

SPORTS FANS

2.1 Profile of Sports Fans

The Center for the Digital Future (www.digitalcenter.org), University of Southern California, Annenberg School for Communication reported that 86% of Americans consider themselves sports fans. The following are findings of the study:

Profile

- Ninety-two percent (92%) of men and 80% of women consider themselves sports fans.
- Eighty-eight percent (88%) of sports fans follow more than one sport; 89% follow more than one team.
- Twenty-four percent (24%) say they are “intense” sports fans.
- The demographic profile of the most intense sports fans is as follows:
 - Gender: Male
 - Age: 35-to-54
 - Marital status: Married
 - Ethnicity: African-American
 - Income: \$75,000-\$100,000 per year
 - Education: College degree
- Even among the 14% of people who are not sports fans, most follow sports to some extent; one-third say they follow more than one team.

Sports Media Consumption

- In general, very few people feel they can get all the sports content they want from free platforms. More than 90% of sports fans are willing to pay for sports programming.
- Fifty-nine percent (59%) of sports fans want sports as part of their basic pay-TV package or bundle; 28% want it as an option.
- Sports fans say they will pay more for sports streaming than for sports content via cable or satellite television.
- Those ages 25-to-34 are willing to pay the most for sports programming.
- Women are more willing to pay for sports programming than men. For all major sports except baseball, women say they will pay up to 50% more.
- Twenty-nine percent (29%) of 25-to-34 year olds say they would watch a sporting event streamed live from a mobile phone.

2.2 Demographic Profile Of U.S. Sports Fans

Fifty-five percent (55%) of U.S. adults say they are sports fans, according to a survey by the Marist College Institute for Public Opinion (www.maristpoll.marist.edu). The following is a demographic profile (percentage of respondents who say they are fans):

Gender

- Male: 65%
- Female: 46%

Age

- 18-to-29: 49%
- 30-to-44: 53%
- 45-to-59: 62%
- 60 and older: 54%

Income

- Less than \$50,000: 49%
- More than \$50,000: 62%

Region

- Northeast: 56%
- Midwest: 56%
- South: 60%
- West: 47%

Education

- Not college graduate: 56%
- College graduate: 54%

2.3 Fan Spending

The *Sports Fan and Engagement Study*, by Simmons Research (www.simmonsresearch.com), reported fan spending* as follows:

- Pro soccer: \$707
- PGA Tour: \$646
- NASCAR: \$644
- NHL: \$641
- NBA: \$594
- College sports: \$589
- MLB: \$558
- NFL: \$534

* among consumers who spent money on each sport

Spending components include game tickets, concession spending at events, TV packages, apparel, and memorabilia.

2.4 Favorite Sports

According to a recent Harris Poll (www.theharrispoll.com), favorite sports among adults (age 18 and older) are as follows:

- Pro football: 32%
- Baseball: 16%
- Men's college football: 10%
- Auto racing: 7%
- Men's pro basketball: 6%
- Men's soccer: 6%
- Ice hockey: 6%
- Men's college basketball: 3%
- Boxing: 2%
- Men's golf: 2%
- Track & field: 2%
- Women's tennis: 2%
- Bowling: 1%
- Horse racing: 1%
- Men's tennis: 1%
- Swimming: 1%
- Women's soccer: 1%

2.5 Avid Fans

According to an ESPN Sports Poll, these percentages of adults say they are fans or avid followers* of the following sports leagues:

	Fan	Avid Fan
• National Football League (NFL):	66%	32%
• NCAA Football:	58%	23%
• Major League Baseball (MLB):	57%	19%
• NCAA Basketball:	48%	16%
• National Basketball Association (NBA):	48%	16%
• Extreme/action sports:	46%	11%
• Figure skating:	45%	10%
• Boxing:	37%	10%
• Mixed martial arts:	36%	14%
• NASCAR:	36%	11%
• National Hockey League (NHL):	35%	8%
• PGA Tour (golf):	33%	8%
• Horse racing:	30%	5%

- Women's Tennis Association Tour (WTA): 30% 5%
- Women's National Basketball Association (WNBA): 30% 4%
- Major League Soccer (MLS): 30% 6%
- Association of Tennis Professionals Tour (ATP): 29% 4%
- Pro wrestling: 21% 6%

* A fan has some interest in the sport; an avid fan is very interested

2.6 Fan Base By Gender

Fan distribution by gender is as follows (sources: Scarborough Research [www.scarborough.com] and *Advertising Age*):

	Male	Female
• College Basketball:	67%	33%
• College Football:	68%	32%
• Major League Baseball:	65%	35%
• NASCAR:	64%	36%
• National Basketball Association:	65%	35%
• National Football League:	66%	34%
• National Hockey League:	70%	30%
• PGA Tour:	71%	29%

2.7 Female Fans

Surveys have found that roughly 50 million women avidly follow sports. According to Scarborough Sports Marketing and *SportsBusiness Journal*, the percentages of women (ages 18 and older) who are fans or avid fans of various sports are as follows:

	Fan	Avid Fan
• Olympic Games:	60%	24%
• NFL:	49%	15%
• MLB:	43%	10%
• College football:	32%	9%
• NBA:	31%	6%
• College basketball:	26%	7%
• NASCAR:	24%	8%
• Horse racing:	22%	3%
• PGA Tour:	21%	4%
• Pro rodeo:	17%	3%
• NHL:	16%	2%
• Pro bull riding:	16%	3%
• Minor league baseball:	16%	2%
• WNBA:	15%	2%
• IndyCar Series racing:	14%	2%
• LPGA Tour:	13%	2%

- Monster trucks: 11% 2%
- MLS: 11% 2%
- PBA bowling: 10% 1%

2.8 Fan Base By Age

Fan distribution is as follows (sources: Scarborough Sports Marketing and Advertising Age):

	18-to-29	30-to-49	50-to-69	70 and Older
• College Basketball:	19%	35%	34%	13%
• College Football:	19%	36%	33%	12%
• Major League Baseball:	17%	35%	34%	14%
• National Basketball Assn:	27%	38%	26%	10%
• National Football League:	20%	38%	32%	11%
• National Hockey League:	21%	42%	29%	8%
• NASCAR:	13%	34%	40%	12%
• PGA Tour:	9%	27%	42%	22%

In a survey by Turnkey Sports (www.turnkeysports.com), sports fans reported their favorite sport as follows (percentage of respondents):

	13-to-17	18-to-34	35-to-49	50 and Older
• NFL:	13%	38%	77%	52%
• NBA:	57%	41%	7%	3%
• MLB:	4%	3%	9%	40%
• MLS:	21%	9%	0%	0%
• NHL:	3%	6%	2%	0%
• NASCAR:	2%	3%	5%	5%

The following is the median age of people who say they are fans of particular sports (sources: Magna Global [www.magnaglobal.com] and *SportsBusiness Journal*):

• PGA Champions Tour:	64	• NFL:	50
• LPGA:	63	• NHL:	48
• ATP:	60	• English Premier League:	42
• NASCAR:	59	• NBA:	41
• MLB:	56	• MLS:	40
• College football:	52		

2.9 Median Household Income By Sport

The following is the median household income of people who say they are fans of particular sports (sources: Magna Global and *SportsBusiness Journal*):

• English Premier League:	\$81,800	• PGA Champions Tour:	\$71,200
• NHL:	\$78,800	• College football:	\$68,700
• LPGA:	\$72,500	• NFL:	\$68,400

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| • MLB: | \$62,800 | • NBA: | \$57,600 |
| • ATP: | \$62,300 | • NASCAR: | \$49,700 |
| • MLS: | \$61,600 | | |

2.10 Youth Fans

The following percentages of children ages 7-to-11 responded in an ESPN Sports Poll saying they are fans of the following sports:

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|-----------------------|-----|-------------------|-----|
| • NBA: | 77% | • MLS: | 62% |
| • NFL: | 69% | • College sports: | 60% |
| • MLB: | 69% | • NASCAR: | 57% |
| • College basketball: | 68% | • NHL: | 50% |
| • Action sports: | 68% | | |

2.11 Fan Base By Ethnicity

Fan distribution by ethnicity is as follows (source: ESPN Sports Poll):

College Basketball

- Caucasian: 73%
- African-American: 13%
- Hispanic-American: 9%
- Other: 5%

NASCAR

- Caucasian: 77%
- African-American: 9%
- Hispanic-American: 9%
- Other: 5%

College Football

- Caucasian: 75%
- African-American: 11%
- Hispanic-American: 9%
- Other: 5%

National Basketball Association

- Caucasian: 65%
- African-American: 15%
- Hispanic-American: 14%
- Other: 6%

Major League Baseball

- Caucasian: 74%
- Hispanic-American: 12%
- African-American: 5%
- Other: 9%

National Football League

- Caucasian: 73%
- African-American: 11%
- Hispanic-American: 11%
- Other: 5%

Major League Soccer

- Caucasian: 61%
- Hispanic-American: 23%
- African-American: 9%
- Other: 7%

2.12 African-American Fans

According to an ESPN Sports Poll, the following percentages of African-American adults said they are fans or avid followers of these sports leagues:

	Fan	Avid Fan
• National Football League:	75%	43%
• National Basketball Association:	74%	39%
• NCAA Basketball:	66%	25%
• NCAA Football:	65%	27%
• Boxing:	59%	25%
• Women's National Basketball Association:	55%	15%
• Extreme/action sports:	54%	18%
• Major League Baseball:	53%	15%
• Women's Tennis Association Tour:	53%	14%
• Mixed martial arts:	52%	22%
• Figure skating:	45%	12%
• Association of Tennis Professionals Tour:	40%	8%
• Pro wrestling:	39%	15%
• PGA Tour (golf):	33%	7%
• Major League Soccer:	32%	7%
• NASCAR:	30%	6%
• Horse racing:	28%	5%
• National Hockey League:	27%	4%

2.13 Hispanic-American Fans

According to ESPN Deportes and *SportsBusiness Journal*, the percentages of Hispanic-Americans that are fans of various sports compared with all U.S. adults are as follows:

	Hispanic-Americans	All Adults
• Boxing:	62%	33%
• World Cup Soccer:	61%	n/a
• MLB:	59%	58%
• NBA:	56%	50%
• Mexican Soccer League:	56%	n/a
• NFL:	50%	69%
• Action sports:	48%	45%
• NASCAR:	40%	43%
• NHL:	24%	28%
• PGA Tour:	22%	36%

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SPORTS RADIO

14.1 Sports Radio Stations

New York City-based WFAN (660 AM) is credited with pioneering the 24-hour-per-day sports-talk format. Its success spawned rapid growth of sports-talk radio in the 1990s and 2000s. Every major metropolitan area now has at least one radio station offering 24/7 sports programming; some have two or more.

According to the Streaming Radio Guide (www.streamingradioguide.com), there were 508 AM sports radio stations and 151 FM sports radio stations in the U.S. in 2021, distributed as follows:

	AM	FM	Total
• National sports talk:	403	93	496
• Local sports talk:	60	42	102
• Sports variety:	45	16	61
• Total:	508	151	659

There were 545 streaming radio stations in the U.S., distributed as follows:

• National sports talk:	393
• Local sports talk:	95
• Sports variety:	57
• Total:	545

A list of streaming sports radio stations is available online at <http://streamingradioguide.com/internet-radio.php>.

The following links to a list of sports play-by-play radio stations: www.rkma.com/sportsradio.pdf.

Nielsen Audio ratings (www.nielsen.com/us/en/solutions/capabilities/audio.html) represent average quarter-hour shares (percentage of households tuned into a specific station) within a given market. Forty-two (42) sports radio stations have a rating of 1.0 or higher. The following are the sports radio stations with the highest ratings:

• WEEI/WEEI-FM (Boston, MA):	6.2
• WWLS/WWLS-FM (Oklahoma City, OK):	4.8
• WFAN (Nassau-Suffolk, NY):	4.3
• KFAM (Minneapolis-Saint Paul, MN):	3.9
• WIP (Philadelphia, PA):	3.7
• WHTK (Sacramento, CA):	3.5
• WHB (Kansas City, MO-KS):	2.9
• WFAN (New York, NY):	2.7

- WBNS (Columbus, OH): 2.6
- WEAE (Pittsburgh, PA): 2.4
- WSAI (Cincinnati, OH): 2.4
- KJR (Seattle, WA): 2.3
- WDAE (Tampa-St. Petersburg, FL): 2.3
- KNBR (San Francisco, CA): 2.2
- WTEM (Washington, DC): 2.2
- WFNZ/WFNA (Charlotte, NC): 2.2

According to *SportsBusiness Journal*, annual sports radio broadcast rights fees are approximately \$460 million.

14.2 Sports Radio Networks

Sports radio networks broadcast talk radio shows and live events. Talk radio includes proprietary content and nationally syndicated radio shows, such as The Jim Rome Show and 2 Live Stews.

The sports radio networks and their major sports rights are as follows:

ESPN Radio (www.espnradio.com)

- Bowl Championship Series
- Major League Baseball
- Major League Soccer
- NCAA Football

ESPN Deportes Radio (www.espn deportesradio.com)

- Major League Baseball
- Major League Soccer

MRN - Motor Racing Network (www.motorracingnetwork.com)

- NASCAR Camping World Truck Series races
- NASCAR Nationwide Series Races
- NASCAR Sprint Series; 14 races

PRN - Performance Racing Network (PRN, www.goprn.com)

- NASCAR Camping World Truck Series races
- NASCAR Nationwide Series races
- NASCAR Sprint Series; 9 races

Sporting News Radio (www.sportingnewsradio.com)

- College Football Saturday
- NFL Notebook
- NFL pre-game specials

Sports Byline USA (www.sportsbyline1.com)

- 24-hour talk radio programming

Westwood One (www.westwoodone.com)

- British Open
- Masters Golf Tournament
- NCAA Final Four
- NCAA regular-season games
- NCAA Women's Final Four
- NFL Monday Night Football (NFL)
- NFL Playoffs
- NFL Pro Bowl
- NFL Saturday Night Football (NFL)
- NFL Thursday Night Football (NFL)
- NFL Sunday Night Football (NFL)
- PGA Championship
- Super Bowl
- U.S. Open (golf)

National Public Radio (NPR, www.npr.org) and Premier Radio Networks (www.premierradio.com) also broadcast some sports programming.

14.3 The Sports Radio Audience

According to Nielsen Audio, 41.8 million people listen to sports radio each week. The following is a profile of adult sports radio listeners:

Gender

- Male: 74%
- Female: 26%

Age (men only)

- 18-to-34: 24%
- 35-to-49: 36%
- 50 and older: 40%

Household Income

- Less than \$25,000: 8%
- \$25,000 to \$49,999: 22%
- \$50,000 to \$74,999: 18%
- \$75,000 and higher: 52%

Education

- Less than high school: 4%
- High school graduate: 26%
- Some college: 30%
- College graduate: 39%

Among those who listen to sports radio, average time spent listening to the format, by age, is as follows:

- 12-to-24: 2 hours, 45 minutes
- 18-to-34: 4 hours, 45 minutes
- 25-to-54: 5 hours, 15 minutes
- 35-to-64: 5 hours, 00 minutes

Sports radio listening is distributed by location as follows:

- Away from home: 70%
- At home: 30%

Although audiences are dwarfed by market-leading rock stations, sports stations are a good vehicle for products aimed at the male audience. According to radio sales representation firm Interep (www.interep.com), more than 65% of sports-radio listeners are men; 70% are ages 25-to-54. These listeners are 81% more likely than all radio listeners to be college graduates; 67% are more likely to have household income over \$75,000.

14.4 Advertising

SportsBusiness Journal estimates annual sports radio advertising revenues at \$2.2 billion.

According to BIA Financial Network (www.bia.com) and *SportsBusiness Journal*, the following all-sports stations have the highest annual advertising revenue:

- WFAN 660 (Nassau-Suffolk, NY): \$40.5 million
- WEEI 850 (Boston, MA): \$35.2 million
- WIP 610 (Philadelphia, PA): \$23.7 million
- KNBR 680 (San Francisco, CA): \$21.6 million
- WTCK 1310 (Dallas-Ft. Worth, TX): \$20.1 million
- KSPN 91.1 (Los Angeles, CA): \$18.0 million
- WSCR 670 (Chicago, IL): \$15.0 million
- WTEM 940/94.3 (Washington, DC): \$14.0 million
- WBZ 98.5 (Boston, MS): \$13.2 million
- WMVP 1000 (Chicago, IL): \$12.2 million
- WRLD 105.3 (Dallas, TX): \$11.9 million
- WJFK 106.7 (Washington, DC): \$10.5 million
- KLAC 570 (Los Angeles, CA): \$10.3 million

- WQXI 790 (Atlanta, GA): \$ 9.8 million
- WEPN 1050 (New York, NY): \$ 7.5 million

14.5 Live Broadcast Baseball

According to *Nielsen Audio PPM™ Radio Listening for Pro Baseball*, the top sports radio stations, ranked by the average number of listeners, are as follows:

	Flagship Station	Avg. Audience
• New York Yankees:	WCBS-AM	297,200
• San Francisco Giants:	KNBR-AM	216,200
• New York Mets:	WFAN-AM	209,100
• Detroit Tigers:	WXYZ-AM/WXYT-FM	199,700
• Philadelphia Phillies:	WPHT-AM	169,400
• Chicago Cubs:	WGN-AM	138,000
• Chicago White Sox:	WSCR-AM	135,500
• Seattle Mariners:	KIRO-AM	120,800
• Cincinnati Reds:	WLW-AM	114,800
• Texas Rangers:	KESN-FM	100,700

The following stations rank highest in average percentage of male listeners, ages 25-to-54:

	Station	Rating
• Cincinnati Reds:	WLW-AM	26.3
• Detroit Tigers:	WXYZ-AM/WXYT-FM	25.9
• Milwaukee Brewers:	WTMJ	20.8
• Pittsburgh Pirates:	KDKA-FM	15.5
• St. Louis Cardinals:	KTRS-AM	15.4
• Philadelphia Phillies:	WPHT-AM	15.4
• San Francisco Giants:	KNBR-AM	12.9
• Cleveland Indians:	WTAM	11.0
• Boston Red Sox:	WEEI-AM	9.9
• Seattle Mariners:	KIRO-AM	9.8