

Sports Audio Report: Female Fans



Webinar Overview

Sports Fandom among Females

Sports Audio among Female Fans

Advertising to Female Sports Fans



Survey Methodology

3,534 total online interviews

1,502 interviews among females

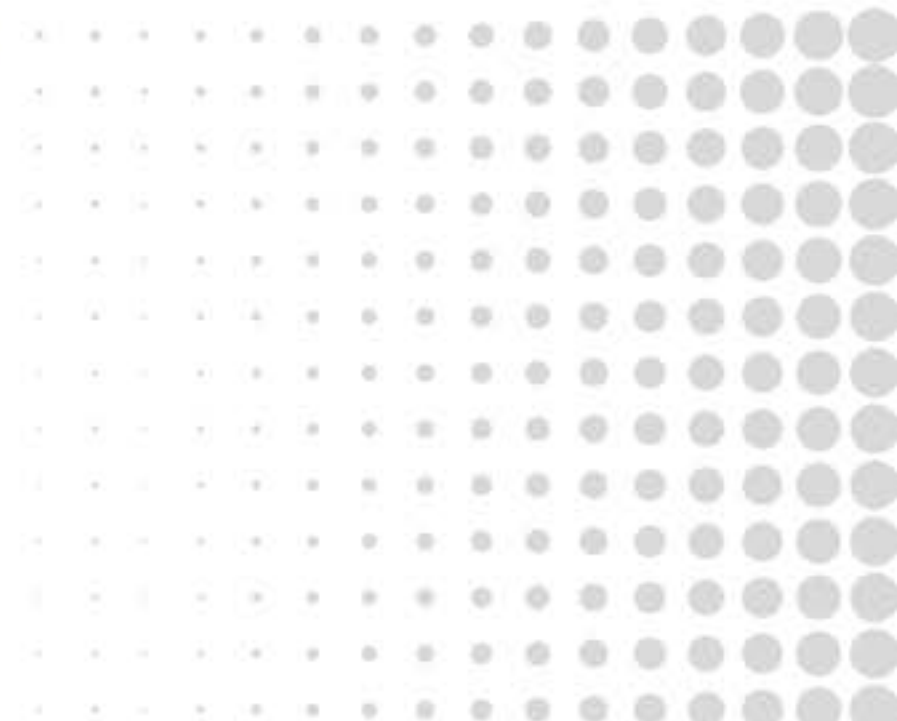
National sample of persons age 13+

Interviews conducted Q4 2023

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”

57% of women 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 Among Females



The majority of females are sports fans

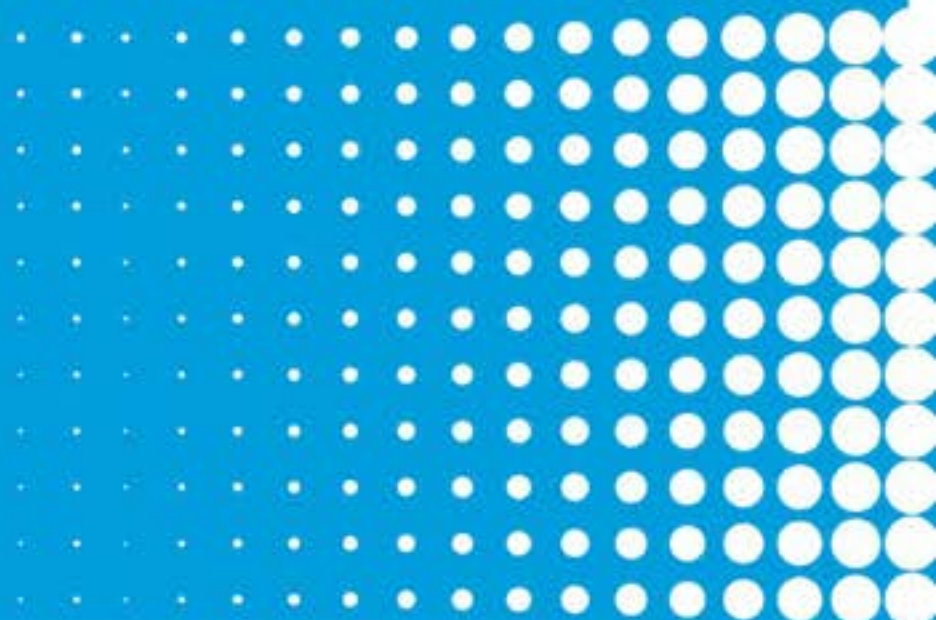


57%

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

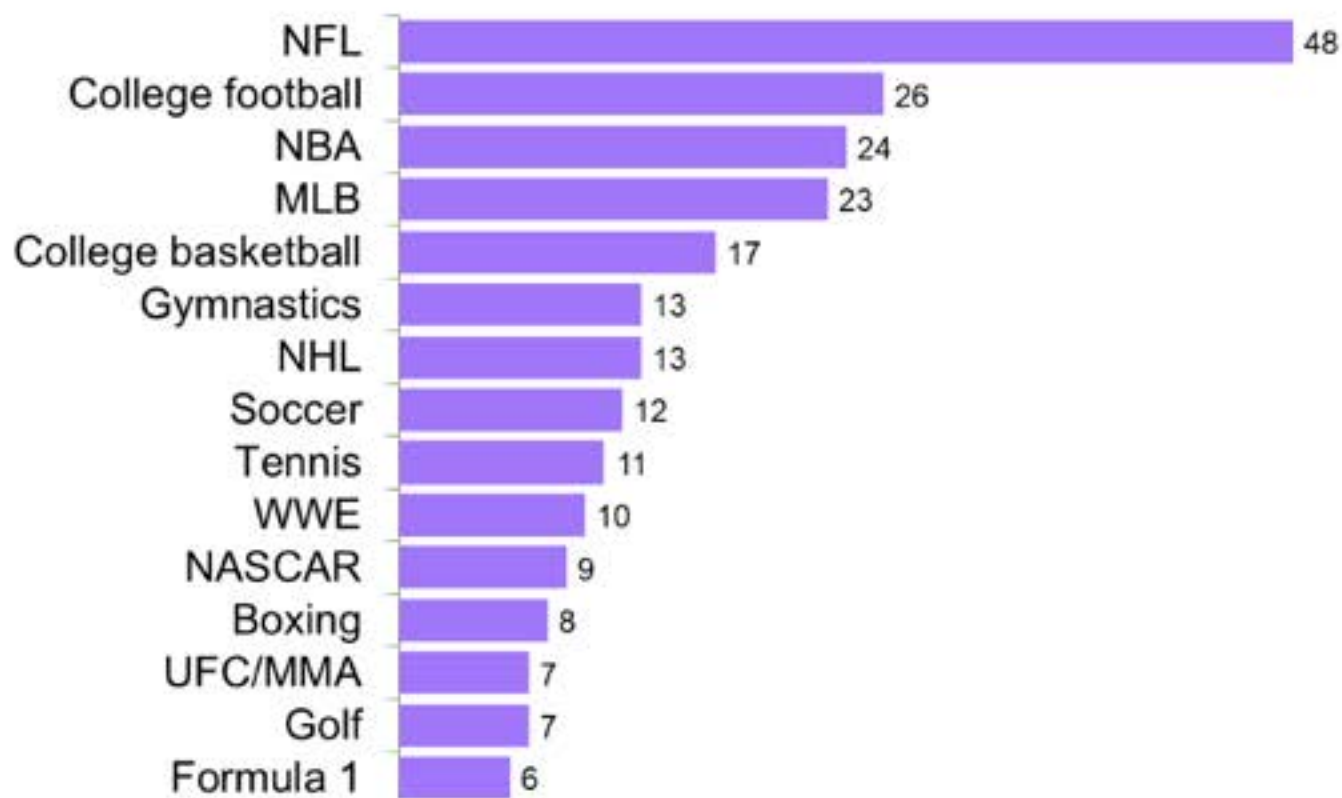
(4 or higher on a 10-point scale, where a 1 is "not a sports fan at all" and a 10 is a "super sports fan")

Estimated 83 million Americans



American football, basketball, baseball, gymnastics, and the NHL are the most-followed sports among female fans

"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: Female Sports Fans

Women foster family unity through their shared love of sports

"Following sports brings your family closer together"

70%

Agree

(Compared to 66% of male sports fans)



Base: Female Sports Fans



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Female fans leverage sports for social connections

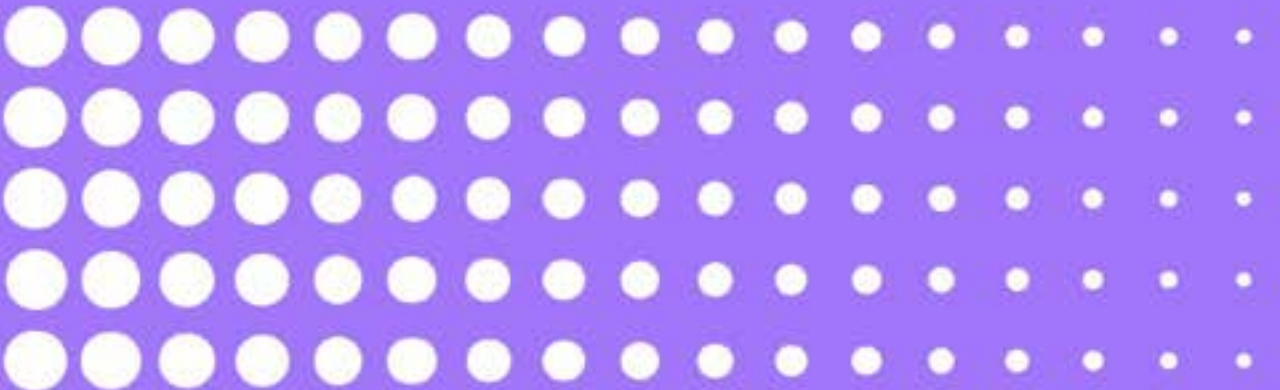


58%

socialize with other people while watching or listening to sports content

38%

use social media while watching or listening to sports content, such as tweeting about the game, sharing stories, etc.



Base: Female Sports Fans



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The majority of Female Sports Fans are loyal to their favorite athletes

"You often continue to follow athletes if they are traded to a new team"

56%

Agree

53%

White Female Sports Fans

56%

Black Female Sports Fans

65%

Latina Sports Fans

Base: Female Sports Fans



Male Sports Fans are more likely to have cried because of the outcome of a sporting event than Female Sports Fans

Male Sports Fans

Female Sports Fans

25%

Say yes, they have cried

20%

Say yes, they have cried



Female Sports Fans are passionate about the sports they follow



Have you ever cried, or came close to crying, because of the outcome of the sporting event you watched or listened to

20%

% saying yes, have cried

When the sports team or athlete you follow loses, it greatly affects your mood

41%

% saying agree

18%

White female Sports fans

19%

Black female Sports fans

27%

Latina Sports Fans

37%

White female Sports fans

50%

Black female Sports fans

42%

Latina Sports Fans

Base: Female Sports Fans



Men and Women rally behind women's sports



32%

of **Male Sports Fans** are following women's sports or athletes more compared to five years ago

26%

of **Female Sports Fans** are following women's sports or athletes more compared to five years ago

Base: Sports Fans

Female Sports Fandom

Casual Spectators

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

Estimated 52 million Americans

Enthusiastic Sports Fans

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

Estimated 20 million Americans

Die-Hard Fans

"10" on a 10-point scale of sports fandom

Estimated 10 million Americans



Base: Female Sports Fans

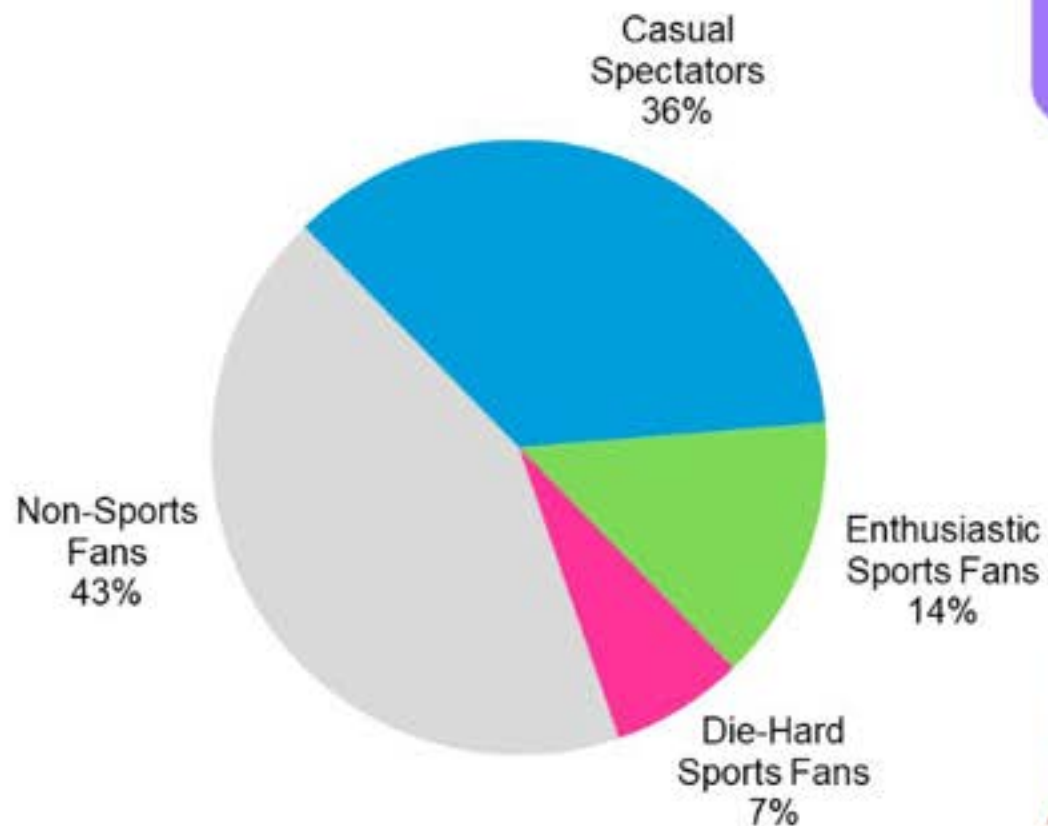


Female Sports Fandom

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



Latinas are more likely to identify as Enthusiastic or Die-Hard sports fans

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

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



36%

White Female
Sports Fans

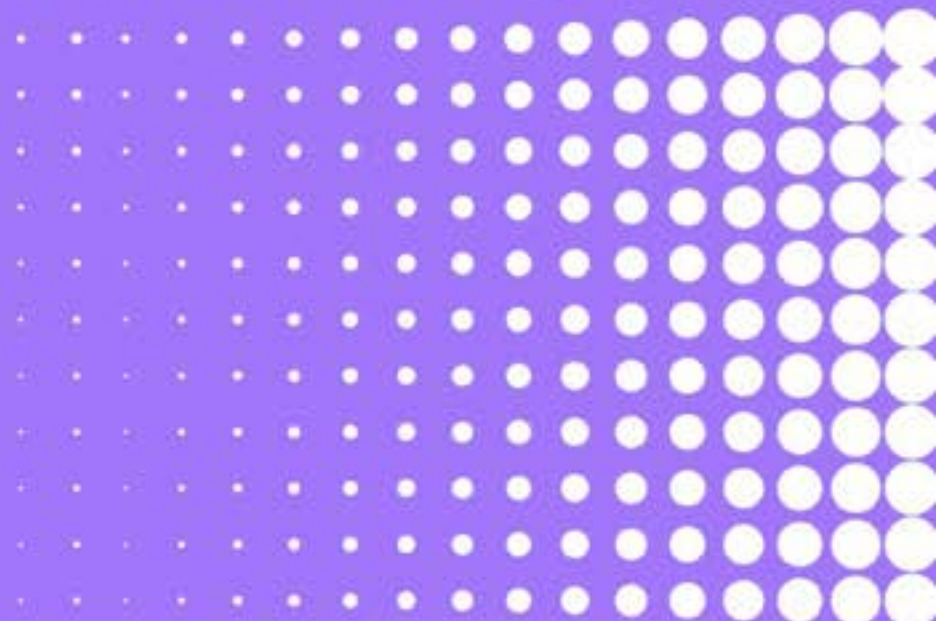
38%

Black Female
Sports Fans

43%

Latina
Sports Fans

% enthusiastic or die-hard



Base: Female Sports Fans

Sports Audio Among Female Fans



Sports audio plays an integral role in Female Sports fandom

57%

of Female Sports Fans “frequently” or “occasionally” listened to sports audio content in the last year

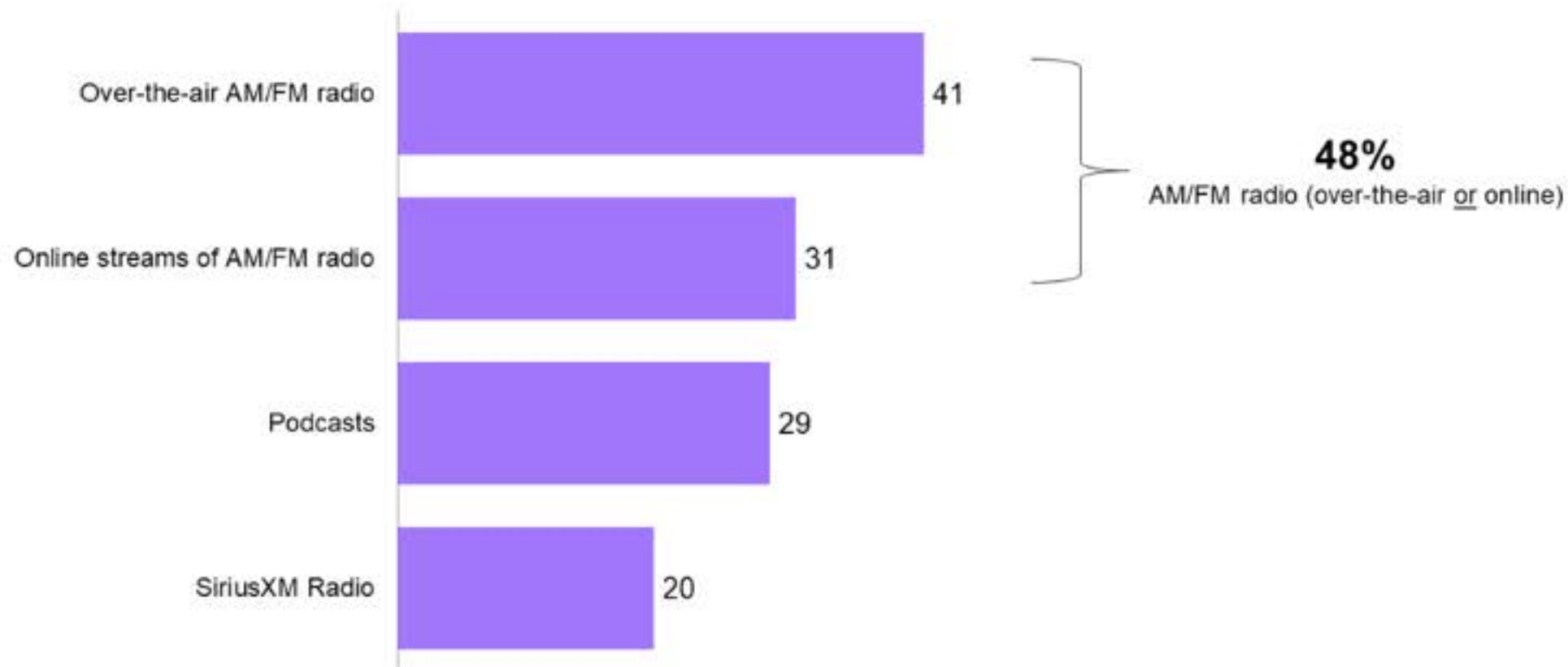
(84% watched sports content in the last year through broadcast TV or streaming video services)

Base: Female Sports Fans



Three major platforms make up the ad-supported sports audio landscape

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

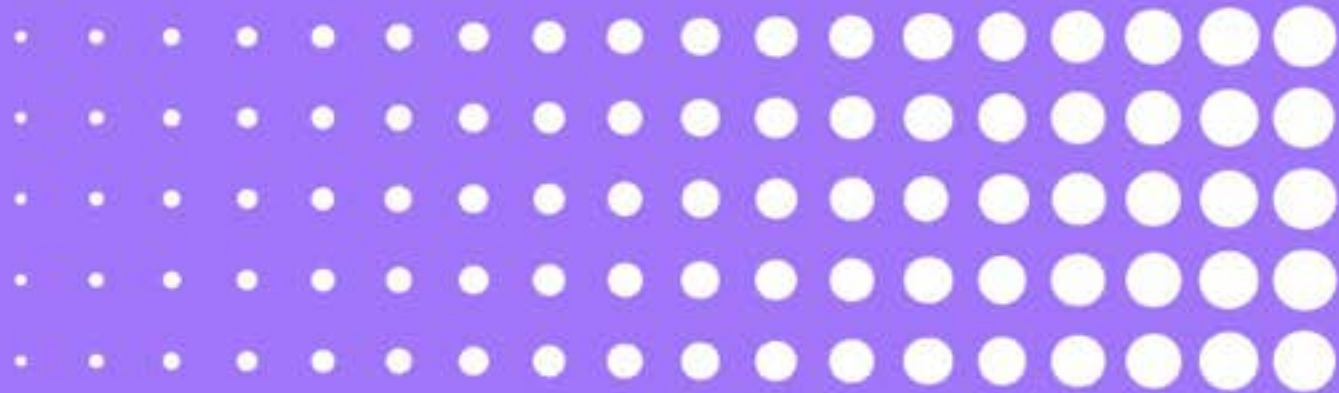


Base: Female Sports Fans

% "frequently" or "occasionally" in last year



Female fans devote significant time to sports audio content

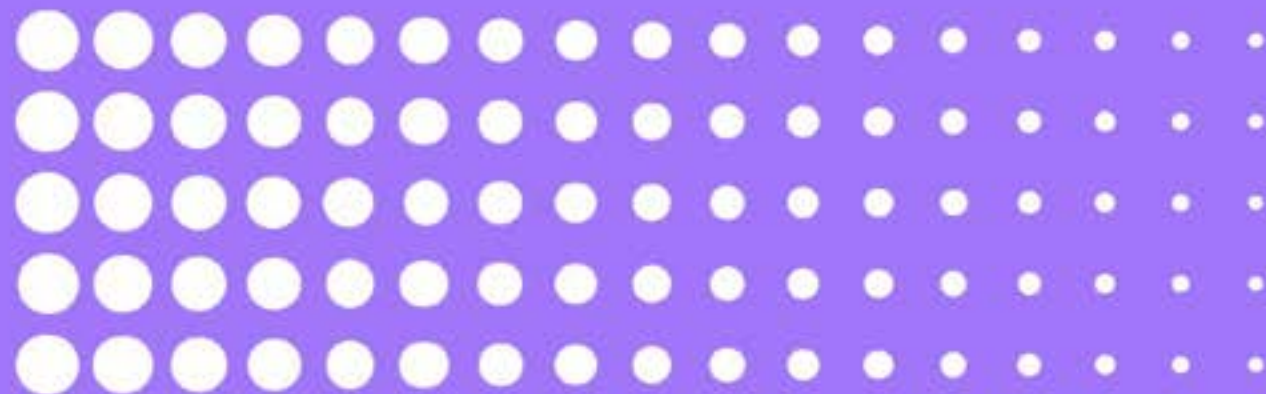


33%

of **Female Sports Fans** listened to sports audio content in the last week

37%

of weekly **Female Sports Audio Listeners** spent 5+ hours listening to sports audio in the last week

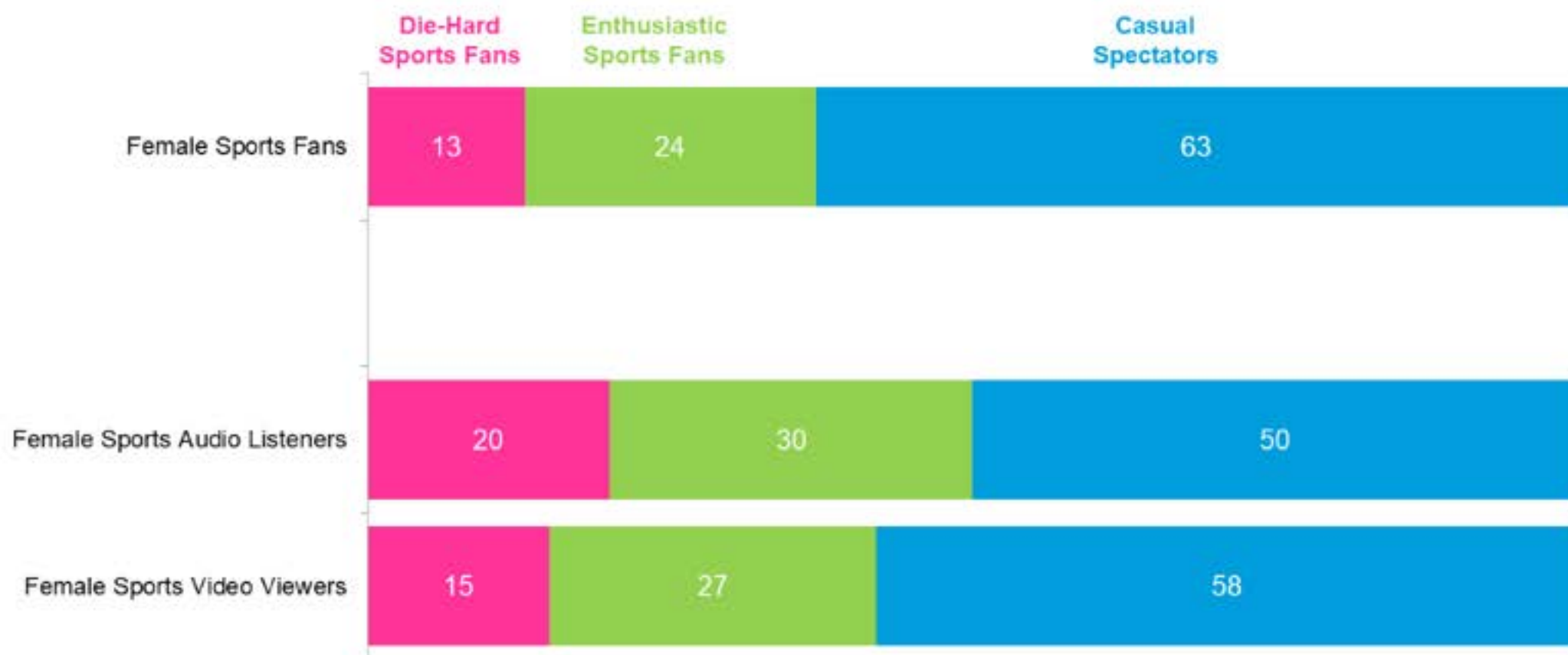


Female Sports Audio Listeners are passionate about sports

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



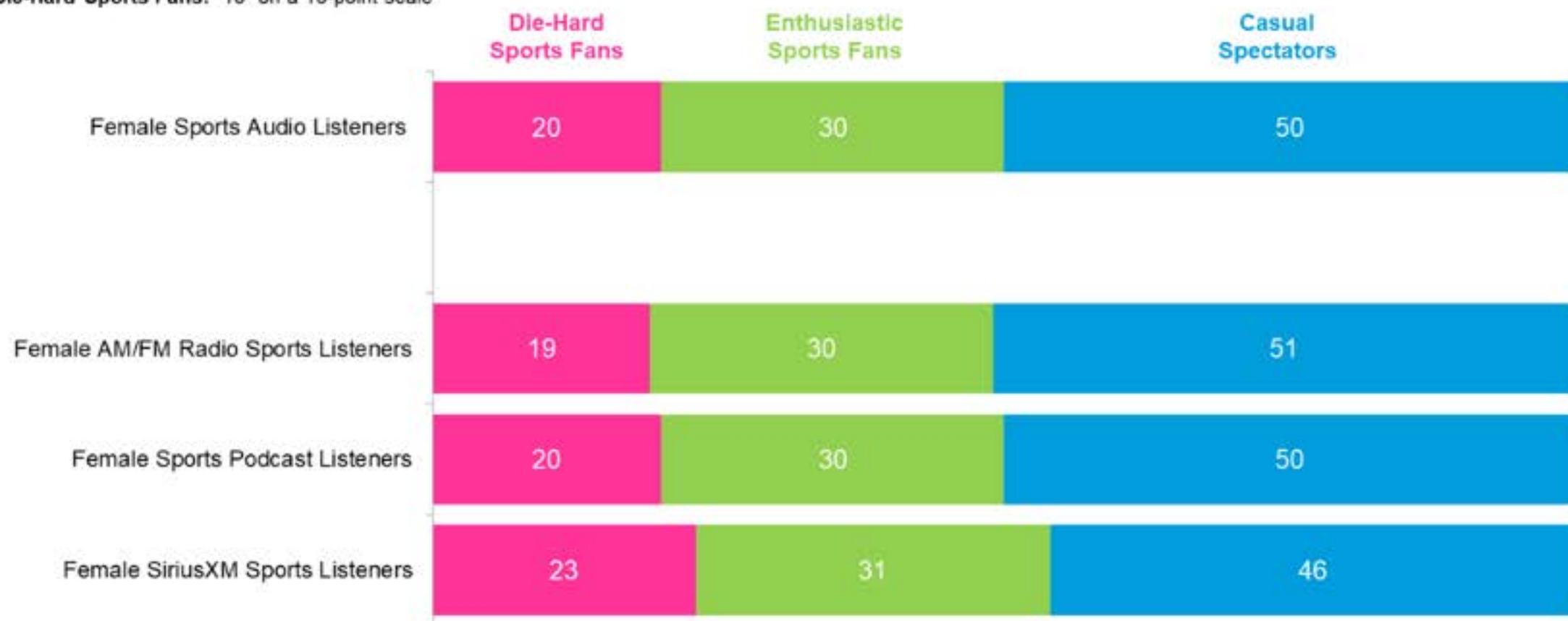
Base: Female Sports Fans

Females Fans who listen to sports on SiriusXM Radio are more likely to be Die-Hard Sports Fans

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



Base: Female Sports Fans



Female Sports Audio Listeners use sports audio to feel more connected with others

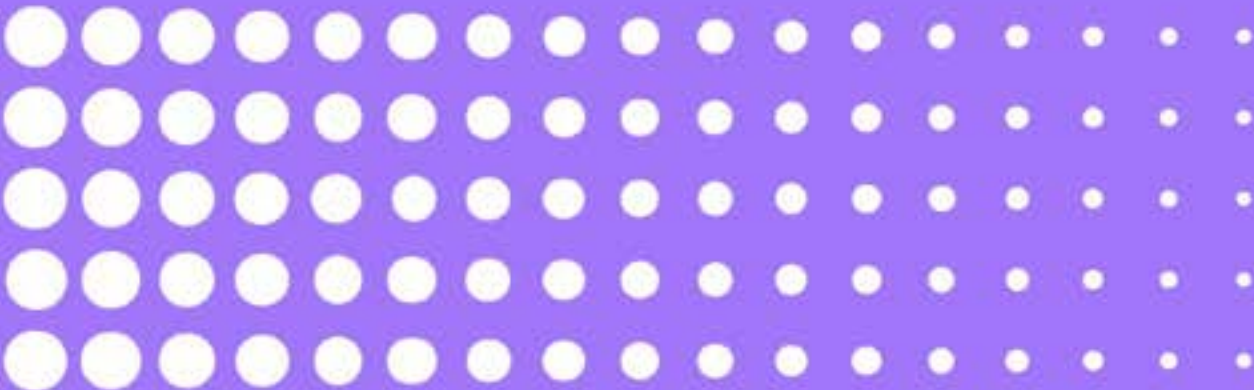


67%

of Female Sports Audio Listeners
consume sports audio to
stay connected to their team/sport

43%

of Female Sports Audio Listeners consume
sports audio to feel more connected with
friends, family, and colleagues



Base: Female Sports Fans



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Female Sports Audio Listeners are more likely to listen to sports audio with others than Male Sports Audio Listeners



Male Sports Audio Listeners

73%

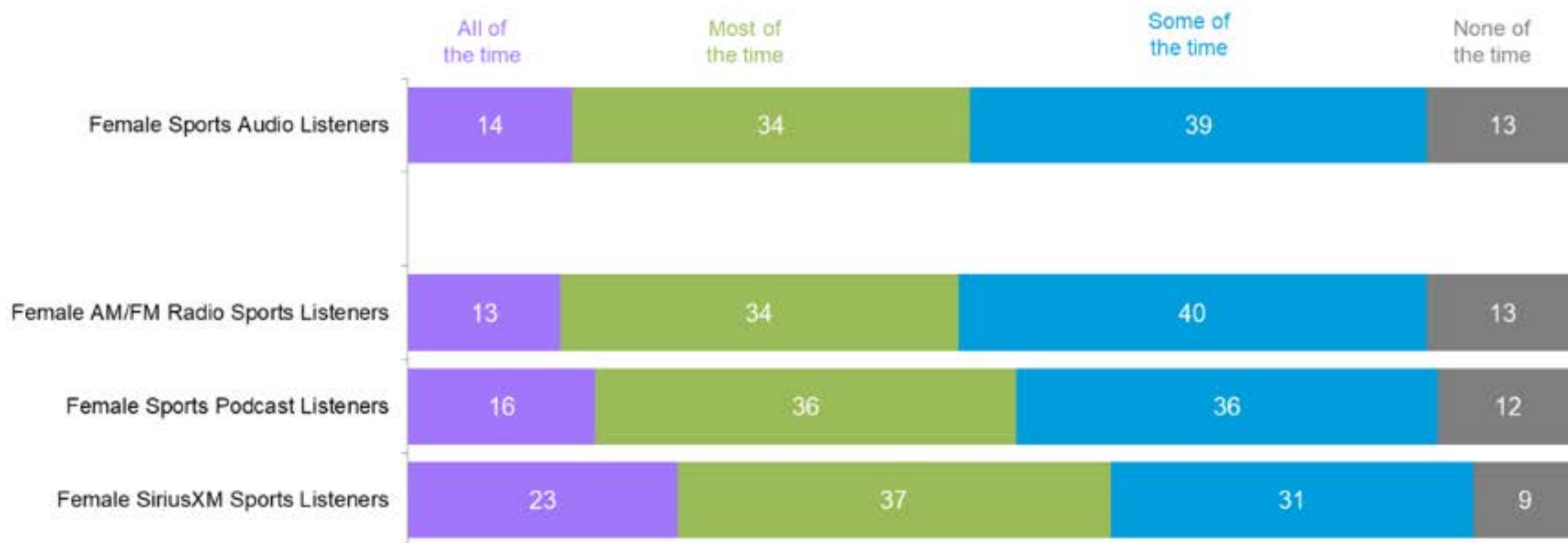
Female Sports Audio Listeners

80%

% ever listen to sports audio with other people

Female Sports Audio Listeners are often listening 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: Female Sports Fans



On average, Americans 13+ spend

4 hours 11 minutes

per day listening to audio

On average, **Female Sports Listeners** spend

6 hours 36 minutes

per day listening to audio



Edison Research Share of Ear © Q2 2024

Share of Time Spent Listening to Sports

Female Sports Listeners 13+

AM/FM Radio includes over the air and radio streams



Edison Research Share of Ear © Q2 2024



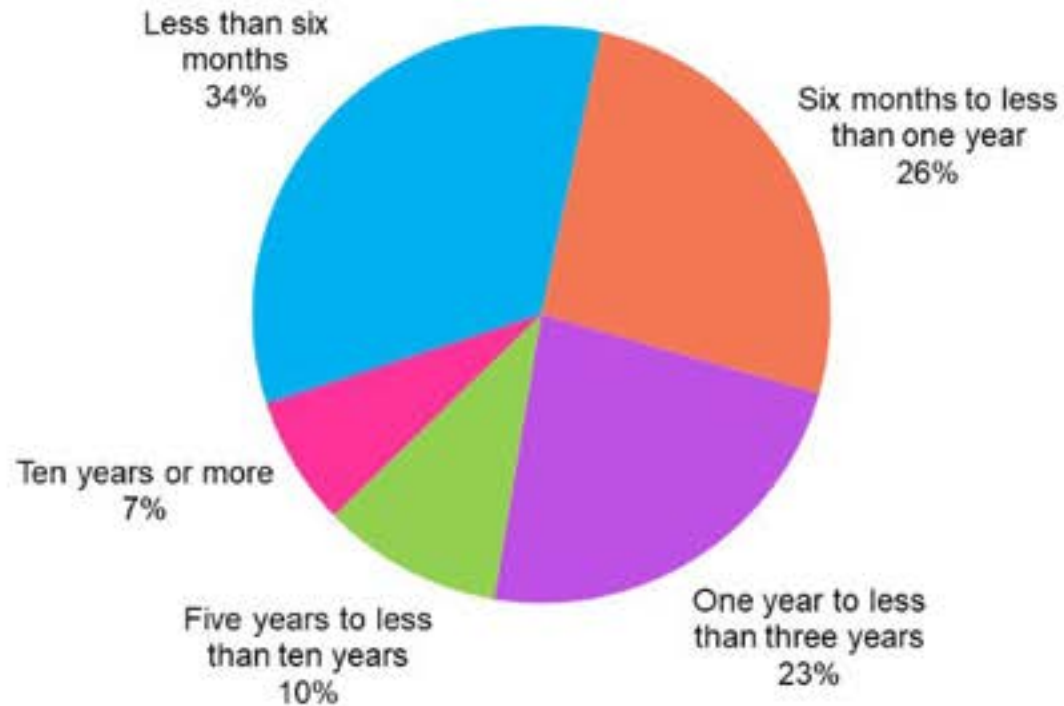
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Sports Audio Report: Female Fans

Surge in new female sports podcast listeners

"How long have you been listening to sports podcasts?"



Female Sports Podcast Listeners care about who hosts sports podcasts



20%

of Female Sports Podcast Listeners said the host was the most important reason for the first sports podcast they listened to



54%

of Female Sports Podcast Listeners have ever followed a host of a sports podcast on social media

Base: Female Sports Fans

DEC 2023



“NEW HEIGHTS” REACHES NEW HEIGHTS

After Travis Kelce’s romance with Taylor Swift became public, New Heights with Jason and Travis Kelce has experienced a

4^{1/2}x INCREASE

in weekly reach among podcast listeners age 13 and older



AUDIENCE DEMOGRAPHICS

BEFORE TAYLOR

Women
32%



Men
68%

AFTER TAYLOR

Women
50%



Men
50%

About Edison Podcast Metrics: Reach is based upon 8,300+ online interviews with weekly podcast consumers in the United States ages 13 and older. Interviews were conducted in English and Spanish from July 2023 through November 2023. All respondents reported listening to podcasts in the last week. For more information contact info@edisonresearch.com.



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Sports Audio Report: Female Fans

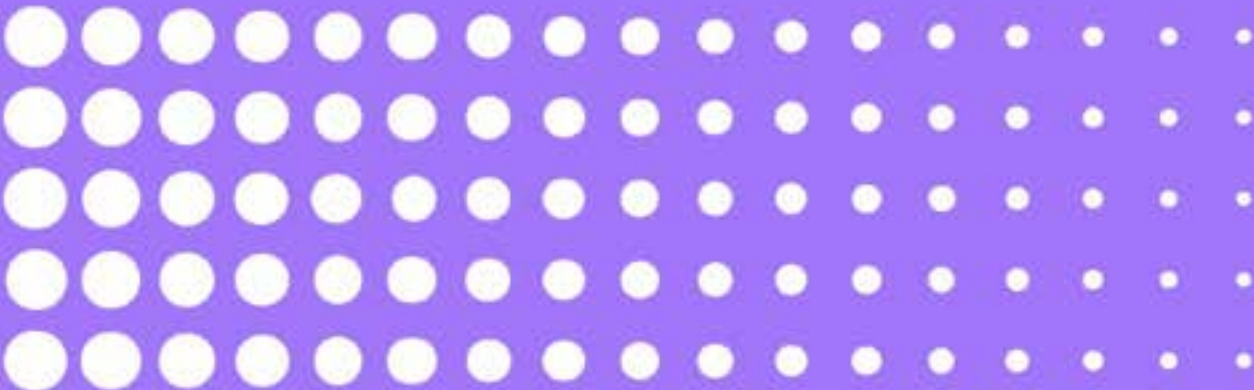
To unlock new opportunities, offer Female Sports Audio Listeners a wider variety of sports content



35%

of Female Sports Audio Listeners agree that
"there aren't enough sports audio
programs that give different perspectives"

34%



of Female Sports Audio Listeners agree that
"there aren't enough audio programs that
cover the sports they like/follow"

Base: Female Sports Fans

Female Sports Audio Listeners are turning to podcasts to seek new perspectives in sports audio

"Do you consume sports audio to hear unique perspectives on sports topics not covered in other media?"



Female Sports Audio Listeners

59%

% saying yes

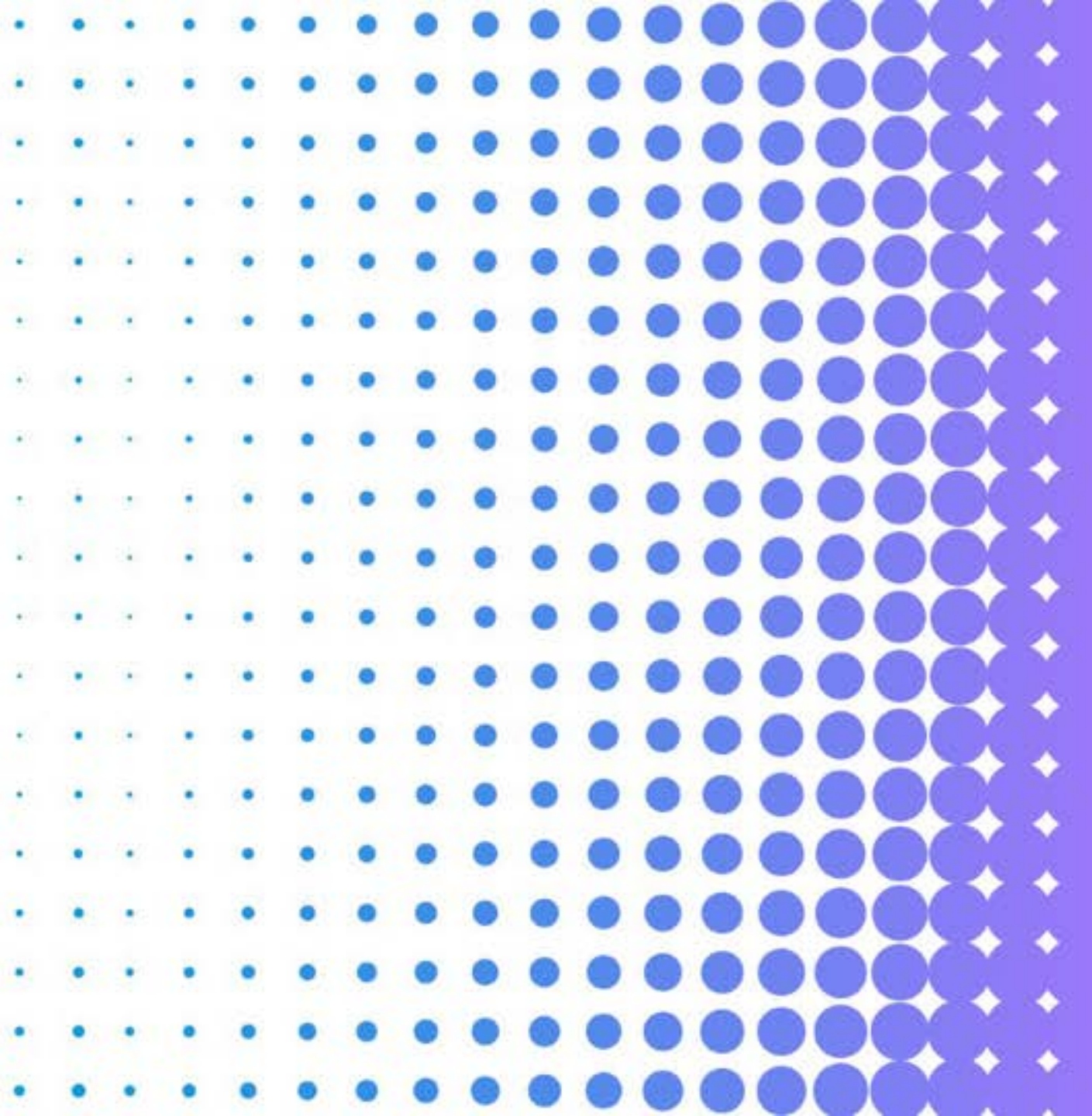
Female Sports Podcast Listeners

67%

% saying yes

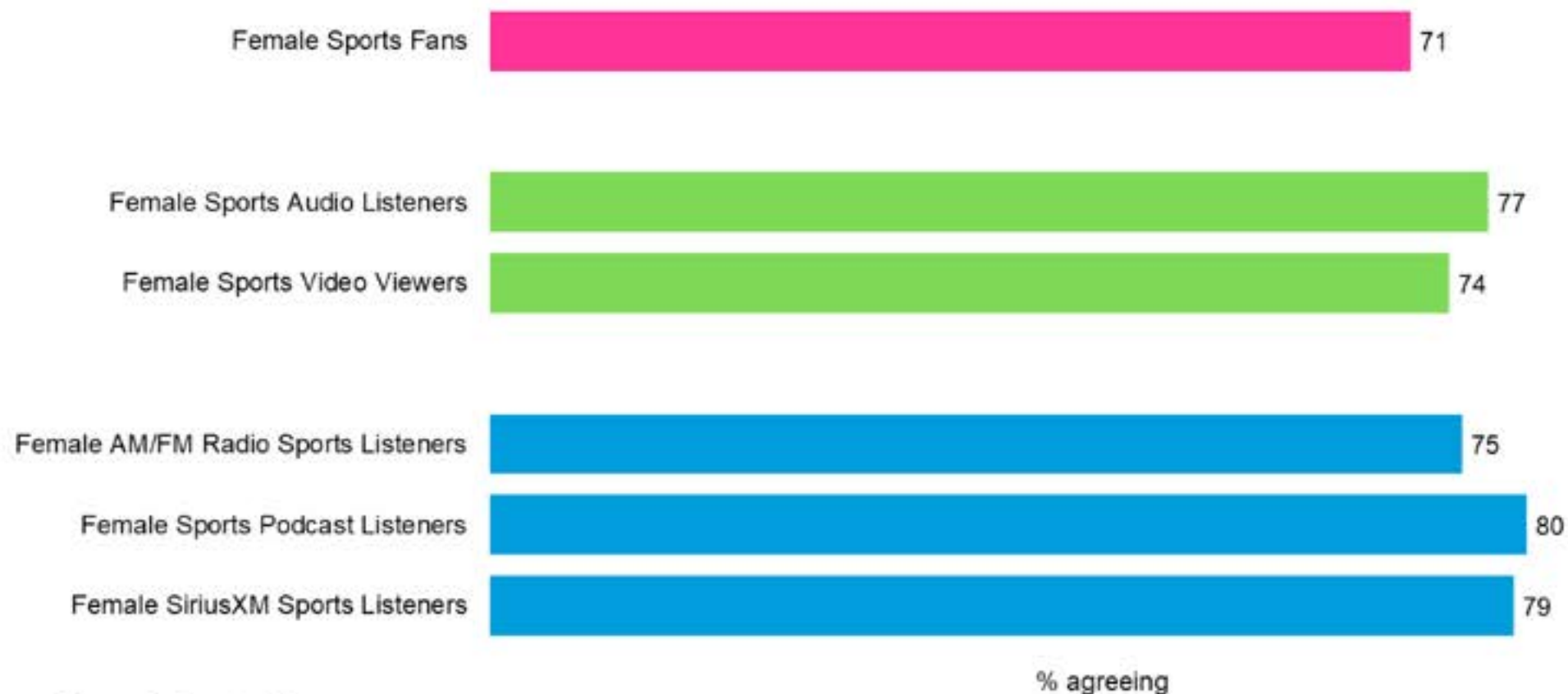
Base: Female Sports Fans

Advertising to Female Sports Fans



Female Sports Audio Listeners connect more with athlete-endorsed ads

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

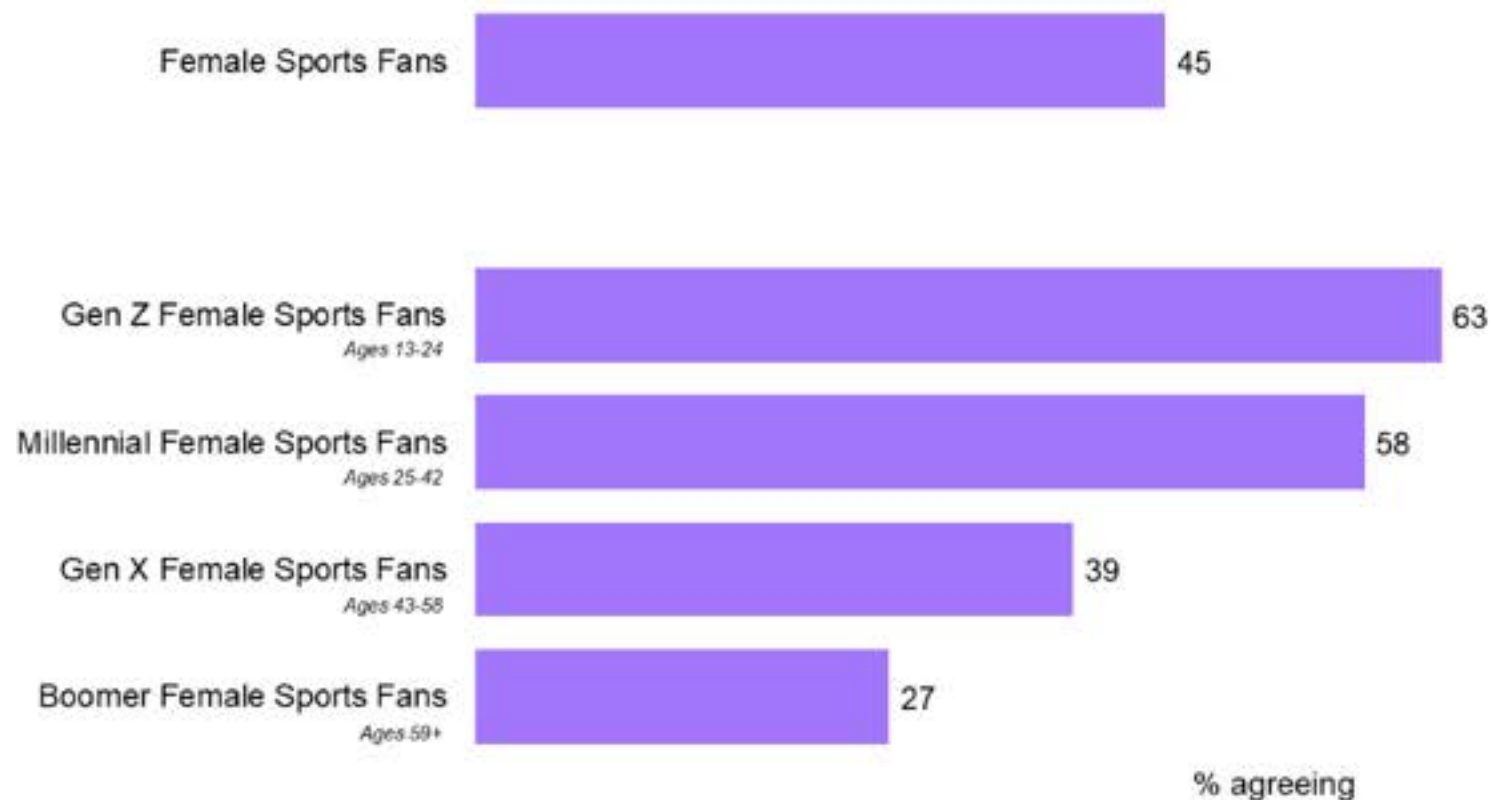


Base: Female Sports Fans



Gen Z's trust influencers more, making them more likely to buy an athlete-endorsed product/service

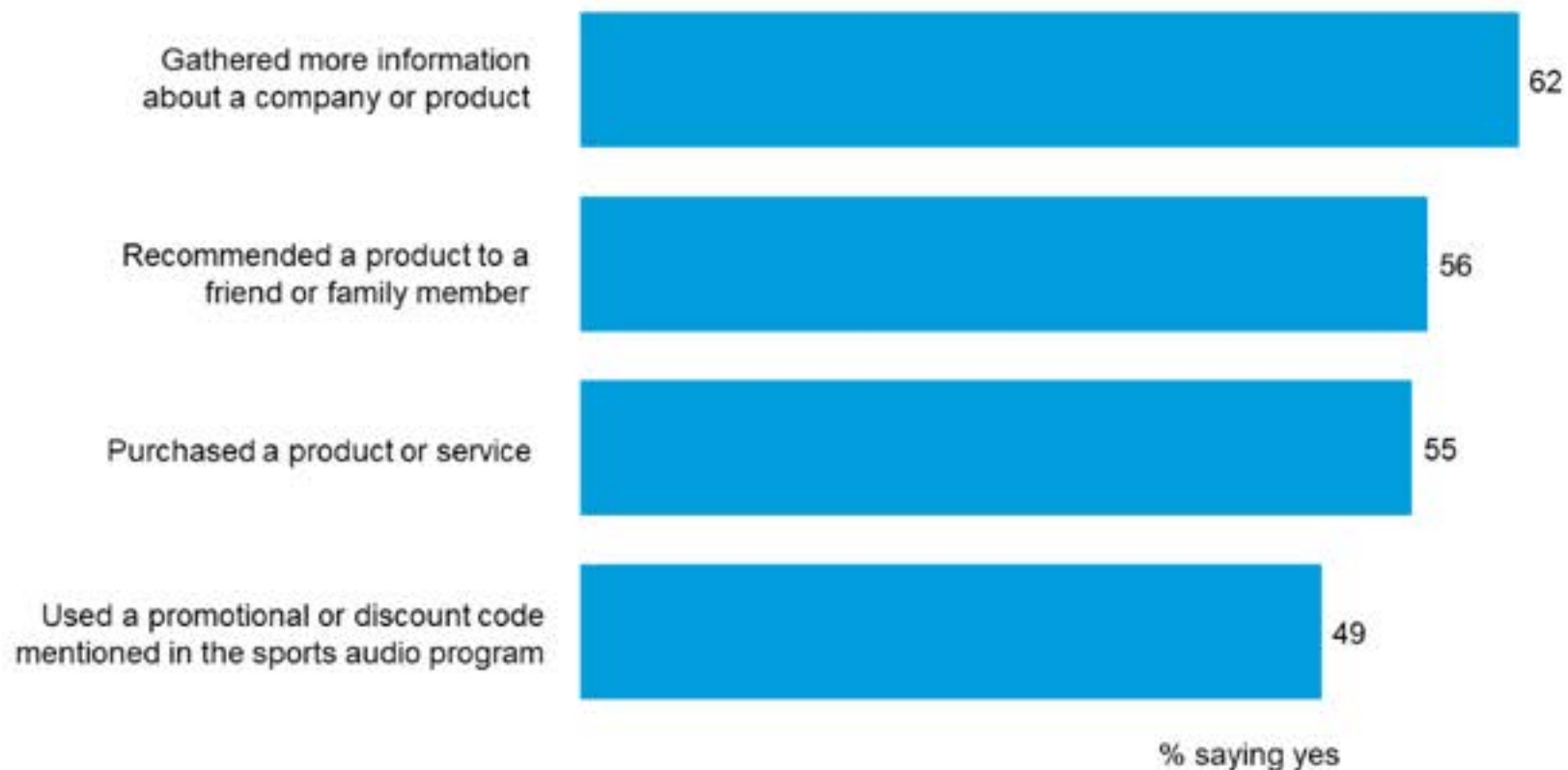
Agree/Disagree: "You're more likely to buy a product/service if it were advertised by an athlete you like/follow"



Base: Female Sports Fans

Sports audio advertising engages and activates female sports audio listeners

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



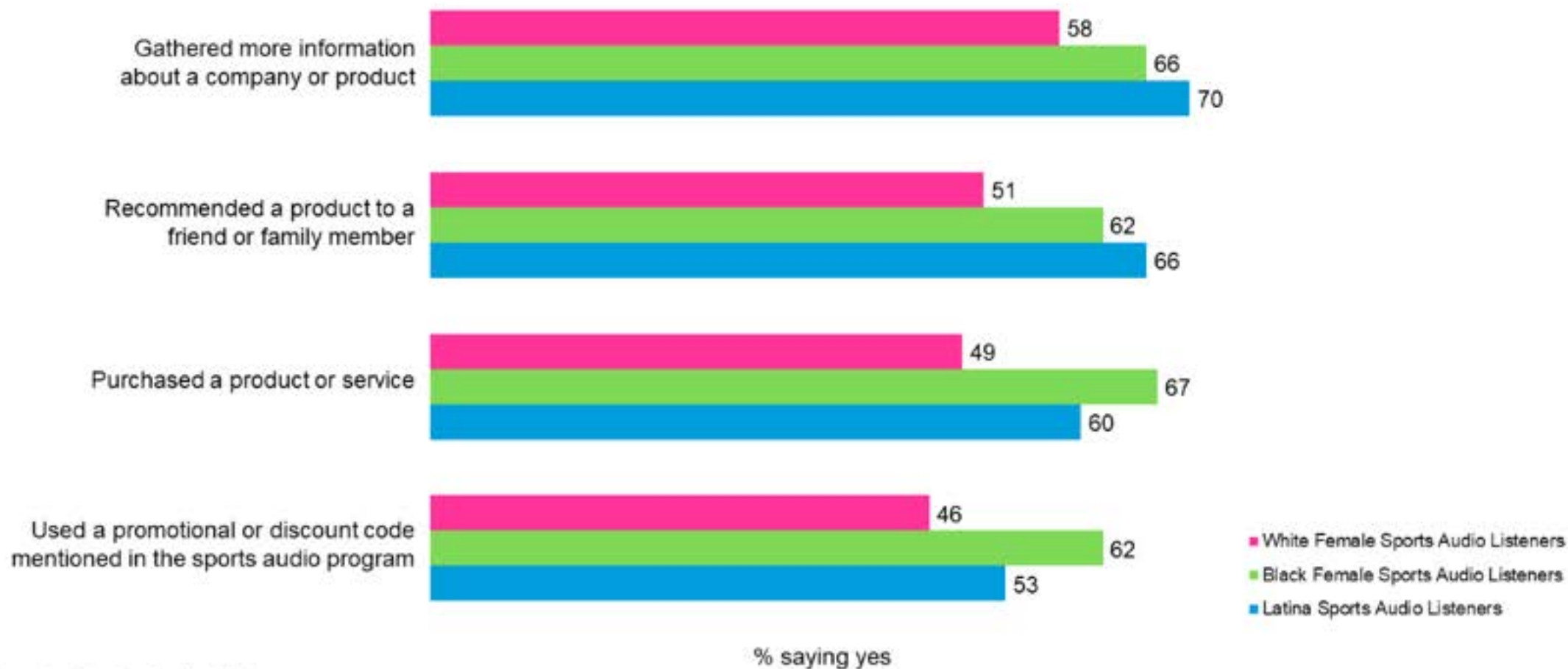
78%
say yes to at least
one item

Base: Female Sports Audio Listeners



Diverse sports fans are eager to invest in their passion

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



Base: Female Sports Audio Listeners

Endorsements from sports commentators are well trusted



52%

of Female Sports Fans
trust products/services used by
announcers or commentators they like/follow

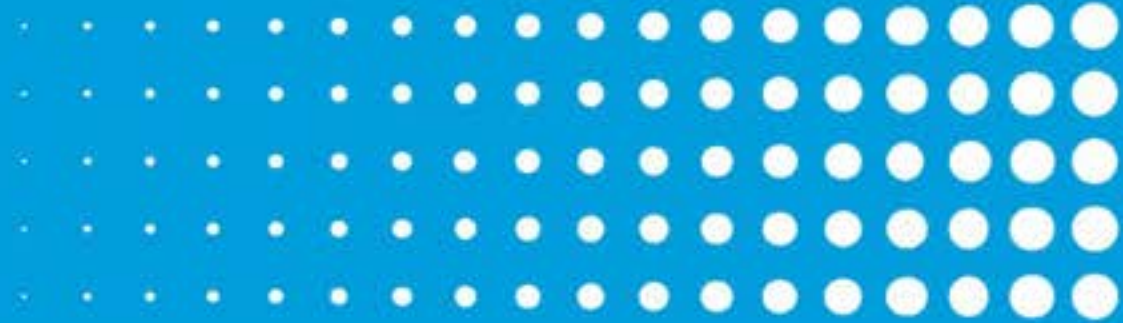
56%

of Female Sports Fans
trust products/services used by athletes
they like/follow



Base: Female Sports Fans

Female Sports Audio Listeners spend a significant amount of money on sports merchandise



Female Sports Fans spend an average of

\$130

Female Sports Audio Listeners spend an average of

\$201

Female Sports Video Viewers spend an average of

\$141

on sports/team/athlete memorabilia or merchandise each year

Base: Female Sports Fans

Female Sports Audio Listeners boast higher employment, education, and household income rates than Female Sports Video Viewers



Employed full or part time

58%

Female Sports
Audio Listeners

49%

Female Sports
Video Viewers

College Degree

46%

Female Sports
Audio Listeners

42%

Female Sports
Video Viewers

Annual HHI \$100K +

23%

Female Sports
Audio Listeners

21%

Female Sports
Video Viewers

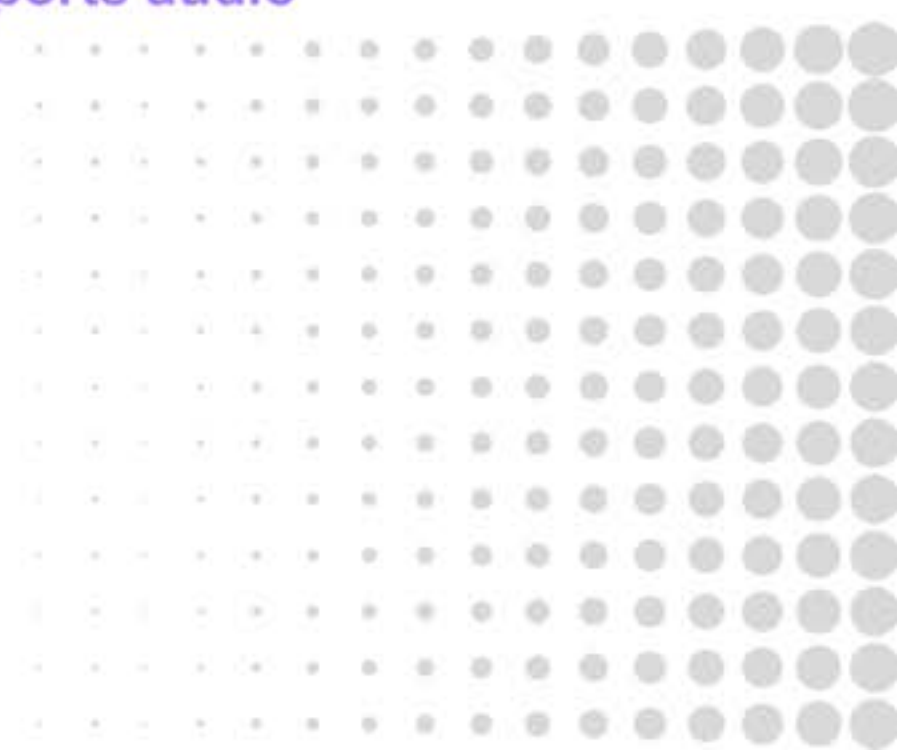
Base: Female Sports Fans

Takeaways

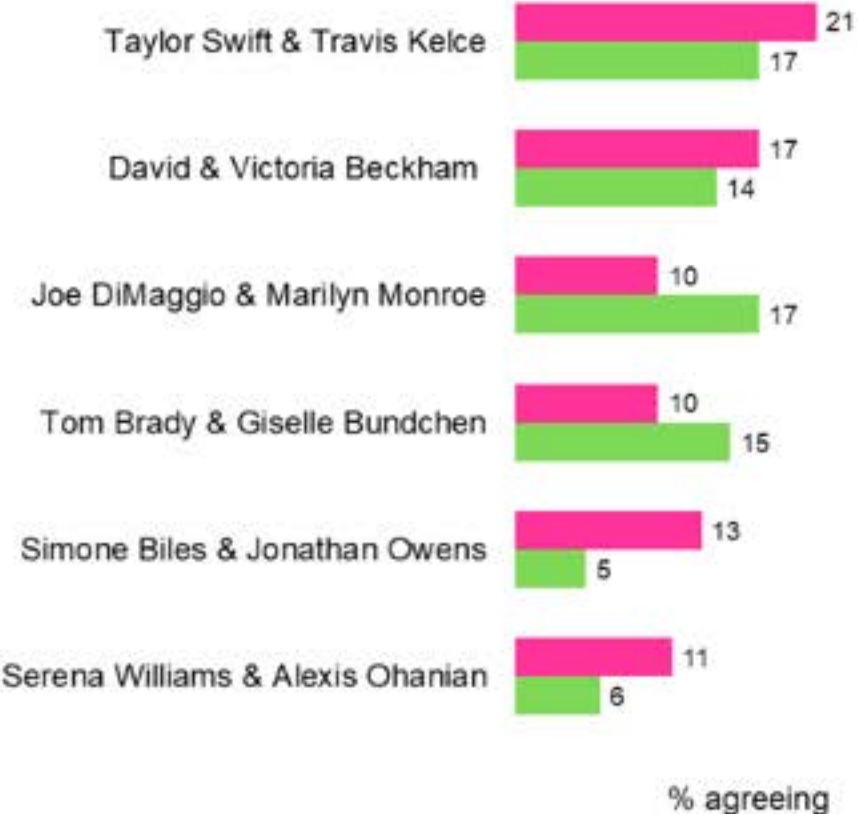
Female Fans use sports as a way to socialize

“Remember the ladies” when creating sports podcasts

Female Sports Audio Listeners are highly engaged with sports audio



Taylor Swift and Travis Kelce are considered the best sports couple for both Female and Male Sports Fans



■ Female Sports Fans
■ Male Sports Fans

Sports Audio Report: Female Fans

