

Awareness Study of Sponsors in Local Organised Sports Events

ACNielsen (China) Ltd

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BACKGROUND

This report contains the findings of the *Awareness Study of Sponsors in Local Organised Sports Events* conducted on behalf of **Hong Kong Sports Development Board (SDB)** by **Survey Research Hongkong Ltd.**

It's well-documented in Western Societies that sport sponsorship can shape corporate and product images by associating them with the positive images of sports such as 'healthy', 'active', 'sportive' & etc. Through sport sponsorship, sponsor may increase the awareness of a product or a corporate among TV viewers, sport spectators and participants who are their potential customers. They may develop favourable attitude towards the product or the corporate that may facilitate a favourable consumer decision.

SDB has supported several surveys on behaviour of sport sponsors. It is noted that understanding the public's behaviour of participation in sponsored sports activities is also of great importance. SDB would need the findings to convince prospective sponsors of the benefit of sport sponsorship and to extract some useful indicators for existing sport sponsors for strategy formulation.

RESEARCH OBJECTIVES

The key objectives of the survey are:

1. to measure public's awareness and image of sponsors in sports events;
2. to understand public's behaviour of participation in sponsored sports activities;
3. to find out the determinants of public participation in a sponsored sports event; and
4. to extract useful indicators for presentation to sports sponsors.

The major areas of investigation can be summarised as follows:

1. The public's behaviour of attending/ participating in the sports events;
2. Awareness of sponsors for those who on-the-spot attended/ took part in the sports events;
3. The public's behaviour of watching sports events through TV channels;
4. Awareness of sponsors for those who watched the sports events through TV shows; and
5. Public opinion on sponsored sports events.

A total of 504 telephone interviews were conducted between 6 June 1996 and 13 June 1996. With the principle of random sampling, we randomly selected domestic households in making telephone calls. We then selected a respondent from each chosen household. Since persons of different sex, age, education and occupation may have different views and opinions, the sample therefore should cover different profiles to facilitate sub-group analysis.

To ensure representation of the sample, quota are set according to the demographic data of Hong Kong provided by the Census and Statistics Department.

In addition, our interviewers made at least three attempts to contact the household and another three attempts or more have been made to interview the randomly selected respondent so as to ensure a good response rate.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS SRH

Sex:

Male:	50%
Female:	50%

Age:

12-34	59%
35-54	41%

Marital Status:

Single	49%
Married	51%

Education:

Some primary or below	6%
Primary completed	8%
Some secondary	32%
Secondary/ post secondary completed	36%
University or above	18%

Occupation:

Professional/ Executive/ Managers	10%
Small employer/ Proprietary owner	3%
Skilled white collar	12%
Unskilled white collar	12%
Skilled blue collar	11%
Unskilled blue collar	10%
Housewives	14%
Students	24%
Unemployed	4%

Personal Income:

Below \$5000	4%
\$5000 - \$9999	18%
\$10000 - \$14999	16%
\$15000 - \$19999	9%
\$20000 - \$29999	8%
\$30000 or above	6%
No income	38%

The main findings of this survey can be summarised as follows:

1. 32% of the general public attended sport events on the spot during the past 12 months while almost all of them (94%) have watched sport events through TV channel. Particularly, teenagers are more likely to participate in sport events.
2. Generally speaking the satisfaction level of sport events either attended by the respondents or shown on TV is very high.
3. Competition and sport days/ games are the most common sport events that the respondents attended in person. In respect to the sports, people claim that they normally participate in football and basketball events.
4. Overall speaking, among those who attend any sport events in person during the past 12 months. 37% of them are aware of at least one sponsor. In addition, they are more aware of the sponsored events which are in the form of exhibition matches (64%) or competition (45%). Comparatively speaking, in terms of attending sport events, the awareness level of sponsors for football (60%) is far higher than other sport events.
5. For sport events attended by the respondents in person, the major sources of awareness of sponsors and pre-event advertising/ promotion are:
 - advertising board placed at the venue;
 - title of the program including the name of the sponsors; and
 - enrolment procedure through sponsors (e.g. purchasing tickets).
6. People are motivated to attend sport events in person mainly due to the interest level of the sport itself, followed by influenced by friends in a distant second.
7. Concerning the TV sport programs, 57% of the respondents watch miscellaneous TV sport programs while 60% of them watch specific TV sport programs. In addition, 71% of them can recall the name of the TV programs. The most recalled TV sport programs is TVB's Sports World. Analysed by specific TV sport programs, football is the most common sport that the respondents watched.
8. Among all miscellaneous TV sport programs, football (33%) and basketball (17%) are the most common sports that the respondents watched. Comparatively, for the specific TV sport programs, football enjoys higher viewership than other sport events.

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9. Comparatively speaking, watching TV program broadcasting specific sports events tends to render higher awareness of the sponsors of that specific events than watching miscellaneous TV sport programs (48% vis-à-vis 28%). Particularly, tennis events induce highest awareness level in terms of sponsorship (63%).
 10. People would more likely to watch the TV sport programs if they are interested in the particular TV sports. Besides the interest level, the major claimed factors are:
 - show time of the sport programs;
 - time availability of the respondents; and
 - sport stars/ famous teams playing in the TV sport programs.
 11. Similarly, the major sources of awareness of sponsors for TV sport programs are:
 - advertising board placed at the venue;
 - advertisement on TV; and
 - title of the program including the name of the sponsors.
 12. 88% of the respondents would choose to watch sport events on TV. On the other hand, those who like to watch sport events on the spot claim the following reasons:
 - better mood;
 - more real;
 - more exciting; and
 - more interesting.
 13. Comparatively speaking, watching TV program broadcasting specific sports events tends to render higher awareness of the sponsors of that specific events than watching miscellaneous TV sport programs.
 14. People think that sponsorship to the sport events would render more resources to develop and promote the particular event and the sport itself. 27% of the respondents claimed that sponsorship leads to better organisation of particular event and 26% think that the scale of the activity would be larger as a result of sponsorship. On the other hand, in respect to improving the skill level of the sports and promoting the sports, sponsorship of sport events also have a significant impact.

15. The perceived advantages to the event sponsors are:

- product promotion (71%)
- promoting brands/ company names (44%)
- image enhancement of the company (7%)
- contributing to the society (5%).

16. Finally, respondents think that commercial establishments or famous people should sponsor more sport events in order to promote and develop sport event and to contribute to society.

1. INCIDENCE OF ATTENDING SPORT EVENTS DURING THE PAST 12 MONTHS

Overall speaking, out of 504 respondents, 32% of them claim that they attended in person at least one sport event during the past 12 months. Comparatively, people in different age groups have different attendance level of sport events. Young people are more likely to attend sport events than others. However, people of different sexes tend to have similar attendance level. (Table 1)

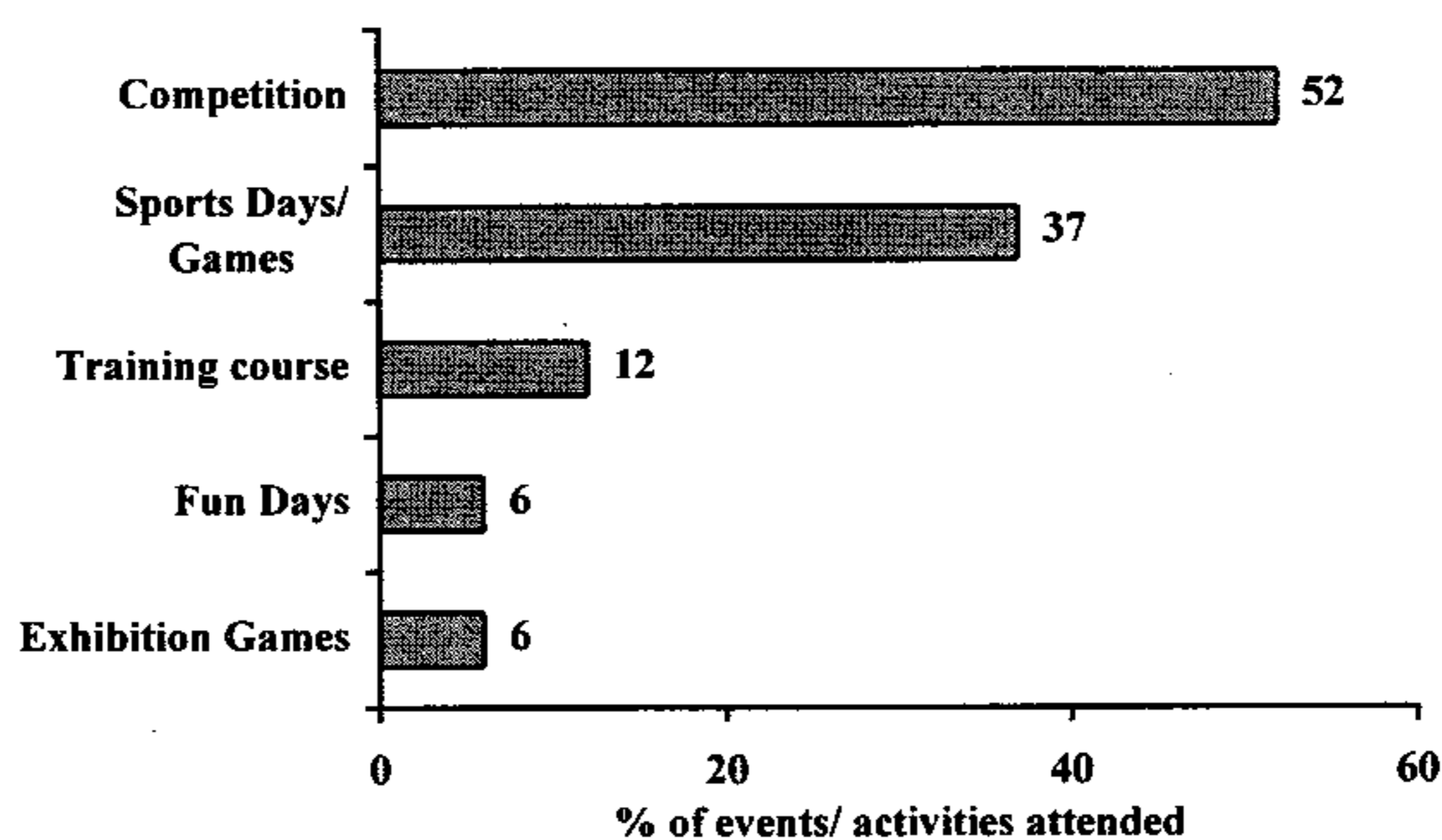
	Sex		Age					Total (%)
	Male (%)	Female (%)	12-14 (%)	15-24 (%)	25-34 (%)	35-44 (%)	45-54 (%)	
Attending any sport event in person during past 12 months	33	32	77	49	20	22	15	32
Base: All respondents	252	252	44	127	122	150	61	504

Table 1 Attendance level among different sex and groups

2. TYPES OF SPORT EVENTS ATTENDED

2.1 Types of sport events attended during the past 12 months

On average, among those who attended sport events in person, they attended about 1.5 (243 sport events as recalled by 163 respondents) sport events during the past 12 months. Competition and sports days/ games are the most common sport events that were attended. About 52% of the respondents attend competitions and 37% participate in sport days/ games. (Chart 2.1)



Base: All those who attend sport events during past 12 months (163)

Chart 2.1 Type of sport events attended

Compared to women, men are more active in attending competitions (72% of men attend competitions vis-à-vis 32% of women). However, women are more likely than men to attend sport events during sports days/ games. (Table 2.2)

	<i>Male (%)</i>	<i>Female (%)</i>
<i>Competition</i>	72	32
<i>Sports days/ games</i>	24	49
<i>Training course</i>	5	19
<i>Exhibition games</i>	7	5
<i>Fun days</i>	4	7
<i>Base: All those who attend sport events during the past 12 month</i>	82	81

Table 2.2 Type of sport events by sex

2.2 Type of sports corresponding to different events attended during the past 12 months

Among different types of sport events, football and basketball are the most common sports that the respondents attended in person. (Table 2.3)

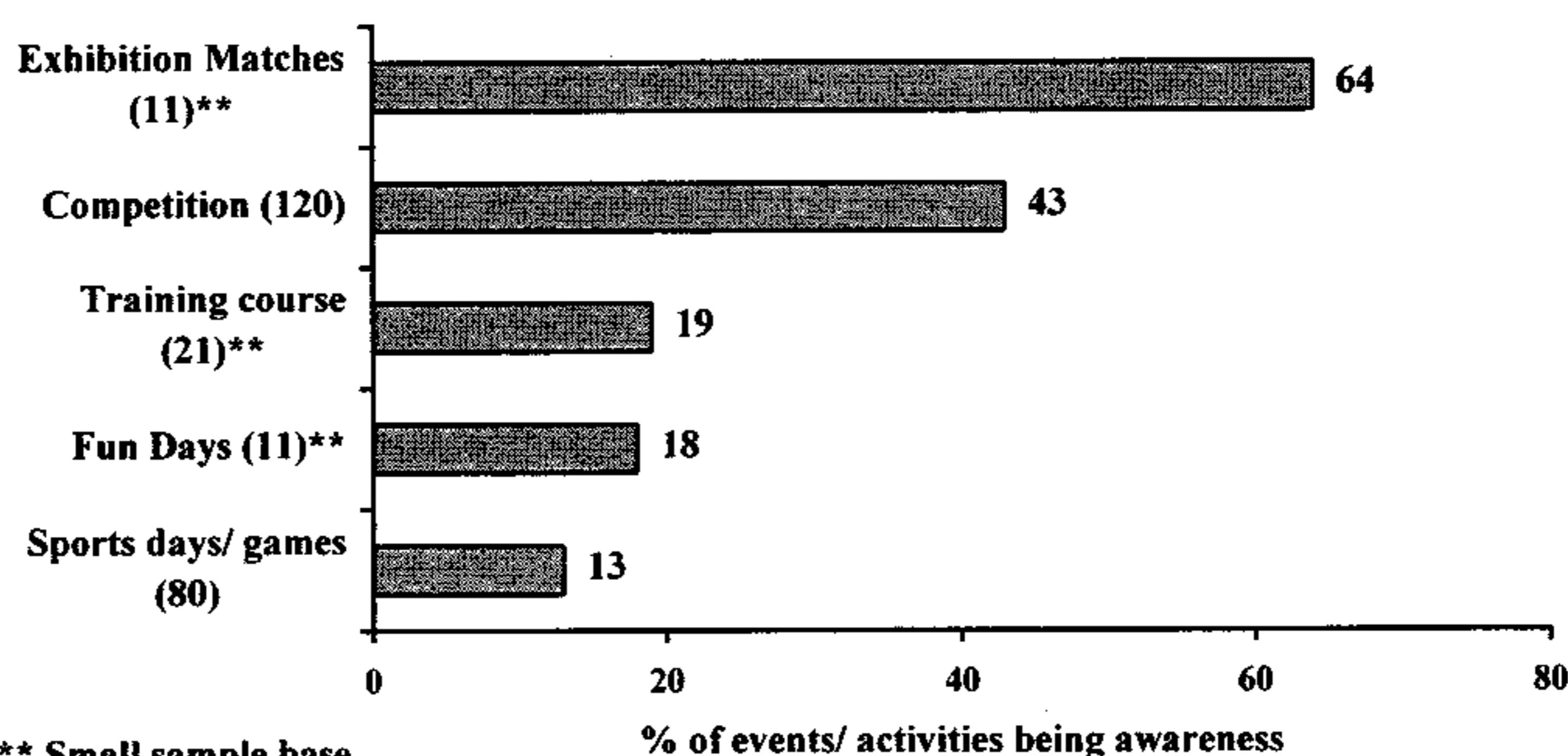
<i>Competition</i>	<i>Sports days/ games</i>	<i>Training courses</i>	<i>Fun Days</i>	<i>Exhibition matches</i>
Football (43%)	Track & Field (68%)	Swimming (24%)	Basketball (27%)	Football (82%)
Basketball (18%)	Swimming (10%)	Multi-gym (24%)	Football (18%)	Gymnastic (9%)
Table Tennis (7%)	Basketball (9%)	Badminton (19%)	Track & Field (9%)	Dancing (9%)
Track & Field (6%)	Football (6%)	Tennis (10%)	Table Tennis (9%)	-
Badminton (6%)	Badminton (3%)	Aerobic (10%)	Cycling (9%)	-
<i>Base</i> 120	80	21 **	11 **	11 **

** Small sample base

Table 2.3 Types of sports events attended

2.3 Awareness level of sponsors

In terms of sport events, people are more aware of the sponsored events which are in the form of exhibition matches (64%) or competition (43%), followed by training course (19%), fun days (18%) and sports days/ games (13%). (Chart 2.5)



** Small sample base

Base (): All recalled sport events attended by the respondents in person

Chart 2.5 Awareness level of sponsor by sport events

Comparatively speaking the awareness level of sponsors for football (60%) is far higher than other sport events. (Chart 2.6)

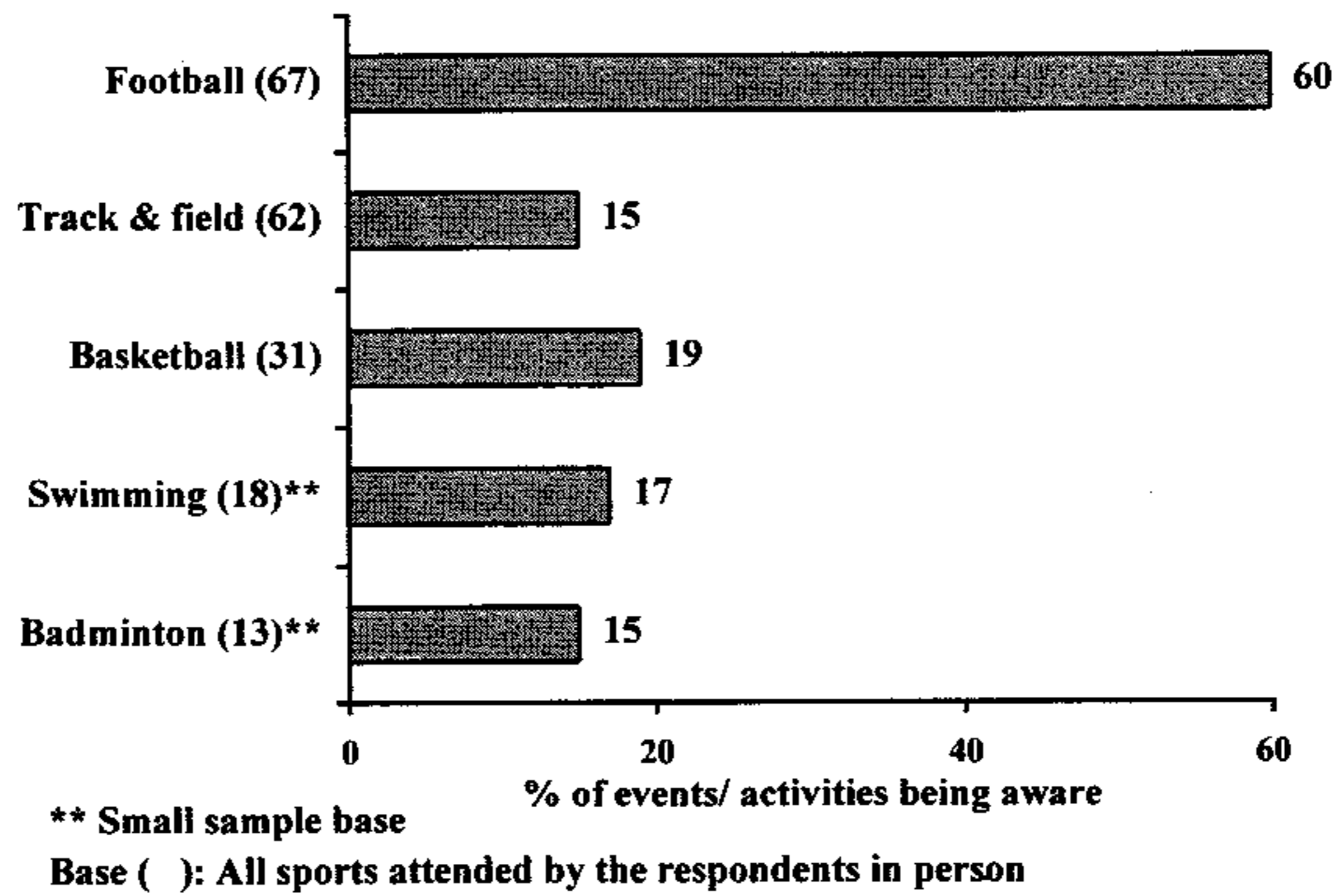


Chart 2.6 Awareness level of sponsor by sport events

2.4 Name of sponsors recalled

The names of the sponsors recalled by the respondents for the sport events attended in person during the past 12 months are distributed as follows:

	%
Cigarette	13
Viceroy	7
Marlboro	5
Salem	1
Computer/ Office equipment/ Electric appliance/ Consumer electronics	12
Instant-Dict	7
Chevalier	4
Golden Easy	3
Ericsson	1
Sport equipment	11
Lotto	4
Adidas	3
Nike	1
Puma	1
Yonex (YY)	1
Beer	9
San Miguel	5
Carlsberg	4
Government and related organization	9
Urban council	8
Hong Kong Government	1
Soft drink	7
Pocari	5
Vitasoy	1
Bank	3
Hongkong Bank	1
Dao Heng Bank	1
Sport Association	1
HK Football Association	1
Media	1
TVB	1
Metro Broadcast	1
Others	8
Caritas	1
Yan Chai Hospital	1
Royal Jockey Club	1
Yaohan	1
Sun Flower (Travel Agency)	1
CSL	1
Don't know	28
<i>Base: All events that the respondents are aware of the sponsors</i>	75

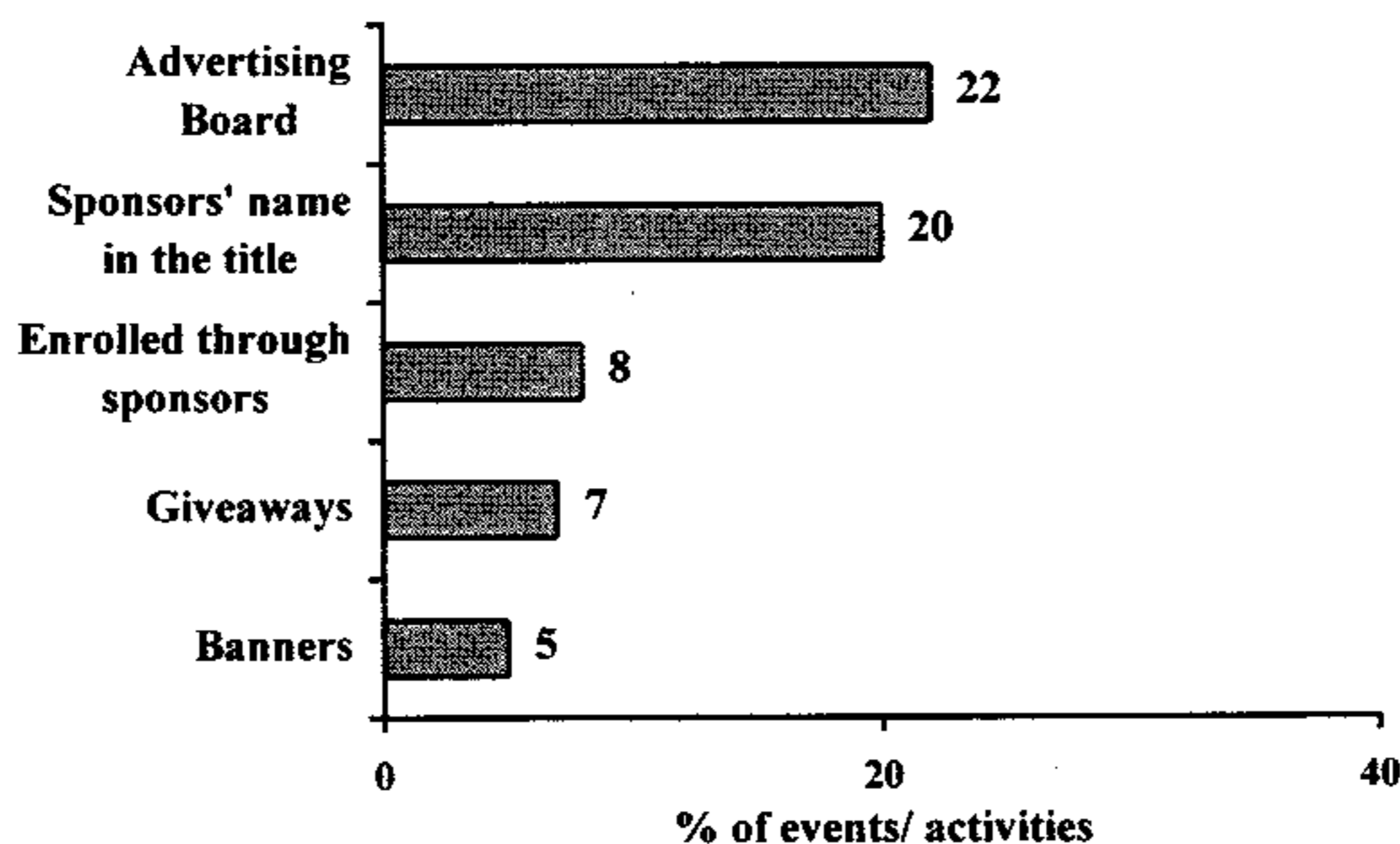
The profile of the respondents who are aware of a particular sponsor is given in Appendix II.

2.5 Sources of awareness of the name of sponsors

Among those who attend any sport events in person during the past 12 months, 37% (60 out of 163 respondents) of them are aware of at least one sponsor.

The most effective measure that make them remember the name of the sponsors is the advertising board placed in the venue (22%), followed by the title of program which include the name of the sponsors (20%). In addition, the enrolment procedure through sponsors, give-aways and banners are also effective in promoting the sponsors' name.

(Chart 2.7)

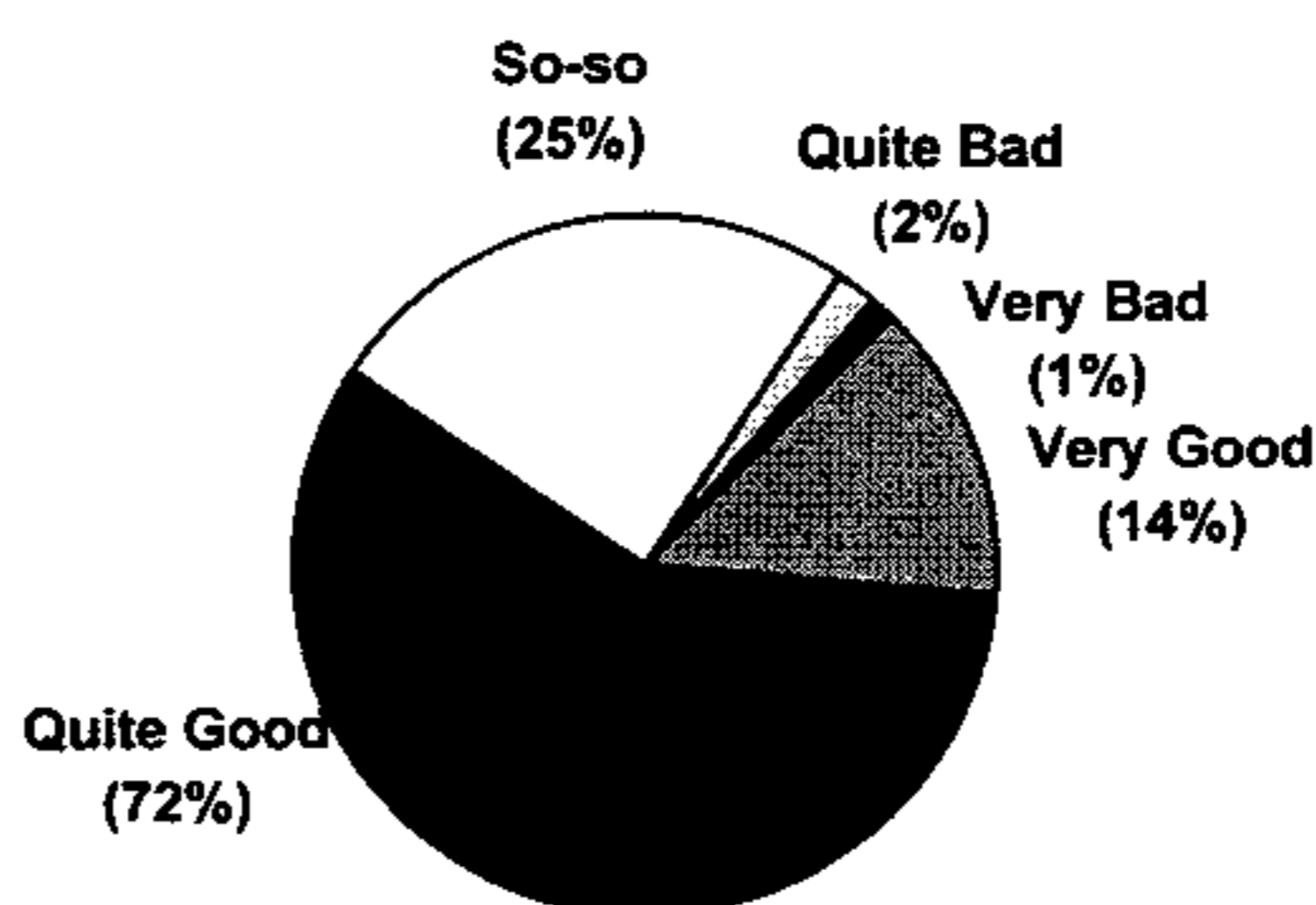


Base: All those who are aware at least one sponsors (60)

Chart 2.7 Effective measures of recalling the name of sponsors

2.6 Overall impression of sports events

Generally speaking, the satisfaction level for sport events is on a high side (mean score of 3.8 on a rating scale of 1 (very bad) to 5 (very good)). About 72% of sport events are rated to be quite good or very good (Chart 2.8). Across different types of sports, satisfaction level is similar. However, in terms of sports, people are more satisfied with basketball. (Chart 2.9)



Base: All sport events attended in person by the respondents (243)

Chart 2.8 Overall impression of all sports events

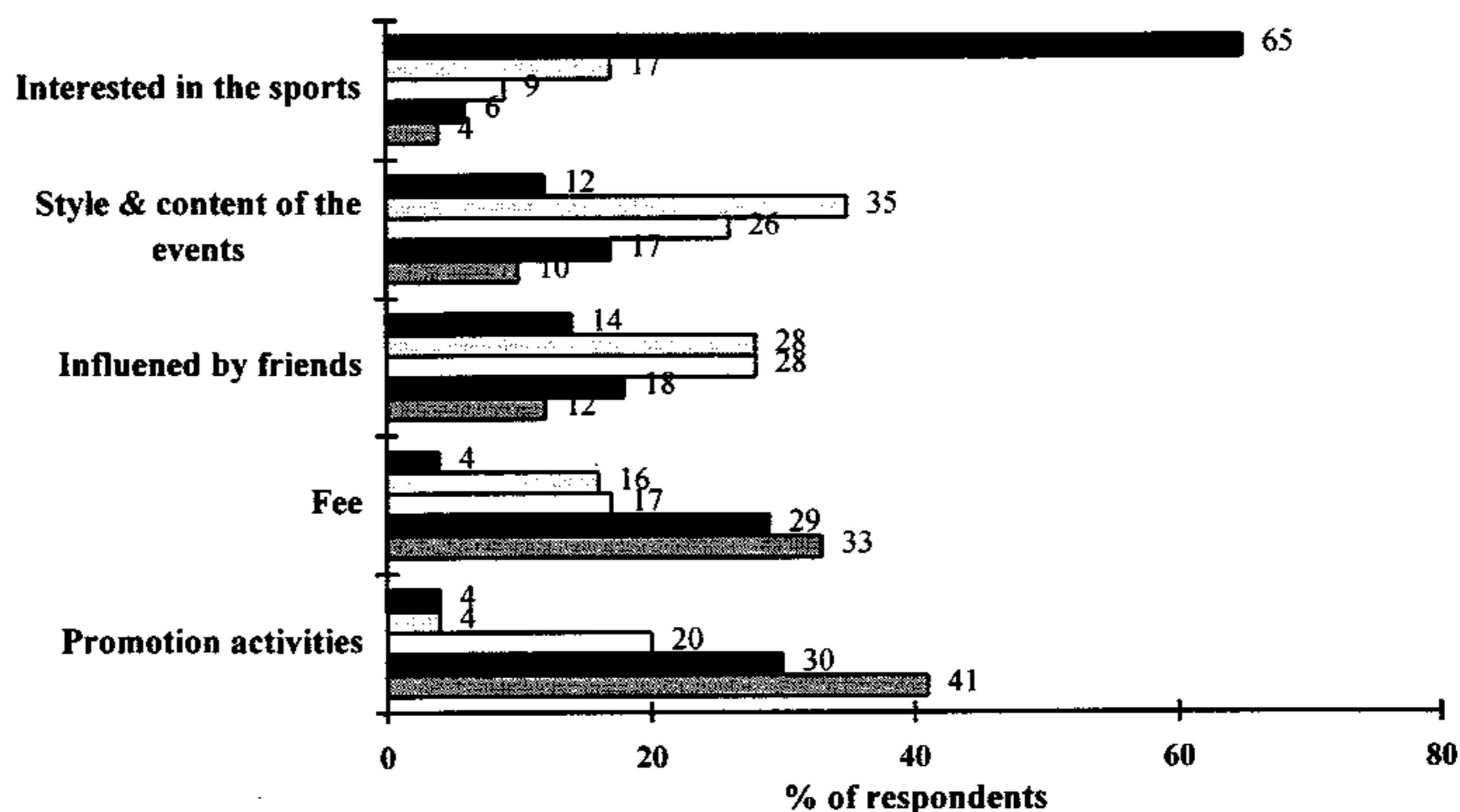
	<i>Top 2 boxes (Very good/ quite good)</i>	<i>Bottom 2 boxes (Quite bad/ very bad)</i>	<i>Mean Score</i>	<i>Base: All those who attend in person the corresponding sport events/ sports</i>
Sport Events:				
<i>Competition</i>	73%	3%	3.9	120
<i>Sports days/ games</i>	65%	5%	3.7	80
<i>Training courses</i>	90%	0%	4.0	21**
<i>Fun days</i>	73%	0%	3.9	11**
<i>Exhibition matches</i>	73%	0%	3.8	11**
Sports:				
<i>Football</i>	64%	6%	3.7	67
<i>Track & field</i>	61%	3%	3.6	62
<i>Basketball</i>	84%	0%	4.1	31
<i>Swimming</i>	67%	11%	3.6	18**
<i>Badminton</i>	92%	0%	4.2	13**

** Small sample base

Chart 2.9 Overall impression by sports events and sports

2.7 Motivators of attending sports events in person

People are motivated to attend sport events in person due to the interest level of the sport itself. In addition, the content and style of the event and peer group influence are also considered important. Promotion activities like lucky draw, souvenir are perceived to be less crucial. (Chart 2.10)



Base: All those who attend sport events in person during the past 12 months (163)

Rank 5 Rank 4 Rank 3 Rank 2 Rank 1

Chart 2.10 Important features of attending sports

3. INCIDENCE OF WATCHING LOCAL TV SPORT PROGRAMS DURING THE PAST 12 MONTHS

Overall speaking, the incidence of watching local TV sport programs during past 12 months is very high. 94% of the respondents have watched TV sport programs. Men are more likely than women to watch local TV sport programs. (Table 3.1)

	Male	Female	12-14	15-24	25-34	35-44	45-54	Total
	%	%	%	%	%	%	%	%
Yes	98	90	82	95	93	91	93	94
No	2	10	18	5	7	9	7	6
<i>Base (All respondents)</i>	252	252	44	127	122	150	61	504

Table 3.1 Incidence of watching TV sport programs

4. TV SPORTS EVENTS

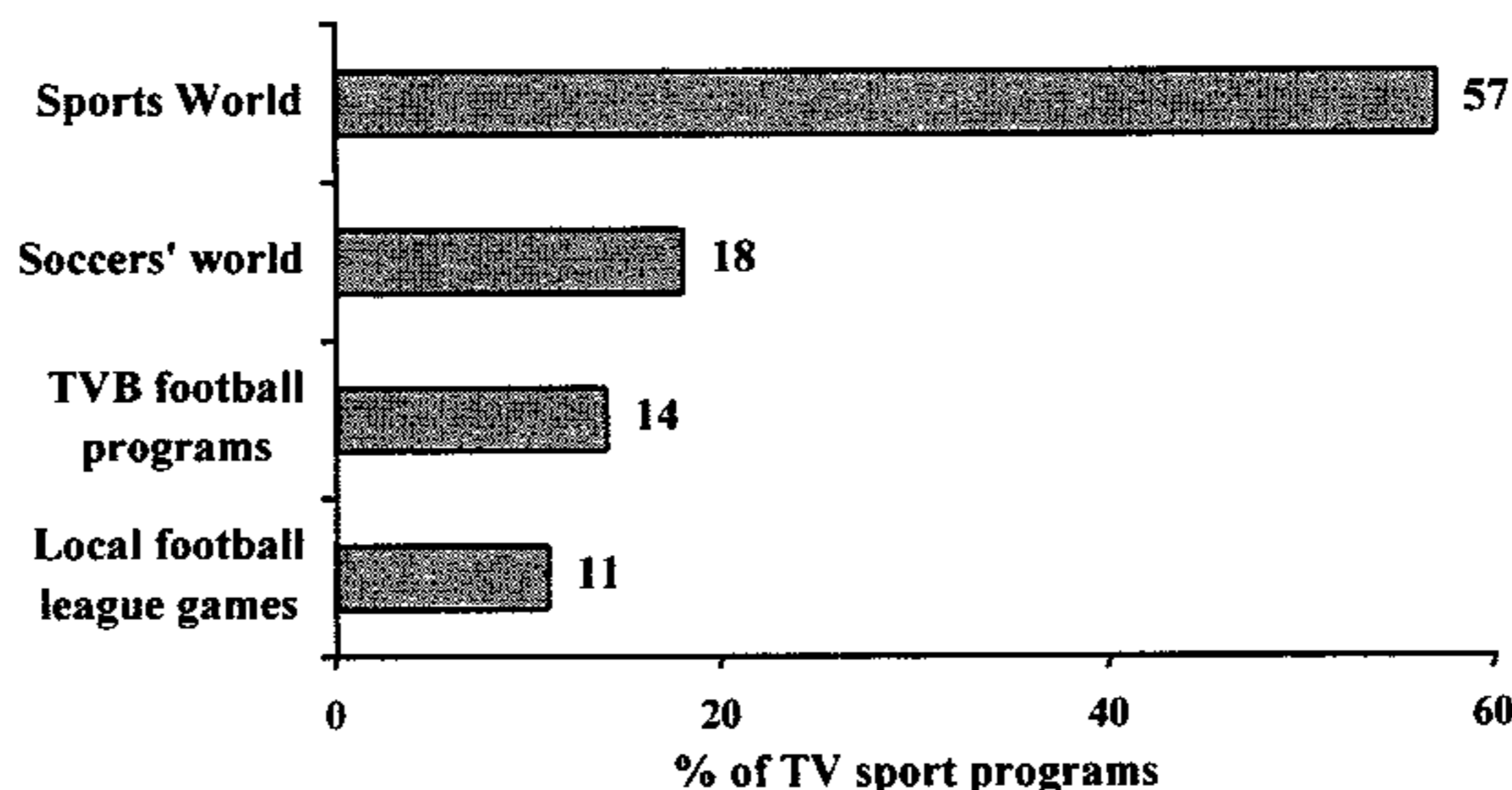
4.1 TV sport programs watched during the past 12 months

On average, among those who watched TV sport programs, they mention an average of 2.1 TV sport programs during the past 12 months. 71% of the respondents can fully recall the name of the TV programs. The recalled TV sport programs can be classified into two main categories: miscellaneous TV sport programs (including different types of sports broadcast in a single program) and specific sport programs (only one sport would be included in the program). 57% of all respondents recall the miscellaneous TV sport programs and 60% of them watch specific sport programs. Female is more likely to watch miscellaneous TV sport programs while male is more likely to watch specific sport programs. In terms of age, respondents aged 35 or above would be more likely to watch specific sport programs. (Table 4.1)

	Male %	Female %	12-14 %	15-24 %	25-34 %	35-44 %	45-54 %	Total %
Miscellaneous TV sport programs	54	60	56	64	65	51	44	57
Specific TV sport Programs	69	51	53	62	55	63	65	60
Base (All respondents)	248	227	36	121	114	147	57	475

Table 4.1 Different category of TV sport programs

The most favoured TV sport program is Sports World TVB (57%), followed by Soccers' world (18%) which is in a distant second. (Chart 4.1)

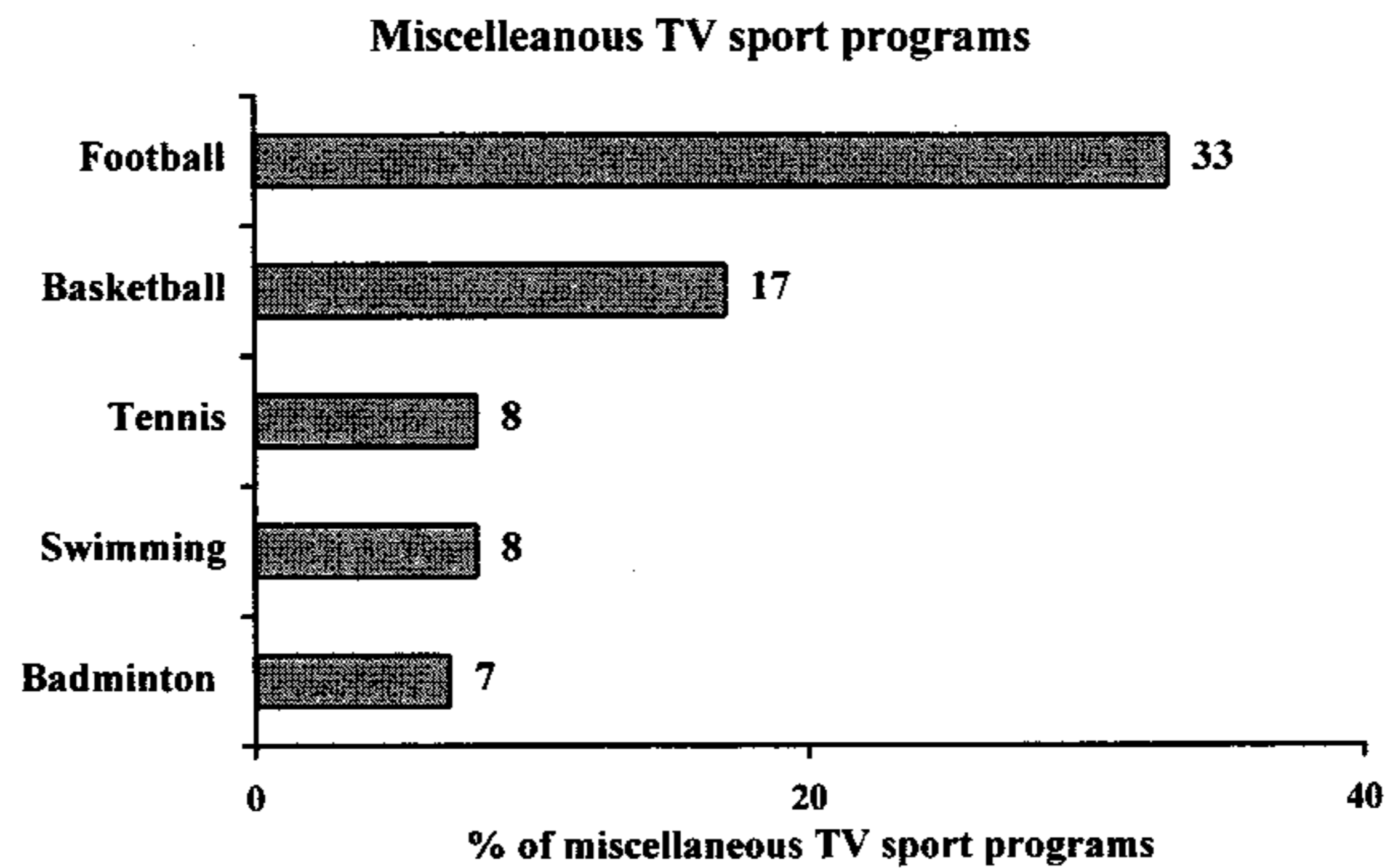


Base: All those who watch TV sport programs during the past 12 months (475)

Chart 4.1 Types of TV sport programs

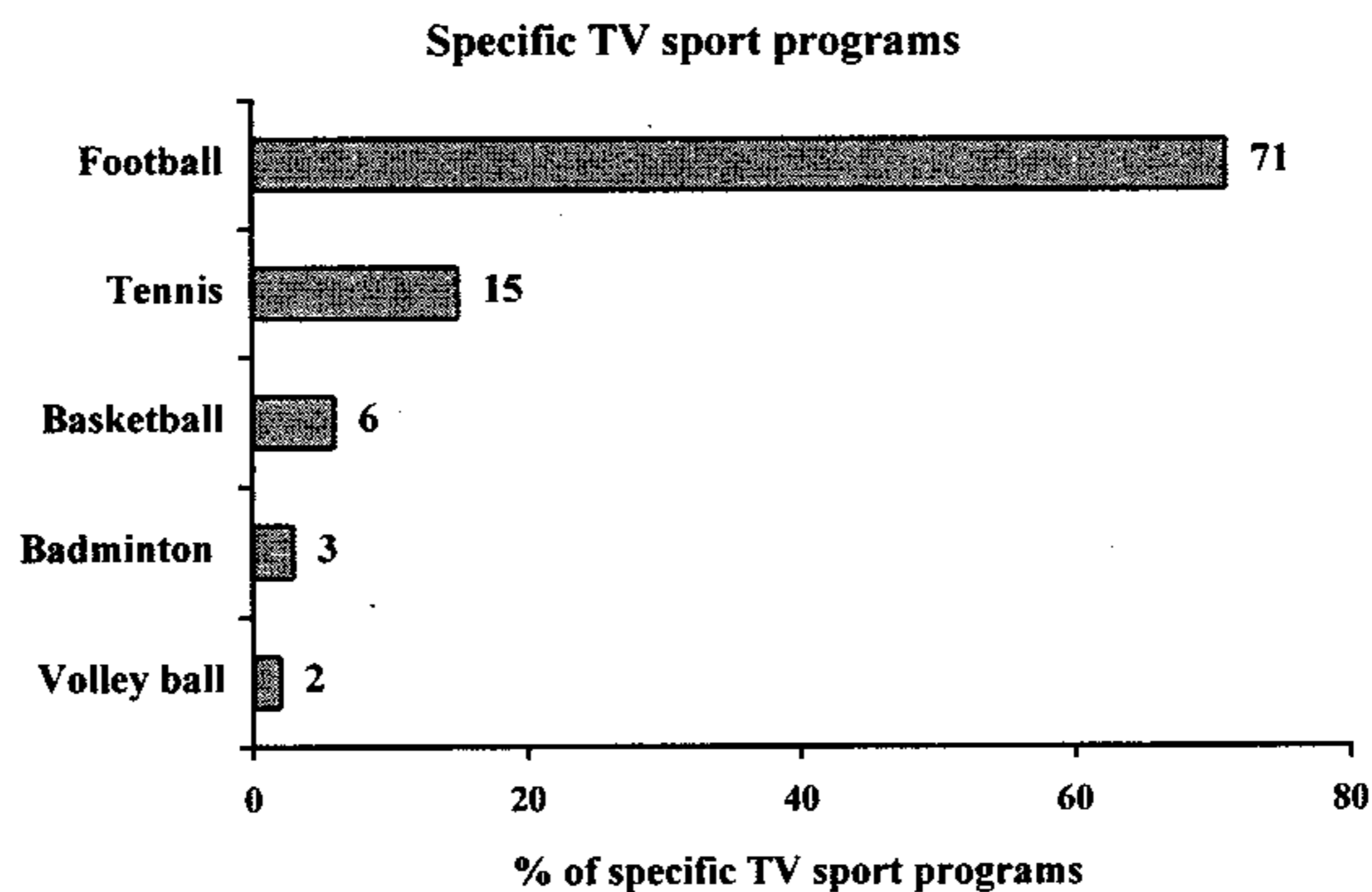
4.2 Sports watched through TV during the past 12 months

Among all miscellaneous TV sport programs, football and basketball are the most common sports that the respondents watched, followed by tennis, swimming and badminton. Comparatively, for the specific TV sport programs, football is much more watched than other sport events like tennis, basketball etc. (Chart 4.2a and 4.2b)



Base: All miscellaneous TV sport programs recalled by the respondents (552)

Chart 4.2a Sports in miscellaneous TV sport programs

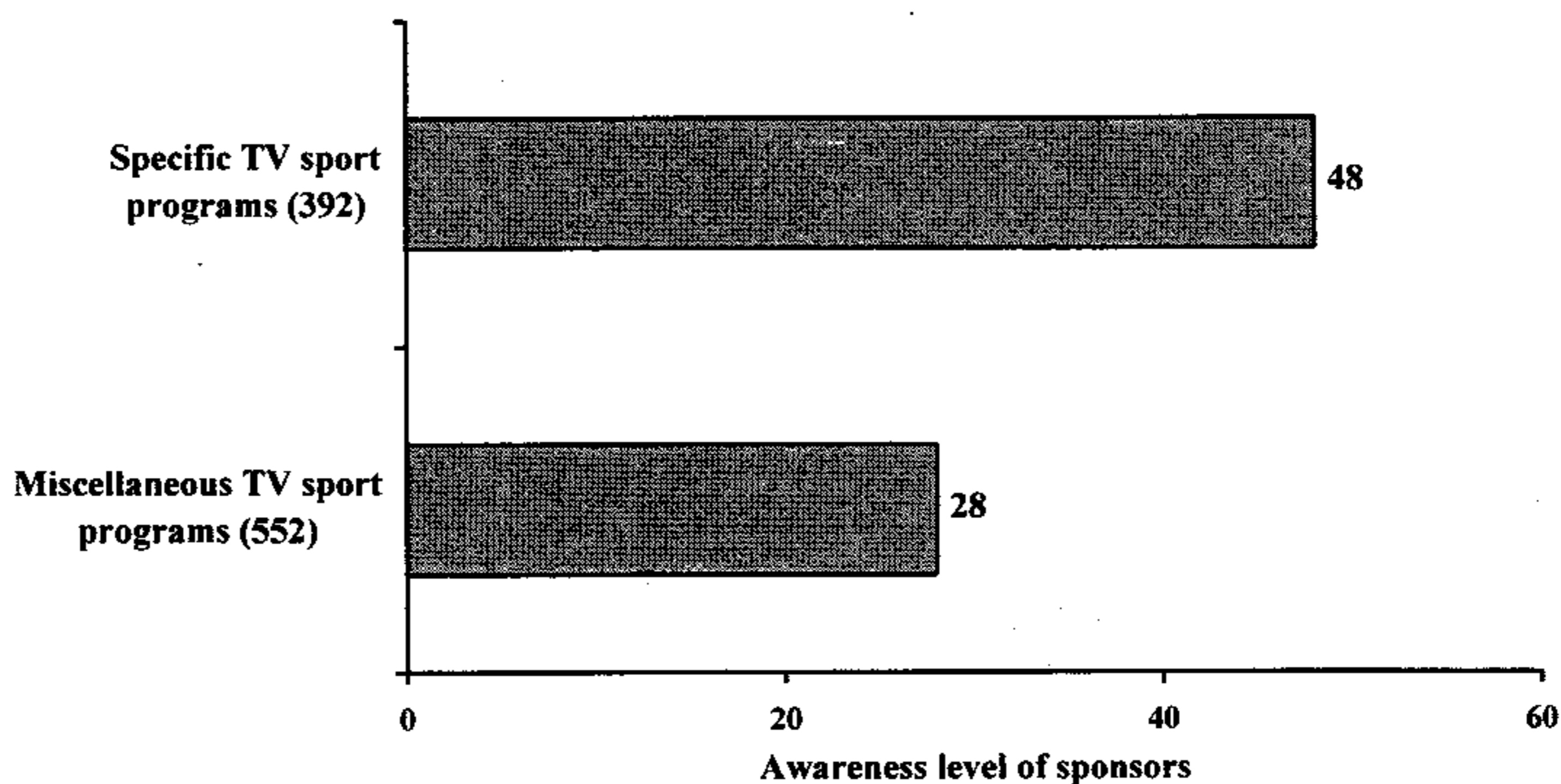


Base: All specific TV sport programs recalled by the respondents (392)

Chart 4.2b Sports in specific TV sport programs

4.3 Awareness level of sponsors

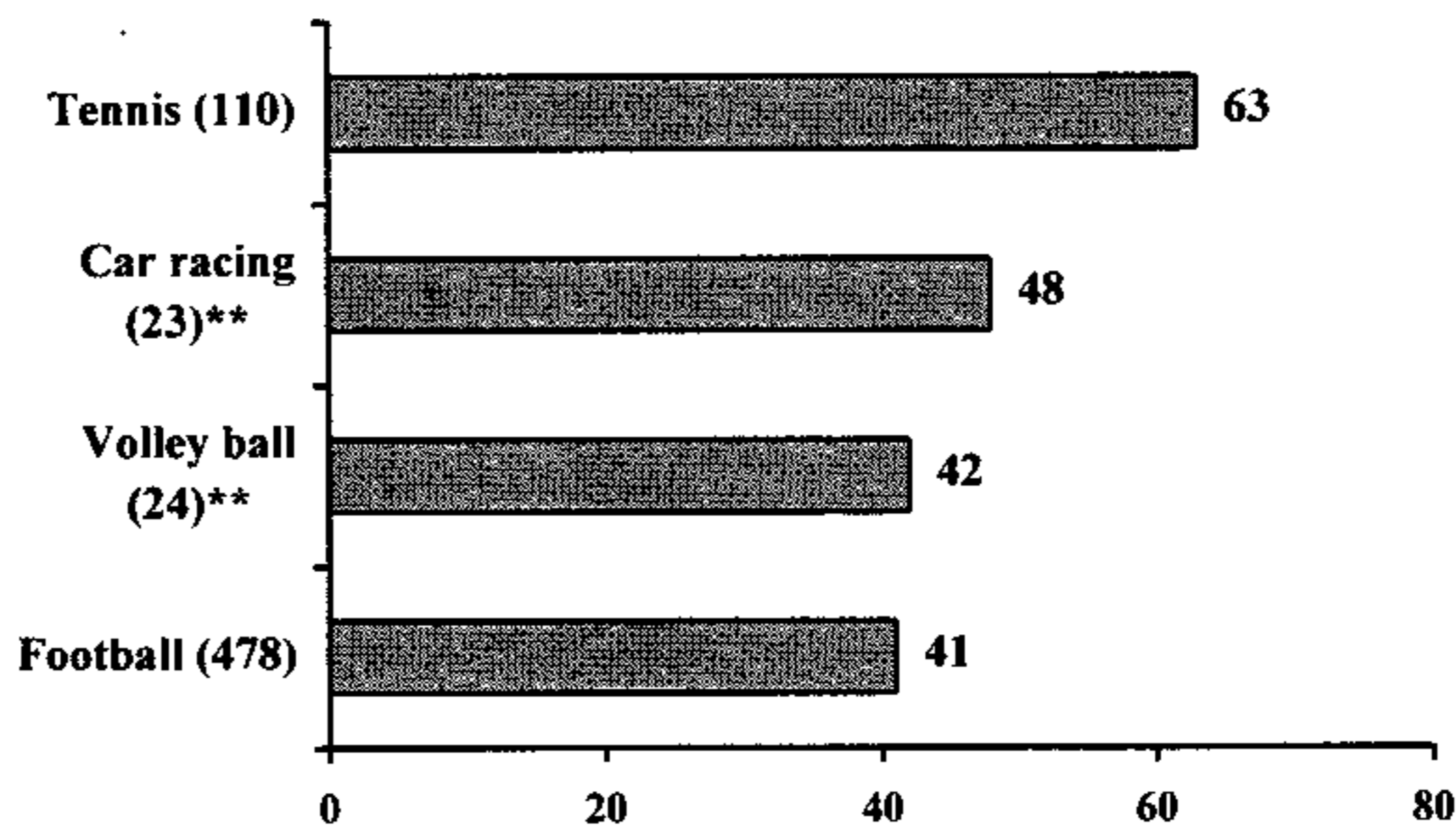
Comparatively speaking, watching TV program broadcasting specific sports events tends to render higher awareness of the sponsors of that specific events than watching miscellaneous TV sport programs (48% vis-à-vis 28%). (Chart 4.3)



Figures in bracket refers to the number of TV sport programs recalled by respondents

Chart 4.3 Awareness level of sponsor by type of TV sport programs

Among different types of sports, tennis has the highest awareness level in terms of sponsorship (63%), followed by car racing (48%), volley ball (42%) and football (41%). (Chart 4.4)



** Small sample base

Figures in bracket refers to the number of TV sport programs recalled by respondents

Chart 4.4 Awareness level of sponsor by type of sports

4.4 Name of sponsors recalled

The names of sponsors recalled by the respondents for the TV sport programs during the past 12 months are distributed as follows:

	%
Cigarette	27
Salem	12
Marlboro	10
Viceroy	6
Kent	1
555	1
Camel Lights	*
Sport equipment	15
Nike	11
Adidas	3
Reebok	2
Puma	1
Yonex (YY)	*
Computer/ Office equipment/ Electric appliance/ Consumer electronics	11
Instant-Dict	7
Golden Easy	5
Canon	1
Chevalier	*
AST	*
NEC	*
Philips	*
Sharp	*
Beer	6
San Miguel	4
Carlsberg	2
Soft drink	4
Coca Cola	3
Vitasoy	1
Pepsi Cola	1
Sport Association	1
South China Athletic Association	1
HK Football Association	*
Watch	1
Seiko	1
Piaget	*
Government and related organization	1
Urban council	1
Sport Development Board	1
Airline	1
Virgin Airline	*
Cathay Airline	*
Gas Company	1
Caltex Gas	*
Shell Gas	*

<i>Bank</i>		*
	Hongkong Bank	*
<i>Others</i>		4
	Hutchison Telecom	1
	Watson's	1
	Rejoice	1
	Energy	*
	Camel Paint	*
	Marriot Hotel	*
	Michelin (Tire)	*
	Fuji (Film)	*
<i>Don't know</i>		35
	<i>Base: All TV programs that the respondents are aware of the sponsors</i>	357

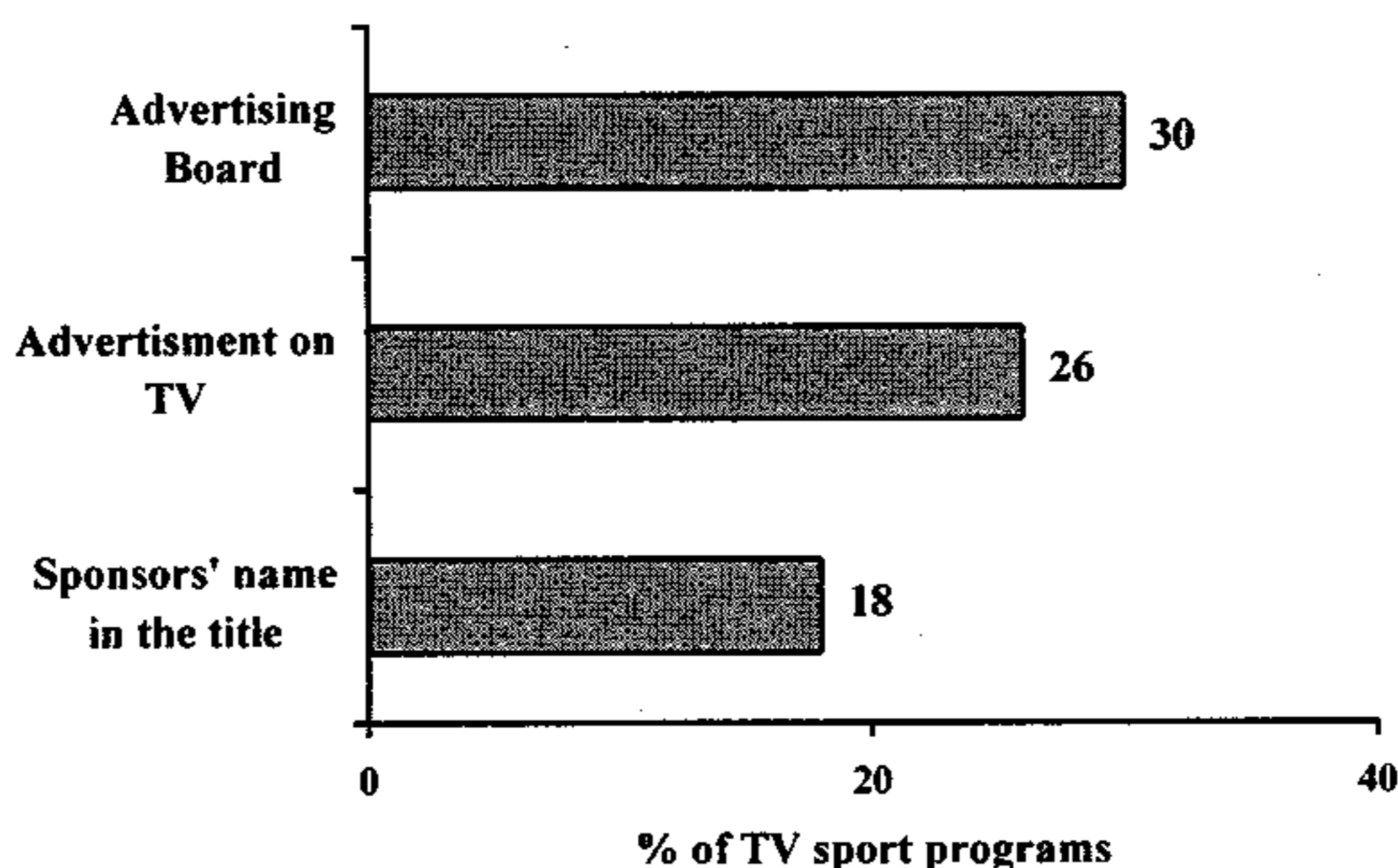
* Less than 0.5%

The profile of the respondents who are aware of a particular sponsor is given in Appendix III.

4.5 Sources of awareness of the name of sponsors

Among those who watch any TV sport program during the past 12 months, 48% (227 out of 475 respondents) of them are aware of at least one sponsor of the recalled TV sport programs.

Similar to those who participated in sport events, people who watched TV sport programs think that the most effective measure that make them remember the name of the sponsors is the advertising board placed in the venue (30%), followed by the advertisement on TV (26%) and title of program which include the name of the sponsors (18%). (Chart 4.5)



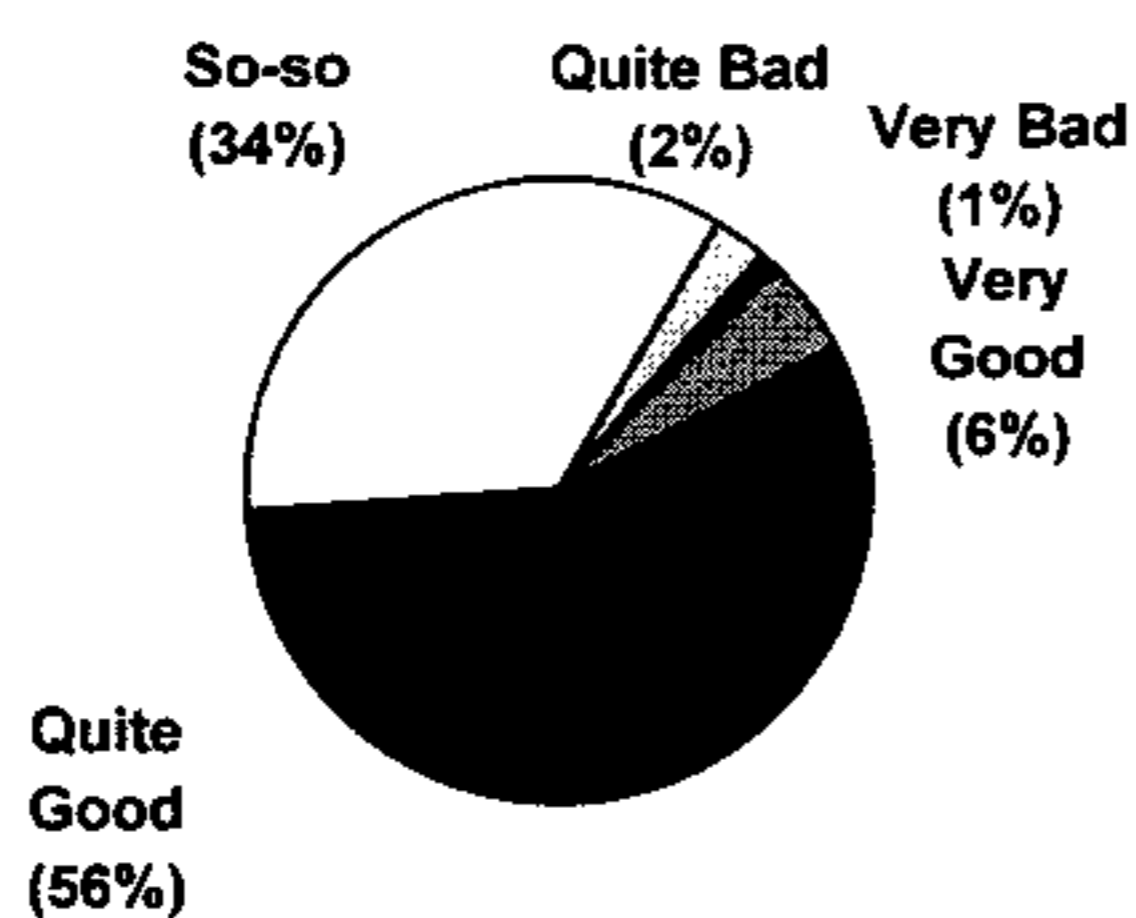
Base: All those who are aware of at least one sponsor (227)

Chart 4.5 Effective measures of recalling the name of sponsors

4.6 Overall impression of TV sport programs

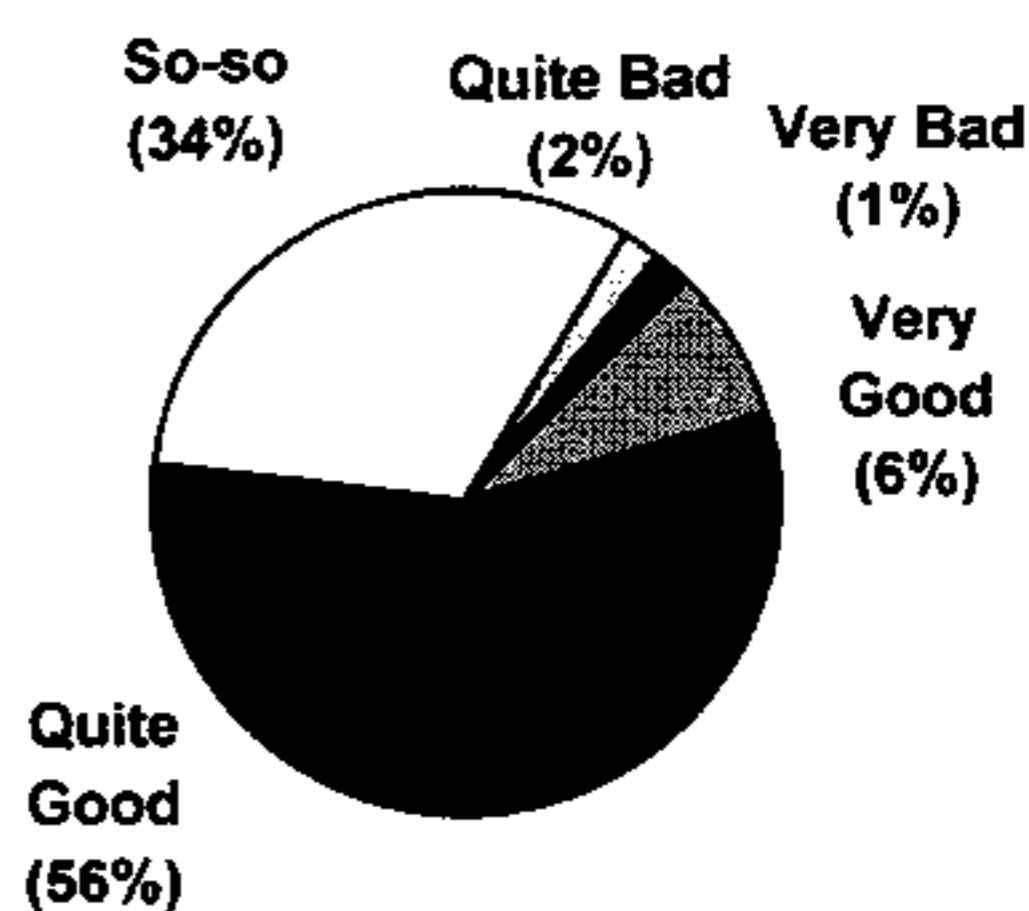
Generally speaking, the satisfaction level for TV sports programs is on a high side. For miscellaneous TV sport programs, about 62% of the sports are rated to be quite good or very good. Similarly, 65% of the specific sport events programs are rated to be very good or quite good. (Chart 4.6)

Miscellaneous TV sport programs



Base: All recalled miscellaneous TV sport programs (552)

Specific TV sport programs



All recalled specific TV sport programs (392)

Chart 4.6 Overall impression of TV sports programs

4.7 Factors affecting the intention to watch TV sport programs

People would more likely to watch the TV sport programs if they are interested in the particular TV sports (45%). Besides the interest level, the major claimed factors are:

- show time of the sport programs (26%)
- time availability of the respondents (23%)
- sport stars/ famous teams playing in the TV sport programs (12%).

In general, people of different sexes tend to have similar reasons for watching TV sport programs. However, for respondents aged between 35-44, time availability is of more important concern.

	Male %	Female %	12-14 %	15-24 %	25-34 %	35-44 %	45-54 %
Interest level of the sports	50	40	44	53	40	52	21
show time of the sport programs	26	26	22	30	27	28	11
time availability	21	25	25	21	18	33	10
sport stars/ famous teams participating	12	12	6	17	11	16	2
Base (TV sport programs watchers)	248	227	36	121	114	147	57

Table 4.2 Reasons for attending sport events in person

5. BENEFITS OF SPONSORSHIP

5.1 Channel of watching sport events

TV broadcast of sport events is an effective means of enlarging the audience number and the profile of sport events. In general, people are more likely to watch sport events through TV broadcasting rather than on the spot (88% through TV channel vis-à-vis 12% on the spot). Compared to women, men would attend more sport events on the spot (16% of men vis-à-vis 9% of women would attend sport events on the spot). In addition, younger people (aged 15-24) are more likely to attend events in person. (Table 5.1)

	Male	Female	12-14	15-24	25-34	35-44	45-54	Total
	%	%	%	%	%	%	%	%
Through TV broadcast	84	91	91	84	89	88	89	88
Attendance in person	16	9	9	16	11	12	11	12
<i>Base (All respondents)</i>	252	252	44	127	122	150	61	504

Table 5.1 Channels of watching sport events

For those who would watch sport events through TV channel, the major claimed reasons are:

- timing is more flexible (35%)
- need not go out (16%)
- comfortable (13%)
- free of charge (12%)
- too crowded at the venue (11%)
- watch clearer (7%)

Comparatively, people of different sexes tend to give the same major reasons. Particularly, people aged between 15 and 24 would like to watch the sport events through TV broadcast since it is free of charge while flexibility of time is of primary importance for people aged 35-44. (Table 5.2)

	Male	Female	12-14	15-24	25-34	35-44	45-54
	%	%	%	%	%	%	%
time is more flexible	38	33	20	36	29	50	23
need not to go out	15	17	28	11	14	25	7
comfortable	15	11	10	10	17	16	7
free of charge	14	10	8	19	11	12	5
too crowded at the venue	7	8	8	13	10	13	5
watch clearer	9	13	8	8	8	7	4
Base: All respondents	211	230	40	107	108	132	54

Table 5.2 Reasons for attending sport events in person

On the other hand, people who like to watch sport events on the spot claim the following reasons:

- better mood (63%)
- more real (19%)
- more exciting (14%)
- more interesting (10%)
- more attractive (8%)

People of different sexes hold similar claimed reasons why they like to attend sport events in person. Younger people would emphasise the excitement of attending sport events. (Table 5.3)

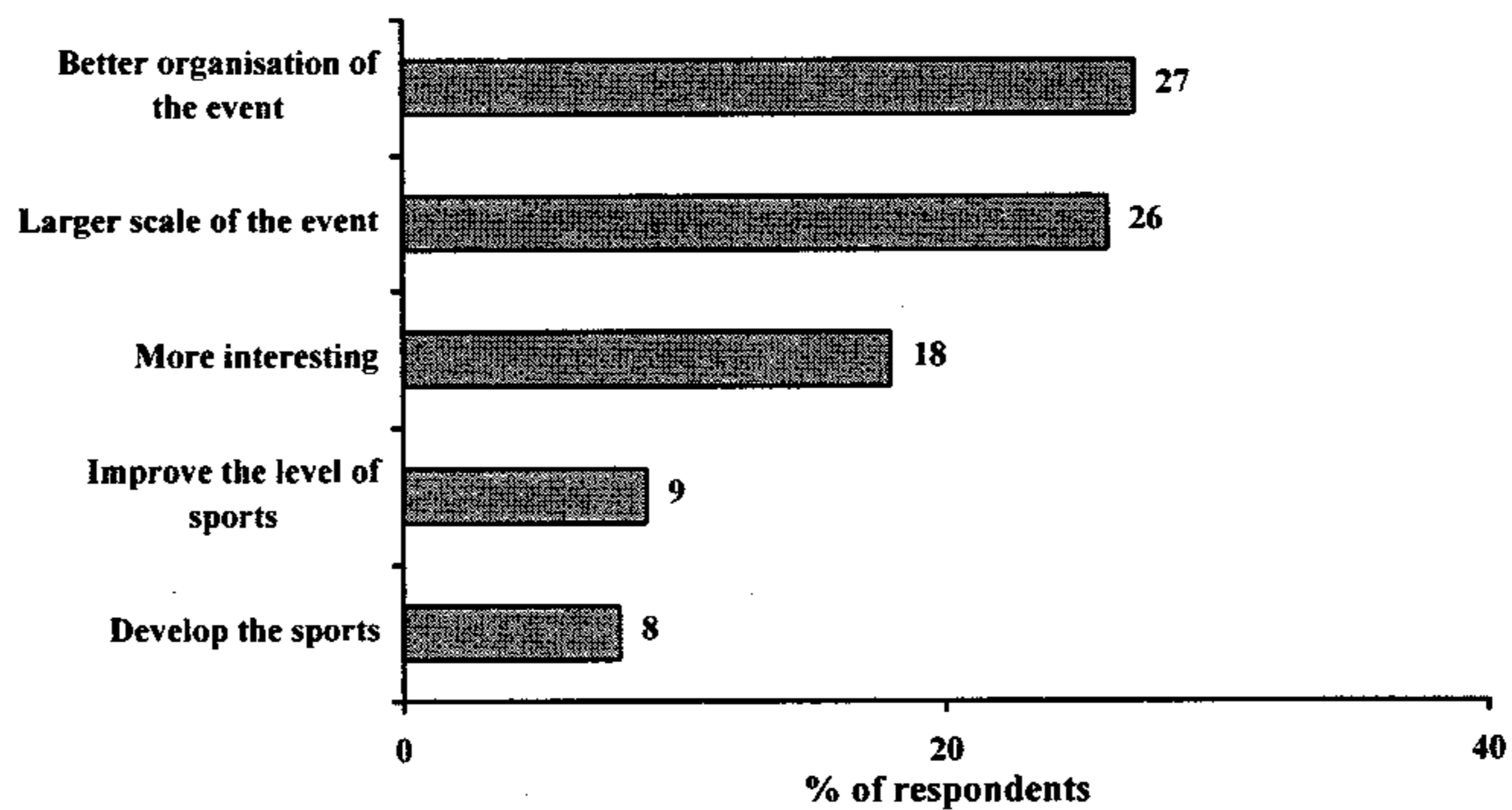
	Male	Female	12-29	30-54
	%	%	%	%
better mood	66	59	58	53
more real	15	27	19	14
more exciting	12	18	22	3
more interesting	7	14	11	6
more attractive	7	9	6	8
Base: All respondents	41	22**	36	27**

** small sample base

Table 5.3 Reasons for attending sport events in person

5.2 Perceived contribution of sponsorship to the sport events

The perceived contribution of sponsorship is in two major areas: rendering more resources for better organisation of the sport events and better promotion of the events themselves. 27% of the respondents claimed that sponsorship leads to better organisation of particular event and 26% think that the scale of the activity would be larger as a result of sponsorship. On the other hand, in respect to improving the skill level of the sports and promoting the sports, sponsorship of sport events also have a significant impact. (Chart 5.4)



Base: All respondents (504)

Chart 5.4 Contribution of the sponsorship to the sport events

5.3 Perceived advantages of sponsorship to the sponsor

The perceived advantages to the event sponsors are:

- product promotion (71%)
- promoting brands/ company names (44%)
- image enhancement of the company (7%)
- contributing to the society (5%).

5.4 Should commercial establishments/ famous people sponsor sports more frequently?

95% of the respondents claim that commercial establishments or famous people should sponsor sport events more frequently because it can:

- provide more resources in promoting sport events (47%)
- let more people know and take part in the sport events (24%)
- contribute to the society (9%)
- improve the quality of local sport events (9%)
- make the sport events more attractive (8%).

- Based on the findings from this research, in general, sports sponsorship especially sponsoring high profile sport events is proved to be a very effective promotional tool in gaining high awareness from the general public as evidenced by the following:
 - about 94% of respondents have watched sports events through TV channel in the past twelve months
 - 32% of respondents have attended sport events on the spot
 - about 43% of spectators can recall the name of sponsors of sport competitions without any aid

- From the perception or comments received from respondents, people would agree sponsorship from commercial sectors would help render a “win-win” situation.
 - firstly, commercial sponsors can effectively promote themselves through sports sponsorship to their target customers as about 71% of respondents perceived that one of the advantages to sponsors is product promotion. And 43% of spectators can recall the name of sponsors.
 - secondly, about 53% of respondents perceived sports events itself, with the support from sponsors, would have more resources to achieve better organisation and to hold a bigger scale of events. For example, pre-event promotion, sound system on the spot and even the overall atmosphere of events can further be enhanced.
 - thirdly, sports sponsorship benefits spectators because they can enjoy better quality of sports events. About 18% of respondents perceived that sponsor’s support to sports events can help making the events more interesting and attractive.

- To increase exposure of sport events, various promotional methods such as the following, can be considered:
 - Putting more resources to invite sports stars show up in a sport event surely may enrich the promotion of the activity.
 - Enrolment through sponsors’ retail outlets and direct mailing network can help better utilize the existing resources.
 - On-the-spot promotion activities such as product sampling and setting up sales booth may increase product’s exposure especially to participants.

- Certainly, the level of sponsorship may affect the awareness of sponsor's name, the following are the 3 common types of sponsorship:
 - title sponsors an event, of course, greatly increase the awareness of sponsor's name not only to on-the-spot attendants but also to the general public. Big event banners erected at the event is one of the best advertising tools for title sponsors.
 - secondary sponsorship may not have the same level of exposure as that of the title sponsor. However, findings shown about 22% of respondents are aware of the sponsor name through the advertising boards erected around the event's venue, which is also found to be an effective advertising tool for secondary sponsors.
 - in-kind sponsorship may help gain awareness in terms of product's exposure. Especially through providing products to participants, officials or even spectators will give a great opportunity for people to try the products, which may be effective for companies in particular to those sell consumer products.
- Interesting finding shows that selecting the right format of sponsorship programme is also an important factor for sponsors to reach their right target. For example, exhibition matches and competitions attract more male in general (72%) whereas training courses and fun days induce attendance from female as a majority (49%). The format of sports days/ games attracts many young people to participate which provide sponsors more direct contact with the youth group.
- Further to the factor of selecting the right format of sponsorship programme, choosing a right sport also appears to be a critical factor for sponsor to reach the niche. In general, badminton is the highest participated sport (refer to Sports Participation Survey 1996) while football & basketball are the most popular sports on TV, which basically can reach to the mass public. According to the feedback from those who attended some kind of sport events, badminton and basketball induce a very good impression compared with other sports.

All in all, the selection of the sport should match with the sponsors own company/ brand strategy since specific sport has its own group of fans. For example, in order to reach some selective target, like high-income bracket group, sponsoring sports activities such as golf, rowing, windsurfing and lawnbowl, may be very effective to reach the niche.

-
- Based on our studies in this research, it is found that over 70% of sponsors whose names recalled by respondents have been participated in sports sponsorship for more than 3 years. Long-term commitment does have impact on reinforcing sponsor's name in people's mind. In fact, taking an adopt-a-sport approach becomes very effective to enhance the linkage between sponsor's name and certain sport and to build up sponsor's goodwill in the society.



QUESTIONNAIRE

TEL. NO. : 2880 - 3388 (DAY TIME)
2880 - 3393 (NIGHT TIME)

EDIT _____	CARD NO. (101)
CODE _____	JOB NO. 50671 (102-105)
CHECK _____	Q'NAIRE NO. .. (106-109)
	INT. NO. (110-114)

50671 INFLUENCE OF MEDIA ON SPORTS SPONSORSHIP

INTERVIEWER NO. : _____

NAME OF RESPONDENT: _____ TEL. CODE : _____

DATE OF INTERVIEW : _____ TIME STARTS : _____ TIME ENDS : _____

請問呢啲嘅電話係唔係

(115)	(116)	(117)	(118)	(119)	(120)	(121)	(122)

Tel no.

你好，我係香港市場研究社^{SRH}嘅訪問員，我姓 (姓名) _____。我哋係受香港康體發展局委託，對市民參與體育運動嘅情況進行訪問。(希望你能夠抽10-15分鐘接受訪問) 多謝。
請問有無35-54歲人士係嘍呢？(無 → 有無12-34歲人士呢？)

SCREENING

問所有人

S1. 請問你每星期有冇五晚或以上係呢啲住呢？

有	1 (123)
---------	---------

終止訪問 有 2

S2a. 請問你今年幾多歲呢？

終止訪問 1 1歲或以下 01 (124-125)

12 - 14	02
15 - 19	03
20 - 24	04

檢查配額，繼續訪問

25 - 29	05
30 - 34	06

35 - 39	07
40 - 44	08

45 - 49	09
50 - 54	10

終止訪問 5 5歲或以上 11

S2b. 曾轉人 : YES 1 (126)

NO 2

S3.

記錄性別

檢查配額

男 1(127)

女 2

S4. 請問係過去十二個月有冇現場參觀過或參與過任何工商機構或公共機構或者其他團體組織嘅體育活動或賽事呢？

有 1(128)

冇 2

讀出

例如：比賽、表演賽、訓練班、運動會、同樂日等。
(學校、公司、市政局.....)

S5. 請問你係過去十二個月有冇睇過任何有關本地體育嘅電視節目呢？唔計淨係報導外國體育節目同奧運節目。

有 1 (129) → Q.1

冇 2

FILTER

讀出

例如：綜合體育節目(如體育世界)、比賽轉播或直播等。

S4 或 S5 最少其中一題答‘有’ → 即開始訪問 Q.1
否則再問其他家庭成員 → S1, S2, S3, S4, S5 ; 如無終止訪問 → 多謝

如曾轉人, mark in S2b

PART 1 (Q.1 - Q.7) : 只問 S4 答 '有' 嘅人 ; 否則問 Q.8

Q.1 請問你係過去十二個月內係現場參觀過或者參與過邊啲經團體組織嘅體育活動呢? 例如 : 比賽、表演賽、訓練班、運動會、同樂日
..... 仲有呢?

訪問員 : Q.1 完全問晒所有答案, 不足 5 個答案 → 'N' 就 Q.1 所答之答案, 輪流問 Q.2 - Q.6, 直至問完所有 Q.1 答案	Q.1 直問 Q.2-6 橫問
---	--------------------

Q.2 呢啲體育活動, 通常係同邊種運動有關嘅呢? 例如 : 足球、排球、長跑 (田徑可當一樣運動)
(打波 → 追問邊種球類)

Q.3 你知唔知個活動有冇人或者贊助商贊助嘅呢?

Q.4 係邊個贊助呢? 仲有呢? (MA)

Q.5 你點解會記得起個名? 仲有呢? (MA)

Q.6 你對個活動嘅整體評價 / 印象如何呢?

讀出 : 非常好, 幾好, 幾差抑或非常差呢?

Q.1 活動名：比賽、 訓練班	Q.2 運動名稱：足球、 排球	Q.3 贊助			Q.4 (MA) 邊個贊助	Q.5 (MA) 點解記得	Q.6				
		知	唔知	唔記得			非常好	幾好	一般	幾差	非常差
(SA) (130-131) (132-133)	(SA) (150-151) (152-153)	1(170) ↓ Q.4, 5, 6	2 ↓ Q.6	3 ↓ Q.6	(15-16) (17-18) (19-20) (21-22) (23-24) (25-26)	5(75) 4 3 2 1					
(SA) (134-135) (136-137)	(SA) (154-155) (156-157)	1(171) ↓ Q.4, 5, 6	2 ↓ Q.6	3 ↓ Q.6	(27-28) (29-30) (31-32) (33-34) (35-36) (37-38)	5(76) 4 3 2 1					
(SA) (138-139) (140-141)	(SA) (158-159) (160-161)	1(172) ↓ Q.4, 5, 6	2 ↓ Q.6	3 ↓ Q.6	(39-40) (41-42) (43-44) (45-46) (47-48) (49-50)	5(77) 4 3 2 1					
(SA) (142-143) (144-145)	(SA) (162-163) (164-165)	1(173) ↓ Q.4, 5, 6	2 ↓ Q.6	3 ↓ Q.6	(51-52) (53-54) (55-56) (57-58) (59-60) (61-62)	5(78) 4 3 2 1					
(SA) (146-147) (148-149)	(SA) (166-167) (168-169)	1(174) ↓ Q.4, 5, 6	2 ↓ Q.6	3 ↓ Q.6	(63-64) (65-66) (67-68) (69-70) (71-72) (73-74)	5(79) 4 3 2 1					

仲有呢？

仲有呢？

仲有呢？

Q.7 係決定參與某個現場體育活動或賽事時，以下有五個因素，請你按照呢五個因素嘅重要性先後依次序話俾我知。
 (“1”代表最重要)

Card 4

一次過輪流讀出

第一個係... 第二... 第五個係... 邊個係最重要嘅因素呢？第二重要呢？... 第三呢？第四重要呢？

- (一) 宣傳活動，例如抽獎、紀念品、廣告等 (15)
- () 活動本身嘅形式和內容 (16)
- () 費用 (17)
- () 受朋友或同事影響 (18)
- () 對該項運動嘅興趣 (19)

PART 2 (Q.8 - Q.14) : 只問 S5 答 '有' 嘅人; 否則 P.11 Q.15

Q.8 請問你係過去十二個月內收睇過邊的報導本地體育嘅電視節目呢? 包括: 綜合體育節目例如體育世界、比賽轉播或直播等等

(綜合體育節目寫在 P.9, 其他單一體育項目嘅電視節目寫在 P.8) → 不足 5 個 (P.8, P.9) 寫 'N'
淨係報導外國體育節目既子包在內, 仲有呢?

如唔記得個名(電視節目), 追問: 邊個電視台, 星期幾及時間 (上午/下午)

訪問員: Q.1 要完全問晒所有答案, 唔夠 10 個, 寫 'N' 就 Q.8 所答之答案, 輪流問 Q.9 - Q.13, 直至問完所有 Q.8 答案	Q.8 直問 Q.9-13 橫問
--	---------------------

Q.9 通常係邊啲/邊個本地體育項目呢? 例如: 足球、風帆... 仲有呢?
有(選)

如係 Q.8 答綜合體育節目 (如體育世界), 同一電視節目 → 最多三個體育項目, 必須重覆寫電視節目
寫在 P.9

Q.10 你知唔知個體育項目有冇人或者贊助商贊助嘅呢?

Q.11 係邊個贊助呢? 仲有呢? (MA)

Q.12 你點解會記得起個名? 仲有呢? (MA)

Q.13 你對個活動嘅整體評價/印象如何呢?

讀出

: 非常好, 幾好, 幾差抑或非常差呢?

Card 5
Card 6

Q.8 電視節目名 如志記·邊個電視台 星期幾 時間(上午/下午)	Q.9 體育項目名 足球 風帆	Q.10 贊助			Q.11 (MA) 邊個贊助	Q.12 (MA) 點解記得	Q.13			
		知	唔知	唔記得			非常好	幾好	一般	幾差
(SA) (420-421) (422-423)	(SA) (440-441) (442-443)	1(460) ↓ Q.11, 12,13	2 ↓ Q.13	3 ↓ Q.13	(15-16) (17-18) (19-20) (21-22) (23-24) (25-26)	5(75)	4	3	2	1
(SA) (424-425) (426-427)	(SA) (444-445) (446-447)	1(461) ↓ Q.11, 12,13	2 ↓ Q.13	3 ↓ Q.13	(27-28) (29-30) (31-32) (33-34) (35-36) (37-38)	5(76)	4	3	2	1
(SA) (428-429) (430-431)	(SA) (448-449) (450-451)	1(462) ↓ Q.11, 12,13	2 ↓ Q.13	3 ↓ Q.13	(39-40) (41-42) (43-44) (45-46) (47-48) (49-50)	5(77)	4	3	2	1
(SA) (432-433) (434-435)	(SA) (452-453) (454-455)	1(463) ↓ Q.11, 12,13	2 ↓ Q.13	3 ↓ Q.13	(51-52) (53-54) (55-56) (57-58) (59-60) (61-62)	5(78)	4	3	2	1
(SA) (436-437) (438-439)	(SA) (456-457) (458-459)	1(464) ↓ Q.11, 12,13	2 ↓ Q.13	3 ↓ Q.13	(63-64) (65-66) (67-68) (69-70) (71-72) (73-74)	5(79)	4	3	2	1

仲有呢?

仲有呢?

仲有呢?

Card 7	Q.8 電視節目名 如忘記：(幾個電視台 星期(上午/下午))	Q.9 體育項目名 如：足球 風帆	Q.10 贊助			Q.11 (MA) 邊個贊助	Q.12 (MA) 點解記得	Q.13			
			知	唔知	唔記得			非常好	幾好	一般	幾差
	(SA) (15-16) (17-18)	(SA) (35-36) (37-38)	1(55) ↓ Q.11, 12,13	2 ↓ Q.13	3 ↓ Q.13	(15-16) (17-18) (19-20) (21-22) (23-24) (25-26)	5(75)	4	3	2	1
	(SA) (19-20) (21-22)	(SA) (39-40) (41-42)	1(56) ↓ Q.11, 12,13	2 ↓ Q.13	3 ↓ Q.13	(27-28) (29-30) (31-32) (33-34) (35-36) (37-38)	5(76)	4	3	2	1
	(SA) (23-24) (25-26)	(SA) (43-44) (45-46)	1(57) ↓ Q.11, 12,13	2 ↓ Q.13	3 ↓ Q.13	(39-40) (41-42) (43-44) (45-46) (47-48) (49-50)	5(77)	4	3	2	1
	(SA) (27-28) (29-30)	(SA) (47-48) (49-50)	1(58) ↓ Q.11, 12,13	2 ↓ Q.13	3 ↓ Q.13	(51-52) (53-54) (55-56) (57-58) (59-60) (61-62)	5(78)	4	3	2	1
	(SA) (31-32) (33-34)	(SA) (51-52) (53-54)	1(59) ↓ Q.11, 12,13	2 ↓ Q.13	3 ↓ Q.13	(63-64) (65-66) (67-68) (69-70) (71-72) (73-74)	5(79)	4	3	2	1

Card 8

Card 9

仲有呢？

仲有呢？

仲有呢？

Q.14 請問有乜嘢因素會影響你睇唔睇個體育節目？仲有呢？ (MA)

Card 10

不要讀出

對該項運動有冇興趣 01 (15 - 16);

節目播放時間 02 (17 - 18);

有體育明星參與 03 (19 - 20);

受朋輩或同事影響 04 (21 - 22);

足夠廣告或宣傳活動如有抽獎 / 遊戲等 05 (23 - 24);

其他 (請註明) 06 (25 - 26);

(27-28) (33-34)

(29-30) (35-36);

(31-32) (37-38);

PART 3 : 問所有被訪者

Q.15a 對於觀賞賽事，例如足球、檯球賽等，你多數會揀去現場睇定係睇電視？(SA)

現場 1 (039)

電視 2

Q.15b 點解呢？仲有呢？(MA)

(40-41) (46-47)

(42-43) (48-49)

(44-45) (50-51)

Q.16 你覺得有人或者機構贊助對個體育活動有乜嘢好處？仲有呢？(MA)

宣傳攞得好的 01 (52-55)
規模大啲 02 (54-55)
多啲人參與，現場氣氛好啲 03 (56-57)
多啲助興節目，例如抽獎、表演等 04 (58-59)
其他 (請註明) 05 (60-61)

(62-63) (66-67)
OK-99 (64-65) (68-69)

Q.17 咁對贊助商本身又有什麼好處呢？仲有呢？ (MA)

- 多的人知道佢個名 01(15-16)
- 形象健康 02(17-18)
- 回饋社會 03(19-20)
- 宣傳產品 04(21-22)
- 其他 (請註明) 05(23-24)

- (25-26) (31-34)
- (27-28) (33-34)
- (29-30) (35-36)

Q.18 咁你認為本地嘅商業機構或名人應唔應該多的贊助本地體育活動？ (SA)

- 應該 1(37)
- 唔應該 2
- 不予置評 3

Q.19 點解(A18·既答案)呢？仲有呢？ (MA)

- (36-39) (44-45)
- (40-41) (46-47)
- (42-43) (48-49)

PERSONAL DATA

問所有人

Q.20 請問你結咗婚未呢？

- 未婚 1 (1/50)
- 已婚 2
- 離婚 3
- 鰥/寡 4

Q.21 請問你嘅教育程度係幾高呢？

- 小學未畢業或以下 1 (1/51)
- 小學畢業 2
- 中學未畢業 3
- 中學/預科畢業 4
- 大專/大學或以上 5

問所有人

OFFICE CODE

Q.22 請問你嘅職業同職位係乜嘢呢？

PROFESSIONAL/EXECUTIVE/MANAGERS 01 (197)

SMALL EMPLOYER/PROPRIETARY OWNER 02 (193)

SKILLED WHITE COLLAR/SUPERVISORY LEVEL 03

UNSKILLED WHITE COLLAR 04

SKILLED BLUE COLLAR 05

UNSKILLED BLUE COLLAR 06

STUDENTS 07

HOUSEWIVES

- FULL TIME 08

- PART TIME 09

UNEMPLOYED 10

RETIRED 11

OTHERS (SPECIFY)

R-98

問所有人

Q.23 你個人每月嘅總收入大概係
幾多呢？

NONE	01 (1154)
UNDER \$5,000	02 (1155)
\$5,000 - 5,999	03
\$6,000 - 6,999	04
\$7,000 - 7,999	05
\$8,000 - 8,999	06
\$9,000 - 9,999	07

\$10,000 - 10,999	08
\$11,000 - 11,999	09
\$12,000 - 12,999	10
\$13,000 - 14,999	11
\$15,000 - 16,999	12
\$17,000 - 19,999	13
\$20,000 - 24,999	14
\$25,000 - 29,999	15
\$30,000+	16

R-98

問所有人

Q.24 你全家每月嘅總收入大概係
幾多呢？

UNDER \$6,000	01 (156)
\$6,000 - 7,999	02 (157)
\$8,000 - 9,999	03
\$10,000 - 10,999	04
\$11,000 - 11,999	05
\$12,000 - 12,999	06
\$13,000 - 13,999	07

\$14,000 - 14,999	08
\$15,000 - 15,499	09
\$16,500 - 16,999	10
\$17,000 - 17,999	11
\$18,000 - 19,999	12
\$20,000 - 22,999	13
\$23,000 - 24,999	14

\$25,000 - 26,999	15
\$27,000 - 29,999	16
\$30,000 - 33,999	17
\$34,000 - 36,999	18
\$37,000 - 39,999	19
\$40,000 - 44,999	20
\$45,000+	21

Q.25 請問你住係十九區嘅邊一區呢？

香港島

- 中西區 01 (1158)
- 灣仔區 02 (1159)
- 東區 03
- 南區 04R99
- 離島 05

九龍

- 九龍城區 06
- 觀塘區 07
- 深水埗區 08
- 油尖區 09
- 黃大仙區 10
- 旺角區 11

新界

- 葵青區 12
- 北區 13
- 沙田區 14
- 大埔區 15
- 荃灣區 16
- 屯門區 17
- 元朗 18
- 西貢 19

Listed below are the sponsors' name recalled by the respondents who attend sport events in person during the past 12 months:

Cigarette

Viceroy
Marlboro
Salem

Computer/ Office equipment/ Electric appliance/ Consumer electronics

Instant-Dict
Chevalier
Golden Easy
Ericsson

Sport equipment

Lotto
Adidas
Nike
Puma
Yonex (YY)

Beer

San Miguel
Carlsberg

Government and related organization

Urban council
Hong Kong Government

Soft drink

Pocari
Vitasoy

Bank

Hongkong Bank
Dao Heng Bank

Sport Association

HK Football Association

Media

TVB
Metro Broadcast

Others

Caritas
Yan Chai Hospital
Royal Jockey Club
Yaohan
Sun Flower (Travel Agency)
CSL

Listed below are the sponsors' name recalled by the respondents who watch TV sport programs during the past 12 months:

Cigarette

Salem
Marlboro
Viceroy
Kent
555
Camel Lights

Sport equipment

Nike
Adidas
Reebok
Puma
Yonex (YY)

Computer/ Office equipment/ Electric appliance/ Consumer electronics

Instant-Dict
Golden Easy
Canon
Chevalier
AST
NEC
Philips
Sharp

Beer

San Miguel
Carlsberg

Soft drink

Coca Cola
Vitasoy
Pepsi Cola

Sport Association

South China Athletic Association
HK Football Association

Watch

Seiko
Piaget

Government and related organization

Urban council
Sport Development Board

Airline

Virgin Airline
Cathay Airline

Gas Company

Caltex Gas
Shell Gas

Bank

Hongkong Bank

Others

Hutchison Telecom
Watson's
Rejoice
Energy
Camel Paint
Marriot Hotel
Michelin (Tire)
Fuji (Film)