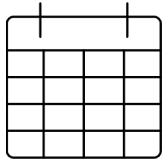


Yesterday, Today, and Tomorrow

Planning for 2023 and beyond in sports



As 2022 winds down and sports marketers look forward to another year, it's the right time to take stock of where sports enthusiasts' mindsets are today – and where they may be headed as inflation continues to squeeze household budgets.

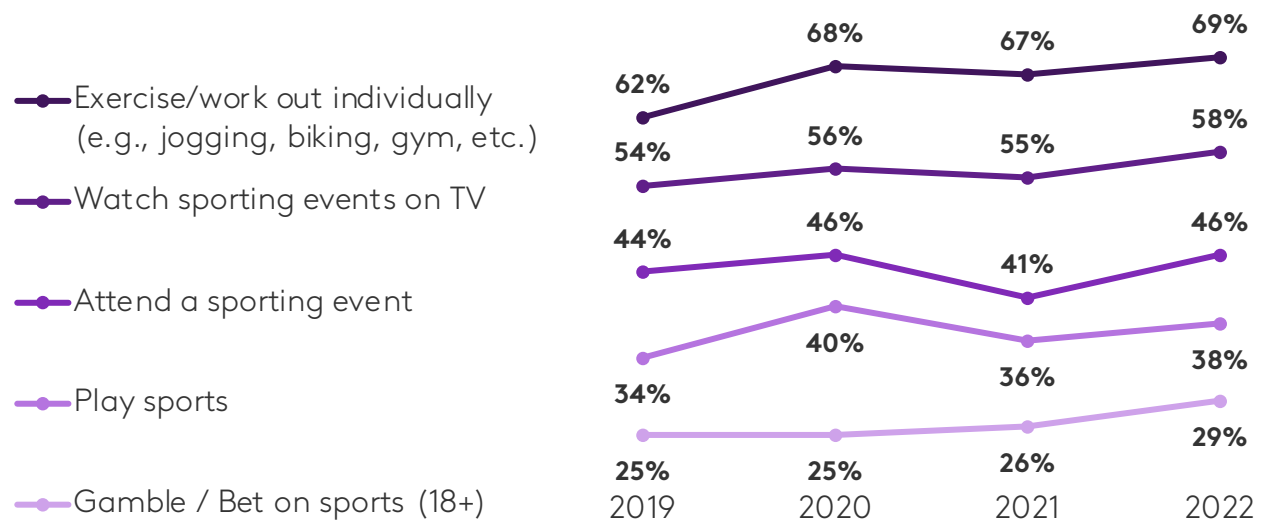


YESTERDAY

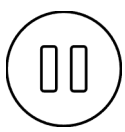
The sports industry's bounce-back from COVID-19 is complete.

COVID-19 lockdowns affected virtually every aspect of the sports industry in 2020, pausing most sporting events for three+ months and disrupting everyday lifestyles of people across the world. As more people learned how to shelter-in-place, they adopted new habits – opening both opportunities (e.g., increased outdoor activities/sports) and threats (e.g., decreased engagement with sports/sporting events). Now, more than two years later, virtually all sports-related activities or pastimes have returned to or surpassed the levels of popularity achieved pre-2020 – including both attending and watching sporting events as well as participation.

Activities like to do in your spare time for fun and enjoyment (among total U.S. population, 12+)



Source: U.S. MONITOR 2022



TODAY

As of November, sports fans are recession-resistant...

With inflation at 40-year highs in the U.S., concerns about rising prices are growing. Yet, according to U.S. MONITOR's Dollars & Consumer Sense: Inflation study (November 2022), sports fans remain decidedly recession-resistant: their financial comfort, security, and sense of control remain intact as they enter the holiday season.

Sports fans are maintaining their composure so far

I feel I am in control of my financial future



Job security: Secure

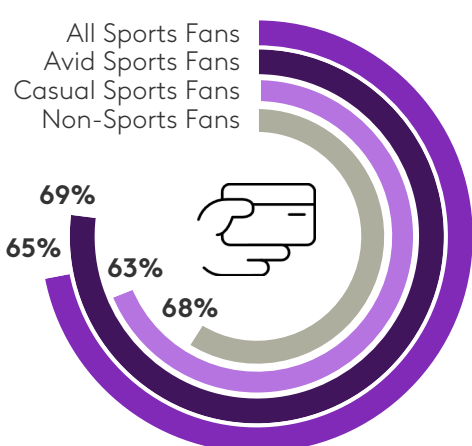


Best describes financial situation: I'm financially comfortable



Source: U.S. MONITOR, Dollars & Consumer Sense: Inflation Study #1 (November 2022)

Agree: It's important to splurge on something I want every once in a while, even if it's out of my budget



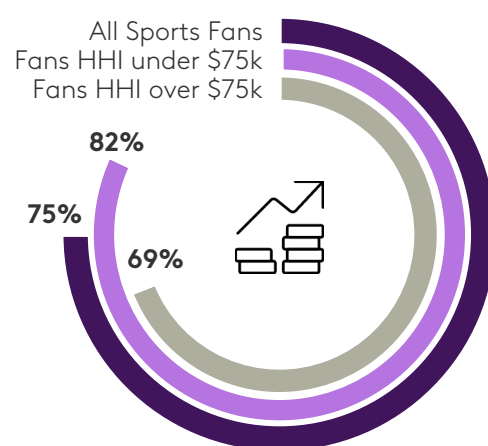
TOMORROW

Caution: Sports fans aren't "recession-proof"

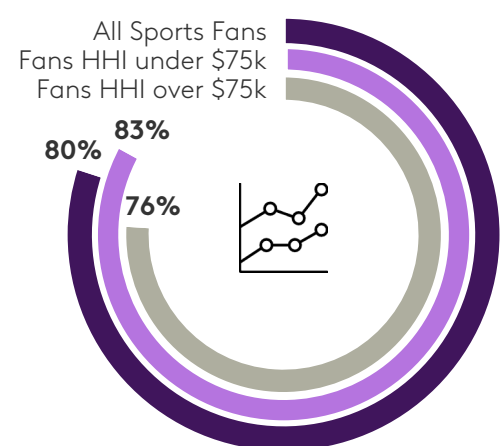
Rising food and fuel costs are affecting some sports fans' everyday decisions – particularly among those with household incomes under \$75k per year. Regardless of household income, sports fans, like all consumers, are growing more conscious of the rising cost of everyday items, with some indicating they're likely to cut back in categories directly related to the sports industry (such as out-of-home entertainment, in-home entertainment, travel, apparel, and more). Though the impact of rising inflation has so far been minimal for the sports industry, it is subject to the same pressures as all industries – and shouldn't be considered impervious to economic turbulence, particularly in the housing market.

Economic Issues

Agree: Higher grocery and gasoline prices are forcing me to cut back my spending in other areas



Agree: Rising interest rates are significantly/somewhat affecting how I spend my money



Have reduced spending – last few months **Very / somewhat likely to reduce spending – next few months (among those who have not cut back)**



Source: U.S. MONITOR, Dollars & Consumer Sense: Inflation Study #1 (November 2022)