Winter Sports Interest Analysis Report (U.S. Google Trends)

Executive Summary

This report analyzes U.S. search interest for major winter sports over a monthly time series spanning Jan 2004 to Mar 2022 (n = 219 months). The primary objective is to identify which sports sustain consistent interest versus those that experience event-driven spikes.

On average, Hockey shows the highest baseline interest (mean index ≈ 13.97), followed by Snowboarding (≈ 9.17). In contrast, niche Olympic sports (e.g., Luge, Curling, Bobsleigh) exhibit extreme peaks concentrated in Winter Olympic months—especially February.

Data and Context

The dataset is presented as a month-by-sport summary table of Google Trends search interest in the United States. Values represent relative search intensity on a 0–100 scale (100 is the highest observed month-term combination), allowing comparisons of seasonality and event-driven attention across sports.

Overall Average Interest by Sport

Sport	Average Interest (Index)
Hockey	13.97
Snowboarding	9.17
Curling	3.07
Luge	1.45
Bobsleigh	1.38
Speed Skating	1.13
Alpine skiing	1.05
Biathlon	0.66
Nordic combined	0.42
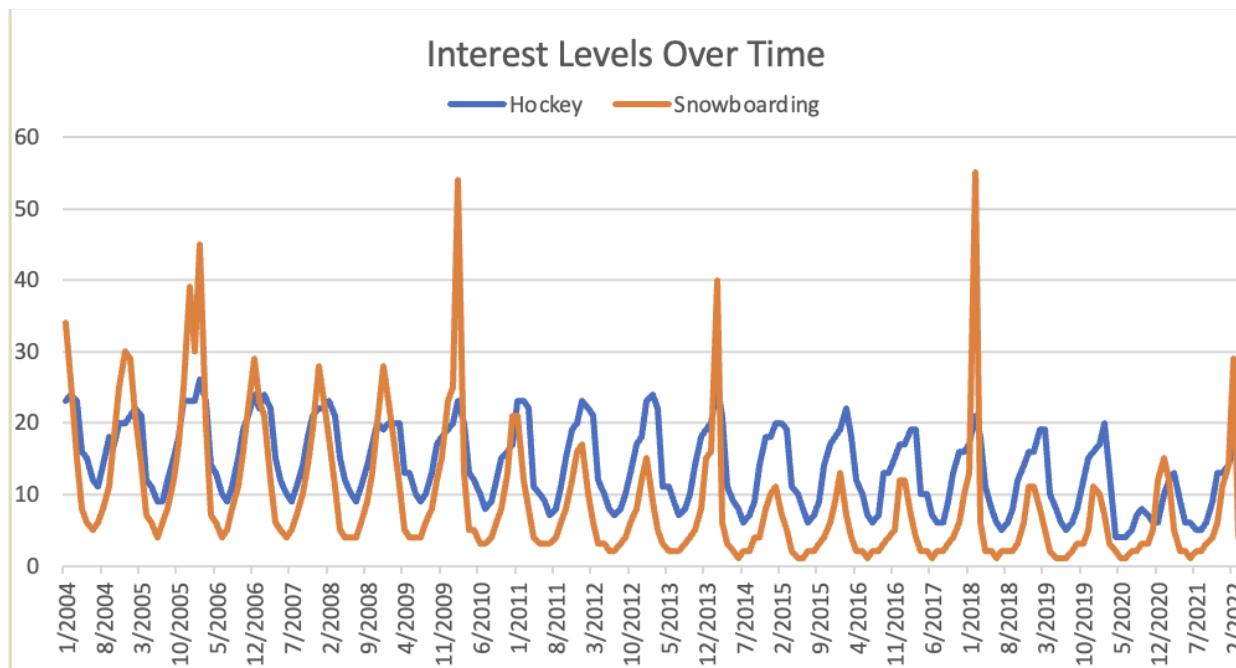
Peak Interest Events (Maximum Month per Sport)

Sport	Peak Index	Peak Month
Luge	100	Feb 2010
Curling	96	Feb 2018

Snowboarding	55	Feb 2018

Bobsleigh	41	Feb 2014
Hockey	26	Feb 2006
Speed Skating	19	Feb 2010
Alpine skiing	17	Feb 2018
Biathlon	7	Feb 2014
Nordic combined	3	Feb 2010

Interest comparison between Hockey & Snowboarding

Interest Levels Over Time

Methodology

The analysis uses descriptive statistics to compare (1) baseline interest (mean across all months), (2) event-driven peaks (maximum monthly index), and (3) seasonality (February vs. non-February averages). This approach highlights which sports are consistently searched versus those that depend on major events for visibility.

Results

Seasonality is strongest in February. Relative to non-February months, interest increases the most for: Curling (14.7×), Luge (11.8×), Bobsleigh (8.0×), Speed Skating (5.6×). This pattern is consistent with Winter Olympic timing, where niche sports receive concentrated attention.

Hockey and Snowboarding, while still seasonal, have materially higher baseline interest across the full sample. This indicates broader year-round relevance (leagues, participation, and ongoing media coverage) compared with Olympic-only disciplines.

Interpretation

Two distinct demand patterns emerge: (1) steady-interest sports (Hockey, Snowboarding) and (2) event-driven sports (Luge, Curling, Bobsleigh, Speed Skating). For event-driven sports, performance and media coverage during Olympic cycles disproportionately shape attention.

Limitations

Google Trends values are relative indices rather than absolute search volumes, and they can be affected by changes in platform usage, news cycles, and unrelated events. This report is descriptive and does not establish causal drivers of interest.

Recommendations

For marketing, partnerships, or content strategy: (1) prioritize February and Olympic windows for niche sports, (2) leverage consistent-interest sports for year-round campaigns, and (3) track changes around major broadcasts and medal events to refine timing.

Appendix: Technical Notes

Calculations were derived from the provided summary table using spreadsheet-style aggregation (means, maxima, and month-based comparisons). A production workflow would export the table to a tidy dataset and automate these computations for reproducibility.