



You  
Gov **SportsIndex**  
2014 ANNUAL REPORT

## INTRODUCTION BY FRANK SAEZ

**SportsIndex is the first and only syndicated product which, every day, measures perceptions amongst the UK general public across 50 leading UK and international sports.**

Sports events have been ranked using SportsIndex buzz score – the level of public awareness of good and bad news about the sports event during the year.

2013 was first and foremost the year of Andy Murray, with three tennis events making the top ten. However there was a clear divide between those events where the Scot was successful and those where he was not or did not appear due to injury. The US Open, ranked sixth in 2012, failed to make the top ten in 2013 after Murray lost in the quarter-finals. In contrast the Queens Club Championships rose 20 places to sixth following Murray's third victory in five years.

Public interest and coverage generated following Murray's historic victory at Wimbledon saw the Championships also post the biggest rise over the year.

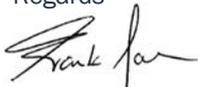
The British and Irish Lions are the highest new entry, at second, following the team's successful test series in Australia.

In addition to buzz, SportsIndex analyses the overall brand health and awareness of sports properties, as measured by comprehensive range of 11 metrics.

SportsIndex 2014 Annual Report is the latest in a series of reports. If you would like to receive automatic updates and analysis register at [www.smg-insight.com/register](http://www.smg-insight.com/register).

We hope you find the report informative.

Regards



**Frank Saez**  
**Managing Director**  
**SMG Insight**

INTRODUCTION

# YouGov SportsIndex

## 2014 ANNUAL REPORT

### ABOUT SPORTSINDEX

**SPORTSINDEX** ANALYSES THE OVERALL BRAND HEALTH AND AWARENESS OF SPORTS PROPERTIES, AS **MEASURED BY COMPREHENSIVE RANGE OF 11 METRICS** INCLUDING:

- » Quality
- » Value
- » Customer satisfaction
- » Event / organisation reputation
- » General impression
- » Recommendation
- » Aided brand awareness
- » Advertising awareness
- » Word of mouth exposure
- » Purchase consideration / intent
- » Customer status
- » **and BUZZ**

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# YouGov SportsIndex

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**[WWW.SPORTSBUSINESSINSIGHT.COM/SPORTSINDEX/](http://WWW.SPORTSBUSINESSINSIGHT.COM/SPORTSINDEX/)**

ABOUT



## 1 | TOP 10 BUZZ | OVERALL RANKINGS

**Top 10 Sports Competitions Buzz Rankings** The 2012 rank is in brackets but only includes ongoing events. As such the rankings do not include the London 2012 Olympic and Paralympic Games which ranked first and second respectively in that year.

### 1. WIMBLEDON CHAMPIONSHIPS (1 IN 2012)

The Wimbledon Championships recorded its highest ever buzz score as Andy Murray became the first British man to win the men's singles title in 76 years, following the 2012 success of winning the Olympics Gold medal and reaching the final of the previous year's event.

### 2. BRITISH AND IRISH LIONS TOUR (NEW ENTRY\*)

The British and Irish Lions tour, held every four years, is the highest new entry. The successful Lions tour of Australia in June and July culminated in a first series win in 12 years. The Lions convincingly won the deciding third test after two close matches and also won six out of seven other tour matches.

### 3. LONDON MARATHON (4)

The third position of the London Marathon, up one place from 2012, demonstrates the power of mass participation events to capture the interest of the general public, aided by the extended media coverage on the BBC.

### 4. SIX NATIONS CHAMPIONSHIP (5)

The Six Nations Championship has been consistent in generating high buzz levels annually, aided in 2013 by a final day Championship decider between Wales and England.

### 5. INTERNATIONAL TEST CRICKET (6)

International test cricket benefited from the successful Ashes summer for the England and Wales national team which also followed on from the previous winter's success of winning a test series in India for the first time in 24 years. However the recent Ashes whitewash in Australia has seen the buzz rating drop to a negative score.

## 1 | TOP 10 BUZZ | OVERALL RANKINGS

(continued)

### 6. AEGON CHAMPIONSHIPS (THE QUEEN'S CLUB) (26)

The Andy Murray effect was felt with the Queens Club Championships (AEGON Championships) reaching sixth in the list as the second highest tennis event. Expectations of a British men's singles Wimbledon success were high and the Queen's Club Championships, as the premier warm-up event, was a major beneficiary of the heightened public interest and media coverage. The Championships' rating was also boosted by Andy Murray winning this event for the third time in five years, compared to a second round exit in 2012.

### 7. AUSTRALIAN OPEN TENNIS CHAMPIONSHIPS (7)

The Australian Open is the only non-UK event to make the top 10. As with other tennis events the Australian Open benefited from the success of Andy Murray as the Scot made the final for the third time in four years before losing to the reigning champion Novak Djokovic.

### 8. TOUR OF BRITAIN (NEW ENTRY)

The Tour of Britain cycling event, held in early September, was boosted by the victory by Sir Bradley Wiggins, the UK's first winner of the Tour de France in 2012. Mark Cavendish won three of the eight stages while fellow Briton Sean Yates also won a stage.

### 9. 2014 COMMONWEALTH GAMES (9)

The 2014 Commonwealth Games ranked ninth for the second year running. Buzz peaked following the sales application and allocation process in the latter part of the year.

### 10. THE FA CUP (10)

The FA Cup is the highest ranked football event for the second year running, indicating the enduring appeal of the historic competition among the general public.

## 1 | TOP 10 BUZZ | OVERALL RANKINGS

(continued)

Rank	Competition	Sport	Score
1	Wimbledon Championships	Tennis	55.8
2	British & Irish Lions Tour	Rugby	30.3
3	London Marathon	Athletics	29.3
4	Six Nations Championship	Rugby	27.6
5	International Test Cricket	Cricket	25.3
6	Aegon Championships (The Queen's Club)	Tennis	20.4
7	Australian Open Tennis Championships	Tennis	18.4
8	Tour of Britain	Cycling	18
9	2014 Commonwealth Games	Multi-sport	17.7
10	The FA Cup	Football	16.1

### METHODOLOGY

SportsIndex measures overall recent public awareness and sentiment of news about sport events by buzz. Respondents are asked "Over the PAST TWO WEEKS, which of the following sporting events have you heard something positive/negative about?"

Buzz is the net difference between the amount of respondents hearing positive news and those hearing negative news in the previous two weeks. Buzz may also be negative if the event has been subject to a high level of negative publicity.

Buzz uses a four-week moving average of daily scores in 2013. The buzz score listed is the peak achieved by the sports competition in the year.



## 2 | TOP 10 BUZZ | IMPROVERS

### Top 10 Sports Competitions Buzz Improvers

#### 1. WIMBLEDON CHAMPIONSHIPS

In addition to generating the highest buzz score overall and being the top ranked event in 2012\*, the Wimbledon Championships also registered the largest annual improvement, highlighting the extensive public interest and media coverage following Andy Murray's victory in the men's singles.

#### 2. AEGON CHAMPIONSHIPS (THE QUEEN'S CLUB)

The Queen's Tennis Championships were the major beneficiary of the interest in Andy Murray, trebling the peak buzz score of 2012 when the Scot was knocked out in the quarter-finals. However the score was on a par with the 2011 peak buzz score of 20.3 at the 2011 event, also won by Murray.

#### 3. GRAND NATIONAL

The Grand National increase reflects a recovery following the race's relatively low score in 2012 following negative publicity around the deaths of two horses – favourite and Gold Cup winner Synchronised and According to Pete.

#### 4. DAVIS CUP (TENNIS)

The ITF Davis Cup recorded by far its highest ever buzz score following the success of the British team in qualifying for the World Group with a 4-1 victory over Croatia in September. The team, which included Andy Murray, also beat Russia 3-2 in its other Davis Cup tie of the year.

#### 5. INTERNATIONAL TEST CRICKET

International test cricket enjoyed an uplift on the back of a successful Ashes series summer to record its highest score since Sports Index was launched in 2011. However the performance in the return Ashes series in Australia has since seen buzz scores go negative.

## 2 | TOP 10 BUZZ | IMPROVERS

(continued)

### 6. 2014 COMMONWEALTH GAMES

The 2014 Commonwealth Games has built on the interest stimulated by the massive public interest and media coverage for the London 2012 Olympic and Paralympic Games to set a new high towards the end of 2013, which followed the ticket application and allocation process.

### 7. UEFA EUROPA LEAGUE

The Europe League hit new highs following the success of English clubs in the competition with Tottenham Hotspur FC and Newcastle United FC both reaching the quarter finals, and culminating in Chelsea FC's 2-1 extra time victory over Benfica in May's final at the Amsterdam Arena.

### 8. LONDON MARATHON

The small but significant increase in the peak buzz score reflects improvement on the 2012 score for the London Marathon which was affected by the tragic death of competitor Claire Squires less than a mile from the finishing line, attracting widespread media coverage and public sympathy.

### 9. SCOTTISH PREMIERSHIP

The Scottish Premiership, formerly the Scottish Premier League, posted a significant increase in buzz following the resolution of the long running restructuring debate which has led to the creation of a single entity, the Scottish Professional Football League, combining the Scottish Premier League and the Football League. This represented a major turning point with the premiership registering its first positive score since monitoring began in August 2011.

### 10. WORLD SNOOKER CHAMPIONSHIP

The World Snooker Championship posted the tenth largest increase with Ronnie O'Sullivan retaining his title. However the competition's buzz score subsequently hit a record low following former world number 5 player Stephen Lee being found guilty of match fixing in September 2013, which included games at the 2009 world championship. The player was banned for 12 years.

## 2 | TOP 10 BUZZ | IMPROVERS

(continued)

Rank	Competition	Sport	Score
1	Wimbledon Championships	Tennis	17.6
2	Aegon Championships (The Queen's Club)	Tennis	13.9
3	Grand National	Horse racing	9.8
4	Davis Cup (tennis)	Tennis	3.9
5	International Test Cricket	Cricket	3.5
6	2014 Commonwealth Games	Multi-sport	3.5
7	UEFA Europa League	Football	3.4
8	London Marathon	Athletics	3.3
9	Scottish Premiership	Football	3.3
10	World Snooker Championship	Snooker	3.1

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## 3 | BUZZ BY SPORT | FOOTBALL

Rank	Competition	2013	2012	Change in Score
1	The FA Cup	16.1	13.1	3
2	UEFA Champions League	9	9.7	-0.7
3	English Premier League	8.2	8.7	-0.5
4	The Football League Championship	6.4	7.6	-1.2
5	UEFA Europa League	5.7	2.3	3.4
6	2014 FIFA Football World Cup	1.9	0.9	1
7	Scottish Premiership	1.1	-2.2	3.3
8	Scottish Cup	1	0.4	0.6

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## 3 | BUZZ BY SPORT | GOLF

Rank	Competition	2013	2012	Change in Score
1	Masters (US golf)	10.8	11.3	-0.5
2	The Open Championship	10.2	9.2	1
3	The Ryder Cup	9.9	30.1	-20.2
4	Scottish Open (golf)	6.5	5.9	0.6

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## 3 | BUZZ BY SPORT | HORSE RACING

Rank	Competition	2013	2012	Change in Score
1	Grand National	11.6	1.8	9.8
2	Cheltenham Gold Cup	11.2	8.3	2.9
3	Epsom Derby	8.2	9.1	-0.9
4	Glorious Goodwood (horse racing)	4.9	2.5	2.4

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## 3 | BUZZ BY SPORT | MOTOR SPORT

Rank	Competition	2013	2012	Change in Score
1	Formula 1 British Grand Prix	10.7	14.4	-3.7
2	Goodwood Festival of Speed	8.6	7.7	0.9
3	MotoGP	4.8	5	-0.2
4	Goodwood Revival	4.5	5.8	-1.3

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## 3 | BUZZ BY SPORT | RUGBY

Rank	Competition	2013	2012	Change in Score
1	British & Lions Tour	30.3	n/a	n/a
2	Six Nations Championship	27.6	25.1	2.5
3	Premiership Rugby	6.3	6.6	-0.3
4	IRB Rugby World Cup	5.5	6.5	-1
5	European Rugby Cup	4.9	4.4	0.5
6	Super League (rugby league)	4	n/a	n/a
7	IRB Rugby Sevens	3.8	n/a	n/a

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## 3 | BUZZ BY SPORT | TENNIS

Rank	Competition	2013	2012	Change in Score
1	Wimbledon Championships	55.8	38.2	17.6
2	Aegon Championships (The Queen's Club)	20.4	6.5	13.9
3	Australian Open Tennis Championships	18.4	16.2	2.2
4	US Open (tennis)	12.1	28.5	-16.4
5	French Open	11.9	11.5	0.4
6	ATP World Tour Finals	6.1	7.9	-1.8
7	Davis Cup (tennis)	5.3	1.4	3.9

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**SMG Insight delivers leading edge B2B and B2C research and consulting solutions, enabling world-leading sports governing bodies, sponsors and sports investors to meet their strategic goals and business objectives.**

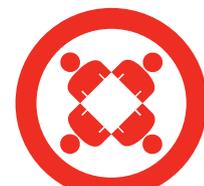
We have a long track record of working with major international, regional and national stakeholders from all areas of the sports industry. By understanding the requirements and expectations of these organisations we provide advanced research solutions, indepth advice and bespoke consultancy.

SMG Insight combines extensive expertise and experience of the specialised industry that surrounds sport with the world's premium market research company, YouGov, to create an unparalleled new generation of sports research.

Through this partnership, SMG Insight offers a unique synthesis of thought leadership, strategic insight, comprehensive data analysis and global reach that enables our clients to achieve their key objectives in sports investment, sponsorship and marketing.

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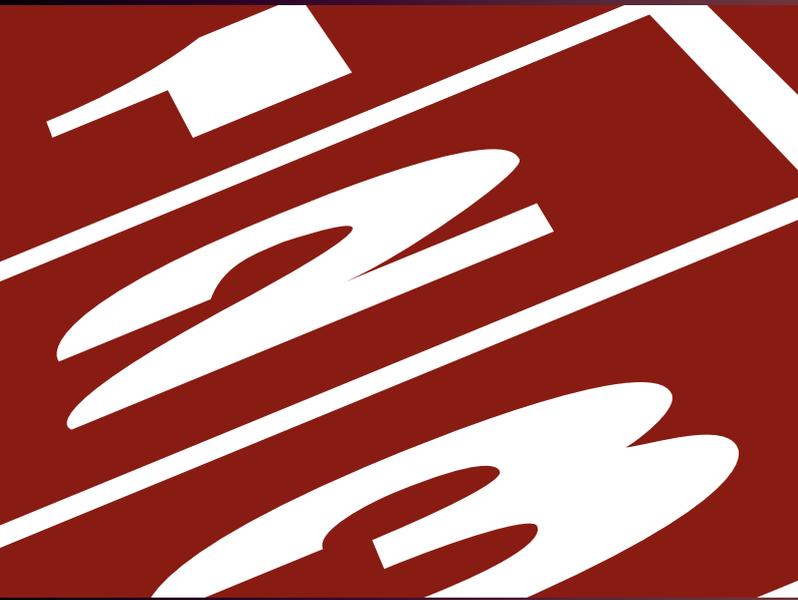
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