

## **Insight Into Why Kids Quit Sports**

In 1987, researchers from the Youth Sports Institute surveyed 10,000 children aged 10-18 regarding their feelings about sports.

### **The 10 most important reasons I play my best sport:**

(In order of importance)

1. To have fun
2. To improve my skills
3. To stay in shape
4. To do something I'm good at
5. For the excitement of competition
6. To get exercise
7. To play as part of a team
8. For the challenge of competition
9. To learn new skills
10. To win

### **The 11 Most Important Reasons I Stopped Playing a Sport:**

(In order of importance)

1. I lost interest
2. I was not having fun
3. It took too much time
4. Coach was a poor teacher
5. Too much pressure (worry)
6. Wanted non-sport activity
7. I was tired of it
8. Needed more time for study
9. Coach played favorites
10. Sport was boring
11. Over-emphasis on winning

**The study underlines a number of truths** about children and sports that have been identified in other research.

1. Fun is pivotal; if not “fun,” young people won’t play a sport.
2. Skill development is a crucial aspect of fun; it is more important than winning even among the best athletes.
3. The most rewarding challenges of sports are those that lead to self-knowledge.
4. Intrinsic rewards (self-knowledge that grows out of self-competition) are more important in creating lifetime athletes than are extrinsic rewards (victory or attention from others).