



# Tokyo Olympics Could Play Critical Role in Winning Back Americans Who Lost the Most Sports Interest During COVID



# CELEBRATING 25 YEARS OF SPORTS INTELLIGENCE

## Key Findings

- 1 Americans have been less interested in sports since the start of the pandemic. The greatest losses are with casual sports fans, light sports fans, and females. These groups have increasingly found other activities to occupy their time.
- 2 The Olympics provide an opportunity to begin winning back these groups. Americans name the Olympics as their second-favorite sporting event (behind the Super Bowl), but the games over-index with non-fans, light fans, and females.
- 3 Historically, the Olympics have also served as a gateway for building a lifelong love of sports. Over two-thirds of Americans said the Olympics were important to building their initial interest in sports. This holds across all levels of fans and all demos.



# Americans Have Been Less Interested in Sports Since Start of COVID Pandemic

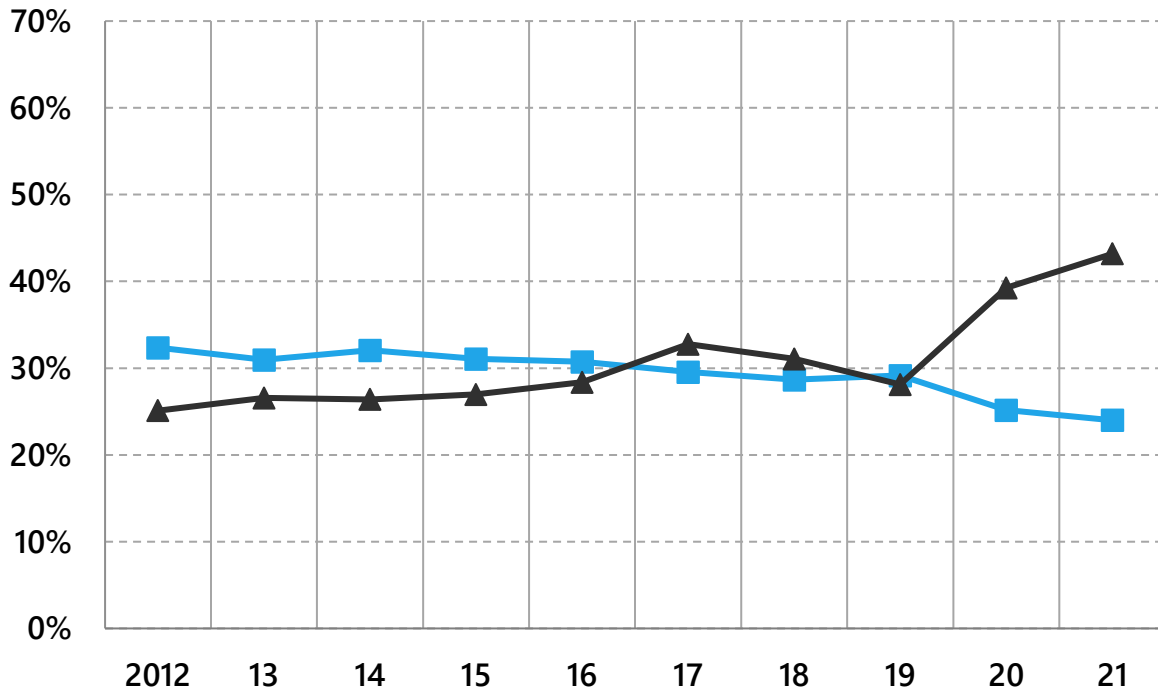


The greatest losses are with light sports fans, casual sports fans, and females.

## ARE YOU MORE OR LESS INTERESTED IN SPORTS COMPARED TO THIS TIME LAST YEAR?

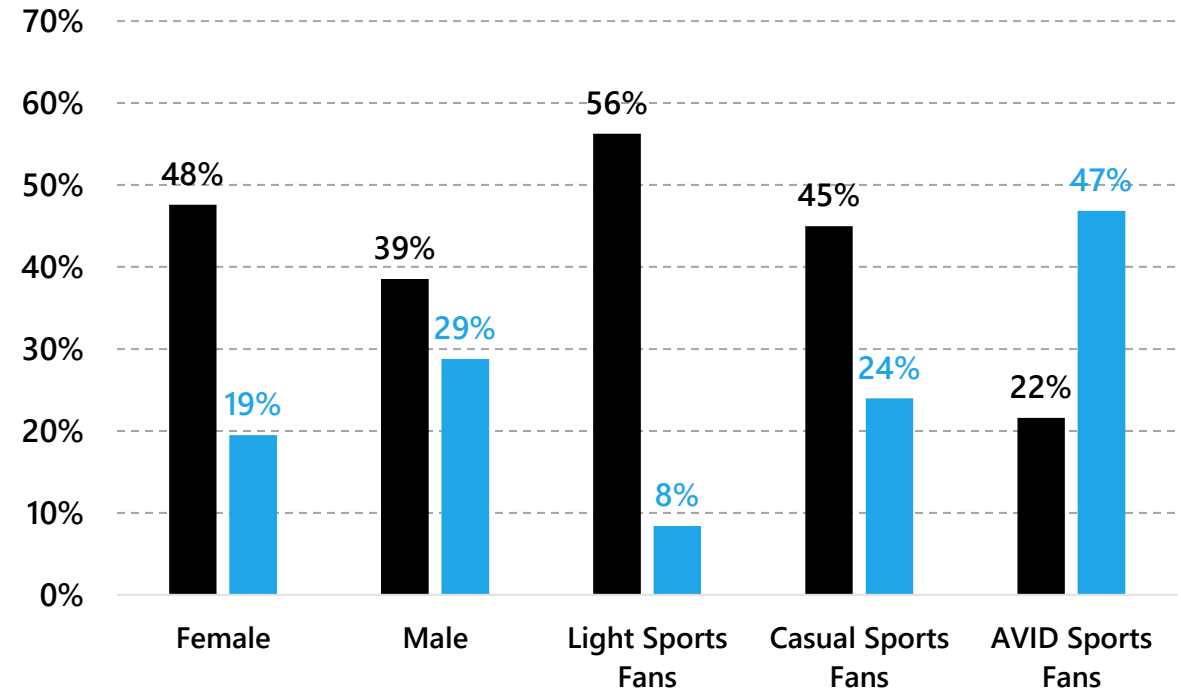
BY YEAR

More Less



BY SEGMENT (IN 2021)

Less More

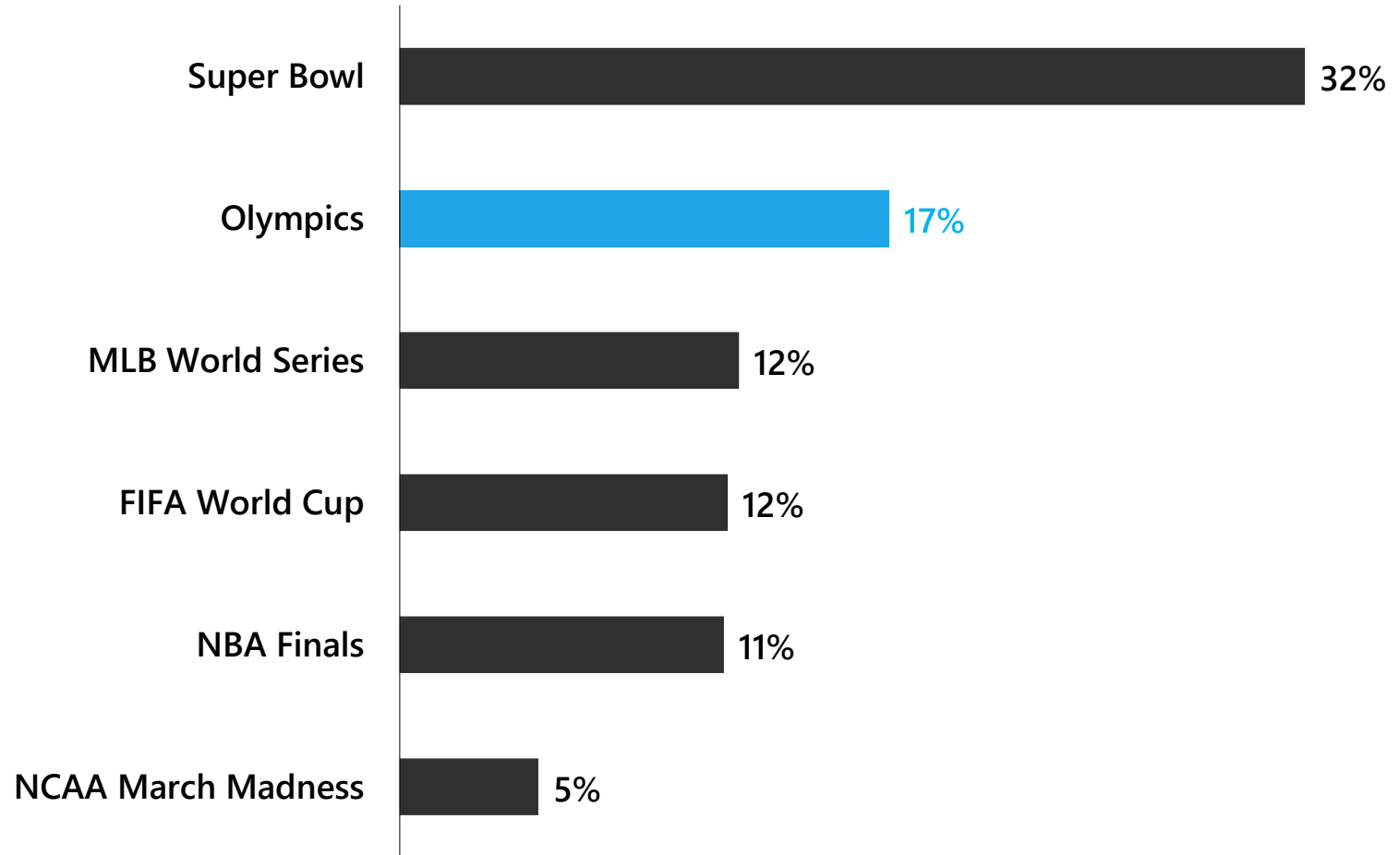


# The Olympics are Americans' Second Favorite Sporting Event During the Year

Only the Super Bowl is more popular for the US population.



## WHAT IS YOUR FAVORITE SPORTING EVENT TO WATCH?



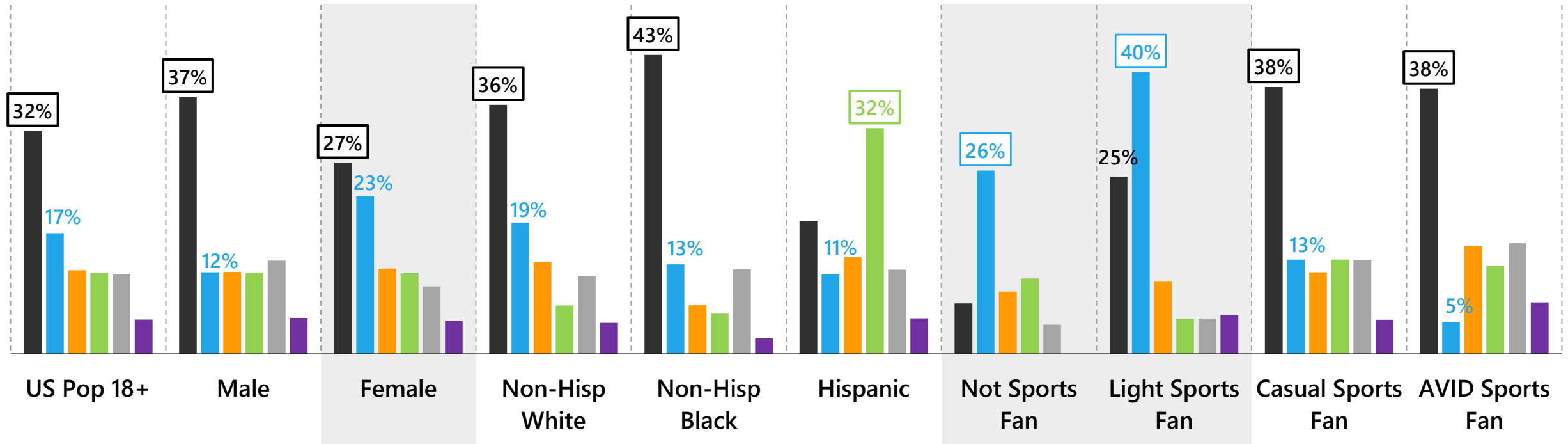
# Olympics Over-index with Light Sports Fans, Non-fans, and Females



The Americans who lost the most interest in sports during COVID are most likely to say Olympics is their favorite.

## WHAT IS YOUR FAVORITE SPORTING EVENT TO WATCH?

■ Super Bowl ■ Olympics ■ World Series ■ World Cup ■ NBA Finals ■ NCAA Basketball Tournament



# Olympics Provide Highest Concentration of Non-traditional Sports Fans and Females

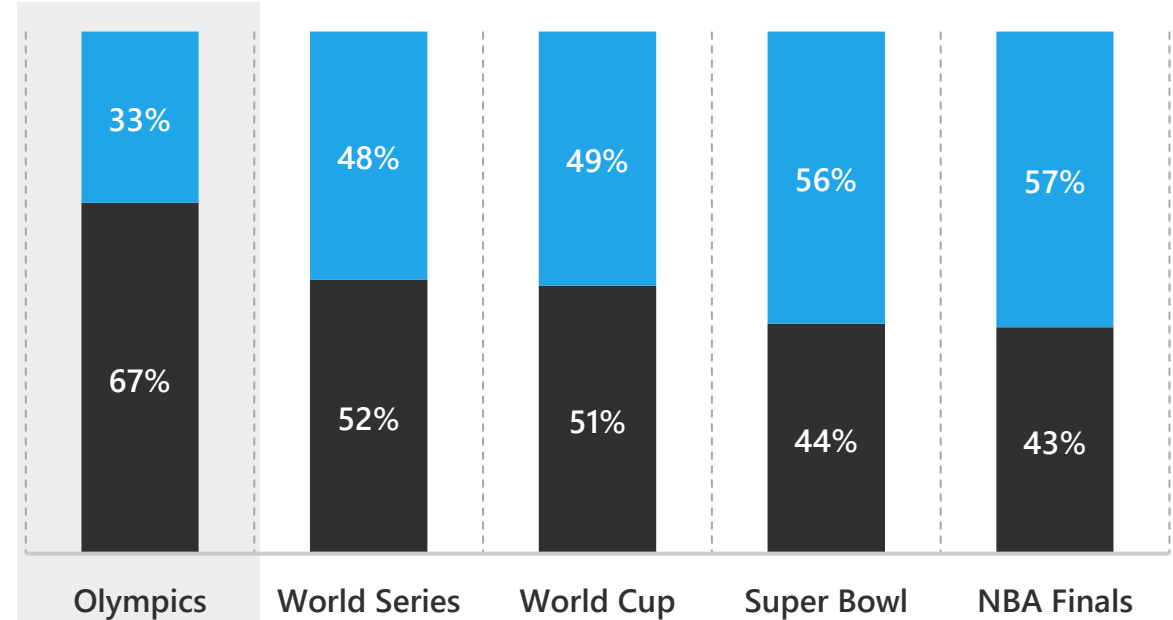
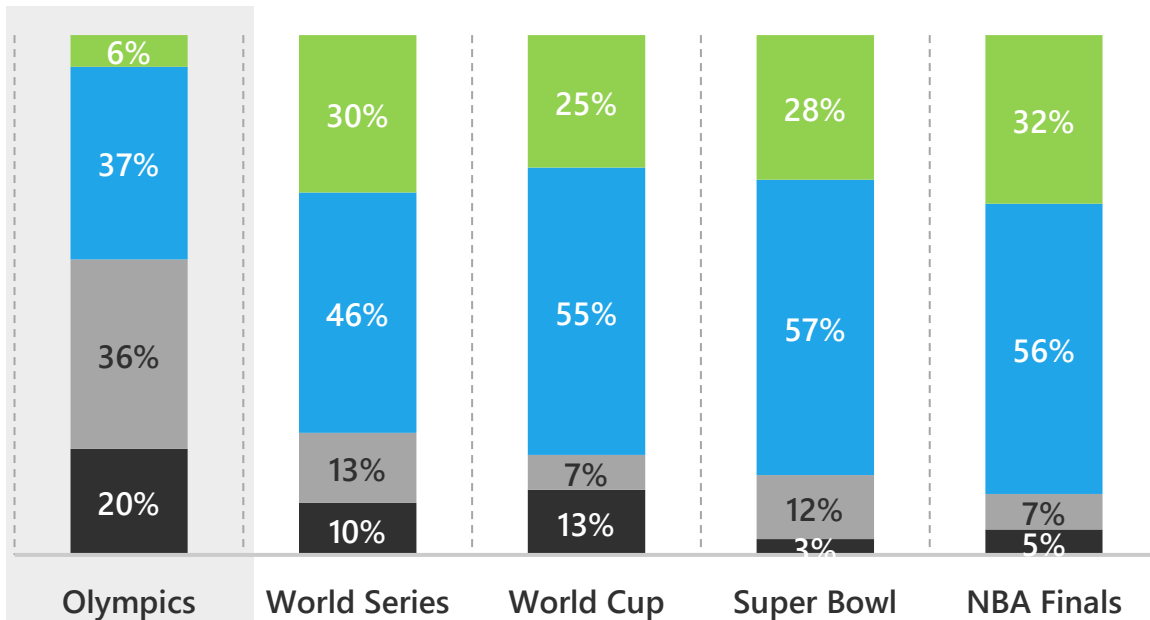


Americans who say the Olympics is their favorite event are more likely to be female and less into the major sports.

## FAN & GENDER COMPOSITION OF FAVORITE SPORTING EVENTS

■ Not Sports Fan ■ Light Sports Fan ■ Average Sports Fan ■ AVID Sports Fan

■ Female ■ Male



*57% of people who say the Olympics are their favorite are LIGHT FANS OR NON-FANS*

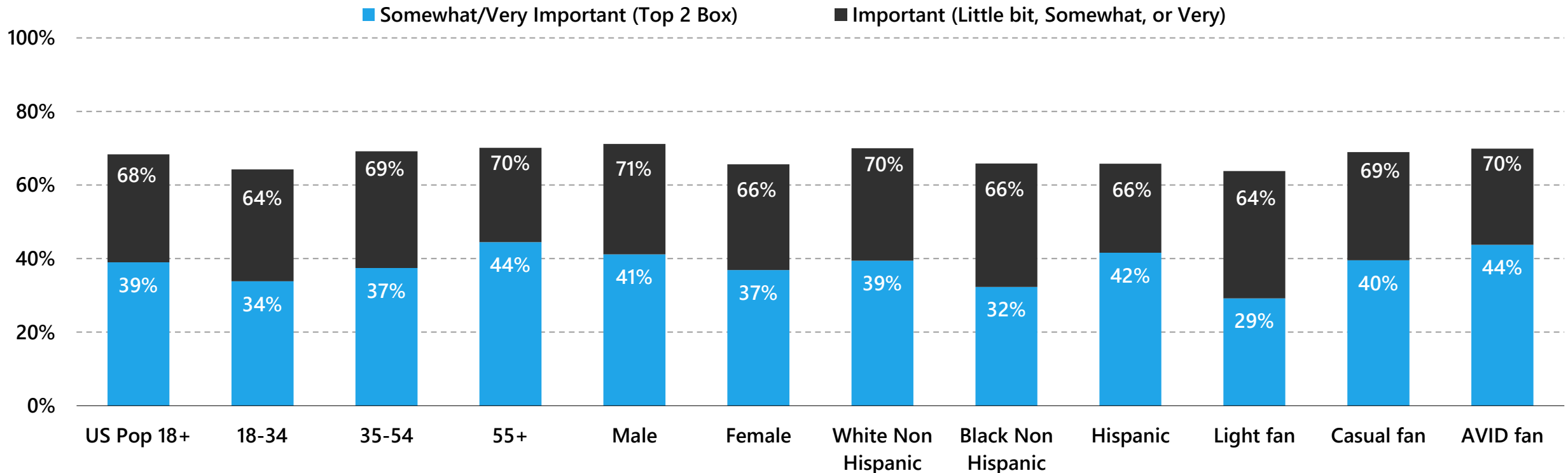
*67% of people who say the Olympics are their favorite are FEMALE*

# The Olympics Serve as a Gateway to Building the Sports Interest of Fans Across All Demos



Over two-thirds of American sports fans said the Olympics were important to building their interest in sports.

THINKING BACK TO WHEN YOU FIRST BECAME A SPORTS FAN, HOW IMPORTANT WAS WATCHING THE OLYMPICS TO BUILDING YOUR INTEREST IN SPORTS?





**Chad Menefee**  
EVP, Strategic Intelligence  
[cmenefee@ssrs.com](mailto:cmenefee@ssrs.com)

**contact**