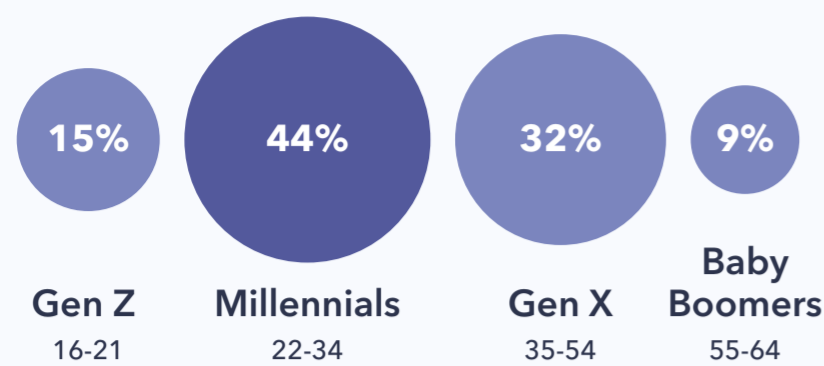


# Profiling Rugby Fans

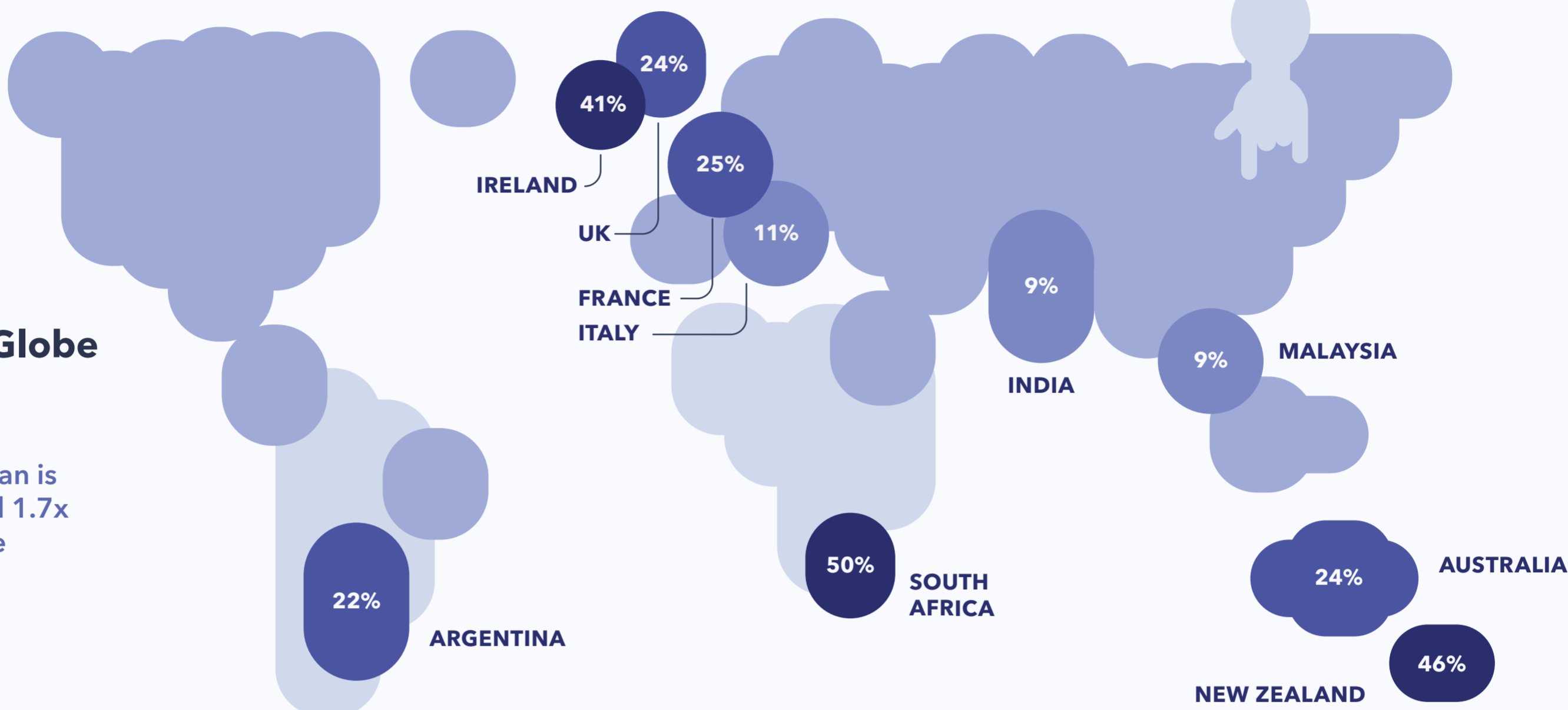
7% of global internet users are rugby fans



## Rugby Fans Across the Globe

TOP 10 MARKETS

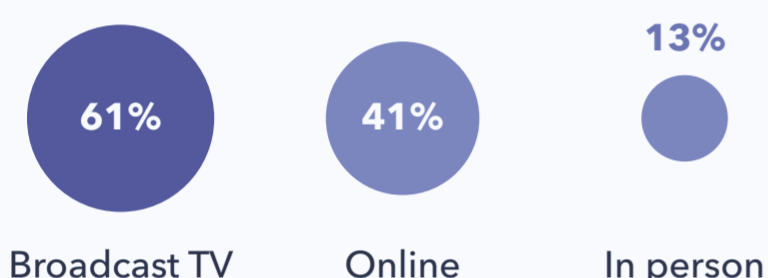
Average rugby fan is 35 years old and 1.7x more likely to be in the top 10% income bracket



## VIEWING HABITS

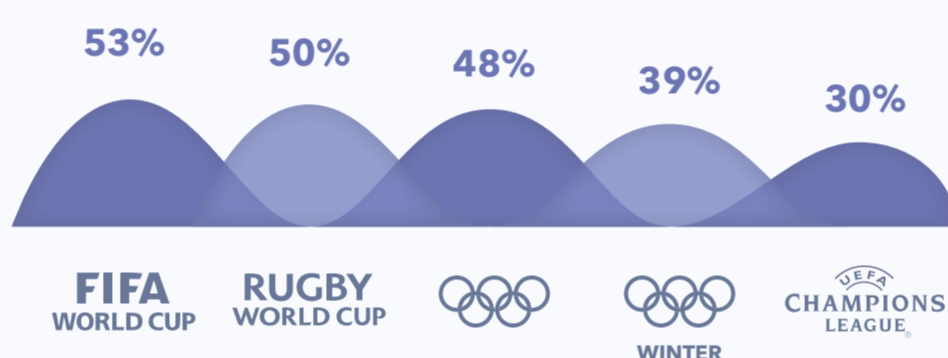
### TV sets dominate their viewing habits, but nearly half watch rugby online

% who watch rugby via the following



### SPORTS COMPETITIONS WATCHED

% who say they regularly watch the following sporting events/leagues on broadcast TV or online



### SECOND-SCREENING ACTIVITIES

% who say they do the following on another device while watching TV

- 49% Use social media
- 47% Chat to/message friends
- 44% Read my emails
- 36% Play games
- 36% Read the news
- 33% Search for products to buy
- 31% Search for info related to what I'm watching
- 24% Share my opinion of a TV show
- 23% Interact with the online content of the show

### GENERAL SPORT CONTENT ONLINE

% who say they have done the following last month



1.7x more likely to have posted a sports-related opinion online

### ESPORTS ENGAGEMENT

% who say they have done the following last month



They're also 1.8x more likely to have played a sports video game in the last 12 months (42% have)

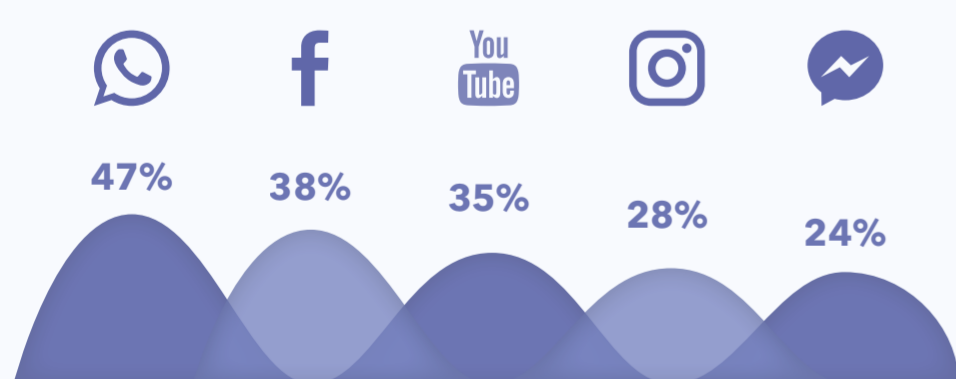
3 in 10 say watching/following sports events is a main reason for using social media

34% follow sports stars on social media

Social media is key while watching rugby, showing their multi-platform deep engagement with the content

### SOCIAL PLATFORMS USAGE

% who visit/use the following social platforms more than once a day



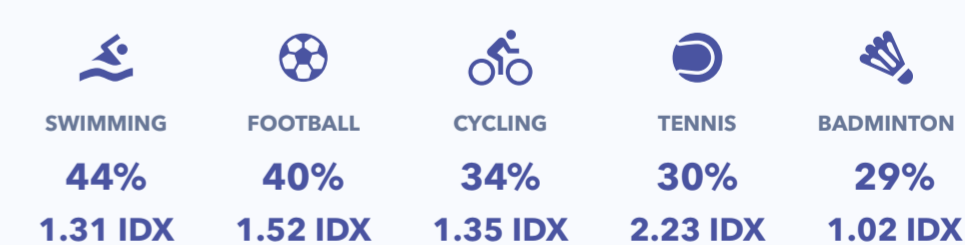
### BRAND ENGAGEMENT ON SOCIAL MEDIA

% who follow the below on social media

Liked/followed a brand on a social network	27%
Visited a brand's social network page	26%
Used a social networking "share" button on a website	24%
Clicked on a sponsored post on a social network	23%
Asked a question to a brand on a social network	21%

### SPORTS PLAYED

% who say they regularly play or take part in the following sports



47% of rugby fans play six or more sports

## BUYING BEHAVIOR ONLINE

56% say researching products/brands is an important reason for using the internet

### TOP 5 BUYING ATTITUDES

% who say they agree or strongly agree with the statements below

I always try to find the best deals	75%
I always like to try new products	69%
I try to buy natural/organic products	62%
I regularly inform friends and family on new products	62%
I would pay more for sustainable/eco-friendly products	61%

### Their go-to sports brands

% who have bought products from the following sports brands in the last 1-2 years



They seek status and affordability at the same time

### TOP 5 BRAND-RELATED ATTITUDES

% who say they agree or strongly agree with the statements below

- Once I find a brand I like I tend to stick to it **65%**
- I would rather spend money on a unique experience than a status brand **62%**
- When buying a product, the price is more important for me than the brand name **56%**
- I tend to opt in for personalized loyalty rewards from brands **55%**
- I am a brand conscious person **53%**

### ONLINE COMMERCE HABITS

% who say they have done the following on the internet last month

Visited an online retail site or store such as Amazon	93%
Searched for a product or service you want to buy	85%
Purchased a product online	75%
Used a price comparison service	65%
Visited an online auction site	64%
Posted a review of a product, company or service	56%
Visited a group-buying/deal site such as Groupon	46%
Sold a product online	44%

### METHODOLOGY

Unless stated otherwise, all figures are taken from our Q3 2018 wave of online research among 113,932 internet users aged 16-64 across 45 countries. Among this cohort, there were 8,728 Rugby Fans - defined as internet users who say they follow or take part in rugby, or watch it on TV, online or in person. Note that China is excluded from percentages relating to specific/named social networks and apps.