



Sport MR

SPORTS EVENT SPOTLIGHT 12 AUGUST 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>



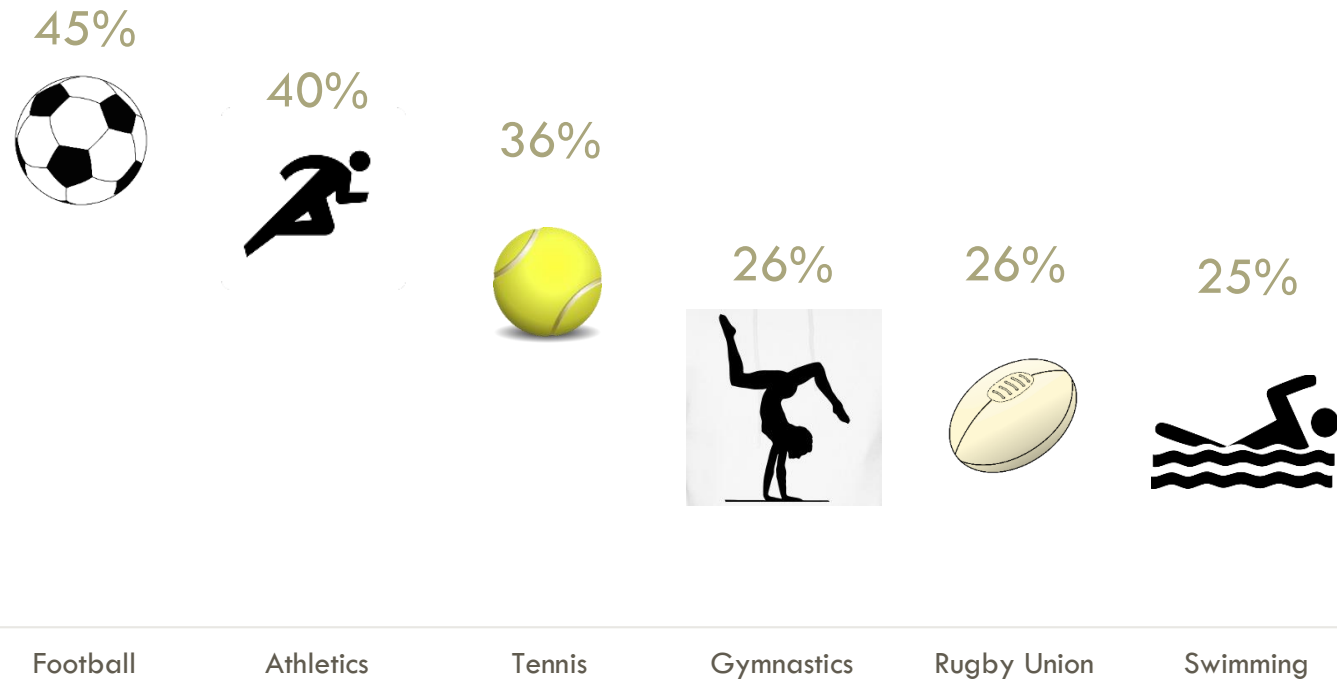
@sportmrinsight

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 (TOP 6)



Athletics, Gymnastics and Swimming move into Top 6 undoubtedly driven by the Olympics

INTEREST IN FOLLOWING SPORT (NEXT 6)

23%



Cricket

23%



Cycling

20%



Boxing

19%



Golf

17%



Rowing

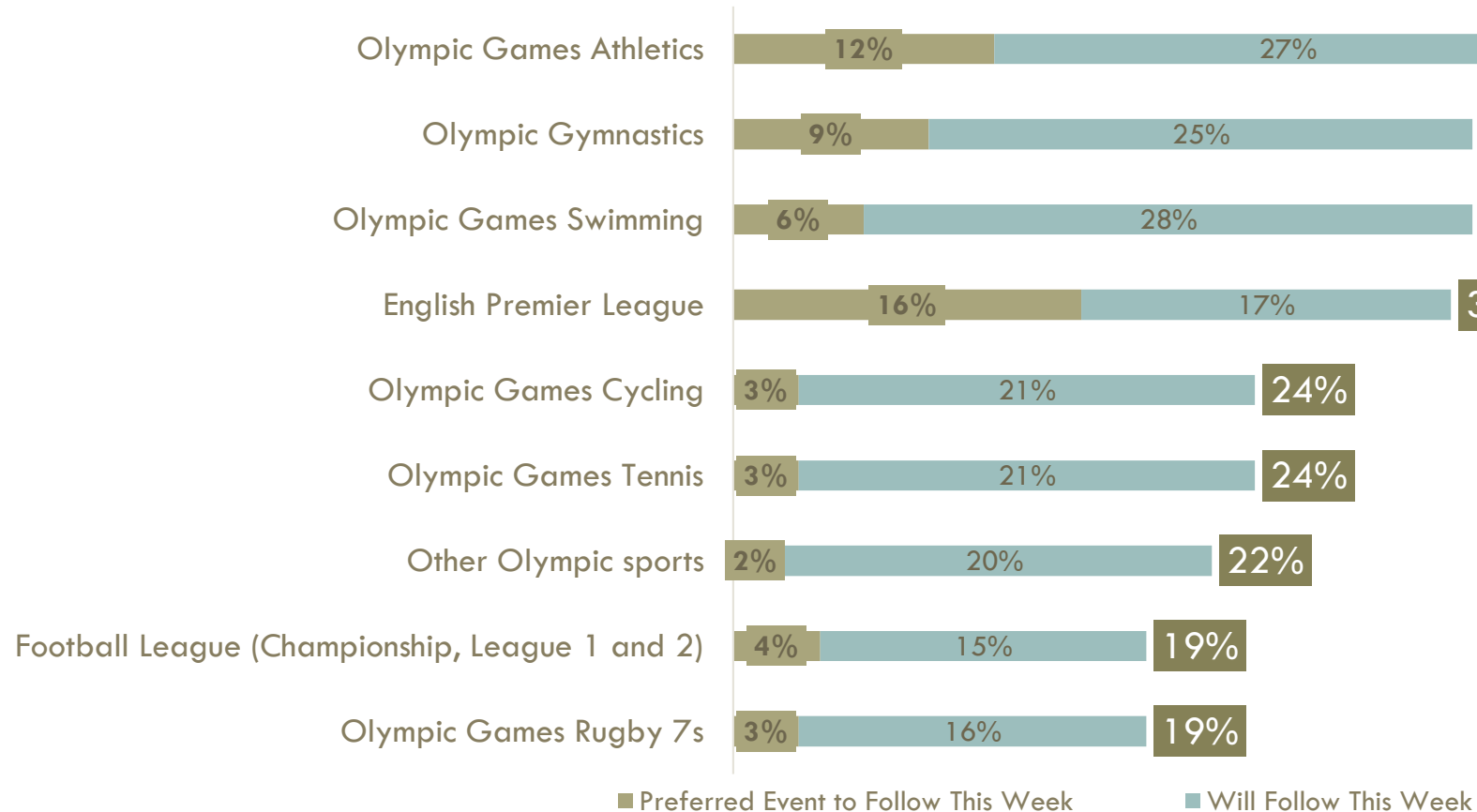
9%



Sailing

Rowing and Sailing also benefitting from Olympic exposure

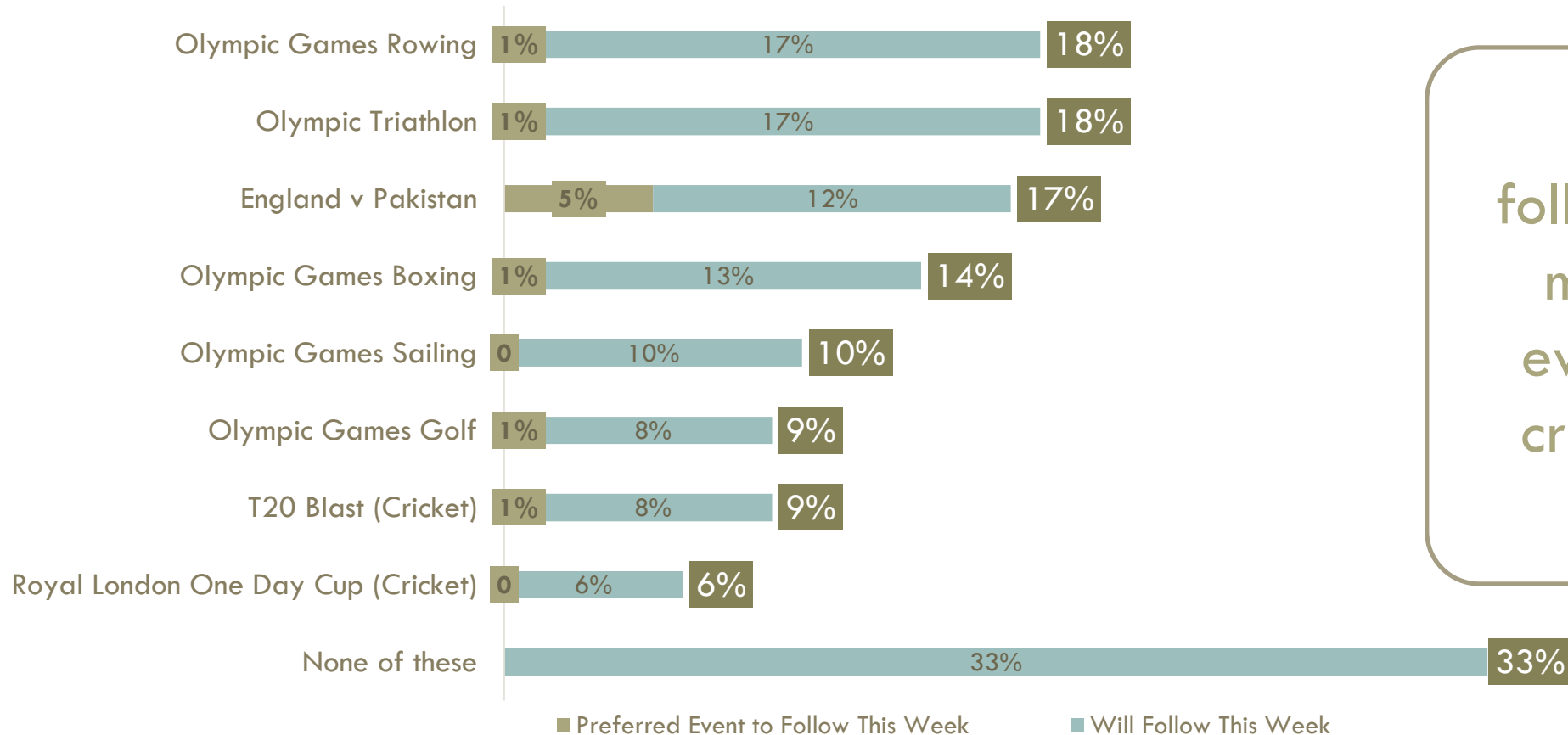
EVENTS FANS FOLLOWED/WILL FOLLOW THIS WEEK AND PREFERRED EVENT TO FOLLOW (1 OF 2)



5 Olympic disciplines occupy the top 6 places. Premier League is most preferred event

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

EVENTS FANS FOLLOWED/WILL FOLLOW THIS WEEK AND PREFERRED EVENT TO FOLLOW (2 OF 2)



Test Cricket following less than many Olympic events. Domestic cricket has niche following

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

OLYMPIC EVENTS FOLLOWED

	Male	Female	Total
Athletics	41%	37%	39%
Gymnastics	26%	42%	34%
Swimming	30%	39%	34%
Cycling	29%	20%	24%
Tennis	25%	22%	24%

Gymnastics and swimming following is high and driven by a strong female skew

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

KEY FINDINGS

The Olympic Games athletics will attract the largest following this week. Very different demographic profiles for the main disciplines show that it has a wide appeal and is successful in attracting females and non sports fans

Curiosity for what would normally be called minor spectator sports is heightened with gymnastics, swimming, rowing and sailing scoring way above their following outside of the Olympics.

Preference for England v Pakistan has declined from 11% in July points to 5% which suggests that the Olympics has captured the attention and preference of many cricket fans. Preference for the Premier League holds up well

Digging a bit deeper

Amongst females, gymnastics was the preferred event with interest surpassing athletics. It also attracts a social follower with 20% of non sports fans intending to follow.

It is also the event with the most youthful following with the highest proportion of 18-24s. Olympic boxing following had the lowest proportion of the same age group.

Whilst the Test Match following has suffered from happening during the Olympics, it is the event with the highest proportion of followers from social class AB.

WANT MORE INFORMATION ?

Enquiries@sportmr.co.uk



OR GIVE US FEEDBACK

TAKE THE PLUNGE AND E MAIL US ON THE ADDRESS ABOVE

