

# Athlete365 Survey Findings

June 2020



## Introduction

The aim of this survey was to understand the challenges faced in this current climate from different audience groups.

The survey was translated into **8 languages** and respondents came from **135 countries**.

# Overview of Respondents

# Demographics

## Overall:

- **4,089** completed responses.
- **80%** of respondents were Athletes, **13%** Entourage, and **7%** Stakeholders.
- **54%** completed the Survey in English, **13%** in Spanish, **11%** in Italian, and **10%** in German.

## Athletes:

- **3,289** completed responses.
- **61%** identified as Elite, **30%** as Youth, and **9%** as Retired.

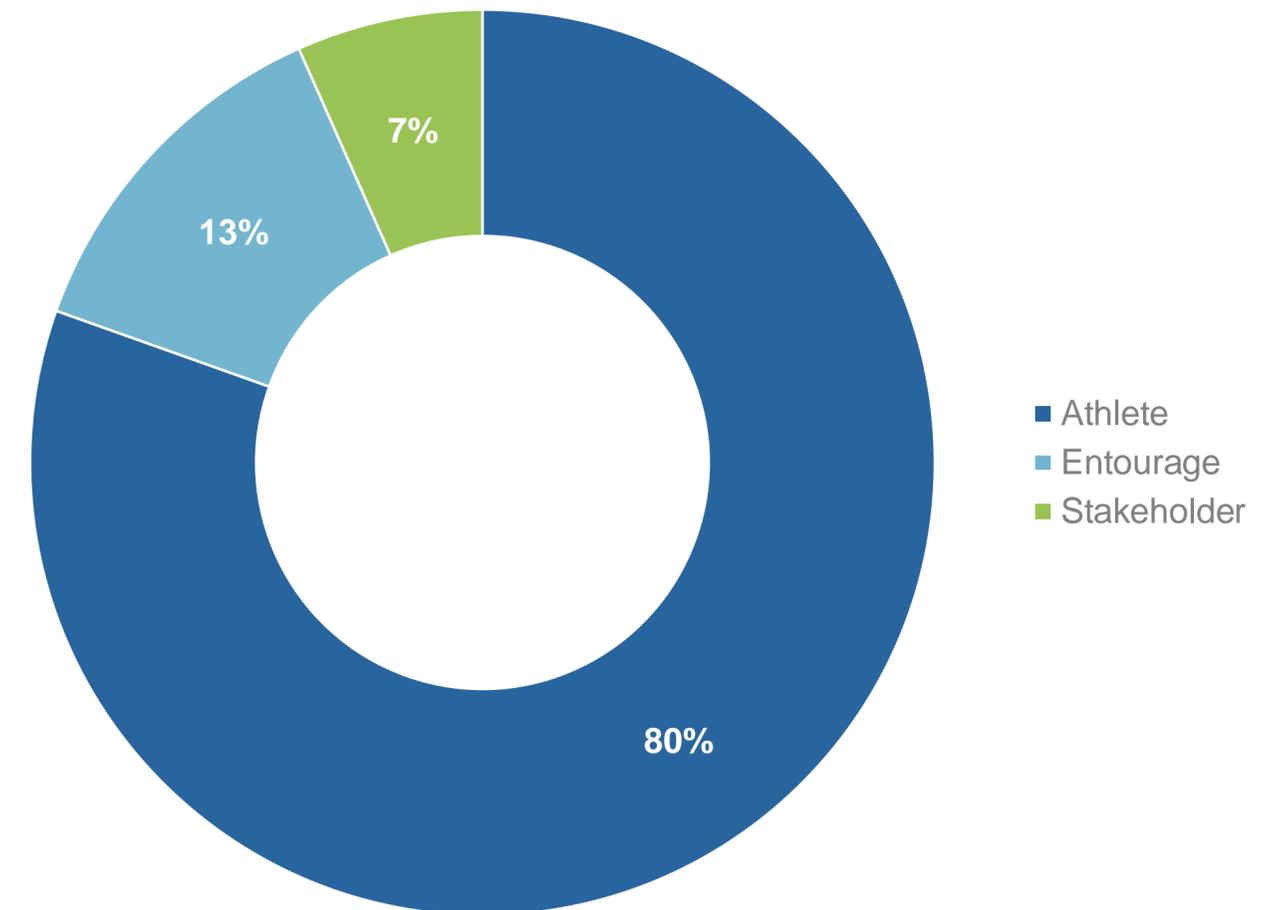
## Entourage:

- **528** completed responses.
- **23%** were from Italy, **14%** from India, and **11%** from Japan.

## Stakeholders:

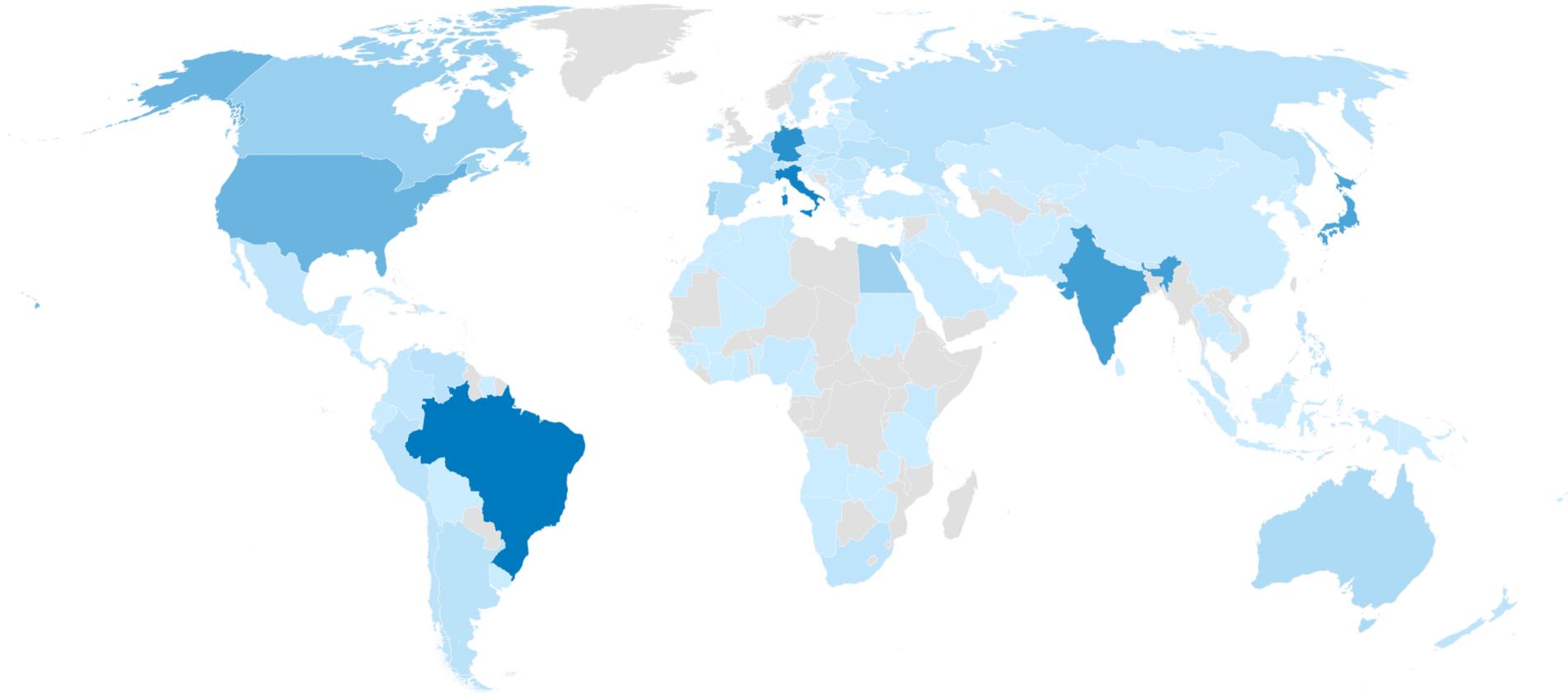
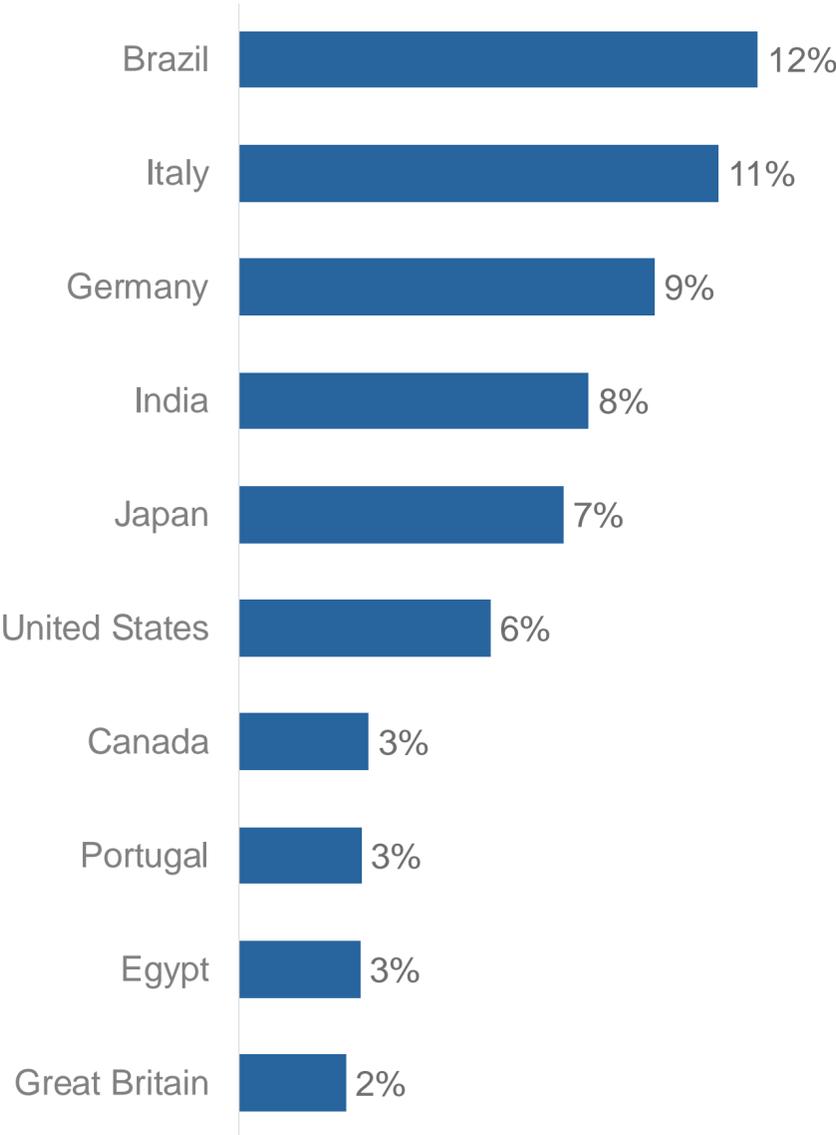
- **272** completed responses.
- **72%** were from National Federations, **17%** from National Olympic Committees, and **11%** from International Federations.

Respondents by Role



# Respondents from 135 countries completed the survey.

Respondents by Country (Top 10)



# Challenges

## **Athletes:**

- 56% were finding it hard to train effectively; 50% were struggling to keep motivated.
- Keeping motivated was the biggest challenge among the Retired group.
- Managing mental health and managing sporting careers (both 32%) were the next two biggest challenges, followed by managing nutrition and diet (30%).
- Youth athletes were more likely to struggle with managing their nutrition and diet.
- Elite athletes were more likely to worry about funding their sporting careers.

## **Entourage:**

- 63% were finding it hard to keep their athletes motivated.
- Planning training for their athletes (56%) and supporting their athletes' mental health (48%) were the next two biggest challenges.

## **Stakeholders:**

- Organising competitions and events was a bigger challenge for National Federations than for other Stakeholder groups (72%).
- National Federations were also more likely to find it challenging to maintain relationships with sponsors and partners (48%).
- International Federations were more likely than other Stakeholder groups to find reaching athletes with information was one of their biggest challenges (62%).

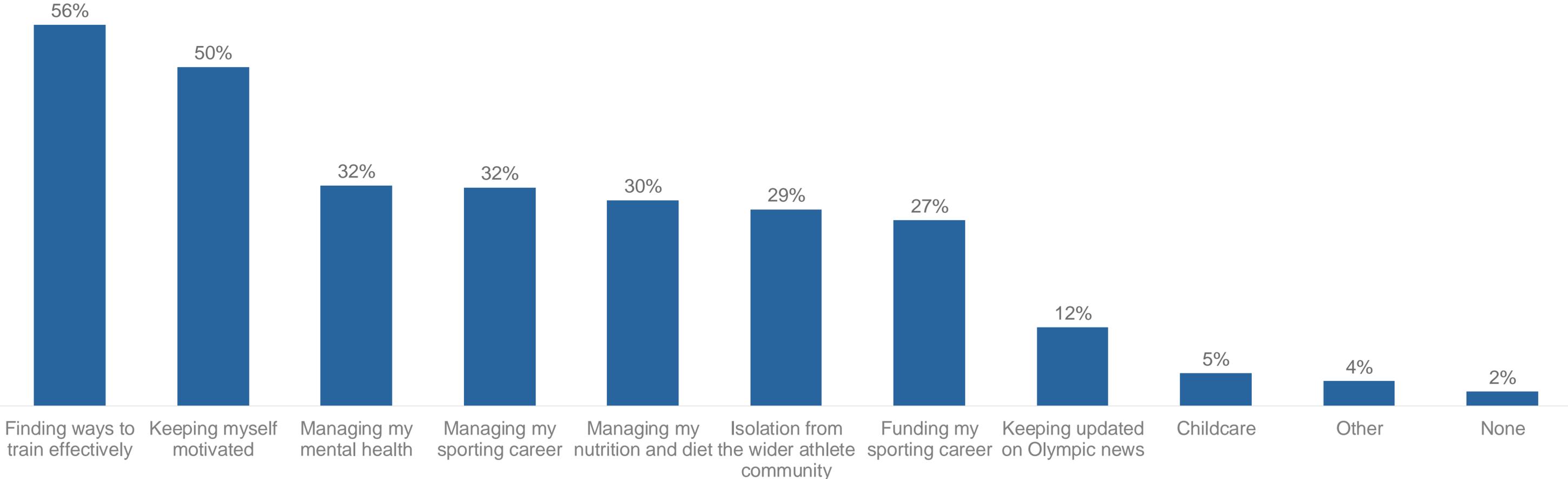
## Key Findings: **Athletes**

**56% of Athletes were finding it hard to train effectively.**

**50% were struggling to keep motivated.**

**Managing mental health and managing sporting careers (both 32%) were the next two biggest challenges, followed by managing nutrition and diet (30%).**

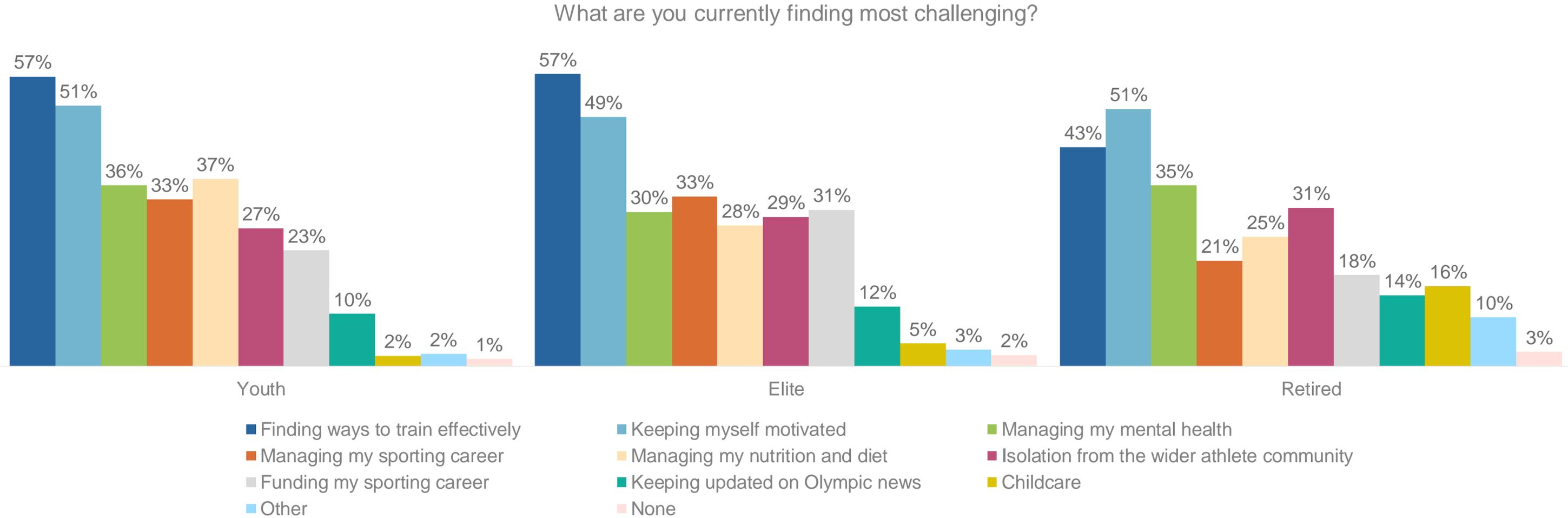
What are you currently finding most challenging?



The biggest challenge faced by Youth and Elite athletes was finding ways to train effectively (57%).

Youth athletes were more likely to struggle with managing their nutrition and diet (37%); Elite athletes were more likely to worry about funding their sporting careers (31%).

The biggest challenge faced by Retired athletes was keeping motivated (51%). They over-indexed on childcare challenges (16%) and keeping updated on Olympic news (14%).



“It is very hard to train due to many of the restrictions. Training adds structure to my life, and I feel that the **lack of structure without training is negatively affecting my mental health**. Everything I'm struggling with is linked together. They can't be viewed as separate.”

**Elite athlete, South Africa**

“I find it hard to keep on top of a routine. I have put everything outside of sport on hold, to ensure I go to the Olympic Games, or I know **my mental health will suffer**. That adds to pressure. I can't train and I can't work. What do I do?”

**Elite athlete, Ireland**

“Due to isolation I am out of a job and **do not have an income to fund future competitions**, in addition to having my own and family expenses.”

**Youth athlete, Peru**

“My biggest challenge is **balancing my work life with my home life**, whilst working from home.”

**Retired athlete, Australia**

“My biggest challenge is **not being able to train as I want** - with the right equipment and with other people.”

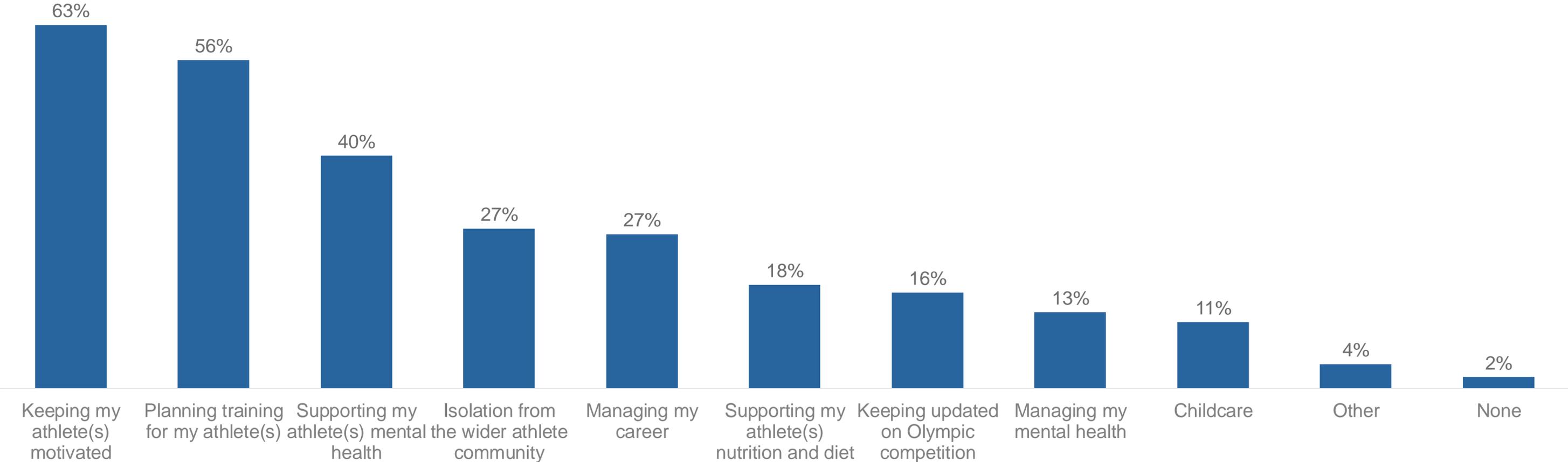
**Youth athlete, Germany**

## Key Findings: **Entourage**

The biggest challenge faced by Entourage was keeping their athletes motivated (63%).

The next two biggest challenges were planning training for their athletes (56%) and supporting their athletes' mental health (40%).

What are you currently finding most challenging?



“My biggest concern is around **the competition schedule** leading into the Olympic Games. Clarification would put athletes and coaches at ease, allowing for future planning of careers, training etc.”

**Entourage, India**

“Having **no environment for my athletes to train** has been the biggest challenge.”

**Entourage, Japan**

“**Keeping athletes motivated** has been hard and mental welfare has not been easy.”

**Entourage, Brazil**

“My biggest challenge right now is **not having face-to-face training** with my athlete.”

**Entourage, Namibia**

“**Keeping the spirits high for athletes** during this unpredictable situation, with no clear deadline for when we can go back to train.”

**Entourage, Luxembourg**

“The biggest challenges include **isolation, mental well-being** and **nutrition management.**”

**Entourage, Italy**

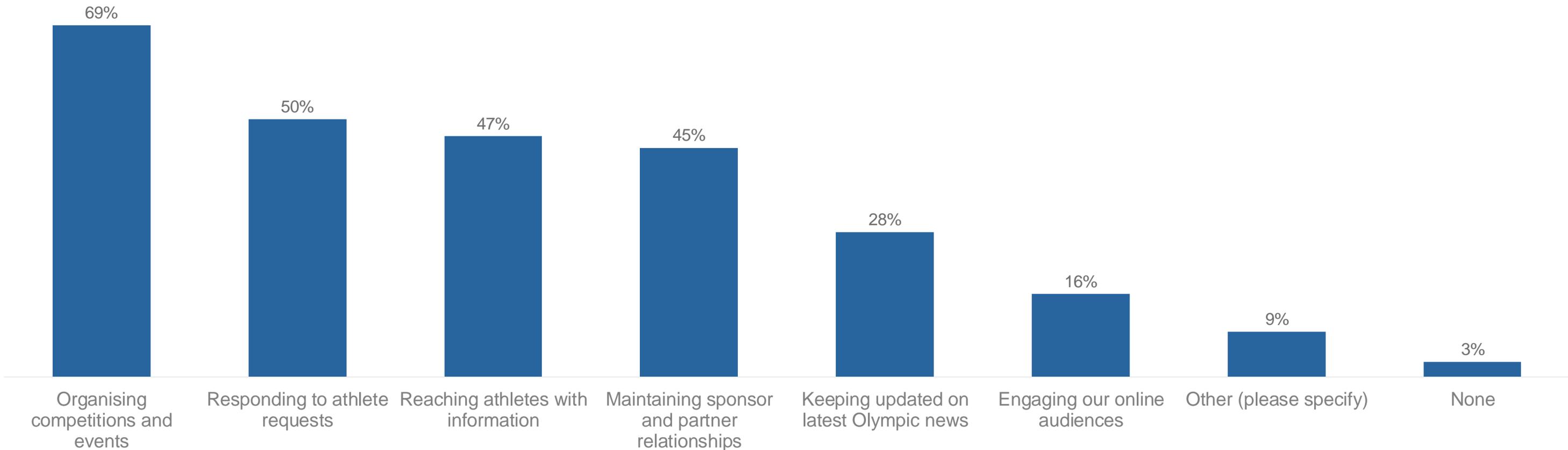
## Key Findings: **Stakeholders**

**Organising competitions and events was currently the biggest challenge faced by Stakeholders (69%), followed by responding to athlete requests (50%).**

**Reaching athletes with information (47%) and maintaining sponsor relationships (45%) were additional challenges common to all Stakeholders.**

**54% of Stakeholders currently communicated and / or received updates from Athlete365 through email. Social media was the next most popular communication method (31%).**

What are you currently finding most challenging for your organisation?



“The biggest challenge has been the **financial limitations** - the financial burden on athletes and coaches is huge in order to maintain elite level and expectations.”

**National Federation, Canada**

“**Planning for the future** with coaches and athletes.”

**National Federation, Brazil**

“Uncertainty associated with the **future financing** of our sports activities.”

**National Federation, Ukraine**

“**Planning** our calendar for 2021.”

**National Federation, United States**

“**Organising and sustaining** future competitions.”

**National Federation, Nigeria**

“The **psychological aspect** is the biggest challenging – keeping youth athletes positive and motivated to train individually.”

**National Olympic Committee, Namibia**

Thank You

