

Marketing to Sports Fans - US - July 2016

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"Professional football leads the pack as the most popular American sport, followed by baseball and basketball. Avid Fans often follow all three (or more) traditional sports and keep up with their favorite teams by watching sports news, reading articles online, and even scanning the local paper."

- Dana Macke, Senior Lifestyles and Leisure Analyst

This report looks at the following areas:

- More than two thirds of Avid Fans follow multiple sports
- Future fandom driven by early participation
- Football dominates sports culture, but there is a decline in youth participation

For the purposes of this Report, Mintel categorizes respondents based on their level of engagement with sports:

- Sports Fan : Someone who follows sports (net of Avid Fans , Casual Fans, and Occasional Fans).
- Avid Fan : Someone who almost never misses his/her team's game/event, for at least one of the sports evaluated.
- Casual Fan : Someone who watches at least half of his/her team's games/events, for at least one of the sports evaluated.
- Occasional Fan : Someone who occasionally watches games/events for at least one of the sports evaluated.
- Non-fan : Someone who does not follow any of the sports evaluated.

Analysis is based on

Sports Fans

. The terms "major sports" and "traditional sports" refer to the following:

- Professional football
- Professional baseball
- Professional basketball
- Professional hockey

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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- Professional tennis
- Professional golf
- Professional auto racing
- Professional soccer
- College football
- College basketball

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