

GENZ

THE NEXT GENERATION OF SPORTS & ENTERTAINMENT FANS

As fan bases grow increasingly older, the way consumers digest content changes dramatically and a more diverse, tech savvy, and individualized generation takes hold. Sports and entertainment brands will have to pivot to successfully engage Generation Z.

SPORTS

86% of teens are influenced by family members or close friends who are serious sports fans

92.5% watch or engage with sports content with family or friends

83% of those who share sports content do it on social media

51% prefer to attend sports events live

27% say if they don't attend, it's because events cost too much



ENTERTAINMENT

Top 5 Leisure Activities: hanging out, music, TV, movies, sports

71% claim to be enthusiastic or superfans of music

38% attended a concert last year

54% are definitely or more likely to attend a sports event if a popular music artist is part of the entertainment



DIGITAL

78% teens say their smartphone is their #1 device

Easy access & interactivity are key to engagement

Top Social Media Platforms:

Instagram, Snapchat, Youtube, Spotify

Attention Grabbers:

64% videos

63% music

58% memes



WERGENZ SURVEY APRIL 2018
699 RESPONDENTS AGES 13-20