



PROJECT HOCKEY: THE STATE OF PLAY 2019



FlipGive



Methodology

This survey was conducted online in Canada and the United States by SurveyMonkey on behalf of FlipGive and Scotiabank Hockey Club. 1,003 adults were surveyed between August 18 and August 27, 2019.

Respondents were eligible to win one of five NHLShop.ca gift card valued at \$50.

About Scotiabank Hockey Club

The Scotiabank Hockey Club program is a signature program provided by Scotiabank that provides grants and resources to over 8,000 community hockey programs over the last 10 years. For more information, please visit <https://scotiahockeyclub.com/>.

About FlipGive

FlipGive is a free team funding app that makes raising money a breeze. Teams earn cash when they shop with their favorite brands for groceries, gas, clothes, equipment, meals out, travel and more. Over \$20M has been raised by groups, simply from their everyday spending. Launched in 2016, FlipGive is headquartered in Toronto. For more information, visit flipgive.com.



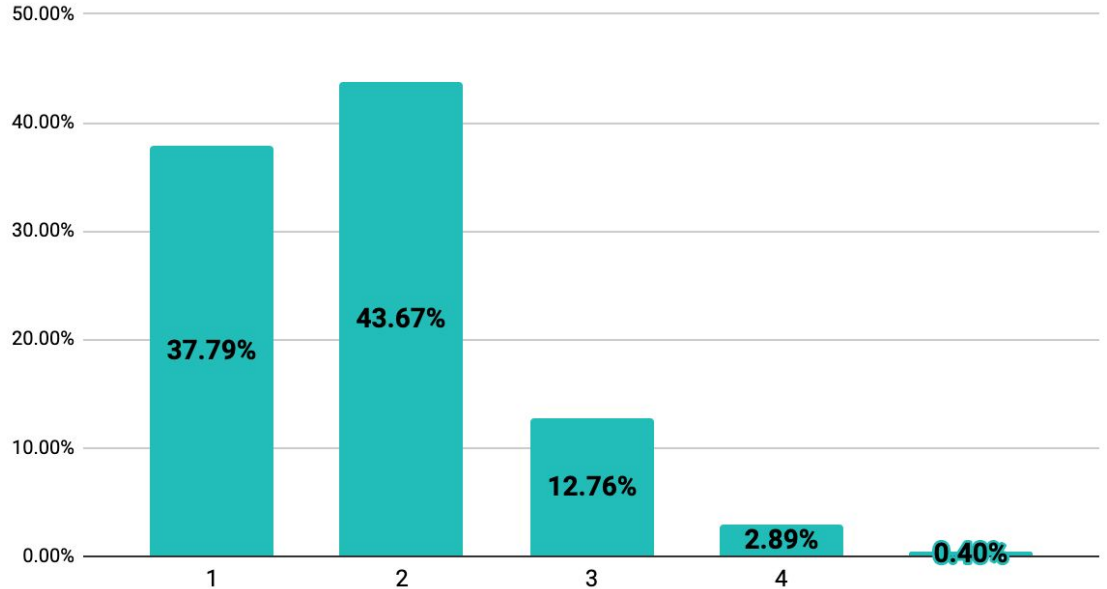
Not every hockey parent grew up on the ice

Over $\frac{2}{3}$ of North American hockey parents did not grow up on skates.

65%

Said they did not play hockey as a kid.

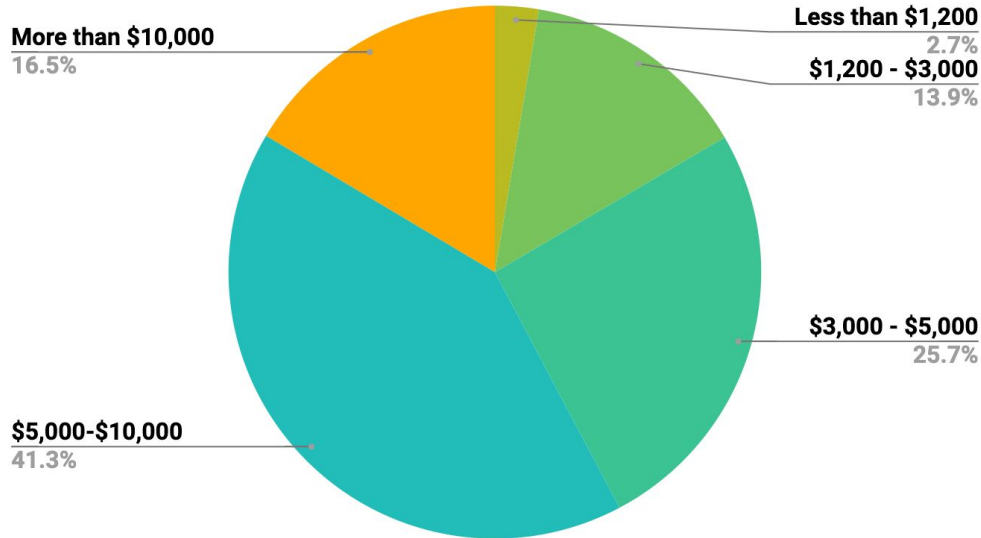
How many children in your household play organized Ice Hockey?



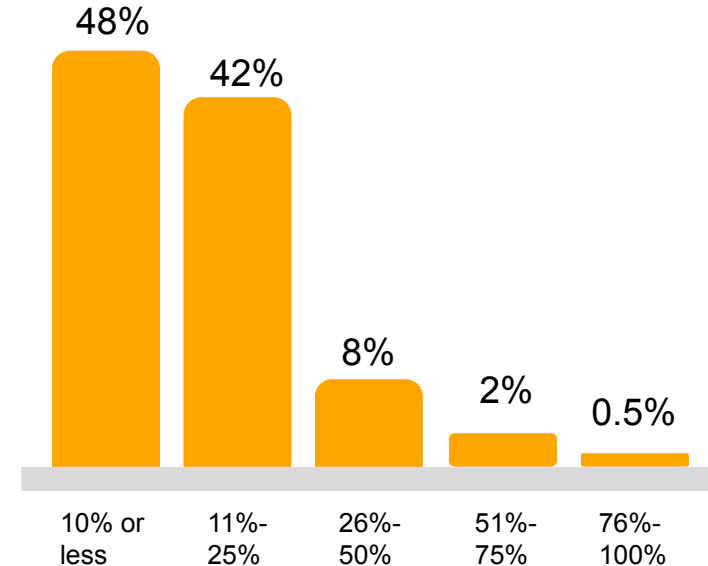
Each year, hockey families spend a hefty amount to fund the season

Nearly 60% of hockey parents spend at least \$5,000 per season. Over half (52%) spend more than 11% of their household income to cover their children's hockey expenses.

Annual Average spending in hockey



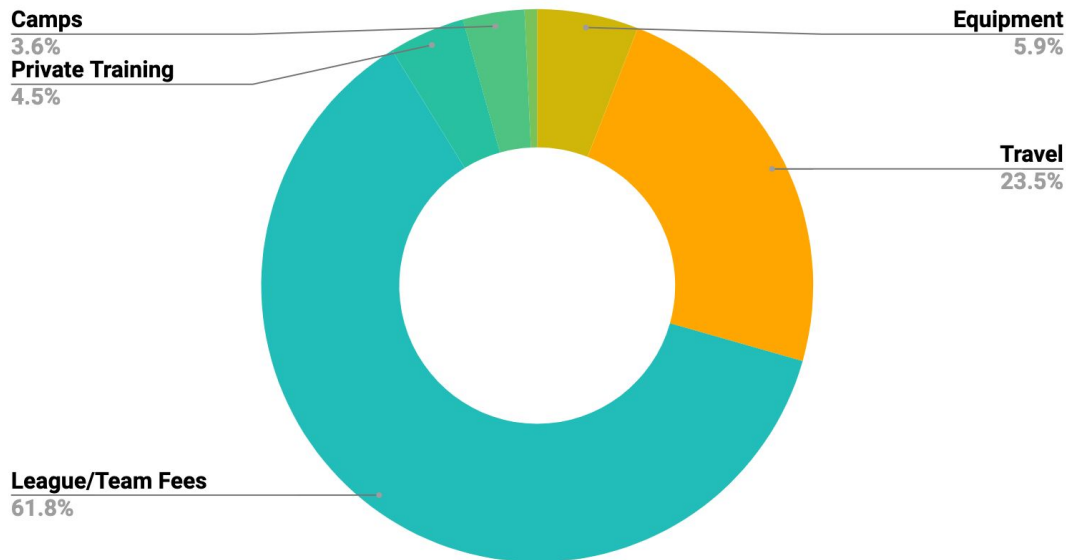
Portion of household income for Hockey



Hockey expenses extend beyond equipment and league fees

Nearly 40% of hockey parents spend more than \$1,000 on travel per season.

What is the highest expense of your child's involvement in hockey?



39% of parents say they spend \$1,000 to \$2,500 in Travel Expenses



31% of parents say they spend \$1,000 to \$2,500 in League/Team Fees



33% of parents say they spend \$500 to \$1,000 in Camp Expenses



47% of parents say they spend \$500 to \$1,000 in Equipment Expenses

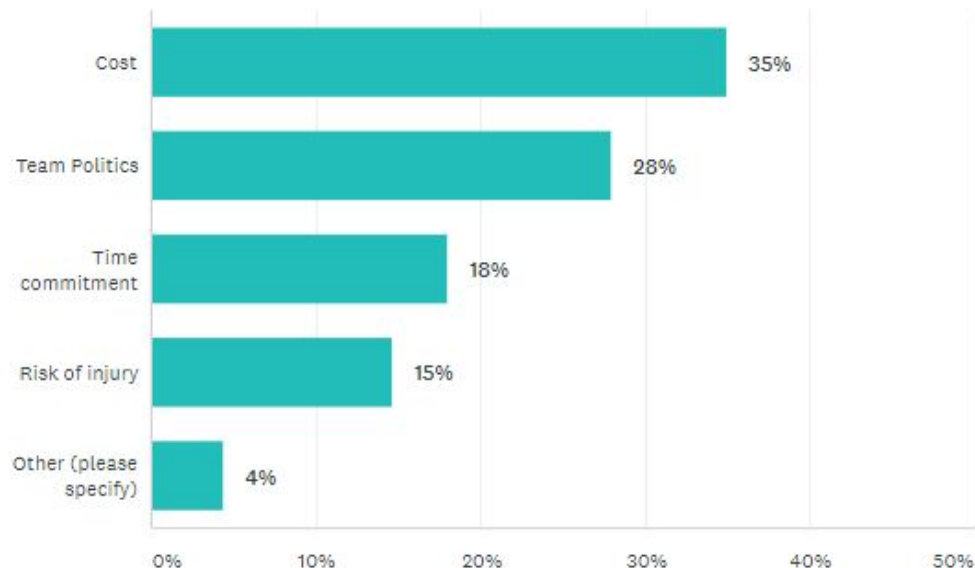
Cost is a primary stress point for hockey parents

For 35% of parents, the cost to play is the most significant point of stress during the season. 83% said the cost of hockey has increased vs 2018 and 87% are concerned with the sport's impact on their finances.

87%

Said they are concerned about the impact hockey has on their personal finances.

What stresses you out the most about your child's participation in hockey?

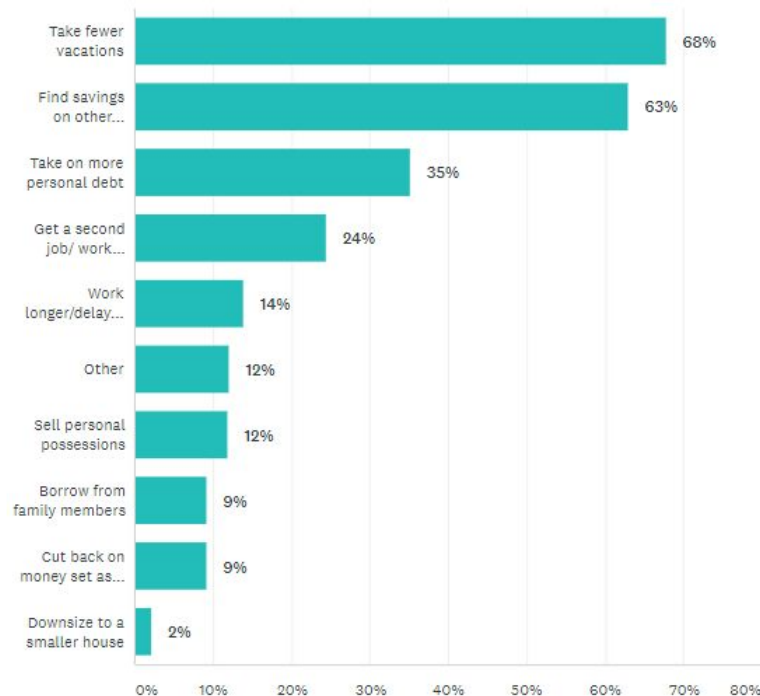




Hockey parents make many tradeoffs to keep their kids in the game

68% take fewer vacations, 63% find savings on other household items and 35% take on more personal debt.

Which of the following have you done in order to pay for hockey expenses?



35%

Said they are willing to take on more personal debt.

32%

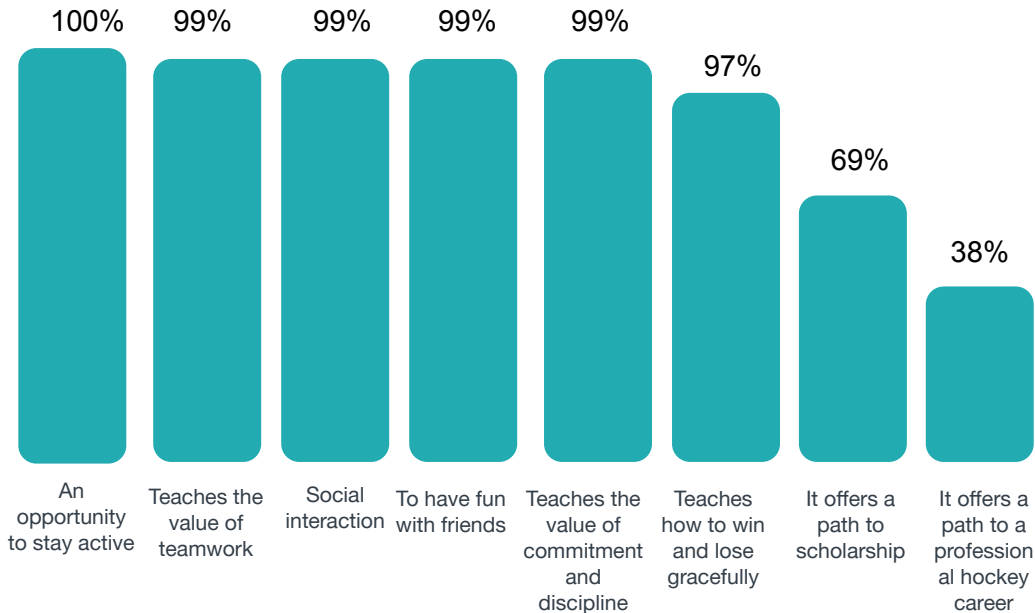
Said they are willing to get a second job or work overtime.



Hockey plays a significant role in kids' development

71% said their child's participation in hockey positively impacts their academic success, 100% said it's an opportunity to stay active. 69% hope it leads to an athletic scholarship. 38% hope it leads to a career in the NHL.

Why is hockey so important?



71%

Of hockey parents said their child's participation in hockey positively impacts their academic success.

Aside from the financial impact, much time is invested by hockey parents.

The season is a long one and 59% said they they attend every hockey event including practices, games and tournaments.

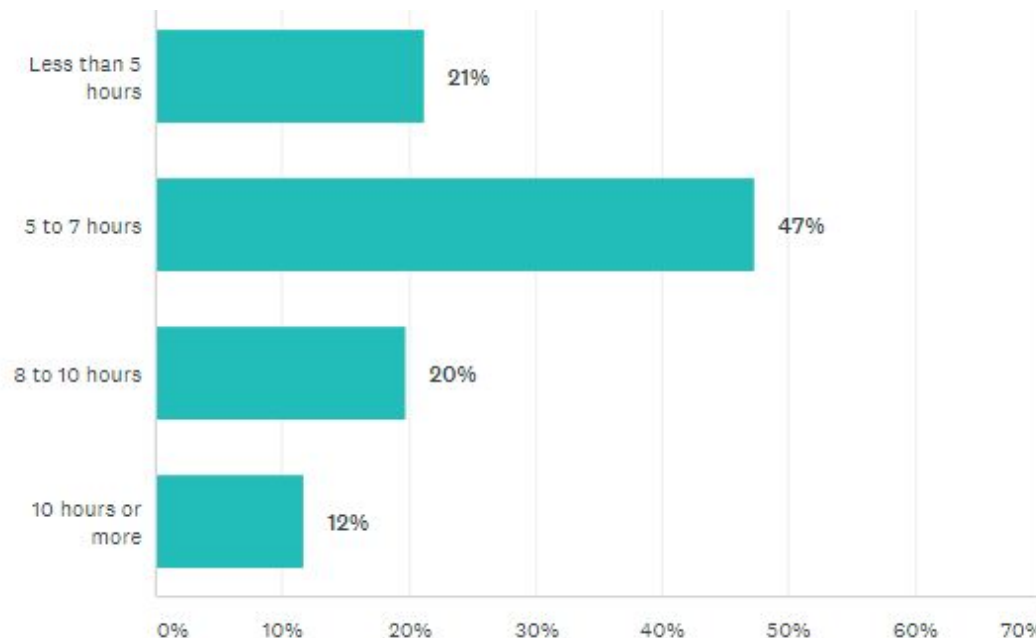
82%

Of parents said their kids spend more than half of the year playing hockey.

32%

Of kids are on the ice more than 8 hours a week.

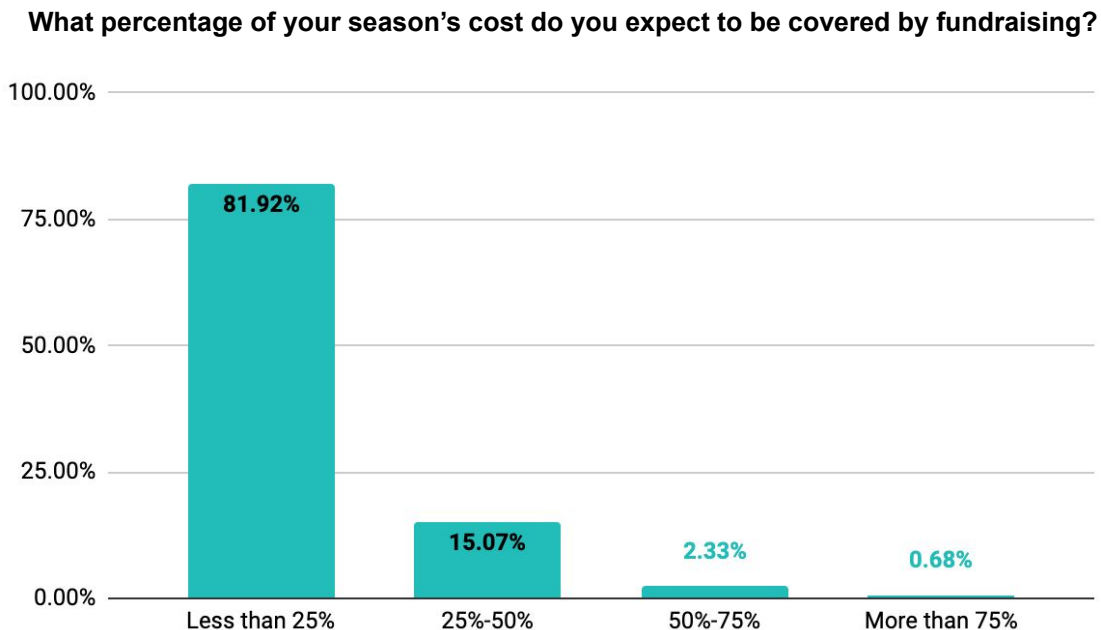
Average hours spent on the ice per week





Fundraising is essential in helping families to cover the cost of hockey

61% of parents said that fundraising is mandatory for their teams and 18% said that they expect fundraising to cover more than 25% of their season's cost.



78%

Said they fundraise to help cover their children's hockey expenses.



Learn more about FlipGive

Web: [Help Center](#)

Team Funding Coach: [Book a meeting](#)

Email: support@flipgive.com

Phone: 1-844-GET-FLIP (1-844-438-3547)

Monday - Friday 9:00AM - 8:00PM EST

Saturday - Sunday 9:00AM - 5:00PM EST

Learn more about Scotiabank Hockey Club

Call Scotiabank: 1-800-4SCOTIA

Ask Scotiabank a question [here](#)