

Sports Audio Report: Demographics at Play

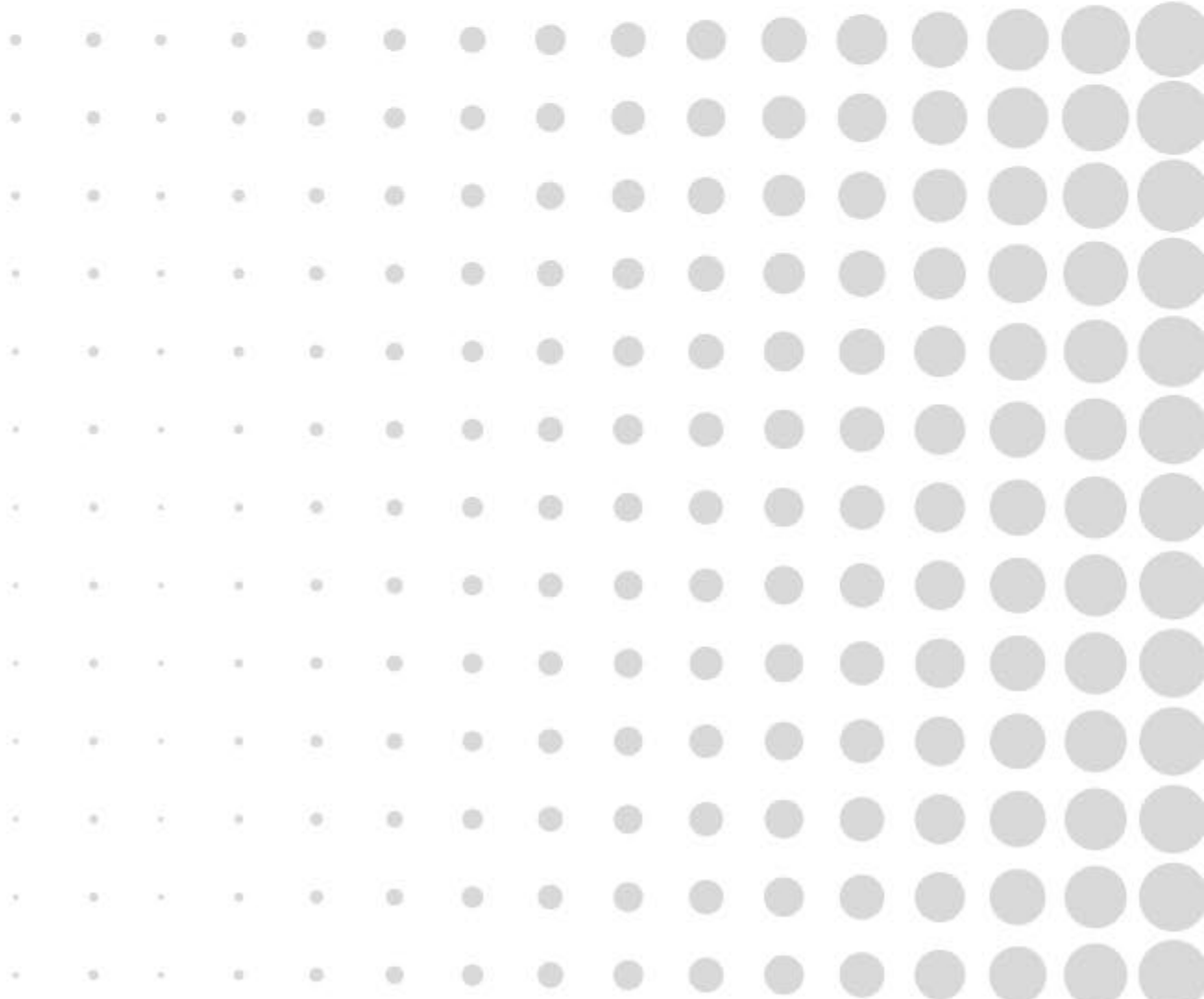


Webinar Overview

Sports Fandom

Sports Audio

Sports Advertising



Survey Methodology

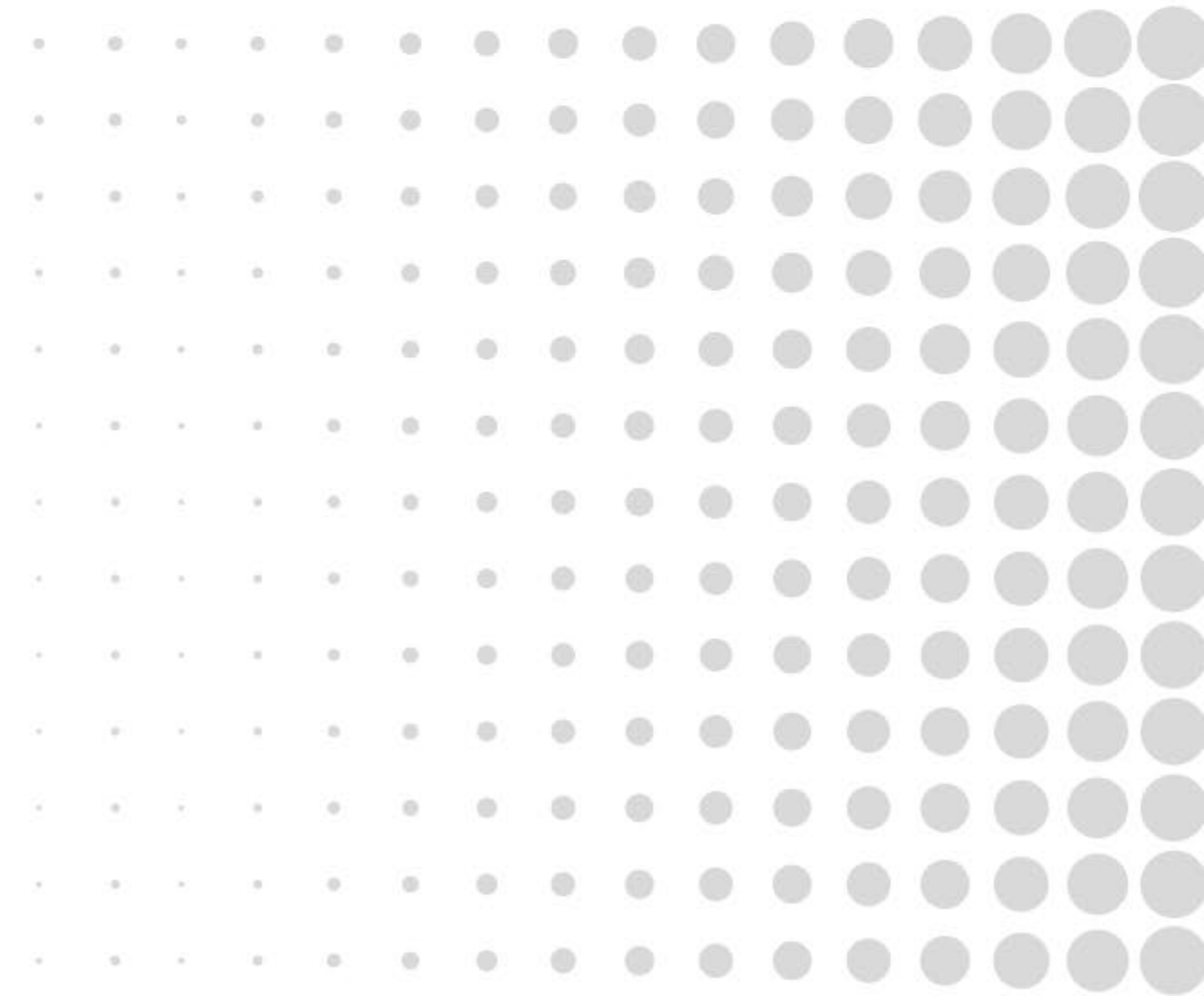
3,534 total online interviews

National sample of persons age 13+

All respondents marked themselves as a 4 or higher on a 10-point scale, where 1 is “not a sports fan at all” and 10 is a “super sports fan”

66% of those 13+ qualified based on this criterion

Data weighted to match the gender, age, and ethnicity of Sports Fans as established in Edison Research’s Share of Ear study



Sports Fandom



Sports have a wide appeal in the U.S.

66%

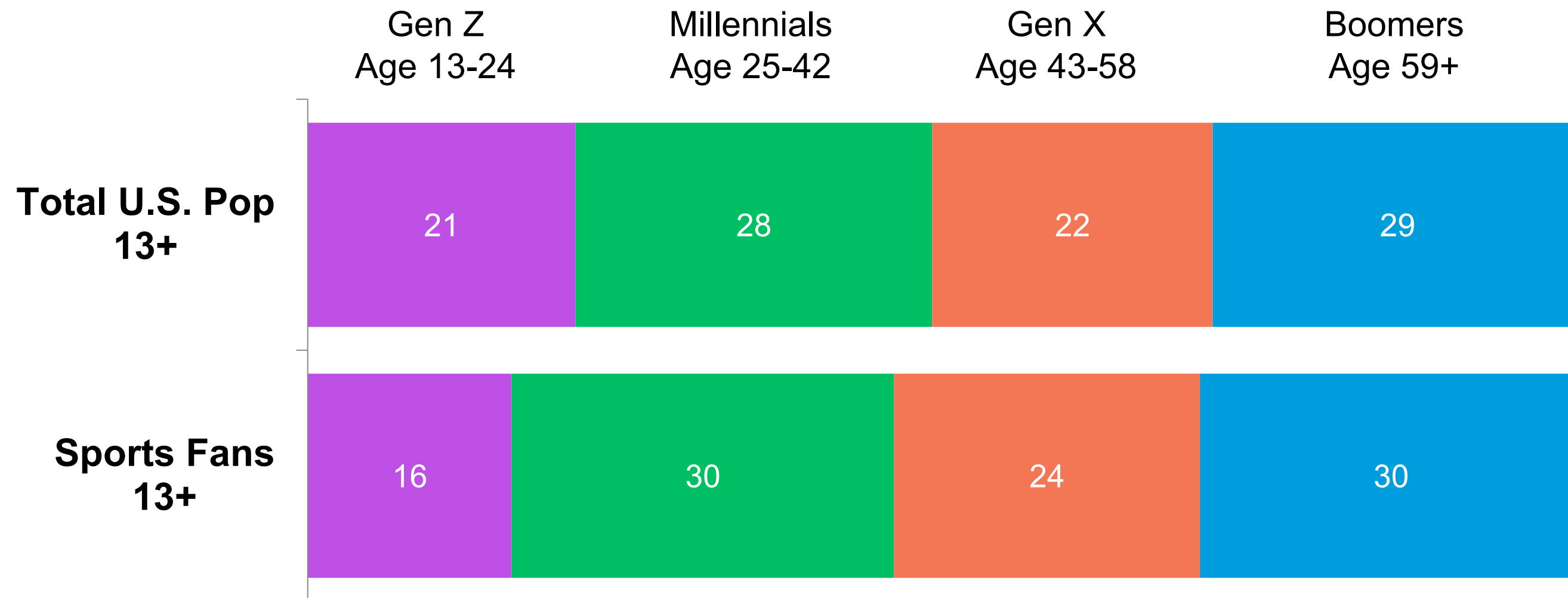
of the U.S. population age 13+
consider themselves sports fans

(4 or higher on a 10-point scale, where a 1 is “not a sports fan at all” and a 10 is a “super sports fan”)

Estimated 186 million Americans



Sports Fans By Generation



Sports Fans By Ethnicity



Sports Fans Generation by Ethnicity



Sports Fandom

Casual Spectators

“4-7” on a 10-point scale of sports fandom

Estimated 87 million Americans

Enthusiastic Sports Fans

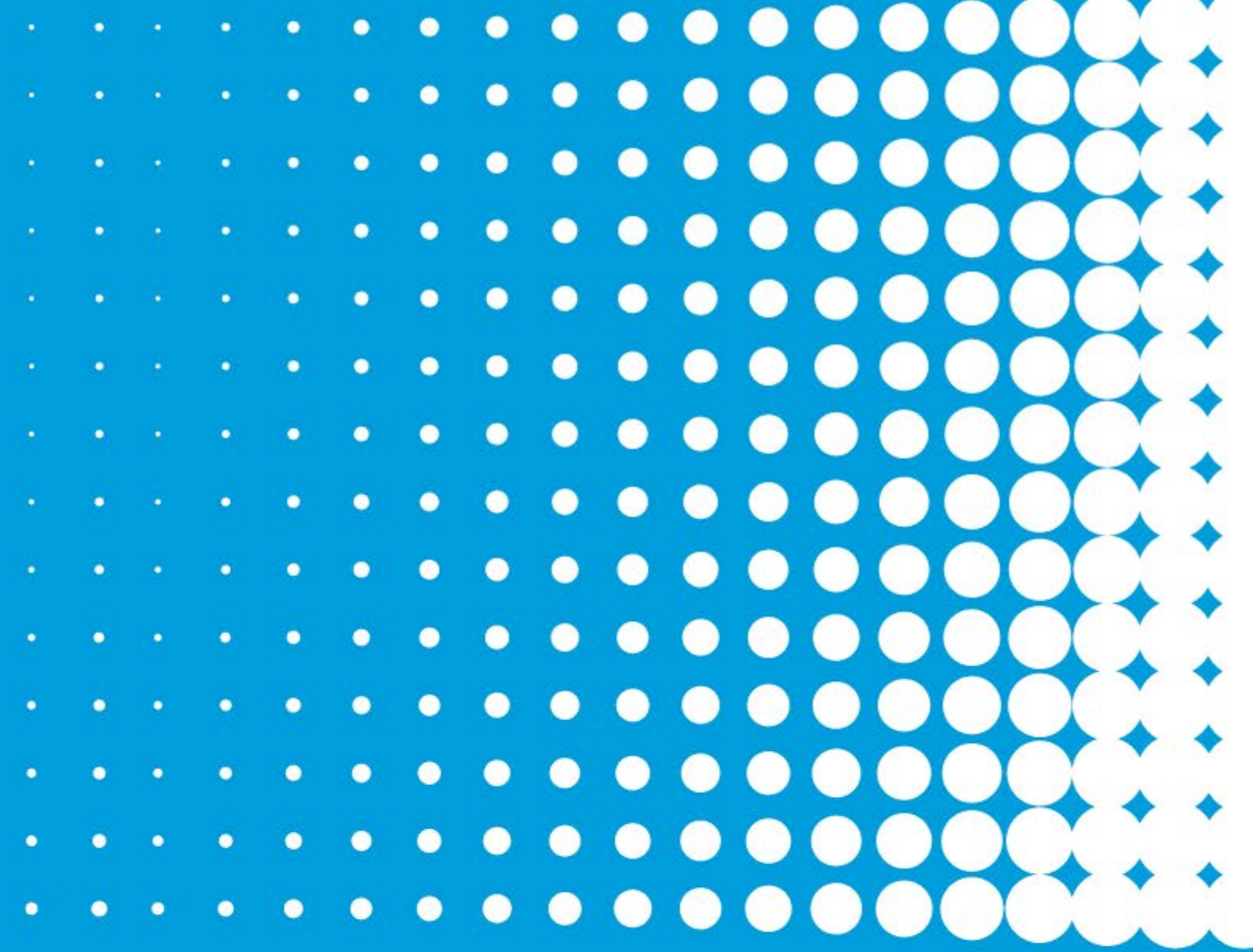
“8” or “9” on a 10-point scale of sports fandom

Estimated 58 million Americans

Die-Hard Fans

“10” on a 10-point scale of sports fandom

Estimated 41 million Americans

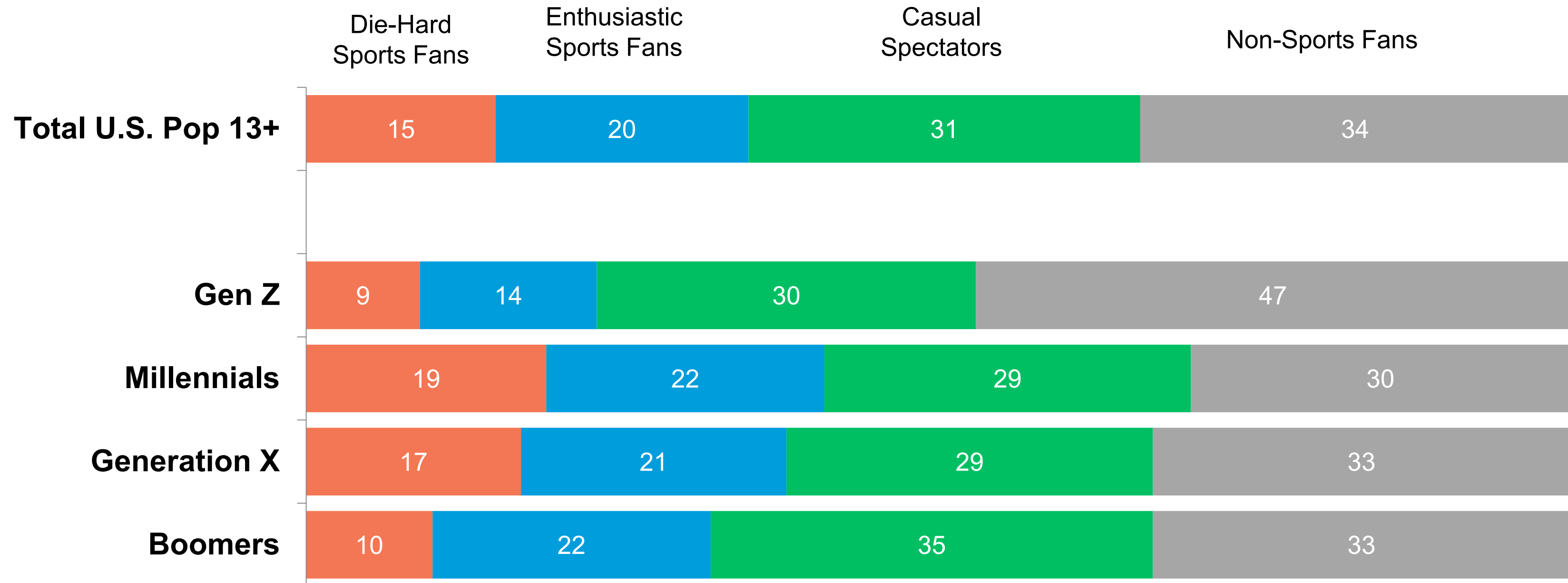


Sports Fandom by Generation

Casual Spectators: "4-7" on a 10-point scale of sports fandom

Enthusiastic Sports Fans: "8" or "9" on a 10-point scale

Die-Hard Sports Fans: "10" on a 10-point scale

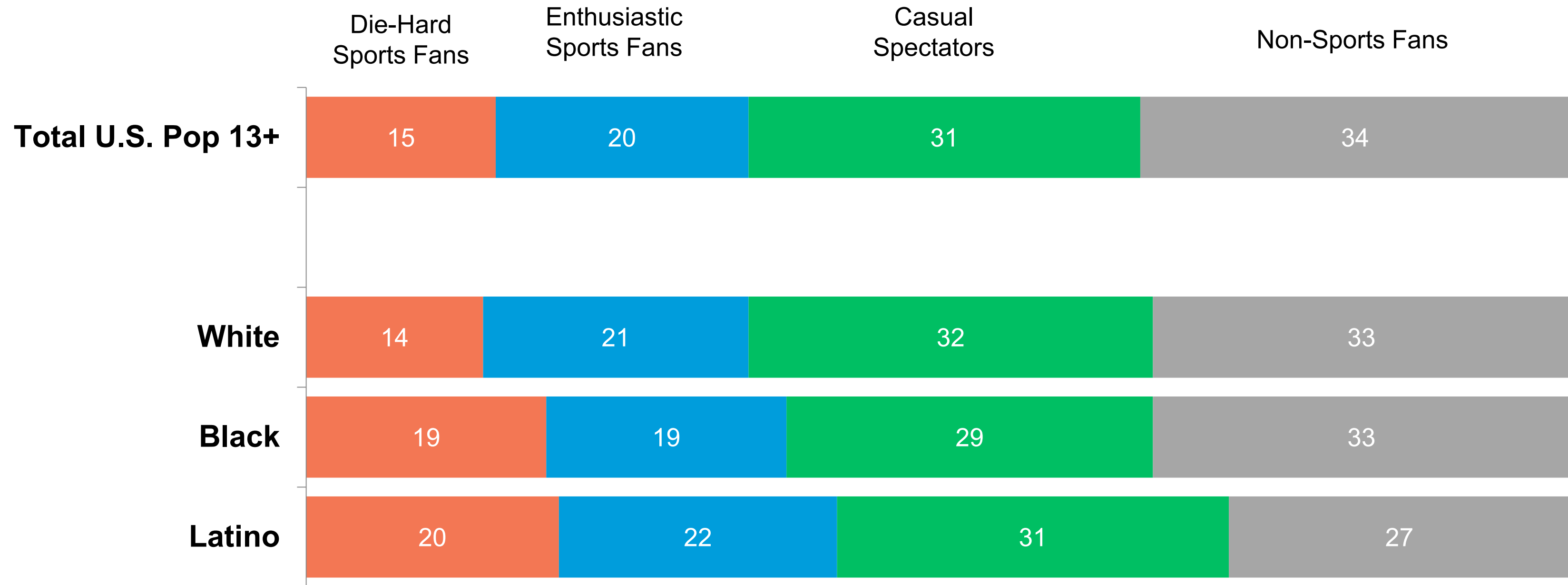


Sports Fandom by Ethnicity

Casual Spectators: "4-7" on a 10-point scale of sports fandom

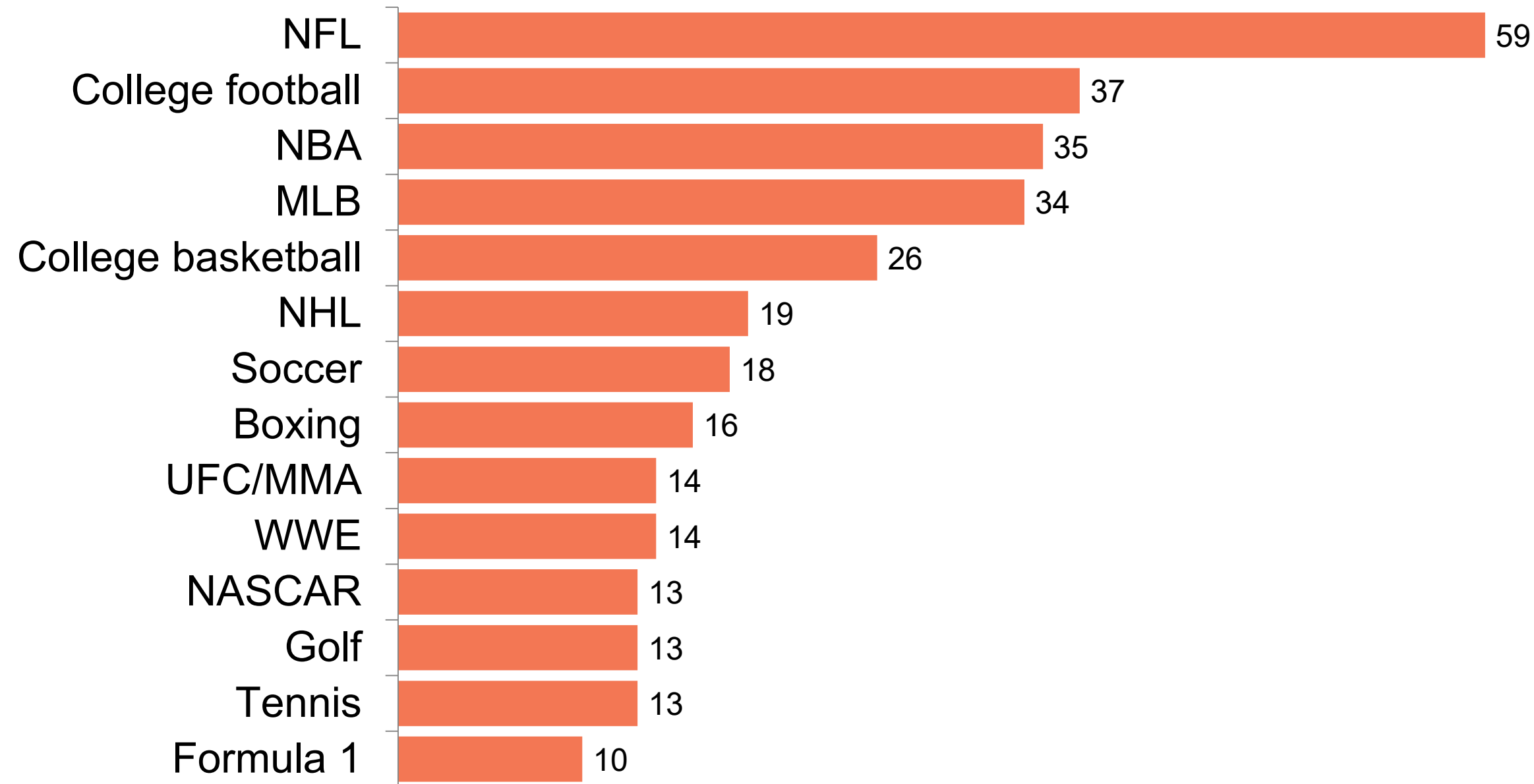
Enthusiastic Sports Fans: "8" or "9" on a 10-point scale

Die-Hard Sports Fans: "10" on a 10-point scale



American football, basketball, baseball, hockey, and soccer are the most-followed sports

“How much of a fan are you of [sport/league]? Big fan; you follow it closely, a fan, but you don’t follow it closely, not a fan of it?”



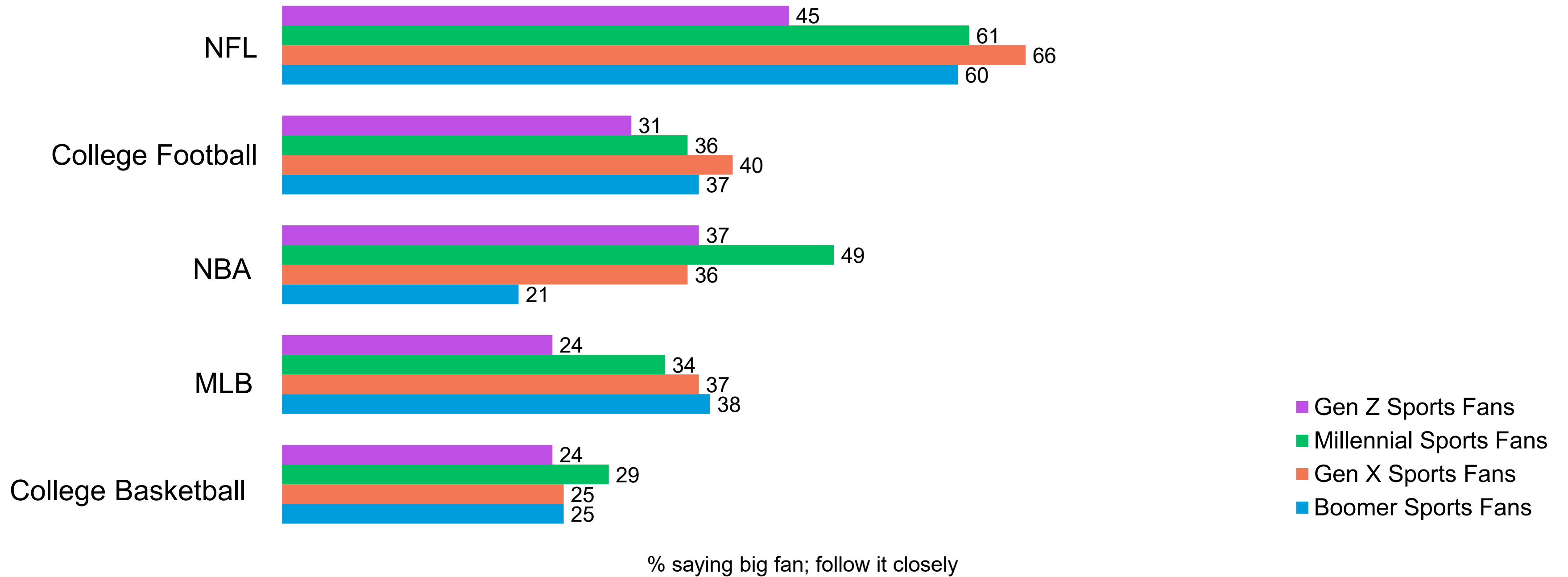
% saying big fan; follow it closely

Base: All Sports fans



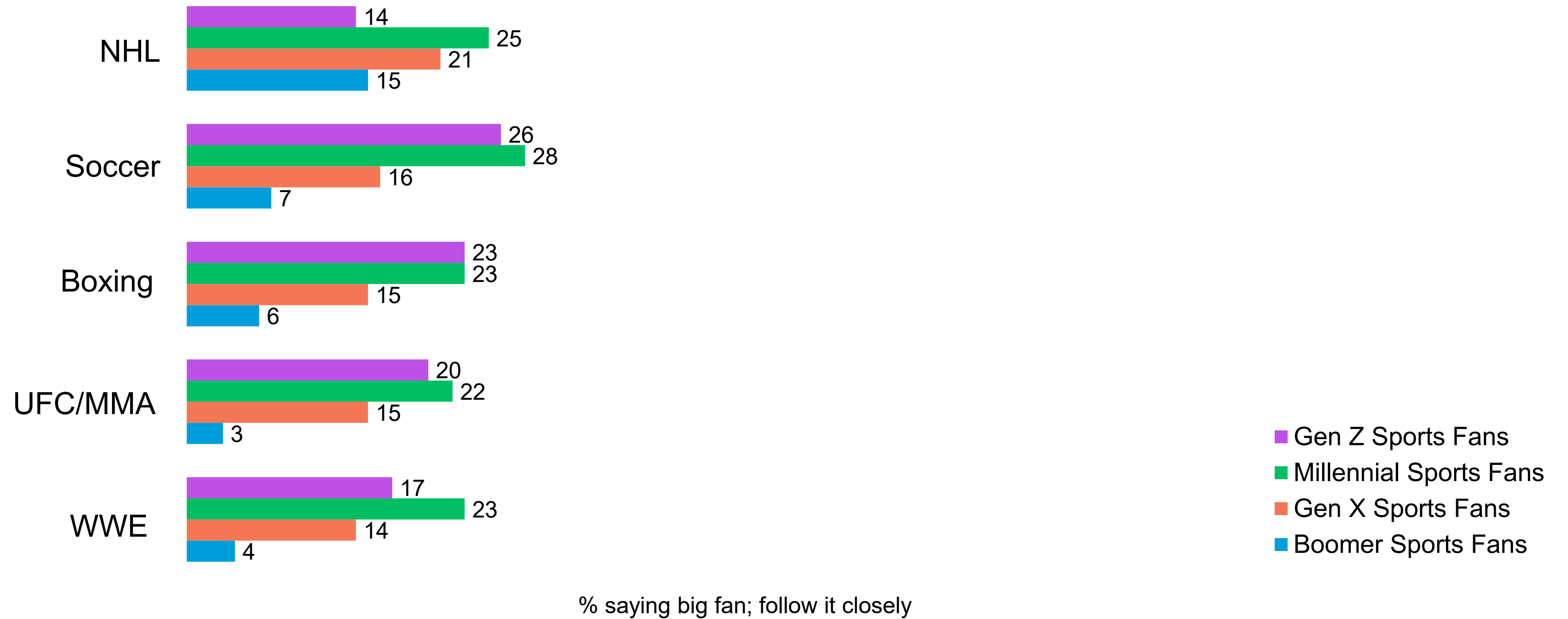
Older generations prefer traditional American sports while Soccer and Fight Sports are more popular among younger generations

“How much of a fan are you of [sport/league]? Big fan; you follow it closely, a fan, but you don’t follow it closely, not a fan of it?”



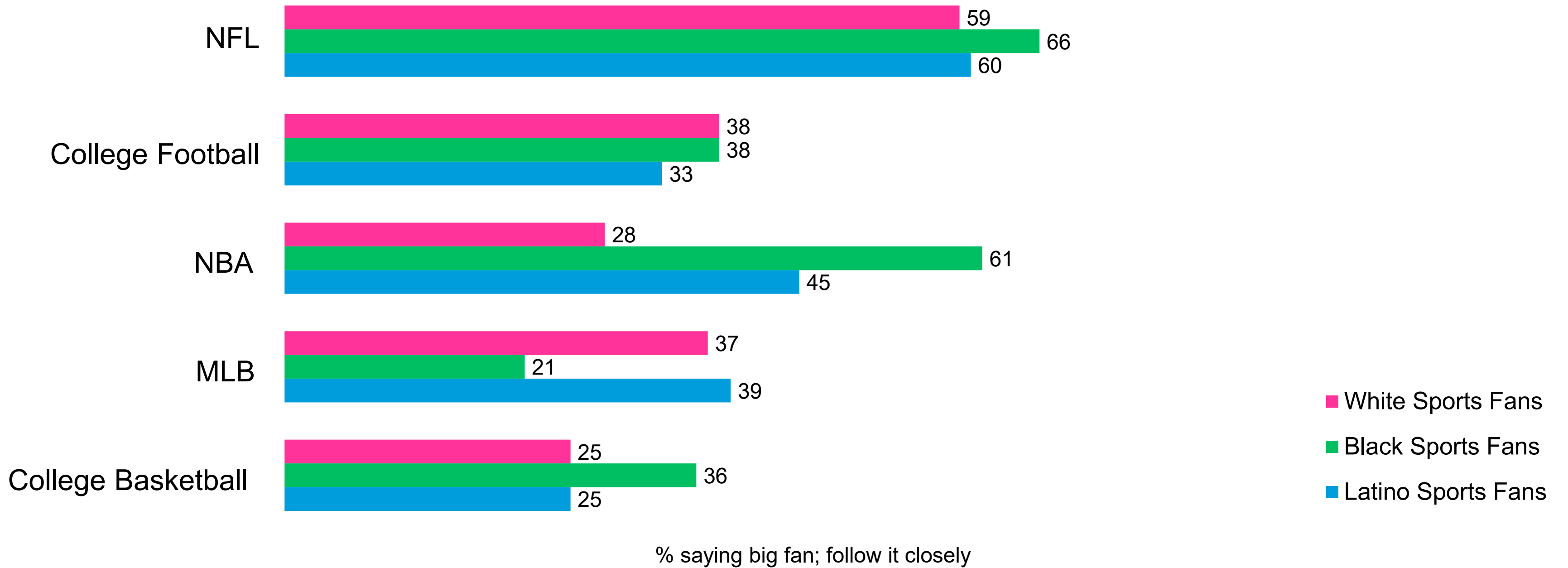
Older generations prefer traditional American sports while Soccer and Fight Sports are more popular among younger generations

“How much of a fan are you of [sport/league]? Big fan; you follow it closely, a fan, but you don’t follow it closely, not a fan of it?”



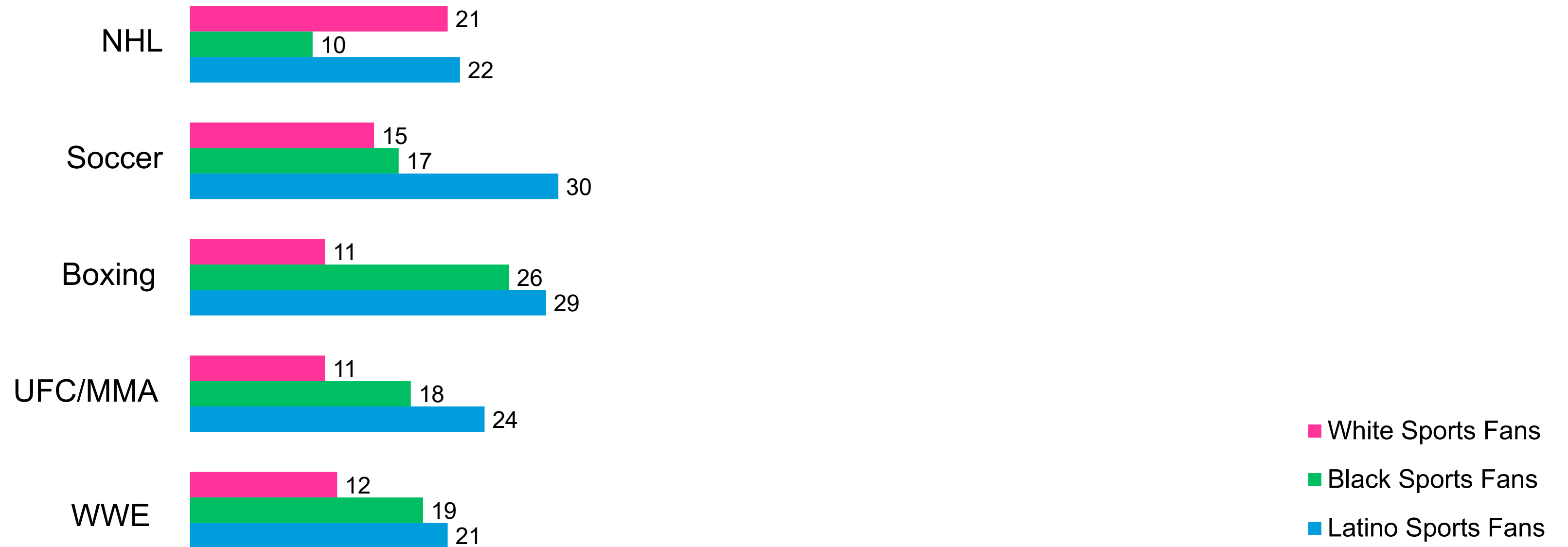
MLB knocks it out the park with White and Latino Sports Fans. Fight sports have Black and Latinos in their corner and Soccer strikes a goal Latinos.

“How much of a fan are you of [sport/league]? Big fan; you follow it closely, a fan, but you don’t follow it closely, not a fan of it?”



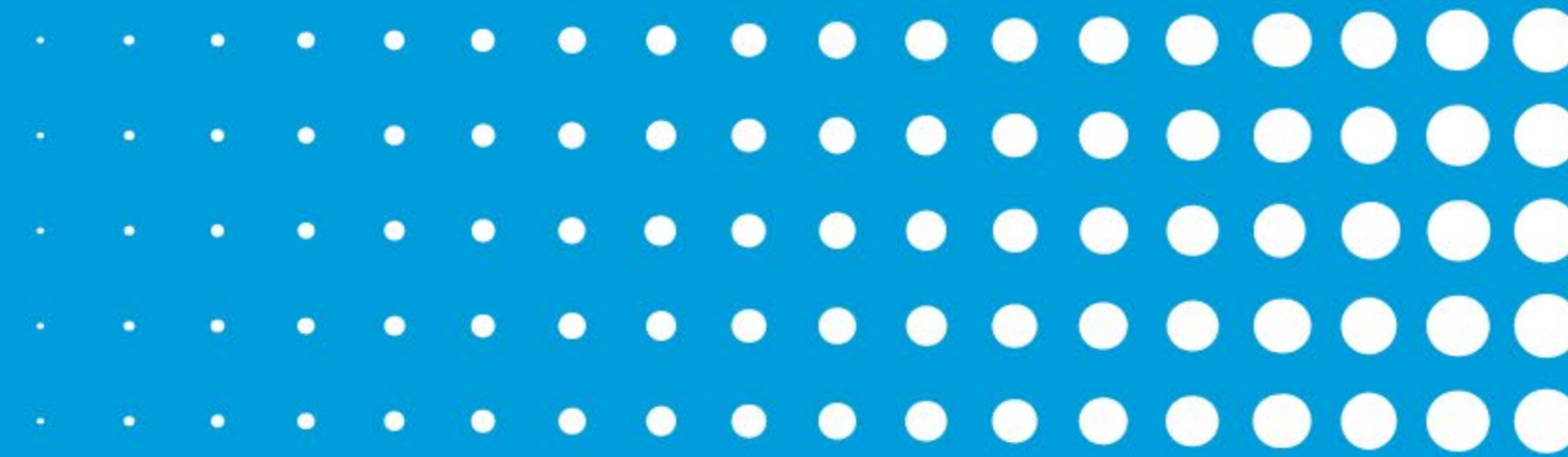
MLB knocks it out the park with White and Latino Sports Fans. Fight sports have Black and Latinos in their corner and Soccer strikes a goal Latinos.

“How much of a fan are you of [sport/league]? Big fan; you follow it closely, a fan, but you don’t follow it closely, not a fan of it?”



% saying big fan; follow it closely

Younger sports fans are more intrigued by what occurs in athletes' lives beyond the field



“You closely follow the personal lives of athletes you like, beyond their sports careers”

% agree

52%

of Gen Z
Sports Fans

57%

of Millennial
Sports Fans

39%

of Gen X
Sports Fans

26%

of Boomer
Sports Fans

Base: Sports Fans



Diverse Sports Fans show higher emotional investment for their sports team or athlete

“When the sports team or athlete you follow loses, it greatly affects your mood”
% agree

50%

of all sports fans

46%

White
Sports Fans

53%

Black
Sports Fans

55%

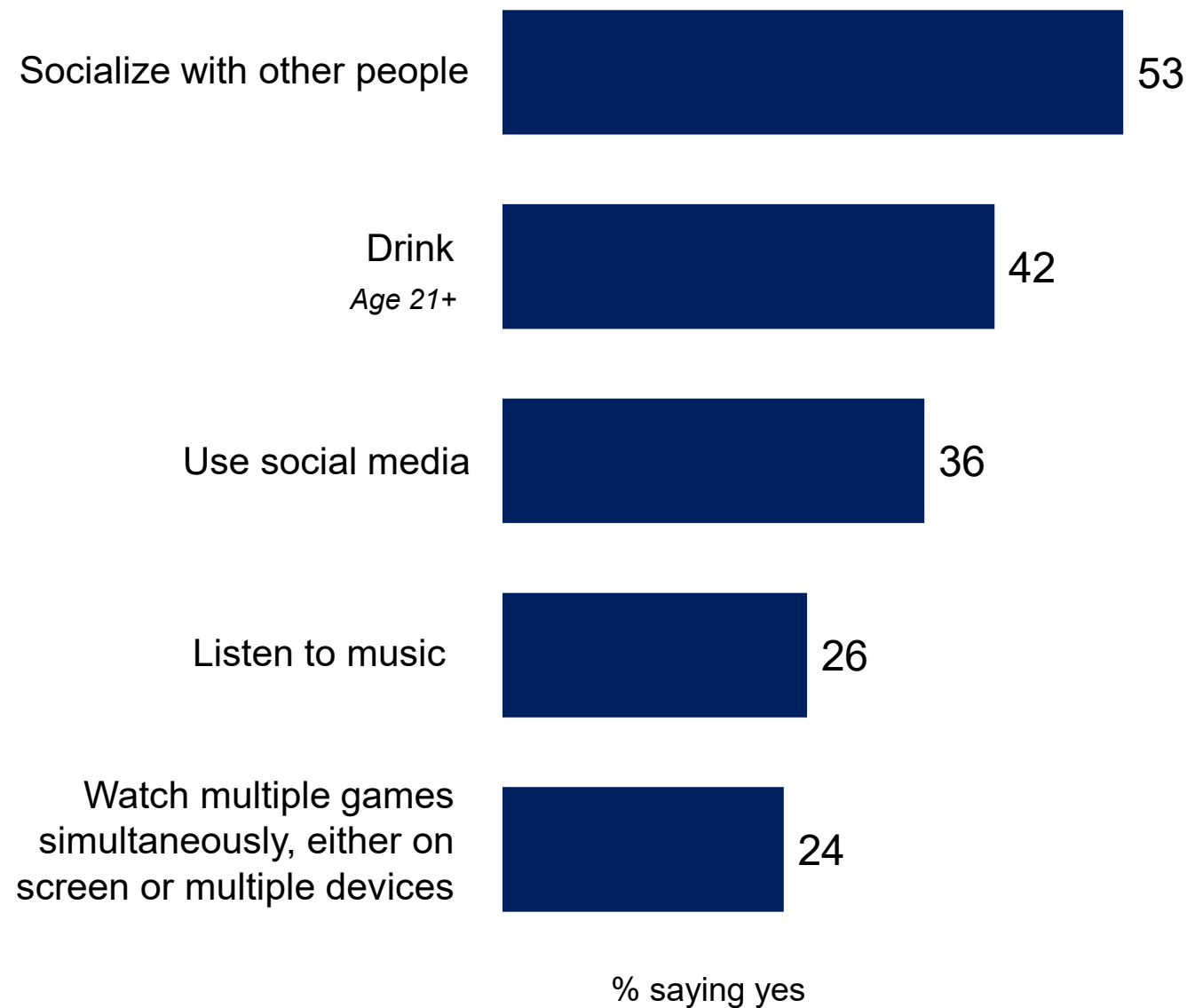
Latino
Sports Fans

Base: Sports Fans

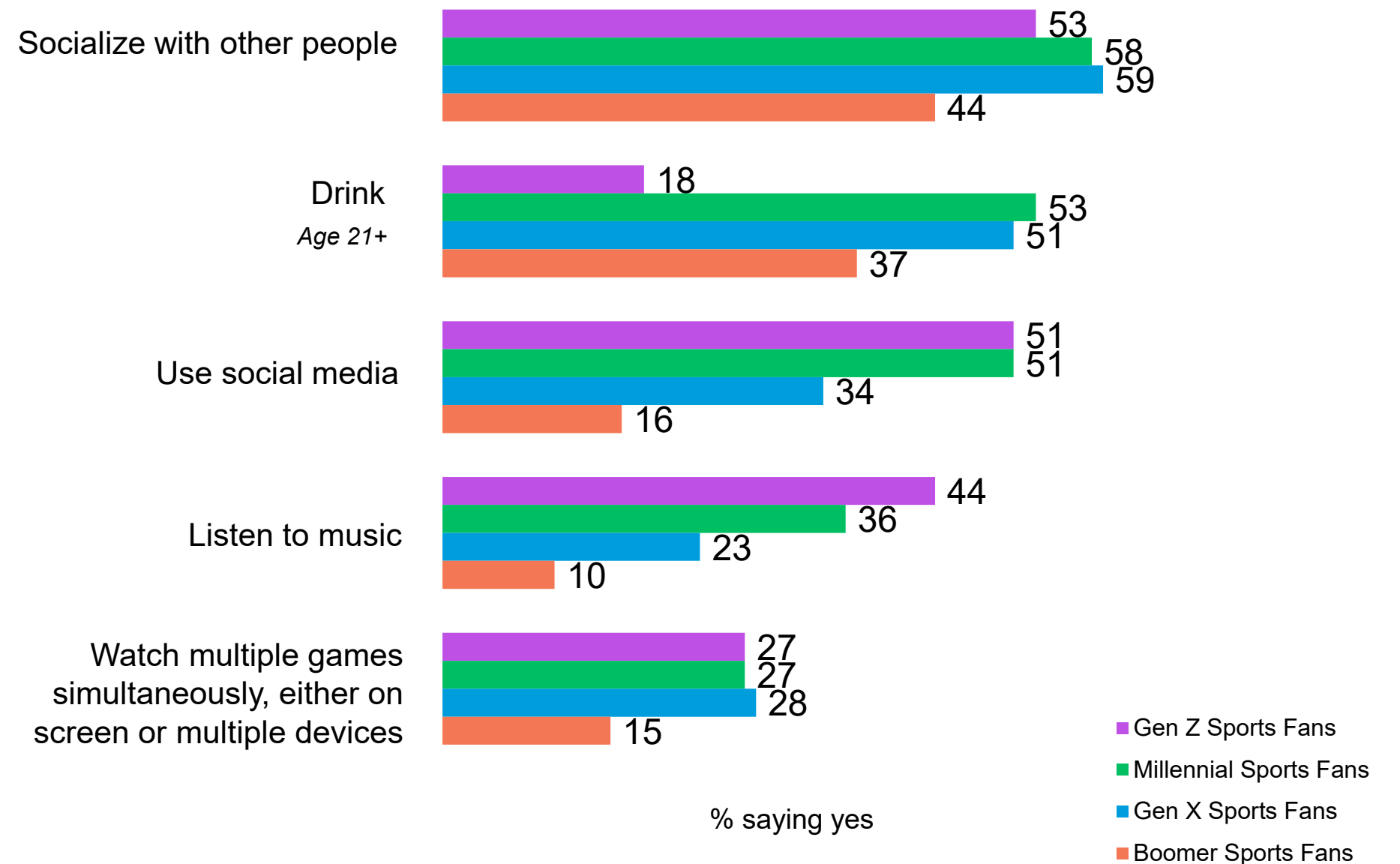


Top five activities sports fans like to do while watching or listening to sports content

All Sports Fans



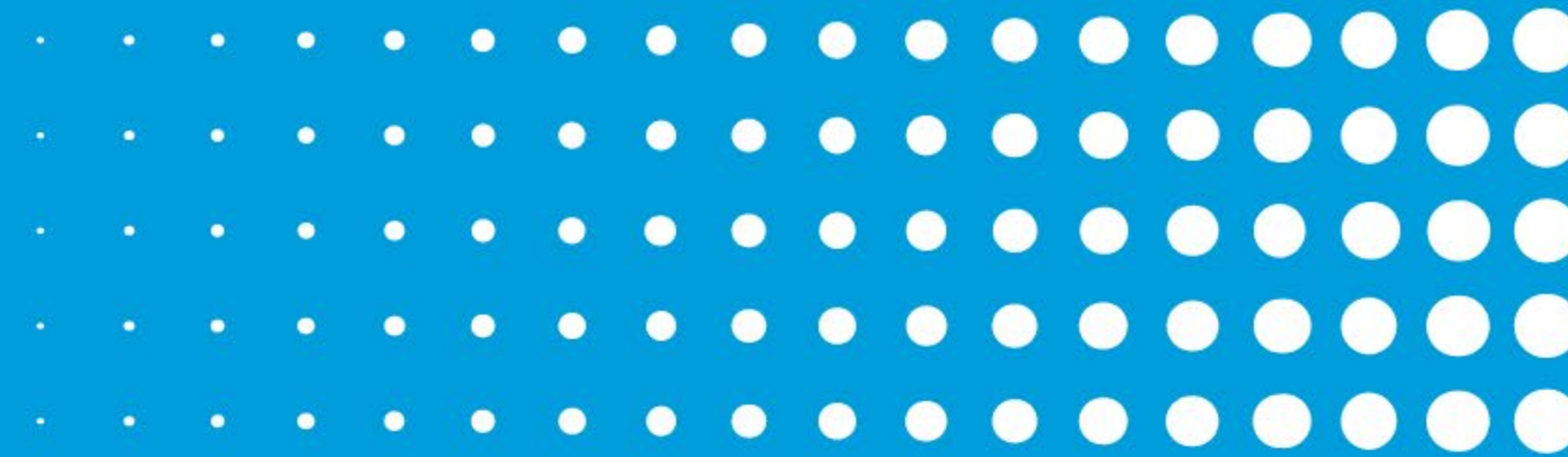
Sports Podcast Listeners by Generation



Base: Sports Fans



Younger Fans Show Growing Support For Women's Sports and Female Athletes



“Do you currently follow any women’s sports teams or female athletes?”

% saying yes

37%

of Gen Z
Sports Fans

38%

of Millennial
Sports Fans

29%

of Gen X
Sports Fans

25%

of Boomer
Sports Fans

Base: Sports Fans



Sports Audio



Sports Audio is Vital Element To Sports Fandom

64%

“Frequently” or “occasionally” listened to sports content in the last year through AM/FM radio, podcasts, or SiriusXM

(89% watched sports content in the last year through broadcast TV or streaming video services)

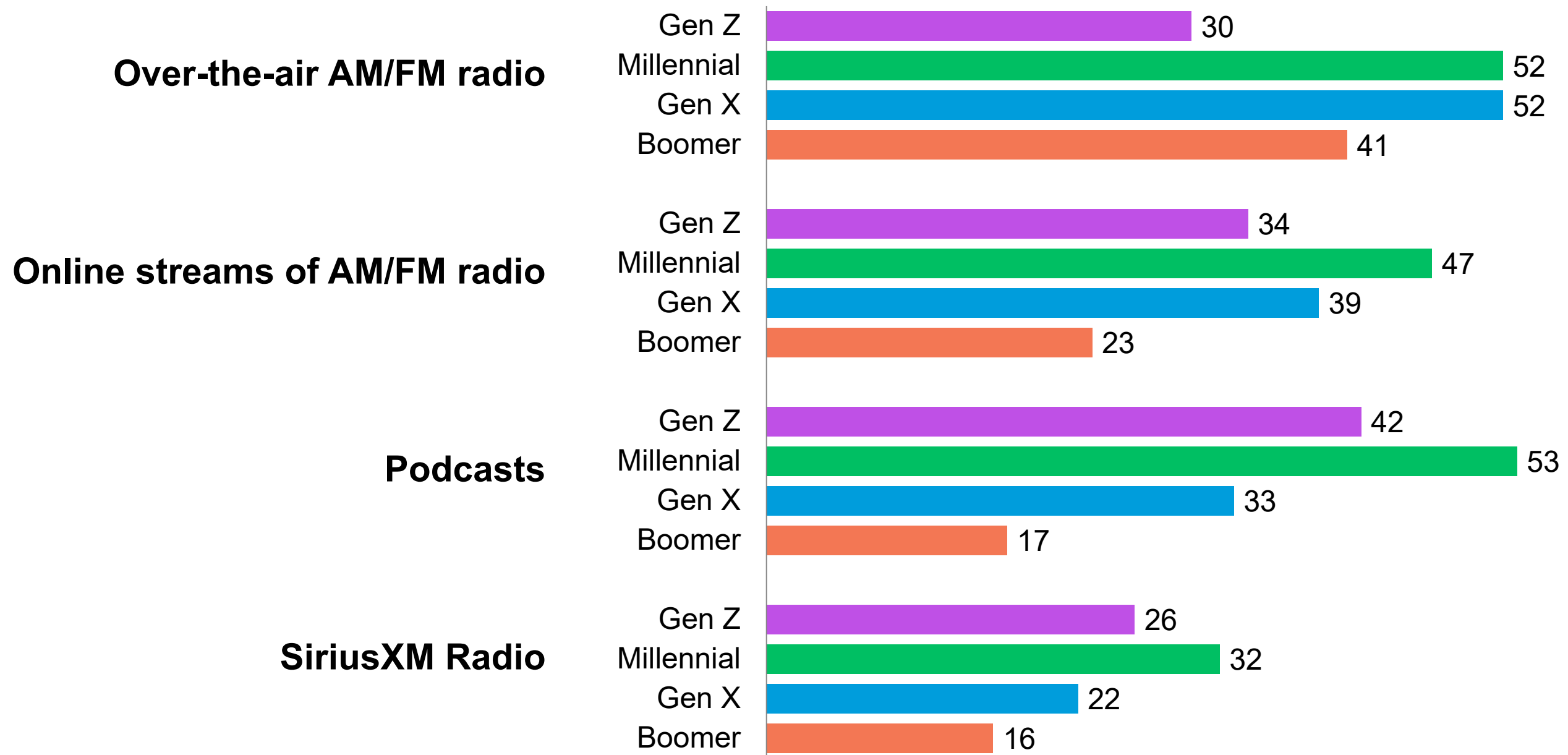


Base: Sports fans



How Different Age Groups Engage With Sports Audio Across Platforms

“In the last year, how often did you listen to sports content through...?”

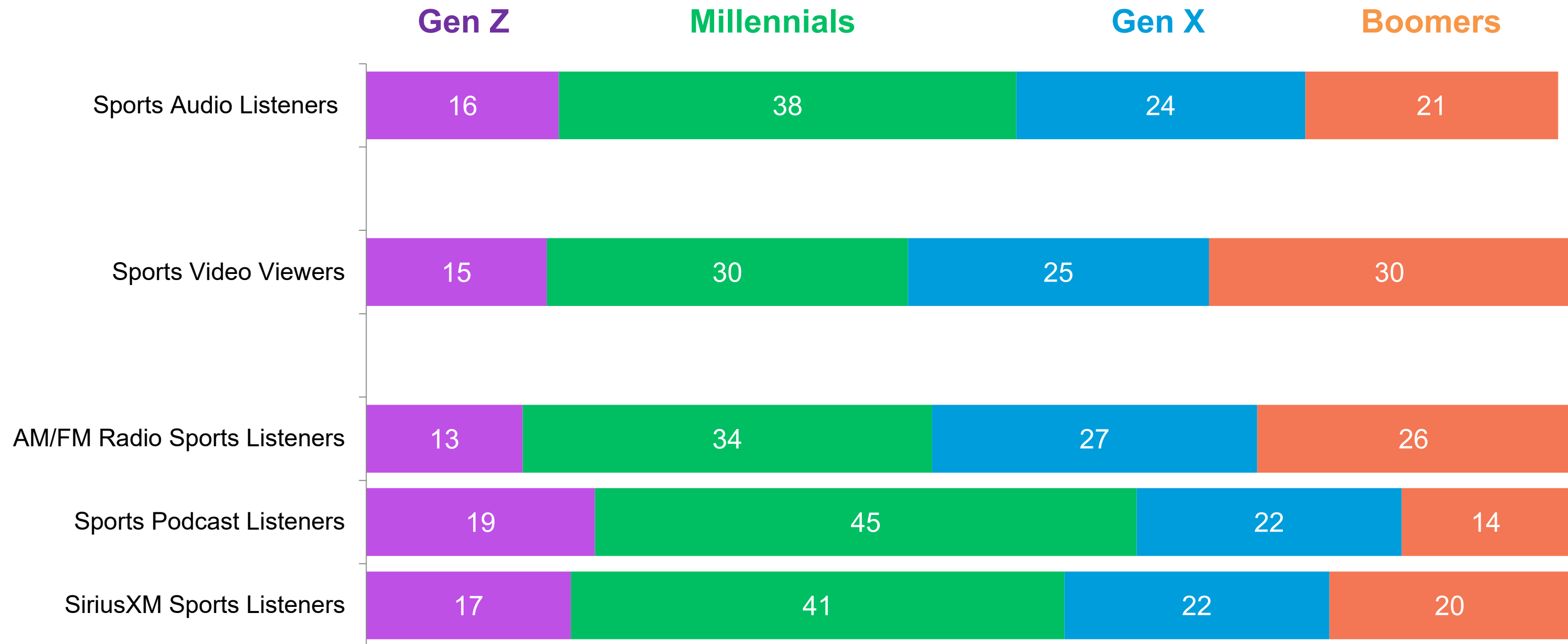


% “frequently” or “occasionally” in last year

Base: Sports Fans



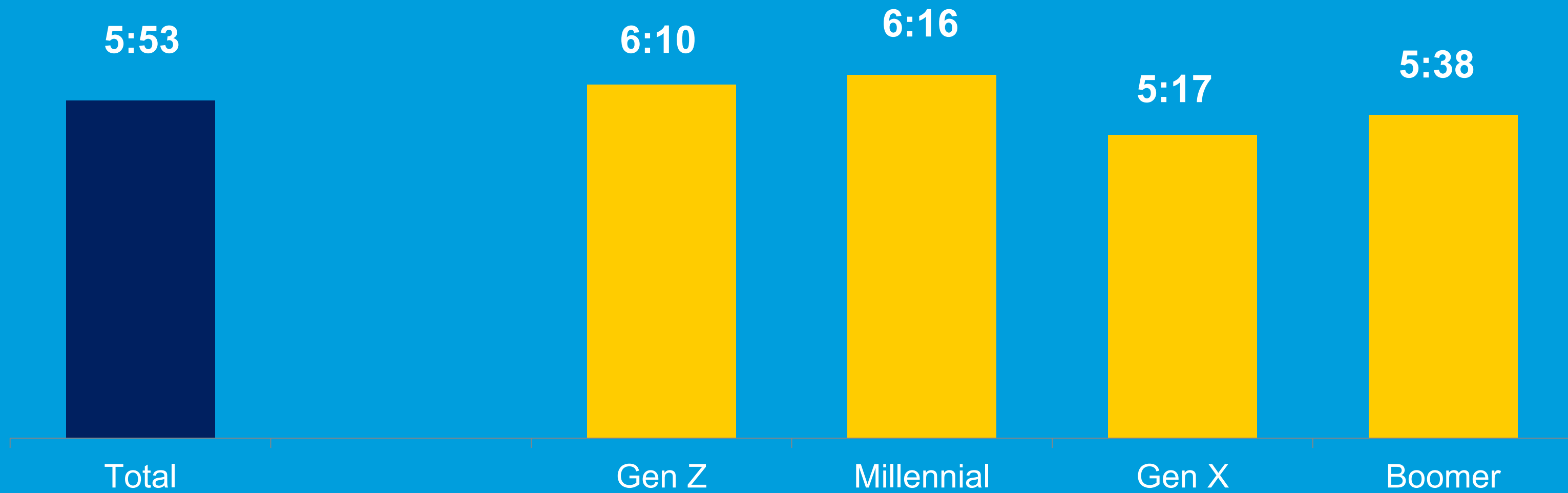
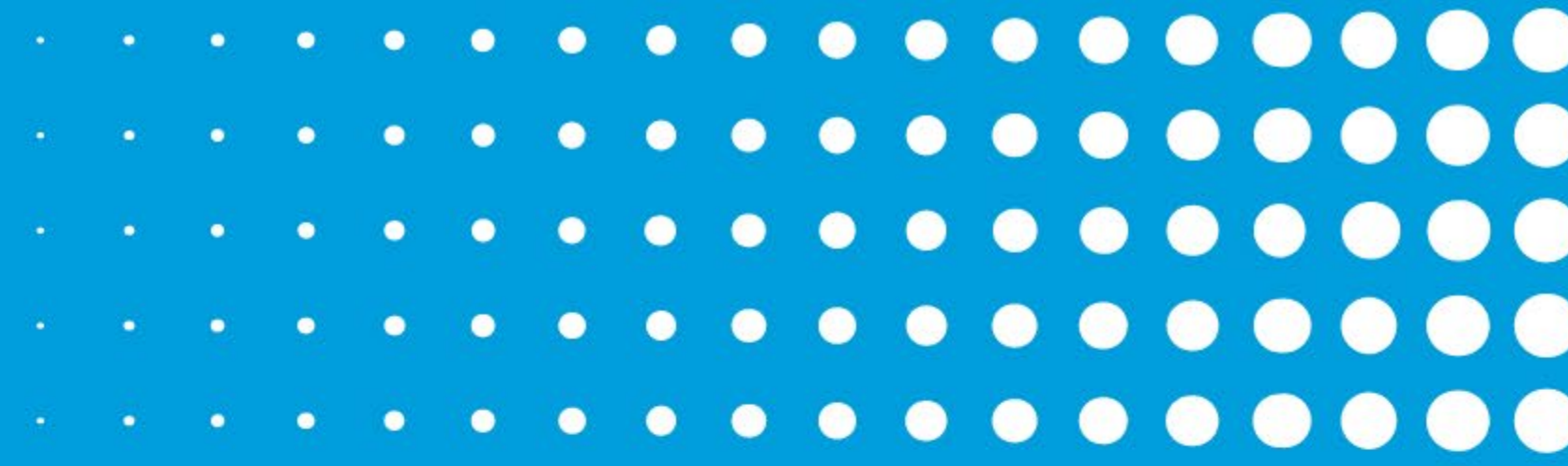
Millennials reign in both video and audio sports consumption



Base: Sports Fans



Average Time Spent Listening to Sports Audio Content in The Last Week By Generation



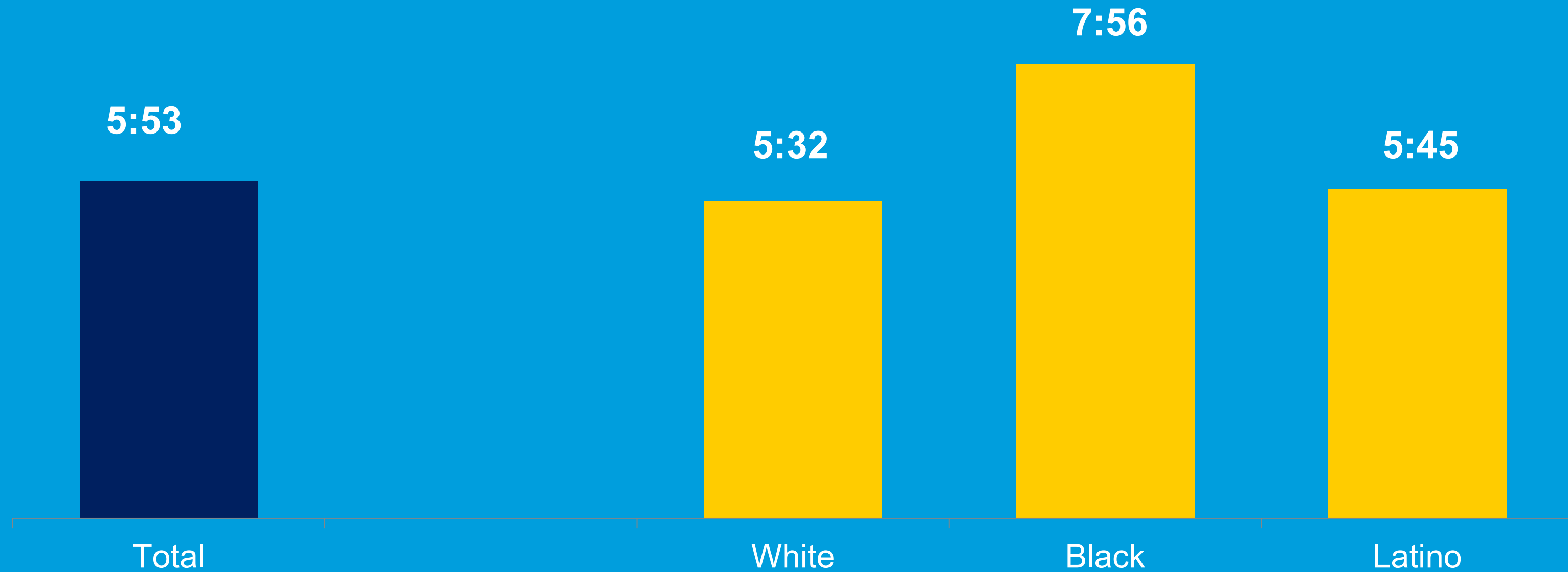
Base: Sports Fans who listen to sports audio content

HH:MM



Average Time Spent Listening to Sports Audio Content in The Last Week

By Ethnicity



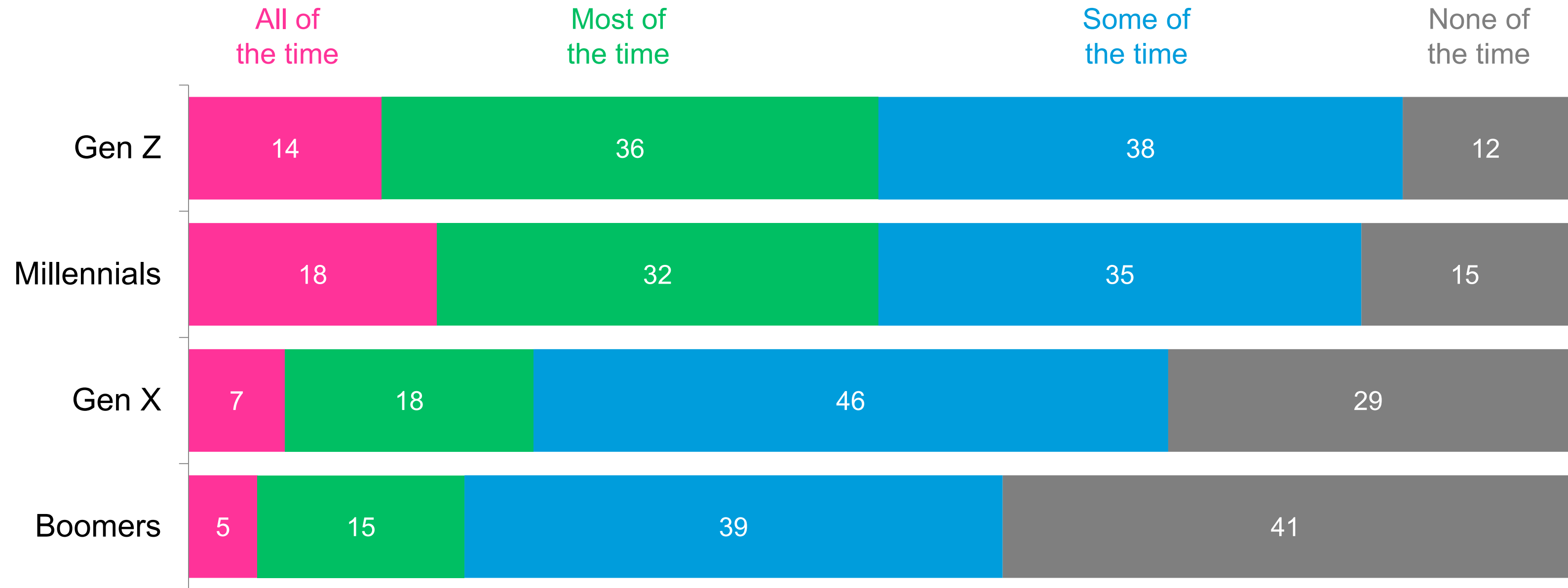
Base: Sports Fans who listen to sports audio content

HH:MM



Millennials and Gen Z are more likely to listen to sports audio content with other people

“Think of all the times you listen to sports content through audio sources. How often do you listen with other people?”

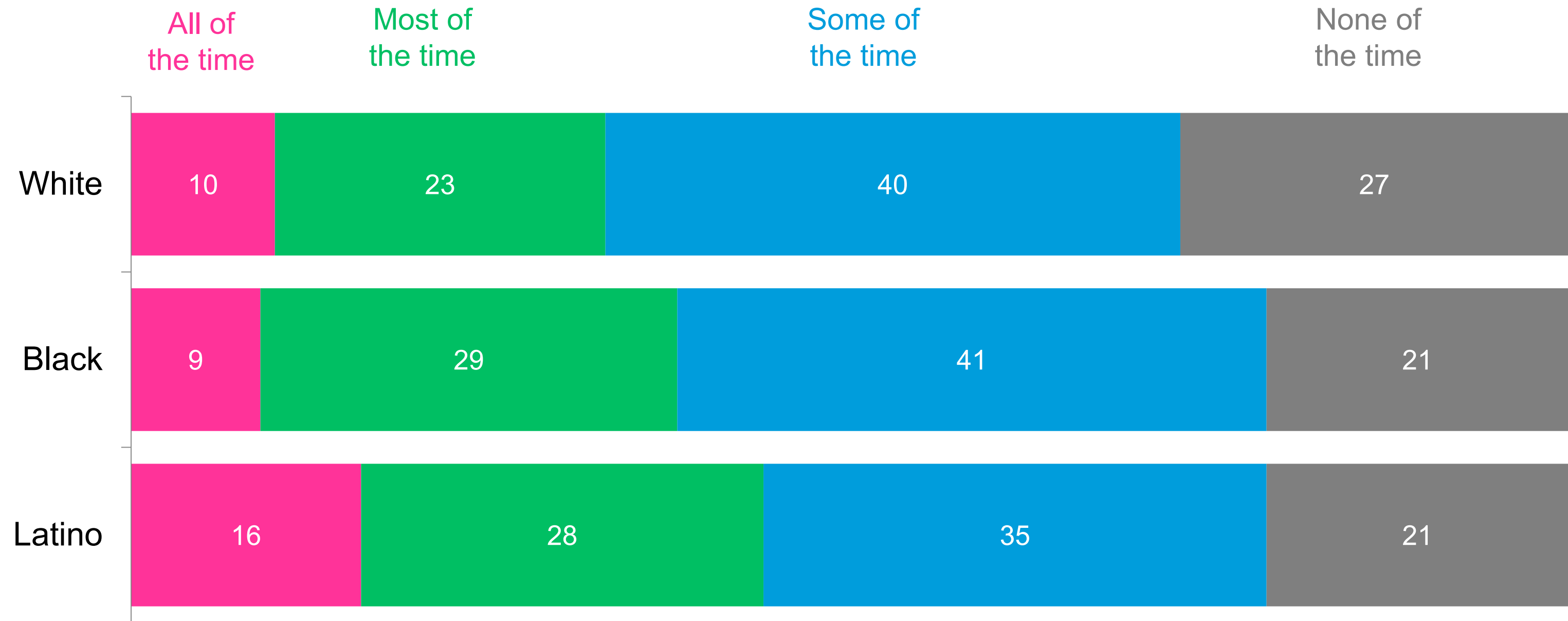


Base: Sports Fans



Black and Latino Sports Fans are more likely to listen to sports audio content with other people

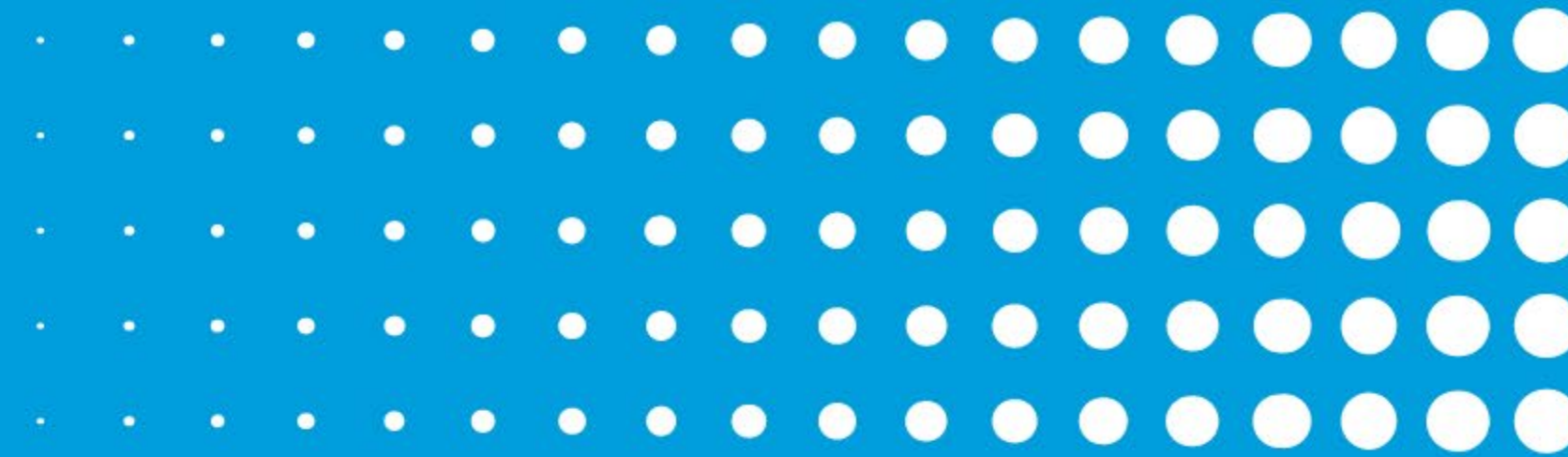
“Think of all the times you listen to sports content through audio sources. How often do you listen with other people?”



Base: Sports Fans



Sports Fans are turning to audio to seek new perspectives in sports topics



“You consume sports audio content to hear unique perspectives on sports topics not covered in other media”

% agree

57%

of Gen Z
Sports Fans

60%

of Millennial
Sports Fans

50%

of Gen X
Sports Fans

34%

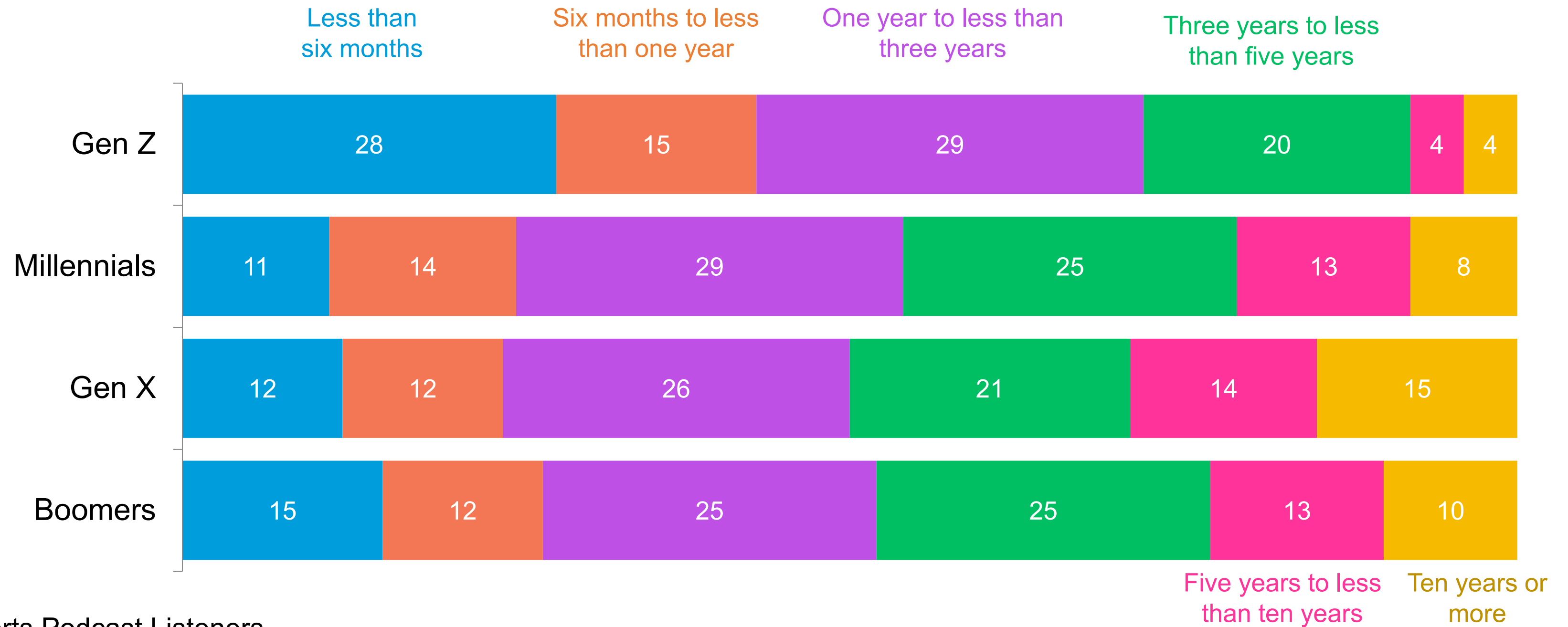
of Boomer
Sports Fans

Base: Sports Fans



Surge in new Gen Z sports podcast listeners

“How long have you been listening to sports podcasts?”



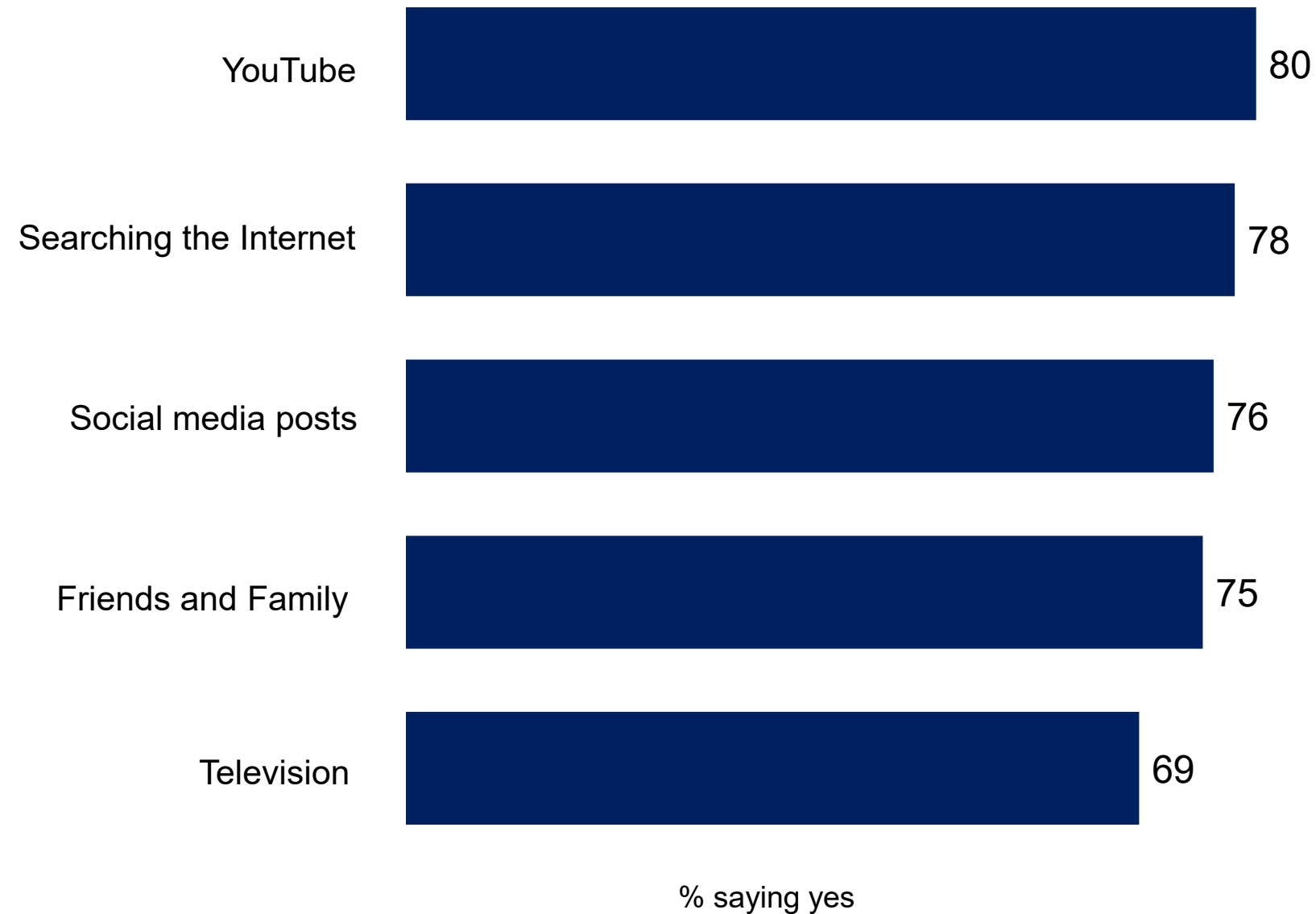
Base: Sports Podcast Listeners



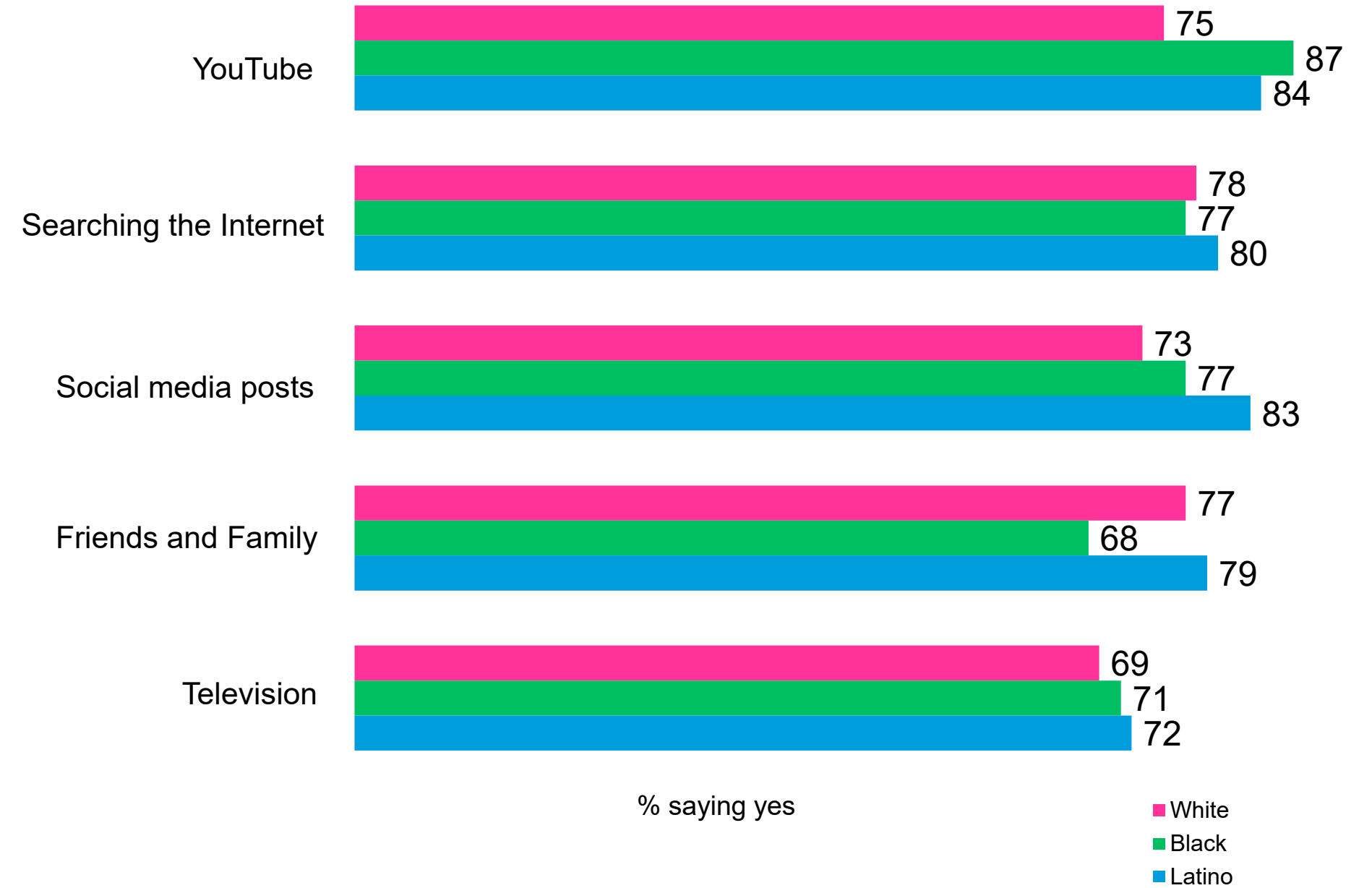
Top five ways sports fans find out about sports podcasts

“Do you currently ever find out about sports podcasts from...?”

All Sports Podcast Listeners



Sports Podcast Listeners by Ethnicity



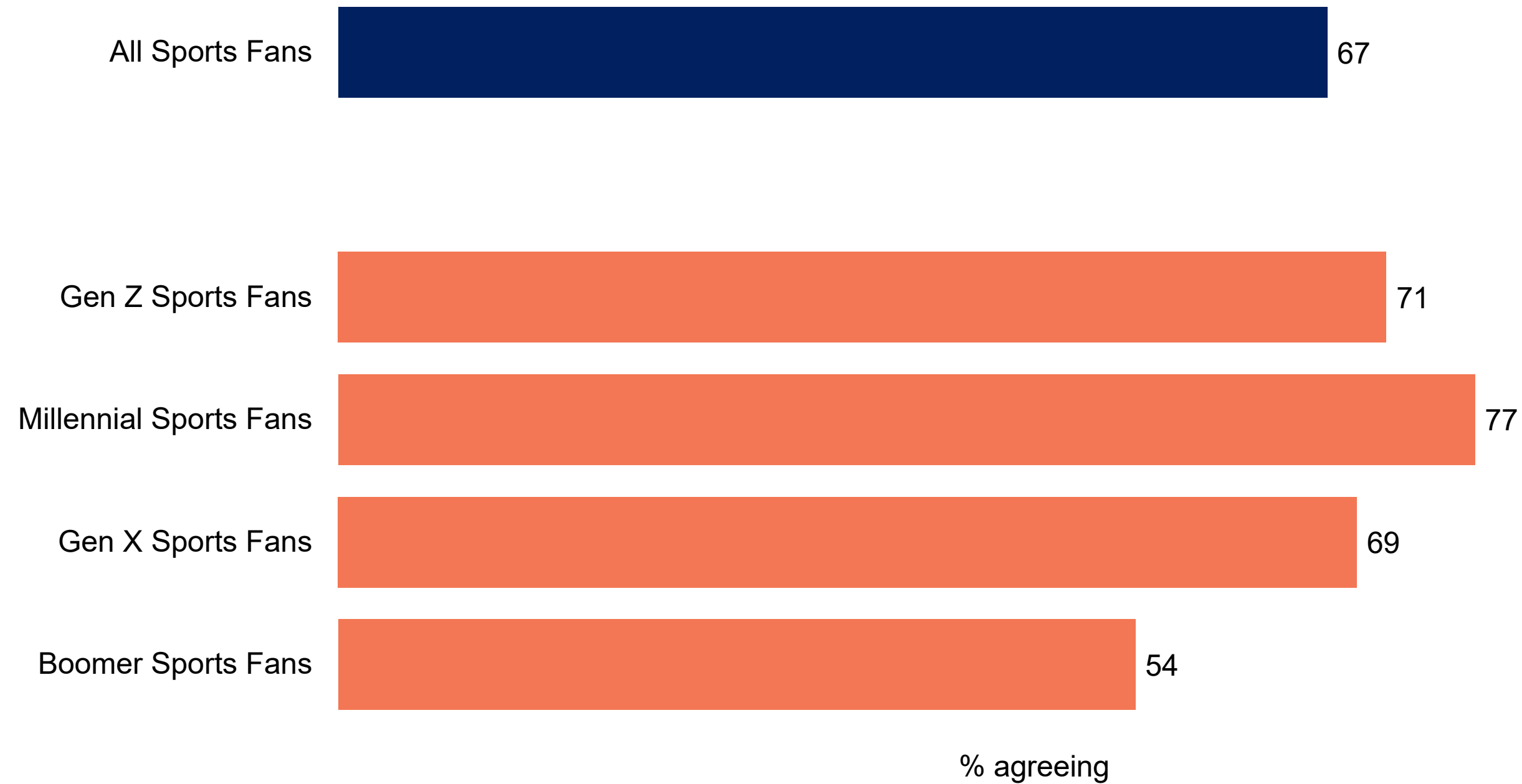
Base: Sports Podcast Listeners

Advertising to Sports Fans



Younger generations like seeing or hearing their favorite athlete in their audio advertisements

Agree/Disagree: "You like seeing or hearing your favorite athlete in advertisements"

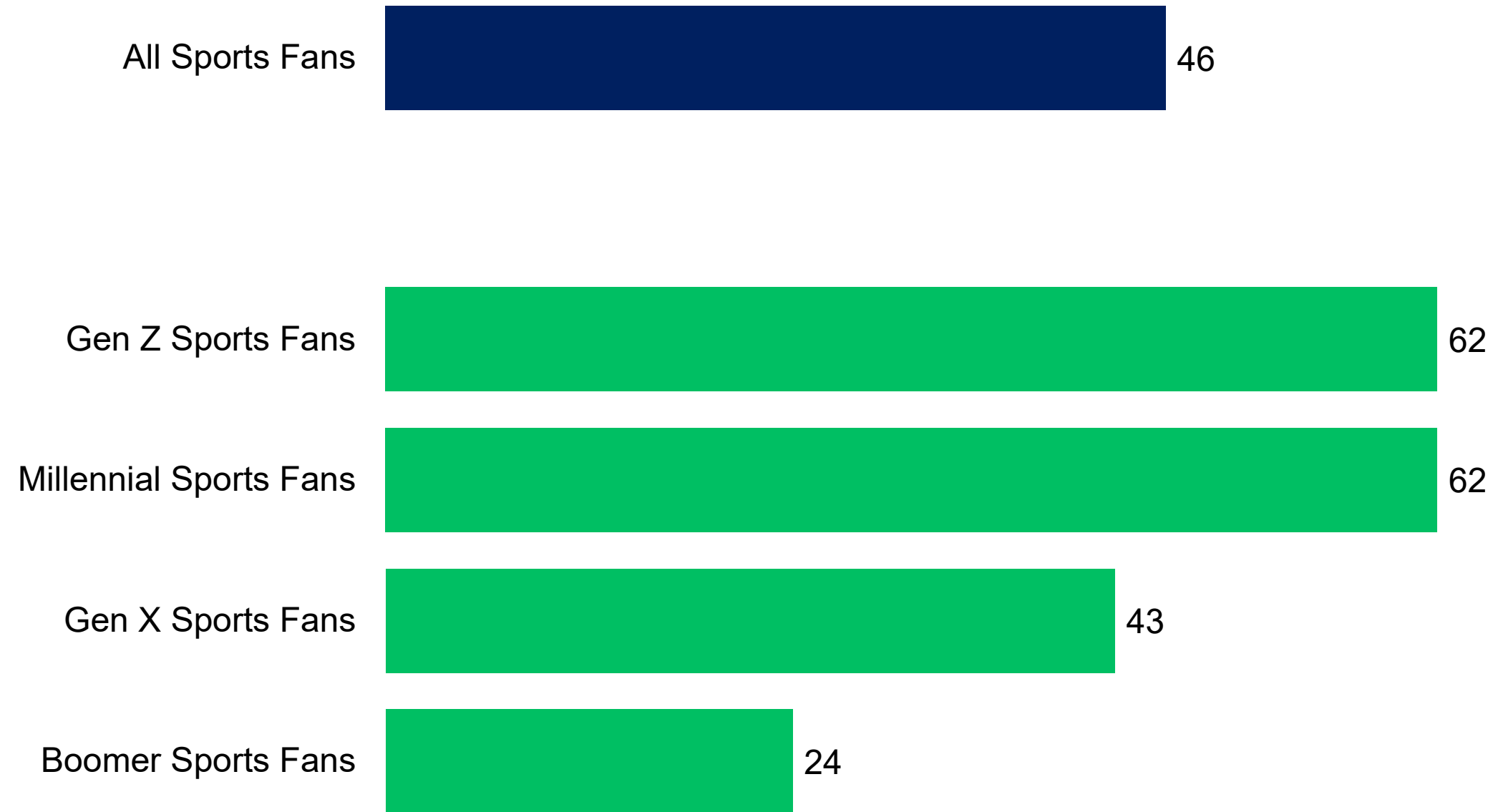


Base: Sports Fans



Younger generations are more likely to buy a product if it is advertised by an athlete they like

Agree/Disagree Statement: "You're more likely to buy a product/service if it is advertised by an athlete you like/follow"



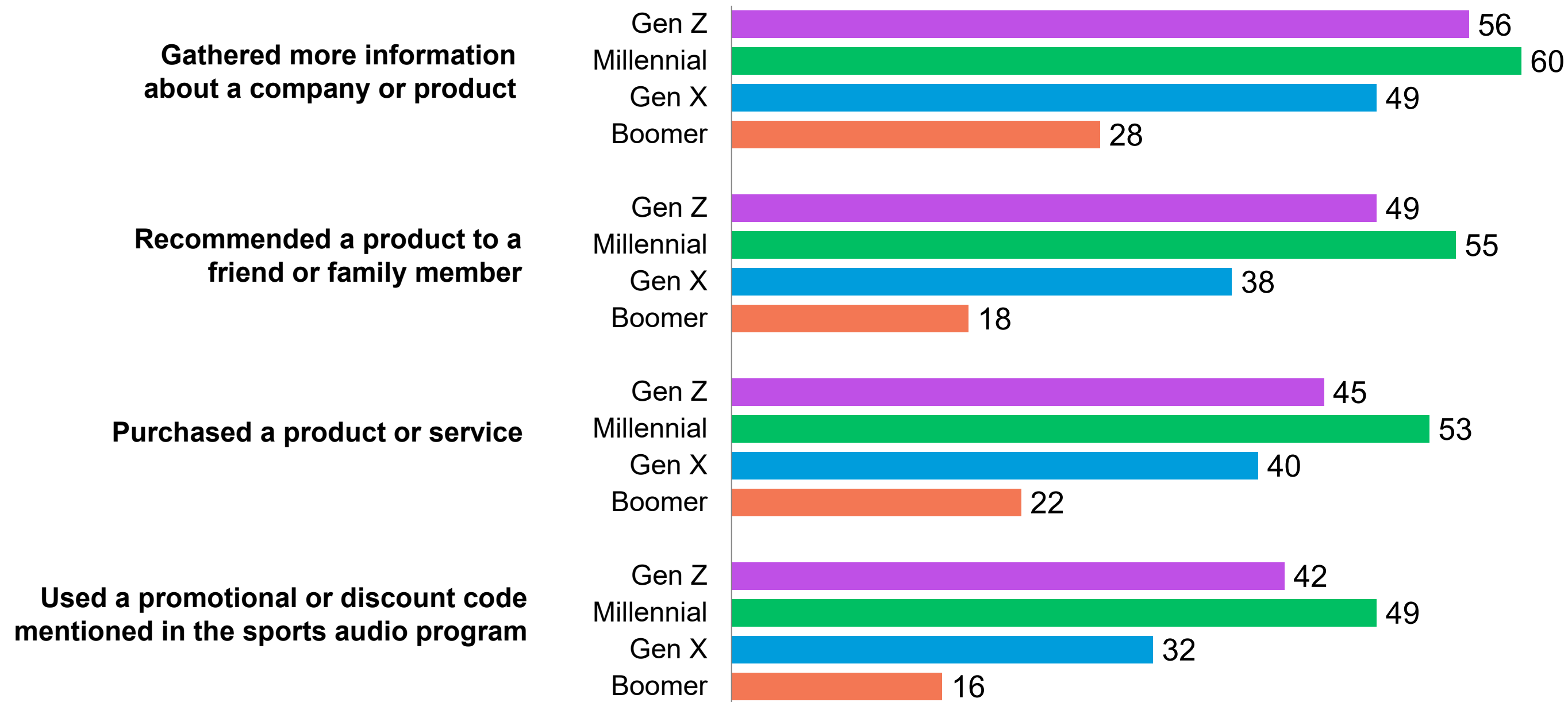
% agreeing

Base: Sports Fans



Younger generations are more likely to engage after hearing advertising on sports audio

“After hearing an advertisement on a sports podcast or sports audio program have you ever...?”



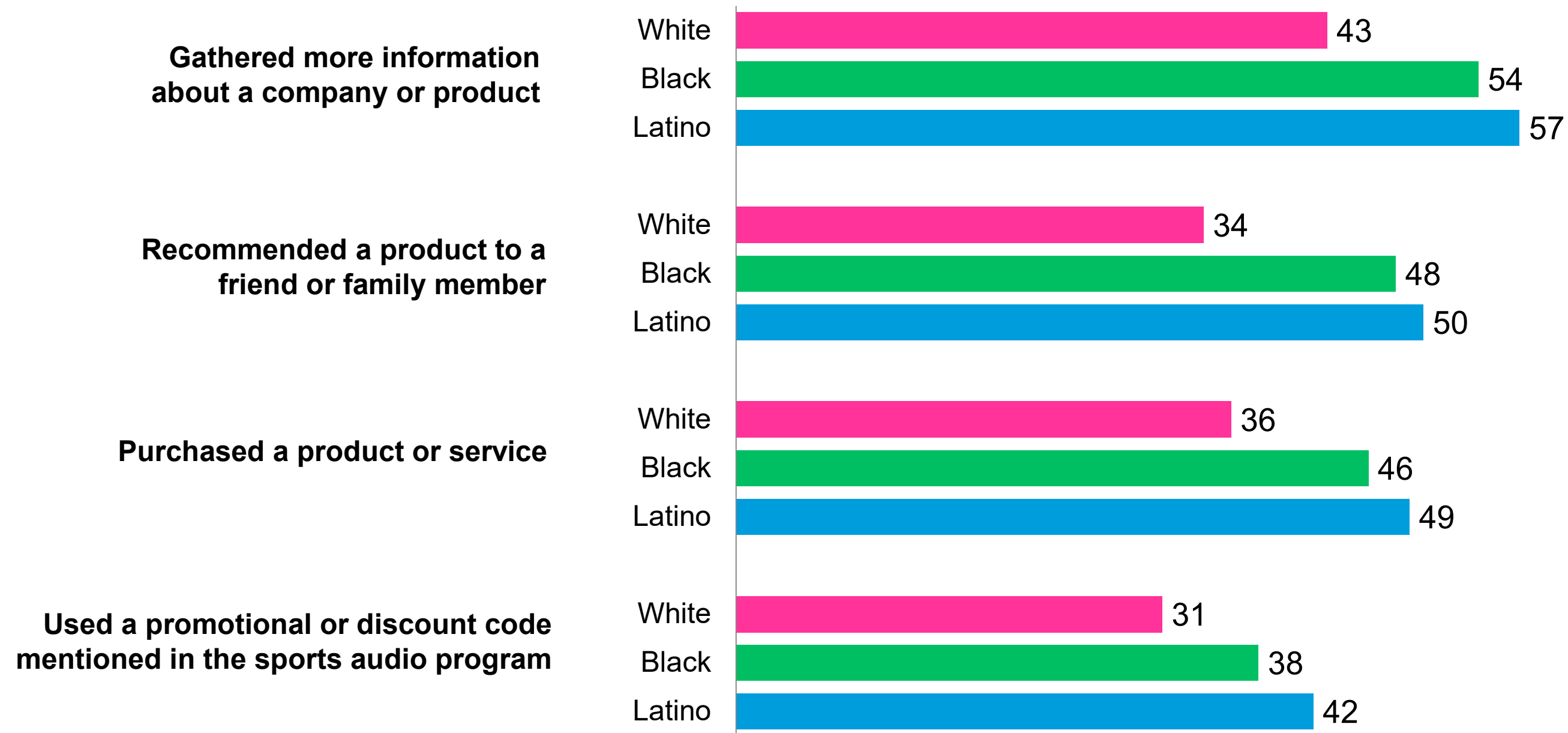
% saying yes

Base: Sports Audio Listeners



Black and Latino communities are more likely to engage after hearing sports audio advertising

“After hearing an advertisement on a sports podcast or sports audio program have you ever...?”



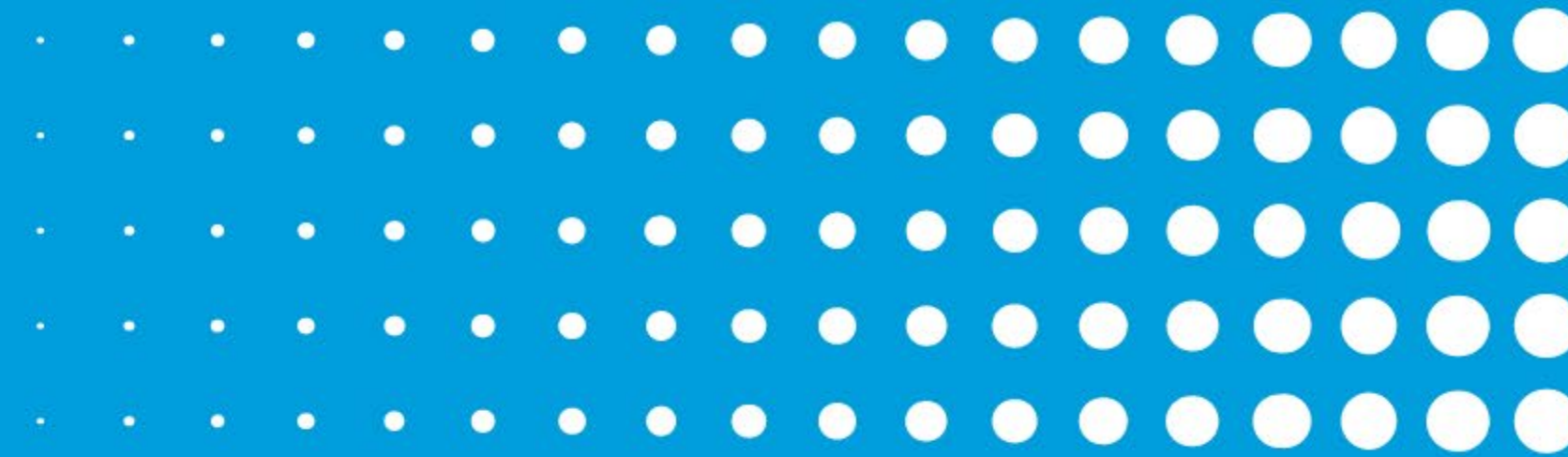
% saying yes

Base: Sports Audio Listeners



Sports fans spend a significant amount of money on sports merchandise

By Generation



Gen Z Sports Fans
spend an average of

Millennial Sports Fans
spend an average of

Gen X Sports Fans
spend an average of

Boomer Sports Fans
spend an average of

\$145

\$282

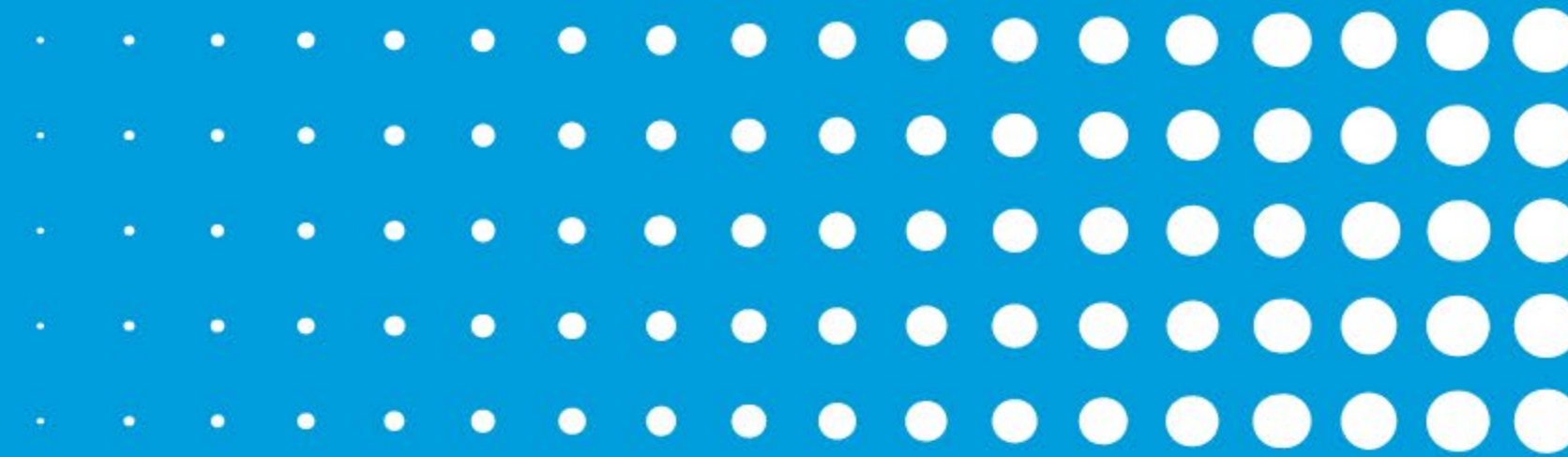
\$177

\$84

on sports/team/athlete memorabilia or merchandise each year

Sports fans spend a significant amount of money on sports merchandise

By Ethnicity



White Sports Fans
spend an average of

\$170

Black Sports Fans
spend an average of

\$156

Latino Sports Fans
spend an average of

\$211

on sports/team/athlete memorabilia or merchandise each year

Takeaways

Younger fans interact more heavily with sports

Multicultural sports fans are extremely engaged with sports audio

Athletes significantly influence purchasing decisions



Sports Audio Report: Demographics at Play

