Athlete365 Survey Findings

June 2020
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
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 from 135 countries completed the survey.

Respondents by Country (Top 10)

- Brazil: 12%
- Italy: 11%
- Germany: 9%
- India: 8%
- Japan: 7%
- United States: 6%
- Canada: 3%
- Portugal: 3%
- Egypt: 3%
- Great Britain: 2%
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%).
“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**

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

**Entourage, Namibia**

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

**Entourage, Japan**

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

**Entourage, Luxembourg**

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

**Entourage, Brazil**

“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%).
“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