

# SPORTS EVENT SPOTLIGHT

## 8 JULY 2016

# SPORTS EVENT SPOTLIGHT

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>



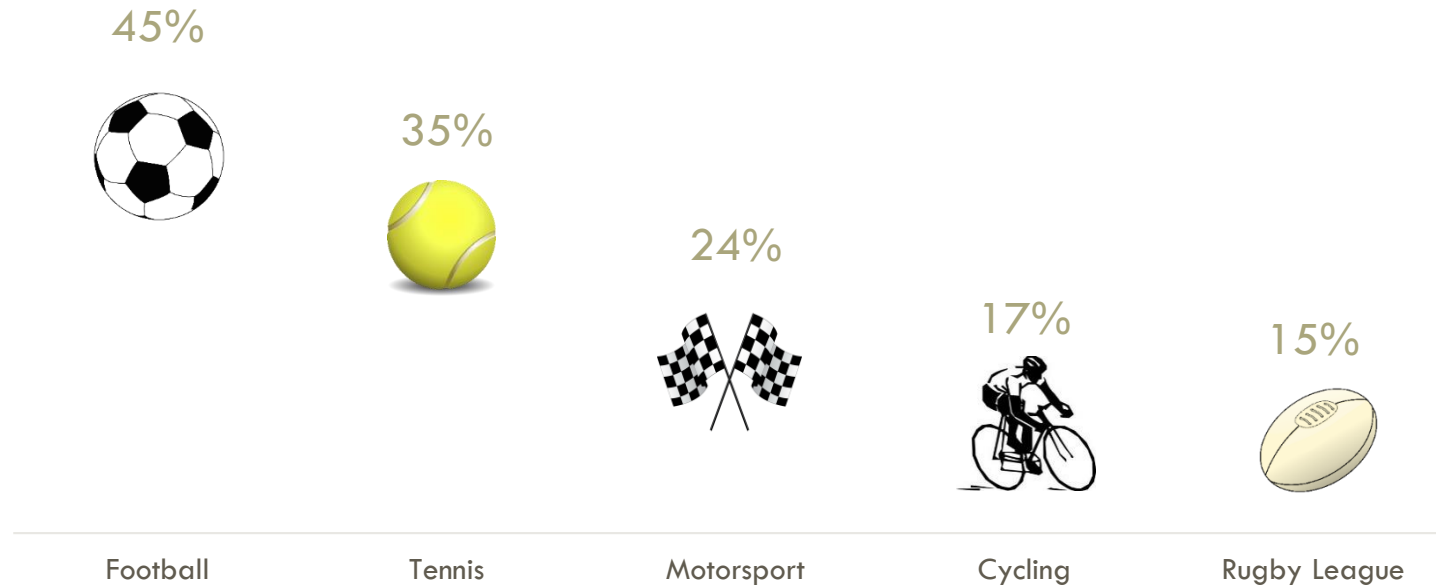
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We are collecting further details on sports and events by different subgroups so if you are looking for more information please contact Jack Murray or Michael Stone

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

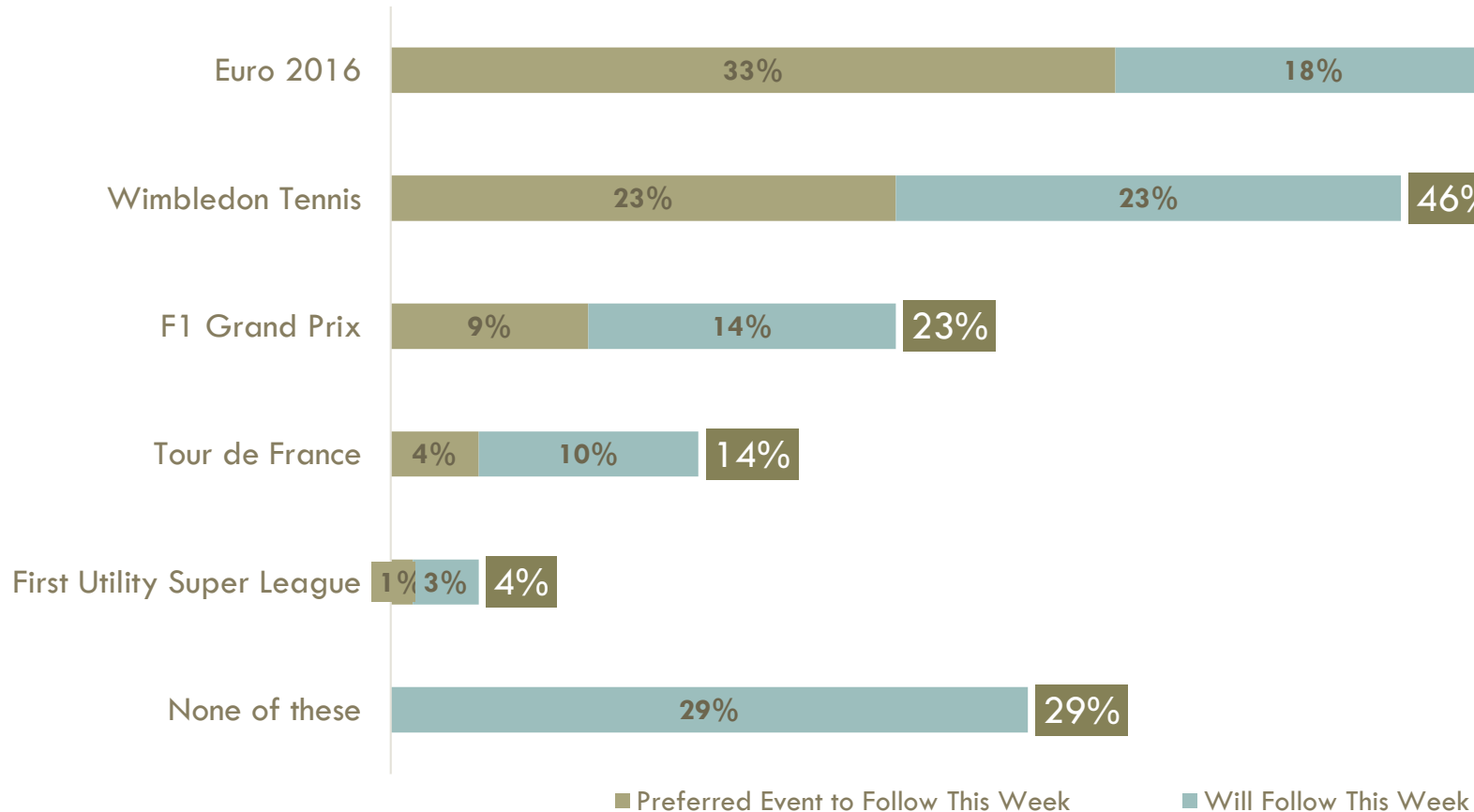
[Michael@sportmr.co.uk](mailto:Michael@sportmr.co.uk)

# INTEREST IN FOLLOWING SPORT



Amongst females tennis is the most popular sport (32% v 31% who follow football) and is the only sport without a heavy male skew

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



EURO 2016 and Wimbledon are the major draw as they enter the final stages. Both have an increased following compared to last week.

\*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 3 V WEEK 4

	Male	Female	Total
EURO 2016 Week 3	42%	19%	30%
EURO 2016 Week 4	41%	26%	33%

**As EURO 2016 enters its final week, more women turning to following it as their preferred event**

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

# PREFERRED EVENT FOLLOWED: EURO 2016 V WIMBLEDON

Wimbledon	Sports Fan	Non Sports Fan	Total
Week 1	27%	12%	22%
Week 2	29%	14%	23%

EURO 2016	Sports Fan	Non Sports Fan	Total
Week 3	43%	9%	30%
Week 4	46%	15%	33%

**While Wimbledon is consistently picks up a strong following from non sports fans, Week 4 of the EUROS sees a significant increase in non sports fan followers and matches Wimbledon**

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

# KEY FINDINGS

EURO 2016 is attracting the “big eventer” following in its final week, with an increase in preference amongst females and non sports fans (who are mostly female).

Wimbledon following increased in its second week and is skewed towards ABs. Preference has increased in the second week and is more pronounced amongst the over 65's.

Grand Prix following is steady which may be considered disappointing given it is at Silverstone.

## Digging a bit deeper

When comparing the two European Grand Slams, unsurprisingly Wimbledon (46%) was ahead of Roland Garros (25%), the latter resonating predominantly with sports fans, whereas Wimbledon appeals to a broader group. When comparing Monaco (40%) to the Silverstone Grand Prix (36%) the tables are turned where the UK event takes second place.

WANT MORE INFORMATION ?

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



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