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Tuesday, 28 June 2016

## Tennis viewers a valuable audience for advertisers

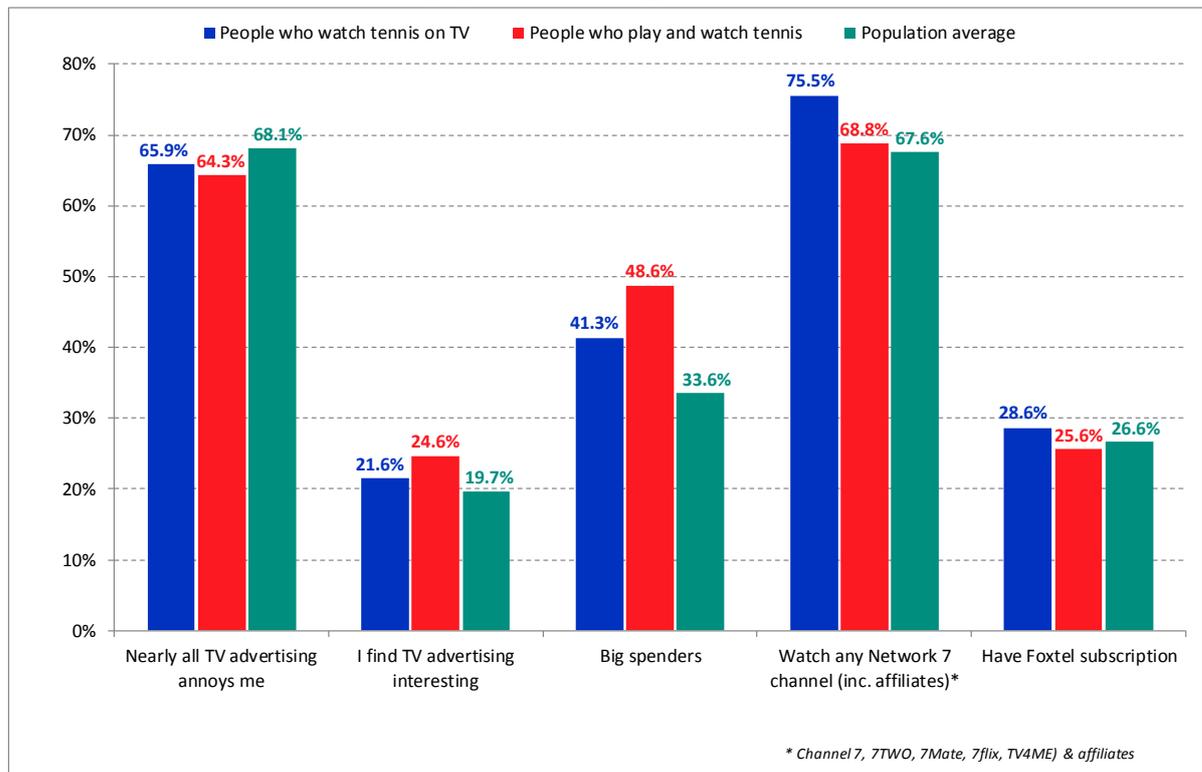
The Champagne's on ice, the strawberries have been picked, and the grass is green: Wimbledon is here again, and for many Australian tennis fans, that means a fortnight of dedicated TV viewing. And for brands advertising during the Wimbledon broadcast, that means an excellent time to catch the attention of some valuable consumers...

According to the latest findings from Roy Morgan Research, 34.3% of Australians 14+ watch tennis on television occasionally or almost always. They are slightly more inclined than the average Aussie to 'find TV advertising interesting' (21.6% vs 19.7%) and less inclined to agree that 'Nearly all TV advertising annoys me' (65.9% vs 68.1%). More than three-quarters of them watch Wimbledon broadcaster Channel 7 (and its affiliates) in an average seven days, well above the population average (67.6%).

Tennis-viewers also happen to be almost 25% more likely than the average Australian to be 'Big Spenders' with a high level of discretionary expenditure.

Meanwhile, the 1,025,000 million Australians (or 15.2% of total tennis viewers) who play tennis themselves as well as watching it on TV, are not only more tolerant towards TV advertising than those who simply watch it on the box, but more likely to have cash to splash.

### TV tennis viewers in Australia vs population average



Source: Roy Morgan Single Source (Australia), April 2015-March 2016. Base: Australians 14+

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Close to a quarter of tennis-viewing-and-playing Aussies agree that they ‘find TV advertising interesting,’ while a below-average proportion (64.3%) find it annoying. They are also marginally more likely than average to watch one or more of the Network Seven channels in an average seven days.

Add to this the fact that nearly half qualify as ‘Big Spenders’ in terms of their discretionary expenditure, and the result is a potentially lucrative audience for TV advertisers to tap into.

**Norman Morris, Industry Communications Director, Roy Morgan Research, says:**

*“Major sporting events are great opportunities for advertisers to strategically target viewers watching the event on TV. Wimbledon, held over two weeks and broadcast on both Channel 7 and Fox Sports, is one such opportunity – enhanced by the fact that Australian tennis viewers are less hostile towards TV advertising than the population average, and more likely to be ‘big spenders’.*

*“While this is a good start, savvy advertisers know that the more familiar they are with their prospective audience, the more effective their campaign will be. Focusing on viewers who play the sport themselves is just one example of this; alternatively, profiling viewers by their new-car buying intentions, for instance, or their use of the 7Tennis app, could also provide valuable insights for advertisers.*

*“And then there is Roy Morgan’s powerful, in-depth consumer profiling tool Helix Personas, which allows advertisers to refine their understanding of Australia’s tennis-viewers even further. For example, Helix shows that people from the well-established and high-earning Leading Lifestyles Community are more likely than those from any other community to tune in to tennis on TV. However, if we drill down further to Persona level, we find that certain Personas stand out as particularly engaged TV tennis viewers: the successful, socially-aware Smart Money segment and hard-working high-flyers known as Self-made Lifestylers.*

*“Knowing exactly who’s likely to be watching when their advertisement goes to air allows brands to tailor their message more effectively than ever.”*

**For comments or more information about Helix Personas or Roy Morgan Research’s sports viewing data, please contact:**

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Compiled with data from Roy Morgan’s Single Source survey (the largest of its kind in the world, with 50,000 respondents p.a), these ready-made profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

**Roy Morgan Research Ltd.** A.B.N. 91 007 092 944 Quality System Certified to AS/NZS ISO 9001

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## About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

## 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. Margin of error 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. 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%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2