

ATTENDING A LIVE SPORTING EVENT

SODEXO INVESTIGATES
CONSUMER PERCEPTION OF
THIS DURING COVID-19

in partnership with



SPORTS & LEISURE

sodexo
QUALITY OF LIFE SERVICES

At Sodexo, we are convinced that attending a live concert, a match, a conference or visiting a museum, are precious moments. They foster real social bonds between individuals. And real social bonds are essential for the health & wellbeing of everyone.

However, in a Covid-19 environment, is this still true?

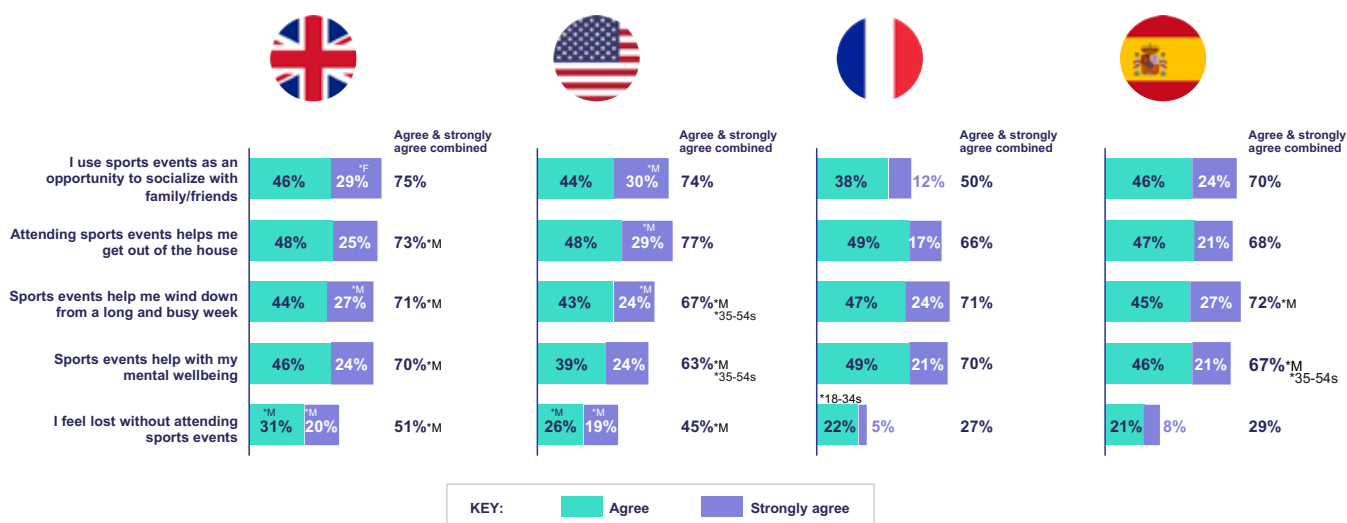
How likely is it that fans will come back to stadiums again in the future (and when)?

This is why we commissioned a piece of primary research with Harris Interactive to understand perceptions of attending live events since the COVID-19 pandemic.

The survey was targeted to a nationally representative sample of people in four markets: the UK, USA, France and Spain and took place in May-June 2020.

Sub-group analysis, between gender and age groups, has also been conducted. These results are shown where significant differences are seen.

Reasons for attending

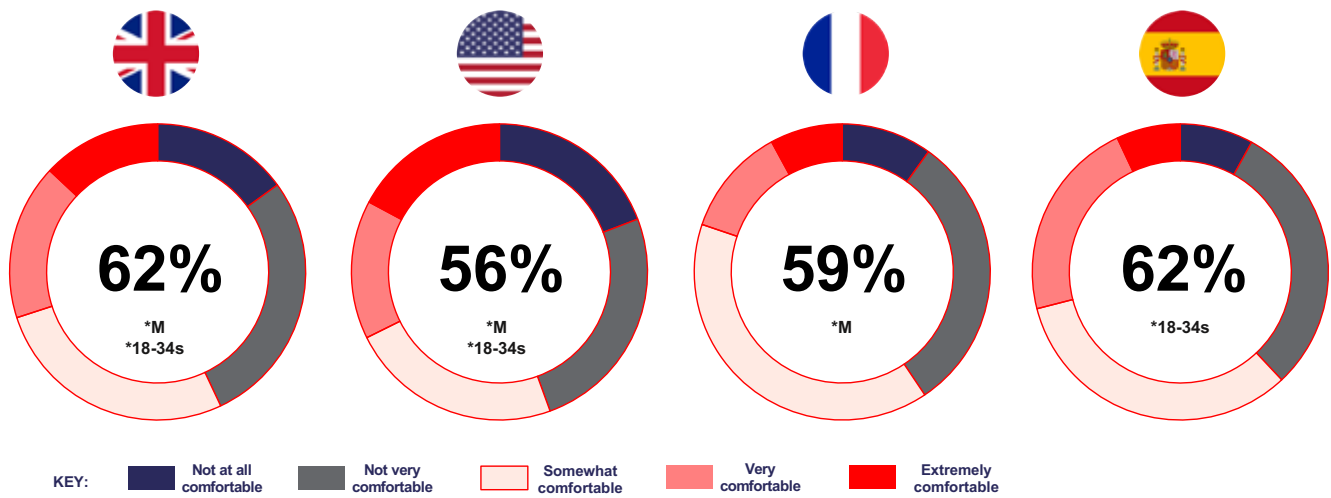


Base: All who have attended a sports event in a stadium: UK (n=577), USA (n=747), FR (n=582), ES (n=757)

The value of sports events: The majority of people use sports events for socializing, getting out of the house, winding down, and to help with their mental wellbeing.

Level of comfort in attending sports events

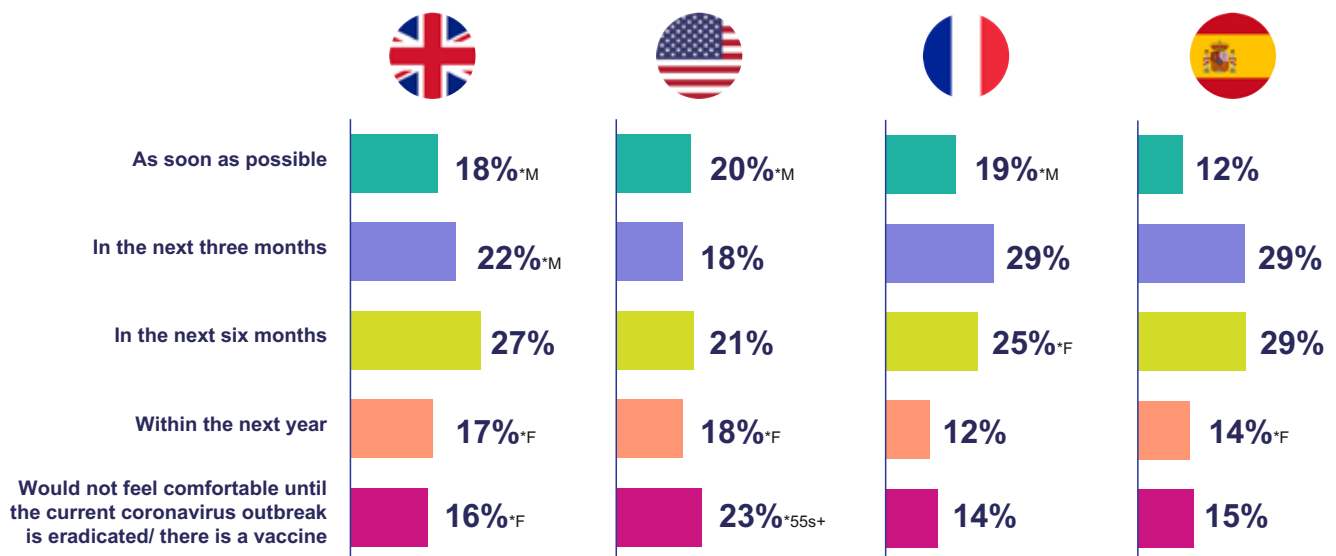
Somewhat, very and extremely comfortable combined scores



Base: All who have attended a sports event in a stadium: UK (n=577), USA (n=310), FR (n=582), ES (n=756)

A third of UK, US and Spanish people would feel very or extremely comfortable attending a sports event in a stadium again, as soon as they become available – and this drops to a fifth amongst the French. However, when adding people who would feel somewhat comfortable scores improve positively; around three-fifths feel at least somewhat comfortable in attending a sports event as soon as these venues become available again.

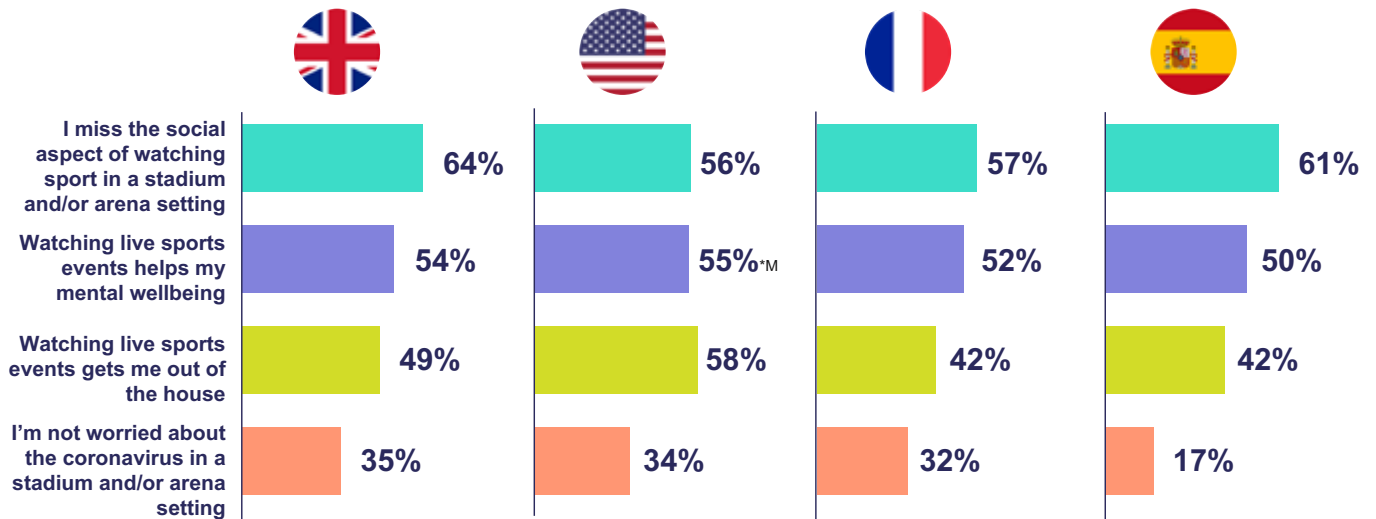
When people feel comfortable again attending a sports event



Base: All who have attended a sports event in a stadium: UK (n=577), USA (n=747), FR (n=582), ES (n=757)

In terms of timings, around a fifth in the UK, US and France would attend as soon as possible, dropping to just 1 in 10 for Spain.

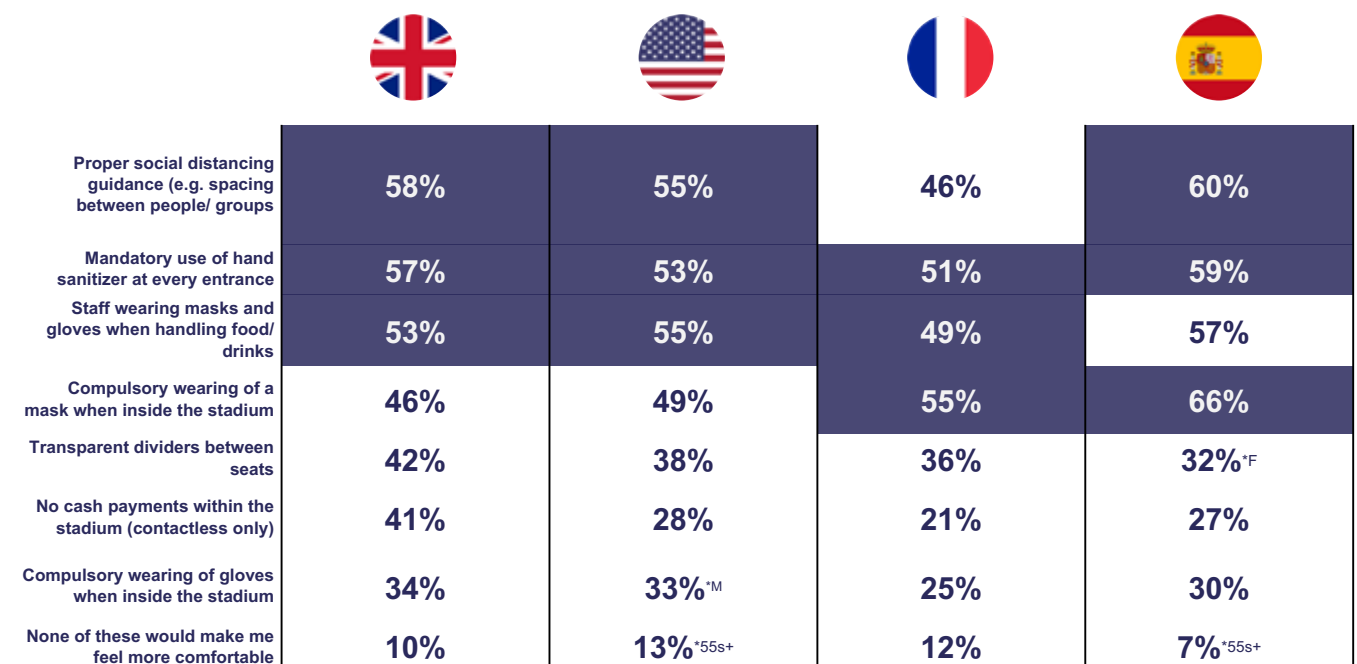
Of those who feel comfortable enough to attend - reasons why



Base: All who feel comfortable attending a sports event in a stadium: UK (n=170), USA (n=243), FR (n=115), ES (n=218)

Of those who feel comfortable enough to attend, over two-thirds miss the social aspect of sports events, whilst slightly less watch sports for their mental wellbeing. Getting out of the house is also an important factor for the US. Around a third in the UK, US and France are not worried about the coronavirus in a stadium setting, but this drops to just 1 in 7 for Spain.

Factors that would make people more comfortable to attend



Base: All who have attended a sports event in a stadium: UK (n=577), USA (n=747), FR (n=582), ES (n=757)

People would feel more comfortable attending sports events in a stadium if certain factors were adhered to – including proper social distancing guidance, mandatory use of hand sanitizers, staff wearing masks and gloves, and the compulsory wearing of masks inside the stadium. Still, around 1 in 10 state nothing would make them feel more comfortable.

Key takeaways

WHY?

The majority of people use sports events for socializing, getting out of the house, winding down, and to help with their mental wellbeing. Of those who feel comfortable enough to attend, half to two thirds miss the social aspect of sports events, whilst slightly less watch sports for their mental wellbeing

HOW LIKELY?

Around three-fifths feel at least somewhat comfortable in attending a sports as soon as these venues become available again.

WHEN?

In terms of timings, around a fifth in the UK, US and France would attend as soon as possible, dropping to just 1 in 10 for Spain. The majority in all markets would attend an event in a stadium/ arena within the next 6 months

HOW?

People would feel more comfortable attending sports events in a stadium if certain factors were adhered to; proper social distancing guidance, mandatory use of hand sanitizers, staff wearing masks and gloves, and, in some countries, the compulsory wearing of masks inside the stadium.



Sodexo Sports & Leisure operates and manages prestigious sports venues and major events around the world. Combining technique and creativity, our turnkey solutions cover ticketing, travel, foodservices, logistics, marketing and technical organization. In this digital age, Sodexo helps clients integrate new technologies into their events offering innovative and personalized services. Sodexo contributes to the success of prestigious events such as Royal Ascot, the Super Bowl, the Tour de France and the Rugby World Cup, and makes exceptional places shine like T-Mobile Park in Seattle, Hard Rock Stadium in Miami, Groupama stadium in Lyon, Goodison Park, home of Everton football club and St James Park, home of Newcastle United Football Club.