

US Adults Are Still Tuning into Sports, Especially Anything News-Related

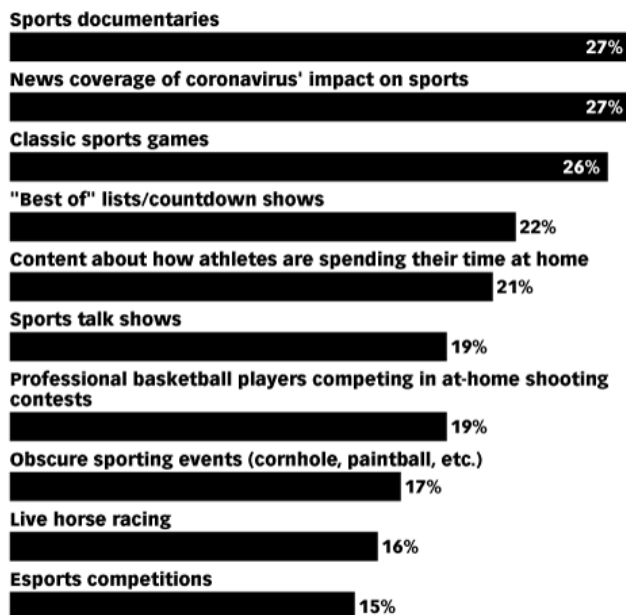
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While live sports have been put on hold during the coronavirus crisis, US adults are turning to alternatives like sports documentaries and esports competitions to bide their time. Recent data from Morning Consult found that US adults are even interested in watching news coverage of the pandemic's impact on sports.

Coronavirus Impact: Which Alternatives to Live Sports Are US Adults Interested in Watching?

% of respondents, April 2020



Note: n=2,200 ages 18+; those responding "very interested" or "somewhat interested"

Source: Morning Consult, "National Tracking Poll #200430" as cited in company blog; eMarketer calculations, April 13, 2020

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In fact, that was one of the top responses in the survey—right up there with sports documentaries. And TV networks and distributors are on top of their game, too, working to fill a void now that live sports are no longer on-air. Most recently, ESPN moved up the debut of "The Last Dance," a 10-episode documentary miniseries centering around basketball legend Michael Jordan, which averaged 6.1 million viewers for the first two episodes.

In addition to getting their news fix, US adults are also keen on watching content featuring their favorite athletes, whether it's just them hanging out at home or competing at-home virtually.

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- [How Esports Is Changing During the Coronavirus Pandemic](#)
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