

## **92% of All Sports Fans Enjoy Home Viewing** **New VAB Research Examines Sports Fans' Passion and Motivation Across Age, Gender and Ethnicity**

*NEW YORK – January 28, 2020 - Seven out of 10 sports fans prefer watching sports at home, while 18- to 34-year-old sports fans are most likely to watch sports daily regardless of location or device, according to the findings from a new custom research study conducted by [VAB](#) and Dynata.*

*The new study was implemented to understand the passion of today's sports fans and the motivating factors behind their viewing preferences. VAB explores how technological advancements in TV sports from creating 360-degree viewing experiences to all-access player coverage has encouraged viewers to watch from home compared to attending live events. The results are presented in VAB's new marketer's guide, [The Best Seats in the House](#).*

### **Where Fans Prefer to Watch Live Sports**

*According to the findings in [The Best Seats in the House](#), watching sports at home is the most preferred viewing location by 72% of sports fans (slide 23), compared to:*

- *In a stadium or arena (19%)*
- *Out-of-home (in a bar or restaurant, someone else's home or elsewhere) (8%)*

### **The Home Field Advantage**

*Comfort, convenience and comprehensive coverage are key needs fulfilled by watching sports at home. In fact, 92% of all sports fans enjoy viewing at home because TV provides a front seat to any game watched (slide 26).*

- *Seven out of 10 avid fans (73%) have bought a bigger TV screen just to have a better sports viewing experience (slide 29)*
- *68% of avid sports fans say watching "off-the-field" coverage (including live interviews, highlights, etc.) is important to their viewing experience (slide 33)*
- *85% of avid sports watch multiple sporting events at the same time or during breaks in game action (slide 33)*

### **A Passionate & Personal Pastime**

- *Over half of avid fans (56%) say some of their fondest memories are tied to sports (slide 17)*

- *Women are more likely than men to feel a personal connection to their favorite teams (59% vs. 51%) and cite “Some of my fondest memories are tied to sports” at a higher rate than men (51% vs. 44%) (slide 27)*
- *38% of male and female fans always sit in the same seat when watching sports at home (slide 27)*
- *Sports fans are passionate to the point of being superstitious (slide 18). Among the following respondents, one out of four agreed they have a ritual they do before or during big games to help their teams win:*
  - *Avid sports fans (25%)*
  - *Adult sports fans ages 18- to 34-years (23%)*
  - *Black sports fans (27%)*
  - *Hispanic sports fans (24%)*

### **In-Stadium Experience**

*Although attending sporting events in-stadium provides a unique communal experience and unrivaled gameday atmosphere, there are drawbacks that prevent more frequent attendance (slide 40).*

- *Both causal (84%) and avid (82%) fans cite seeing a game in person as too expensive in relation to ticket, concession and parking prices, among other factors*
- *Even for avid fans, the hassle of going to the game is a major barrier due to too much traffic (74%) and the stadium being too far away (68%)*
- *Casual fans find it hard to follow the action (52%) and don't want to devote the time required to attend a game (52%)*

### **Sports Viewing & Purchasing Power**

*Advertising appearing during TV sports programming elicits higher purchase consideration and intent among viewers than those seeing a product advertisement within a stadium or arena.*

- *Avid sports fans are 24% more likely to have visited a website for a product they saw advertised on TV compared to one seen within a stadium or arena (slide 44)*
- *Females are 26% more likely to do the same (slide 44)*
- *Avid sports fans are 40% more likely to have purchased a product advertised while watching sports on TV than a product or service seen advertised within a stadium or arena (slide 45)*
- *Adults 18-34 years and females are 9% and 32% more likely to do the same, respectively (slide 45)*

### **Engagement Beyond the TV Screen**

*Especially among younger and multicultural sports fans, social media enhances the sports viewing experience. More than half of avid sports fans (52%) agree that social media posts keep them more actively engaged with live sports on TV (slide 32). The same is true for:*

- *69% of adult sports fans 18- to 34-years*

- 74% of Black sports fans
- 59% of Hispanic sports fans

**QUOTE:**

*Jason Wiese, Senior Vice President, Director of Strategic Insights, VAB: “With the increased penetration of ‘next generation’ home entertainment technology offering bigger, clearer, crisper and more connected screens, the in-home sports viewing experience has been elevated to a place where the vast majority of fans now prefer watching sports from the comfort of their home, rather than attending a game in-person.”*

**Study Methodology**

*VAB commissioned Dynata to conduct an online survey in September 2019 of 1,023 U.S. adults 18 years and older who identified themselves as casual, moderate or avid sports fans.*

**About VAB**

*[VAB](#) is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in smarter, more educated decisions. VAB develops unique market insights and answers questions from a marketer’s perspective, tackling the toughest issues with fresh thinking and supporting data.*

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