Despite technological improvements to give fans wider access to games, fans still prefer to watch at home, on TV, and in real-time. While watching sports, fans often engage in other activities at the same time. Ultimately, viewing preferences, behaviors, and attitudes differ by the specific sport(s) that fans follow.

**MAJORITY OF ADULTS ARE SPORTS FANS**

Sports Fans, who have at least some interest in one sport, represent 85% of the US adult population (~215 million adults). The most dedicated of fans, Avid Fans, account for 43% of adults, or 109 million people. Sports Fans demographically reflect the overall population. Avid Fans skew toward men, under 45, married, parents, middle-income earners, Hispanic, urban dwellers, and employed.

**AMERICA LOVES ITS FOOTBALL**

Football has an incredible impact on American culture, as nearly three quarters of adults say they have at least some interest in it. Further, among other professional team sports, football boasts the most dedicated fan base. Baseball and basketball, while popular, have a wider range of dedication levels. Regardless of interest level, sports are an integral part of American culture.
Activities Avid Fans do while watching sports

- Check email: 33%
- Check social media: 32%
- Text/message others: 31%
- Check sports-related content: 20%

Cell phones play a role in fans’ preoccupation, as many check their email or social media, text, or surf the internet. While this could be considered a negative, it opens up the opportunity for brands to engage with fans across a variety of media channels and platforms, providing marketers with more than one way to reach fans.

Base: 868 internet users aged 18+ who are Avid Fans | Source: Lightspeed/Mintel