



HOCKEY CALGARY

INFORMATION BULLETIN

Date: January 29, 2021
To: HC Members & Member Associations
From: Kevin Kobelka – Executive Director
CC: HC Board, HC Governors

#21-02

SUBJECT: Hockey Calgary Survey Results

I would first like to thank the Hockey Calgary community for the overwhelming response to the survey released last week. We received over an 80% response rate which truly shows the passion for the game of hockey in Calgary.

Attached you will find a summary of the overall results across our full program. I can also share that Association specific results have also been provided to each member Association in our program, so that they can further analyze their specific results.

As most of you are aware Hockey Alberta released a memo announcing that further traditional **'League Play'** may be cancelled for the 2020-21 season if there was no new information by February 1st. At this time, we are awaiting this information and a final decision from HA before we finalize details of how the Hockey Calgary program will proceed. To be clear **This does NOT mean an end to all winter hockey programming. If arenas are suddenly opened, a developmental season or a cohort style program is still an option and will be available to us if we choose to operate.**

Next Steps:

- Wait for final decision and information from HA, expected February 2nd.
- Member Associations review survey information as a basis for a plan moving forward.
- Communicate next steps to Hockey Calgary families by the week of February 8th, 2021.

Finally, refunds were not addressed in this survey, we are aware this is an important concern for all members. Hockey Calgary has been communicating with member Associations regarding this issue, and we are working on the details. We are confident that there will be refunds/credits, but the amounts are dependent on if, and when we return to the ice, and the individual fee structure of each Association. When dates and plans are finalized details surrounding refunds will be provided by your member Association.

We will drop the puck again!!

Kevin Kobelka
Executive Director



HOCKEY CALGARY

Return to Hockey Membership Survey Summary

January 2021



Background/Disclaimer

The data was cleaned, however, the following disclaimers are important to make:

- There are most certainly players represented by more than 1 response. Ex. Both parents filled out the survey from different IP addresses. Duplicate responses are believed to be small.
- Some respondents chose the wrong association (ex. U15 Northwest Warriors respondent chose NWCAA as their association). Some of these were obvious and deleted from the data (ex. NWCAA U7 player).
- All players in a family were accounted for as respondents were able to choose the number of players they have in HC as well as their respective associations and age categories. However, responses were answered from the families perspective. There is an assumption made that the same response applies to each player in the family. There is a possibility that the responses in a family may differ by the child/player.

Overall Summary

Online Survey (anonymous)

Emailed to all Associations to share with families

Survey dates: January 20-25, 2021

Unique Responses	Players Represented	Total HC Players	% of Players Represented
8193	11188	13457	83%

Response Rate: 83.1% of all players

- 8,193 responses representing 11,188 players
- Hockey Calgary 2020-21 Registration = 13,457
- Margin of Error: $\pm 0.069\%$ (95% confidence interval)

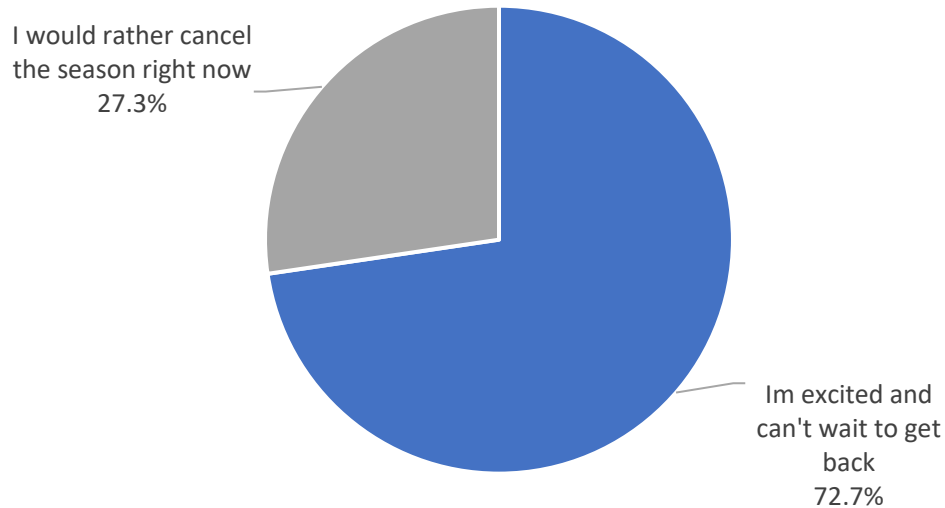
Age Category	Total
U7 (Timbits)	1177
U9 (Novice)	1688
U11 (Atom)	2036
U13 (Peewee)	2212
U15 (Bantam)	1910
U16 (Minor Midget - AA/AAA only)	226
U18 (Midget)	1582
U21 (Junior B or C)	357
Total	11188

Takeaways:

- The majority (72.7%) of our membership wants to **return to hockey** in some capacity
- A significant portion (27.3%) of our membership would rather **end the winter hockey season**
- **Refunds** in some capacity are important to our membership
- Desire to **offer hockey programming past the traditional winter hockey season** (April/May).
 - Desire to participate outside the traditional winter hockey season is higher in the month of April than in the month of May
 - Desire to participate outside the traditional winter hockey season drops if games are not offered
- If the traditional winter hockey season is effectively canceled, there is moderate desire to participate in a **Hockey Calgary/member association led development program**

Question 1 - How would you describe your feeling about a return to hockey this winter?

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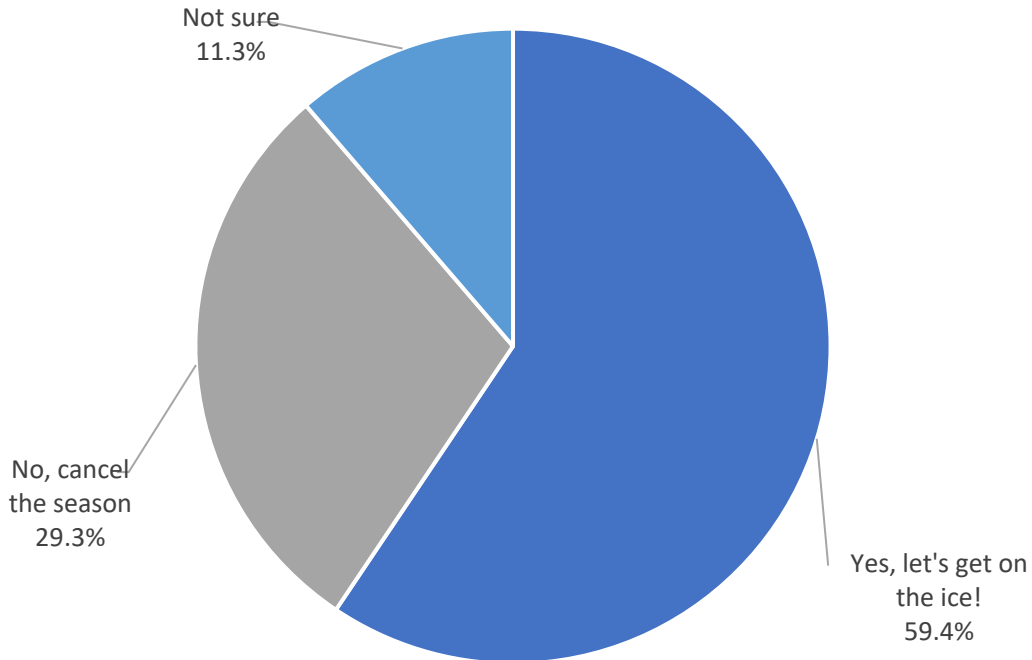


By Age Category:

How would you describe your feeling about a return to hockey this winter?	I'm excited and can't wait to get back	I would rather cancel the season right now	Grand Total
U7 (Timbits)	78.5%	21.5%	100.0%
U9 (Novice)	70.7%	29.3%	100.0%
U11 (Atom)	68.3%	31.7%	100.0%
U13 (Peewee)	71.2%	28.8%	100.0%
U15 (Bantam)	73.0%	27.0%	100.0%
U16 (Minor Midget - AA/AAA only)	88.9%	11.1%	100.0%
U18 (Midget)	73.5%	26.5%	100.0%
U21 (Junior B or C)	80.7%	19.3%	100.0%
Grand Total	72.7%	27.3%	100.0%

Question 2 - If limited by restrictions, would you be interested in a return to hockey that only included practices?

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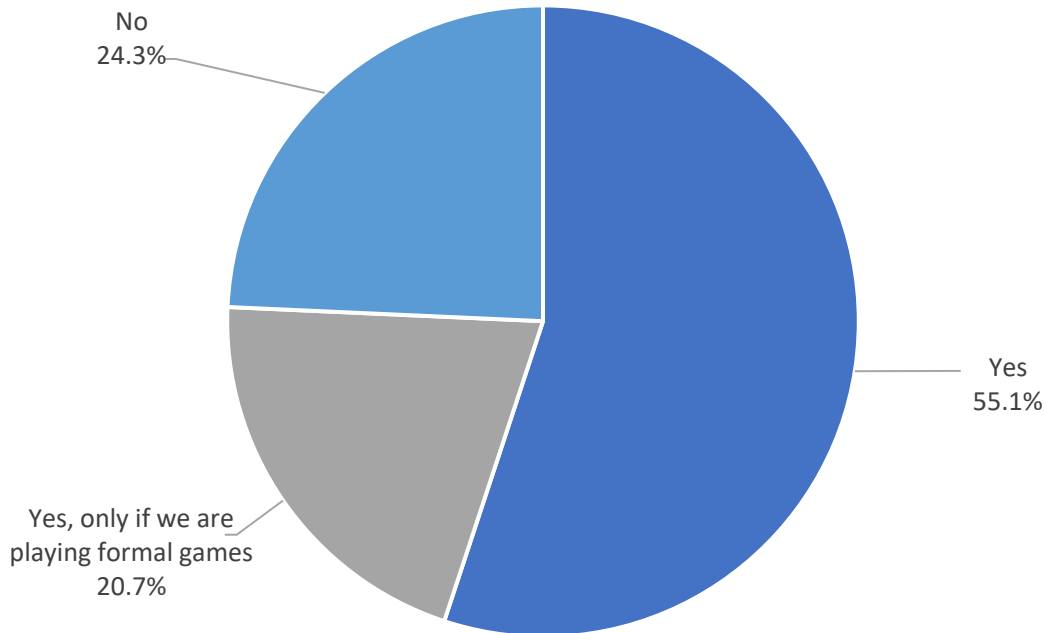


By Age Category:

If limited by restrictions, would you be interested in a return to hockey that only included practices?	Yes, let's get on the ice!	No, cancel the season	Not sure	Grand Total
U7 (Timbits)	74.3%	17.5%	8.2%	100.0%
U9 (Novice)	62.6%	26.5%	10.9%	100.0%
U11 (Atom)	57.6%	30.2%	12.2%	100.0%
U13 (Peewee)	59.2%	30.3%	10.5%	100.0%
U15 (Bantam)	57.7%	30.7%	11.5%	100.0%
U16 (Minor Midget - AA/AAA only)	72.6%	17.7%	9.7%	100.0%
U18 (Midget)	51.1%	36.0%	12.9%	100.0%
U21 (Junior B or C)	44.5%	39.2%	16.2%	100.0%
Grand Total	59.4%	29.3%	11.3%	100.0%

Question 3 - Are you interested in extending the current hockey season through the month of April?

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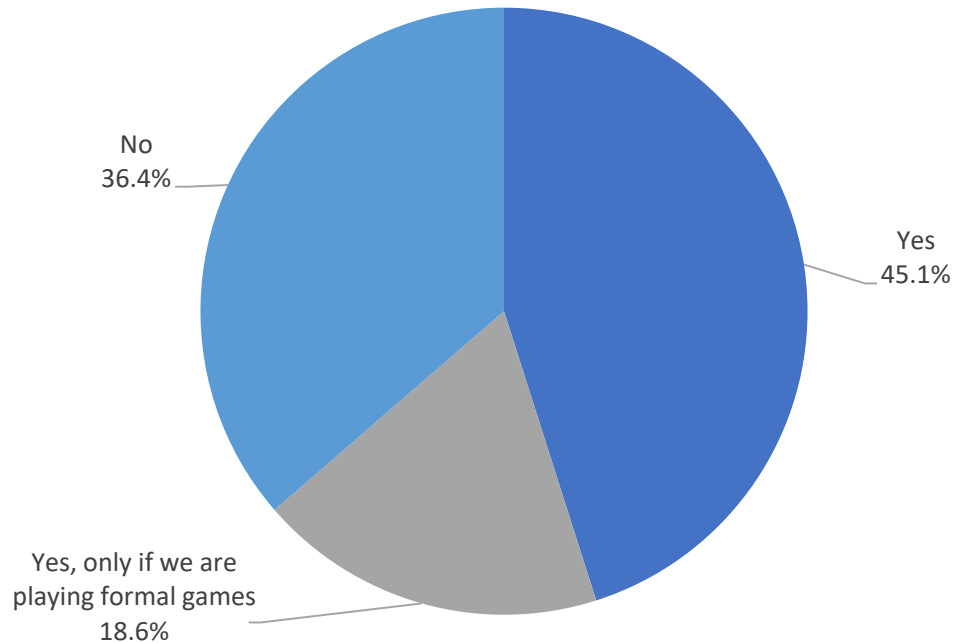


By Age Category:

Are you interested in extending the current hockey season through the month of April?	Yes	Yes, only if we are playing formal games	No	Grand Total
U7 (Timbits)	69.0%	9.4%	21.6%	100.0%
U9 (Novice)	55.1%	16.9%	28.0%	100.0%
U11 (Atom)	51.5%	20.1%	28.4%	100.0%
U13 (Peewee)	52.2%	22.1%	25.8%	100.0%
U15 (Bantam)	54.7%	22.2%	23.1%	100.0%
U16 (Minor Midget - AA/AAA only)	65.5%	25.2%	9.3%	100.0%
U18 (Midget)	52.5%	26.9%	20.5%	100.0%
U21 (Junior B or C)	54.1%	30.3%	15.7%	100.0%
Grand Total	55.1%	20.6%	24.3%	100.0%

Question 4 - Are you interested in extending the current hockey season through the month of May?

Are you interested in extending the current hockey season through the month of May?

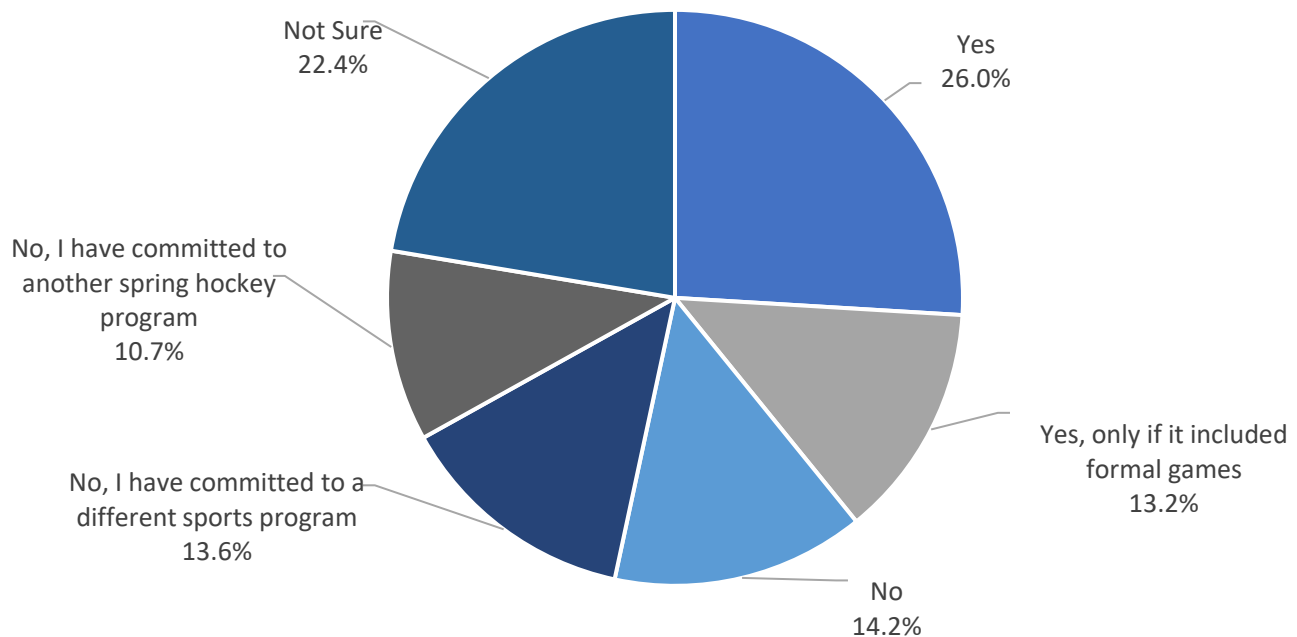


By Age Category:

Are you interested in extending the current hockey season through the month of May?	Yes	Yes, only if we are playing formal games	No	Grand Total
U7 (Timbits)	56.2%	8.6%	35.2%	100.0%
U9 (Novice)	42.4%	14.6%	43.0%	100.0%
U11 (Atom)	40.3%	17.2%	42.5%	100.0%
U13 (Peewee)	43.2%	18.8%	38.0%	100.0%
U15 (Bantam)	45.5%	22.4%	32.1%	100.0%
U16 (Minor Midget - AA/AAA only)	57.5%	25.7%	16.8%	100.0%
U18 (Midget)	44.9%	24.2%	30.8%	100.0%
U21 (Junior B or C)	51.0%	26.1%	23.0%	100.0%
Grand Total	45.1%	18.5%	36.4%	100.0%

Question 5 - If the winter hockey season effectively ended, would you be interested in signing up for a Hockey Calgary or member association spring hockey program?

If the winter hockey season effectively ended, would you be interested in signing up for a Hockey Calgary or member association spring hockey program?



By Age Category:

If the winter hockey season effectively ended, would you be interested in signing up for a Hockey Calgary or member association spring hockey program?	Yes	Yes, only if it included formal games	No	No, I have committed to a different sports program	No, I have committed to another spring hockey program	Not Sure	Grand Total
U7 (Timbits)	37.5%	5.3%	11.0%	13.8%	6.7%	25.7%	100.0%
U9 (Novice)	28.1%	9.3%	12.5%	15.0%	10.4%	24.6%	100.0%
U11 (Atom)	24.9%	13.0%	12.3%	15.3%	13.0%	21.6%	100.0%
U13 (Peewee)	25.2%	14.0%	11.0%	14.0%	15.1%	20.7%	100.0%
U15 (Bantam)	25.9%	16.1%	13.5%	13.2%	10.4%	21.0%	100.0%
U16 (Minor Midget - AA/AAA only)	24.8%	19.0%	10.2%	8.4%	20.4%	17.3%	100.0%
U18 (Midget)	20.0%	16.8%	22.9%	11.9%	5.7%	22.8%	100.0%
U21 (Junior B or C)	16.0%	19.3%	31.4%	6.2%	2.5%	24.6%	100.0%
Grand Total	26.0%	13.2%	14.2%	13.6%	10.7%	22.4%	100.0%

Summary of comments

- 3193 Comments representing 11,188 players

Major Themes

- Refunds - 1021 of 3193 (32%) comments addressed the needs for refunds
- Need for a return to hockey in some capacity
 - More than 1,000 comments (>32%) addressed the desire and need to return to hockey this season

Minor Themes

- Safety is important in any return to hockey
- Return to hockey is important for the mental health of our players
- Desire to return to a cohort style model (similar to the months of October and November)
- Desire to end the season immediately
- Acknowledgement and thank you to HC's member association for efforts this year