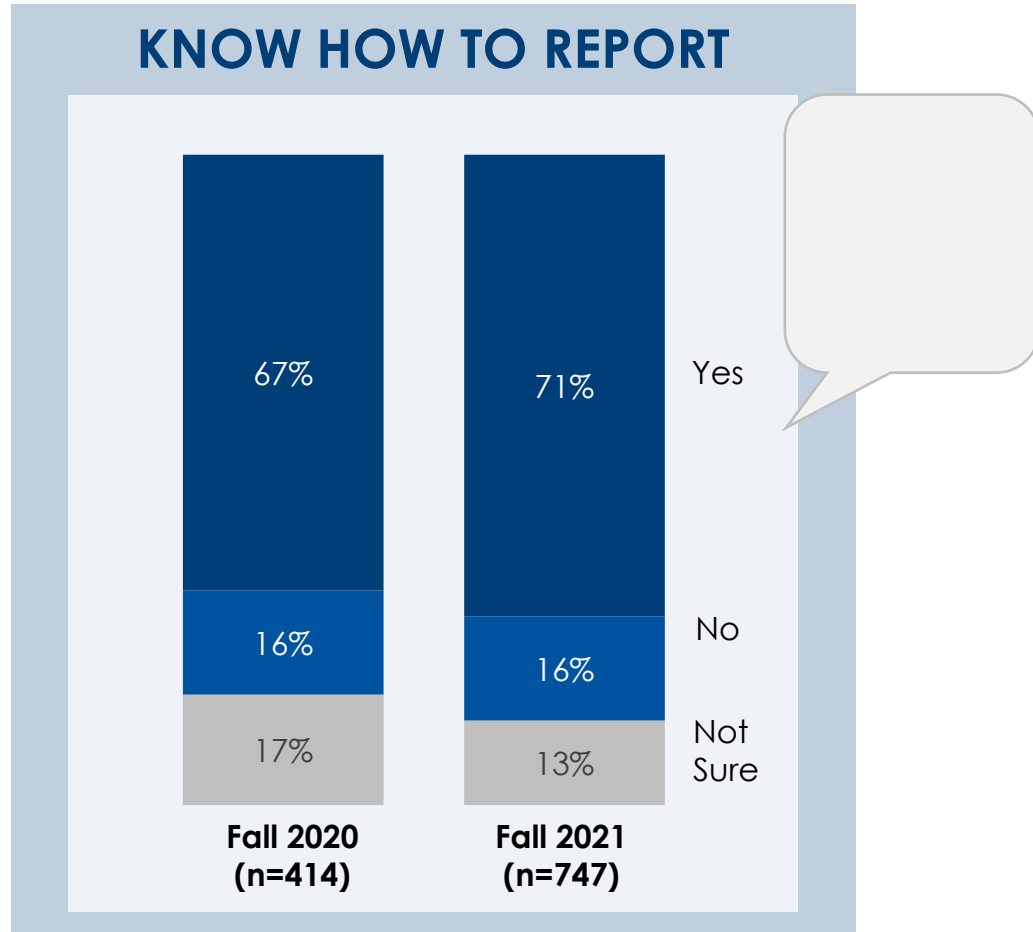


NGB



The number of Athletes who know how to report sexual misconduct is moving in the right direction, particularly among Current Athletes; however, fewer say they are “very comfortable” reporting it compared to Fall 2020.

Reporting Sexual Misconduct



Three Takeaways from this Section



While moving in the right direction, many athletes are not satisfied with USOPC or their respective NGB's ability to handle various harassment and misconduct issues.



Significantly more Current Athletes know how to report misconduct, but unfortunately, the Athlete population as a whole feels less comfortable reporting misconduct than in Fall 2020.



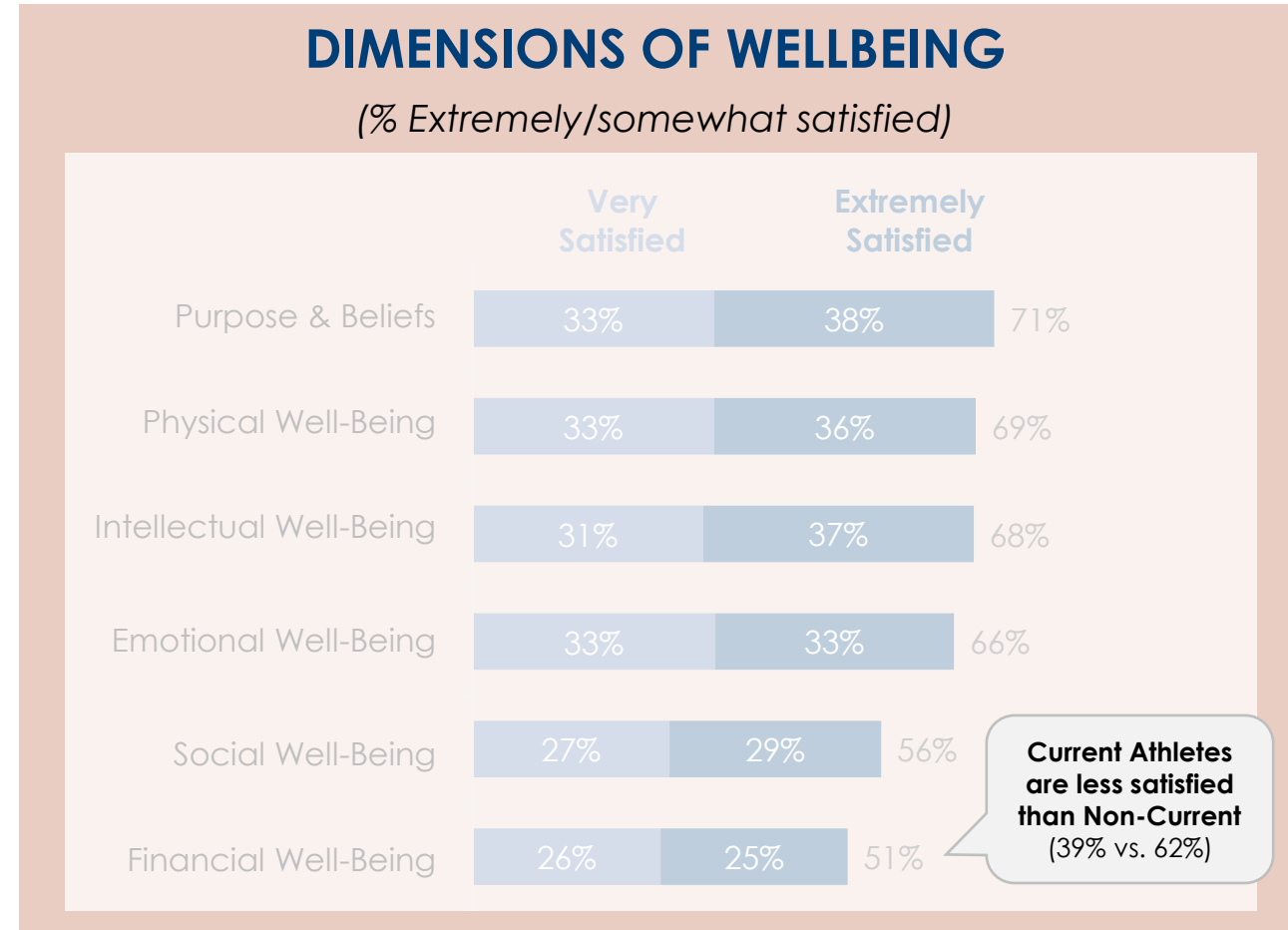
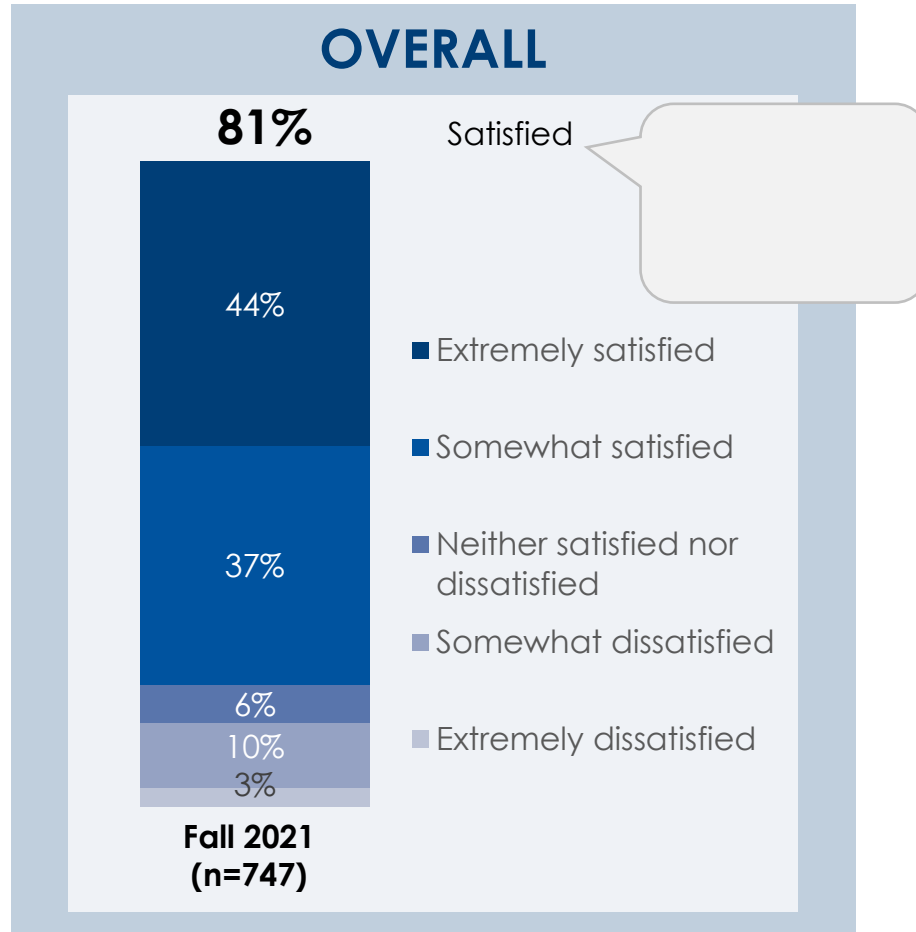
Continue to educate Athletes on how to report misconduct, but establishing trust continues to be a key challenge and needs to be addressed.



Athlete Wellbeing

Eight-in-ten are satisfied with their overall well-being, while seven-in-ten are satisfied with their purpose & beliefs; though, social well-being and financial well-being are not as well served.

Satisfaction with Wellbeing



Around one-in-three Athletes mention a service they feel is missing, namely financial support, health services, and greater athlete representation.

How to Improve Wellbeing (Open End)

	Total Athletes (n=747)
Benefits/Services (Net)	34%
Financial support for athletes	13
Professional development/Life after competing	7
More training support	3
Health Services (Subnet)	13
Mental health support	9
Provide health services/Insurance	3
Athlete Representation/Support (Net)	12
Better overall support for athletes	3
Opportunities/Social gatherings for athletes to connect with one another	3
Leadership (Better handling of problems, leaders held accountable – USOPC and at NGB coaching level)	10
Communication/Information (More)	5
Don't Know/Nothing	43



ACCESS AND AVAILABILITY

“The USOPC has **resources** available but they **can be hard to access**, or hard to know if you as an individual athlete have access to those resources. I think there are ways to make these resources **more readily available to athletes** and potentially have employees closer to athletes so athletes **feel comfortable** asking for access to resources.” – Able-bodied Athlete, Summer Season, High NGB

“Gym **facilities** and **physical training programs** for **para athletes**. **Wheelchair accessible** gym equipment at training facilities for physical fitness.” – Disabled Athlete, Winter Season, Low NGB

FINANCIAL AND LIFE PLANNING

“The **biggest hurdle** for most athletes is **financial**. The majority of income supports competition **leaving little left for other aspects of life**. Excess difficulty growing outside sport plus time **demands of training leads to a high degree of stress**. There will always be a great degree of stress in sport, financial compensation will alleviate the financial hole athletes find themselves in when they reach retirement.”
– Able-bodied Athlete, Winter Season, Low NGB

“More resources around **retirement planning**.” – Disabled Athlete, Summer Season, High NGB

“More options for **housing, health insurance, food stipend, basic needs** coverage.”
– Able-bodied Athlete, Summer Season, High NGB

Three Takeaways from this Section



When it comes to Athletes' overall well-being, satisfaction is strong; 4-in-10 have no suggestions around additional resources or services to improve well-being.



The majority of Athletes feel a purpose & belief but are less satisfied with social and financial well-being.



Identify areas where financial support can be made more readily available, and educate Athletes on how to go about accessing these resources.

Networking surfaced as a need in Fall 2020, and similar themes of social connection are played back again in Fall 2021. Provide opportunities to strengthen the connection between all members of Team USA.

Key Takeaways



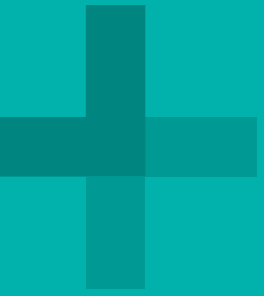
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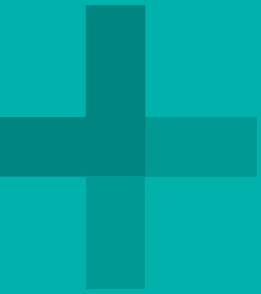
Compared to Fall 2020, more Athletes know how to report misconduct, but they are less comfortable doing so than before. Establishing trusted resources is a must.



Eight-in-ten Athletes are satisfied with their overall well-being, though there is room to improve on specifics. Find opportunities to strengthen financial and social well-being, particularly among Current Athletes.



QUESTIONS?



THANK YOU FOR
WORKING WITH US!

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