



little  
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book



...of Sport



# Contents

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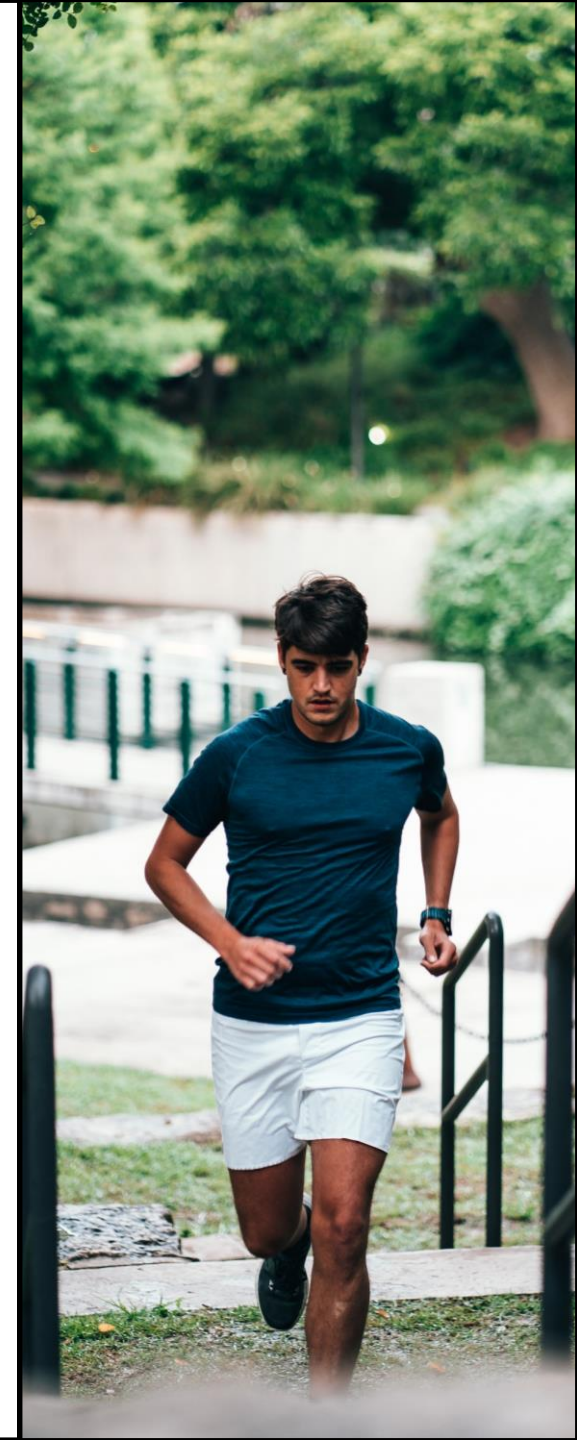
Our Channels



01

# Fitness Confessions

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# Let's get physical...or not...

Which statement best describes you?



4% say they exercise to eat what they want

5% say they are a fitness fanatic

12% say they only exercise because they have to

12% say they personally don't feel the need to exercise

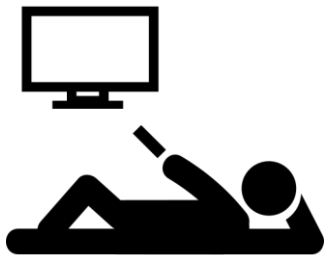
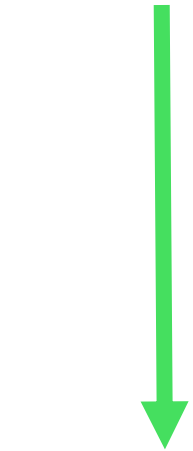
28% say they are a couch potato

41% were 16-34

2 in 5 say they like to exercise occasionally just to keep fit



41% were 55+



# Keeping fit is the main driver for people to exercise

*It's in the top three!*

Of those who say they exercise/do sport....

82%



To keep me fit

2 in 5



Because it is fun

27%



To get out and socialise  
with other people

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# 35% of our viewers own a fitness membership

The following are some of the reasons why

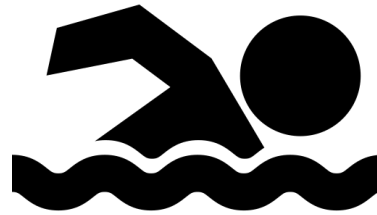
Of those who said they own a gym membership...

65%



Agree they like having the option of working out alone or in a class

57%



Agree their membership gives them access to a lot of sports/exercise equipment they can't get anywhere else

1 in 2



Agree memberships are good value for money

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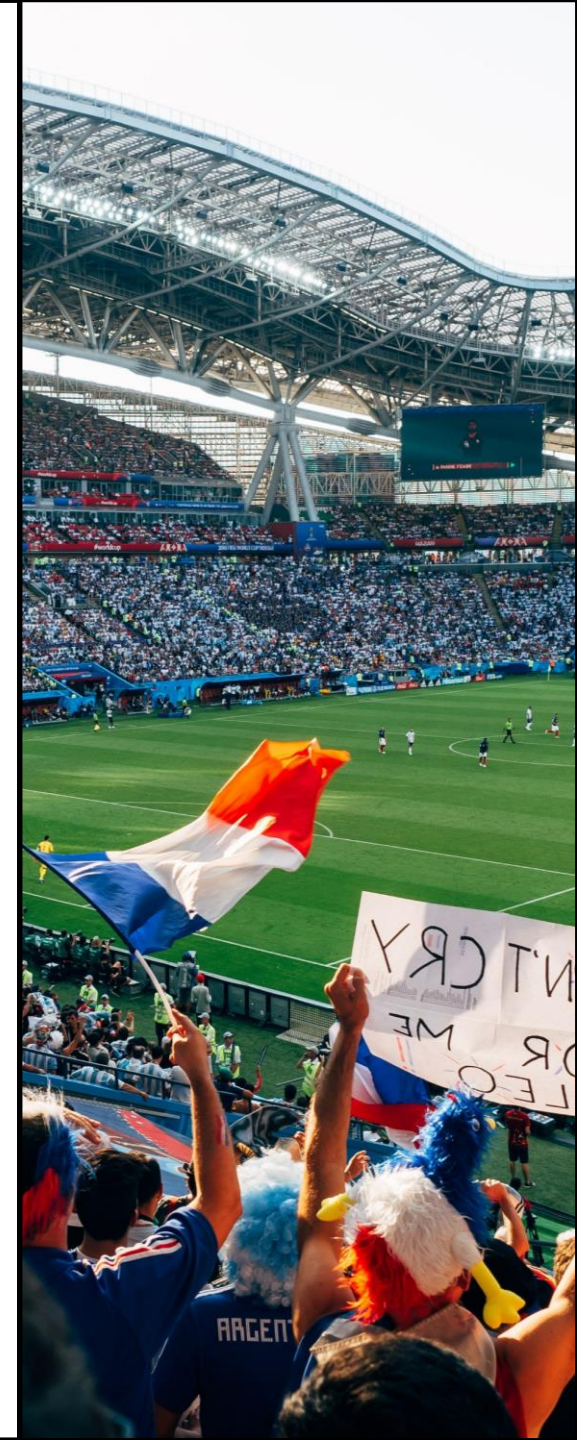
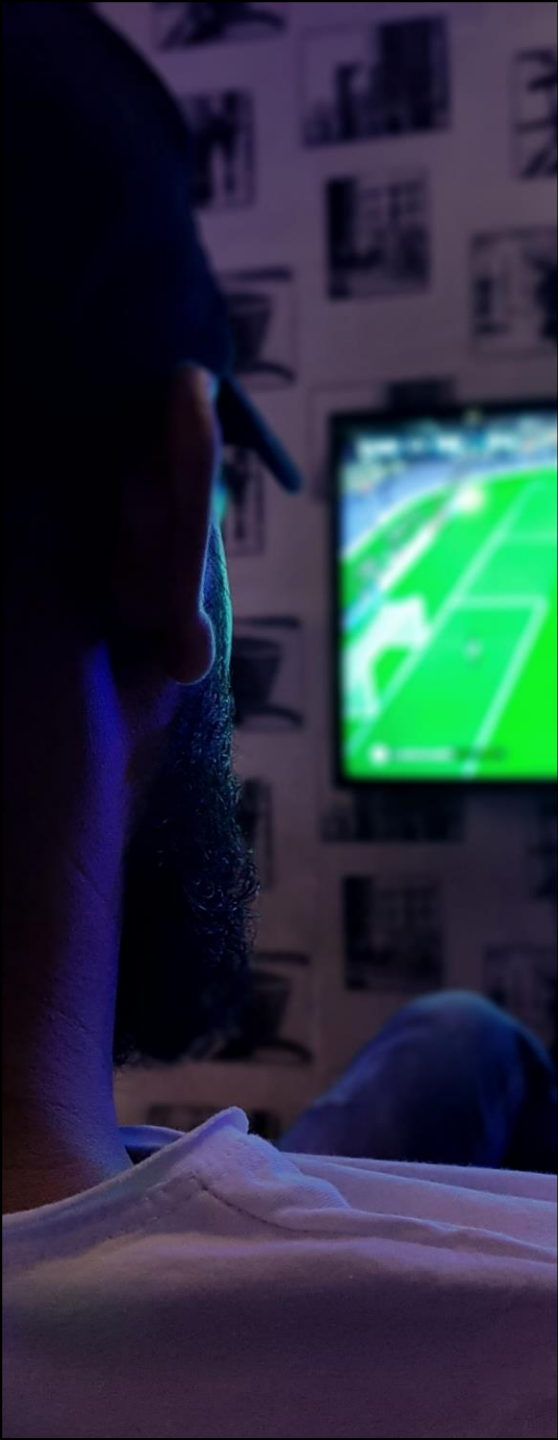




02

# TV and Sport

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**72%** of our audiences watch sports on TV

## Their viewing habits



"Watching sport on tv is good because I like football, cricket, formula one etc and I can pick good matches from each sport. Tv offers action replays and sometimes interesting comments from ex players"



**41%**

Only watch **big sports competitions** (Olympics, World Cup, Grand Prix etc)



**22%**

Follow their **favourite sports personality** and ensure they watch them perform

"I only really watch snooker and the England world cup and Euro games"

**39%**

Keep up to date with the **latest competitions/leagues**

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# Want the best seat? Well watch it on TV they said

*Why our viewers enjoy watching sports on the big screen*

"I **can record** and watch the action but **fast forward** to miss the panel discussion"



"I can enjoy it with friends and it **costs nothing**"



"It's **easy** and exciting to watch sport on Smart TV"

"4k viewing"

"Feeling **part of a group** of people all feeling the same emotions and excitement"



"It's always the **best seat** in the stadium ;)"

"It's great to dip in and out, watch a **wide variety** that you wouldn't go to live. Able to follow my team. Get **closer to the action**, replay the best hits"

"Being able to see my favourite teams when I am **unable to go or get tickets** to see the sporting event live"

"I can watch football in the **comfort of my own home**"



# 45% use social media whilst watching sports on TV

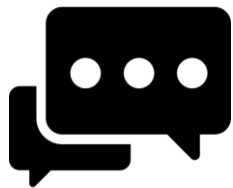
*And we are not talking just selfies for the gram*

**65%**



Like to check for live updates

**59%**



Like to discuss with friends and family what is happening

**1 in 2**



Follow sports teams/personalities on social media

**41%**



Like to check online if people had the same reaction to them

**35%** admit they do try to refrain from going on social media too much when watching a game as it's distracting



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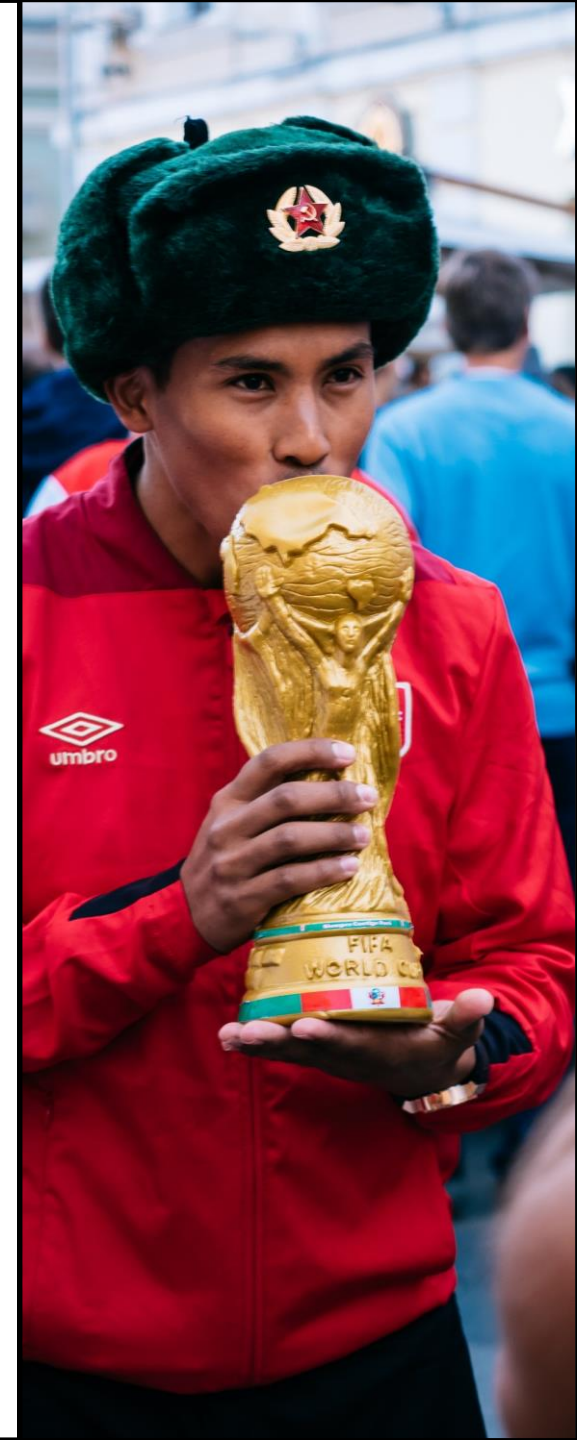




03

# Special Sport Occasions

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# That's the spirit!

We wanted to know what our audiences do to get in the spirit of a big sporting event/game

16%



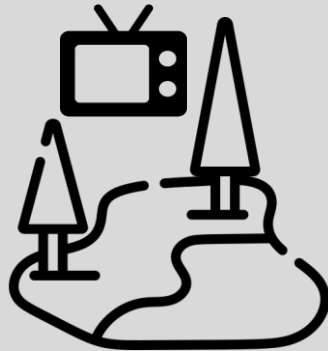
Agree they join in on **sweepstakes** around a big sports game at work

6%



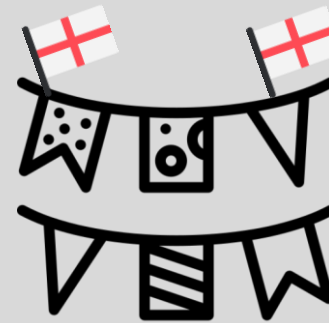
Agree they like to get involved with big sporting events, invite people round and **host a party** to watch it

15%



Agree the ambience at **outdoor screenings** of live games is so much better

6%



Agree they like to put up special **decoration** and flags in the spirit of a big sports game

11%



Agree when there is a big sporting event they like to go down to the **pub** and watch it

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**"IT'S COMING HOME"**

# Over half

Watched England's  
semi-final match  
against Croatia in last  
year's World Cup



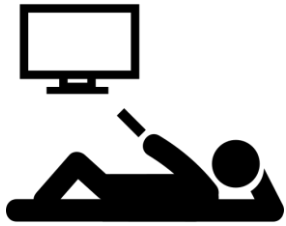
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# They watched/celebrated the game with friends and family

*...And with a lot of beer*

**41%**



Watched the game from the comfort of their home

**29%**



Watched the game together with their family

**17%**



Watched the game together with their friends

**16%**



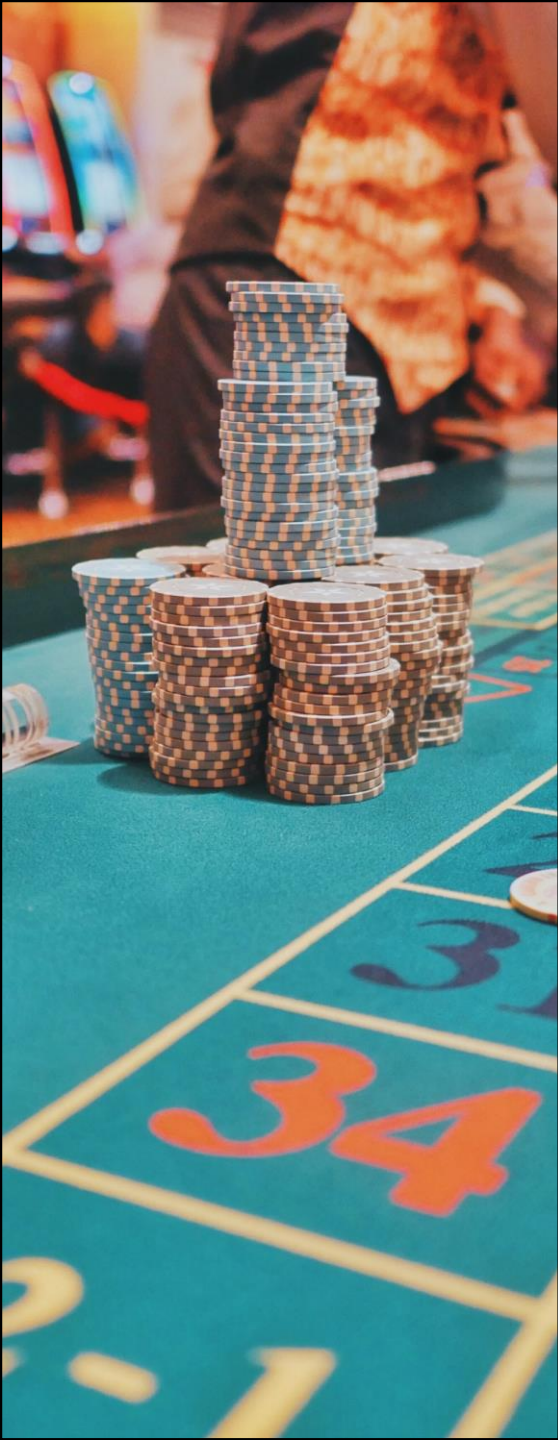
Went to the pub to watch it



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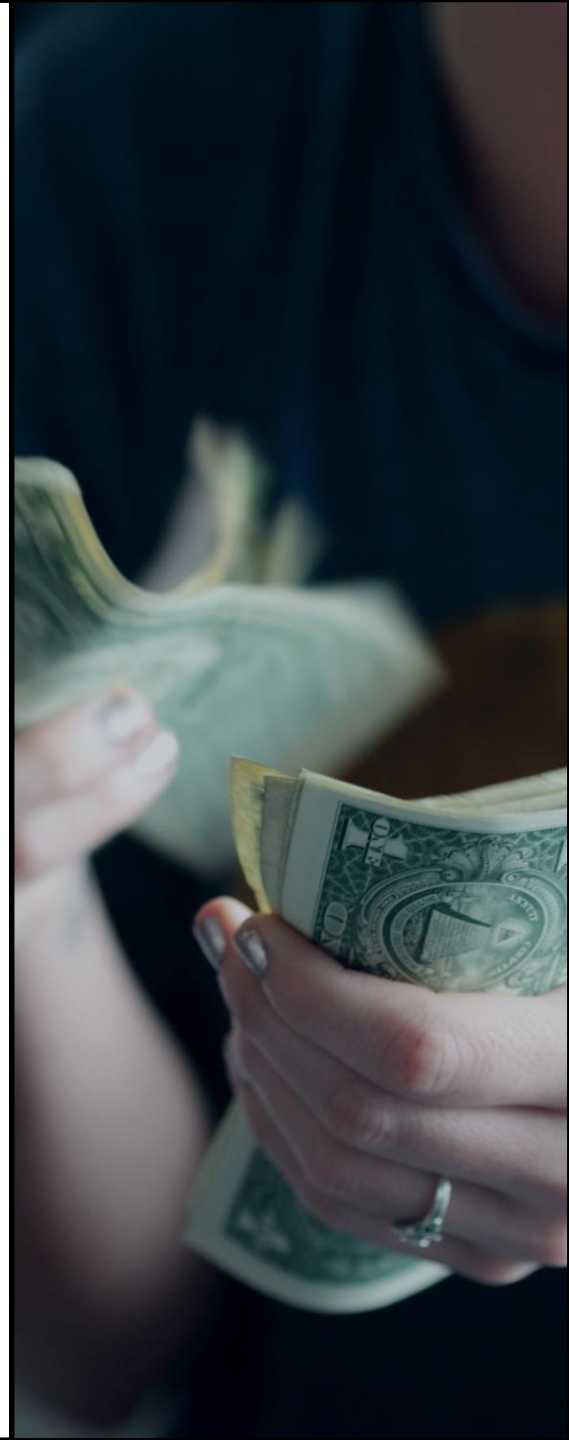




04

# Sports Gambling

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# What are their attitudes towards sports gambling

There is a clear divide...



**It's fine as long as it is done in moderation...**

"I have no problem with doing it casually/everyone once and a while"

"For me it's just fun"

"Great if you do it responsibly"

"It's fine for the rare special occasion"

"Adds to the excitement"

"Love it. I only bet between 10p and £1 and it adds to the excitement of the game"



**It can be addictive and pose a threat...**

"Dangerous and addictive"

"Its wrong and should be banned"

"Dangerous habit"

"I am alarmed at the growth and worry that there is no apparent control on the impact on gamblers dependents"

"It seems like it's got a bit out of control"

"It can lead to addiction, especially for those who cannot afford to bet"

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# Feelin' Lucky?

Have you placed a bet on a sports event?



**Vs**

**46%** who have **never** placed a bet or gambled on a sporting event.

**Is gambling an age thing?**

**65%** of **16-34s** said they had **never** placed a bet or gambled on a sporting event.

**VS**

**57%** of **35-54s** who said they **have** placed a bet or gambled on a sporting event.

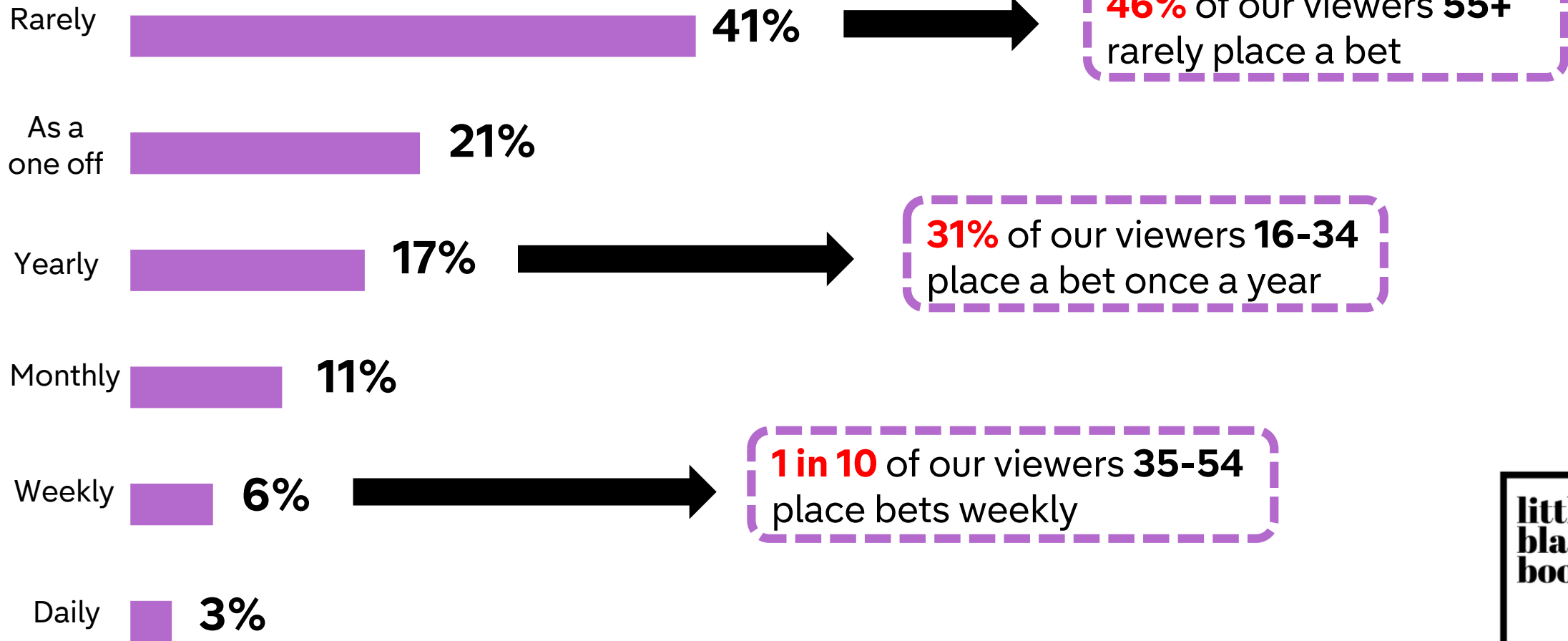
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# Older audiences gamble the least

Whilst middle aged viewers came out on top

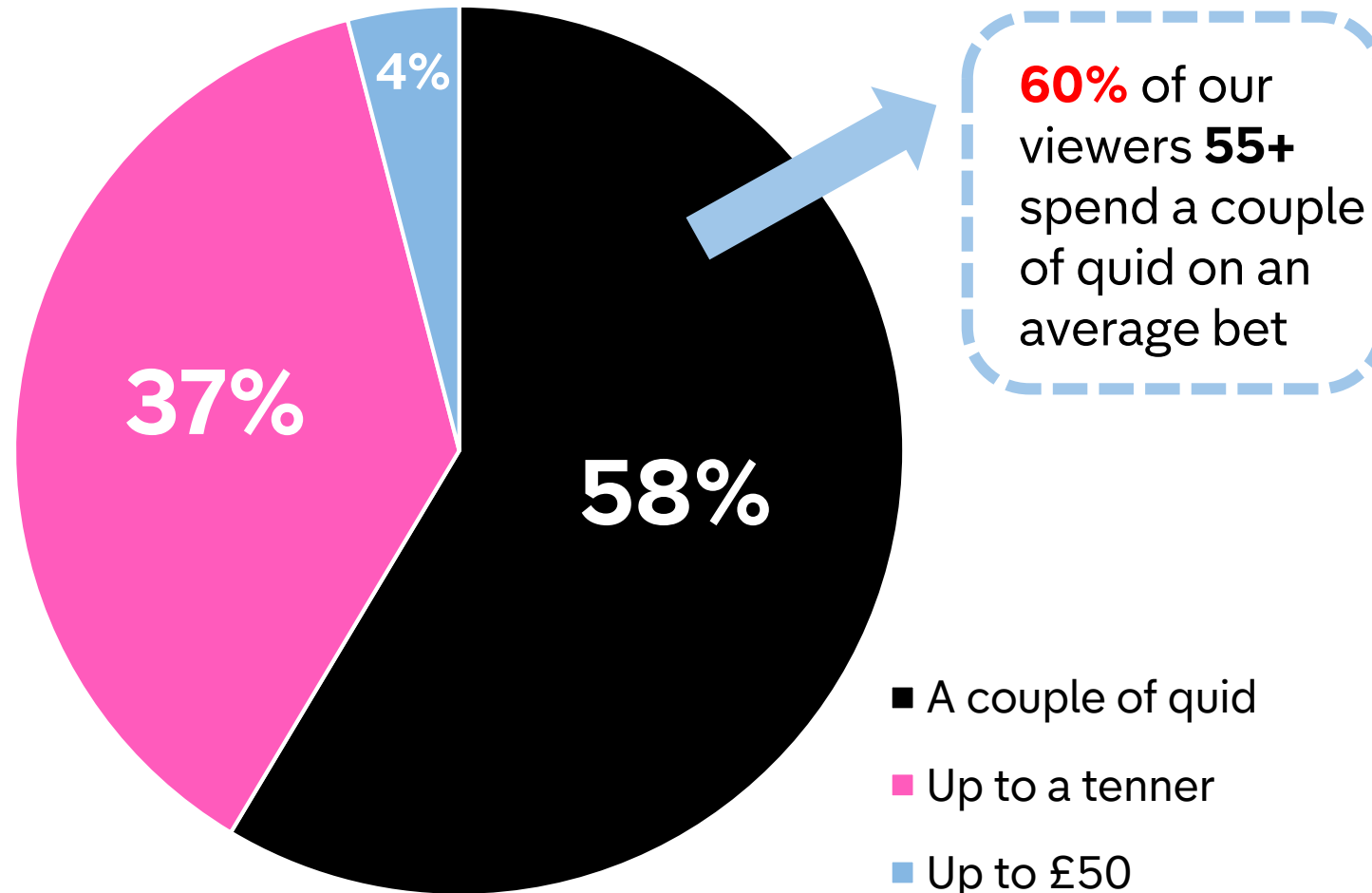
## How often we asked...



# Show me the money

*They are quite the conservative bunch...*

## How much do they spend on an average bet?





05

# Progressive Sports

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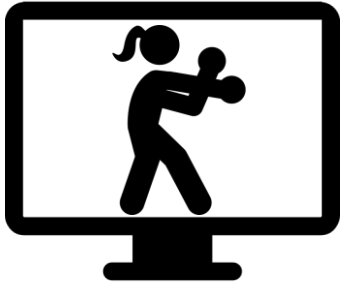
**35%**  
Agree they would like to see more diversity in the sports personalities that you see on TV



# Female sports, is there enough awareness?

*Just under half still think the future of sport is predominantly male...*

**Over half**



Agree there isn't enough coverage of women's sports

**46%**



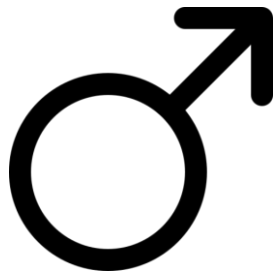
Agree male sports will always be more popular than female sports

**35%**



Agree they don't know of many female sports, sports personalities or sports teams

**22%**



Agree they prefer watching male sports teams or male athletes

**21%**



Agree they are inspired by women's sports

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# Our channels



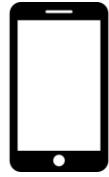
## Channel 4 viewers...

81%



Agree they exercise to keep fit

65%



Agree they check their phone for updates during a sports match

## Sport Habits

73%



Watch sport on TV

53%



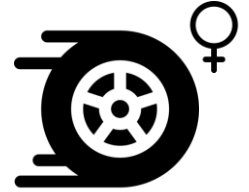
Have placed a bet on a sports event

35%



Own a fitness membership

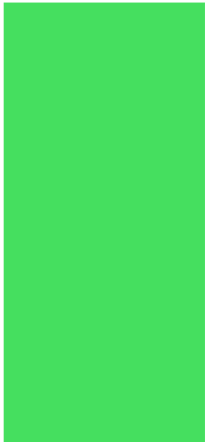
32%



Were previously aware of female motorsports

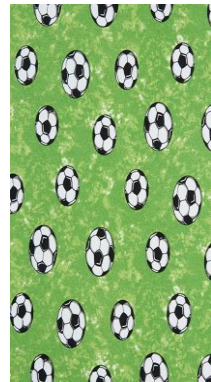
## Gym memberships

64%



Paying for a sports/gym membership forces me to go more

55%



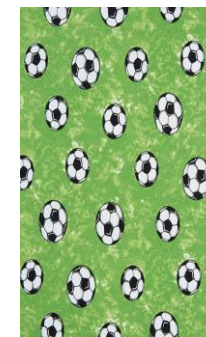
Memberships are good value for money

50%



My membership gives me access to a lot of sport/exercise equipment I can't find anywhere else

48%



I like having the option of working out alone or in a class

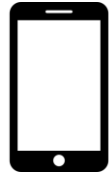
## E4 viewers...

81%



Agree they exercise to keep fit

66%



Agree they check their phone for updates during a sports match

## Sport Habits

71%



Watch sport on TV

51%



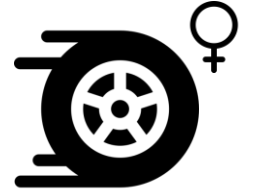
Have placed a bet on a sports event

37%



Own a fitness membership

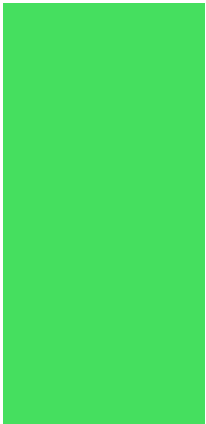
33%



Were previously aware of female motorsports

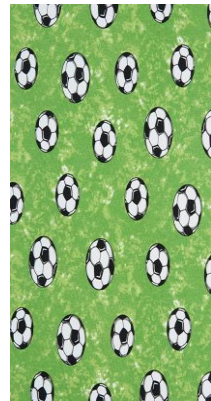
## Gym memberships

70%



Paying for a sports/gym membership forces me to go more

66%



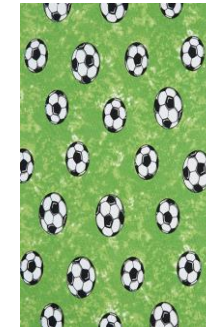
Memberships are good value for money

62%



My membership gives me access to a lot of sport/exercise equipment I can't find anywhere else

54%



I like having the option of working out alone or in a class

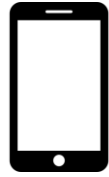
## More4 viewers...

79%



Agree they exercise to keep fit

63%



Agree they check their phone for updates during a sports match

## Sport Habits

78%



Watch sport on TV

59%



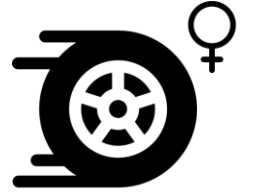
Have placed a bet on a sports event

34%



Own a fitness membership

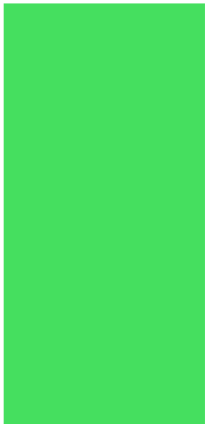
40%



Were previously aware of female motorsports

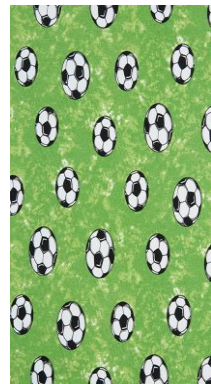
## Gym memberships

70%



Paying for a sports/gym membership forces me to go more

63%



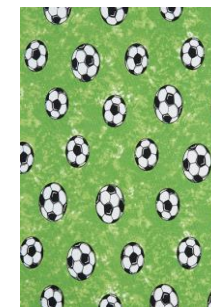
Memberships are good value for money

59%



My membership gives me access to a lot of sport/exercise equipment I can't find anywhere else

50%



I like having the option of working out alone or in a class



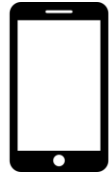
## Film4 viewers...

82%



Agree they exercise to keep fit

67%



Agree they check their phone for updates during a sports match

## Sport Habits

75%



Watch sport on TV

53%



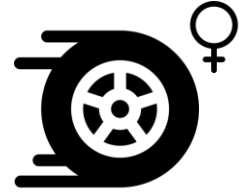
Have placed a bet on a sports event

33%



Own a fitness membership

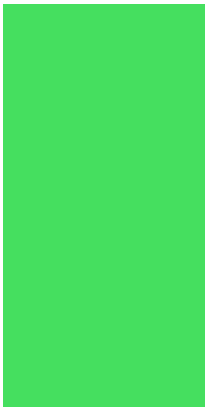
32%



Were previously aware of female motorsports

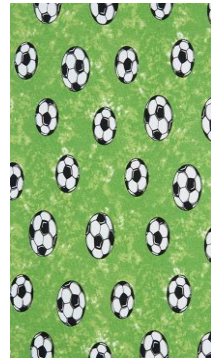
## Gym memberships

67%



Paying for a sports/gym membership forces me to go more

59%



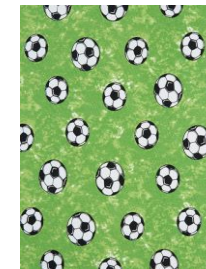
Memberships are good value for money

47%



My membership gives me access to a lot of sport/exercise equipment I can't find anywhere else

44%



I like having the option of working out alone or in a class

# 16-34s

## 16-34 viewers....

41%



Agree they are a couch potato

73%



Agree they check their phone for updates during a sports match

## Sport Habits

64%



Watch sport on TV

35%



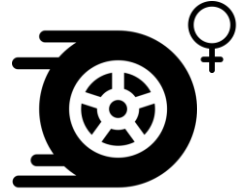
Have placed a bet on a sports event

33%



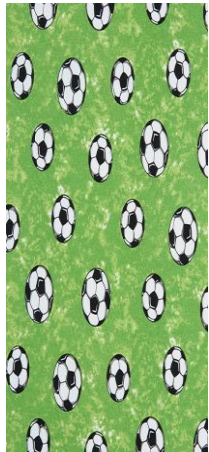
Own a fitness membership

31%



Were previously aware of female motorsports

84%



Paying for a sports/gym membership forces me to go more

83% **Gym memberships**



Memberships are good value for money

67%



My membership gives me access to a lot of sport/exercise equipment I can't find anywhere else

33%



I like having the option of working out alone or in a class



# ABC1s

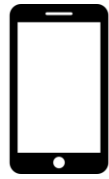
## ABC1 viewers...

83%



Agree they exercise to keep fit

67%



Agree they check their phone for updates during a sports match

## Sport Habits

73%



Watch sport on TV

53%



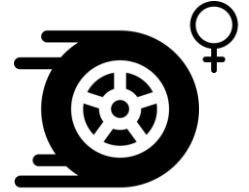
Have placed a bet on a sports event

38%



Own a fitness membership

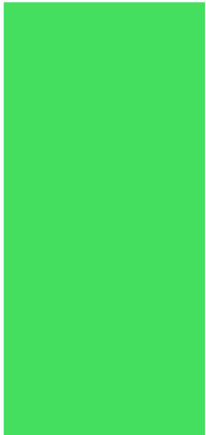
34%



Were previously aware of female motorsports

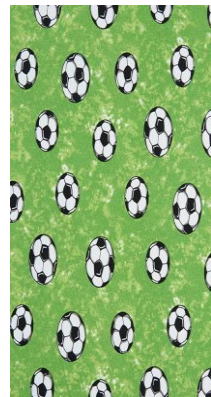
## Gym memberships

63%



Paying for a sports/gym membership forces me to go more

57%



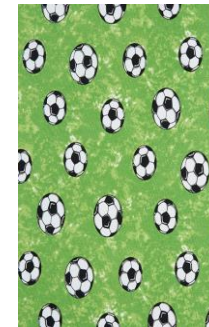
Memberships are good value for money

51%



My membership gives me access to a lot of sport/exercise equipment I can't find anywhere else

47%



I like having the option of working out alone or in a class

little  
black  
book

