GAME-TIME STRESS:  
THE EVERYDAY ATHLETE’S GUIDE

Whether you’re a member of your office’s basketball league or attempting your first 5K, getting your head in the game can be stressful! In fact, 69 percent of everyday athletes admit to feeling some pressure before a sporting event or competition, according to a new survey by Wrigley’s Doublemint® gum.¹

Luckily, research shows chewing gum may be a simple tool athletes could use to help reduce stress and improve focus and concentration.², ³, ⁴

IT’S A REAL NAIL BITER

Everyday athletes admit that getting ready for a sporting event is more stressful than a trip to the dentist’s office, public speaking and being late to an important meeting.

- Seventy-seven percent say the greatest pressure comes from themselves
- Ninety-four percent agree focus and concentration is key to winning/succeeding, but 53 percent agree it’s hard to focus and concentrate before a sporting event
- Athletes are using gum to reduce stress and increase focus:
  - Sixty-seven percent say they chew gum when they need a stress reliever for a sporting event
  - Fifty-nine percent say they chew gum when they need to focus on a sporting event

MEN VS. WOMEN

Female athletes (70 percent) are more likely than male athletes (58 percent) to feel at least somewhat stressed due to their sporting event.

- Before a game begins, women feel butterflies in their stomach, while men are more likely to have an adrenaline rush
- Men are more likely than women to chew gum while competing

For more information about the survey and the Benefits of Chewing™, visit wrigleygumisgood.com, or contact:

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¹ Wrigley Athlete Study. StrategyOne. September 2008 – Survey of 1,000 everyday athletes (adults ages 21-34 involved in intramural or amateur sports organizations, non-professional races, tennis or golf.) Statistic based on those who chew gum.

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