



TOPLINE AND METHODOLOGY

538-Ipsos Sports Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: May 5 - 11, 2020
Number of interviews: N=1,109

Margin of error for the total sample: +/-3.2 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. How much of a fan, if at all, are you of the following sports?

Baseball	Total
Major/Casual Fan/Follow a little (net)	54
Major fan	12
Casual fan	19
Follow a little	23
Don't follow	45
Skipped	*

Basketball	Total
Major/Casual Fan/Follow a little (net)	48
Major fan	10
Casual fan	16
Follow a little	22
Don't follow	52
Skipped	*

Football	Total
Major/Casual Fan/Follow a little (net)	65
Major fan	24
Casual fan	21
Follow a little	19
Don't follow	35
Skipped	*



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1. How much of a fan, if at all, are you of the following sports?

Hockey	Total
Major/Casual Fan/Follow a little (net)	29
Major fan	4
Casual fan	8
Follow a little	16
Don't follow	71
Skipped	1

Golf	Total
Major/Casual Fan/Follow a little (net)	23
Major fan	4
Casual fan	7
Follow a little	13
Don't follow	76
Skipped	1

Soccer	Total
Major/Casual Fan/Follow a little (net)	29
Major fan	4
Casual fan	8
Follow a little	17
Don't follow	70
Skipped	1

NASCAR	Total
Major/Casual Fan/Follow a little (net)	22
Major fan	3
Casual fan	7
Follow a little	13
Don't follow	77
Skipped	1



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2. Before the coronavirus outbreak, how often did you watch games or events on TV or streaming?

Baseball	Total
Several times a week	10
Weekly	8
A couple times a month	12
Only the major games, tournaments, or finals	23
Never	45
Skipped	1

Basketball	Total
Several times a week	8
Weekly	7
A couple times a month	10
Only the major games, tournaments, or finals	24
Never	50
Skipped	1

Football	Total
Several times a week	16
Weekly	19
A couple times a month	11
Only the major games, tournaments, or finals	22
Never	32
Skipped	*

Hockey	Total
Several times a week	3
Weekly	3
A couple times a month	6
Only the major games, tournaments, or finals	16
Never	70
Skipped	1



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2. Before the coronavirus outbreak, how often did you watch games or events on TV or streaming?

Golf	Total
Several times a week	2
Weekly	3
A couple times a month	5
Only the major games, tournaments, or finals	16
Never	74
Skipped	1

Soccer	Total
Several times a week	4
Weekly	3
A couple times a month	5
Only the major games, tournaments, or finals	20
Never	68
Skipped	1

NASCAR	Total
Several times a week	1
Weekly	3
A couple times a month	6
Only the major games, tournaments, or finals	15
Never	74
Skipped	1



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3. Before the coronavirus outbreak, how often did you attend games or events in person?

Baseball	Total
Several times a week	2
Weekly	1
A couple times a month	5
A couple times a season	26
Never	66
Skipped	1

Basketball	Total
Several times a week	2
Weekly	1
A couple times a month	3
A couple times a season	16
Never	78
Skipped	1

Football	Total
Several times a week	2
Weekly	3
A couple times a month	3
A couple times a season	18
Never	73
Skipped	1

Hockey	Total
Several times a week	1
Weekly	*
A couple times a month	1
A couple times a season	11
Never	86
Skipped	*

Golf	Total
Several times a week	1
Weekly	1
A couple times a month	1
A couple times a season	4
Never	93
Skipped	1



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3. Before the coronavirus outbreak, how often did you attend games or events in person?

Soccer	Total
Several times a week	1
Weekly	1
A couple times a month	2
A couple times a season	8
Never	88
Skipped	*

NASCAR	Total
Several times a week	1
Weekly	1
A couple times a month	1
A couple times a season	4
Never	93
Skipped	*

4. How likely would you be to attend a sporting game or event in person right now, if government restrictions were lifted?

	Total
Very likely	7
Somewhat likely	17
Not very likely	18
Not at all likely	58
Skipped	*
Total Likely	24
Total Not likely	76



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5. How much would each of the following conditions help you to feel comfortable with attending a sporting game or event in person?

New coronavirus cases in your area have declined two weeks in a row	Total
Would help a lot	16
Would help some	20
Would help a little	23
Would not help	40
Skipped	1
<i>Would help a lot/some</i>	36
<i>Would help a little/not help</i>	63

All fans were required to wear masks	Total
Would help a lot	21
Would help some	16
Would help a little	22
Would not help	39
Skipped	1
<i>Would help a lot/some</i>	38
<i>Would help a little/not help</i>	61

If there were temperature checks to detect fevers for all fans	Total
Would help a lot	18
Would help some	17
Would help a little	21
Would not help	43
Skipped	1
<i>Would help a lot/some</i>	35
<i>Would help a little/not help</i>	64



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5. How much would each of the following conditions help you to feel comfortable with attending a sporting game or event in person?

If fans were required to keep 6 feet away from each other	Total
Would help a lot	18
Would help some	18
Would help a little	24
Would not help	39
Skipped	1
<i>Would help a lot/some</i>	35
<i>Would help a little/not help</i>	63

If there were walkway directions in the concourse or aisles	Total
Would help a lot	14
Would help some	16
Would help a little	21
Would not help	48
Skipped	1
<i>Would help a lot/some</i>	30
<i>Would help a little/not help</i>	69

If there was a COVID-19 vaccine	Total
Would help a lot	51
Would help some	13
Would help a little	9
Would not help	26
Skipped	1
<i>Would help a lot/some</i>	63
<i>Would help a little/not help</i>	35



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6. How likely would you be to watch a sporting game or event on television right now, if government restrictions were lifted?

	Total
Very likely	40
Somewhat likely	22
Not very likely	14
Not at all likely	23
Skipped	*
Total likely	62
Total not likely	37

7. Here are some ideas people have suggested to restart sports. Do you support or oppose these ideas?

Play games only for TV or online streaming with no fans in the arenas or stadiums	Total
Strongly support	34
Somewhat support	41
Somewhat oppose	13
Strongly oppose	11
Skipped	1
Total support	75
Total oppose	24

Require all players to get tested for COVID-19 before games	Total
Strongly support	46
Somewhat support	36
Somewhat oppose	9
Strongly oppose	8
Skipped	1
Total support	82
Total oppose	17



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7. Here are some ideas people have suggested to restart sports. Do you support or oppose these ideas?

Isolate all players and teams at a few locations to minimize risk of infection	Total
Strongly support	24
Somewhat support	43
Somewhat oppose	19
Strongly oppose	13
Skipped	1
Total support	67
Total oppose	32

8. When should the following sports restart games or events?

Baseball	Total
Immediately	12
As soon as the government says it is ok	17
Once the coronavirus outbreak is under control	46
After a vaccine is available	24
Skipped	1

Basketball	Total
Immediately	10
As soon as the government says it is ok	17
Once the coronavirus outbreak is under control	45
After a vaccine is available	26
Skipped	2

Football	Total
Immediately	11
As soon as the government says it is ok	17
Once the coronavirus outbreak is under control	45
After a vaccine is available	27
Skipped	1



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8. When should the following sports restart games or events?

Hockey	Total
Immediately	10
As soon as the government says it is ok	18
Once the coronavirus outbreak is under control	45
After a vaccine is available	26
Skipped	1

Golf	Total
Immediately	13
As soon as the government says it is ok	18
Once the coronavirus outbreak is under control	44
After a vaccine is available	23
Skipped	1

Soccer	Total
Immediately	10
As soon as the government says it is ok	17
Once the coronavirus outbreak is under control	45
After a vaccine is available	26
Skipped	1

NASCAR	Total
Immediately	13
As soon as the government says it is ok	19
Once the coronavirus outbreak is under control	44
After a vaccine is available	23
Skipped	1



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9. Do you agree or disagree with the following statements?

I miss sports more than I expected	Total
Strongly agree	16
Somewhat agree	23
Somewhat disagree	21
Strongly disagree	39
Skipped	1
Total agree	39
Total disagree	60

I would welcome having live sports to watch right now	Total
Strongly agree	27
Somewhat agree	29
Somewhat disagree	14
Strongly disagree	28
Skipped	1
Total agree	56
Total disagree	43

I find myself watching old sports games more than before	Total
Strongly agree	6
Somewhat agree	15
Somewhat disagree	16
Strongly disagree	63
Skipped	1
Total agree	21
Total disagree	78

I have started watching eSports or online sports competitions because of the COVID-19 pandemic	Total
Strongly agree	5
Somewhat agree	7
Somewhat disagree	16
Strongly disagree	71
Skipped	1
Total agree	12
Total disagree	87



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9. Do you agree or disagree with the following statements?

Once sports are restarted, I would be willing to pay the same amount for tickets as I did before the COVID-19 pandemic	Total
Strongly agree	17
Somewhat agree	33
Somewhat disagree	16
Strongly disagree	33
Skipped	1
Total agree	50
Total disagree	49

Sports are a way for people to connect with others	Total
Strongly agree	31
Somewhat agree	50
Somewhat disagree	7
Strongly disagree	12
Skipped	1
Total agree	80
Total disagree	19

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Methodology

This 538/Ipsos Sports Poll was conducted May 5th to May 11th, 2020 by Ipsos using our KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,109 general population adults age 18 or older.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households are randomly sampled from all available households in the U.S. All persons in selected households are invited to join and participate in KnowledgePanel. Ipsos provides selected households that do not already have internet access a tablet and internet connection at no cost to them. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methods, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English and Spanish. The data were weighted to adjust for gender by age, race, education, Census region, metropolitan status and household income. The demographic weighting benchmarks are from the 2019 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male/Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other or 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School graduate, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)

The margin of sampling error is plus or minus 3.2 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.18. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.



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