



PRESS RELEASE
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COVID-19 and the Impact on Sport

GSI Releases Polling Data on Reopening Professional and Youth Sports

Tempe, Ariz. (May 14, 2020) - [Global Sport Institute](#) at Arizona State University and [Latino Decisions](#) implemented an online survey from April 18-27, 2020 of adults (n=750) from Australia, South Africa, United Kingdom, and the US to better understand how fans are feeling about the possibility of sports reopening and what concerns they have about visiting live sporting events.

“With Arizona set to reopen by May 15, the nation will be watching to see how sports returns and what changes are made to professional sporting events and youth sports,” said Scott Brooks, PhD, Director of Research, Global Sport Institute. “Our research indicates parents are nervous about returning until they see what precautions will be made or that a vaccine is readily available. It also suggests people aren’t going to rush back to attend their favorite professional sporting event.”

The highest percentages (59-93%) of people across categories report their children are experiencing stress and anxiety because of postponed and canceled sports due to COVID-19. In general, respondents across categories agreed that their kids would not return to sports until a vaccine is developed. When asked how their kids are filling time normally spent training, “train on their own” and “recreational fun with family” were endorsed at highest percentages for most. People in the UK also endorsed “individualized coaching” at higher percentages.

Findings from this survey suggests that over 54% of respondents think sporting events will be forever changed due the current pandemic. An overwhelming 76% of respondents believe that sport leagues should suspend or delay their seasons and 82% believe the cancellation of sporting events is a necessary step to limit the spread of the coronavirus. In fact, only 23% of

respondents agree that sporting events should be allowed to continue as usual, which begs the question: What would need to happen for fans to feel comfortable attending live sporting events?

On **June 12, 2020 at 11 a.m. MST**, GSI will host a Global Sport Matters Live on this topic. The conversation includes diverse thought leaders and experts who will come together virtually to give their perspective on the most relevant issues impacting sport. Head to globalsport.asu.edu/events to sign up for the episode.

Highlights from the study and the full set of polling results can be viewed and downloaded at: <https://bit.ly/gsipoll-covid19>.

About Global Sport Institute

The Global Sport Institute is where diverse disciplines converge to thoughtfully examine critical issues impacting sport. As a cross-disciplinary enterprise, the institute's efforts are integrated throughout the entire university — from engineering to sociology, to the athletic department and beyond — rather than within a single concentration. With an emphasis on expanding research, sharing knowledge, supporting innovation and advancing education, the institute's mission is to use sport to create positive change throughout the world.

About Global Sport Matters

Global Sport Matters is the Institute's purpose driven publication that provides a platform for in-depth insights on a diverse range of sports topics. The site aims to share knowledge through a variety of content that resonates with a broad audience, and highlights sport's ties with research, culture, history, science, technology, business, politics, health, the humanities, and more.

Poll details: On behalf of GSI, Latino Decisions implemented an international online survey of adults from April 18-27, 2020. Overall 750 respondents were interviewed for a margin of error of +/- 3.58%. The web survey was available in English in Australia, South Africa, United Kingdom, and the United States of America through Lucid. Final data were compared to the 2018 Census ACS demographic profile, the Department of Statistics of South Africa, Australian Bureau of Statistics, and UK's Office for National Statistics, to balance gender, age, education, and racial/ethnicity so the resulting data matched the national demographic profile of each country. The average completion time for the poll was 9.24 minutes with a completion of 91%.