

Roy Morgan Research

According to the latest Roy Morgan Single Source data (October 2010 - September 2011), nearly 4.22 million - or 23% of - Australians aged 14+ watch soccer on television.

This represents a total increase of 366,000 (or +10%) in the last 5 years. The latest data indicates that more than two thirds of these viewers are men, representing 31% of all Australian men 14+. Total Australians 14+ watched any soccer match on TV last 5 years. Source: Roy Morgan Single Source, October 2006 - September 2011 (n = 100,150). Watched any soccer match includes FIFA World Cup, English Premier League, A-League, or any other soccer matches on Australian television. In terms of a local competition, the A-League is Football Federation Australia's professional national football (soccer) league. 1.34 million Australians aged 14+ report that they almost always or occasionally watch A-League matches on television. FIFA World Cup matches continue to be the most popular in terms of TV viewers: nearly 3.7 million Australians aged 14+ report that they almost always or occasionally watch FIFA World Cup matches on television. English Premier League ranks second, with 1.74 million Australians aged 14+ stating that they almost always or occasionally watch English Premier League matches on television. Watch soccer on TV last 5 years by league / competition. Source: Roy Morgan Single Source, October 2006 - September 2011 (n = 100,150). Based on television sports watched almost always or occasionally. Note: Measurement of English Premier League viewing commenced January 2011. On the whole, interest/involvement in A-League is dominated by men: Some 1.9m men say they support an A-League team, which is nearly twice the number of women who support a team. A-League supporter involvement: support a team, watch on TV, attend matches (Oct 2010 - Sep 2011). Source: Roy Morgan Single Source, October 2010 - September 2011 (n = 18,581). Note: Attended a professional soccer match refers to any/all professional soccer matches in Australia, which includes A-League. In terms of match attendance, 849,000 Australians 14+ reported attending a professional soccer match between October 2010 and September 2011; attendance is split 70% men and 30% women. The most popular A-League teams (based on number of supporters) are Brisbane Roar, Melbourne Victory and Sydney FC. Boasting 592,000 supporters, Brisbane Roar has the largest fan base, with 50,000 more supporters than Melbourne Victory (second), and 93,000 more than Sydney FC (third). A-League supporters by team (Oct 2010 - Sep 2011). Source: Roy Morgan Single Source, October 2010 - September 2011 (n = 18,581). Note: NQ Fury is no longer in the A-League. However, when it comes to team supporters who watch (any) soccer matches on television, the top 3 is reversed: Sydney FC reports the largest number of supporters who also watched any soccer matches on television, followed closely by Melbourne Victory, then Brisbane Roar. George Pesutto, Industry Director Media, Roy Morgan Research says:

On the eve of Melbourne Victory's match against LA Galaxy in Melbourne on Tuesday, it's likely there will be a spike in interest in the game, and we would expect to see a corresponding increase in the number of people tuning in to watch this match on TV. With international players such as England's David Beckham, Ireland's Robbie Keane and Team USA's Landon Donovan lining up against a popular A-League team that includes Australia's Harry Kewell and Archie Thompson, the high profile Melbourne Victory / LA Galaxy match is a real opportunity for A-League football to connect with a much larger potential fanbase. This match is not only a great opportunity for Melbourne Victory to increase their number of supporters, but the A-League could benefit greatly from generating new or reignited interest among football fans, which could help to grow the A-League's overall television audience.

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