

# Sports Audio Report: Demographics at Play



# Webinar Overview

Sports Fandom

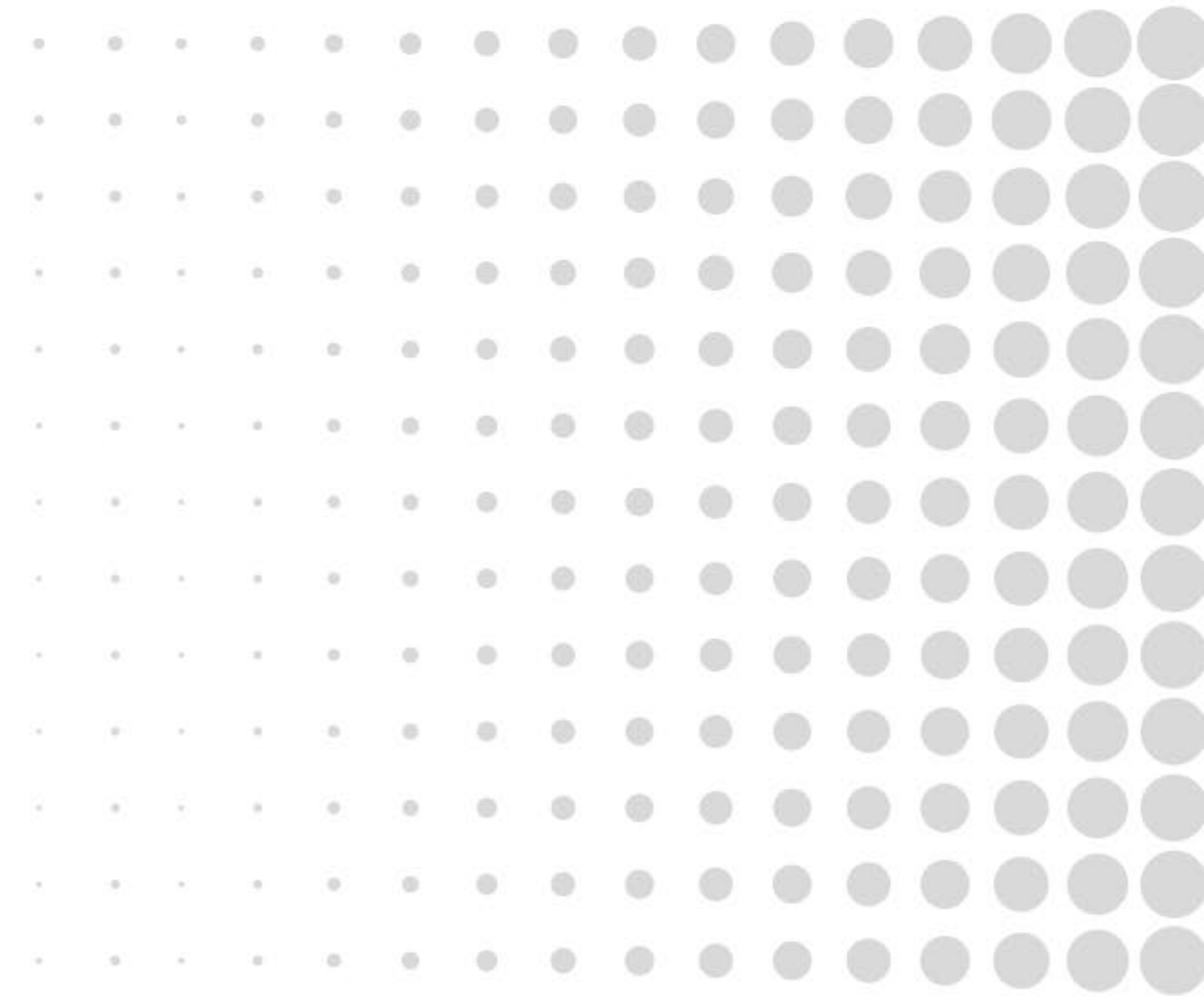
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Sports Audio

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Sports Advertising

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# Survey Methodology

**3,534 total online interviews**

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**National sample of persons age 13+**

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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 have a wide appeal in the U.S.

# 66%

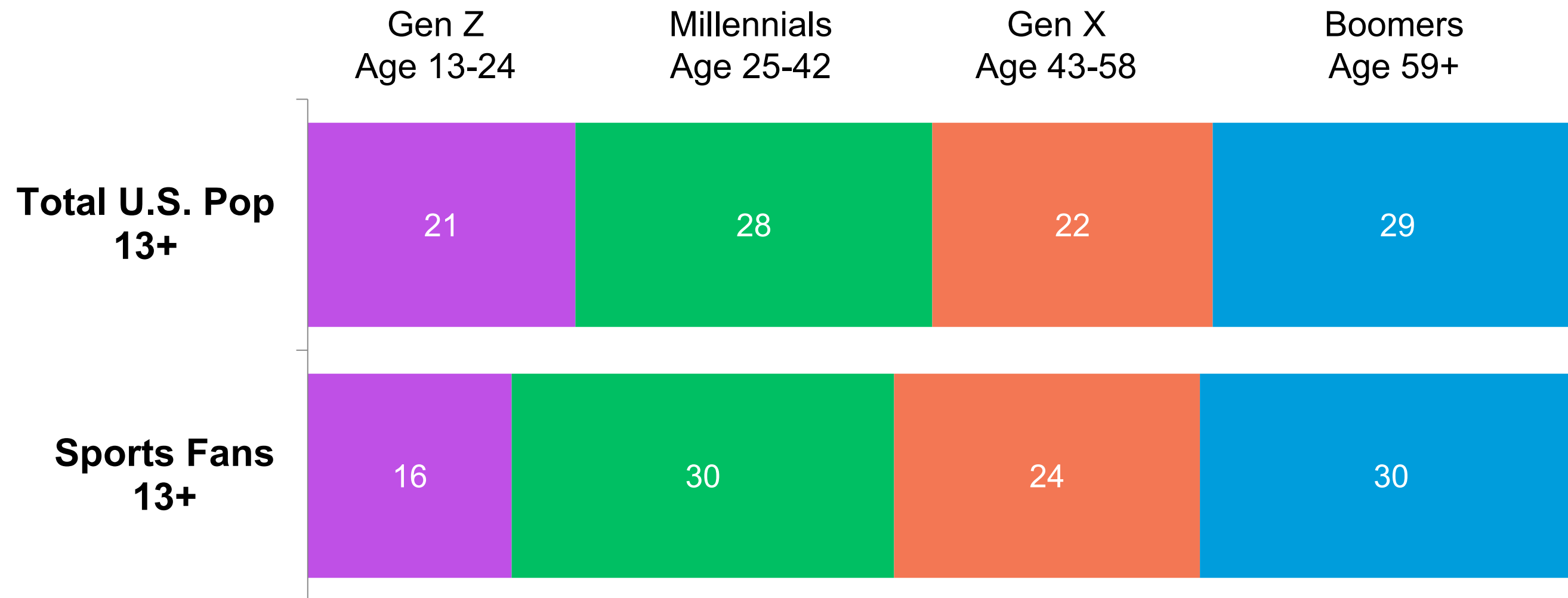
of the U.S. population age 13+  
consider themselves sports fans

(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*

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## Enthusiastic Sports Fans

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

*Estimated 58 million Americans*

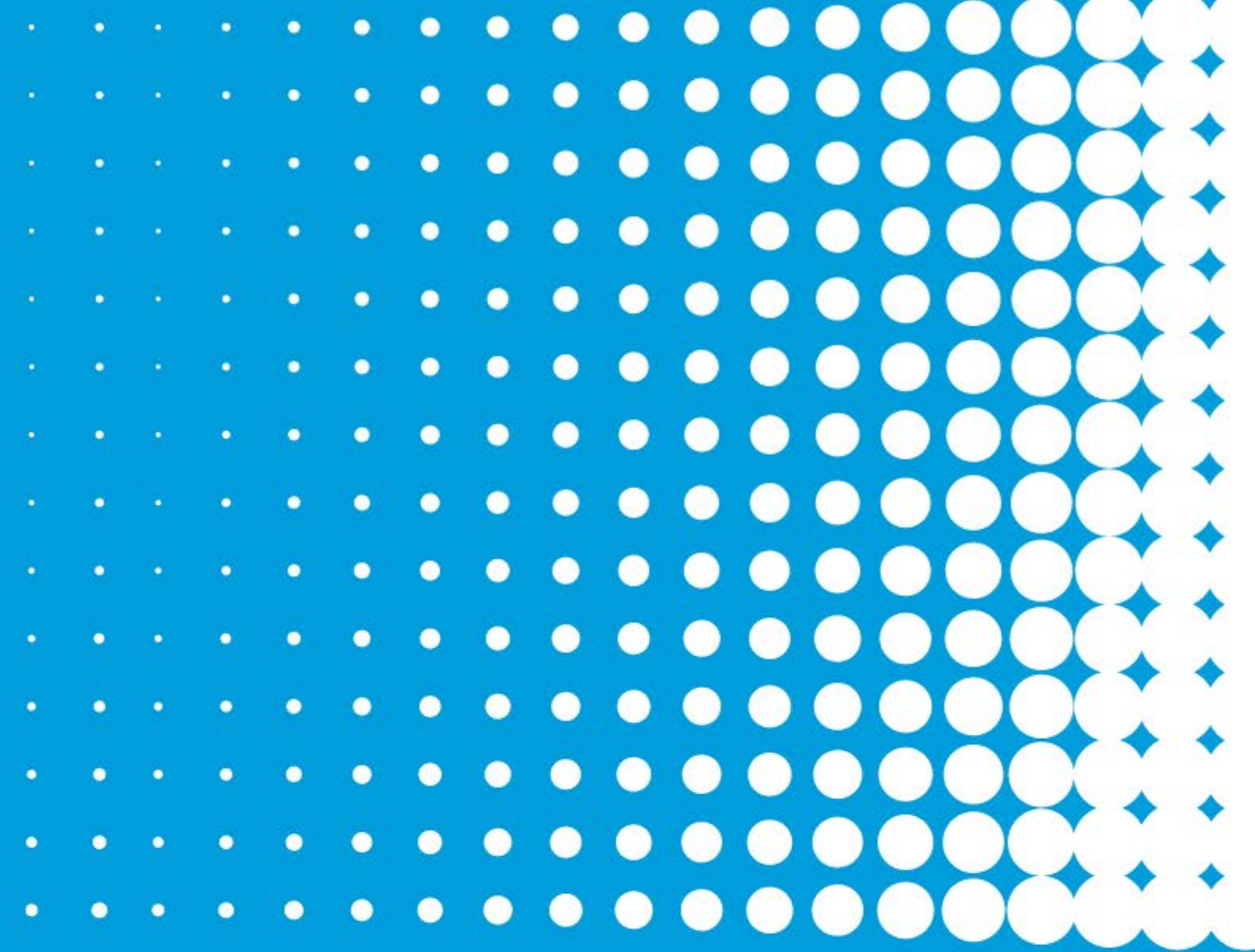
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## Die-Hard Fans

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

*Estimated 41 million Americans*

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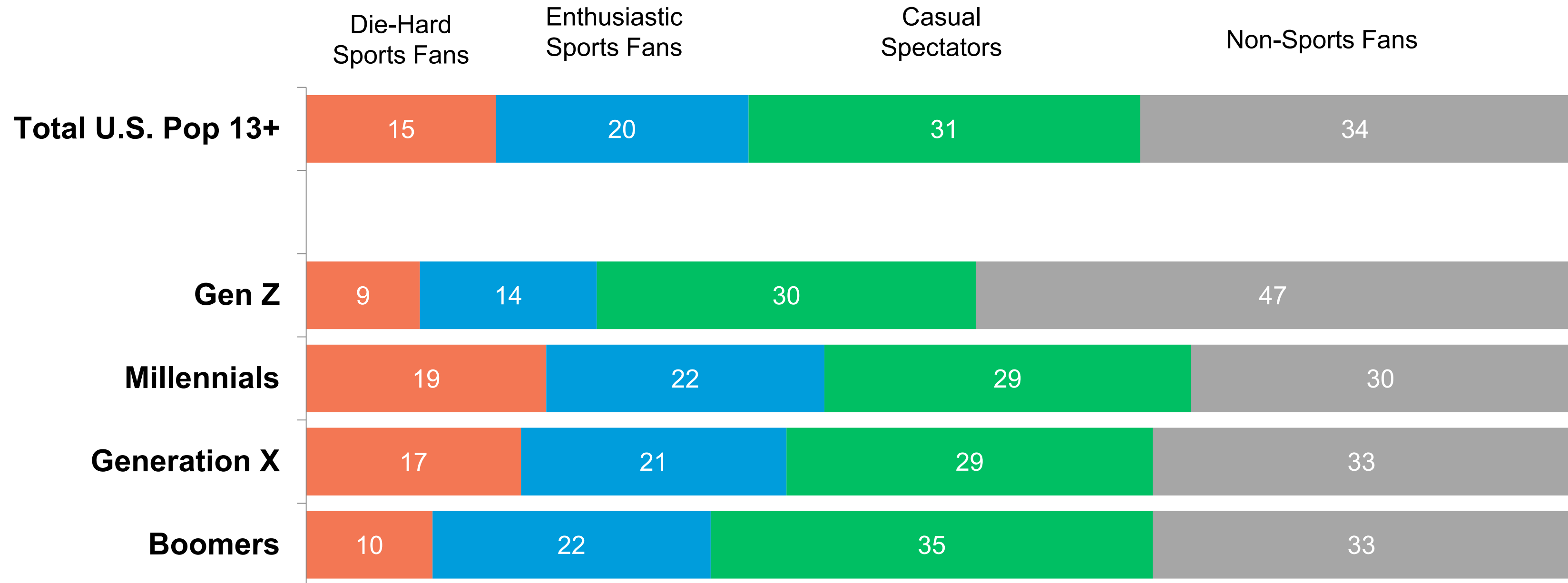


# Sports Fandom by Generation

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

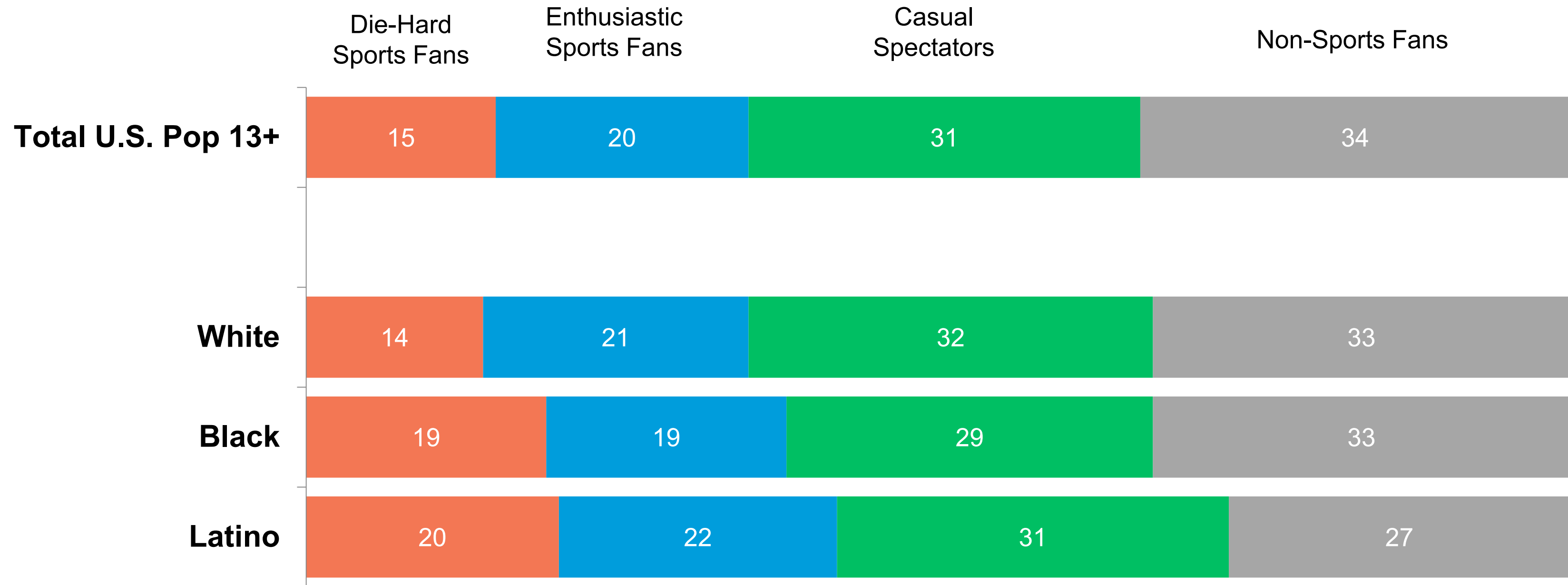


# Sports Fandom by Ethnicity

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

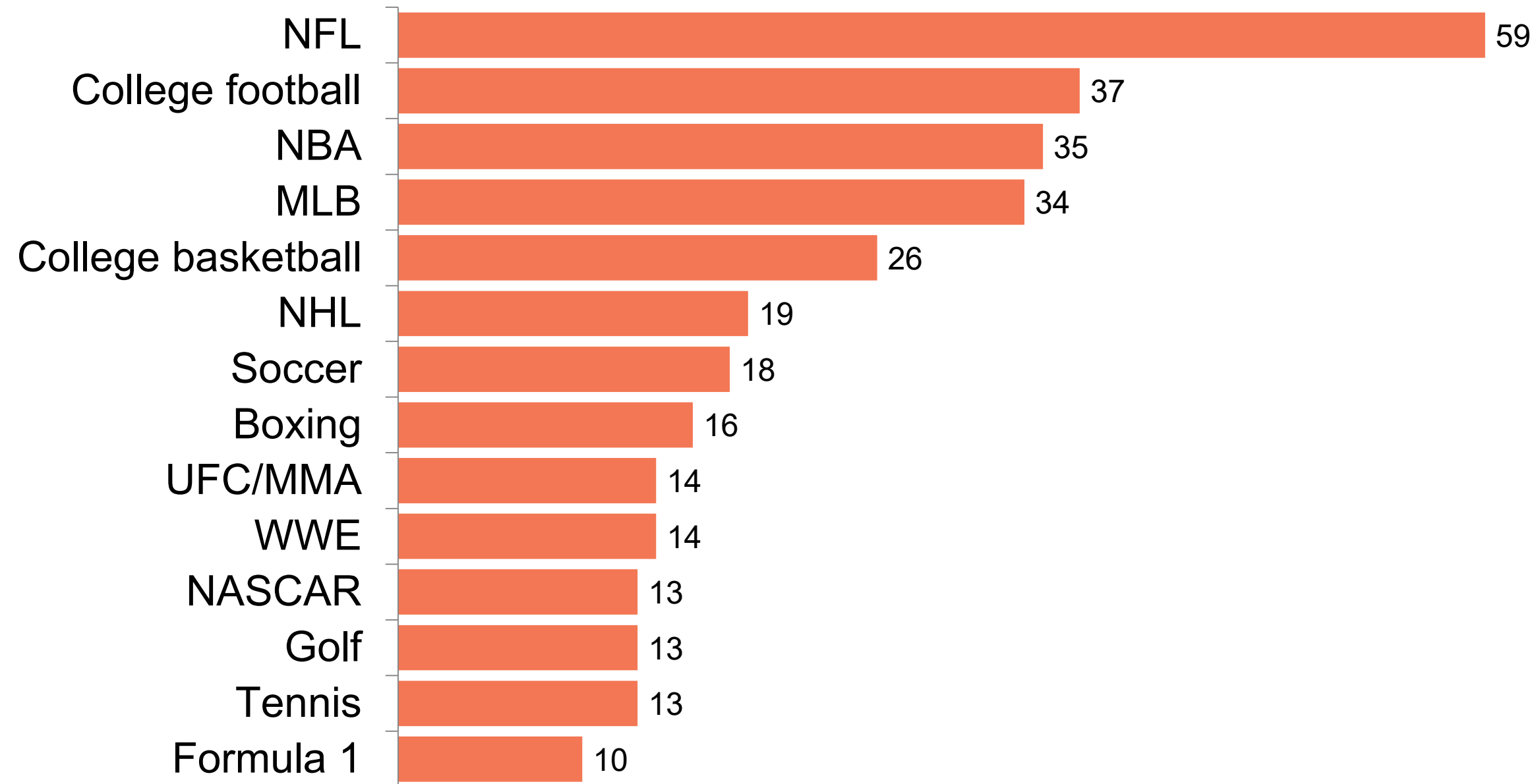
Enthusiastic Sports Fans: "8" or "9" on a 10-point scale

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?”



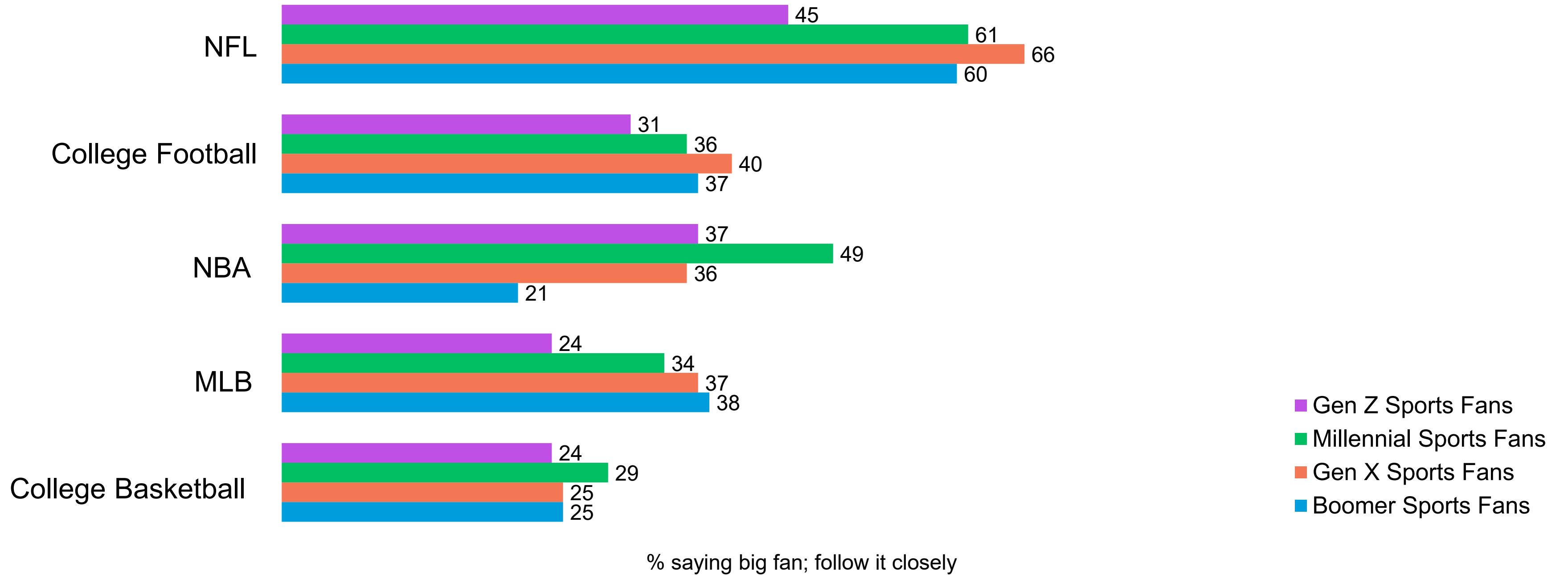
% saying big fan; follow it closely

Base: All Sports fans



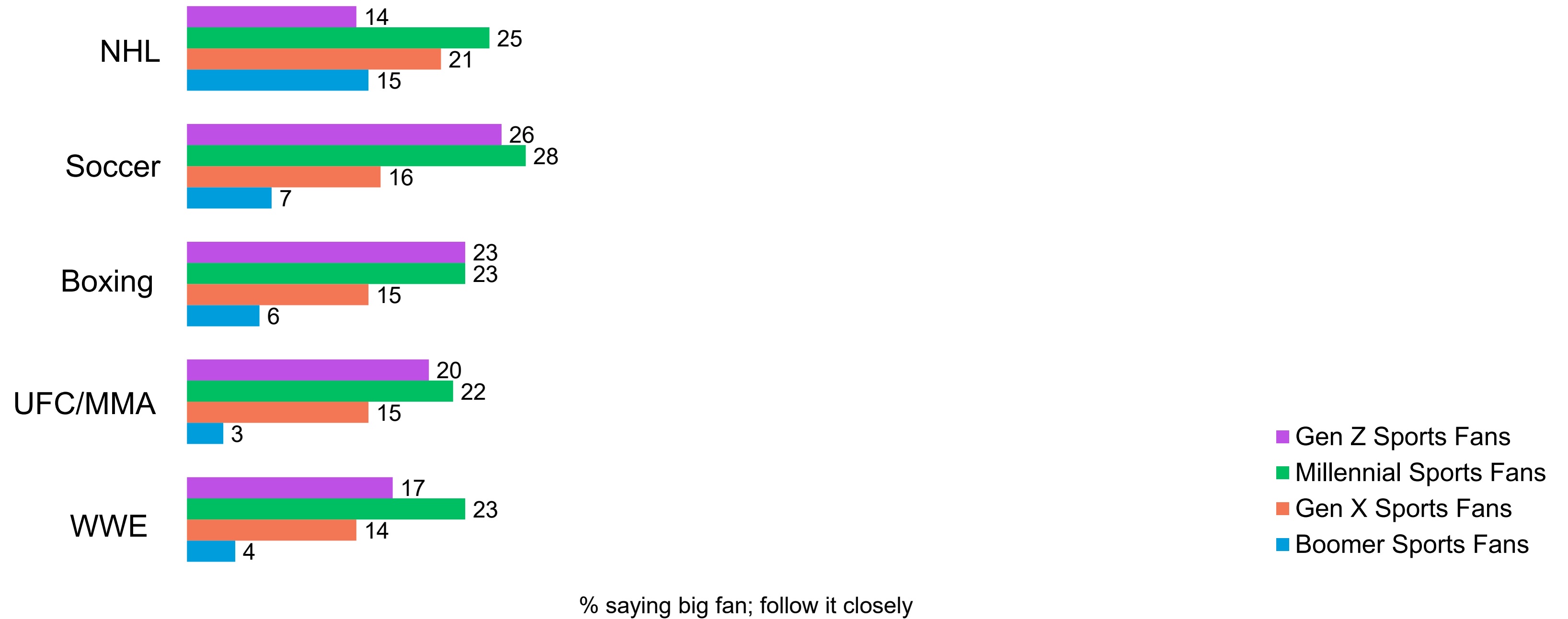
# Older generations prefer traditional American sports while Soccer and Fight Sports are more popular among younger generations

“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?”



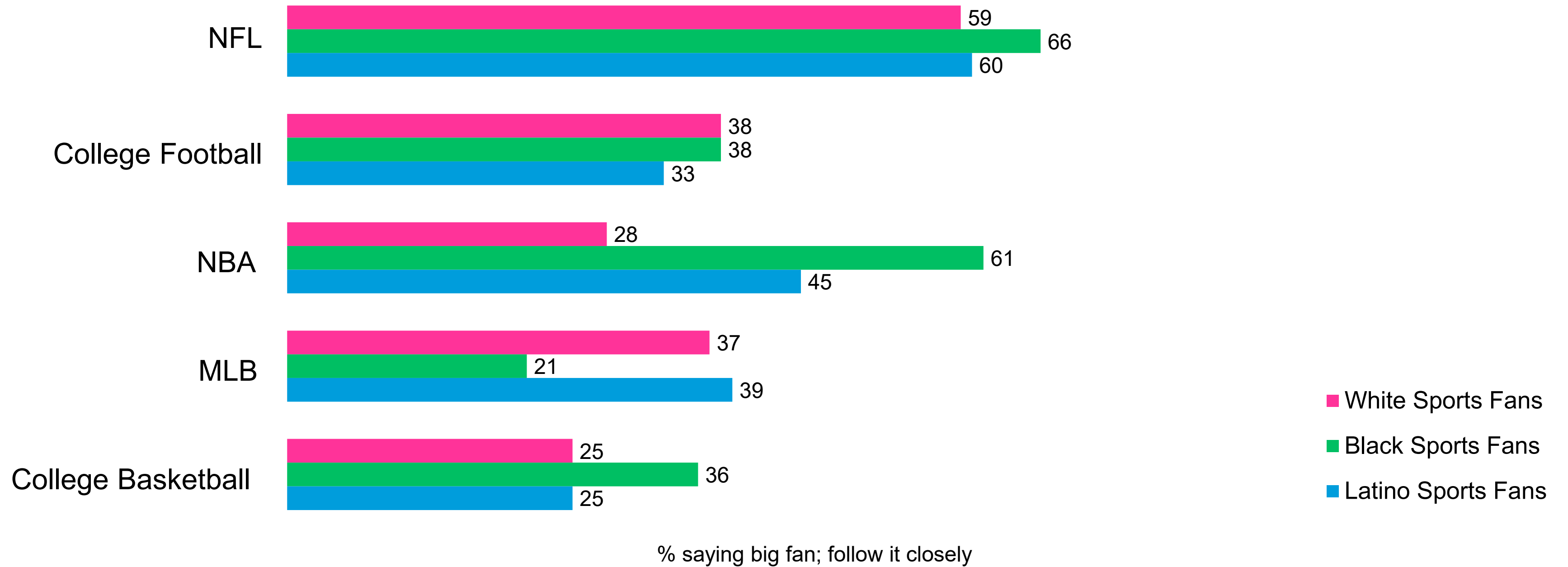
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“How much of a fan are you of [sport/league]? Big fan; you follow it closely, a fan, but you don’t follow it closely, not a fan of it?”



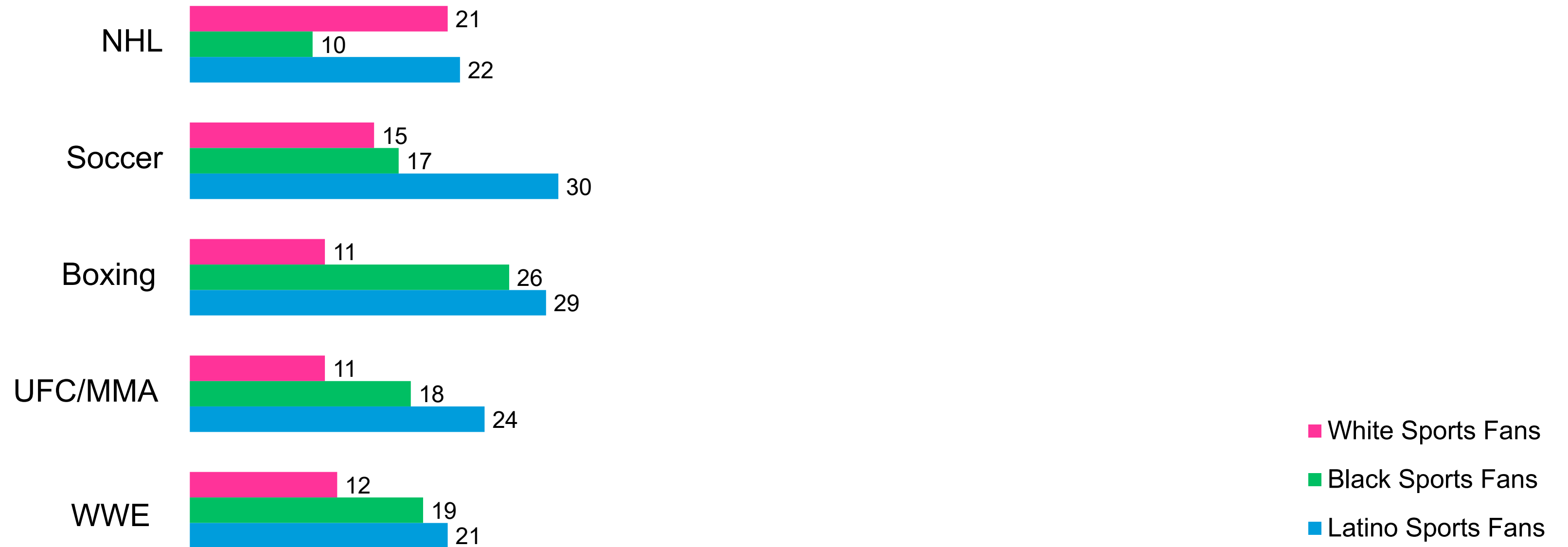
# MLB knocks it out the park with White and Latino Sports Fans. Fight sports have Black and Latinos in their corner and Soccer strikes a goal Latinos.

“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?”



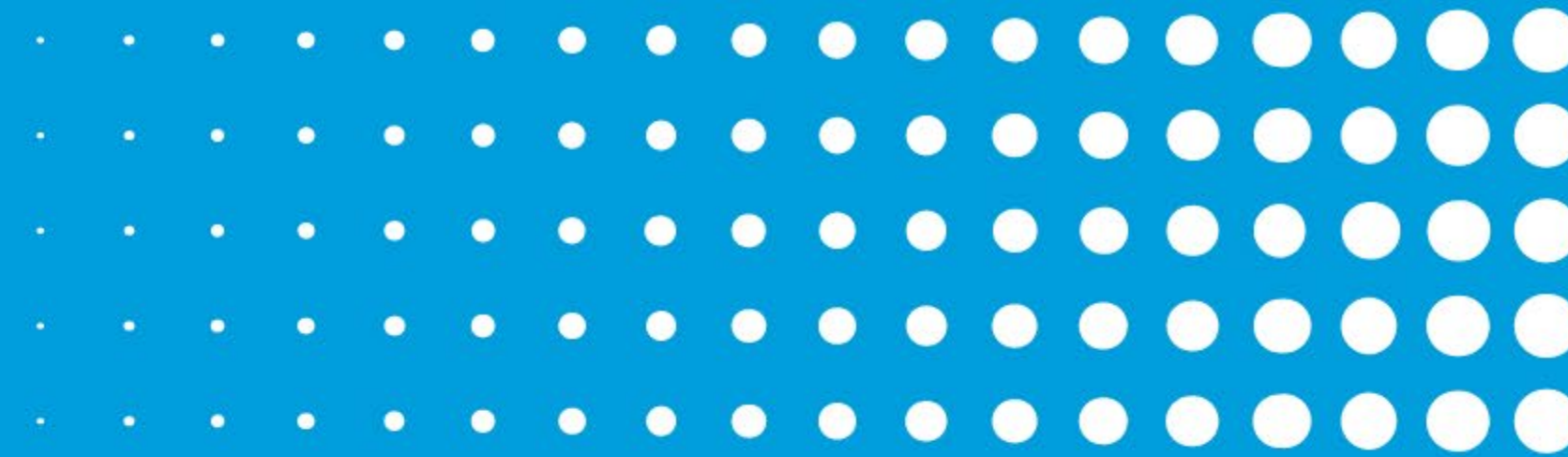
# MLB knocks it out the park with White and Latino Sports Fans. Fight sports have Black and Latinos in their corner and Soccer strikes a goal Latinos.

“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%

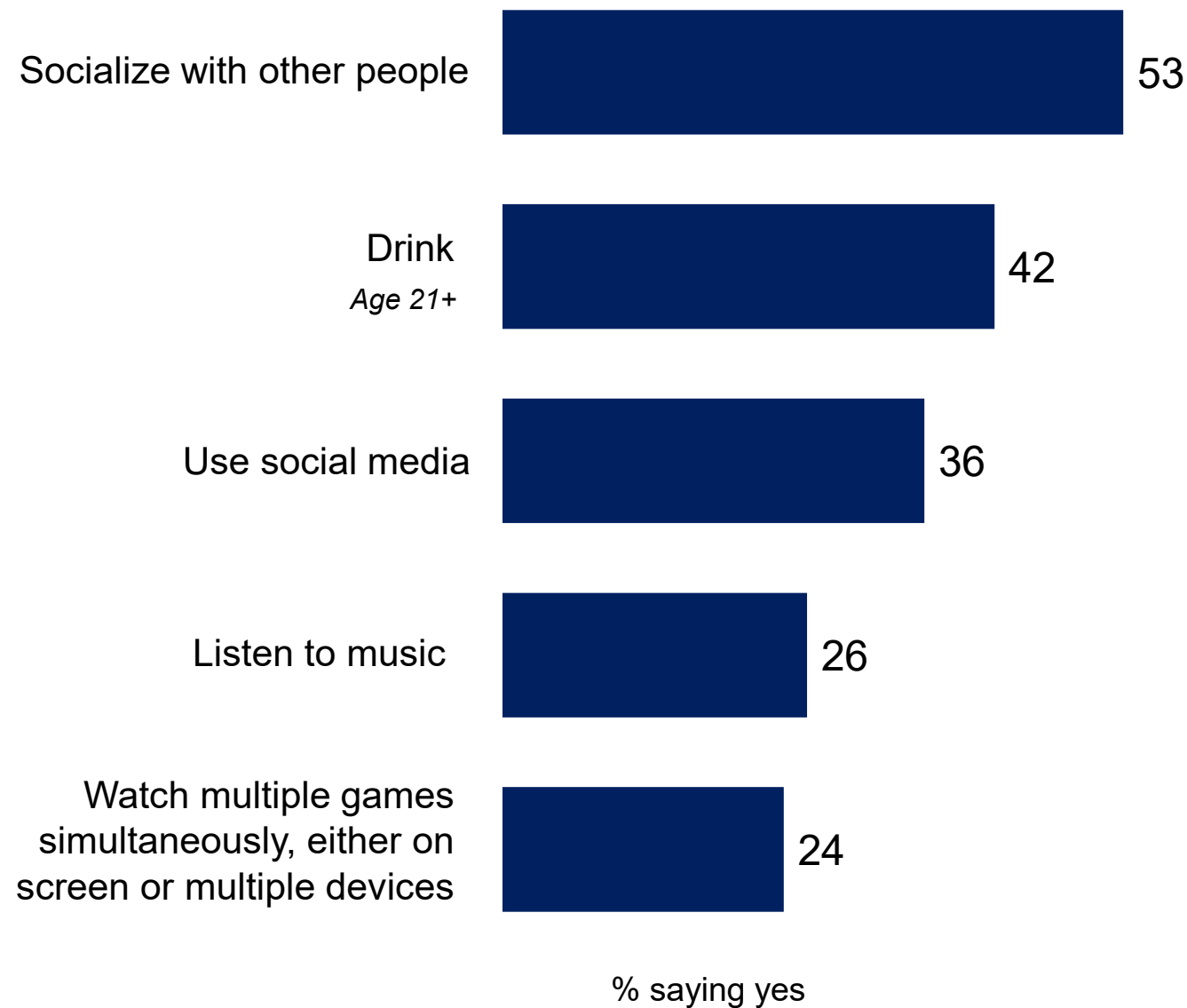
Latino  
Sports Fans

Base: Sports Fans

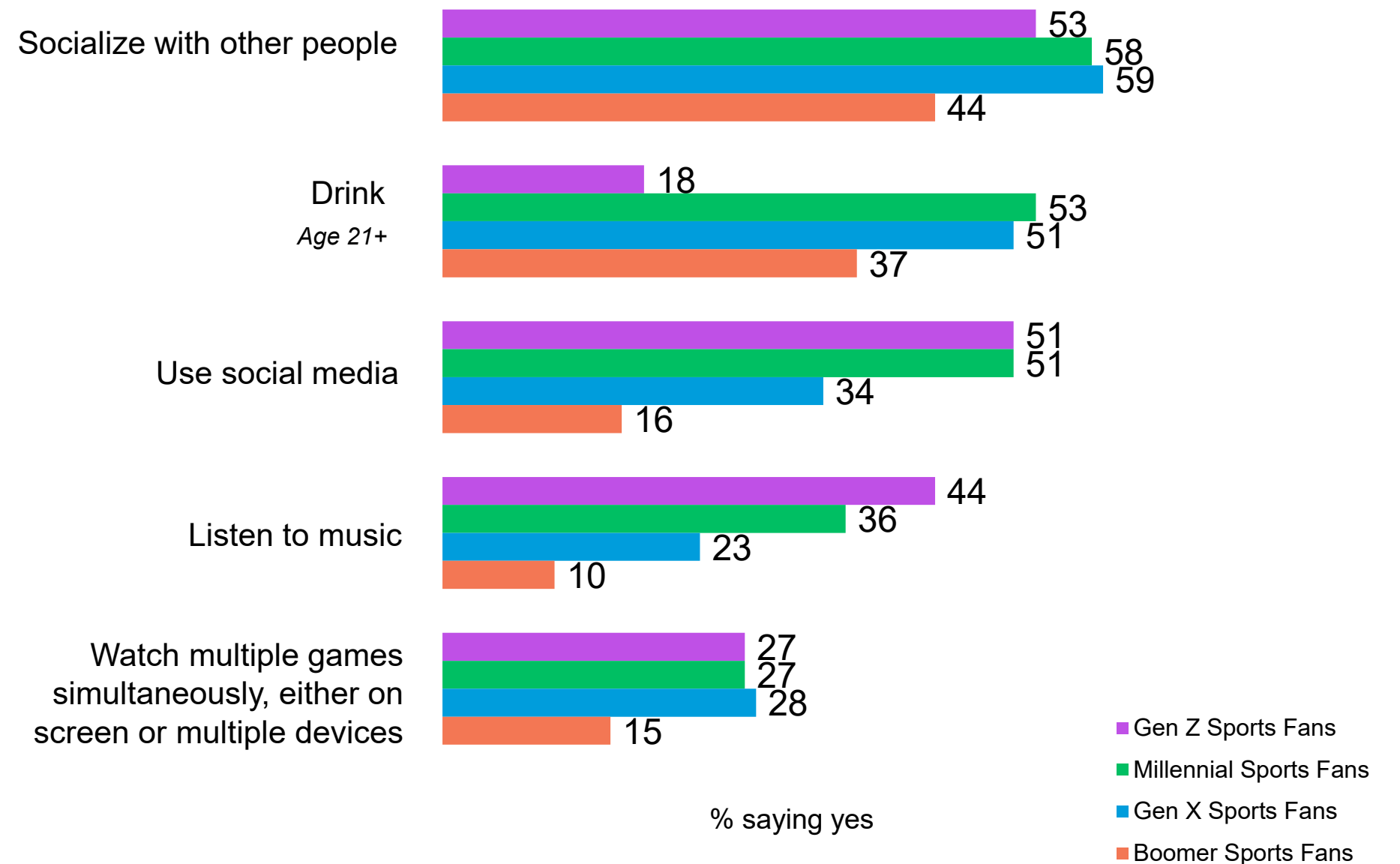


# Top five activities sports fans like to do while watching or listening to sports content

All Sports Fans



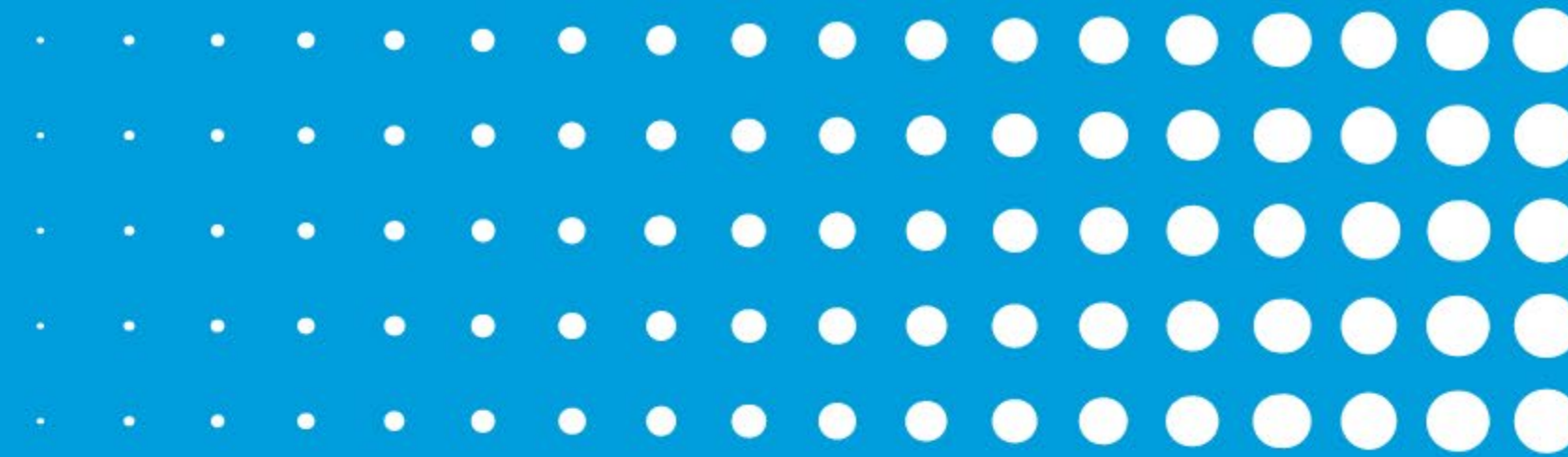
Sports Podcast Listeners by Generation



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



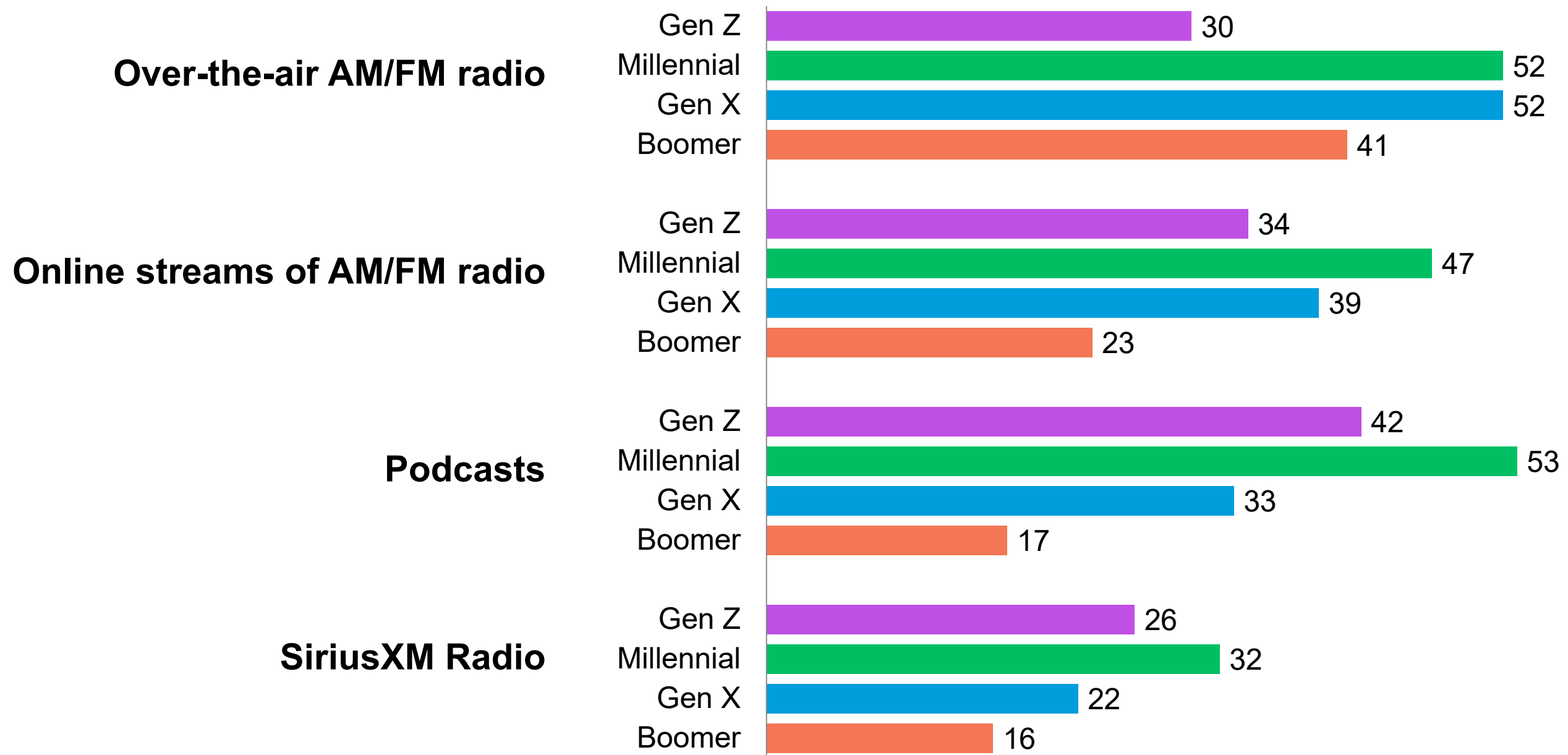
SiriusXM  
Media

groupm

Sports Audio Report: Demographics at Play

# How Different Age Groups Engage With Sports Audio Across Platforms

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

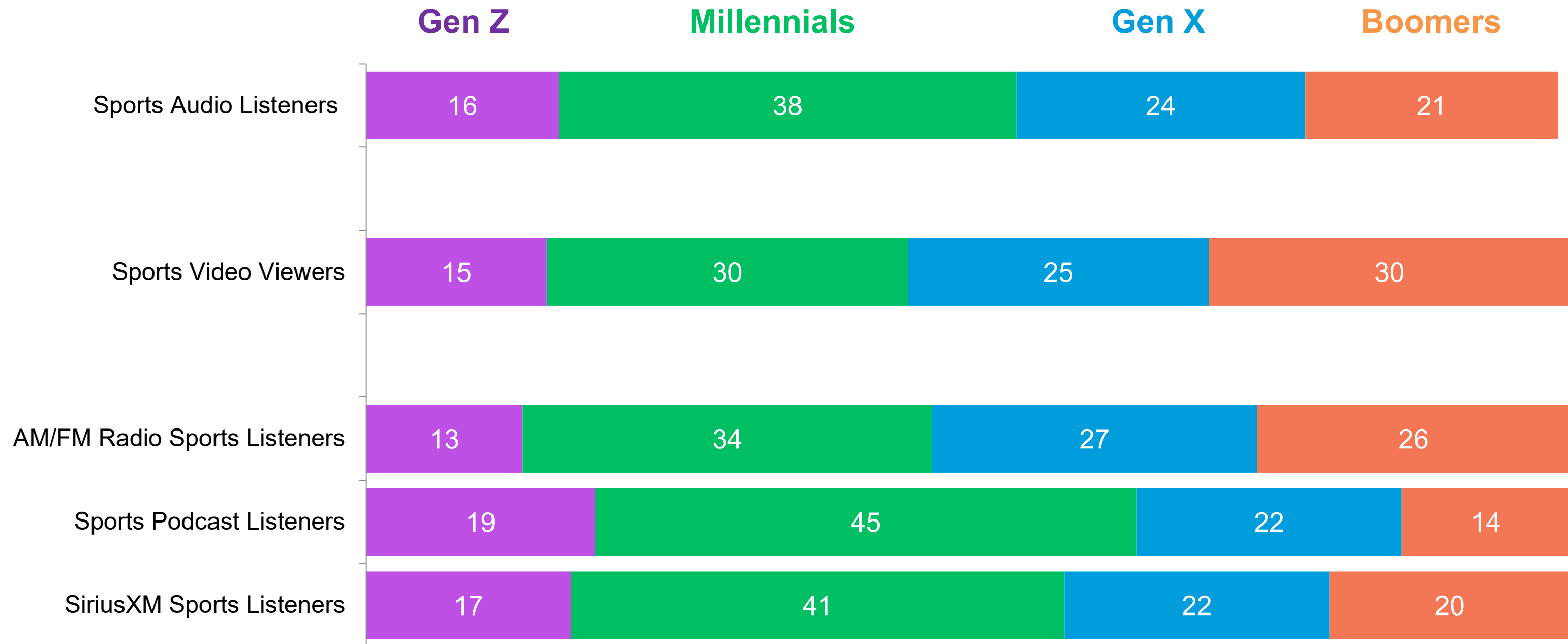


% “frequently” or “occasionally” in last year

Base: Sports Fans



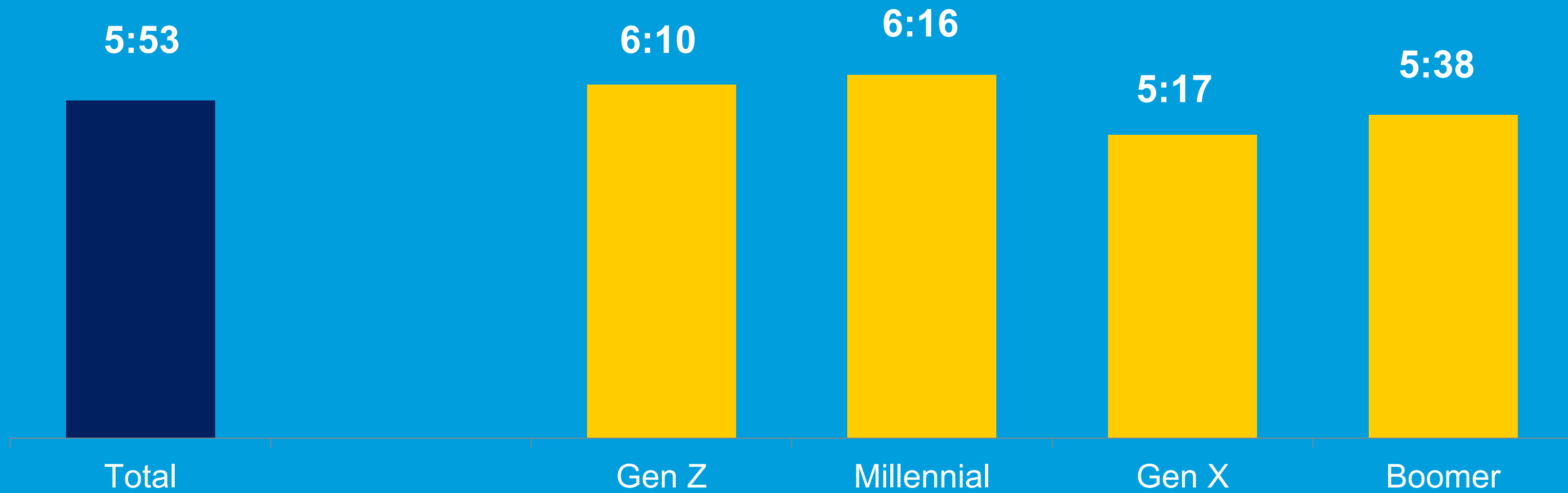
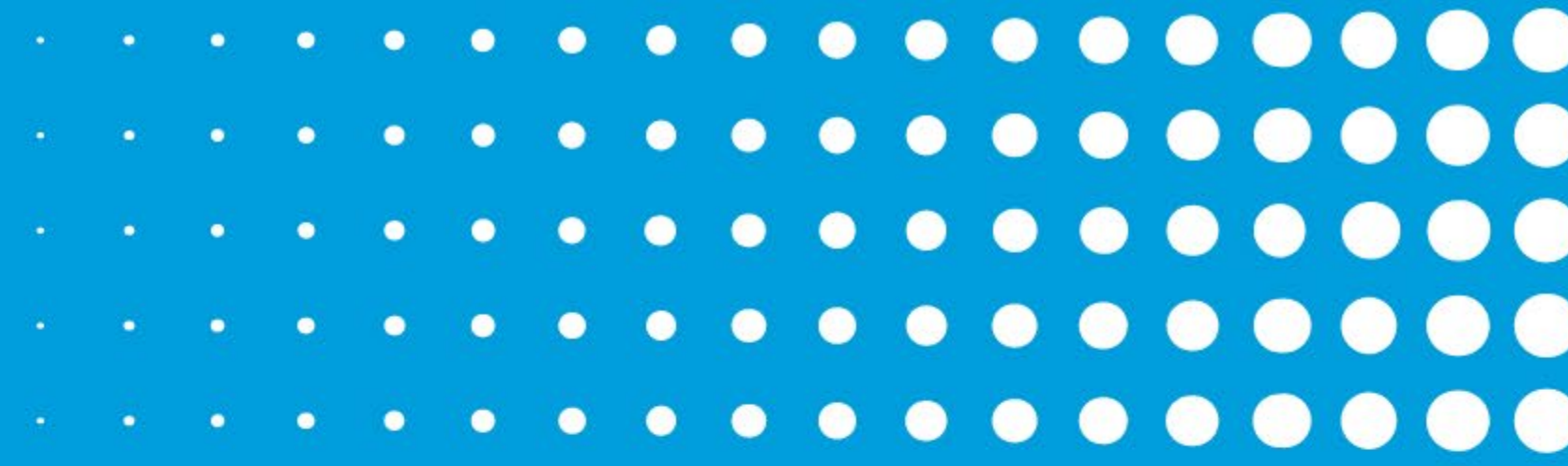
# Millennials reign in both video and audio sports consumption



Base: Sports Fans



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



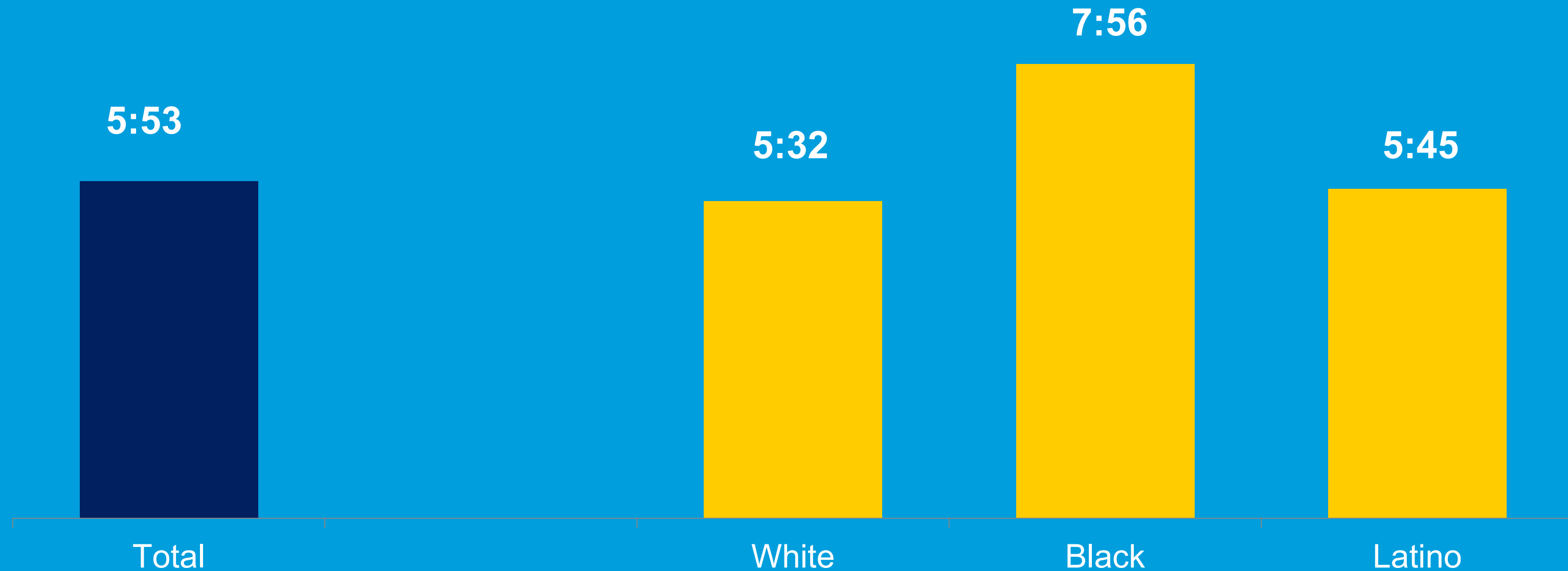
Base: Sports Fans who listen to sports audio content

HH:MM



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

By Ethnicity



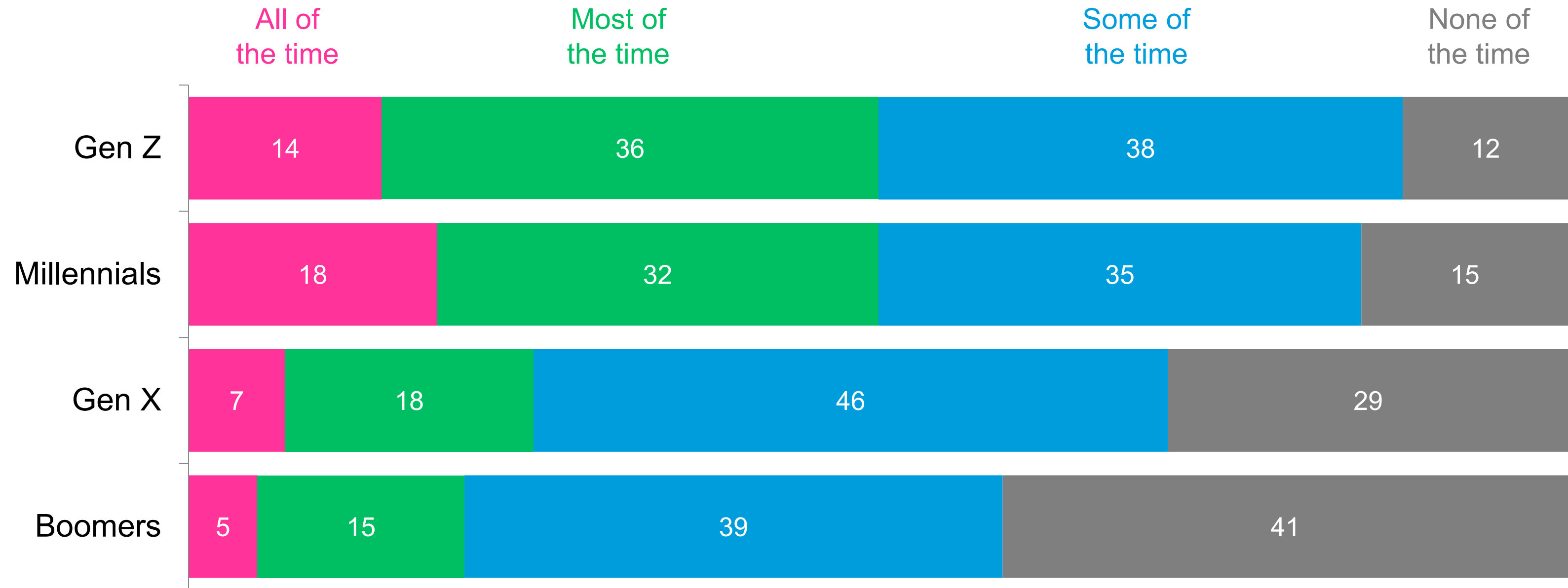
Base: Sports Fans who listen to sports audio content

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?”

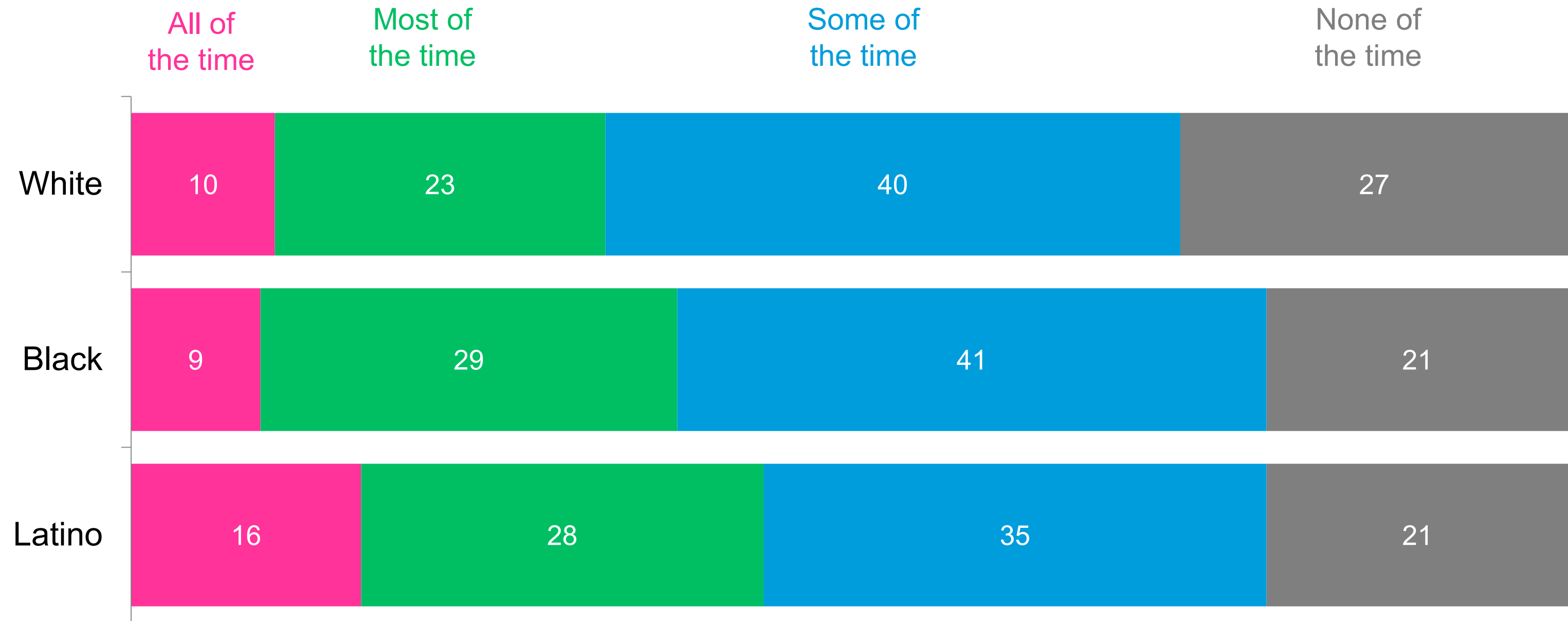


Base: Sports Fans



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

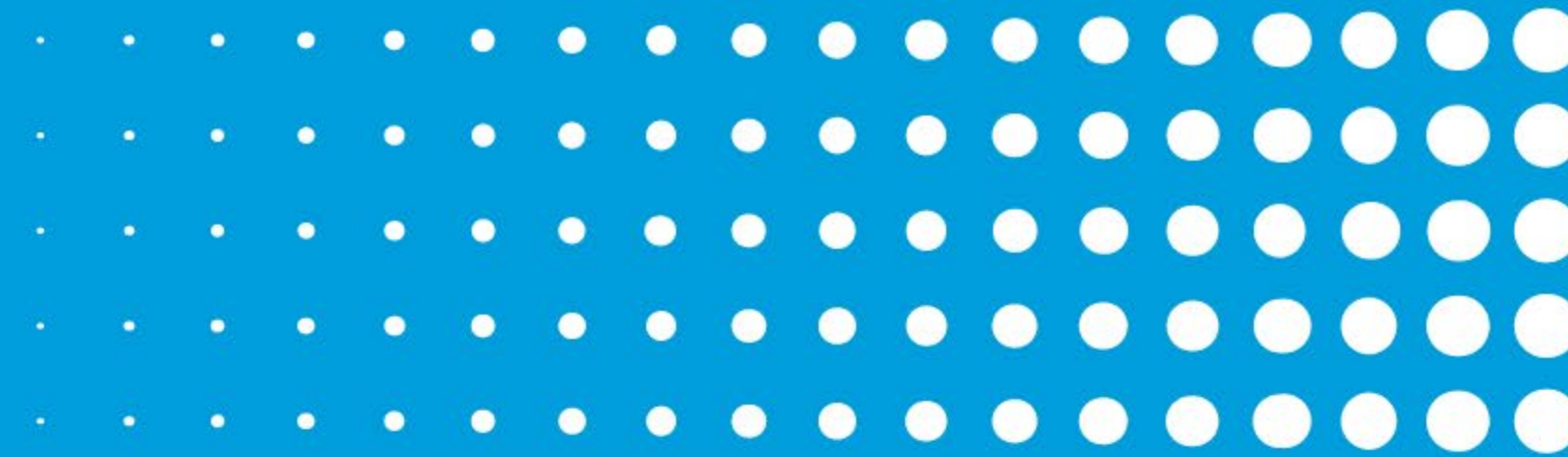
“Think of all the times you listen to sports content through audio sources. How often do you listen with other people?”



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%**

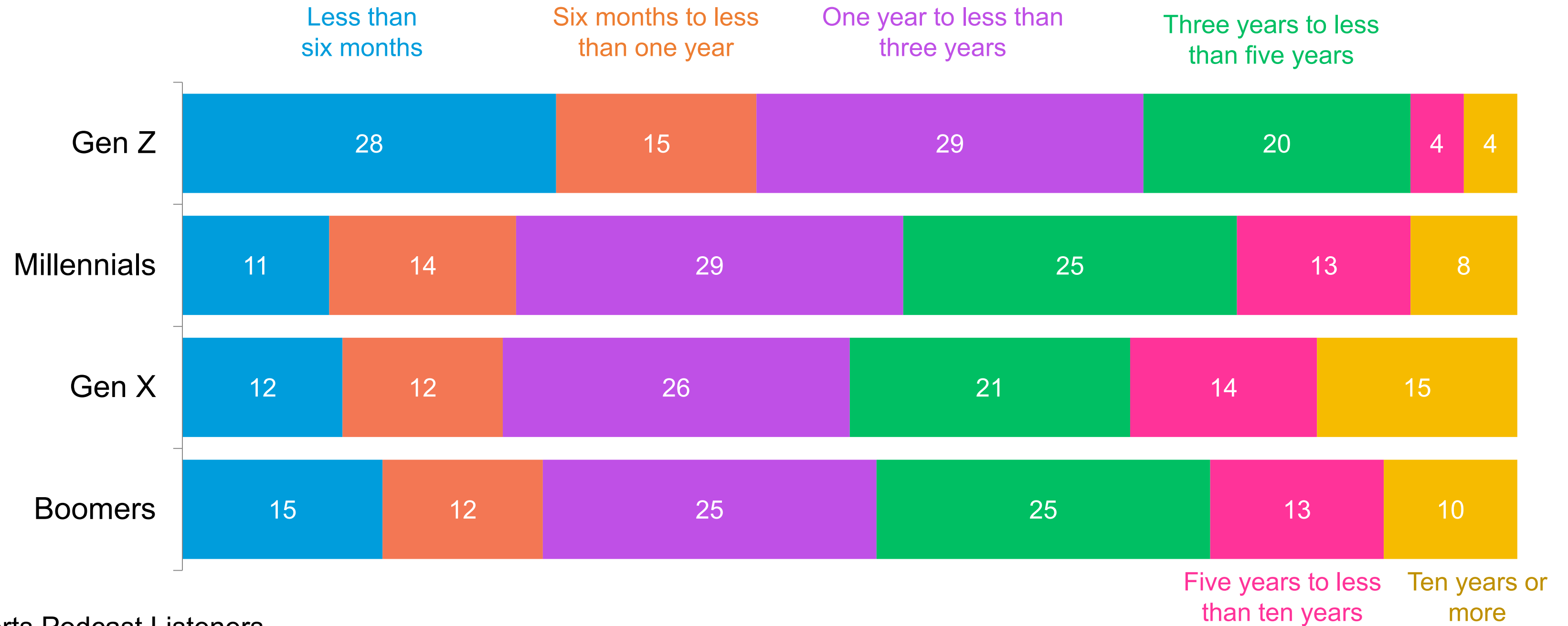
of Boomer  
Sports Fans

Base: Sports Fans



# Surge in new Gen Z sports podcast listeners

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



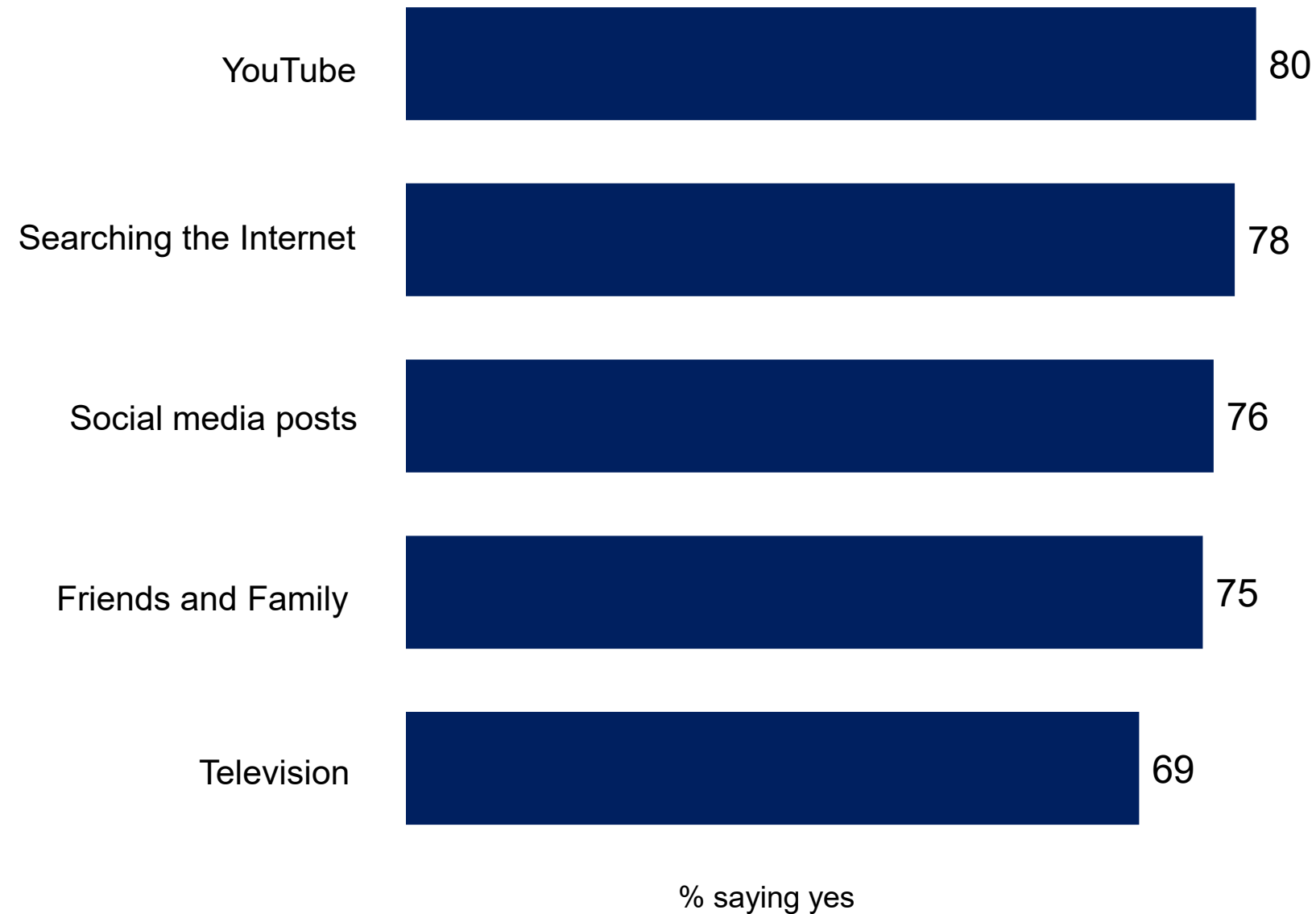
Base: Sports Podcast Listeners



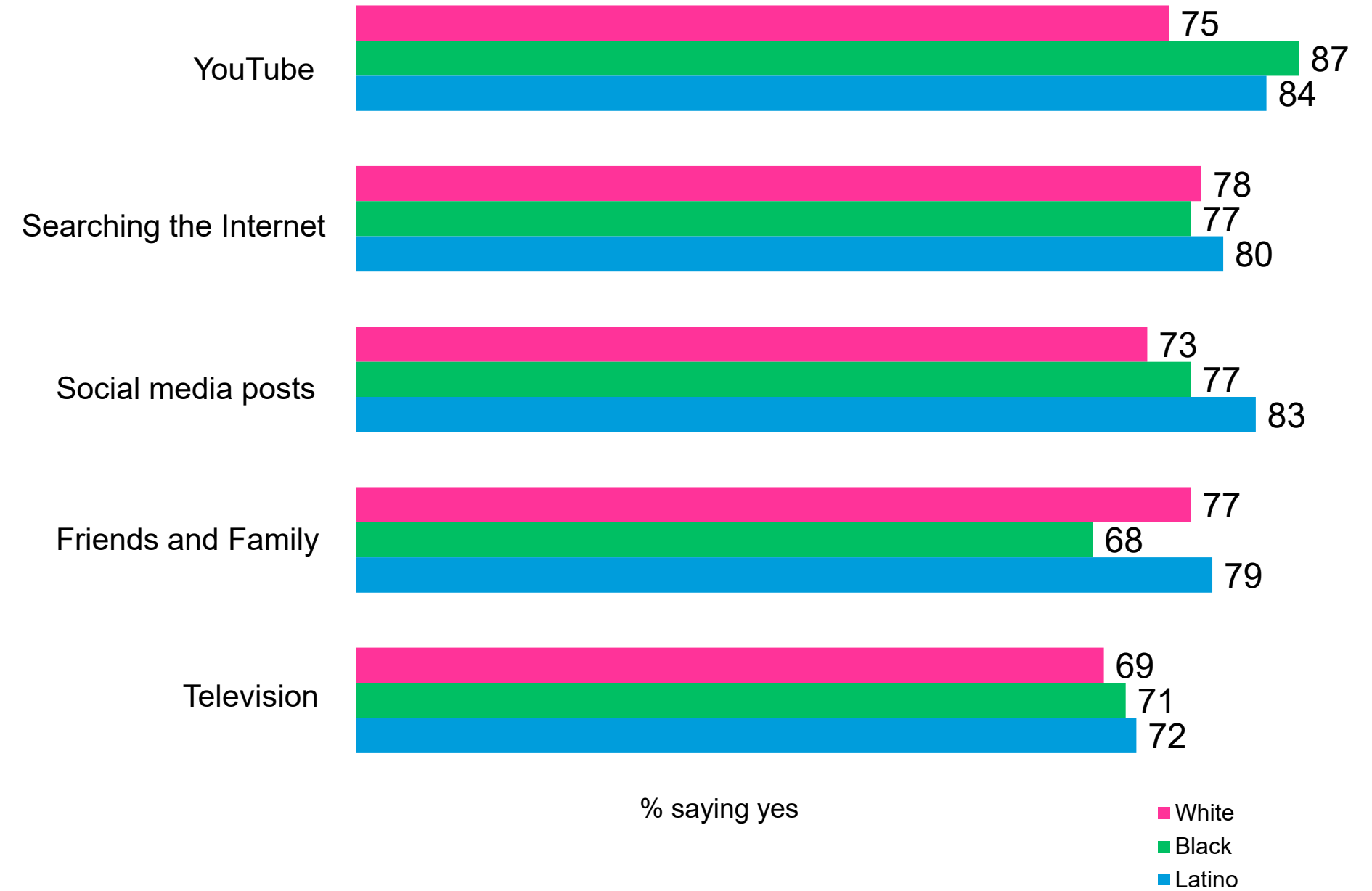
# Top five ways sports fans find out about sports podcasts

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

### All Sports Podcast Listeners



### Sports Podcast Listeners by Ethnicity



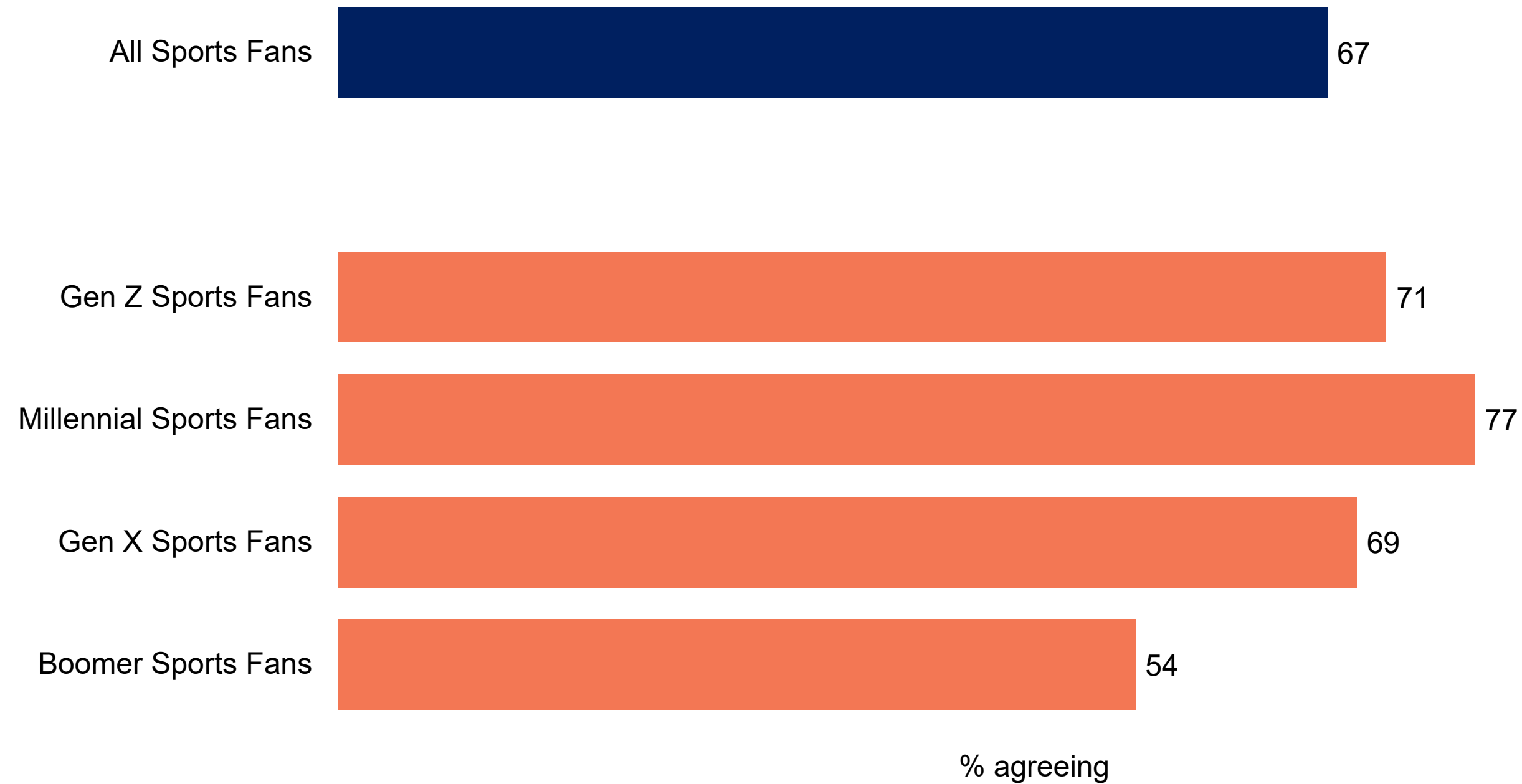
Base: Sports Podcast Listeners

# 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"

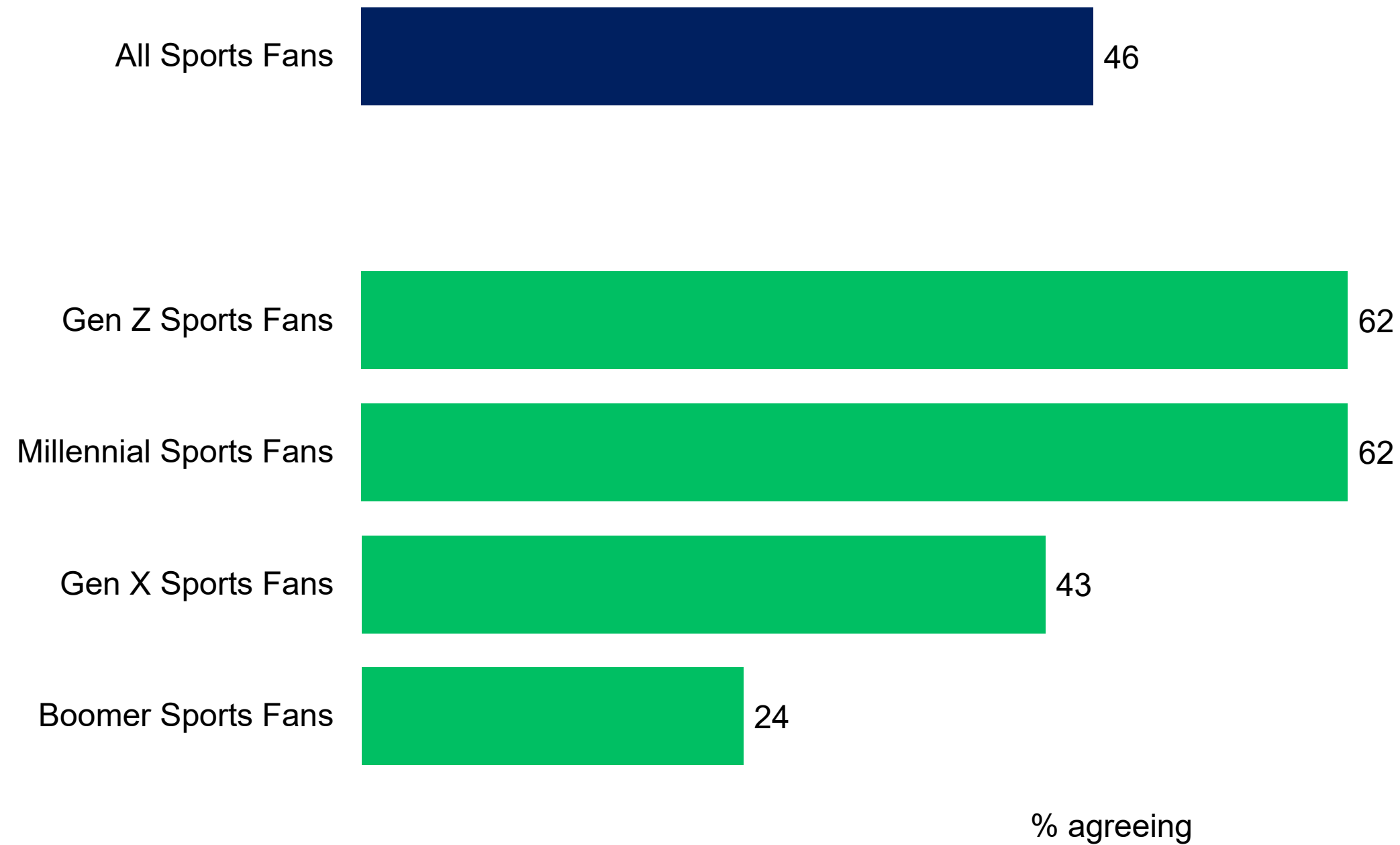


Base: Sports Fans



# 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"

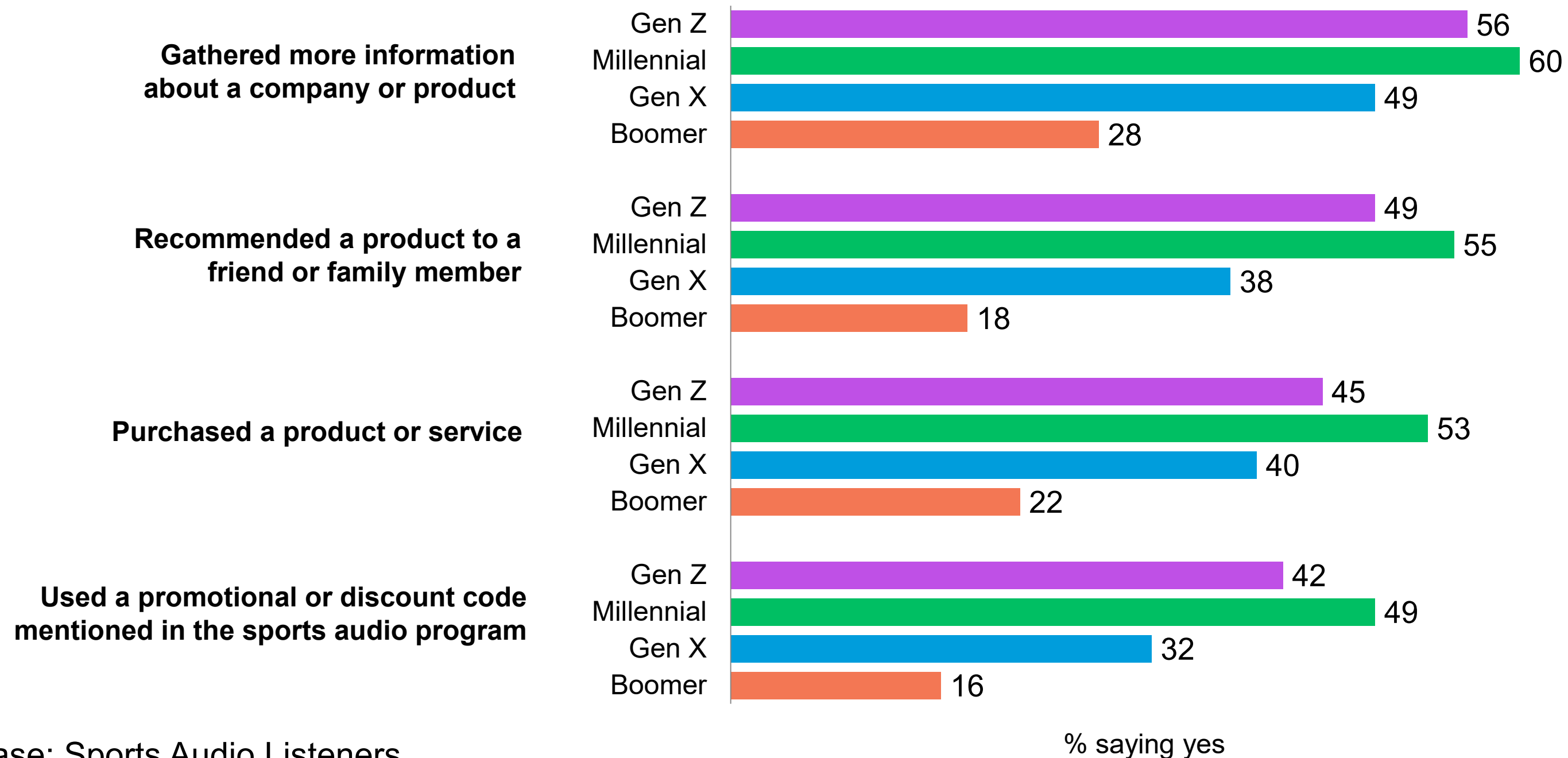


Base: Sports Fans



# 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...?”

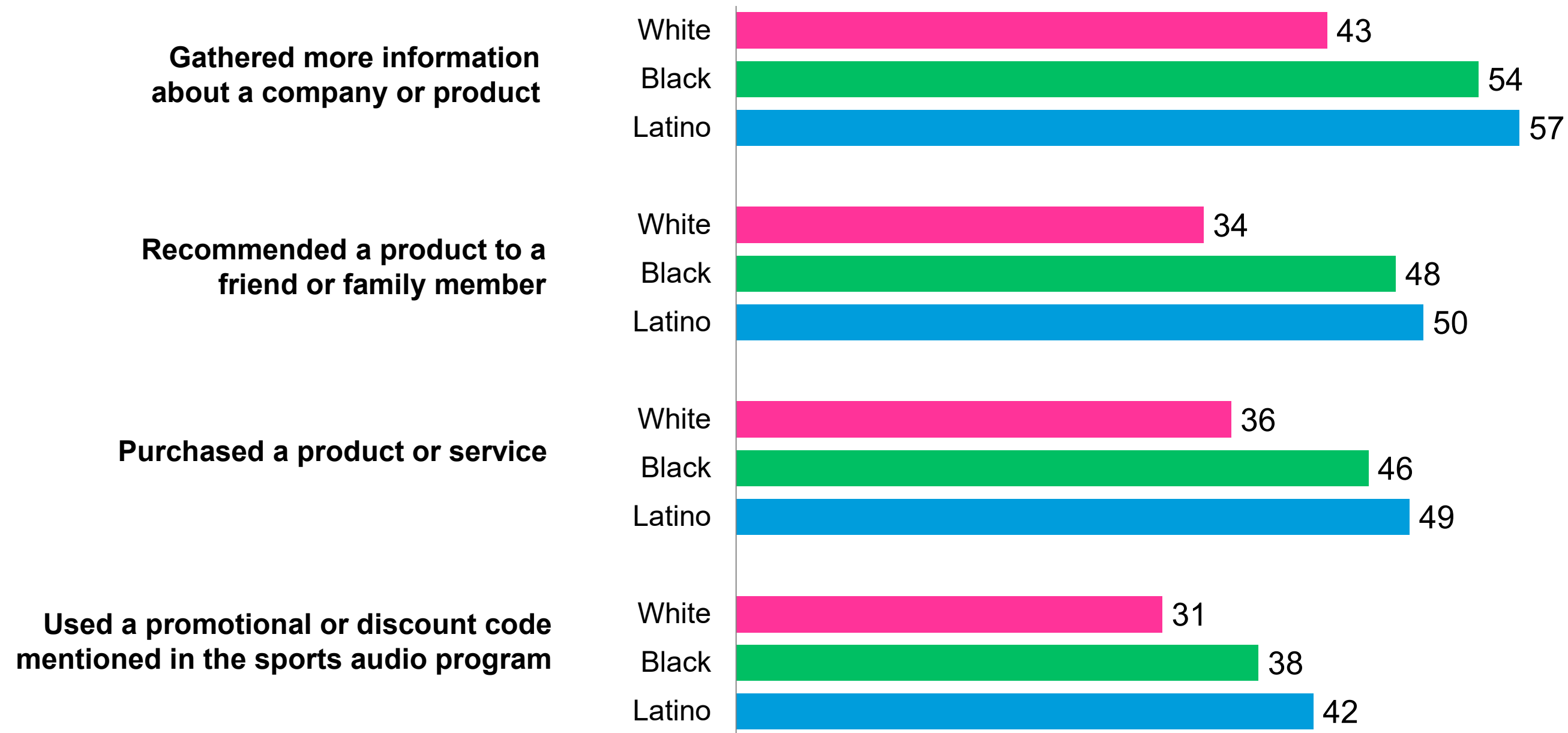


Base: Sports Audio Listeners



# 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...?”



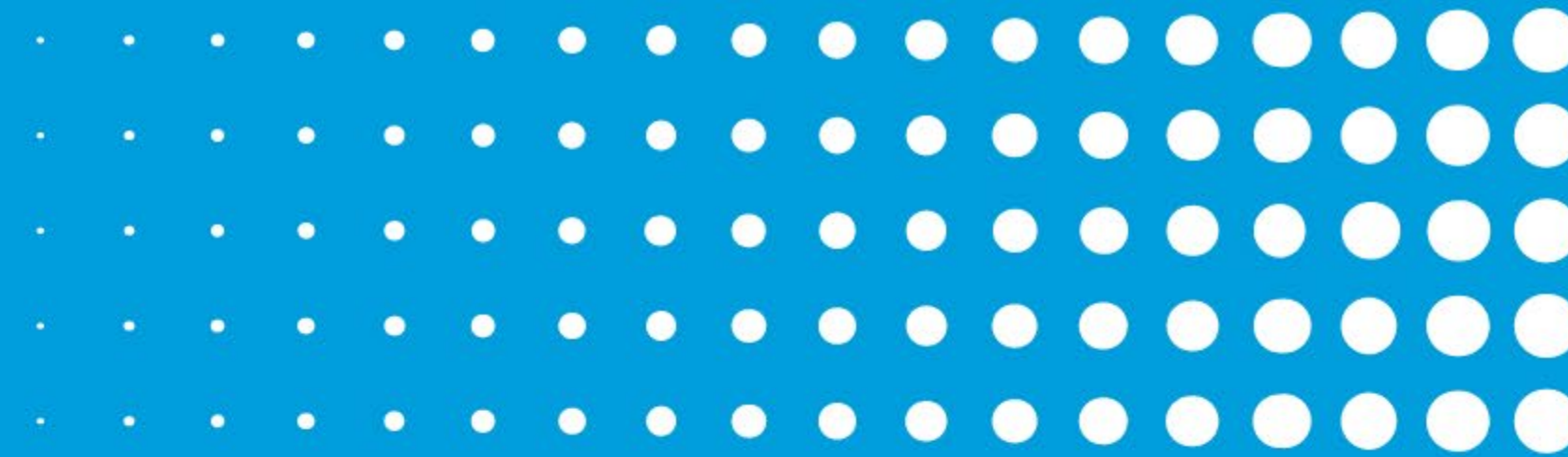
% saying yes

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**

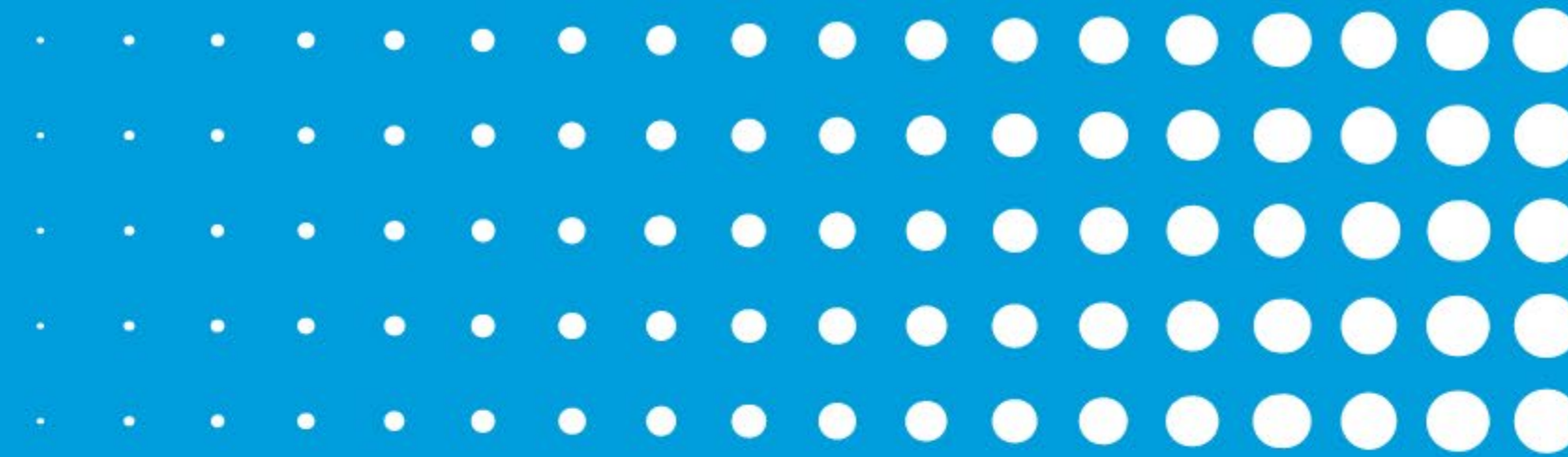
**\$177**

**\$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**

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**Multicultural sports fans are extremely engaged with sports audio**

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**Athletes significantly influence purchasing decisions**

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# Sports Audio Report: Demographics at Play

