

SPORTS EVENT SPOTLIGHT 1 JULY 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>



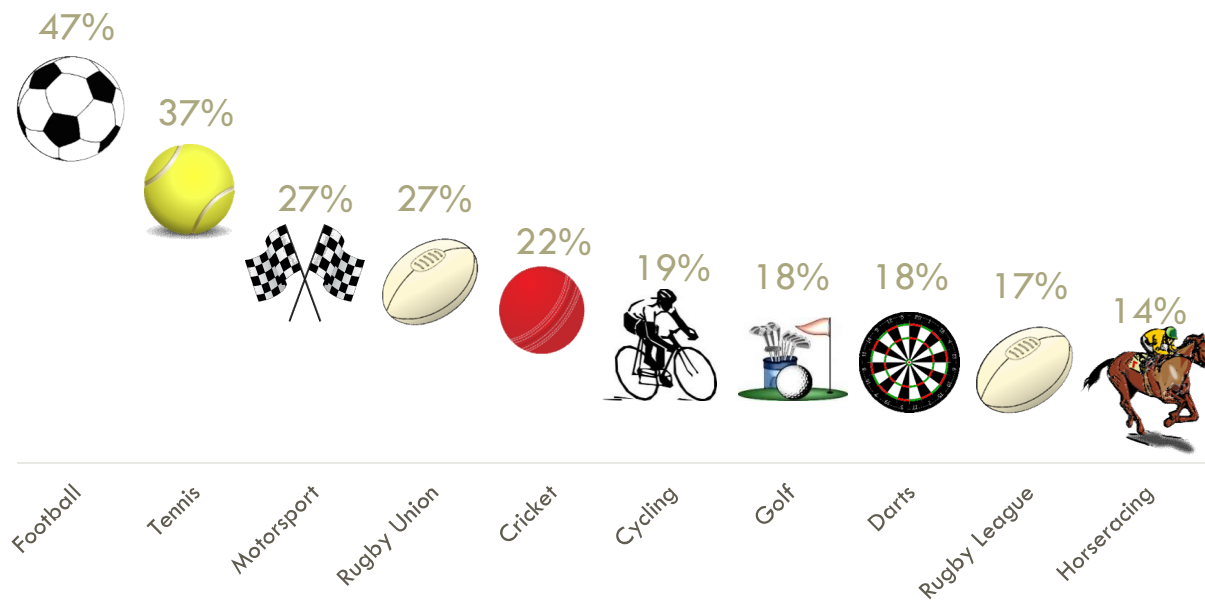
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We are collecting further details on sports and events by different subgroups so if you are looking for more information please contact Jack Murray or Michael Stone

Jack@sportmr.co.uk

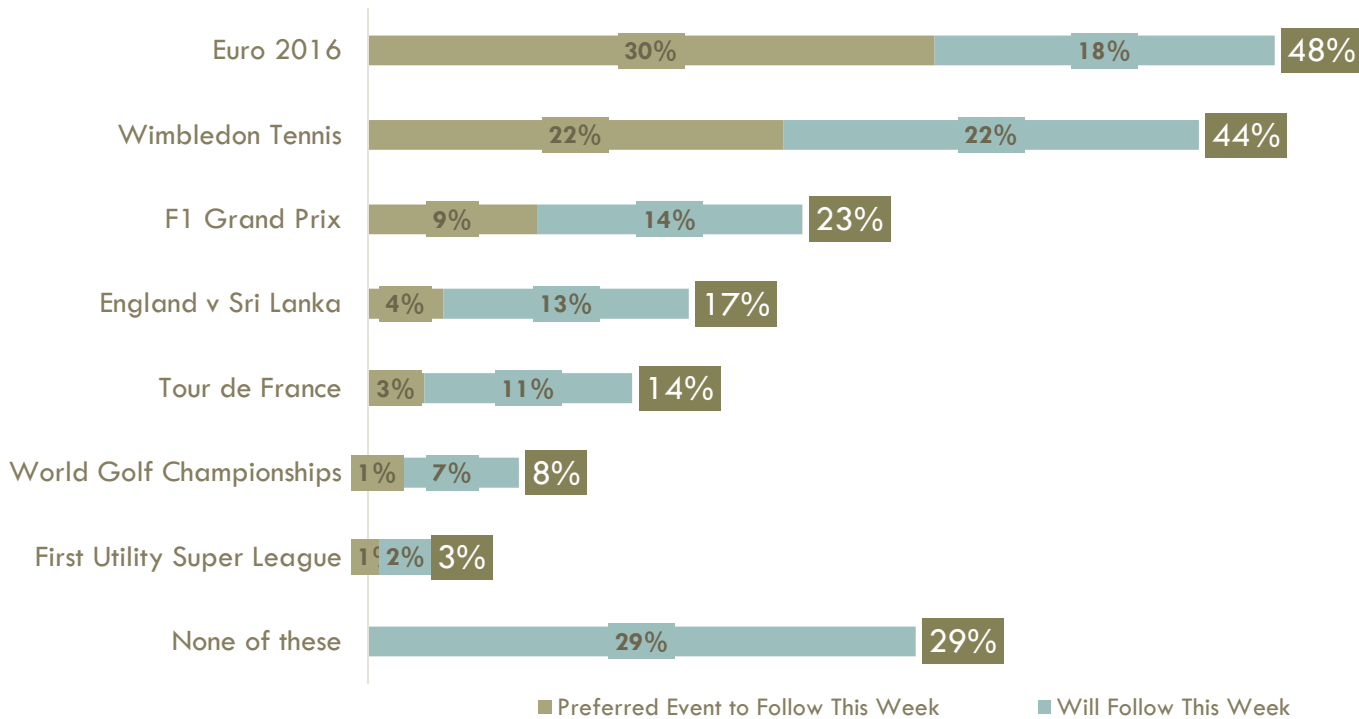
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INTEREST IN FOLLOWING SPORT



The clearly growing popularity of cycling as a sport to follow is interesting to note. The sport is followed by 25% of men responding and by 24% of AB's.

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



Wimbledon impacts hugely on UK sport following this week, being followed by 41% of women compared with 33% for Euro 2016. Euro 2016 retains the overall lead however.

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

PREFERRED EVENT EURO 2016 V WIMBLEDON

	Male	Female	Total
EURO 2016 Week 3	42%	14%	30%
Wimbledon Week 1	19%	28%	22%

	Sports Fan	Non-Sports Fan	Total
EURO 2016 Week 3	43%	9%	30%
Wimbledon Week 1	27%	12%	22%

The male/female EURO 2016 v Wimbledon divide is stronger when those citing each as their preferred event are split by gender. Men are twice as likely to have said that EURO 2016 is their preferred event, the opposite being true among women. Wimbledon is also more likely to be the preferred event of the (female dominated) non-sports fan.

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

KEY FINDINGS

EURO 2016 continues to enjoy high interest among the UK sport following public this week despite the defeats of England, Northern Ireland and the Republic of Ireland.

Wimbledon, as ever, has a substantial following too with women twice as likely to have chosen The Championships as their preferred event. Men are twice as likely to have preferred EURO 2016.

The Tour de France will be followed by one in seven people, though only one in 33 cites it as their preferred event among this week's choices.

Digging a bit deeper

The first week of Roland Garros was followed by 25% of our panellists, a third of whom said it was their preferred event of the week. Wimbledon's first week draws a far higher 44% of panellists following, half of whom cite it as their preferred event of the week.

In common with the sport of cycling, the Tour de France has far greater appeal for men than for women and for AB's than for any other social classification group.

The popularity of EURO 2016 spreads evenly across the groupings of social demography. There is a distinct ABC1 bias however among Wimbledon enthusiasts.

WANT MORE INFORMATION ?

enquiries@sportmr.co.uk



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