



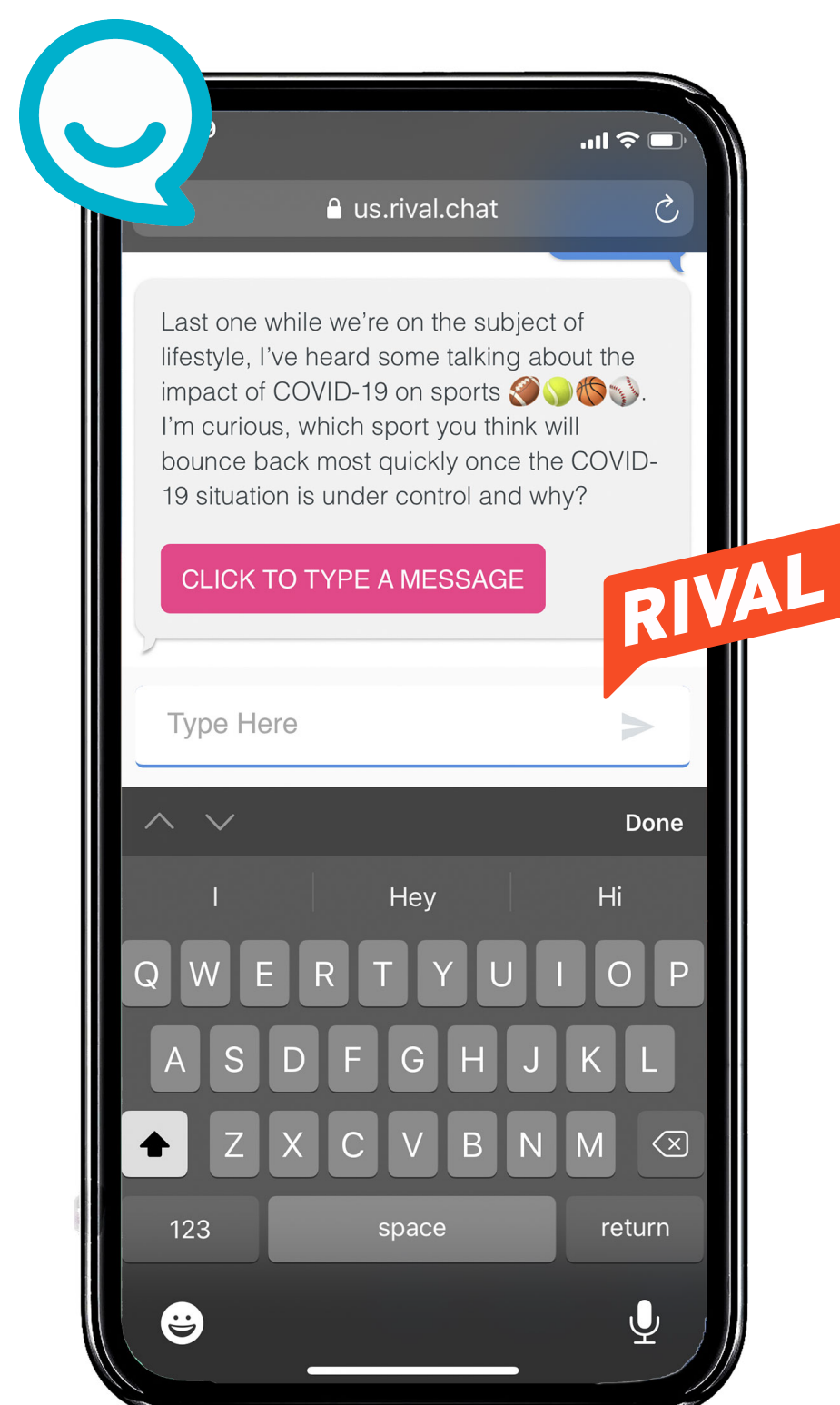
# Fan predictions on the future of American sports after Covid-19



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

**Football, baseball** and **basketball** got the most mentions among American 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

“Probably football, as it has become **America’s sport.**”

Football has **always bounced back** after trauma

“Baseball because the players can practice social distancing and people can **watch it streamed** instead of being in the stands.”

NFL is out of season, but they will be fine. I think NBA and MLB will do fine. **Everyone is looking to sports to return!**

I believe that the NFL will return to normalcy the fastest because they didn't have a season interrupted by the situation, but as far as sports that were interrupted, I believe the NBA will bounce back the quickest. **Adam Silver** is by far the strongest leader in any of the major sports, and I believe he will right the ship the quickest.

Through its long and crazy history, **baseball has always come back** into the national consciousness and it always will

I think they all will because fans are **wanting some semblance of normalcy.** I think all sports will see stadiums packed and ticket sales at the highest they've been in years.

I think that it really depends upon when the “crisis” is over. Baseball has a very large number of players involved to get a season ramped up and active again ..... along with a huge payroll. Basketball has fewer players, smaller teams and **smaller venues to fill.** For all sports, **I am not sure that people will have the money** to put up for the high ticket prices. Probably, the one with the **lowest total cost of attending** will be the faster to recover.

## A minority of Americans are still watching and doing sports

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



### 7%

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



### 5%

reported playing sports to let time pass while social distancing



### 48%

are using streaming services more often to spend their free time

Study conducted March 21 to 23, 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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