

SAFETY IN SPORT PERCEPTION SURVEY 2023

Conducted in collaboration with YouGov



HEADLINES

Conducted in collaboration with YouGov, the Safety in Sport Perception Survey is an annual public tracking tool for real and perceived issues in sports safety.

This year, we have focused on three key areas:

Experience of injury

Perceptions of injury and sport

Views on concussion in sport

Sports injury is a big issue that needs to be addressed.

18% of UK adults say they have sustained a sports injury in their lifetime.

An estimated 3.6 million adults were injured through participating in grassroots sport in the past 12 months (**7%** of the UK adult population).

There is a strong desire for the mandatory recording of injuries.

80% of all adults and **79%** of parents / carers think it should be compulsory for schools and clubs to record sports injuries.

Mental health is front of mind.

70% of adults think National Governing Bodies (NGBs) should consider physical and mental health equally important.

Support for rule changes is widespread.

54% of adults (and **56%** of parents) support rule changes that aim to reduce the incidence of injury.

When it comes to head injuries, support for rule changes rises to **67%** to reduce concussion in rugby and **61%** support in football.

59% of young people support rule changes to reduce concussion in sport, and only half of parents (**51%**) and **59%** of young people are confident schools know how to manage a suspected sport concussion.

SPORTS INJURY IS AN ISSUE THAT NEEDS ADDRESSING

18% of adults in the UK say they have sustained a sports injury in their lifetime.

In the last 12 months, **7% of the adult population** – equivalent to 3.6 million people – and **14% of 16–17-year-olds** have experienced a sports injury.

6% of both adults and young people say that they have dropped out of sport permanently due to injuries sustained in the past 12 months. This is concerning due to the potential for long-term negative impacts on their physical and mental health.

Given the representative nature of the survey (and the age of the youth respondents in the case of the 16–17-year-olds), it is reasonably likely that many of these injuries occurred in grassroots or school sport where there are multiple barriers to change, including lack of research, education and awareness.

OUR RECOMMENDATIONS

A COORDINATED AND CONSOLIDATED FUNDING FRAMEWORK FOR RESEARCH

Research into sports-related injury is sporadic and uncoordinated, largely commissioned by Sports Governing Bodies, to address a specific concern within their sport.

There is a need to bring together sports bodies and academics to identify priority research questions, to consolidate research that is already underway and to rapidly identify research gaps.

A central funding mechanism and appropriate government research budget, allocated and directed by the Medical Research Council, could address this issue. All findings and data from commissioned research should be shared in a Trusted Research Environment.

A coordinated research framework must pay attention to gender parity and ethnic diversity. There is a lack of sports injury research – and especially head injury studies – in youth, female and minority-ethnic populations.

EDUCATION AND AWARENESS

The UK Concussion Guidelines for Grassroots Sport (April 2023) are a positive step toward better understanding and awareness of sportrelated head injury. However, a base level of understanding, including return-to-play, school and work protocols, needs to be disseminated among coaches, teachers and the medical profession to treat and manage sports injury more effectively.

In the education sector, teacher training, and the Keeping Children Safe in Education framework, should both include concussion guidance.

In sport, concussion guidance should be a requirement for all Level 1 coaching qualifications, mandated by National Governing Bodies (NGBs) and UK Coaching. Working with the General Medical Council, education materials should be developed for GPs and accident and emergency personnel. This can be informed by existing trauma-related head injury knowledge within the sector.

STRONG SUPPORT FOR MANDATORY SPORTS INJURY RECORDING

4 in 5 adults and 79% of parents / carers are in support of compulsory reporting of sports injuries in schools and clubs.

Current RIDDOR^{*} guidance from the UK Health and Safety Executive (HSE) for schools states that if an accident that results in an injury arises because of the normal "rough and tumble" of a game, the accident and resulting injury is not reportable. Within clubs, the HSE guidance references the fact that National Governing Bodies (NGBs) can create their own rules which bind clubs and players. These "may go beyond the requirements of workplace health and safety".

Currently, there is no consistent central collection or utilisation of sports injury data across sports that would enable positive change in this space. This issue is particularly acute in youth and grassroots sport, which lacks the means to effectively record and monitor the incidence of injury.

OUR RECOMMENDATIONS

MANDATORY INJURY REPORTING AND A NATIONAL SPORTS INJURY DATABASE

All injuries that occur within sport and PE should be reported and collated within a National Sports Injury Database.

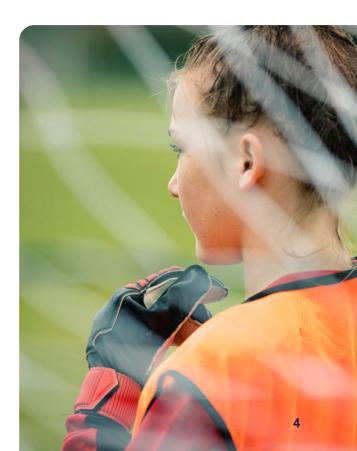
Building on the work of the DCMS Select Committee Enquiry into Concussion in Sport, we propose that recording head injuries or suspected head injuries should be mandatory in school sport and PE, amateur and professional sports clubs, NGBs, professional leagues and through NHS admissions. These incident reports should be collated within a National Sports Injury Database.

Given the current position that each sport is selfregulated via their NGB, the most effective way to implement the mandatory requirements would be through either: (i) legislation, or (ii) becoming a requirement of funding through the respective Sports Councils or the Code for Sports Governance.

Podium supports the latter of these two options to ensure that the specificity of sport is being respected and the requirement can be implemented within the current structures.

BETTER CODING OF NHS SYSTEMS

NHS coding for concussion cases should be more specific to benefit future work. Data recorded by NHS Trusts for admissions and treatment of sport-related concussion cases do not discriminate between concussion and mild TBI, and often disregard the cause of concussions when they are recorded.



MENTAL HEALTH IS FRONT OF MIND

70% of adults say NGBs should consider physical and mental health equally important among people training and competing in sport.

71% of young people think coaches should consider physical and mental health problems equally important among sportspeople of all ages.

Mental health in sport is of special concern for younger age groups. 5% of the UK adult population say mental health is the most important issue facing sport, but this figure rises to 10% of young adults aged 18–24 and 13% of young people.

Our findings underline how social attitudes have become more accepting towards mental health problems. There is strong public support for the principle that NGBs and coaches should give physical and mental health problems equal priority among people training and competing in sport.

Sport governance is moving more slowly; however, positive advocacy in sport, alongside highly concerning reports of abuse, are starting to propel mental health up the agenda. There is an appetite for evidence-based mental health training and resources to support positive wellbeing and long-term participation in sport.

OUR RECOMMENDATION

COORDINATED, EVIDENCE-BASED SUPPORT FOR INJURY-RELATED MENTAL HEALTH

Our research with young people highlights the need to address the psychological impact of injury: we have heard about feeling of frustration and fear, loss of self-confidence and unhealthy behaviours such as returning to sport before full recovery.

There is a need to bring together sports bodies, researchers and youth mental health stakeholders to develop training and education to support positive psychological outcomes in the context of injury, recovery and return to sport. Government-backed sports bodies should fund the co-design of education and training to provide informed, wrap-around support for young people out of sport through injury. NGBs should support the co-design and development of peer resources for young people experiencing injury-related social or emotional problems. They should also collaborate with mental health stakeholders to develop club-based mental health 'champions' who can advise young people, coaches and families on modular return-to-play plans.

Health, education and NGBs should support and implement specific injury-related advice and guidance for families when children join clubs. Finally, all stakeholders should collaborate to develop implementation and evaluation frameworks to monitor progress and system-wide change.



SUPPORT FOR RULE CHANGES IS WIDESPREAD

The UK population supports rule changes that aim to reduce the incidence of sports injuries.

Over half of adults (54%) **and parents** (56%) support rule changes that aim to reduce injury.

When it comes to head injuries, support for rule changes rises to 67% to reduce the incidence of concussion in rugby (vs. 9% who oppose), 61% support in football (versus 12% who oppose) and remains at a similar level of 53% support in field hockey (versus 8% who oppose).

59% of young people support rule changes to reduce concussion in sport.

Only half of parents and 59% of young people are confident that schools know how to manage a suspected sport concussion.

Nearly a quarter of adults (24%) think NGBs are doing too little to tackle sports injury, against 2% who think they are doing too much.

OUR RECOMMENDATION

BINDING RETURN-TO-PLAY PROTOCOLS TO BE INCLUDED IN RULE BOOKS

The UK's Concussion Guidelines for Grassroots Sport sets out return-to-play protocols for head injury management – a guide on how to manage a suspected and/or confirmed head injury. More needs to be done to ensure uptake.

Similar to the mandatory reporting of injuries, incorporating binding return-to-play protocols should rely on the existing ways that sport is structured to ensure ease of implementation.

Across all sporting systems, when looking to mandate, there is a need for a consistently drafted requirement, education and oversight and enforcement.

Implementing binding return-to-play protocols should become a requirement of funding from the respective Sports Councils. This should be supported by:

- The development of educational materials for participants, parents/carers, coaches and administrators.
- An agreed 'Return-to-Play Protocol' which is drafted in such a way to be included within the respective NGB's rules.
- An organisation (either independent or the NGB) to oversee the implementation and act as a point of contact for breach of the protocols. Though there are challenges around NGBs 'marking their own homework', it is recommended that a trial is implemented on whether this can be successfully done, with a view to moving the requirement to an independent body or to the Sport Integrity service, currently hosted by Sports Resolutions.

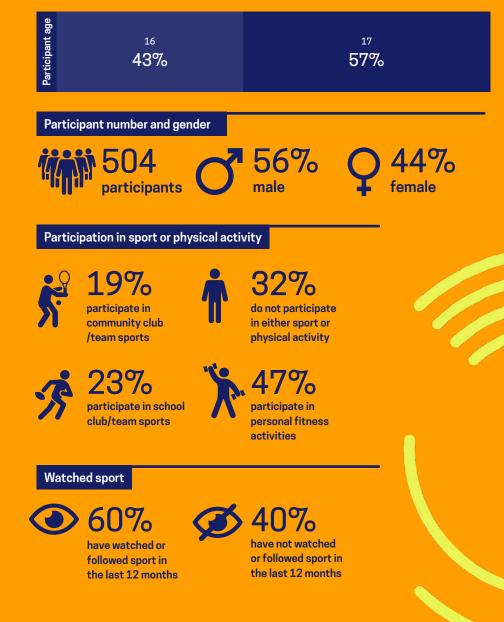


KEY DEMOGRAPHICS

ADULTS



YOUNG PEOPLE



7

EXPERIENCE AND VIEWS OF SPORTS INJURY



We asked adults and young people:

DO YOU KNOW ANYONE PERSONALLY WHO HAS SUSTAINED AN INJURY WHILE DOING SPORT?

7% of adults and **14% of young people** have been injured during sport in the past 12 months.

That's the equivalent of **3.7 million** adults and **213,000 16–17 year olds*** across the UK who have sustained a sports injury that interfered with daily activities for 24 hours or more during the past 12 months.

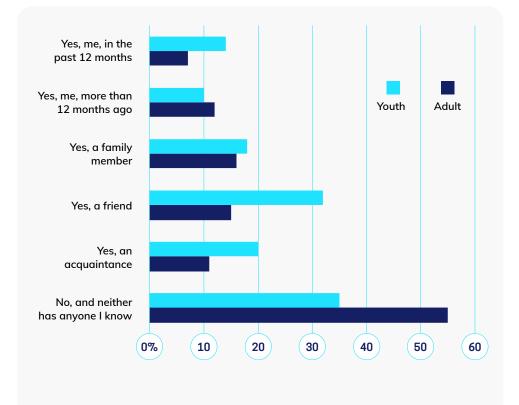
The figure rises to **29%** of adults and **34%** of young people who regularly take part in sport with a club or team, and **28%** of young people who do sport regularly with school. By contrast, just **14%** of adults and **16%** of young people who regularly take part in personal fitness activities sustained an injury in the past year.

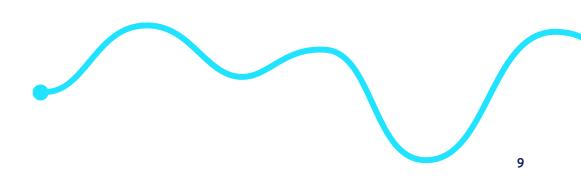
When including 12% of adults who say they have been injured more than 12 months ago, and accounting for doublecounting, 18% of adults have sustained a sports injury in their lifetime. Based on available data, drawing conclusions about why a smaller percentage of the personal fitness group sustained injuries is difficult, not least because a minority of adults (n=61) do both. One explanation could be that sport is simply riskier than personal fitness, but it is also possible that regular sport is a protective factor against injury among those who do both. The picture among young people is even more complex because some do personal fitness and sport with both school and local clubs.

Our findings suggest a substantial minority of the adult population also has second-hand experience of sports injury: **15%** have a friend and **16%** a family member who has been injured at some time. A third **(32%)** of young people have a friend who has been injured, and **18%** have a family member.

In 2022:

5% of adults had sustained a sports injury in the past 12 months; **17% more** than 12 months ago; **49%** never injured.





We asked young people only:

DO YOU KNOW ANYONE WHO HAS BEEN INJURED DURING A SECONDARY SCHOOL PE LESSON?

More than a fifth **(22%)** have sustained an injury during school PE that got in the way of everyday activities for a day or more.

One possible explanation for this relatively high proportion, compared to sports injuries, is that PE is compulsory in school until age 16, so hours of PE exposure are likely to be greater than exposure to sport. Also, we did not ask about PE injuries 'in the past 12 months' because some 16–17-yearolds will have left school more than a year ago.





HOW WOULD YOU DESCRIBE THE EFFECT OF YOUR SPORTS INJURY ON YOUR QUALITY OF LIFE?

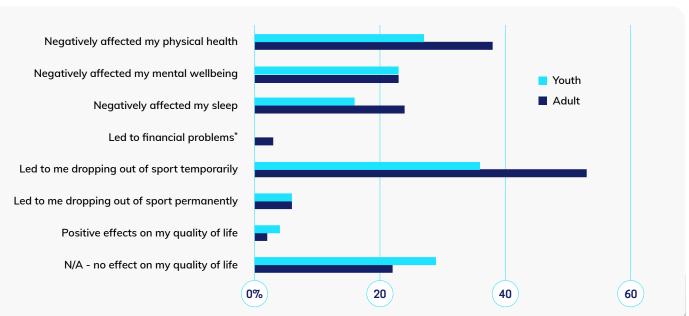
6% of adults have had to drop out of sport permanently due to injury

Of the young people we spoke to, the figure was the same, at 6%. That's the equivalent of 3.2 million adults across the UK who have sustained a sports injury that interfered with daily activities for 24 hours or more during the past 12 months.

More than half **(53%)** of adults and **36%** of young people ceased participation temporarily. Among those who play club or team sport weekly, more than two thirds of adults **(69%)** and **34%** of young people have taken a temporary break after injury.

Negative effects on physical health (**38%** of adults and **27%** of youth), sleep (**24%** of adults and **16%** of youth) and mental wellbeing (**23%** for both groups) are commonly reported.

*This question was only asked to adults





ADULT

N=143

YOUTH

N=70

ADULT N=2,121

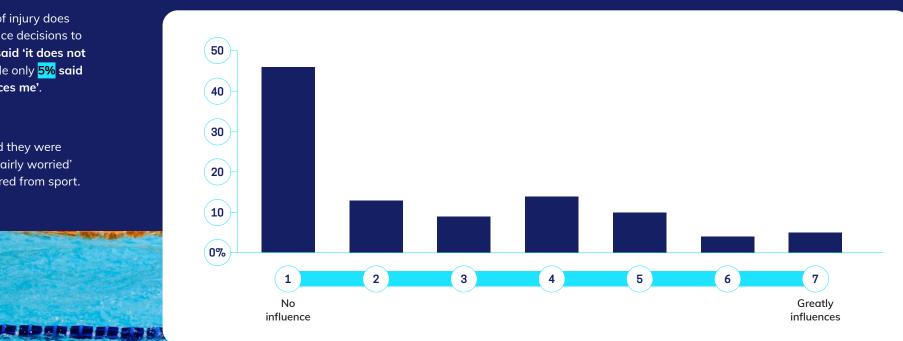
We asked adults:

TO WHAT EXTENT, IF AT ALL, DOES THE FEAR OF INJURY INFLUENCE YOUR DECISION ABOUT WHETHER OR NOT TO PARTICIPATE IN SPORT?

On balance, fear of injury does not greatly influence decisions to participate: 46% said 'it does not influence me' while only 5% said 'it greatly influences me'.

In 2022:

10% of adults said they were 'very worried' or 'fairly worried' about getting injured from sport.



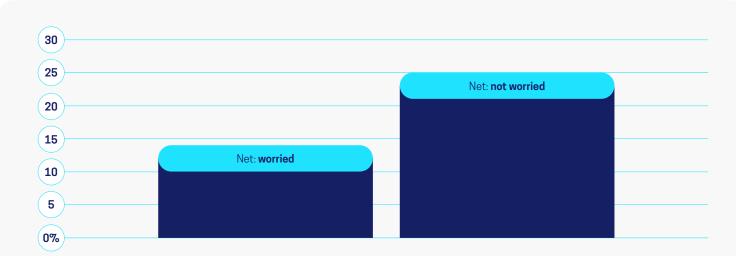
Podium Analytics | Safety In Sport Perception Survey 2023

TO WHAT EXTENT, IF AT ALL, ARE YOU WORRIED ABOUT YOUR CHILD OR CHILDREN UNDER-18 GETTING INJURED WHILE PLAYING SPORT?

On balance, parents of under-18s are not worried about their children getting injured while playing sport. **14%** of respondents had an under-18 child or children about whom they worry, while **25%** have a child or children and do not worry.*

In 2022:

37% of parents of under-18s were worried against **47%** who were not worried.





*58% of respondents did not have a child under 18 and 3% had an under-18 who did not do any sport of PE.

PERCEPTIONS OF SPORT AND INJURY

We asked adults and young people:

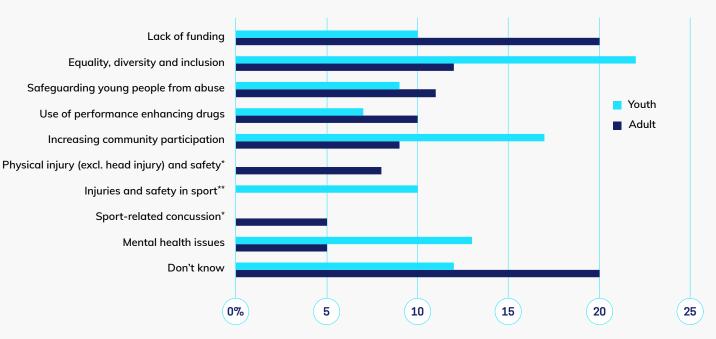
WHICH ONE OF THE FOLLOWING DO YOU CONSIDER IS THE MOST IMPORTANT ISSUE FACING SPORT TODAY?

For a fifth of adults **(20%)**, 'lack of funding' is the most important single issue facing sport, followed by 'equality, diversity and inclusion' or EDI (selected by 12%), 'safeguarding young people from abuse' **(11%)** and use of performance enhancing drugs **(10%)**.

Adult responses vary with age: compared with the overall sample, a significantly higher proportion of 18–24-year-olds select EDI (21%); physical injury excluding head injury (12%); and mental health (10%) as their most important issue. A greater percentage of respondents aged 55+ think safeguarding (14%) and drugs (13%) are most important. Just 5% of the adult population identify sport-related concussion as the most important issue.

Among 16–17-year-olds, and aligning with younger adults' opinions, **22%** believe EDI is the most important issue. Notably, given relatively low participation rates of respondents, 'getting more people to do sport' is thought most important by **17%**, followed by mental health issues **(13%)**.

*This question was only asked to adults **This question was only asked to young people



In 2022:

Grassroots development (53%), safeguarding (34%), and funding and resources (31%) were most frequently mentioned as the top three most important sporting issues



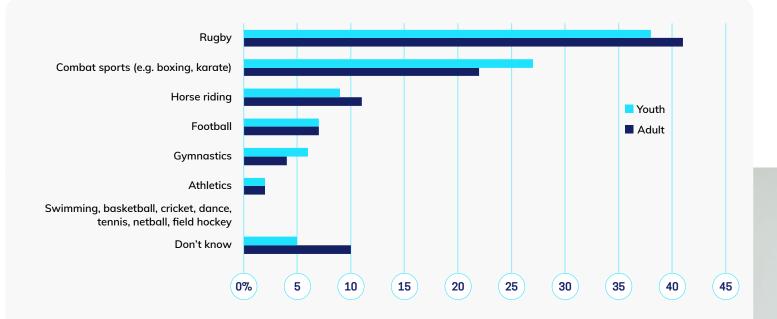
We asked adults and young people:

IN WHICH ONE OF THESE SPORTS DO YOU THINK PARTICIPANTS ARE MOST LIKELY TO GET INJURED?

In the public's opinion, rugby is the sport in which participants are most likely to get injured. More than two fifths (41%) identify rugby, almost twice as many as select combat sports such as boxing and karate (22%). Some 11% of respondents pick horse riding, followed by football (7%).

Young people agree with adults that injury is most likely in rugby (named by **38%**), followed by combat sports **(27%)**, horse riding **(9%)** and football **(7%)**.

Because our youth dataset also included information on which sports, if any, young people play, watch or follow, we could examine whether these factors influence perceptions of injury likelihood in specific sports. Among young people who watch or follow rugby (league or union), a significantly higher percentage compared with the overall population (44%) think rugby is the sport in which injuries are most likely, while a higher percentage of those who watch or follow boxing select combat sports (54%). Some 38% of those who follow equestrian select horse riding.





We also asked adults only:

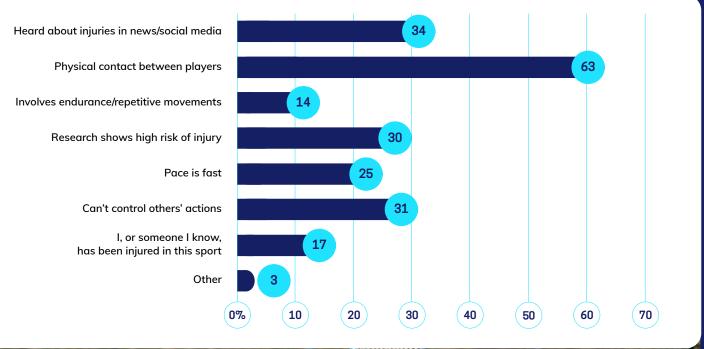
WHY DO YOU THINK THAT THE SPORT YOU SELECTED IN THE PREVIOUS QUESTION IS THE SPORT IN WHICH PARTICIPANTS ARE MOST LIKELY TO GET INJURED? (PLEASE SELECT ALL THAT APPLY).

Media coverage of studies linking collisions on the rugby pitch with concussion and dementia could be a factor driving public perceptions of rugby's safety, our survey suggests. Among those who select rugby, physical contact (81%), news reports (41%) and research (31%) are the most frequently mentioned reasons, given significantly more often for rugby than other sports.

Of the respondents who pick combat sports, **81%** mention physical contact. Among those who select horse riding, inability to control others' – presumably horses' – actions is the most frequently selected answer (**37%**). For football, physical contact (**57%**) is also the most frequent response. For football and horse riding choices, knowing someone who has been injured while doing the sport is given significantly more frequently as a reason compared to average (**28% and 26%** respectively).

In 2022:

'Contact sport' (**76%**), 'fast-paced' (**51%**) and 'inability to control someone else's actions' (**42%**) were most frequently named 'top three' reasons.





ADULT N=1,903

WHICH THREE OF THE FOLLOWING FACTORS DO YOU THINK ARE MOST LIKELY TO INCREASE THE CHANCE OF GETTING INJURED WHILE PLAYING SPORT?

Overall, a combination of individual factors, and factors relating to sport coaching and governance, are perceived as likely to increase injury probability. Physical contact with other players is named as a top three factor by 59%, while inadequate warm-up is mentioned by 38% and low physical fitness by 30%. Poor facilities, such as pitch surface or equipment, is identified by 27%.

In 2022:

'Contact with other players' (55%), 'ignoring potential warning signs of injury' (40%) and 'incorrect technique' (39%) were most frequently named among the top three reasons.

RESPONSE	%
Physical contact with other players	59
Inadequate warm-up	38
Low physical fitness	30
Poor facilities (e.g. pitch surface)	27
Pressure to perform well	20
Underlying health conditions	20
Poor attention	20
Overtraining	16
Adverse weather conditions	12
Don't know	7
Lack of physical confidence	6
Poor sleep	6
Poor nutrition	5
Other	2

DO YOU THINK SPORTS GOVERNING BODIES ARE DOING TOO LITTLE, TOO MUCH OR THE RIGHT AMOUNT TO REDUCE PREVENTABLE SPORTS INJURIES?

A quarter of adults (25%) who participate in sport with a club or team think Sports Governing Bodies, such as the Football Association and British Gymnastics, are doing 'too little' to reduce preventable injuries, against 44% who say 'the right amount' and 24% who do not know. Among the wider population, where a much larger percentage (46%) do not know, opinion was more evenly split: 24% say 'too little' and 28% think 'the right amount'.





In 2022:

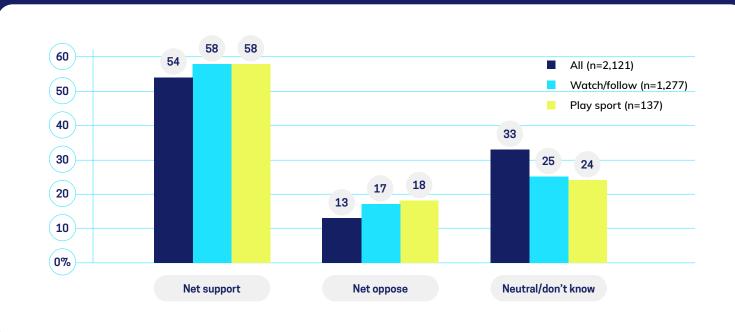
26% of all adults said 'too little' was being done to reduce the incidence and impact of injury in sport, against **32%** who thought 'about the right amount'.



THINKING ABOUT SPORT IN GENERAL, TO WHAT EXTENT, IF AT ALL, DO YOU SUPPORT RULE CHANGES THAT AIM TO REDUCE THE INCIDENCE OF INJURY?

This might include, for example, a ban on heading the ball in football or banning above-the-navel tackles in rugby.

Our poll found widespread support for rule changes to reduce injury incidence: 54% of all adults support or strongly support changes, rising to 58% of those who watch, follow or do sport regularly. By contrast, just 13% oppose or strongly oppose, rising to 18% of regular sport participants and 17% of sports fans. A third of (33%) all respondents had no opinion.





WHEN THINKING ABOUT MENTAL HEALTH AND PHYSICAL HEALTH PROBLEMS AMONG PEOPLE TRAINING AND COMPETING IN SPORT, WHICH, IF ANY, OF THE FOLLOWING DO YOU THINK SPORTS GOVERNING BODIES SHOULD CONSIDER?

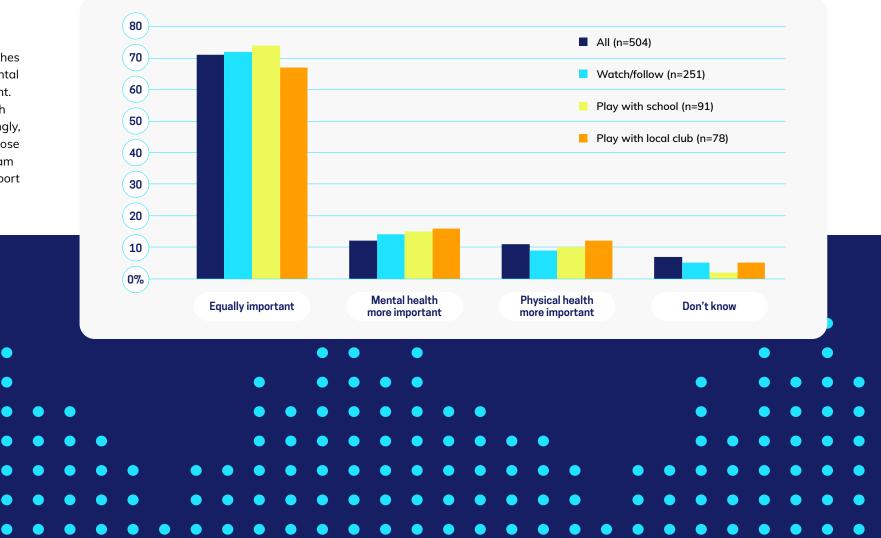
There is strong public support for the principle that Sports Governing Bodies should give physical and mental health problems equal priority among people training and competing in sport. Of all adults, **70%** support parity, rising to **72%** among fans and **75%** among regular sports participants. More than almost every other question we explored concerning sport governance, the public hold a clear opinion on mental health in sport: only **12%** of respondents answer 'don't know'.



We asked young people only:

WHEN THINKING ABOUT MENTAL HEALTH AND PHYSICAL HEALTH PROBLEMS AMONG SPORTSPEOPLE OF ALL AGES, WHICH, IF ANY, DO YOU THINK THEIR COACHES SHOULD CONSIDER MORE IMPORTANT?

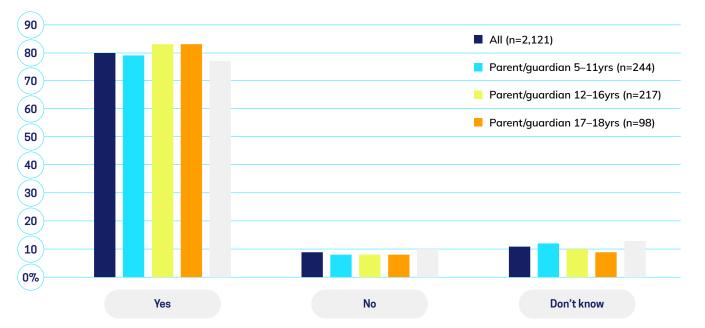
Young people also back parity of importance between physical and mental health in sport. Of all 16–17-year-olds, **71%** think coaches should consider physical and mental health problems equally important. A further **12%** think mental health should be more important. Strikingly, this figure rises to **15%** among those who participate with a school team and **16%** among those who do sport with a local club.



SHOULD IT BE COMPULSORY FOR SCHOOLS AND SPORTS CLUBS TO KEEP A RECORD OF ALL SPORTS INJURIES THAT HAPPEN DURING TRAINING AND MATCHES?

There is currently no national, central collection of sports injury data, and therefore no accurate means of assessing the incidence of sports injuries, including head injuries and suspected head injuries, in youth and grassroots sport. However, there is clear public support for mandatory recording of injuries sustained playing sport in schools and clubs – an important step towards establishing a National Sports Injury Database.

Four fifths **(80%)** of all adults support compulsory sports injury recording in schools and sports clubs, against just **9%** who oppose. Support is consistently high among both parents/guardians of 18-and-unders **(79%)** and non-parents/ guardians **(77%)**.





In 2022:

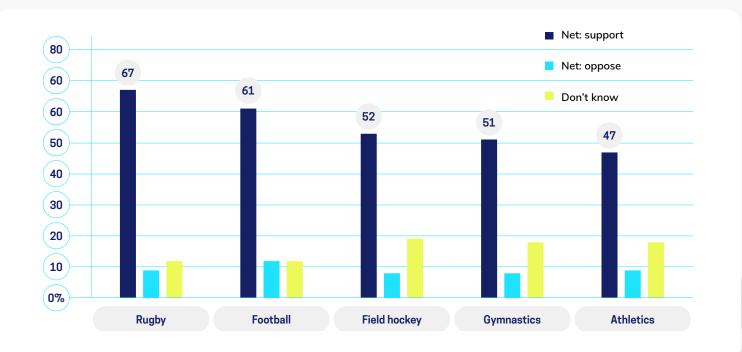
84% of adults expected sports-related injuries to be recorded at school. Note: we did not ask if recording should be compulsory.

PERCEPTIONS OF CONCUSSION IN SPORT

TO WHAT EXTENT WOULD YOU SUPPORT OR OPPOSE RULE CHANGES THAT AIMED TO REDUCE THE INCIDENCE OF CONCUSSION IN THE FOLLOWING SPORTS?

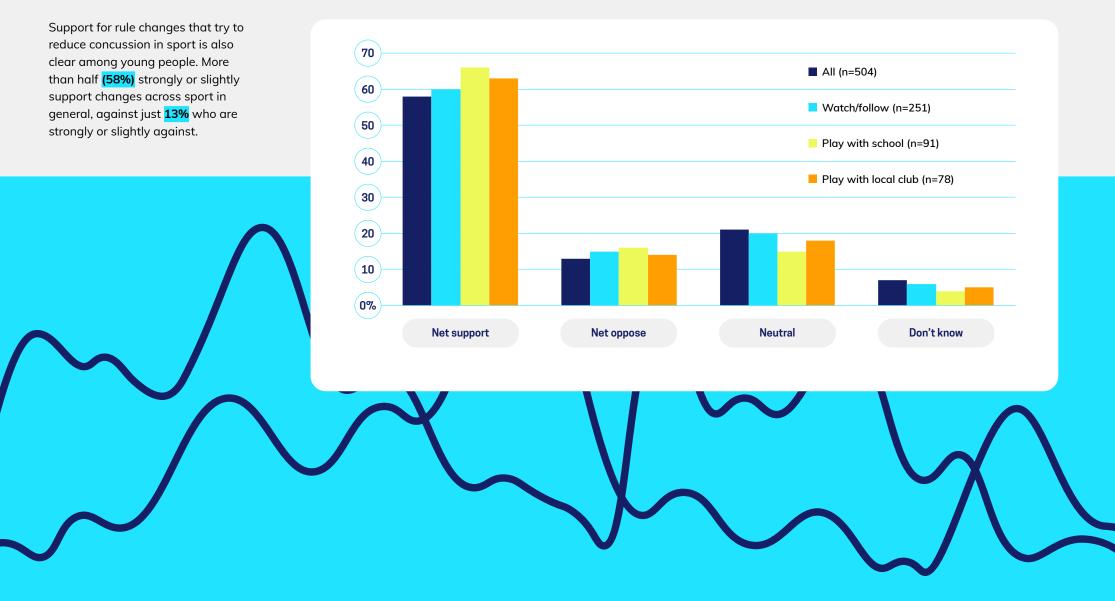
A majority of the public support rule changes that aim to reduce the incidence of concussion in rugby and football. Some **67%** either strongly or slightly support changes in rugby such as banning above-the-navel tackles, against just **11%** who strongly or slightly oppose. Thinking about football, **61%** strongly or slightly support changes such as a ban on heading the ball, against **12%** who strongly or slightly oppose.

Net support for similar rule changes in field hockey (53% support v 8% oppose), gymnastics (51% support v 8% oppose) and athletics (47% support v 9% oppose) is also clear. Notably, across all sports, strong support is significantly higher among respondents with a family member who has been injured (n=361) compared to overall.





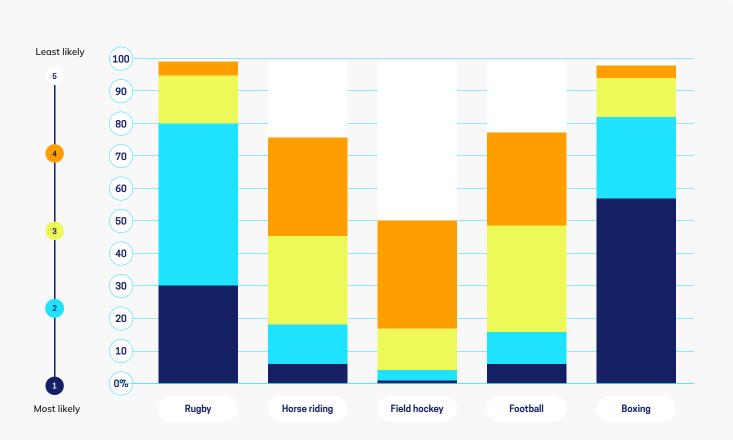
THINKING ABOUT SPORT IN GENERAL, HOW FAR DO YOU SUPPORT CHANGING THE RULES TO TRY TO REDUCE CONCUSSION IN SPORT?



We asked adults:

IN WHICH OF THESE SPORTS DO YOU THINK ADULT PARTICIPANTS ARE MOST LIKELY TO SUSTAIN A CONCUSSION? PLEASE RANK THEM, STARTING WITH THE SPORT IN WHICH YOU THINK A CONCUSSION IS MOST LIKELY.

Of the five sports presented, boxing followed by rugby are widely perceived as the sports in which participants are most likely to sustain a concussion. Boxing was ranked first by **57%** of respondents, and second by a further **25%**. Rugby was ranked first by **30%** and second by **50%**. This pattern remained consistent regardless of whether respondents watched or followed any sport.



Podium A

"I AM CONFIDENT THAT MY CHILD'S/CHILDREN'S SCHOOL WOULD KNOW HOW TO MANAGE A SUSPECTED SPORT CONCUSSION."

In April 2023 the Government and the Sport and Recreation Alliance published the UK Concussion Guidelines for Grassroots Sport to help people identify, manage and prevent concussion in grassroots sport. Yet only **44%** of parents are confident their school would know how to manage a suspected sport concussion, against **19%** who are not confident. (A further **18%** neither agree nor disagree).

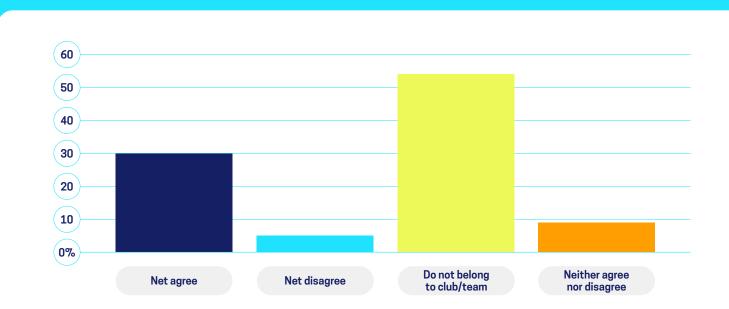


ADULT N=891 We asked adults to what extent they agreed with the statement:

"I AM CONFIDENT THAT MY SPORTS CLUB OR TEAM WOULD KNOW HOW TO MANAGE A SUSPECTED SPORT CONCUSSION"

We asked a similar question to all adults about sports clubs or teams.

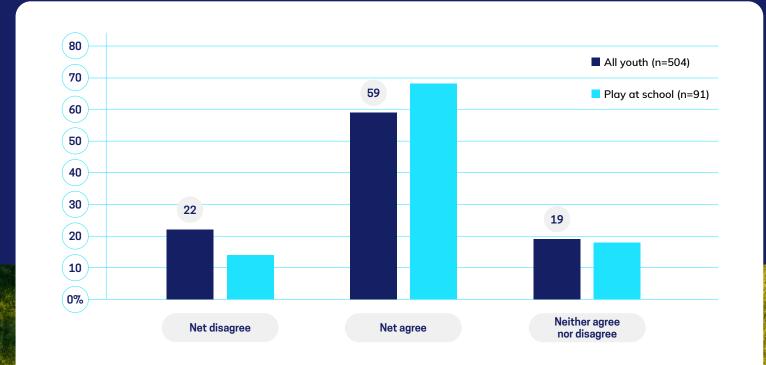
On balance, **30%** of all adults are confident any sports team or club they belong to would know how to manage a suspected concussion, while **5%** are not. A further **9%** neither agree nor disagree.



We asked young people:

THINKING ABOUT YOUR CURRENT SCHOOL, OR THE LAST SCHOOL YOU ATTENDED, HOW FAR DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: **"MY SCHOOL WOULD KNOW WHAT TO DO IF SOMEONE HAD A SUSPECTED CONCUSSION THAT HAPPENED IN SPORT OR PE."**

Finally, we asked young people for their opinion on concussion management in schools. On balance, **59%** of 16–17-year-olds are confident their current or last school would know what to do if someone had a suspected concussion, against **22%** who were not confident. Of those who play sport for a school team, (n=91), two thirds **(68%)** are confident, against **14%** who are not. Some **18%** neither agree nor disagree.



HOW THE SURVEY WAS CONDUCTED

Based on a representative sample of the UK adult population, the Safety in Sport Perception Survey provides insight into the public's perceptions, attitudes and behaviours around sports safety and sports injury.

This year, we also launched our inaugural **Youth Safety in Sport Perception Survey**, sent to a representative sample of 16- and 17-year-olds, giving us the opportunity to understand their views and how they may differ from, or align with, those of adults.

YouGov conducted the Podium Analytics 2023 Perceptions of Injury and Safety in Sport survey online: data for the adult survey were collected on 6–7 September and for the youth survey between 26 September and 8 October 2023.

The 2023 edition includes 18 questions for adults and 10 for young people, compared to 37 in last year's inaugural survey, which included only adults. We have retained core themes to track public perceptions of key injury and safety issues over time, although the measures themselves have been modified. We have presented results from the 2022 edition for reference where relevant, but data is not comparable.

Adult participants were drawn from the YouGov panel of registered users to achieve a nationally representative sample in terms of age, gender, social class and education: the demographic profile of respondents is presented on page 7. Raw data were statistically weighted to the national profile of all adults aged 18+, including people without internet access, to ensure an accurate representation of UK public opinion.

The youth survey was conducted using an online interview administered to members of the YouGov panel who are identified as being 16 to 17 years old and have agreed to take part in surveys. The data and sample is not weighted and represents a natural fallout of respondents within this specific age group.

Seven of the 10 questions in the youth survey are simplified versions of adult items. Where relevant, adult and youth responses are presented on the same graph, but the data are not strictly comparable due to small differences in question and response wording.

Throughout, percentages have been rounded to the nearest whole number, which accounts for instances where breakdowns do not sum to 100%.

On the advice of YouGov, we have not reported percentages based on group sizes of fewer than 50 respondents as these are not statistically reliable representations of public opinion.

You can learn more about YouGov's active sampling research methodology here: <u>https://yougov.co.uk/</u> <u>about/panel-methodology</u>



THANK: :

If you have any questions relating to this publication, please contact:

General: info@podiumanalytics.org

Media enquiries: podiumanalytics@headlandconsultancy.com

> MORE SPORT, LESS INJURY