

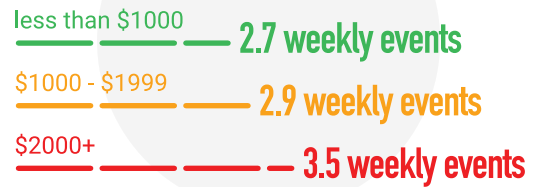


Insight on your Players Parents

How Much are Soccer Parents Willing to Pay?

A recent study conducted by ENDALGO found that the amount soccer parents in the LA area pay for their child's soccer club/program has a direct correlation between how many events the club offers each week. Parents who pay less than \$1000 annually have an average of 2.7 weekly events, and those who pay above \$2000 have an average of 3.5 weekly events—that's nearly 1 extra game or practice every week for parents who pay more. We also found that **the average amount parents are willing to pay annually is around \$1350**. According to the study, soccer programs within a few hundred dollar range of that price have an average of 2.9 events per week.

CLUB COST VS. AVERAGE EVENTS PER WEEK



\$1350

is the average amount parents are willing to pay for their youth soccer program annually

As a coach, this information can shed light on where your soccer program fits in with the other options in your area. Think about how much you charge annually and compare that with how many weekly events you have. Is it more or less than the average? If your club costs less than the average but you offer more weekly events, you may be able to charge more or cut down on events. That's just one example, and obviously there are a lot more factors at play, but it's still worth thinking about.

ENDALGO is a free platform that lets youth soccer coaches schedule events, collect payments, message parents, and much more. It's a one-stop shop for coaches trying to streamline their management tasks. To learn more about the ways ENDALGO can help carry the weight that comes with being a youth soccer coach, visit endalgo.com or download the ENDALGO app today.

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



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