

## MARKET SUMMARY

### 1.1 Annual Revenue

Richard K. Miller & Associates (RKMA, [www.rkma.com](http://www.rkma.com)) estimates annual revenue of the entire U.S. sports industry at \$533.0 billion. Major components of this spending are as follows:

• Sports advertising, marketing and sponsorship:	\$75.0 billion
• Sporting goods:	\$63.8 billion
• Sports travel:	\$52.5 billion
• Professional sports:	\$50.6 billion
• Event admission tickets:	\$48.0 billion
• Fitness and health clubs:	\$32.4 billion
• Golf:	\$24.4 billion
• Media rights:	\$21.3 billion
• Gate revenue:	\$20.8 billion
• Tennis:	\$16.0 billion
• Concessions:	\$15.0 billion
• Athlete income:	\$15.4 billion
• Sports streaming subscriptions:	\$15.0 billion
• Licensed merchandise:	\$14.6 billion
• Horse racing:	\$12.0 billion
• Motorsports:	\$12.0 billion
• NCAA sports:	\$12.0 billion
• Sports wagering - legal betting only:	\$11.0 billion
• Stadium and arena construction:	\$ 7.0 billion
• Agents and agencies:	\$ 4.0 billion
• Memorabilia:	\$ 4.0 billion
• Sports online:	\$ 3.0 billion
• Marathons and endurance events:	\$ 1.4 billion
• Sports periodicals:	\$ 1.2 billion
• Esports:	\$ 0.4 billion

### 1.2 Professional and Collegiate Sports

PricewaterhouseCoopers (PwC, [www.pwc.com](http://www.pwc.com)) assessed the market for professional and collegiate sports as follows:

- Gate revenue: \$20.8 billion
- Media rights: \$21.3 billion
- Sponsorship: \$18.7 billion
- Licensed merchandise: \$14.8 billion
- Total: \$75.7 billion

### 1.3 Economic Impact

The following are estimates of economic impacts of select professional sports events:

- The National Football League ([www.nfl.com](http://www.nfl.com)) claims an economic impact from the Super Bowl of around \$400 million; direct spending by attending fans is estimated at \$150 million or more.
- Major League Baseball ([www.mlb.com](http://www.mlb.com)) attaches a \$75 million benefit to the All-Star Game and up to \$250 million for the World Series.
- The NBA All-Star Game brings an estimated \$35 million to \$50 million in direct spending, depending on the host city.
- The US Open, with an annual attendance of about 700,000, has an economic impact of \$750 million, according to a study conducted by AKRF Inc. ([www.akrf.com](http://www.akrf.com)) for the United States Tennis Association (USTA, [www.usta.com](http://www.usta.com)).
- The Indianapolis 500 race, 500 Festival, and associated weekend events have an economic impact on the city of Indianapolis of approximately \$340 million.
- NASCAR's Daytona 500 and Brickyard 400 have an estimated local economic impact of \$240 million and \$220 million, respectively.
- The TCS New York City Marathon ([www.nycmarathon.org](http://www.nycmarathon.org)) has an estimated \$250 million economic impact; the Honolulu Marathon ([www.honolulumarathon.org](http://www.honolulumarathon.org)) and Boston Marathon ([www.bostonmarathon.org](http://www.bostonmarathon.org)) each have an economic impact estimated at approximately \$100 million.

## SPORTS FANS

### 2.1 Overview

*Sports Consumer Behavior*, a 2024 report by Ipsos ([www.ipsos.com](http://www.ipsos.com)), reported that 68% of U.S. adults are sports fans. Seventy-five percent (75%) of men and 62% of women are fans. Twenty-nine percent (29%) of adults attended at least one sports event in the previous 12 months.

Still, while they may consider themselves fans, 62% of U.S. adults reported in a 2023 survey by Pew Research Center ([www.pewresearch.org](http://www.pewresearch.org)) that they don't closely follow professional or college sports, and 63% said that they talk about sports with other people just a few times a month or less often.

Thirty-eight percent (38%) of adults follow and talk about sports, according to Pew. The extent that they follow sports is as follows (percentage of respondents):

- Somewhat closely: 21%
- Very closely: 9%
- Extremely closely: 7%

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**“Seven percent (7%) of adults are what might be called sports ‘superfans’ – people who follow sports extremely or very closely and talk about sports with other people at least every day.”**

Pew Research Center, 2/5/24

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### 2.2 Fan Demographics

The demographics of adults that follow sports somewhat or extremely/very closely are as follows (source: Pew Research Center):

<b>Gender</b>	<b>Somewhat</b>	<b>Extremely/Very</b>
• Female:	20%	10%
• Male:	23%	24%

### Age

- 18-to-49: 20% 15%
- 50 and older: 23% 18%

### Race/Ethnicity

- Asian: 19% 14%
- Black: 23% 21%
- Hispanic: 21% 14%
- White: 22% 17%

### Income

- Lower: 19% 11%
- Middle: 23% 18%
- Upper: 23% 24%

**Total** 21% 16%

## 2.3 Fan Spending

The *Sports Fan and Engagement Study*, by Simmons Research ([www.simmonsresearch.com](http://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

In a 2024 survey by Pew Research Center, U.S. adults identified “America’s Sport,” as follows (percentage of respondents):

- Football: 53%
- Baseball: 27%
- Basketball: 8%
- Soccer: 3%
- Auto racing: 3%

- Hockey: 1%
- Other: 2%

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**“Baseball is known as ‘America’s favorite pastime.’ But for the largest share of the U.S. public, football is ‘America’s sport’.”**

Pew Research Center, 2/5/24

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According to a recent Harris Poll ([www.theharrispoll.com](http://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:

	<b>Fan</b>	<b>Avid Fan</b>
• NFL:	66%	32%
• NCAA football:	58%	23%
• MLB:	57%	19%
• NCAA basketball:	48%	16%
• NBA:	48%	16%

• Extreme/action sports:	46%	11%
• Figure skating:	45%	10%
• Boxing:	37%	10%
• Mixed martial arts:	36%	14%
• NASCAR:	36%	11%
• NHL:	35%	8%
• PGA Tour (golf):	33%	8%
• Horse racing:	30%	5%
• Women's Tennis Association Tour (WTA):	30%	5%
• WNBA:	30%	4%
• 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](http://www.scarborough.com)] and *Advertising Age*):

	Male	Female
• College basketball:	67%	33%
• College football:	68%	32%
• MLB:	65%	35%
• NASCAR:	64%	36%
• NBA:	65%	35%
• NFL:	66%	34%
• NHL:	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:	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%
• MLB:	17%	35%	34%	14%
• NBA:	27%	38%	26%	10%
• NFL:	20%	38%	32%	11%
• NHL:	21%	42%	29%	8%
• NASCAR:	13%	34%	40%	12%
• PGA Tour:	9%	27%	42%	22%

In a survey by Turnkey Sports ([www.turnkeysports.com](http://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](http://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 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:

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

## 2.10 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%

### College Football

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

### MLB

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

### MLS

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

### NASCAR

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

### NBA

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

### NFL

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

## 2.11 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
• NFL:	75%	43%
• NBA:	74%	39%

• College basketball:	66%	25%
• College football:	65%	27%
• Boxing:	59%	25%
• WNBA:	55%	15%
• Extreme/action sports:	54%	18%
• MLB:	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%
• WWE:	39%	15%
• PGA Tour (golf):	33%	7%
• MLS:	32%	7%
• NASCAR:	30%	6%
• Horse racing:	28%	5%
• NHL:	27%	4%

## 2.12 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:

	<b>Hispanic- Americans</b>	<b>All Adults</b>
• 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%

## MAJOR LEAGUE BASEBALL

### 36.1 League Revenue

Major League Baseball (MLB, [www.mlb.com](http://www.mlb.com)) revenue has been as follows:

• 2005:	\$ 4.7 billion	• 2015:	\$ 9.4 billion
• 2006:	\$ 5.1 billion	• 2016:	\$ 9.8 billion
• 2007:	\$ 5.4 billion	• 2017:	\$10.0 billion
• 2008:	\$ 5.8 billion	• 2018:	\$10.3 billion
• 2009:	\$ 5.9 billion	• 2019:	\$10.7 billion
• 2010:	\$ 6.1 billion	• 2020:	\$ 7.3 billion
• 2011:	\$ 6.3 billion	• 2021:	\$ 9.6 billion
• 2012:	\$ 6.8 billion	• 2022:	\$11.0 billion
• 2013:	\$ 8.1 billion	• 2023:	\$11.6 billion
• 2014:	\$ 9.0 billion		

These figures include revenue from all sources, including admission, concessions, licensing, media rights, and sponsorship.

MLB's 30 teams typically average about \$2.25 million per game from the sales of tickets, food, beverages, and souvenirs, according to *SportsBusiness Journal*.

### 36.2 Stadiums

Stadiums and seating capacity for MLB teams are as follows:

Team	Stadium	Capacity
• Arizona Diamondbacks:	Chase Field (Phoenix)	48,519
• Atlanta Braves:	Truist Park	41,500
• Baltimore Orioles:	Oriole Park at Camden Yards	45,971
• Boston Red Sox:	Fenway Park	37,949
• Chicago Cubs:	Wrigley Field	41,268
• Chicago White Sox:	Guaranteed Rate Field	40,615
• Cincinnati Reds:	Great American Ball Park	42,319
• Cleveland Guardians:	Progressive Field	35,225
• Colorado Rockies:	Coors Field (Denver)	50,398
• Detroit Tigers:	Comerica Park	41,297
• Houston Astros:	Minute Maid Park	41,676
• Kansas City Royals:	Kauffman Stadium	37,903
• Los Angeles Angels:	Angel Stadium (Anaheim)	45,957

• Los Angeles Dodgers:	Dodger Stadium	56,000
• Miami Marlins:	Loan Depot Park	36,742
• Milwaukee Brewers:	American Family Park	41,900
• Minnesota Twins:	Target Field (Minneapolis)	38,871
• New York Mets:	Citi Field	41,922
• New York Yankees:	Yankee Stadium	49,638
• Oakland Athletics:	RingCentral Coliseum	35,067
• Philadelphia Phillies:	Citizens Bank Park	43,651
• Pittsburgh Pirates:	PNC Park	38,362
• San Diego Padres:	Petco Park	40,162
• San Francisco Giants:	Oracle Park	41,915
• Seattle Mariners:	T-Mobile Park	47,943
• St. Louis Cardinals:	Busch Stadium	43,975
• Tampa Bay Rays:	Tropicana Field (St. Petersburg)	31,042
• Texas Rangers:	Globe Life Park (Arlington)	48,114
• Toronto Blue Jays:	Rogers Centre	49,282
• Washington Nationals:	Nationals Park	41,313

### 36.3 Team Valuations

According to *Forbes* (March 2024), valuations of Major League Baseball teams are as follows:

• New York Yankees:	\$7.55 billion
• Los Angeles Dodgers:	\$5.45 billion
• Boston Red Sox:	\$4.50 billion
• Chicago Cubs:	\$4.22 billion
• San Francisco Giants:	\$3.80 billion
• New York Mets:	\$3.00 billion
• Philadelphia Phillies:	\$2.92 billion
• Atlanta Braves:	\$2.80 billion
• Los Angeles Angels:	\$2.70 billion
• St Louis Cardinals:	\$2.55 billion
• Houston Astros:	\$2.42 billion
• Texas Rangers:	\$2.40 billion
• Seattle Mariners:	\$2.20 billion
• Toronto Blue Jays:	\$2.10 billion
• Chicago White Sox:	\$2.05 billion
• Washington Nationals:	\$2.00 billion
• San Diego Padres:	\$1.78 billion
• Baltimore Orioles:	\$1.73 billion
• Milwaukee Brewers:	\$1.60 billion
• Colorado Rockies:	\$1.48 billion
• Minnesota Twins:	\$1.46 billion
• Detroit Tigers:	\$1.45 billion

- Arizona Diamondbacks: \$1.43 billion
- Cleveland Guardians: \$1.35 billion
- Pittsburgh Pirates: \$1.32 billion
- Cincinnati Reds: \$1.25 billion
- Tampa Bay Rays: \$1.25 billion
- Kansas City Royals: \$1.23 billion
- Oakland Athletics: \$1.20 billion
- Miami Marlins: \$1.00 billion

### 36.4 Attendance

The MLB season includes 2,429 regular-season games, with 30 teams playing 81 home games. Regular-season total and average game attendance has been as follows:

	<b>Total</b>	<b>Average</b>
• 2005:	74,926,174	30,923
• 2006:	76,042,787	31,419
• 2007:	79,503,175	32,785
• 2008:	78,588,004	32,543
• 2009:	73,367,479	30,351
• 2010:	73,054,781	30,141
• 2011:	73,415,359	30,334
• 2012:	74,859,268	30,895
• 2013:	74,028,227	30,514
• 2014:	73,739,622	30,358
• 2015:	73,760,020	30,514
• 2016:	73,159,044	30,169
• 2017:	72,678,797	29,908
• 2018:	69,671,272	28,659
• 2019:	68,506,896	28,204
• 2020*:	0	0
• 2021*:	45,304,709	18,901
• 2022:	64,556,678	26,843
• 2023:	70,747,365	29,114

\* Limited by the pandemic.

In 2023, average attendance for home games was as follows:

• Los Angeles Dodgers:	47,371
• New York Yankees:	40,862
• San Diego Padres:	40,389
• St. Louis Cardinals:	40,013
• Atlanta Braves:	39,401
• Philadelphia Phillies:	38,157
• Houston Astros:	37,683

- Toronto Blue Jays: 37,307
- Chicago Cubs: 34,261
- Seattle Mariners: 33,215
- New York Mets: 32,994
- Boston Red Sox: 32,989
- Los Angeles Angels: 32,599
- Colorado Rockies: 32,196
- Milwaukee Brewers: 31,497
- Texas Rangers: 31,272
- San Francisco Giants: 30,866
- Cincinnati Reds: 25,164
- Minnesota Twins: 24,371
- Arizona Diamondbacks: 24,212
- Baltimore Orioles: 23,911
- Cleveland Guardians: 23,513
- Washington Nationals: 23,034
- Chicago White Sox: 21,405
- Detroit Tigers: 20,946
- Pittsburgh Pirates: 20,131
- Tampa Bay Rays: 17,781
- Kansas City Royals: 16,136
- Miami Marlins: 14,355
- Oakland Athletics: 10,275

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**“MLB’s major off-season reinvention – the introduction of a pitch clock to speed up games, wider bases to encourage stolen base attempts, and a limit on shifting defensive positions to allow more base hits – has given the sport a significant boost.”**

*SportsBusiness Journal, 7/10/23*

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### 36.5 Television Broadcast Rights

The three broadcast partners – ESPN, Fox, and Turner Sports’ TBS – renewed television rights contracts for 2022 through 2028 for a total of \$12.24 billion. This was an increase of 17% to \$1.76 billion per year.

MLB and ESPN have been partners since 1990. The agreement for 2022 through 2028 is for \$3.85 billion over seven years, or around \$550 million per year. This was a drop from \$700 million per year based on a reduction in the number of games that ESPN will carry exclusively.

MLB and Turner Sports extended their U.S. broadcast rights contract for seven years, 2022 through 2028, in a \$3.2 billion deal, or \$470 million per season. That annual amount represents a 40% uplift on the \$325 million yearly deal which expired in 2021. As part of the deal, Turner's TBS channel will expand its playoff coverage, broadcasting one league championship series each year and two of MLB's four divisional rounds, in addition to one wild card game.

MLB's deal with Fox, which also runs until 2028, is valued at \$5.1 billion, or \$630 million per year.

The World Series and All-Star Game are broadcast on Fox. The League Championship Series and Division Series are shared across Fox Sports Media Group (FSMG), TBS, and MLB Network. The Fox and TBS deals include digital rights to stream televised games and other MLB-related programming online and through mobile devices.

In 2009, Major League Baseball launched its own 24-hour channel, with viewership reaching approximately 50 million cable and satellite customers. The channel carries 26 Saturday night games (some of which compete with local broadcasts), archival and fantasy programming, studio shows, and some original programming.

### 36.6 Franchise Sales

MLB team sales have been as follows:

	<b>Year</b>	<b>Price</b>
• Los Angeles Angels:	2003	\$ 200 million
• Los Angeles Dodgers:	2004	\$ 421 million
• Tampa Bay Rays:	2004	\$ 85 million
• Oakland Athletics:	2005	\$ 180 million
• Milwaukee Brewers:	2005	\$ 220 million
• Cincinnati Reds:	2006	\$ 270 million
• Washington Nationals:	2006	\$ 450 million
• Atlanta Braves:	2007	\$ 450 million
• Chicago Cubs:	2009	\$ 845 million
• Texas Rangers:	2010	\$ 500 million
• Houston Astros:	2011	\$ 675 million
• Los Angeles Dodgers:	2012	\$2.15 billion
• Miami Marlins:	2018	\$1.30 billion
• Kansas City Royals:	2019	\$1.00 billion
• New York Mets:	2020	\$2.48 billion

### 36.7 World Series

The World Series is assessed in Chapter 35.

### 36.8 All-Star Game

The MLB All-Star Game is assessed in Chapter 21.

### 36.9 Fan Demographics

According to an ESPN Sports Poll, MLB fan distribution is as follows:

#### **Gender**

- Male: 59%
- Female: 41%

#### **Age**

- 12-to-17: 11%
- 18-to-24: 9%
- 25-to-34: 15%
- 35-to-44: 14%
- 45-to-54: 20%
- 55 and older: 29%

#### **Ethnicity**

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

### 36.10 Sponsors

MLB Official Partners for 2024 are Adobe, Booking.com, Budweiser, CapitalOne, Casamigos Tequila, Chevrolet, Church & Dwight, Corona, Dairy Queen, Evan Williams Bourbon, Extreme Networks, FanDuel, Gatorade, Geico, Google Cloud, Hankook, Hyperice, Loan Depot, MasterCard, Mattress Firm, MGM Resorts, New Balance, New York Life, Nike, NTT, ReCreate, Sage, Seat Geek, SiriusXM, Sorare, T-Mobile, and Zoom.

### 36.11 Market Resources

Major League Baseball, 245 Park Avenue, New York, NY 10167. (212) 931-7800.  
([www.mlb.com](http://www.mlb.com))