

If these activities are available/permitted, how likely is it that you'll do the following: - Attend a live sporting event in 2020

	Gender		AGE									EDUCATION				AGE GROUP				Male - AGE GROUP				Female - AGE GROUP				
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer	Gen Z	Millennial	Gen X	Boomer	Gen Z	Millennial	Gen X	Boomer
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)	1000	485	515	270	385	345	115	155	204	181	213	132	56	159	455	330	107	269	299	325	60	114	156	155	47	155	143	170
Base: All Respondents (wtd)	1000	489	511	281	346	373	156	125	180	166	227	146	146	276	335	243	148	232	266	354	88	104	139	158	60	129	127	196
Top 2 Box (Net)	176	119	57	65	73	38	40	25	47	26	23	14	30	46	59	41	34	55	50	36	26	31	39	24	9	25	11	12
	18%	24%	11%	23%	21%	10%	26%	20%	26%	16%	10%	10%	21%	17%	18%	17%	23%	24%	19%	10%	29%	30%	28%	15%	15%	19%	9%	6%
		B	E	E	E	JK*	JK	IJK				*	*			S*	S	S		W*	W*	W		*	Za			
Very likely	45	30	15	15	23	7	8	7	17	6	3	4	3	12	18	12	7	16	17	6	4	7	15	4	2	9	1	2
	4%	6%	3%	5%	7%	2%	5%	6%	9%	4%	1%	3%	2%	4%	5%	5%	4%	7%	6%	2%	5%	7%	11%	3%	4%	7%	1%	1%
		B	E	E	E	*	J	IJK				*	*			S	S			*	*	W		*	Za			
Somewhat likely	131	89	43	50	50	31	32	18	30	20	20	11	28	34	40	29	28	40	34	30	21	24	24	20	6	16	10	11
	13%	18%	8%	18%	15%	8%	21%	14%	17%	12%	9%	7%	19%	12%	12%	12%	19%	17%	13%	9%	24%	23%	17%	12%	11%	12%	8%	5%
		B	E	E	E	JK*	JK					*	*			S*	S			*	W*		*	a				
Bottom 2 Box (Net)	824	370	454	216	273	335	116	100	133	140	204	131	116	230	276	202	113	177	216	318	63	73	101	134	51	104	115	184
	82%	76%	89%	77%	79%	90%	74%	80%	74%	84%	90%	90%	79%	83%	82%	83%	77%	76%	81%	90%	71%	70%	72%	85%	85%	81%	91%	94%
		A				CD	*		H	FGH	FGH*	*	*							PQR	*	*	TUV	*	*	Y	Y	
Not very likely	348	170	179	94	126	128	45	49	65	61	79	50	45	93	122	88	44	87	95	123	26	34	48	62	18	53	47	62
	35%	35%	35%	34%	36%	34%	29%	39%	36%	37%	35%	34%	31%	34%	36%	36%	30%	37%	36%	35%	30%	33%	35%	39%	30%	41%	37%	32%
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Not at all likely	475	200	275	121	147	207	70	51	68	79	126	82	70	137	154	114	70	90	121	194	36	39	52	73	33	51	69	122
	48%	41%	54%	43%	42%	56%	45%	41%	38%	47%	55%	56%	48%	50%	46%	47%	47%	39%	46%	55%	41%	37%	38%	46%	56%	40%	54%	62%
		A				CD	*		GH	GH*	*	*	*							QR	*	*		*	*	Y	Y	
Sigma	1000	489	511	281	346	373	156	125	180	166	227	146	146	276	335	243	148	232	266	354	88	104	139	158	60	129	127	196
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:  
 Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K,L/M/N/O,P/Q/R/S,T/U/V/W,X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K,L/M/N/O,P/Q/R/S,T/U/V/W,X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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If these activities are available/permitted, how likely is it that you'll do the following: - Attend a live concert, festival or play in 2020

	Gender		AGE										EDUCATION				AGE GROUP				Male - AGE GROUP				Female - AGE GROUP			
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer	Gen Z	Millennial	Gen X	Boomer	Gen Z	Millennial	Gen X	Boomer
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)	1000	485	515	270	385	345	115	155	204	181	213	132	56	159	455	330	107	269	299	325	60	114	156	155	47	155	143	170
Base: All Respondents (wtd)	1000	489	511	281	346	373	156	125	180	166	227	146	146	276	335	243	148	232	266	354	88	104	139	158	60	129	127	196
Top 2 Box (Net)	218	116	102	76	90	52	45	31	56	35	40	12	35	56	76	51	42	59	66	51	30	21	41	24	12	38	26	27
	22%	24%	20%	27%	26%	14%	29%	25%	31%	21%	18%	8%	24%	20%	23%	21%	29%	25%	25%	14%	34%	21%	29%	15%	20%	29%	20%	14%
				E	E		JK*	K	IJK	K	K	*	*				S*	S	S		W*	*	W	*	a			
Very likely	72	40	32	24	34	14	14	10	21	12	10	5	13	20	23	16	12	24	22	14	11	9	16	4	1	15	6	10
	7%	8%	6%	8%	10%	4%	9%	8%	12%	8%	4%	3%	9%	7%	7%	7%	8%	10%	8%	4%	12%	9%	11%	3%	1%	11%	5%	5%
				E	E		*		JK			*	*				*	S	S		W*	W*	W	*	X			
Somewhat likely	146	76	70	52	56	38	31	21	34	22	30	7	22	36	54	35	31	35	44	36	19	12	25	20	11	23	19	16
	15%	16%	14%	19%	16%	10%	20%	17%	19%	13%	13%	5%	15%	13%	16%	14%	21%	15%	17%	10%	22%	12%	18%	13%	19%	18%	15%	8%
				E	E		K*	K	K	K	K	*	*				S*	S			*	*		*	a			
Bottom 2 Box (Net)	782	373	409	205	256	321	111	94	125	131	187	134	111	220	259	192	105	173	200	303	58	82	99	134	48	91	101	169
	78%	76%	80%	73%	74%	86%	71%	75%	69%	79%	82%	92%	76%	80%	77%	79%	71%	75%	75%	86%	66%	79%	71%	85%	80%	71%	80%	86%
				CD	*				H	FH	FGHIJ*	*	*						PQR	*	*		TV	*	Y			
Not very likely	364	190	174	113	122	130	67	46	64	58	77	53	57	94	128	86	62	91	87	124	35	44	50	61	27	47	38	63
	36%	39%	34%	40%	35%	35%	43%	36%	35%	35%	34%	36%	39%	34%	38%	35%	42%	39%	33%	35%	40%	42%	36%	39%	45%	36%	30%	32%
				*	*		*		*		*	*	*				*	*		*	*	*	*	*	*	*		
Not at all likely	418	183	235	92	134	191	44	48	61	73	111	80	54	126	131	106	43	83	112	179	22	38	49	73	21	44	63	106
	42%	37%	46%	33%	39%	51%	28%	39%	34%	44%	49%	55%	37%	46%	39%	44%	29%	36%	42%	51%	25%	37%	35%	46%	35%	34%	50%	54%
				A		CD	*		F	FH	FGH*	*	*				*	P	PQ	*	*		T	*	Y	XY		
Sigma	1000	489	511	281	346	373	156	125	180	166	227	146	146	276	335	243	148	232	266	354	88	104	139	158	60	129	127	196
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:  
 Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K,L/M/N/O,P/Q/R/S,T/U/V/W,X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K,L/M/N/O,P/Q/R/S,T/U/V/W,X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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If these activities are available/permitted, how likely is it that you'll do the following: - Go to a movie theatre in 2020

	Gender		AGE									EDUCATION				AGE GROUP				Male - AGE GROUP				Female - AGE GROUP				
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer	Gen Z	Millennial	Gen X	Boomer	Gen Z	Millennial	Gen X	Boomer
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)	1000	485	515	270	385	345	115	155	204	181	213	132	56	159	455	330	107	269	299	325	60	114	156	155	47	155	143	170
Base: All Respondents (wtd)	1000	489	511	281	346	373	156	125	180	166	227	146	146	276	335	243	148	232	266	354	88	104	139	158	60	129	127	196
Top 2 Box (Net)	363	183	180	143	139	80	86	58	79	61	52	28	66	86	124	87	79	107	98	79	49	46	54	34	30	61	44	45
	36%	37%	35%	51%	40%	22%	55%	46%	44%	37%	23%	19%	45%	31%	37%	36%	54%	46%	37%	22%	56%	45%	39%	21%	50%	47%	35%	23%
				DE	E		IJK*	JK	JK	JK		*	*			RS*	RS	S		VW*	W*	W		a*	Za	a		
Very likely	109	59	50	38	53	18	20	18	35	18	11	7	16	23	35	36	18	36	36	18	15	13	22	8	3	23	15	10
	11%	12%	10%	14%	15%	5%	13%	15%	19%	11%	5%	5%	11%	8%	10%	15%	12%	16%	14%	5%	17%	13%	16%	5%	5%	18%	11%	5%
				E	E		J*	JK	IJK	J		*	*			M	S*	S		W*	*	W		*	a			
Somewhat likely	254	124	130	105	87	62	66	39	44	43	42	21	50	63	89	52	61	71	62	61	34	33	32	26	27	38	30	35
	25%	25%	25%	37%	25%	17%	42%	31%	24%	26%	18%	14%	35%	23%	27%	21%	41%	31%	23%	17%	39%	32%	23%	16%	45%	30%	23%	18%
				DE	E		HIJK*	JK	K	K		*	O*			RS*	S			VW*	W*			Za*	a			
Bottom 2 Box (Net)	637	306	331	138	207	293	70	68	102	105	175	117	80	190	211	156	68	125	168	275	39	57	86	124	30	68	82	151
	64%	63%	65%	49%	60%	78%	45%	54%	56%	63%	77%	81%	55%	69%	63%	64%	46%	54%	63%	78%	44%	55%	61%	79%	50%	53%	65%	77%
				C	CD		*		F	FGHI	FGHI*	*	*			*		PQ	PQR	*	*	T	TUV	*	Y	XYZ		
Not very likely	346	188	158	81	119	146	36	46	61	57	93	53	42	91	121	92	35	78	92	141	22	40	56	69	12	38	35	73
	35%	38%	31%	29%	34%	39%	23%	36%	34%	35%	41%	36%	29%	33%	36%	38%	24%	33%	34%	40%	25%	39%	41%	44%	21%	29%	28%	37%
				B	C		*	F		F	F*	*	*			*		P		*	*	T	*	*	*			
Not at all likely	291	118	173	56	88	147	34	22	40	48	82	64	38	99	91	64	34	47	76	134	16	17	29	55	17	30	47	79
	29%	24%	34%	20%	25%	39%	22%	18%	22%	29%	36%	44%	26%	36%	27%	26%	23%	20%	29%	38%	19%	17%	21%	35%	29%	23%	37%	40%
				A	CD		*		G	FGH	FGHI*	*	NO			*		Q	PQR	*	*	TUV	*	Y	Y	Y		
Sigma	1000	489	511	281	346	373	156	125	180	166	227	146	146	276	335	243	148	232	266	354	88	104	139	158	60	129	127	196
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:  
 Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K,L/M/N/O,P/Q/R/S,T/U/V/W,X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K,L/M/N/O,P/Q/R/S,T/U/V/W,X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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If these activities are available/permitted, how likely is it that you'll do the following: - Eat in a sit-down restaurant in 2020

	Gender		AGE										EDUCATION				AGE GROUP				Male - AGE GROUP				Female - AGE GROUP				
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer	Gen Z	Millennial	Gen X	Boomer	Gen Z	Millennial	Gen X	Boomer	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a		
Base: All Respondents (unwtd)	1000	485	515	270	385	345	115	155	204	181	213	132	56	159	455	330	107	269	299	325	60	114	156	155	47	155	143	170	
Base: All Respondents (wtd)	1000	489	511	281	346	373	156	125	180	166	227	146	146	276	335	243	148	232	266	354	88	104	139	158	60	129	127	196	
Top 2 Box (Net)	597	312	286	190	211	196	108	83	118	93	124	71	83	155	207	152	100	149	163	185	62	65	90	94	38	84	73	91	
	60%	64%	56%	68%	61%	52%	69%	66%	66%	56%	55%	49%	57%	56%	62%	63%	68%	64%	61%	52%	70%	63%	64%	60%	64%	65%	58%	46%	
		B	E	E	JK*	K	JK									S*	S	S											
Very likely	221	122	100	82	87	52	48	33	53	34	36	16	38	53	70	61	45	65	60	52	34	23	37	28	11	42	23	23	
	22%	25%	19%	29%	25%	14%	31%	27%	30%	20%	16%	11%	26%	19%	21%	25%	30%	28%	23%	15%	38%	22%	27%	18%	18%	33%	18%	12%	
		E	E	JK*	JK	JK										S*	S	S			W*								
Somewhat likely	376	190	186	108	124	143	59	49	65	60	88	55	46	102	137	91	56	84	103	133	28	43	53	66	27	42	50	67	
	38%	39%	36%	39%	36%	38%	38%	39%	36%	36%	39%	38%	31%	37%	41%	38%	38%	36%	39%	38%	32%	41%	38%	42%	46%	32%	39%	34%	
							*									*					*								
Bottom 2 Box (Net)	403	177	225	91	135	177	48	43	62	72	103	74	63	121	128	91	47	83	103	169	26	38	50	64	21	45	54	105	
	40%	36%	44%	32%	39%	48%	31%	34%	34%	44%	45%	51%	43%	44%	38%	37%	32%	36%	39%	48%	30%	37%	36%	40%	36%	35%	42%	54%	
		A			CD						FH	FGH*							PQR										
Not very likely	270	121	150	66	88	116	35	32	47	42	65	51	46	74	87	64	34	66	57	114	19	30	30	42	15	36	27	72	
	27%	25%	29%	24%	26%	31%	22%	25%	26%	25%	29%	35%	31%	27%	26%	26%	23%	28%	21%	32%	21%	29%	22%	27%	25%	28%	21%	37%	
							*													R									
Not at all likely	132	57	75	24	46	62	14	11	15	31	38	24	17	48	41	27	14	18	46	54	7	9	19	22	6	9	27	33	
	13%	12%	15%	9%	13%	17%	9%	9%	8%	19%	17%	16%	12%	17%	12%	11%	9%	8%	17%	15%	8%	8%	14%	14%	11%	7%	21%	17%	
					C					FGH	GH								Q	Q							Y	Y	
Sigma	1000	489	511	281	346	373	156	125	180	166	227	146	146	276	335	243	148	232	266	354	88	104	139	158	60	129	127	196	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Statistics:  
 Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K,L/M/N/O,P/Q/R/S,T/U/V/W,X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K,L/M/N/O,P/Q/R/S,T/U/V/W,X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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If these activities are available/permitted, how likely is it that you'll do the following: - You will shop in a mall in 2020

	Gender		AGE									EDUCATION				AGE GROUP				Male - AGE GROUP			Female - AGE GROUP					
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer	Gen Z	Millennial	Gen X	Boomer	Gen Z	Millennial	Gen X	Boomer
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a	
Base: All Respondents (unwtd)	1000	485	515	270	385	345	115	155	204	181	213	132	56	159	455	330	107	269	299	325	60	114	156	155	47	155	143	170
Base: All Respondents (wtd)	1000	489	511	281	346	373	156	125	180	166	227	146	146	276	335	243	148	232	266	354	88	104	139	158	60	129	127	196
Top 2 Box (Net)	629	305	323	191	225	213	105	86	123	102	133	80	94	157	222	156	100	157	169	203	59	62	89	95	41	95	80	108
	63%	62%	63%	68%	65%	57%	68%	68%	68%	62%	58%	55%	64%	57%	66%	64%	68%	68%	63%	57%	67%	60%	64%	60%	69%	73%	63%	55%
				E			*	K	K			*	*		M	*	S		*	*		*		*		a		
Very likely	188	105	83	68	74	45	40	29	52	23	28	18	32	42	64	50	37	56	51	43	25	23	29	28	12	34	22	16
	19%	21%	16%	24%	22%	12%	25%	23%	29%	14%	12%	12%	22%	15%	19%	20%	25%	24%	19%	12%	29%	22%	21%	18%	20%	26%	17%	8%
				E	E		IJK*	JK	IJK			*	*		S*	S	S		*	*		*		a*	a	a		
Somewhat likely	441	201	240	122	150	168	66	57	71	80	105	63	62	115	157	107	62	101	118	160	34	40	60	67	29	61	58	92
	44%	41%	47%	44%	43%	45%	42%	45%	39%	48%	46%	43%	43%	42%	47%	44%	42%	43%	44%	45%	38%	38%	43%	43%	48%	47%	46%	47%
				*			*				*	*	*			*	*	*	*	*	*	*	*	*	*	*	*	
Bottom 2 Box (Net)	371	184	188	90	121	160	51	40	58	64	95	65	52	119	113	87	48	75	97	151	29	41	51	63	19	34	47	88
	37%	38%	37%	32%	35%	43%	32%	32%	32%	38%	42%	45%	36%	43%	34%	36%	32%	32%	37%	43%	33%	40%	36%	40%	31%	27%	37%	45%
				C			*					GH*	*	N		*		Q	*	*		*		*		Y		
Not very likely	254	128	126	62	85	107	36	27	43	42	68	39	22	85	81	66	36	50	67	102	19	27	35	46	17	23	31	55
	25%	26%	25%	22%	24%	29%	23%	21%	24%	25%	30%	27%	15%	31%	24%	27%	24%	22%	25%	29%	21%	27%	25%	29%	29%	18%	25%	28%
				*			*				*	*	*	L		*	*	*	*	*	*	*	*	*	*	*	*	
Not at all likely	117	56	61	28	36	53	15	13	15	22	26	26	30	34	33	20	12	25	31	49	10	14	15	17	2	11	16	33
	12%	11%	12%	10%	10%	14%	10%	10%	8%	13%	12%	18%	20%	12%	10%	8%	8%	11%	12%	14%	12%	13%	11%	10%	3%	9%	12%	17%
				*			*				H*	NO*	*			*	*	*	*	*	*	*	*	*	*	*	X	
Sigma	1000	489	511	281	346	373	156	125	180	166	227	146	146	276	335	243	148	232	266	354	88	104	139	158	60	129	127	196
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:  
 Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K,L/M/N/O,P/Q/R/S,T/U/V/W,X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K,L/M/N/O,P/Q/R/S,T/U/V/W,X/Y/Z/a  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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