

KIWIS' LOVE OF SPORT WILL BE A SOFA AFFAIR FOR A WHILE

Research First is an insights company focussed on making the complex simple. We have spent almost 20 years understanding the impact of change on human behaviour and advising governments, businesses, and social enterprises on what this means for them.

Sport is an integral part of who we are as a nation so how will the new normal effect how we participate and how we watch?

If you'd like to know more, please get in touch with Barry van Beurten
barry@researchfirst.co.nz
 +64 27 535 6245

Research First May 2020

5%

are most looking forward to participating in sport when restrictions are lifted, **2%** are most looking forward to attending a sporting fixture. To put this in context, **45%** chose visiting family and friends outside their bubble.

FEAR

of close contact when re-engaging will have an impact on sports take up, both watching and participating. **25%** are fearful of taking part in team sports, **21%** are fearful of going to public places like sportsgrounds and **42%** are fearful of attending public events.

5%

will attend a sports fixture **in an arena** in the next 3 months and **17%** in the next 3-6 months. Of the three quarters that won't attend, **15%** are a lost market.

5%

will attend a sports fixture in an **open environment** in the next 3 months and **15%** in the next 3-6 months. Of the **81%** that won't participate, just **7%** are a lost market.

OUTDOOR ADVENTURE

activities will come back in time. **11%** will get involved within the next 3 months and **16%** in the next 3-6 months. Of the three quarters that won't participate just **6%** are a lost market.

ONLY 1-4%

of usual participants think pandemic effects will stop them taking part in their major sports: rugby, soccer, tennis, golf, athletics and snow sports over the next 6 months.

SWIMMING

will experience the greatest loss. Of the 71% unlikely to swim in the next 6 months, 8% would normally have done.

Re-Involvement in sports will be slow. Lower numbers are keen to get involved immediately but 3-6 month indicators and low lost market figures are promising:

	Within the next 3 months	In the next 3-6 months	Unlikely	Lost market
Swimming	9%	21%	71%	8%
Rugby	6%	11%	83%	4%
Soccer	5%	9%	87%	3%
Snow sports	5%	9%	86%	2%
Golf	4%	11%	85%	1%
Athletics	4%	9%	88%	3%
Tennis	3%	11%	86%	3%