

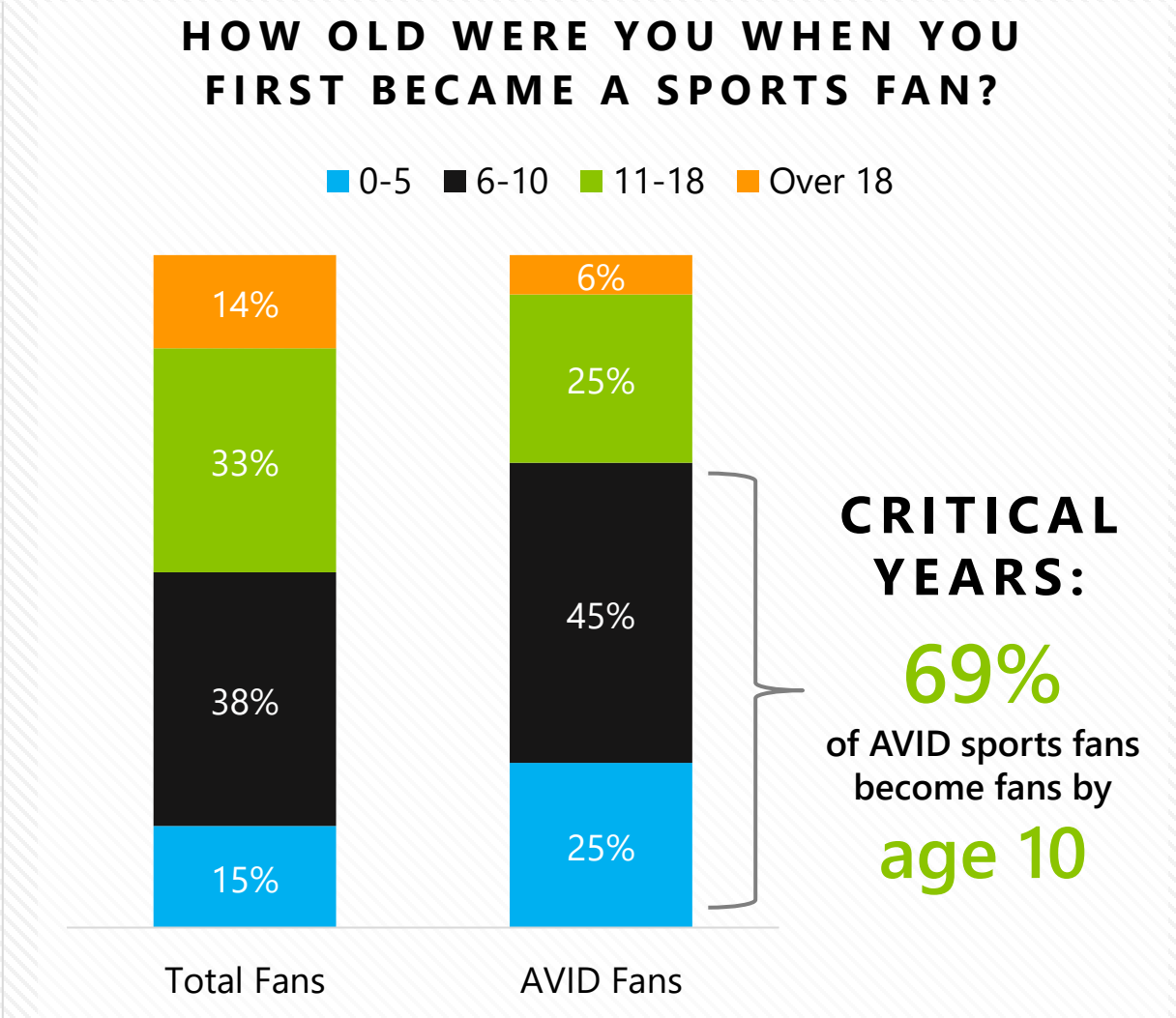
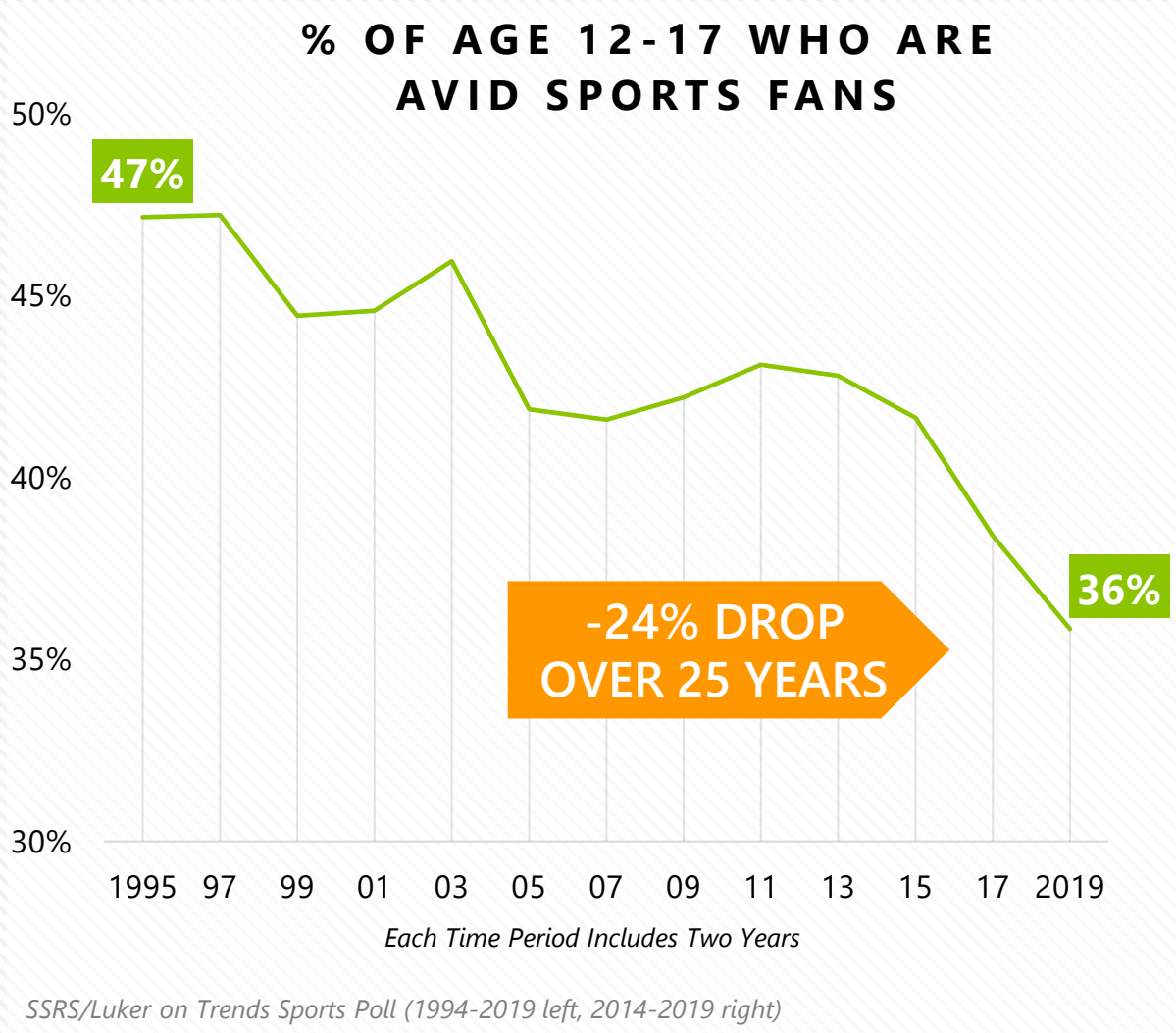
sports poll

kids

BUILDING THE
NEXT GENERATION
OF SPORTS FANS

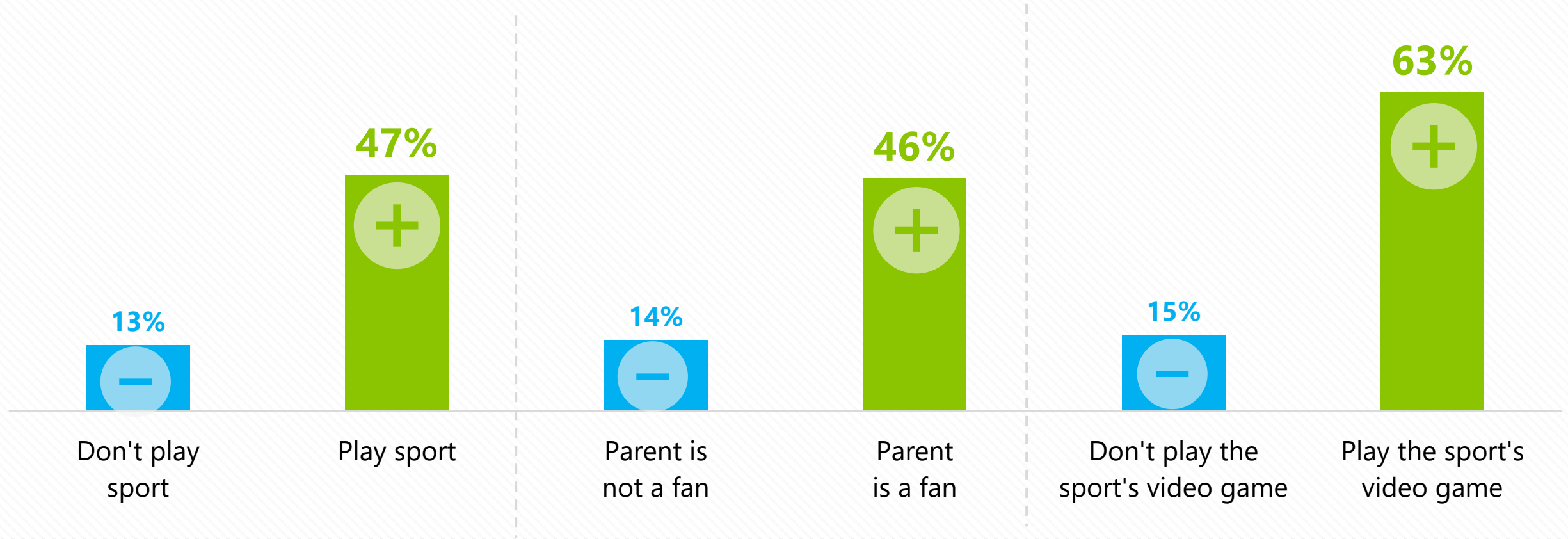


The next generation of fans is very important. Here's why...



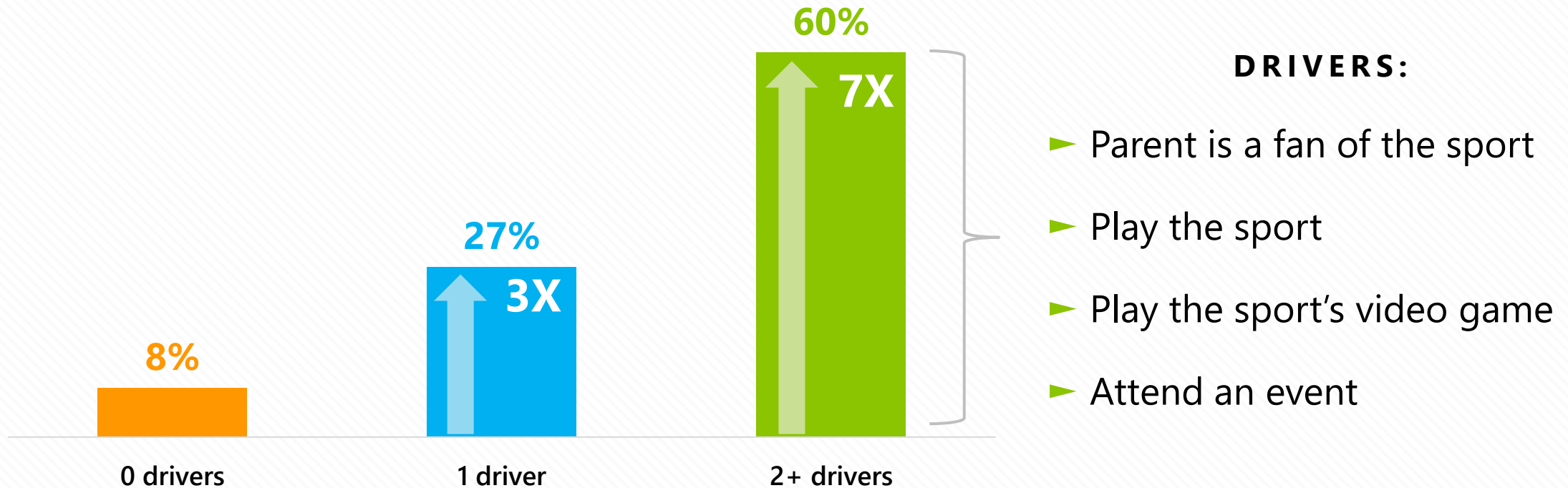
Kids are at least 3X more likely to become AVID fans of a sport if...

% OF KIDS 8-11 WHO ARE AVID FANS OF THE SPORT*



Kids with 2 or more “drivers” are 7X more likely to be AVID fans of a sport.

% OF KIDS 8-11 WHO ARE AVID FANS OF THE SPORT*



Sports Poll Kids: Understanding How Kids Under 12 Engage in Sports

KIDS' FREE TIME INTERESTS

1. Arts & crafts
2. Biking
3. Camping
4. Cooking & baking
5. Dancing
6. Exercising
7. Fishing
- 8. Following pro or college sports**
9. Going shopping
10. Going to music concerts
11. Going to the movies
12. Going to the park
13. Hiking
14. Listening to music
15. Playing a musical instrument

16. Playing sports

17. Playing video games
18. Reading for fun
19. Skateboarding
20. Skiing/Snowboarding
21. Social media
22. Swimming
23. Visiting theme parks

24. Watching sports on TV

25. Watching TV or movies at home
26. YouTube, TikTok, other videos

WHY DO KIDS FOLLOW?

Fan Base "Drivers"

- Reasons why kids became fans
- Impact of "drivers" on kids' avidity

Parents (Linked to Kids' Data)

- Parents' favorites
- Parents' fan bases
- Parents' participation concerns

WHICH SPORTS DO KIDS FOLLOW?

Leagues, Teams, Players

- Favorite sport, teams, athletes
- Fan Bases
- Perception of sports (coolest players, most boring, most fun to watch, etc.)
- Video games by property

HOW DO KIDS FOLLOW?

The Ways They Follow

- Viewing
- Attending
- Sports video games
- Social media

Sports Media

- Parents' favorites
- Parents' fan bases
- Parents' participation concerns

Participation

- How they play sports & exercise
- Specific sports they play
- Reasons why they don't play

Custom Questions

- Ability to add custom questions specific to your property

sports poll

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@SSRS_RESEARCH | INFO@SSRS.COM

