

Roy Morgan

— Research —

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Quality System Certified to AS/NZS ISO 9001

Finding No. 4043
Available on Website: www.roymorgan.com
On June 29, 2006

NEARLY 7 MILLION AUSTRALIANS WATCHED SOCCEROOS **LAST-MINUTE LOSS AGAINST ITALY**

Nearly seven million Australians (40% of Australians aged 14 and over – 48% of men and 32% of women) watched the SBS's live broadcast of Australia's heartbreaking last-minute loss against Italy early Tuesday morning, according to a special Roy Morgan telephone survey.

The 1am East Coast starting time meant that many people stayed up for the game, therefore the number was considerably up on the 4.596 million who watched the [Australia vs. Brazil](#) match (June 19, 2am) and slightly more than the 6.509 million who watched the [Australia vs. Croatia](#) (June 23, 5am) match. However, the Socceroos' first appearance beyond the group stage of the World Cup failed to attract a larger audience than the 7.115 million who watched their [opening game against Japan](#) (June 11, 11pm).

Of the estimated 6.691 million Australians who watched the game, 4.621 million watched the whole match (347,000 more than the Japan match), 719,000 said they watched only the first half, while 1.263 watched only the second half (87,000 couldn't say which part of the match they watched).

The clear majority of viewers (5.831 million) watched the match at home, 390,000 at a friends' house, and 386,000 at a public venue (hotel, public place), while 84,000 watched it somewhere else.

Respondents surveyed on Tuesday and Wednesday (June 27/28, 2006) were asked: "Did you watch the Australia versus Italy match on Tuesday morning?"

The table below compares the results with that of previous matches.

	Total Australians 14+				Analysis by Sex and Age of Australia vs Italy						
	Australia vs. Japan	Australia vs. Brazil	Australia vs. Croatia	Australia vs. Italy	Men	Women	14-17#	18-24	25-34	35-49	50+
	%	%	%	%	%	%	%	%	%	%	%
Yes	43	28	39	40	48	32	44	49	46	37	36
No	57	72	61	60	52	68	56	51	54	63	64
Total	100	100	100	100	100	100	100	100	100	100	100

Sample sizes less than 50 should be treated with caution

	Total Australians 14+				Analysis by Region and State of Australia vs Italy							
	Australia vs. Japan	Australia vs. Brazil	Australia vs. Croatia	Australia vs. Italy	Capital Cities	Country Areas	NSW	Vic	Qld	SA/NT	WA	Tas#
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	43	28	39	40	45	31	45	39	33	46	38	35
No	57	72	61	60	55	69	55	61	67	54	62	65
Total	100	100	100	100	100	100	100	100	100	100	100	100

Sample sizes less than 50 should be treated with caution

Gary Morgan says:

“Despite slightly fewer Australians watching the Australia vs. Italy (6.691 mil) game than the [Australia vs. Japan](#) (7.115 mil) match, the average audience was greater (5.117 mil cf 4.934 mil) due to a larger number of Australians who watched the ‘whole match’.

“Once again, official ratings provider OzTAM greatly underestimated television audience numbers.

“It’s clear from four special Roy Morgan telephone surveys that OzTAM have seriously underestimated the ratings of special television programs shown on SBS at unusual viewing times – in this example the four Socceroos’ World Cup games. The TV stations should be concerned as these kinds of major sporting and international events are highly sought after by advertisers and sponsors and may be seriously undervalued by the current measurement system.

“OzTAM said the ‘average audience’ for the Japan match was 2.89 million, 2.044 million fewer than the Roy Morgan estimate of 4.934 million; OzTAM reported 2.06 million for the Brazil match, 1.323 million fewer than Roy Morgan (3.383 million); the OzTAM audience for the Croatia match was 2.771 million, 1.666 million fewer than the Roy Morgan average audience estimate of 4.437 million; and the OzTAM average for the Italy match was 2.838 million, 2.279 million fewer than the Roy Morgan estimate of 5.117 million.

“The gap was narrower for the one-off Footy Show Special from Germany. However, there was a difference of almost half a million (OzTAM 1.598 mil; Roy Morgan 2.095 mil).

“The results highlight OzTAM inaccuracies in their TV audience measurement. Now major questions need to be answered about the accuracy of the OzTAM Peplemeter.

“While the three Roy Morgan surveys have shown there is significant out-of-home viewing, this does not account for the magnitude of the underestimation of the OzTAM ratings. There are three possible reasons:

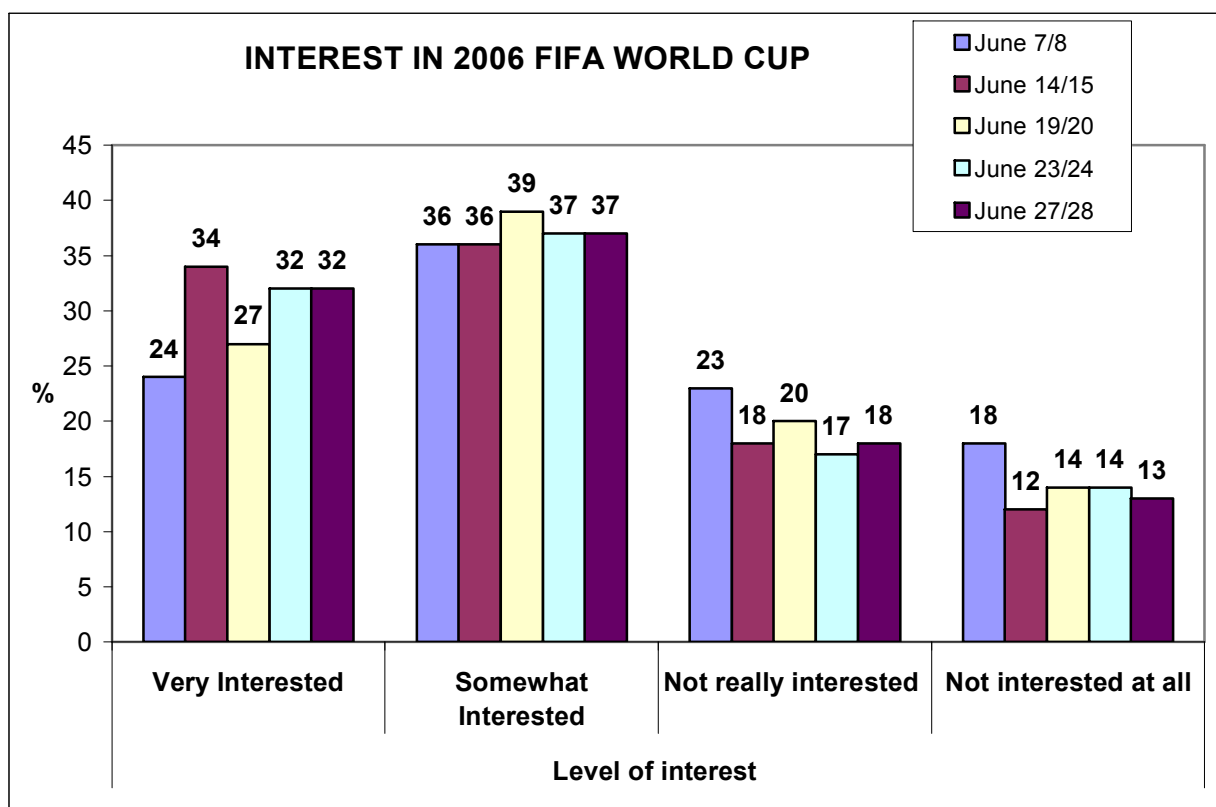
- 1. The OzTAM sample underestimates SBS households. Programs now broadcast on SBS are underestimated due to an inadequate representation of SBS viewing households in the TV rating panel;*
- 2. The OzTAM sample underestimates light and very-light TV viewing households. Special events that attract large audiences who don’t normally watch television are underestimated due to the TV household panel being skewed towards heavier TV viewing households; and*
- 3. The button-pushing methodology is not followed by viewers in the ‘wee-hours’. The time of broadcast (very late or early in the morning) means that members of the TV household panel do not follow their required ‘button-pushing’ protocol.”*

	Australia vs. Japan (June 11, 11pm)	Australia vs. Brazil (June 19, 2am)	Australia vs. Croatia (June 23, 5am)	Australia vs. Italy (June 27, 1am)	Footy Show Special (June 18, 8.30pm)
OzTAM	2.89 mil (avg.)	2.06 mil (avg.)	2.771 mil (avg.)	2.838 mil (avg.)	1.598 mil (avg.)
Roy Morgan	4.934 mil (avg.)	3.383 mil (avg.)	4.437 mil (avg.)	5.117 mil (avg.)	2.095 mil (avg.)
	7.115 mil “watched the game”	4.596 mil “watched the game”	6.509 mil “watched the game”	6.691 mil “watched the game”	4.133 mil “watched the show”

Note: The Roy Morgan average soccer viewing audiences were calculated by combining those who said they watch the “whole match” with one-quarter of the number of people who said they watched either the “first half” or “second half.”

These Roy Morgan special telephone surveys were conducted with an Australia-wide cross section of men and women aged 14 and over on the nights of June 14/15 (sample: 678), June 19/20 (sample: 634), June 23/24 (sample: 665), June 27/28 (sample: 652).

Australians' interest in the FIFA World Cup remains unchanged in the aftermath of the Socceroos' dramatic exit from the tournament. Sixty-nine per cent (unchanged) of Australians aged 14 and over say they are either "very interested" (32%, unchanged) or "somewhat interested" (37%, unchanged) in the 2006 FIFA World Cup.



Base: Australians aged 14 and over

Audience Comparison

In the last eight months Roy Morgan Research has measured viewing audiences of all the major Australian sporting events:

	<u>Soccer World Cup</u>				<u>Soccer World Cup Qualifier</u>		<u>F1 GP</u>	<u>Monday Night AFL Collingwood vs. Adelaide*</u>	<u>C'wealth Games Opening Ceremon</u>	<u>Melb . Cup</u>	<u>VB One Day Cricket</u>		
	<u>Australia vs. Japan</u>	<u>Australia vs. Brazil</u>	<u>Australia vs. Croatia</u>	<u>Australia vs. Italy</u>	<u>Game 1</u>	<u>Game 2</u>			<u>Y</u>		<u>1</u>	<u>2</u>	<u>3</u>
	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes	43	28	39	40	24	51	30	14	54	63	36	44	27
No	57	72	61	60	76	49	70	86	46	37	64	56	73
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Australian Open

Tennis

	<u>Women's Final</u>	<u>Men's Final</u>
	%	%
Yes	30	60
No	70	40
Total	100	100

*Not shown in Queensland

Australian Sports Audience Estimates in last Eight Months (rounded)

The Melbourne Cup remains Australia's most watched sporting event (10.5 million) in the last eight months with more than double the audience figure of the 2006 Fosters Australian Grand Prix (4.9 million) and almost five times as many as the Monday Night AFL Match between Collingwood and Adelaide (2.2 million).

	All Australians 14+ (million)
2005 Melbourne Cup	10.5
2006 Australian Open Men's Final	10
Commonwealth Games 2006 – Opening Ceremony	9
Soccer World Cup Qualifier – 2 nd Game (Nov. 2005)	8.5
Commonwealth Games 2006 – Closing Ceremony	8.5
Cricket One Day International – Australia vs. South Africa (Jan. 2006)	7.3
2006 Soccer World Cup – Australia vs. Japan (Jun. 2006)	7.1
Cricket: Test – Australia vs. West Indies (Dec. 2005)	7
2006 Soccer World Cup – Australia vs. Italy (Jun. 2006)	6.7
2006 Soccer World Cup – Australia vs. Croatia (Jun. 2006)	6.5
2006 Australian Open Women's Final	5
2006 Fosters Australian Grand Prix	4.9
2006 Soccer World Cup – Australia vs. Brazil (Jun. 2006)	4.6
AFL Monday Night – Collingwood vs. Adelaide	2.2*

*Not shown in Queensland

Roy Morgan Research has now conducted four special Australia-wide telephone surveys that have measured the number of viewers for the Socceroos' four games in the 2006 FIFA World Cup. The second survey also measured the number who watched the Channel Nine Footy Show Special from Germany that preceded the Australia vs. Brazil match.

The latest special Australia-wide Roy Morgan telephone survey was conducted Tuesday night and Wednesday afternoon (June 27/28, 2006) with a cross-section of 652 men and women aged 14 and over.

Roy Morgan Detailed Analysis

A detailed analysis of this special Roy Morgan survey can be purchased for \$6,800 plus GST (which includes the data loaded in Roy Morgan's [Asteroid Software](#)).

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