

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>



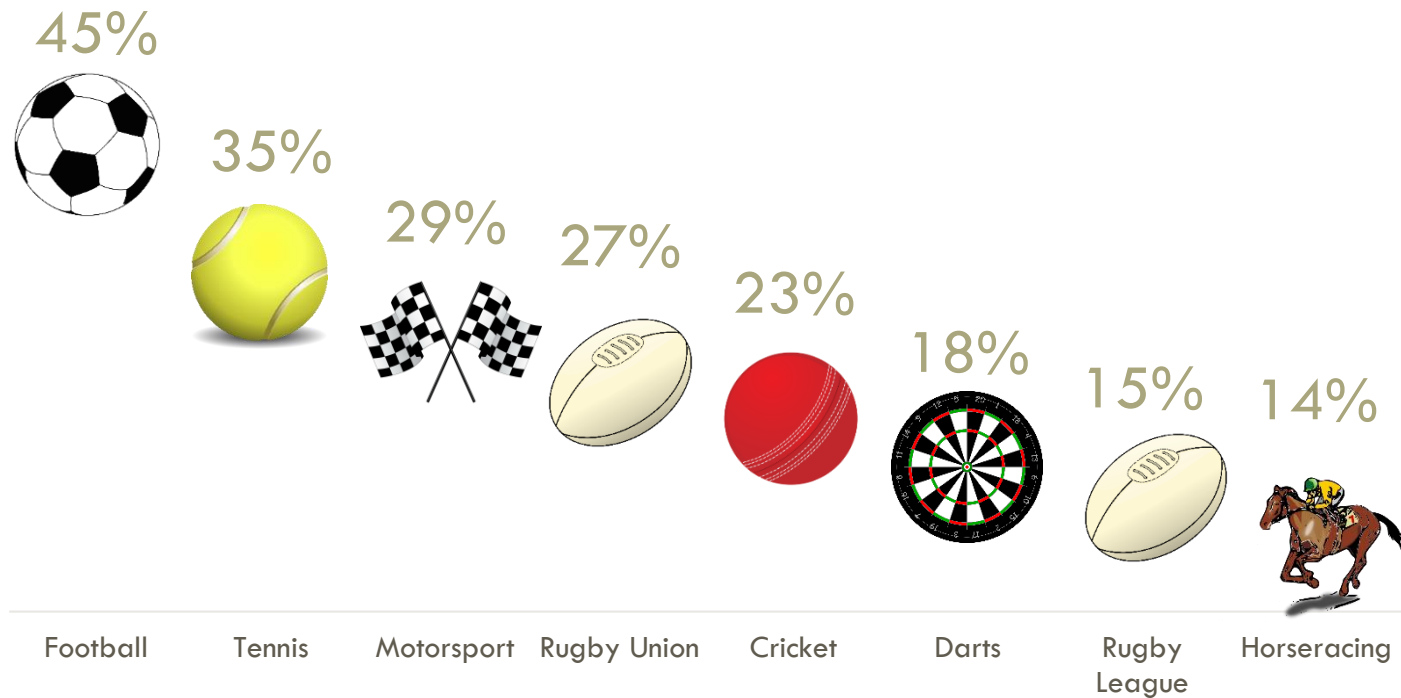
@sportmrinsight

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

Jack@sportmr.co.uk

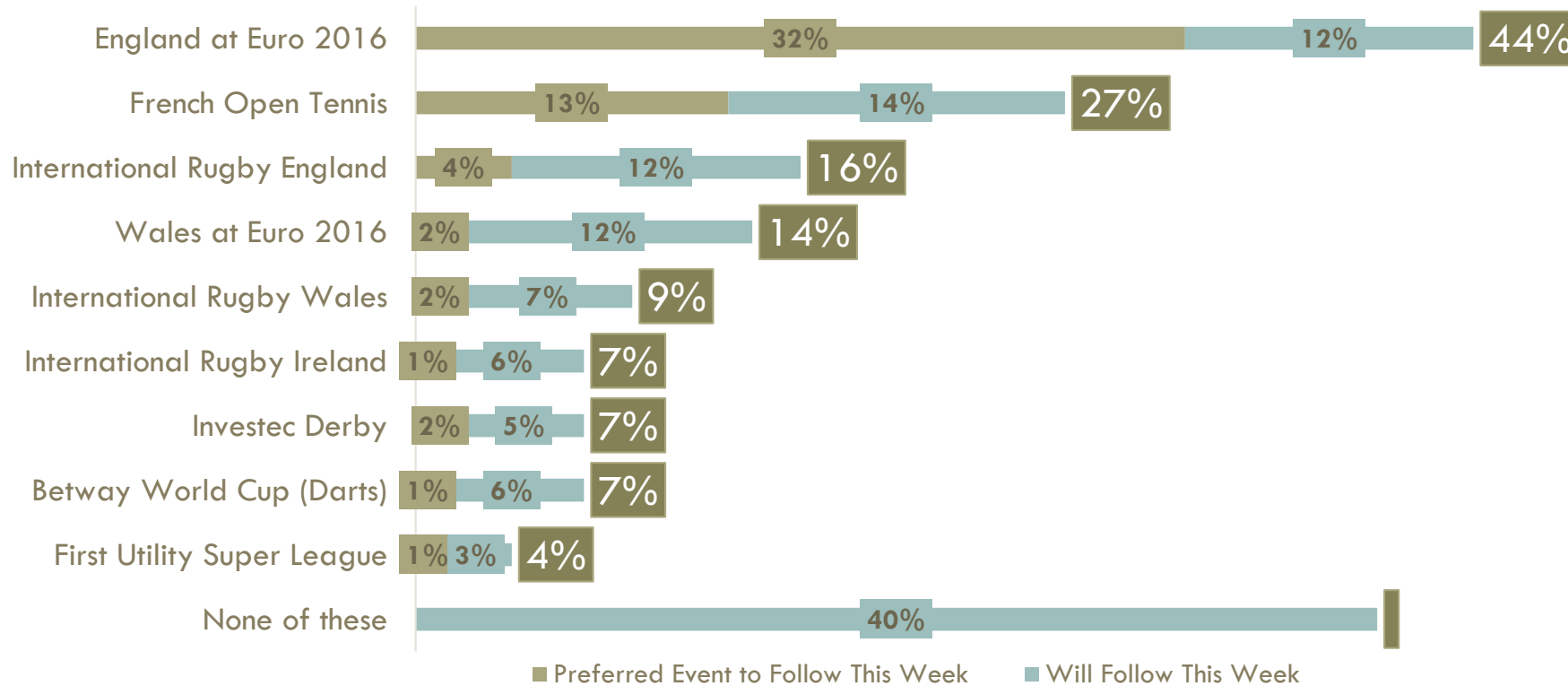
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INTEREST IN FOLLOWING SPORT



Based on our first 2 surveys, **c50%** of 18-24 year olds do not follow sport regularly.

EVENTS FANS FOLLOWED/WILL FOLLOW THIS WEEK AND PREFERRED EVENT TO FOLLOW



England at EURO 2016 is the biggest draw. Clear second for the French Open

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

PREFERRED EVENT EUROS V ROLAND GARROS

	Male	Female	Total
England at EURO 2016	45%	20%	32%
French Open Tennis Week 2	10%	15%	13%

Distinct gender profile difference between the two most popular events this week with French Open preference skewed towards women

If you had to choose 1 event to follow this week, which would it be?

PREFERRED EVENT ROLAND GARROS: WEEK 1 V 2

	Male	Female	Total
French Open Tennis Week 1	6%	13%	9%
French Open Tennis Week 2	10%	15%	13%

Whilst French Open preference is skewed towards females, the week 2 increase was more evident amongst men

If you had to choose 1 event to follow this week, which would it be?

KEY FINDINGS

England's EURO 2016 opening game this week will attract the largest following and is set to dominate the early summer sporting landscape.

The French Open, as the clear second preference event saw a 2% point rise in following compared with last week from 25% to 27%.

The Rugby Union internationals gained higher traction compared to the club Premiership and PRO 12 finals last week. People are more likely to tune into the national team than the club competitions.

The Derby, Darts World Cup and Super League attract a niche following with the latter following concentrated in the North West, Yorkshire & Humberside.

Digging a bit deeper into the French Open

Andy Murray's appearance in the final added to the preference for following Roland Garros, which increased 4 points from 9% to 13% across the UK

The increased preference was strong amongst the younger age groups (18-44) and the over 65's.

Whilst more females actually prefer the French Open, the second week saw a greater increase in preference amongst males.

Regional analysis shows that the French Open was the biggest draw in Scotland but compared to last week, interest increased across the UK. There were substantial regional differences with preference reaching 24% in Scotland but only 3% in Wales, where it was competing against Wales in the Euros and the rugby international against the All Blacks.

WANT MORE INFORMATION ?

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OR GIVE US FEEDBACK

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