Developments in Sports Participation and Viewership

20% decrease in viewership hours per week among avid sports fans

On average, hours of sports watched per week among avid sports fans was found to have decreased by 2.1 hours in the last year.

11% decrease for 13 or more hours while 4 or less hours increased by 9%

Likely driven by migration to digital streams

Respondent Age

<table>
<thead>
<tr>
<th></th>
<th>Under 45</th>
<th>45-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Hours Watched</td>
<td>8.4</td>
<td>8.1</td>
<td>8.5</td>
</tr>
</tbody>
</table>

Fans with HHI < $150k watched the most sports, averaging 9.1 hours per week. Those earning $300k+ were lowest, at 7.1 hours.

2019 SLRG omnibus data; N=2,479 avid adult sports fans
The NFL remains the most watched sport with 10% more viewers than #2, NCAA Football.

70% of sports fans under age 45 watched and followed the NFL closely.

NCAA Football was the second most watched with 10% more fans than MLB.

NCAA Basketball gained popularity, closing its gap behind MLB to only 4% (Vs. 11% gap in 2018).

48% of sports fans under age 45 watched and followed MLB closely in the 2019 study.

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Sports or Activities Participated in Regularly (twice a month)

Walking and Weight Training saw increases while Bicycle Riding, Hiking/Camping, and Swimming saw decreases.

Basketball decreased to 3.8% and Baseball to 3.6% but among those under 45, Basketball was played by 18.1% and Baseball by 13.8%.

Fishing reached a 4 year high with a 3.9% increase to 13.7%.

2019 SLRG omnibus data; N=2,479 avid adult sports fans.