



SSRS

Sports, Entertainment, & Lifestyle Services

Exploring How People Spend Their Free Time to Understand What Drives Fan Loyalty



sports poll
30 years of intelligence

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1. SSRS Sports, Entertainment, & Lifestyle Research

Background

[SSRS](#) is a leading full-service public opinion and market research firm. Our clients include both public and private sector entities, such as major leagues, properties, and prominent national media broadcasting groups.

SSRS Sports, Entertainment, & Lifestyle Origins

Back in 1994, through partnership with ESPN, we set to revolutionize the sports industry by measuring the attitudes and behaviors of U.S. sports fans, creating the first syndicated study of its kind. Today, SSRS's Sports Poll boasts over 30 years of rich data, diving deep into how people spend their free time across sports, entertainment, and leisure.

SSRS Sports, Entertainment, & Lifestyle Team and Services

The SSRS Sports, Entertainment, and Lifestyle group is a multi-client team that specializes in understanding how consumers engage with their favorite sports, entertainment, and leisure activities. By conducting custom as well as syndicated studies, along with comparative analyses, SSRS provides historical context to track changes over time.

Our comprehensive approach delivers strategic insights, customized reports, and expert consultation, all designed to support your decision-making process. With SSRS, you'll gain a deeper understanding of consumer behavior, enabling you to make informed decisions and stay ahead of the competition in the sports, entertainment, and lifestyle sectors.

2. Sports, Entertainment, & Lifestyle Group Suite of Services

Sports Poll Domestic

The first syndicated study on fans, Sports Poll is an intelligence tool with data collected year-round to minimize seasonal interest and accessibility through detailed reports and dynamic platforms.

Since 1994, this long-standing intelligence tool has been trusted by brands, leagues, and properties globally for its comprehensive understanding of trends and shifts in fan engagement over time.

Through utilization of a hybrid-methodological approach using SSRS Opinion Panel and opt-in sample, Sports Poll uniquely focuses on the state of sports, individual properties and teams within the broader context of free time.

Sports Poll Kids

- Added in 2021, a supplement with kids ages 8-11 to expand our 12+ Sports Poll.
- Sports Poll content is tailored to a younger age group; results are linked to responses for parents.

Sports Poll Global

- Launching in 2025 as an extension to our flagship, this syndicated tool is capturing the pulse of sports, entertainment and lifestyle across the globe.

Custom Quantitative Market Research

- Tailored to provide a greater understanding of specific industry-related issues or trends.
- Experience leveraging a variety of data collection approaches for either one-off projects or continuous trackers.

Custom Qualitative Market Research

SSRS harnesses qualitative research to provide our clients with a rich and nuanced understanding of the underlying reasons and motivations behind people's attitudes and behaviors related to favorite teams, players and brands.



3. Sports Poll Service Lines

Attributes that Make Sports Poll Unique

1. Depth of Understanding Fan Engagement

Since 1994, this long-standing intelligence tool has been trusted to measure trends for 80+ sports properties, 1000+ pro & college teams, competitive free time activities, and favorite athletes. Coverage of all the ways fans engage in sports, including viewing, attendance, social media, participation, betting, fantasy, and sports video games.

2. Rigorous Data Collection

With a nationally representative sample backed by the SSRS Opinion Panel, Sports Poll stands out from others that exclusively use opt-in panels and combine sports into broader general surveys. Content is constantly updated to reflect evolution in the industry.

3. Strategic Intelligence

Insights into all aspects of fandom, from youth audiences to adults from our team of experts.

How Clients Use Sports Poll Services

The power of the poll allows our clients to use Sports Poll to gain actionable insights to track the evolution of fan engagement, preferences, and behaviors. By leveraging data collected through surveys, Sports Poll helps clients understand how fans interact with sports, entertainment, and lifestyle activities.

Sports Poll Deliverables

Clients can access detailed reports, dashboards, and customized analyses that provide a comprehensive view of current trends and future predictions. This enables them to tailor their strategies to better engage with their audience, enhance fan experiences, and stay ahead of industry trends.

Sports Poll Kids

For over a decade, we observed a decline in sports interest among teens, a trend that intensified during the COVID-19 pandemic. To help clients understand the unique challenges with this next generation of fans, we developed Sports Poll Kids for those ages 8-11.

Content is designed to show how the youngest generation is following sports, where sports fits in their competitive set, and where the greatest opportunities are for growth.

Sports Poll Global

Recognizing a gap in the market for a tool to help stakeholders understand international consumers and boost engagement across cultures, we are launching Sports Poll Global as an extension of our flagship resource.

4. SSRS Custom Market Research Service Lines

SSRS recognizes that custom research is designed to meet a client's goals, needs, and budget.

To meet client needs, we have the capability to design a sampling plan to reach the population of interest, help develop or refine a questionnaire while mitigating against biases, program instruments for data collection, clean and weigh data to ensure it reflects the population of interest, and support any analysis or reporting needed

SSRS Custom Research is an Improvement Over Other Providers

Access to Key SSRS Services

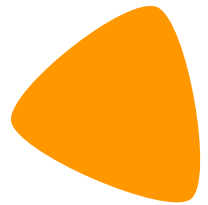
Clients can leverage other key elements of SSRS, such as the Opinion Panel and Sports Poll, to gain additional insights and a more comprehensive view of consumer behavior and preferences.

Comprehensive Approach

Our research includes a variety of data collection methods, such as trackers and qualitative research, ensuring a detailed and nuanced understanding.

Client-Centric Reports

We provide customized reports and consultations, ensuring that our clients receive the most relevant and useful information for their strategic planning.



Examples of Custom Sports, Entertainment, & Lifestyle Research

Sponsorship Impact Analysis

Evaluates effectiveness of sponsorship in terms of brand awareness, fan engagement & ROI

Activation Effectiveness Research

Assesses the success of brand activations and promotional campaigns

Media Consumption Habits

Studies on how fans consume sports media, including digital, social, and traditional platforms

Community Engagement Research

Assesses how well community-based sports programs engage local populations



SSRS Opinion Panel

The SSRS Opinion Panel contains only probability-based sample as it recruits randomly selected panelists based on a nationally representative Address Based Sample (ABS).

Opinion Panel Offerings

Opinion Panel Omnibus

A high-quality, cost-effective solution for short, quick turnaround surveys of the U.S. general population.

Text Message Panel

A quick and direct approach that allows clients to gain immediate insights into experiences, preferences, and sentiments, helping clients make informed decisions to enhance engagement and satisfaction.

Opinion Panel Qualibus

A qualitative companion that adds nuance to the Omnibus survey findings. It consists of two options: focus groups and in-depth interviews (IDIs).

5. Collaboration with the SSRS Sports, Entertainment, & Lifestyle Group

Collaborating with SSRS offers significant advantages for agencies and firms in the sports, entertainment, and lifestyle landscape. This collaboration enhances intelligence and long-term market understanding, benefiting clients and investment explorations, ultimately supporting returns and portfolio diversification. Additionally, SSRS's project-specific utilization can improve the quality and application of research across business activities.

Project-Specific Examples

Maximizing Market Insights for Strategic Advantage

Comprehensive market knowledge from over 30 years of Sports Poll data collection allows SSRS to identify emerging trends, understand consumer behavior, and anticipate market shifts.

Enhancing Proposal Competitiveness

By integrating specific data points from Sports Poll or other related services, proposals can be significantly strengthened with precise insights into fan behaviors, preferences, and engagement levels, making them more relevant and persuasive.

Support with Evaluating Investments

By leveraging SSRS's data, agencies and firms can pinpoint emerging markets, evaluate new ventures, and make strategic resource allocation decisions. This data-driven approach enhances forecasting and risk assessment, ultimately leading to more successful investment outcomes.

Leveraging Data for Strategic Media Planning

Access to valuable data on fan engagement, preferences, and viewing habits. This helps identify what is most popular among different demographics, allowing to deliver content that resonates with specific audiences.

Deep Understanding of Market Conditions

Leveraging comprehensive market analysis and industry expertise, SSRS Sports Group provides a profound understanding of current market conditions, enabling clients to make informed, strategic decisions.

Additional Details about the SSRS Opinion Panel

The [SSRS Opinion Panel](#) is a multi-mode panel. All internet respondents participate via web and all non-internet/web reluctant respondents participate via phone. SSRS's own research on non-internet respondents suggests that more than 8 in 10 non-internet respondents are unwilling to take surveys via the web. SSRS has therefore made the decision not to provide internet access to non-internet respondents, as doing so does not effectively address the coverage bias of non-internet respondents.

Samples are drawn among panel members to best meet the study criteria. Selected panelists are sent an email invitation to participate in the survey, including a unique survey link. Our contact protocol also includes a text survey reminder for panelists that have consented to receiving text messages.

For more information about the SSRS Sports, Entertainment, & Lifestyle Group, contact:

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SSRS is a proud member of the [American Association for Public Opinion Research \(AAPOR\) Transparency Initiative](#) and is committed to complete transparency in our methods and reporting.

We are happy to answer any questions you may have and provide a quote for a study to meet your specific objectives.



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