



Insight on your Players Parents

# What Soccer Parents Value Most in a Club/Program

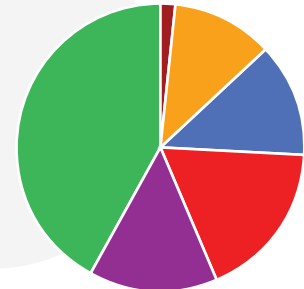
What's the most important thing to parents when choosing a soccer club/program for their child? Surprisingly, it isn't the location or the cost. A recent study conducted by ENDALGO shows that **40.7% of parents say the soccer program and club reputation is the most important thing they consider when choosing a youth soccer program**—compared to the 17.2% of parents who said location and the 14.1% who said price.

# 48.44%

of parents have kids in a soccer program outside of the city they live in.

## WHAT PARENTS CONSIDER TO BE MOST IMPORTANT IN A YOUTH CLUB

- Soccer program & Club Reputation (40.7%)
- Price (14.1%)
- Coach reputation (12.5%)
- Location (17.2%)
- Parents recommendation (10.9%)
- Other (1.6%)



The study also found that **more than half of parents signed their kids up for a soccer program outside of the city they live in.**

This information tells us that many parents are willing to pay more and travel further away for a better quality soccer program or a club with a good reputation. As a coach, you should consider expanding the range of your marketing to areas you might have previously thought were too far away.

Coaches that use ENDALGO to manage their teams gain exposure to parents who are specifically willing to travel further for their kid to play soccer. To learn more about the ways ENDALGO can help carry the weight that comes with being a youth soccer coach, visit [endalgo.com](http://endalgo.com) or download the ENDALGO app for free.

Are you part of a youth organization or club? Contact us directly for promotion and partnership opportunities.



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