

# BEYOND THE SPORTS BAR

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Whether it's Game 7 of the World Series or a regular season basketball game, sporting events bring people together from all walks of life to cheer on their favorite teams and socialize with other fans. Nothing compares to going to the game, but the next best thing might be going out to watch it with friends. This social side of sports viewing can take place in a variety of venues—from being invited to a friend's home to watch a car race to going out to a bar to watch a golf icon win his first major championship in years. Whether viewing linear TV in another person's home, at a bar, working out at the gym or on the go in a hotel or airport, many sports fans in the U.S. take the opportunity to lean back and watch a good game.

This summer was full of exciting sporting events that captured consumers' attention—from the FIFA World Cup and Major League Baseball (MLB) games to PGA tournaments and NASCAR races. Sports offer marketers a unique opportunity to capture consumers "live" and "in the moment," especially as out-of-home (OOH) viewing of sports content is 15% more likely to come from persons 18-49, a primary buying demo, than from the national in-home viewing audience<sup>1</sup>.

But with warm weather across much of the country, summer is a time when many Americans like to be outside with others and enjoy the outdoors. And oftentimes, summertime sports can serve as a common ground to socialize with other people. But while we know how much Americans are viewing sports on linear TV outside the home, where do they view? Are they with others or alone?

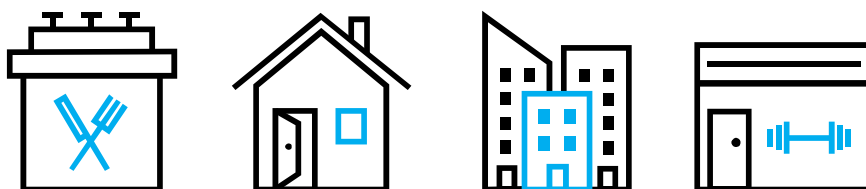
A recent Nielsen summer survey of OOH sports viewers 18 years and older to World Cup, MLB, PGA and NASCAR programming uncovered insights into this audience's viewing habits. The online survey asked various OOH behavior questions to adults 18-plus who watched linear TV OOH in the previous week.

## IT'S ALL ABOUT THE LOCATION

According to the survey<sup>2</sup>, when adults watch sports OOH, they are not just watching in restaurants and bars, but also at other homes, gyms and offices. An interesting finding from the survey is that younger viewers, persons 18-34, are around twice as likely to watch sporting events at work and at the gym on linear TV than adults 35 and older. From restaurants and bars to a friend's potluck to office viewing parties, U.S. adults are gathering together in all locations to watch their favorite teams.

### WHAT PERCENTAGE OF ADULTS STATED VIEWING SUMMER OUT-OF-HOME SPORTS IN EACH LOCATION?

Responses are not mutually exclusive – persons viewing in multiple locations contribute to the numbers below.



	Restaurant / Bar	Someone else's house	Work	Gym
Persons 18+	66%	44%	28%	28%
Persons 18-35	66%	49%	38%	35%
Persons 35+	67%	39%	17%	21%

Source: Nielsen Out-of-Home Summer Sports Location Survey, June 25-July 3, 2018

## SUMMER SPORTS BRING PEOPLE TOGETHER

Sporting events bring people together—sometimes with friends and family gathering in full fan-gear and painted faces to watch their beloved team. When watching sports OOH, regardless of gender, U.S. adults are watching with others. The survey finds that on average, both male and female viewers say they watch sporting events OOH with groups of three to four people, including themselves; however, females tend to watch with slightly more people.

	Average number of adults watching OOH summer sports
Persons 18+	3.4
Persons 18-35	3.3
Persons 35+	3.5

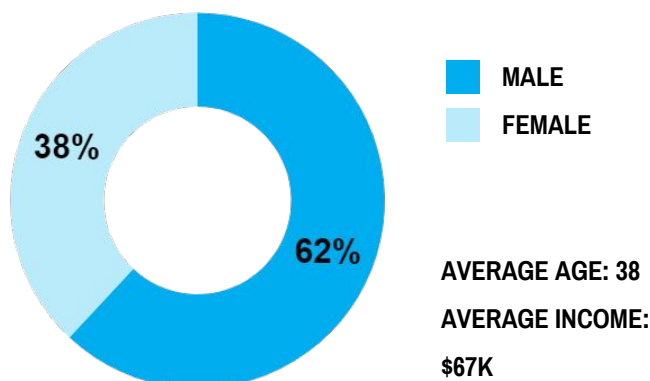
Source: Nielsen Out-of-Home Summer Sports Location Survey, June 25-July 3, 2018

## AUDIENCES ARE ENGAGED

Even though OOH sports viewers likely have several others around potentially distracting them from the game, they're more engaged with the content they are watching than might be expected. Survey results show that up to 66% of respondents were able to hear the audio of the entire sporting event they viewed on linear TV. For marketers this is great news, as it confirms that their advertising is also cutting through the noise and distraction found outside of the home.

## WHO'S VIEWING SUMMER SPORTS OOH?

While it's important to understand the location of the OOH viewer, it is also key to understand the profile and composition of this audience. Those who watch sporting events OOH are much younger than you might find on traditional linear TV, with an average age of 38. On traditional TV, the average age for the same sports over the same period was 53<sup>3</sup>. While the OOH sports viewing audience skews male, female viewers are well represented as they comprise 38% of the overall audience. Additionally, for the summer sports surveyed, the average household income was \$67,000. For marketers looking to reach young sports viewers, OOH is an attractive option.



Source: Nielsen Out-of-Home Summer Sports Location Survey, June 25-July 3, 2018

<sup>3</sup> Nielsen NPower, 06/25-07/03/2018, Program Segmentation Report, Person 18+, Live+7, Sports Events Detailed Type Codes: MLB Baseball, NASCAR, International World Soccer, Motorsports-NASCAR, Golf-PGA Events.

While nothing compares to the game itself, people go out of their way to watch the mid-summer classic or witness the crowning of a new world champion in the company of friends and relatives. This is more true among younger audiences who are getting off their couches and are unapologetic about the idea and habit of tuning in to sports content on linear TV whether they are on the treadmill or at the workplace.

Many summer sports come with large fan-fare, and as the survey shows when the game is on, people gravitate to the nearest TV to watch the latest play. Insights from the survey help to uncover new data and address unanswered questions about the OOH sports viewing audience. And these discoveries are enabling the media and advertising industry to have a broader and pointed conversation about the true value of the OOH sports viewer.

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## **ABOUT NIELSEN'S OUT-OF-HOME SUMMER SPORTS LOCATION SURVEY, JUNE 25-JULY 3, 2018**

Nielsen conducted an online survey to provide an independent measure of out-of-home linear TV viewing by location for summer sports events. Viewing sports outside of the home has seen significant increases in audience among television genres, this study was conducted to understand the profile, composition and makeup of these OOH viewers.

### **ONLINE SURVEY METHODOLOGY**

The summer sports survey was fielded to a national sample from June 25 - July 3, 2018, and covered the FIFA World Cup, Major League Baseball, the PGA and NASCAR. The online survey collected only out-of-home linear TV viewing from the previous week. This report showcases data among persons 18-plus who viewed measured sports events out of home in locations including: offices, gyms, restaurants/bars, airports, someone else's home, and hotels.

Survey respondents must have watched live TV as it aired, watched on a TV screen outside of the home and have been able to hear at least some of the audio.

A minimum of 300 individuals were surveyed for each of the following sports: World Cup, Major League Baseball, the PGA Tour and NASCAR (total of 837 respondents).

Viewing to other than the specified programs, all in-home viewing, viewing other than on a TV screen, pre-recorded programming and video on demand programming was not measured.

## ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com).



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