

SAFETY IN SPORT PERCEPTION SURVEY 2024

Conducted by YouGov on behalf of Podium Analytics

MORE SPORT, LESS INJURY

HEADLINES

Conducted in collaboration with YouGov, the Safety in Sport Perception Survey is an annual poll of UK public opinion on injury and safety issues in sport.

This year, we asked 18 questions:

- Eleven core questions that we ask annually to track changing perceptions over time.
- Seven new questions to capture perceptions on emerging themes, such as mental health support and first aid training.

These new questions form the basis for the key insights that follow.



Strong public support for the NHS to record whether a head injury was sustained during sport.

73% say the NHS should record whether a head injury has been sustained during sport.



Endorsement for mandating first aid training for volunteer youth sports coaches.

84% say all youth coaches should have a first aid qualification.



Widespread backing for equipping grassroots sports coaches to support young people's general and injury-related mental health.

72% say youth coaches should be trained to raise awareness of the mental benefits of sport.



Overwhelming agreement that for young people, the benefits of sport outweigh the risks of injury.

79% say the benefits of sport outweigh the risks of injury, rising to **90%** of those who have been injured themselves or know someone who has been injured.

Keep reading to explore our findings and learn more about our commitment to drive participation and engagement in youth and grassroots sport.



WHAT'S THE BROADER PICTURE?

Four key themes emerge from our core survey.

Across these questions, responses are consistent with findings from 2023, suggesting that perceptions and attitudes across the UK, for now, stay the same on these key topics.

Sports injury is a common experience.

Over one fifth (**21%**) of respondents had personally experienced a sports injury in their lifetime.

Some **8%** of adults have been injured during sport in the past 12 months.

Injury recording should be mandatory.

80% of all adults 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.

Over half (**52%**) of the public support rule changes that aim to reduce the incidence of injury.

When it comes to head injuries, support for rule changes rises to **65%** to reduce concussion in rugby and **58%** support in football.

THERE IS CLEAR PUBLIC SUPPORT FOR IMPROVED HEAD INJURY REPORTING SYSTEMS IN THE NHS.

73% say the NHS should record whether a head injury that receives medical attention was sustained during sport.

CONTEXT AND IMPLICATIONS

Systematically capturing information about head injuries in sport would be an important step towards quantifying the problem and understanding its long-term health implications.

The current NHS coding system used to classify and record injuries, diseases and symptoms in medical notes in hospitals and surgeries cannot specify sport as the cause of a head injury or concussion.

With no way of coding written notes into data accurately, nationwide head injury surveillance is difficult.

NEXT STEPS

All concussions that occur within sport and PE should be reported and collated within a national sports injury database, as recommended by the Department for Digital, Culture, Media and Sport (DCMS) Select Committee Inquiry into Concussion in Sport.

The introduction of sport-specific NHS coding could improve data collection and analysis. Exploring the feasibility of using machine learning to extract sports injury data from NHS medical records could also start to address the current limitations.



THERE IS PUBLIC ENDORSEMENT FOR MAKING FIRST AID TRAINING COMPULSORY FOR VOLUNTEER YOUTH SPORTS COACHES.

84% say all youth coaches should have a first aid qualification.

CONTEXT AND IMPLICATIONS

Public support for first aid training for youth sports coaches is strong.

Coaches often play a pivotal role not just in skill development, but in overall health and safety. First aid training enables improved injury response and helps to build confidence of coaches, participants and parents/carers.

However, a desktop study undertaken by Podium Analytics of 167 UK NGBs in September 2024 indicates that, currently, only an estimated 40% of NGBs mandate first aid training for grassroots coaches.

Course availability, funding and time commitments are all barriers to attending first aid training.

Alongside this, there is a long-term downhill trend in the number of people volunteering to support sport and physical activity.¹

NEXT STEPS

Podium would advocate for NGBs to make first aid training mandatory among volunteer youth sports coaches.

Encouraging volunteer youth coaches to have basic first aid training could help drive new standards for safety in sport, leading to improved response measures.

Implementing a basic level of training at all levels of coaching could lead to significant improvements in safety, public trust and overall health outcomes in sports participation.



 1 Sport England Active Lives Adult Survey November 2022–23 Report, published April 2024. <u>Click here</u>.

SUPPORT IS WIDESPREAD FOR TRAINING GRASSROOTS SPORTS COACHES TO SUPPORT YOUNG PEOPLE'S MENTAL HEALTH.

72% say youth coaches should be trained to raise awareness of the mental benefits of sport.

68% say coaches should be trained to support youth mental health.

63% say coaches should be trained to support young people who cannot participate due to injury.

CONTEXT AND IMPLICATIONS

One in five young people have a probable mental health disorder.²

Coaches are in a unique position to support youth mental health through physical activity.

Clubs may also have a role to play in Government's proposed 'Young Futures' initiative, which aims to provide mental health support for young people in local community settings, such as sports clubs.³

Some organisations already offer mental health resources, such as Mind with its mental health literacy training for coaches. However, there are barriers to uptake including time, cost and coaches' unease about having challenging conversations with young people and families.

Alongside this, there is a fundamental lack of knowledge and training on how to address injury-related mental health problems.

NEXT STEPS

Our <u>Young Voices</u> project is addressing the injury-related knowledge gap through the creation of peer-to-peer resources. We will also work with youth coaches to develop materials that highlight the social and emotional impacts of injury, and offer strategies to prevent associated mental health problems.

Working with NGBs, we will highlight the benefits of safe and effective mental health awareness training in sport. We will explore the possibility of including injury-related content in the resources already available.

We will continue our work in collaboration with key mental health stakeholders and partners, including:







³ How Labour will improve mental health. Click here.



MOST AGREE THAT THE BENEFITS OF SPORT OUTWEIGH THE RISKS OF INJURY, AND THAT PEOPLE WHO ARE MORE PHYSICALLY ACTIVE LIVE HEALTHIER LIVES.

79% of all respondents support both statements.

MORE SPORT, LESS INJURY

Four in five people (**79%**) agree that the benefits of sport outweigh the risks of injury.

The same proportion (79%) agree that individuals who are more physically active lead healthier lives. Personal injury experience may highlight the importance of staying active, as agreement rises to 89% of those who have been injured in the past year.

Several key findings from this year's survey reinforce our commitment to helping participants enjoy sport throughout their lives, reinforcing our mission to create a world with more sport and less injury.

By addressing barriers to participation such as injury, we are helping more people experience the joy of sport, and the numerous health benefits that come with an active lifestyle, for longer.

Our initiatives focus on reducing the risks of injury, and increasing participation and engagement in youth and grassroots sport.

To find out more, click below:

YOUNG VOICES

Developing peer-led resources to support young people's mental health during injury, recovery and return to sport.



THE SPORTSMART ADAPTATION MODEL

Providing a simple model to schools and clubs to support and promote healthy adaptation in sport and physical activity.



HEAD INJURY TOOL PROVISION

Providing tools in SportSmart for users to check symptoms and signs of sport-related concussion, assess severity and follow clear next steps.



INJURY REPORTING AND MANAGEMENT

Implementing SportSmart in academies and talent pathways, initially in Premiership Rugby, to help monitor, manage and reduce injury risk.



KEY DEMOGRAPHICS

Participant age

18-24

11%

25-34

14%

35-44 **20%**

45-54 **15%**

⁵⁵⁺ **40%**

Participant number and sex

2,182

PARTICIPANTS

O'

48%

MALE

Q

52%

FEMALE

Parental status



54%

parents/ guardians of children of any age



46%

not a parent/ guardian of children of any age



24%

parent/ guardian of a child aged 18 or under

Participation in sport or physical activity *



9%

participate in community club/ team sports



36%

participate in personal fitness activities



59%

do not participate in either sport or physical activity Watched sport **



66%

watch or follow sport



34%

do not watch or follow sport

^{*}During a typical week in the past 12 months

^{**}Actively read about the sport on a regular basis, watch live broadcasts or highlights of matches/events online or TV, or attend matches/events in person.

NHS HEAD INJURY REPORTING

SHOULD IT BE COMPULSORY FOR THE NHS TO KEEP A RECORD OF WHETHER A HEAD INJURY THAT RECEIVES MEDICAL ATTENTION WAS SUSTAINED DURING SPORT (FOR EXAMPLE, IN A&E OR AT A GP PRACTICE)?

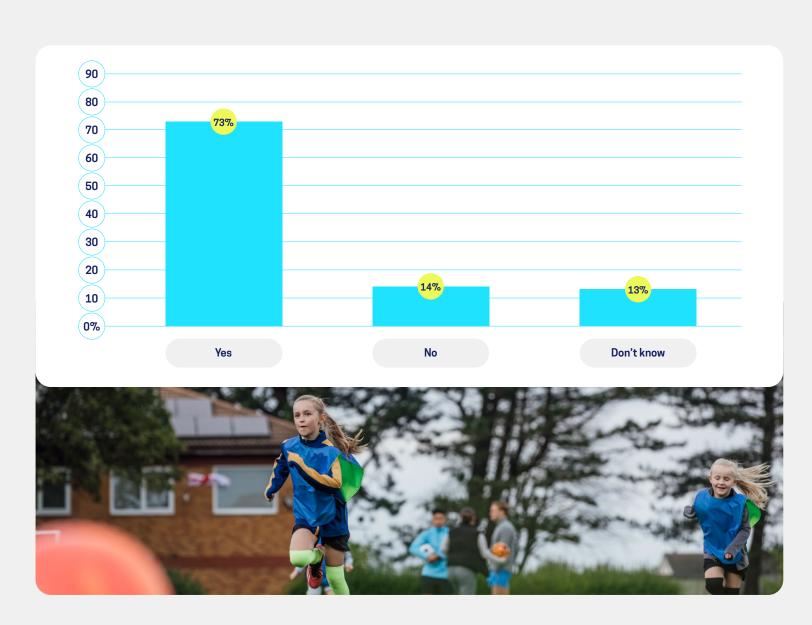
73% say the NHS should record whether a head injury has been sustained during sport.

There is clear public support for the NHS to record whether a head injury that receives medical attention was sustained during sport: 73% said it should be compulsory and only 14% disagreed.

Agreement rose to 77% among people who have sustained a sports injury themselves and to 76% of those with children aged 18 or under.

Systematically capturing this information would be an important step towards quantifying and analysing the problem of head injury in sport – and towards understanding its long-term health implications.

The present system used to classify injuries and diseases recorded in medical notes cannot specify sport as the cause of a head injury or concussion.



MAKING FIRST AID TRAINING COMPULSORY

SHOULD IT BE COMPULSORY FOR VOLUNTEER COACHES SUPERVISING YOUTH SPORT TO HAVE A FIRST AID QUALIFICATION?

84% say all volunteer youth coaches should have a first aid qualification.

There is overwhelming public support for compulsory first aid training for volunteer coaches who supervise youth sport, with 84% in agreement and 9% stating it should not be compulsory.

Support was equally high among parents with children aged 18 and under (84%) and also among those who worry about their child participating in sport (85%).

However, just **78%** of people who participate in sport with a club or team believe first aid certification should be compulsory (**16%** disagree). This may reflect a more nuanced understanding of barriers to training such as time or cost.



MENTAL HEALTH IN GRASSROOTS SPORT

SHOULD GRASSROOTS SPORTS COACHES HAVE TRAINING TO MAKE YOUNG PEOPLE AWARE OF THE MENTAL HEALTH BENEFITS OF SPORT?

For the purpose of this survey, we defined 'grassroots sport' as non-professional, community sport.

72% say youth coaches should be trained to raise awareness of the mental benefits of sport.

Almost three quarters of adults (72%) agree that coaches should have training to make young people aware of the mental health benefits of sport, against just 11% who disagree.

Our previous surveys have indicated that support for mental health awareness in sport is stronger in younger age groups than with older people. However, the percentage in favour of promoting the mental health benefits of sport is broadly consistent across age groups: 74% of 18–24-year-olds and 71% of those aged 55+. Of those with children aged 18 or under, 74% agreed.

Among those who participate in sport with a club or team, the proportion in support remained fairly constant at 75%, but the percentage against rose to 19%.





SHOULD GRASSROOTS SPORT COACHES HAVE TRAINING TO SUPPORT YOUNG PEOPLE'S MENTAL HEALTH?

For the purpose of this survey, we defined 'grassroots sport' as non-professional, community sport.

68% say coaches should be trained to support youth mental health.

Two thirds (68%) of respondents said coaches should have training to support young people's mental health against 13% who said they should not.

Support rose to **72%** of adults with children aged 18 or under (against **12%** who opposed).

A greater proportion of younger respondents aged 18–24 were in favour (73%) compared to older respondents aged 55+, of whom just 63% were in support.

Among those who participate in sport with a club or team, **71%** were in support while **18%** disagreed.



SHOULD GRASSROOTS SPORT COACHES HAVE TRAINING TO SUPPORT YOUNG PEOPLE WHO CANNOT PARTICIPATE IN SPORT DUE TO INJURY?

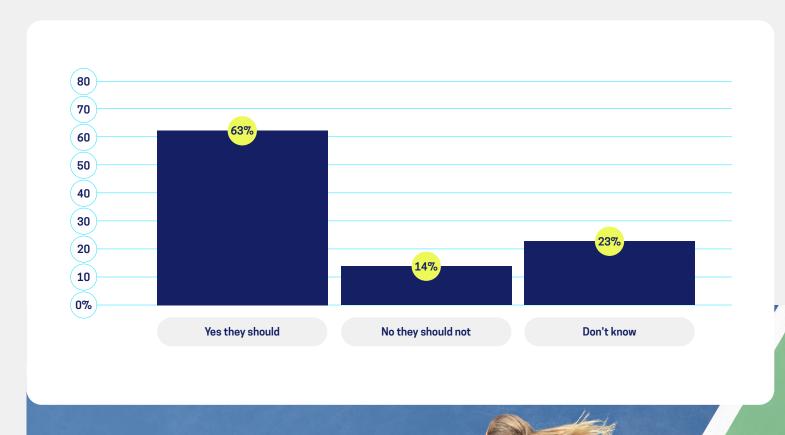
For the purpose of this survey, we defined 'grassroots sport' as non-professional, community sport.

63% say coaches should be trained to support youth who cannot participate due to injury.

Our survey revealed that the public is in favour of coaches being trained to support young people who cannot participate in sport due to injury. When young people are injured, they can become anxious and isolated.

Some 63% said coaches should have training, against 14% who disagreed. The figure was similar among those with children aged 18 or under, at 64%.

Support rose to 68% of those who take part in sport with a club or team, and to 75% among 18–24-year-olds (compared with 59% of people aged 55+).



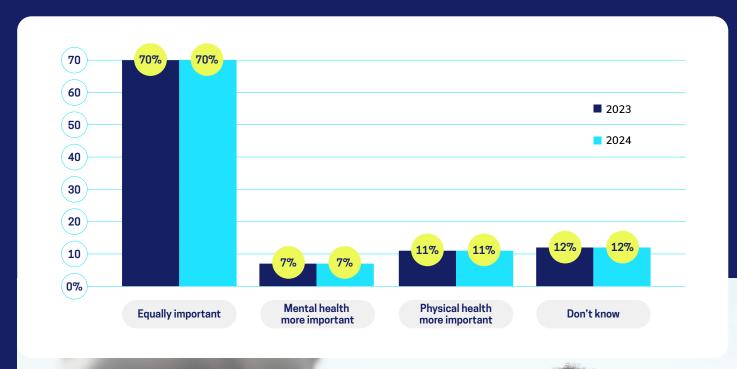
WHEN THINKING ABOUT MENTAL HEALTH AND PHYSICAL HEALTH PROBLEMS AMONG PEOPLE TRAINING AND COMPETING IN SPORT, WHICH, IF ANY, OF THE FOLLOWING DO YOU THINK SPORTS GOVERNING BODIES SHOULD CONSIDER?

7% think mental health should be considered more important, 11% think physical health should be prioritised and 70% support parity.

Among older people aged 55+, 74% support parity and just 4% believe that mental health should be prioritised. By contrast, 66% of 18–24-year-olds support equal priority, while 10% say mental health should be more important.

Of those who play sport with a club or team, 19% think mental health problems should be considered more important while 59% support parity.

Among males, 65% support parity and 15% think physical health should be prioritised (8% mental health). Among women, 75% support parity, 7% say physical health should be a priority (5% mental health).





THE BENEFITS OF SPORT

TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? "FOR YOUNG PEOPLE, THE BENEFITS OF SPORT PARTICIPATION OUTWEIGH THE RISKS OF INJURY."

79% say the benefits of sport outweigh the risks of injury.

Overall net agreement is 79%, rising to around 90% among all participants who have either had an injury themselves, or know someone who has had one. Just 3% net disagreed with the statement.

Support for the statement remains consistent across age groups and genders, even though survey results revealed that, on average, a smaller proportion of women participate in sport than men across all age groups.

Agreement was also greater (88%) among people who participate in sport with a club or team. For those who don't do any physical activity, over three quarters (76%) agreed with the statement.



TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT: "PEOPLE WHO ARE MORE PHYSICALLY ACTIVE LIVE HEALTHIER LIVES"?

79% agree that individuals who are more physically active lead healthier lives.

Nearly 4 in 5 people (**79%**) either slightly or strongly agree that people who are more physically active live healthier lives. Conversely, **3%** slightly or strongly disagree.

Again, agreement is consistent across genders, even though women are, on average, less active than men.⁴

Opinion is more divided according to physical activity profiles. Some **91%** of those who take part in sport agree with the statement (**2%** disagree), against **87%** who take part in fitness activities (**3%** disagree) and just **72%** who do neither (**4%** disagree).

Of those who sustained a sports injury in the past 12 months, agreement remains high at **90%** (**1%** disagree).

⁵⁰ 40% 40 30 20 14% 10 4% <0.1% 0% Strongly Somewhat Neither agree Somewhat Strongly Don't nor disagree disagree disagree know agree agree

⁴ Sport England Active Lives Adult Survey November 2022–23 Report. <u>Click here</u>.

CORE QUESTIONS: HEAD INJURY & CONCUSSION IN SPORT

To what extent do you agree or disagree with the following statement?:

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

In April 2023, Government published the UK Concussion Guidelines for Grassroots Sport to help people identify, manage and prevent concussion in grassroots sport.

Despite this, overall, respondents are no more confident that any sports team or club they belong to would know how to manage a suspected concussion (27% vs. **30%** in 2023), while **5%** are not. A further <mark>9%</mark> neither agree nor disagree.

Of adults surveyed who do belong to a sports club/team (41%, n=899), 66% are confident that the club/ team would know how to manage a suspected concussion, 12% are not. One fifth (21%) neither agree nor disagree. This is consistent with last year's findings.

Podium desktop research conducted on behalf of DCMS earlier this year, revealed that an estimated <mark>5%</mark> of Sports NGBs in the UK had published regulations or policy changes in line with the new UK Concussion Guidelines (93% had not, 2% unknown). So, whilst the new guidelines have been introduced, they are not necessarily being implemented as a priority.



To what extent do you agree or disagree with the following statement?:

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

We asked a similar question about concussion management in schools.

A fifth of the overall sample (21%) strongly or somewhat agreed with the statement, against just 9% who strongly or somewhat disagreed.

In the sample of parents with a child at school (n=859, 39%), 54% are confident that their child's school could manage a concussion, against 21% who did not feel confident.

Podium's SportSmart App continues to provide PE teachers, sports coaches, players and parents/carers with tools to respond appropriately to a suspected concussion and manage a safe, graduated return to activity and sport. 60 50 40 30 20 10 0% No child Neither agree Net disagree Net agree at school nor disagree

The methodology used for this question changed between 2023 and 2024, which means we are unable to compare year-on-year figures (see p33).

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

Rule changes that aim to prevent concussion were introduced at the start of the 2023–24 season, including tackle-height rule changes in rugby union and league, and a ban on deliberately heading the ball in youth football.*

Our question did not ask about these specific changes, but we could infer that these and any future amendments have public support. When asked about rugby, 65% either strongly or slightly support rule changes to reduce concussion incidence (8% slightly or strongly oppose). When asked about football, 58% strongly or slightly support changes (12% slightly or strongly oppose).

Notably, support for rule changes is higher among respondents with a family member who has been injured (n=402) compared to overall. In this group, 75% support rule changes in rugby, and 68% support changes in football.

In 2023:

67% supported rule changes in rugby, 61% in football, 53% in field hockey, 51% in gymnastics, 47% in athletics.



CORE QUESTIONS: INJURY IN SPORT

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

For this survey, injury was defined as one that interfered with daily activities for 24 hours or more during the past 12 months.

How relevant is the issue of sports injury to the general public, and how strongly does it resonate?

8% of adults have been injured during sport.

Our survey revealed that 8% of adults have been injured during sport in the past 12 months, suggesting a strong and immediate connection with the associated issues. Some 13% say they have been injured more than 12 months ago, implying at least some understanding of the problems that can follow an injury.

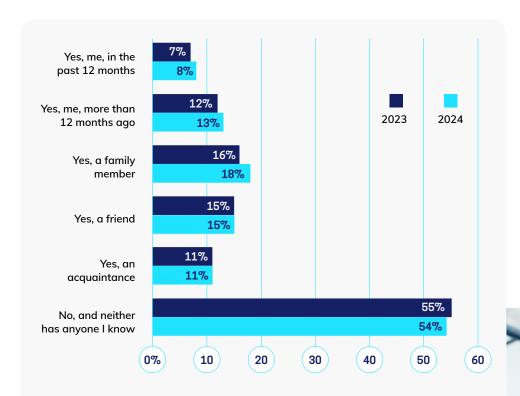
A substantial minority of the adult population also has second-hand experience of sports injury: 15% have a friend and 18% a family member who has been injured at some time.

Among adults who participate in sport with a club or team (n=195), 30% say they have been injured in the past 12 months against 15% of those who participate in personal fitness activities (n=777).

There were more injuries reported among men, and among younger age groups, compared with overall. Some 10% of men said they had been injured in the past 12 months (5% of women), and 17% of 18–24-year-olds, against 4% of those aged 55+.

In 2023:

7% of all adults said they had been injured in the past 12 months; 29% of those who regularly participate in club or team sport reported being injured; 55% had never been injured themselves, and neither had anyone they know.





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. In our overall sample, 35% of respondents are parents/carers of under-18s who play sport or do PE; 13% worry and 22% do not.

Of the sample, 62% do not have a child/children under-18, and 3% have a child/children under-18 who does/do not participate in sport.

Of parents who participate in sport with a club or team themselves (n=195), twice as many (26%) worry about their child/children getting injured, suggesting that those who participate are more familiar with the inherent risks of sport.

In 2023:

Last year, 39% of the sample were parents/guardians of under-18s who play sport or do PE; 25% worried and 14% did not.

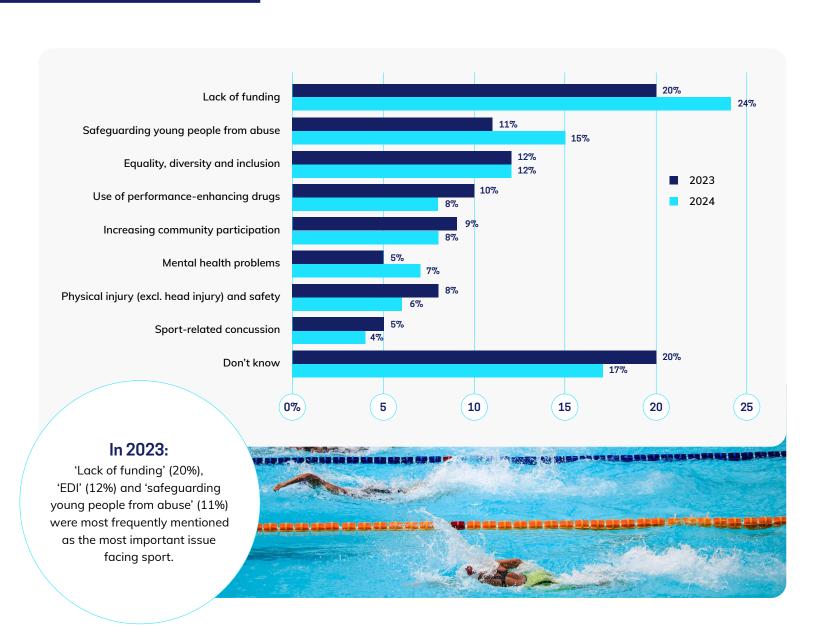


WHICH ONE OF THE FOLLOWING DO YOU CONSIDER IS THE MOST IMPORTANT ISSUE FACING SPORT TODAY?

Public opinion about the single most important issue facing sport has remained broadly consistent, despite the 2024 survey taking part in an Olympic year.

Nearly a quarter of the public (24%) perceive 'lack of funding' as the most important issue facing sport today, up 4% on last year. Some 15% selected 'safeguarding young people from abuse' as most important, up from 11% last year. Safeguarding has overtaken 'equality, diversity and inclusion' (EDI). EDI was ranked most important by 12% both this year and in 2023. 'Physical injury (excluding head injuries) and safety' was ranked most important by 6%, rising to 11% among those who participate in sport themselves. 'Mental health' was selected by 7% overall. 'Sport-related concussion' was ranked most important by 4%. Surprisingly, given the well-evidenced benefits of sport, 'increasing community participation' was top for just 8%.

Perceptions vary considerably by age: 11% of the 55+ age category selected 'use of performance-enhancing drugs' (against 8% overall) while 18% of 18–24-year-olds selected 'EDI'.



29

We asked:

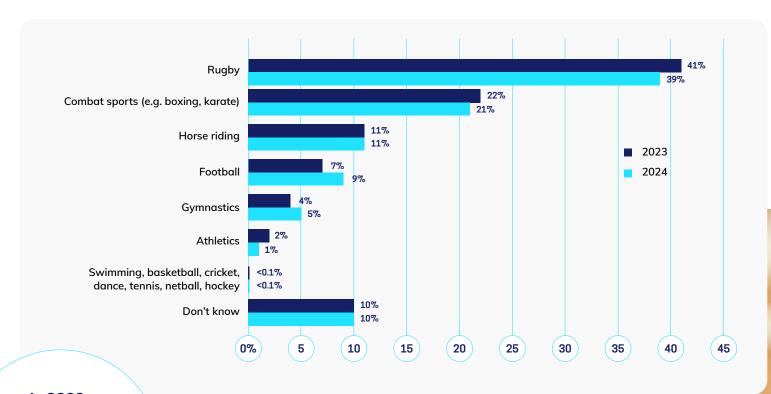
IN WHICH ONE OF THESE SPORTS DO YOU THINK PARTICIPANTS ARE MOST LIKELY TO GET INJURED?

Public opinion about injury likelihood in different sports remains broadly consistent with last year's findings.

Some 39% of the public identify rugby as the sport in which participants are most likely to get injured. Unsurprisingly perhaps, following a sport appears to influence perceptions of injury. Almost half (48%) of those who follow rugby union as a sport (n=313) identify it as the sport where injury is most likely.

Around a fifth of respondents select combat sports such as boxing and karate (21%), rising to 26% of those who follow boxing (n=208) and 31% of those who follow mixed martial arts (MMA; n=51).

A further **11%** select horse riding (rising to **19%** of those who follow equestrian, n=70) and **9%** pick football (rising to **12%** of football fans, n=697).



In 2023:

Rugby was the most frequently selected sport (41%), followed by combat sports (22%), horse riding (11%) and then football (7%).



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

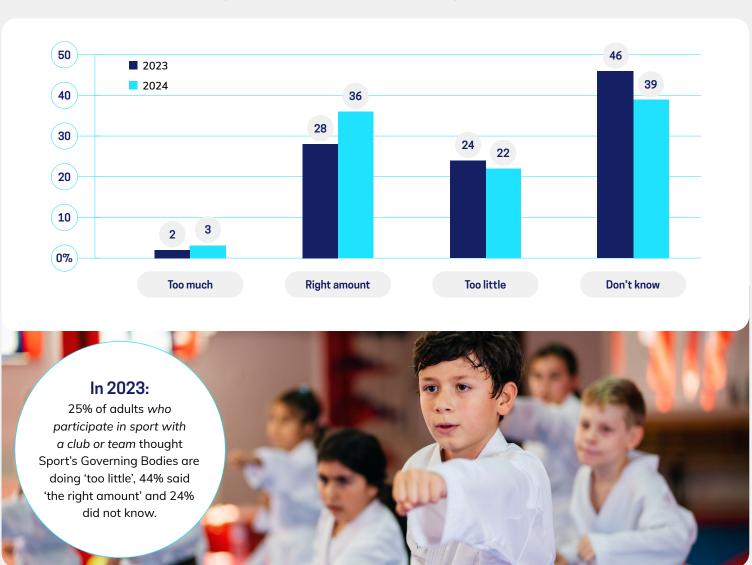
Governing bodies are organisations such as the Football Association (the FA), British Gymnastics and British Athletics, for example.

Just over a third of respondents (36%) think governing bodies are doing 'the right amount' to reduce preventable sports injuries, but a larger proportion – 39% – don't know. Around a fifth (22%) think too little is being done.

Together, these findings suggest that public awareness of the problems of injury in sport, and of prevention strategies, is low – although perhaps not as low as last year, when 46% selected 'don't know'.

This change could reflect the timing of this year's survey, which was run in the week immediately following the Paris 2024 Olympics.

Among those who participate in sport, 52% think governing bodies are doing the right amount, while 18% say too little and 21% don't know.



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 findings revealed that the majority support for rule changes to reduce injury incidence: 52% either strongly or slightly supported changes, against 11% who strongly or slightly oppose changes and 37% who did not know.

Among those who participate in sport regularly, support rises to 62% (13% oppose).

Support among those who have sustained a sports injury in the last 12 months is also slightly higher at 54%, while the proportion who oppose also rises to 17%.

More women than men support rule changes: 59% of women are in favour, compared with 46% of men. A larger proportion of women (30%) strongly support rule changes, compared with just 17% of men.

In 2023:

54% net supported changes and 13% net opposed. One third (33%) of respondents had no opinion / did not know.





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

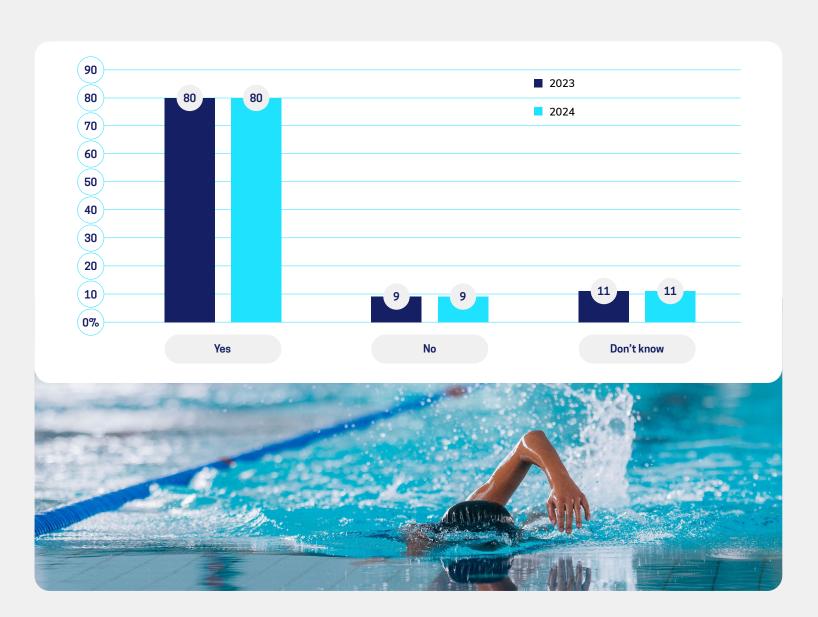
Public opinion remains strongly in favour of mandatory recording of injuries sustained playing sport in schools and clubs: 80% believe it should be compulsory, against just 9% who oppose.

A Podium-conducted desktop review revealed that an estimated 2% of UK schools and grassroots sports clubs have a system for recording and managing sport-related concussion.

Support is consistently high among both parents/carers of 18-and-unders (78%) and non-parents/carers (77%).

In 2023:

80% supported compulsory sports injury recording, 9% opposed and 11% did not know.



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.

YouGov conducted the Podium Analytics 2024
Perceptions of Injury and Safety in Sport survey online: data for the adult survey were collected between 13–14 August 2024. It is worth noting that, as this survey was run in an Olympic and Paralympic year, respondents may have had a higher level than usual of exposure to sports and sport-related media.

The 2024 edition includes 18 questions. We have retained 11 core questions to track how public perceptions of key injury and safety issues may shift and change over time. We have also introduced seven new questions that address emerging themes to help us assess how they are perceived by the public, relating to first aid, mental health support provision, NHS concussion coding and the benefits of sport.

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 8. 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.

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

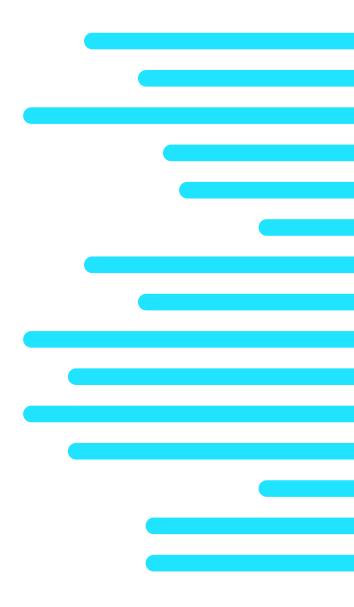
On the advice of YouGov, we have not reported percentages based on group sizes of fewer than 50 respondents as these are not statistically reliable representations of public opinion.

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

Did you know?

In 2023, we also launched the Youth Safety in Sport Perception Survey. We will be running this every three years (next in 2026) to track how young people's perceptions are shifting over time. The youth survey is 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.

To read the 2023 Perception Survey, click here.







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

General:

info@podiumanalytics.org

Media enquiries:

lucy.humble@podiumanalytics.org

