

Sports are world phenomenon deeply ingrained in North American culture. The existing research suggests that sports outcomes have the potential to significantly influence the lives of emotionally interested fans. However, the question of relationship between sport outcomes and birth rates is not yet well documented. Hence, the objective of this thesis is to establish whether there is a significant relationship between overall victories in major North American sport competitions and the number of births in the relevant territorial units. In general, no conclusive evidence was found that an overall victory is associated with any significant effect. However, more telling results were obtained for individual competitions. Interestingly, our novel method considering the natural variability in pregnancy length outperformed the usual approach adopted in similar studies as results show that R^2 and adjusted R^2 are both larger for the new method in all comparable regressions.