



Consumer attitudes to live sporting events

Report 5: Sport

National survey

Prepared by B&A

 @banda_ie

 @behaviourandattitudes

 Behaviour & Attitudes

*Contact B&A for the full data presentation
elaine@banda.ie*

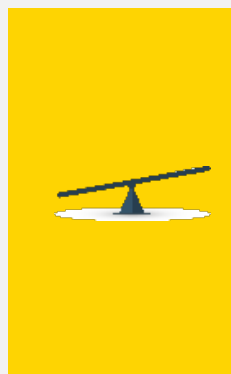
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Research Approach



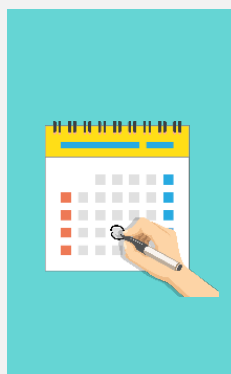
The research was conducted online. The target respondents were all adults aged 18+ nationwide.



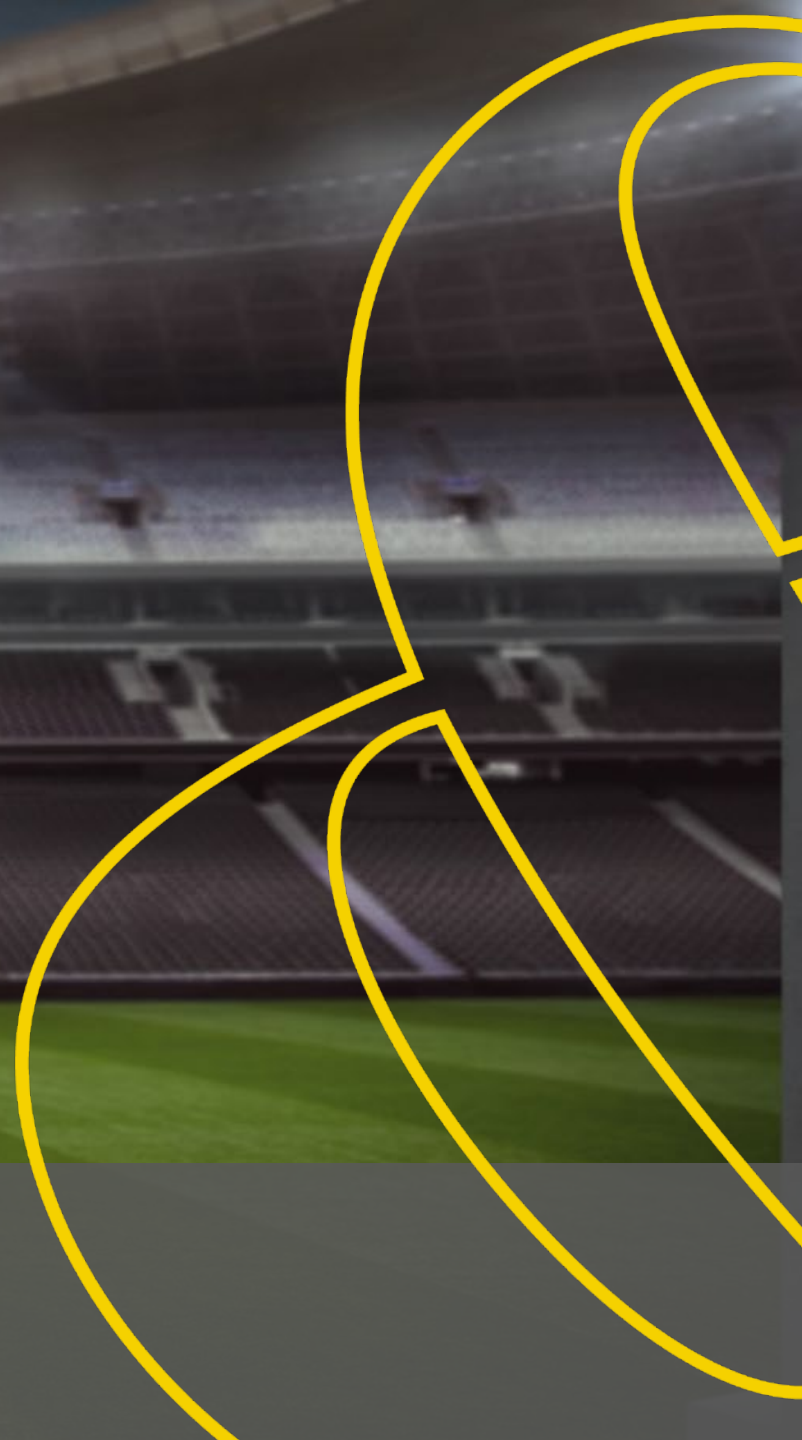
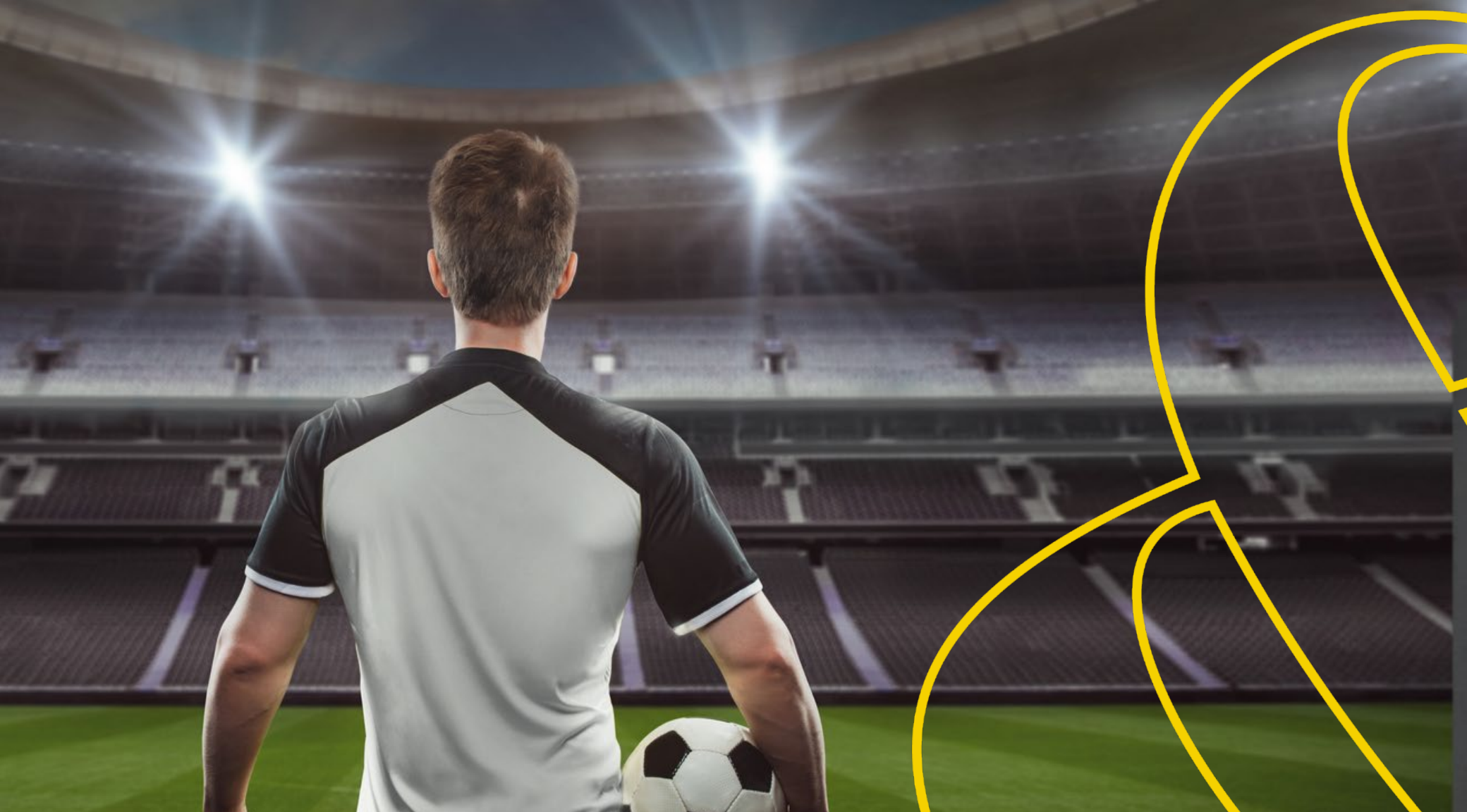
Data was weighted to be nationally representative of those aged 18+ in Ireland.



The survey was quota controlled in terms of gender, age, region and social class to match known demographics of the population.



In all, 503 interviews were conducted from 30th October – 1st November, 2020.



Sport

A woman with dark hair tied back, wearing a dark green t-shirt, is cheering with her mouth wide open. She is holding a white flag that has a red and green stripe. The background is filled with green confetti and a blurred green background.

43% of all
adults used to
go to live
sporting events
at least
occasionally

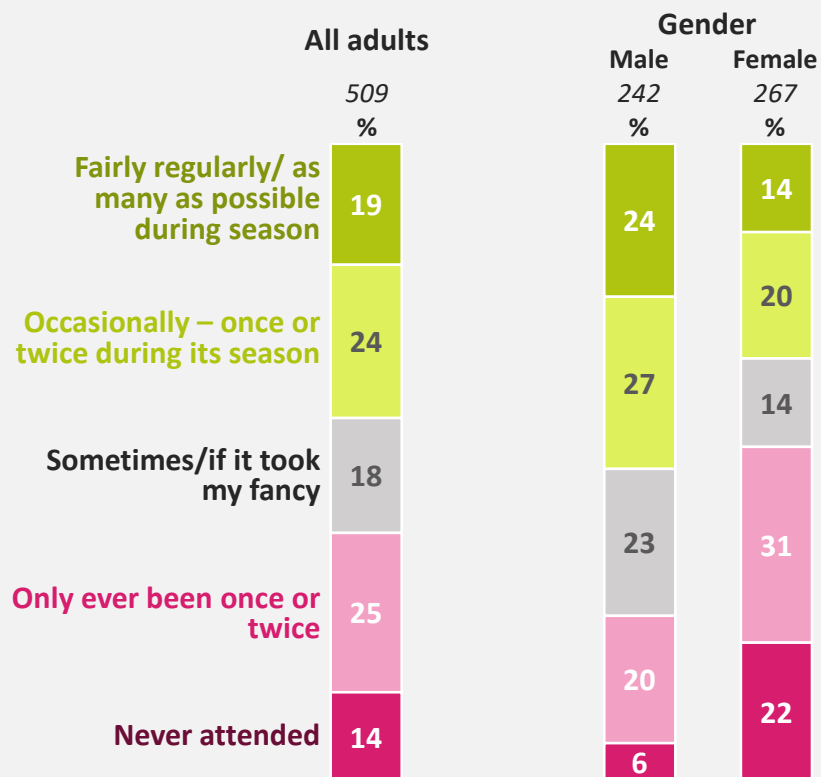


Q.15 Prior to Covid-19, how frequently did you attend live sporting events?

Attendance at sporting events is more male oriented and they are now missing the excitement of attending something live and the atmosphere in the stadium

Frequency of attending live sporting events prior to Covid-19

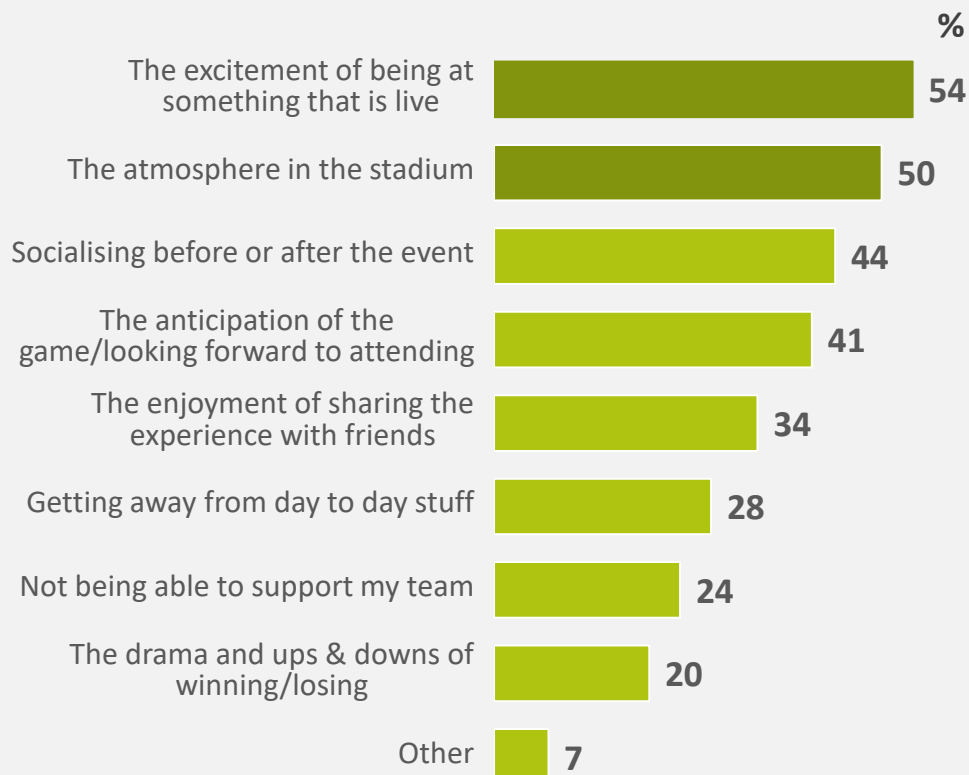
Base: All adults - 509



Also higher among middle class adults and those living in Munster!

What are they missing most about not being able to attend live sporting events?

Base: All attended live sporting event prior to Covid-19 - 436



Average number mentioned by each respondent is three!!

Q.15 Prior to Covid-19, how frequently did you attend live sporting events?

Q.16 What is it you are missing most about not being able to attend live sporting events due to Covid-19?

There are differences by demographics with men missing the social side of the event more as well as the build up to the game itself.

What are they missing most about not being able to attend live sporting events?

Base: All attended live sporting event prior to Covid-19 - 436



Gender		Age			
Male	Female	18-34	35-49	50-64	65+
228	208	88	160	123	65
%	%	%	%	%	%
55	52	51	50	57	59
46	54	54	48	45	52
48	39	57	46	35	30
44	37	51	36	40	32
31	37	36	32	37	30
28	27	21	33	31	25
25	22	15	31	25	24
18	22	13	17	21	35
4	9	2	6	9	12

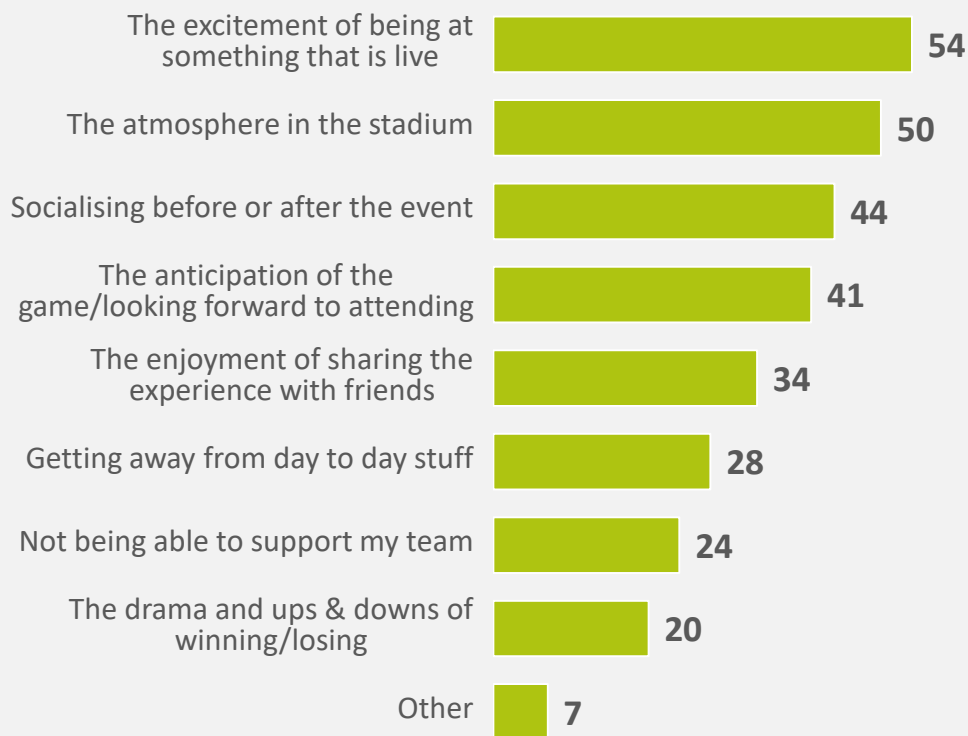
Q.16 What is it you are missing most about not being able to attend live sporting events due to Covid-19?

Report 5: Arts, Entertainment & Sport

Regular attenders to live sport are the most likely segment to be missing the sense of anticipation and relative to those attending less frequently are disappointed no to be there to support their team

What are they missing most about not being able to attend live sporting events?

Base: All attended live sporting event prior to Covid-19 - 436 %



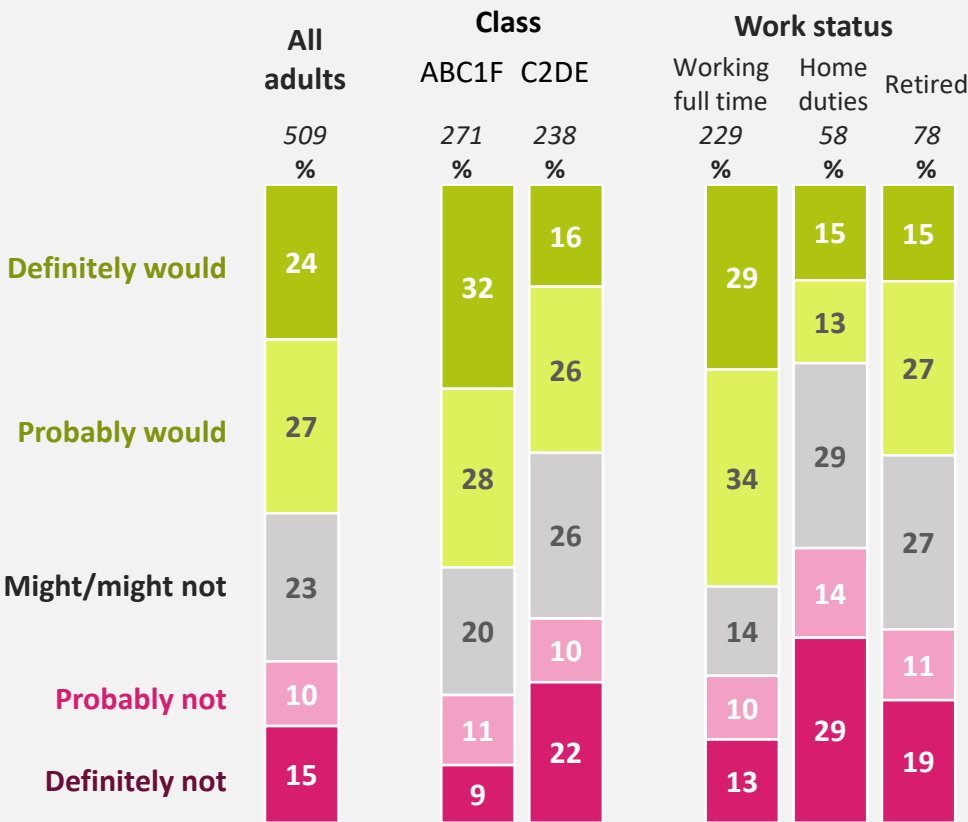
LEVEL OF ENGAGEMENT ATTENDANCE LEVELS			
Regularly	Occasionally	Sporadically	Been once or twice
98	113	93	132
%	%	%	%
54	62	60	42
41	51	55	50
46	51	42	38
61	44	36	26
28	34	36	37
11	14	31	51
35	25	20	17
24	18	20	18
-	1	1	21

Q.16 What is it you are missing most about not being able to attend live sporting events due to Covid-19?

Projected attendance at sporting events puts working and middle class adults more open to such a prospect. However there is the issue of capacity levels to deal with.

Likelihood of attending sporting events in the future

Base: All adults - 509



Also higher among middle class adults and those living in Munster!

COMFORT WITH CAPACITY LEVELS

27% won't attend at all

22% @ 75% or higher

51% @ 50% or lower

41% of 65+ will not attend at all vs 16% of -34s

Q.17 What type of capacity might you be most comfortable with assuming restrictions are eased to Level 2 or 3, and being in an outdoor stadium with cover?

FACE COVERINGS

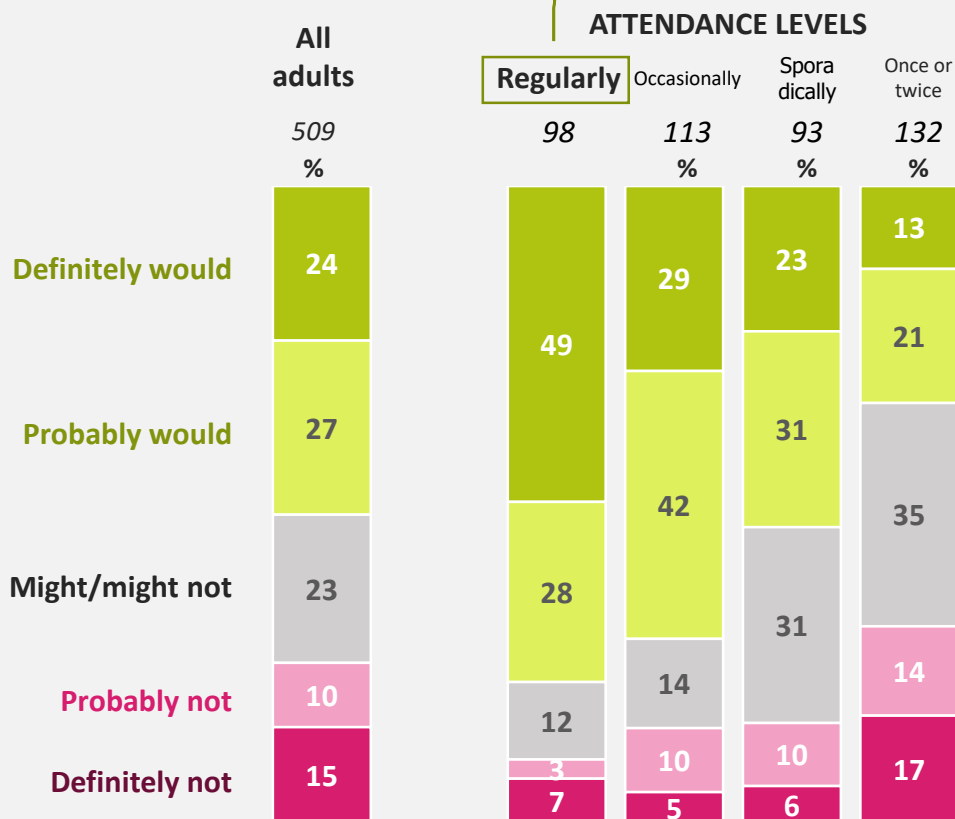
	TOTAL	Age			
		18-34	35-49	50-64	65+
Definitely would	43	41	43	46	43
Probably would	24	32	21	20	20
Might/might not	12	12	11	11	14
Probably not	9	8	12	6	10
Definitely not	13	8	13	17	13

Q.18 How willing or otherwise would you be to wear face coverings for the entire game while attending a professional live sporting event?

Q.19 How likely or unlikely would you be to attend an event should bookings of with some Covid safety measures in place (social bubbles)?

Q.18 How willing or otherwise would you be to wear face coverings for the entire game while attending a professional live sporting event?

Likelihood of attending sporting events in the future



Q.19 How likely or unlikely would you be to attend an event should bookings with some Covid safety measures in place become available?

COMFORT WITH CAPACITY LEVELS

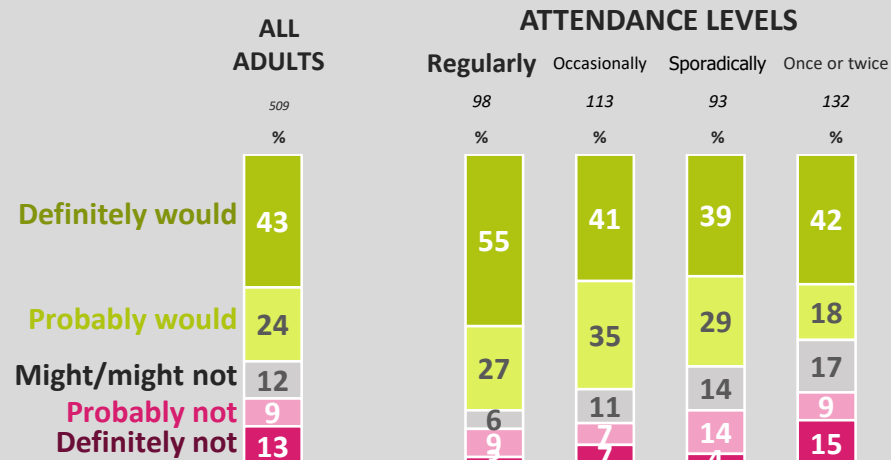
10% won't attend at all

27% @ 75% or higher

52% @ 50% or lower

Q.17 What type of capacity might you be most comfortable with assuming restrictions are eased to Level 2 or 3, and being in an outdoor stadium with cover?

FACE COVERINGS

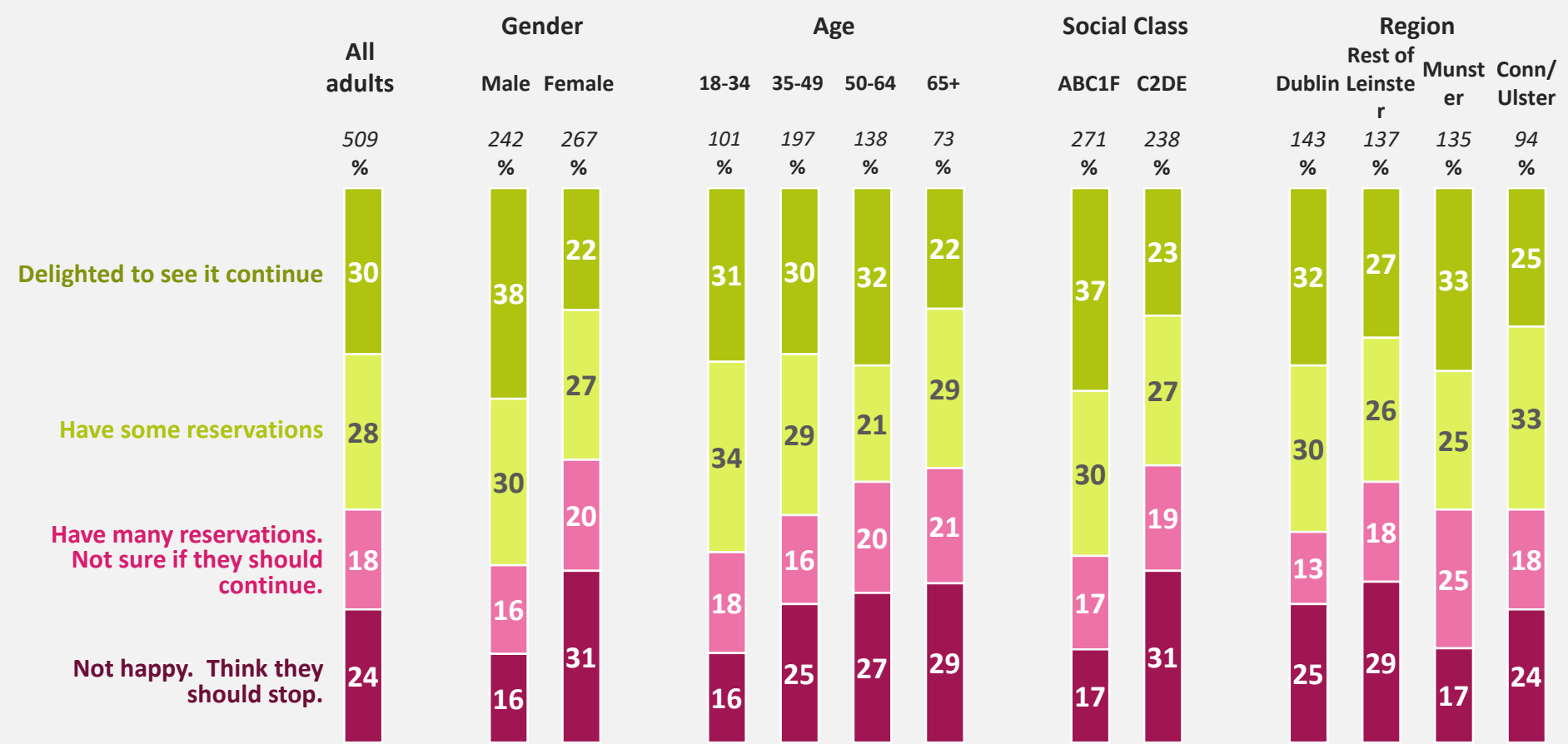


Q.18 How willing or otherwise would you be to wear face coverings for the entire game while attending a professional live sporting event?

Elite sport. Only 1 in 3 have no reservations about elite sport continuing

Satisfaction with the fact that elite sport is allowed progress

Base: All adults - 509

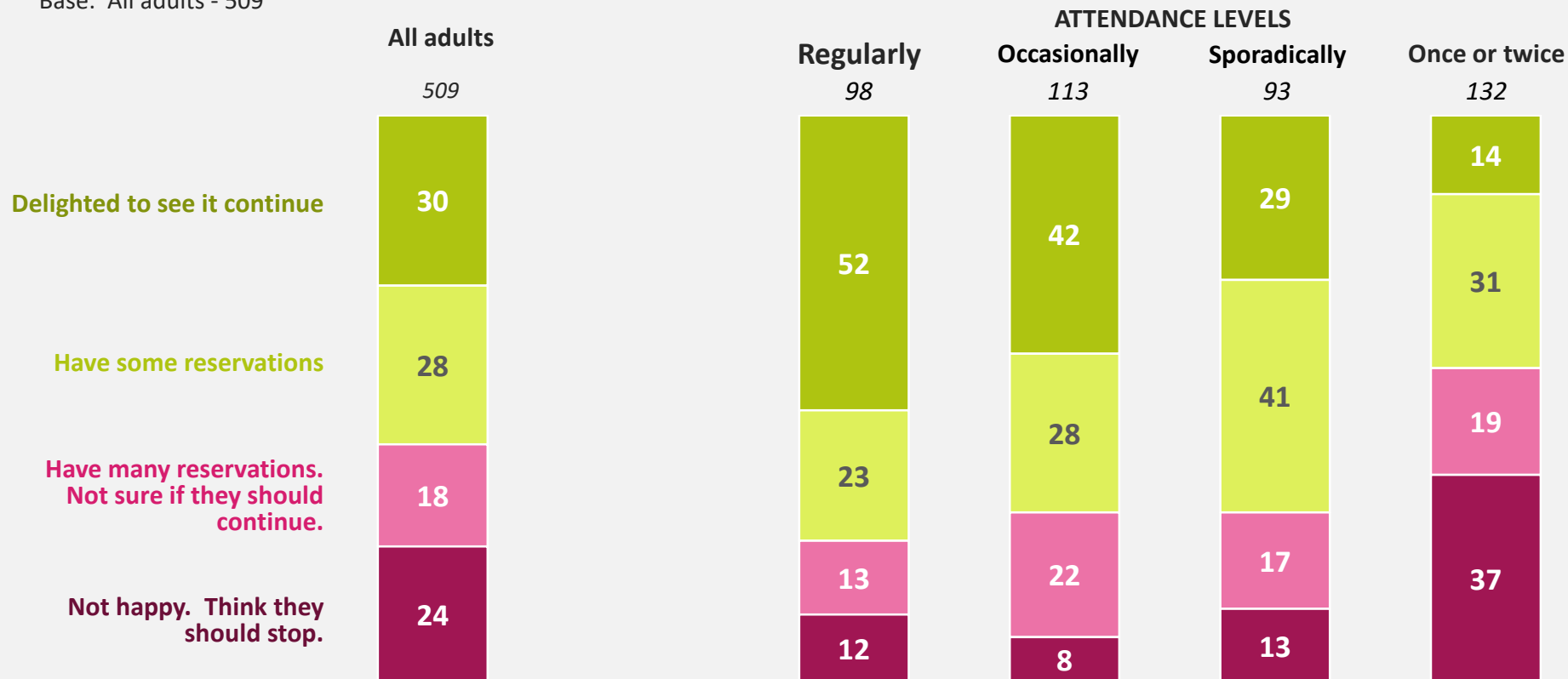


Q.20 How do you feel about elite sport being allowed to progress while we are all under considerably tighter Covid-19 restrictions?

Elite sport. Half of strong sports enthusiasts also have at least some reservations about elite sport continuing.

Thoughts about elite sport being allowed to progress

Base: All adults - 509



Q.20 How do you feel about elite sport being allowed to progress while we are all under considerably tighter Covid-19 restrictions?

Background

43%

of Irish adults (1.5m) used to attend live sporting events at least occasionally pre Covid.

- The profile is more male, middle class with Munster a stronghold.
- **86%** of us have gone to at least one live event.



What are sports enthusiast missing?

- The two main elements that sports enthusiasts are missing is the **excitement of** being at a live event and the **atmosphere** in the stadium.
- Out of 8 aspects measured, the average fan is missing **three** of them!



- **Regular live sport attendees** are a little different to the average in that what they miss most is the **anticipation and build up** to the event and over index on missing **supporting their team**.

What does the future hold?



- At the moment, 77% of regular attendees would consider attending a live sporting event but interestingly half of these would only do so if capacity stood at **50% or lower**. Only just over **1 in 4** would return if capacity was at 75% or higher.
- The very large majority of these sporting enthusiasts are **happy to wear a face covering** for the duration of the match.

Thank you.



RESEARCH
& INSIGHT

*Milltown House
Mount Saint Annes
Milltown, Dublin 6 - D06 Y822
+353 1 205 7500 | www.banda.ie*

Delve deeper