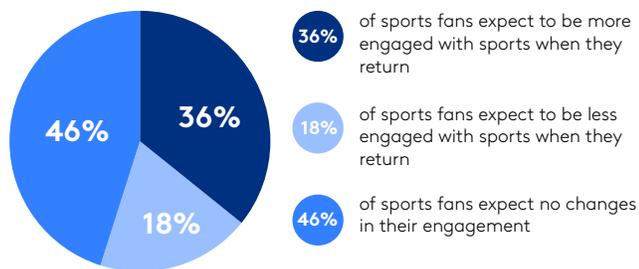


Key Questions for the Road Ahead

After more than three months on the sidelines due to COVID-19, the sports industry is facing big questions as it nears a return.

1 Are sports fans excited about a potential return of professional and college sports?

Yes! More than four out of five sports fans expect to be equally or more engaged with sports upon its return.

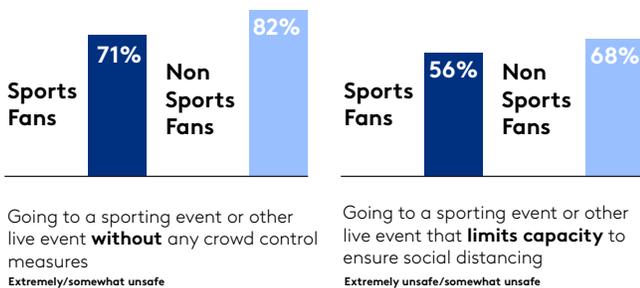


But... Most sports fans are willing to be patient if it means a safer environment for athletes and employees.

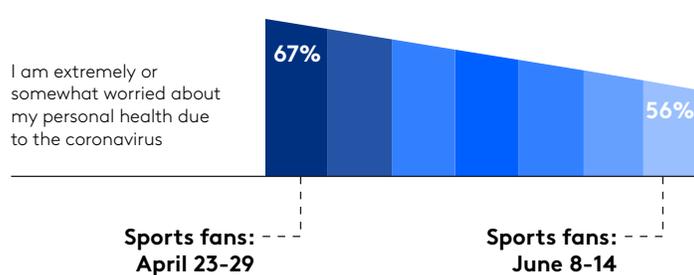


2 Are sports fans concerned about the safety of live sporting events?

Yes! Sports fans view live events without crowd controls as the riskiest activity (of 10); they see crowd-controlled games as being less risky – but more view it as unsafe than safe.

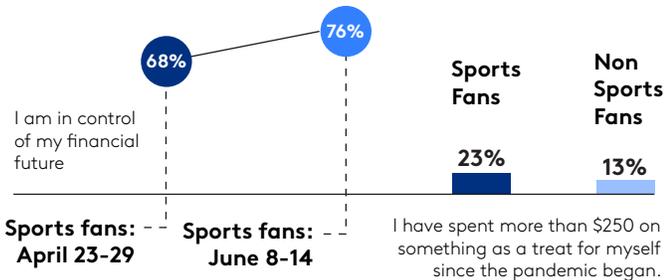


But... As COVID-19 has progressed, concerns about personal health have eased – and should continue if the severity of COVID-19 continues to decline.



3 Are sports fans able or willing to spend their disposable income on sports?

Yes! Sports fans are weathering the financial crisis well thus far, and are more likely to have treated themselves during the pandemic.



But... Still, most sports fans don't expect they'll be able to afford to attend a sporting event – particularly among those with a HHI under \$75k/year.

