Your audience is passionate about sports apps

Whether checking fantasy football scores or watching a game, new research shows sports apps attract a captivated audience of sports fans. Read on to learn who sports app users are and how best to connect with them.

Sports app users by gender and age

- **By gender**
  - 20% of app users are female
  - 80% of app users are male

- **By age**
  - 28% 18-24 years old
  - 26% 25-34 years old
  - 19% 35-44 years old
  - 14% 45-54 years old
  - 13% 50-65 years old

Sports apps reach household decision makers

- 84% of sports app users identify as the main shopper in their household
- 80% of sports app users identify as the main earner in their household

Sports app users regularly check their apps, giving you many opportunities to connect with them

- 16% more than 5x per day
- 73% at least once per day
- 94% at least once a week
- 97% at least once a month

Average use for sports apps

- 50 minutes a day
- more than 3x per day
- 12 minutes per session

Fans get into the game with sports apps throughout the day

- 47% while relaxing
- 35% while watching TV at home
- 32% in the evening
- 31% while at work or school

Capture the attention of sports fans in apps

Read the full Google Display & Video 360 Guide to Advertising in Apps to learn how to reach and engage your audience on mobile apps.