

72POINT.



# SUMMER OF SPORT REPORT










OnePoll

72POINT.  
PLAY >

PINPEP  
MEDIA ASSIGNMENTS

OATH.

# CONTENTS

|   |   |           |
|---|---|-----------|
|    | <b>SUMMARY</b>                          | <b>02</b> |
|    | <b>WE ARE A NATION OF SPORTS LOVERS</b> | <b>03</b> |
|    | <b>HOW WILL WE TUNE IN?</b>             | <b>04</b> |
|   | <b>SPORT VS WORK</b>                    | <b>05</b> |
|  | <b>SPORTING LEGACY</b>                  | <b>06</b> |
|  | <b>PLACE YOUR BETS PLEASE!</b>          | <b>07</b> |
|  | <b>BRAND RECOGNITION</b>                | <b>08</b> |
|  | <b>FAN PROFILES</b>                     | <b>09</b> |
|  | <b>THE 72POINT GROUP</b>                | <b>10</b> |

# SUMMARY



## SPORTS FANS ARE LOOKING FORWARD TO BEING INSPIRED BY A RICH ASSORTMENT OF SPORTING GREATS THIS SUMMER.

**Sport - whether you are a winner or a watcher, a lover or a hater, or something in between, there will be no avoiding it across summer 2024.**

Brands, agencies and the media are all chasing that must have consumer connection, that thing that makes both individuals and audiences engage, that's why we decided to take a look at how people across the UK will be engaging (or not engaging) in the wide variety of sports that are coming their way.

We conducted nationally representative research among 2520 UK adults, looking into the various ways that the public plan to access sport. We explored the what, where, who and how's of sports engagement, along with betting practices and sponsor recognition.

These insights will enable a greater level of understanding around consumer behaviours and preferences, so that organisations can more effectively communicate and promote during this summer of sport.

## KEY INSIGHTS

The **Olympics** is the **number 1** sporting event that Brits plan to watch either on TV or in person this summer at **51%**. This is closely followed by the **Euros** at **41%** and **Wimbledon** at **39%**.

**34%** of the nation will **deliberately chose not to watch**, or participate in non-sports related activities instead.

**Coca-cola** is the most **recognised brand sponsor** of sporting events this summer with **49%**, followed by **Adidas** at **43%** and **Visa** at **36%**.

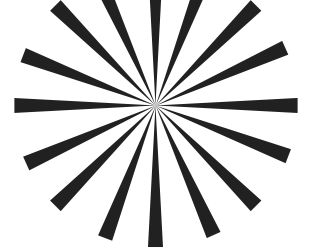
**51%** of the nation agree that

**"MY INTEREST IN SPORT DISSIPATES WHEN MY FAVOURITE TEAM/SPORTSPERSON IS ELIMINATED FROM A TOURNAMENT"**

To get your campaign into the end zone and score your way to the top of the PR Podium, get in touch today.

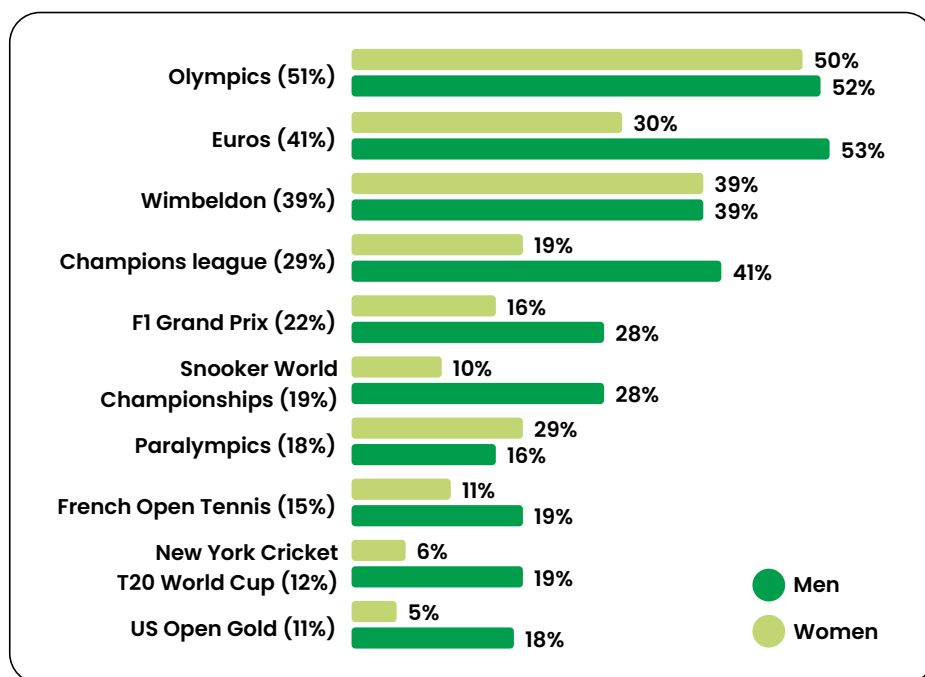
**TOUCHDOWN AT 72POINT**

# WE ARE A NATION OF SPORTS LOVERS



## SUMMER 2024 PROMISES TO BE ONE OF THE MOST EXCITING, HIGH-OCTANE AND INCLUSIVE SPORTING SEASONS OF ALL TIME.

Free from global health constraints, there are so many sporting events for people across the UK to engage with, but how are they going to engage and what sporting activities will they get involved in?



Other sporting events that respondents told us they would be watching this summer include...

- STANLEY CUP
- TOUR DE FRANCE
- MMA
- BRITISH TOURING CAR CHAMPIONSHIPS
- RUGBY LEAGUE
- BADMINTON HORSE TRIALS
- COUNTRY CRICKET
- UFC
- MOTO GP
- SHOW JUMPING
- NETBALL

**33%**

less of the nation will tune into the Paralympics (18%) versus the Olympics (51%)

Londoners are significantly more likely to watch a wide range of sports this summer.

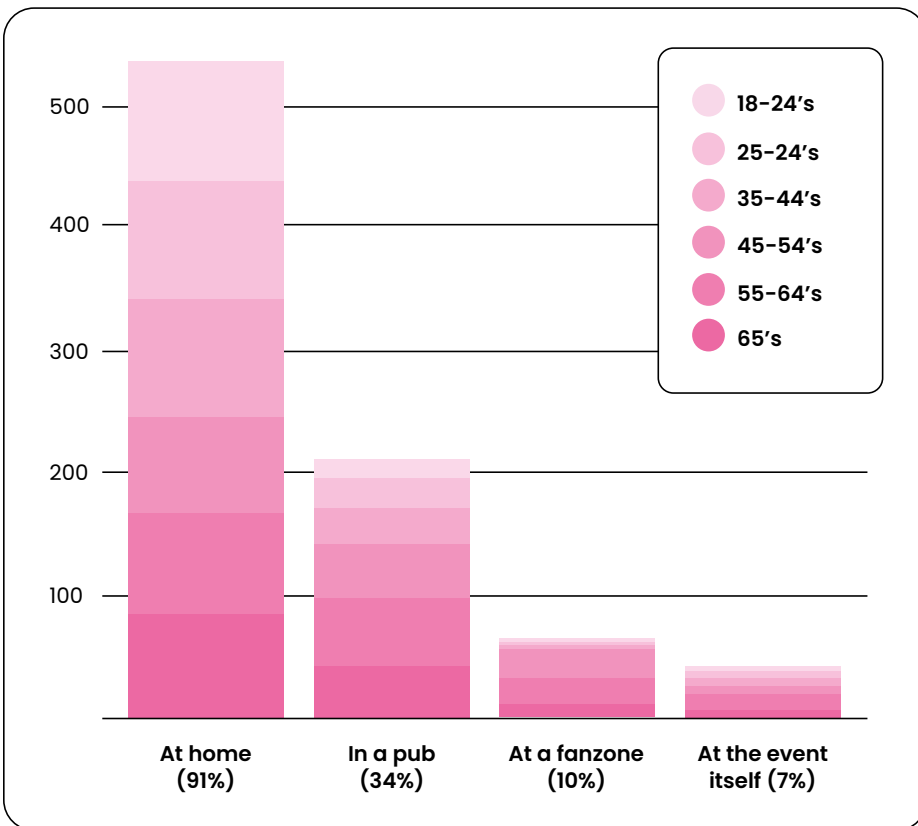
45-54's are least likely to be watching sports this summer.

An individual's physical activity level directly relates to whether they will or won't be watching sport this summer. Those that classify themselves as 'very physically active' are more likely to watch the sporting events in the chart above than those who are 'not very' or 'not at all physically active'.

# HOW WILL WE TUNE IN?



**9 IN 10 SPORTING EVENT WATCHERS WILL TUNE IN FROM HOME 🏠**



**35-44's** are least likely to watch at **home (79%)**, but they are the most likely to watch from a **fanzone (24%)**.

**25-34's** are most likely to watch from a **pub (56%)**. They are almost twice as likely to watch at the **event** itself (**13%**) versus the average of **7%**.

Those **with children** are twice as likely (**13%**) to watch from a **fanzone**, than those **without children (6%)**.

**44%** typically watch sport with their **family**. This is significantly higher for **18-24's (62%)** and lower for **over 65's (28%)**.

**21%**

of the nation watch different sporting events on **2 or more devices** at the same time.

Of those that use more than 1 device, **39%** admit to watching 3 different sporting events on **3 different devices**.

**Females** are more likely to say they will **watch with a partner**

Women **49%**  
Men **34%**

---

Those from **Scotland** are more likely to watch with a partner

Scotland **53%**  
Average **41%**

Where do people prefer to watch from?

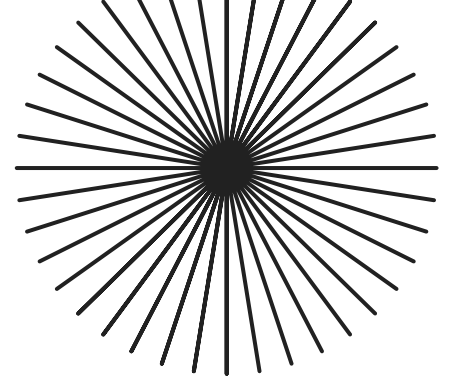
**INDOORS 44%**

**OUTDOORS 37%**

Those that describe themselves as '**very physically active**' are more likely than average to watch with...

**FRIENDS (48%)**  
**STRANGERS (20%)**  
**COLLEAGUES (25%)**  
**COMMUNITY GROUPS (16%)**

# SPORT VS WORK



When events reach the later stages of a competition, or involve a beloved sports club or personality, people often face a significant dilemma about whether to work or watch.

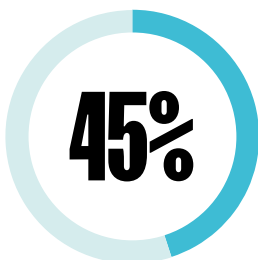
**JUST 28% OF THOSE THAT WORK BELIEVE THEIR WORKPLACE WILL ALLOW THEM TO WATCH SPORTING EVENTS DURING WORK HOURS.**

|          |     |
|----------|-----|
| Yes      | 28% |
| No       | 55% |
| Not sure | 17% |

|          | Female | Male |
|----------|--------|------|
| Yes      | 23%    | 32%  |
| No       | 58%    | 52%  |
| Not sure | 18%    | 16%  |

**Males** are more optimistic about watching at work than females.

**25-34's (42%)** and those living in London are also more likely to believe their employers will allow them to **watch at work**.



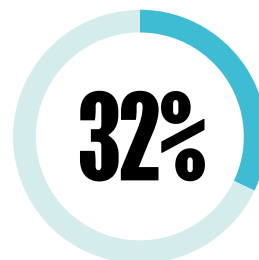
of those that work and watch sports have purposely taken time off work to watch a sports event



Watching in person rises to 38% for 18-24's and 42% for 25-34's



**Males** are 12% more likely to take time off (34%) than **females** (22%)



of those that work and watch sports admit they would call in sick to watch a sport event



People **with children** are more likely to call in sick (38%) than those **without children** (21%)

# SPORTING LEGACY

MAJOR SPORTING EVENTS HAVE THE POTENTIAL TO INSPIRE FAR BEYOND THE IMMEDIATE SPORTING MOMENT.

Some of the most popular sports personalities mentioned in our research include...



WHILE WE LOVE TO WATCH OUR FAVOURITE TEAMS AND SPORTS PEOPLE, WHAT IS THE WIDER IMPACT ON GROUPS AND INDIVIDUALS?



How much do parents encourage their children to do sports?



Those that describe themselves as 'very physically active' are most likely to encourage their children to play sports at 47%.

41%

of the nation would support the government announcing a national holiday following a major national sporting win such as the FIFA World Cup.

However, 18% would actively oppose such a national holiday and this rises significantly for those in Scotland (31%), the self-employed (29%) and divorcees (25%).

|                           |     |
|---------------------------|-----|
| Strongly agree            | 13% |
| Somewhat agree            | 41% |
| Neither agree no disagree | 33% |
| Somewhat disagree         | 6%  |
| Strongly disagree         | 6%  |



of sports watchers agree that watching sporting events can help bring communities together.

This rises to 69% for those in London, 73% for those in a relationship and 79% for 18-24's, but drops to 30% for retirees.

# PLACE YOUR BETS PLEASE!

There are so many ways to wager, whether it's through a major betting organisation, or alternative platforms that allow you to bet between friends. So, how will people bet this summer?

**38% OF SPORTS WATCHERS PARTICIPATE IN BETTING ON SPORTING EVENTS.**




Men are more likely to gamble at **45%**, as are **25-34's** at **56%** and those from the North East at **53%**.

Those with children are more likely to bet (**40%**) than those with no children (**35%**).

## THE AVERAGE BET IN THE UK IS £13.36

with most people (**29%**) betting **£5** or less and just **2%** of the population betting **£51** or more.



**IF 20 MILLION PEOPLE IN THE UK ALL BET JUST £5 ON ONE EVENT, THEN BETTING SPEND WOULD REACH £100M THIS SUMMER.**

|                  |       |
|------------------|-------|
| Up to 5          | 29%   |
| 6 to 10          | 28%   |
| 11 to 15         | 9%    |
| 16 to 20         | 9%    |
| 21 to 25         | 7%    |
| 26 to 30         | 8%    |
| 31 to 35         | 3%    |
| 36 to 40         | 1%    |
| 41 to 45         | 0%    |
| 46 to 50         | 3%    |
| 51+              | 2%    |
| Prefer no to say | 1%    |
| Average          | 13.36 |

Londoners are 3 times more likely to spend £26-£50 on placing a bet.

**46%** Mobile app

**37%** Online platforms

**15%** Betting shops

**2%** Elsewhere

Of those that place bets **18-24's** and **25-34's** are most likely to bet using a **mobile app (59%)**.

**Retirees** are more likely to bet in person at a **betting shop (33%)**, than any other employment status.



# BRAND RECOGNITION

## MAJOR SPORTING EVENTS ATTRACT A WIDE VARIETY OF BIG NAME SPONSORS AND THIS SUMMER OF SPORT IS NO DIFFERENT.

We asked UK respondents whether they recognised 49 of the main sponsors of the 2024 Olympics and Euros using unprompted verbatim, followed by prompted response, this is what we found.

| Brand name        | Were respondents able to name unprompted Yes/No |     |
|-------------------|---|-----|
| Coco-Cola         | 49%   | Yes |
| Adidas            | 43%   | Yes |
| Visa              | 36%   | Yes |
| Samsung           | 31%   | Yes |
| Coca-Cola Zero    | 23%   | Yes |
| Allianz           | 23%   | No  |
| Toyota            | 22%   | Yes |
| Bridgestone       | 20%   | Yes |
| Omega             | 18%   | Yes |
| Lidl              | 18%   | Yes |
| Visit Qatar       | 17%   | No  |
| Panasonic         | 17%   | Yes |
| Booking.com       | 16%   | Yes |
| Unilever          | 14%   | Yes |
| Decathlon         | 13%   | No  |
| EDF               | 13%   | No  |
| Air France        | 13%   | No  |
| P&G               | 12%   | No  |
| Le Coq Sportif    | 12%   | No  |
| AirBnB            | 12%   | Yes |
| Hisense           | 11%   | Yes |
| Orange            | 10%   | No  |
| Intel             | 10%   | Yes |
| Danone            | 9%  | No  |
| Deloitte          | 9%  | No  |
| Cisco             | 9%  | No  |
| Carrefour         | 6%  | No  |
| PwC               | 6%  | No  |
| Alibaba           | 6%  | Yes |
| Vivo              | 5%  | No  |
| Arena             | 5%  | No  |
| Westfield         | 5%  | No  |
| Accor             | 5%  | No  |
| Alipay            | 4%  | No  |
| Salesforce        | 4%  | Yes |
| Mondo             | 4%  | No  |
| Vinci             | 3%  | No  |
| La Poste          | 3%  | No  |
| Atos              | 3%  | Yes |
| Airweave          | 3%  | No  |
| Fitness Park      | 3%  | No  |
| Technogym         | 3%  | No  |
| Sodexo Live!      | 3%  | No  |
| Saint-Gobain      | 3%  | No  |
| Highfield         | 3%  | No  |
| Arcelor Mittal    | 3%  | No  |
| Garden Gourmet    | 3%  | No  |
| MTD               | 2%  | No  |
| CMA CGM           | 2%  | No  |
| None of the above | 16%   |     |

# FAN PROFILES



## THE CASUAL WATCHER

- Is most interested in watching the **Olympics (60%)** and **Wimbledon (44%)**
- Is least likely to **call in sick** to watch a sporting event (**19%**)
- Is least likely to participate in **sports betting**
- Is least likely to watch more than one sport on **separate devices**
- Is least likely to **take up a sport** as a result of watching others at an event, or on TV (**15%**)



## THE ARMCHAIR PUNDIT

- Favours the **Euros at 55%** and **olympics at 53%**
- Thinks that winning the football is more important that winning in the Olympics
- Are less likely to watch sports **with their families (37%)**
- Are most likely to say they prefer to watch sports **indoors (58%)**



## THE NEW ADOPTER

- Are most likely to watch sports **outside** of home with:
  - 58%** watching at a **pub**
  - 29%** watching in a fanzone
- Are most likely to **wear a team sports kit** to support their team



## THE PARTY GOER

- Is less likely to watch the Olympics (**36%**) than the national average (**51%**)
- Is most likely to plan to **take time off work (40%)**, to watch a sporting event
- Is most likely to agree that watching sporting events can **bring communities together (80%)**



## THE ACTIVE IGNORER

- Whilst saying they are disinterested, **15%** would watch the Olympics
- Is more likely than the average to **take a sick day** to watch a sporting event
- Is most likely to **oppose a national holiday** following a major sporting triumph for the UK



## THE SUPER FAN

- Most likely to say that no amount of money would make them **wear an opposing team's shirt** at an event (**33%**)
- More likely to **recognise any of the sports sponsors listed (90%)**, than the average (**84%**)
- Most likely to watch sport with their family (**58%**)

# THE 72POINT GROUP

The logo for 72POINT. features the text "72POINT." in white, bold, sans-serif font, centered within a solid red rectangular background.

72Point is a multi-service content agency which harnesses unrivalled media relationships and know-how to develop creative and strategic campaigns that generate mass media coverage.

Get in touch at - [hello@72point.com](mailto:hello@72point.com)

The OnePoll logo consists of the word "One" in a light blue, rounded sans-serif font, followed by "Poll" in a dark grey, bold, sans-serif font.

OnePoll is an international market research and insight agency. As pioneers of online PR surveys, consumer insight and news research, we deliver data that underpins the national headlines every day. Our 360° approach places research at the heart of game changing communications and campaigns.

Get in touch at - [hello@onepoll.com](mailto:hello@onepoll.com)

The logo for 72POINT. PLAY > features the text "72POINT." in white, bold, sans-serif font, with "PLAY >" in a smaller white font below it, all centered within a solid red rectangular background.

Our team of strategists, creatives and publicists create and activate campaigns directly for brands, from the initial strategy, through to landing coverage across news, lifestyle, broadcast and social media.

Get in touch at - [hello@72point.com](mailto:hello@72point.com)

The OATH. logo features the word "OATH." in a large, bold, dark blue, sans-serif font.

We deliver bespoke media campaigns to ensure you reach the right people with engaging content that improves awareness, perception and position you as a market leader.

Get in touch at - [oath@72point.com](mailto:oath@72point.com)



Masters at maximising media coverage for PR campaigns - through high-quality photography, videography, animation and design services - supported by media syndication and creative consultancy.

Get in touch at - [info@pinpep.com](mailto:info@pinpep.com)

## About the research

The research was conducted by international research and PR survey specialists OnePoll, from the 21st to the 26th April 2024.

A nationally representative sample of 2520 UK adults participated in the survey with splits based on age, gender and region.