

UNDERSTANDING FAN FEARS: THE SECOND PHASE

PRESENTED BY DIMENSIONAL INNOVATIONS AND PERSUASION STRATEGIES



DREW BERST
DIMENSIONAL INNOVATIONS



KEVIN BOULLY
PERSUASION STRATEGIES



ABOUT US

WE ARE

**Dimensional
Innovations**

**ONE
TEAM**

300
PEOPLE

26
YEARS

7
OFFICES

HQ - Overland Park, KS
Lenexa, KS
Atlanta, GA
Minneapolis, MN
Denver, CO
Gainesville, FL
Los Angeles, CA

200K
SQ. FT OF DESIGN
+ BUILD SPACE

Inc.
5000
5 YEARS RUNNING

**WE ARE
INNOVATORS
FABRICATORS
ARCHITECTS
ENGINEERS
CODERS
DESIGNERS
ANIMATORS
WELDERS
PROJECT MANAGERS
PAINTERS
UX EXPERTS**

who design + build + invent

experiences all over the world







May 11, 2020

AUTHORS

Corporate Defendants: Don't Fear the Post-Pandemic Jury Yet

Compared to nine months ago, jury eligible Americans in the second month of the coronavirus pandemic are more likely to say the government "very much" favors corporations over ordinary Americans. News reports of large corporations using CARES Act government aid while laying off workers could be leading to more anti-corporate reactions, helping to reawaken familiar narratives about corporate greed and callousness. Does this and other anti-corporate bias translate to scary times ahead for corporate defendants? Not necessarily. At least not yet.



Kevin Bouilly, Ph.D.

Senior Litigation
Consultant

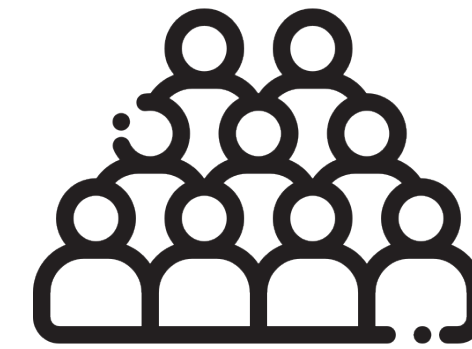
[View Bio](#)

303.295.8476

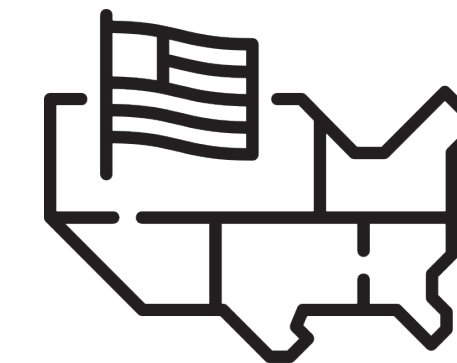


**WHY WE'RE HERE: IT'S STILL
ABOUT THE EXPERIENCE**

SURVEY METHODOLOGY



SURVEY 1: 596 SPORTS FANS
SURVEY 2: 403 OF THE 596



**INCLUDING FOUR MAJOR
GEOGRAPHIC REGIONS**



**THREE-PHASE SURVEY
APPROACH OVER TIME**

SURVEY SCHEDULE



SURVEY I: MAY 5 - 7



SURVEY II: JUNE 8 - 10



SURVEY III: MID-AUGUST

A stack of newspapers is shown in the background, slightly out of focus, with a blurred indoor setting. On the far left, there is a vertical white bar with thin, dark diagonal lines.

SINCE LAST TIME

It's important to recongize the national and global events that have occured since our first survey, to provide additional context to the responses we received in the second survey:

- > Reopening (with limited or no restrictions) of businesses across the United States.
- > Student-athletes returning to athletic facilities and testing positive for COVID-19.
- > Deaths of George Floyd, Breonna Taylor and Ahmaud Arbery, sparking global protests and action in solidarity with the Black Lives Matter movement.



COMPARING TWO SURVEYS: WHAT'S CHANGED FOR THE FANS



KEY FINDINGS

OVERALL, CONCERN IS DOWN

SURVEY 1

SURVEY 2

70%

Somewhat or Very Concerned
About the Coronavirus

63%

68%

Changing Daily Activities
A Lot or A Great Deal

53%

7.32

Average Level of Safety
Concern

7.21

KEY FINDINGS



CAUTION FOR EVENTS REMAINS

Respondents would attend in 5 months or less if attendance was not limited in any way:

SURVEY 1

38%

SURVEY 2

32%

-6% DIFFERENCE



KEY FINDINGS

SOCIAL DISTANCING REMAINS KEY

BIGGEST CONCERNS IN PUBLIC

- > Lack of Social Distancing Procedures (7.62)
- > Other Members of the Public (7.53)
- > Lack of Social Distancing Enforcement (7.49)

BIGGEST CONCERNS AT SPORTING EVENTS

- > Lack of Social Distancing Enforcement (7.84)
- > Lack of Social Distancing Procedures (7.69)
- > Other Members of the Public (7.42)

KEY FINDINGS



SOCIAL DISTANCING REMAINS KEY

WHAT WOULD INCREASE THE COMFORT OF SOCIAL DISTANCING AT SPORTING EVENTS?

- > Designated spaces/sections for distancing (6.6)
- > Marking public spaces in six-foot increments (6.5)
- > Requiring a promise to social distance as a requirement to attend (5.82)
- > Extra security/event staff (5.53)
- > Text message alert system (5.48)



KEY FINDINGS

SUPPORT FOR HALF-CAPACITY VENUES

How soon would you attend if:

	Attendance Is At Half Capacity	Masks Required for Everyone
5 Months or Less	54%	48%
6 Months or Less	71%	67%



KEY FINDINGS

SUPPORT FOR HALF-CAPACITY VENUES

If events are at half capacity:

20% Would pay **more** for a ticket.

30% Would attend in one month or less.

71% Would attend in six months or less.

KEY FINDINGS



SUPPORT FOR OUTDOOR EVENTS

How soon would you attend if:

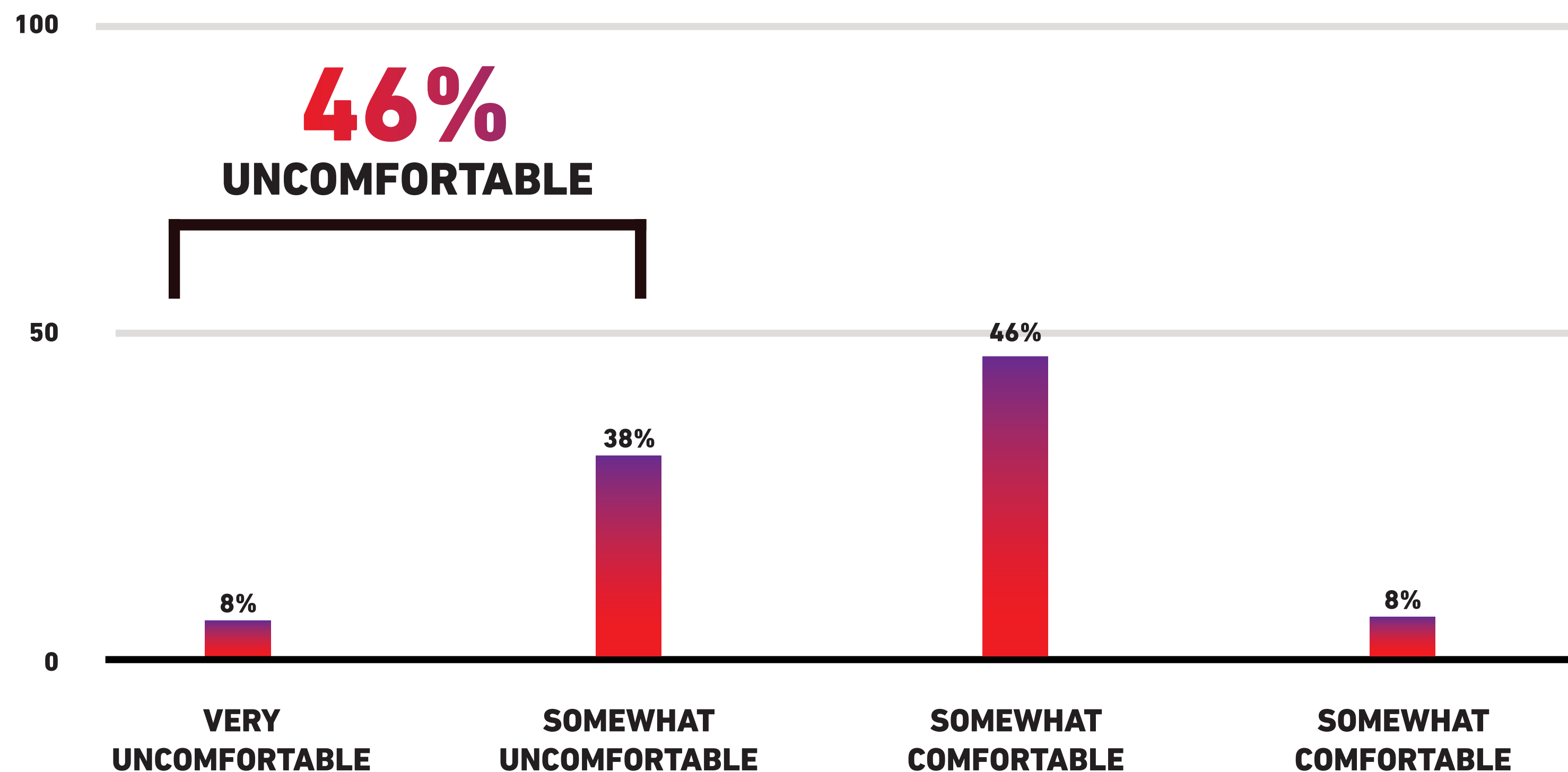
Half Capacity	Outdoor	Indoor	+/- Outdoor
5 Months or Less	54%	43%	+11%
6 Months or Less	71%	62%	+9%
Masks Required	Outdoor	Indoor	+/- Outdoor
5 Months or Less	48%	42%	+6%
6 Months or Less	68%	58%	+10%



NEW CONCLUSIONS FROM THE SECOND SURVEY

STUDENT ATTENDANCE

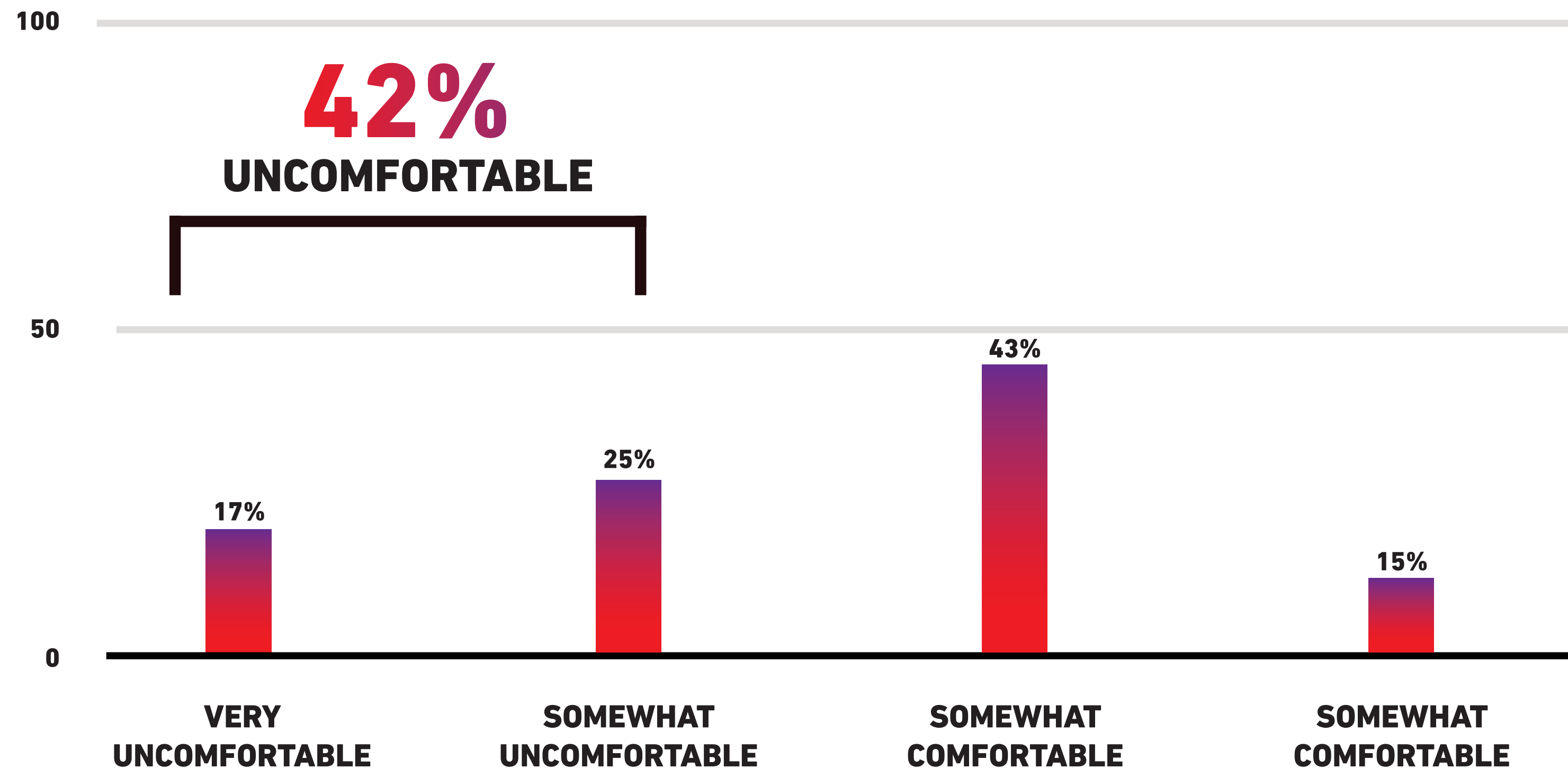
HOW COMFORTABLE OR UNCOMFORTABLE ARE YOU WITH THE POSSIBILITY OF ATTENDING COLLEGE CLASSES IN-PERSON THIS FALL?



**7% OF
STUDENTS
SAY THEY
WILL BE
ENROLLED IN
COLLEGE THIS
FALL**

PARENT SENTIMENT

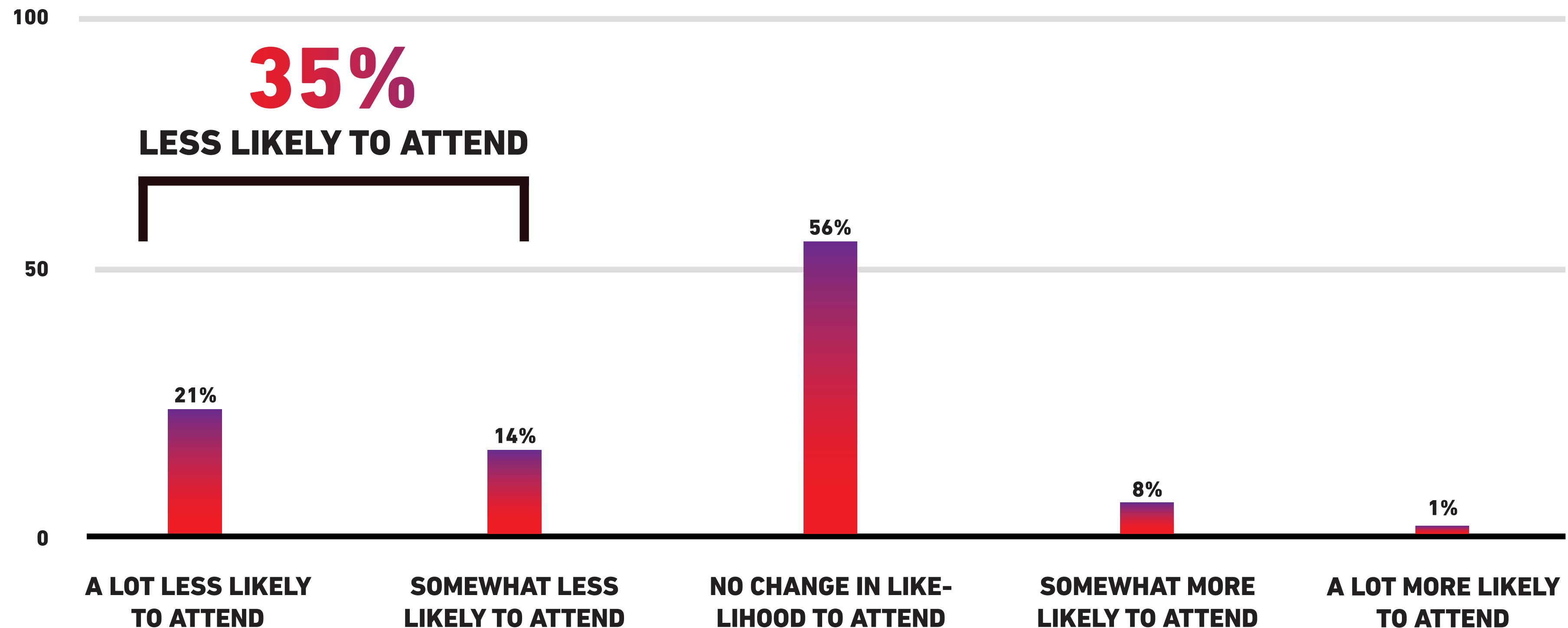
HOW COMFORTABLE OR UNCOMFORTABLE ARE YOU WITH THE POSSIBILITY THAT YOUR CHILD WILL ATTEND COLLEGE CLASSES IN-PERSON THIS FALL?



**13% OF
PARENTS SAY
ONE OF THEIR
STUDENTS
WILL BE
ENROLLED
THIS FALL**

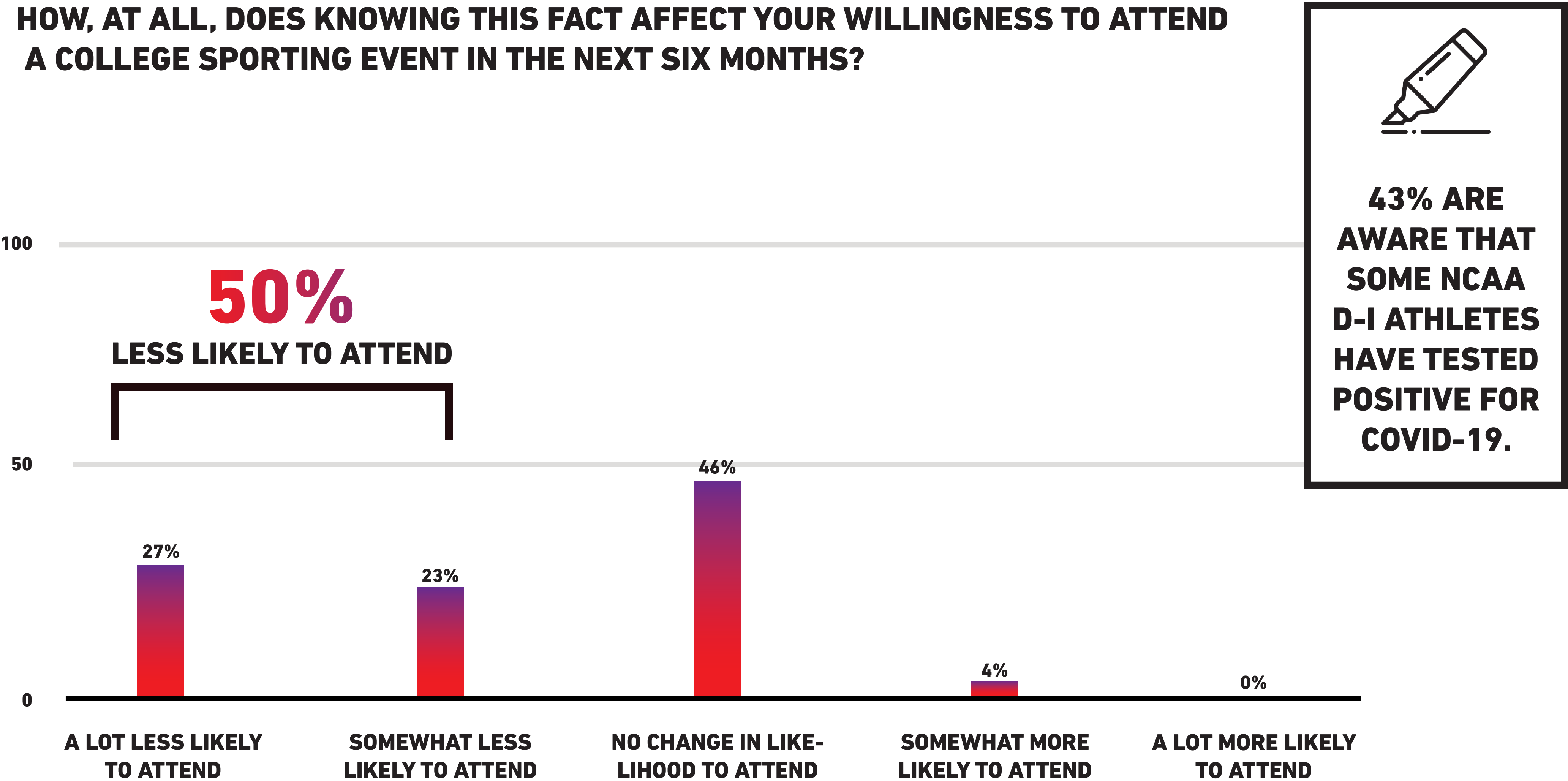
LIVE SPORTING EVENTS + NO CLASSES

IF COLLEGE ATHLETES RETURN TO PLAY SPORTS (SUCH AS FOOTBALL) IN THE FALL, BUT CAMPUSES ARE OTHERWISE NOT HOLDING ON-CAMPUS CLASSES OR OTHER EDUCATIONAL ACTIVITIES, HOW WOULD THAT AFFECT YOUR WILLINGNESS TO ATTEND A COLLEGE SPORTING EVENT IN THE FALL?



WHAT IF ATHLETES TEST POSITIVE?

HOW, AT ALL, DOES KNOWING THIS FACT AFFECT YOUR WILLINGNESS TO ATTEND A COLLEGE SPORTING EVENT IN THE NEXT SIX MONTHS?





REAL CONCLUSIONS



**FANS ARE LESS CONCERNED
ABOUT THE VIRUS BUT MORE
AWARE OF THE PRECAUTIONS.**



**FANS WANT TO COME OUT, BUT
THEY ARE SCARED...OF OTHER FANS**



**WE HAVE TO ACCOUNT FOR THE WIDE
RANGE OF CONCERN BETWEEN FANS.**



**DESPITE DIFFERENCES, YOUR CORE
FAN BASE REMAINS COMMITTED**



**SOME SENTIMENT MAY CHANGE
SIGNIFICANTLY BASED ON ACUTE
EVENTS**



**TREAT FANS LIKE GODS WHEN
THEY COME.**



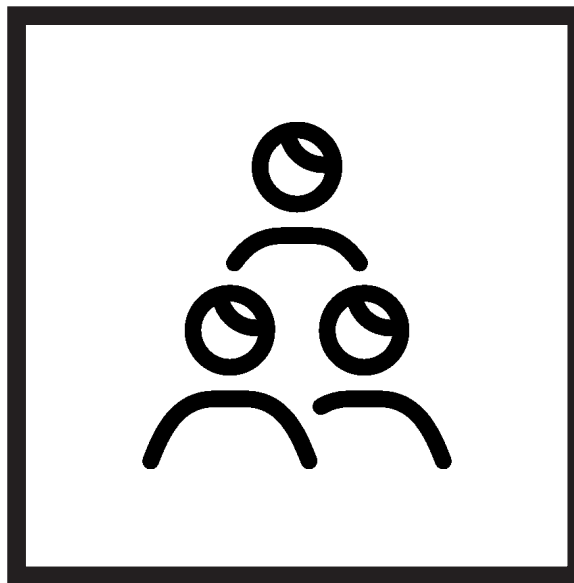
**ANNOUNCE IT NOW.
COMMUNICATE IT NOW.
EDUCATE CONTINUOUSLY.**



**BUILD FORUMS TO LET FANS VOICE
THEIR REAL FEARS.**

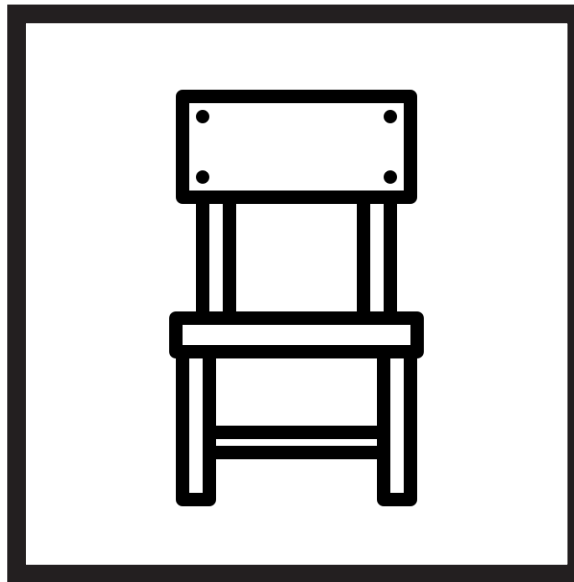


TIME TO PLAN



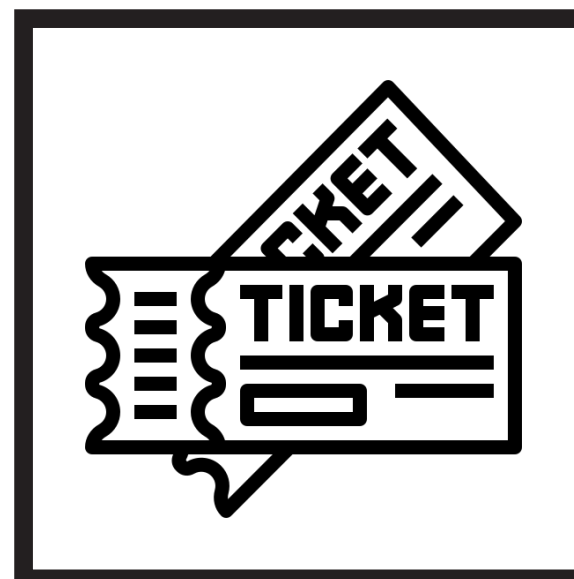
SCENARIO 1: DO WE HAVE TO CONSIDER NO FANS?

CURRENT EVENTS - ARE THEY READY?



SCENARIO 2: LIMITED CAPACITY

COMMUNICATION, GUIDELINES, PLANNING



SCENARIO 3: FULL CAPACITY

ARE WE ASKING OURSELVES THE RIGHT QUESTION OR SOLVING THE RIGHT PROBLEM?



"WE ARE IN THIS TOGETHER" - CHANGE OUR FOCUS TO CONTROL AND UNDERSTANDING THOSE AROUND US

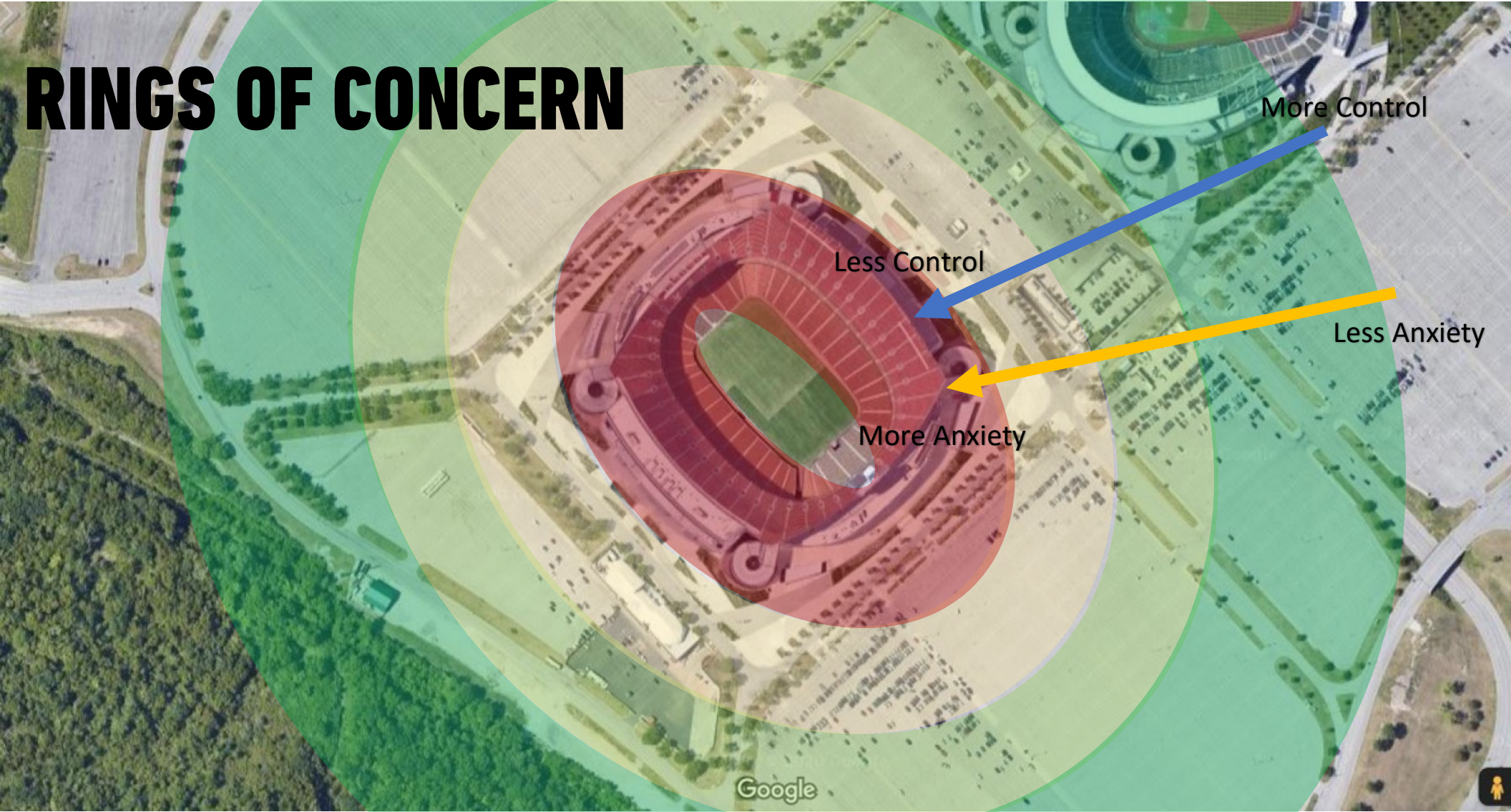
*FANS NEED CONTROL AND THEREFORE NEED TO KNOW EXACTLY HOW THE DAY WILL PLAY OUT
THE MOMENT THEY LEAVE THE HOUSE*

CONTROL METHOD I: GROUPING OR CLUSTERING FANS AND SOCIAL DISTANCING

CONTROL METHOD II: SETTING A FRAMEWORK AND HANDING OVER THE KEYS

CONTROL METHOD III: JUST TAILGATE

RINGS OF CONCERN



More Control

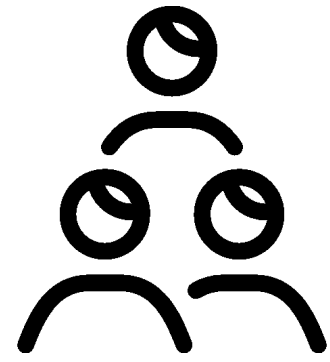
Less Control

Less Anxiety

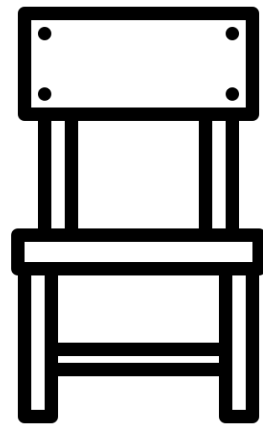
More Anxiety

HOW WE CAN HELP YOU

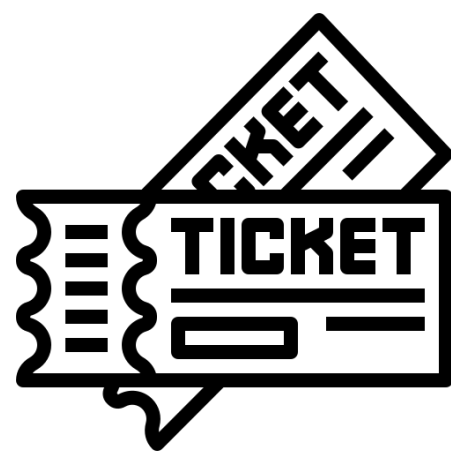
OUR UNIVERSITY-SPECIFIC STRATEGY



UNDERSTAND: WE FIRST MEASURE THE CORE CONCERNS AND CONFLICTING CONCERNS OF YOUR FAN BASE - SURVEYING.



AUDIT AND ASSESS: WE FIRST AUDIT YOUR EXISTING FACILITIES AND YOUR GAMEDAY PLAN. WE THEN DETERMINE WHERE THE HIGHEST RISK AREAS OF YOUR FACILITY ARE THROUGH OUR VULNERABILITY MATRIX TOOL.



PLAN AND EXECUTE: WE HELP YOU ORGANIZE, GROUP OR CLUSTER YOUR FANS. WE THEN PROVIDE COHESIVE PLANNING WITH A FOCUS ON LOW-COST, BEHAVIORIAL AND TEMPORARY SOLUTIONS. THESE ARE BASED ON THE SPECIFIC CONCERNS OF YOUR FANS AND OPPORTUNITIES AND CONSTRAINTS OF YOUR FACILITIES.



IF YOU WANT HELP, CONTACT ME:

DREW BERST

DBERST@DIMIN.COM | 913-991-0361

