

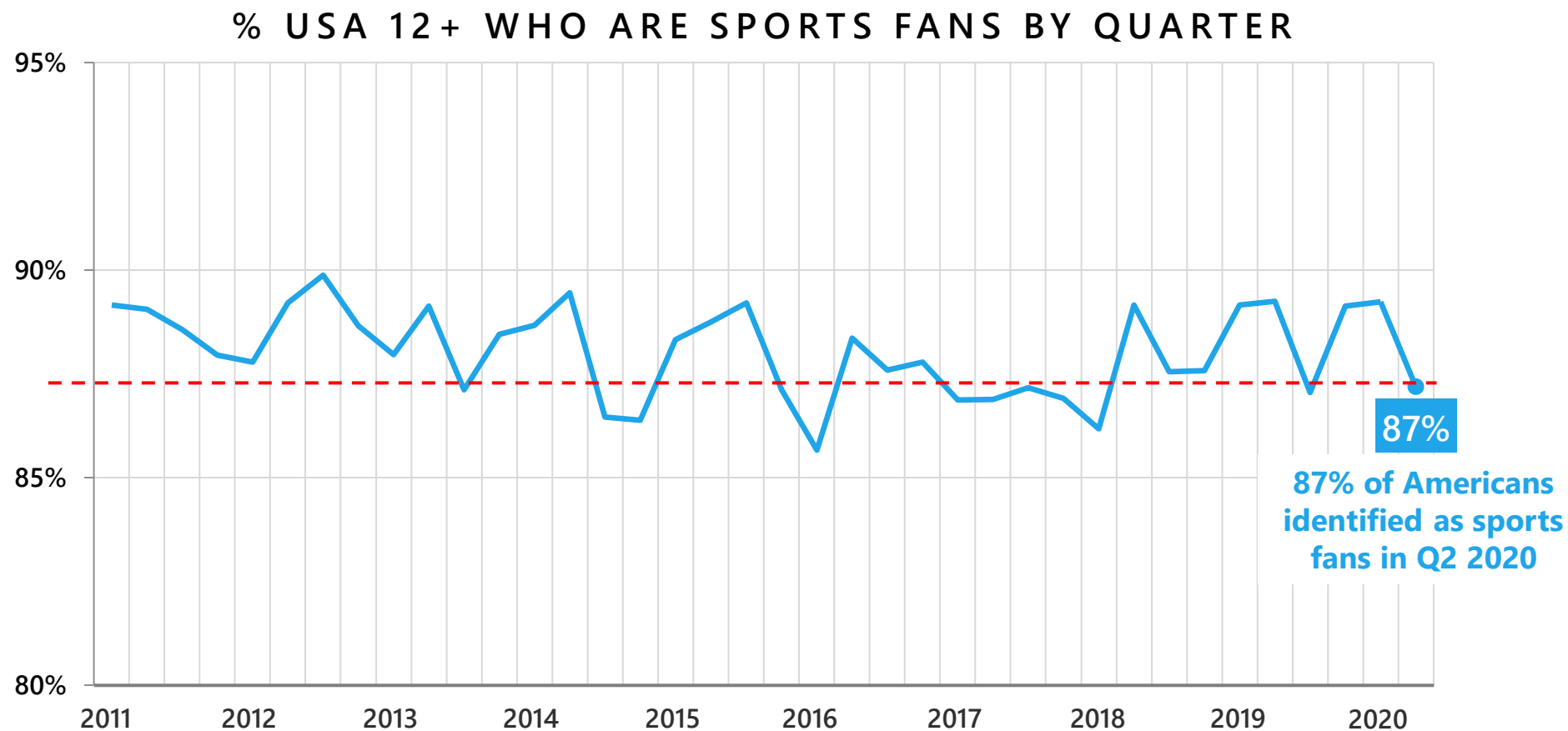
What do fans say as sports returns?

- 1) During the break without games, sports fandom was down, but within range of the past few years. There is pent-up demand.
- 2) COVID changes make for a less enjoyable viewing experience, but Avid sports fans say they still plan to watch more than normal.
- 3) Fans are split on legitimacy of shortened seasons.
- 4) Support has grown for national anthem protests, but the issue remains divisive – 56% saying they support anthem protests now compared to 45% in previous years.



Sports Fandom was Down During COVID Break, but Losses Not Unprecedented

We Might Have Expected Substantial Losses During the Break, but Most Fans Stayed



87% of Americans identified as sports fans in Q2 2020

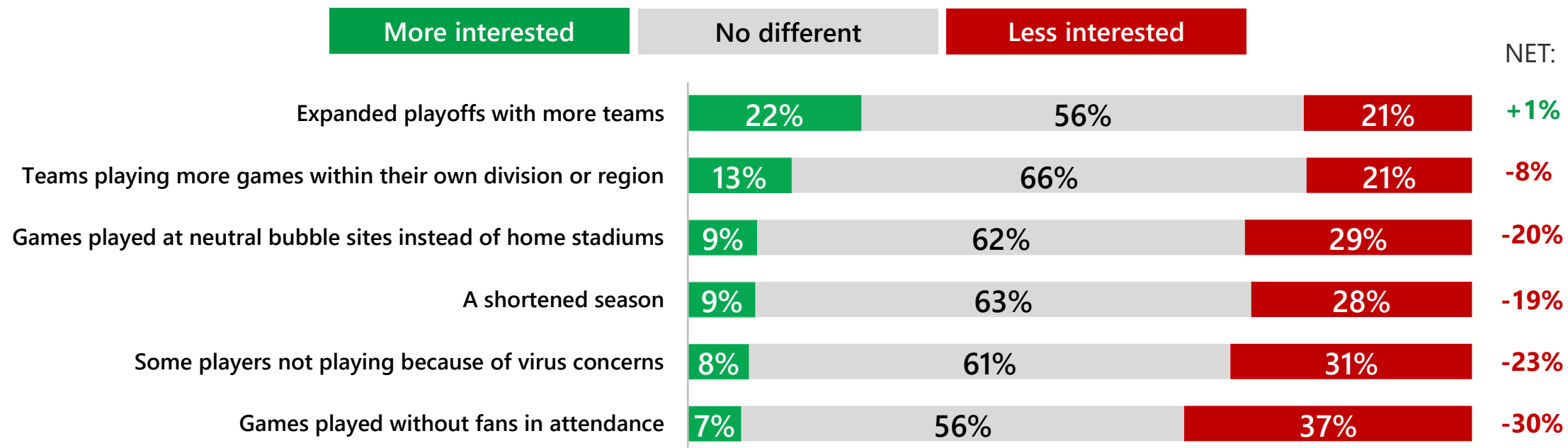
87%

Data above from SSRS/Luker on Trends Sports Poll, a nationally representative sample of N=18000 Americans age 12+ each year

Fans Say COVID Changes Make Them Less Interested in Watching Sports

Expanded Playoffs Would be a Plus, but Shortened Seasons, Crowdless Games, Neutral Sites, and Other Changes Have Negative Impact on Interest

HOW MUCH WOULD ___ IMPACT YOUR INTEREST IN WATCHING A SPORT?

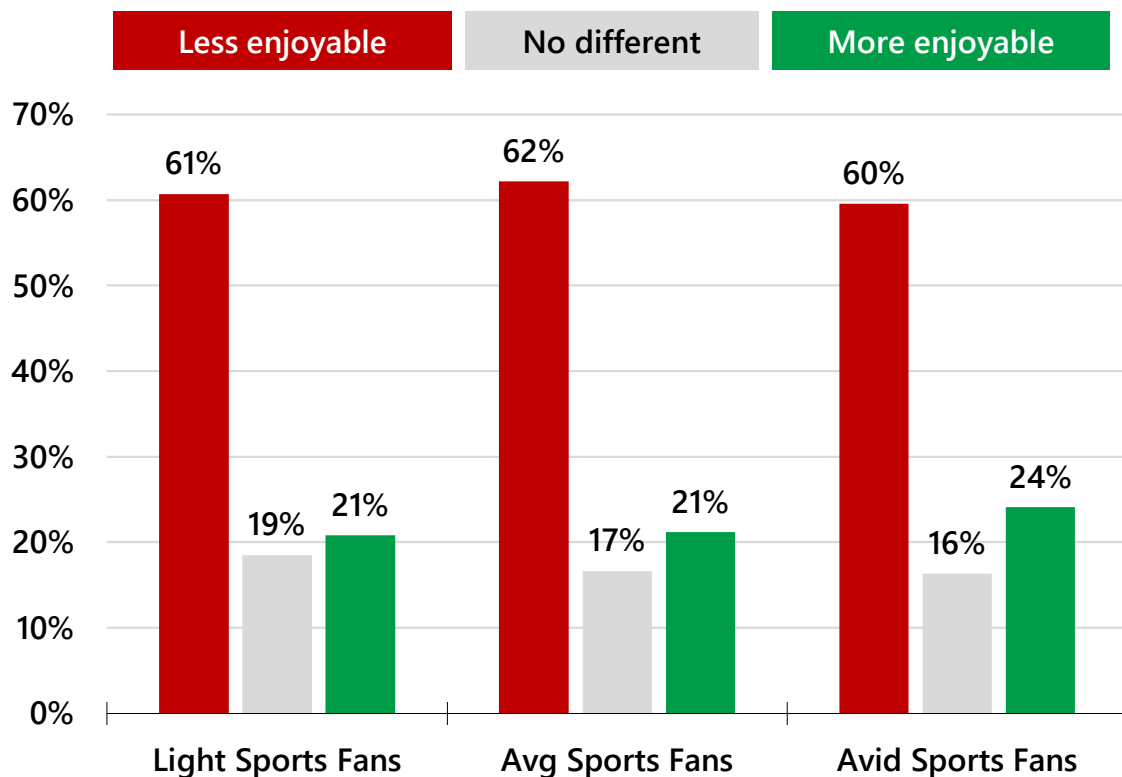


Data above from July 14-July 19, 2020 on the SSRS Omnibus, a nationally representative sample of N=1000 Americans age 18+ each week (data above asked of sports fans 18+)

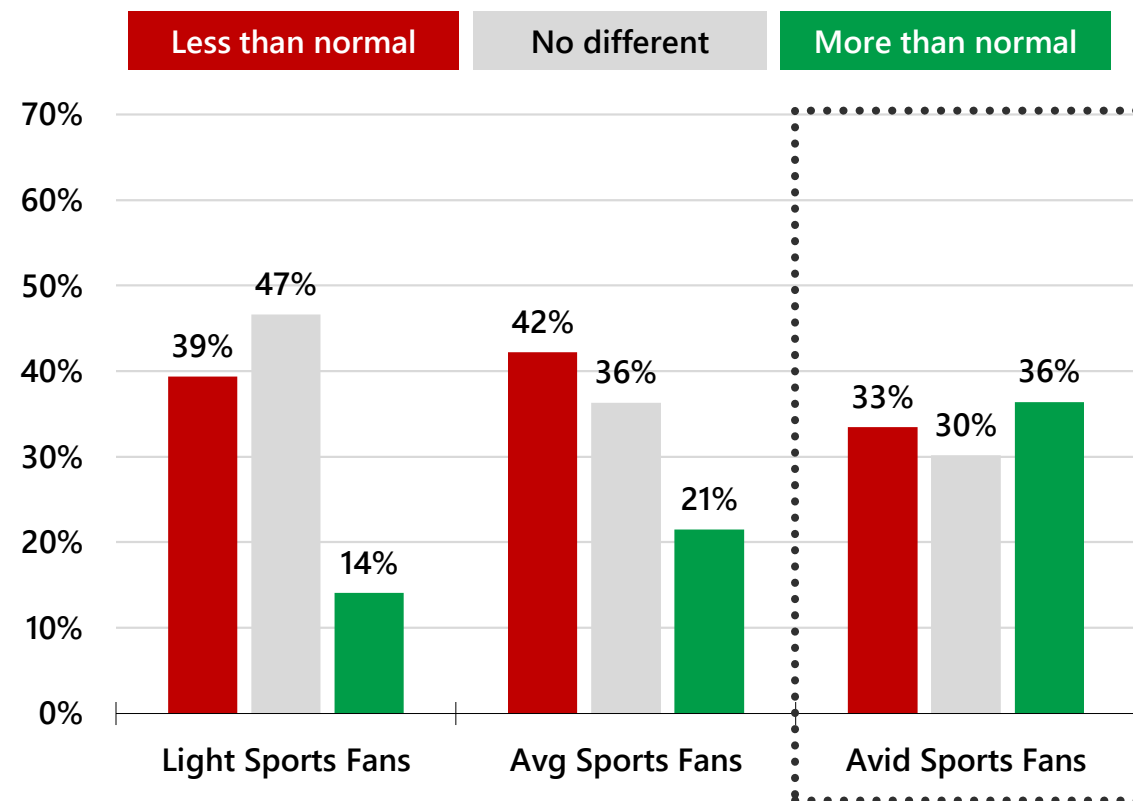
Fans Believe "Crowdless" Games Will be Less Enjoyable, but Avid Fans Will Still Watch More

IF SPORTS ARE PLAYED WITHOUT SPECTATORS...

DO YOU THINK TV BROADCASTS WILL BE...



DO YOU THINK YOU WILL WATCH...

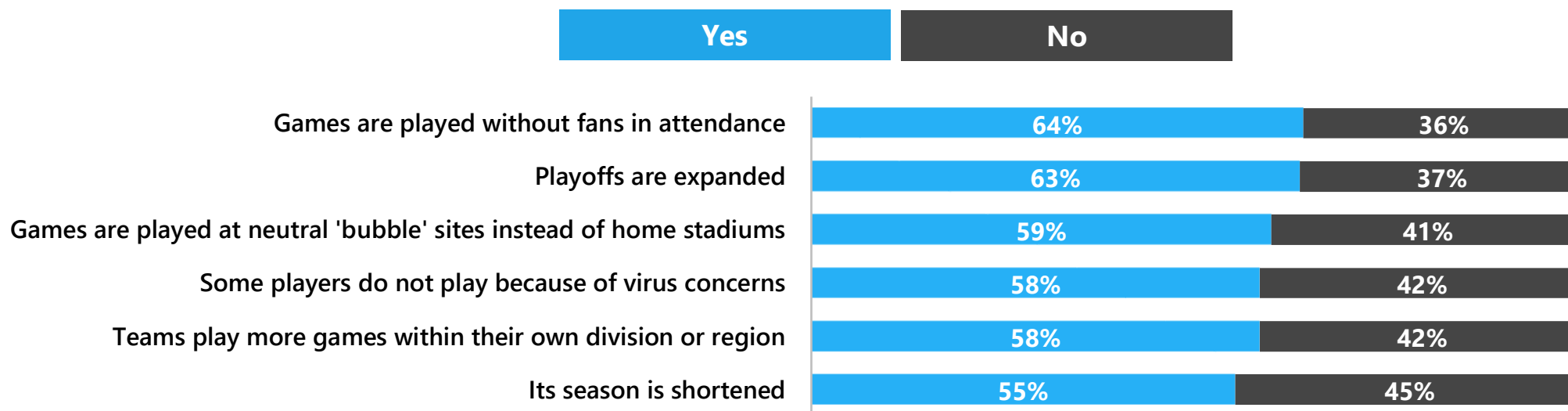


Data above from June 2-June 7, 2020 on the SSRS Omnibus, a nationally representative sample of N=1000 Americans age 18+ each week

Fans are Split on Legitimacy of COVID-shortened 2020 Seasons

The More Modifications Required, the Less Legitimate Fans Believe Seasons Will Be

DO YOU BELIEVE A CHAMPIONSHIP FOR A SPORT WILL BE LEGITIMATE IF...



12%

say a championship would only be legitimate if none of these happen

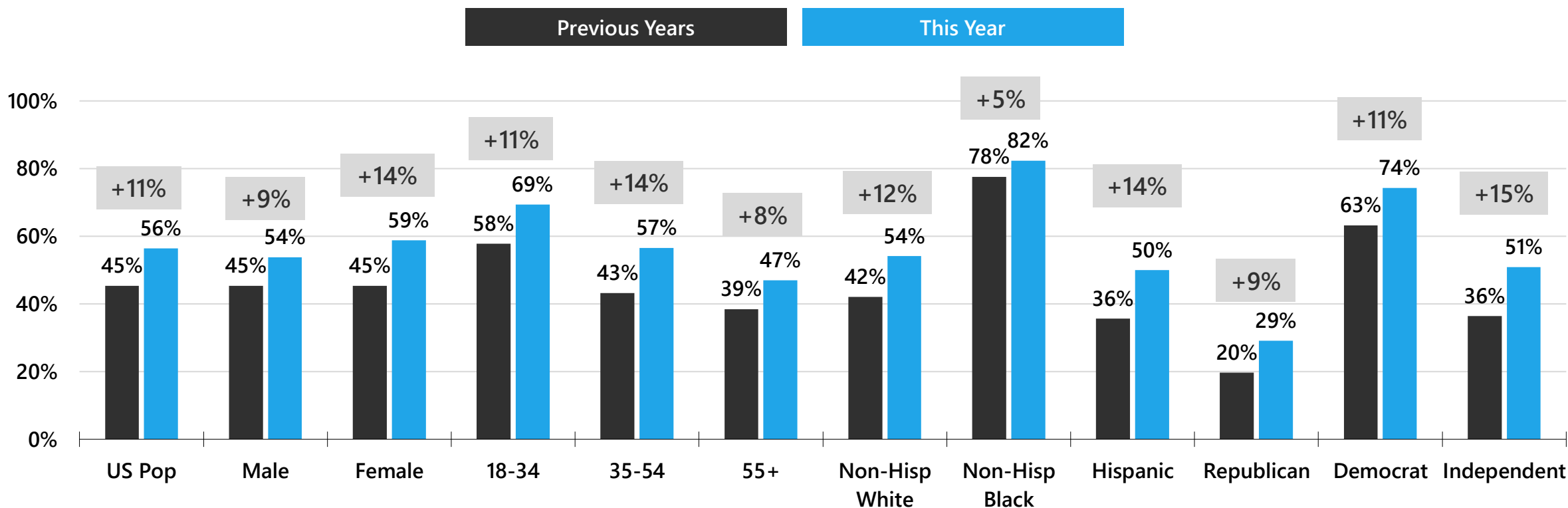
29%

say a championship would be legitimate if all of these happen

Majority of Americans Say They Support Anthem Protests in 2020

Issue is Still Divisive Politically, but all Demos are Up vs. Previous Years

IN RECENT YEARS, SOME ATHLETES HAVE PROTESTED SOCIAL ISSUES BY KNEELING DURING THE NATIONAL ANTHEM BEFORE GAMES. IF ATHLETES PROTEST DURING THE NATIONAL ANTHEM, WILL YOU/DID YOU SUPPORT THEIR PROTESTS?



Data above from June 16-June 21, 2020 on the SSRS Omnibus, a nationally representative sample of N=1000 Americans age 18+ each week

About This Research



The Coronavirus crisis and subsequent events have 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 on Americans.



Data in this report was collected from June 2 – July 19, 2020 on the SSRS Omnibus, a weekly nationally representative phone sample of 1,000 Americans age 18 and up.



Given the fast pace of the change during this crisis, we analyze shifting opinions and behavior on a weekly basis.



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 and other issues impacting safety and social gathering.



Chad Menefee

EVP – Strategic Intelligence

cmenefee@ssrs.com



contact

ssrs
research. *refined.*

@ssrs_research | ssrs.com