

# PREMIER LEAGUE FANS SUMMARY

Analyzing the digital behaviors and  
attitudes of Premier League Fans



GWI AUDIENCE REPORT

Q1 2015

# INTRODUCTION

GWI Audience reports are designed to examine the digital behaviors of particular demographic groups – showcasing trends over time as well as analyzing how the audiences in question compare to the overall internet population.

In this report, we focus on Premier League Fans – those internet users who say they follow the Premier League or watch Premier League matches on TV, online or in person. Drawing on data from our research program, which covers 32 countries and nearly 90% of the global internet audience, we offer insights on:

- The Demographics of Premier League Fans
- Device Usage
- Social Media Activities
- The Role of Sports in Social Media
- Online Entertainment
- E-Commerce Trends
- Brand Engagement

In this summary, we provide the key headlines and statistics from the report. For more detailed insights, coverage and implications, please see the full version.

## NOTES ON METHODOLOGY

Each year, GWI interviews more than **170,000 internet users across 32 markets** – making it the largest on-going study into the digital consumer instigated to date.

Research is conducted in quarterly waves, each of which has a global sample size of more than 40,000 internet users. Typically, we interview between 3,000 and 4,000 people per market per year, with larger sample sizes of 30,000 in key markets such as the UK and the US. **Data is collected in the last six weeks of every quarter**, ensuring it is as up-to-date as possible.

Respondents complete an **online questionnaire** that uses stratified sampling techniques to ensure that they are **representative of the internet population aged 16 to 64 in each country** (with correct proportions in terms of gender, age and educational attainment).

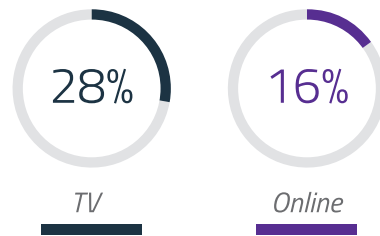
This data is used to calculate the universe estimates which we present throughout this report. Universe figures are designed to provide highly informed approximations as to the number of users (in millions) that any percentage represents.

# OVERVIEW OF PREMIER LEAGUE FANS

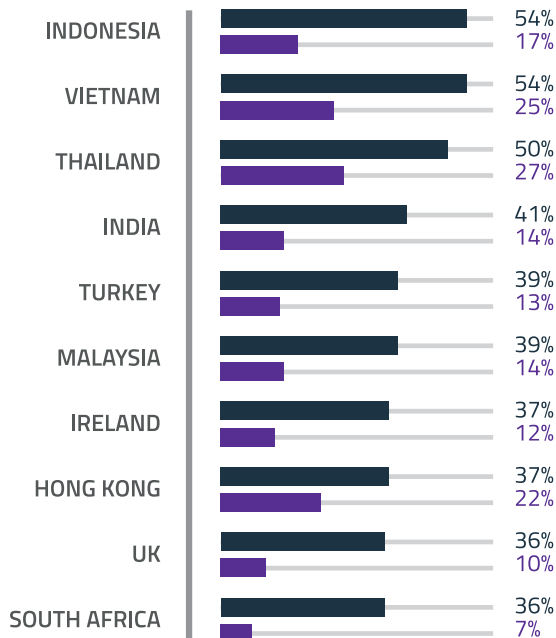
- **3 in 10 internet users are watching Premier League matches on TV, with more than 15% watching online.** Figures can be much higher in Asia – half in Indonesia and Thailand are watching, for example.
- The Premier League is equally popular across the age groups but **16-24s lead online viewing.** Men are twice as likely as women to be Premier League Fans.
- **One third are playing soccer themselves and 50-60% are following other European football leagues,** with as many as a third watching online.

## The Demographics of Premier League Fans

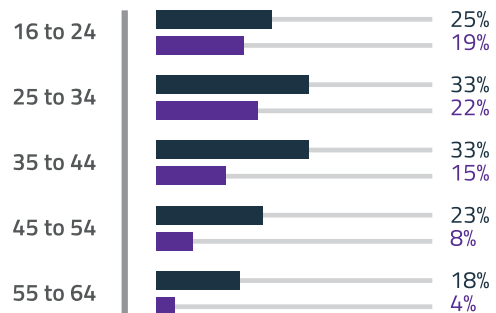
% who watch the Premier League



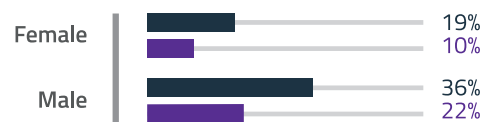
### By Country (Top 10)



### By Age Group



### By Gender



Question: Which of the following sporting leagues do you watch on TV or watch online? Premier League

Source: GlobalWebIndex Q4 2014

Base: Internet Users Aged 16-64

# PREMIER LEAGUE FANS AND THE INTERNET

- Last month, **8 in 10 Premier League Fans** watched a video clip and **62%** watched a sports program online.
- **One quarter** watch ESPN and **1 in 5** watch Eurosport weekly. For online watching, PC/laptops lead but tablets are also important.
- **Two thirds** watched TVoD last month and Premier League Fans average 1.10 hours of online TV daily (plus 2.5 hours of linear TV).
- Many Premier League Fans, especially in fast-growth markets, are turning to VPNs to access geo-restricted entertainment content. **1 in 4** watch Netflix each month, for example.

**Question:** Thinking about the following channels, can you please select how often you watch them, if at all, either offline or online? // **Source:** GlobalWebIndex Q4 2014 // **Base:** 15,311 Premier League Fans Aged 16-64

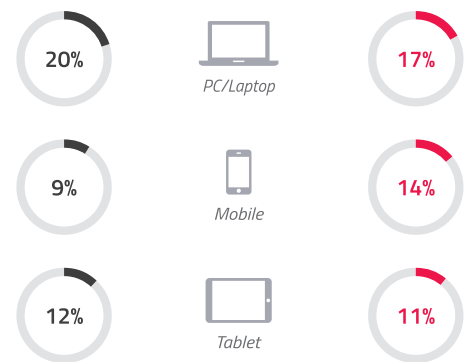
Want to explore this data in PRO Platform?  
Click here: [Media Consumption > TV Channels](#)

## ESPN and Eurosport on TV and Online

% who watch at least once a week



% Premier League Fans who have watched at some point on these devices



# DEVICE TRENDS

- **85%** of Premier League Fans own a smartphone, half have a tablet and **4 in 10** own a games console.
- Wearables remain niche but are growing among this group – **almost 1 in 5** have a smartwatch.
- **One third** watch sports programs on their mobiles each month. 1 in 4 use sports apps monthly and 9 in 10 use another device while watching TV.
- **Premier League Fans average 1.25 hours of console gaming per day.** One fifth own a PS3 and 22% are planning to get a PS4. Female fans are just as likely to be console gaming as men.

**Question:** The last time you were watching TV and using the internet, which of the following did you do? // **Source:** GlobalWebIndex Q4 2014 // **Base:** 13,309 Premier League Fans who are Second-Screeners Aged 16-64

Want to explore this data in PRO Platform?  
Click here: [Media Consumption > Second Screen Consumption](#)

## Second-Screening Behaviors

% who did the following last time they second-screened



# SOCIAL MEDIA

- 30% of Premier League Fans are using Twitter and 45% are active Facebookers.

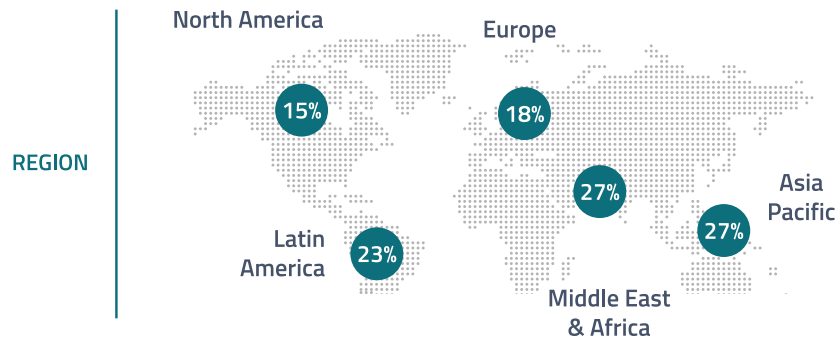
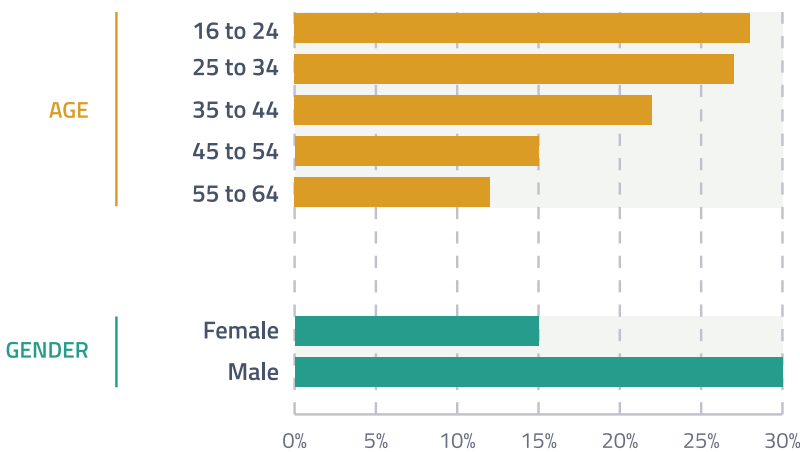
- Half network on mobiles each month, while 3 in 10 do so on tablets.

- 1 in 3 Premier League Fans are following sports stars on social media. Last month, 1 in 10 read an article or followed a link on Twitter and 16% visited a branded Facebook page.

- WhatsApp and Facebook Messenger are used by 34% of Premier League Fans. Snapchat has yet to make an impact among this group – 7% use it.

## “Following” Sports Stars Among All Internet Users

% of internet users who “follow” sports stars on social media



**Question:** Which of the following type of people or organizations do you prefer to follow online via social media services (i.e. Facebook, Twitter, etc.)? Sports stars // **Source:** GlobalWebIndex Q4 2014 // **Base:** Internet Users Aged 16-64

Want to explore this data in PRO Platform? Click here: [Social Media > Social Platforms](#)

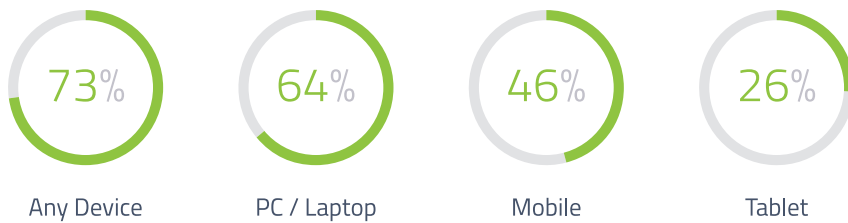


# COMMERCE

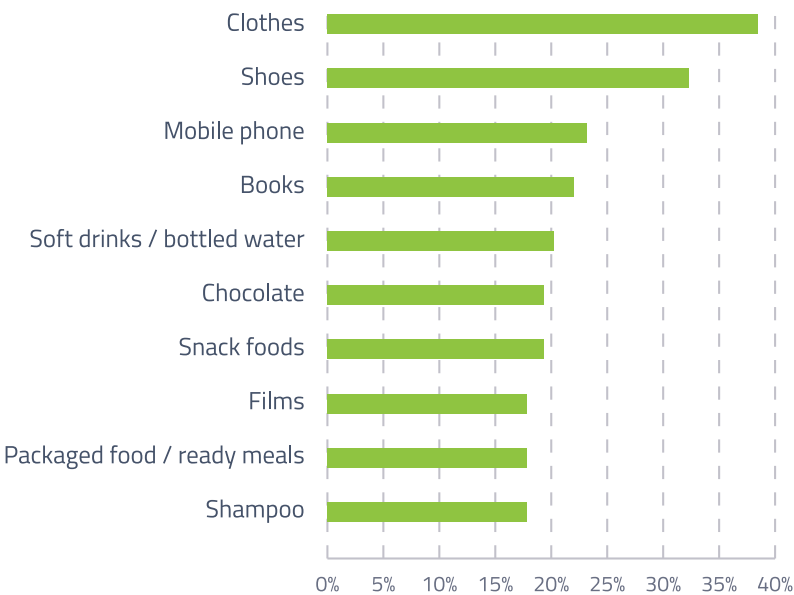
- **73% of Premier League Fans shopped online last month** and half use mobiles to buy products.
- 4 in 10 are buying clothes via the internet, while a third are doing the same for shoes – products where showrooming is having an impact.
- **Mobiles are the most reviewed product online and 37% say customer reviews influence them to purchase.** Social network-based retail stores prompt 3 in 10 to shop online.

## E-Commerce Behaviors

### Bought a Product Online Last Month




### Top 10 Products Purchased Online



**Question:** Which of the following have you done online in the past month? Purchased a product online //

**Source:** GlobalWebIndex Q4 2014 // **Base:** 15,311 Premier League Fans Aged 16-64

 Want to explore this data in PRO Platform.  
Click here: [Commerce > Online Purchasing and Research](#)

# BRAND ENGAGEMENT

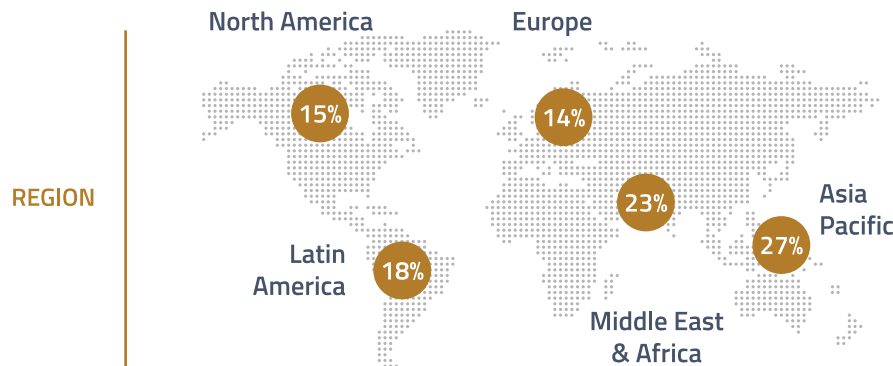
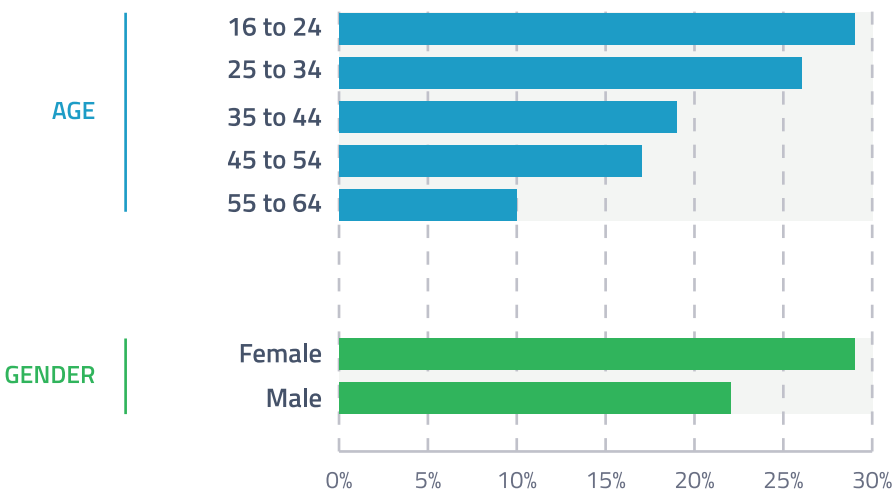
▪ **Outside China, 3 in 10 think a brand should focus on entertaining them.** A quarter of Premier League Fans watch branded videos each month.

▪ **1 in 4 Fans say they discover new brands through celebrity endorsements.** This advertising strategy is notably more effective among women, 16-24s and Premier League Fans in APAC.

▪ **Financial rewards are the most effective way to gain brand advocates from this group.** But 3 in 10 Premier League Fans would promote a product online out of simple love of the brand.

## The Impact of Celebrity Endorsements on Premier League Fans

% who find brands through celeb endorsements



**Question:** In which of the following ways are you most likely to find out about new brands, products, or services? // **Source:** GlobalWebIndex Q4 2014 // **Base:** 15,311 Premier League Fans Aged 16-64

Want to explore this data in PRO Platform.  
Click here: [Marketing Implications > Brand Discovery > Sources of Brand Discovery](#)



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