Spectator Age and Television Viewership of Sports

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This study uses econometric modeling to explore the relationship between age and television viewership of National Football League. First the determinants of demand for broadcast viewership are identified. These are examined across three age groups, specifically 2-17, 18-plus group, and 50-plus. The results show that the majority of the factors were significant in all three groups. The 2-17 and 50-plus groups show slightly different preferences from one another, namely with respect to income, local team age and local team quality; however, this research finds no evidence of differences between fans of different ages regarding outcome uncertainty.