

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



## SPORTS FANS SUPPORT BLACK LIVES MATTER (BLM)

**69%** 

indicate support

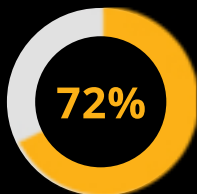
**32%** 

have personally contributed time or money

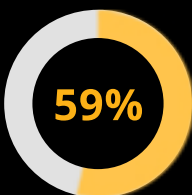
**25%** 

more likely to have contributed compared to Gen Pop

## SPORTS FANS EXPECT ATHLETES TO BE INVOLVED IN THE BLM MOVEMENT



believe athletes provide a unique view and are an important influence



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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