Sports Audio Report
Coming Soon

Sports Audio Report:
Female Fans
Survey Methodology

3,534 total online interviews

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”

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 is a wide-reaching pastime in the United States 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”).

66%

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
Fans use sports to be a part of something bigger

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

64% Agree

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

66% 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%  57%  39%  26%

Gen Z  Millennial  Gen X  Boomer
Age 13-24  Age 25-42  Age 43-58  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?”

- NFL: 59%
- College football: 37%
- NBA: 35%
- MLB: 34%
- College basketball: 26%
- NHL: 19%
- Soccer: 18%
- Boxing: 16%
- UFC/MMA: 14%
- WWE: 14%
- NASCAR: 13%
- Golf: 13%
- Tennis: 13%
- Formula 1: 10%

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
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

- Casual Spectators: 31%
- Enthusiastic Sports Fans: 20%
- Non-Sports Fans: 34%
- Die-Hard Sports Fans: 15%
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…?”

Over-the-air AM/FM radio: 45%
Online streams of AM/FM radio: 36%
Podcasts: 36%
SiriusXM radio: 24%

AM/FM radio (over-the-air or online): 52%

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

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<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Sports fans</td>
<td>47</td>
<td>31</td>
<td>22</td>
</tr>
<tr>
<td>Sports Video Viewers</td>
<td>43</td>
<td>33</td>
<td>24</td>
</tr>
<tr>
<td>Sports AM/FM Radio Listeners</td>
<td>37</td>
<td>35</td>
<td>28</td>
</tr>
<tr>
<td>Sports Podcast Listeners</td>
<td>34</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td>SiriusXM Sports Listeners</td>
<td>33</td>
<td>33</td>
<td>34</td>
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</tbody>
</table>

Base: Sports fans
Fans seek community in sports and that sentiment drives their listening to sports audio.

56% of Sports Audio Listeners consume sports audio to feel more connected with friends, family, and colleagues.

58% of Sports Audio Listeners consume sports audio to be a part of a community of fans.

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?”

<table>
<thead>
<tr>
<th></th>
<th>All of the time</th>
<th>Most of the time</th>
<th>Some of the time</th>
<th>None of the time</th>
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</thead>
<tbody>
<tr>
<td>Sports AM/FM Radio Listeners</td>
<td>14</td>
<td>28</td>
<td>38</td>
<td>20</td>
</tr>
<tr>
<td>Sports Podcast Listeners</td>
<td>16</td>
<td>32</td>
<td>37</td>
<td>15</td>
</tr>
<tr>
<td>SiriusXM Sports Listeners</td>
<td>23</td>
<td>33</td>
<td>33</td>
<td>11</td>
</tr>
</tbody>
</table>

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.
Share of Time Spent Listening to **Sports**
U.S. Population 13+

AM/FM Radio includes over the air and radio streams

<table>
<thead>
<tr>
<th></th>
<th>AM/FM Radio</th>
<th>Podcasts</th>
<th>SiriusXM</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2018</strong></td>
<td>71</td>
<td>16</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td><strong>Q3 2023</strong></td>
<td>57</td>
<td>30</td>
<td>11</td>
<td>2</td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>AM/FM Radio</th>
<th>Podcasts</th>
<th>SiriusXM</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>57</td>
<td>30</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>Age 13-34</td>
<td>22</td>
<td>64</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Age 35-54</td>
<td>58</td>
<td>26</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>Age 55+</td>
<td>85</td>
<td>5</td>
<td>9</td>
<td>1</td>
</tr>
</tbody>
</table>

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

Sports Audio Report
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”

<table>
<thead>
<tr>
<th>Sports Audio Listeners</th>
<th>Sports Podcast Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>49%</td>
<td>74%</td>
</tr>
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</table>

Base: Sports fans
Podcasting allows for refreshing perspectives
Top 10 Podcasts in the US: Q1 2024
Shows with the largest weekly audience

#1 The Joe Rogan Experience
#2 Crime Junkie
#3 The Daily
#4 New Heights
#5 Dateline

#6 This American Life
#7 Call Her Daddy
#8 Smartless
#9 Morbid
#10 Stuff You Should Know Podcast

How The Study Was Conducted: Edison Podcast Metrics Q1 2024. The Podcasts by Reach is based upon 5,300 online interviews with weekly podcast consumers in the United States, ages 3+ and older. Interviews were conducted continuously throughout the quarter in English and Spanish. Rankings are based on listening over the full period. All rankings are reported listening to podcasts in the last week. Data weighted using The Infinite Dial from Edison Research, SiriusXM, Cumulus Media, and Edelstein 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"

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...?”

- Gathered more information about a company or product: 63%
- Recommended a product to a friend or family member: 57%
- Purchased a product or service: 55%
- Used a promotional or discount code mentioned in the sports audio program: 50%

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”

- Sports fans: 67%
- Sports video viewers: 69%
- Sports AM/FM radio listeners: 73%
- Sports podcast listeners: 81%
- SiriusXM sports listeners: 76%
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”

- Sports fans: 46%
- Sports video viewers: 48%
- Sports AM/FM radio listeners: 55%
- Sports podcast listeners: 68%
- SiriusXM sports listeners: 64%

% agreeing
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 Report*)
Sports Audio Listeners spend a significant amount of money on sports merchandise

Sports audio listeners spend an average of $262 on sports/team/athlete memorabilia or merchandise each year

Sports podcast listeners spend an average of $321

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

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

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 bettor*  
(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

Complement sports video with audio

Sports is more than just a game
Nearly 1 in 4 of sports fans 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