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Friday, 6 October 2017

Ratings fail to capture full picture of Grand Final viewership

Two Roy Morgan Snap SMS Surveys taken after the weekend's AFL and NRL Grand Finals show millions more Australians watched the two showpiece events than were captured by conventional '5 City Metro' ratings figures.

A Roy Morgan Snap SMS survey taken on Sunday showed 8.4 million Australians aged 18+ (44.5%) watched the AFL Grand Final much higher than suggested by the official Channel 7 '5 City Metro' ratings of 2.7 million.

A further Roy Morgan Snap SMS survey taken on Monday showed 6.5 million Australians aged 18+ (34.5%) watched the NRL Grand Final again much higher than suggested by the official Channel 9 '5 City Metro' ratings of 2.3 million.

AFL Grand Final is more popular in Capital Cities

Of the 8.4 million Australians that watched the AFL Grand Final over 5.7 million (30.5% of Australia's population aged 18+) primarily watched the game on TV including 3.8 million in the '5 City Metro' area (a 31.5% share of that market) and a further 1.9 million in the rest of Australia (a slightly lower, 28% share of that market).

An additional 2.7 million Australians (14.2%) watched the game in another way either at a friend's house, at the local pub/hotel, via an app or website, at the ground, or in another way not covered. These results are broken-down extensively in our AFL viewership release available [here](#).

NRL Grand Final is more popular (proportionally) in Rural and Regional areas

Of the 6.5 million Australians that watched the NRL Grand Final nearly 4.9 million (25.5% of Australia's population aged 18+) primarily watched the game on TV including 2.8 million in the '5 City Metro' area (a 23% share of that market) and a further 2.0 million in the rest of Australia (a higher 30% share of that market).

An additional 1.6 million Australians (8.4%) watched the game in another way either at a friend's house, at the local pub/hotel, via an app or website, at the ground, or in another way not covered. These results are broken-down extensively in our NRL viewership release available [here](#).

Gary Morgan, Executive Chairman, Roy Morgan Research, says:

"Special Roy Morgan Snap SMS Surveys taken after the AFL and NRL Grand Finals reveal far more Australians watched the two events than is revealed by traditional '5 City Metro' aggregated viewing figures.

"The good news for Grand Final advertisers and sponsors is that millions of Australians watched the games on TV outside the traditional '5 City Metro' markets and millions more again watched the games at a friend's house, in a pub or hotel, at the ground or streaming via an app or website.

"The different time slots for the games also skewed the method used to watch the games. The Saturday afternoon 'timeslot' of the AFL Grand Final drew bigger audiences at pubs and hotels and watching at friend's houses compared to the NRL Grand Final held in the evening.

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“Streaming the Saturday afternoon AFL Grand Final via an app or website was more likely for Metro area viewers (81,000) than those in the rest of Australia (18,000). The situation was reversed for the night-time NRL decider with more rural and regional viewers (57,000) of the NRL Grand Final streaming via an app or website compared to their ‘5 City Metro’ area counterparts (37,000).

*“Interestingly, despite the larger audience of the AFL Grand Final than the NRL Grand Final – this difference was entirely a result of larger audiences in Australia’s five largest ‘Capital Cities’. There was little difference in the total viewers in the rest of Australia between the two matches with Roy Morgan showing the **NRL Grand Final had a higher number of TV viewers outside the ‘5 City Metro’ area than the AFL Grand Final.**”*

Finding No. 7362 – These special snap Roy Morgan SMS surveys were conducted with representative cross-sections of 1,667 Australians aged 18+ on Sunday October 1, 2017 for the AFL Grand Final and 1,626 Australians aged 18+ on Monday October 2, 2017 for the NRL Grand Final. The respondents were asked “Did you watch the AFL/NRL Grand Final?” If YES: “Did you primarily watch the AFL/NRL Grand Final on TV, App, Website, Friend’s House, Pub/Hotel, At the Ground or Other?”

Roy Morgan SMS Polling was extremely accurate at both the last two Federal Elections. Results analysed by Roy Morgan Helix Personas are available on a subscription basis.
www.HelixPersonas.com.au

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Questions:

“Did you watch the AFL/NRL Grand Final?” If YES: “Did you primarily watch the AFL/NRL Grand Final on TV, App, Website, Friend’s House, Pub/Hotel, At the Ground or Other?”

Watching AFL & NRL Grand Finals – The Proportions

	Australia-wide			Five Capital Cities**			Rest of Australia		
	AFL	NRL	Difference	AFL	NRL	Difference	AFL	NRL	Difference
	%	%	%	%	%	%	%	%	%
TV	30.5	25.5	-5	31.5	23	-8.5	28	30	+2
Friend’s house	5.5	2	-3.5	6	1.5	-4.5	4.5	2.5	-2
Pub/ Hotel	2	1	-1	2	1	-1	1.5	0.5	-1
At the Ground	0.5	0.5	-	1	0.5	-0.5	0.5	0.5	-
App/ Website	0.5	0.5	-	1	0.5	-	0.5	1	+0.5
Other	1	0.5	-0.5	1.5	0.5	-1	1	0	-1
No answer	4.5	4.5	-	4.5	5	-	3	4	+1
TOTAL WATCHED	44.5	34.5	-10.0	46.5	32	-14.5	39	38.5	-0.5
‘Just the highlights’	9.5	8.5	-1	9.5	9.5	-	9.5	7	-2.5
Didn’t watch	46	57	+11	44	58.5	+14.5	51.5	54.5	+3
TOTAL	100	100		100	100		100	100	

**Five Capital Cities: Sydney, Melbourne, Brisbane, Perth, Adelaide.

Watching AFL & NRL Grand Finals

	Australia-wide			Five Capital Cities**			Rest of Australia		
	AFL	NRL	Difference	AFL	NRL	Difference	AFL	NRL	Difference
	‘000	‘000	‘000	‘000	‘000	‘000	‘000	‘000	‘000
TV	5,748	4,861	-897	3,849*	2,819*	-1,030	1,899	2,042	143
Friend’s house	1,031	334	-697	731	173	-558	299	161	-138
Pub/ Hotel	363	167	-196	253	117	-136	109	50	-59
At the Ground	100	80	-20	85	40	-45	15	40	+25
App/ Website	99	94	-5	81	37	-44	18	57	+39
Other	231	87	-144	166	87	-79	65	0	-65
No answer	867	848	-19	638	586	-52	228	263	+35
TOTAL WATCHED	8,439	6,472	-1,967	5,810	3,858	-1,952	2,629	2,613	-16
‘Just the highlights’	1,826	1,649	-177	1,176	1,171	-5	650	479	-171
Didn’t watch	8,719	10,818	+2,099	5,196	7,152	+1,956	3,523	3,666	+143
TOTAL	18,939	18,939		12,181	12,181		6,758	6,758	

Total watched according to OzTam measuring the five Capital City Metro audience (Sydney, Melbourne, Brisbane, Perth and Adelaide).

*Channel 7: AFL Grand Final: 2,680,000 (<http://tvtonight.com.au/2017/10/saturday-30-september-2017.html>)
cf. Roy Morgan Metro TV viewership of 3,849,000 (A difference of 1,169,000).

*Channel 9: NRL Grand Final: 2,325,000 (<http://tvtonight.com.au/2017/10/sunday-1-october-2017.html>)
cf. Roy Morgan Metro TV viewership of 2,819,000. (A difference of 494,000).

Morgan Poll Accuracy — Recent Elections State & Federal (2006 – 2016)

The Morgan Poll has proven to be consistently the most accurate regular poll in recent Australian Elections — including the 2013 Federal Election, 2010 Federal Election, 2007 Federal Election, 2010 Victorian State Election & 2012 Queensland State Election.

The Morgan Poll was the most accurate of all polling companies at [the 2013 Federal Election](#) for the two-party preferred vote (L-NP: 53.5% cf. ALP 46.5%) (sample 4,937 electors).

The Morgan Poll was the most accurate of all polling companies at [the 2007 Federal Election](#) for both primary vote and two-party preferred predictions (sample 2,115 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Queensland Election with a reduced majority](#) (sample 604 electors).

The Morgan Poll accurately predicted [that the ALP would win the 2006 Victorian Election with a reduced majority](#) (sample 956 electors). The Morgan Poll was also the most accurate on the primary vote of the major parties for the Victorian election.

Note: The [discussion on Possum Pollytics](#) regarding Morgan and Newspoll is well worth reading.

The following included comment says it all: “I find it interesting that for the only poll in the last five years for which there is any ‘real’ figure with which to compare, i.e. the polls immediately before the 2004 election, Morgan (45.5%) was closer to the actual Coalition Primary (46.7%) than Newspoll (45%) or Nielsen (49%), and Morgan (38.5%) was also closer to the ALP actual primary (37.6%) than Newspoll (39%), and only marginally further away than Nielsen (37%). Since we have no idea of how far away the ongoing polls are from ‘reality’ (whatever that means), surely we should just go with what we know, that in the most recent testable case, Morgan was better at forecasting the actual primary vote than Newspoll. On what possible basis should we decide that the Newspoll or Nielsen primary vote estimate is ‘better’ than Morgan’s.”

[View Federal Voting Intention Trend](#)

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only, and assume a simple random sample. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
1,000	±3.2	±2.7	±1.9	±1.4