

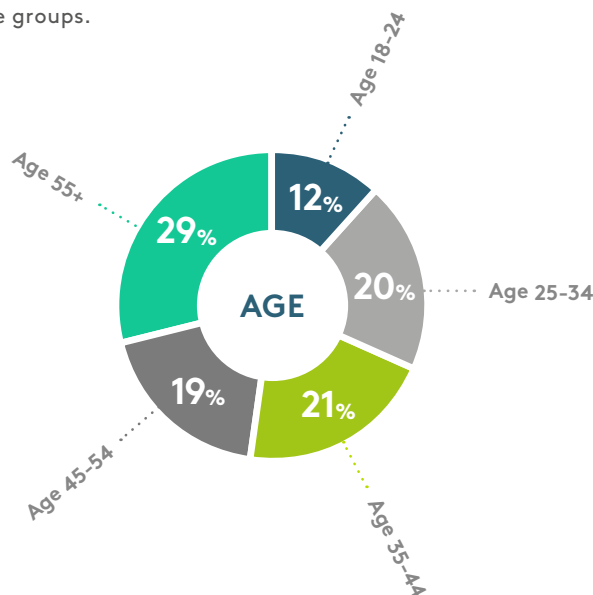
Uncovering the UK Wimbledon fan

Summer is upon us, which means Wimbledon, strawberries and cream and the famous all white dress code. We identify who Wimbledon fans are, how they consume sport and what other sports they engage with. By diving deeper into the insights, brands can better engage and target these consumers.

Who are the Wimbledon followers?

Looking at those with an interest in Wimbledon*, demographically there is a fairly even split across gender but there is a heavier shift towards 55+ when it comes to age groups.

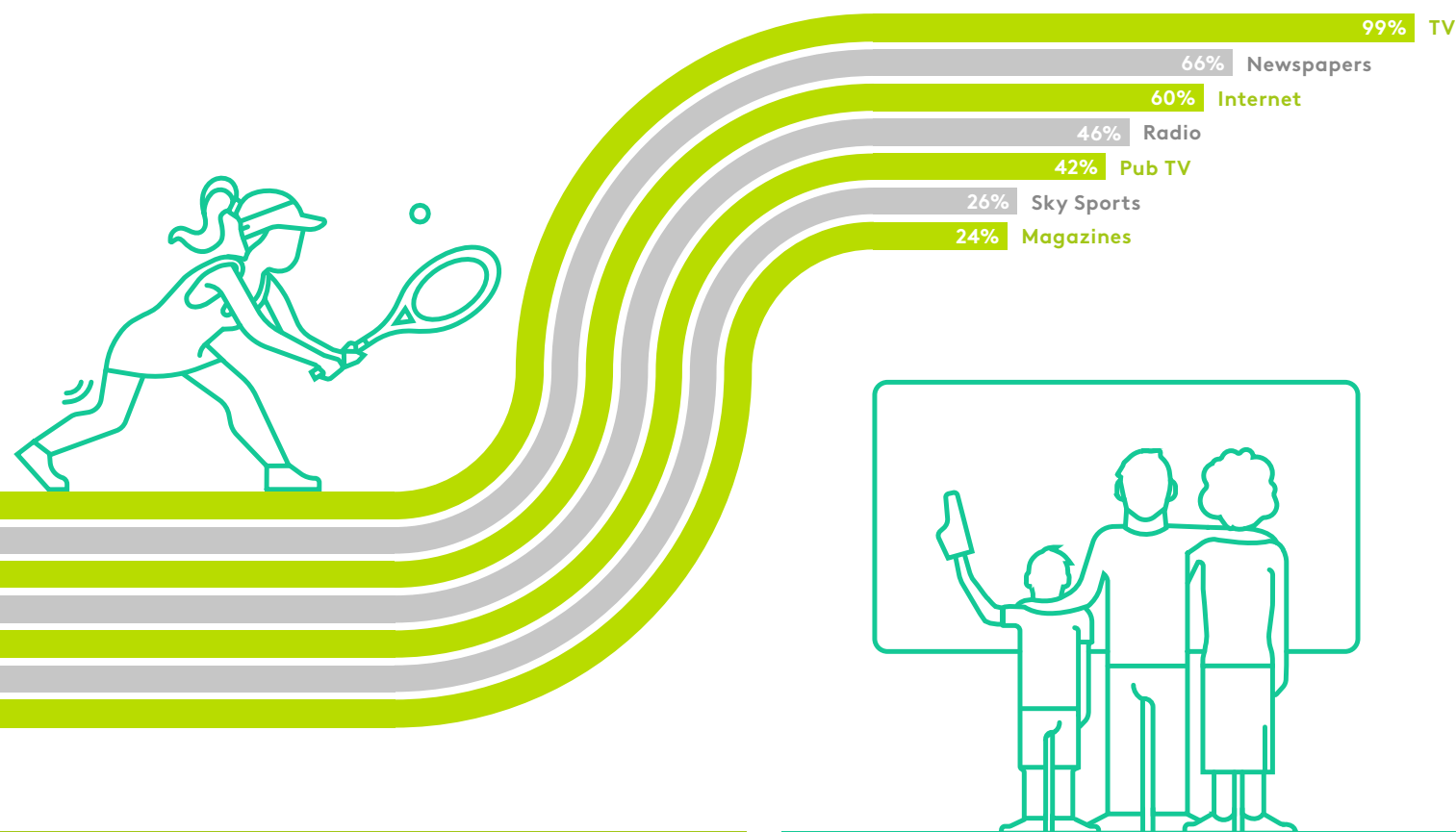
GENDER



* Either 'extremely interested' or 'very interested'.
Source: Kantar Media's SportScope study (December 2014 - May 2017)

Where can you find them?

Below we look at Wimbledon fans in the UK and the mediums they use to consume sport. Followers use multiple forms of media to engage with sport, but TV undoubtedly comes out on top.



64% more likely to agree*...
 "I talk a lot about sport with colleagues at work."
 "

63% more likely to agree*...
 "I make sure I keep up with all the latest sporting news."
 "

63% more likely to agree*...
 "I enjoy the build up to a sporting event as much as the event itself."
 "

* % more likely to agree than the average adult in the UK.
Source: Kantar Media's GB TGI 2017 Q2 study (January 2016 - December 2016)

What other sports are they interested in?

In terms of what sports Wimbledon fans are particularly interested in, tennis is of course high on the list, whilst football and F1 are also very popular.

TOP 3 SPORTS

71%
Tennis

59%
Football

39%
Formula One



Source: Kantar Media's SportScope study (December 2014 - May 2017)