Entertainment:
An Industry Snapshot

Entertainment preferences are as varied and unique as people. This month, we are taking a quick look at several popular forms of entertainment using data from recent Harris Poll surveys and QuestBrand data. This report is intended to give you a peek into the world of entertainment in January 2024.

The snapshot dives into the world of radio and the decline of paid publications. We close by evaluating Taylor Swift's impact on the NFL brand, and our first over-index report. This month we list 20 brands that over-index with sports bettors. Our goal is to provide brands with the necessary information to understand today's consumers.

Extra! Extra! Read All About It! - Where do Americans Go for Breaking News and Celebrity Gossip?

Not too long ago, newspapers and magazines were Americans' primary source of news and entertainment. However, subscriptions to paid publications have long been in decline. The Pew Research Center estimates that there were 62 million daily weekday newspapers in circulation in 1990. **By 2022, this had dropped to an estimated 20.9 million**.

According to a recent Harris Poll survey, six in 10 (59%) US adults report not having any paid publication subscriptions. Less than a quarter of US adults subscribe to a **digital newspaper** (e.g., New York Times, Washinton Post) (19%), **print magazine** (e.g., Rolling Stone, TIME) (18%), **print newspaper** (16%), or **digital magazine** (11%).

The way US adults consume news is transitioning away from paid subscriptions and toward other mediums. We can see this transition when we break down where Americans prefer to consume current events coverage (e.g., news, weather) by age group. **Older adults** (ages 55+) most often choose to learn about current events through **television** (58%), followed by **online editions of traditional publications** (newspapers or magazines) (13%), and **print editions of publications** (8%). In contrast, **young adults** (18-34) largely prefer to get their news from **social media** (39%), **television** (17%), **podcasts** (8%), and **online publications** (8%). **Mid-aged adults** (35-54) fall between these two groups' preferences, primarily looking to **television** (30%) for news coverage, followed by **social media** (22%), and **online publications** (13%).

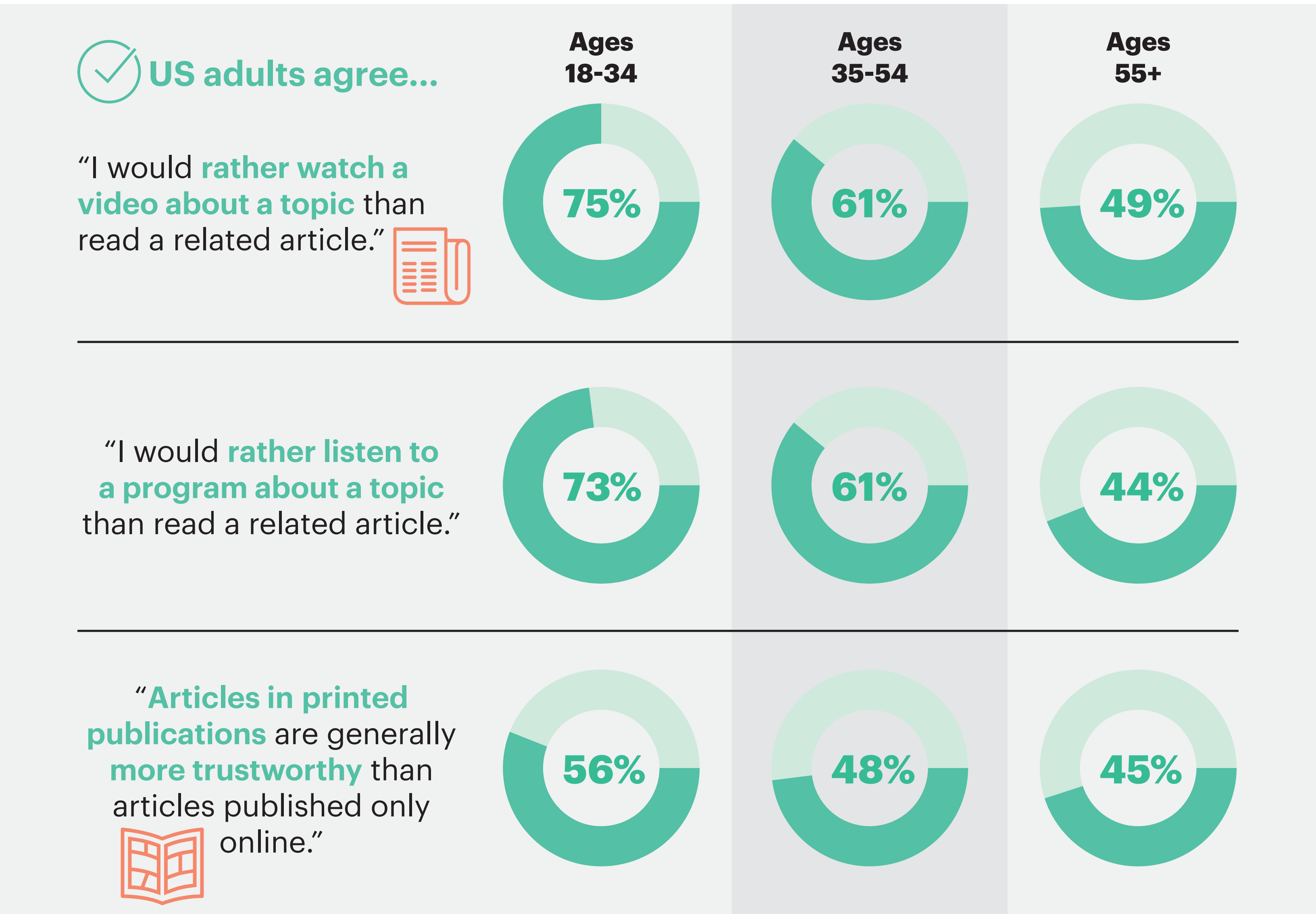
"It's **hard** for me **to justify paid subscriptions** to publications because of the **amount of content that is available for free**."

Base: US Respondents. Total (n=1093) QS4Q3: How much do you agree or disagree with each of the following statements? It's hard for me to justify paid subscriptions to publications because of the amount of content that is available for free.

Preferred coverage sources change when Americans are looking to **consume lifestyle** (e.g., gossip, arts, and leisure) stories. Unlike news coverage, which shows distinct preferences across each age group, **all US adults agree that they like consuming lifestyle coverage through social media and television**. **Older adults** (55+)**: television** (29%), **social media** (13%), and **print publications** (11%). **Mid-aged adults** (35-54)**: social media** (31%), **television** (20%), and **online publications** (9%). **Young adults** (18-34)**: social media** (48%), **television** (13%), and **podcasts** (8%).

When deciding whether to pay for a publication subscription, **US adults most often consider the subscription's price tag** (51%). Unfortunately for the publishers, **75% of US adults agree that it's hard for them to justify paid subscriptions because of the amount of content that is available for free**. And only half (49%) of US adults agree that articles in printed publications are more trustworthy than articles published only online.

Paid publications will have to look for more creative ways to attract subscribers. Already, **one fifth** (19%) **of US adults say that they consider what additional benefits are included with the subscription** (e.g., access to exclusive articles, branded merchandise) **when deciding whether to subscribe**. Publications may have to attract new subscribers by looking beyond their traditional content offerings and determine what other value they can bundle into the subscription deal.

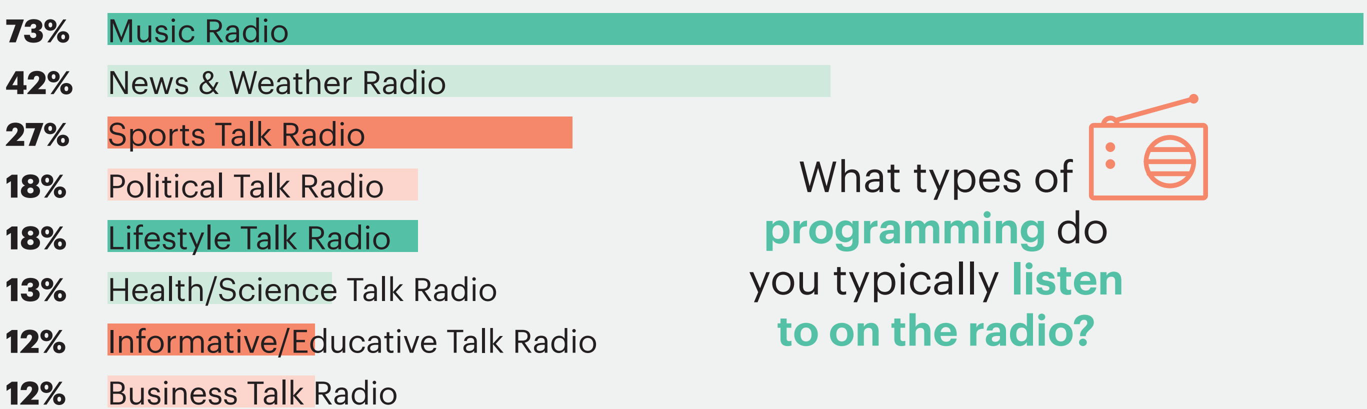


QS4Q3: How much do you agree or disagree with each of the following statements? I would rather watch a video about a topic than read a related article. I would rather listen to a program about a topic than read a related article. Articles in printed publications (e.g., newspapers, magazines) are generally more trustworthy than articles published only online. Base: US adults ages 18-34, n=314. Base: US adults ages 35-54, n=357. Base: US adults ages 55+, n=408.

Turn the Radio Up: 100 Years After its Launch, Radio Remains a Key Form of Entertainment

Radio has been a common form of entertainment since the early 1900s and remains a popular choice for US adults to listen to music, news, and other programming. Here we look at how US adults are engaging with the radio versus other listening options:

How do you want to listen to music? When asked to choose their favorite method of listening to music, the answer largely varied depending on the respondent's age. **Older adults** (ages 55+) most often said they **prefer listening to the radio** (47%), **followed by streaming services** (e.g., Spotify, Apple Music) (18%), **and finally CDs** (15%). In contrast, **radio** (9%) barely made it in the top three for **young adults** (ages 18-34), who **prefer listening to music through streaming services** (53%) and **online videos** (e.g., YouTube, Vimeo) (24%). **Mid-aged adults** (ages 35-54) **prefer listening to music through streaming services** (45%), **radio** (26%), **and online videos** (16%).



Base: US adults who listen to the radio. Total (n=997). QS3Q3: Which of the following types of programming do you typically listen to on the radio? Please select all that apply.

Is there an audience for AM radio? The majority of US adults (66%) frequently (at least once a week) listen to FM radio stations. In contrast, only **a third** (30%) **of US adults frequently listen to AM radio stations**. However, certain demographics, including minority groups, are drawn to AM's more niche programming. Our data shows that **37% of people of color** (versus 26% of white Americans) **report frequently listening to AM radio**.

The benefits of listening to the radio. Three-quarters (73%) of US adults who listen to the radio agree that **listening to the radio helps them discover new music**. Beyond music, 69% of radio listeners agree that listening to the radio helps them **feel connected with current events**. This jumps to **74% among people of color**.

Will streaming services steal listeners away from radio? **Four in 10** (43%) **US adults** who listen to the radio agree that they **do not listen to the radio if they have access to a streaming service**. This jumps to **58% among young adults**. Listeners' radio hesitancy may partially be due to their dislike of radio commercials. **Six in 10** (59%) **radio listeners agree that they change radio stations when a commercial plays**. About as many (**57%**) **agree that they hear more commercials than programming** (e.g., music news) on radio stations. However annoying the commercials may be, driving may ultimately save radio's popularity. The vast majority of radio listeners **(82%) agree that they primarily listen to the radio when they are in the car**. While radio has many more competitors than it did a century ago, we think it's safe to say that there will still be a place for radio in the decades ahead.

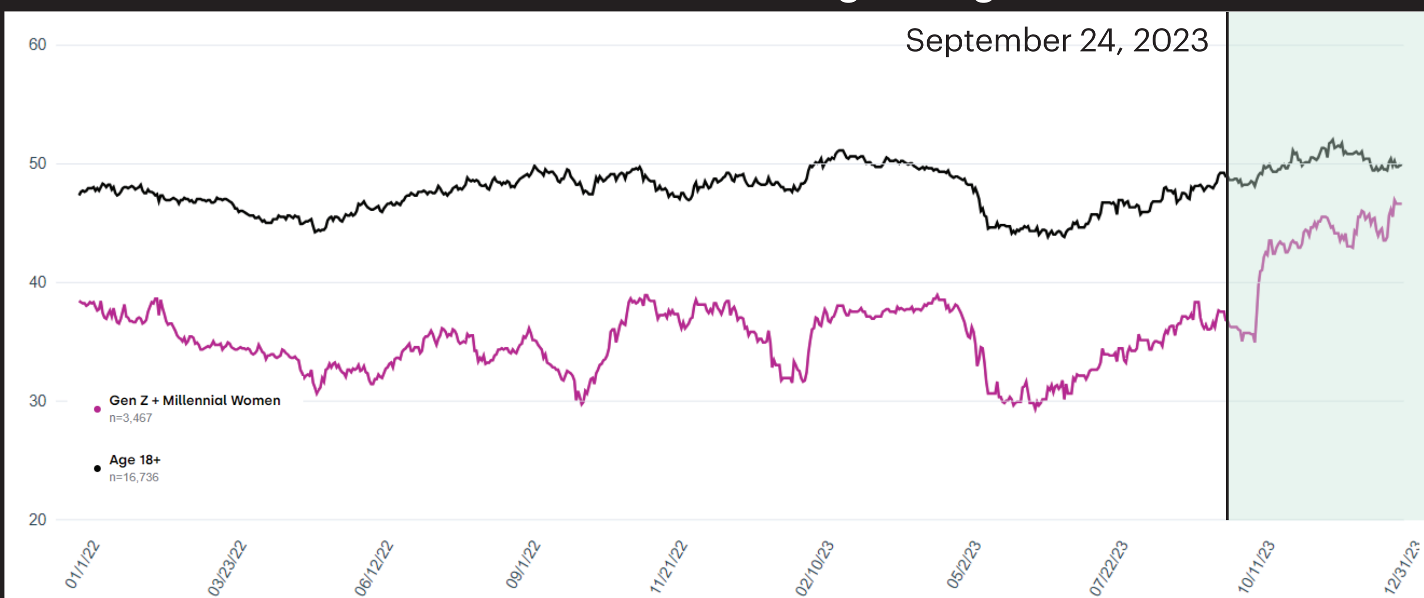
...*Ready For It?* In Our *Wildest Dreams* We Didn't Expect Young Women's Interest in the NFL to Surge

Picture a NFL fan. You probably imagine a young man wearing a jersey, maybe holding a beer, and yelling at the TV screen. However, **women make up almost half (46%)** of the NFL fanbase. While many women are already avid football fans, a very different subject rallied even more female interest in the NFL in 2023.

Starting September 12th, rumors swirled that singer-songwriter Taylor Swift was spending time with the Kansas City Chiefs' tight end Travis Kelce. **By September 24th**, Swift was photographed at Kelce's game, confirming their romance. Afterwards, Swift appeared at many Chiefs' games.

Swift's presence did not go unnoticed. The Chiefs saw a surge in viewership as Swift attended games. The September 24th game between the Bears and Chiefs became the **second-most watched NFL game** of the season (at that point in time) behind the season opener. Similarly, the October matchup between the Broncos and the Chiefs peaked at **15.51 million viewers**. This was up 57% from a comparable Thursday Night Football matchup a year earlier.

NFL Usage - US Adults and Young Women - Trended 12 Week Moving Average



QuestBrand. Base: General population of US adults (black), n=16,736. Base: Gen Z and Millennial Women (pink), n=3,467. 1/1/22-12/31/23.

Using data from **QuestBrand** by The Harris Poll, we explored how young women's interest in the NFL increased after Swift showed interest in Kelce. QuestBrand tracks consumers' progression through the **sales conversion funnel** - awareness, familiarity, trial, usage, and recommend.

NFL "usage" signals that an individual is watching or supporting the NFL. In the graph above, we see young women's (Millennial and Gen Z adults) usage of the NFL jump after September 2023. At the end of December 2023, NFL usage among young women reached 46.6. This is up from 37.0 a year earlier (December 31, 2022).

This is not the first time that Swift has impacted consumer brand sentiment, and it won't be the last. Check out **our blog on jewelry maker Pandora** that explores how Swift's songs increased purchase consideration among Gen Z adults. We know *All Too Well* that no brand is *Untouchable* from Swift's effect. What brand do you think will be impacted by the *Fearless* Taylor Swift next?

Over-Index Report: Top 20 Brands - Sports Bettors

This month's over-index report provides a unique look into the preferences of sportsbook enthusiasts. Using brand equity data from QuestBrand, we ranked 20 brands that over-index with US sports bettors. This indicates that sportsbook enthusiasts value these brands more highly than the general population of US adults. To determine this ranking, we compared each brand's brand equity score among the general population of US adults to its brand equity score among US adults who wager with online sportsbooks.

20 Brands that Over-Index with Online Sports Bettors

Brand equity data was taken from July - December 2023.

1.	Alibaba	11.	acorns
2.	CANADA GOOSE	12.	SVEDKA VODKA
3.	crypto.com	13.	twitch
4.	UBISOFT	14.	Robinhood
5.	CELSIUS LIVE FIT	15.	ally
6.	caviar	16.	Electronic Arts
7.	credit sesame	17.	MLS
8.	coinbase	18.	CÎROC
9.	BOMBAY SAPPHIRE	19.	match
10.	nerdwallet	20.	NEW AMSTERDAM

SEE HOW YOUR BRAND COMPARES -
BRAND INTELLIGENCE BUILT FOR THE 21ST CENTURY

QuestBrand offers real-time consumer insights for your brand. Don't wait to hear what your customers are saying about you and your competitors – get up and running in less than 24 hours.

REQUEST A DEMO