

# The Impact of Coronavirus on Americans: A Crisis of Attending

BROUGHT TO YOU BY THE SSRS/LOT SPORTS POLL

**ssrs**  
research. *refined.*



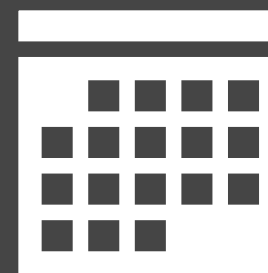
# About This Research



The Coronavirus crisis has 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 of the crisis on Americans.



All data in this report was collected from March 19 – April 5, 2020 on the SSRS Omnibus, a nationally representative phone sample of 1,625 Americans age 18 and up.



Given the fast pace of the change during this crisis, we analyze shifting opinions and behavior during the course of a single week using two-day segments.



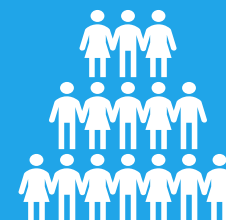
We will periodically update this research in the coming weeks and months to keep you abreast of changes in Americans' behavior and opinions as it relates to the Coronavirus.

# Insights Summary

SSRS is monitoring how safe Americans feel about getting together with groups of different sizes.

This report examines:

- The dynamics of feeling safe – how many people gathered is too many?
- Changes in how safe Americans feel about getting together for different activities
- The demographics of feeling safe
- What sheltering in place means – actual hours spent at home



**Over 80% of Americans feel “not at all safe” to gather with 100 people or more**



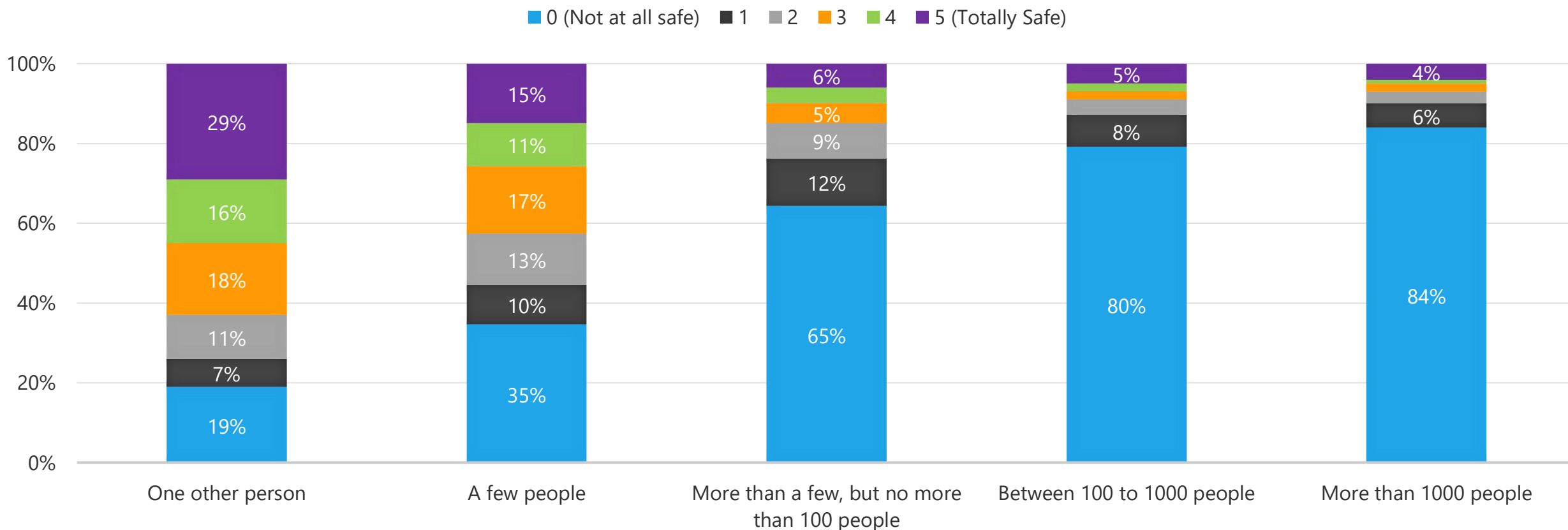
**The average American is spending 20 hours a day at home**  
*Even those who feel it’s safe to go out are staying in*



**Men need to be encouraged to stay home**  
*Males are far more likely to die from coronavirus, but spending the least amount of time at home*

# Dynamics of Feeling Safe: How Many People Getting Together is too Many?

**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...**

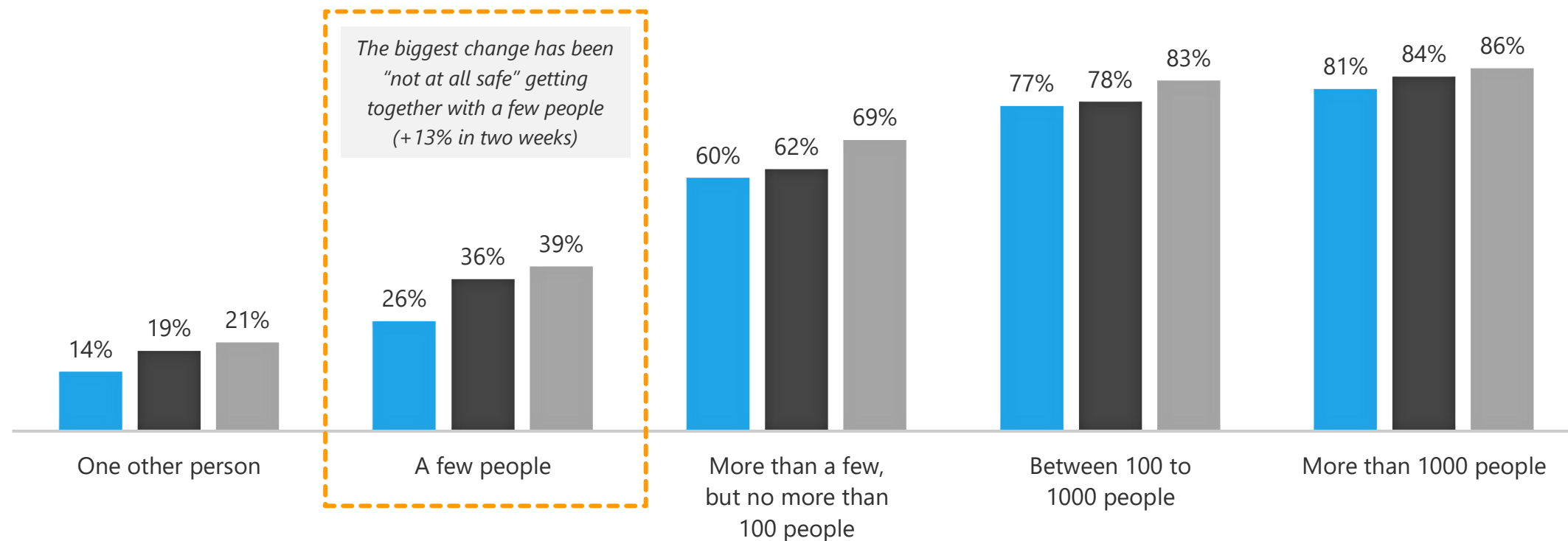


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# Public Insecurity About "Getting Together" is Climbing Week Over Week

## PERCENT WHO SAY THEY FEEL "NOT AT ALL SAFE" GETTING TOGETHER FOR AN ACTIVITY WITH...

■ Mar 19-22 ■ Mar 24-29 ■ Mar 31-Apr 5

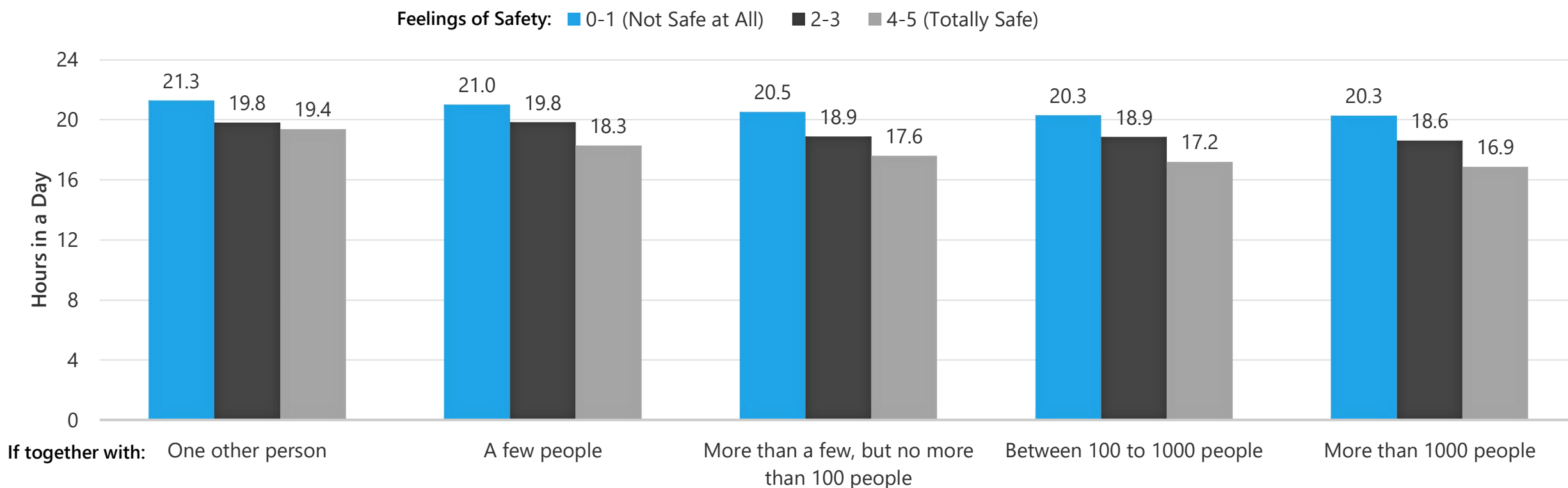


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# What Sheltering in Place Really Means: Americans Are Staying at Home, Even if They Feel Totally Safe

The less safe that Americans feel, the more time they are spending at home. Even people who feel totally safe (4-5 on the safety scale) are still spending considerable time at home. This indicates that most people are obeying stay-at-home orders even if they feel totally safe going out.

**AVERAGE NUMBER OF HOURS SPENT AT HOME PER DAY BY RATING ON SAFETY SCALE**

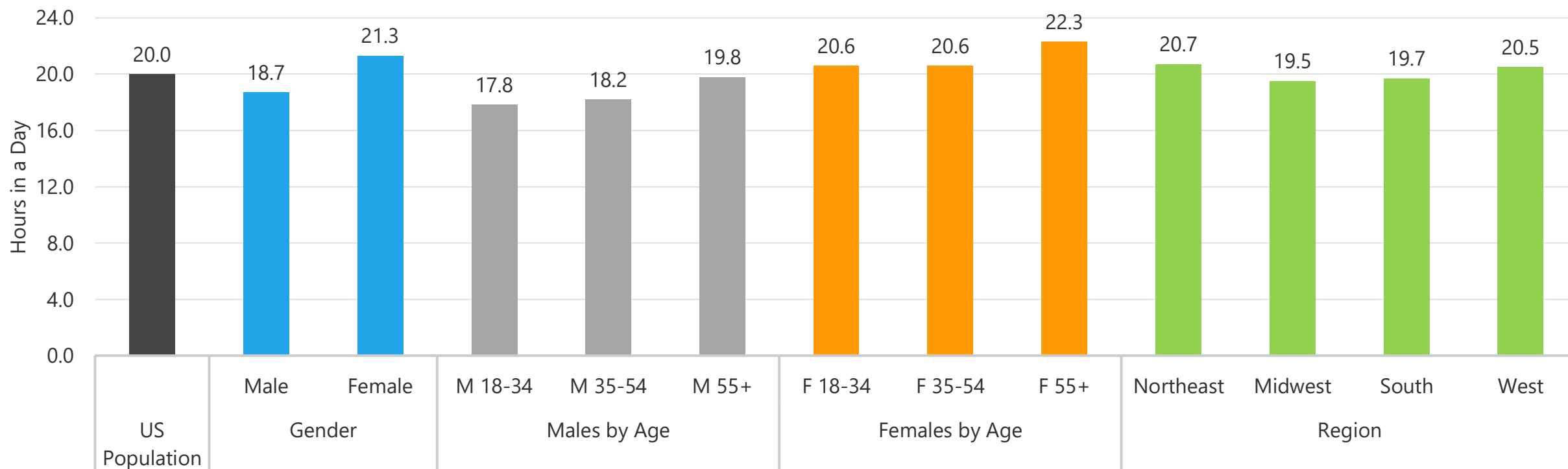


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# Older Americans and Women are Spending the Most Time at Home

The older the person, the more time they are spending at home. Females are also spending more time at home than males. This holds true across each level of age and gender. Females of every age group are spending more time at home at a time when new data suggests that the coronavirus is killing more males than females across the US.

**OUT OF 24 HOURS IN A DAY, HOW MANY HOURS DO YOU TYPICALLY SPEND AT HOME RIGHT NOW? (MEAN)**



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# When will things return to normal?



## For the first time, we face a crisis of attending.

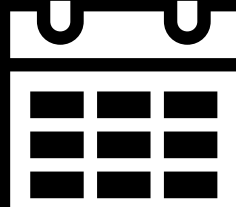
We are unable to get together to do the things we most enjoy. Not just sporting events, but activities like hosting a few friends or going out to a restaurant are now off limits. We think twice about shopping, going to work, or even taking a walk.



We don't know how the pandemic will play out, but it will be the people themselves who decide when they **feel safe to do those activities again**.



**Most people feel "not at all safe" if they are with just a few people right now.** For the largest gatherings (those with more than 1000 people), 83% say they feel "not at all safe". This isn't just a regional, age-related, or population density issue.

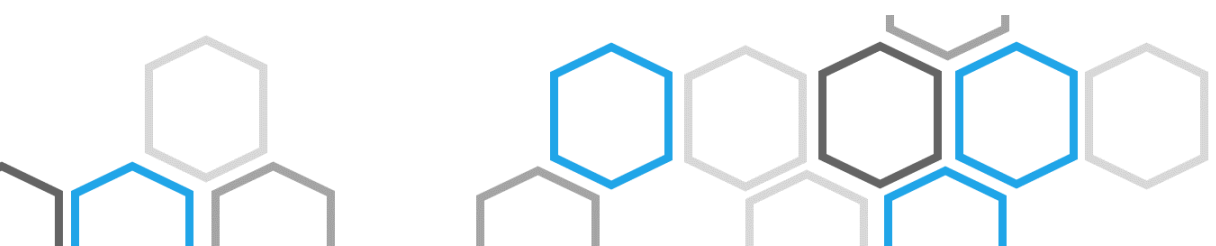
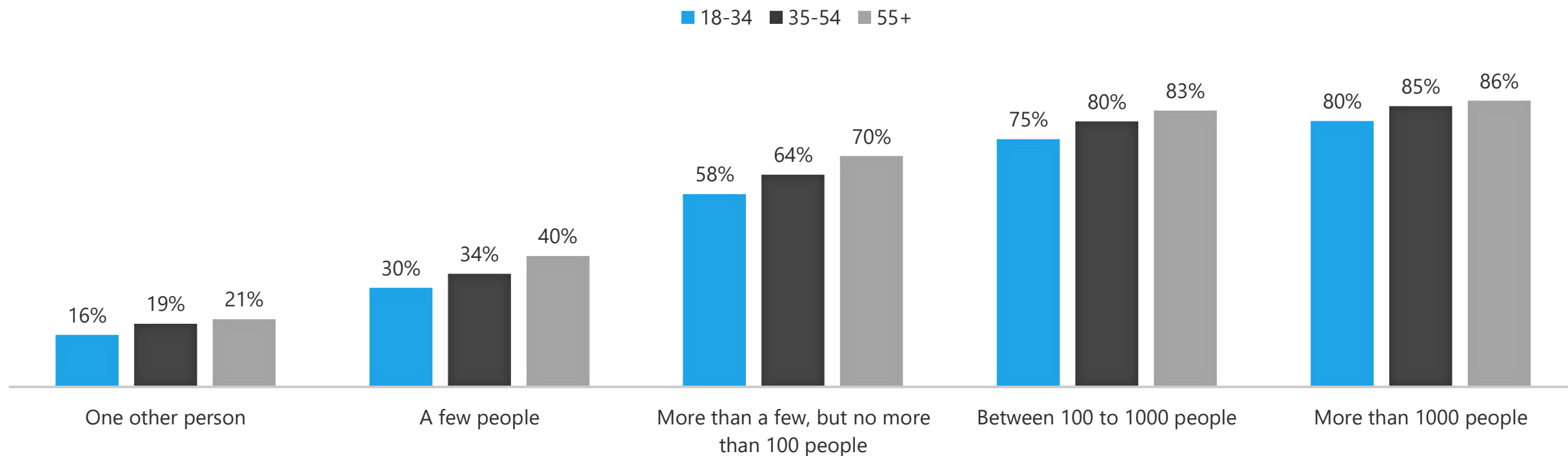


Given where we stand today, **we have a long way to go before people will feel totally safe getting together with even just a few people.** Once we reach that point, it will become more realistic to think about safely getting together for larger activities like sporting events, concerts, and more.



# Fear of Getting Together Holds Across Age, But Older Americans are Less Likely to Feel Safe

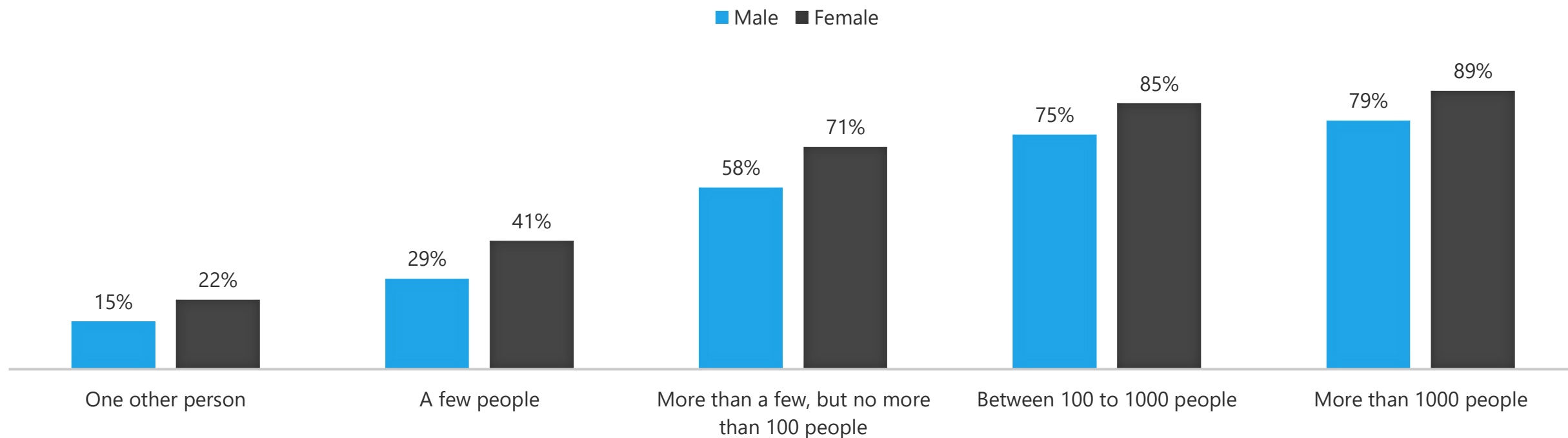
PERCENT WHO SAY THEY FEEL "NOT AT ALL SAFE" GETTING TOGETHER FOR AN ACTIVITY WITH... BY AGE



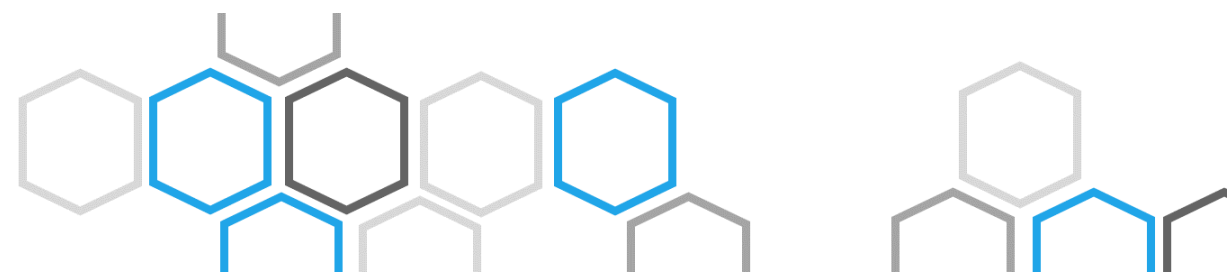
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# Women are More Likely to Feel “Not At All Safe” Getting Together

PERCENT WHO SAY THEY FEEL “NOT AT ALL SAFE” GETTING TOGETHER FOR AN ACTIVITY WITH... BY GENDER



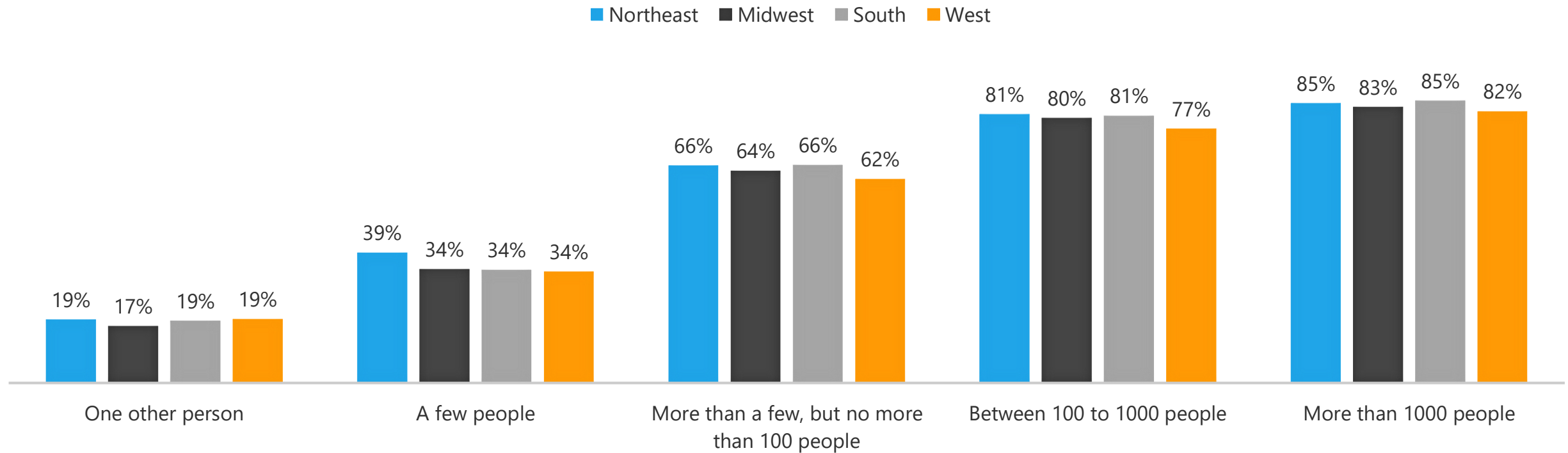
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# Fear of Getting Together Holds Across Regions

Americans living in the West feel safer getting together for larger activities (those with more than a few people), but we don't see substantial differences by region yet.

**PERCENT WHO SAY THEY FEEL "NOT AT ALL SAFE" GETTING TOGETHER FOR AN ACTIVITY WITH...BY REGION**



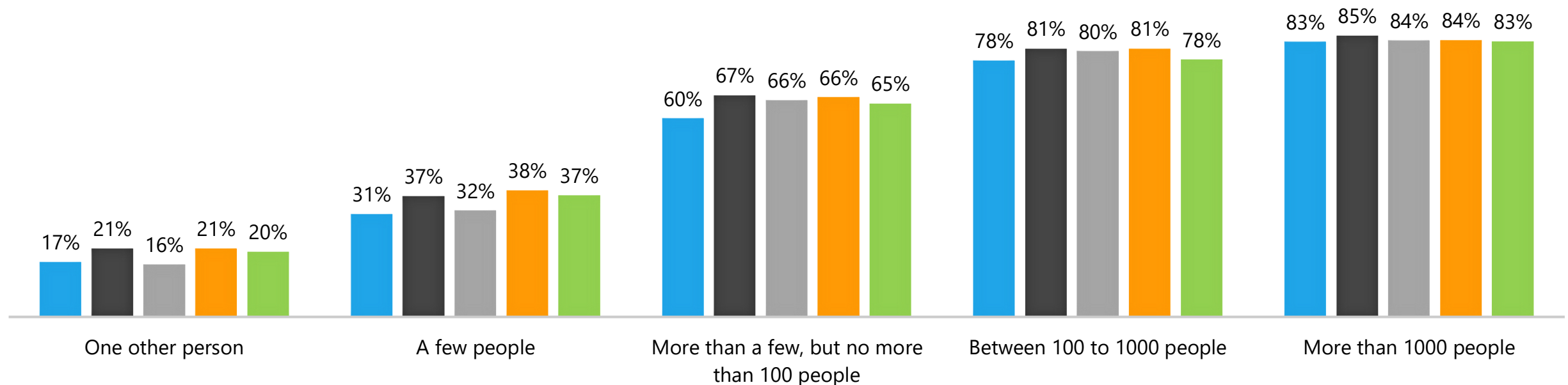
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# Surprisingly, Population Density is Not Driving Safety Concerns Right Now

Americans who live in the least dense counties (Density Level 1) are more likely to feel safe, but population density makes little difference otherwise. We see similarities in places like New York City (Level 5) and other less dense areas.

## PERCENT WHO SAY THEY FEEL "NOT AT ALL SAFE" GETTING TOGETHER FOR AN ACTIVITY WITH... BY POPULATION DENSITY BASED ON U.S. CENSUS

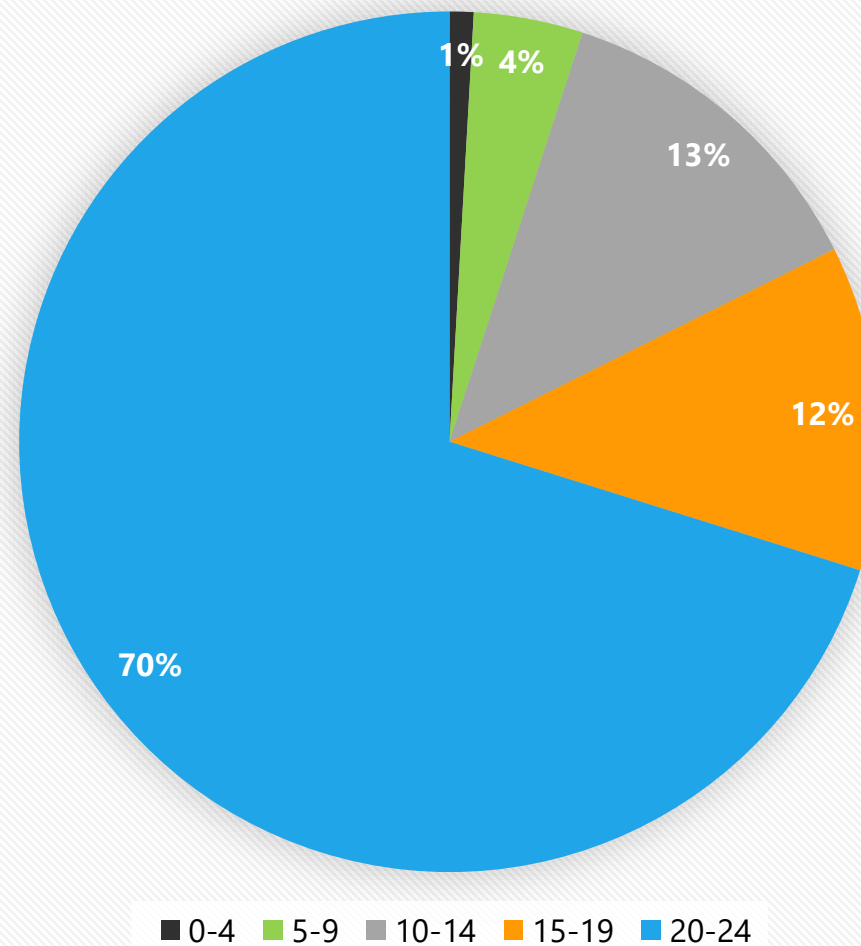
Least Dense U.S. Counties    ■ Density Level 1    ■ Density Level 2    ■ Density Level 3    ■ Density Level 4    ■ Density Level 5    Most Dense U.S. Counties



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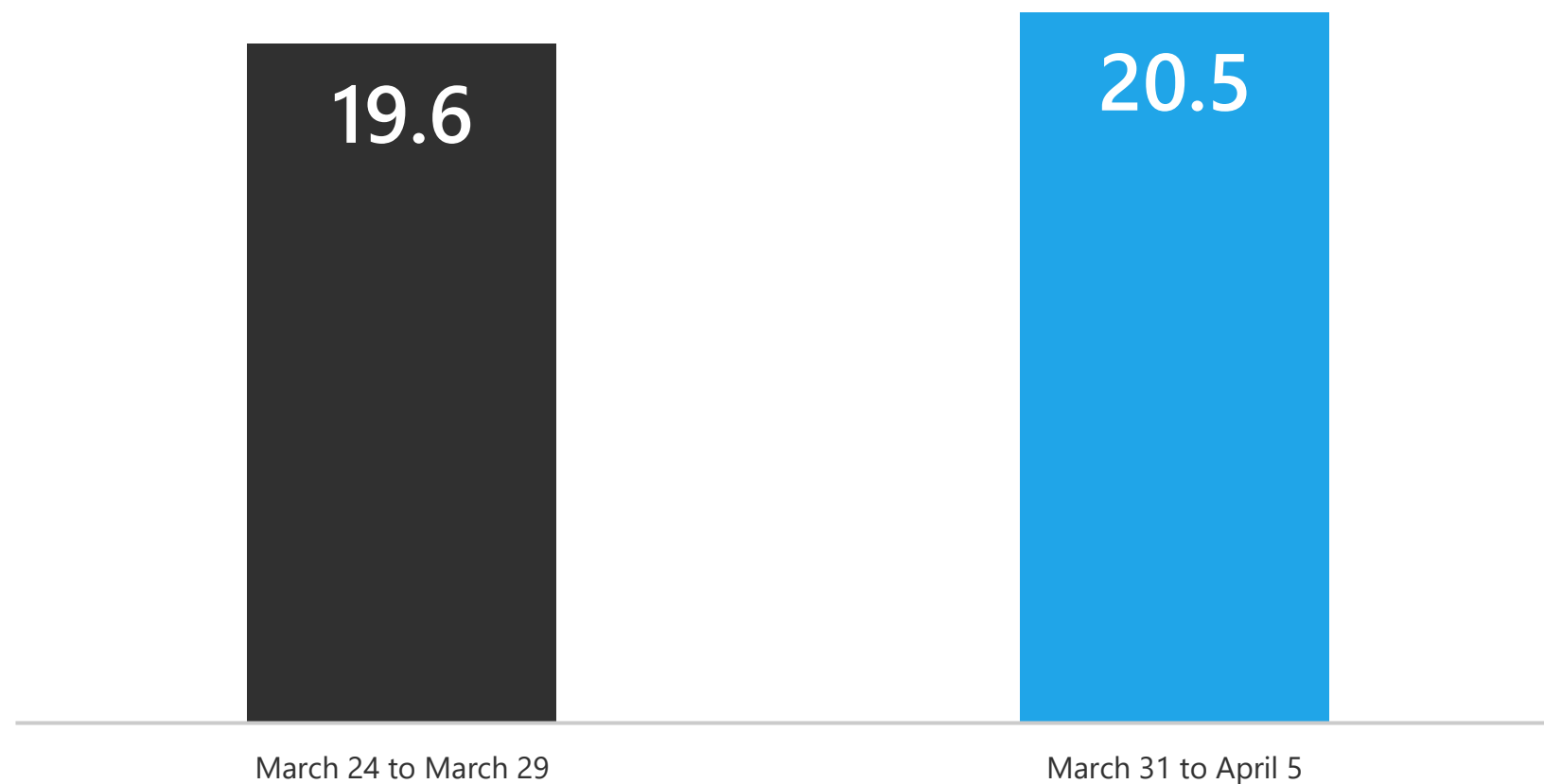
70% of Americans Say They are Spending at Least 20 Hours Per Day at Home

**OUT OF 24 HOURS IN A DAY, HOW MANY HOURS DO YOU TYPICALLY SPEND AT HOME RIGHT NOW?**

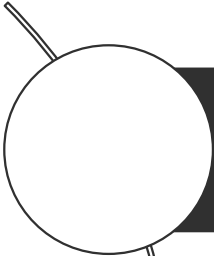


**OUT OF 24 HOURS IN A DAY, HOW MANY HOURS DO YOU  
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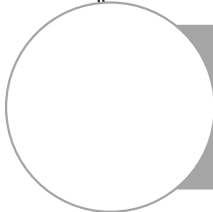
Time at Home  
Increases Slightly  
Week Over Week



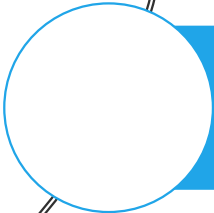
# Americans Will Decide on Their Own When it is Safe to Get Together Again



Ultimately people are not going to engage in leisure activities until they feel safe again. Right now, most people do not feel safe getting together for gatherings with just a few people. Americans need to feel safe doing more intimate activities before they will even consider going to stadiums, arenas, or theme parks again.



People want to get back to attending events; our data suggests that there will be pent-up demand as soon as it is safe to do so again.



Our goal is to help you understand when Americans themselves believe it is safe enough to get together for activities again. We will be monitoring and reporting on this going forward.



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# contact



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