

Marketing to Sports Fans - US - September 2017

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"85% of US adults follow at least one sport. The most passionate sports fans, Avid Fans, almost never miss a game/event for the sport/team they follow and account for more than half of sport fans (43%) or 109 million adults."

- Gina Cavato, Lifestyles & Leisure Analyst

This report looks at the following areas:

- Game length may lead to multi-tasking viewers
- Cost of attending sporting events can be prohibitive for families
- Sports compete with a variety of activities for consumers' leisure time

America's sport of choice is football, which attracts the most fans and generates the greatest annual revenue. Despite improvements to give fans wider access to games/events through streaming services or apps, fans still prefer to watch at home, on TV, and in real-time. While watching, fans are often "distracted," as many engage in other activities at the same time, namely their smartphones. However, viewing preferences, behaviors, and attitudes differ by the specific sport(s) that fans follow.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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TV beats out streaming and real-time trumps recorded sports viewing
Viewing on social media/apps most popular for pro soccer, tennis fans
Fans prefer to watch their teams' games/events at home
"Distracted" viewing allows for greater opportunity to reach fans
Team sports fans more likely to indulge in unhealthy food while watching
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