



# SBJ Unpacks: Data & Insights into the COVID-19 Crisis

CELEBRATING 25 YEARS OF SPORTS INTELLIGENCE

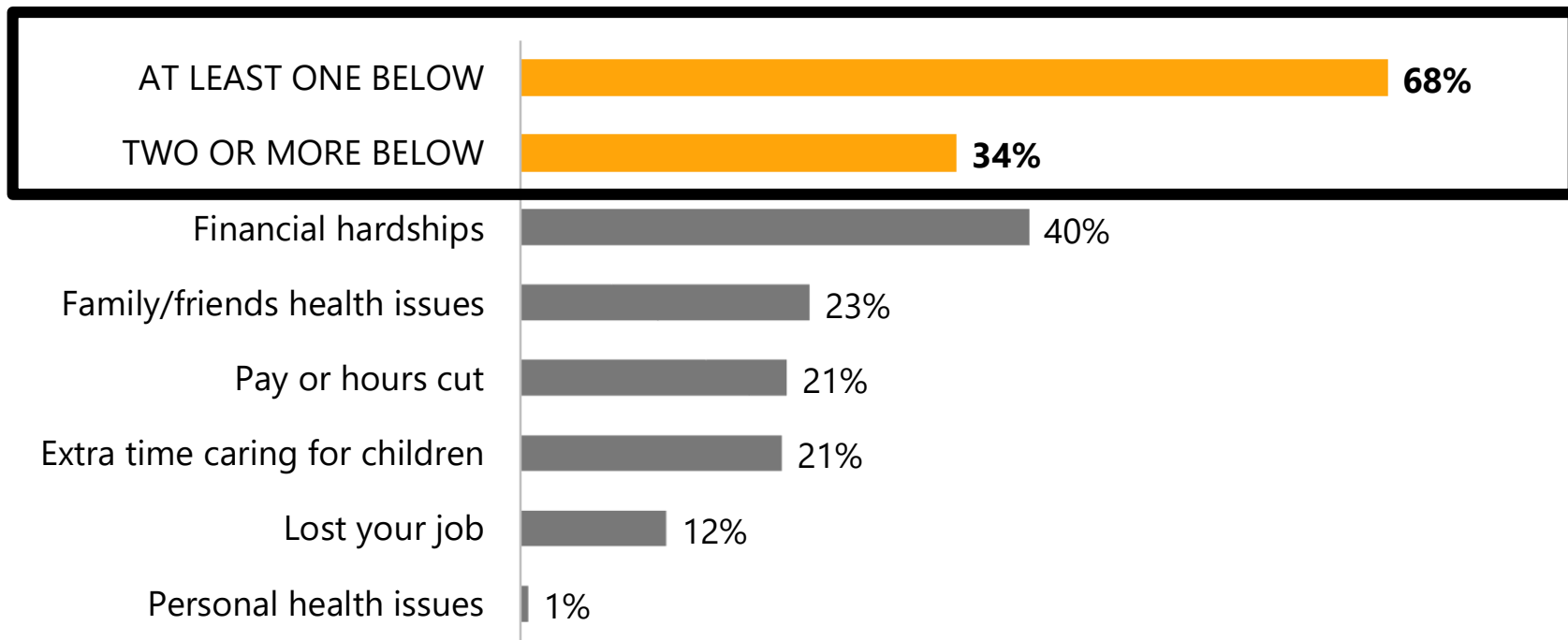
[ssrs.com](https://ssrs.com) | [@ssrs\\_research](https://twitter.com/ssrs_research)

**This is tangible.  
Not merely fear.**



# Over ½ of Americans have been directly impacted

**% of US Population 18+ who have had...**

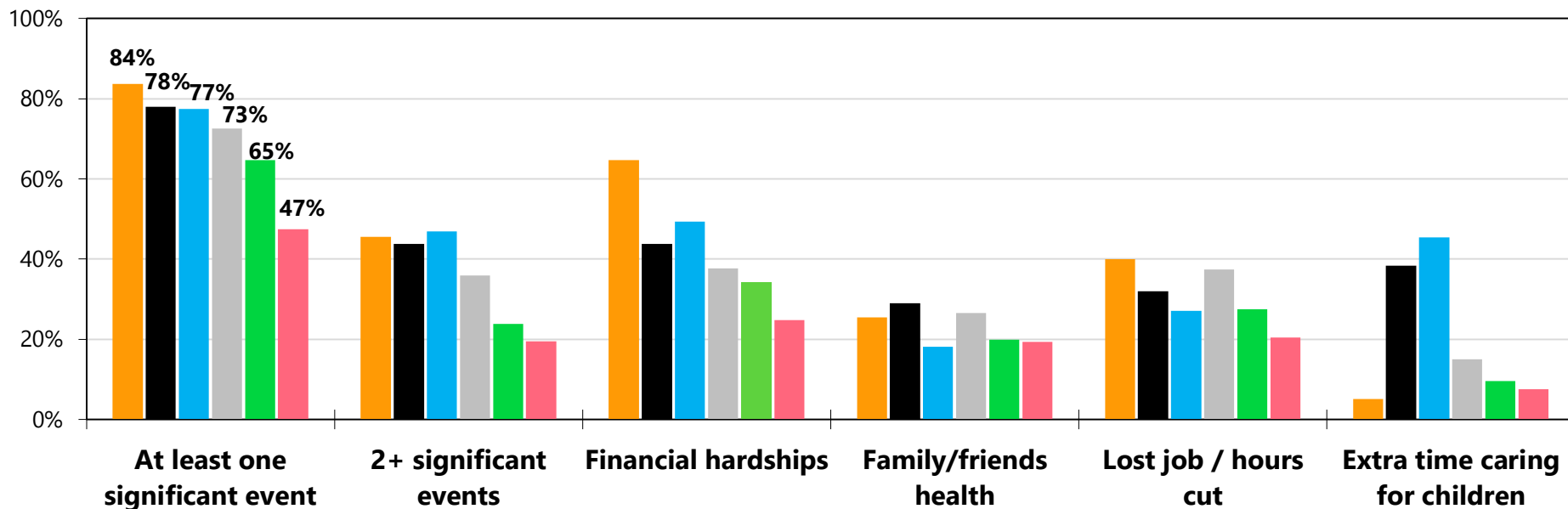


**The youngest are  
impacted the most**



# YOUNGEST Americans are most impacted so far

% of age group who have had...

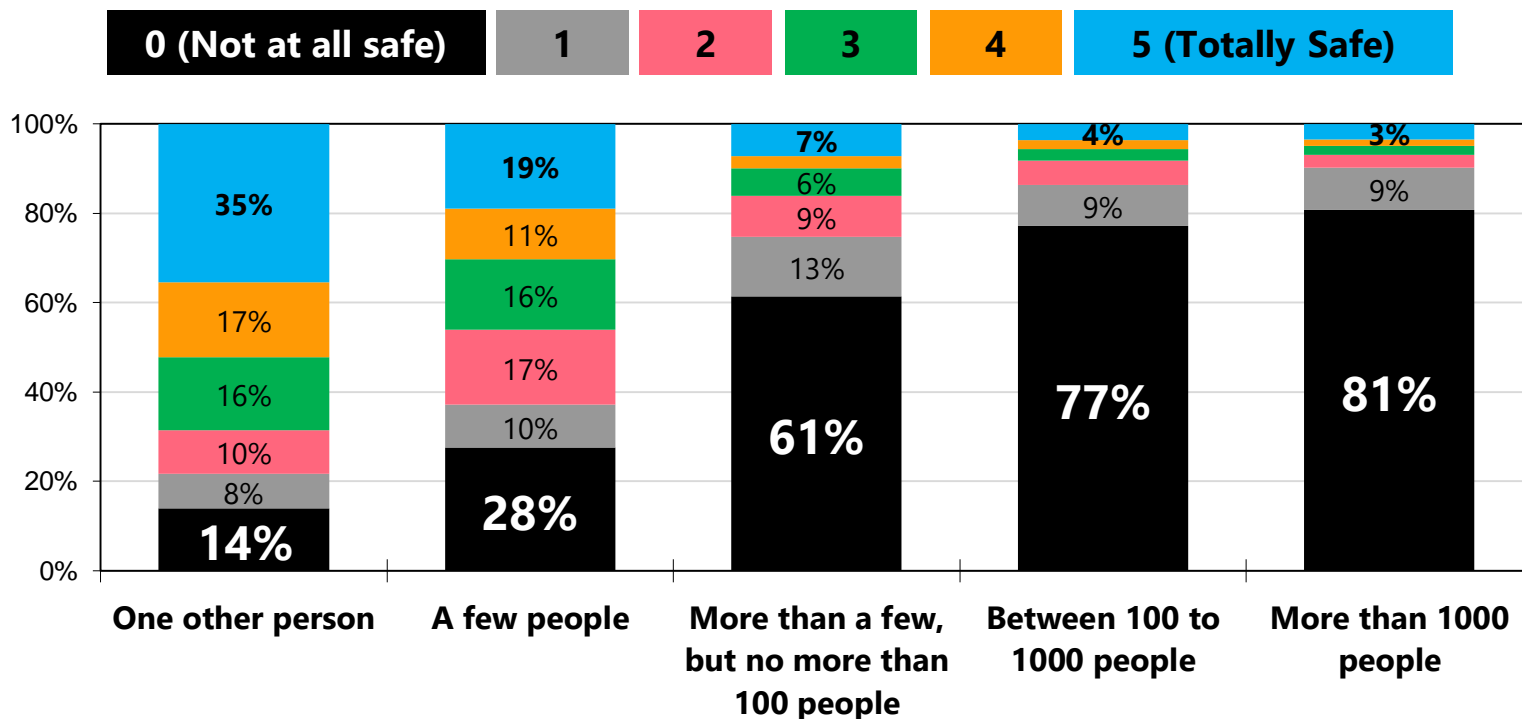


**People are afraid  
to get together**



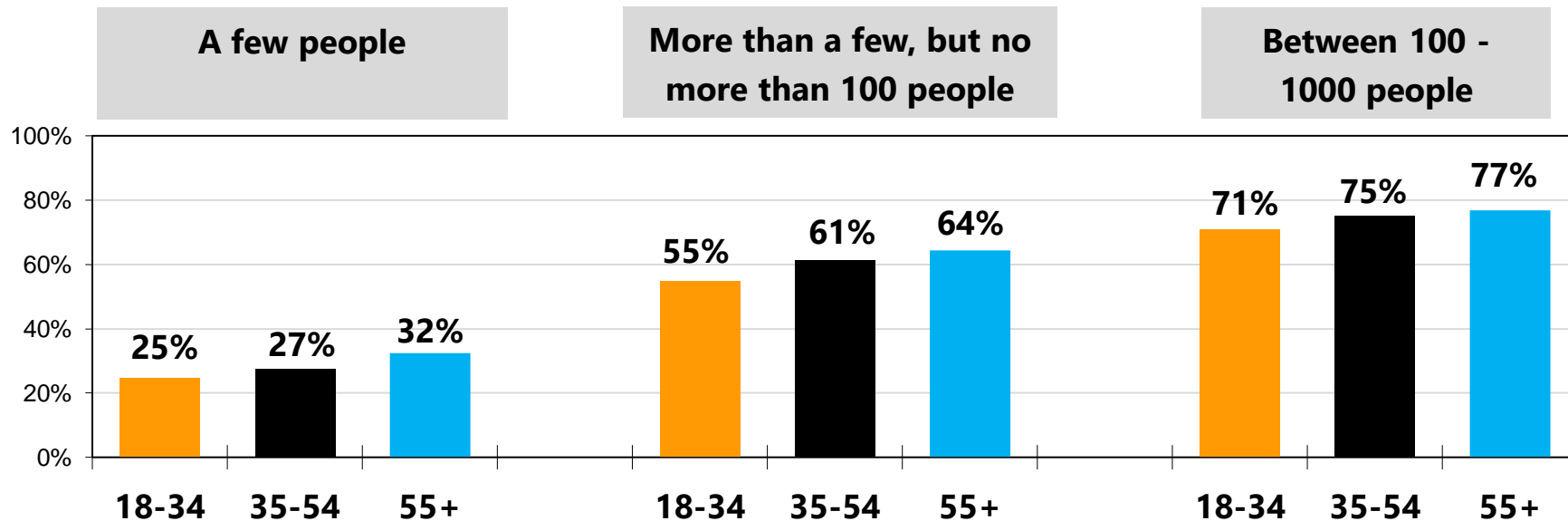
# 80% feel NOT AT ALL SAFE gathering with 100+ people

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...



# Oldest feel least safe...but no one feels safe getting together yet

% of Americans who feel NOT AT ALL SAFE getting together with...



**Americans don't  
believe that sports  
should be playing yet**



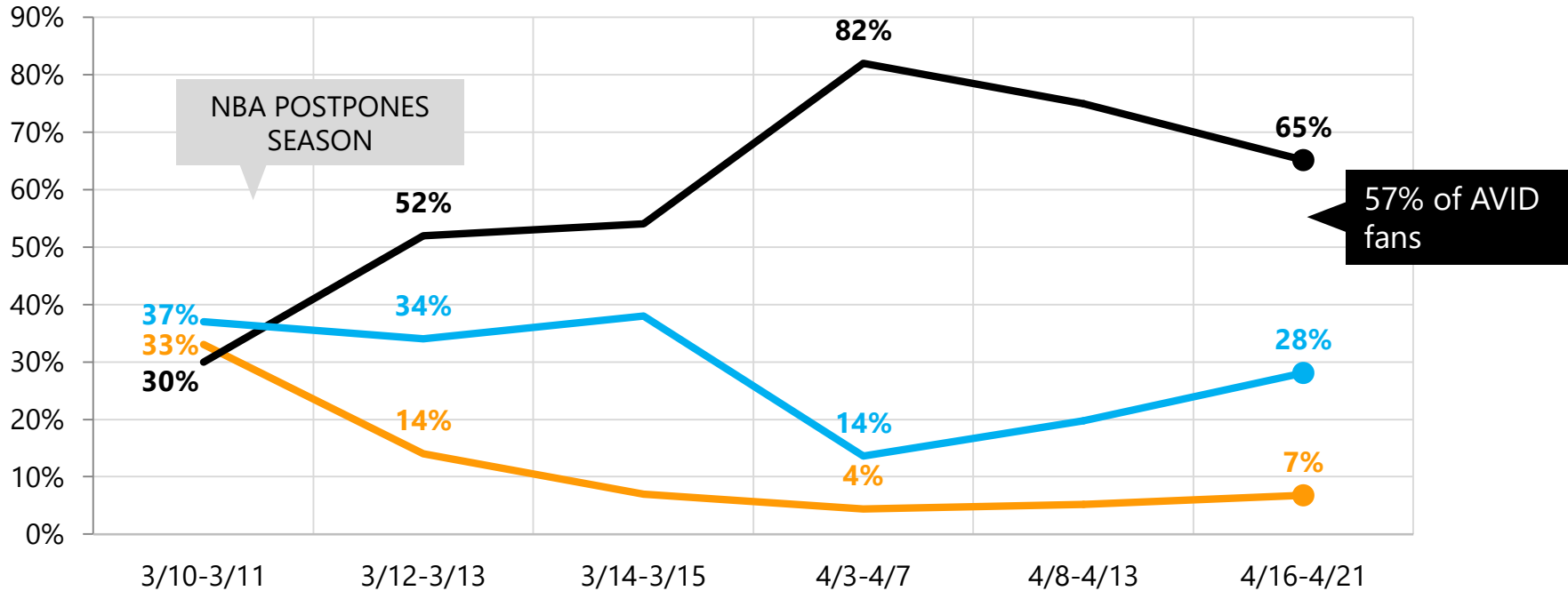
# 2/3 of fans say sports shouldn't be playing at all

Right now, do you think sports should...

PLAY WITH FANS IN  
ATTENDANCE

PLAY IN EMPTY  
STADIUMS

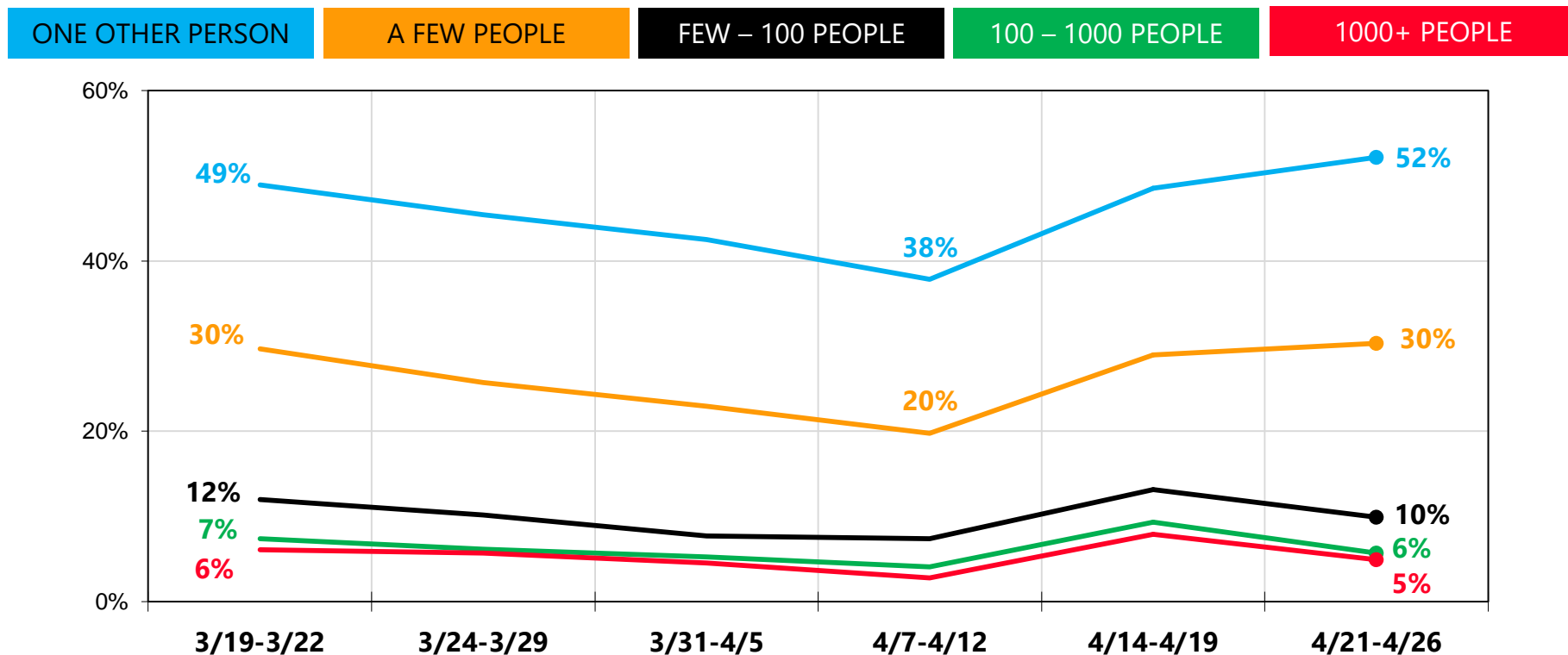
CANCEL GAMES UNTIL  
RISK SUBSIDES



**As restrictions ease,  
hope rises**

# Americans beginning to feel safer about small activities

% of Americans who feel safe (4 or 5) getting together with...



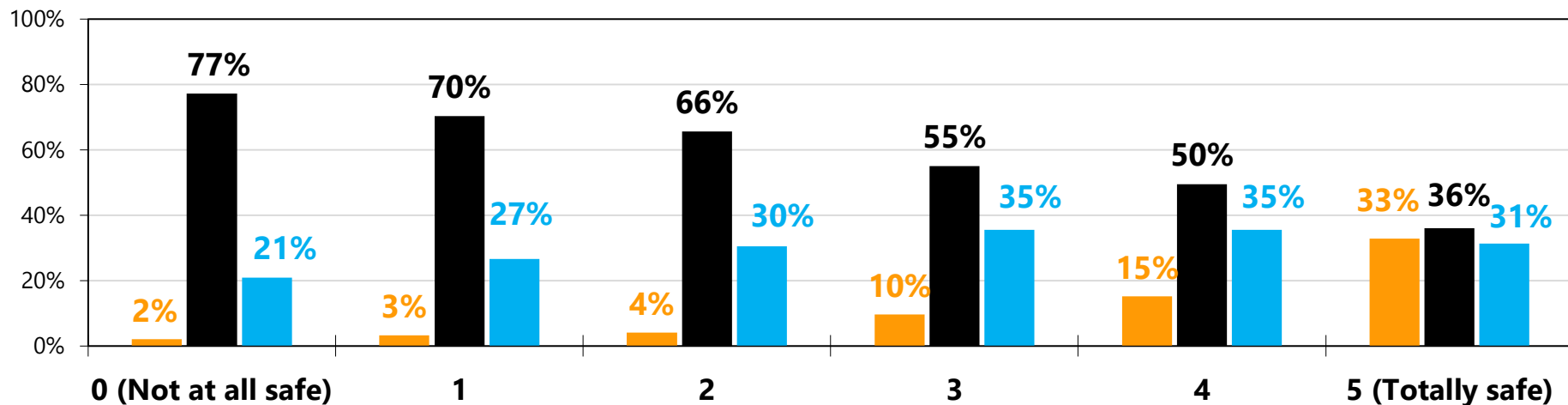
# The safer people feel, the more they support sports playing

Do you think sports should...

PLAY WITH FANS IN  
ATTENDANCE

CANCEL GAMES UNTIL  
RISK SUBSIDES

PLAY IN EMPTY  
STADIUMS

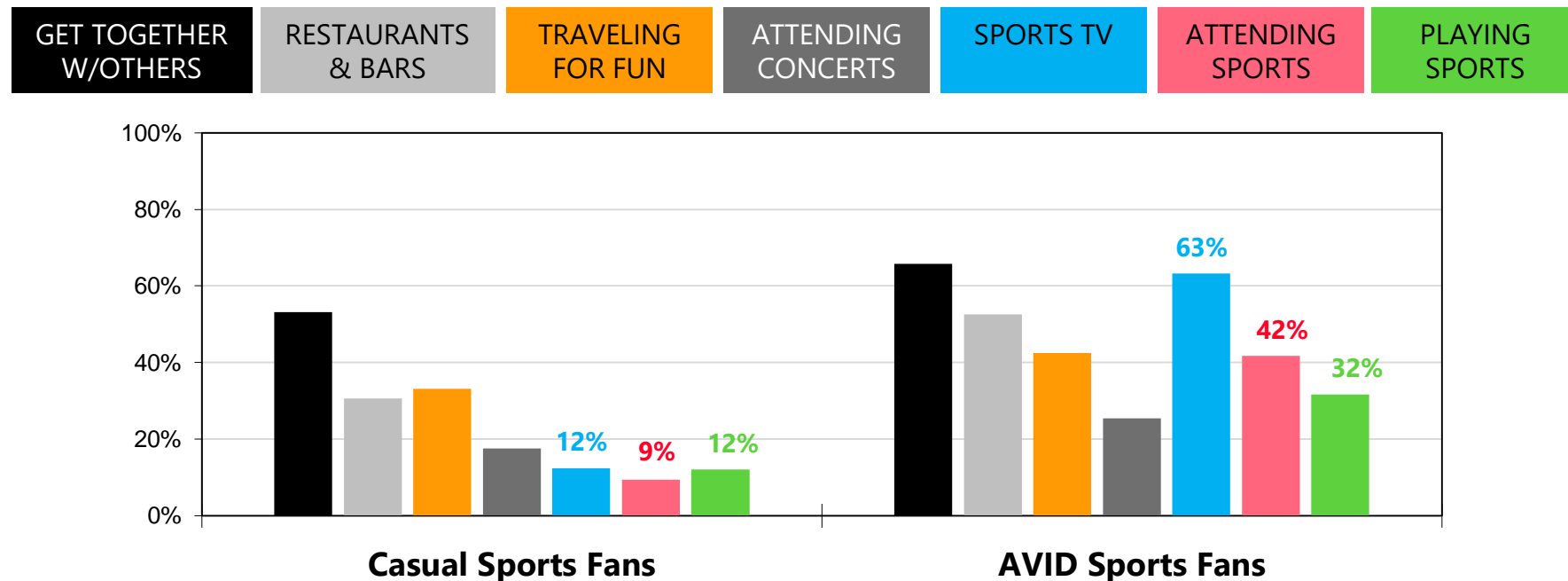


How safe do you feel getting together for activities with more than a few – 100 people

# Out of sight, Out of mind

# AVID fans miss sports, but not a great loss for Casual fans

% who VERY MUCH miss...



# The longer this goes, the more your sport falls in priority in the consideration set

% very likely to \_\_\_ as a way to take your mind off the news

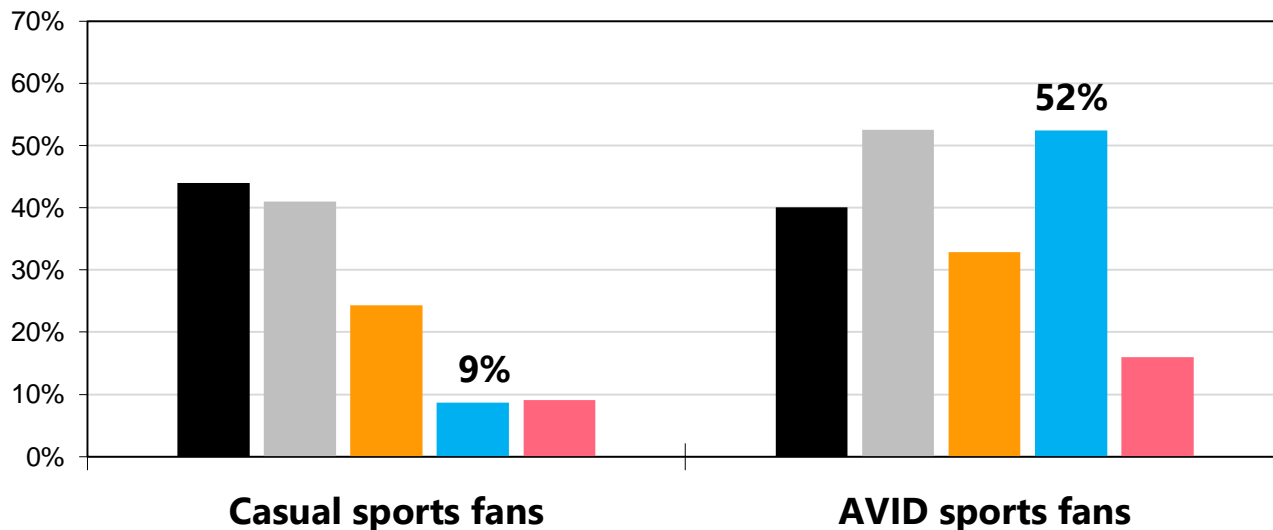
OFFLINE ACTIVITIES

TV / MOVIES

TIME ONLINE

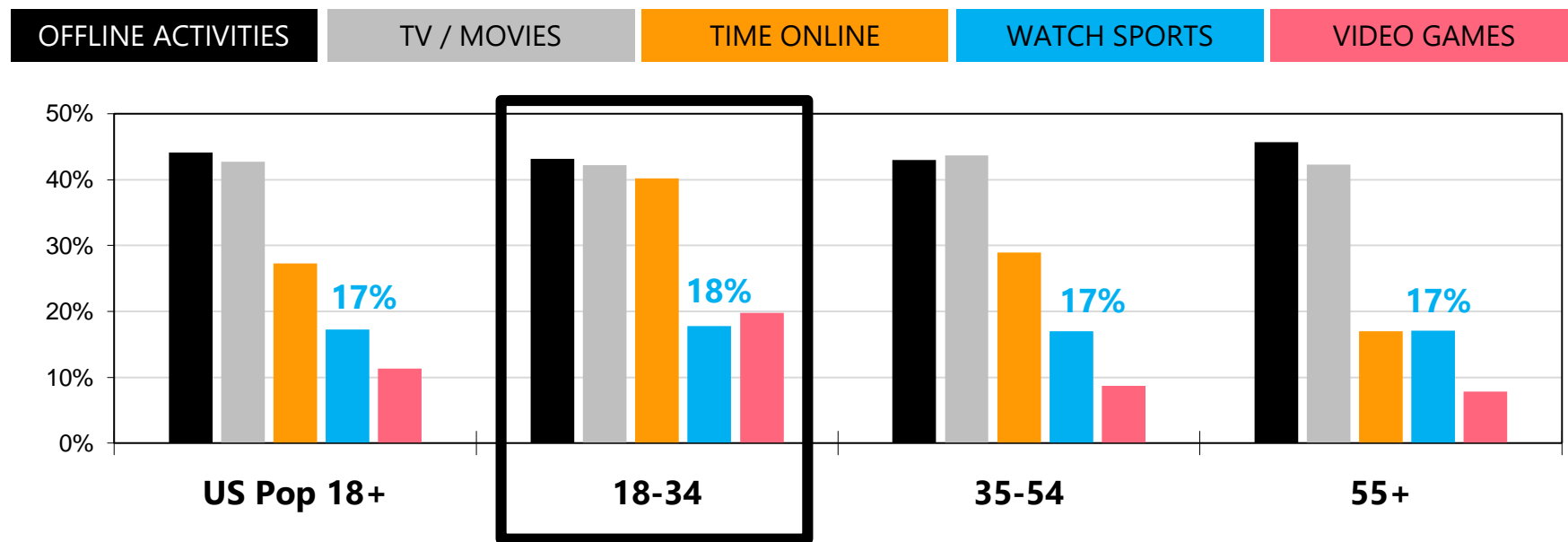
WATCH SPORTS

VIDEO GAMES



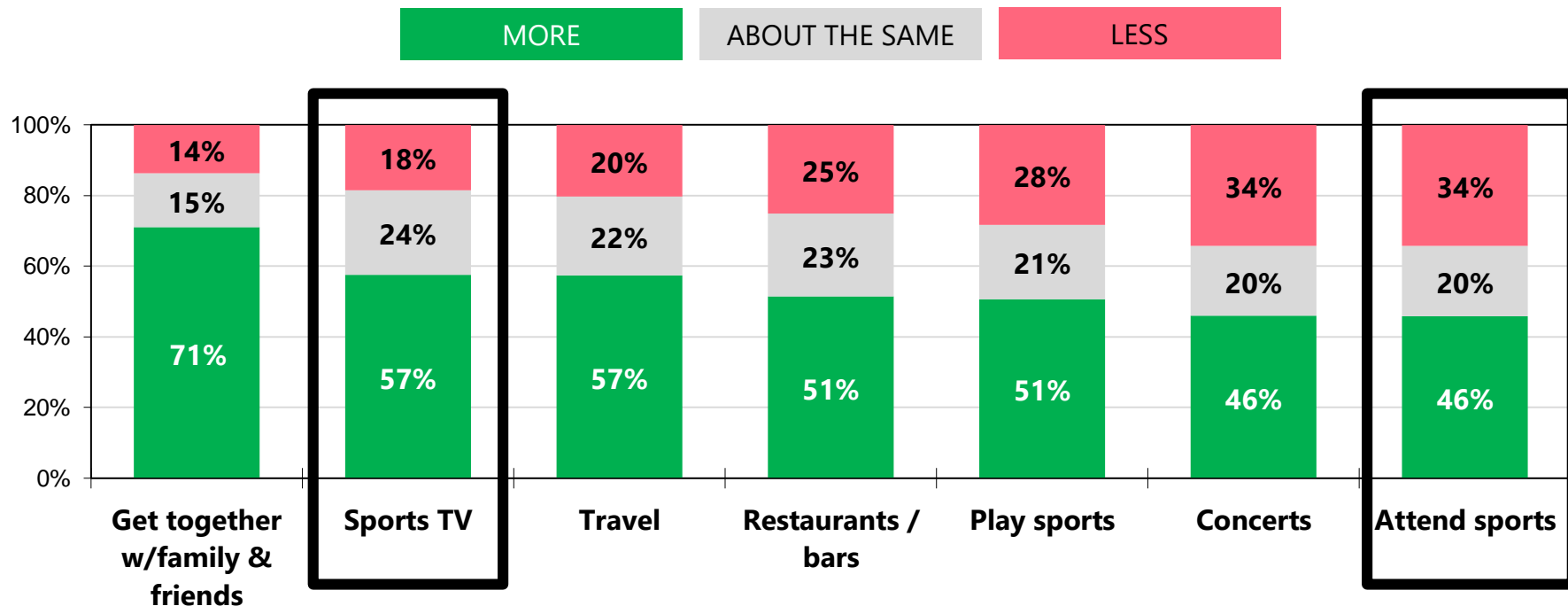
# The longer sports is away, the more likely young Americans will find alternatives

% very likely to \_\_\_ as a way to take your mind off the news



# Among those who miss sports, there is pent-up demand

Once possible again, do you think you will do MORE or LESS of...



(Among those who miss each activity)

# So what?



# Responding to Tangible loss:

**Do tangible things now to  
engage & support your fans**





how are sports supporting their fans during coronavirus?



www.miaminewtimes.com › news › ideas-for-miami-sp...

### Ideas for Miami Sports Teams During the Coronavirus ...

Mar 18, 2020 - The NFL Draft was supposed to happen in Las Vegas at the end of April. Photo by Michele Eve Sandberg. Five Ways Sports Leagues Can Entertain Fans Amid Coronavirus. Ryan Yousefi | March 18, ... Support Our Journalism.

www.usatoday.com › story › sports › 2020/04/27 › ho...

### What long-term impacts will the coronavirus have on sports ...

2 days ago - When sports return to play, will fans be hesitant to go to the stadium? Or eager? "Dr. Fandom" weighs in.

www.npr.org › 2020/03/19 › what-it-means-to-be-a-sport...

### What It Means To Be A Sports Fan During The COVID-19 ...

Mar 19, 2020 - Most sports are coming to a halt as the world responds to coronavirus. Mike Pesca, host of Slate magazine's daily podcast The Gist, shares his ...

Missing: supporting | Must include: supporting

econsultancy.com › coronavirus-covid19-sports-brand...

### Coronavirus: How are sports brands responding on social ...

Mar 24, 2020 - With this in mind, I've taken a look at some of the sports most ... to the coronavirus pandemic through the education and support of its fans.



# Hurt, angry, disappointed that they can't do...

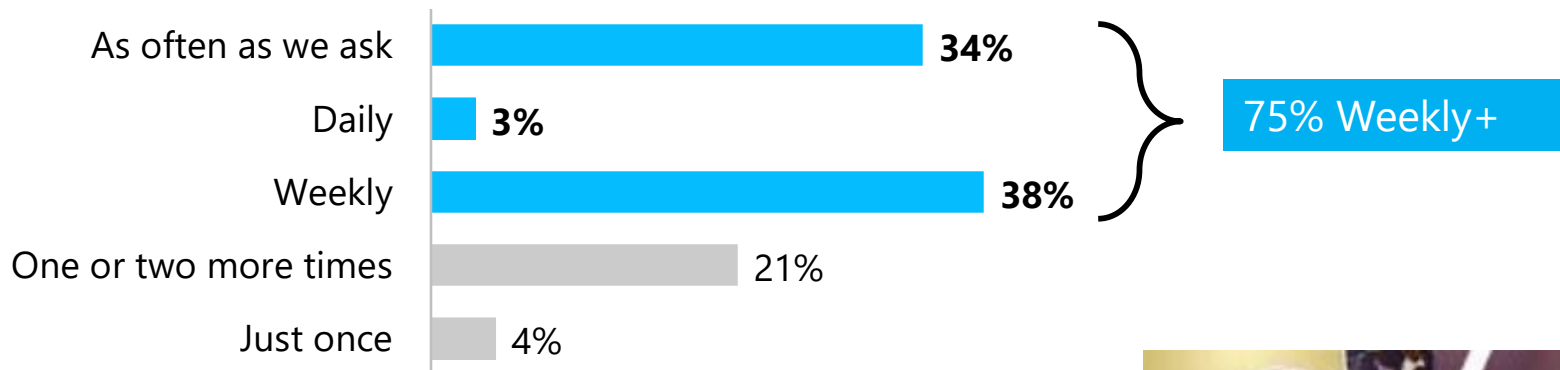
"I cried. First time I missed opening day in 23 years. This is also the first time in my life I am a season ticket holder so it is extra depressing." (40, MALE)

"So disappointed. My 10 yr old son has become a huge fan and I bought us ticket for opening day as a Christmas gift for him. I also bought tickets for Moncada bobblehead day (his favorite player) and organized a girls night outing to the ballpark for my birthday on May 30th. These were all social events we were looking forward to." (45, FEMALE)

"I miss my brother and I going to games with our 20 game package.. now that we no longer live together this was our summer activity to keep close.. We'd meet after work in the suburbs, and drive in together and then go to Cork and Kerry and Turtles for a drink before the game.. now there is no sign that we'll be able to do that at all this year" (30, MALE)

# 11,000+ Fans participating with no games

How often would you like to participate in conversations while the White Sox aren't playing?



**The challenge is getting their attention...**



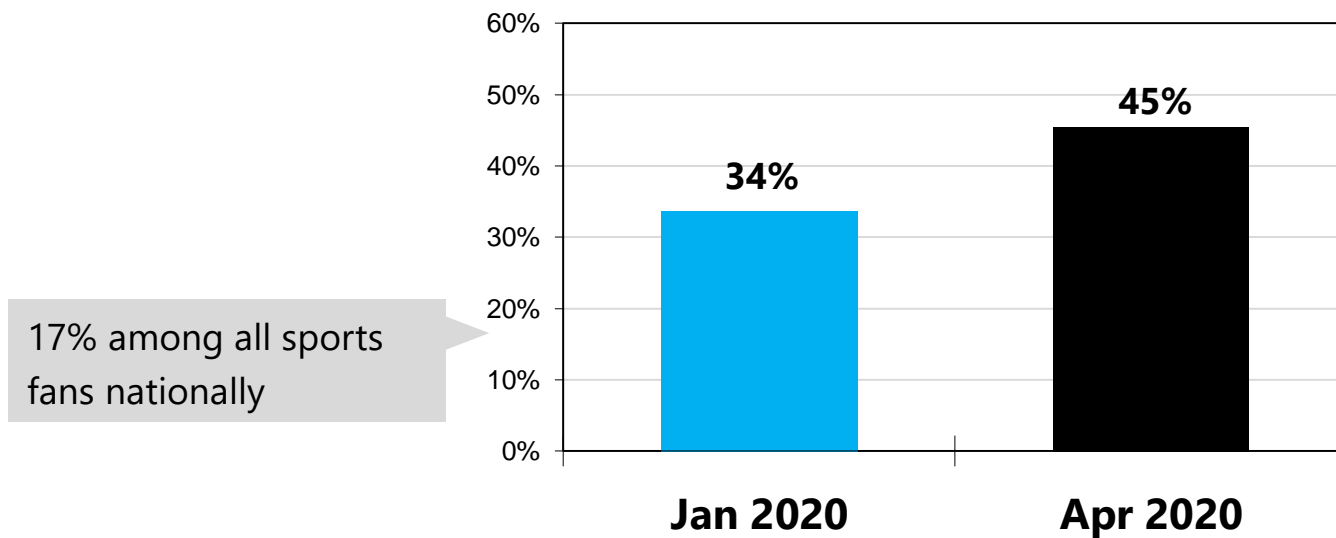
**Responding to Out-of-sight, out-of-mind:**

**Do more to engage fans now  
and you will be rewarded later**



# Fans feel like they “belong” more now

**% of fans who feel very much part of the White Sox family**



**Genuinely responding to Time online:**

**People are uncommonly  
invested in social engagement.**



Experts recommend keeping your daily rituals even while working from home



**Government:** work from home  
**Surgeons:**





**Genuinely responding to Time online:**

**People are uncommonly  
invested in social engagement.**

**Are you?**



## In summary...

- Tangible effects
- For the youngest
- Afraid to gather
- Don't play until it's safe
- People miss sports...
- But not that much
- Out-of-sight, out-of-mind
- How are you tangibly engaging your fans?
- Tangible engagement will be rewarded



# Data Sources

SSRS/Luker on Trends Sports Poll: Nationally representative sample of 1800 Americans age 12+ per month (includes phone and online interviews)

Sports Poll Coronavirus Supplement: Nationally representative sample of 1000 Americans age 12+ per week (online interviews collected weekly beginning April 3, 2020)

SSRS Omnibus: Nationally representative sample of 1000 Americans age 18+ per week (phone interviews collected weekly beginning March 9, 2020)

SSRS Opinion Panel: Nationally representative sample of 1000 Americans age 18+ (online interviews collected April 8-13, 2020)

White Sox Fan Survey: Interviews conducted with Chicago White Sox fan mailing list (online interviews collected January 2020 and April 2020)



**Chad Menefee**  
EVP, Strategic Intelligence  
[cmenefee@ssrs.com](mailto:cmenefee@ssrs.com)

# contact