

Is it Safe to Get Together Again?

Feelings of Safety Following the Reopening of America

BROUGHT TO YOU BY THE SSRS/LOT SPORTS POLL

ssrs
research. *refined.*

About This Research



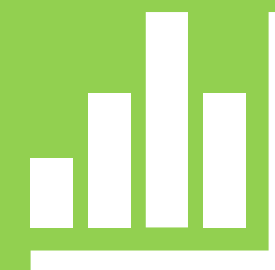
The Coronavirus crisis and subsequent events have created unprecedented challenges for the sports and leisure industry. To help our clients and partners monitor and respond to the issues, SSRS has been conducting research measuring the impact on Americans.



All data in this report was collected from March 19 – June 14, 2020 on the SSRS Omnibus, a weekly nationally representative phone sample of 1,000 Americans age 18 and up.



Given the fast pace of the change during this crisis, we analyze shifting opinions and behavior on a weekly basis.



We will periodically update this research in the coming weeks and months to keep you abreast of changes in Americans' behavior and opinions as it relates to the Coronavirus and other issues impacting safety and social gathering.



Insights Summary

1

Americans gradually feel safer about getting together for social activities.

- 65% of Americans now feel “safe” (4 or 5 on 5-point scale) getting together with **one other person**, and 50% feel safe getting together with **a few people**.
- The gap is increasing between smaller activities (a few people or less) and larger activities (those including more than a few people). Only 25% feel safe getting together with **more than a few, but no more than 100 people**.

2

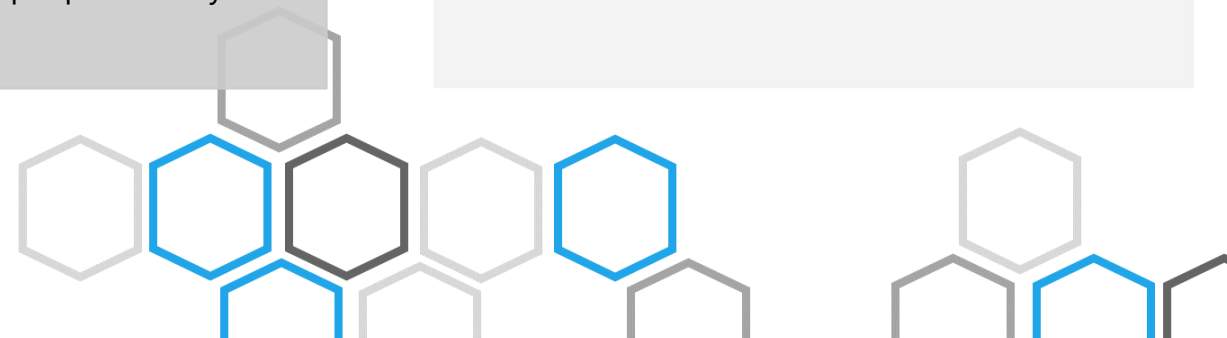
Americans in middle of country feel safest, Pacific and Northeast feel the least safe.

- 56% of East North Central and 54% of West South Central feel safe getting together with a few people.
- Only 41% of Pacific and 46% of Mid-Atlantic feel safe getting together with a few people.
- Few Americans in any region feel safe getting together with **more than a few people** (Mountain region ranks highest in “more than a few, but no more than 100 people” at only 29%).

3

Biggest differences in safety are by political affiliation: Republicans feel safer than Democrats.

- Safety differs by geography, gender, age, and race/ethnicity, but political affiliation remains the biggest factor. Republicans are more likely to feel safe about getting together for activities of any size than Democrats.

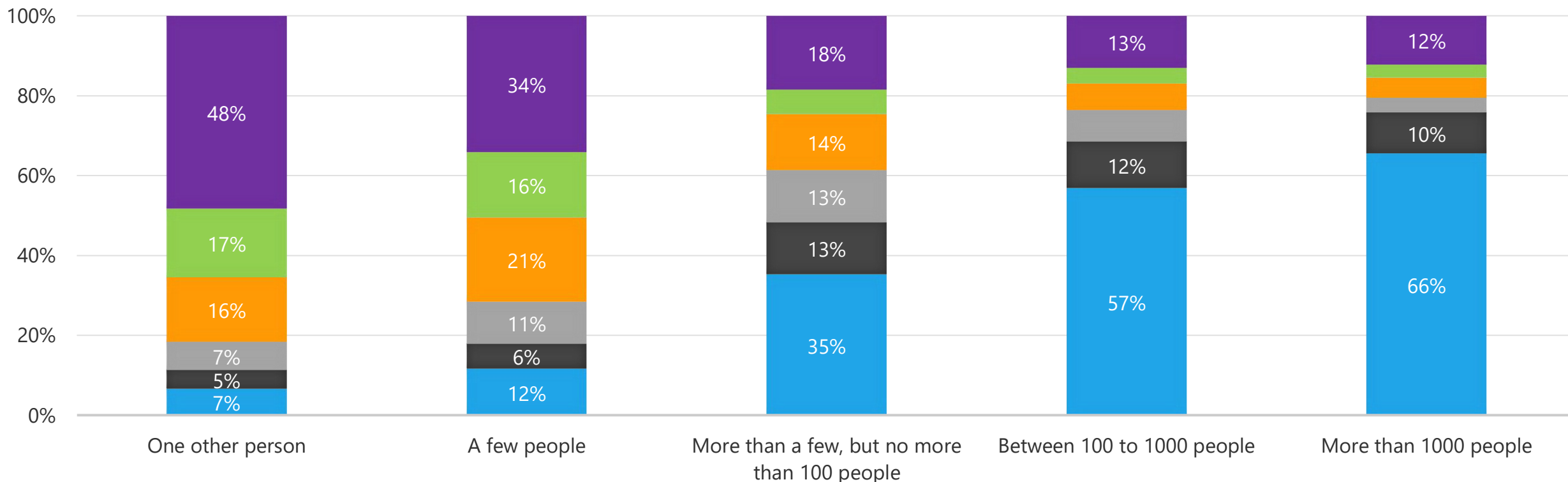


More than Half of Americans Feel "Not at All Safe" Getting Together with 100+ People

THINKING ABOUT YOUR HEALTH AND YOUR IMPACT ON THE HEALTH OF OTHERS, HOW SAFE DO YOU FEEL GETTING TOGETHER FOR AN ACTIVITY RIGHT NOW WITH...

0 (Not at all safe) 1 2 3 4 5 (Totally Safe)

Data from June 2 - 7, 2020



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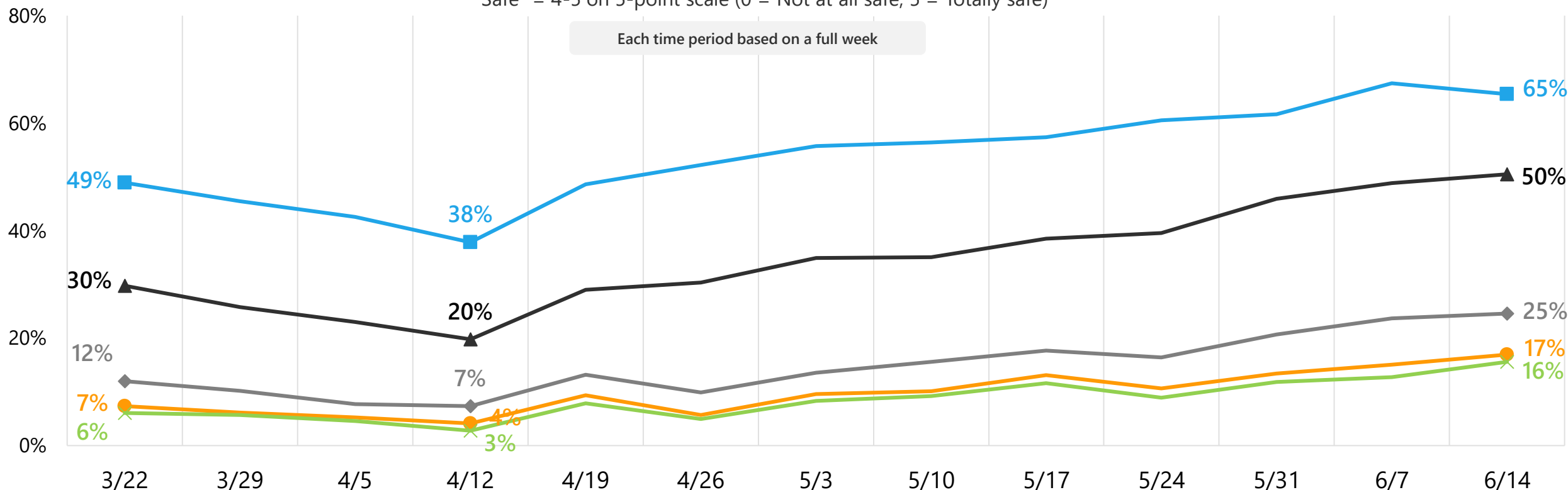
Americans Gradually Feel Safer About Gathering with a Few People, but Larger Activities Lag

% OF AMERICANS WHO FEEL SAFE (4 OR 5) GETTING TOGETHER WITH...

■ One other person
 ▲ A few people
 ◆ More than a few, but no more than 100 people
 ● Between 100 to 1000 people
 ✕ More than 1000 people

**"Safe" = 4-5 on 5-point scale (0 = Not at all safe, 5 = Totally safe)

Each time period based on a full week

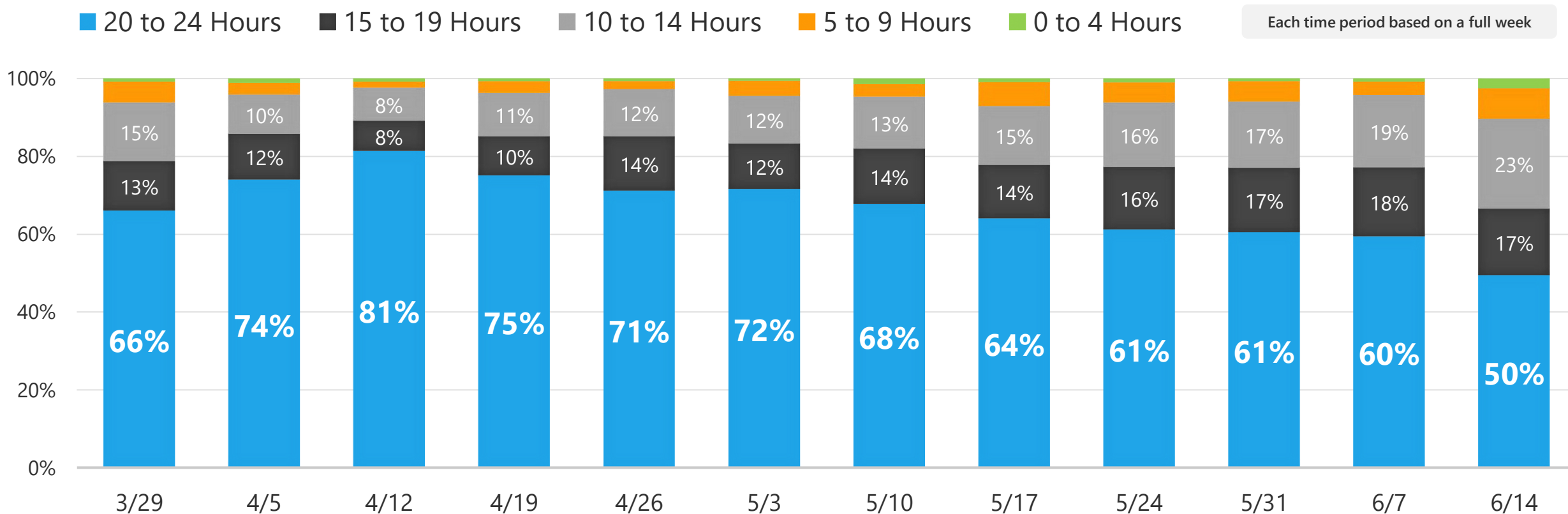


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Americans Beginning to Spend More Time Outside the Home

When Americans felt the least safe (early/mid April), 81% were spending at least 20 hours a day at home. This past week, 50% were spending at least 20 hours a day at home.

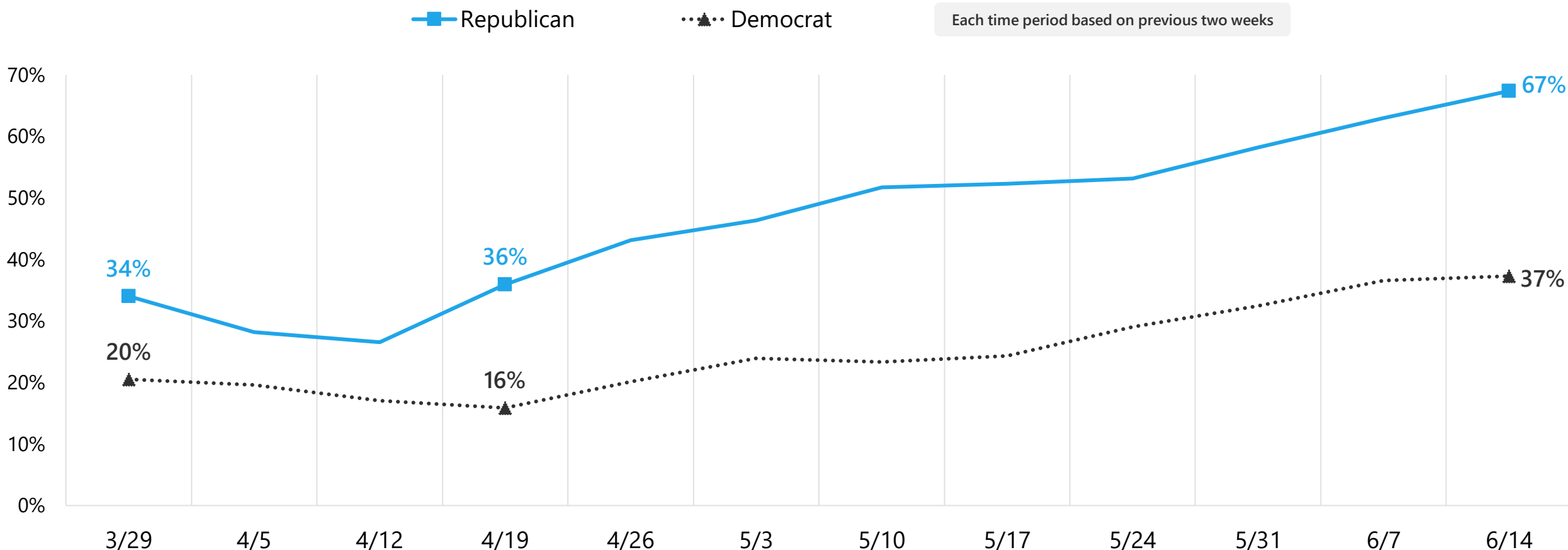
OUT OF 24 HOURS IN A DAY, HOW MANY HOURS DO YOU TYPICALLY SPEND AT HOME RIGHT NOW?



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Republicans Feel Safer about Getting Together for Social Activities than Democrats

% OF AMERICANS WHO FEEL SAFE (4 OR 5) GETTING TOGETHER WITH A FEW PEOPLE



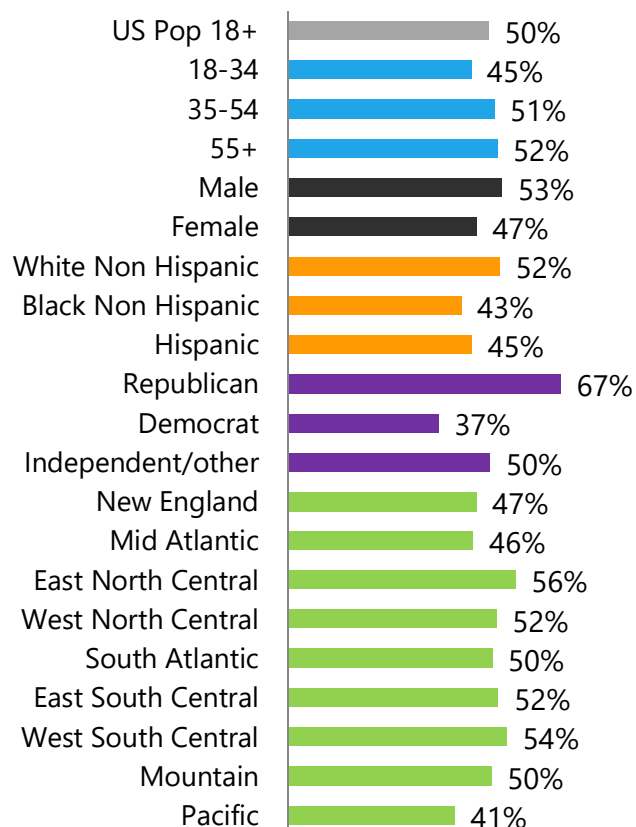
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Across Demographics, Few Americans Feel Safe Getting Together for Social Activities with More than a Few People

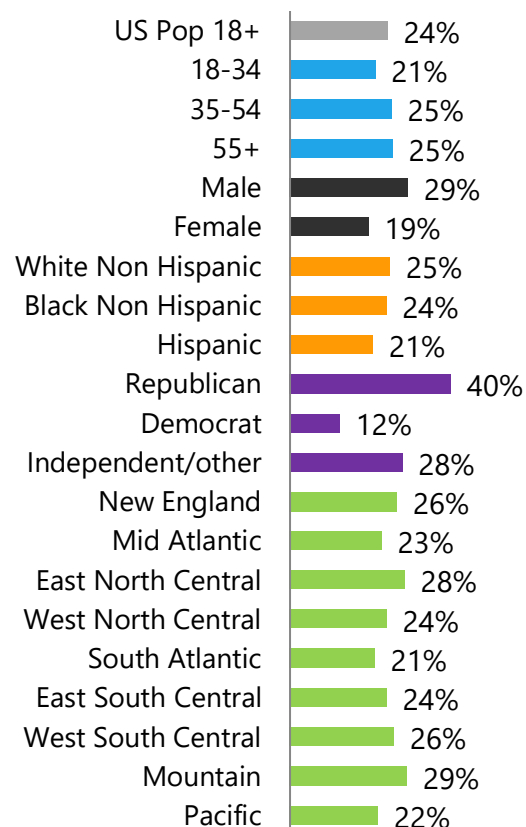
% WHO FEEL SAFE* GETTING TOGETHER WITH...

Based on data from June 2-June 14

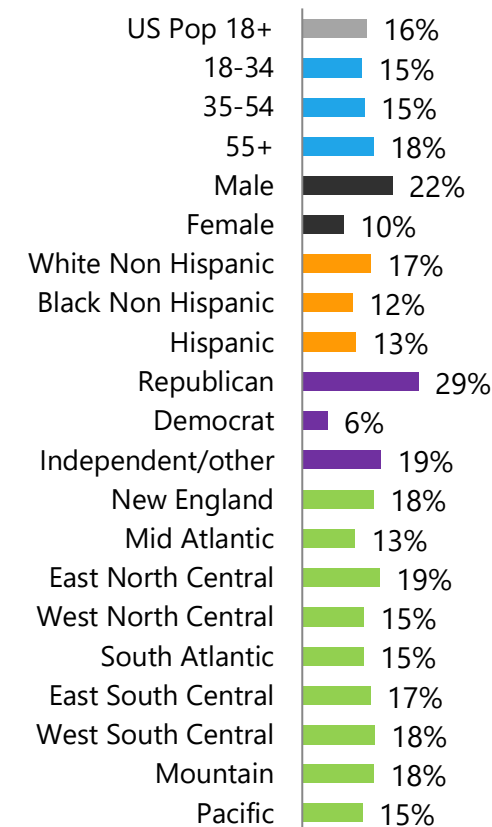
A few people



More than a few, but no more than 100 people



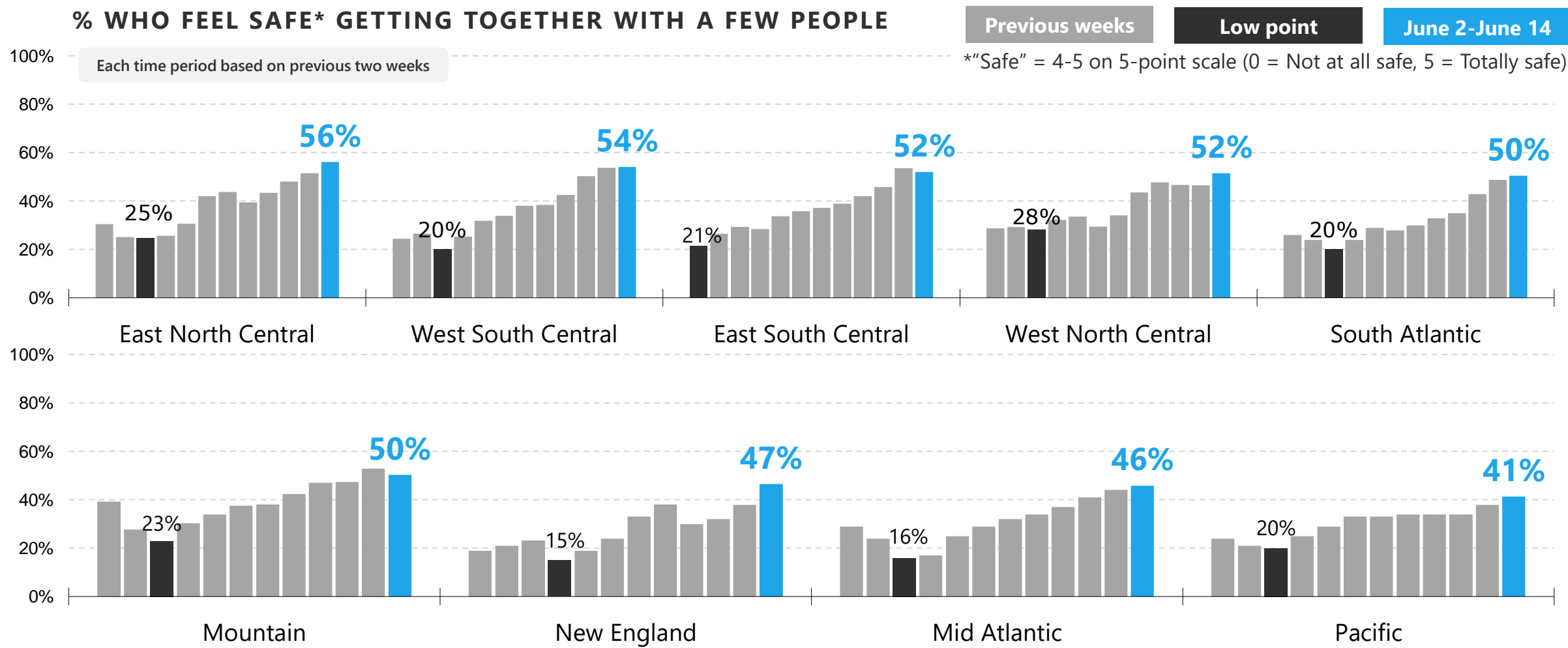
Between 100-1000 people



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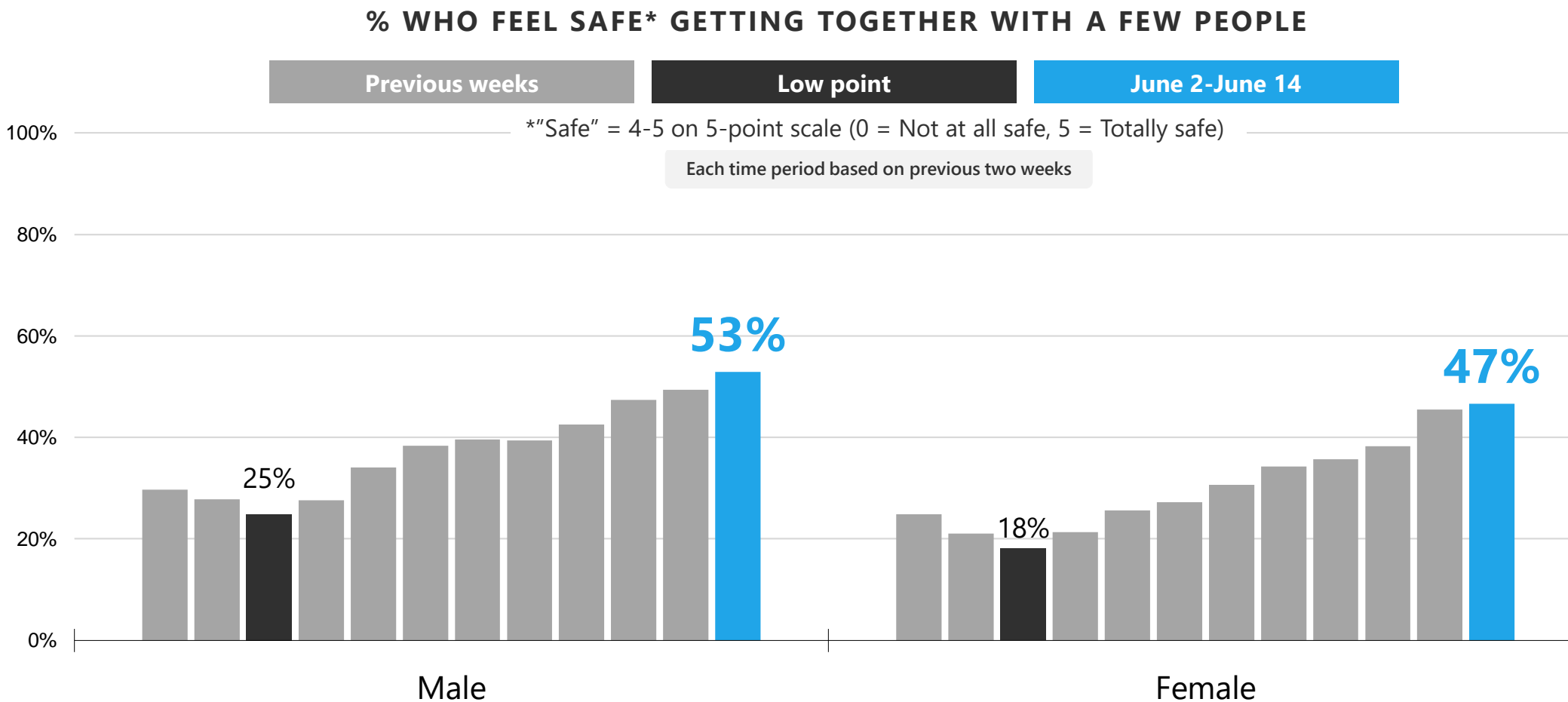
*"Safe" = 4-5 on 5-point scale
(0 = Not at all safe, 5 = Totally safe)

Middle of US Feel Safest; Pacific and Northeast Feel Least Safe



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Males Consistently Felt Safer About Social Activities than Females

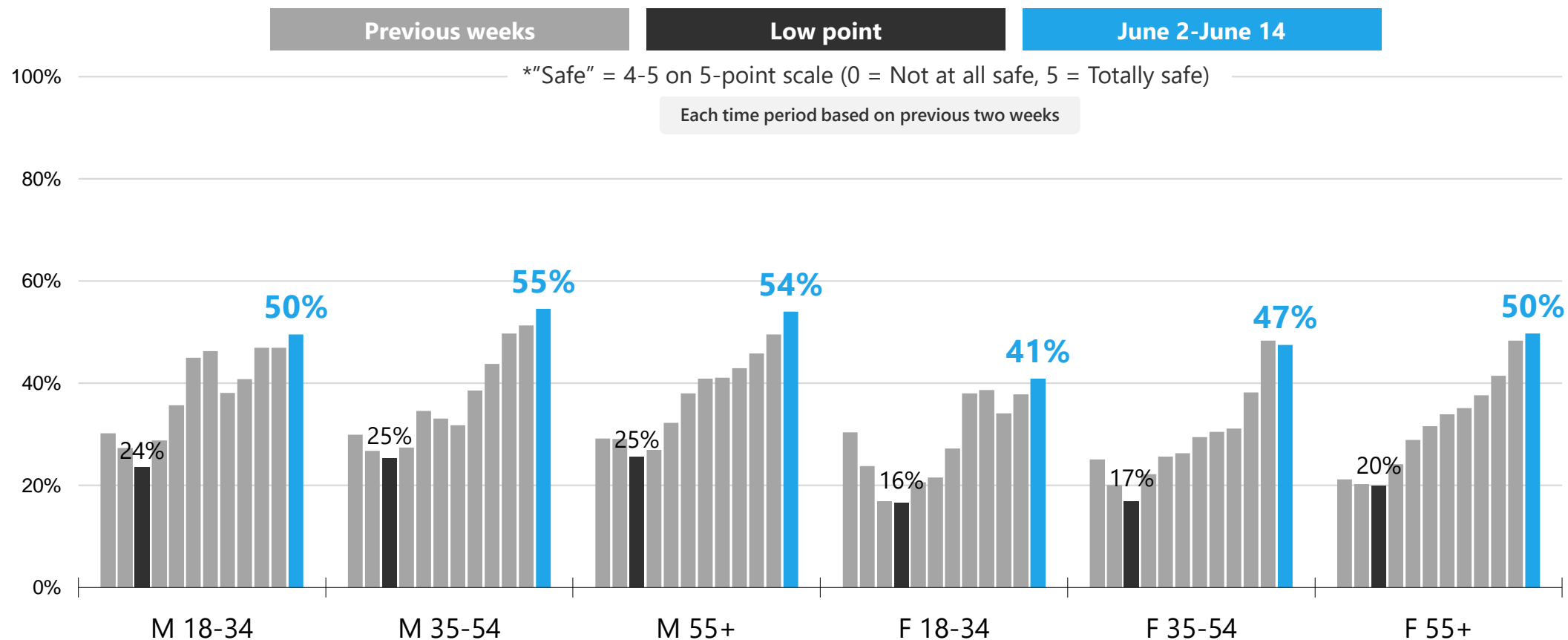


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Feelings of Safety Vary Little by Age, but 18-34 Females Feel Less Safe Gathering than Other Americans

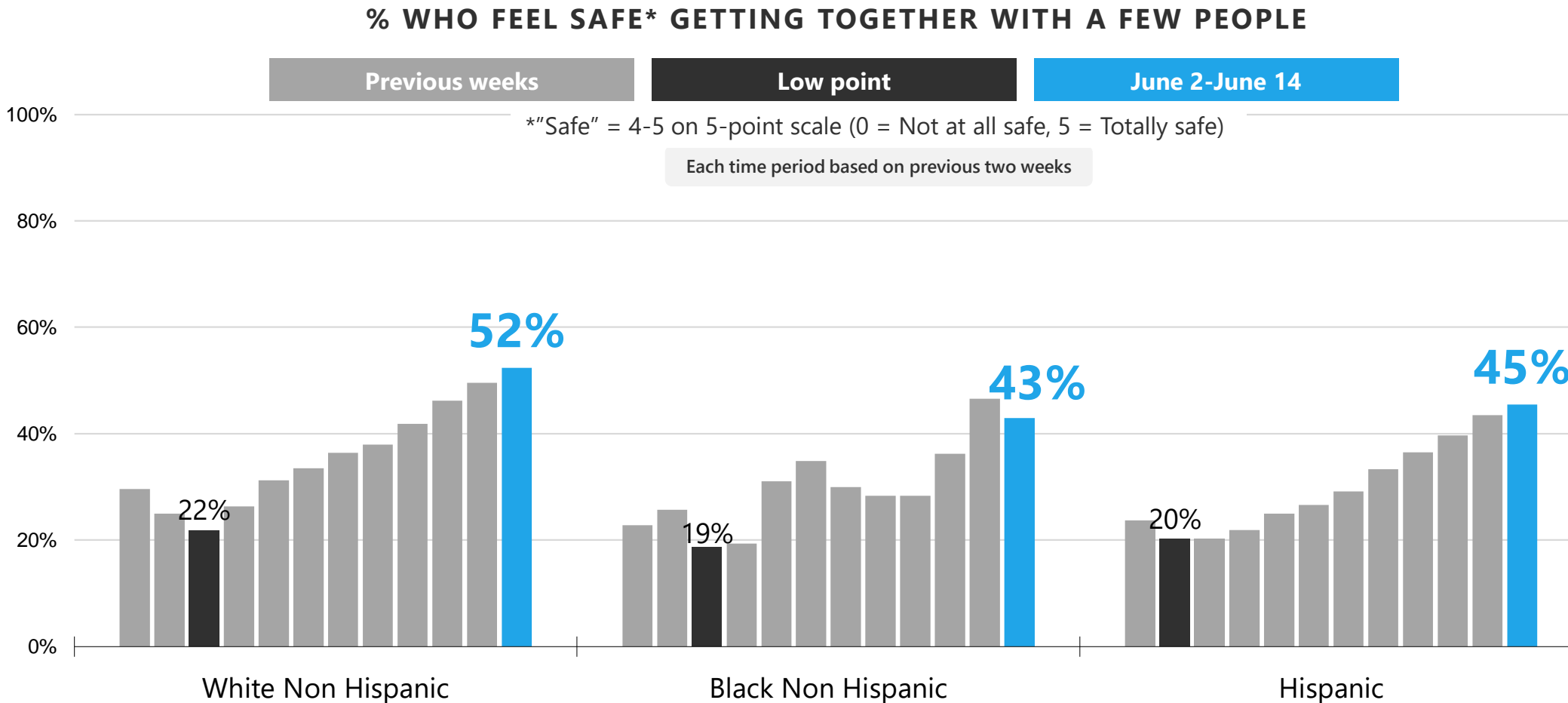
% WHO FEEL SAFE* GETTING TOGETHER WITH A FEW PEOPLE



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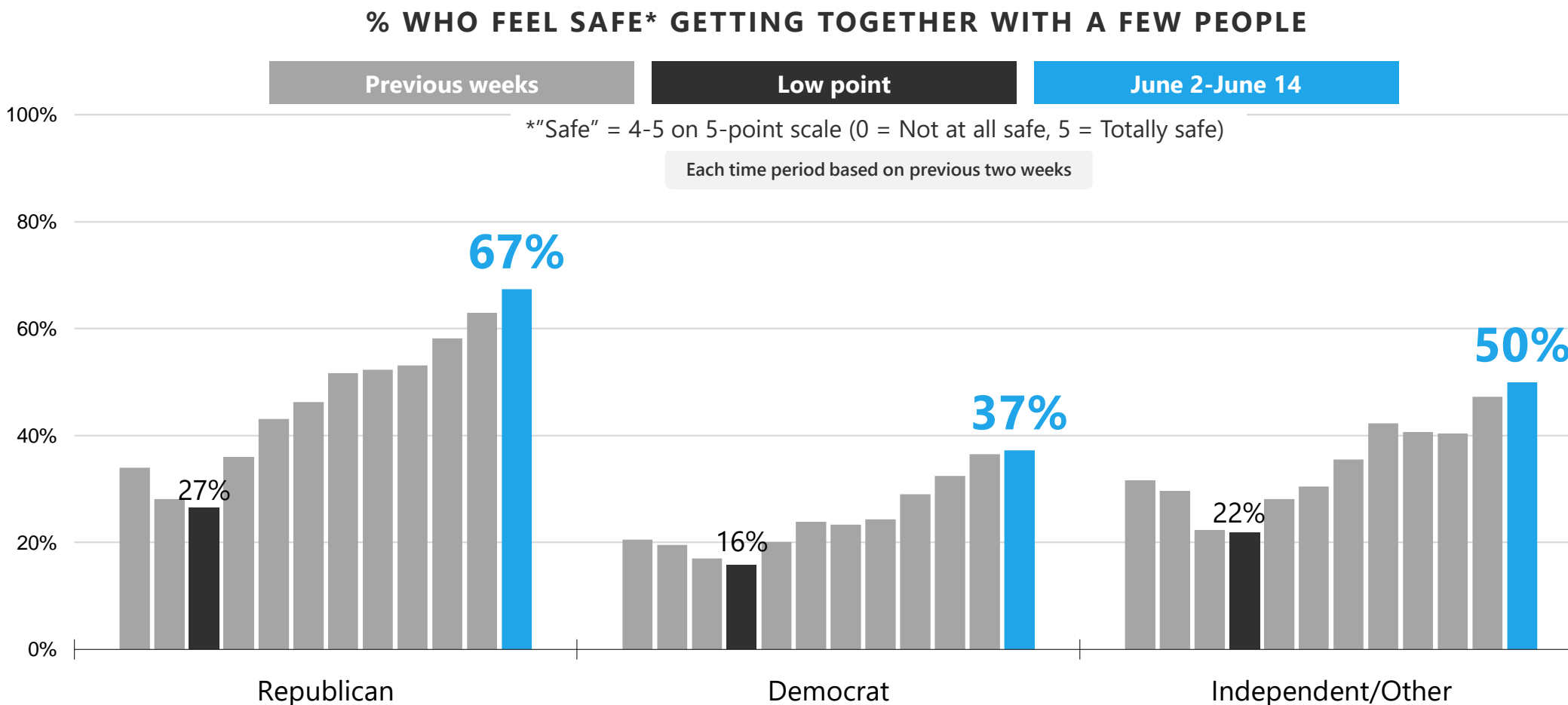
Non-Hispanic Whites Feel Safest Getting Together for Social Activities



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Republicans Feel Safest About Getting Together for Social Activities



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Conclusion

The Coronavirus pandemic will present challenges for sports, entertainment and leisure in the months ahead. Public perceptions of what is safe are shifting, though the nation is still divided demographically when it comes to comfort levels with groups and crowds:

- Half or more people now feel safe getting together with one other person or a few people.
- The vast majority, however, do *not* yet feel safe being in groups of 100 or more people – this holds across nearly every demographic group.
- Perceptions of safety in groups varies considerably by gender, political affiliation and region.

The data suggest that people feel safer with each week that passes and are likely developing an appetite for opening up. Yet, the sports and leisure industry needs to continue to tune into the nuances of demographics and the passage of time.



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