

SPORTS EVENT SPOTLIGHT

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Throughout the course of the year Sport MR will be monitoring the level of interest in key sports events as they happen.

Sports Event Spotlight is a time critical and sensitive measure of how much traction major sports events have in a given week

Topline findings will be published on



<https://www.linkedin.com/company/sport-mr>



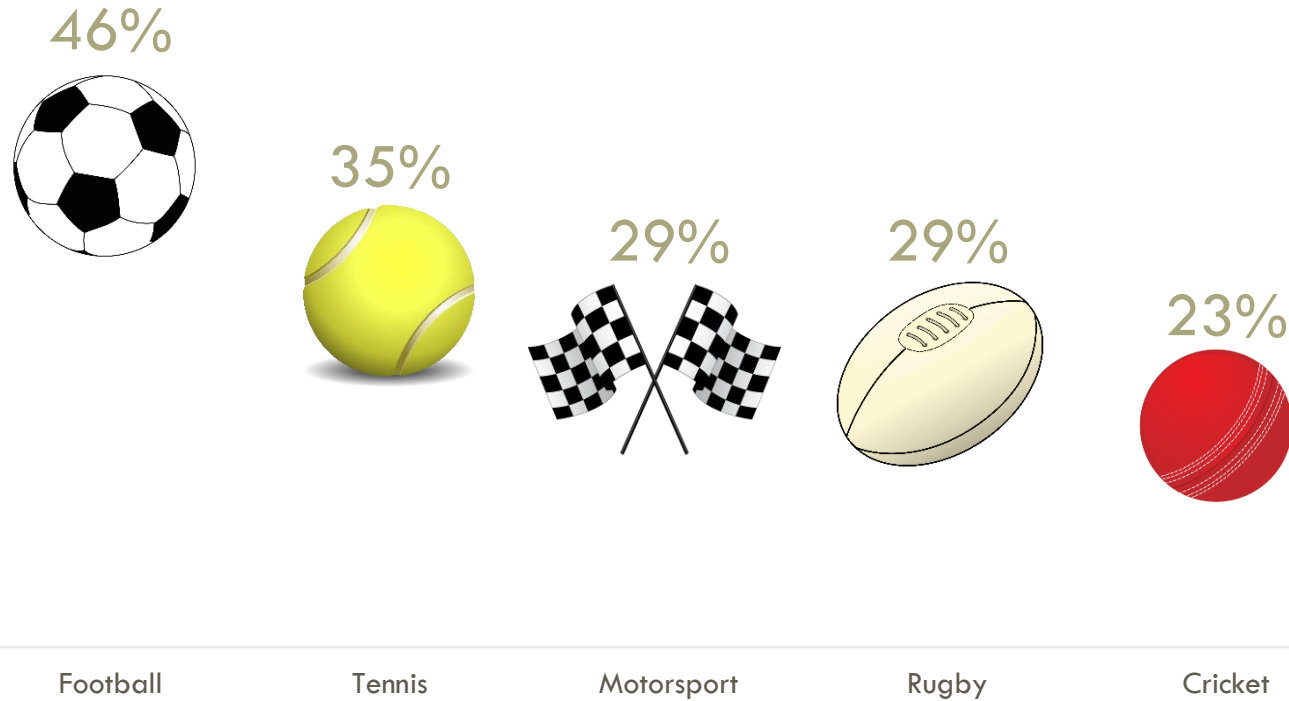
@sportmrinsight

We are collecting further details on sports and events by different subgroups so if you are looking for more information please contact Jack Murray or Michael Stone

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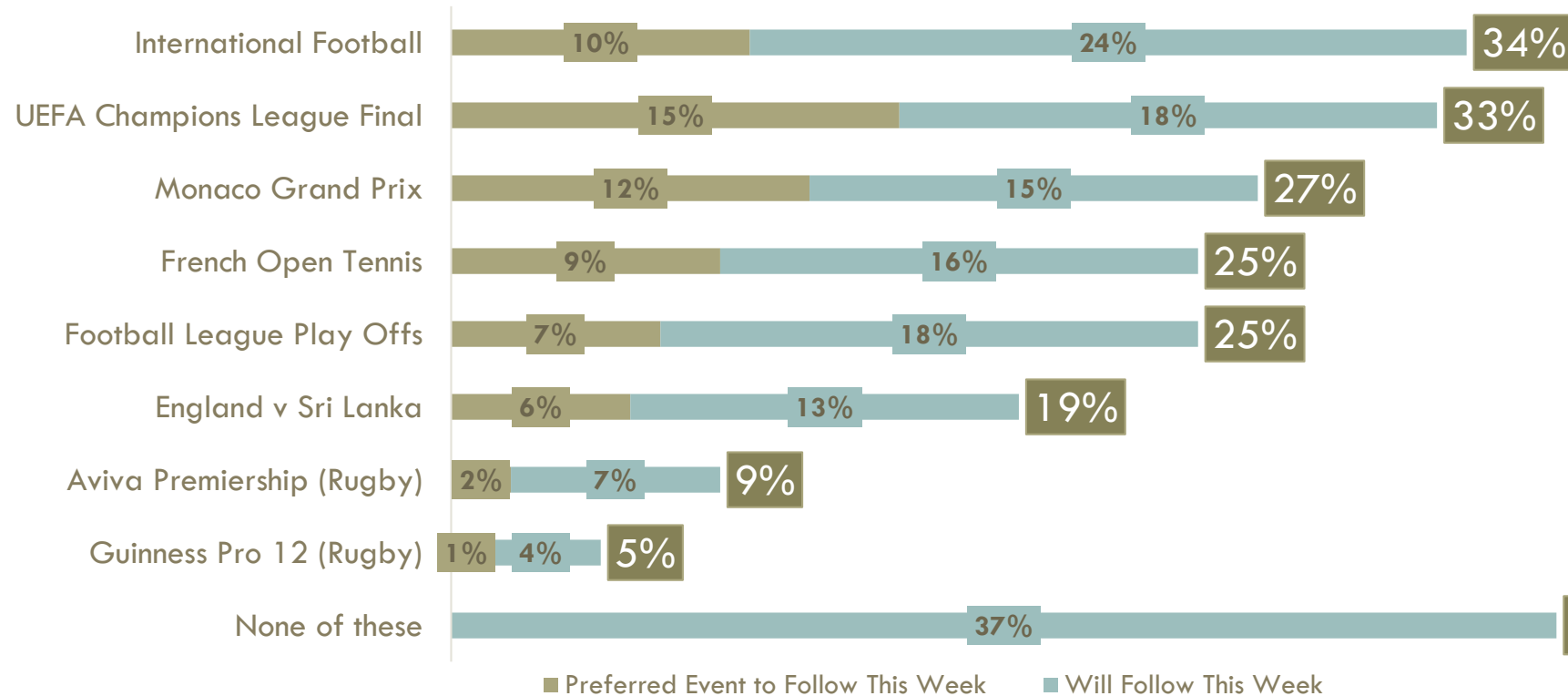
INTEREST IN FOLLOWING SPORT



39% of the population do not follow sport regularly



EVENTS FANS WILL FOLLOW THIS WEEK AND PREFERRED EVENT TO FOLLOW



Champions League and Monaco GP are the most preferred

*By follow, we mean watch live or highlights coverage and / or listen to/read about frequently and / or talk about frequently.

KEY FINDINGS

The football internationals this week will attract the largest following, but the Champions League Final and the F1 Grand Prix attract a stronger preference.

Though 39% of the population do not follow any sport regularly, one in seven of these people will follow one of the key sporting events this weekend. Their most chosen event is the Grand Prix.

Digging a bit deeper into why...

The most cited reason for preferring F1 this weekend was the fact that the Grand Prix is being hosted in Monaco. Specifically, the tradition, the prestige, the tight circuit and the uniqueness of the venue all contribute to the pull of the Monaco Grand Prix.

Love of tennis is the main reason for preferring the French Open though Andy Murray's continued involvement adds significantly to the preference for many.

WANT MORE INFORMATION ?

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