

The Impact of Coronavirus on Americans: Feelings of Safety in Groups

BROUGHT TO YOU BY THE SSRS/LOT SPORTS POLL

ssrs
research. *refined.*



About This Research



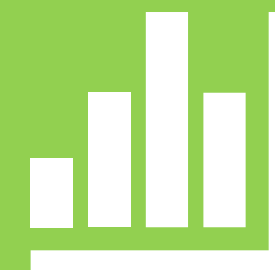
The Coronavirus crisis has created unprecedented challenges for the sports and leisure industry. To help our clients and partners monitor and respond to the issues, SSRS has been conducting research measuring the impact of the crisis on Americans.



All data in this report was collected from April 28 – May 3, 2020 on the SSRS Omnibus, a nationally representative phone sample of 1,005 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

Americans Still Don't Feel Safe Getting Together, but Signs Suggest the Worst is Over

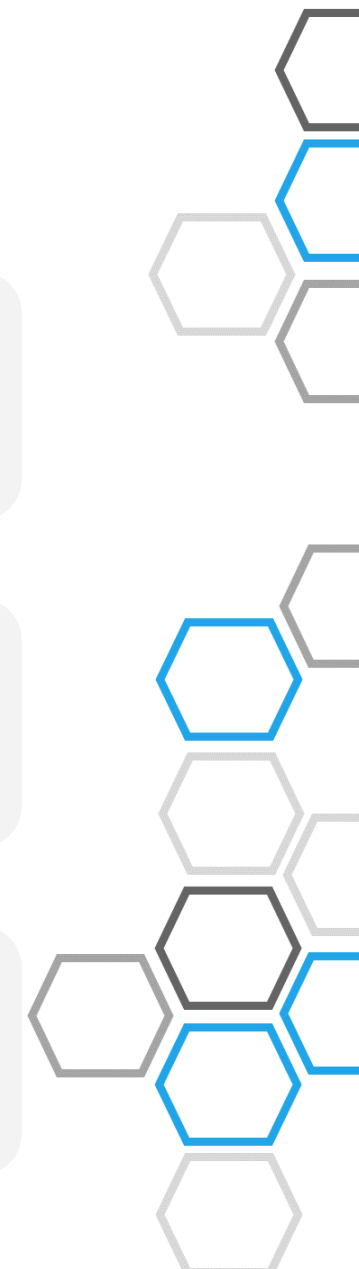
- 80% of Americans feel "not at all safe" getting together with 1,000 people or more
- Even for activities with just "a few people", only 35% of Americans say they feel safe doing so right now (4 or 5 on 5-point scale)
- After reaching a low point a few weeks ago (April 7-12), safety has increased over the past three weeks for more intimate activities

Politics Influences Feelings of Safety More than Age, Gender, or Race

- Across the board, Republicans are more likely to say they feel safe than Democrats
- There are differences by gender, age, and region, but the biggest differences are political

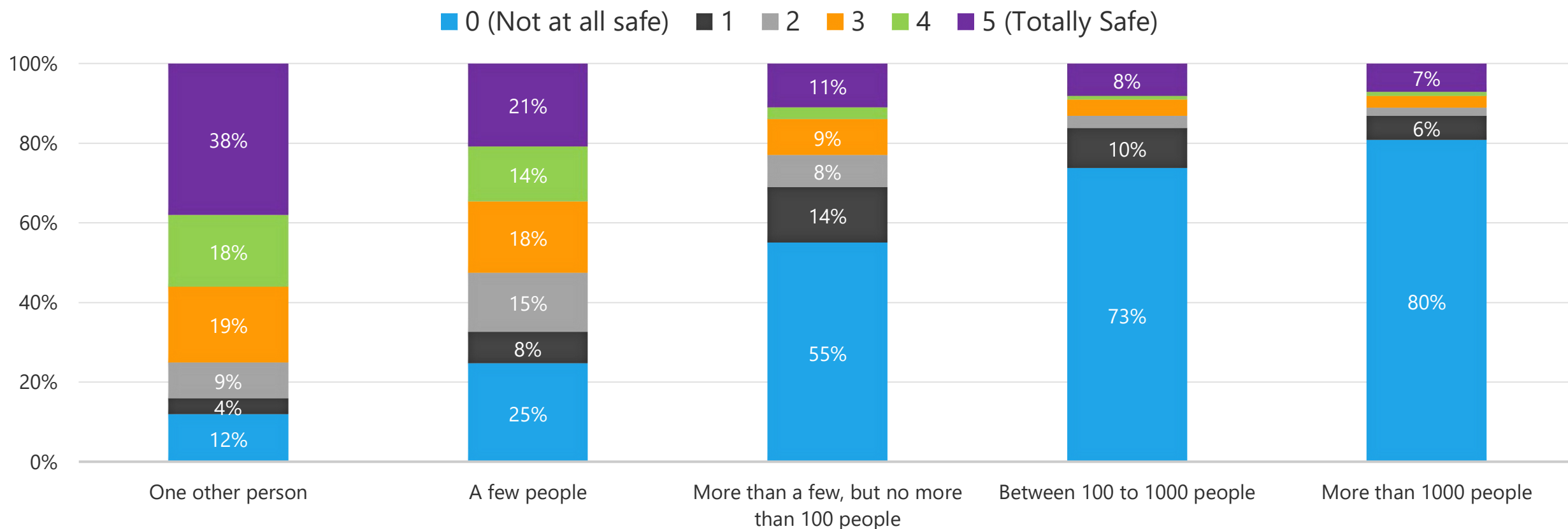
The Safer People Feel, the Less Time They are Spending at Home

- Time spent at home peaked a few weeks ago and is declining as people begin to feel safer getting together



Americans Still Feel “Not at all Safe” Getting Together

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...

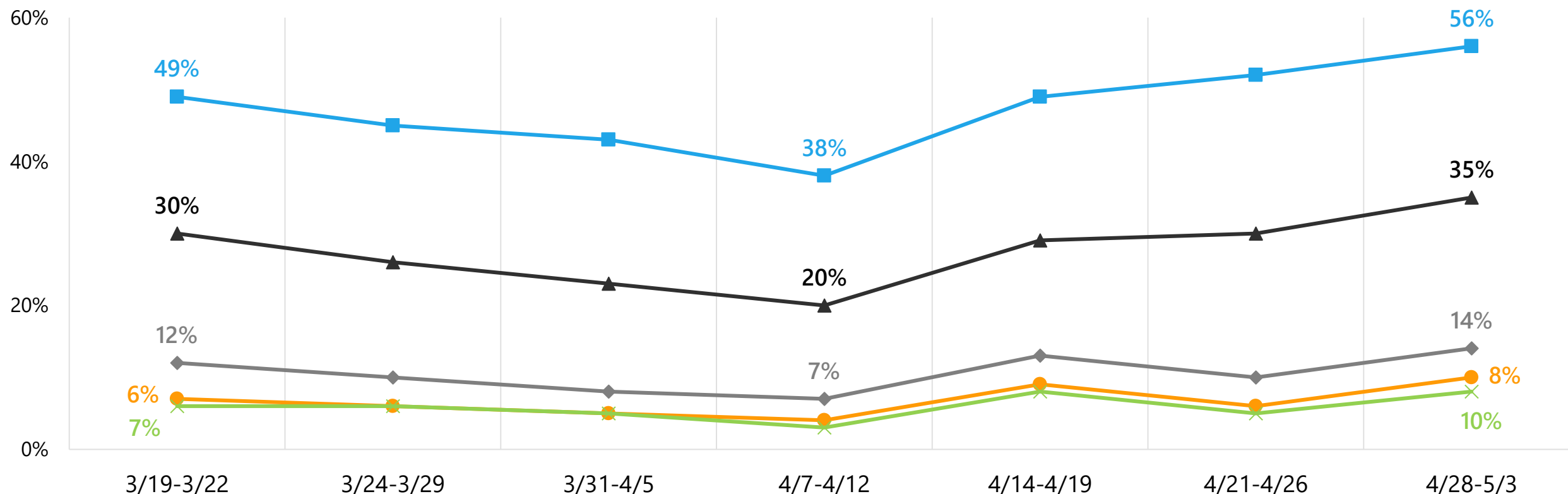


All data in this report was collected from April 28 – May 3, 2020 on the SSRS Omnibus, a nationally representative phone sample of N=1005 Americans age 18+.

Americans are Beginning to Feel Safer About Smaller Activities

% 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

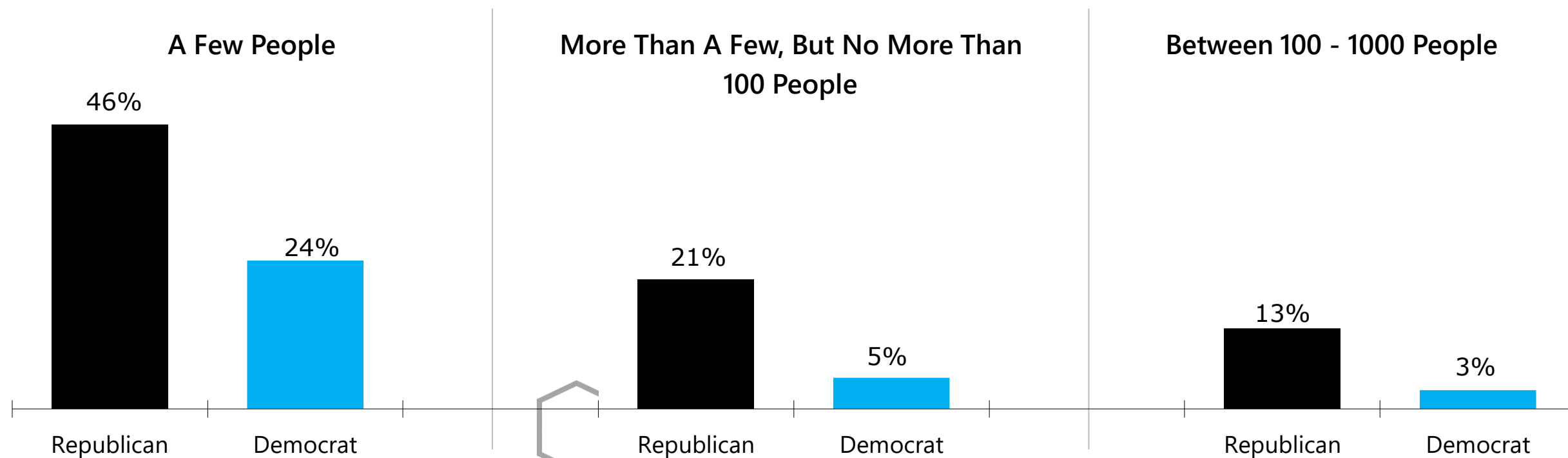


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Republicans Feel Safer About Gathering Than Democrats

Thinking about your health and your impact on the health of others, how safe do you feel getting together for an activity **right now?**

**% OF AMERICANS WHO FEEL SAFE (4 OR 5 ON 5-POINT SCALE)
GETTING TOGETHER WITH...**
(INCLUDES THOSE WHO IDENTIFY WITH OR LEAN TOWARD A PARTY)

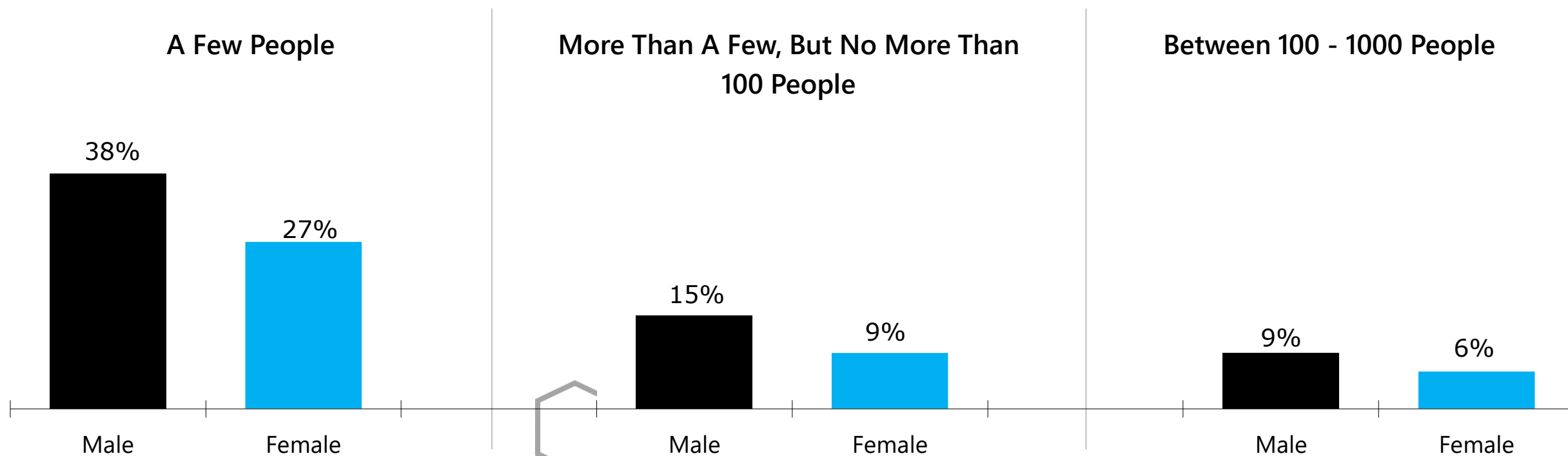


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Males Feel Safer About Gathering Than Females

Thinking about your health and your impact on the health of others, how safe do you feel getting together for an activity **right now?**

% OF AMERICANS WHO FEEL SAFE (4 OR 5 ON 5-POINT SCALE) GETTING TOGETHER WITH...

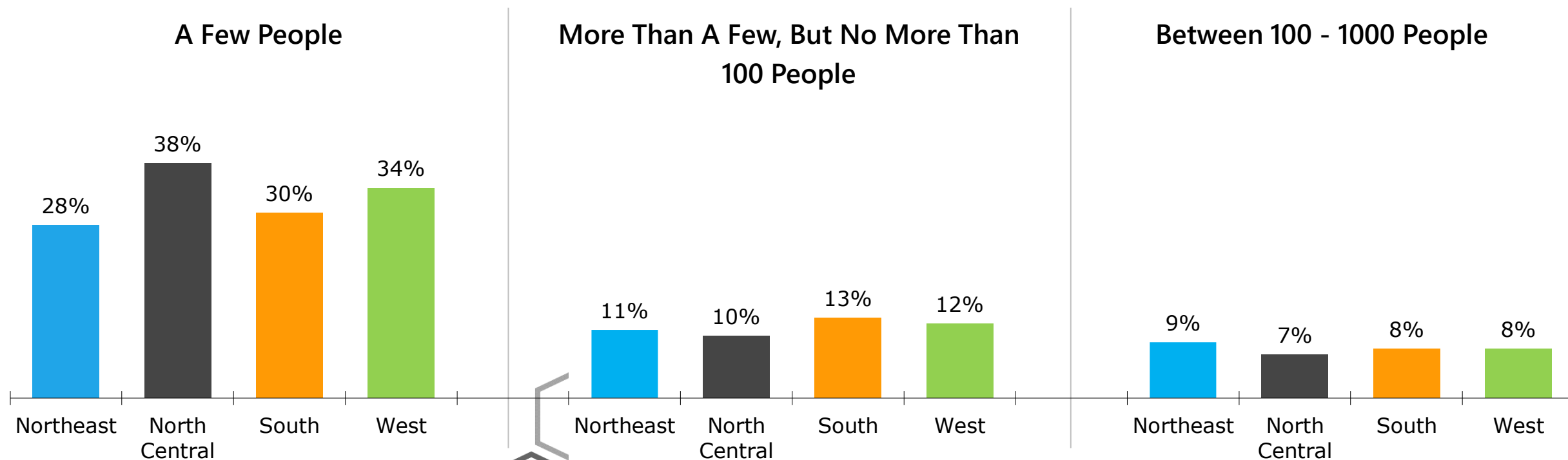


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Americans in the Northeast Feel the Least Safe for Smaller Activities Right Now

Thinking about your health and your impact on the health of others, how safe do you feel getting together for an activity **right now?**

% OF AMERICANS WHO FEEL SAFE (4 OR 5 ON 5-POINT SCALE) GETTING TOGETHER WITH...

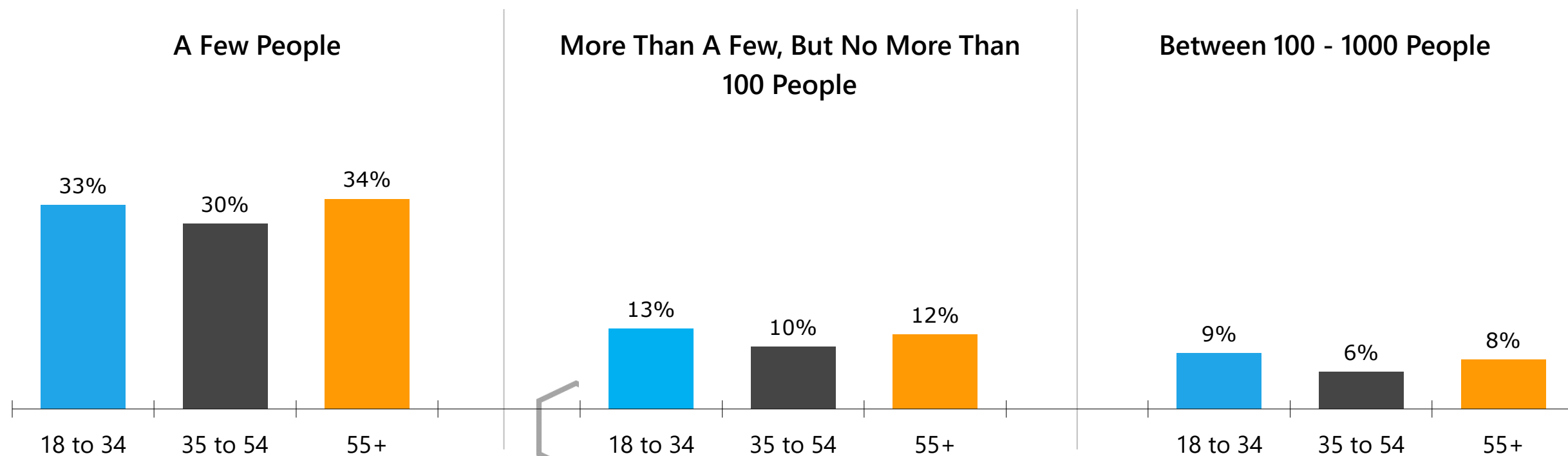


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Age is Less of a Factor in Safety Than Gender or Politics

Thinking about your health and your impact on the health of others, how safe do you feel getting together for an activity **right now?**

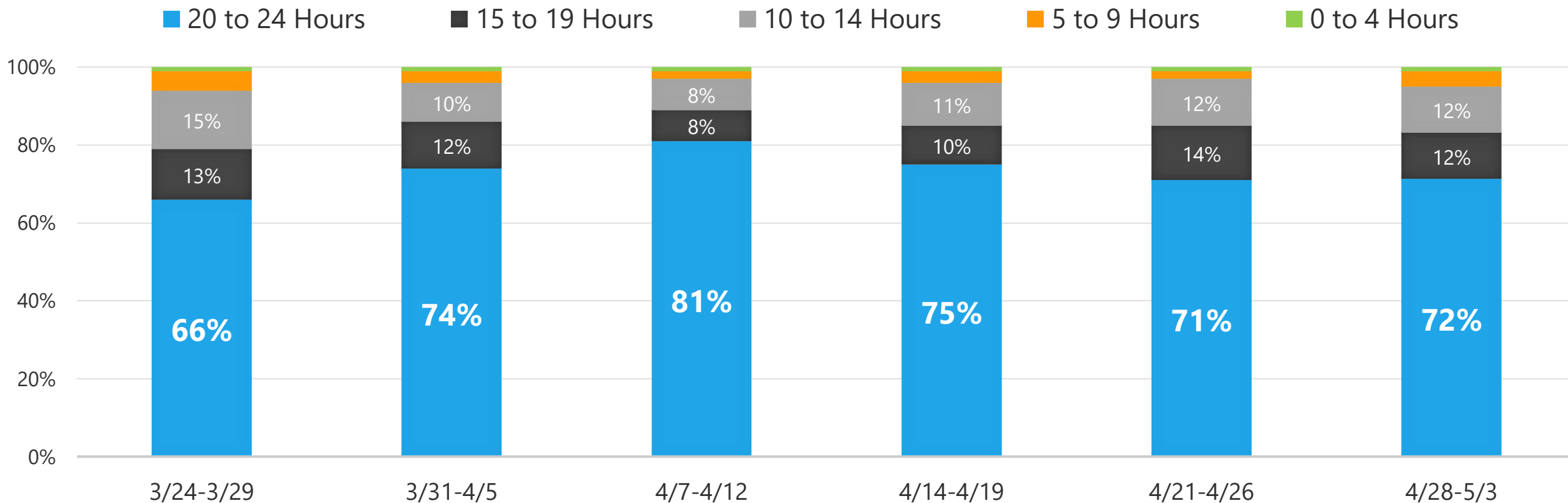
% OF AMERICANS WHO FEEL SAFE (4 OR 5 ON 5-POINT SCALE) GETTING TOGETHER WITH...



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Americans are Spending Less Time at Home than During the Peak, but 70% are Still Home 20+ Hours a Day

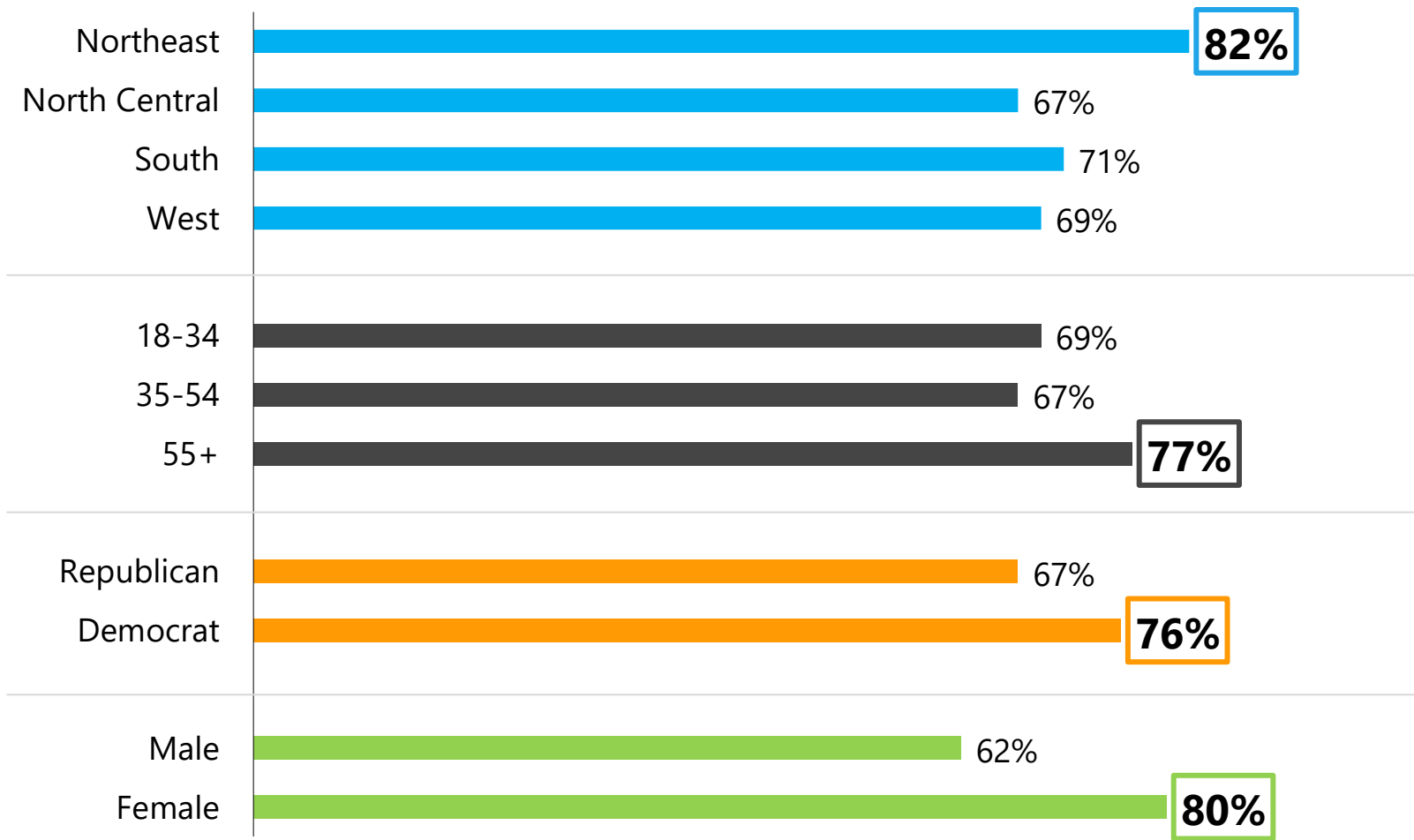
OUT OF 24 HOURS IN A DAY, HOW MANY HOURS DO YOU TYPICALLY SPEND AT HOME RIGHT NOW?



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Americans Who
Feel the Least Safe
Continue to
Spend the Most
Time at Home

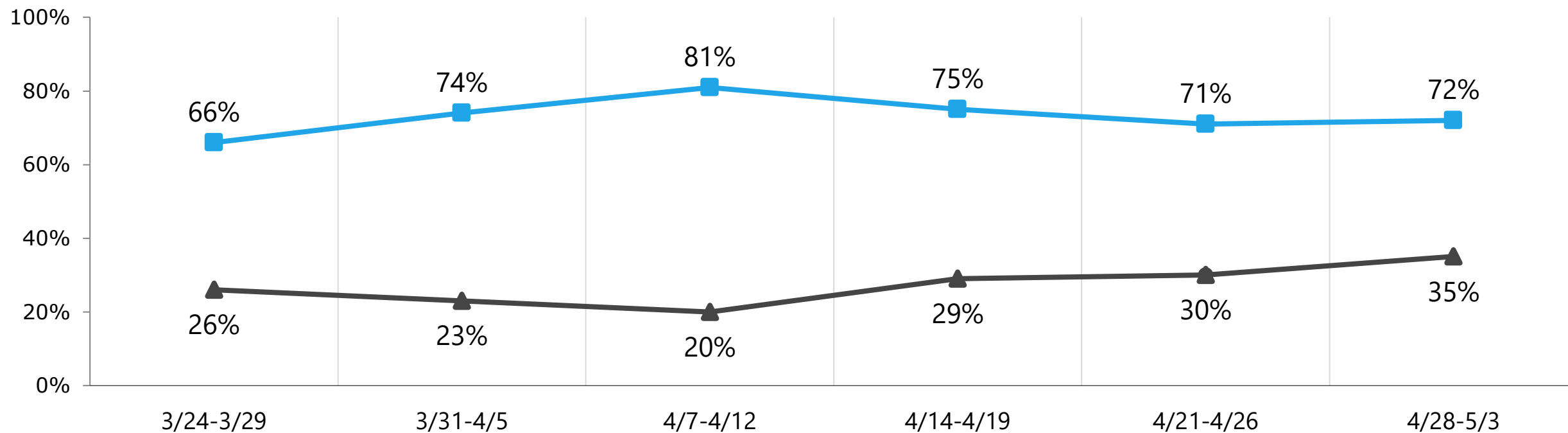
% WHO TYPICALLY SPEND 20-24 HOURS A DAY AT HOME RIGHT NOW



The Safer People Feel, the Less Time They Spend at Home

% of Americans Who Spend 20+ Hours at Home a Day

% of Americans Who Feel Safe* (4 Or 5) Getting Together With a Few People



*Based on: Thinking about your health and your impact on the health of others, how safe do you feel getting together for an activity **right now?**

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