

THE NATIONAL CENTER FOR SPECTATOR SPORTS SAFETY AND SECURITY (NCS<sup>4</sup>)  
AT THE UNIVERSITY OF SOUTHERN MISSISSIPPI (USM)



# Spectator Sports Safety and Security Survey

*2023 Industry Research Report*

**NCS<sup>4</sup>**



THE UNIVERSITY OF  
SOUTHERN  
MISSISSIPPI

# TABLE OF CONTENTS

3

About NCS<sup>4</sup>

4

Executive Summary

6

Introduction

7

Participant Demographics and Attendance Habits

11

Perceptions of Safety and Security Practices,  
Technologies, and Industry Threats

17

Perceptions of Fan Behavior and the Spectator  
Experience

22

Conclusion and Recommendations

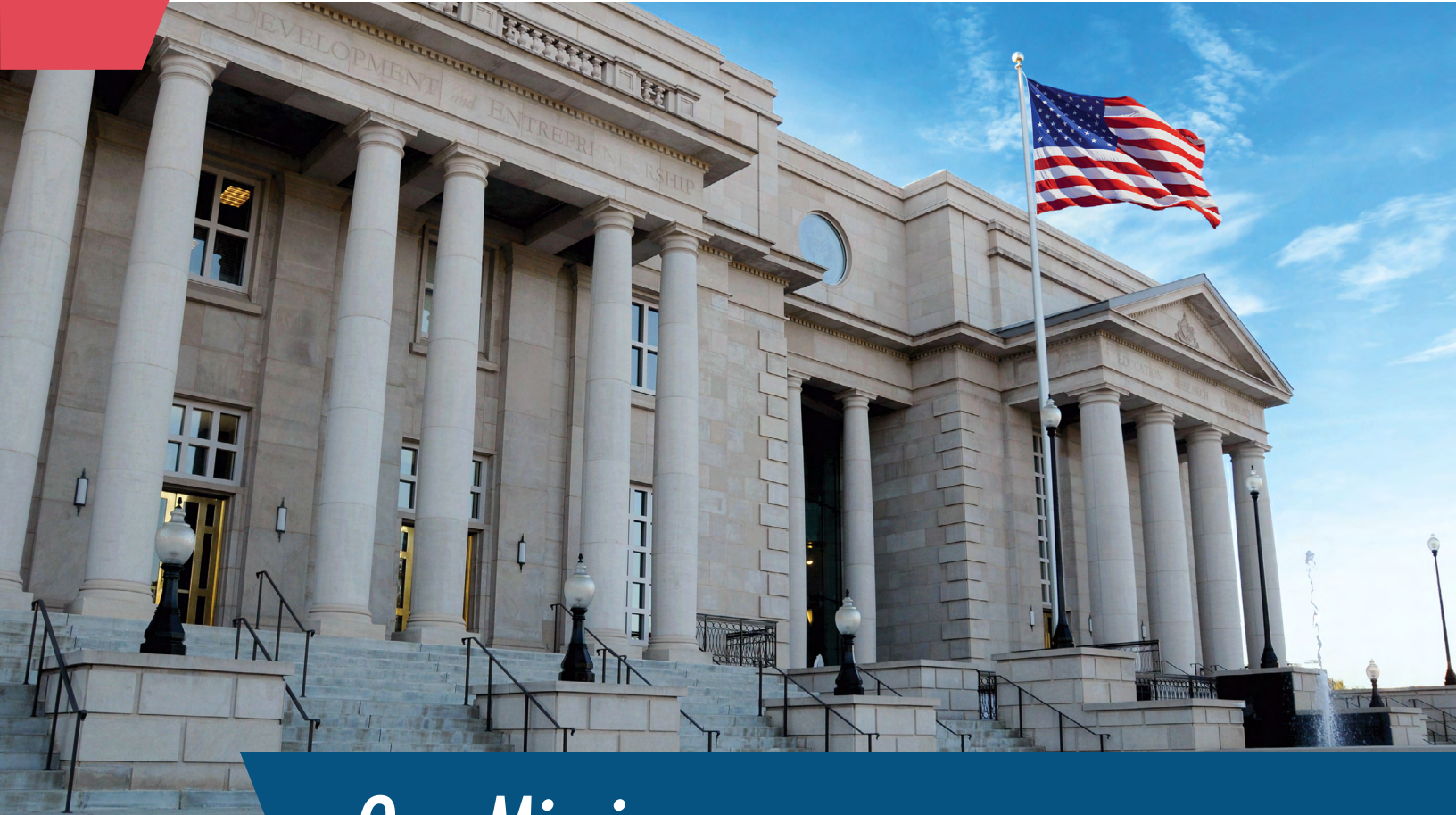
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Acknowledgments



# ABOUT NCS<sup>4</sup>

Established in 2006, the NCS<sup>4</sup> is the United States' only academic center devoted to the study and practice of spectator sports safety and security. The NCS<sup>4</sup> is located in the Trent Lott National Center at The University of Southern Mississippi (USM), a top-tier (R1) Carnegie Classified institution for its very high research activity.



## *Our Mission*

We support the sports and entertainment industries through innovative research, training, and outreach programs. Our mission is realized by working closely with diverse organizations and subject matter experts to better understand the threat environment, identify vulnerabilities, communicate risk-mitigation techniques, and close capability gaps.

## *Our Vision*

We will be a leading partner with government, private sector, and sports and entertainment organizations to create and deliver critical resources for enhancing safety and security.



## EXECUTIVE SUMMARY

This study aims to gauge sport spectators' perceptions of safety and security at live events, awareness and support of policies and procedures, and willingness to embrace new measures and technological solutions to enhance their safety and game-day experience. Understanding spectators' perceptions of safety and security practices, their sense of safety, and acceptance of technology usage while attending events can help venue and event directors plan accordingly to ensure the optimal spectator experience.

The IRB-approved spectator survey consisted of 47 questions divided into three parts: Part I – participant demographics and attendance habits, Part II – perceptions of safety and security practices, technologies, and industry threats, and Part III – perceptions of fan behavior and the spectator experience. An online data collection and analysis organization distributed the survey in June 2023. Individuals 18 or older who attended a live professional or intercollegiate sporting event within the last year completed the survey. Some of the key findings are highlighted below:

### Participant Demographics and Attendance Habits

- Four hundred total participants representing 45 states across the continental U.S.
- Ages ranged from 18 to 75+, with most between 18-44 years of age (67.8%)
- Approximately 47% attained a Bachelor's degree or higher
- The primary income range was \$50K-\$100K, with the majority (64%) employed or self-employed.
- Most participants identified as either slightly conservative (28%) or slightly liberal (23.3%).
- Most popular sporting events attended in the last year include Major League Baseball (MLB) (42%), college football (32%), National Football League (NFL) (27.8%), and the National Basketball Association (NBA) (24.0%).
- 32.5% were season ticket holders.
- Most participants paid a single ticket price of \$51-\$100, with the majority (76%) paying between \$26-\$200 per ticket.
- Over 40% of participants attended events with minors, and 28% indicated that someone in their party had access and functional needs.
- Over half of the participants (52.5%) travel between 26 and 100 miles to attend a sporting event.
- Most participants arrive at their event at least 30 minutes or more before the start time, and most respondents (88.8%) indicated an acceptable time to wait in line before entering a sporting event is 10-30 minutes.
- Approximately 50% engaged in tailgating activities when attending an event.



## Perceptions of Safety and Security Practices, Technologies, and Industry Threats

- 77.1% (agreed/strongly agreed) feel comfortable with security personnel wearing body cameras, and 74% (agreed/strongly agreed) feel safe with the ability to report an incident inside the venue.
- 31.6% indicated that security procedures entering the event negatively affected their experience.
- 69.3% (agreed/strongly agreed) consider safety and security measures when attending a sporting event, and 73% (agreed/strongly agreed) prefer visible security measures.
- 70.6% (agreed/strongly agreed) indicated venue cleanliness and high sanitation standards made them feel safe.
- Approximately two-thirds of participants trust the venue's measures to protect them from active shooters, vehicle ramming incidents, and Personal Identifiable Information (PII) breaches.
- Participants highly supported venue security staff presence, law enforcement presence, walk-through screening detection technologies, security wands, visible security cameras, and designated entry gates.
- Top-rated threat and safety concerns included theft, the use of weapons, unsafe parking, alcohol abuse, inadequate security personnel, inadequate security screening, and fan violence. Participants were least concerned with cyberattacks and natural disasters.
- When attending an event, participants were most familiar with the prohibited items policy, fan code of conduct, alcohol policy, emergency medical procedures, drug policy, and ejection policy. The lowest-rated items were the active shooter response and severe weather policy.
- Participants preferred to receive event safety and security information before an event through the website, venue/event app, signage at the entry point, and signage within the venue.

## Perceptions of Fan Behavior and the Spectator Experience

- Parking, traffic, locating seats and restrooms, and security screening were highlighted as points of difficulty when attending an event.
- Half of the participants (50.2%) preferred an entry screening method that requires people to pass through individually rather than a screening method that allows many people to pass through at once (31%); 18.8% had no preference.
- 52.3% indicated they would welcome facial authentication/validation as part of venue entry.
- 66.8% observed disruptive fan behavior at a live event attended, with over half of them choosing not to report the incident.
- 23% stated they had been a victim of disruptive fan behavior, with the majority reporting it to the proper authority. It also affected their decision to attend future live events.
- Majority of participants think fan behavior is about the same as it was three years ago.
- Top-rated incidents witnessed or experienced by participants at a sporting event include alcohol abuse, fan violence inside and outside the venue, severe weather, and tailgating incidents, closely followed by unsafe parking, theft, crowd crush, and entry/exit panic.
- Approximately 70% of respondents would be willing to pay a nominal security ticket fee, ranging from \$0.50 - \$5.00, to offset event safety and security costs.

# INTRODUCTION

Over the past decade, sport safety and security has become an increasing priority for both spectators and venue directors. Recent studies from the National Center for Sport Spectator Safety and Security (NCS<sup>4</sup>) have reported a marked increase in fan violence, alcohol- and drug-related incidents, terror threats, cybersecurity breaches, and other issues. Additionally, venue directors have been working to apply new technologies such as facial authentication, mobile ticketing, touchless payment systems, and others to improve the safety and guest experience of fans attending live sporting events.

The primary purpose of this research is to gauge sport spectators' perceptions of safety and security at live events, awareness and support of policies and procedures, and willingness to embrace new measures and technological solutions to enhance their safety and game-day experience. Although spectators' desire to attend live sporting events is based on several factors, their overall experience and sense of personal safety will significantly determine whether they return.

The survey consisted of 47 questions divided into three parts: Part I - participant demographics and attendance habits, Part II – perceptions of safety and security practices, technologies, and industry threats, and Part III – perceptions of fan behavior and the spectator experience. Survey development included input from both academics and practitioners. Feedback was solicited from NCS<sup>4</sup> research affiliates, industry practitioners, and technology solution providers.

A data collection and analysis organization was utilized to distribute the survey in June 2023. The sample population criteria were individuals 18 or older who had attended a live professional or intercollegiate sporting event within the last year. Participants were ensured anonymity. Four hundred participants (n=400) across the continental U.S. successfully completed the survey.

The project was approved by USM's Institutional Review Board (IRB), which reviews academic research involving human subjects to ensure it follows federal and university requirements. The NCS<sup>4</sup> administers the spectator survey every other year to investigate the general perceptions of safety and security practices and the potential impact of current industry events among sports spectators.

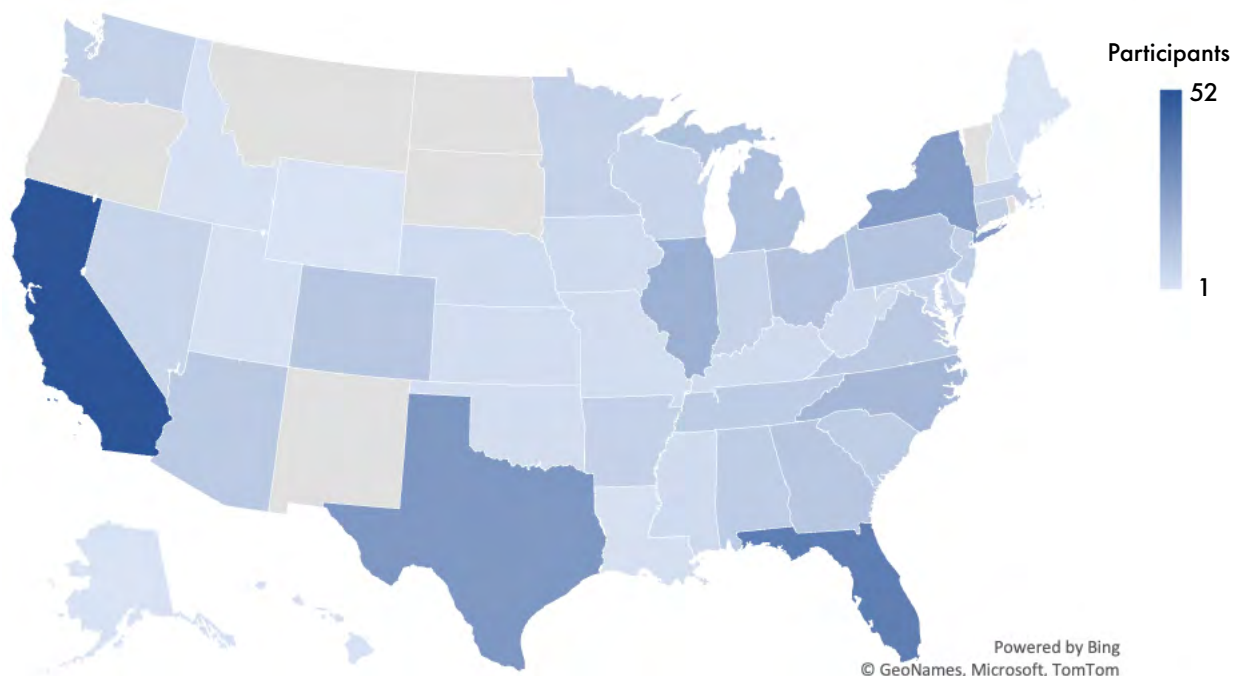




## PARTICIPANT DEMOGRAPHICS AND ATTENDANCE HABITS

A total of 400 participants completed the survey, representing 45 states across the continental U.S. (Figure 1). The majority of participants were female (51.7%). Participants ranged in age from 18 to 75+ years old, with most respondents between 18-44 years of age (67.8%). Most participants indicated white ethnicity/race (64.3%), followed by Black or African American (20.8%). Income levels ranged from less than \$25K to more than \$200K, with most participants (33.5%) falling within the income range of \$50K - \$100K. Participants shared their highest level of education, with 46.8% having attained at least a bachelor's degree or higher, and 64% were either employed or self-employed. Most participants identified as either slightly conservative (28%) or slightly liberal (23.3%) in their political views. See Table 1 for participant demographics.

**FIGURE 1**  
**Sport Spectators**





**TABLE 1**  
**Participant Demographics**

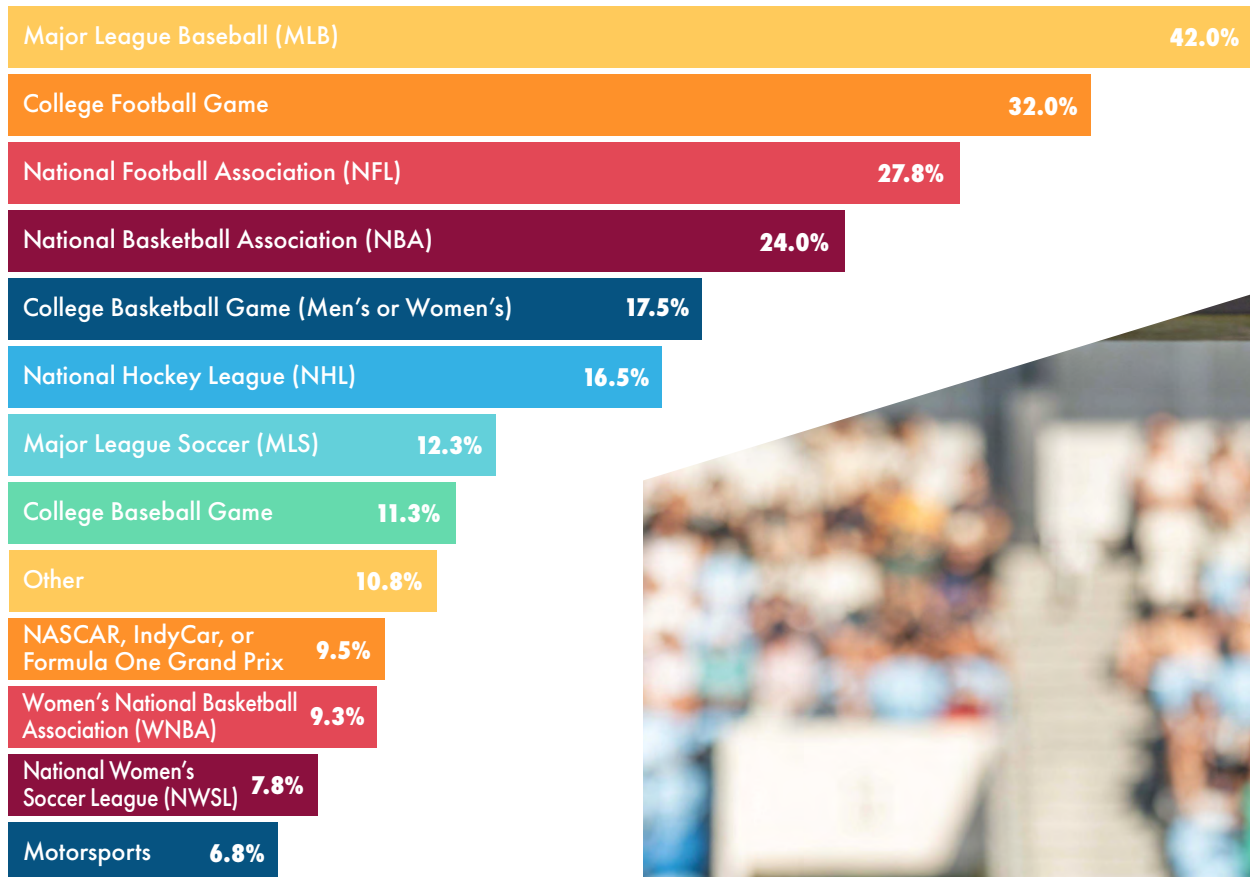
	N	%		N	%
<b>Age</b>			<b>Education</b>		
18-24	86	21.5	Some high school, no diploma	12	3.0
25-34	97	24.3	High school graduate	74	18.5
35-44	88	22.0	Trade/vocational training	14	3.5
45-54	38	9.5	Some college credit, no degree	70	17.5
55-64	32	8.0	Associates degree	43	10.8
65-74	42	10.5	Bachelor's degree	111	27.8
75+	17	4.2	Graduate or professional degree	76	19.0
<b>Gender</b>			<b>Income</b>		
Male	181	45.3	Less than \$25K	49	12.3
Female	207	51.7	\$25,001 - \$50K	87	21.8
Other	12	3.0	\$50,001 - \$100K	134	33.5
<b>Ethnicity</b>			\$100,001 - \$200K	71	17.8
White	257	64.3	\$200K+	32	8.0
Hispanic or LatinX	33	8.3	Prefer not to say	27	6.8
Black or African American	83	20.8	<b>Political View</b>		
American Indian or Alaska Native	6	1.5	Very liberal	69	17.3
Asian	8	2.0	Slightly liberal	93	23.3
Native Hawaiian or Pacific Islander	3	0.8	Slightly conservative	112	28.0
Other	10	2.5	Very conservative	65	16.3
			Prefer not to say	61	15.3



Most popular sporting events attended in the last year include Major League Baseball (MLB) (42%), college football (32%), National Football League (NFL) (27.8%), and the National Basketball Association (NBA) (24.0%) (Figure 2).

**FIGURE 2**

**What sporting events have you attended in the last year?**



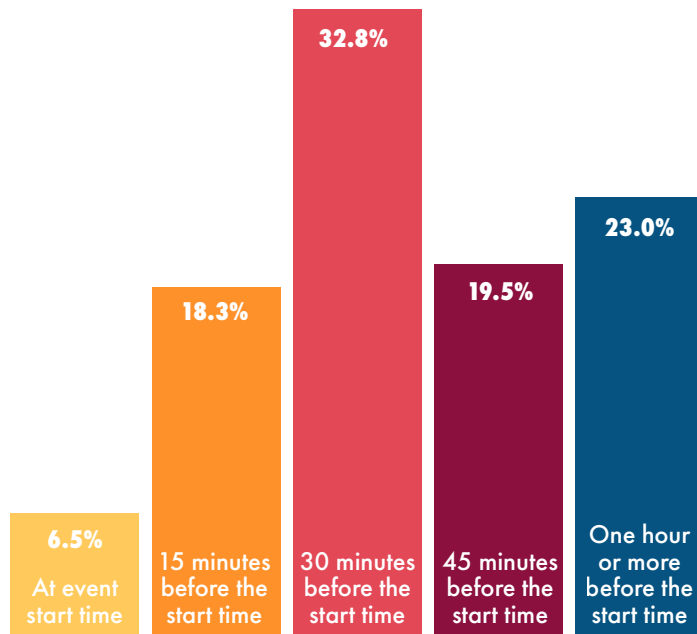
Only 32.5% of participants were season ticket holders. On average, most participants paid a single ticket price of \$51-\$100, with the majority (76%) paying between \$26-\$200 per ticket. Participants usually attend sporting events in parties of two (33.8%), with most participants attending in groups of two to four (74.3%). Over 40% of participants attend events with minors, and 28% indicated that someone in their party had access or functional needs when attending a sporting event. Of the 28% (n=112) with access or functional needs, 85.7% (n=96) felt that the venue met their needs.



Over half of the participants (52.5%) travel between 26 and 100 miles to attend a sporting event. Most participants arrive at their event at least 30 minutes or more before the start time (Figure 3). This coincides with the indicated acceptable time to wait in line before entering a sporting event, with most respondents (63%) stating 20 minutes or less. Approximately 50% of participants engaged in tailgating activities when attending an event (Figure 4).

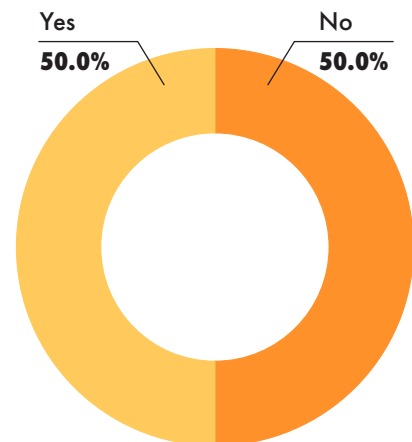
**FIGURE 3**

**At a sporting event, I typically arrive at the venue:**



**FIGURE 4**

**Do you participate in tailgating activities?**



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## PERCEPTIONS OF SAFETY AND SECURITY PRACTICES, TECHNOLOGIES, AND INDUSTRY THREATS

*Survey participants were asked to what extent they agreed with various safety and security practices on a 5-point Likert Scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree, 4 = Agree, 5 = Strongly Agree).*

Table 2 presents the means and frequencies of participant responses to safety and security practices. Most participants consider safety and security measures when deciding to attend a sporting event (69.3% agreed/strongly agreed), feel safe and secure at a sporting event (73.2% agreed/strongly), and know how to seek emergency help at an event (71.3% agreed/strongly agreed). Additionally, participants felt comfortable with security personnel wearing body cameras (77.1% agreed/strongly agreed), and being able to report an incident inside the venue made them feel safe (74% agreed/strongly agreed). While 31.6% (agreed/strongly agreed) indicated security procedures entering the event negatively affected their experience, participants preferred to have visible security measures at sporting events (73% agreed/strongly agreed) (Figures 5 – 8). The majority of participants (85.6% agreed/strongly agreed) were aware of the venue's security measures before attending an event. Facility hygiene remains important in the COVID era, as participants indicated venue cleanliness and high sanitation standards make them feel safe (70.6% agreed/strongly agreed). Approximately two-thirds of the participants trust the venue to have measures in place to protect them from active shooters, vehicle ramming incidents, and Personal Identifiable Information (PII) breaches.

**TABLE 2****Participant Agreement with Safety and Security Practices: Means and Frequencies**

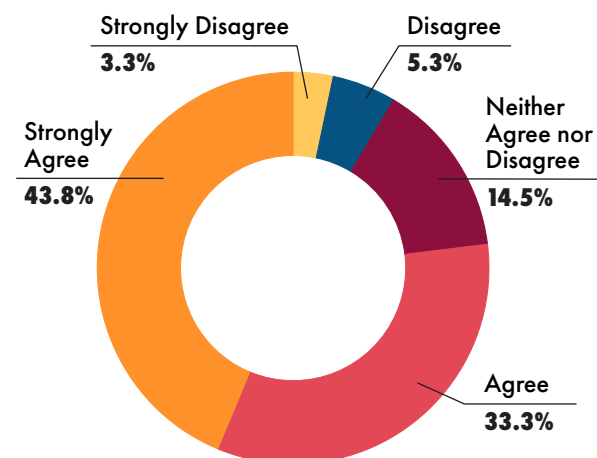
	M	Strongly Disagree %	Disagree %	Neither Agree nor Disagree %	Agree %	Strongly Agree %
I am comfortable with security personnel using body cameras	4.09	3.3	5.3	14.5	33.3	43.8
Ability to report an incident inside the venue makes me feel safe	3.95	4.5	6.8	14.8	37.0	37.0
I prefer safety and security measures to be visible	3.92	5.8	6.5	14.8	36.0	37.0
Venue cleanliness and high sanitation standards make me feel safe	3.92	4.8	4.3	20.5	35.3	35.3
I know how to seek emergency help at an event	3.90	3.3	9.0	16.5	37.5	33.8
I feel safe and secure while attending an event	3.86	4.3	7.5	15.0	45.0	28.2
I consider safety and security when choosing to attend an event	3.85	6.5	9.3	15.0	31.5	37.8
Added cleaning and sanitizing services increase my sense of safety	3.85	5.3	7.5	19.8	32.3	35.3
I trust the venue's measures to protect me from a vehicle ramming incident	3.84	3.5	8.5	20.3	35.8	32.0
I trust the venue's measures to protect me from an active shooter	3.83	3.5	8.5	21.5	34.5	32.0
I trust the venue to protect my Personally Identifiable Information (PII)	3.82	4.3	8.8	20.3	34.8	32.0
The venue is accessible to those with specific needs	3.73	4.5	9.3	26.5	28.2	31.5
I am aware of venue security measures before attending an event	3.68	4.5	10.0	25.3	34.0	26.3
Cashless/touchless payment options make me more willing to make purchases	3.47	8.0	11.3	30.3	27.0	23.5
I feel safer attending an event than I did three years ago	3.47	6.0	14.2	32.0	22.8	25.0
Visible security cameras on-site make me feel uncomfortable	2.94	21.0	20.5	20.5	19.5	18.5
Safety and security procedures entering the venue negatively impact my experience	2.70	26.0	20.8	21.8	20.8	10.8





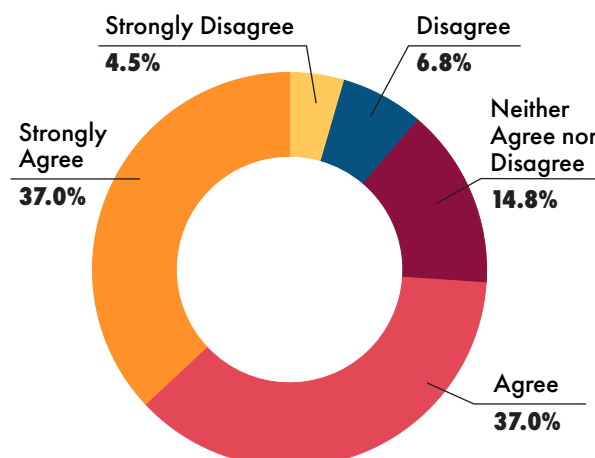
**FIGURE 5**

I am comfortable with security personnel wearing body cameras



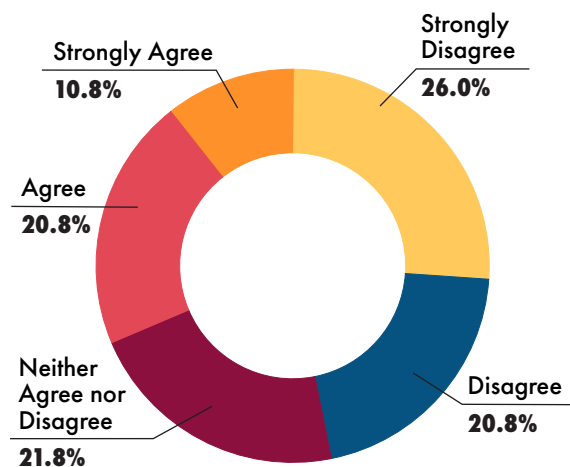
**FIGURE 6**

Being able to report an incident inside the sports venue makes me feel safe



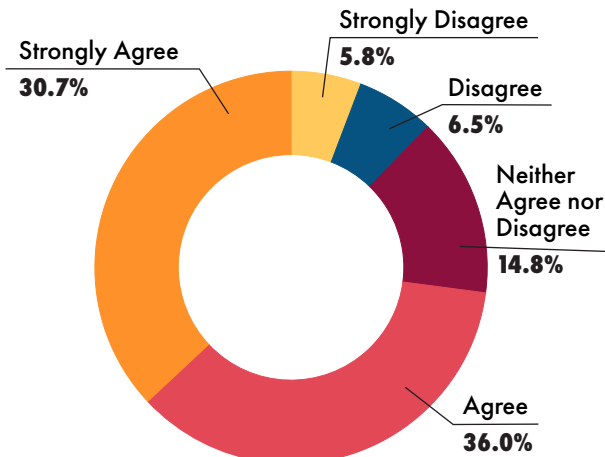
**FIGURE 7**

Safety and security procedures entering the sports event negatively impact my experience



**FIGURE 8**

I prefer safety and security measures to be visible



Participants were asked to what degree they support security measures and technologies. Participants highly supported venue security staff presence (M=4.16), law enforcement presence (M=4.14), walk-through screening detection technologies (M=4.12), security wands (M=4.11), visible security cameras (M=4.10), and designated entry gates (M=4.01). Fan code of conduct, secure in-house WiFi networks, perimeter barriers, bag searches, and body cameras closely followed (Table 3). A no-bag policy, social media monitoring, and robots employed in security roles were not as favorable as other measures; however, many participants indicated higher levels of neutrality (neither agreed nor disagreed) rather than exhibiting levels of disagreement.

**TABLE 3**  
**Support for Safety and Security Measures and Technologies**

Security Measures and Technologies	M
Venue security staff presence	4.16
Law enforcement presence	4.14
Walk-through screening detection technologies	4.12
Security wand metal detection	4.11
Visible security cameras	4.10
Designated entry gates	4.01
Secure in-house WiFi networks	3.96
Bag searches	3.91
Fan code of conduct	3.90
Body cameras	3.88
Perimeter barriers	3.88
K-9 units	3.83
Alcohol policy	3.76
Venue app for security messaging	3.72
Closed-circuit television	3.68
Contactless/cashless operations	3.65
Clear bag policy	3.59
Venue app for tracking crowd movement	3.59
Facial recognition	3.56
X-ray scanning	3.39
Social media monitoring	3.35
No-bag policy	3.08
Robots employed in security roles	2.92

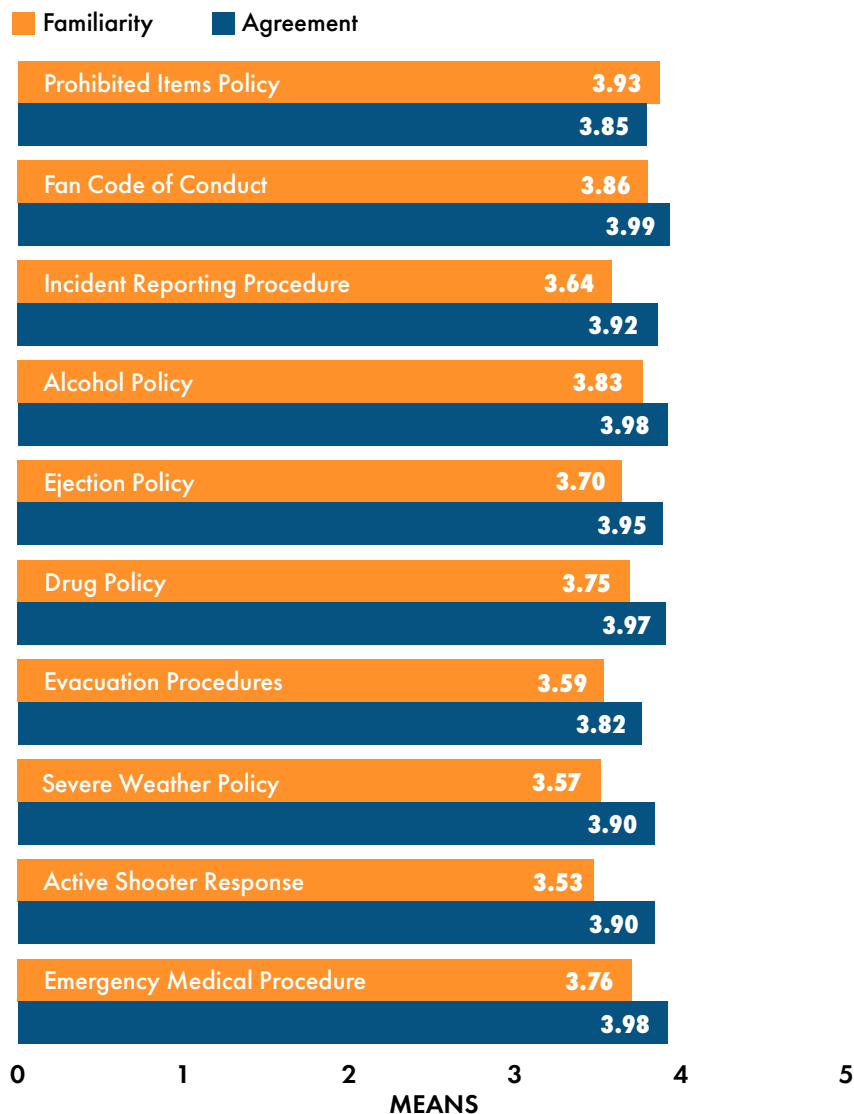
**TABLE 4**  
**Threat and Safety Concerns**

Threats and Safety Issues	M
Theft	3.61
Weapons	3.58
Unsafe parking	3.52
Alcohol abuse	3.51
Inadequate security personnel	3.50
Inadequate safety screening	3.50
Neighborhood safety	3.49
Active shooters	3.48
Assault and battery	3.46
Inadequate lighting	3.45
Fan violence	3.43
Crowd crush	3.42
Vandalism	3.42
Entry or exit panic	3.41
Inadequate medical care	3.40
Tailgating safety	3.39
Human trafficking	3.39
Infectious disease	3.35
Terror attacks	3.34
Food-borne illness	3.34
Mass transit security	3.32
Severe weather	3.31
Kidnapping/abduction	3.29
Drug abuse	3.25
Vehicle ramming	3.24
Unauthorized drones	3.23
Suicide bomber	3.23
Natural disasters	3.16
Cyber attacks	3.14

Participants were asked what threats or safety issues concerned them when attending a sporting event. Means ranged from  $M=3.14$  to  $M=3.61$ , as shown in Table 4. Theft ( $M=3.61$ ), the use of weapons ( $M=3.58$ ), unsafe parking ( $M=3.52$ ), alcohol abuse ( $M=3.51$ ), inadequate security personnel ( $M=3.5$ ) and screening ( $M=3.5$ ), and active shooters ( $M=3.48$ ) were among the top-rated items. Participants were least concerned with cyberattacks ( $M=3.14$ ) and natural disasters ( $M=3.16$ ).

Participants were asked the extent of their *familiarity* and *agreement* with venue safety and security policies and procedures (Figure 9). Participants were most familiar with the prohibited items policy ( $M=3.93$ ), fan code of conduct ( $M=3.86$ ), alcohol policy ( $M=3.83$ ), emergency medical procedures ( $M=3.76$ ), drug policy ( $M=3.75$ ), and ejection policy ( $M=3.70$ ). The lowest-rated items were the active shooter response ( $M=3.53$ ) and severe weather policy ( $M=3.57$ ). The means for participants' agreement with venue policies or procedures were slightly higher than their familiarity (except for the prohibited items policy), suggesting that spectators favor such policies and procedures. Further analysis indicated the 18-24 age category was the least familiar or second least familiar with every policy and procedure.

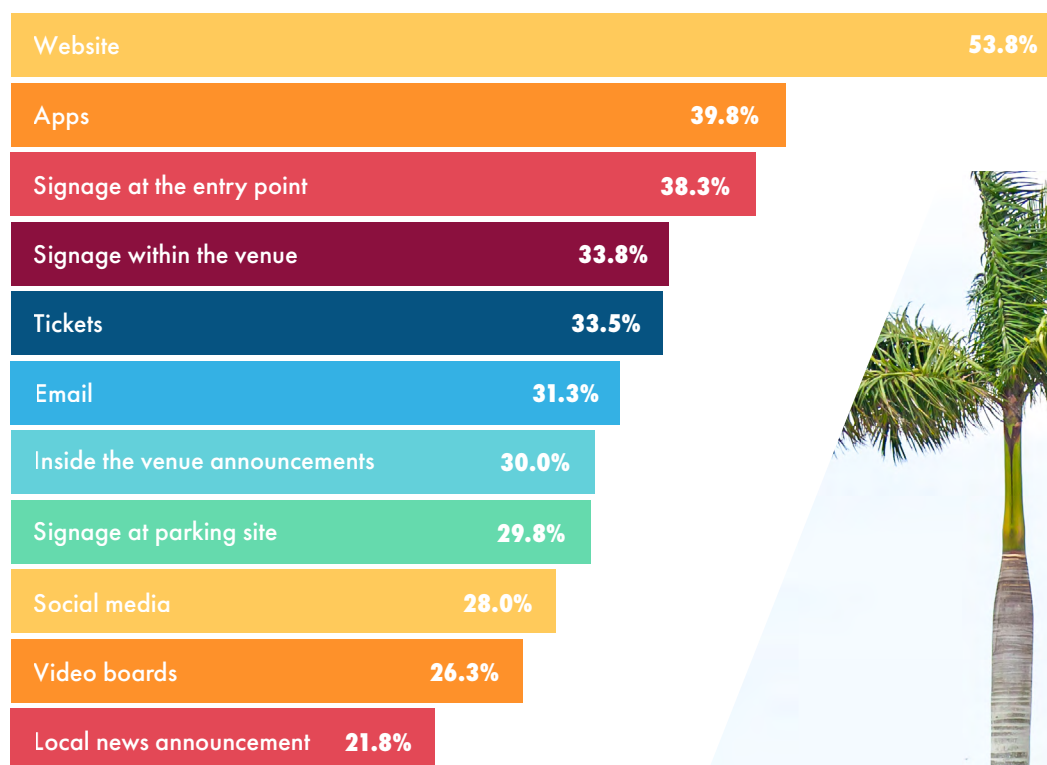
**FIGURE 9**  
**Familiarity and Agreement with Venue Policies and Procedures**





The survey included questions pertaining to safety and security policy communications and messaging. Most participants knew of their event's safety and security measures before attendance and how to seek emergency help at a sporting event, as previously highlighted in Table 2. Preferred safety and security informational communication methods before an event include the website (53.8%), venue/event apps (39.8%), signage at the entry point (38.3%), and signage within the venue (33.8%) (Figure 10). Participants in all age ranges heavily relied on communications through the website. The 45-54 age range was the only group that relied more on other communication platforms, such as entry (45%) and venue (42%) signage, than the website (39%).

**FIGURE 10**  
How do you prefer to be informed of policies before the event occurs?



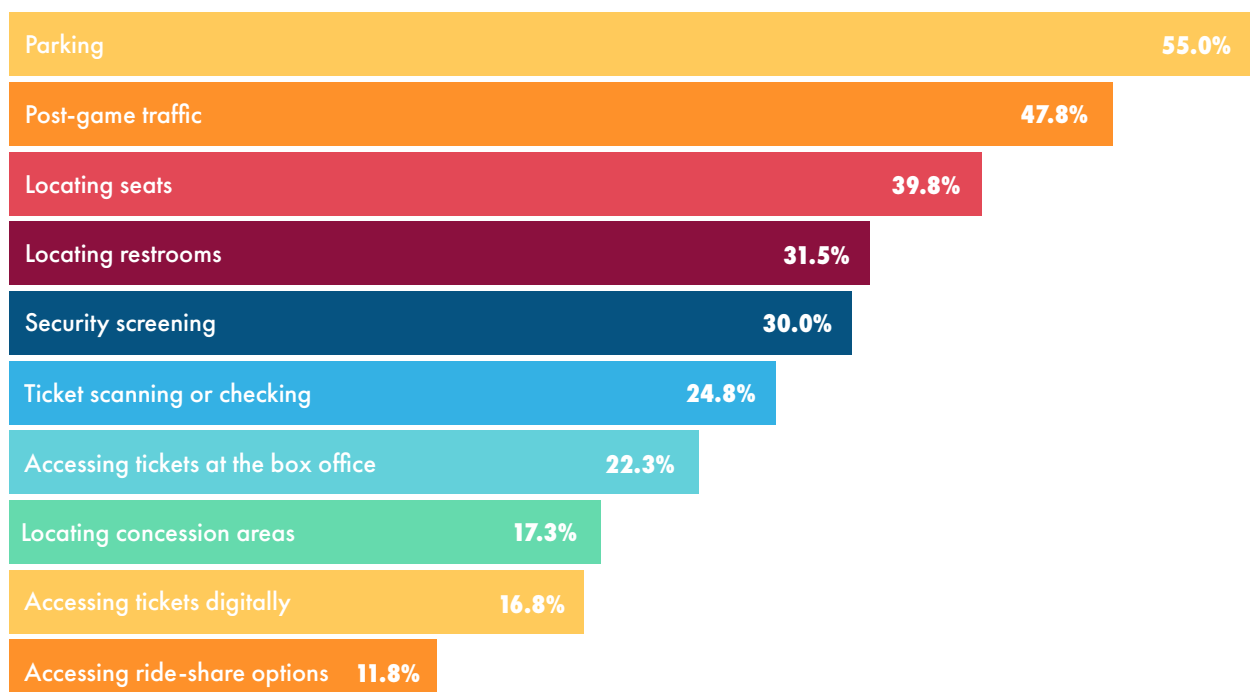


## PERCEPTIONS OF FAN BEHAVIOR AND THE SPECTATOR EXPERIENCE

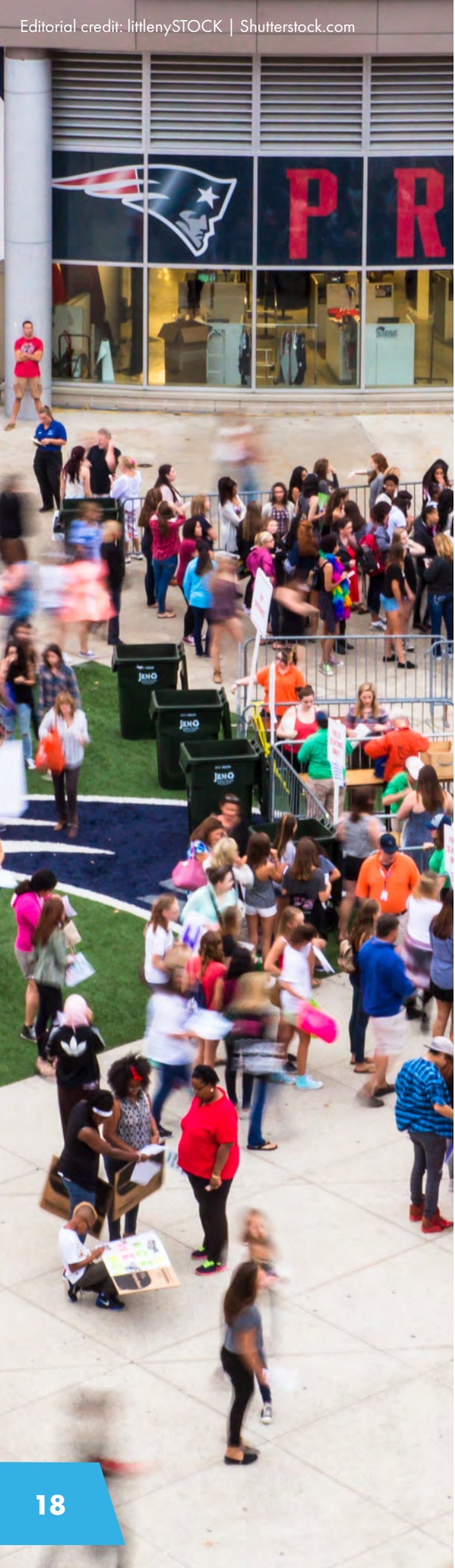
To gauge spectators' experiences while attending live events, participants responded to questions about entry screening, technology usage, and whether they observed or experienced specific incidents or safety issues. Parking, traffic, locating seats and restrooms, and security screening were highlighted as points of difficulty when attending an event (Figure 11).

**FIGURE 11**

Which of the following are points of difficulty when attending a sporting event?



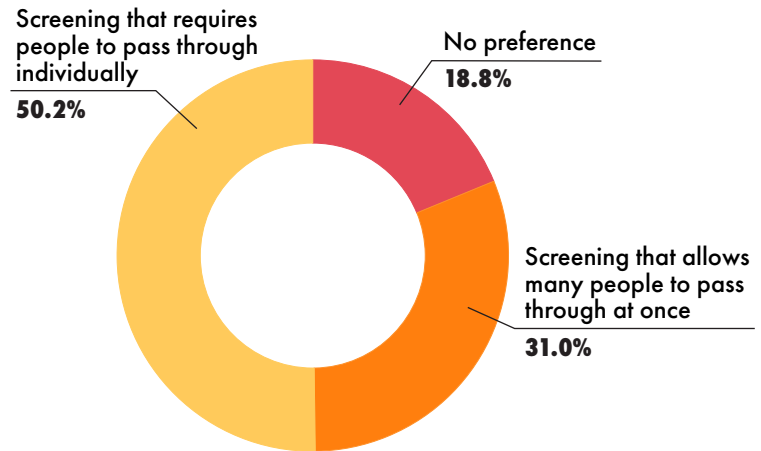




Furthermore, 50.2% of participants preferred an entry screening method that requires people to pass through individually rather than a screening method that allows many people to pass through at once (31%) (Figure 12). Over half of the participants (52.3%) also indicated they would welcome facial authentication/validation as part of venue entry (Figure 13).

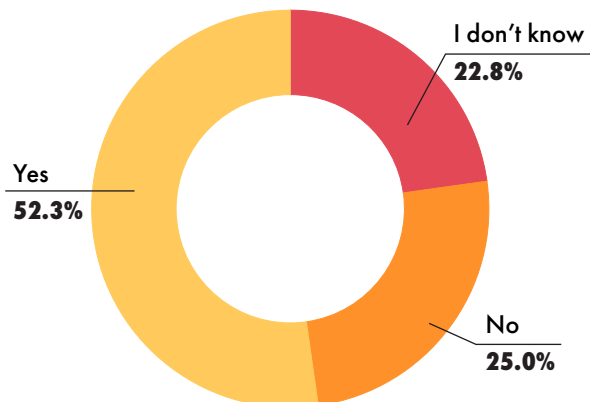
**FIGURE 12**

**When entering a sporting event, which of the following methods of entry screening do you prefer?**



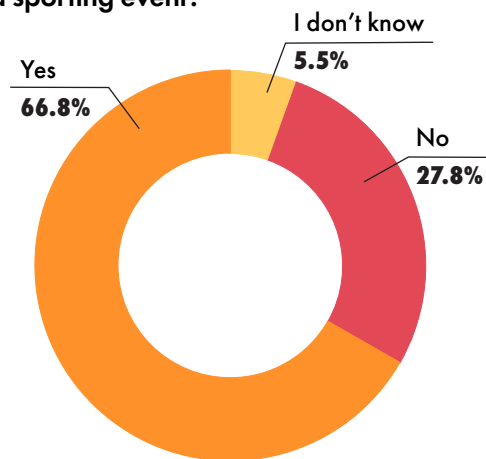
**FIGURE 13**

**I would welcome facial authentication/validation software as part of venue entry**



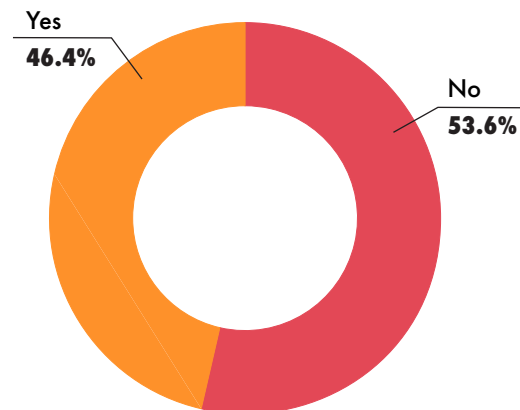
Nearly sixty-seven percent of participants observed disruptive fan behavior at a live event (Figure 14), with over half choosing not to report the incident (Figure 15). Those who decided not to report the behavior indicated reasons such as “security handled the situation,” “afraid of repercussions,” “none of my business,” “someone else reported it,” “I didn’t want to get involved,” or the “behavior was not harmful – no one was getting hurt.” About one-third of participants who observed disruptive fan behavior indicated it had impacted their decision to return to the sports venue.

**FIGURE 14**  
Have you observed disruptive fan behavior at a sporting event?



Participants also responded if they had ever been a direct victim of disruptive fan behavior, with 23% (n=92) stating that they had been a victim, and the majority (n=68) reported it to the proper authority. Those who did not report the incident offered reasons such as “I didn’t know where to report it,” “I was able to resolve it on my own,” “security addressed the situation,” “too much work to report people,” or “worried about the fan being more abusive if asked to leave.” Asked whether the experience impacted their decision to return to the sports venue, 58.7% (n=54) indicated it affected their decision to attend future live events. Additionally, participants compared fan behavior today to three years ago, with the majority believing it is about the same (38.5%) (Figure 16).

**FIGURE 15**  
Did you report it?



**FIGURE 16**  
In your opinion, how does fan behavior today compare to 3 years ago?

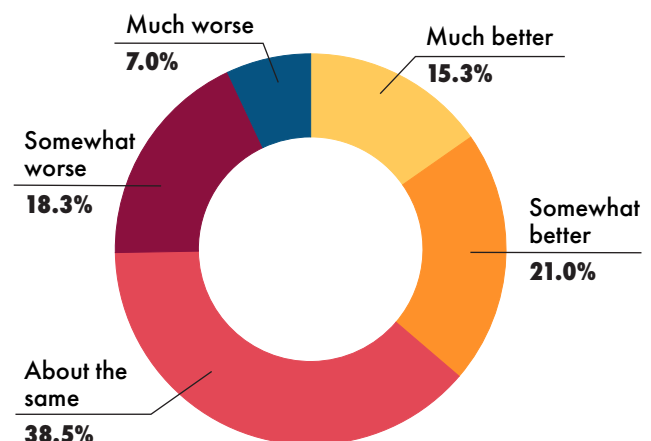
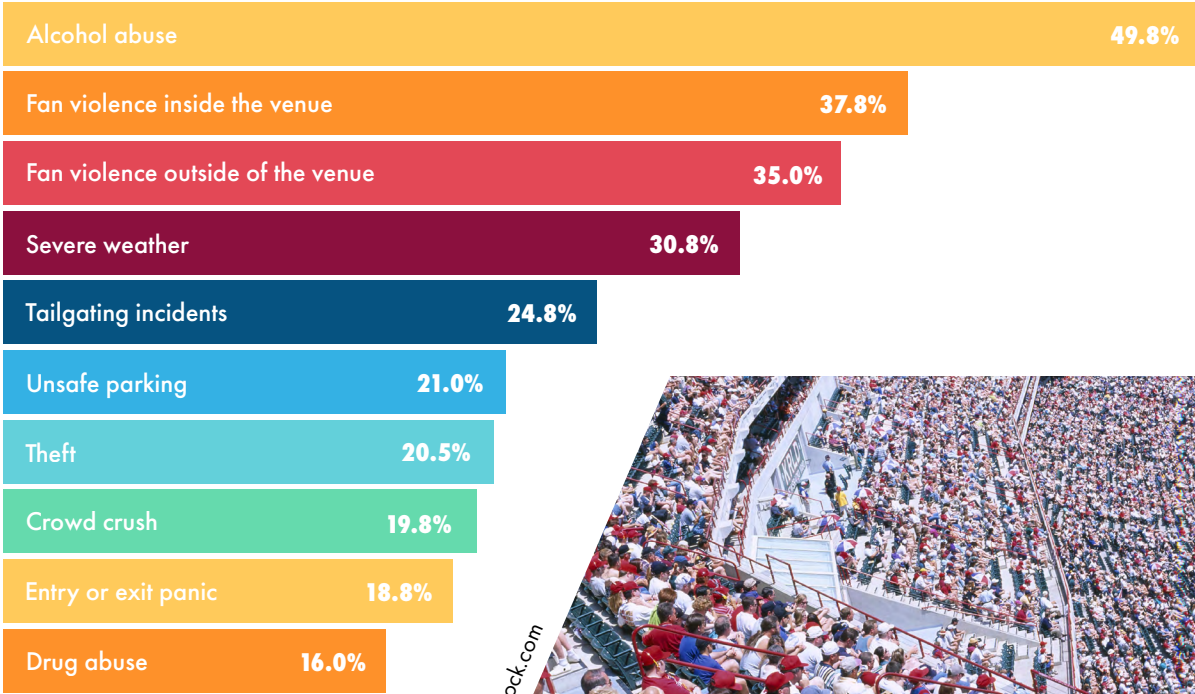






Figure 17 highlights the top 10 incidents witnessed or experienced by participants at sporting events. Alcohol abuse, fan violence inside and outside the venue, severe weather, and tailgating incidents were highly rated, closely followed by unsafe parking, theft, crowd crush, and entry/exit panic. Furthermore, 28.7% of participants witnessed or experienced unequal/unfair enforcement actions by security staff. Close to 20% of participants (n=79) have been evacuated from a sports venue, and 82.3% (n=65) stated that evacuation procedures were clearly communicated.

**FIGURE 17**  
While attending a sporting event, I have witnessed or experienced:



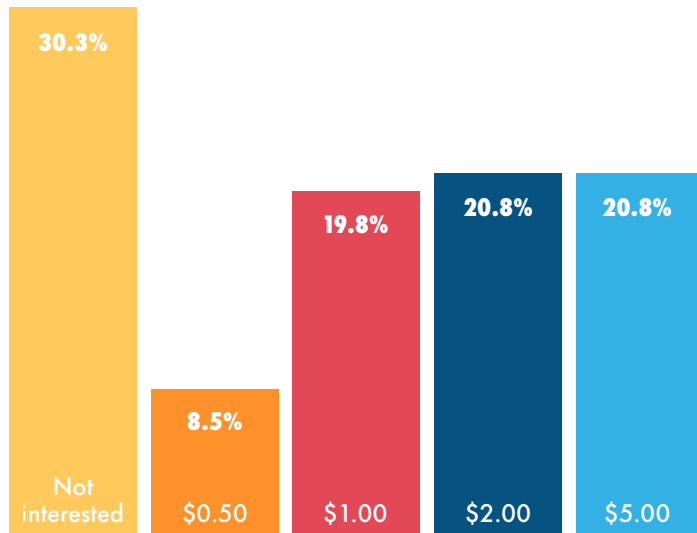
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Charging a nominal security ticket fee could generate funds for security budgets. Participants were asked if they would be interested in paying a minimal ticket fee for safety and security measures. Approximately 70% of participants expressed a willingness to pay a ticket surcharge fee, ranging from \$0.50 - \$5.00, for security-specific efforts (Figure 18).

**FIGURE 18**

**How interested are you in paying a minimal additional ticket charge to ensure security measures are implemented for your safety and security?**







## CONCLUSION AND RECOMMENDATIONS

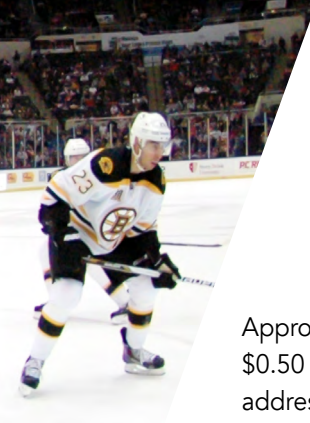
This survey aimed to gauge sport spectators' perceptions of safety and security at live events, awareness and support of policies and procedures, and willingness to embrace new measures and technological solutions to enhance their safety and game-day experience.

Spectators tend to consider safety and security when attending a sporting event and prefer security measures to be visible. Participants supported various security measures, including the presence of law enforcement and venue security staff, entry screening technologies, and security personnel body cameras. Facility hygiene also remains important, as participants indicated venue cleanliness and high sanitation standards make them feel safe. A no-bag policy, social media monitoring, and robots employed in security roles were not as favorable as other security measures.

When attending an event, participants were the most familiar with the prohibited items policy, fan code of conduct, alcohol policy, emergency medical procedures, drug policy, and ejection policy. Participants prefer to receive event safety and security information before an event via the website, venue apps, and entry signage. Parking, traffic, locating seats and restrooms, and security screening were highlighted as points of difficulty when attending an event. Most participants preferred an entry screening method that requires people to pass through individually rather than a screening method that allows many people to pass through at once. Participants also favored facial authentication/validation as part of event entry.

Threats or safety issues that concerned participants most included theft, use of weapons, unsafe parking, alcohol abuse, fan violence, inadequate security personnel, and inadequate security screening. Participants were least concerned with cyberattacks and natural disasters.

Common incidents witnessed or experienced by participants at a sporting event included alcohol abuse, fan violence inside and outside the venue, severe weather, and tailgating incidents, closely followed by unsafe parking, theft, crowd crush, and entry/exit panic. Majority of participants who were a victim of disruptive fan behavior chose to report the incident, and for some, it did affect their decision to attend future live events.



Approximately 70% of respondents would be willing to pay a nominal security ticket fee, ranging from \$0.50 - \$5.00, to help offset event safety and security costs. Security threats and vulnerabilities are addressed through policies, procedures, training, and technologies (as budgets permit). In conclusion, venue and event security management may consider the following recommendations:

- Encourage early entry to the event (e.g., offer incentives), monitor tailgating areas, and adequately train staff on ticketing and screening procedures.
- Adhere to ADA standards and be mindful of access and functional needs (i.e., entry accessibility, access control, wayfinding, emergency response, and evacuation procedures)—train staff to appropriately comply with access and functional needs of spectators.
- Visible security measures increase spectators' sense of safety, reinforcing the need for the presence of law enforcement and security staff, entry screening technologies, CCTV, and security personnel body cameras. Furthermore, provide a mechanism for spectators to report incidents inside the venue or event space.
- Facility hygiene remains important to spectators. Venues should obtain GBAC-STAR™ Facility Accreditation from the Global Biorisk Advisory Council. Custodial staff should maintain cleanliness and high sanitation standards throughout the event.
- Conduct an event-specific risk assessment to guide planning and preparedness efforts.
- Develop plans, policies, and procedures, train staff (full-time/part-time/third party contractors), and exercise plans.
- Spectators' awareness of policies and procedures is essential to their implementation. Be aware of those policies spectators are least familiar with. Communicate safety and security messaging to spectators before, during, and post-event via the website, venue apps, signage, and announcements (PA and video boards). Consider spectator demographics for target marketing and communications.
- Address disruptive fan behavior with a fan code of conduct and substantial violation penalties that deter such behavior—train staff on pre-incident behaviors, crowd management, and de-escalation techniques. Encourage spectators to report such behavior without the fear of repercussions. Additionally, establish an alcohol and ejection policy.
- Review traffic control procedures and ensure adequate lighting of parking lots and pathways. Increase signage, cover guest relations in staff training, and the importance of executing consistent screening procedures to overcome points of difficulty for spectators attending an event.
- Consider utilizing facial authentication/validation for spectator entry. A trial period may be helpful to educate spectators on purpose and benefits. The advancement of AI and the use of robots for security purposes may become commonplace and familiar to spectators over time.
- Management may consider a nominal ticket security surcharge to fund security budgets.



# ACKNOWLEDGMENTS

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