



Content: This report is constructed in 5 components of Introductions and Overviews of the Fan's, Participant's and Enthusiast marketplace, Major Sports, Additional Sports and Active Recreation, Star Power and Arts and Entertainment

The content points are outlined below

Introduction and Overviews

Pages 3-42

- Size of the Market
- Attendance down
- Changing Landscape
 - Reasons and issue of consumption
 - Seasonality
 - Technology
 - Implications of our evolving society
 - Evolving interests
- "New" New Zealanders
 - Auckland
 - The rest of New Zealand
 - Changing ethnicity
 - We are getting older
- Interests in sport and active recreation

- 2010-2015 View
 - Personal fitness and the great outdoors
 - Participation and more about the personal needs
- Interest in Sport and Active Recreation
 - What is up and what is down
- Participation
 - Profile over last 5 years
- Attendance
 - 2010-2015 attendance is down overall
 - Some of sports attendance movements
 - Legislative Changes
- Our sporting Repertoire
 - Fans of one sport are Fans of others...which ones
 - Crossover between Arts and Sports...who like what
- New Zealanders and Media
 - The sports media landscape
 - How we click, watch and listen
 - The place of reading, newspapers and magazines
 - Traditional viewing still leads the way
 - Technology high usage and ownership of devices among sports fans
 - Sports fans and social media
 - The sports media landscape choices & options
- Considerations for Sponsors
 - The right fit for your brand
 - Passion v/s Facts
 - Considerations for existing sponsors
 - Making signage work for your brand
- Understanding Fans and Enthusiasts
 - How Engaged are Fans?
 - The level of engagement of Fans by 16 sports
 - The major sports rankings by Fans
 - The Additional Sports & Active Recreation by Interest
- Methodology

Is your event
signage welcomed
by the Fans or does
your event signage
irritate the Fans
and not get
noticed by them?

- Overall Raking of the Majors
- Interpreting the Information/definition of Fans
- Rugby
 - All Blacks
 - Super Rugby
 - ITM Cup
- Cricket
- Rugby League
- Football
- Netball

The above all have the following content

- Overall Fan ranking
- Fans by Non-Fans, Moderate, Avid & Super Fans
- Gender, Age, Ethnicity
- Education, Work Life
- HH Income, Location
- Profile of the Sport
- Profile of who is a Fan
- Participation
- Attendance
- Engagement, attend, watched, radio, online
- Fan rating by competition
- Sports Repertoire, interested in other sports
- Communications Channels, how Fans gain their sport information and how they share it
- Views on sponsorship, Talkability, Favourability and Purchase consideration
- Sponsor Awareness,
- Market Facts
- Timeline profile of a year in the Sport

Summer Olympics

Tennis

Motor Racing

Basketball

Surfing/swimming/Watersports

Golf

Rowing

Sailing/Yachting

Skiing/Snowboarding

Ironman/Triathlon

Hockey

The above sports including Summer Olympics the content is

- Overall Fan ranking
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- Profile of who is a Fan
- Participation
- Attendance
- Engagement, attend, watched, radio, online
- Fan rating by competition
- Sports Repertoire, interested in other sports
- Communications Channels, how Fans gain their sport information and how they share it
- Views on sponsorship, Talkability, Favourability and Purchase consideration

Who are the 2nd
largest group of
All Black super
Fans?...Women
60 Plus!

We can help you
find out who your
Fans are and
does your brand
correctly aligned?

Market Facts
Timeline profile of a year in the Sport

Additional Sports and Recreational Activities

Pages 254-340

Overall Rankings

Interpreting the information/definitions

Data presented on each of the sports/sports group listed below

Content includes:

- Overall interest
- Participation
- Attendance in the last 12 months
- Take -up in the next 6 months
- Gender
- Age
- Ethnicity
- Education
- Working Life
- HH Income
- Location
- Market Background
- Enthusiast Profile
- Attendance
 - Reason for Attending
- Repertoire
 - Arts and Entertainment
 - Sports
- Importance of Sponsorship
 - Talkability
 - Favourability
 - Purchase consideration
- More about enthusiast purchasing and consumption
 - Cars
 - Bottled water
 - Purchases online
 - Sports drinks
 - Holidays in NZ
 - Travel/Overseas Holidays
- For all the following activities*
- Walking/Power Walking
- Camping/Tramping
- Fishing
- Cycling/Bicycling
- Riding
- The Gym/ Working Out
- Running/Jogging
- Athletics/Track and Field
- Snooker/Pool

**Healthy non team
Activities are by far
the activities
enjoying the biggest
grow and females
are leading the way**

**And over 430,000
are likely to take up
going to the Gym or
working out in the
next 6 months**

Mountain Biking
Martial Arts/Boxing
Adventure Racing/Multisport
Motor/Trail Biking or Motorbike Racing
Speedway/Stock Car
Touch Rugby
Squash/Badminton
Baseball/Softball
Equestrian/Horse Riding
Motor Boating
Volleyball
Lawn Bowls
Rollerblading/Roller Skating

Arts and Entertainment

Pages 175- 253

Overall Ranking by Enthusiasts

Interpreting the info and definitions of Enthusiasts

Content:

- Gender
- Age
- Ethnicity
- Education
- Working Life
- HH Income
- Location
- Market Background
- Enthusiast Profile
- Attendance
 - Reason for Attending
- Repertoire
 - Arts and Entertainment
 - Sports
- Importance of Sponsorship
 - Talkability
 - Favourability
 - Purchase consideration
- More about enthusiast purchases and consumption
 - Cars
 - Bottled water
 - Purchases online
 - Sports drinks
 - Holidays in NZ
 - Travel/overseas Holidays

All of the above for:

Zoo/Wildlife

Te Papa

Historical Buildings/Gardens Open to the Public

Historical
Buildings and
Garden rate in
the Top 3 of Arts
and
Entertainment
with nearly 2.5
million people
described as
moderate to
enthusiasts

Theatre
Theme/Amusement/Fun Parks
Musicals
Live Music Vineyards
Wine Food Festival
Art Gallery
Ballet
A&P shows
Lantern Festival
Coca Cola Christmas in the Park
Fashion Week
Pasifika

Star Power

Pages 341 -362

Star Power and its Value
What is Star Power
Stars and Brands
Unprompted Mentions Recognition and Star Ratings
Star Power Components
 The 9 engagement values
Overall Top 20 Stars
Top 10 Sportsmen by age and gender
Top 10 Sportsmen by Fans of specific sports
Top 10 sportswomen by age and gender
Top 10 sportswomen by Fans of specific sports
Specific Stars Overall Awareness
 Awareness of specific Stars
 Current Star Rating
Specific Stars Attributes
 Overall Attribute Rating
 Higher Attribute Ratings from Fans
The Top 10 mentioned Sports Stars by Region
 Auckland
 Waikato
 BOP
 Manawatu
 Wellington
 Canterbury
 Otago

Who is rated by all
respondents with
the Top Star rating?
....and it is not
Richie

Who is rated
highest for Family
values and
Leadership?