

# Sports Audio Report



# Webinar Overview

Sports Fandom

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Sports Audio

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Sports Audio Advertising

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# Coming Soon



## Sports Audio Report: Female Fans



# Survey Methodology

3,534 total online interviews

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National sample of persons age 13+

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Interviews conducted Q4 2023

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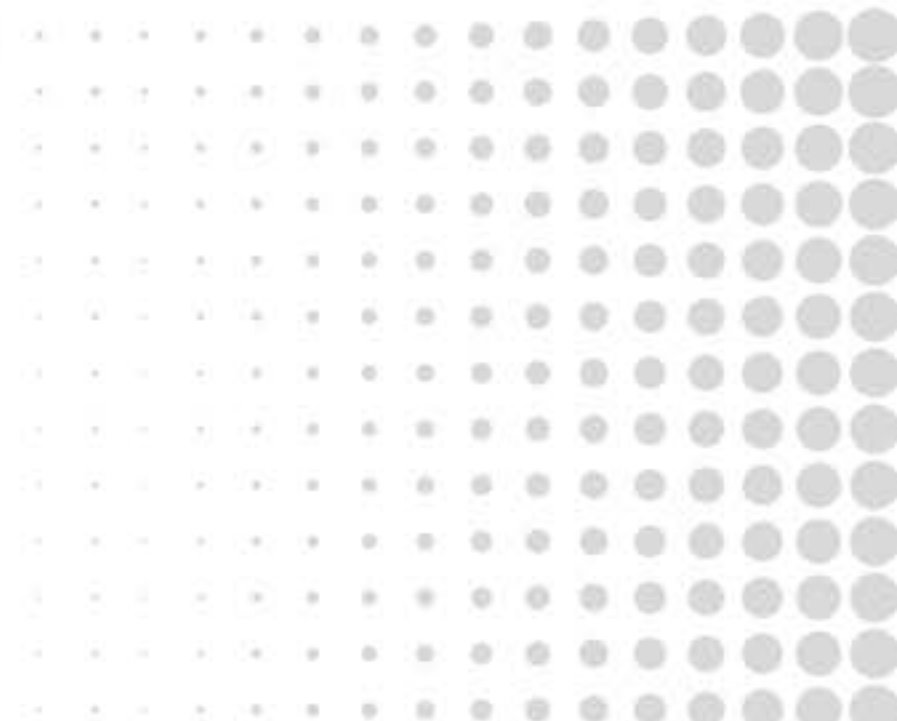
All respondents marked themselves as a 4 or higher on a 10-point scale, where 1 is “not a sports fan at all” and 10 is a “super sports fan”

66% of those 13+ qualified based on this criterion

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

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# Sports Fandom



# Sports is a wide-reaching pastime in the United States

# 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**



# The majority of fans use sports as a way to keep their family ties strong

"Following sports brings your family closer together"

# 68%

Agree



Base: Sports fans



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# Fans use sports to be a part of something bigger

"Following a sports team or athlete gives you a sense of community"

66%

Agree

"Following a sports team/athlete makes it easier for you to connect with others"

64%

Agree

Base: Sports fans

# Intrigued by what occurs in athletes' lives, young sports fans go beyond the field

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

% agreeing

**52%**

Gen Z  
Age 13-24

**57%**

Millennial  
Age 25-42

**39%**

Gen X  
Age 43-58

**26%**

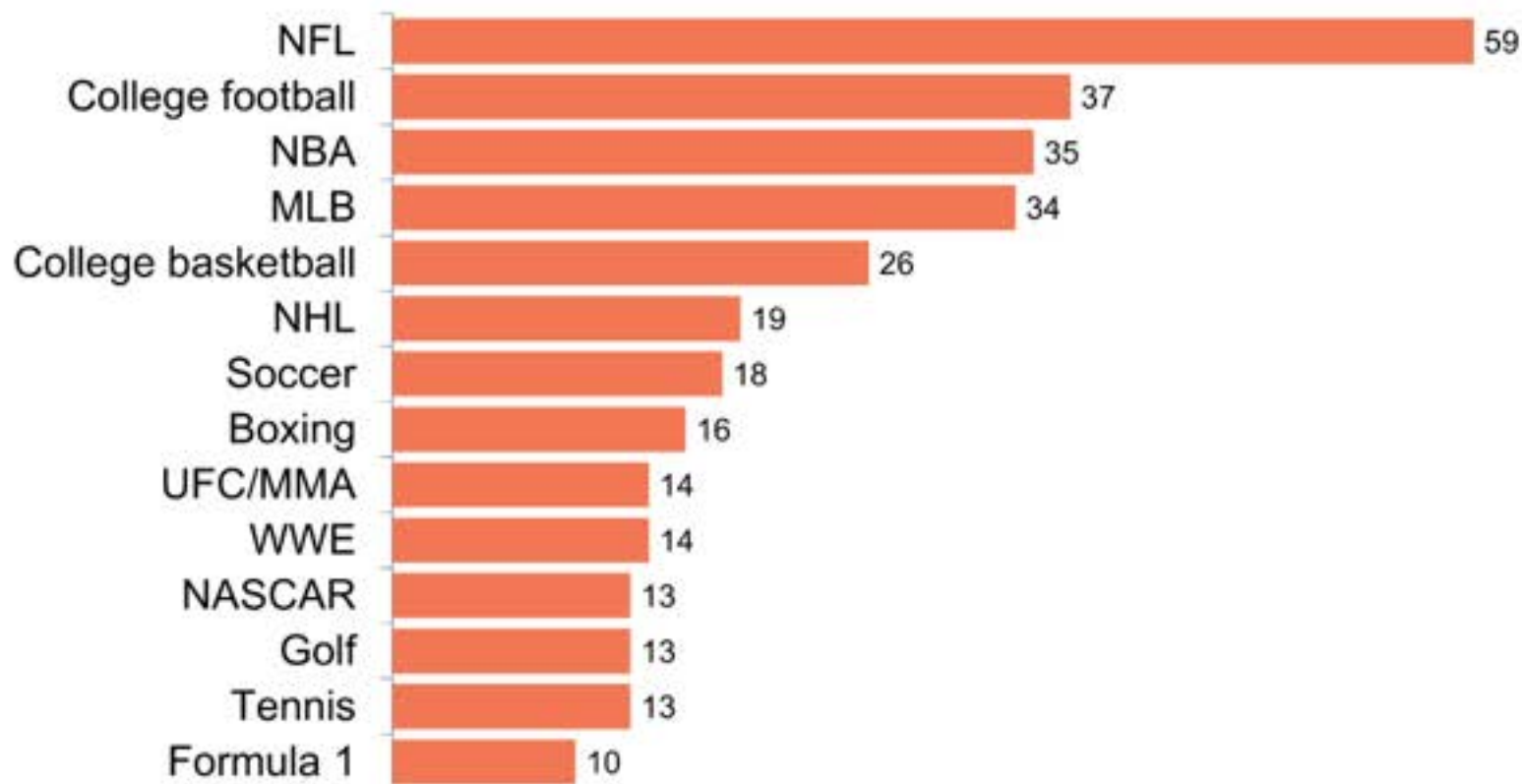
Boomer  
Age 59+



Base: Sports fans

# 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: Sports fans

# Women's sports are on the rise



32%

of **Sports Fans** currently follow any women's sports team or female athletes

29%

of **Sports Fans** are "following women's sports or female athletes **more**, compared to five years ago"  
(54% said "about the same")

Base: Sports fans



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# 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*



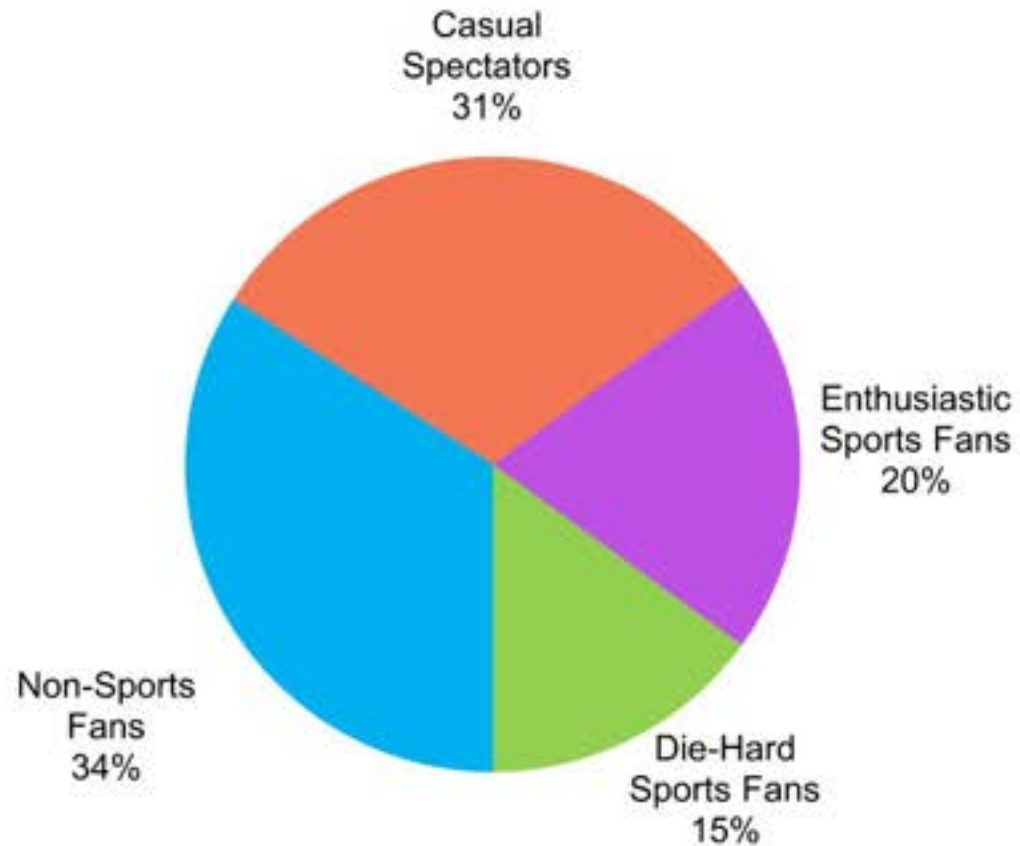
Base: Sports fans

# 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



# Sports Audio



# Sports audio plays an integral role in Sports fandom



# 64%

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

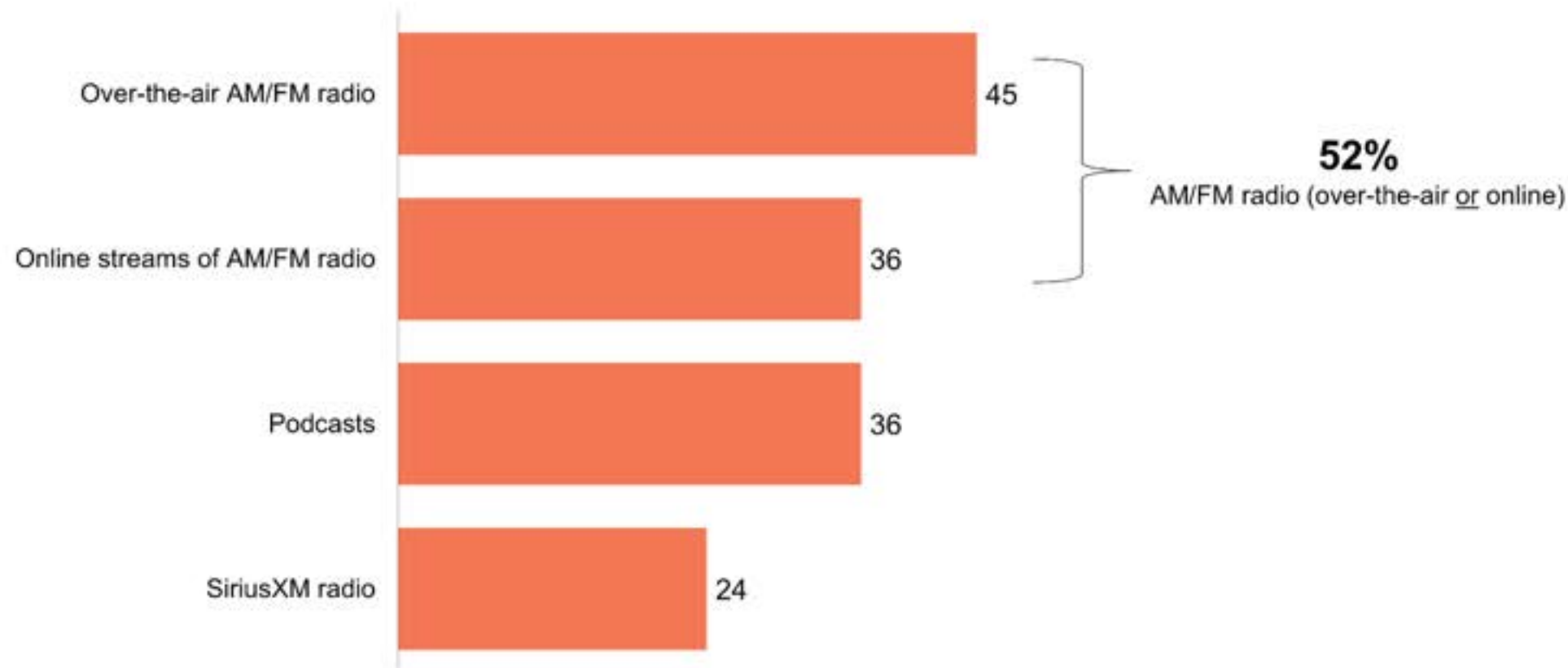
(89% watched sports content in the last year through broadcast TV or streaming video services)

Base: Sports fans



# 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: Sports fans

% "frequently" or "occasionally" in last year

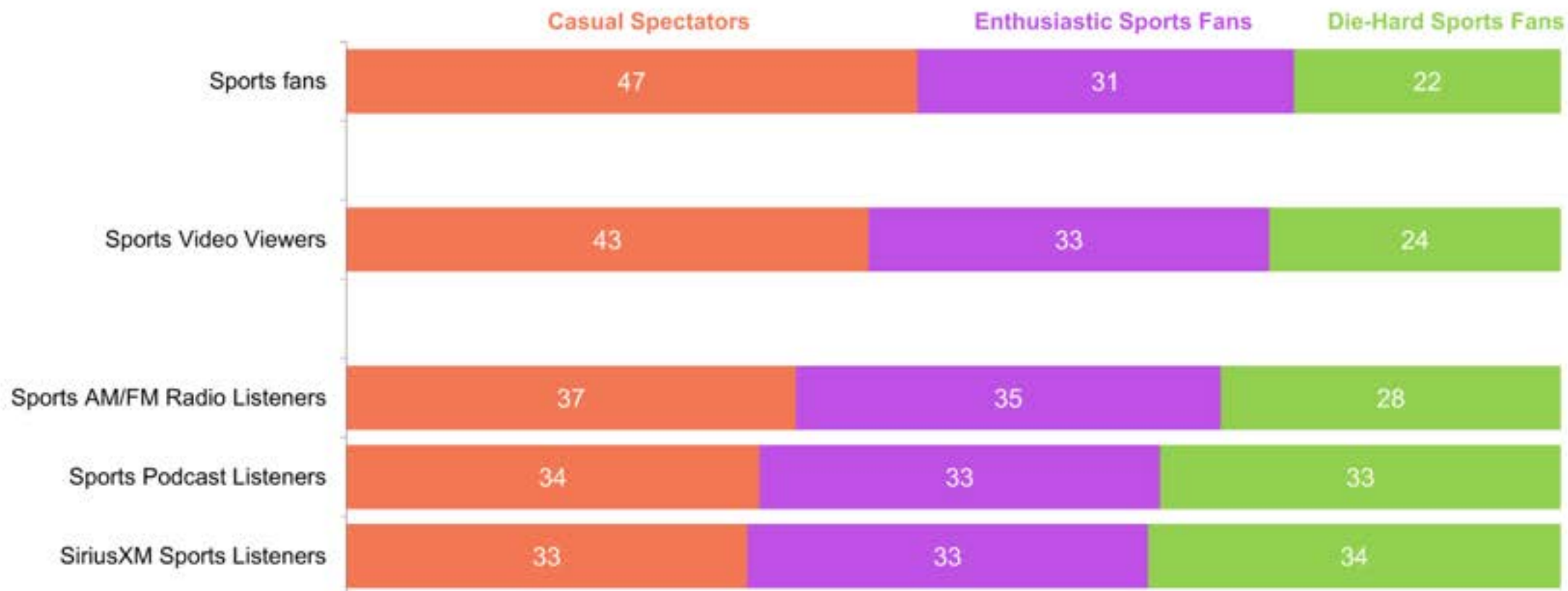


# Sports Audio Listeners are Bigger Sports Fans

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: Sports fans


# Fans seek community in sports and that sentiment drives their listening to sports audio



**58%**

of **Sports Audio Listeners** consume sports audio to be a part of a community of fans

**56%**



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

Base: Sports fans

# Community means more exposure to your audio content

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



Base: Sports fans





On average, Americans 13+ spend  
**4 hours 11 minutes**  
per day listening to audio

On average, **sports listeners** spend  
**6 hours 26 minutes**  
per day listening to audio

*Edison Research Share of Ear © Q4 2022; Q1 – Q3 2023*

# Share of Time Spent Listening to Sports

## U.S. Population 13+

AM/FM Radio includes over the air and radio streams



Edison Research Share of Ear © Q4 2022; Q1 – Q3 2023

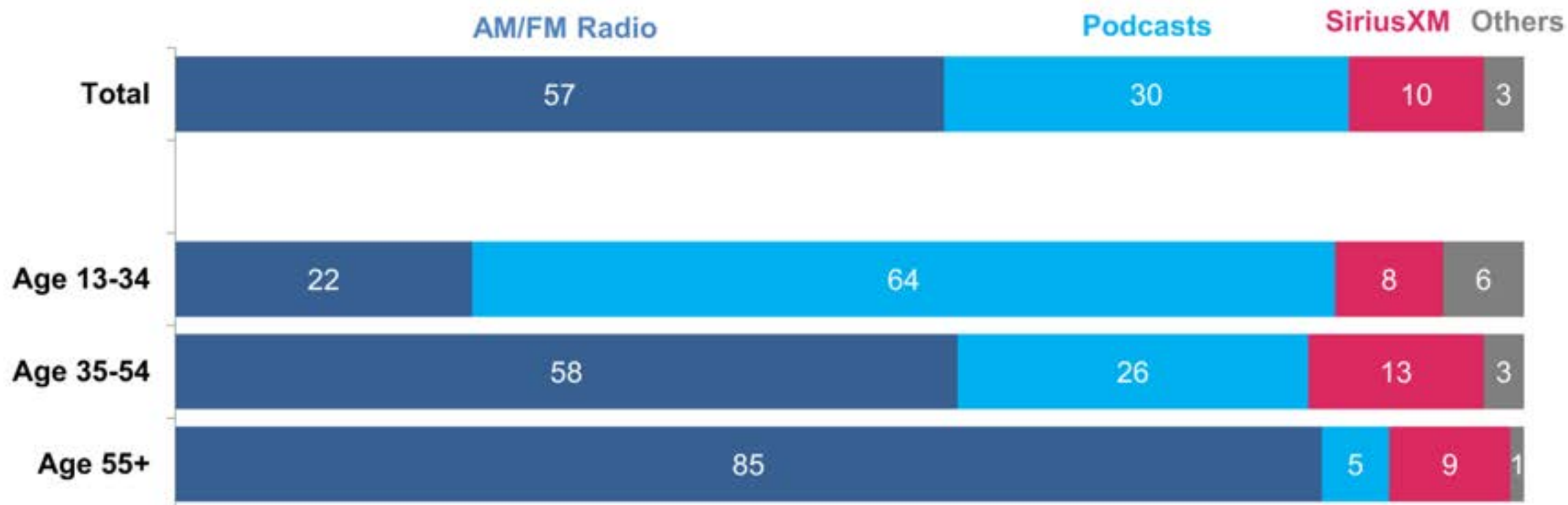


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# Share of Time Spent Listening to Sports

## U.S. Population 13+

AM/FM Radio includes over the air and radio streams



Edison Research Share of Ear © Q4 2022; Q1 – Q3 2023



# Sports Audio Listeners, especially podcast consumers, seek new perspectives in sports audio

*"You consume sports audio to hear unique perspectives  
on sports topics not covered in other media"*



**Sports Audio Listeners**

**49%**

**Sports Podcast Listeners**

**74%**

Base: Sports fans

# Podcasting allows for refreshing perspectives



# Top 10 Podcasts in the US: Q1 2024

Shows with the largest weekly audience

#1



#2



#3



#4



↑ 105 from Q2 2023

#5



#6



#7



#8



#9



#10



How the Study Was Conducted: Edison Podcast Metrics Q1 2024 Top Podcasts by Reach is based upon 5,300 online interviews with weekly podcast consumers in the United States, ages 13 and older. Interviews were conducted continuously throughout the quarter in English and Spanish. Rankings are based on listening over the full period. All respondents reported listening to podcasts in the last week. Data weighted using The Infinite Dial from Edison Research, Audacy, Cumulus Media, and SiriusXM Media.

# Opportunity awaits to supply listeners with more perspectives



# 40%

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

# 40%

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



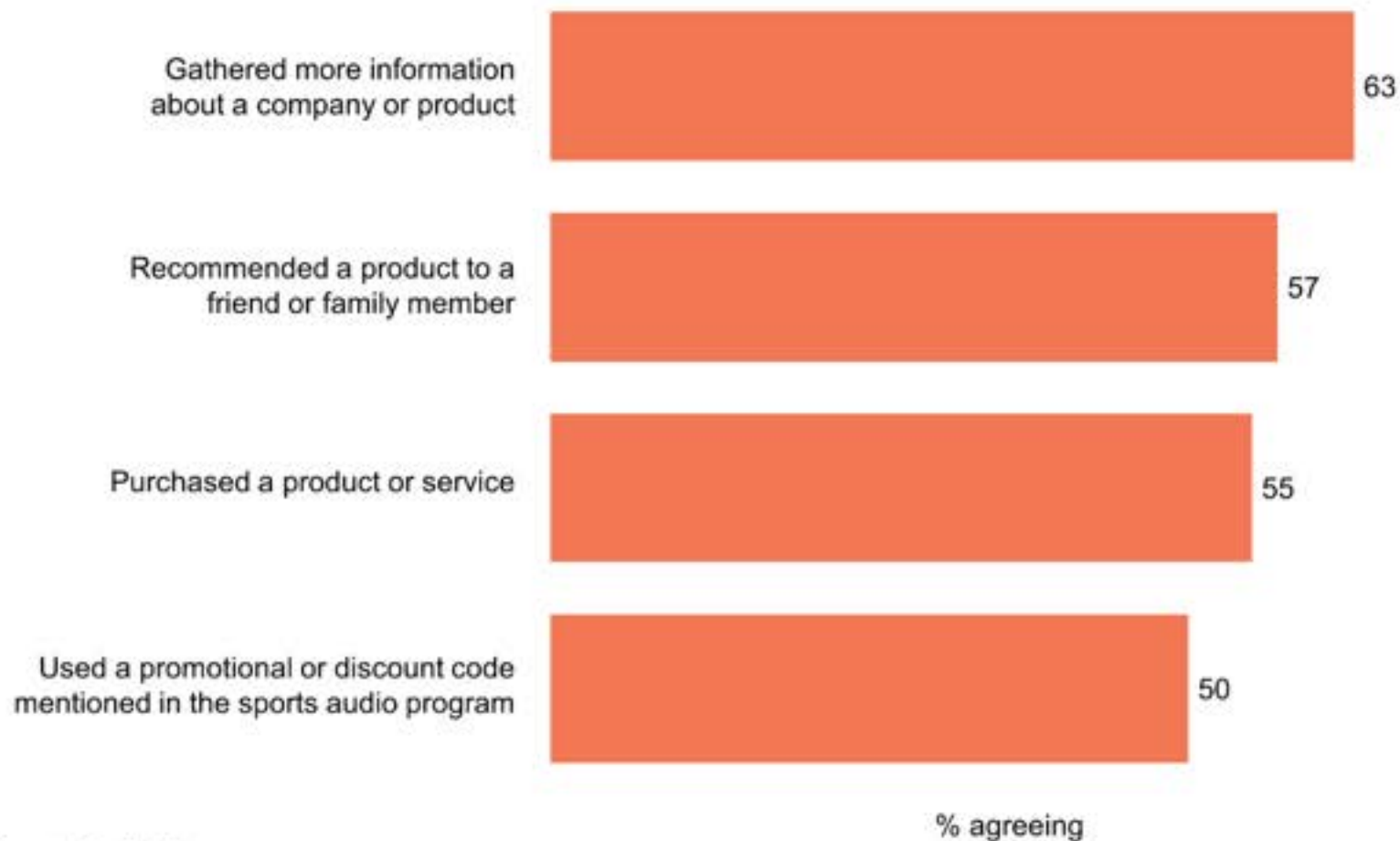
Base: Sports fans

# Sports Audio Advertising



# Sports audio advertising mobilizes fans

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

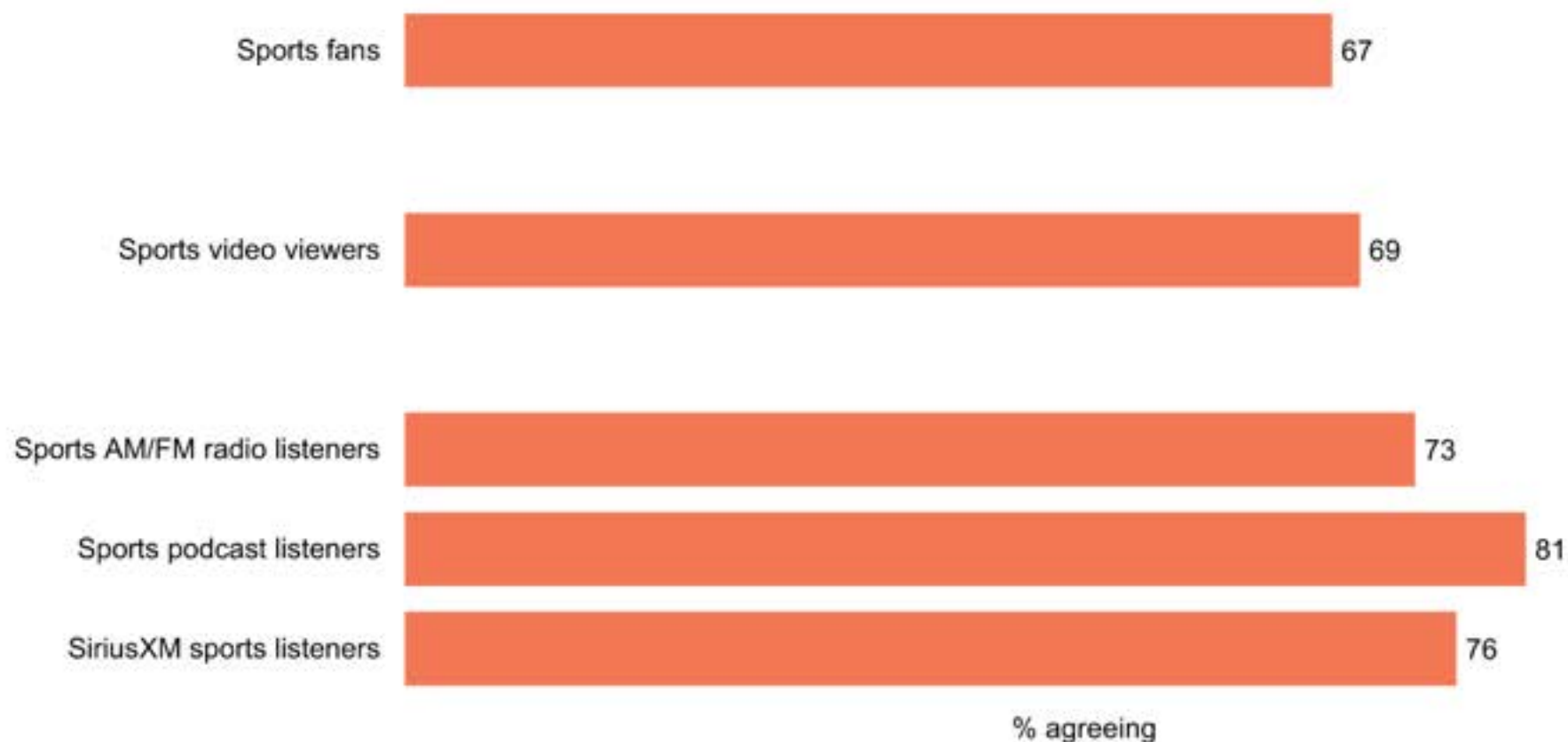


**78%**  
said yes to at least one item

Base: Sports Audio Listeners

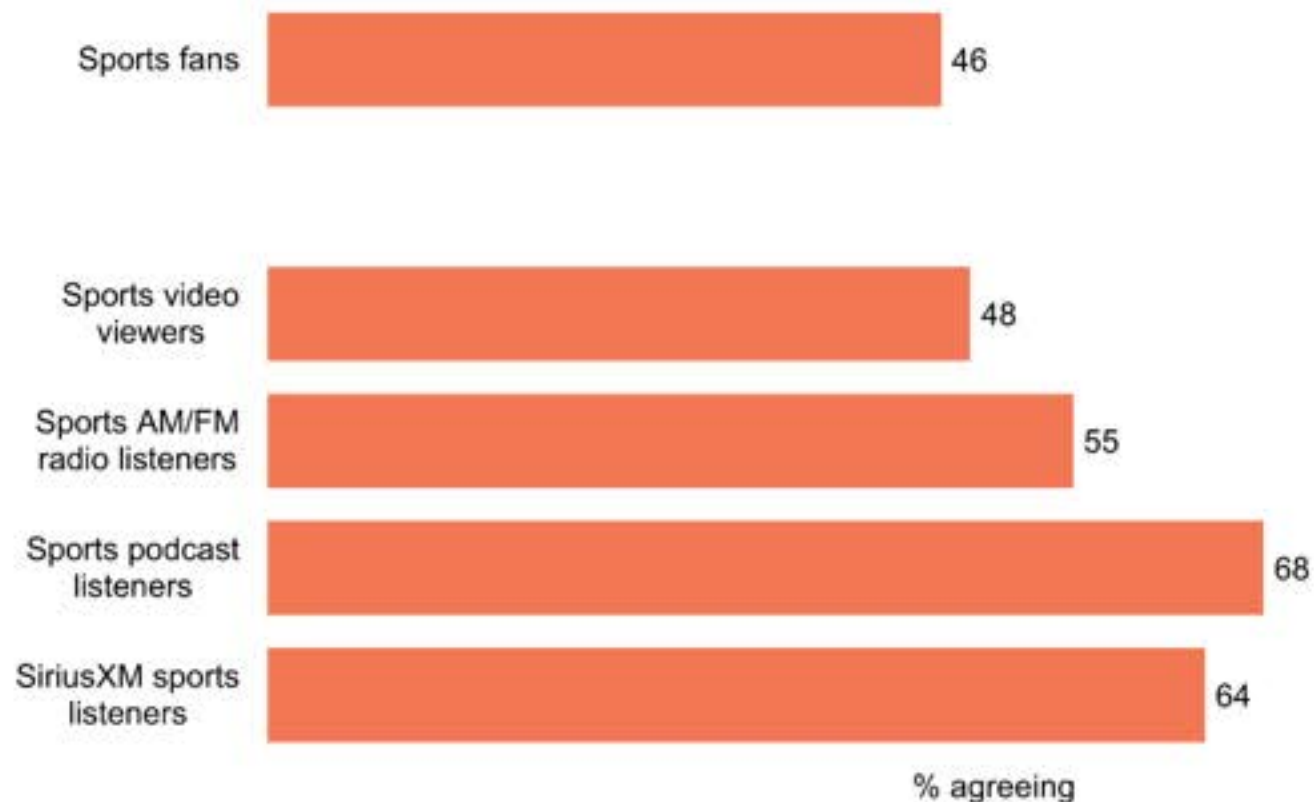
# Ads featuring athletes reach a more receptive audience from Sports Audio Listeners

*"You like seeing or hearing your favorite athlete in advertisements"*



# Athlete endorsements are more efficient through sports audio than sports video

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



# Audio endorsements by sports commentators resembles the level of trust for athlete audio endorsements



64%

of **Sports Audio Listeners** trust products/services used by announcers or commentators they like/follow

67%

of **Sports Audio Listeners** trust products/services used by athletes they like/follow



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



Sports audio listeners spend an average of

**\$262**

Sports podcast listeners spend an average of

**\$321**

on sports/team/athlete memorabilia or merchandise each year

(Sports video viewers spend an average of **\$185** each year)

Base: Sports fans



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# Sports Audio Listeners boast higher employment and household income rates than Sports Video Viewers



Employed full or part time

**52%**

Sports Video Viewers

**62%**

Sports AM/FM Radio Listeners

**69%**

Sports Podcast Listeners

**69%**

SiriusXM Sports Listeners

Base: Sports fans

# Sports Audio Listeners boast higher employment and household income rates than Sports Video Viewers



## Employed full or part time

**52%**

Sports Video Viewers

**62%**

Sports AM/FM Radio Listeners

**69%**

Sports Podcast Listeners

**69%**

SiriusXM Sports Listeners

## College Degree

**45%**

Sports Video Viewers

**48%**

Sports AM/FM Radio Listeners

**51%**

Sports Podcast Listeners

**54%**

SiriusXM Sports Listeners

Base: Sports fans

# Sports Audio Listeners boast higher employment and household income rates than Sports Video Viewers



## Employed full or part time

**52%**

Sports Video Viewers

**62%**

Sports AM/FM Radio Listeners

**69%**

Sports Podcast Listeners

**69%**

SiriusXM Sports Listeners

## College Degree

**45%**

Sports Video Viewers

**48%**

Sports AM/FM Radio Listeners

**51%**

Sports Podcast Listeners

**54%**

SiriusXM Sports Listeners

## Annual HHI \$100K +

**27%**

Sports Video Viewers

**29%**

Sports AM/FM Radio Listeners

**32%**

Sports Podcast Listeners

**36%**

SiriusXM Sports Listeners

Base: Sports fans

# Sports Audio Listeners are more involved in fantasy sports and online sportsbook gambling



## Participate in Fantasy Sports

(Base: Age 18+)

**21%**

Sports Video Viewers

**31%**

Sports AM/FM Radio Listeners

**41%**

Sports Podcast Listeners

**42%**

SiriusXM Sports Listeners

Base: Sports fans

# Sports Audio Listeners are more involved in fantasy sports and online sportsbook gambling



## Participate in Fantasy Sports

(Base: Age 18+)

**21%**

Sports Video Viewers

**31%**

Sports AM/FM Radio Listeners

**41%**

Sports Podcast Listeners

**42%**

SiriusXM Sports Listeners

## Online sportsbooks better\*

(Base: Age 21+)

**25%**

Sports Video Viewers

**35%**

Sports AM/FM Radio Listeners

**46%**

Sports Podcast Listeners

**47%**

SiriusXM Sports Listeners

Base: Sports fans

# Host Takeaways

Don't sleep on sports audio

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Complement sports video with audio

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Sports is more than just a game

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Nearly 1 in 4 of sports fan have cried because of the outcome of a sporting event they watched or listened to

**23%**

Say yes, they have cried

**26%**

Say they have come close to crying



# Sports Audio Report



# Sports Audio Report: Female Fans

