



provoke

insights

Sports: Viewing, eSports, & Video Gaming

June, 2020

Background & Objectives

Over the last three months, daily habits and routines have been uprooted. As we enter the post COVID world, consumers will have new brand expectations. The question is, will current patterns and practices become permanent?

Provoke Insights works in a variety of industries, from technology and finance to food and luxury – the firm decided to launch a research initiative to understand the effects that the first half of 2020 has had on the consumer.

The goal of the research was to gain a national perspective on the mindset of consumers and what changes they have made in their behavior. The study covered 16 industries and surveyed general consumers as well as professionals.

The objectives of the research include:

1. Understanding consumer behavior pre-, during, and post-COVID-19.
2. Gaining feedback on shifting mindset/attitudes from March 2020 to when restrictions are lifted.



Methodology

Provoke Insights conducted a 10-minute survey among 600 U.S. consumers between the ages of 21 and 65. The study was in-field from June 5th to June 15th, 2020.

Sampling was matched to reflect 2019 U.S. Census data¹. A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, and children in the household).

Statistical differences between subgroups were tested at a 95% confidence level.

¹ <https://data.census.gov/cedsci/table?t=Income%20and%20Poverty&tid=ACST1Y2018.S1701&hidePreview=false&vintage=2018>



Overview



Watching Sports

Fans are enthusiastic about the prospect of sports returning. Compared to other in-person activities, a tenth of Americans are most excited about attending live sporting events.

Most Americans plan to watch sports as soon as they are back on the air. However, almost a third are expecting to view less than they did before COVID-19. People are also planning to participate less in sports-related activities, including betting and fantasy sports leagues.

Also, eSports have filled a void for many as in-person sports are on pause. Followers are planning to watch more eSports in the future.



Sports Retail

Americans are still buying sports items/clothing, but expect to be purchasing less in the future. Sixty-five percent say that they are currently buying fanwear, but only half will buy sports fan items in the future.



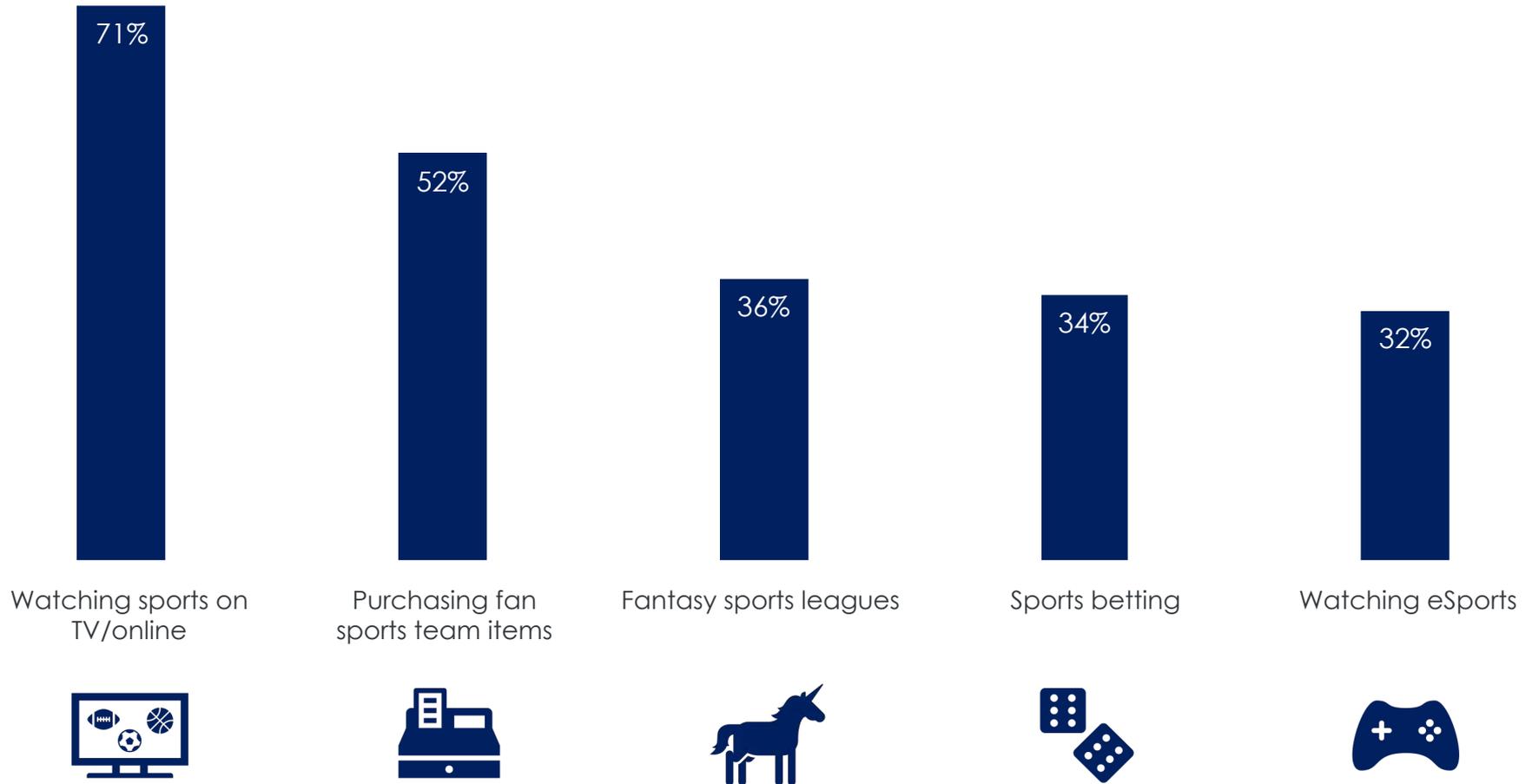
Video Games

Video games are continuing to increase in popularity. Over half of Americans play video games, and those gamers are playing even more than before COVID-19.

Sports Plans

The majority of Americans are planning to watch sports once they return, and half are planning to buy fanwear.

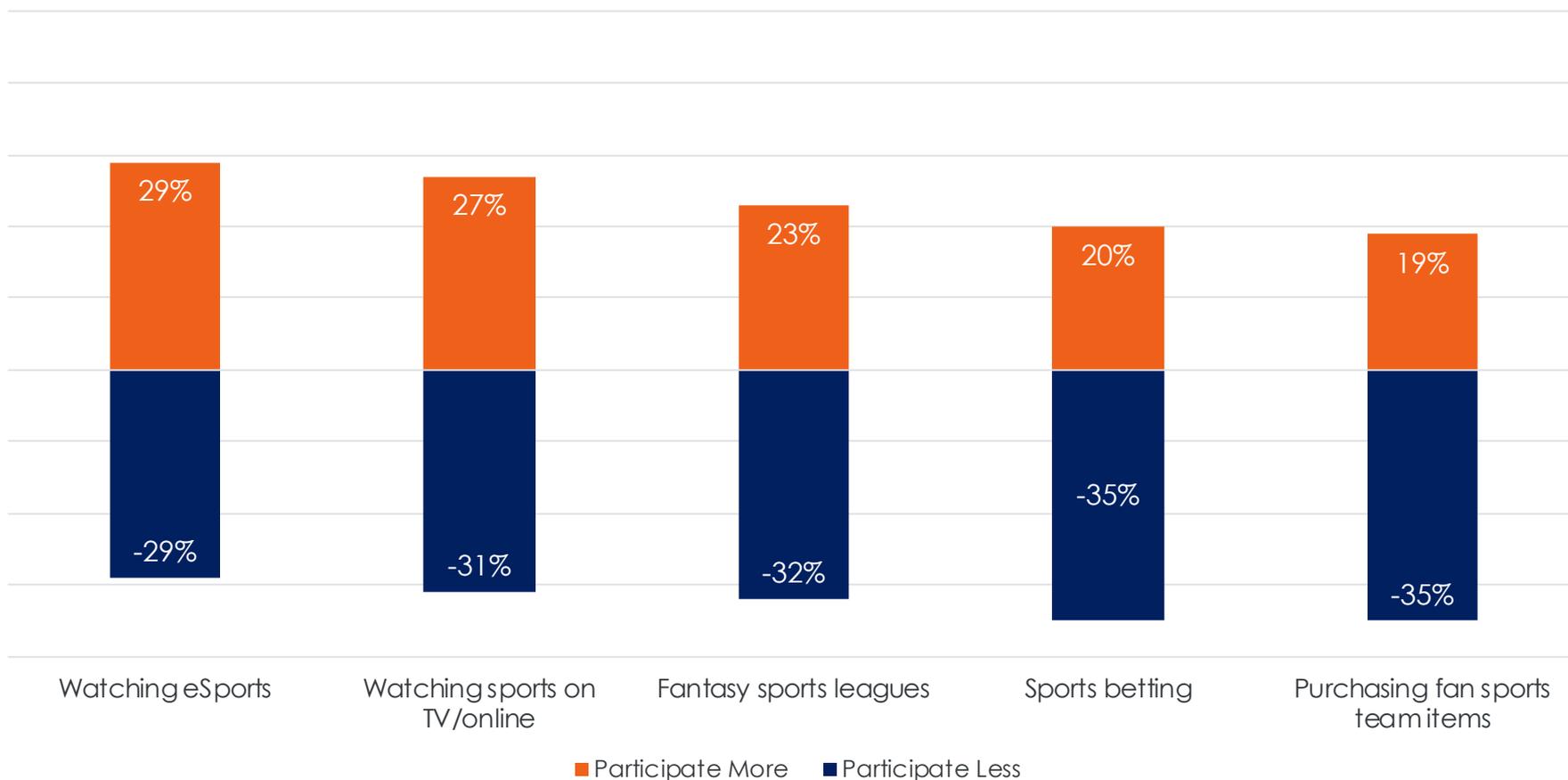
Plan to Participate



Plans When Sports Return

Compared to 2019, all other sports activities will be participated in slightly less – this may be due to people anticipating that there will be fewer sports leagues to watch/participate in. eSports is going to maintain the popularity it has received during the COVID-19 pandemic.

*Top 2 – Purchase much more/slightly more
vs. Bottom 2 – Purchase much less/slightly less*



Fanwear

Nearly two-thirds of Americans currently buy fanwear.



65% are currently buy fanwear of major league sports teams



52% are purchasing fanwear in the near future.

Base: All qualified respondents (N=600)

Video Gaming

Over half of Americans play video games, and those gamers are playing even more than before COVID-19.



59%

of Americans are playing video games

Base: All qualified respondents (N=600)



48%

of these people are playing more video games now
than prior to COVID-19

Base: Play video games(n=354)

Get in Touch

For further information on this data click [here](#), e-mail info@provokeinsights.com, or reach out to Rachael Ryan (rachael.ryan@provokeinsights.com).

Please note: the data can be broken up by the following attributes to further understand each category:



Gender



Geographical Area



Household Income



Generations



Marital Status



Economic Beliefs



Employment Status



Children in Household



Optimism for the Future