

Sports Followed Most Closely Among Total Sports Fans



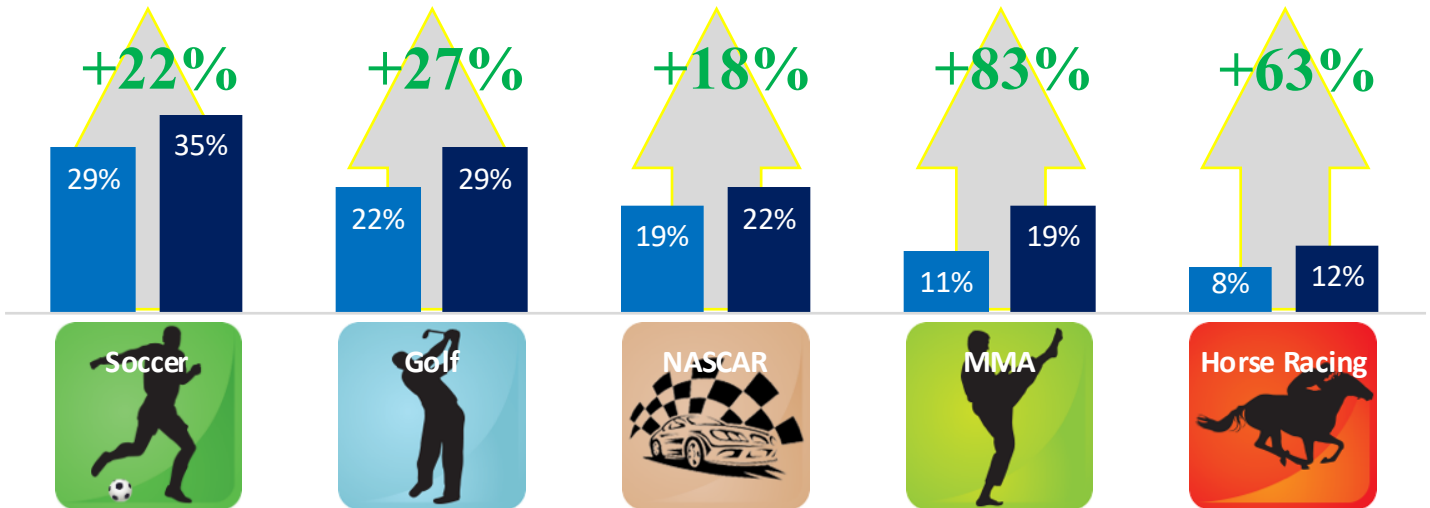
Football, Basketball, Baseball remain top three

Shifts Show Strong April to January Gains for Several Sports that Quickly Returned During the Pandemic

Incidence of "Sports I Follow Closely"

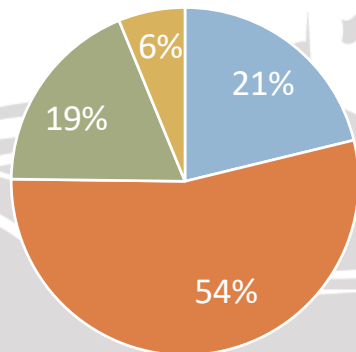
■ APR 2020

■ JAN 2021



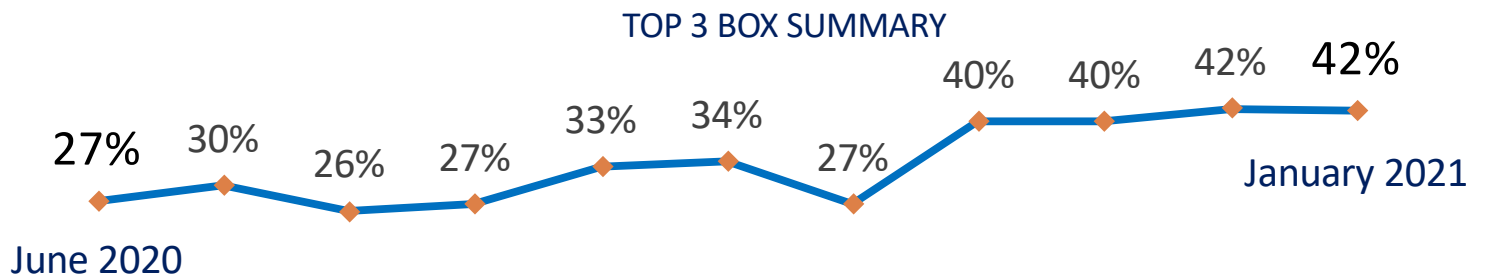
Pent-Up Demand for Live Sports

- Recently Active
- Ready to go
- I would not be comfortable resuming this activity unless there was an approved COVID-19 vaccine and/or a proven medical protocol to mitigate and remedy the effects of the virus
- I would be willing to resume this activity, as long as a combination of local or national medical authorities, local or national government officials, and/or the location I am visiting provided assurances it is safe to do so.



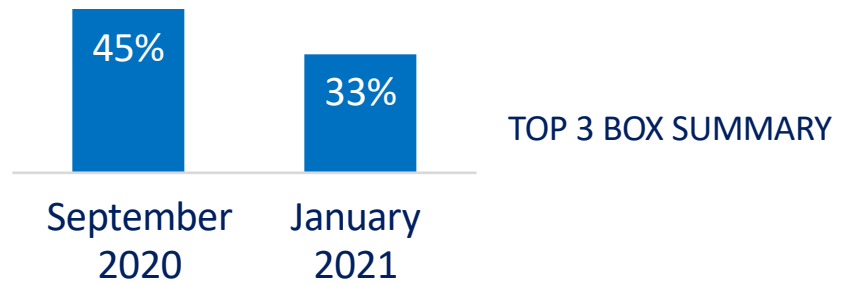
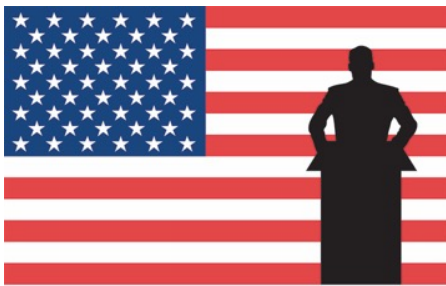
Heightened Expectations for Return to Live Sports

“I’m likely to attend a live sporting event within the next two months”



For Most Fans, Sports and Politics Don’t Mix

“Athletes should use the visibility of their sports to express their attitudes about political and social issues”



Pandemic Sports Saturation Not An Issue

“There’s so much sports in season now, I’m having trouble keeping up with everything.”

