



**Sports Survey  
2023**

**NZME TellMe Respondents**

# Contents

## Sports in 2023

- Our involvement with sports
- Top ten sports
- The 2023 calendar

## Beyond The Game

- Content consumed
- How we consume: the multi-platform experience
- Socialising and sport
- Sports influence, consumer action

## Summary

- NZME Reach

SOURCE: NZME Sports Survey April 2023 unless otherwise stated.

**NZME.**



# A nation devoted to sport

Our respondents class themselves as sports fanatics. Two thirds of us are following specific/numerous sports or teams or getting involved when there are big events.

Half engage with sports content on a daily basis, it's a part of our regular life and we typically spend around six hours a week engaging with sports content.

24%

ARE **DEEPLY IMMERSED**, FOLLOWING FOLLOW NUMEROUS SPORTS OR TEAMS

38%

ARE **ACTIVELY ENGAGED**, FOLLOWING SPECIFIC SPORTS OR TEAMS



# Our favourite sports

Rugby continues to be the nation's most watched and followed sport

Our favourite team sport is Rugby, with 75% saying they would watch, listen to or read about the sport, followed by Cricket (53%), then Football (43%).

Casual sports observers engage every four years around the Olympics and Commonwealth Games.

## Top sports content to consume

75% | RUGBY UNION

43% | FOOTBALL (SOCCER)

61% | RUGBY LEAGUE

38% | BASKETBALL

60% | OLYMPICS

37% | TENNIS

53% | CRICKET

33% | NETBALL

50% | COMMONWEALTH GAMES

31% | MOTORSPORT

# Fever pitch

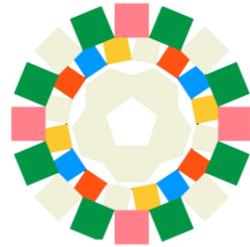
A huge year of sport, with four major sporting events in the 2023 sporting calendar

## FIFA WOMEN'S WORLD CUP

20 July – 20 August

**28%** will be following most/every game

NZME reach **84%** of those who engage with Football<sup>^</sup>



## MEN'S RUGBY WORLD CUP

8 September – 28 October

**65%** will be following most/every game

NZME reaches **85%** of those who engage with Rugby<sup>^</sup>



## MEN'S CRICKET WORLD CUP

5 October – 19 November

**38%** will be following most/every game

NZME reach **85%** of those who engage with Cricket<sup>^</sup>



## NETBALL WORLD CUP

28 July – 6 August

**24%** will be following most/every game

NZME reaches **86%** of those who engage with Netball<sup>^</sup>



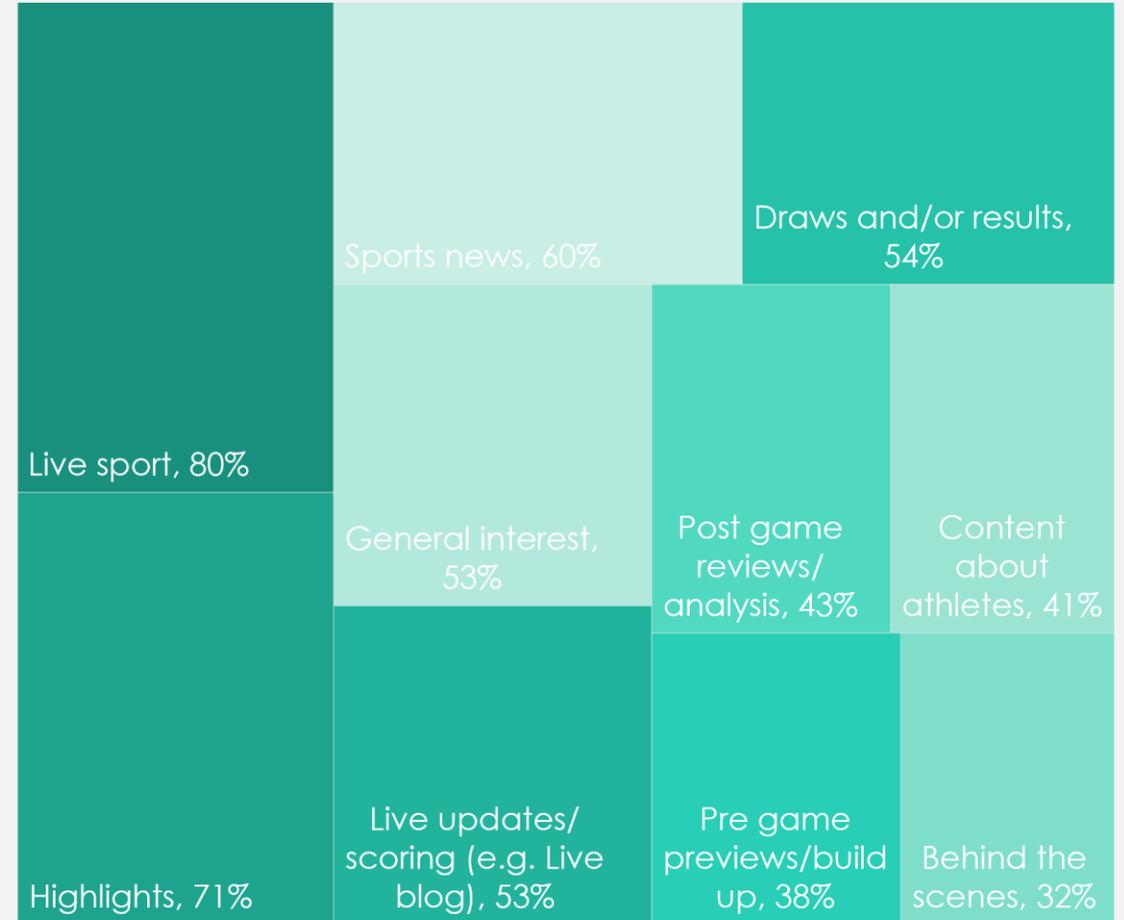
# Beyond the Game

We involved ourselves not just with live content, but with everything surrounding sport

They are fully immersed in reading the highlights, following the pre and post game previews and reviews, and reading articles about the athletes, so engagement goes beyond the short time that a game or event is taking place.

People like to read what opinion leaders have to say, and to inspect the post-game analysis.

Sports Content Consumed (Typical Month)





## Four out of ten will second screen

Sports is a sociable and community-oriented where we gather on social media in chat groups, discuss and comment on news articles online, interact with radio sports shows or participate with audience polls or player ratings.

**41%**

USE A MOBILE DEVICE AS A SECOND SCREEN WHILE WATCHING A LIVE GAME

**18%**

INVOLVE THEMSELVES WITH AUDIENCE POLLS, PLAYER RATINGS OR SCORE PREDICTIONS

# We socialise when watching

Connecting with friends, family and colleagues to embrace the wins and the misses.

Beyond following games and events at home, and attending live events, additional layers of connection and trust can be gained by watching sports events at work (41% will consume at their workplace), at a pub or sports club (42%) or at friends' houses (36%).



# Sports Influence

After seeing or hearing an ad during or supporting a sporting event 49% take some form of action.

Brands associated with sports events prompt fans to take action. They're assured of a brand's authenticity; sports fans will search for a brand or product they see advertised at the time.

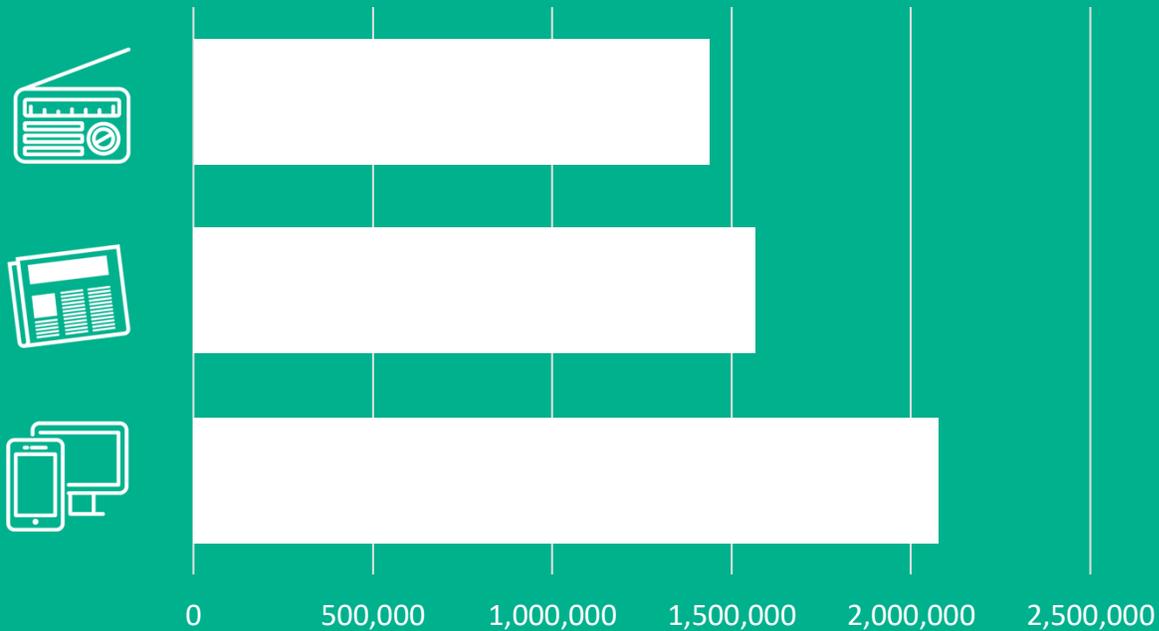
45% will visit a brand's socials, website or talk to someone about the advertising they've seen/heard. A brand's involvement in sports content ensures they reach beyond the topline audience numbers of a brand.

SHARED SPORTING EXPERIENCES ENHANCE BRAND ADVOCACY



# 3.3 Million Kiwis love sport

Whether they're reading, watching, listening or participating we know sport is a passion point for many New Zealanders.



Reaching **2,894,000 (86%)** of the sports audience with engaging content across our audio, print and online platforms.

Plus... reach **467,000** Kiwis with Sports podcasts.



# NZME is in your corner in this epic year of sport

Why choose us:

- NZME can reach audiences across 4 of the 5 top used media channels to consume sports content\*
- We are a one-stop shop, at NZME we meet the sports audience where they are, in the format they want.
- Audiences trust us to keep them informed so you can be confident you are in a brand safe environment.
- NZME reaches 3.4 million New Zealanders each month^

