



# Back to Baseball: The State of MLB as the 2020 Season Begins

CELEBRATING **25 YEARS** OF SPORTS INTELLIGENCE

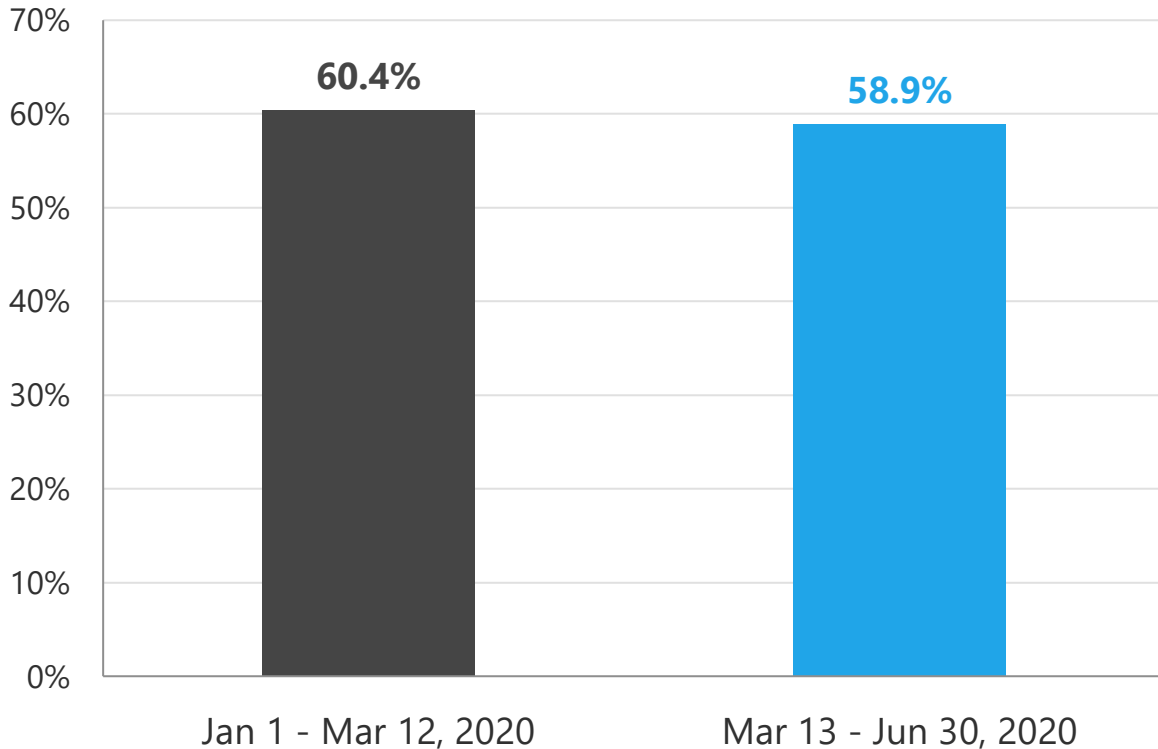
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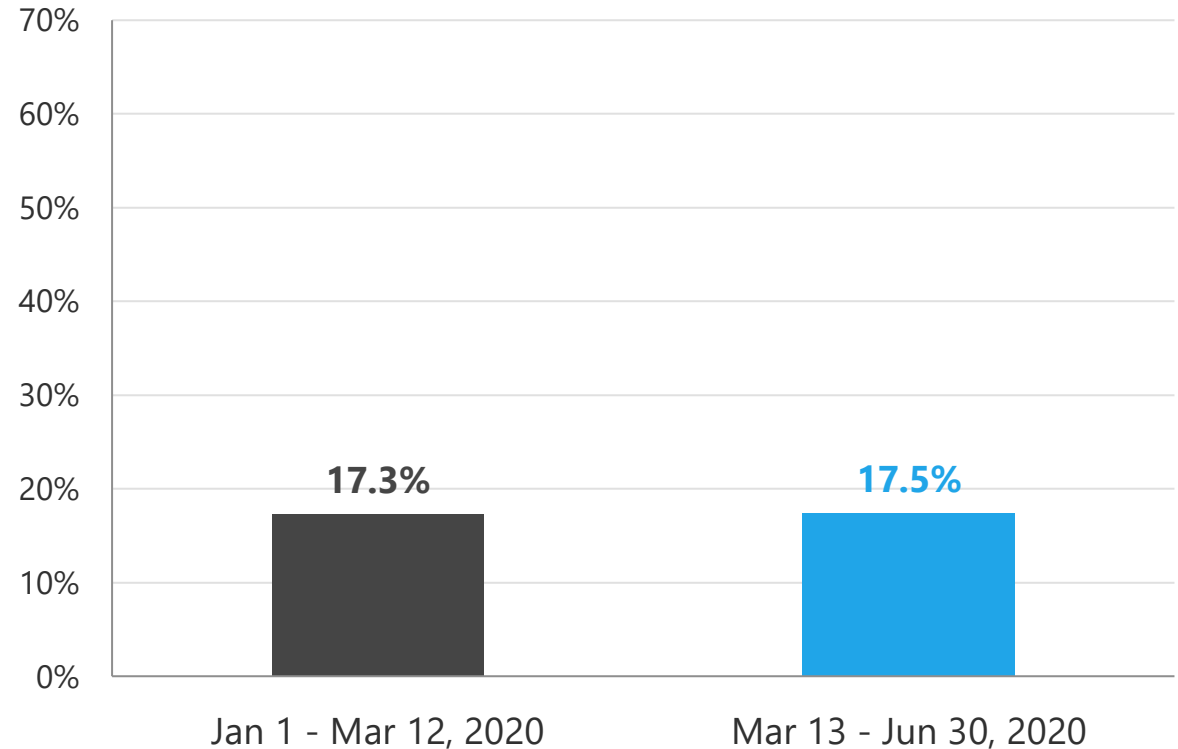
# MLB Fandom Down Slightly, Avid Fandom Stable During Break Without Baseball

MLB fandom was down slightly in the break following the postponement of the 2020 season. Avid MLB fandom was actually up slightly during the same period.

### % of USA 12+ Who are MLB Fans



### % of USA 12+ Who are Avid MLB Fans



\*Mar 13: Spring training and 2020 season postponed Base: MLB fans 12+, Jan 2020 - June 2020



## CELEBRATING 25 YEARS OF SPORTS INTELLIGENCE

### An opportunity for an early season bump during the summer

In a typical year, MLB is the top sports priority for sports fans during the spring and early summer. With no baseball this year, the NFL rose as the top sports priority.

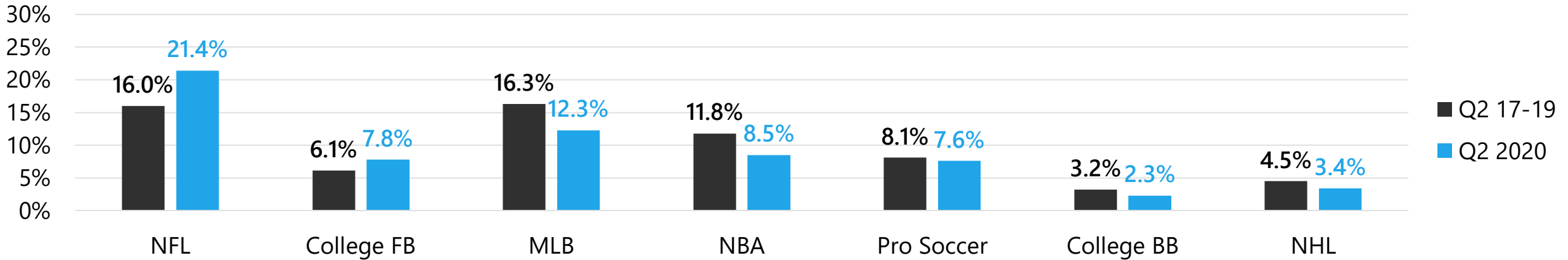
During the late summer and early fall, the NFL has traditionally been the top priority. With the reshuffling of seasons, it presents an opportunity for other sports to shine at this time of year.



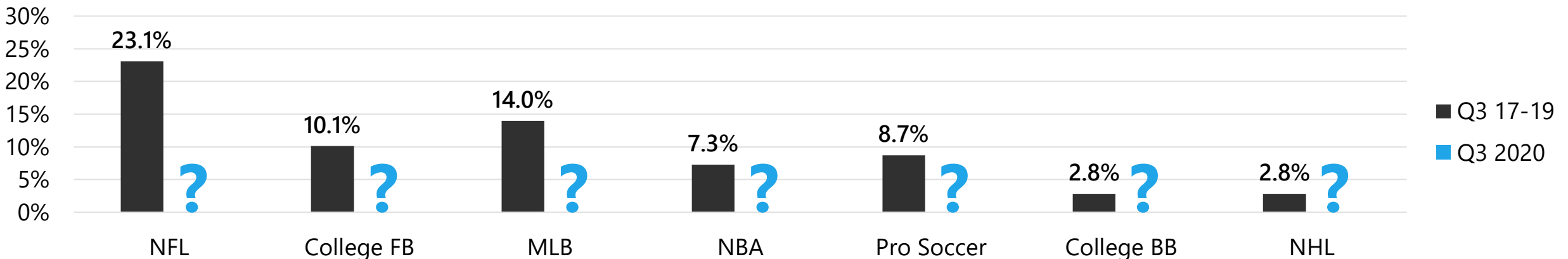
# MLB is Normally Top Sports Priority During Q2, but Lower Without Baseball



## Which sport are sports fans most interested in right now?



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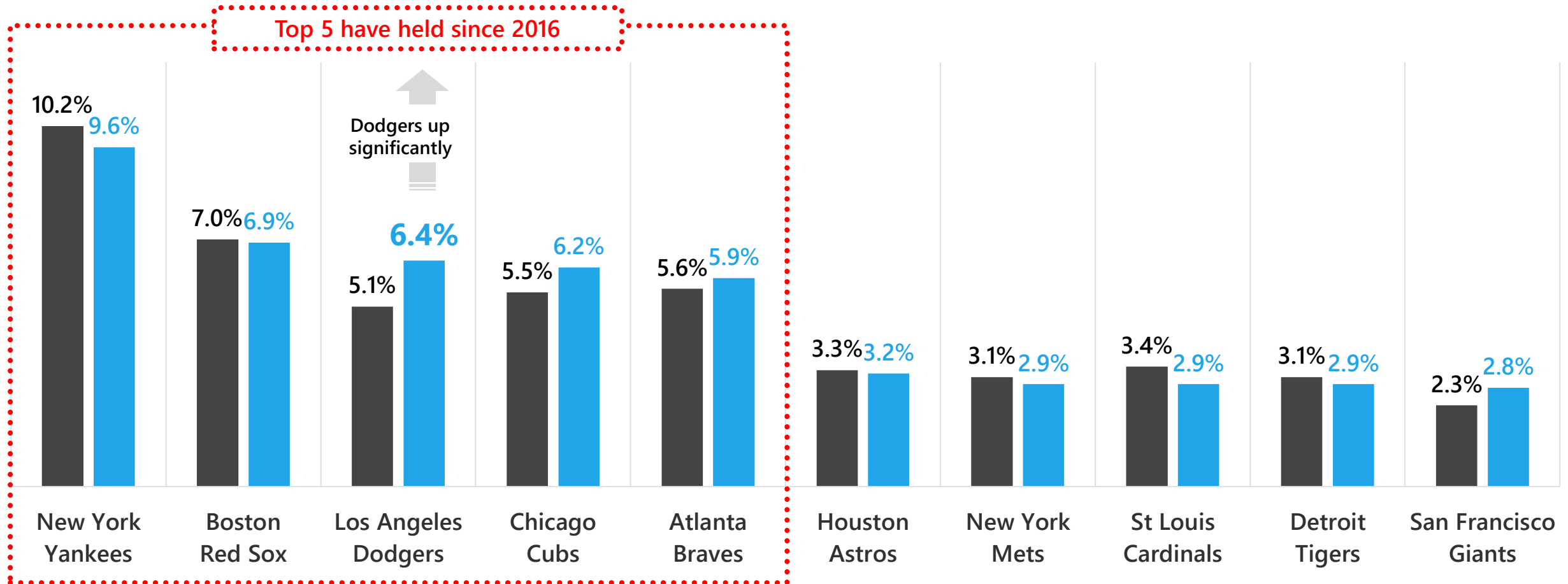


# Which teams will MLB fans be following most closely?



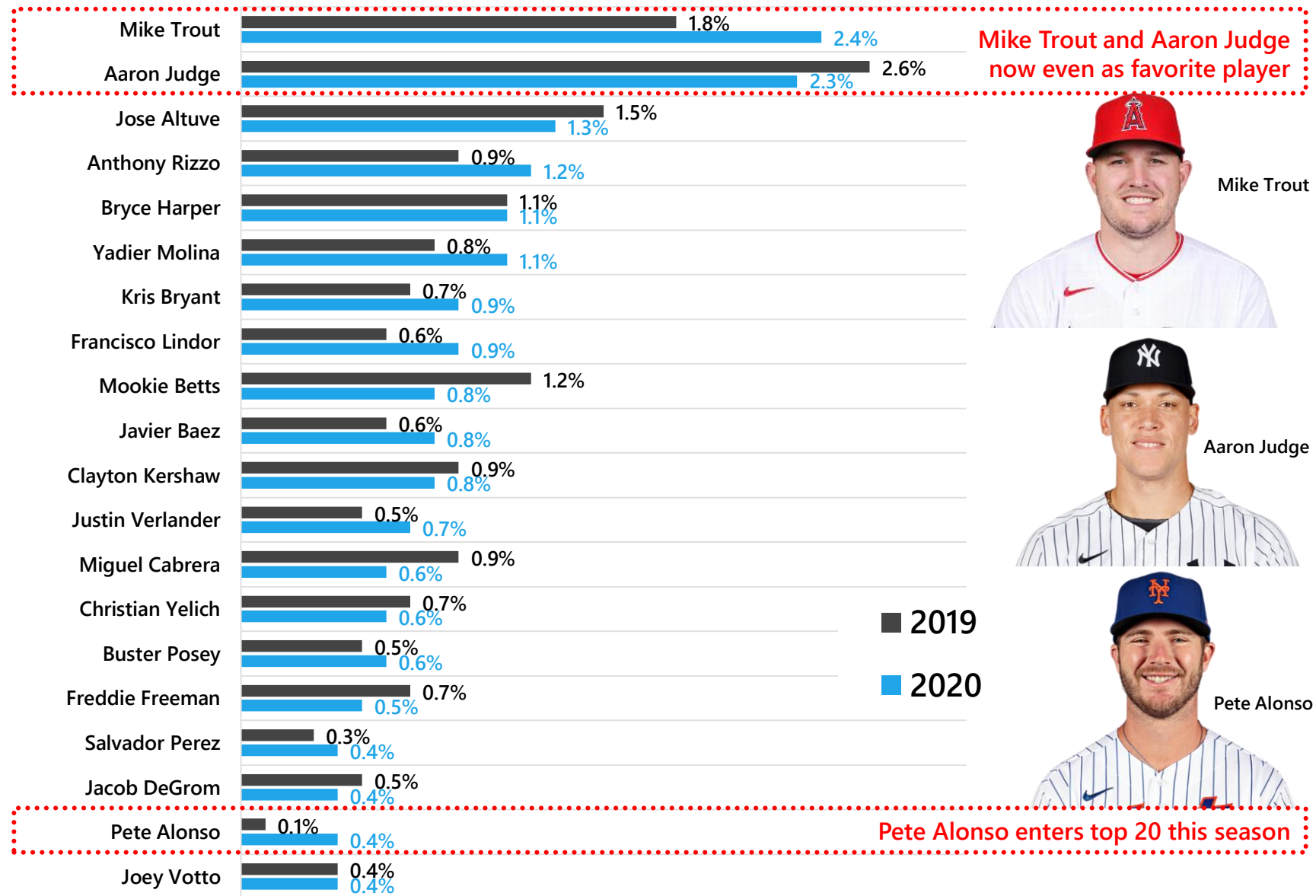
## FAVORITE MLB TEAM

■ 2019 ■ 2020



Base: MLB fans 12+, Jan 2020 - June 2020

# FAVORITE MLB PLAYER



Which players will MLB fans be following most closely?



Base: MLB fans 12+, Jan 2020 - June 2020