



# **Covid-19 Research - Likelihood to Return to Venues**

**The voice of actual New York Metro fans who attended sporting events and concerts pre-Covid 19**

- **89% said they will return to events depending on the risk**
- **The average time to return across all levels of concern is 3.5 months**
- **Ticket price is not a factor in returning, suggesting any discounting to drive demand is unnecessary**
- **Most frequently requested safety precaution is thorough disinfection of the venue**
- **Largest concern cited is anxiety over being in a crowd at 44% of responses**
- **Touchless options for ticketing, restrooms, security are likely to be critical**

Source: Riptide Partners, 4,000 respondents, released August 2020