

Marketing to Sports Fans - US - March 2013

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"While many Americans are drawn to professional sports, marketers have an ongoing opportunity to make sporting events more accessible to a wider array of fans. They should develop more ways for fans to socialize through on-screen viewership and expand marketing promotions targeting women to include the in-stadium experience."

– Gretchen Grabowski, Travel & Leisure Analyst

In this report we answer the key questions:

- Is game attendance taking less priority in defining a sports fan?
- Are there better ways to show game time ads?
- What is the best way to draw more women to view professional sports?

Tuning in to professional sports is common in the U.S. and the various ways in which fans can follow their favorite leagues, teams, and athletes are increasing. As a result, the notion of what it is to be a sports fan may also be changing. In addition to attending live games, fans have more options for how to tune in on TV, online, and through mobile devices, making it easier to engage in sports despite budget and time restrictions.

This report aims to identify how consumers define fans of professional sports in terms of the sports-related activities in which fans *should* participate and the ones in which they actually do. Other topics covered include which professional sports are followed, fans' general attitudes toward professional sports and game time advertising, and preferences for how to follow professional sports. Stadium and service enhancements that may encourage more attendance at games as well as sports merchandise purchases are also discussed.

The report will build on findings from Mintel's *Marketing to Sports Fans—U.S., June 2012* as well as *Marketing to Sports Enthusiasts—U.S., June 2011*. Other relevant reports include: *Sports Drinks—U.S., September 2012*, *Action and Extreme Sports—U.S., March 2011*, *Sports Marketing and Sponsorship—U.S., October 2010*, and *Ticket Purchasing Process: Sports Events and Concerts—U.S., July 2010*.

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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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