



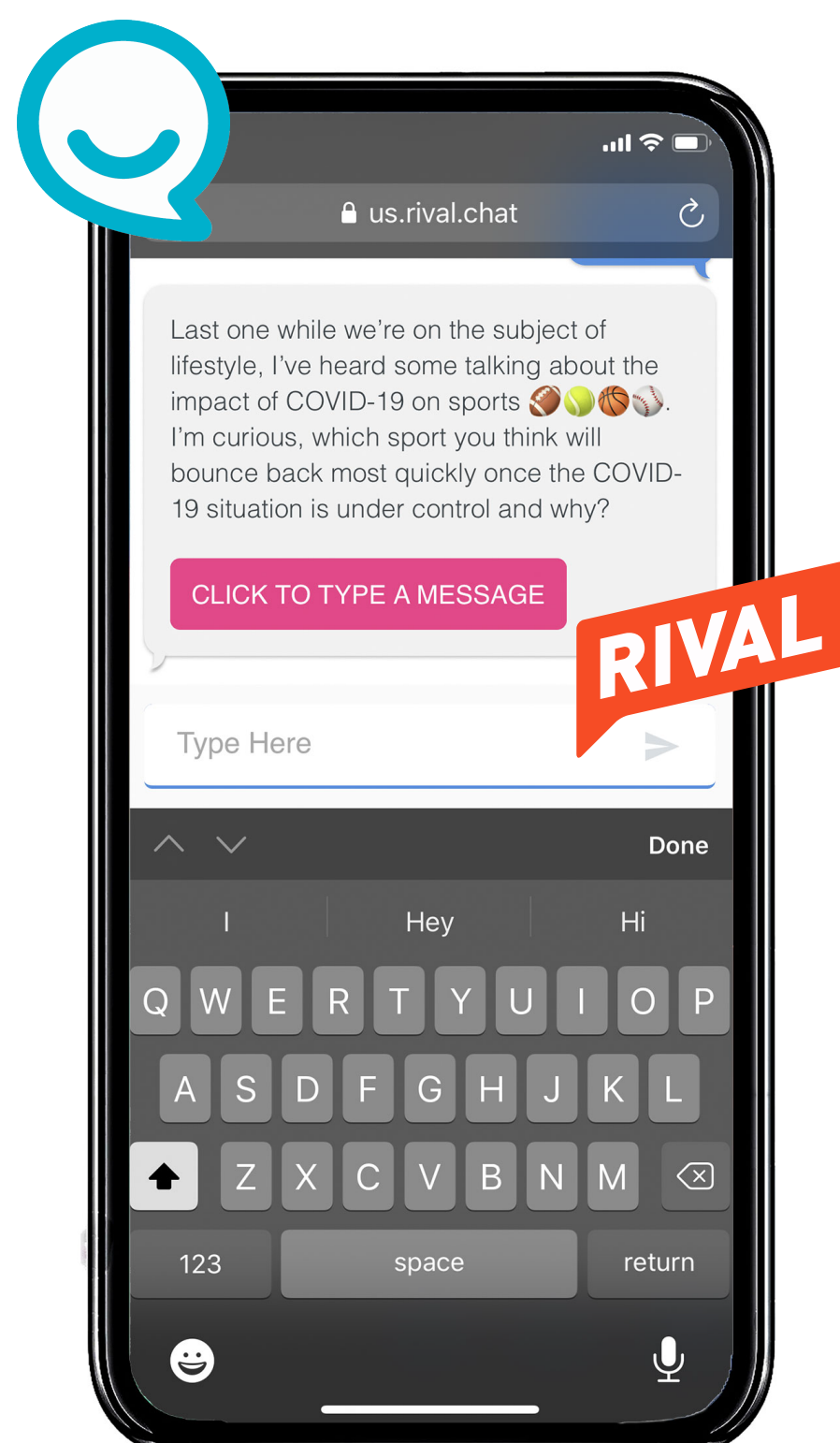
Fan predictions on the future of sports in Canada after Covid-19



In a conversational chat survey sent to a community of Canadian consumers, **Reach3 Insights** and **Rival Technologies** asked people which sports they think would bounce back quickly after the COVID-19 pandemic.

Hockey, baseball and football got the most mentions among Canadian consumers. People mention a few reasons for picking these sports:

- Timing and duration of the season
- The size of the fan base
- The sport's ability to bounce back from other crises
- Ability of players to train individually while still maintaining social distancing



Sample responses from research participants

Hockey. It has a solid dedicated **Canadian fan base**

Baseball and football as it will be the beginning of their seasons and it will feed into the "**fresh start**" feeling.

Hockey. Most people who play/watch hockey are of the mind-set you shake it off & get back out there. Also where they are in their season has the **highest interest for the sport**, the stretch drive, jockeying for position, the playoffs, all will help draw interest.

Based on when I think that we will return to some level of "normal", I would say **the CFL** because they will just be into training/pre-exhibition games. No catch-up or shortened season.

Baseball - season will be on time and people will be **happy to be outdoors**

Hockey. Canadians will be going through **major withdrawal** by the time this is over!

The NBA. They are **the best run**. The NFL should see minimal impact and the MLB can lose a ton of games without significant impact. **Soccer is still growing** in North America and the NHL was on the decline anyway.

I doubt the NBA and NHL will be able to salvage their respective seasons. They'll have to cut their losses and look forward to the next season. I think the MLB will have **a shortened season**. The **CFL will probably be the least affected** once COVID-19 is under control, assuming that people listen to medical advice and stay home. Not sure how MLS will deal with this. I'm a huge track and field fan and I feel like the **Diamond League** may be shortened and have meets carry more weights.

Very few Canadians are still watching and doing sports

But many are feeling the void of live sports and turning to streaming instead



2%

of consumers said they are watching sports to get their mind off of things



1%

reported playing sports to let time pass while social distancing



44%

are using streaming services more often to spend their free time

We normally stream a lot of sports. With the NHL shut down, we're **watching less TV** and spending more time **talking to family and friends** on the phone or WhatsApp/Skype etc.

Watching tv more for updates, **streaming favourite shows**, but missing sports coverage

With no sports on TV my husband is bereft (lol) so I have introduced him to Netflix and we are bingeing some shows I'd watched before and some new ones. **Nice change of pace** from sports all the time and something we can do together.

Study conducted March 23 to 26, 2020. For more details and full reports, sign up for "Consumer Closeness in the Age of Social Distancing," a complimentary consumer research program from Reach3 Insights and Rival Technologies.

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