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SUSTAINABILITY IN SPORTS

WHICH RIGHTS HOLDERS HAVE
ENVIRONMENTAL IMPACT-DRIVEN
AUDIENCES

BY KRISTEN FULMER | POWERED BY ZOOMPH

Sport’s Growing Sustainability Movement Has Skyrocketed In Line With Public Consciousness Around The Issue Of Climate Change

Leveraging Zoomph's audience analysis tool, Zoomph and Recipric looked across the sports landscape to discover how organizations are positioning themselves as champions of environmental sustainability and how their efforts are shifting their audience.

We created two audiences; Sustainability-Minded and General Sports Fans. These audiences are anonymous to the user and rather provide insights about the user’s interests and decisions.

The sustainability-minded audience are people passionate about “climate”, “environment”, follow climate activists and environmentally-focused companies and are passionate about conservation and protection of the planet through outdoor activities, gardening, recycling, and more.

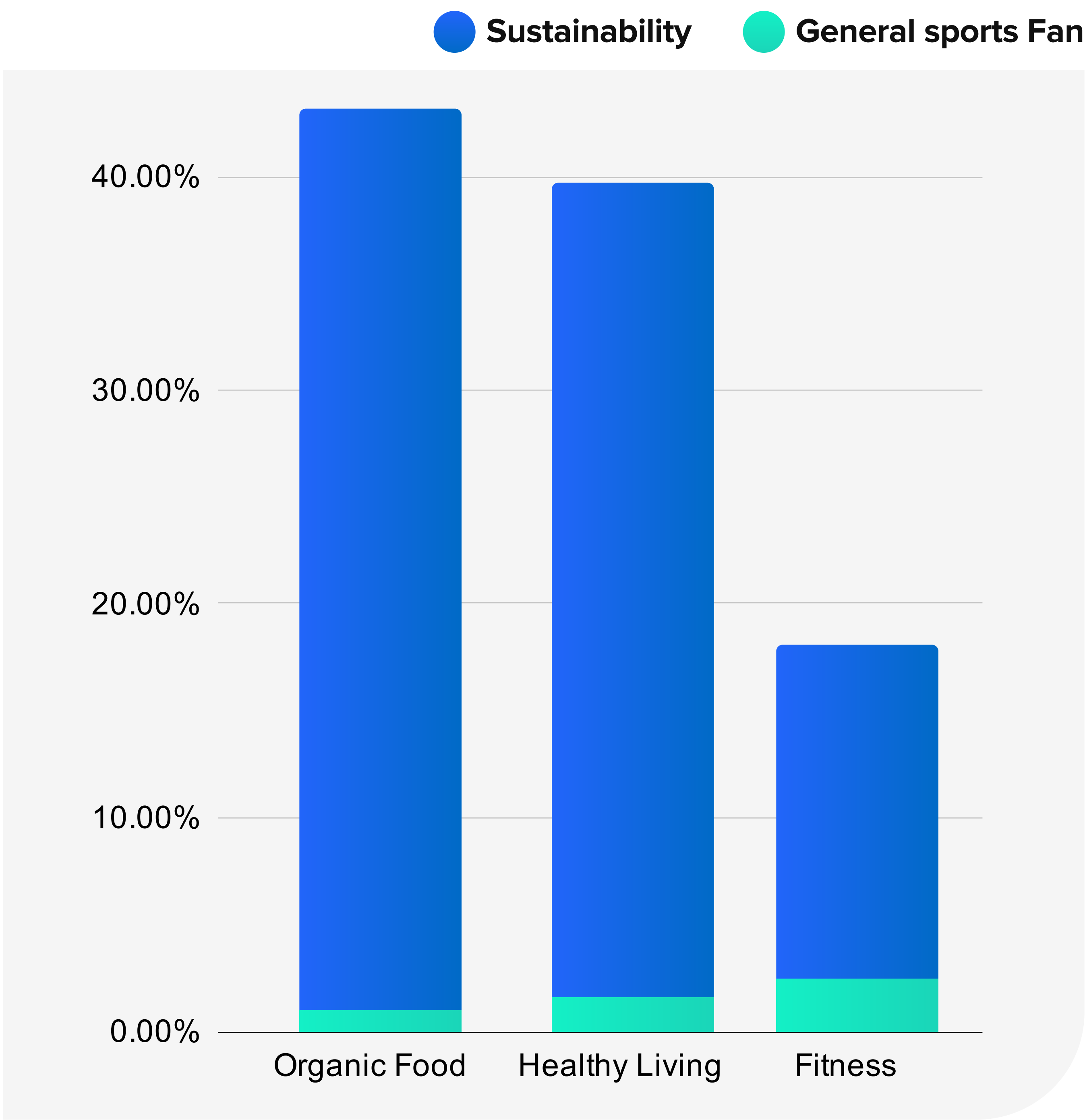
The general sports fan audience is comprised of social users that follow or engage with the top sports leagues or teams.

Background

While the connection between sport, climate, social justice, and mission driven work is gaining momentum by the day, the topics are often addressed separately. However, it is becoming more evident that the key to impactful positive change is through the power of sport. In this report, it is clear that people who care about sustainability also love sports. And they’re consistent across specific regions, specific leagues, and even specific teams. But why?

The following pages begin to tell us a story about where Sustainability-Minded social media users live, what hobbies and passions they may have, and most importantly, what teams they support. While the report simply shows teams, leagues, and brands, the narrative behind the statistics is critical. It’s important to consider which coastal urban cities are commonly represented in this report and equally important which cities are not. Other factors to consider include the representative cities’ average age, education level, financial status, and socio-economic class.

While stereotypes may lead us to make assumptions about a Sustainability-Minded audience, general interests, such as organic food, healthy living,






fitness, and specific hobbies like nature, gardening and even the support of certain brands helps us to understand and guide business decisions, related to partnerships, marketing, and fan experience.




Sustainability-Minded Audience

With a Sustainability-Minded Audience, we are able to compare the tendencies of this group of environmentally focused social media users against the sports leagues and teams of which they were most likely to engage. Trends and tendencies become evident, as we begin to categorize and frame this data. As we begin to analyze the meaning behind these trends, it is important to consider factors such as demographics, geographic location, existing sustainability-driven achievements, and critical climate-related factors.




Top 3 NBA Teams

- 1  LOS ANGELES LAKERS
- 2  GOLDEN STATE WARRIORS
- 3  CHICAGO BULLS




Top 3 NHL Teams

- 1  CHICAGO BLACKHAWKS
- 2  TORONTO MAPLE LEAFS
- 3  PITTSBURGH PENGUINS




Top 3 NFL Teams

- 1  NEW ENGLAND PATRIOTS
- 2  SEATTLE SEAHAWKS
- 3  GREEN BAY PACKERS




Top 3 MLB Teams

- 1  MIAMI MARLINS
- 2  SAN DIEGO PADRES
- 3  TAMPA BAY RAYS

Top 3 NWSL Teams

- 1  PORTLAND THORNS FC
- 2  NC COURAGE
- 3  OL REIGN

Top 3 WNBA Teams






- 1  SEATTLE STORM
- 2  MINNESOTA LYNX
- 3  LAS VEGAS ACES

Sustainable Passions

While interests, hobbies and lifestyle habits tell us a lot about the preferences of this Sustainability-Minded Audience, their influencers and prominent figures also tell us a lot about their affinities. Below, we see the differences in the teams and leagues most likely followed by people that follow these prominent climate-related figures. It is interesting to note that these two sustainability leaders represent different continents, age cohorts, genders, political affiliations, and more. Their followers’ preferences in sports provide more insight into those differences.






Pro Sports Teams With The Most Outdoorsy & Nature Lovers As Followers

Compared to the largest ‘Sustainability-Minded Audience,’ the Chicago Bulls and Toronto Blue Jays are over-represented in this audience with hobbies such as hiking, camping, rock climbing, and nature.

1		LOS ANGELES LAKERS
2		NEW ENGLAND PATRIOTS
3		CHICAGO BULLS
4		TORONTO BLUE JAYS
5		GOLDEN STATE WARRIORS





Pro Sports Teams With Passionate Environmental & Climate Justice-Focused Fans

Evidently, the impact-driven efforts led by the NBA as a league and individual NBA players have had an effect on the passion and interest of NBA fans.

1		GOLDEN STATE WARRIORS
2		TORONTO BLUE JAYS
3		LOS ANGELES LAKERS
4		CHICAGO BULLS
5		NEW ENGLAND PATRIOTS







Pro Sports Teams With Gardening & Plant Lovers As Followers

12.1% of sports fans with a passion for planting and gardening live in the Pacific Time Zone, while 7% live in the Eastern Time Zone.

1		NEW ENGLAND PATRIOTS
2		LOS ANGELES LAKERS
3		GOLDEN STATE WARRIORS
4		CHICAGO BULLS

Pro Sports Team (Of The "Big 4") With The Most Vegetarian & Vegan Followers

Focused on urban centers on the east and west coast, the teams most likely to have fans that identify as vegetarian or vegan are representative of the Sustainability-Minded fans most generally.







1		LOS ANGELES LAKERS
2		NEW ENGLAND PATRIOTS
3		TORONTO BLUE JAYS
4		GOLDEN STATE WARRIORS
5		BOSTON RED SOX
6		NEW YORK YANKEES

Wrapping Up

Unsurprisingly, this Sustainability-Minded Audience preferences for certain brands also vary from a General Sports Fan. While we can make assumptions, based on their preferences for values, hobbies, and lifestyle choices, the top brands of which this audience engages may help us understand consumer habits and may help to guide opportunities for impactful partnerships.







People That Follow Greta Thunberg

(Euro-based sustainability leader)






1		LOS ANGELES LAKERS
2		GOLDEN STATE WARRIORS
3		NEW ENGLAND PATRIOTS
4		NEW YORK YANKEES
5		TORONTO RAPTORS
6		CHICAGO CUBS

People That Follow Al Gore

(US-based sustainability leader)






1		LOS ANGELES LAKERS
2		CHICAGO BULLS
3		MIAMI HEAT
4		NEW YORK YANKEES
5		GOLDEN STATE WARRIORS
6		NEW YORK KNICKS

Top Brands With Most Sustainability-Minded Followers

1		STARBUCKS
2		WHOLE FOODS
3		AIRBNB
4		LONELY PLANET
5		REI

People That Follow Maggie Gyllenhaal

(A Hollywood celebrity that has been an outspoken voice on climate change and sustainability)

1		LOS ANGELES LAKERS
2		NEW ENGLAND PATRIOTS
3		GOLDEN STATE WARRIORS
4		NEW YORK YANKEES
5		CHICAGO BULLS

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