



# Row Nova Scotia Masters Rowing Survey

## Results Summary

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**Rown Nova Scotia Masters Survey - Summary of Results****% Response****1. Where are you from (N=57)**

Nova Scotia	77%
Other Atlantic Province	12%
Unknown	11%

**1a. What club do you row with (N=57)**

Halifax Rowing Club	46%
Mic Mac Rowing	16%
North Star Rowing	11%
FRC / Two Rivers / PEI	12%
Lunenburg Rowing Club	5%
No Club Affiliation (former NS club member, new to rowing, used to row and will likely do again)	11%

**2. Rower's Age (N=57)**

21-26	2%
27-35	11%
36-49	33%
50-54	11%
55-59	16%
60-64	21%
65-69	4%
70-74	4%
75-79	0%

**3. Gender (N=57)**

Female	68%
Male	30%
No Answer	2%

**4. Experience rowing (N=57)**

0-2	12%
3-5	33%
6-10	14%
>10	40%

**5. As a masters rower, how would you describe yourself? (multiple responses allowed) (N=57)**

Someone who rows for recreation and/or general fitness.	56%
Someone who rows in order to compete and race.	33%
Someone who doesn't currently compete but is interested in competing in the future.	19%
Former competitive rower	5%

**6. How / where did you start rowing (N=57)**

Junior Club / High School	12%
University	7%
Club LTR	72%
Other	9%

**7. What was your motivation to start rowing (multiple responses allowed) (N=57)**

Coaches / other rowers / Friends	72%
Saw people rowing (media / on water)	53%
Come & Try / summer camp	18%
Family connection	16%
Injuries needed new activity	12%
Intested for some time (time / access)	7%
Came back to rowing	2%

**8. Novice Rower - What made / would make experience more enjoyable (multiple responses allowed) (N=56)**

Feeling welcomed and included by experienced rowers.	55%
Coaching (more / more focused attention)	50%
Club organized events / social activities to include and welcome novice rowers	38%
Ability to race in novice level races with rowers from my home club and/or other clubs	23%
More rowing time options	2%
Never novice masters rower	23%

**9. Have you ever stopped rowing for a time but then came back to rowing (N = 57)**

Yes	26%
No	74%

**9a. Why did you come back to rowing (N=15)**

Regain fitness	13%
Recovered from Injury	13%
Move somewhere with a club	27%
Missed the sport	13%
Had more time	20%
To spend time with family/friends	7%
Missed competing	7%

**10. Why do you row (multiple responses allowed) (N=57)**

For general physical and mental health.	89%
As a social activity and for fun.	60%
To train hard with others.	60%
To compete in races with my crewmates.	35%
To train to win and be highly competitive	23%
Love of rowing	2%
Being outside in nature	2%

**11. How often do you row (N=57)**

2-3 times / week	42%
4-5 times / week	35%
I have not rowed in the most recent on water rowing season.	14%
6 or more times / week	7%
1 time / week	2%

**12. Do you participate in club organized rowing events (fun regattas / social rows) (N=56)**

Yes	79%
No	19%

**13. Do you participate in winter training (off season) (N=57)**

Yes	81%
No	19%

**13a. If yes, do you train on an Erg (indoor rower) (N=48)**

Yes	98%
No	2%

**13b. If yes, do you participate in indoor rowing events (regatta / challenges) (N=50)**

Yes	48%
No	52%

**14. Do you participate in other sports or recreational activities outside of rowing? (N=57)**

Yes	91%
No	9%

**14a, What other sports / activities do you participate in during on-water season (multiple responses allowed) (N=51)**

Cycling	58%
Hiking/ Walking	42%
Run/jog	37%
Canoe / Kayak/ Paddle Board	17%
Yoga / Pilates	13%
Swimming / Diving	12%
Sailing	12%
Crossfit/ Boot camp	8%
Weightlifting	8%
Other: Golf, Bball, camping, riding, rollerblading, basketball (2 or less responses)	4%

**14b. What other sports / activities do you participate in during off water season (multiple responses allowed) (N=51)**

Run/jog	29%
Hiking/ Walking	29%
Weightlifting	24%
Yoga / Pilates	24%
Skiing - x-Country	22%
Crossfit/ Boot camp / Fitness Class	20%
Skiing - Downhill	20%
Swimming / Diving	12%
Skating	8%
Snowshoeing	8%
Biking (Indoor & out)	8%
Climbing / Bouldering	6%
Hockey	6%
Other: martial arts, curling, soccer, riding, rollerblading, basketball (2 or less responses)	4%

**15. what would make your masters rowing experience more enjoyable from a rowing, coaching, and/or training perspective? (multiple responses allowed) (N=57)**

More Coaching - on water / indoors	60%
Defined training plan / goals	46%
Opportunities for Masters camps / training with other clubs	46%
Better equipment / facilities	42%
Individualized training plans / goals	40%
More practices / rowing opportunities	35%
More communication / information from coaches	32%
Training plans / understanding how they are designed for injury prevention & health & well-being	26%
More rowing in sweep crew boats	21%
More rowing in singles	18%
More rowing in sculling boats	14%
More access to quad racing shells	2%
Rowing with other the same age	2%

**16. What would make your masters rowing experience more enjoyable from a racing / competition perspective? (multiple reponses allowed) (N=43)**

Set Crews / Crew Goals & Training Plans	54%
More masters races	40%
More chances to compete in local races	40%
More chances to compete in national races	26%
More chances to compete in regional races	25%
More chances to compete in international races	18%
Need more competitive masters	4%
more fun events / regattas / family oriented events	4%
Need more male masters rowers	2%
Masters in all older age groups	2%
Expanded para-rowing	2%
More head races	2%
Fundraising / support for travel	2%
Flexible (set crews vs not set crews)	2%

**17. What would make your masters rowing experience more enjoyable from a social and recreational perspective? (multiple reponses allowed) (N=47)**

More social activities, including non-rowing 'fitness/rec', with crew mates	67%
More opportunities to participate in non-competitive, recreational rowing with other clubs.	52%
More opportunities to participate in non-competitive, recreational rowing at my home club.	40%
More social activities, including non-rowing fitness/recreation with other clubs.	40%
Nothing to add / like what we have	6%
Coastal Rowing Tours	4%

18. What is your level of interest in participating in the following:	Not Interested				Very Interested	Weighted Total	% responses
18a. Social activities with rowers from my home club:	0	5	11	19	22	229	72%
18b. Social activities with rowers from other clubs	2	8	21	16	10	195	46%
18c. Non-rowing fitness and health events with crewmates or other clubs	1	7	16	15	17	208	56%
18d. Masters rowing camps (at your own club, locally, or away	1	6	11	18	21	223	68%
18e. Masters recreational rowing events (fun rows, fun regattas, rowing with other clubs	2	5	10	24	16	218	70%
18f. Coastal rowing tours:	1	2	13	15	26	234	72%
18g. Coastal rowing regattas with masters races:	4	6	12	17	17	205	60%
18h. Indoor rowing regattas or challenges:	13	12	13	10	9	161	33%

19 As a masters rower please rank in order of importance how important you think the following are (1 - most important, 8 - least important):

Rank	1	2	3	4	5	6	7	8	Weighted Ranking
1: Friendly social atmosphere at club	23	8	8	1	3	3	3	2	322
2: Availability of other crew members to row with	6	16	5	8	8	3	4	5	284
3: Availability of coaching/feedback	2	9	16	13	5	2	1	2	270
4: Availability of good rowing equipment	9	8	6	12	6	3	2	1	262
5: Cost of rowing is affordable	9	7	5	4	8	9	2	2	236
6: Defined training plans	3	0	8	3	9	14	8	3	184
7: Cost of regattas is affordable	1	5	1	3	4	5	15	16	141
8: Other rowers interested in racing	1	1	5	3	3	5	7	9	110
No answer	3	3	3	10	11	13	15	17	

**20. Have you participated in a regatta in Nova Scotia in the past 5 years (N=57)**

Yes	58%
No	42%

**21. Have you participated in a regatta outside of Atlantic Canada in the past 5 years (N=57)**

Yes	30%
No	70%

**21. If yes to 20 or 21, where were the regattas you participated in (multiple responses allowed) (N=24)**

NS	54%
Ontario	25%
Europe (World Masters)	21%
PEI	13%
NB	8%
US (HOOCR)	4%
Quebec	4%

**22. Have you volunteered at a regatta in NS in past 5 years (N=57)**

Yes	47%
No	53%

**22a. If you have volunteered at a regatta what role did you volunteer for? (multiple responses allowed) (N=29)**

Safety Boat Driver / Assistant	48%
Timer	38%
Umpire / Assistant	21%
Food	14%
Dock Attendant	10%
Regatta Chair	7%
Not specified	7%
Coach	3%
Statistics	3%
First Aid	3%
Announcing	3%

**23. If you are interested in racing but do not attend regattas, why don't you? (N=49)**

Not applicable	59%
Not good enough / just started	16%
Time commitment is too high	6%
No enough rowers in club want to race (no crew mates)	6%
No one has asked me	2%
Don't bother because level of competition isn't great	2%
Cost is an issue (seat and race fees)	2%
Not training for races / no training plan from coaches	2%
Really only interested in international regattas	2%
Managing chronic conditions makes it difficult	2%

**24. What do you think would make masters rowing more attractive and accessible to others (multiple responses allowed) (N=49)**

Education / awareness of rowing / clubs (at club, provincial and national levels)	19%
More flexible hours for rowing	19%
Novice Masters program - onboarding / mentoring	17%
Make it more affordable	17%
Having new rowers row with more experienced rowers	9%
More stable boats for beginners (e.g. coastal / others)	9%
More & Better boats/equipment	9%
More accessible club / water access	9%
Welcoming / social atmosphere	9%
Allow for drop in / come & try events	4%
Address concerns related to it being too difficult	4%
More Coaching for novice rowers (more coaches)	2%
More social interactions / events	2%
Mock / fun regattas to learn racing	2%
Predictable rowing times / schedule	2%
Provide help with boat lifting	2%
Focus on injury prevention	2%
Better Club Facilities	2%
Clear / Defined plan from LTR to racing	2%
Recruit for 25-40 Y/O	2%

**25. What do you enjoy about rowing (multiple responses allowed) (N=56)**

Training / exercise / fitness	66%
Being on the water / outdoors	63%
Socializing / friendship / club atmosphere	38%
Peace / zen / mental health	30%
Challenge / gain new skills / learning / coach feedback	23%
Team work	21%
Competition	5%
Fun	2%

**26. Is there anything you don't like about your recent rowing experiences (N=39)**

Lack of / poor equipment / poor fit with equip	23%
Lack of Coaching / inexperienced coaches	18%
Club Politics	13%
Covid-19	8%
Inexperienced Rowers	8%
Weather	5%
Poor attitude of some experience rowers	5%
No Training plans	5%
Training times / schedule	5%
Not enough rowers want to compete	5%
Tipping	3%
Poor facilities (no change rooms / showers)	3%
Sweeping	3%
Not feeling welcome / included	3%
Bowing all the time	3%
Blisters	3%
Poor fitness level of some rowers	3%

**27. What is the best way for RowNS to communicate with you (multiple responses allowed) (N=56)**

RowNS newsletter	68%
Through Home Rowing Club	66%
Social Media	50%
RowNS Website	21%
Email from RowNS	7%
Separate Masters email list	2%
Separate / Unique Masters Social Media	2%
Don't know	2%



**28. What can RowNS do to help promote Masters Rowing / increase # of masters rowers (multiple responses allowed) (N=41)**

Improve promotion through website, social media, outreach, cross sport recruitment, etc	34%
More/improved/diverse masters programming (ie – regattas, leagues, tours, camps, etc)	12%
More come-try and entry level recruitment events	12%
Change entry to sport strategies (ie – stable boats, bypass LTR programs, 'get to know rowing event', bring a friend)	7%
Improve club coaching	7%
Improved facilities/equipment	7%
Promote diversity in rowing better	5%
Improve club program times	5%
Lower cost	2%
Atlantic Master Rower Think Tank	2%

**29. What can RowNS do to support existing Masters rowers in NS (N=33)**

Improved racing options (club regattas, head races, masters races, camps, masters trophies, support tours, lightweight categories)	27%
Coaching for masters (development / funding / RowNS coach to visit other clubs)	21%
Change/Improve Masters programming (combine club programs, novice program, transition program)	12%
More recognition of what masters rowers bring to rowing	9%
Work with clubs to improve equipment	9%
Happy with current support from Row NS	6%
Targeted training events and information (training, recovery, injury prevention)	3%
Work with clubs to improve facilities	3%
Improved policies to support masters rowing (rec and competitive, coaching, equipment, events)	3%
Research what other clubs / jurisdictions do	3%
More recruitment so current masters have people to row with	3%
Communication (masters section in newsletter)	3%

### 30. Additional thoughts and comments

I feel that my current level of rowing is well served by my club. I row as often as my availability and motivation allow.

I love the fact that the sport includes rowers from age 14 to 70+. We can all learn from each other

It would be great if there was an opportunity to arrange more "fun" races within or amongst clubs... I wouldn't feel prepared to compete at a real regatta, but it's fun to have something to work towards and be social with teammates! Which I feel we lack if you aren't a "competitive" masters rower

Row NS membership perks? As a member of the local cross country ski club I get 10% off at the Trail Shop.

I have guest rowed with 12 other clubs on my travels, in Canada, USA, France, and UK. This has been really fantastic! I would love to know more about rowing in other countries. I enjoy welcoming guest rowers to our club and I think it's a great experience. Of course, we're not travelling right now much. But once we can again - it would be great to promote that a bit more somehow.

I would love to coach masters - the coach training session I need is always offered in late November every year. I work weekends in November and can never attend. Please consider offering this training online or at another time. Or sponsor people to go out of Province to obtain certification. Also consider offering masters-specific training for coaches. Thanks for all that you do Row NS and thanks for this initiative!

My biggest barrier to rowing is the 'all or nothing' approach to membership. It's a substantial financial investment and depending on what other commitments I have in my life, it's simply not justifiable if I can't go at least a couple times/week every week during the season. If I can't commit to competitive (which I'd love to do again someday), I probably can't commit to consistent rec practices either. But it'd be so nice if I could get on the water a few times over the summer rather than just have to give it all up for the year.

Amalgamate all NS clubs under one umbrella to provide more opportunities for boat access, sign up for a time block/boat at any club, revenue distribution equally to improve equipment, more coaching opportunities for youth, everyone working towards similar goal to be more competitive and experiences outside of the province once we can. This initiative might keep clubs viable and moving until Covid is no more and that could be a long time.

Thank you for your interest in Masters rowers!

Work with the Atlantic region to build a solid friendship base of rowers

I would like to see a master rowing support person at the national and all provincial associations.