SPORTS FANS OVER-INDEX IN SUPPORT OF BLACK LIVES MATTER MOVEMENT

SPORTS FANS SUPPORT BLACK LIVES MATTER (BLM)

- 69% indicate support
- 32% have personally contributed time or money
- 25% are more likely to have contributed compared to Gen Pop

SPORTS FANS EXPECT ATHLETES TO BE INVOLVED IN THE BLM MOVEMENT

- 72% believe athletes provide a unique view and are an important influence
- 59% expect athletes to personally help progress the BLM movement

SPORTS FANS WANT BRANDS AND RIGHT HOLDERS TO SHOW SUPPORT

- 70% indicate teams and leagues should support athlete protests and initiatives
- 70% believe teams and leagues should create marketing campaigns to support diversity
- 77% believe brands are more powerful when they partner with sports organizations to help influence social change
- 64% have an increased interest in brands that join the fight against racial inequality

FOR MORE INFORMATION, CONTACT YOUR NIELSEN REPRESENTATIVE

Source: Nielsen U.S. Promoting Racial Equality in Sports Study, July 2020, N=1,000
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