

Sports Momentum Index

JULY 2024:
SUMMER OLYMPICS,
THE SNOW LEAGUE,
AND MLB SURGES

Allison
SPORTS



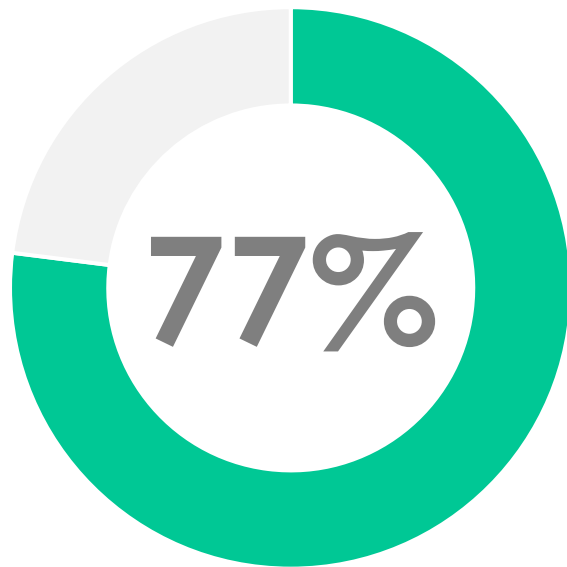
 **The Harris Poll**
SPORTS





The Olympics Edition: The Nation Is Tuning In

More than three-quarters of Americans plan to watch or follow Olympic coverage.



48% via broadcast TV



33% via a streaming service



33% via socials



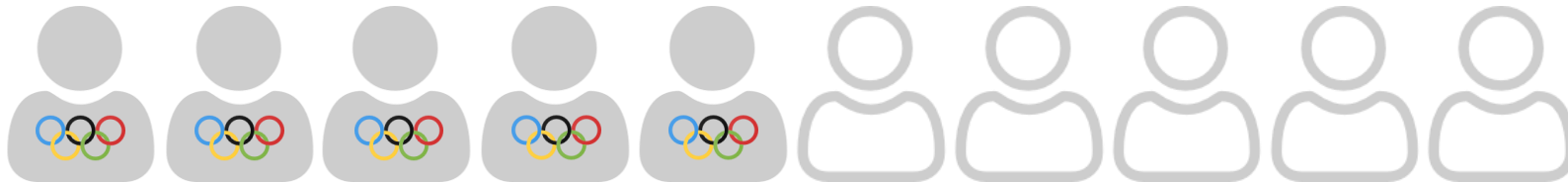
The **top 10 sports** the audience is planning to watch/follow:

1. Gymnastics
2. Swimming
3. Basketball
4. Track & Field
5. Diving
6. Volleyball
7. Beach Volleyball
8. Soccer
9. Boxing
10. Tennis



Sponsors Are In The Spotlight

Sponsors are poised to benefit from this viewing....



48%

Of Olympic viewers say they notice the games sponsors



38%

Of Olympic viewers say they are more likely to support sponsoring brands

But employers beware...nearly 4-in-10 say they'll follow the games at work.



The Newest Olympic Sports

The newest Olympic sports are also garnering strong interest – specifically among Gen Z and Millennials.



48%

Of Gen Z Millennials
interested in watching
breaking
(32% overall interest)



43%

Of Gen Z Millennials
interested in watching
surfing
(36% overall interest)



45%

Of Gen Z Millennials
interested in watching
skateboarding
(37% overall interest)



36%

Of Gen Z Millennials
interested in watching
sport climbing
(26% overall interest)

THE SPORTS MOMENTUM INDEX

An in-depth consumer poll measuring and indexing where the fan momentum in sports is, and why.

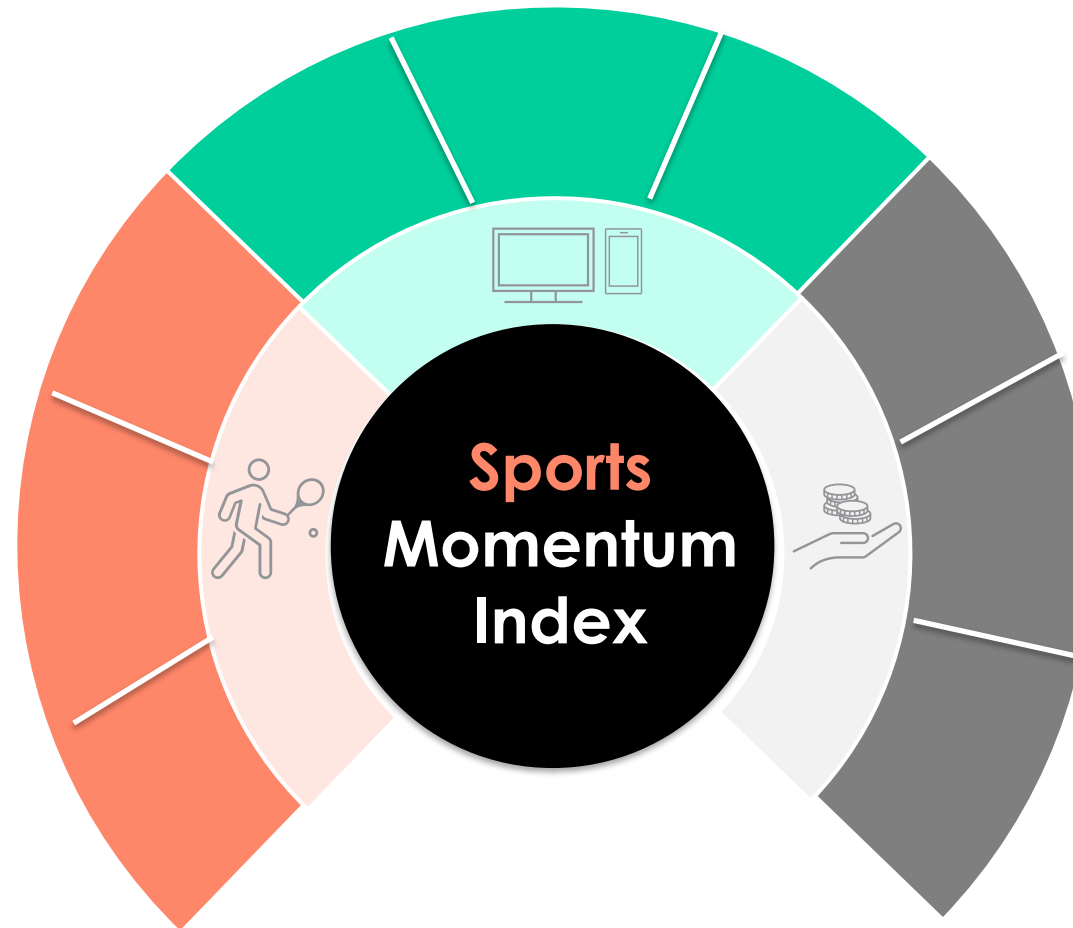
The Index quantifies the explosive economic potential of both well-established and up-and-coming leagues and sports, and serves as a unique resource for sports investment decision making.

PERSONAL RELEVANCE

- I purchase merchandise that supports this sport/league
- I identify with this sport/league
- I talk about this sport/league or post on socials about it

ENGAGEMENT

- I watch as many games/matches/etc. as I can
- I'd watch more if it was available
- I follow this with my friends and/or family



CULTURAL CURRENCY

- The stars of the sport have influence off the field
- It benefits society/gives back to its communities
- Features non-mainstream faces and voices
- Welcomes me as a fan

July 2024: Sports Momentum Index

The **Top Five** Momentum Sports in July are...

	TOTAL	Change v Feb 2024
1. National Football League (NFL)	62.07	+7.7
2. Professional Surfing (World Surf League)	55.77	+1.4
3. Major League Baseball (MLB)	55.66	+6.9
4. Snow League (Snowboarding, Freeskiing)	55.66	<i>New league</i>
5. Professional Women's Hockey League (PWHL)	54.02	-2.6



In the weeks leading up to training camps the NFL has seen a significant increase in momentum from the weeks post-Super Bowl. This stems from increased engagement (a desire to watch more) and personal relevance (identify with the league, want to purchase merch).



MLB, with its historical rule changes, also has seen strong increases in momentum based on an improved 'coolness' factor, a desire to lean in, and improved cultural currency (features non-mainstream voices, specifically, following the Rickwood Field game).

Snow League Launches to Strong Momentum



SNOW LEAGUE

The announcement of the launch of the Snow League on June 17, 2024 generated strong momentum in short order, landing the league near the top of the July Sports Momentum Index. Among those aware of the launch:



51%

Say it is cool to follow or talk about this league



41%

say they are going to talk about it with friends/family



48%

say they want to learn more about the league



46%

say they want to watch more of these sports

**Want to chat?
See the full data set?
Reach out!**

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