



SPORTS EVENT SPOTLIGHT
15 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>



@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

Michael@sportmr.co.uk

INTEREST IN FOLLOWING SPORT

Athletics
44%



Cricket
22%



Cycling
21%



Golf
19%



Darts
18%

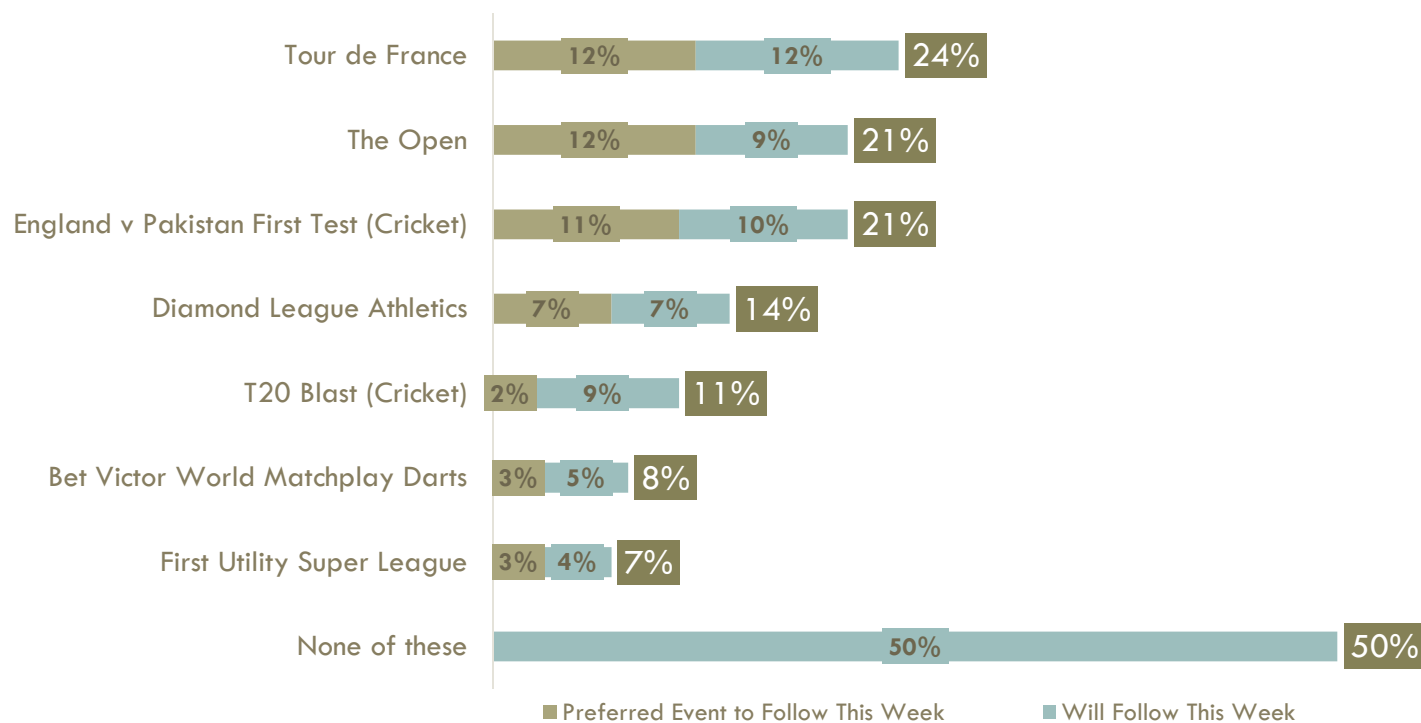


Rugby
League
16%



The popularity of athletics bodes well for interest levels in Rio 2016 and, in all likelihood, partly reflects the media attention which the Olympics has already attracted.

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



The Open and Tour de France attract slightly higher interest in the events than in their sports overall. The First Test will be followed by almost all of those who follow cricket. The Diamond League Athletics and T20 Cricket, however, attract the interest of only half (cricket) and a third (athletics) of those who follow the sports.

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

INTEREST IN ATHLETICS V INTEREST IN DIAMOND LEAGUE

	Male	Female	Total
Follow Athletics	54%	34%	44%
Follow Diamond League	15%	13%	14%
Diamond League is Week's Preferred Event	5%	9%	7%

The Diamond League Athletics is rare among major sports events in having similar proportions of male and female followers. Among those citing the Diamond League as their preferred event of the week, women heavily outnumber men. Nonetheless two thirds of those who follow athletics will not follow the Diamond League. This bodes well for the audience for the forthcoming Olympics, but highlights again the challenge faced in maintaining interest in the sport once the Olympics are over.

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

FOLLOWING OF THE OPEN

Total	Male	Female
21%	33%	9%
18-34	35-54	55+
12%	19%	30%
AB	C1/C2	DE
25%	20%	17%

79% of those who follow The Open are male. The event scores best among older people and the high earning, potentially high spending AB group. The overall following of 21% contrasts with 13% of respondents in June who told us they would follow the US Open Golf Championship.

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

KEY FINDINGS

This week's poll sees 50% of respondents telling us that they will follow none of the events listed. This contrasts with around a third of respondents in our five previous studies and is almost certainly explained by the absence for the first time of football.

Among 18-34 year olds, 66% told us that they would follow none of this week's events.

It is clear from these results that the vast majority of UK followers of cricket will follow the First Test, followers of golf will follow The Open and followers of cycling will follow the Tour de France.

The Diamond League Athletics and cricket's T20 do not command anything like the same loyalty among athletics and cricket followers respectively however.

Digging a bit deeper

The Open and the Test Match each attract the interest of 33% of men, compared with 32% for the Tour de France.

The Tour de France, however, attracts peak interest among women (17%).

The Open draws the highest interest among over 55's (30%), edging out the Test Match. The Tour de France draws the highest interest among AB's (30%).

When we look at the single event in which our respondents had greatest interest, however, The Open leads among men with 19%, whilst the Tour de France and Diamond League Athletics tie for favoured event among women, each chosen by 9%.

WANT MORE INFORMATION ?

enquiries@sportmr.co.uk



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