



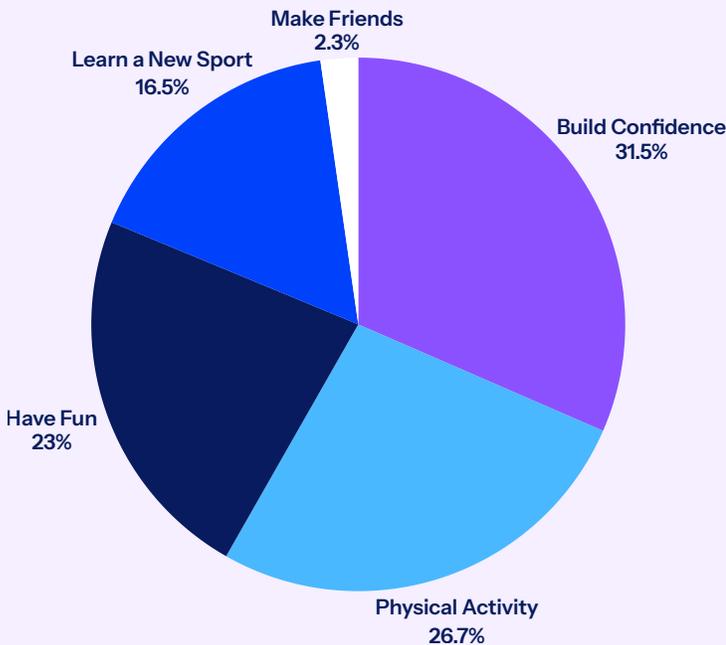
SHAPING THE FUTURE OF SPORTS *FOR GIRLS*

i9 Sports® surveyed customers who have registered a female in their youth sports programs in the last 2-3 years. Parents were encouraged to take this survey with their girls in order to hear perspectives from both parents and players. Over half of the respondents included daughters ages 7 and up.

With over 1,500 responses collected, i9 Sports now owns powerful insight regarding how we can shape the future of sports for young girls and beyond.

WHAT DO PARENTS VALUE?

What is the main reason a parent enrolls their daughter in sports?



Takeaway: For parents, the goal is for their girls to build confidence while being physically active and having fun.

Q11

What do parents hope their daughters gain from playing sports?

92% ranked confidence in the top 3.

6 in 10 parents ranked confidence as #1.



Q9

What are parents looking for in a sports program for their daughter?

- 82.9%** Positive, Encouraging Coaches
- 51.1%** Affordable Pricing
- 37.3%** Play with Friends & Making Friends
- 37%** Safe, Inclusive Environments
- 30.5%** Structured Skill Development
- 29.5%** One Day Per Week Programming
- 13.2%** Focus on Fun, Non-Competitive Play
- 10.3%** Female Role Models
- 7.8%** Weekend-Only Options
- 0.3%** Weekday-Only Options

Q7

Percent of respondents who ranked the attribute 1st, 2nd, or 3rd out of 10."

What do parents seek in sports programming as their daughter grows?

- 69.7%** A Supportive Team Environment
- 45.4%** 1-1 Skill Development
- 42.4%** Higher Competition
- 42.4%** Sense of Community
- 37.8%** All Girls Teams
- 32.4%** Flexible, Low-Pressure Options
- 29%** Female Role Models
- 28%** Fun-Focused Programs

Q8

Takeaway: Parents want programs that are positive, affordable, and safe for their daughters. As they grow, they still want a supportive environment to evolve their skills.



SHAPING THE FUTURE OF SPORTS *FOR GIRLS*

COMMON GROUND: PARENTS & DAUGHTERS CLEARLY AGREE ON ONE THING

What is most important to YOU (parent/guardian) when your daughter is playing sports?

30.97%	Having Fun
21.67%	Learning new things
20.61%	Feeling Supported
20.08%	Getting Better at the Sport
5.5%	Other
1.16%	Being with Friends
0%	Winning

Q17



What is most important to your daughter when playing sports?

36.36%	Getting Better at the Sport
29.39%	Having Fun
12.68%	Feeling Supported
9.73%	Being with Friends
6.98%	Learning New Things
3.07%	Winning
1.8%	Other

Q16



Based on their combined responses.

“Having fun and making my Coach/Dad proud of me.”

Key Insight: Parents and daughters value fun, development, and belonging. Winning ranked among the lowest priorities.

WINNING ISN'T EVERYTHING



SHAPING THE FUTURE OF SPORTS *FOR GIRLS*

WHAT DO THE GIRLS VALUE?

What keeps girls coming back?

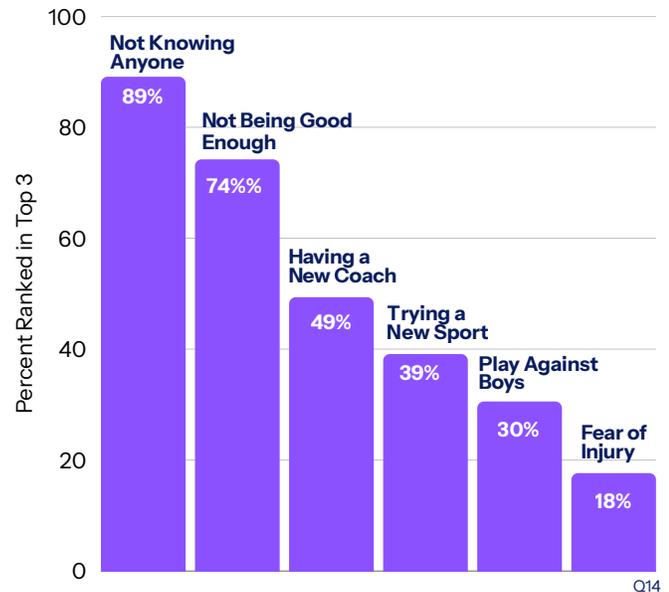


Q13

Takeaway: FUN is the #1 Driver of Participation.

Girls stay in sports when offered an enjoyable and supportive environment. It's important that programs foster a love of sport and build confidence if they want girls to keep playing.

What makes girls most nervous about playing in a new season?



Q14

Takeaway: Not knowing anyone makes girls nervous; consider signing them up with friends. Girls also fear not being good enough, which means being a supportive parent or coach can help ease their fears and encourage them to keep playing!

IN SUMMARY

What Matters Most to Girls in Sports:

- ✓ Having Fun
- ✓ Building Confidence
- ✓ Friends & Social Belonging
- ✓ Supportive Environment & Coaching

i9 Sports is pioneering the new standard in youth sports with programs designed to put kids first and ignite their love for sports through a fun, structured, and supportive environment.



Visit i9sports.com for more information on our commitment to girls in sports and our Gains are for the Girls campaign.



*Survey administered from 10/8-11/8/2025. Data is self-reported experience of 1,500+ parents who registered a female participant in i9 Sports' youth sports programs in the preceding 2-3 years. For informational purposes only.