

# Filling the Sports Void in a COVID-19 World

As evidenced by the emotional reactions across the U.S. when live sports were put on hold, it's no secret sports play an important role in our lives as both a source of entertainment as well as a facilitator of connections. Sports fans are now faced with identifying options to fill the hole in their lives.

## Gaming and Esports' Time to Shine

Many young adults are filling the void by competing in or watching esports. The older the respondent, the more removed they are from live action; those over 35 lean toward watching sports documentaries and rebroadcasts of classic games or following discussions on social media or online forums.

### Top Three Ways to Fill the Void:

## 18-34 yo

Playing sports-themed video games	35%
Watching esports	33%
Participating in / reading sports discussions on social media or online forums	26%

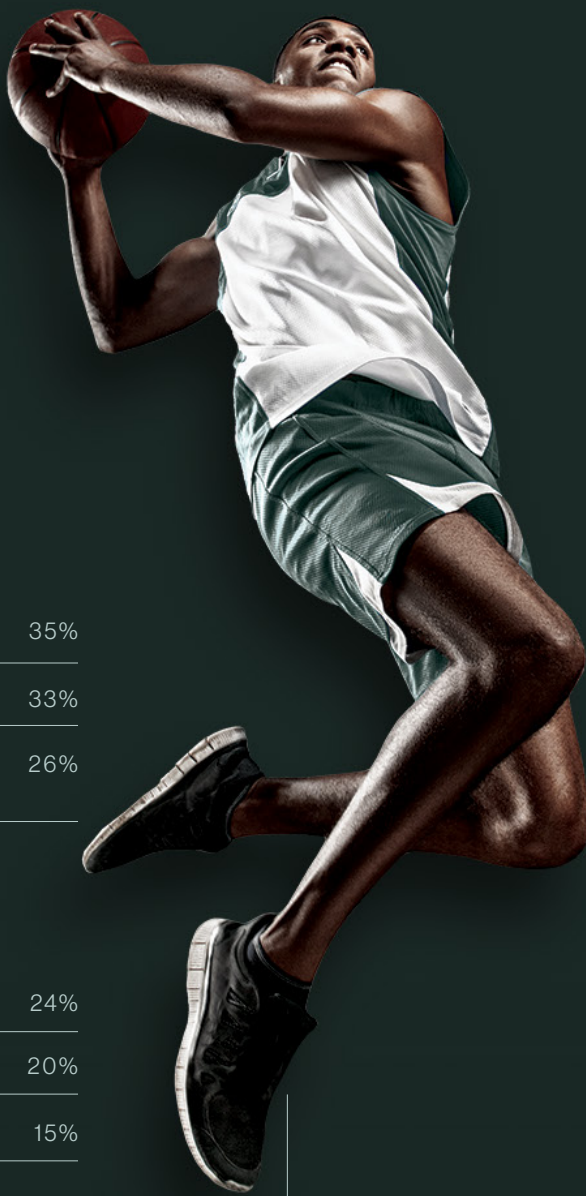
## 35-54 yo

Watching sports documentaries	24%
Watching rebroadcasts of classic games	20%
Watching sports-themed movies	15%

## 55+ yo

Watching rebroadcasts of classic games	17%
Watching sports documentaries	12%
Watching sports-themed movies	7%

**Background/Methodology:** YouGov, on behalf of Ketchum, surveyed 1,179 U.S. adults (aged 18+), of whom 617 qualified as sports fans (\*by indicating they regularly follow basketball, football, baseball, soccer, hockey, NASCAR or golf) between March 23-24, 2020 to identify how they plan to get their sports fix while all traditional sports are suspended and their perspective on how sports should resume. The survey was carried out online. The figures have been weighted and are representative of all U.S. adults (aged 18+).



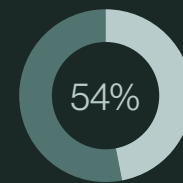
To further discuss results and insights from this survey, please contact:

**Patrick Wixted**  
Senior Vice President, Sports  
patrick.wixted@ketchum.com  
+1 202 835 8889

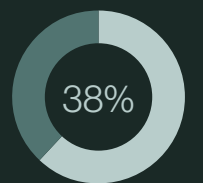
## Young Adults Seek Sports Fix

With sports on hiatus, 69% of sports fans\* ages 18-34 have taken steps to get their sports fix, while just 32% aged 55+ intend to do so, preferring to wait for their favorite sports to resume their seasons rather than seeking out alternative options.

### In Search of Options to Whet Their Sports Appetites:



Male Sports Fans



Female Sports Fans

## How Should Play Resume?

Until social-distancing requirements are lifted and fans can return to the stands, many want sports leagues to hold off on returning to the field.

**45%** of sports fans across all age ranges agree professional sports should be postponed until fans are able to attend games

**21%** would be ok with games resuming without fans in attendance

**17%** feel current seasons should be canceled in their entirety

## How Can Brands Connect With Their Audiences While Consumers Are Seeking Out Alternatives to Live Sporting Events?

Opportunity lies in every challenge. This survey both underscores the significant appetite to be quenched as well as identifies areas in which brands can address the void, specifically by:

- Pivot Programming
- Deploying a Digital Game Plan
- Creating Connections