

UNDERSTANDING SPORT FANS' LIFESTYLES

Launched in 2011 TGI UAE Sports combines the full UAE integrated TGI database with Sports Monitor's to give you the most comprehensive and in-depth understanding of sports' fans lifestyle preferences and media consumption.

For stakeholders, TGI Sports provides an opportunity to take a far more scientific approach to the world of sports marketing.



How TGI Sports can help your business?

- ⦿ Understand the behavior, motivations, and attitudes of sport fans to help target audience better.
- ⦿ Analyze specific consumer segments and their level of attachment to sports property or brand and influence on purchase decisions.
- ⦿ Identify which product sectors and specific brands have the most resonance with certain sports to help seek out prospective commercial partners.
- ⦿ Profile fans at a properties or sport level across detailed product sectors, including food and beverages, electronics, financial services, travel, motoring amongst others and automobile.



TGI Sports provides a key understanding of sports' fans across the region in terms of their sports media consumption and spend on sport

TGI Sport Enables:

- ⦿ Improved accountability in communications, sponsorship and activation strategies
- ⦿ Identification of sports sponsorship and advertising opportunities
- ⦿ Refined understanding of your target consumers in terms of sport
- ⦿ Analysis of a sport's most passionate fans
- ⦿ Enhanced understanding of how consumers follow different sports and sporting events



TGI – SPORTS CONTENTS SUMMARY

SPORTS ACTIVITIES

- ⊙ Interest in sports
- ⊙ Incidence of participating in sports
- ⊙ Incidence of sports practice with trainer
- ⊙ Frequency of participating in sports activities
- ⊙ Day of week practice sports activities
- ⊙ Time of day when practice sports activities in general
- ⊙ Average amount of time spent on practicing sport activities
- ⊙ Type of facility or place where practice sports activities in general

GYM/SPORTS CLUB

- ⊙ Awareness of sports and cultural clubs in the country
- ⊙ Top 3 favorite clubs
- ⊙ Incidence of having gym or sports club membership
- ⊙ Purpose of visiting sports club regularly
- ⊙ Mode of assessment in the sports club
- ⊙ Frequency of assessment done in the sports club
- ⊙ Frequency of health check

SPORT EVENTS AND EXHIBITIONS

- ⊙ Awareness of sporting events held in the GCC region
- ⊙ Awareness of sports or fitness exhibitions that take place in the country
- ⊙ Awareness of companies that recently sponsored sports events

SPORTS APPAREL AND EQUIPMENT

- ⊙ Purchase of sports clothing and equipment in the last 12 months
- ⊙ Brands of sports/fitness equipments and gear aware of and incidence of purchase
- ⊙ Big stores/showrooms that sell sports equipment and sport apparel aware of, incidence of purchase
- ⊙ Key aspects considered while purchasing sport/fitness equipment and gear
- ⊙ Sources of information rely on while purchasing sports and fitness equipment

MEDIA (PRINT, RADIO, TV OR INTERNET)

- ⊙ Mode of following sports events/ tournaments/ news
- ⊙ Frequency of following sports events/ tournaments/ news
- ⊙ Sports club news or information followed, interested in
- ⊙ Sporting event or tournaments followed in the last 12 months
- ⊙ Likelihood of subscribing to a pay TV sports package/ channel in the next 12 months
- ⊙ Sports channel subscribed to
- ⊙ Incidence of continuing subscription for the next 12 months

LIFESTYLE STATEMENTS

- ⊙ Sports is a big part of my social life
- ⊙ I talk a lot about sport with colleagues at work
- ⊙ I would rather be playing sport than watching it
- ⊙ I really enjoy getting into new sports that I am less familiar with
- ⊙ Famous sports men and women are role models who should be looked up to
- ⊙ I don't have enough time to do as much sports or exercise as I would like
- ⊙ I am more likely to pay attention to the advertising of companies who sponsor sports competitions or events
- ⊙ I enjoy adverts whilst watching sports events more than I would at other times
- ⊙ I make sure I keep up with all the latest sporting news
- ⊙ I enjoy the build up to a sporting event much more than the event itself
- ⊙ The team I support means everything to me
- ⊙ My club team means more to me than my national team
- ⊙ I only choose to follow sports people whose conduct I approve
- ⊙ I sometime spend money on sport even if I can't really afford it
- ⊙ More money in professional sport has made it more enjoyable.

To find out more on how TGI Sports can help your business, or to gain access to the data, please contact:

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