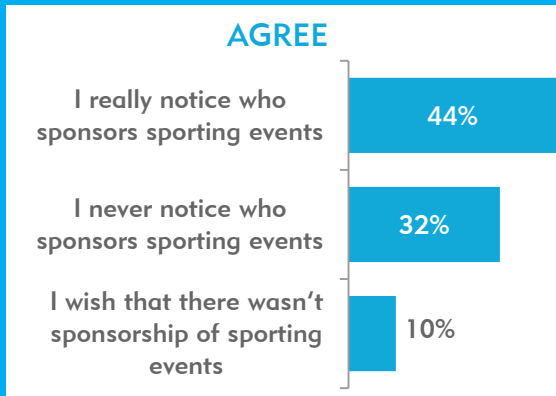


# CARAT PULSE NEWS

## OCTOBER 2011 SPORTING EVENT SPONSORSHIP

With spend on sport sponsorship in Ireland estimated to exceed €120 million in 2011\* we wanted to learn more about consumers' feelings and attitudes towards brands that sponsor sporting events such as GAA and Rugby. The results show that Irish consumers feel positive about brand sponsorship of sports events in Ireland and are also highly receptive to the brands that sponsor these events.



When it comes to attitudes to brands sponsoring sports events, males unsurprisingly tend to be more receptive with 54% agreeing that they really notice who sponsors sporting events and 47% thinking better of brands who do so. When broken out by age, this type of sponsorship resonates more deeply with young and mature adults when compared to middle-age groups.

\*Source: Kantar Media \*\*Source: TAM Ireland Ltd./Nielsen TAM \*\*\*Source: Nielsen TV Audience Measurement

## BRAND PREFERENCE AND PERCEPTION

Viewership of Dublin's victory in the All Ireland Senior Football Championship Final peaked with an audience of 1.4m viewers\*\* and Ireland's crucial Rugby World Cup match against Italy was watched by an average of 735,000\*\*\* people. Sports events are a highly desirable opportunity for brands and this accounts for the many "voices" shouting to be heard in this arena.

We found that sports sponsorship can also impact on brand perception with 38% of our panel (47% of males) agreeing that they think better of brands that sponsor sporting events. The impact on brand preference, however, is lower at 24%, but this increases to 33% when looking at male only responses.



## CHANGING TV VIEWING HABITS

As the television viewing landscape continues to change, we wanted to explore the impact that DVRs (digital devices which allow you to record TV programmes) have had on viewing patterns.

62% of our panel claim to have some form of recording feature at home. Of those who have access to the TV recording facility, 60% of their total TV viewing is live, while the balance is watched after recording.

We know from Nielsen data that of the 40% of recorded viewing, advertising is still watched. Also, we can assume that there is a higher level of engagement if a programme has been specifically recorded.

Average % of TV viewing done watching recorded programmes	
All	40%
Males	38%
Females	42%
18-34	46%
35-54	41%
55+	22%