

**SPORTS &
LEISURE**
RESEARCH GROUP

Presented February 8, 2010

Sports Fan Mindset in 2010

Two Minute Take-Aways

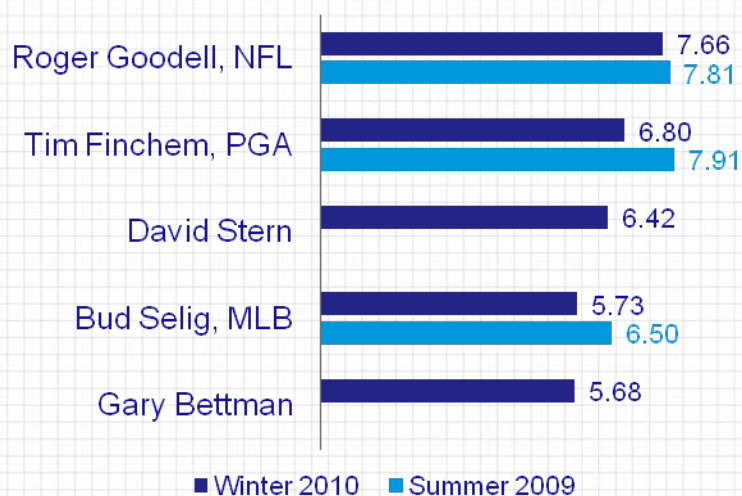
- Fans support MLB Instant replay, struggle with proliferation of bowl games, ticket prices and athlete salaries. They do not anticipate a mass defection of “big name” NBA free agents.
- Sports Fans show glimmers of optimism, heading into 2010--a rebound from Summer 2009 findings.
- However, in lock-step with non-sports fans, they are still time stressed, cautious about the economy and reject the notion of job security.
- “Sandwich Generation” values like child-centricity and a tighter focus on “community” are driving fan behaviors and choices.
- Sports Fans agree that Tiger Woods and the PGA will rebound quickly, and are generally not interested in athletes' personal lives

Background, Objectives and Methodology

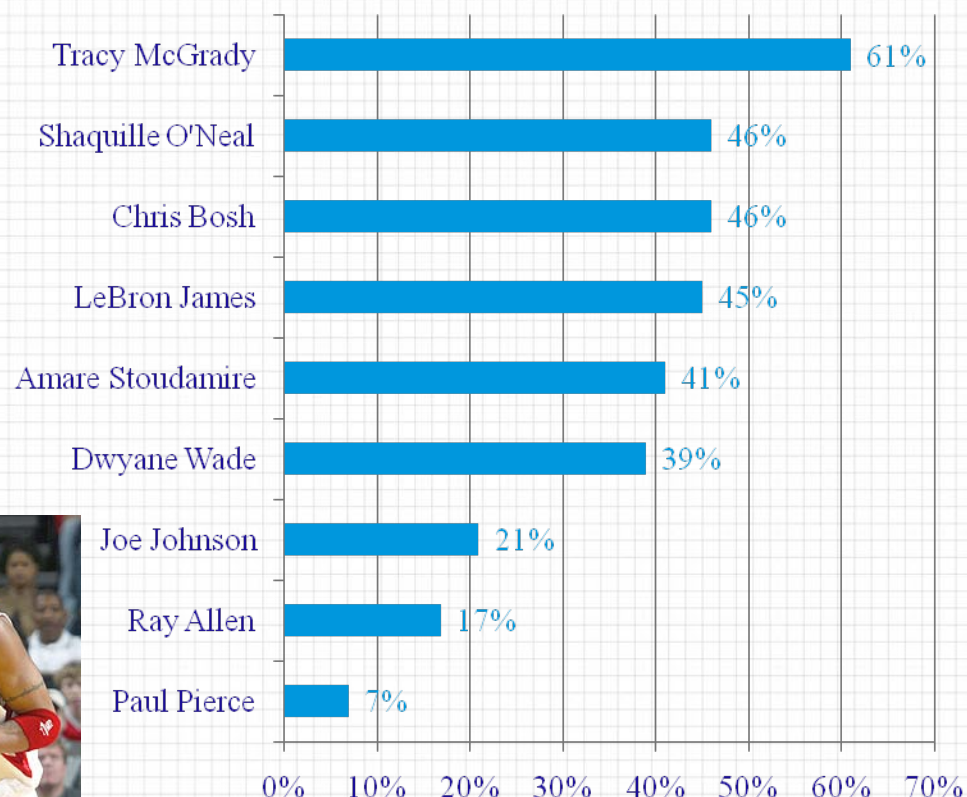
- *Winter 2010 SLRG Sports Omnibus*
 - Assess the attitudes and perceptions of sports fans
 - Control sample of non-sports fans
- *Sports and Leisure Research Group* launched the survey in January and July 2009, and again in January 2010
- The 2010 online survey included over 1,000 sports fans
 - Control Sample of 400 non-sports fans

League Commissioners and NBA Free Agents

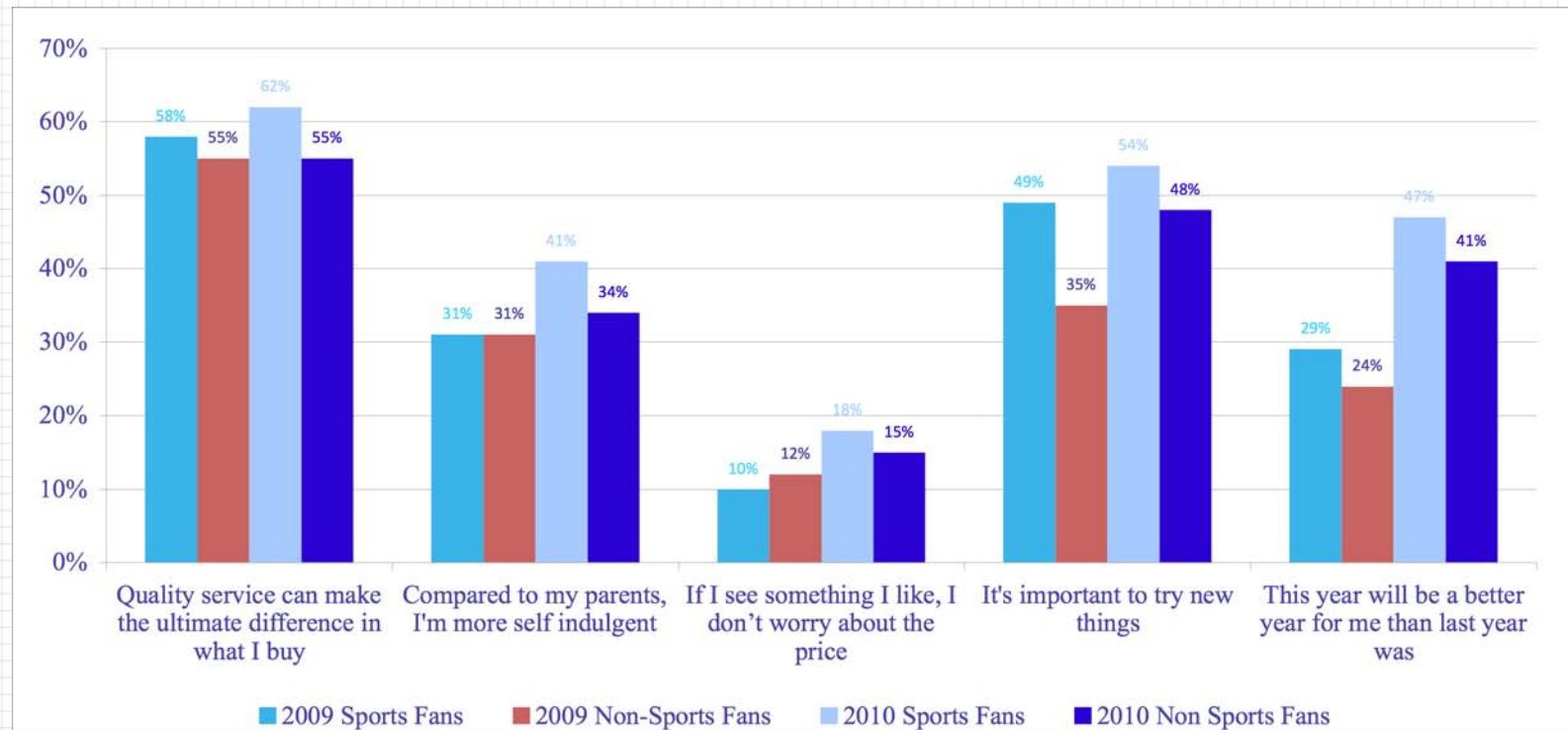
Approval Rating for Commissioners



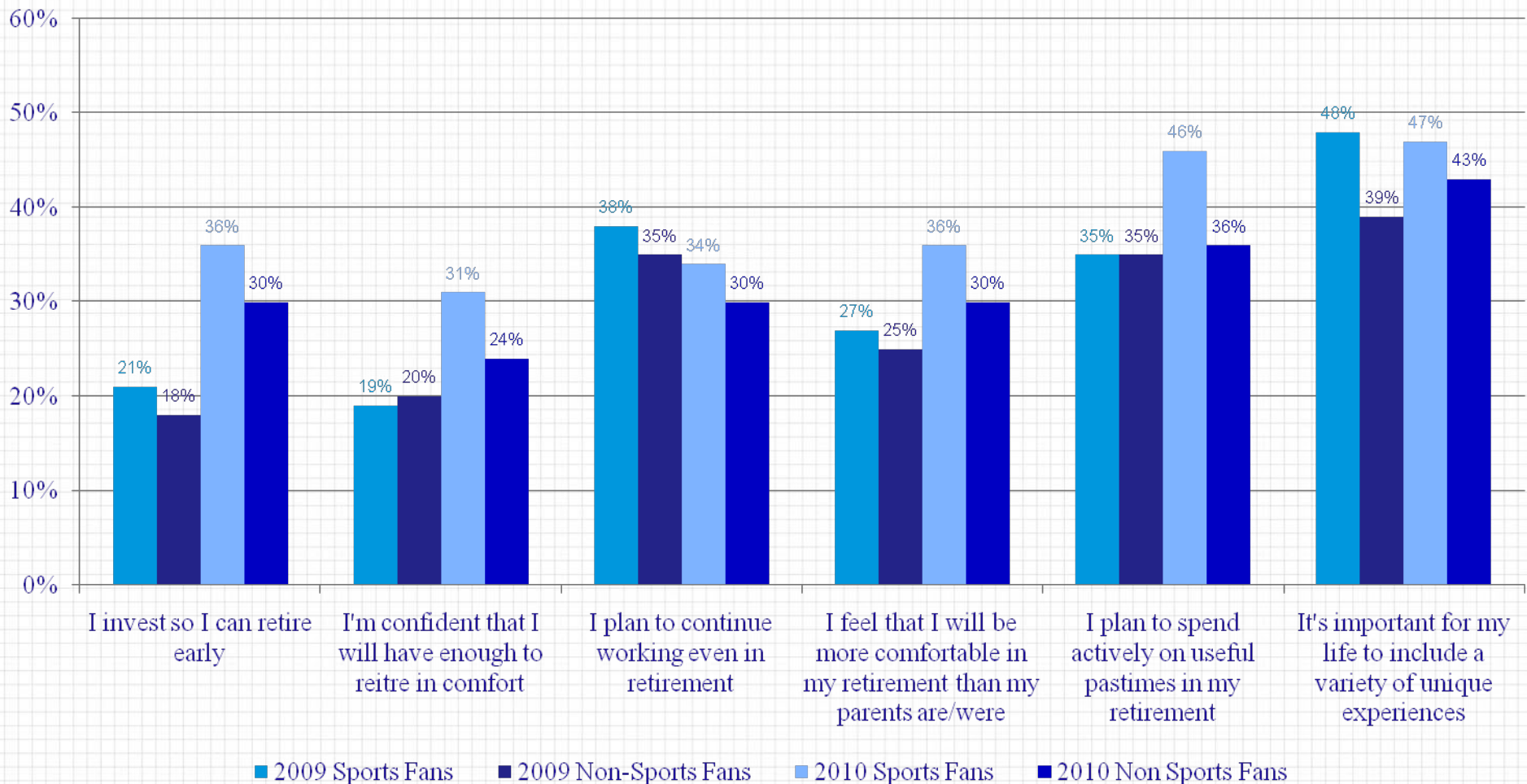
Which of These NBA Players, If Any, Do You Believe Will Leave Their Current Teams When They Become Free Agents Next Year?



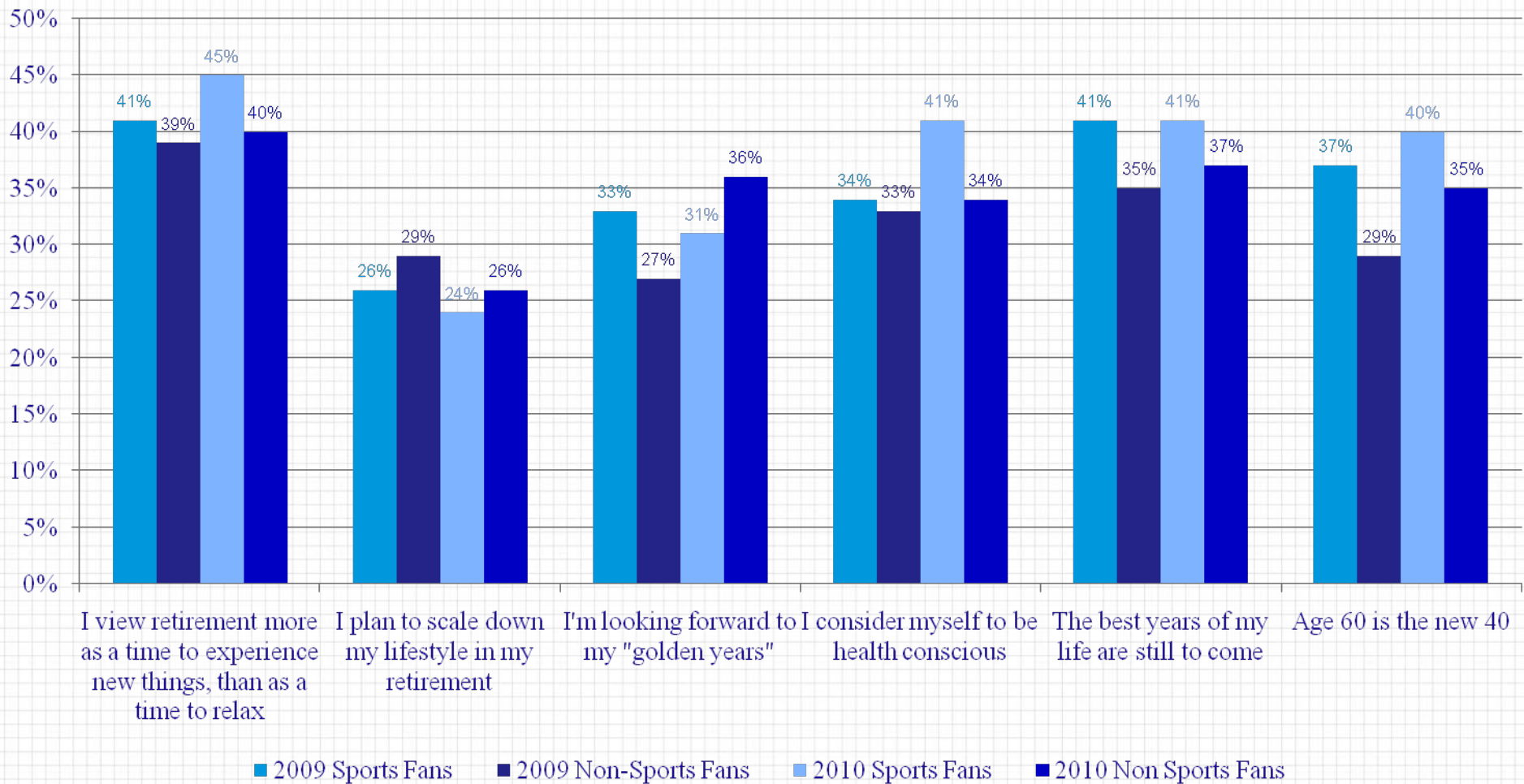
Sports Fans Generally More Resilient About Economy *Cautiously Optimistic Signs*



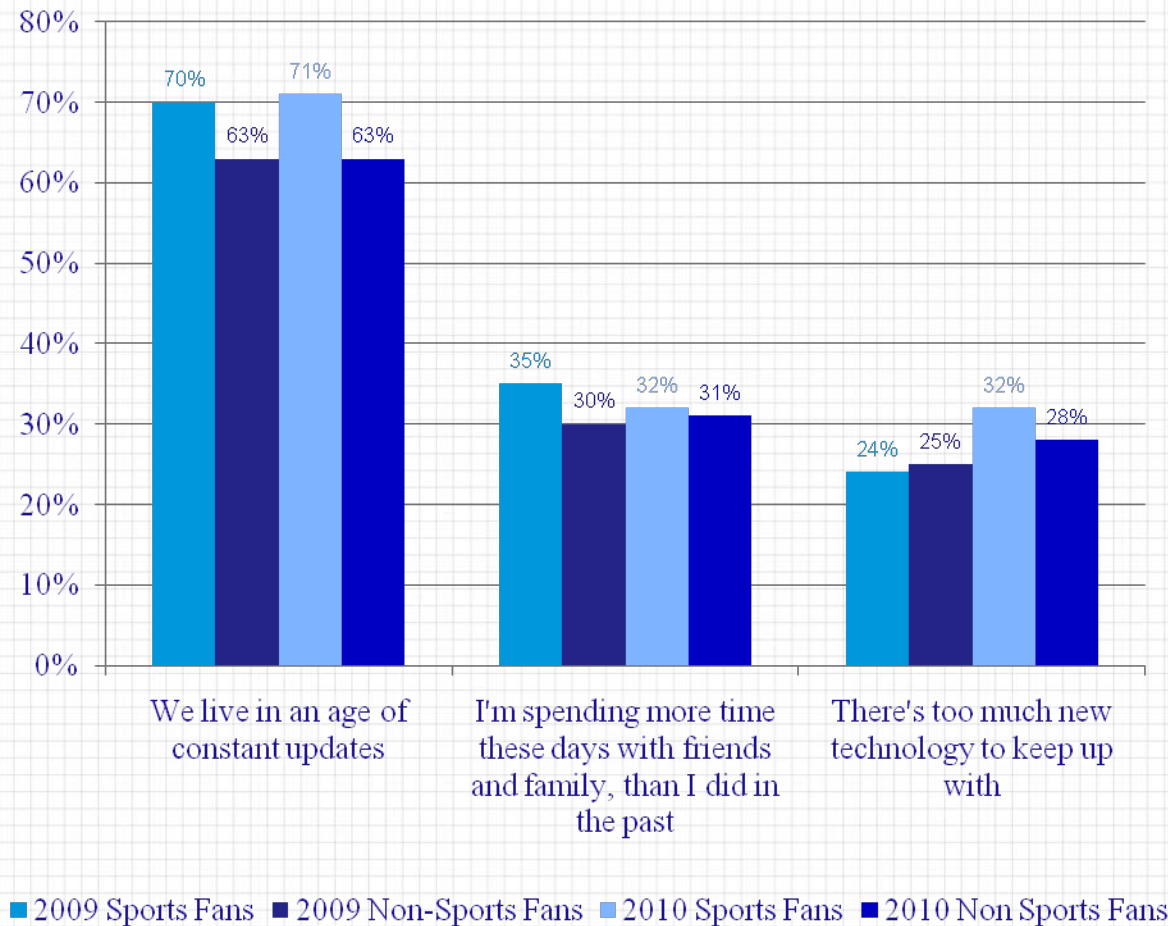
...And Retirement Prospects Appear Less Daunting!



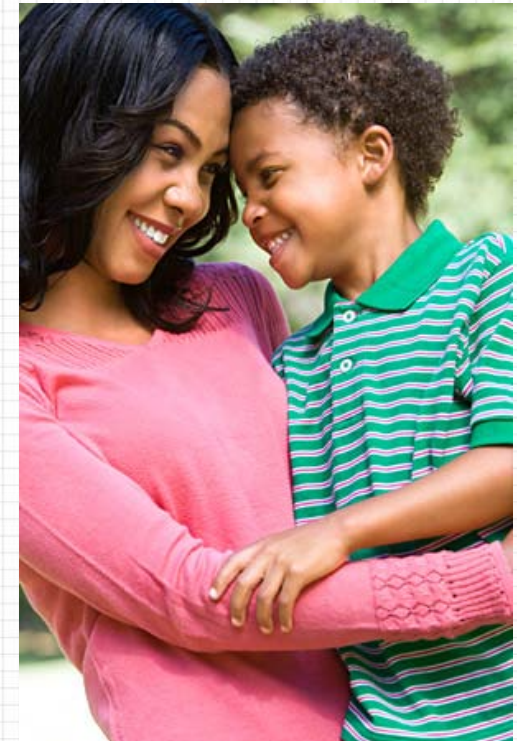
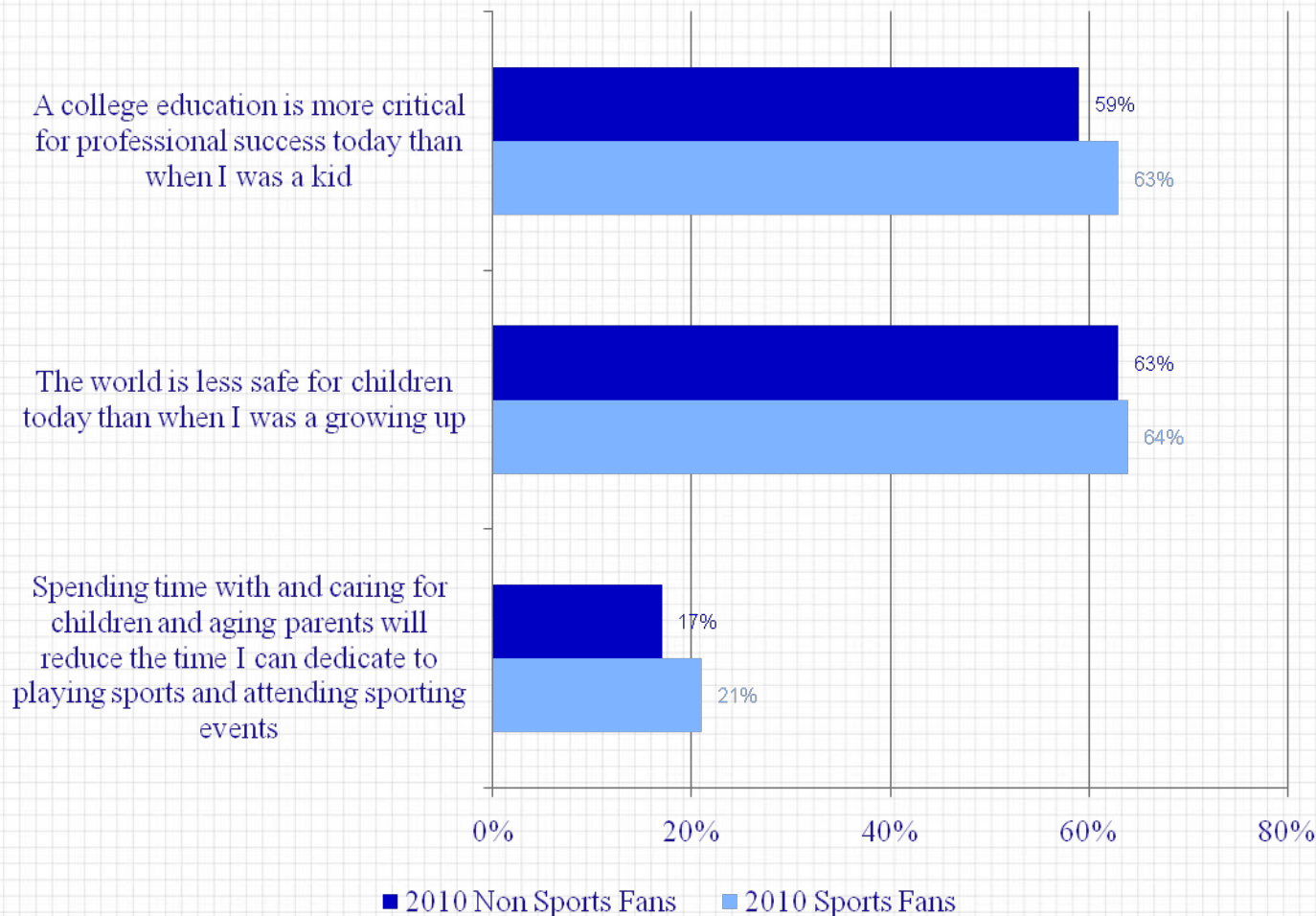
Sports Fans Express Greater Renewed Optimism About the Future



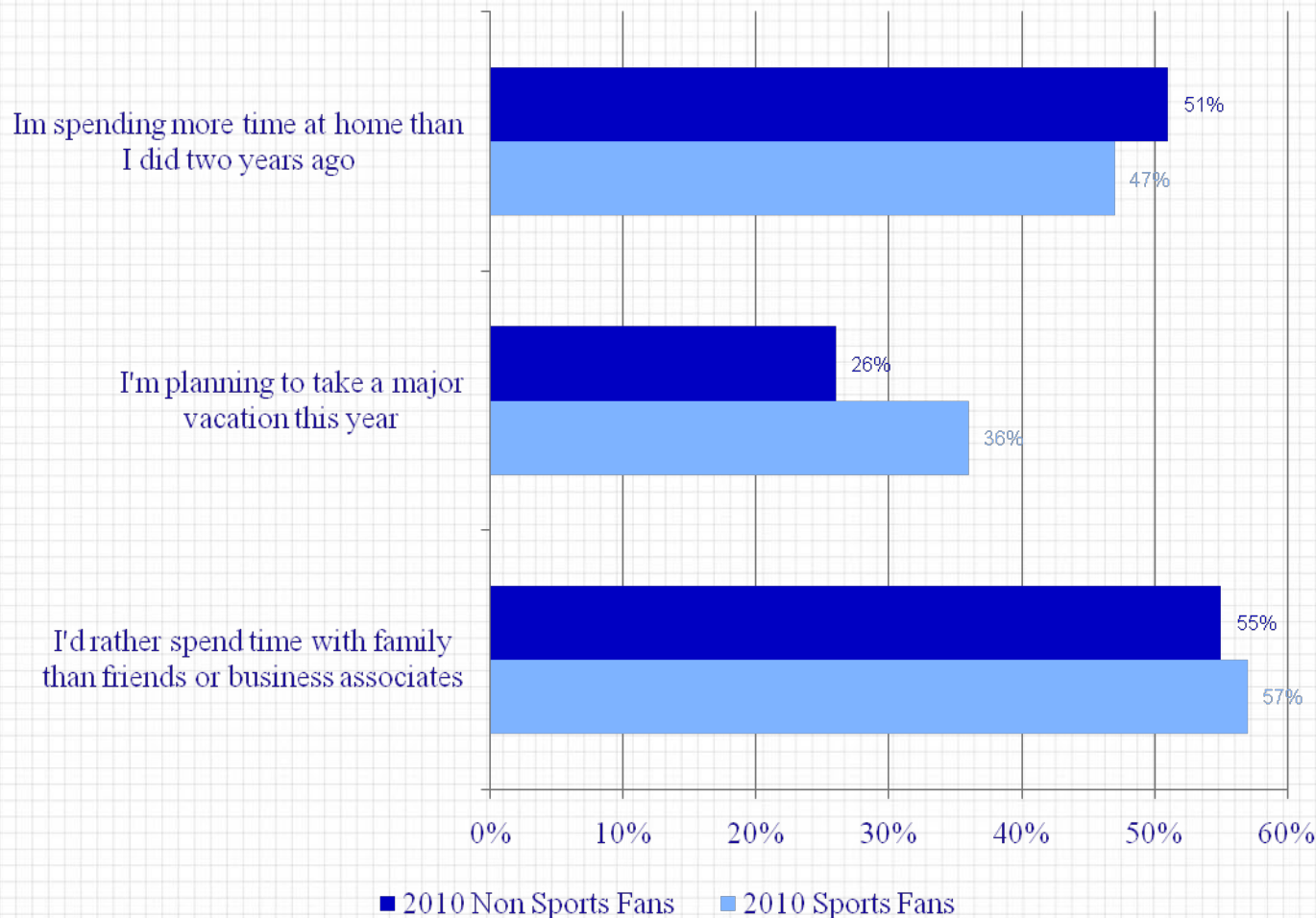
But Sports Fans are Still Stressed and Trying to Balance Their Lives!



Beware - "Sandwich Generation Values" Come to the Forefront:



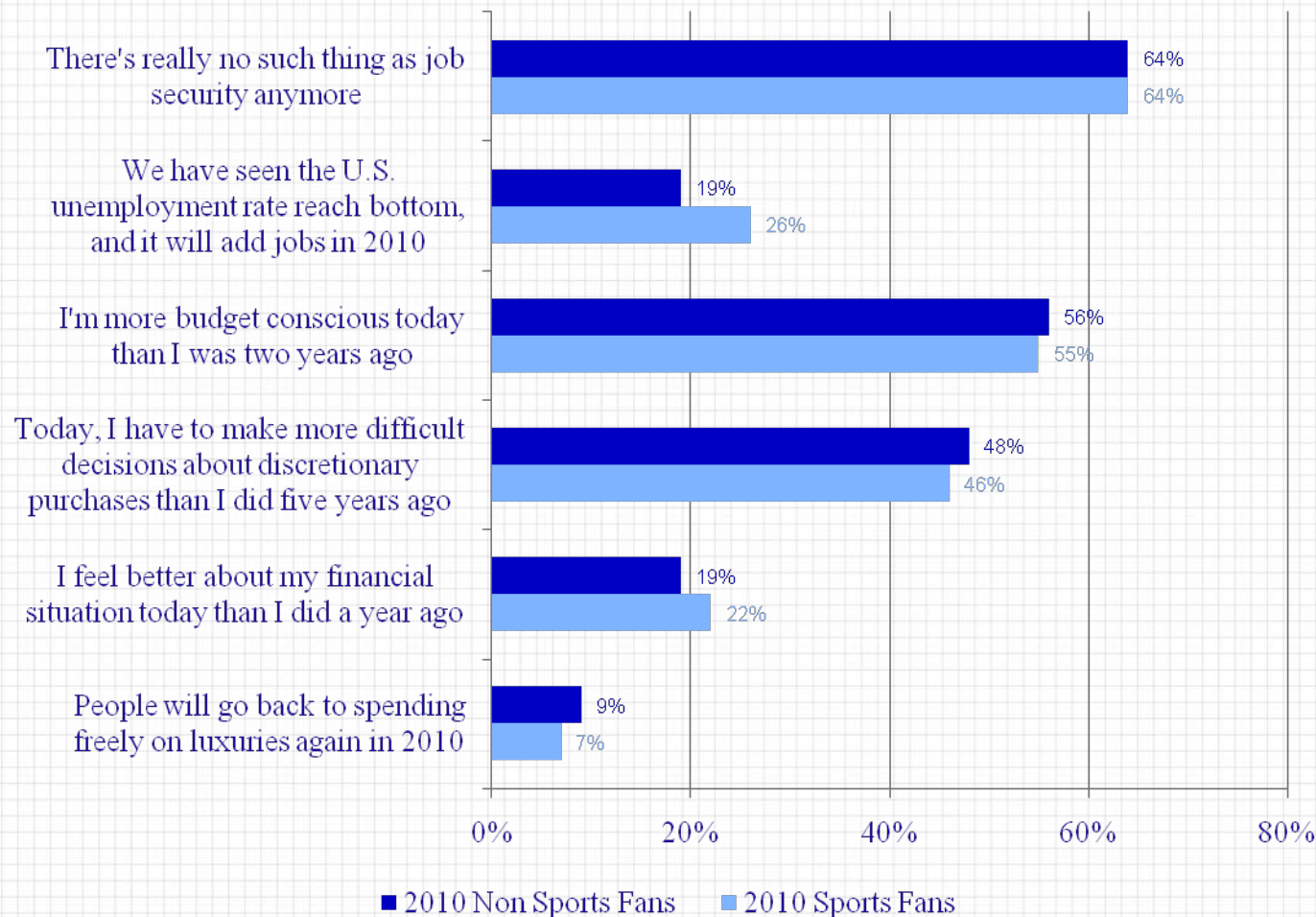
Beware - "Sandwich Generation Values" Come to the Forefront:



New definitions of community are increasing the focus on family and may shift priorities



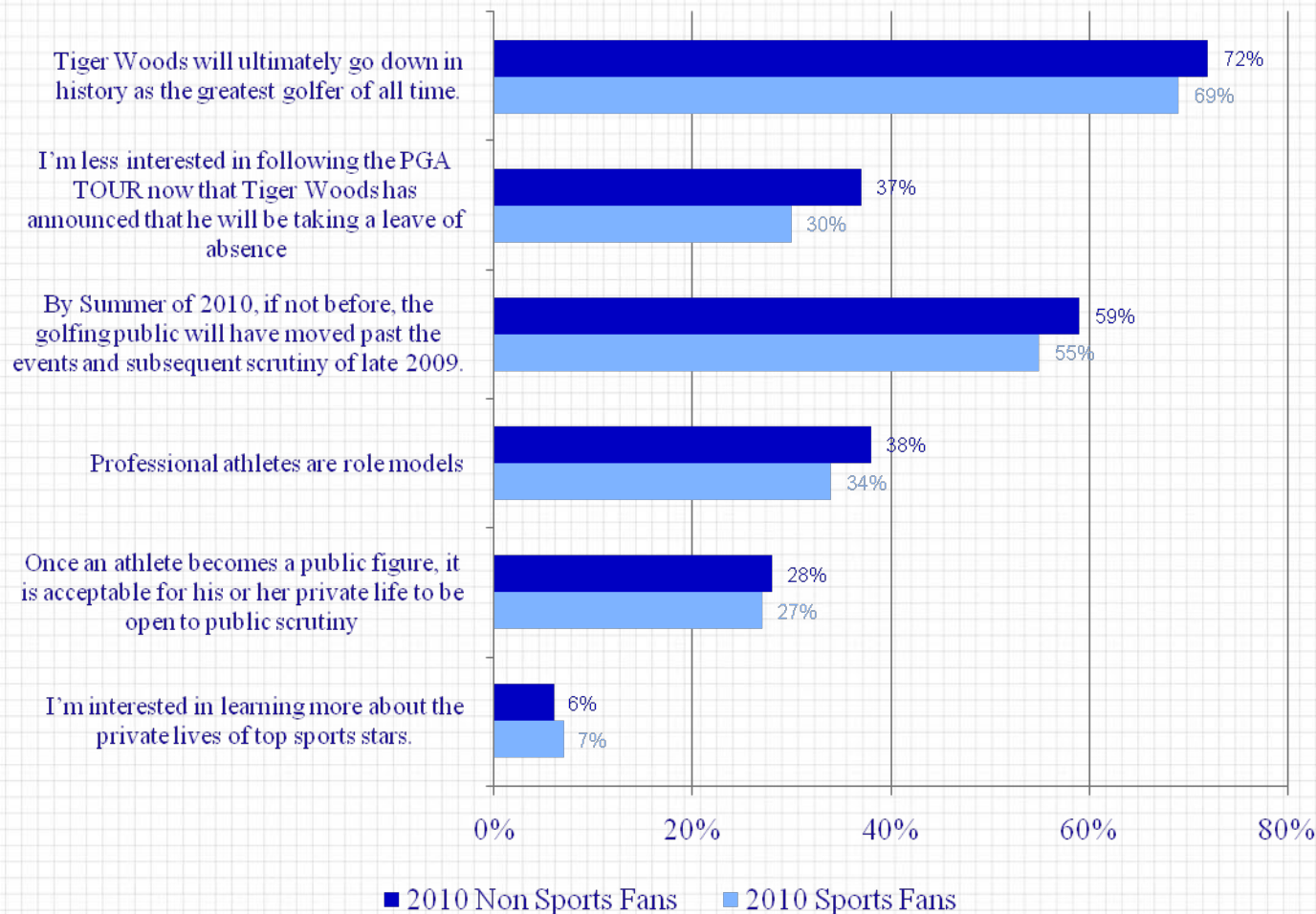
Beware - "Sandwich Generation Values" Come to the Forefront:



Sports Fans and Non-Sports Fans agree that making financial decisions is harder than before



Tiger and the PGA Will Rebound, and Interest in Athletes Personal Lives' is Small



Fans: Support MLB Instant Replay, Too Many College Bowl Games, Struggle with Ticket prices Athlete Pay

