



Developments in Sports Participation and Viewership

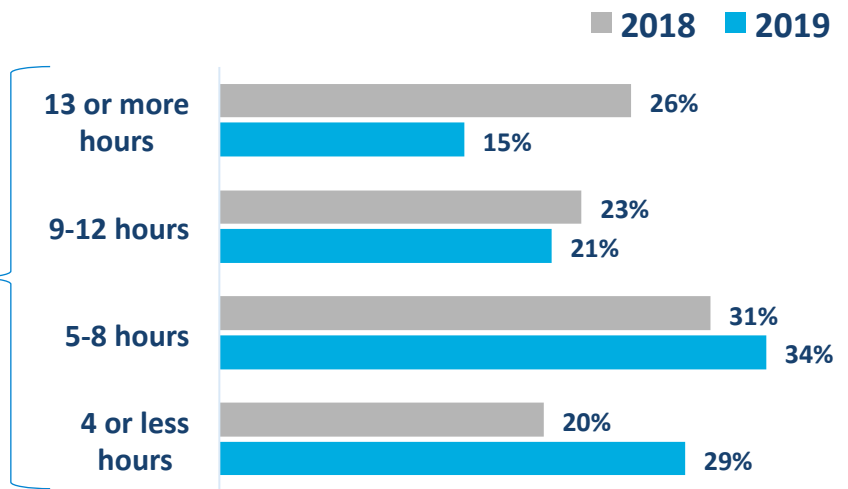
20% decrease in viewership **hours per week** among avid sports fans



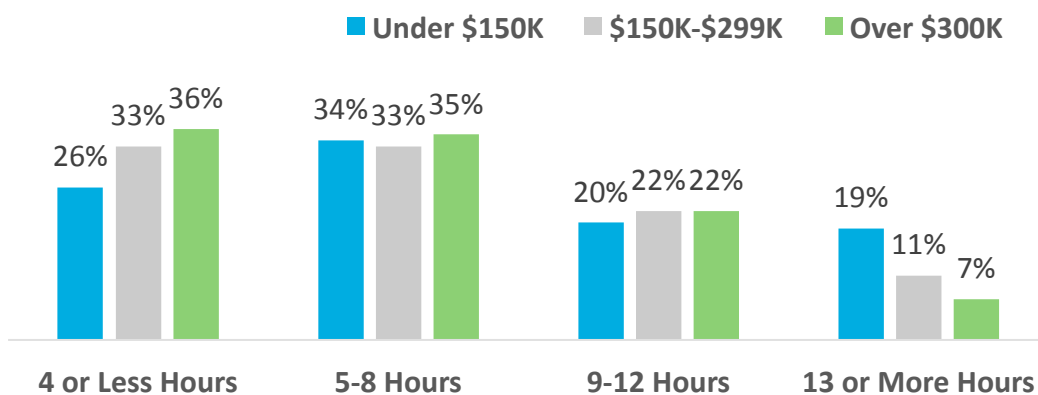
On average, **hours of sports watched per week** among avid sports fans was found to have **decreased** by **2.1 hours** in the last year

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

Likely driven by migration to digital streams



Respondent Age	Under 45	45-64	65+
Average Hours Watched	8.4	8.1	8.5



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



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

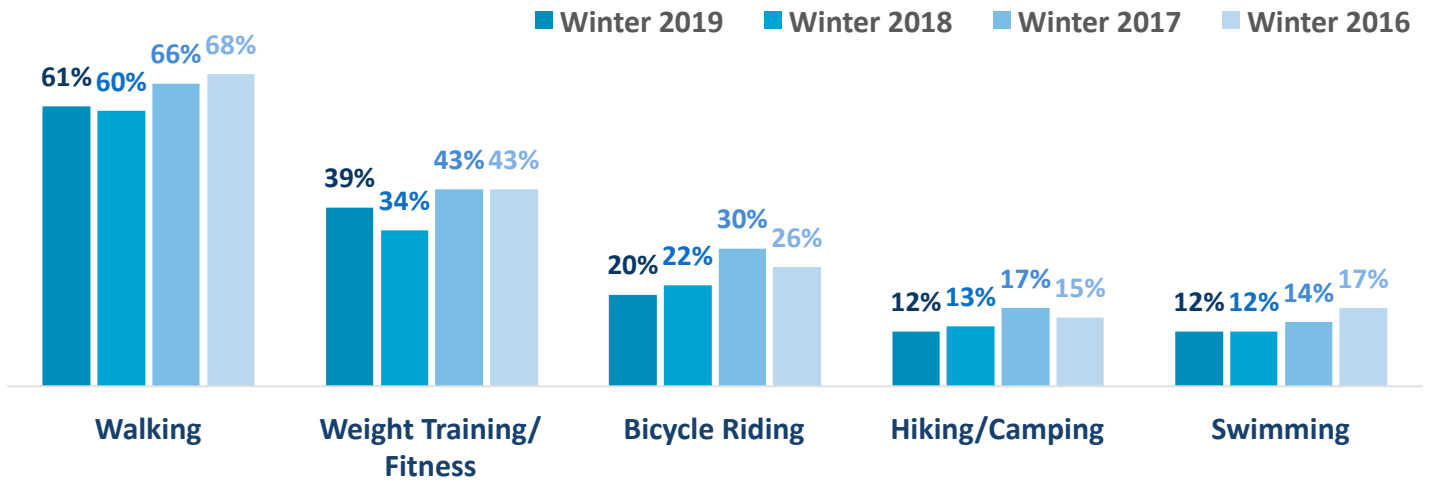
NCAA Football was the second most watched with **10%** more fans than MLB

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



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%**

