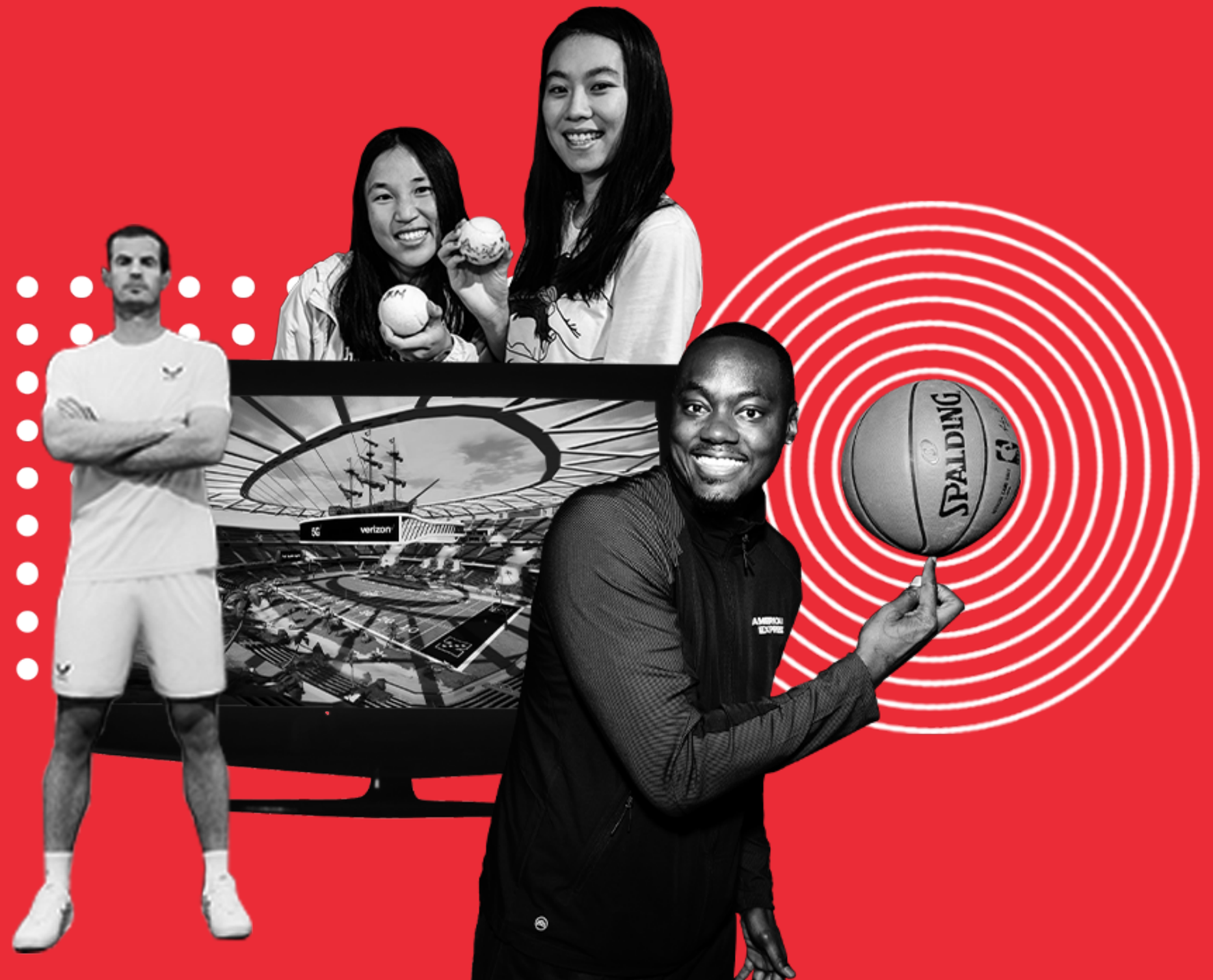


MOMENTUM
WEKNOW

SPORTS FANS' ATTITUDES TOWARD LIVE EVENTS POST-PANDEMIC

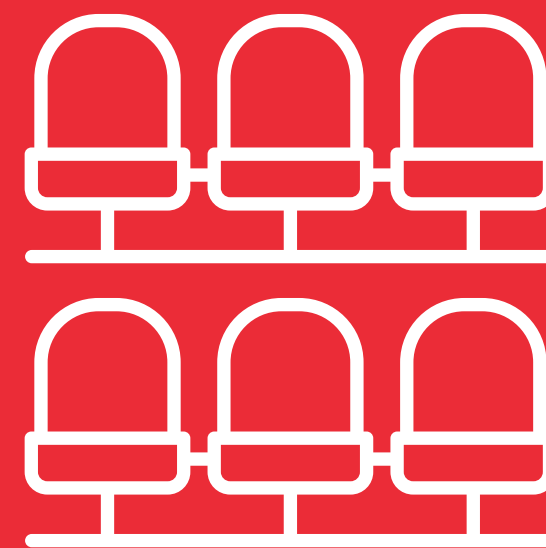




READY TO GET BACK IN THE GAME?

64%

of Sports Fans are more likely than non-fans to **attend a live event**—even if they have to go alone!





A NEWFOUND PASSION FOR LIFE POST-PANDEMIC

62%

of Sports Fans feel that human behavior has
changed for the better due to the pandemic.

(vs 47% of non-fans).





BRANDS—LISTEN UP!



80%

of Sports Fans believe brands should focus on **sponsoring a league** or supporting the **sports community's future**.





CRAVING NEW EXPERIENCES

54%

of Sports Fans are more likely than non-fans to attend **new events** that they may have said no to in the past.





CHERISH THE LITTLE MOMENTS



52%

of Sports Fans have changed their mindset and appreciate the little things more after last year.

