

# SPORTS EVENT SPOTLIGHT

## 17 JUNE 2016

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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>



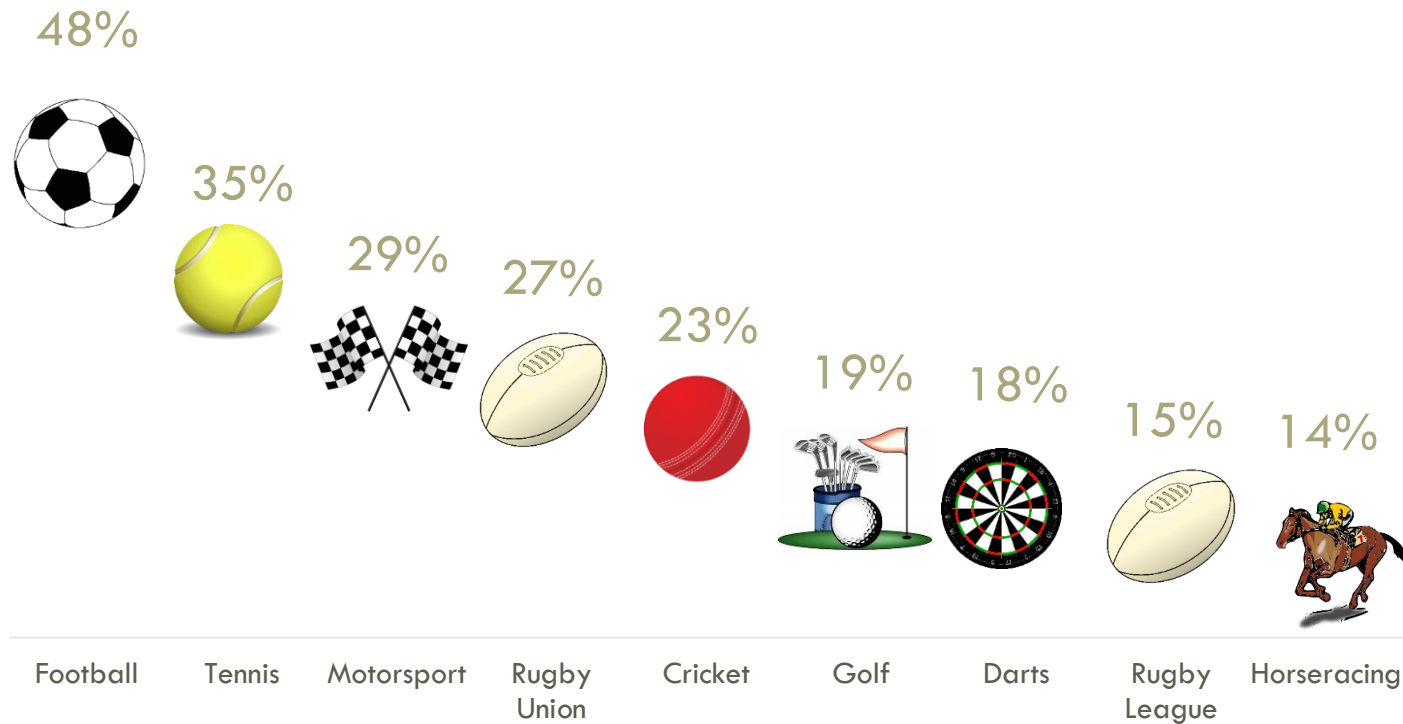
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We are collecting further details on sports and events by different subgroups so if you are looking for more information please contact Jack Murray or Michael Stone

[Jack@sportmr.co.uk](mailto:Jack@sportmr.co.uk)

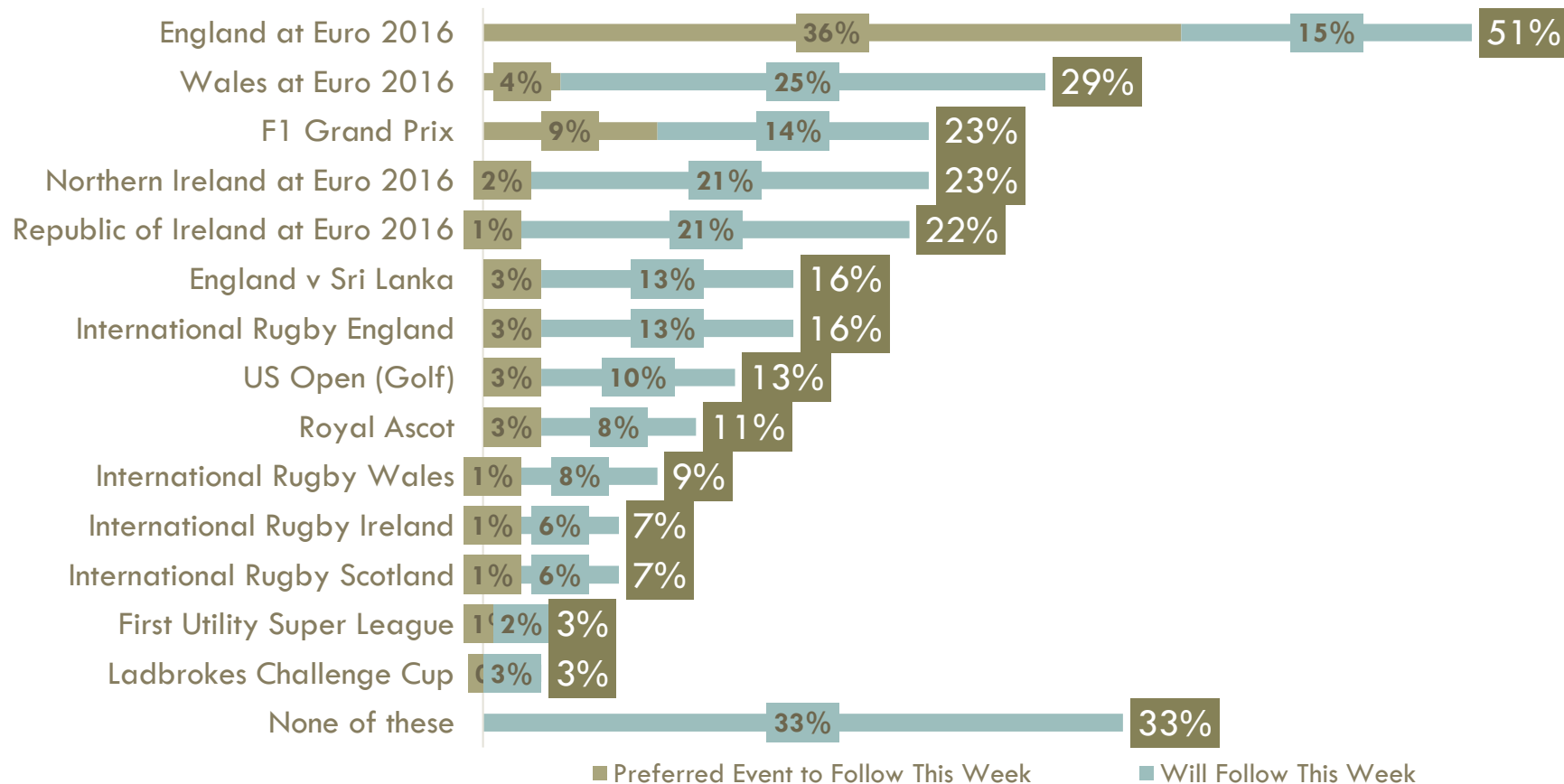
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# INTEREST IN FOLLOWING SPORT



Football interest has increased by 3% in our latest survey undoubtedly driven by EURO 2016

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



4 EURO 2016 countries occupy the top 5 places.

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

# PREFERRED EVENT EUROS WEEK 1 V WEEK 2

	Male	Female	Total
England at EURO 2016 Week 1	45%	20%	32%
England at EURO 2016 Week 2	44%	29%	36%

**As the Euros are progressing more women turning to following England as their preferred event**

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



# PREFERRED EVENT INVESTEC DERBY V ROYAL ASCOT

	Male	Female	Total
Investec Derby	4%	1%	3%
Royal Ascot	2%	4%	3%

	Sports Fan	Non Sports Fan	Total
Investec Derby	4%	<1%	3%
Royal Ascot	3%	2%	3%

**Royal Ascot is one of the few events where women are more likely to prefer it whereas the Investec Derby has a male sports fan skew . Royal Ascot also appeals to the non sports fan.**

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

# KEY FINDINGS

England's EURO 2016 games this week will attract the largest following. Matches involving Wales, Northern Ireland and Republic Of Ireland also picked up strong following amongst the whole UK population.

The European Grand Prix is the other event with a following of over 20%. It also picked up the second strongest preference vote behind England at EURO 2016.

The Rugby Union internationals' traction remained steady compared to last week for England, Wales and Ireland.

Interest in England v Sri Lanka has declined by 3 points to 16% which suggests the ODI series has less interest than the Test series.

The US Open golf picks up 13% following of the total population, but only 3% amongst 18-24 year olds.

## Digging a bit deeper

Royal Ascot picked up an 11% following compared to 7% for the Derby the previous week. It also has a more female following and attracts a social follower.

Regional analysis shows that unsurprisingly the national football teams in England, Wales and Northern Ireland are the biggest draw in their respective regions. EURO 2016 is also the biggest draw in Scotland but at a much lower level. Which shows that for big tournaments national representation is important but not the only factor.

The event with the most youthful following is the Ladbrokes Challenge Cup, with 64% of the following under 45. This compares with 38% for the Grand Prix and 31% for the US Open.

WANT MORE INFORMATION ?

[Enquiries@sportmr.co.uk](mailto:Enquiries@sportmr.co.uk)



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