



# Developments in Sports Participation and Viewership

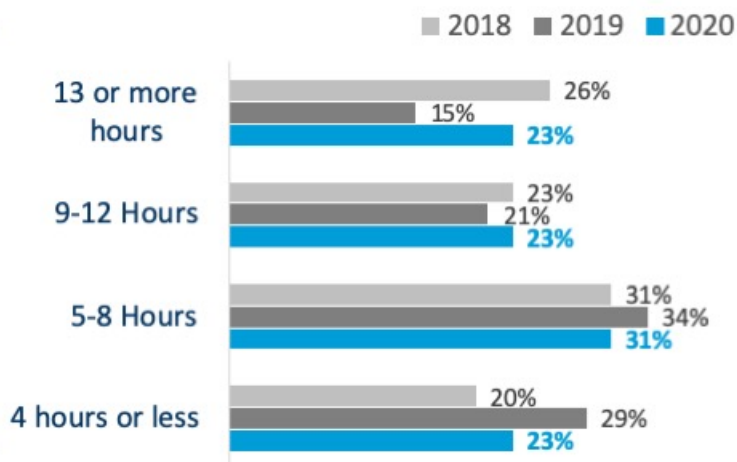
**17%** increase in viewership **hours per week** among avid sports fans; returning to 2018 levels



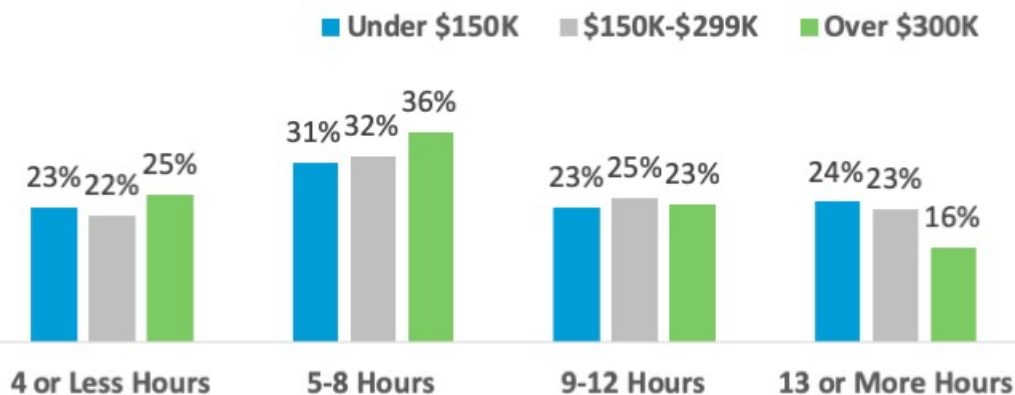
On average, **hours of sports watched per week** among avid sports fans was found to have **increased** by **1.4 hours** in the last year; after a 2.1 hour drop from 2018 to 2019.

**46%** increase for **13+ hours** while **4 or less hours** dropped by **20%**

Volatility at the extremes over the past two years



| Respondent Age        | Under 45 | 45-64 | 65+ |
|-----------------------|----------|-------|-----|
| Average Hours Watched | 9.7      | 9.8   | 9.7 |



Fans with HHI < \$150k watched the most sports, eclipsing **10 hours** per week. Those earning **\$300k+** were lowest, at **8.6 hours; still up from YAG**



The NFL remains the most followed sport, maintaining a **10%** advantage over #2, **NCAA Football** . Both saw increases, year over year.

**68%** of sports fans under age 45 watched and followed the NFL closely

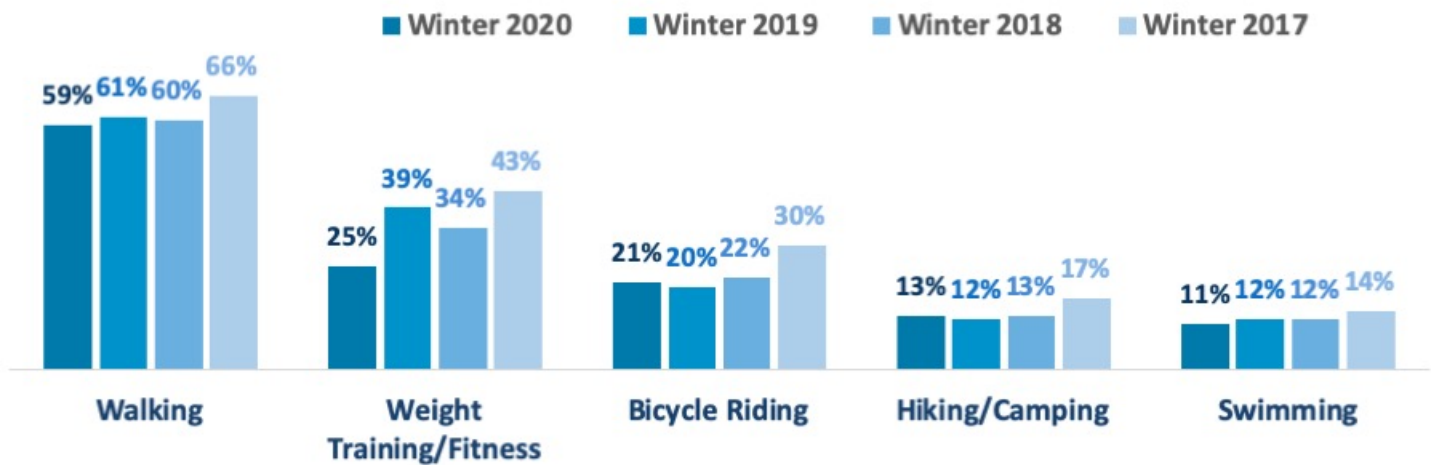
**NCAA Football** was the second most watched, surpassing the **50%** threshold.

**NHL Hockey** joined the **NFL** and **NCAA Football** to enjoy **Year over Year Gains**

**MLB** demonstrated its best regional performance in **The NorthEast and Mid West**



### Sports or Activities Participated in Regularly (twice a month)



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



Basketball **increased** to **4.8%** and Baseball/Softball to **5.4%**. Among those under 45, Baseball/softball was played by **15.7%** , up from **13.8%**, last year

Fishing reached a **5 year high** with an **increase** to **14.8%**