



NEXT GENERATION OF SPORTS FANS

WHITE PAPERS

8 FACTFILES

AUSTRALIA · CANADA · CHINA
GERMANY · INDIA · MENA · UK · USA





AUSTRALIA

MOST LIKELY TO

30%

Cite the influence
of family in their
sports fandom

26%

Play sports
weekly

28%

Quit a sport
because of cost

LEAST LIKELY TO

17%

Be influenced
by traditional
sports media

56%

Play or watch
sports video
games

11%

Say that
automotive brands
make authentic
sponsors





CANADA

MOST LIKELY TO

33%

Describe themselves as a 'regular follower' of sport

35%

Say that that sponsorship doesn't make them more interested in products

88%

Believe that travel and tourism brands don't make good sports sponsors

LEAST LIKELY TO

1%

Give up on a sport because of the coaching

2%

Follow a sport because of a sponsor activation

44%

Say they'd follow a new league or sport





CHINA

MOST LIKELY TO

37%

Quit a sport
because of injury

37%

Be motivated
in their fandom
by pride and
identity

80%

Say that sponsors
in sports make
them more
interested in
their products

LEAST LIKELY TO

5%

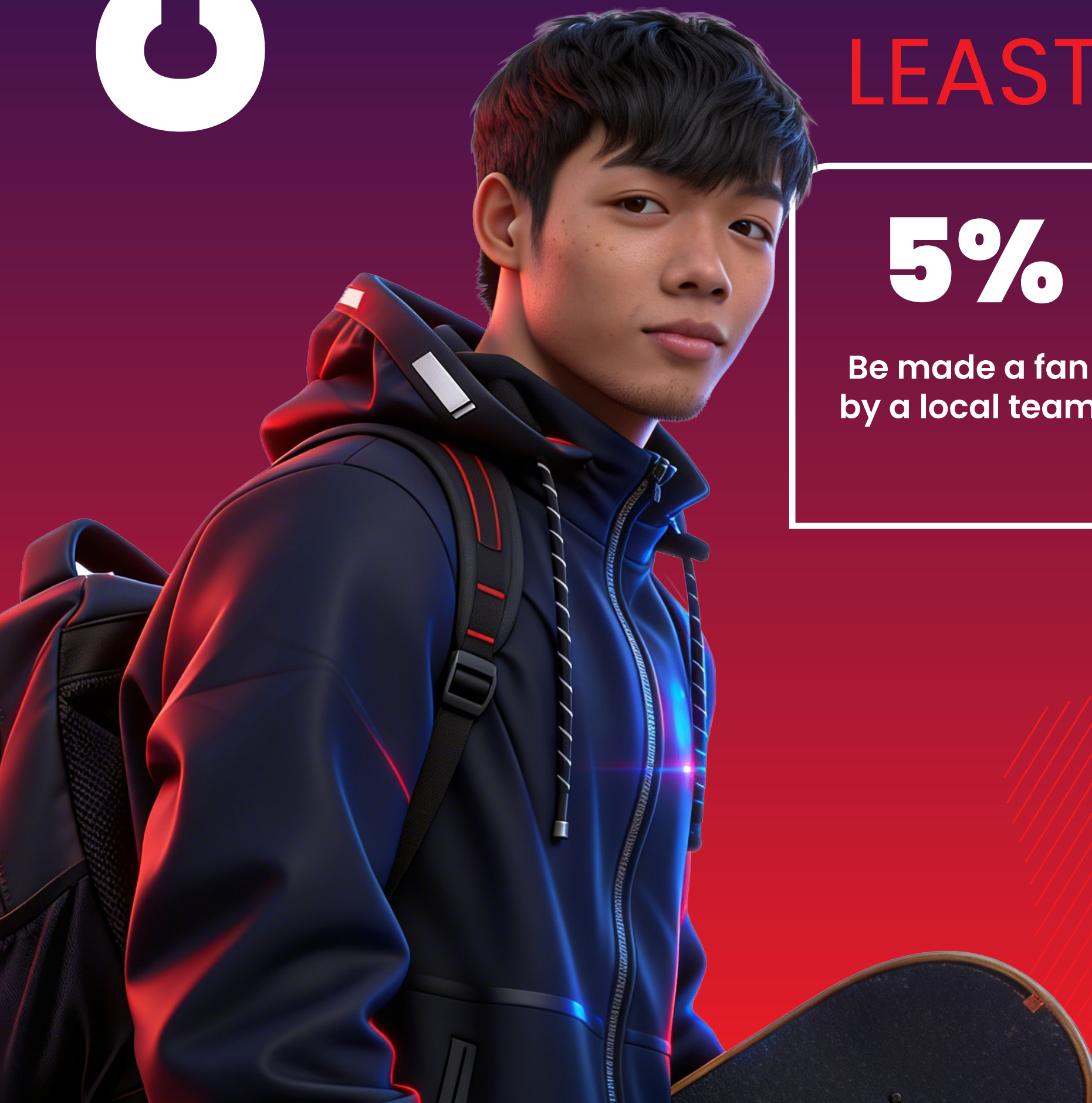
Be made a fan
by a local team

15%

Have their fandom
motivated by
social connections

20%

Enjoy short
clips or memes





GERMANY

MOST LIKELY TO

27%

Quit a sport
because they
lost interest

15%

Put themselves
in the
'passionate fan'
bracket

14%

Follow sports
on Twitch

LEAST LIKELY TO

16%

Quit a sport
for academic
reasons

7%

Cite nationalism
or patriotism
as a reason for
being a fan

8%

Follow sports
on Facebook





INDIA

MOST LIKELY TO

17%

Quit a sport
because of
family
responsibilities

16%

Support a sport
because of
individual athlete

58%

Say that it's
important that
athletes share
their values

LEAST LIKELY TO

5%

Have been
made a fan
by a local team

9%

Watch a sport
because of
media or brand
influence





MENA

MOST LIKELY TO

78%

Have played
organised,
coached sport with
competitive fixtures

13%

Describe
themselves as a
'super fan'

37%

Use streaming
services to
follow sport



LEAST LIKELY TO

26%

Describe
themselves as a
'casual follower'
of sport

35%

Say that more
opportunities to
attend local live
events would
increase their
fandom





GEN
Z

MOST LIKELY TO

10%

Quit a sport
because it was
too competitive

35%

Consume sports
content daily

27%

Say they
wouldn't follow
a new sport
or league

LEAST LIKELY TO

4%

Say a lack of
time or transport
difficulties
forced them to
quit a sport

5%

Get into a
sport because
of a major sporting
event

30%

Say they take
notice of sports
influencers





USA

MOST LIKELY TO

13%

Say they are motivated to continue being a fan by betting

59%

Prefer content in highlights form

41%

Believe that food and drink sponsors are an authentic fit for sport

LEAST LIKELY TO

7%

Say they are motivated to be a fan by nationalism or patriotism

23%

Follow a sport via TV coverage





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