



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2002-I-09

Contact: Earl de Berge
Research Director

70 PERCENT WATCHING WOMEN'S SPORTS MOST POPULAR EVENTS ARE BASKETBALL & TENNIS

Phoenix, Arizona, February 11, 2002. Interest in women's professional and collegiate sports continues to expand, now at 70 percent, up from 66 percent in 1997. The expanding fan base is most evident within the ranks of women, now at 68 percent compared to 62 percent five years ago. Until now, men have comprised the largest segment of viewers of women's sports but the genders are now at near parity (women 68%, men 72%). Considerable growth is also registered among consumers under 35 years of age, of which nearly eight in ten now say they watch women's sports.

Today in Arizona, women's basketball is by far the most popular of women's spectator sports, with 35 percent watching these events, a figure that rises to nearly 40 percent among men and registers at 31 percent among women.

Below women's basketball we find greater viewership among women compared to men for a number of women's sports. For example, women are more likely to be fans of women's tennis (17% to 14%), figure skating (16% to 6%), softball (12% to 10%) and gymnastics (7% to 3%). Tennis makes a strong overall second place showing at 16 percent and draws about the same proportion of men and women.

The findings outlined in this report are based on a survey of 708 adults across Arizona conducted between January 9 and January 17, 2002, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit www.brcpolls.com to read this and other recent polls.

The expanding popularity of women's professional sports is driven by two key factors – a very strong growth in the popularity of tennis, figure skating and golf, and the continuing popularity of women's basketball.

Consumers 54 years of age or younger and particularly those under the age of 35 appear to be emerging as the most important segment of the women's sports market. Seventy-five percent or more are

-more-

watching women's sports, a figure that rises to almost 80 percent in the younger set. Of additional interest is what appears to be considerable variation in their interest, a finding that opens an important opportunity to marketers who wish to target their sports sponsorships to specific market segments. Among the youngest women's sports fans, tennis is very popular, as are sports such as volleyball, soccer, gymnastics and softball. In the 35 to 54 age set, basketball spikes to 39 percent and tennis, figure skating, softball and volleyball remain strong.

-30-

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-I-09) is based on 708 interviews with adults across Arizona conducted from January 9th through January 17th, 2002. Where necessary, figures for age, sex and race were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one may say with a 95 percent certainty that the results have a statistical precision of plus or minus 3.7 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2002-I-09

For this and other polls, see www.brcpolls.com/results.

"Next, as you may be aware, professional and collegiate women's sports are gaining in popularity. What two women's sports are your favorite to watch?"

	2002 TOTAL	1997 TOTAL	POINT CHANGE
Basketball	35%	37%	(- 2)
Tennis	16	9	+ 7
Figure Skating	11	6	+ 5
Softball	11	8	+ 3
Golf	10	6	+ 4
Volleyball	9	17	(- 8)
Soccer	7	5	+ 2
Gymnastics	5	11	(- 6)
Track & Field	5	11	(- 6)
Football	4	0	+ 4
Swimming	2	5	(- 3)
Skiing	1	0	+ 1
Bowling	*	0	0
Baseball	0	2	(- 2)
Auto Racing	0	1	(- 1)
WATCH ANY WOMEN'S SPORTS	70%	66%	

~~~~~  
\* Indicates less than one-half of one percent.

**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
RMP 2002-I-09

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

*“Next, as you may be aware, professional and collegiate women’s sports are gaining in popularity. What two women’s sports are your favorite to watch?”*

|                             | 2002 |       |
|-----------------------------|------|-------|
|                             | MEN  | WOMEN |
| Basketball                  | 39%  | 31%   |
| Tennis                      | 14   | 17    |
| Figure Skating              | 6    | 16    |
| Softball                    | 10   | 12    |
| Golf                        | 12   | 8     |
| Volleyball                  | 12   | 6     |
| Soccer                      | 8    | 5     |
| Gymnastics                  | 3    | 7     |
| Track & Field               | 6    | 4     |
| Football                    | 4    | 4     |
| Swimming                    | 1    | 2     |
| Skiing                      | *    | 2     |
| Bowling                     | *    | *     |
| Baseball                    | 0    | 0     |
| Auto Racing                 | 0    | 0     |
| WATCH ANY<br>WOMEN’S SPORTS | 72%  | 68%   |

~~~~~  
* Indicates less than one-half of one percent.

STATISTICAL DATA

Behavior Research Center
 Rocky Mountain Poll - Arizona
 RMP 2002-I-09

For this and other polls, see www.brcpolls.com/results.

"Next, as you may be aware, professional and collegiate women's sports are gaining in popularity. What two women's sports are your favorite to watch?"

	AGE		
	Under 35	35 To 54	55 & Older
Basketball	27%	39%	35%
Tennis	19	18	11
Figure Skating	8	10	13
Softball	10	15	10
Golf	8	9	10
Volleyball	11	11	5
Soccer	11	7	6
Gymnastics	10	6	1
Track & Field	6	5	4
Football	5	3	3
Swimming	1	1	1
Skiing	1	1	1
Bowling	*	1	*
WATCH ANY WOMEN'S SPORTS	78%	75%	64%

~~~~~  
 \* Indicates less than one-half of one percent.