



The Four Bases of Baseball Fans During COVID-19



CELEBRATING **25 YEARS** OF SPORTS INTELLIGENCE

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THIRD BASE:

Baseball Fans are Ready to Go **TODAY** (*Unlike They Were in 1995 After the 1994 Strike*)

SECOND BASE:

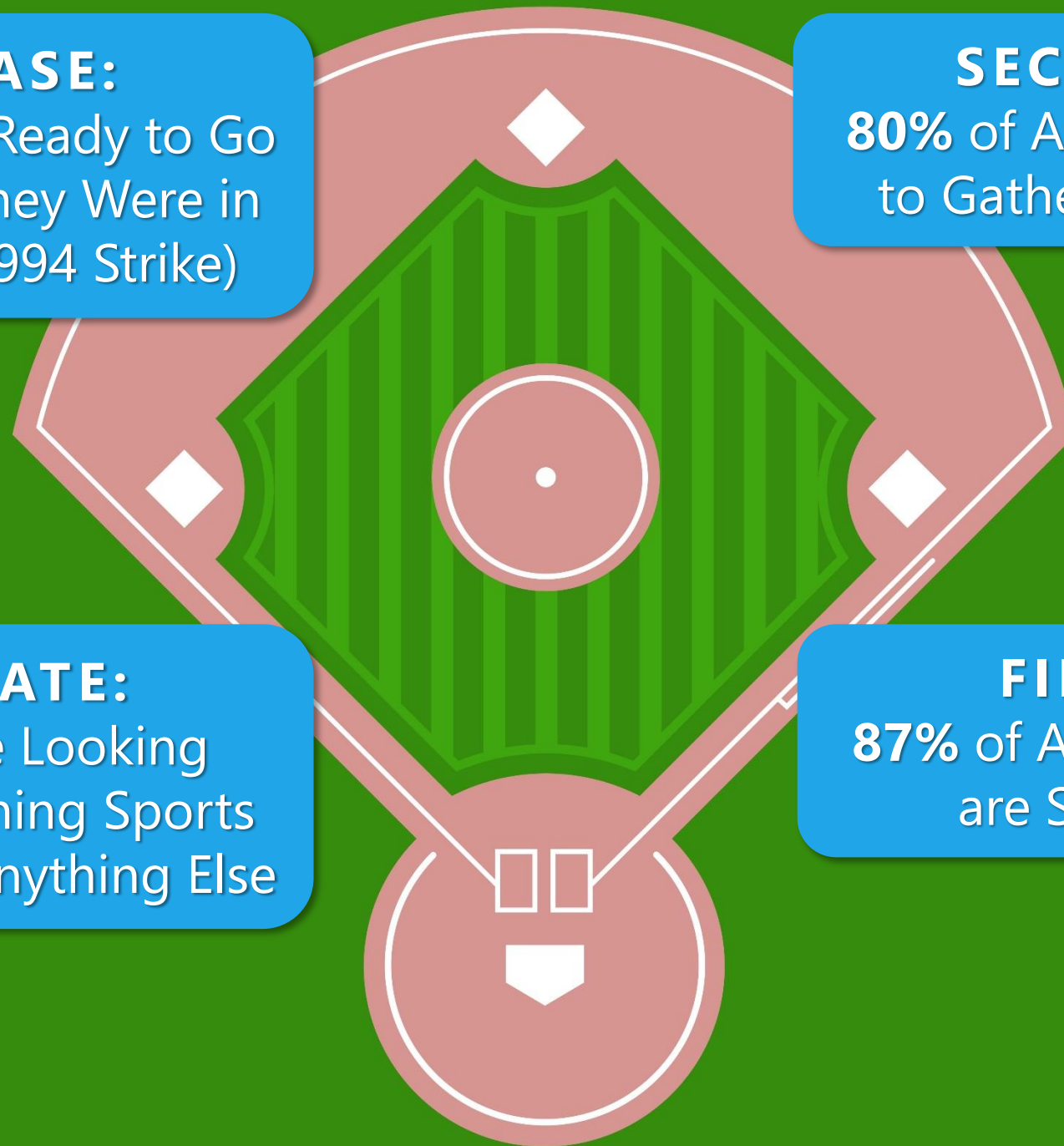
80% of Americans are Afraid to Gather in Large Groups

HOME PLATE:

AVID FANS are Looking Forward to Watching Sports Now More than Anything Else

FIRST BASE:

87% of Americans Ages 12+ are Still Sports Fans

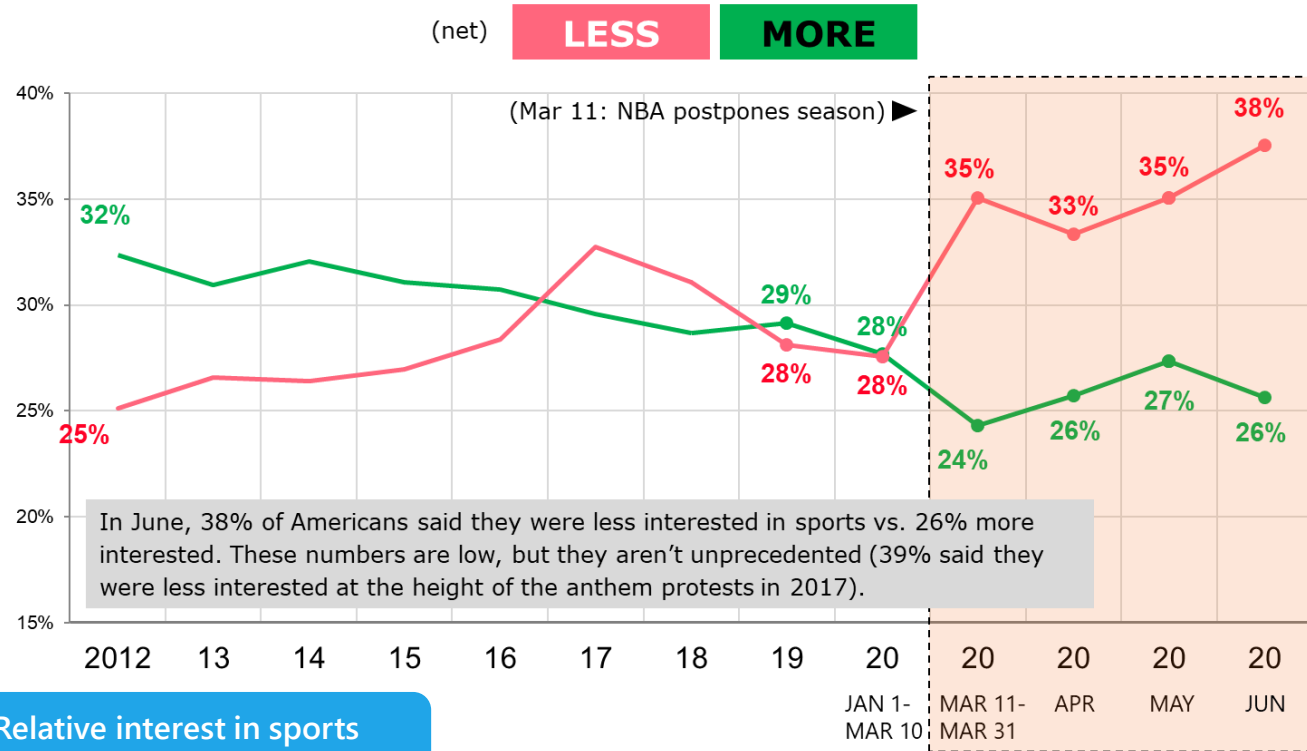




87% Still Sports Fans in Time of Covid-19

Overall sports fandom still down slightly since start of COVID.

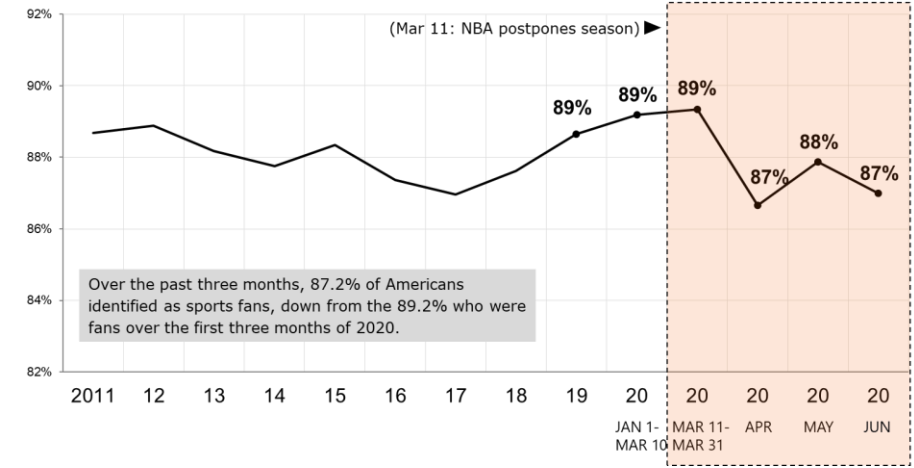
Are you more or less interested in sports compared to this time last year?



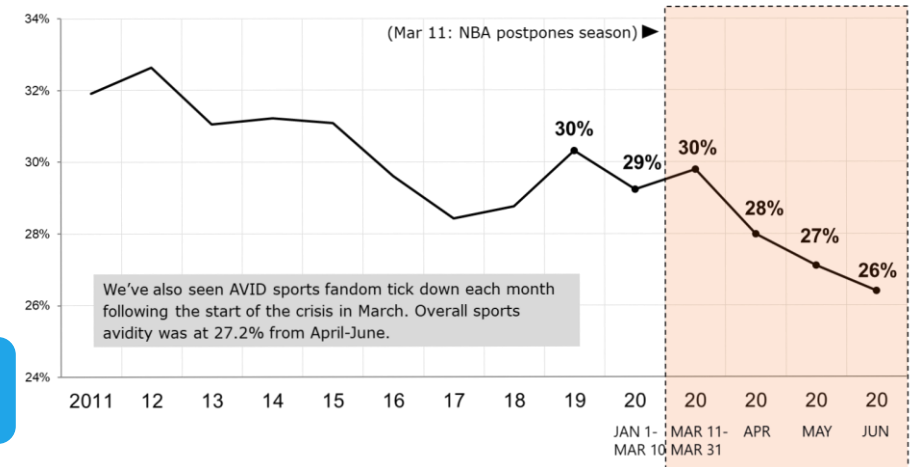
Relative interest in sports continues to push downward.

AVID sports fandom has trended down each month since March.

% of USA 12+ who are sports fans



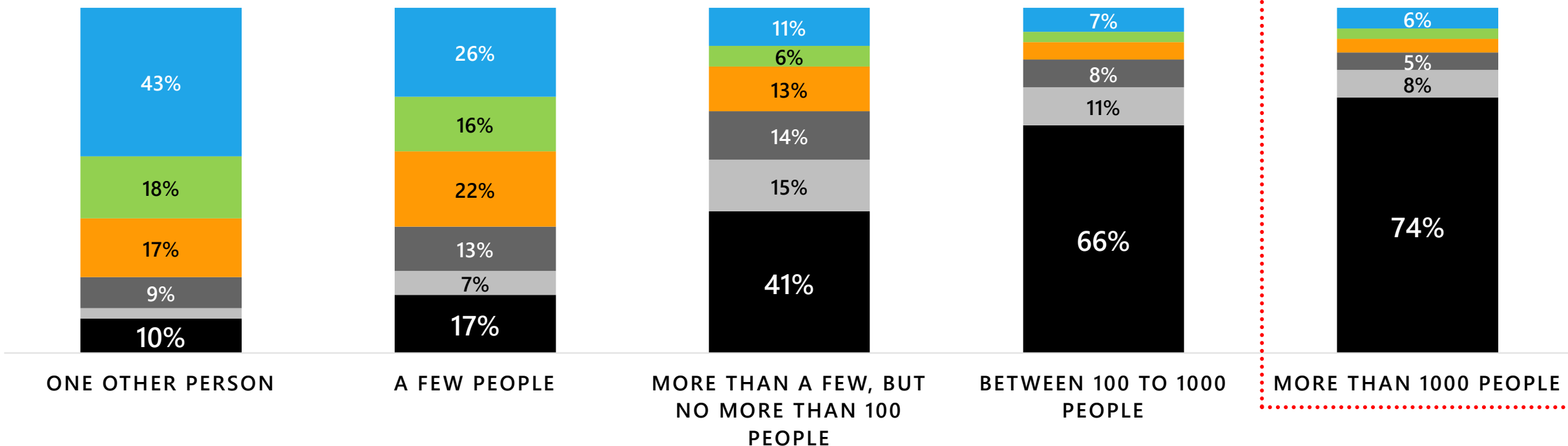
% of USA 12+ who are AVID sports fans





80% of Americans Don't Feel Safe Gathering With 1,000 or More People Now

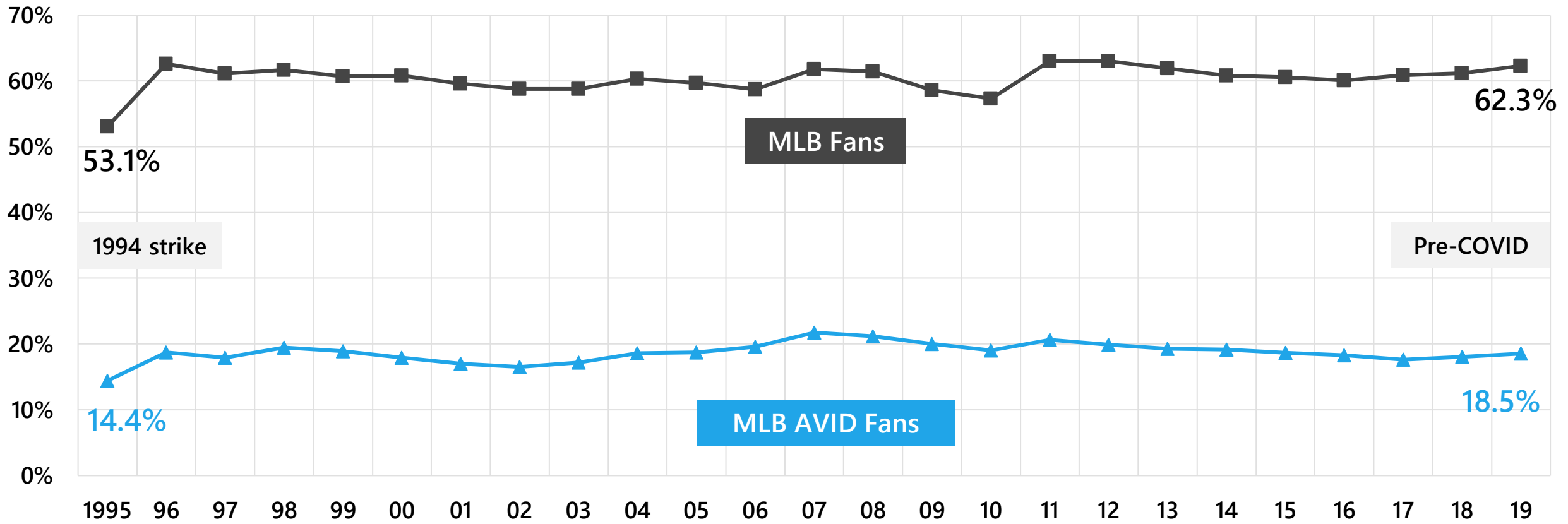
THINKING ABOUT YOUR HEALTH AND YOUR IMPACT ON THE HEALTH OF OTHERS, HOW SAFE DO YOU FEEL GETTING TOGETHER FOR AN ACTIVITY RIGHT NOW WITH...





MLB Fans Still Robust, Ready to Go – *Unlike* After the 1994 Strike

PERCENT OF USA 12+ WHO ARE FANS/AVID FANS OF MLB – BY YEAR



SSRS/Luker on Trends Sports Poll (US Population 12+)



There is Pent Up Demand for Sports Fans: AVID Sports Fans Miss Watching Sports More Than Anything

% WHO VERY MUCH MISS...

GET TOGETHER
W/OTHERS

RESTAURANTS
& BARS

TRAVELING
FOR FUN

SHOPPING AT
STORES

LIVE SPORTS
TV

ATTENDING
CONCERTS

PLAYING
SPORTS

ATTENDING
SPORTS

EXERCISING
ALONE

