

COVID-19 and Attending Events Today

ssrs
research. *refined.*

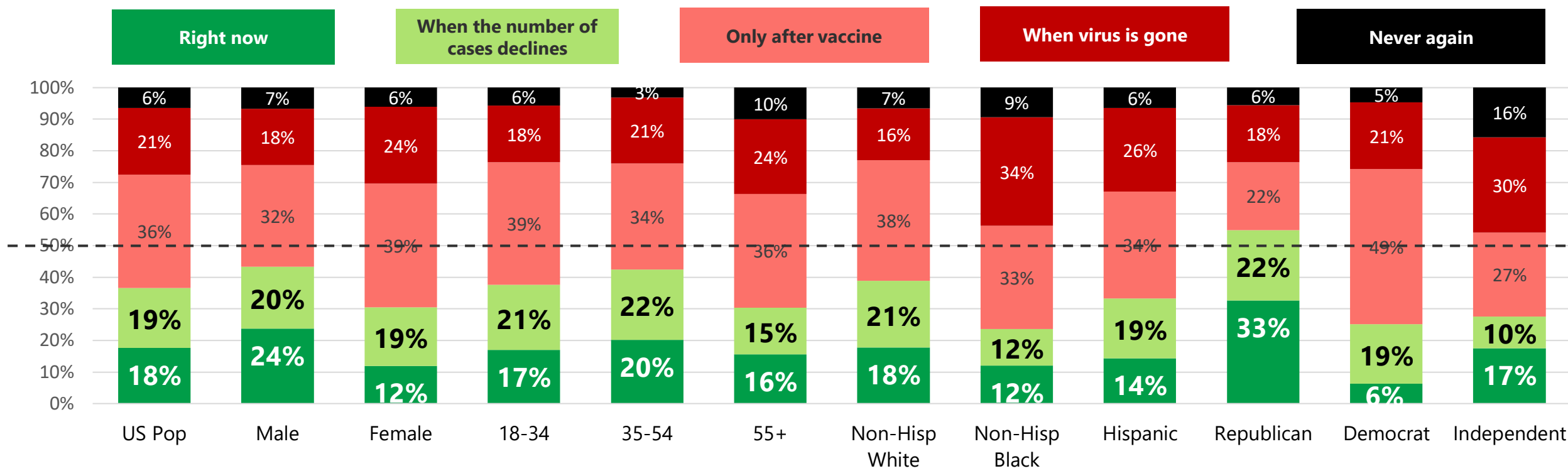
Three Points on the Current State

- 1) It's political: Republicans most ready to attend today
- 2) Balance between "safe" vs. "enjoyable" events: Masks and temperature checks most likely to make events both safe and enjoyable
- 3) The virus will set the terms: Readiness to attend rises and falls with the virus

Today, attending large public events is more of a political issue than a matter of safety.

More Republicans (33%) are ready to go "right now" than any other general demographic group. Democrats (6%) are least likely.

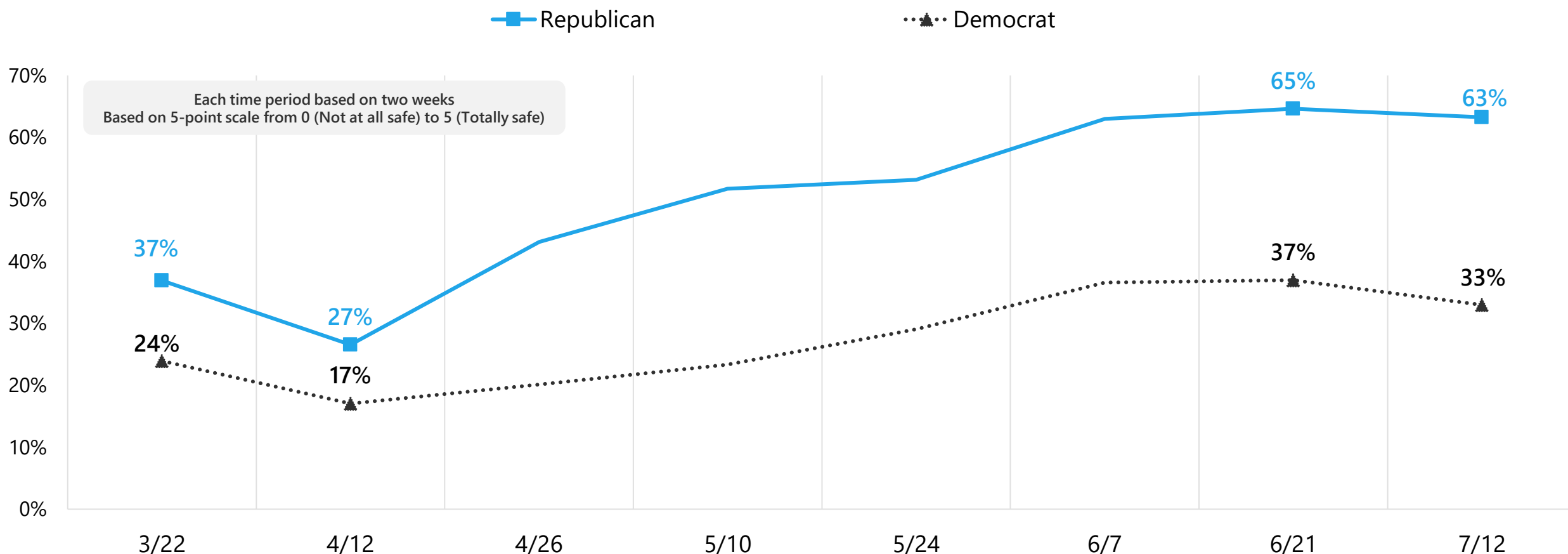
AT WHAT POINT DO YOU THINK YOU WILL FEEL SAFE ENOUGH TO ATTEND LARGE PUBLIC EVENTS LIKE SPORTING EVENTS, CONCERTS, THEME PARKS, OR FESTIVALS?



All data in this report was collected from March 19 – July 12, 2020 on the SSRS Omnibus, a nationally representative phone sample of N=1000 Americans age 18+ each week. Data above from June 23 – June 29, 2020

Republicans Continue to Feel Safer About Social Activities than Democrats

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

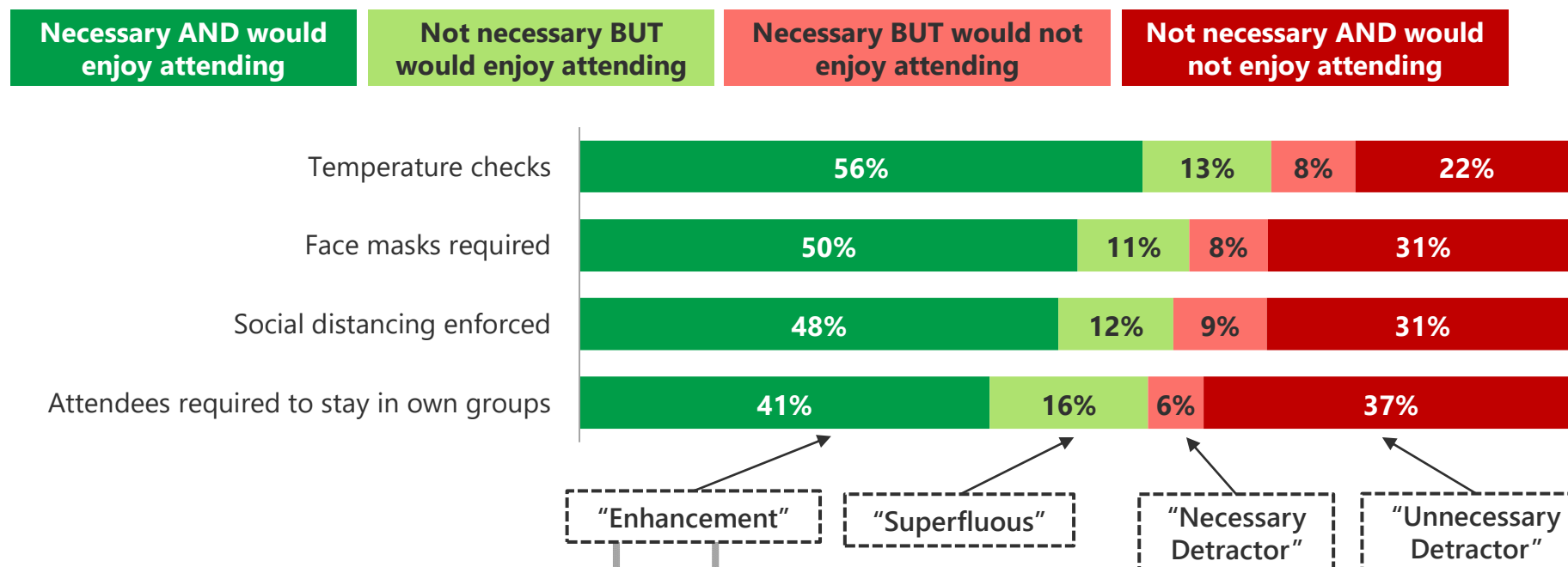


All data in this report was collected from March 19 – July 12, 2020 on the SSRS Omnibus, a nationally representative phone sample of N=1000 Americans age 18+ each week.

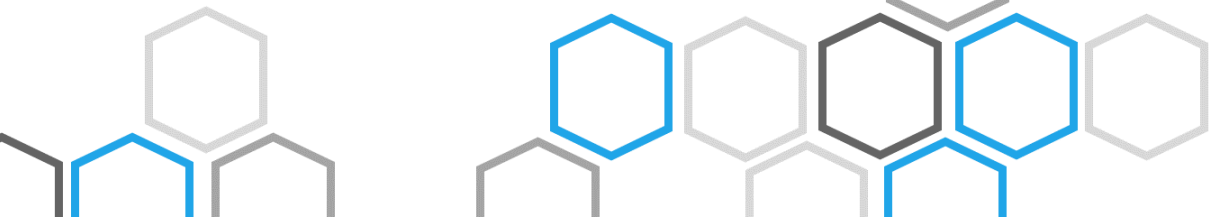
There is a balance between safety and enjoyment at large events.

Temperature checks and face masks most likely to make fans feel safe and still enjoy attending

AMONG AMERICANS WHO WOULD ATTEND NOW OR WHEN CASES DECLINE:
% WHO SAY SAFETY MEASURES ARE...



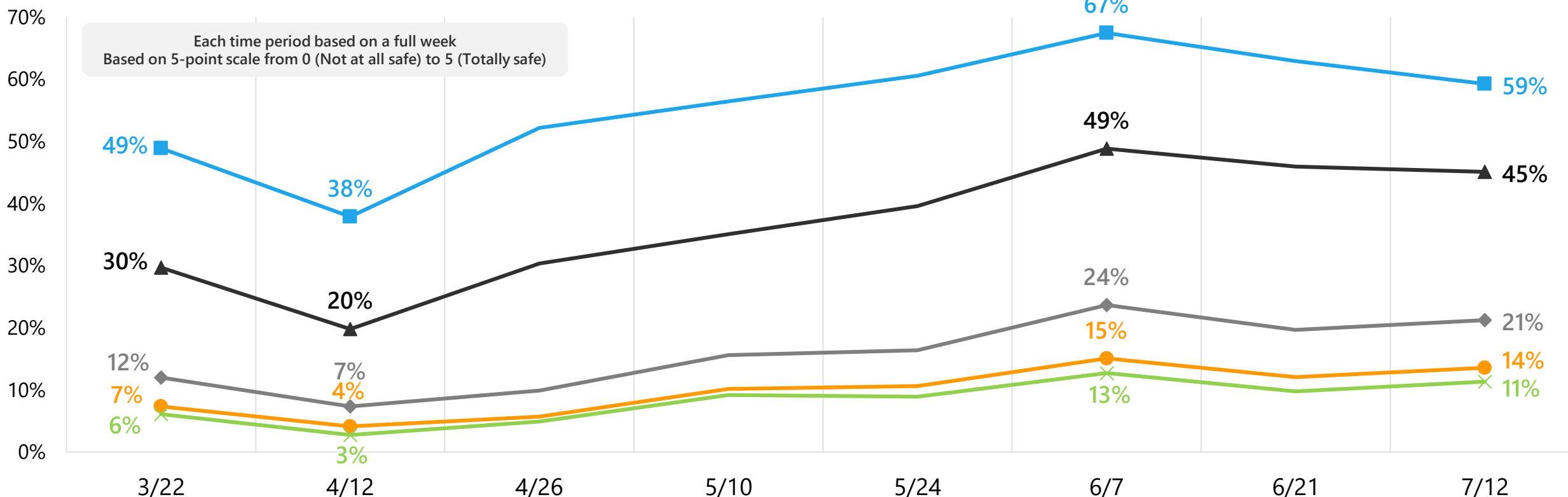
Read as: 56% of attendees say temperature checks are necessary and they would enjoy attending if required



After Two months of Feeling Safer, Americans Begin to Feel Less Safe Again

% 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



All data in this report was collected from March 19 – July 12, 2020 on the SSRS Omnibus, a nationally representative phone sample of N=1000 Americans age 18+ each week.

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.



Data in this report was collected from March 19 – July 12, 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.





Melissa Herrmann

President

mherrmann@ssrs.com

contact

ssrs
research. *refined.*

[@ssrs_research](https://twitter.com/ssrs_research) | ssrs.com

