

Fairfax Sport Audience Survey

The survey was conducted in November 2014, with a total of 1,700 respondents.

Our aim was to explore who the Fairfax Sport audience is and how they consume sport content.

Sport Audience Profile



90%



HHI
\$122k p.a.

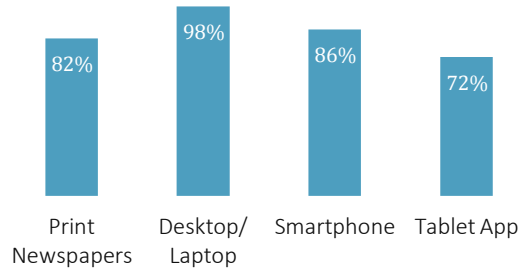


44yrs



FT Workers
75%

How do they access Fairfax Sport content?



Why does our audience prefer Fairfax Sport over competitors?

Quality journalism and content

65%

A range of expert contributors

58%

Independent journalism and perspectives

55%

Coverage of a broad range of sports

51%

In-depth analysis

41%

What drives them to access Sport content?



"I like to follow multiple sports codes"



"It's important for me to be up-to-date with sport to be able to talk about it with friends"



"My friends look to me as a sports expert"

How does our audience interact with Sport content?



87%

Use their mobile to check live scores



55%

Share sports content on social media



47%

Place a sports bet



33%

Check scores on their mobile or tablet while at the game

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Sport