



Younger Sports Fans Are More Likely to Engage with Sports Audio

The Sports Audio Report: Demographics at Play
released by Edison Research and SiriusXM Media

FOR IMMEDIATE RELEASE

Somerville, NJ October 29, 2024 – Millennial and Gen Z sports fans spend more time with sports audio weekly than Gen X and Boomers, according to the *Sports Audio Report: Demographics at Play* from [Edison Research](#) and [SiriusXM Media](#). Millennial sports fans spent an average of 6 hours and 16 minutes with sports audio in the last week and Gen Z sports fans spent an average of 6 hours and 10 minutes — significantly more time than 5 hours and 17 minutes spent by Gen X sports fans and 5 hours and 38 minutes by Boomer sports fans in the last week.

Findings from this third installment from the [Sports Audio Report](#), from [Edison Research](#), [SiriusXM Media](#), and [GroupM](#) were presented in a webinar by Salma Aly, Manager of Research at Edison Research, and MaryKate Breslin, Senior Manager, Sales Research at SiriusXM Media.

Sports have a wide reach in the U.S. with 66% of the U.S. population age 13+ considering themselves sports fans; an estimated 186 million Americans. The report finds that 16% of sports fans are Gen Z, 30% are Millennials, 24% are Gen X, and 30% are Boomers. The majority of sports fans are White at 64%, followed by Latino sports fans at 18% and Black sports fans at 12%.

Top findings among U.S. sports fans age 13+ include:

- **Black sports fans consume more sports audio:** Black sports fans spent an average of 7 hours and 56 minutes listening to sports audio content in the last week compared to 5 hours and 45 minutes spent by Latino sports fans and 5 hours and 32 minutes spent by White sports fans in last week.
- **Multicultural sports fans show a higher emotional investment in their sports team or athlete:** 50% of all sports fans agree that when the sports team or athlete they follow loses, it greatly affects their mood; Black sports fans (53%) and Latino sports fans (55%) agree.
- **Younger generations of sports fans turn to audio to seek new perspectives on sports topics:** 57% of Gen Z and 60% of Millennial sports fans agree they consume sports audio content to hear unique perspectives on sports topics not covered in other media.



- **Athletes have a strong influence on purchasing decisions:** 46% of all sports fans are more likely to buy a product if it is advertised by an athlete, with younger generations being most likely to do so; Gen Z sports fans (62%) and Millennial sports fans (62%).
- **Sports fans spend a significant amount of money on sports merchandise:** Millennial sports fans spend an average of \$282 on sports/team/athlete memorabilia or merchandise each year; Gen X sports fans spend an average of \$177.

Top findings among U.S. sports audio and sports podcast listeners 13+ include:

- **Younger generations are more likely to engage with advertising heard on sports audio:** 60% of Millennial and 56% of Gen Z sports audio listeners gathered more information about a company or product after hearing an advertisement on a sports podcast or sports audio program (vs 49% of Gen X and 28% of Boomers).
- **Black and Latino communities are more likely to engage with advertising:** 50% of Latino sports audio listeners and 48% of Black sports audio listeners recommended a product to a friend or family member after hearing an advertisement on a sports podcast or sports audio program (vs 34% of White sports audio listeners).
- **Many newcomers to sports podcast listening are Gen Z:** 28% of Gen Z sports podcast listeners started listening to sports podcasts within the last six months.
- **Social media for discovery is especially high among younger generations:** 85% of Gen Z sports podcast listeners use social media to find out about sports podcasts while 83% of Millennials do the same.

Aly said, “Sports audio is being reshaped by the energy and engagement of younger and multicultural fans. The fact that they are so receptive to athlete endorsements and other messaging presents a game-changing opportunity for brands looking to connect with an audience that’s passionate, diverse, and digitally engaged.”

[Click here to download the Sports Audio Report: Demographics at Play](#)

About the study

The *Sports Audio Report: Demographics at Play* was based on an online study of over 3,500 U.S. individuals age 13+ who self-identify as sports fans (a four or higher on a 10-point scale). Fans are defined as someone who self-reports a four or higher on a 10-point scale where 1 means “not a fan at all” and 10 means a “super fan”. Sports listeners are defined in Edison Research’s [Share of Ear](#) as consuming sports audio content on their diary day.



About Edison Research

Edison Research conducts survey research and provides strategic information to a broad array of clients worldwide, having conducted research in 66 countries. Edison Research's [The Infinite Dial®](#) series has been the survey of record for digital audio, social media, podcasting, smart speakers, and other media-related technologies since 1998. The company's [Share of Ear®](#) survey is the only single-source measure of all audio in the U.S. Edison Research is the leading podcast research company in the world, producing the only survey-based data on podcast listening in the U.S, [Edison Podcast Metrics](#), and has conducted research for many companies in the space. Since 2004, Edison Research has been the sole provider of election data, race projections and analysis to the National Election Pool (ABC News, CBS News, CNN, NBC News).

About SiriusXM Media

SiriusXM Media brings advertisers closer to the stories and music that listeners love, creating deep connections between fans and brands. The gateway for marketers to the largest digital audio advertising ecosystem in North America, SiriusXM Media includes extensive Streaming and Podcast Networks featuring exclusive access to music, talk and podcast advertising across SiriusXM, Pandora, SoundCloud, audiochuck, Crooked Media, NBCUniversal, and much more. As the longtime leaders in audio advertising, only SiriusXM Media delivers audiences tailored brand experiences courtesy of sonic creative agency Studio Resonate, while making it easy for every marketer to produce, plan, buy, and measure across its entire audio universe, with innovative ad tech solutions powered by AdsWizz. For more information, please go to: <https://www.siriusxmmedia.com/>.

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