



SBRnet 2025 Sports Fandom Topline Report

Sports Fan Intelligence, Total Fans, Attendance, Viewership, Streaming

www.sportsmarketanalytics.com

2025 Sports Fandom Topline Report

// The information presented in this report comes from the SBRnet Annual Consumer Study focused on sports fandom habits, trends, and sports fan intelligence. In this year's study, over 7,000 sports fans from a nationally representative collection of individuals ages 13 years and older in the U.S. provided us with a detailed view of their sports fandom habits and behaviors regarding 19 separate professional, college, and minor league sports. Each respondent is asked to interact with over 70 categories of demographic information, traditional media, streaming, along with social media consumption patterns and behaviors. In addition, respondents are asked about key fandom categories such as gambling on sports, sports-focused tourism, spending on licensed merchandise, fantasy sports, sustainability, philanthropy, and much more. Data is available at the league/sport, team, along with eight consumer brand categories.



Neil Schwartz
President of SBRnet

About SBRnet's Data



Sports Fandom and Fan Intelligence

Single Source Data comes directly from the annual consumer study of sports fans and sports fan Intelligence



Sports Participation

The most comprehensive data focused on sports, fitness and activity participation from the SFIA



Equipment, Footwear and Apparel Sales

Both domestic US and International Sales data provided from multiple data vendors

Sports and Categories Covered in the Annual SBRnet Fandom Study

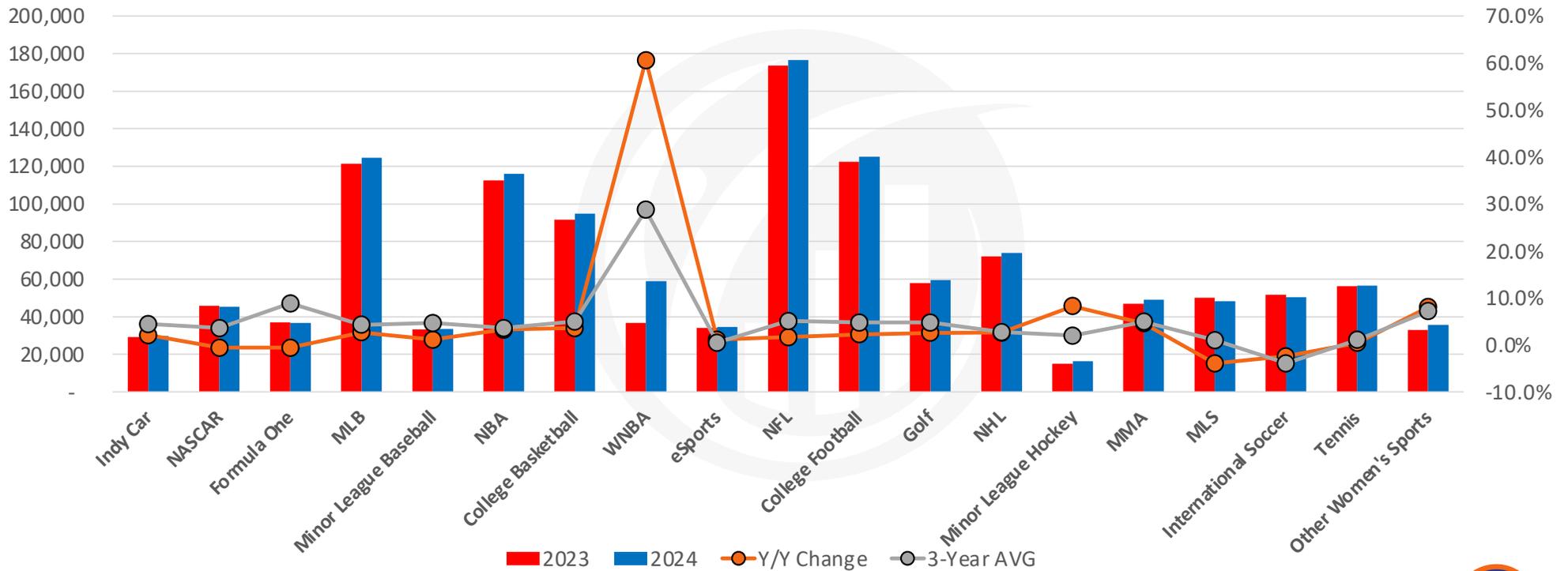
Total Fans	Online Sports Betting Apps/Websites Used During Past 12 Months of those Attended/Watched	Sports Covered in the Annual Fandom Study
Live Attendance	Online Sports Betting Apps/Websites Used Most Often During Past 12 Months of those Attended/Watched	College Basketball
Games Viewed on Traditional TV	Legalized Live Sports Betting of those Attended/Watched	College Football
Plan to Attend (All Included Sports) in 2024 of those Attended/Watched	Use of AI services for Sports Gambling	Formula 1
Gender/Age of those Attended/Watched	Collect or Trade Sports Cards/Collectibles/Memorabilia of those Attended/Watched	Indy Car
Gender of those Attended/Watched	Sports Travel Away From Home During Past 12 Months of those Attended/Watched	NASCAR
Respondent Age of those Attended/Watched	Sports Travel Number of Nights Away From Home During Past 12 Months of those Attended/Watched	Minor League Baseball
Household Income of those Attended/Watched	Sports Travel Accommodations During Past 12 Months of those Attended/Watched	Minor League Hockey
Region of those Attended/Watched	Sports Travel Mode of Transportation During Past 12 Months of those Attended/Watched	MMA
Education of those Attended/Watched	Sports Philanthropy	Major League Baseball (MLB)
Sponsorship Influence of those Attended/Watched	Sustainability Habits and Practices	National Hockey League (NHL)
Social Media Usage of those Attended/Watched	Attended/Watched	National Basketball Assoc. (NBA)
Facebook Usage of those Attended/Watched	Collect or Trade Sports Cards/Collectibles/Memorabilia of those Attended/Watched	Major League Soccer (MLS)
Twitter Usage of those Attended/Watched	Sports Travel Away From Home During Past 12 Months of those Attended/Watched	International Soccer/Football
Snapchat Usage of those Attended/Watched	Sports Travel Number of Nights Away From Home During Past 12 Months of those Attended/Watched	National Football League (NFL)
Instagram Usage of those Attended/Watched	Sports Travel Accommodations During Past 12 Months of those Attended/Watched	WNBA
YouTube Usage of those Attended/Watched	Sports Travel Mode of Transportation During Past 12 Months of those Attended/Watched	Other Women's (Women's Professional and College Sports)
TikTok Usage of those Attended/Watched	Favorite MLB Team of those Attended/Watched	Golf
Tablet Ownership of those Attended/Watched	Favorite NFL Team of those Attended/Watched	Tennis
Online Sports News, Features or Highlights of those Attended/Watched	Favorite NBA Team of those Attended/Watched	Esports
Streaming Games/Matches/Races of those Watched Streaming	Favorite NHL Team of those Attended/Watched	Consumer Brand Categories
Streaming Channels/Services Added During Past 12 Months to Watch Games/Events of those Watched Streaming	Favorite MLS Team of those Attended/Watched	Sports or Energy Drink had Most Often During Past 12 Months of those Attended/Watched
Streaming Channels/Services Currently Subscribe To to Watch Games/Events of those Watched Streaming	Favorite College Sports Team of those Attended/Watched	Insurance Company for Primary Residence of those Attended/Watched
Activities on Computer, Tablet or Smartphone of those Attended/Watched	Fantasy Sports of those Attended/Watched	Credit Card Network Use Most Often of those Attended/Watched
Activities on Computer of those Attended/Watched	Season-Long (All Included Sports)	Cell Phone Service Provider of those Attended/Watched
Activities on Tablet of those Attended/Watched	Fantasy Sports Leagues of those Attended/Watched	Domestic Airline Flown on Most Often During Past 12 Months of those Attended/Watched
Activities on Smartphone of those Attended/Watched	Days Per Week Played Short-Term	Bank Used Most Often for Checking/Savings Account During Past 12 Months of those Attended/Watched
Activities on Mobile Device (Tablet/Smartphone) of those Attended/Watched	Fantasy Sports of those Attended/Watched	Hotel/Motel Stayed at Most Often for Business or Leisure Travel During Past 12 Months of those Attended/Watched
Spending on Sports Logo Apparel	Short-Term (All Included Sports)	Quick Service Restaurant Visited/Had Food From Most Often During Past 12 Months of those
Sports Logo Apparel purchased at Fanatics	Fantasy Sports Games/Leagues Played in Typical Day of those Attended/Watched	
Sports Logo Apparel Type	Short-Term (All Included Sports)	
Sports Logo Apparel Outlet Type	Fantasy Sports Free Access of those Attended/Watched	
Sports Logo Apparel In-Store Purchase/Pick-up or Shipped of those Attended/Watched	Sports Gambling of those Attended/Watched	
Spending on Sports Logo Apparel - Gender/Age	Spending on Sports Logo Apparel - Gender/Age	
Spending on Sports Logo Apparel - Gender	Spending on Sports Logo Apparel - Gender	
Spending on Sports Logo Apparel - Age	Sports Logo Apparel Type	
Spending on Sports Logo Apparel - Income	Sports Logo Apparel Outlet Type	
Spending on Sports Logo Apparel - Region	Sports Logo Apparel In-Store Purchase/Pick-up or Shipped of those Attended/Watched	
Use of Secondary Ticketing Services	Use Fanatics for Licensed Merch Purchased	

Overall Fandom Trends

The chart below looks at the Y/Y trends for total Fandom. Fandom is defined as someone that has attended at least one game in person and/or watched at least one game via traditional media or streaming. The orange trend line looks at the Y/Y trends while the grey line compares the Y/Y trends to the previous 3 years. As the data shows, the WNBA is the clear champ when it comes to Y/Y and 3-year fan growth.

Fans in 000s

2023/2024 Fandom Trends



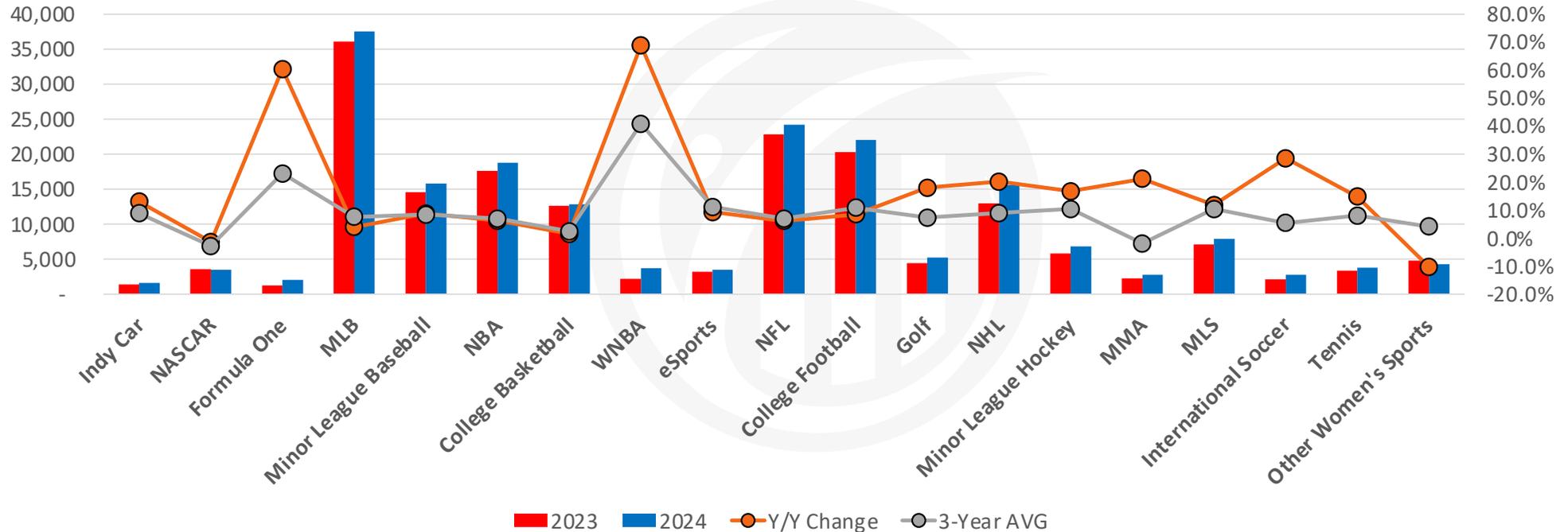
Fan Attendance Trends



The chart below examines the year-over-year (Y/Y) trends for live attendance at sporting events, counting those fans who attended at least one game live. The orange trend line illustrates the Y/Y trends, while the grey line compares these trends to the previous three years. As the data shows, the WNBA is once again the clear champion in surpassing its previous benchmarks. Also, note the positive effect of adding additional races in the US has made for FI. MLB, with over 80 home games, benefits from the sheer number of games that fans can choose to attend.

Fans in 000s

2023/2024 Live Game Attendance



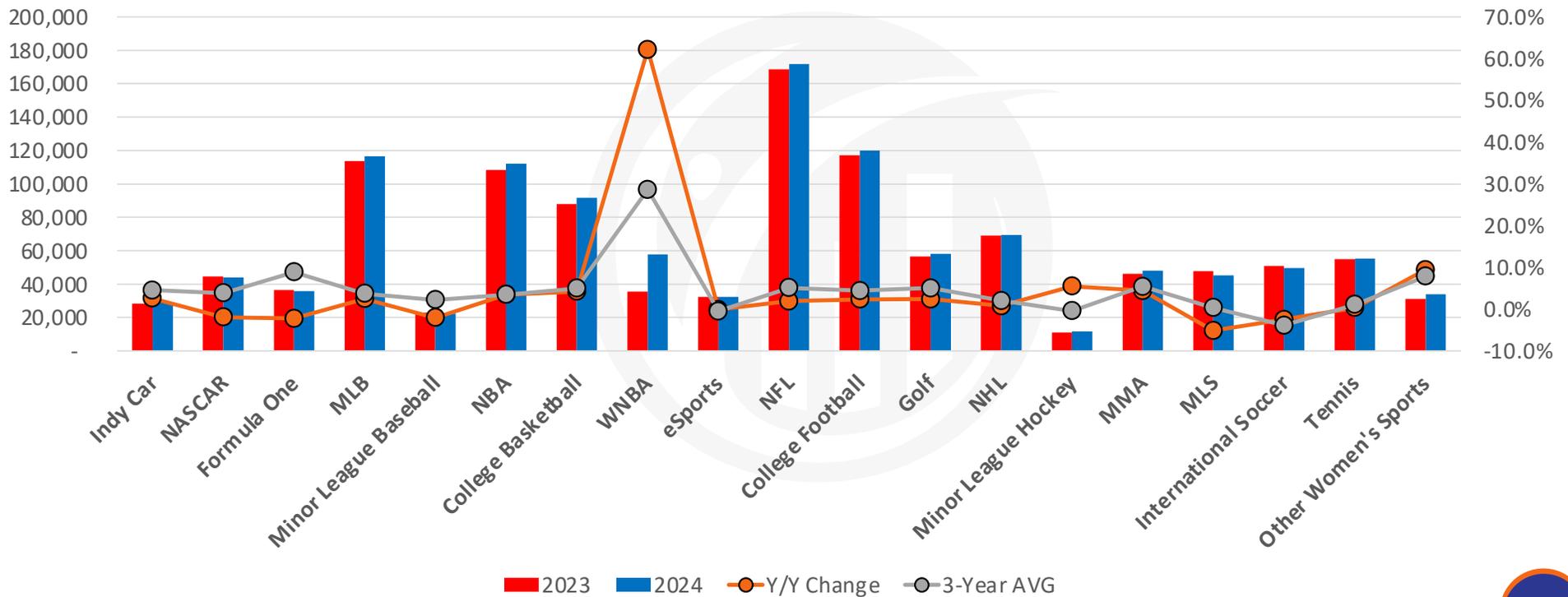
Fan Total Viewing Trends



Total viewing for sports includes both traditional methods like cable TV plus satellite along with streaming. While traditional viewing has suffered a bit in the past 3 years, the slack has been more than absorbed by streaming. The **orange trend line** looks at the Y/Y trends while the **grey line** compares the Y/Y trends to the previous 3 years. While not the largest of the fanbases, the WNBA is the clear champ when it comes to beating both the industry benchmarks as well as their own for the Y/Y viewing and 3-year trends.

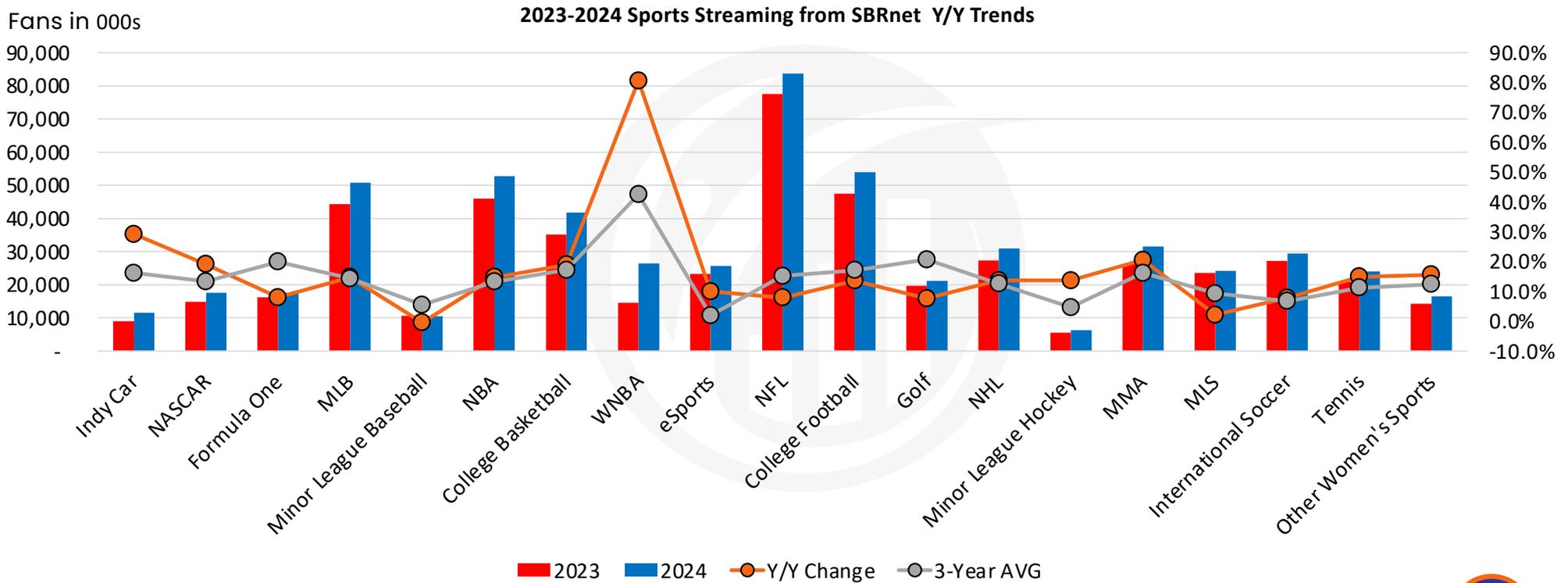
Fans in 000s

2023-2024 Sports Viewership Y/Y Trends



Fan Streaming Trends

The chart below looks at the Y/Y streaming trends sports fans. In many ways, streaming has become a more favored way to consume sports as it is mobile and easy to access while not at home. The **orange trend line** looks at the Y/Y trends while the **grey line** compares the Y/Y trends to the previous 3 years. The NFL has experience d nice Y/Y growth in streaming viewers thanks to their experiments with Peacock, Amazon Prime and Netflix.. As the data shows, the WNBA is once again the clear champ when it comes to Y/Y and 3-year fan growth trends.



Insights from the SBRnet Topline Report on Sports Fandom

- **These Girls are on Fire:** The WNBA has been experiencing significant growth over the last 2-3 years, as Total Fandom, Attendance, and Viewership have all increased, partially due to young phenom and former 1st overall draft pick Caitlin Clark of the Indiana Fever, along with heightened interest in players like Angel Reese. However, this trend does not extend to other women's sports. Consequently, we could soon see our first truly major competitive women's sports league if these trends with the WNBA continue. This could potentially have a major influence on young girls, as these athletes may inspire them and play a key role in the future of women's sports participation, sponsorship, and popularity. It remains to be seen whether this situation can sustain over a longer period time.
- **Take Me Out to The Ballgame (or any Game, Really):** Again, as is to be expected, MLB has the largest attendance numbers in terms of total people, benefiting from 81 home games per season, by far the most of any sport or league in our study. However, 17 of the sports covered in the study have grown over the past 2 to 3 years, with 11 of these sports experiencing a significant growth increase over the past 2 years, and 6 of them seeing a considerable increase over the past 3 years, on average. This could be a continuing bounce-back from the pandemic years, but it is certainly a welcome sight to sports fans, teams, and the sports industry as a whole whole.
- **New Revenue Streams in Sports:** Streaming sports are booming, as 13 of the sports measured have seen a significant increase in streaming events over the past two years, while 14 of the 19 sports measured have experienced a considerable amount of average growth over the last three years. Minor League Baseball, with limited streaming opportunities, is the only sport that has seen a slight decline in 2023/2024, although it had an average growth rate over the last three years. Watching sports is also experiencing a slight decline in some areas, but not at an alarming rate. This indicates that while watching sports on traditional TV remains viable, the future and financial prospects of sports TV lie in streaming. This trend is evident among the Big 7 Leagues, including the NFL's streaming partnerships with Amazon Prime, Netflix, and Peacock, which is further supported by Apple TV Plus and ESPN+ . Additionally, many professional sports leagues have their own streaming services, such as MLB.TV, NBA League Pass, or NFL+.

About Us

SBRnet and the Sports Market Analytics provide a comprehensive online platform of nationwide sports business, sports marketing and sports marketing analytics, using syndicated custom and proprietary research for professional and college sports, consumer research, industry reports, and licensed industry articles. The service features extensive research and custom reports covering sports participation, the fan market and behaviors, venues, sponsorships, and expenditure on sporting goods, brand preference, and more. The service also provides the academic community with a comprehensive Sports Business Resource Center to provide additional research support and insights.

Acknowledgments:

I would like to thank the data analytics team at SBRnet for their help with this report. A special thanks going to Vince Taylor for his work on this project.

Get In Touch

Reach out to SBRnet at any of the contact points listed below.

561-990-5590



neil@sbrnet.com



<https://sportsmarketanalytics.com>

