2020 RETURN TO LIVE EVENTS SURVEY by Enigma Research

A SURVEY OF 2000 PRE-QUALIFIED EVENT ATTENDEES REGARDING THEIR EXPECTATIONS WHEN RETURNING TO LIVE EVENTS

CONDUCTED APRIL 2020

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PARTNERS

ENIGMA RESEARCH CORPORATION ACKNOWLEDGES THE FOLLOWING PARTNERS FOR THEIR CONTRIBUTIONS TO THE DESIGN AND DISTRIBUTION OF THE 2020 RETURN TO LIVE EVENTS SURVEY

EXHIBITOR MEDIA GROUP

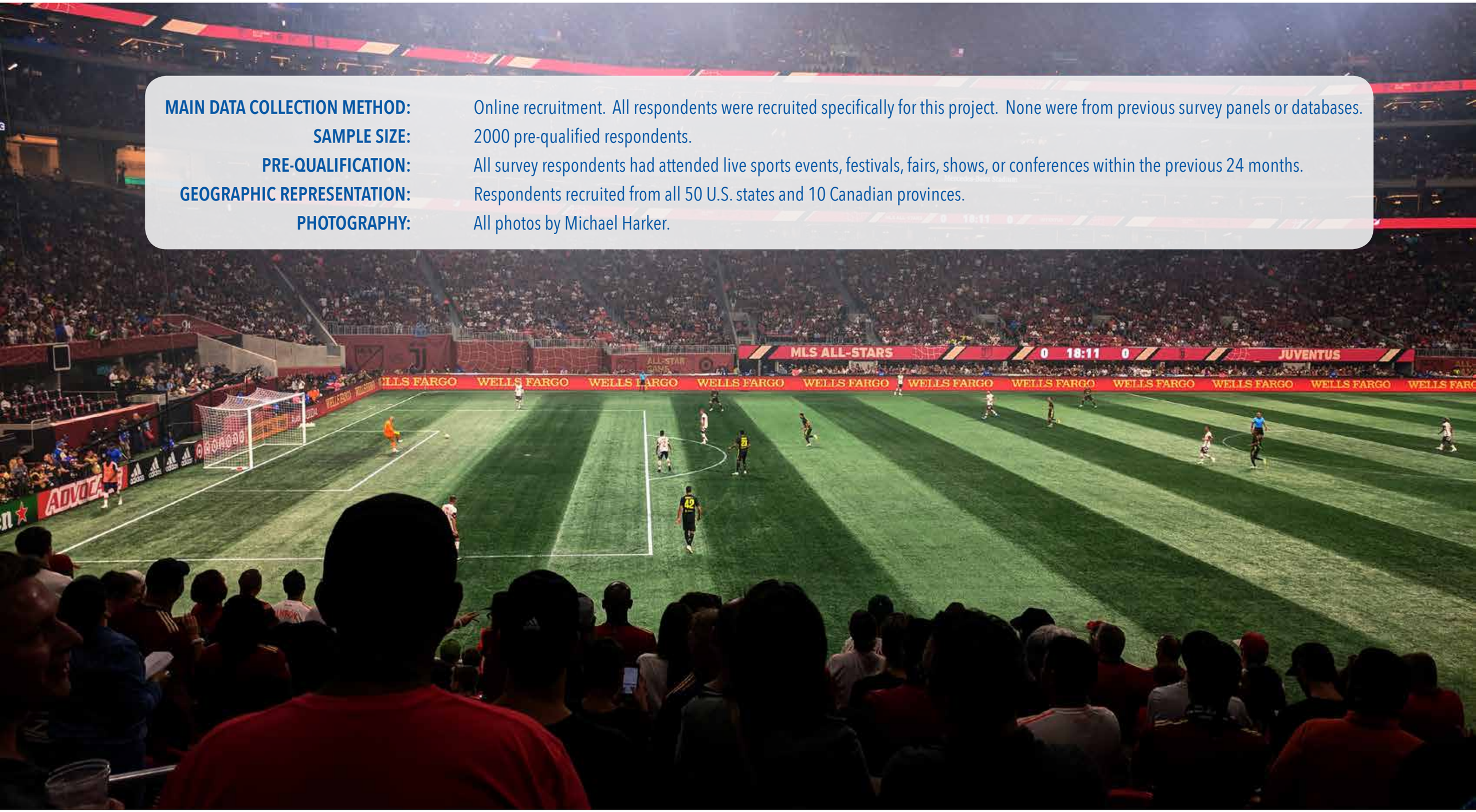
iafe®

IFEA
International Festivals & Events Association
IFEA World

NORTHSTAR MEETINGS GROUP

SportsTravel

METHODOLOGY



MAIN DATA COLLECTION METHOD:	Online recruitment. All respondents were recruited specifically for this project. None were from previous survey panels or databases.
SAMPLE SIZE:	2000 pre-qualified respondents.
PRE-QUALIFICATION:	All survey respondents had attended live sports events, festivals, fairs, shows, or conferences within the previous 24 months.
GEOGRAPHIC REPRESENTATION:	Respondents recruited from all 50 U.S. states and 10 Canadian provinces.
PHOTOGRAPHY:	All photos by Michael Harker.

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HIGHLIGHTS

1 Event attendees have greatly missed live events

- 94% claimed they "very much" or "somewhat" missed attending live events
- Results were consistent across all event types, geographic regions, and age groups

2 Event-goers described what they missed about events

- Majority missed live entertainment or activities; most missed being with family and friends
- Sights and sounds, energy from crowds also missed by many

3 Strong majority likely to return

- 76% are "extremely" or "very" likely to return once large gatherings resume
- Only 8% indicated they would be unlikely to return

4 Those unlikely to return provided reasons

- Among the 8% who would not return, nearly all were concerned about the virus
- Many also felt distancing rules and other measures would make returning to events unpleasant

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HIGHLIGHTS

5 Many will return quickly while others prefer to wait

- Nearly half would return within one or two weeks of live events resuming
- Remainder would wait longer, with 20% waiting more than 3 months

6 Safety precautions would make event attendees more likely to return

- Three-quarters would be more likely to return if sanitation precautions were taken
- Masks for workers and contactless systems would also encourage many to return

7 Some extreme safety implementations would be well-received

- Two-fifths are more likely to attend if events perform body temperature checks upon entry
- Smaller events and extended hours to increase social distancing also popular solutions

8 Various safety precautions would deter some event-goers

- 27% would be <u>less</u> likely to return if required to wear masks
- 23% <u>less</u> likely to return if social distancing among attendees was enforced

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HIGHLIGHTS

9 Promotions and incentives would also encourage return to live events

- Most claimed that discounted admission would increase likelihood to return
- In addition, packages including food, beverage, and merchandise would be popular

10 Those who previously traveled to events will travel again

- 89% who traveled to events within the past 24 months would travel to another event
- Discounts and travel packages would further increase the return to event travel

11 Many have strong views regarding the return to live events

- 70% are very motivated to return and 25% would pay more even if attendance was limited
- By contrast, 18% will not attend any live event until there is a vaccine for the virus

12 Nearly three-quarters believe streaming and virtual experiences are no substitute

- Some feel free streaming events and virtual tours are appealing alternatives
- Most event-goers have no interest in pay-per-view offerings

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HIGHLIGHTS

13 Event-goers highly appreciate brands that support cancelled or postponed events

- Typically, 38% of event-goers feel "very favourable" towards sponsors and brands supporting live events
- By comparison, 58% feel the same way regarding sponsors that support cancelled or postponed events

14 Fans are likely to conduct business with sponsors supporting cancelled or postponed events

- 90% were "very" or "somewhat" likely to conduct business with brands that continue to support events
- Results were consistent across all event types, geographic regions, and age groups

15 Comments and suggestions from event-goers uncovered wide variety of opinions

- Hundreds of respondents left comments regarding the return to live events
- Many remarks suggest that event-goers are very divided on the subject

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MISSING LIVE EVENTS AND LIKELIHOOD TO RETURN

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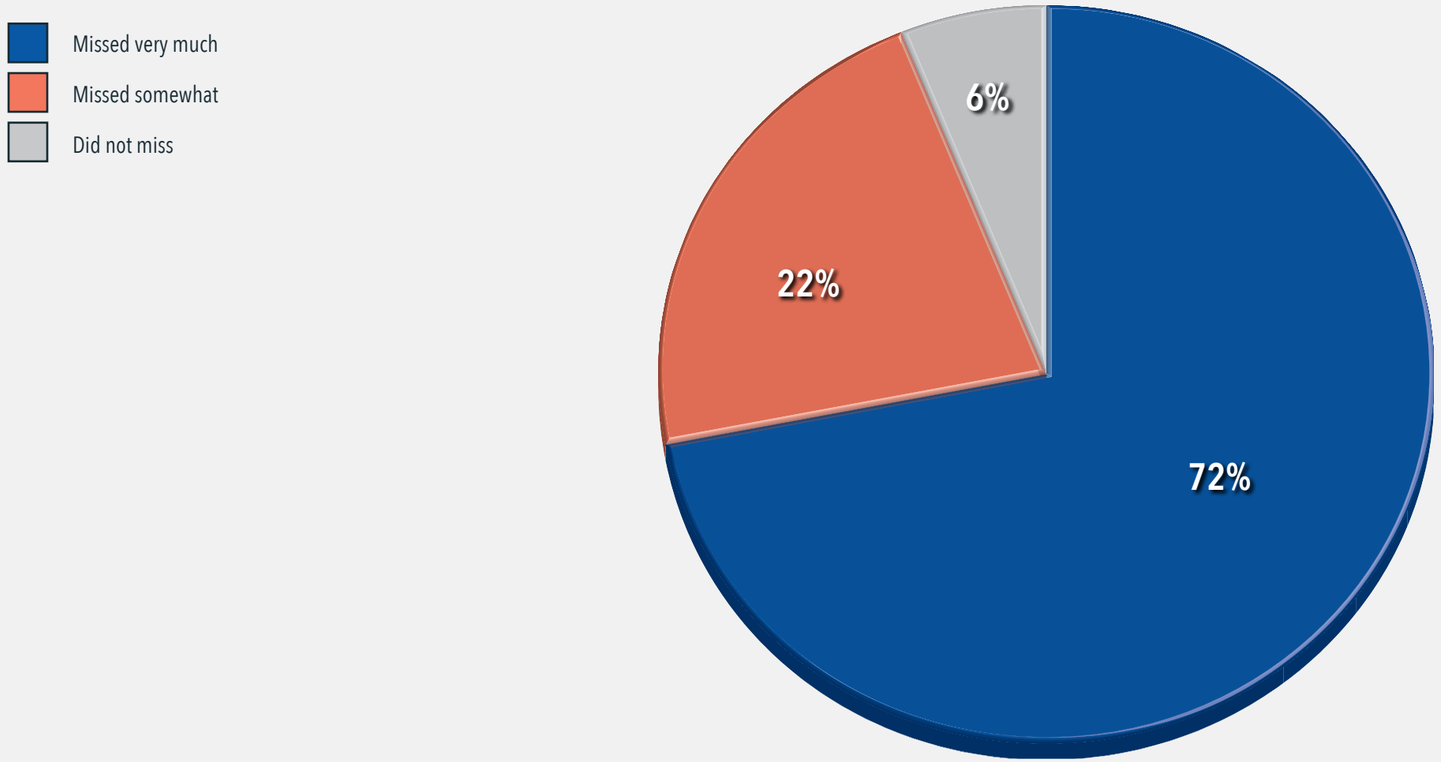
MISSING LIVE EVENTS AND LIKELIHOOD TO RETURN

EXTENT HAVE MISSED ATTENDING LIVE EVENTS DURING PANDEMIC



Extent have missed attending live events during pandemic	EVENT ATTENDEE TYPE									
	Amateur sports	Participatory sports	College sports	Professional sports	Live eSports	Free festivals	Paid festivals	Fairs	Consumer shows	Trade shows or conferences
Missed very much	78%	74%	80%	78%	91%	72%	78%	72%	76%	74%
Missed somewhat	19%	20%	15%	18%	7%	22%	18%	22%	19%	20%
Did not miss	3%	6%	5%	4%	2%	6%	4%	6%	5%	6%

Extent have missed attending live events during pandemic	COUNTRY		USA REGION				AGE			LIVING SITUATION			
	USA	Canada	West	South	Midwest	Northeast	Under 30	30-49	50 and over	Single	Couple no children	Children at home	Children grown
Missed very much	73%	66%	71%	80%	72%	72%	78%	74%	67%	77%	74%	71%	68%
Missed somewhat	21%	25%	22%	15%	24%	24%	17%	21%	26%	19%	20%	23%	26%
Did not miss	6%	8%	7%	5%	4%	4%	5%	5%	7%	4%	6%	6%	6%

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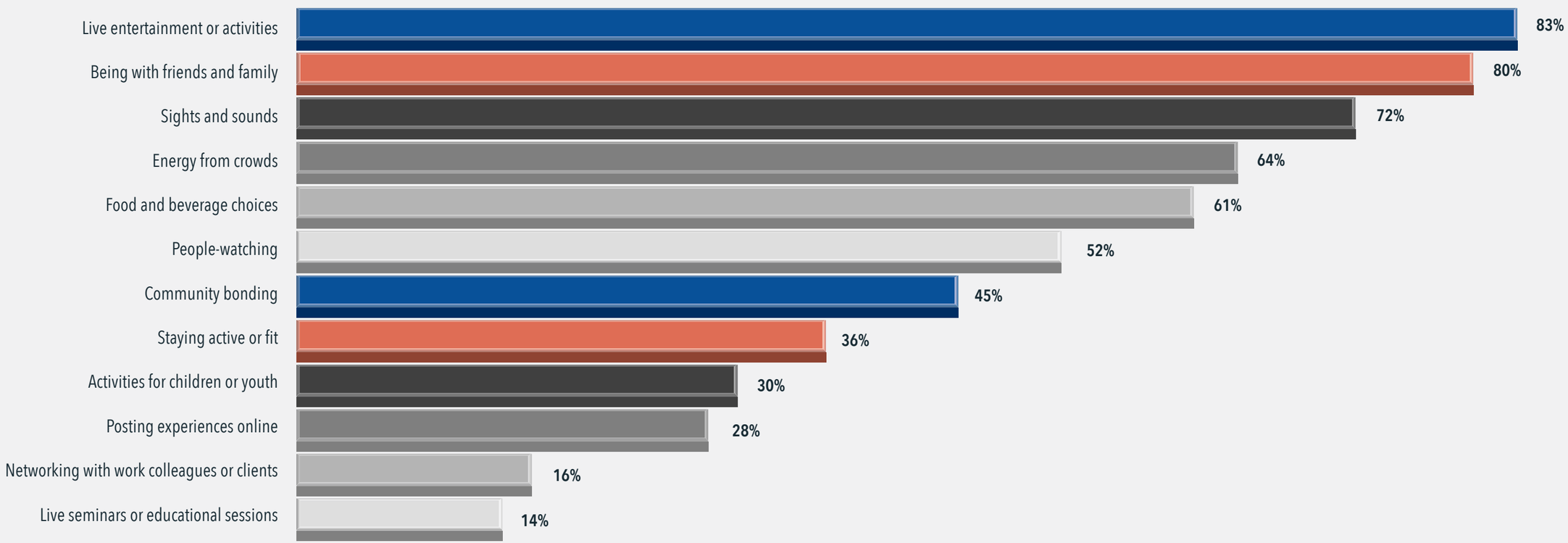
MISSING LIVE EVENTS AND LIKELIHOOD TO RETURN

ASPECTS OF LIVE EVENTS MISSED (AMONG THOSE WHO MISSED ATTENDING LIVE EVENTS)



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MISSING LIVE EVENTS AND LIKELIHOOD TO RETURN

ASPECTS OF LIVE EVENTS MISSED (AMONG THOSE WHO MISSED ATTENDING LIVE EVENTS)

Aspects of live events missed (among those who missed attending live events)	EVENT ATTENDEE TYPE									
	Amateur sports	Participatory sports	College sports	Professional sports	Live eSports	Free festivals	Paid festivals	Fairs	Consumer shows	Trade shows or conferences
Live entertainment or activities	86%	84%	83%	87%	86%	86%	89%	82%	85%	86%
Being with friends and family	84%	81%	79%	81%	72%	84%	82%	79%	83%	82%
Sights and sounds	73%	69%	73%	78%	75%	75%	76%	71%	78%	72%
Energy from crowds	70%	67%	70%	72%	80%	65%	70%	63%	68%	67%
Food and beverage choices	62%	58%	60%	59%	65%	65%	61%	61%	64%	62%
People-watching	56%	55%	54%	55%	57%	56%	56%	51%	60%	62%
Community bonding	52%	58%	51%	45%	57%	50%	49%	44%	53%	55%
Staying active or fit	44%	63%	40%	39%	51%	40%	40%	35%	44%	41%
Activities for children or youth	41%	32%	30%	27%	37%	33%	29%	30%	33%	30%
Posting experiences online	32%	28%	30%	30%	43%	30%	32%	27%	30%	28%
Networking with work colleagues or clients	18%	24%	18%	19%	35%	18%	19%	15%	25%	42%
Live seminars or educational sessions	15%	21%	17%	13%	33%	16%	16%	13%	21%	32%

Aspects of live events missed (among those who missed attending live events)	COUNTRY		USA REGION				AGE			LIVING SITUATION			
	USA	Canada	West	South	Midwest	Northeast	Under 30	30-49	50 and over	Single	Couple no children	Children at home	Children grown
Live entertainment or activities	84%	82%	87%	86%	84%	83%	88%	86%	81%	86%	86%	84%	81%
Being with friends and family	80%	80%	77%	81%	81%	83%	84%	81%	76%	78%	81%	82%	79%
Sights and sounds	72%	74%	71%	73%	71%	80%	75%	75%	71%	77%	75%	71%	69%
Energy from crowds	64%	62%	66%	66%	64%	66%	76%	65%	57%	71%	67%	58%	64%
Food and beverage choices	61%	61%	59%	62%	63%	59%	69%	60%	57%	64%	65%	56%	57%
People-watching	52%	51%	56%	51%	57%	51%	47%	55%	55%	54%	59%	49%	57%
Community bonding	46%	41%	52%	45%	48%	46%	53%	49%	39%	49%	48%	46%	41%
Staying active or fit	37%	32%	38%	37%	38%	38%	40%	39%	31%	35%	37%	41%	32%
Activities for children or youth	30%	27%	25%	30%	34%	29%	31%	34%	20%	20%	9%	61%	20%
Posting experiences online	29%	26%	33%	28%	29%	30%	43%	27%	23%	35%	28%	27%	20%
Networking with work colleagues or clients	17%	11%	17%	21%	18%	19%	12%	21%	15%	14%	22%	20%	16%
Live seminars or educational sessions	15%	12%	13%	15%	16%	16%	14%	16%	13%	12%	17%	17%	16%

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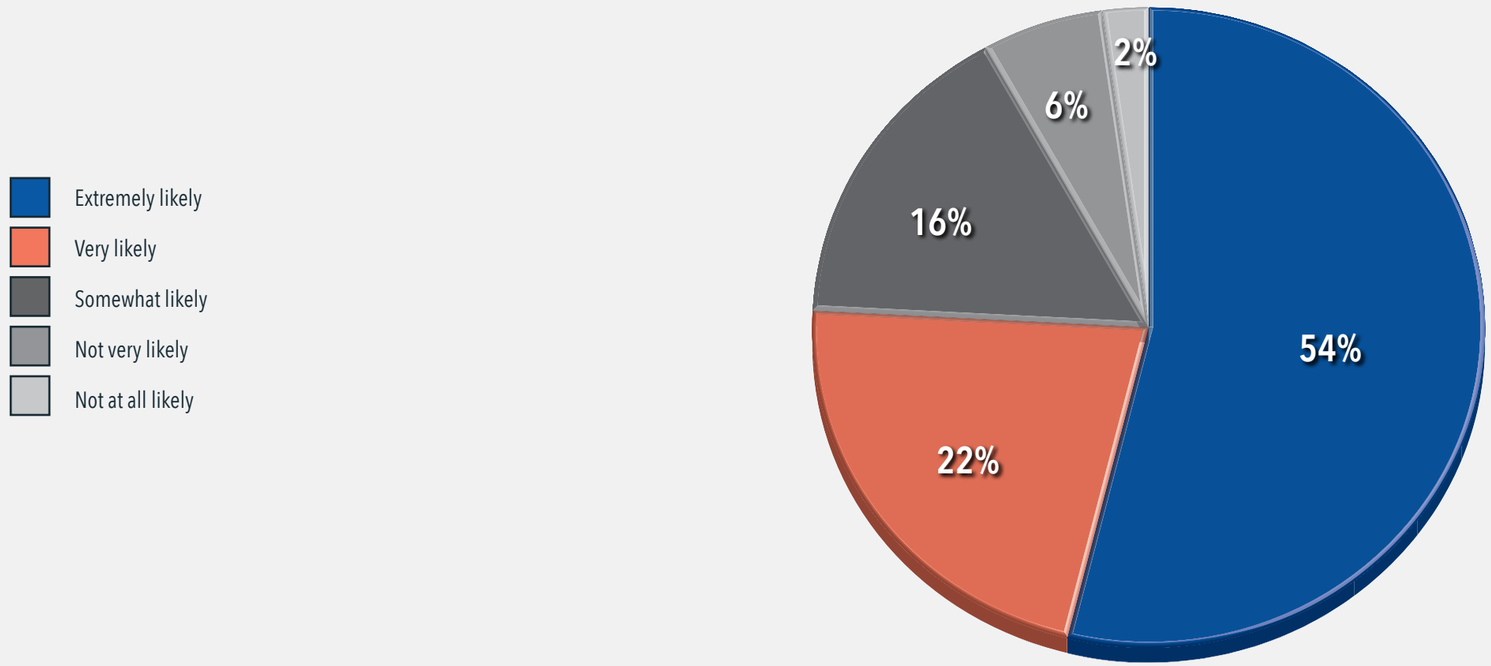
MISSING LIVE EVENTS AND LIKELIHOOD TO RETURN

LIKELIHOOD TO RETURN TO EVENTS ONCE LARGE GATHERINGS RESUME



Likelihood to return to events once large gatherings resume	EVENT ATTENDEE TYPE									
	Amateur sports	Participatory sports	College sports	Professional sports	Live eSports	Free festivals	Paid festivals	Fairs	Consumer shows	Trade shows or conferences
Extremely likely	58%	53%	57%	53%	63%	55%	57%	58%	57%	54%
Very likely	20%	17%	16%	21%	23%	22%	21%	20%	20%	19%
Somewhat likely	15%	19%	17%	16%	10%	16%	14%	15%	16%	17%
Not very likely	5%	8%	6%	7%	2%	6%	6%	5%	5%	7%
Not at all likely	2%	3%	4%	3%	2%	2%	2%	2%	2%	3%

Likelihood to return to events once large gatherings resume	COUNTRY		USA REGION				AGE			LIVING SITUATION			
	USA	Canada	West	South	Midwest	Northeast	Under 30	30-49	50 and over	Single	Couple no children	Children at home	Children grown
Extremely likely	56%	50%	51%	55%	58%	54%	62%	53%	50%	58%	53%	52%	55%
Very likely	21%	28%	23%	21%	18%	22%	19%	20%	26%	23%	22%	19%	22%
Somewhat likely	15%	18%	17%	14%	14%	16%	14%	17%	16%	14%	18%	17%	14%
Not very likely	6%	4%	6%	8%	7%	5%	4%	7%	6%	4%	5%	9%	7%
Not at all likely	2%	0%	3%	2%	3%	3%	1%	3%	2%	1%	2%	3%	2%

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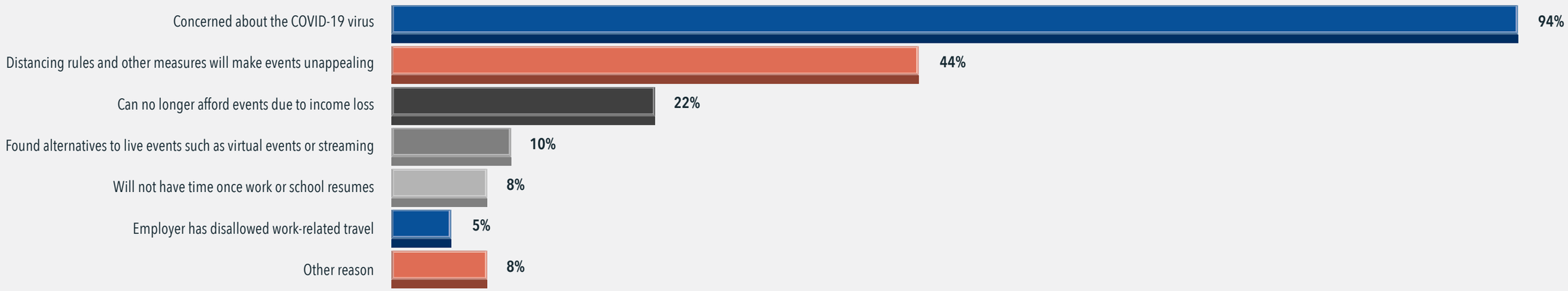
MISSING LIVE EVENTS AND LIKELIHOOD TO RETURN

REASONS UNLIKELY TO RETURN TO EVENTS (AMONG THOSE UNLIKELY TO RETURN)



Reasons unlikely to return to events (among those unlikely to return)	EVENT ATTENDEE TYPE									
	Amateur sports	Participatory sports	College sports	Professional sports	Live eSports	Free festivals	Paid festivals	Fairs	Consumer shows	Trade shows or conferences
Concerned about the COVID-19 virus	98%	92%	97%	99%	100%	96%	96%	97%	98%	100%
Distancing rules and other measures will make events unappealing	51%	56%	60%	52%	0%	43%	41%	44%	50%	45%
Can no longer afford events due to income loss	14%	17%	17%	22%	0%	23%	20%	26%	17%	17%
Found alternatives to live events such as virtual events or streaming	10%	22%	17%	10%	0%	11%	9%	11%	15%	24%
Will not have time once work or school resumes	4%	14%	11%	9%	0%	6%	9%	11%	4%	10%
Employer has disallowed work-related travel	8%	11%	14%	7%	0%	7%	4%	7%	2%	12%
Other reason	4%	6%	0%	7%	0%	5%	7%	5%	7%	7%

Reasons unlikely to return to events (among those unlikely to return)	COUNTRY		USA REGION				AGE			LIVING SITUATION			
	USA	Canada	West	South	Midwest	Northeast	Under 30	30-49	50 and over	Single	Couple no children	Children at home	Children grown
Concerned about the COVID-19 virus	94%	100%	96%	97%	95%	100%	81%	99%	98%	90%	95%	100%	94%
Distancing rules and other measures will make events unappealing	42%	53%	27%	48%	49%	47%	56%	33%	56%	53%	45%	33%	61%
Can no longer afford events due to income loss	20%	33%	12%	16%	27%	24%	19%	19%	24%	30%	30%	12%	28%
Found alternatives to live events such as virtual events or streaming	10%	0%	12%	6%	16%	6%	19%	10%	5%	20%	20%	2%	6%
Will not have time once work or school resumes	9%	0%	4%	3%	11%	12%	6%	10%	0%	20%	5%	2%	0%
Employer has disallowed work-related travel	6%	0%	4%	0%	14%	0%	6%	7%	0%	3%	0%	10%	0%
Other reason	8%	7%	4%	6%	5%	6%	6%	5%	10%	3%	10%	4%	17%

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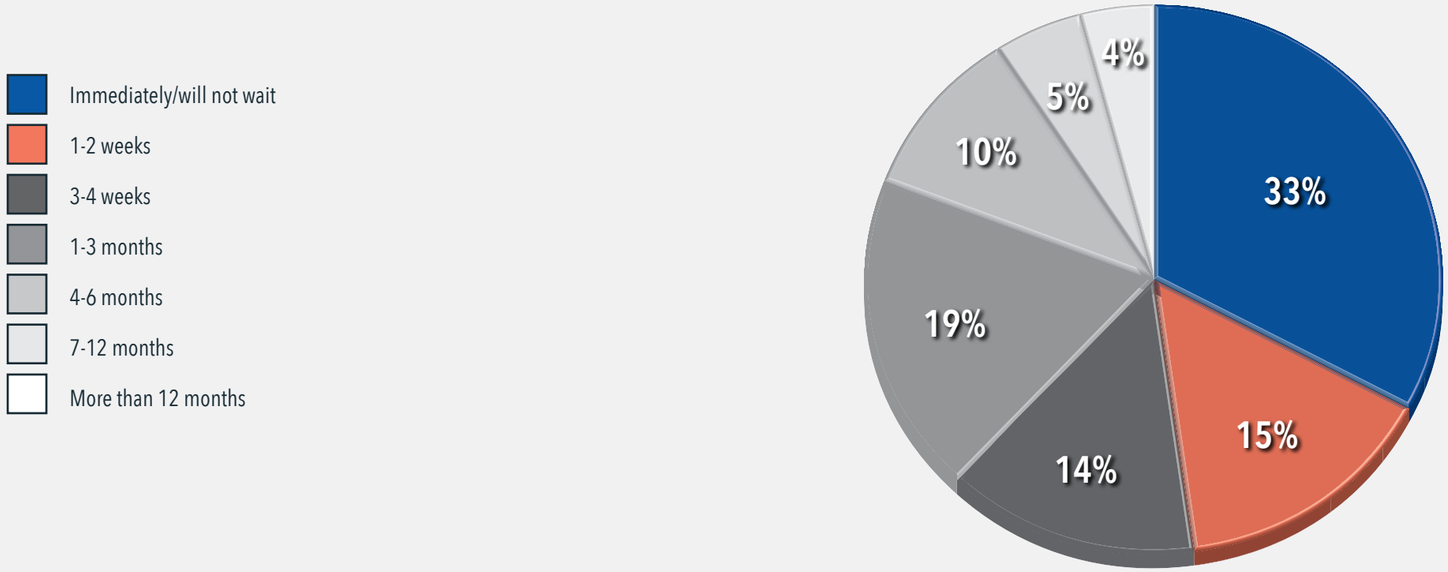
MISSING LIVE EVENTS AND LIKELIHOOD TO RETURN

LENGTH OF TIME WILL WAIT TO RETURN TO EVENTS ONCE LARGE GATHERINGS RESUME



Length of time will wait to return to events once large gatherings resume	EVENT ATTENDEE TYPE									
	Amateur sports	Participatory sports	College sports	Professional sports	Live eSports	Free festivals	Paid festivals	Fairs	Consumer shows	Trade shows or conferences
Immediately/will not wait	36%	35%	34%	35%	54%	33%	36%	33%	38%	36%
1-2 weeks	13%	10%	14%	14%	26%	14%	13%	16%	13%	11%
3-4 weeks	14%	12%	12%	12%	8%	14%	12%	14%	12%	12%
1-3 months	19%	21%	21%	18%	8%	20%	20%	20%	19%	18%
4-6 months	10%	12%	10%	12%	1%	11%	11%	9%	9%	12%
7-12 months	4%	5%	5%	5%	1%	4%	4%	4%	4%	5%
More than 12 months	4%	5%	4%	4%	2%	4%	4%	4%	5%	6%

Length of time will wait to return to events once large gatherings resume	COUNTRY		USA REGION				AGE			LIVING SITUATION			
	USA	Canada	West	South	Midwest	Northeast	Under 30	30-49	50 and over	Single	Couple no children	Children at home	Children grown
Immediately/will not wait	34%	27%	31%	36%	35%	35%	32%	34%	33%	35%	32%	32%	35%
1-2 weeks	16%	15%	14%	16%	17%	13%	23%	11%	14%	17%	13%	12%	15%
3-4 weeks	13%	15%	18%	12%	10%	13%	18%	12%	13%	17%	10%	12%	10%
1-3 months	18%	22%	18%	16%	19%	19%	14%	20%	21%	16%	23%	21%	20%
4-6 months	10%	13%	9%	12%	9%	10%	7%	13%	9%	8%	13%	12%	9%
7-12 months	5%	6%	5%	5%	5%	5%	4%	6%	4%	5%	5%	5%	5%
More than 12 months	4%	2%	5%	3%	5%	5%	2%	4%	6%	2%	4%	6%	5%

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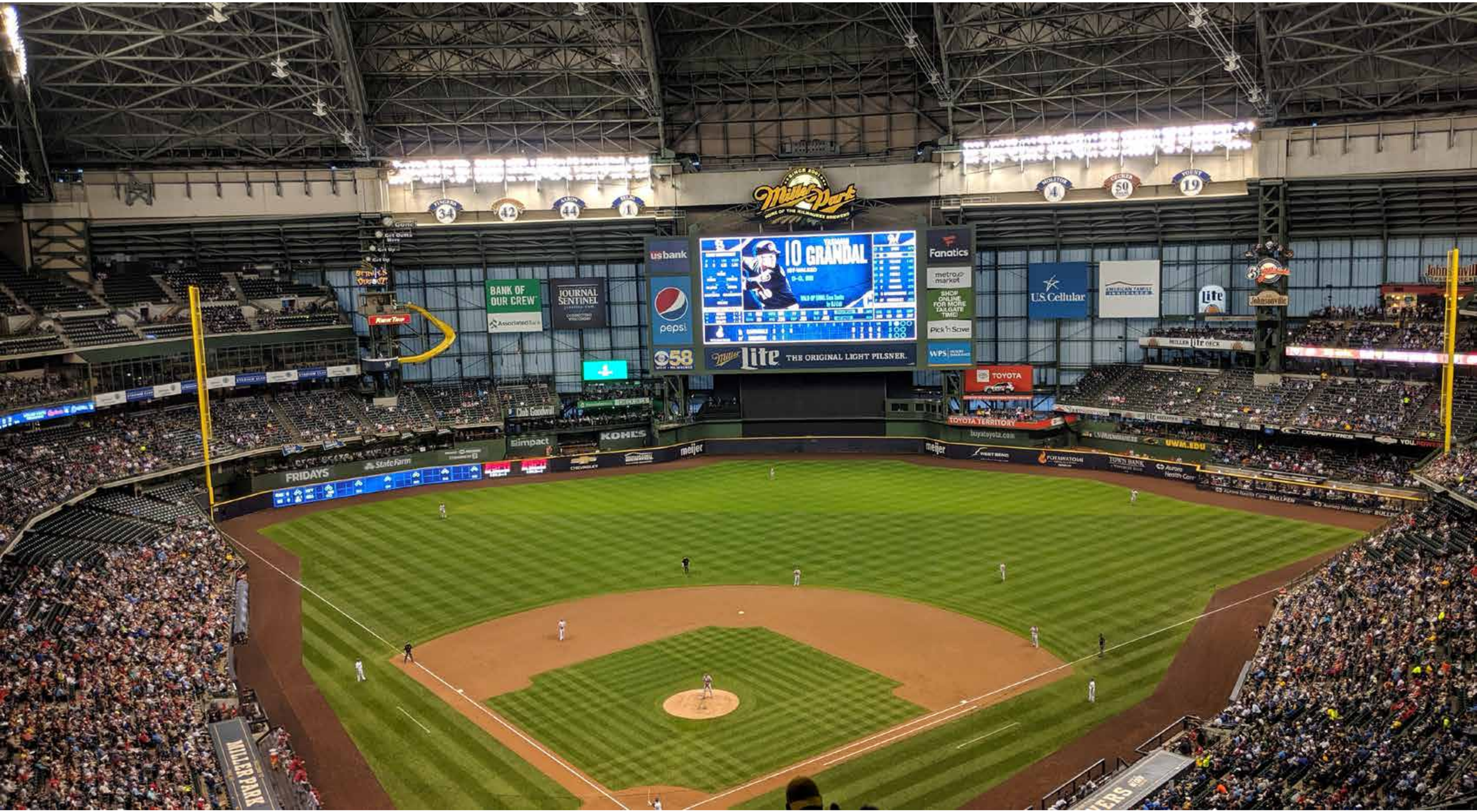
FACTORS WHICH WOULD CHANGE LIKELIHOOD TO ATTEND EVENTS



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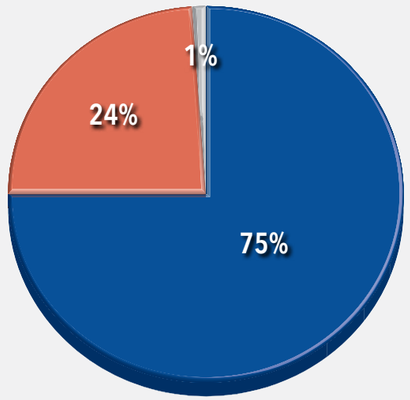
FACTORS WHICH WOULD CHANGE LIKELIHOOD TO ATTEND EVENTS

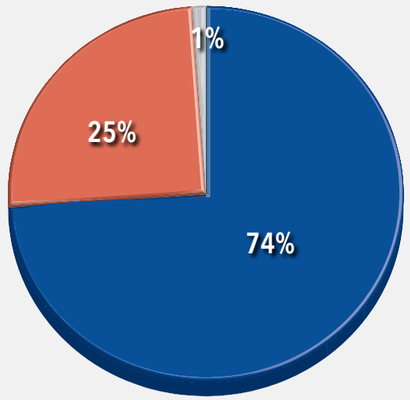
EVENT SAFETY PRECAUTIONS AND CHANGE IN LIKELIHOOD TO ATTEND EVENTS

More likely to attend | No difference | Less likely to attend

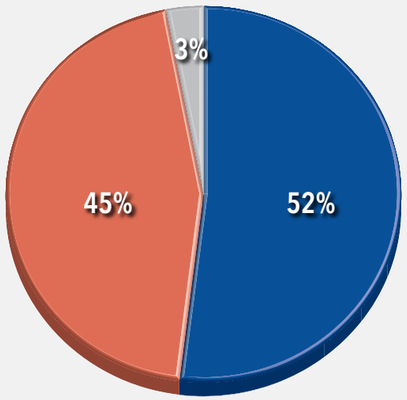
HAND-WASHING OR SANITIZER STATIONS THROUGHOUT



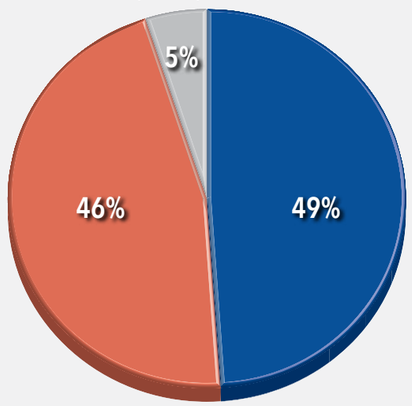
EXTREME SANITATION AND CLEANING AT VENUES (INCLUDING RESTROOMS)



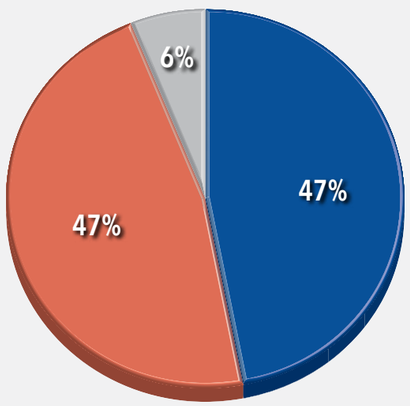
FOOD WORKERS REQUIRED TO WEAR MASKS



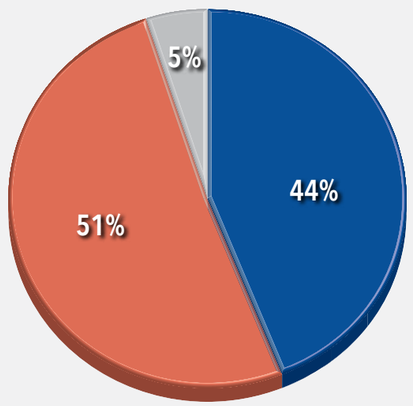
CONTACTLESS PAYMENTS FOR ADMISSION, FOOD, AND MERCHANDISE



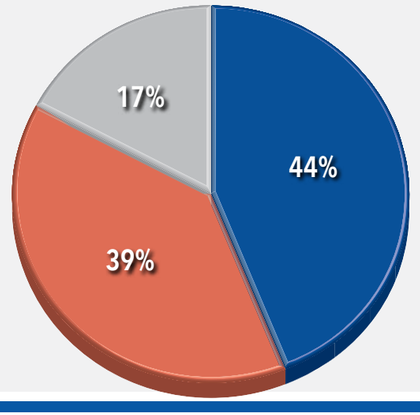
CONTACTLESS SECURITY SCREENING AT ENTRANCES



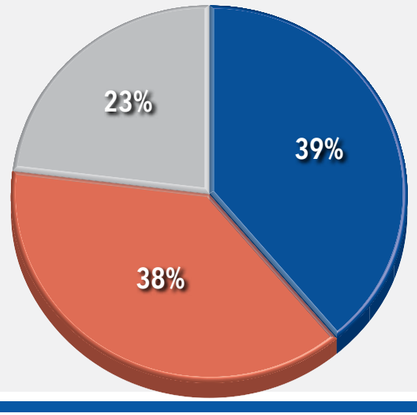
ALL EVENT WORKERS REQUIRED TO WEAR MASKS



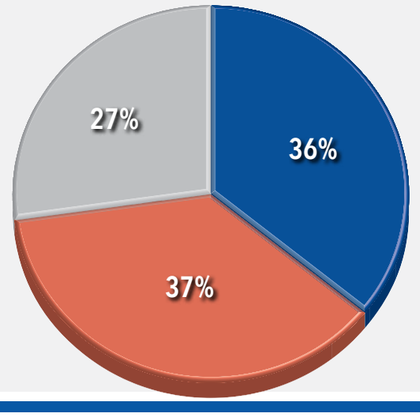
ENFORCEMENT OF SOCIAL DISTANCING AT ENTRY AND PURCHASE POINTS



ENFORCEMENT OF SOCIAL DISTANCING BETWEEN ATTENDEES



ALL ATTENDEES REQUIRED TO WEAR MASKS



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FACTORS WHICH WOULD CHANGE LIKELIHOOD TO ATTEND EVENTS

EVENT SAFETY PRECAUTIONS AND CHANGE IN LIKELIHOOD TO ATTEND EVENTS

Event safety precautions and change in likelihood to attend events		EVENT ATTENDEE TYPE									
		Amateur sports	Participatory sports	College sports	Professional sports	Live eSports	Free festivals	Paid festivals	Fairs	Consumer shows	Trade shows or conferences
Hand-washing or sanitizer stations throughout	More likely to attend	75%	75%	75%	75%	80%	77%	76%	77%	77%	76%
	No difference	24%	24%	24%	24%	20%	22%	23%	22%	22%	23%
	Less likely to attend	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Extreme sanitation and cleaning at venues (including restrooms)	More likely to attend	74%	73%	76%	75%	72%	76%	75%	75%	75%	75%
	No difference	24%	26%	23%	23%	20%	23%	24%	24%	23%	23%
	Less likely to attend	1%	1%	1%	1%	8%	1%	1%	1%	2%	1%
Food workers required to wear masks	More likely to attend	49%	52%	52%	50%	48%	52%	51%	53%	51%	53%
	No difference	48%	45%	44%	46%	52%	44%	46%	44%	45%	44%
	Less likely to attend	3%	2%	4%	3%	0%	4%	4%	4%	4%	3%
Contactless payments for admission, food, and merchandise	More likely to attend	46%	52%	53%	50%	62%	50%	51%	49%	49%	55%
	No difference	49%	44%	42%	45%	30%	44%	44%	45%	45%	40%
	Less likely to attend	5%	4%	5%	5%	8%	6%	5%	6%	5%	5%
Contactless security screening at entrances	More likely to attend	46%	51%	53%	49%	59%	49%	50%	48%	49%	52%
	No difference	49%	43%	41%	45%	35%	45%	44%	45%	46%	40%
	Less likely to attend	5%	6%	7%	6%	6%	6%	6%	6%	6%	9%
All event workers required to wear masks	More likely to attend	41%	46%	45%	44%	51%	44%	43%	44%	42%	45%
	No difference	54%	50%	50%	52%	45%	50%	51%	51%	52%	48%
	Less likely to attend	5%	3%	5%	5%	4%	5%	5%	5%	6%	7%
Enforcement of social distancing at entry and purchase points	More likely to attend	42%	47%	46%	46%	45%	44%	43%	43%	44%	48%
	No difference	40%	37%	39%	38%	33%	38%	39%	40%	38%	33%
	Less likely to attend	18%	16%	15%	16%	22%	18%	18%	18%	18%	18%
Enforcement of social distancing between attendees	More likely to attend	37%	43%	42%	41%	36%	40%	39%	39%	39%	44%
	No difference	37%	35%	36%	34%	38%	37%	37%	37%	35%	32%
	Less likely to attend	26%	22%	22%	25%	26%	23%	24%	23%	26%	24%
All attendees required to wear masks	More likely to attend	34%	39%	37%	35%	40%	36%	37%	36%	35%	39%
	No difference	35%	34%	35%	34%	40%	36%	35%	36%	35%	31%
	Less likely to attend	32%	27%	27%	31%	20%	28%	28%	27%	29%	30%

FACTORS WHICH WOULD CHANGE LIKELIHOOD TO ATTEND EVENTS

EVENT SAFETY PRECAUTIONS AND CHANGE IN LIKELIHOOD TO ATTEND EVENTS

Event safety precautions and change in likelihood to attend events		COUNTRY		USA REGION				AGE			LIVING SITUATION			
		USA	Canada	West	South	Midwest	Northeast	Under 30	30-49	50 and over	Single	Couple no children	Children at home	Children grown
Hand-washing or sanitizer stations throughout	More likely to attend	75%	76%	74%	77%	75%	74%	75%	77%	74%	75%	77%	77%	73%
	No difference	24%	23%	25%	22%	25%	25%	25%	22%	25%	24%	23%	22%	26%
	Less likely to attend	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%
Extreme sanitation and cleaning at venues (including restrooms)	More likely to attend	74%	74%	73%	76%	76%	72%	74%	75%	75%	74%	72%	76%	76%
	No difference	25%	24%	26%	22%	23%	27%	24%	24%	24%	24%	26%	23%	23%
	Less likely to attend	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	1%
Food workers required to wear masks	More likely to attend	53%	50%	53%	52%	53%	52%	58%	52%	49%	55%	50%	50%	48%
	No difference	44%	47%	45%	44%	43%	46%	39%	45%	47%	40%	47%	48%	48%
	Less likely to attend	3%	3%	2%	4%	4%	2%	3%	3%	4%	5%	3%	2%	4%
Contactless payments for admission, food, and merchandise	More likely to attend	49%	50%	45%	53%	51%	47%	52%	53%	44%	49%	55%	50%	44%
	No difference	46%	44%	50%	42%	45%	46%	43%	43%	49%	44%	41%	47%	52%
	Less likely to attend	5%	6%	5%	5%	4%	7%	5%	4%	7%	7%	4%	3%	4%
Contactless security screening at entrances	More likely to attend	49%	46%	51%	52%	49%	48%	48%	52%	45%	49%	55%	48%	46%
	No difference	45%	49%	45%	41%	45%	44%	43%	44%	48%	43%	42%	48%	48%
	Less likely to attend	6%	5%	4%	7%	6%	8%	9%	4%	7%	8%	3%	4%	6%
All event workers required to wear masks	More likely to attend	45%	41%	46%	45%	43%	44%	47%	45%	40%	46%	44%	42%	39%
	No difference	50%	54%	51%	49%	50%	53%	48%	50%	54%	48%	52%	53%	54%
	Less likely to attend	5%	5%	3%	6%	7%	3%	5%	5%	6%	6%	4%	5%	7%
Enforcement of social distancing at entry and purchase points	More likely to attend	43%	45%	43%	45%	41%	42%	36%	47%	44%	40%	48%	47%	44%
	No difference	39%	41%	40%	38%	36%	42%	39%	37%	40%	39%	39%	38%	40%
	Less likely to attend	18%	14%	17%	17%	23%	16%	25%	16%	16%	21%	13%	15%	16%
Enforcement of social distancing between attendees	More likely to attend	39%	40%	37%	42%	39%	40%	31%	45%	39%	35%	43%	44%	43%
	No difference	37%	40%	39%	36%	33%	36%	35%	35%	40%	36%	37%	36%	38%
	Less likely to attend	24%	20%	24%	22%	28%	24%	34%	20%	21%	29%	20%	20%	19%
All attendees required to wear masks	More likely to attend	37%	31%	39%	37%	36%	35%	34%	40%	32%	35%	38%	38%	30%
	No difference	36%	41%	39%	38%	30%	37%	33%	35%	41%	35%	37%	37%	40%
	Less likely to attend	27%	28%	22%	25%	34%	28%	33%	25%	27%	30%	25%	25%	30%

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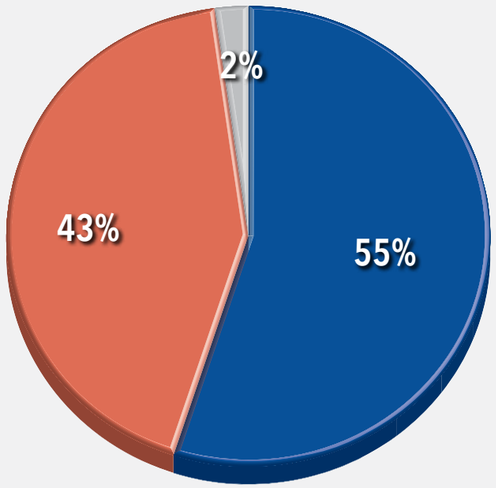
FACTORS WHICH WOULD CHANGE LIKELIHOOD TO ATTEND EVENTS

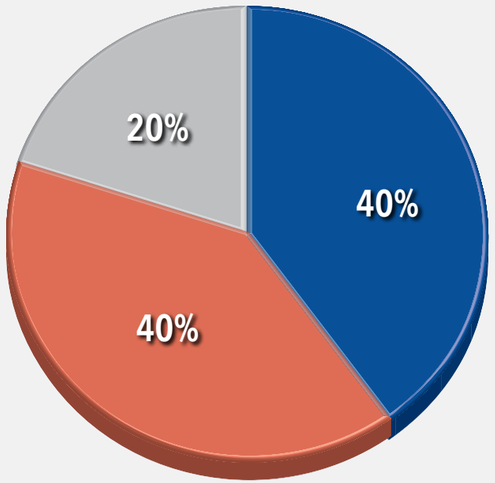
MORE EXTENSIVE SAFETY IMPLEMENTATIONS AND CHANGE IN LIKELIHOOD TO ATTEND EVENTS

More likely to attend | No difference | Less likely to attend

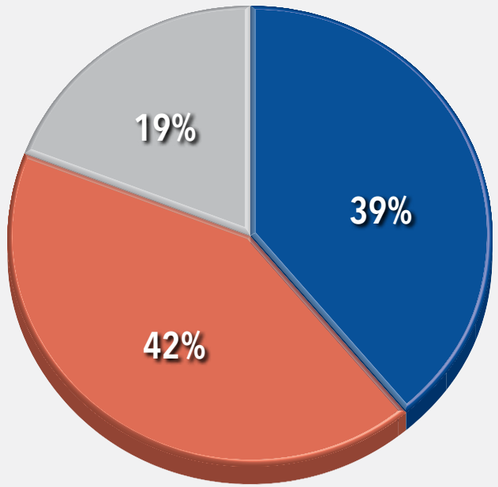
GERM-RESISTANCE MATERIALS ON MOST SURFACES



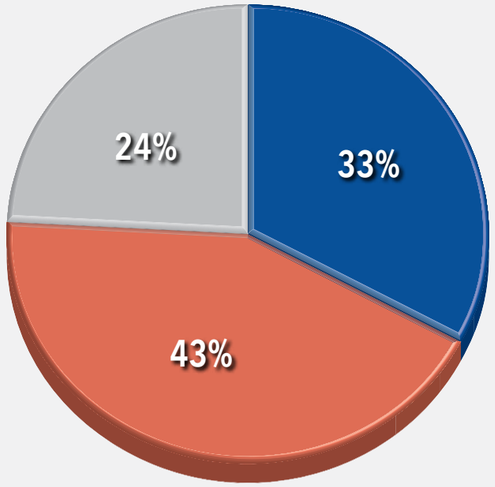
EVENTS LIMITED TO SMALL SIZES TO ALLOW MORE SOCIAL DISTANCING



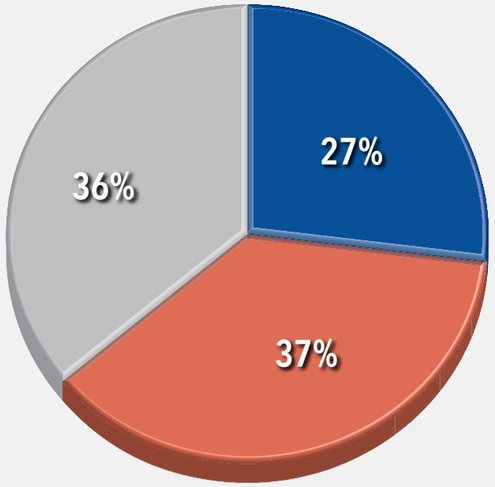
BODY TEMPERATURE CHECKS UPON ENTRY



EVENTS WITH LATE-NIGHT HOURS TO REDUCE CROWD SIZES



VIRUS-FREE DOCUMENTATION REQUIRED UPON ENTRY (IF AVAILABLE)



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FACTORS WHICH WOULD CHANGE LIKELIHOOD TO ATTEND EVENTS

MORE EXTENSIVE SAFETY IMPLEMENTATIONS AND CHANGE IN LIKELIHOOD TO ATTEND EVENTS

More extensive safety implementations and change in likelihood to attend events		EVENT ATTENDEE TYPE									
		Amateur sports	Participatory sports	College sports	Professional sports	Live eSports	Free festivals	Paid festivals	Fairs	Consumer shows	Trade shows or conferences
Germ-resistance materials on most surfaces	More likely to attend	53%	52%	52%	55%	61%	55%	55%	56%	52%	54%
	No difference	45%	47%	45%	42%	37%	43%	43%	42%	45%	45%
	Less likely to attend	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%
Events limited to small sizes to allow more social distancing	More likely to attend	38%	43%	43%	41%	39%	42%	41%	39%	38%	45%
	No difference	41%	39%	40%	40%	37%	39%	40%	40%	41%	36%
	Less likely to attend	20%	18%	17%	19%	24%	20%	19%	21%	20%	19%
Body temperature checks upon entry	More likely to attend	35%	34%	41%	40%	52%	39%	38%	38%	39%	39%
	No difference	44%	44%	42%	42%	28%	42%	42%	42%	39%	39%
	Less likely to attend	21%	21%	16%	18%	20%	19%	20%	20%	21%	21%
Events with late-night hours to reduce crowd sizes	More likely to attend	30%	31%	30%	32%	46%	34%	35%	36%	32%	34%
	No difference	45%	41%	44%	42%	37%	42%	43%	42%	43%	40%
	Less likely to attend	26%	28%	27%	26%	17%	24%	22%	22%	25%	27%
Virus-free documentation required upon entry (if available)	More likely to attend	26%	28%	30%	29%	37%	26%	26%	26%	26%	26%
	No difference	38%	36%	38%	35%	26%	36%	37%	37%	37%	38%
	Less likely to attend	37%	36%	32%	36%	37%	37%	37%	37%	37%	36%

More extensive safety implementations and change in likelihood to attend events		COUNTRY		USA REGION				AGE			LIVING SITUATION			
		USA	Canada	West	South	Midwest	Northeast	Under 30	30-49	50 and over	Single	Couple no children	Children at home	Children grown
Germ-resistance materials on most surfaces	More likely to attend	55%	57%	54%	54%	55%	57%	62%	54%	51%	60%	49%	56%	47%
	No difference	43%	42%	44%	42%	44%	39%	36%	44%	47%	37%	49%	43%	50%
	Less likely to attend	2%	1%	2%	4%	1%	4%	2%	2%	2%	3%	2%	1%	3%
Events limited to small sizes to allow more social distancing	More likely to attend	40%	43%	40%	42%	41%	36%	39%	44%	44%	37%	40%	46%	41%
	No difference	40%	38%	42%	36%	39%	46%	44%	40%	37%	40%	43%	38%	38%
	Less likely to attend	20%	19%	18%	22%	20%	18%	17%	16%	19%	23%	17%	16%	21%
Body temperature checks upon entry	More likely to attend	38%	41%	38%	42%	36%	38%	37%	39%	38%	39%	40%	37%	36%
	No difference	43%	41%	46%	39%	42%	43%	43%	41%	46%	43%	43%	42%	47%
	Less likely to attend	19%	18%	16%	19%	22%	19%	20%	20%	16%	18%	17%	21%	17%
Events with late-night hours to reduce crowd sizes	More likely to attend	33%	36%	34%	32%	31%	31%	46%	33%	25%	39%	32%	29%	23%
	No difference	42%	43%	43%	43%	44%	41%	38%	44%	44%	42%	47%	43%	44%
	Less likely to attend	25%	21%	23%	25%	25%	28%	16%	23%	31%	19%	21%	28%	33%
Virus-free documentation required upon entry (if available)	More likely to attend	27%	27%	26%	27%	26%	29%	28%	28%	23%	29%	25%	26%	23%
	No difference	36%	43%	40%	34%	33%	35%	34%	36%	41%	35%	42%	36%	41%
	Less likely to attend	37%	30%	34%	39%	41%	36%	38%	36%	36%	36%	33%	38%	36%

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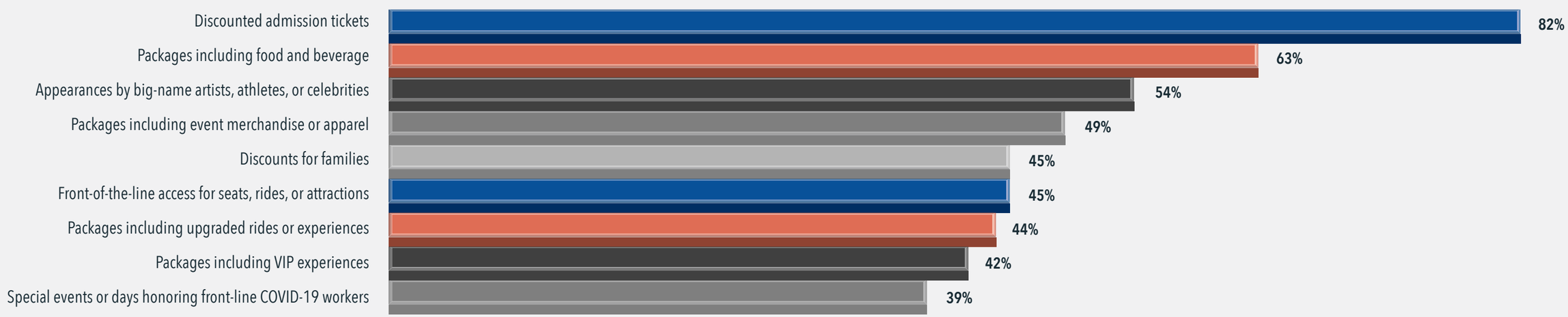
FACTORS WHICH WOULD CHANGE LIKELIHOOD TO ATTEND EVENTS

PROMOTIONS OR INCENTIVES THAT WOULD INCREASE LIKELIHOOD TO ATTEND EVENTS ONCE LARGE GATHERINGS RESUME



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FACTORS WHICH WOULD CHANGE LIKELIHOOD TO ATTEND EVENTS

PROMOTIONS OR INCENTIVES THAT WOULD INCREASE LIKELIHOOD TO ATTEND EVENTS ONCE LARGE GATHERINGS RESUME

Promotions or incentives that would increase likelihood to attend events once large gatherings resume	EVENT ATTENDEE TYPE									
	Amateur sports	Participatory sports	College sports	Professional sports	Live eSports	Free festivals	Paid festivals	Fairs	Consumer shows	Trade shows or conferences
Discounted admission tickets	83%	81%	80%	82%	75%	85%	84%	84%	84%	83%
Packages including food and beverage	66%	56%	64%	62%	66%	65%	63%	68%	65%	63%
Appearances by big-name artists, athletes, or celebrities	55%	53%	57%	58%	61%	55%	59%	56%	53%	50%
Packages including event merchandise or apparel	53%	44%	53%	52%	73%	51%	51%	52%	49%	45%
Discounts for families	53%	47%	50%	43%	61%	48%	44%	51%	46%	43%
Front-of-the-line access for seats, rides, or attractions	48%	43%	45%	44%	64%	46%	46%	49%	43%	43%
Packages including upgraded rides or experiences	49%	45%	46%	42%	57%	47%	45%	50%	47%	45%
Packages including VIP experiences	46%	41%	46%	44%	64%	43%	45%	44%	45%	43%
Special events or days honoring front-line COVID-19 workers	41%	38%	42%	42%	55%	39%	39%	41%	40%	36%

Promotions or incentives that would increase likelihood to attend events once large gatherings resume	COUNTRY		USA REGION				AGE			LIVING SITUATION			
	USA	Canada	West	South	Midwest	Northeast	Under 30	30-49	50 and over	Single	Couple no children	Children at home	Children grown
Discounted admission tickets	82%	83%	88%	77%	83%	86%	87%	83%	80%	84%	81%	86%	76%
Packages including food and beverage	63%	65%	67%	60%	65%	65%	70%	64%	60%	66%	64%	64%	61%
Appearances by big-name artists, athletes, or celebrities	53%	59%	58%	52	49%	55%	67%	53%	48%	63%	52%	48%	47%
Packages including event merchandise or apparel	50%	48%	52%	47%	50%	52%	58%	49%	44%	54%	44%	49%	48%
Discounts for families	45%	46%	44%	43%	47%	47%	50%	47%	40%	40%	23%	71%	38%
Front-of-the-line access for seats, rides, or attractions	45%	45%	46%	46%	43%	44%	58%	43%	37%	53%	39%	44%	34%
Packages including upgraded rides or experiences	45%	44%	47%	43%	44%	48%	58%	44%	35%	48%	42%	47%	32%
Packages including VIP experiences	43%	39%	43%	41%	48%	44%	47%	45%	36%	46%	41%	43%	37%
Special events or days honoring front-line COVID-19 workers	38%	43%	36%	34%	42%	38%	41%	37%	41%	41%	34%	37%	37%

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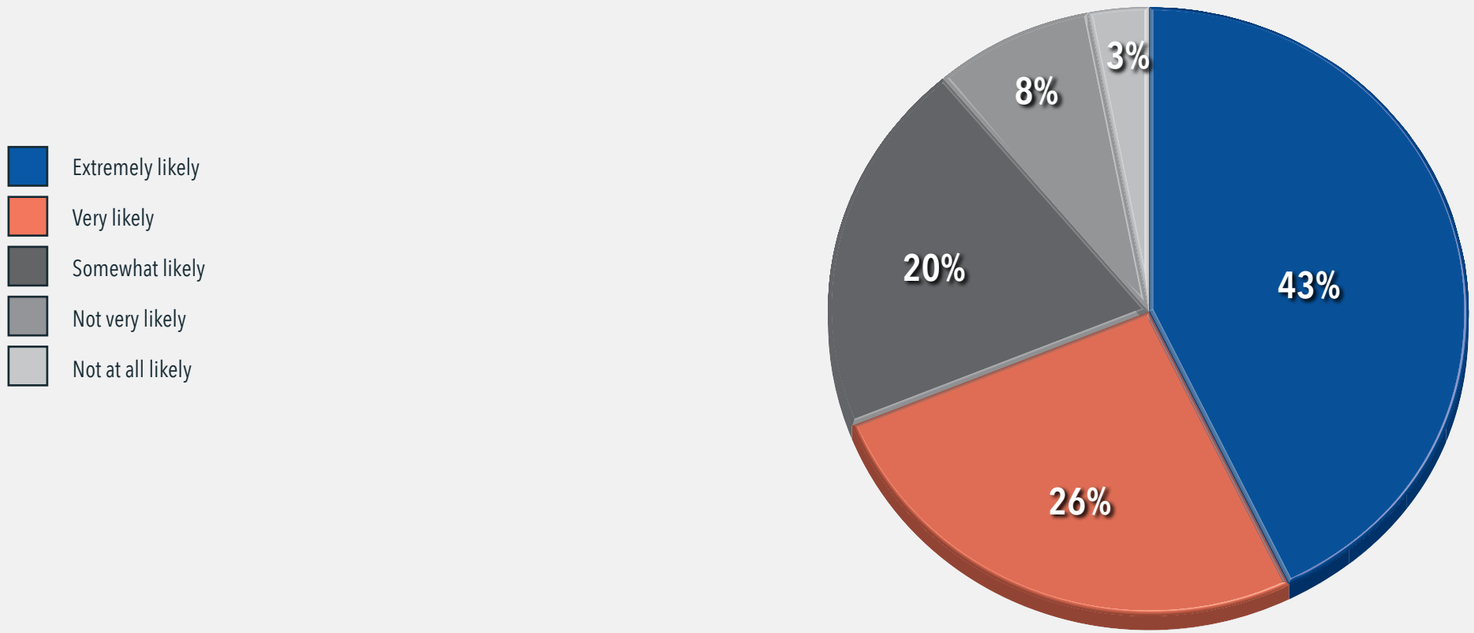
TRAVEL TO LIVE EVENTS

TRAVEL TO LIVE EVENTS

LIKELIHOOD TO TRAVEL TO ANOTHER CITY OR TOWN FOR LIVE EVENTS, ONCE LARGE GATHERINGS RESUME (AMONG THOSE WHO TRAVELED TO EVENTS WITHIN PAST 24 MONTHS)



Likelihood to travel to another city or town for live events, once large gatherings resume (among those who traveled to events within past 24 months)	EVENT ATTENDEE TYPE									
	Amateur sports	Participatory sports	College sports	Professional sports	Live eSports	Free festivals	Paid festivals	Fairs	Consumer shows	Trade shows or conferences
Extremely likely	46%	44%	44%	44%	61%	41%	45%	43%	45%	47%
Very likely	24%	21%	24%	23%	18%	27%	25%	26%	25%	21%
Somewhat likely	18%	18%	18%	20%	18%	21%	19%	20%	17%	18%
Not very likely	8%	10%	7%	9%	0%	8%	8%	8%	9%	9%
Not at all likely	4%	7%	7%	4%	3%	3%	3%	3%	4%	5%

Likelihood to travel to another city or town for live events, once large gatherings resume (among those who traveled to events within past 24 months)	COUNTRY		USA REGION				AGE			LIVING SITUATION			
	USA	Canada	West	South	Midwest	Northeast	Under 30	30-49	50 and over	Single	Couple no children	Children at home	Children grown
Extremely likely	42%	41%	41%	43%	45%	45%	40%	47%	39%	41%	47%	44%	42%
Very likely	26%	29%	27%	25%	23%	24%	31%	22%	27%	28%	23%	22%	29%
Somewhat likely	20%	20%	22%	19%	18%	20%	21%	19%	21%	22%	21%	18%	16%
Not very likely	8%	8%	8%	10%	9%	8%	6%	9%	9%	6%	6%	12%	10%
Not at all likely	4%	2%	2%	3%	5%	3%	2%	3%	4%	3%	3%	4%	3%

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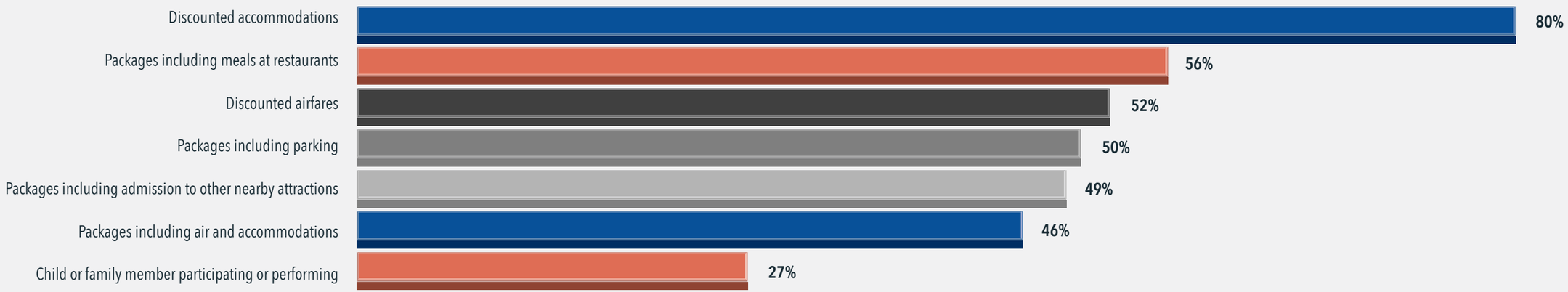
TRAVEL TO LIVE EVENTS

PROMOTIONS OR INCENTIVES THAT WOULD INCREASE LIKELIHOOD TO TRAVEL TO ANOTHER CITY OR TOWN FOR LIVE EVENTS, ONCE LARGE GATHERINGS RESUME (AMONG THOSE WHO TRAVELED TO EVENTS WITHIN PAST 24 MONTHS)



Promotions or incentives that would increase likelihood to travel to another city or town for live events, once large gatherings resume (among those who traveled to events within past 24 months)	EVENT ATTENDEE TYPE									
	Amateur sports	Participatory sports	College sports	Professional sports	Live eSports	Free festivals	Paid festivals	Fairs	Consumer shows	Trade shows or conferences
Discounted accommodations	82%	80%	75%	82%	68%	81%	82%	80%	81%	80%
Packages including meals at restaurants	59%	49%	55%	56%	53%	58%	56%	59%	56%	53%
Discounted airfares	53%	56%	55%	56%	44%	54%	55%	55%	54%	59%
Packages including parking	52%	43%	53%	52%	59%	51%	51%	53%	49%	49%
Packages including admission to other nearby attractions	53%	43%	49%	49%	47%	51%	49%	53%	52%	46%
Packages including air and accommodations	49%	47%	52%	48%	50%	48%	46%	50%	50%	50%
Child or family member participating or performing	35%	29%	33%	24%	29%	29%	26%	30%	28%	26%

Promotions or incentives that would increase likelihood to travel to another city or town for live events, once large gatherings resume (among those who traveled to events within past 24 months)	COUNTRY		USA REGION				AGE			LIVING SITUATION			
	USA	Canada	West	South	Midwest	Northeast	Under 30	30-49	50 and over	Single	Couple no children	Children at home	Children grown
Discounted accommodations	81%	75%	84%	81%	78%	86%	81%	80%	79%	82%	84%	78%	75%
Packages including meals at restaurants	56%	56%	59%	55%	56%	59%	65%	55%	53%	60%	56%	55%	49%
Discounted airfares	54%	44%	54%	54%	53%	63%	58%	58%	41%	57%	57%	49%	43%
Packages including parking	51%	44%	49%	54%	51%	56%	64%	47%	47%	57%	44%	48%	49%
Packages including admission to other nearby attractions	49%	50%	52%	47%	47%	53%	58%	49%	45%	54%	44%	51%	43%
Packages including air and accommodations	46%	47%	48%	44%	45%	51%	50%	50%	39%	49%	48%	45%	39%
Child or family member participating or performing	27%	28%	28%	29%	30%	22%	27%	31%	22%	20%	13%	48%	22%

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RETURN TO LIVE EVENTS AND EVENT ALTERNATIVES

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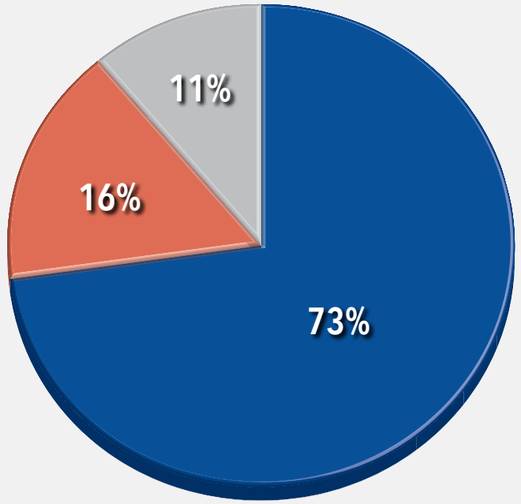
RETURN TO LIVE EVENTS AND EVENT ALTERNATIVES

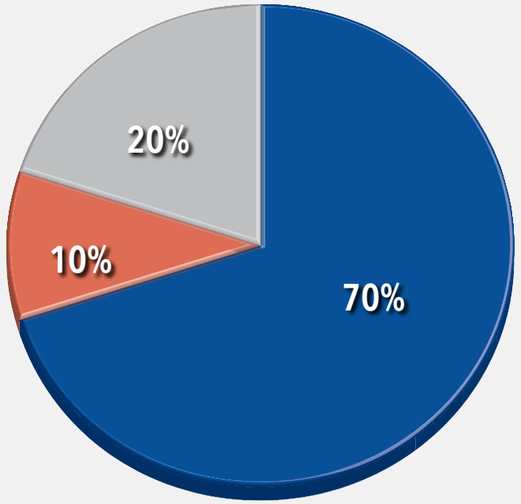
STATEMENTS ABOUT LIVE EVENTS AND THE PANDEMIC

Agree | Disagree | Not sure

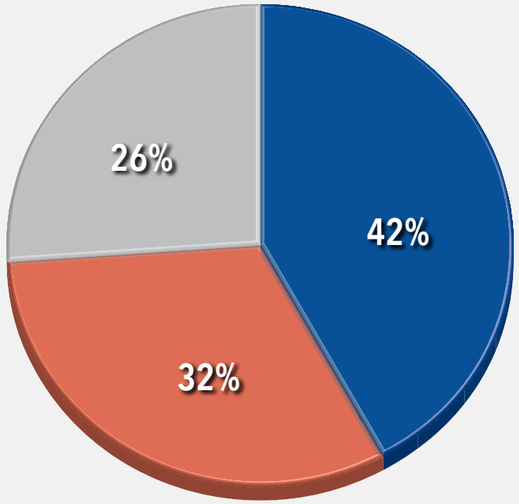
"ALTERNATIVES SUCH AS LIVESTREAMING OR VIRTUAL EXPERIENCES ARE NO SUBSTITUTE FOR LIVE EVENTS"



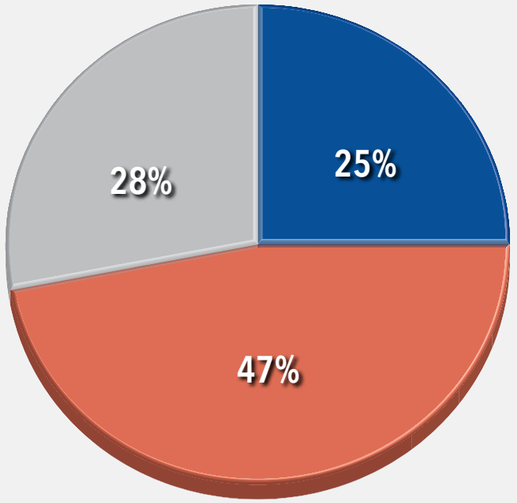
"WHEN THIS PANDEMIC IS OVER I WILL BE VERY MOTIVATED TO TAKE PART IN LIVE EVENTS"



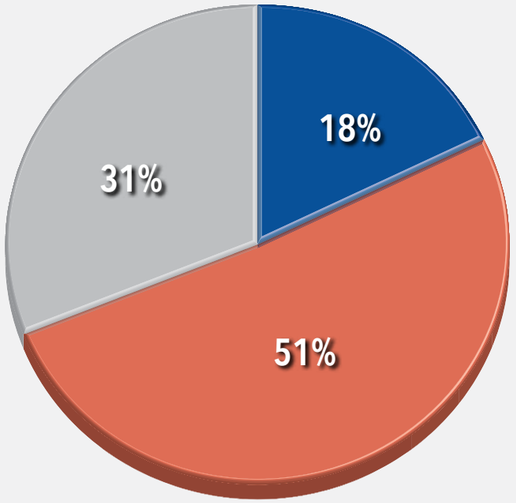
"GOVERNMENTS SHOULD FINANCIALLY SUPPORT LIVE EVENTS TO HELP THEM RESUME AS SOON AS POSSIBLE"



"I WOULD PAY MORE TO ATTEND A LIVE EVENT IF SOCIAL DISTANCING MEASURES MEANT THAT FEWER PEOPLE COULD ATTEND"



"I WILL NOT ATTEND ANY LIVE EVENTS UNTIL THERE IS A VACCINE FOR COVID-19"



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RETURN TO LIVE EVENTS AND EVENT ALTERNATIVES

STATEMENTS ABOUT LIVE EVENTS AND THE PANDEMIC

Statements about live events and the pandemic		EVENT ATTENDEE TYPE									
		Amateur sports	Participatory sports	College sports	Professional sports	Live eSports	Free festivals	Paid festivals	Fairs	Consumer shows	Trade shows or conferences
"Alternatives such as livestreaming or virtual experiences are no substitute for live events"	agree	75%	71%	76%	73%	77%	73%	75%	72%	74%	74%
	disagree	14%	18%	15%	17%	9%	16%	15%	16%	16%	16%
	not sure	11%	12%	9%	10%	14%	11%	10%	12%	10%	10%
"When this pandemic is over I will be very motivated to take part in live events"	agree	71%	71%	70%	71%	86%	70%	73%	71%	73%	69%
	disagree	10%	16%	14%	12%	2%	10%	10%	10%	9%	14%
	not sure	18%	13%	16%	17%	12%	20%	17%	20%	18%	16%
"Governments should financially support live events to help them resume as soon as possible"	agree	41%	39%	39%	42%	70%	43%	44%	44%	43%	40%
	disagree	33%	33%	34%	34%	16%	32%	31%	31%	33%	36%
	not sure	26%	28%	27%	24%	14%	25%	25%	25%	24%	24%
"I would pay more to attend a live event if social distancing measures meant that fewer people could attend"	agree	23%	29%	24%	26%	40%	25%	25%	24%	24%	28%
	disagree	48%	45%	45%	45%	47%	46%	45%	47%	50%	46%
	not sure	29%	26%	31%	29%	14%	29%	29%	29%	26%	26%
"I will not attend any live events until there is a vaccine for COVID-19"	agree	16%	19%	17%	17%	21%	17%	18%	18%	16%	17%
	disagree	55%	50%	52%	54%	56%	52%	52%	53%	55%	53%
	not sure	30%	31%	32%	29%	23%	31%	30%	29%	29%	30%

Statements about live events and the pandemic		COUNTRY		USA REGION				AGE			LIVING SITUATION			
		USA	Canada	West	South	Midwest	Northeast	Under 30	30-49	50 and over	Single	Couple no children	Children at home	Children grown
"Alternatives such as livestreaming or virtual experiences are no substitute for live events"	agree	73%	70%	72%	73%	74%	80%	70%	72%	78%	73%	78%	73%	73%
	disagree	16%	17%	16%	15%	17%	11%	15%	16%	15%	15%	14%	16%	18%
	not sure	11%	13%	12%	12%	9%	9%	15%	12%	7%	12%	8%	11%	9%
"When this pandemic is over I will be very motivated to take part in live events"	agree	70%	69%	69%	73%	70%	69%	76%	69%	67%	75%	70%	66%	65%
	disagree	11%	9%	9%	10%	13%	12%	6%	12%	11%	9%	9%	14%	12%
	not sure	19%	22%	22%	17%	17%	19%	18%	19%	22%	16%	21%	20%	23%
"Governments should financially support live events to help them resume as soon as possible"	agree	42%	43%	42%	42%	42%	42%	51%	41%	39%	49%	42%	38%	36%
	disagree	32%	31%	31%	32%	36%	33%	27%	31%	38%	29%	29%	36%	38%
	not sure	26%	26%	27%	26%	22%	25%	22%	28%	23%	22%	29%	26%	26%
"I would pay more to attend a live event if social distancing measures meant that fewer people could attend"	agree	24%	26%	23%	26%	24%	26%	19%	29%	24%	22%	28%	28%	22%
	disagree	47%	46%	40%	46%	52%	49%	48%	44%	49%	45%	45%	48%	46%
	not sure	29%	28%	37%	28%	24%	25%	33%	27%	27%	33%	27%	24%	32%
"I will not attend any live events until there is a vaccine for COVID-19"	agree	17%	20%	18%	16%	16%	17%	18%	17%	17%	18%	18%	15%	20%
	disagree	53%	45%	47%	58%	54%	52%	49%	52%	54%	50%	50%	53%	53%
	not sure	30%	35%	35%	26%	30%	31%	33%	31%	29%	32%	32%	32%	27%

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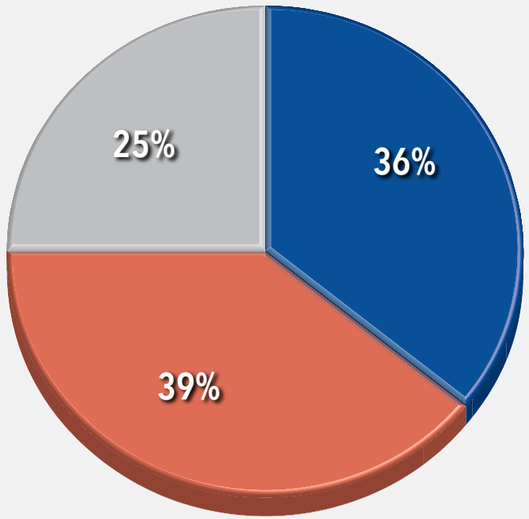
RETURN TO LIVE EVENTS AND EVENT ALTERNATIVES

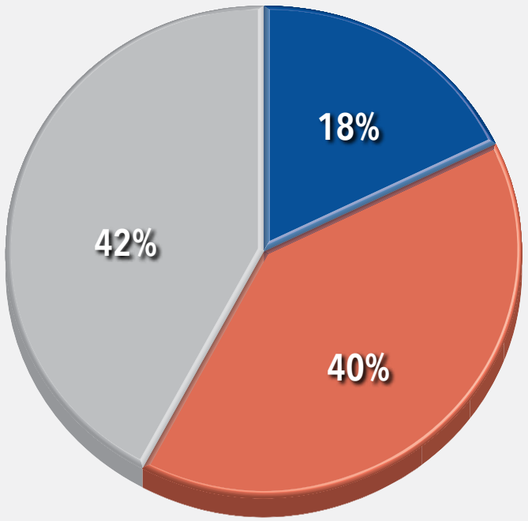
APPEAL OF ALTERNATIVE EXPERIENCES

Very appealing | Somewhat appealing | Not appealing

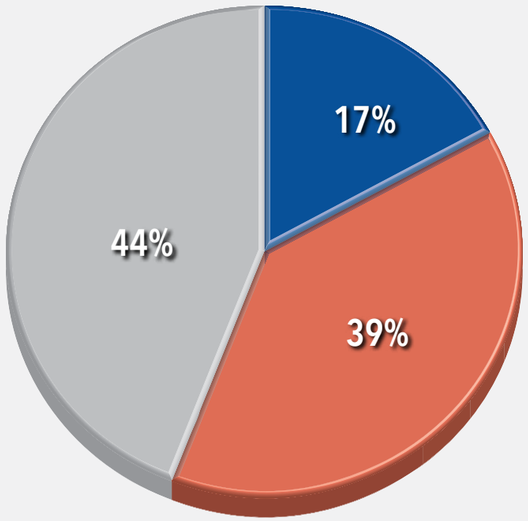
FREE STREAMING EVENTS OR WEBCASTS



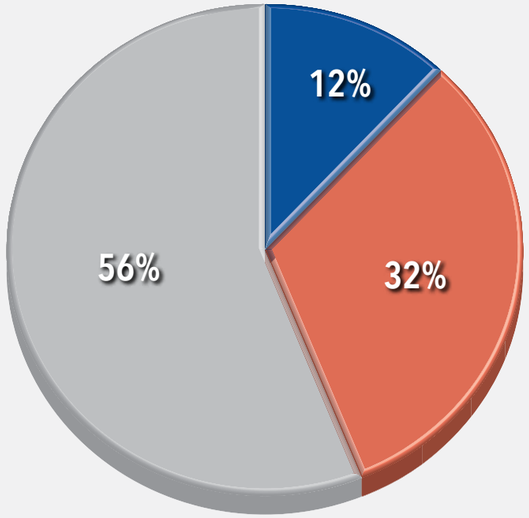
VIRTUAL TOURS



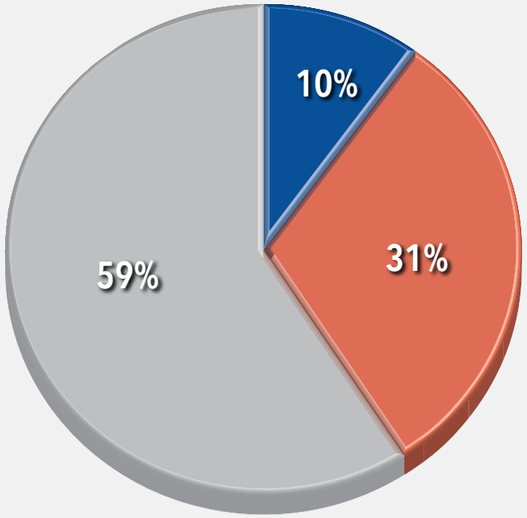
WATCHING PAST EVENTS ONLINE OR ON TV



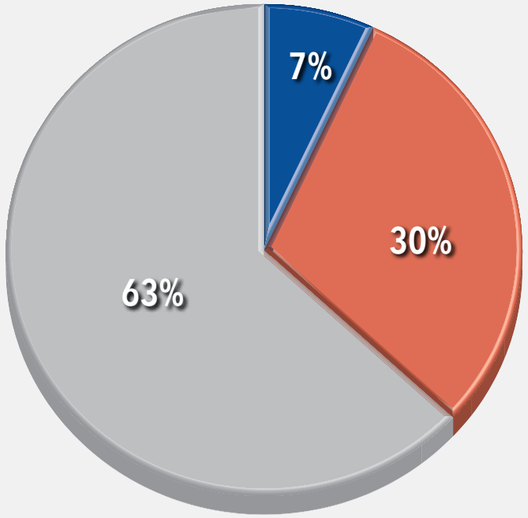
VIRTUAL RIDES OR EXPERIENCES



VIRTUAL BUSINESS CONFERENCES OR TRADE SHOWS



PAY-PER-VIEW EVENTS



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RETURN TO LIVE EVENTS AND EVENT ALTERNATIVES

APPEAL OF ALTERNATIVE EXPERIENCES

Appeal of alternative experiences		EVENT ATTENDEE TYPE									
		Amateur sports	Participatory sports	College sports	Professional sports	Live eSports	Free festivals	Paid festivals	Fairs	Consumer shows	Trade shows or conferences
Free streaming events or webcasts	very appealing	32%	34%	37%	35%	44%	37%	35%	36%	35%	35%
	somewhat appealing	42%	39%	40%	42%	29%	39%	40%	38%	39%	39%
	not appealing	26%	27%	23%	23%	27%	24%	25%	26%	26%	26%
Virtual tours	very appealing	16%	16%	16%	15%	26%	19%	17%	19%	19%	18%
	somewhat appealing	39%	36%	44%	41%	40%	41%	40%	39%	39%	40%
	not appealing	45%	48%	39%	44%	33%	40%	43%	43%	42%	41%
Watching past events online or on TV	very appealing	15%	15%	16%	16%	32%	17%	15%	17%	15%	17%
	somewhat appealing	39%	38%	40%	42%	24%	39%	40%	38%	37%	36%
	not appealing	46%	46%	44%	42%	44%	44%	45%	45%	48%	47%
Virtual rides or experiences	very appealing	10%	11%	9%	9%	26%	12%	10%	13%	11%	10%
	somewhat appealing	30%	26%	35%	33%	38%	32%	31%	32%	31%	28%
	not appealing	59%	63%	56%	57%	36%	55%	59%	56%	57%	62%
Virtual business conferences or trade shows	very appealing	9%	10%	10%	8%	24%	10%	9%	10%	11%	14%
	somewhat appealing	31%	33%	33%	35%	31%	32%	31%	30%	34%	38%
	not appealing	61%	58%	58%	57%	45%	58%	60%	60%	55%	48%
Pay-per-view events	very appealing	6%	7%	6%	5%	24%	7%	6%	7%	6%	6%
	somewhat appealing	30%	26%	30%	32%	34%	30%	29%	29%	32%	26%
	not appealing	64%	67%	64%	63%	41%	64%	65%	63%	62%	67%

Appeal of alternative experiences		COUNTRY		USA REGION				AGE			LIVING SITUATION			
		USA	Canada	West	South	Midwest	Northeast	Under 30	30-49	50 and over	Single	Couple no children	Children at home	Children grown
Free streaming events or webcasts	very appealing	36%	33%	38%	42%	34%	32%	45%	38%	26%	40%	35%	36%	27%
	somewhat appealing	38%	43%	38%	35%	40%	43%	34%	41%	42%	37%	39%	39%	46%
	not appealing	26%	24%	24%	23%	26%	25%	21%	21%	32%	23%	26%	25%	27%
Virtual tours	very appealing	18%	17%	20%	21%	16%	13%	24%	18%	14%	20%	16%	18%	16%
	somewhat appealing	40%	40%	40%	41%	40%	41%	38%	41%	40%	42%	40%	38%	41%
	not appealing	42%	43%	40%	38%	44%	46%	38%	41%	46%	38%	44%	44%	43%
Watching past events online or on TV	very appealing	18%	15%	17%	23%	14%	17%	27%	17%	11%	21%	18%	15%	12%
	somewhat appealing	38%	40%	39%	36%	40%	39%	39%	40%	36%	41%	37%	35%	40%
	not appealing	44%	45%	44%	41%	46%	44%	34%	43%	53%	38%	45%	50%	48%
Virtual rides or experiences	very appealing	12%	14%	14%	16%	9%	9%	21%	12%	7%	14%	11%	13%	8%
	somewhat appealing	31%	32%	33%	30%	32%	29%	30%	32%	31%	34%	30%	30%	29%
	not appealing	57%	54%	53%	54%	59%	62%	49%	56%	62%	52%	59%	57%	63%
Virtual business conferences or trade shows	very appealing	10%	8%	12%	12%	9%	7%	14%	11%	5%	11%	9%	12%	5%
	somewhat appealing	31%	31%	30%	29%	31%	36%	29%	33%	30%	29%	35%	31%	35%
	not appealing	59%	61%	58%	59%	60%	57%	57%	56%	65%	60%	56%	57%	60%
Pay-per-view events	very appealing	7%	6%	5%	9%	7%	9%	7%	8%	5%	6%	7%	7%	5%
	somewhat appealing	29%	35%	36%	26%	25%	29%	28%	31%	29%	31%	27%	30%	29%
	not appealing	64%	59%	59%	65%	68%	62%	65%	61%	66%	63%	66%	63%	66%

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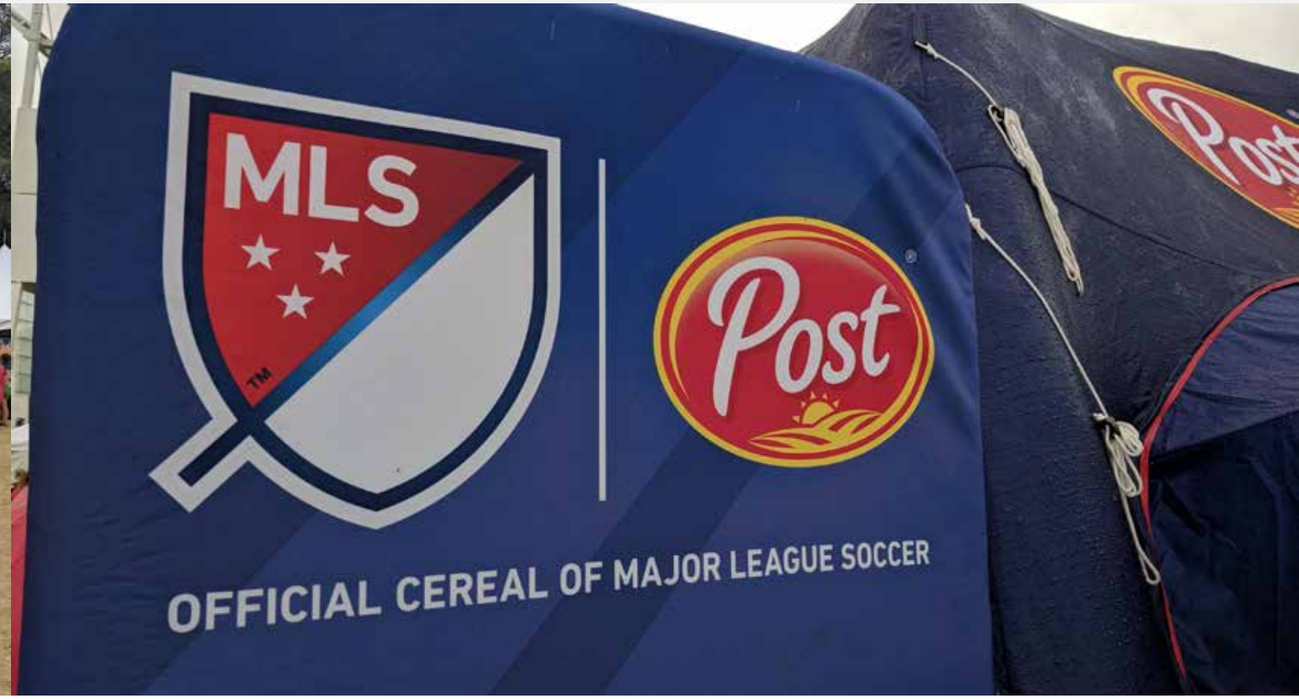
LIVE EVENT SPONSORS AND BRANDS



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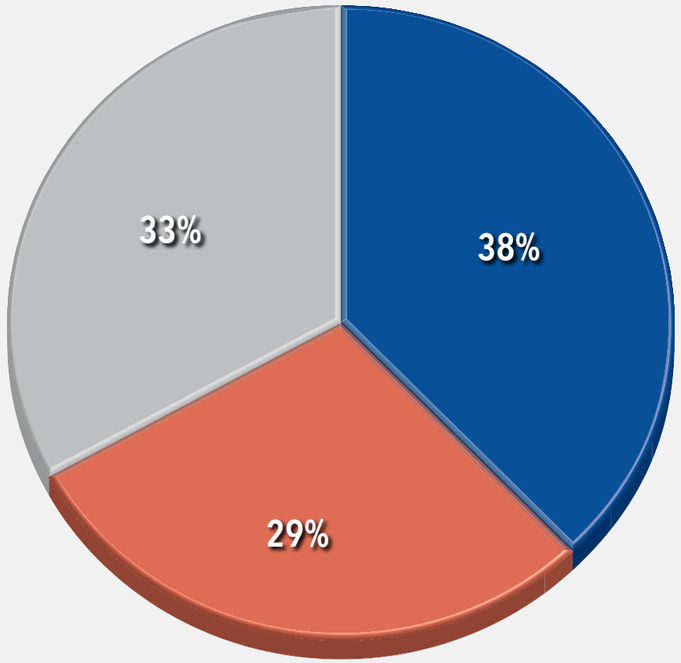
LIVE EVENT SPONSORS AND BRANDS

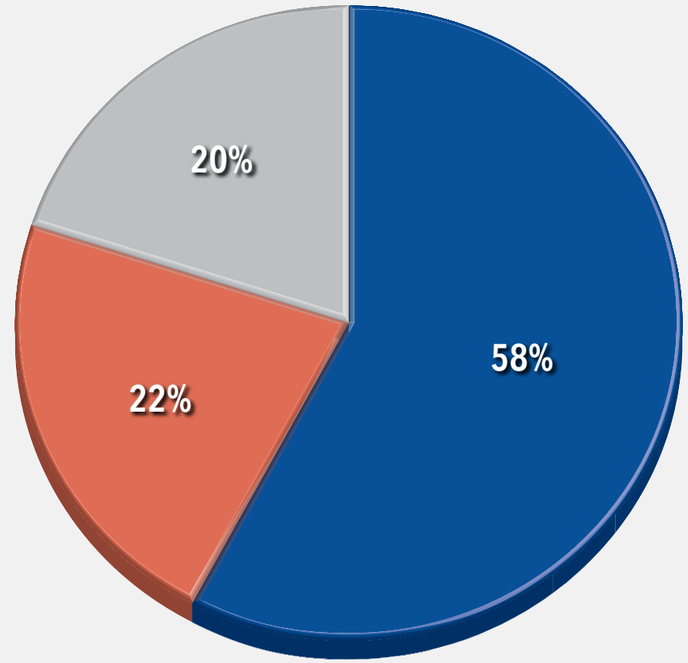
OVERALL IMPRESSIONS OF BRANDS AND SPONSORS

very favorable
somewhat favorable
makes no difference

SUPPORTING LIVE EVENTS PREVIOUSLY ATTENDED



CONTINUING TO SUPPORT CANCELLED AND POSTPONED EVENTS



Overall impressions of brands and sponsors	EVENT ATTENDEE TYPE																			
	Amateur sports		Participatory sports		College sports		Professional sports		Live eSports		Free festivals		Paid festivals		Fairs		Consumer shows		Trade shows or conferences	
	Attended	Continuing	Attended	Continuing	Attended	Continuing	Attended	Continuing	Attended	Continuing	Attended	Continuing	Attended	Continuing	Attended	Continuing	Attended	Continuing	Attended	Continuing
very favorable	38%	62%	36%	59%	40%	63%	38%	61%	67%	69%	37%	59%	38%	59%	39%	58%	42%	60%	37%	59%
somewhat favorable	30%	19%	29%	21%	26%	19%	28%	20%	17%	14%	30%	22%	27%	22%	30%	21%	28%	23%	30%	22%
makes no difference	32%	19%	35%	20%	34%	18%	34%	19%	16%	17%	33%	19%	35%	19%	31%	21%	30%	17%	33%	19%

Overall impressions of brands and sponsors	COUNTRY				USA REGION								AGE						LIVING SITUATION							
	USA		Canada		West		South		Midwest		Northeast		Under 30		30-49		50 and over		Single		Couple no children		Children at home		Children grown	
	Attended	Continuing	Attended	Continuing	Attended	Continuing	Attended	Continuing	Attended	Continuing	Attended	Continuing	Attended	Continuing	Attended	Continuing	Attended	Continuing	Attended	Continuing	Attended	Continuing	Attended	Continuing	Attended	Continuing
very favorable	37%	58%	40%	55%	34%	56%	39%	61%	38%	59%	36%	59%	42%	59%	35%	59%	38%	54%	40%	58%	31%	54%	37%	58%	40%	58%
somewhat favorable	29%	21%	30%	26%	30%	20%	32%	25%	27%	22%	27%	17%	28%	22%	30%	22%	30%	24%	29%	24%	32%	27%	30%	20%	28%	20%
makes no difference	34%	21%	30%	19%	36%	24%	29%	14%	35%	19%	37%	24%	30%	19%	35%	19%	32%	22%	31%	18%	37%	19%	33%	22%	32%	22%

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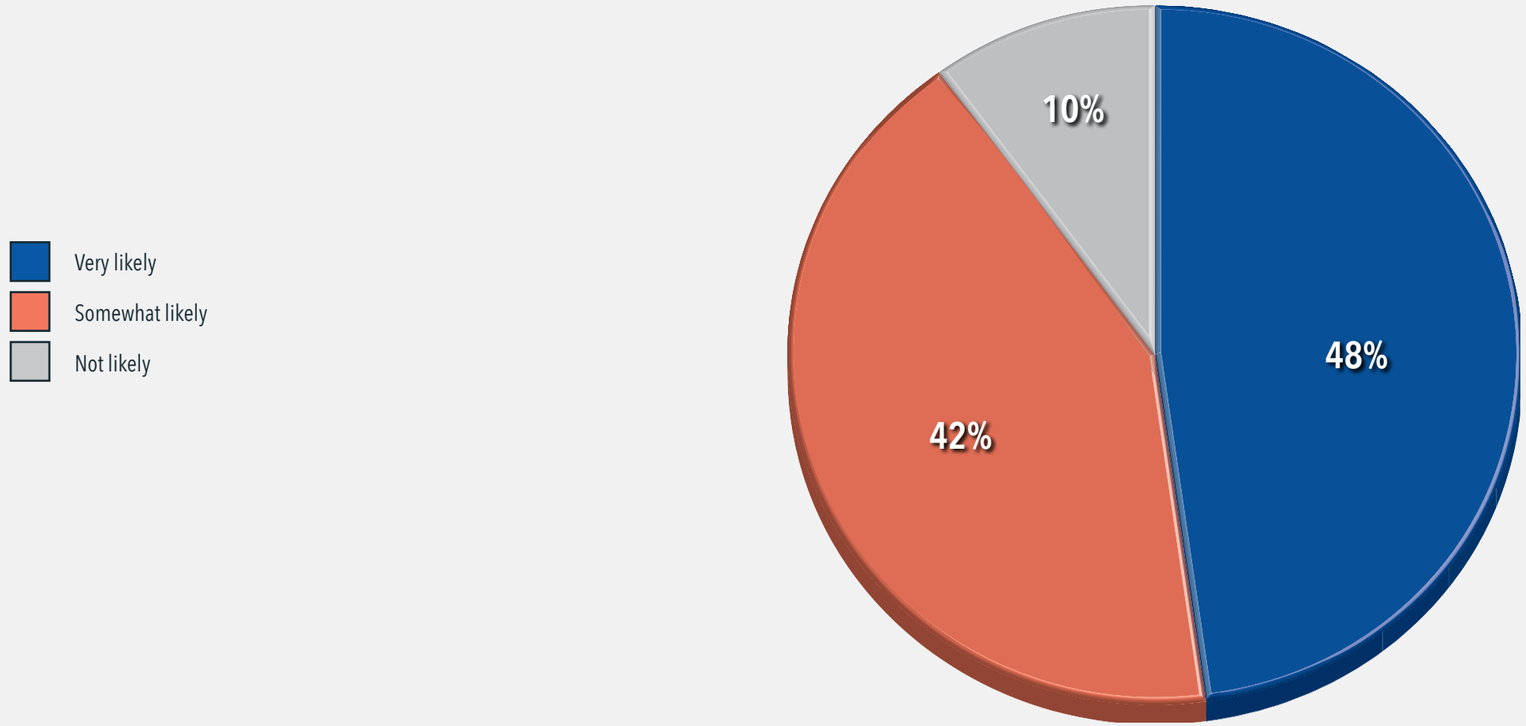
LIVE EVENT SPONSORS AND BRANDS

LIKELIHOOD TO CONDUCT BUSINESS WITH BRANDS AND SPONSORS THAT SUPPORT FAVORITE EVENTS, DESPITE CANCELLATIONS AND POSTPONEMENTS



Likelihood to conduct business with brands and sponsors that support favorite events, despite cancellations and postponements	EVENT ATTENDEE TYPE									
	Amateur sports	Participatory sports	College sports	Professional sports	Live eSports	Free festivals	Paid festivals	Fairs	Consumer shows	Trade shows or conferences
Very likely	51%	49%	50%	48%	57%	48%	50%	49%	55%	52%
Somewhat likely	40%	41%	40%	43%	36%	42%	41%	40%	37%	40%
Not likely	9%	10%	10%	9%	7%	10%	9%	11%	8%	8%

Likelihood to conduct business with brands and sponsors that support favorite events, despite cancellations and postponements	COUNTRY		USA REGION				AGE			LIVING SITUATION			
	USA	Canada	West	South	Midwest	Northeast	Under 30	30-49	50 and over	Single	Couple no children	Children at home	Children grown
Very likely	48%	46%	43%	51%	51%	41%	39%	52%	45%	43%	45%	52%	52%
Somewhat likely	42%	44%	44%	41%	41%	46%	45%	41%	43%	43%	46%	41%	40%
Not likely	10%	10%	13%	8%	8%	13%	16%	7%	12%	14%	9%	7%	8%

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COMMENTS FROM RESPONDENTS

COMMENTS FROM RESPONDENTS

COMMENTS AND SUGGESTIONS REGARDING PROCEDURES AND IMPLEMENTATIONS

"Advise patrons that while events are open, it would be preferable to watch them on TV instead of attending if possible. " *(male, 16-20, pro sports event attendee, from Maryland)*

"As a service industry working at music festivals, there needs to be more sanitization rules in place. We touch beverages and money and computers all without running water or access to hygienic supplies." *(female, 30-39, paid festival event attendee, from Michigan)*

"Attendants making sure easy way to keeps hands clean." *(female, 50-59, free festival attendee, from Louisiana)*

"Bathrooms. What most have is unsanitary. " *(female, 20-29, fair attendee, from New York)*

"Be more strict with hygiene rules." *(female, 30-39, free festival attendee, from Quebec)*

"Concerts more frequent, less crowds might work better and social distance." *(female, 40-49, paid festival event attendee, from Alberta)*

"Hand sanitizer stations throughout the venue." *(male, 50-59, paid festival event attendee, from Florida)*

"Have live feeds and PPV until this pandemic is under control." *(male, 50-59, pro sports event attendee, from California)*

"Hoping concerts can resume this fall, even if everyone has to wear a mask." *(female, 50-59, consumer show attendee, from Pennsylvania)*

"I love going to outdoor music festivals. In the future I would like to see squared off sections for people to put down their blankets etc that are spaced out appropriately. Either numbered and you get a space with your ticket or first come first serve assignments to keep people from gathering too closely." *(female, 30-39, pro sports event attendee, from Nevada)*

"I love live events and miss them and would attend if necessary measures for health safety are implemented." *(female, 40-49, paid festival event attendee, from California)*

"I want it to be safe for all in attendance." *(female, 30-39, paid festival event attendee, from Alberta)*

"I work in the industry in event security. This medical situation will now have to be integrated into the overall security plans for events, or should be. This will be important to returning confidence to attendees and participants." *(male, 60-69, paid festival event attendee, from Pennsylvania)*

"I'm a huge fan of live entertainment and frequent concerts or festivals on avg 6-8 times a year, with the occasional sporting event. I will most definatley frequent and support these activities, but with extreme caution, and only if the event/venue practices safeguards and precautions. Let's ROCK!" *(male, 40-49, paid festival event attendee, from Pennsylvania)*

"I'm hoping decisions will be made based on facts and not opinions." *(male, 40-49, amateur sports event attendee, from Ohio)*

"If there are too many safety precautions implemented, maybe it's too early to open up events." *(male, 50-59, pro sports event attendee, from Manitoba)*

"If you want to raise prices and fees it will create economic hardship for some. Smaller crowds would be nice but not a money maker for tours, but the intimacy of the show would be key. Personally I go many concerts and festivals and stay overnight at times." *(male, 50-59, paid festival event attendee, from Ohio)*

"Implementation of instant testing if it's available. Also, work with governments to find contaminated people not respecting quarantine. " *(male, 20-29, consumer show attendee, from Quebec)*

"Increase sanitation stations or measures. When you first open limit number of attendees, then increase numbers over time due to the pandemic. Use of mask or gloves by employees or visitors recommended but not required." *(female, 40-49, free festival attendee, from California)*

"It is going to.be very tough to sell seats so close to each other. To sell every other seat is difficult. I'm not sure how this will return. Good luck." *(female, 50-59, pro sports event attendee, from New York)*

"It would be nice to have a special distancing section for those of who have underlying health conditions and are at greater risk. Thank you." *(female, 60-69, paid festival event attendee, from New Hampshire)*

"Just like metal detectors the temperature thing is a great idea. Please do whatever it takes to bring live shows and event back as soon as possible. They are missed." *(male, 50-59, paid festival event attendee, from West Virginia)*

"Less selling of apparel because that can be sold online and covid sticks to clothes." *(female, 16-20 , free festival attendee, from Indiana)*

"Limit crowd size. Buy one/get one offers." *(female, 50-59, paid festival event attendee, from Illinois)*

"Limited day by day participation with same content." *(female, 40-49, business conference/trade show attendee, from Illinois)*

"Listen to the scientists and healthcare leaders, CDC, WHO." *(female, 40-49, paid festival event attendee, from North Carolina)*

"Lower capacity and extend hours. Or multiple times, giving more safe opportunity to attend things." *(female, 30-39, paid festival event attendee, from Florida)*

"Lower cost at the beginning to bring people back out. Promote safety as much as possible." *(female, 50-59, paid festival event attendee, from Ontario)*

"Make live streaming events free with an option to donate $ to the band/teams involved." *(male, 40-49, pro sports event attendee, from New York)*

"Maybe a lower price ticket or free to let us get our lives back in order." *(female, 50-59, paid festival event attendee, from Iowa)*

"Medical screening to confirm attendees are not carriers." *(male, 50-59, consumer show attendee, from Ontario)*

"More hand washing stations and janitorial staff. Keeping things clean should have been a priority regardless of COVID but is even more important now." *(female, 30-39, free festival attendee, from Alberta)*

"More support of live streaming events during this time is necessary." *(female, 16-20 , fair attendee, from Florida)*

"Most important would be to provide clean restrooms and abundant hand washing stations and sanitizer throughout the event IMO. Also considering the flow of traffic in an event and trying to set up to avoid congestion and bottlenecks where people end up crammed closely together. I can't wait to return to live events!!" *(female, 40-49, free festival attendee, from Pennsylvania)*

"Multiple dates if the events have smaller capacities, so everyone can still get tickets." *(female, 40-49, paid festival event attendee, from Ontario)*

COMMENTS FROM RESPONDENTS

"Opening as soon as possible and discounted tickets for events! Please."
(female, 40-49, paid festival event attendee, from Nevada)

"Owners/operators donating & assisting for healthcare and testing will go a long way in PR."
(male, 40-49, free festival attendee, from New York)

"Plan a strategic return. Work together as an industry to make events available to different demographics - not all at once." *(female, 50-59, free festival attendee, from Florida)*

"Post disclaimers at the gate saying that the employees are not responsible if attendees get sick it is their choice to attend. Also make sure employees aren't working sick. You can't absolutely stop this virus no matter what you do, but everybody can help reduce the risk even with everything open. If we all do a little we can do a lot."
(male, 40-49, fair attendee, from Utah)

"Protect vendors, provide social distance booths with front counters and sneeze shields."
(female, 50-59, business conference/trade show attendee, from Mississippi)

"Requiring masks for attendees is a deal breaker for me. I'm not going to a concert wearing a f***ing mask."
(male, 30-39, pro sports event attendee, from Illinois)

"Sponsored live concerts on cable would be great. In the old days televised concerts were also radio simulcast, that was a great effect to the experience. There are so many possibilities. We need some live music, live or televised!"
(male, 50-59, pro sports event attendee, from Illinois)

"Start with opening small group events aimed at couples and older children."
(female, 40-49, free festival attendee, from Texas)

"Temperature checks are probably the highest priority safety measure for me. If masks are used it is important that they are used properly, as most people touch them or take them off to adjust them which defeats the purpose."
(female, 20-29, free festival attendee, from California)

"The temperature precaution is one of the key things for me, I highly approve of that measure."
(female, 30-39, paid festival event attendee, from Illinois)

"Try staggered entrance times for paid ticketed events to help with social distancing at the entrance."
(female, 20-29, free festival attendee, from Ontario)

"Use common sense, test people who attend to be responsible for their safety. Our human society needs to be able to congregate. It's healthy in so many ways and our economy needs this as well. "
(female, 50-59, paid festival event attendee, from Texas)

"We know people are scared.....virtual runs and events are key. Just need smart advertising to attract a newer audience." *(male, 50-59, participatory sports event attendee, from British Columbia)*

"We need to be able to test millions of Americans. I would pay more to attend an event if everyone had the Covid-19 antibody already." *(male, 40-49, pro sports event attendee, from Florida)*

"We should be able to bring our own food and beverages in for less contact."
(female, 30-39, paid festival event attendee, from Oregon)

"We would love to see professional sports return so we could watch even if not in person. We would pay to see sports even if not in person." *(female, 20-29, pro sports event attendee, from Minnesota)*

"Well since people will gradually come back, giving out freebies would get word out and give people an incentive."
(male, 40-49, free festival attendee, from California)

COMMENTS REGARDING REOPENING IMMEDIATELY

"Bring back fairs." *(female, 20-29, fair attendee, from Arkansas)*

"Bring back live concerts." *(male, 60-69, paid festival event attendee, from Nebraska)*

"BRING BACK LIVE EVENTS ASAP!" *(male, 20-29, paid festival event attendee, from Colorado)*

"Bring live music with fans back ASAP we need our music." *(male, 40-49, paid festival event attendee, from California)*

"Bring them on!!" *(female, 50-59, paid festival event attendee, from California)*

"Can't wait to get out and enjoy activity." *(male, 60-69, fair attendee, from Illinois)*

"Can't be afraid to get them going again, the sooner the better."
(male, 30-39, paid festival event attendee, from Nebraska)

"Can't wait for sports to start back up!!! " *(male, 30-39, amateur sports event attendee, from Alabama)*

"Don't live in fear. Don't make attendees wear mask or limit number of attendees. Let life resume." *(male, 40-49, paid festival event attendee, from Ohio)*

"Due to the pandemic I'm missing out on two different concerts and three sporting events.....please help us get it back." *(male, 40-49, participatory sports event attendee, from Colorado)*

"Get the events running again. I choose freedom over fear of a virus. I'll take my chances."
(male, 40-49, paid festival event attendee, from Georgia)

"Hurry please. We need these live events!" *(male, 60-69, paid festival event attendee, from Wisconsin)*

"I can't wait for live events to begin again! Nothing like the experience of being with people enjoying a concert or sporting event!" *(female, 40-49, college sports event attendee)*

"I cannot wait for sports and concerts to come back. I'm having sports withdrawal!"
(male, 30-39, pro sports event attendee, from Illinois)

"I hope events are brought back by June." *(female, 30-39, fair attendee, from Georgia)*

"I hope they come back soon I miss the beauty of live events."
(female, 16-20 , paid festival event attendee, from California)

"I hope this all ends soon and everyone is safe out there!!!" *(male, 30-39, pro sports event attendee, from Texas)*

"I look forward to returning to live events as soon as possible. Once Covid 19 is brought under control, masks and social distancing should no longer be necessary and life will return to normal. Not EVERYONE has it and while it's certainly a concern, there has been an amount of hysteria and paranoia about it as well."
(male, 40-49, amateur sports event attendee, from Ontario)

"I miss attending live events and am looking forward to attending events as soon as possible."
(female, 16-20 , amateur sports event attendee, from Michigan)

COMMENTS FROM RESPONDENTS

"I miss baseball. This time of year going to the stadium is a great way to start summer."
(female, 70-79, pro sports event attendee, from Wisconsin)

"I miss live music I will abide by any and all precautions implemented. To any sponsor helping. THANK YOU!"
(male, 30-39, paid festival event attendee, from Saskatchewan)

"I own season tickets to an NFL team. Will go when they restart play."
(male, 60-69, pro sports event attendee, from Illinois)

"I personally do not think that organizers should limit capacity any more than they have in the past when things were normal. They should only do this if states or government officials require them to. I think that those who feel the need to be extra cautious will make the conscious decision to not attend live events for a while. Those who are ready to enjoy events again will attend. " *(20-29, college sports event attendee, from Washington)*

"I think if you open it up, they will come. Regardless. We're tired. I go to work every day and I'm tired. I'm tired of being essential, just want to be normal." *(female, 50-59, free festival attendee, from Oklahoma)*

"I want everything back to normal and people gathering. Things shouldn't be different."
(female, 16-20 , fair attendee, from Iowa)

"I would be there tomorrow with no mask, vaccine or anything else if allowed."
(male, 30-39, pro sports event attendee, from Wisconsin)

"I'm not scared in the least..this whole thing had been so overblown."
(male, 40-49, pro sports event attendee, from Florida)

"If you open up again we will be back! Can't wait for this to happen! SOON!"
(male, 40-49, amateur sports event attendee, from Pennsylvania)

"I just can't wait until they return as I myself have missed them where I live. It brings the city together and businesses a way to get their product known. I really miss them."
(female, 50-59, business conference/trade show attendee, from Ontario)

"It's time to re-open our state for sure." *(female, 30-39, fair attendee, from North Carolina)*

"Just looking forward moving on from these bans." *(female, 50-59, free festival attendee, from North Carolina)*

"Just please bring them back as soon as possible." *(male, 20-29, college sports event attendee, from South Carolina)*

"Just waiting to get back." *(female, 50-59, paid festival event attendee, from Montana)*

"Looking forward to seeing live music again! " *(female, 40-49, paid festival event attendee, from Colorado)*

"Many of the measures currently implemented are based more on fear than science. A return to normalcy, especially for live music events is essential to preserving our communities." *(male, 40-49, free festival attendee, from Ontario)*

"Needs to happen asap... our very way of life is on the line... people depend on people... to keep us apart is going to do more damage in the long run." *(male, 50-59, paid festival event attendee, from Wisconsin)*

"Nothing can substitute live events. No virtual or online can substitute I want our freedom back."
(female, 40-49, paid festival event attendee, from Massachusetts)

"Nothing compares to live music and live art shows. People make it fun."
(female, 40-49, paid festival event attendee, from Missouri)

"Nothing to add, just excited to start attending events again! I miss it!"
(female, 16-20 , amateur sports event attendee, from Washington)

"Open the country up: music, fairs, restaurants, bars etc." *(female, 60-69, paid festival event attendee, from Arizona)*

"Open the world up asap." *(male, 30-39, paid festival event attendee, from Virginia)*

"Open up all the states. The strong will survive, capitalism rocks, Trump 2020 and Epstein didn't kill himself."
(male, 50-59, free festival attendee, from Pennsylvania)

"Open up America." *(male, 60-69, paid festival event attendee, from Alaska)*

"Open up America. This is not a pandemic. It is a virus." *(male, 50-59, fair attendee, from Wisconsin)*

"Please don't shut down the O.C fair. This is an event I look forward to every year and this year has been hard enough! Maybe if people took more precautions, but please don't shut it down."
(female, 20-29, fair attendee, from California)

"REOPEN AMERICA." *(female, 30-39, amateur sports event attendee, from North Carolina)*

"Reopen large events immediately!" *(female, 20-29, pro sports event attendee, from New York)*

"Should have never had stop them for one half of one percent. It's been a Democrat thing to hurt Trump."
(male, 60-69, fair attendee, from New York)

"Start them back up ASAP." *(male, 50-59, college sports event attendee, from New Mexico)*

"Stop canceling. Defy the government orders." *(male, 30-39, free festival attendee, from Illinois)*

"Stop letting left wing media fear mongering control what you do! If people are too scared to live their life dont make changes just for them! Serve those who want to live life and realize this is not as deadly as the news on TV makes it seem. Look at Sweden, they didn't freak out and the numbers are the same. This is a hoax."
(female, 30-39, pro sports event attendee, from Michigan)

"The coronavirus is a hoax." *(male, 40-49, free festival attendee, from New Hampshire)*

"The government should have little say so all over our lives." *(male, 60-69, fair attendee, from Ohio)*

"The pandemic is complete bulls**t and I don't buy the hype. If you believe this nonsense you've been played for a fool by the politicians and the media." *(male, 50-59, college sports event attendee, from North Carolina)*

"The sooner the better!!! " *(male, 60-69, paid festival event attendee, from Alberta)*

"Want to get back to living as soon as possible." *(male, 70-79, paid festival event attendee, from Texas)*

"We need to return to normalcy soon." *(female, 50-59, pro sports event attendee, from Massachusetts)*

"Would like the fair to come back this year after all of this is over."
(female, 16-20 , free festival attendee, from South Carolina)

COMMENTS FROM RESPONDENTS

COMMENTS REGARDING NOT REOPENING

"As much as everyone would love to return to having fun and attending events, at this time it is not a good idea. It is irresponsible to even consider hosting an event even with these measures until the numbers of the virus significantly drop for a longer period of time, or a vaccine comes out. It is not worth the opportunity of making money to host these events if it means chancing others' lives." *(female, 20-29, paid festival event attendee, from Maryland)*

"Concerts and live sports are my livelihood. I go to multiple concerts, a dozen baseball games, a dozen NBA games every year. I am one of your largest consumers... THAT SAID.... I am not rushing back until it's absolutely safe. It would be hard to see me back at a large gathering without either a vaccine, or if I unfortunately had gotten Covid and knew I had immunity. I'm just not risking it. If it's sometime in 2021 before I ever see another live event, so be it, I hopefully have a lot of life experiences down the road, I can take a year off."
(male, 30-39, pro sports event attendee, from Florida)

"Do you really want to be a cluster? Wait til there's a vaccine."
(female, 60-69, business conference/trade show attendee, from Alabama)

"Don't rush into bringing it back." *(male, 60-69, pro sports event attendee, from Ontario)*

"Even after quarantine has been lifted, live events should still postpone/have restrictions due to the possibility of dormant cases." *(male, 16-20 , fair attendee, from Nova Scotia)*

"Events need to be careful not to open too soon and make this unfortunate time last longer. I know countless people that can't risk going to events until this virus gets a vaccine or better treatment. Myself included. "
(male, 30-39, paid festival event attendee, from Indiana)

"For safety, I think organIzers ought to impose a ban on their own events until a vaccine is available."
(male, 40-49, paid festival event attendee, from Pennsylvania)

"Getting the economy back is dependent on mass testing." *(male, 60-69, free festival attendee, from New York)*

"Health safety is #1 now." *(male, 40-49, paid festival event attendee, from Florida)*

"I am an avid attendee at live concerts, theatre, and sporting events. I have season tickets, and even produce a series of small concerts myself for a nonprofit organization. I cannot wait to get back to these events, but until testing and probably a vaccine are available or I know I have immunity I don't feel comfortable going to events unless very strict precautions are in place and the pandemic has ended."
(male, 40-49, paid festival event attendee, from New York)

"I attend large events nearly weekly. I'm addicted to live theater, go to concerts, MSU and Red Wings games etc. Literally attend one large event per week. I miss doing things with my friend that I go with, but I am not sure when I will feel comfortable going to a large event again. People are selfish and if they have tickets, even if they're sick, they will put people at risk to not miss the event. I think some cost effective ticket insurance/refund policy to help assure that won't happen. In addition, if someone is turned away at the gate for fever they should get assurance of refund etc. That being said, these people will likely get hostile so contactless security is an exceptionally bad idea. Further we still have a bunch of f***ing idiots with psychological issues who have access to guns. We still need to be very vigilant about those groups who would enjoy conducting mass shootings etc. Another thing everyone needs to keep in mind is that almost everyone will have less money for these activities, so maybe now we stop the price gouging by the robot buying and resale issue. When tickets are marked up 4x higher than the artists price thats bull***t and you know it. Now more than ever people won't be able to afford it. "
(female, 30-39, college sports event attendee, from Michigan)

"I don't think I'll feel comfortable attending an event until there is a vaccine or at the very least, a thoroughly robust system of testing and contact tracing that very quickly and efficiently isolates positive cases."
(female, 30-39, free festival attendee, from Virginia)

"I have 2 special needs kids they come first so me and my wife work around what best for them when deciding vacation or outings." *(male, 50-59, fair attendee, from California)*

"I just hope they wait until it's safe and not have to shut down again."
(male, 60-69, college sports event attendee, from Iowa)

"I know a lot of companies are losing money right now. But waiting to put on events may not only save lives but will make people want to attend them more in the future."
(male, 20-29, paid festival event attendee, from North Dakota)

"I know y'all are eager to get live events going, but I will have a very negative view of events that decide to resume too early, or push for restrictions to be lifted against medical advice or for exceptions to be made for them. I'd rather go longer sheltering in place than go to a parade and start a second wave of the pandemic."
(male, 30-39, free festival attendee, from Illinois)

"I love concerts and other events, but I'm not going to shows until after this sh** calms TF down. Like, I'm not interested in being a second or third wave of infections."
(female, 30-39, paid festival event attendee, from Michigan)

"I love live events but I won't go if there is still covid risk."
(female, 50-59, business conference/trade show attendee, from Saskatchewan)

"I miss live music so much. Please wait til we will all be safe!"
(female, 40-49, paid festival event attendee, from Illinois)

"I miss sports and festivals, but it will not be safe to have those events live for some time."
(female, 40-49, amateur sports event attendee, from Oklahoma)

"I miss seeing live music concerts very much but its not worth it if people will get sick. I don't want anybody to get sick or anything happen to nobody." *(male, 40-49, paid festival event attendee, from North Carolina)*

"I personally think that the return of live events should be postponed. I think that could be a major way of spreading the virus and will put the community at risk. I think it would be better to wait maybe 6 months to a year until the virus has fully gone away and we have a vaccine. Thanks."
(female, 16-20 , free festival attendee, from Saskatchewan)

"I think anyone who rushes back will be judged very harshly." *(male, 40-49, pro sports event attendee, from California)*

"I think reopening things too early could be deadly." *(female, 30-39, paid festival event attendee, from Michigan)*

"I think the organizers should wait longer than what's federally recognized as "safe," as our government hasn't been consistent about closures. Unfortunately the people protesting are probably the types of people who go to live events and use the bathroom without washing their hands. And then pick their noses and fling it. So we need a little extra time to account for those types of people."
(female, 30-39, paid festival event attendee, from California)

"I will not be attending any events until a month or two after a vaccine comes (to allow time for all people to get one). Also admission prices must be lowered due to economic hardship, auxillary revenue such as food and drinks is where margins should be." *(male, 20-29, free festival attendee, from British Columbia)*

"I will not feel safe at any live event until there are at least medicines that treat the virus. And then only small events. I will not attend a large event until there is a vaccine."
(male, 40-49, amateur sports event attendee, from Kansas)

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COMMENTS FROM RESPONDENTS

"I will not return to events unless we have adequate testing for everyone and possibly a vaccine. And a new president!" *(female, 40-49, paid festival event attendee, from Colorado)*

"I would rather events are hosted after a vaccine is found. Please don't try to rush just because Trump says he wants activities to resume. I'm scared of a second wave." *(female, 20-29, free festival attendee, from New York)*

"I'm a firm believer that tests for the coronavirus absolutely needs to be available for EVERYONE before we start entertaining the idea of scheduling a live event/show. We also need more sanitizer stations in the venues and arenas." *(male, 40-49, free festival attendee, from Nevada)*

"I'm a huge concert, festival, and show-goer but until there's a vaccine or some kind of successful treatment for those that fall ill I don't foresee myself going to any music events, regardless of social distancing." *(male, 30-39, paid festival event attendee, from California)*

"I'm an occupational safety/health professional, and I am appalled at how poorly essential employees have been protected during this pandemic. Part of the reason I would hesitate to return to events prior to an available vaccine is that I choose not to add to or reward work circumstances which increase employee risk." *(female, 40-49, paid festival event attendee, from Iowa)*

"If people are still wearing masks I would think it's too soon to attend." *(female, 40-49, amateur sports event attendee, from Indiana)*

"If there is a vaccine then I would say large venues should be a go but for now until there is a vaccine since if you don't show signs of the covid-19 people could still be carriers . I feel that very concerning . So until then I don't think I will be traveling or attending any events." *(female, 30-39, amateur sports event attendee, from California)*

"It is my opinion that all social/entertainment gatherings are unnecessary and should not be resumed until it can be done with absolute safety." *(female, 40-49, free festival attendee, from Alabama)*

"It won't work till we have a vaccine, or you can enforce and give out masks, have frequent handwashing stations and so on." *(40-49, paid festival event attendee, from California)*

"Just make sure that this virus is contained enough for live events to resume back to normal." *(female, 20-29, amateur sports event attendee, from Texas)*

"Just wait until the pandemic is over. The bad publicity from creating a new hotspot would be much worse for you than the lost revenue of just waiting it out." *(male, 30-39, free festival attendee, from Florida)*

"Live events are a critical part of North American society. But I fear we will need a vaccine before we can congregate again." *(male, 50-59, amateur sports event attendee, from British Columbia)*

"Live events can not resume until testing for covid-19 is done on almost every American. When Trump is defeated in November, life might start to return to 'normal'." *(male, 60-69, pro sports event attendee, from New York)*

"Please be safe! If you open doors people will come not even thinking of the risks because they miss going out. You have a responsibility." *(female, 30-39, paid festival event attendee, from Michigan)*

"Please don't open before Fall. Our kids will die and/or spread the virus. There is nothing you do to sanitize death." *(50-59, paid festival event attendee, from Pennsylvania)*
"Please strictly consider the recommendations of specialist doctors and virologists rather than your shareholders thanks." *(male, 30-39, paid festival event attendee, from California)*

"Probably will not go to any big events until vaccine or proven and acquirable treatment." *(male, 20-29, participatory sports event attendee, from Michigan)*

"Realistically it's sanitation, masks, and proximity to people thats the issue. A vaccine or reputable treatment that limits death and severe illness would be the only real way most of us would show up even once restrictions are lifted." *(male, 30-39, free festival attendee, from West Virginia)*

"Refunds should be honoured for all events until there is a vaccine in case people don't want to risk exposure to virus. Protective measures are great, but until there's a vaccine, I don't think I want to risk my life being in a crowd of people. Even if temperatures are taken, infection can be asymptomatic. Also, there is no definitive answer as to whether you can get infected twice or not." *(male, 50-59, paid festival event attendee, from Ontario)*

"Remember the second wave. People will die." *(female, 20-29, paid festival event attendee, from California)*

"Safety before money..." *(male, 40-49, free festival attendee, from Ontario)*

"Seems way to soon to be having this conversation." *(male, 60-69, participatory sports event attendee, from New Mexico)*

"Should not be any events for at least a few more months" *(female, 40-49, participatory sports event attendee, from Ontario)*

"South Florida has been a hot spot so I am not very likely to go down there any time soon for anything!" *(female, 60-69, consumer show attendee, from Florida)*

"Stay home, so we can get back to the world we live in." *(male, 60-69, fair attendee, from Florida)*

"Take your time to come back." *(male, 30-39, fair attendee, from Ohio)*

"The selling of concessions would be a further reason not to attend. People are often less than sanitary with their food. Eating finger foods, then wiping hands on seats or armrests could spread a virus. Also reusing programs (this is common at our small civic theater) would be a deal breaker. Most importantly restroom use would be an issue. How do you social distance in the restroom and how do you keep sinks sanitized?" *(male, 60-69, free festival attendee, from Indiana)*

"The uncertainty of everything before a vaccine is really difficult." *(female, 50-59, fair attendee, from Ontario)*

"There should be no rush to open up big events unless there are strict safety measures in place and/or a vaccine." *(female, 40-49, paid festival event attendee, from California)*

"There should not be a rush to start large events. Government health officials should give the OK first." *(female, 50-59, free festival attendee, from Ontario)*

"We all want to go back as soon as it's safe, but pushing things to start back up too early is foolish and dangerous." *(male, 40-49, paid festival event attendee, from Colorado)*

"We need treatments or a vaccine before I will go to any large events. Too bad we do not have better testing." *(female, 30-39, amateur sports event attendee, from Ohio)*

"While I miss some live events very much I'm unlikely to return or take my children to them again until I am confident our risk of infection and of bringing an infection back to our family is low." *(male, 40-49, paid festival event attendee, from Missouri)*

"Without testing, verification, or strict protection measures that take each facet into account (guest, workers, meals, attendants, etc.), I will not feel comfortable at events until a treatment or vaccine is found and well-tested." *(male, 20-29, business conference/trade show attendee, from Florida)*

"You are either forgetting or just not asking whether people will see dollar signs over health. Corporations will host events for profit. Workers will work for profit. Attendees will be the guinea pigs, and I decline to be one." *(male, 30-39, business conference/trade show attendee, from North Carolina)*

COMMENTS FROM RESPONDENTS

OTHER COMMENTS

"After having $1000s of dollars of events I had subscriptions to cancelled with no refunds, I actually find I don't miss them at all. I likely won't renew and definitely won't be going back to large public events anytime soon. A covid vaccine will be beneficial, but I honestly realized I don't miss large gatherings as much as I thought I would." *(male, 40-49, pro sports event attendee, from Wisconsin)*

"Church services with limitations, prayer in numbers, and praying people are a must in dark times." *(female, 50-59, consumer show attendee, from Missouri)*

"Events/promoters need to reimburse ticket holders if they alter the original terms of the events. It's disingenuous to keep people's money for events they can no longer attend." *(male, 40-49, amateur sports event attendee, from Georgia)*

"Hope it's all figured out eventually. So sad!" *(female, 40-49, paid festival event attendee, from Minnesota)*

"I actually prefer broadcast concerts. Too many venues sell unlimited alcohol which results in an unpleasant experience for others as drunken behavior is not pleasant to be around. I may never attend any events in person again." *(female, 60-69, free festival attendee, from Arizona)*

"I paid a lot of money to see upcoming live events. There will never be an equal substitute. If there is live streaming, I get screwed because I paid a lot of money for a good seat and a good view. Live streaming allows everyone to have the same view." *(female, 50-59, fair attendee, from Ohio)*

"I really miss the interaction." *(female, 50-59, free festival attendee, from Pennsylvania)*

"I wish the concerts that I had scheduled would actually give me a refund for the rescheduled dates which I no longer feel comfortable about with Covid 19." *(female, 40-49, pro sports event attendee, from Wisconsin)*

"I would like to say I loved this survey and that I really hope things can go back to the way they were after this outbreak." *(male, 16-20 , pro sports event attendee, from Pennsylvania)*

"I would like WWE to return with live crowds and hopefully that they can have SummerSlam in Boston with a sold-out crowd." *(male, 30-39, live eSports event attendee, from North Carolina)*

"I'd be more likely to attend if we had a competent president unlike the idiot now in the White House." *(male, 70-79, free festival attendee, from Washington)*

"I'm really hoping the fair comes back this year so I can take my daughter to go on rides for her first time." *(female, 16-20 , fair attendee, from Indiana)*

"I'm very concerned about events that didn't happen that were 'postponed'. I have two events that will not be occurring and there is no word on refunds or rescheduling." *(female, 60-69, fair attendee, from New York)*

"If you're cancelling the show, then refund our money. If you're postponing the show, offer refunds if the new date is not acceptable. No BS - just refund the money paid." *(female, 50-59, paid festival event attendee, from West Virginia)*

"My son is extremely interested in tractors and motors of any kind. To get through this I have been promising him to go to races, fairs and shows. Obviously there is a risk of getting sick but I want to give my son experiences that I had when I was a kid." *(male, 20-29, fair attendee, from Ohio)*

"Nerd conventions are my life. I want them back more than anything, but I'd avoid them like the plague (har har) if social distancing crap was forced on attendes or attendees were forced to wear masks (that weren't part of their cosplay). I'm there to escape and have fun. Don't even care about celebrity guests or big names. I want my crowds, my friends, my amazing group energy to get swept away into. If the government permits certain events to happen, I hope they happen, and I'll be there yelling PLEASE TAKE MY MONEY unless it looks like all the fun is being forcibly strangled and sucked out by too many rules and restrictions." *(female, 30-39, paid festival event attendee, from Texas)*

"Pride events need a lot of steps to keep the attendees safe. They are more likely to be in high risk categories." *(female, 40-49, free festival attendee, from North Carolina)*

"Refund or postpone if there is a second outbreak." *(female, 50-59, paid festival event attendee, from Massachusetts)*

"Sports owners should not look for bailouts. I do think we should support the arts and theaters that are not millionaires." *(female, 60-69, pro sports event attendee, from Massachusetts)*

"The feeling you get at a music festival. Need that..." *(male, 50-59, paid festival event attendee, from Illinois)*

"This will end eventually and everything will go back to normal. It may take a year or so for that to happen, but we will go back to normal in a year or 2." *(male, 30-39, fair attendee, from Minnesota)*

"Trust the doctors and scientists." *(male, 40-49, amateur sports event attendee, from Florida)*

"Vote Trump or your events will not exist anymore. I don't want to live in a police state world." *(male, 30-39, pro sports event attendee, from Michigan)*