Score big with insights into fan behavior

The MRI-Simmons Sports Fan Study allows marketers to analyze groupings of sports fans and fan behaviors at very granular levels across key categories, including esports and sports betting. With over 10,000 respondents annually, it is the most comprehensive study of sports fans in the United States.

The Sports Fan Study is fielded quarterly and released bi-annually, within our Fall and Spring National Studies. This study provides a wide range of insights on modern sports fans, including lifestyle and personality traits, spend habits and brand overlap, modes of engagement with sports content and all forms of media (including social), and thousands of other learnings to help marketers drive business growth through partnerships and ticket sales.

Benefits

- 360-degree view of all types of Sports Fans. Reliable and context-rich learnings to aid your sales story
- The granularity of a custom research project at a fraction of the cost
- Insights available through our industry-leading analysis tool, in your CRM, or via a custom report tailored to your precise needs
- Leverage these sports-specific questions with over 60,000 variables to empower partnerships, ticket sales, and community engagement initiatives
Sports Fan Study

Features

- League- and team-level specificity
- Ability to roll-up watch, attend, listen, stream, and/or follow metrics
- Segmentation of fandom by level and channels of engagement
- More than 150 attitudes about sponsorship and what it means to be a sports fan
- Compare and combine insights across traditional sports, esports, and sports betting
- Fan spending across over 700 product categories and overlap with more than 8,000 brands
- Local-level insights available, down to the ZIP code level
- A litany of other fan behaviors, including traveling to live events, sources for sports news, and more!

Even more esports extravaganza

- Esports game titles and leagues that resonate
- Esports tournament attendees and streamers
- Platforms used to follow/engage with esports
- Esports attitudes, opinions, and reasons for engagement
- Esports fandomship side-by-side with traditional sports

To learn more, contact us at +1 866 256 4468 or MRISimmons@gfk.com