

# Sports Fans & COVID-19

How are U.S. sports fans coping in a sports-less world?

## 1

### A disruption on steroids

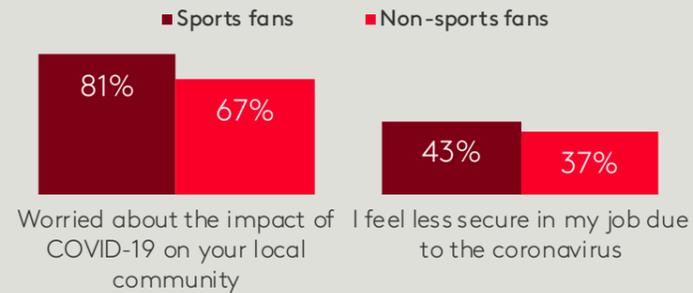
Like most Americans, sports fans' lives have been massively disrupted by the arrival of COVID-19 in the United States. Far from an abstract crisis, fans are particularly worried about the impact of the coronavirus in their local community and upon their job security.

Experiencing extreme / moderate disruption to daily routine



Vs. 61% of non-sports fans

Worried about local community and job



## 2

### Feeling the squeeze

While health concerns are prevalent, COVID-19's impact upon the national economy and, by extension, personal finances are sports fans' top concerns. As a result, more than three-quarters of sports fans intend to spend as little as possible until the crisis passes.

Extremely / Very Worried About...

1	The national economy (88%)
2	Your personal health (67%)
3	Your personal financial investments (61%)
4	Your personal financial situation (60%)

I'm going to spend as little money as possible until the coronavirus crisis is over (% agree)

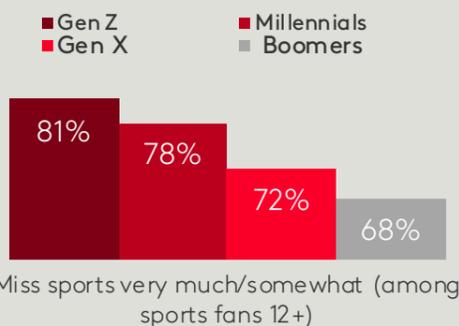
76%

## 3

### Absence makes the heart grow stronger

As TV ratings for the NFL Draft and ESPN's *The Last Dance* documentary show, sports fans – particularly Gen Z and Millennials – are feeling the absence of sports in their lives and are eagerly anticipating its return. Watching sports on TV is by far the #1 aspect of sports that fans miss.

How much has the absence of sports due to COVID-19 affected you?



Expect to miss most about the absence of sports:

1	Watching televised events (60%)
2	Rooting for my favorite team (40%)
3	Following sports news and culture (28%)
4	Talking about sports with my friends (28%)
5	Watching events in person (27%)

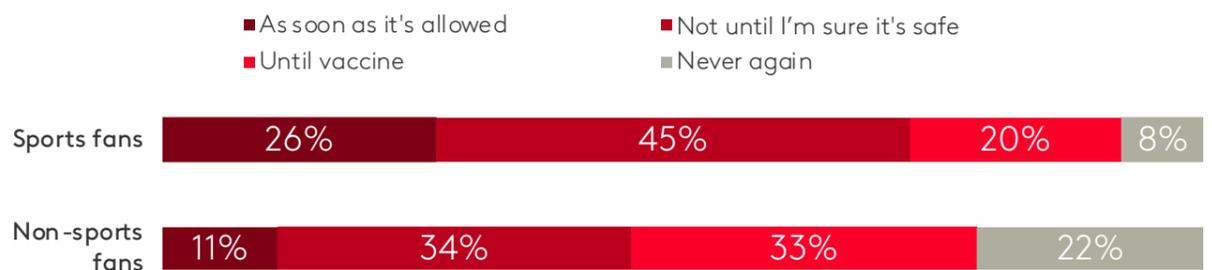
\*Source: Kantar Sports MONITOR – COVID-19 survey (3/17-3/20)

## 4

### Safety first

While fans are itching for their favorite sports to return, they're far more patient about going to events in-person: Two-thirds of sports fans indicate they'll only attend a sporting event if they're sure it's safe (45%) or won't go until a COVID-19 vaccine is developed (20%).

How will you feel about going to sporting events once the economy opens up?



## 5

### Looking ahead

Most sports fans recognize the need to shelter-in-place as long as a global pandemic is still a threat. But they're also eagerly awaiting a return to some semblance of normalcy, and are looking forward to re-engaging in a variety of social activities they've been doing without for the last several weeks.

Looking forward to doing the following activities once the economy opens up again (very much or somewhat agree; among only those who participate in specified activity)

#### Sports-related activities

1	Watching sports on TV	73%
2	Going to sporting events	61%
3	Going to the gym / do a workout class	60%

#### Non-sports activities

1	Hang out with friends/family	79%
2	Going to restaurants	78%
3	Go on vacation / travel	74%