

‘Sports Turkey: Popularity & Participation of Sports in Turkey’

Leading sports and sponsorship market research consultancy, SMG Insight, is delighted to announce the release of ‘Sports Turkey: Popularity & Participation of Sports in Turkey 2013’, the latest in a series of geographical sports market research publications, now available to download free of charge at <http://www.smg-insight.com/research-reports/sports-turkey-research-report/>

What’s it all about?

It’s time to take note of Turkey. The country’s drive and capacity to become a major player in the global sporting market is gaining huge momentum, placing it on the cusp of an exciting new era that promises real opportunities for the potential investor. Pushing forth with a strong bid for the 2020 Olympics and co-hosting of the 2020 UEFA European Championship, Turkey is relishing an influx of public and private sponsorship and investment, enabling vast improvements to be made to the country’s sporting infrastructure and allowing a series of world-class events to be successfully staged, capturing international audiences.

But this isn’t the only advantage Turkey holds – the country is home to a youthful population with approximately half of Turkish inhabitants aged 30 or younger, creating keen demand for sport across the nation, which has surged in recent times – and, crucially, Turkey’s economy, having expanded massively in the last decade, remains robust and fertile in the global economic downturn. Uniquely bridging the continents of Europe and Asia, Turkey is ready to shine on the sporting stage.

SMG Insight’s report drills down into essential data gathered by YouGov on participation in sport amongst the Turkish population, as well as following of sports and sporting events, analysing figures by gender, age group and income level. The report includes ten ‘Focus’ sections on sports ranging from football to swimming to golf and more, revealing intriguing statistics and offering speculation on the future of these sports in Turkey.

Key findings include:

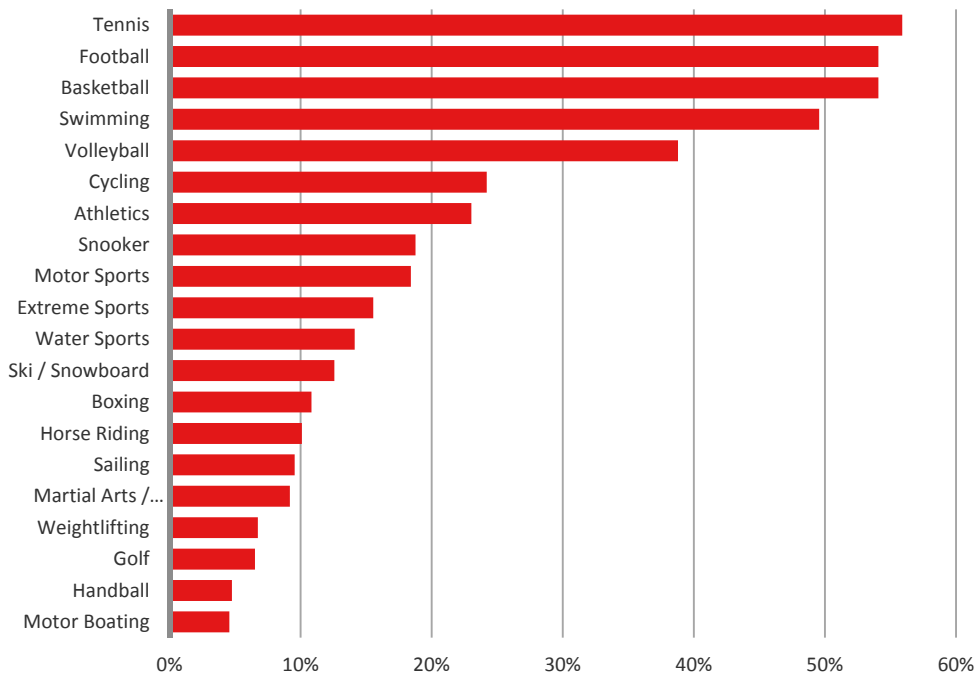
- 96% of respondents regularly take part in sport and 94% regularly follow one or more sports on TV or in the media.
- Football, basketball, tennis and swimming are the top four most popular participant sports, attracting 50% or more of the population on a regular basis.
- Tennis and swimming attract more female participants than males: a significant 50% of female respondents regularly participate in basketball and 33% in football.
- Football is the most followed sport, with 67% of the population following it regularly. Basketball, tennis, volleyball and swimming come close behind in the top five.
- 26% of respondents follow the English Premier League, and almost half of them cite Manchester United as their favourite team.
- A combined 81% of Turks follow the Grand Slam tennis events and / or the ATP World Tour Masters.
- The FINA World Swimming Championship attracts the highest following of any non-ball sporting event, coming in second behind the Summer Olympic Games.

Commenting on the report, SMG Insight’s Managing Director, Frank Saez, said:

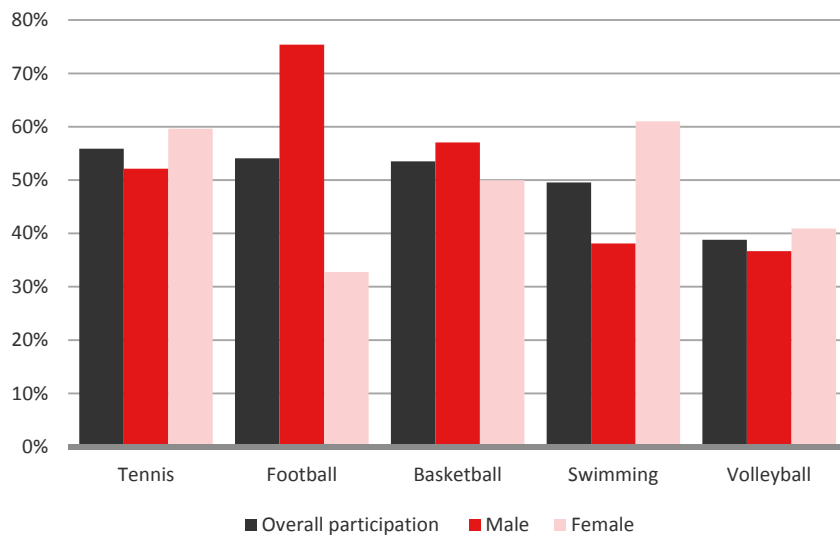
“As well as providing in-depth analysis on participation and following of sports and sporting events in Turkey, this report highlights the country’s drive and ambition to become a major player in the global sporting arena, revealing a nation that is passionate about sport and ready to enter a new sporting era. We look forward to tracking and reporting on this and other global sports marketing trends in the future.”

A selection of charts from the report:

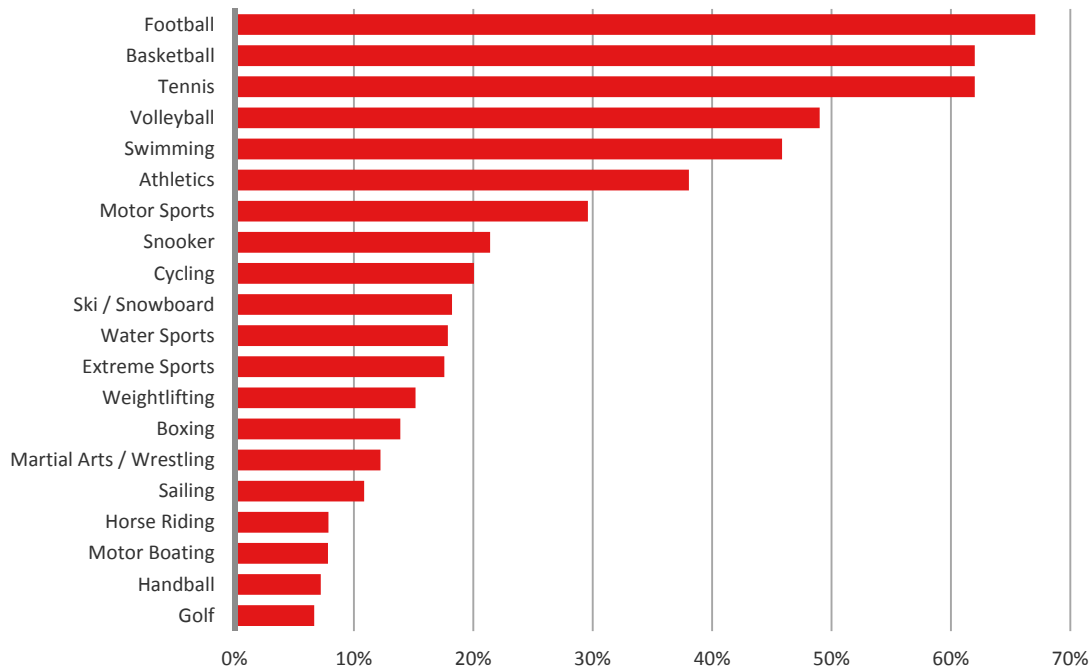
Participation – Top 20 Sports – % of population



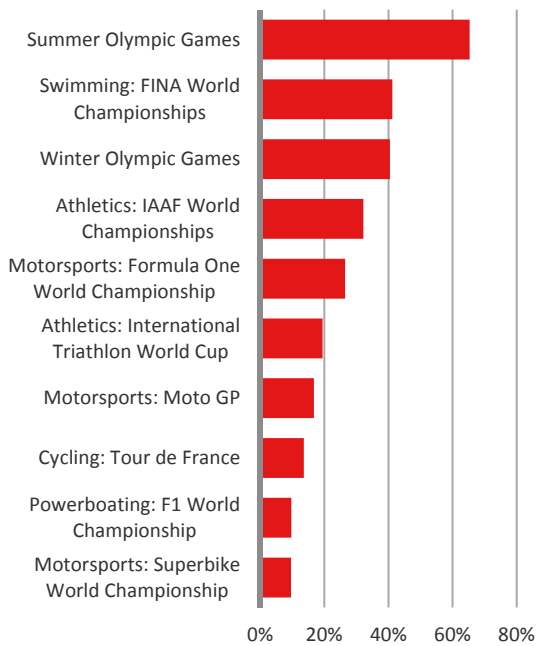
Participation – Top 5 Sports – by gender



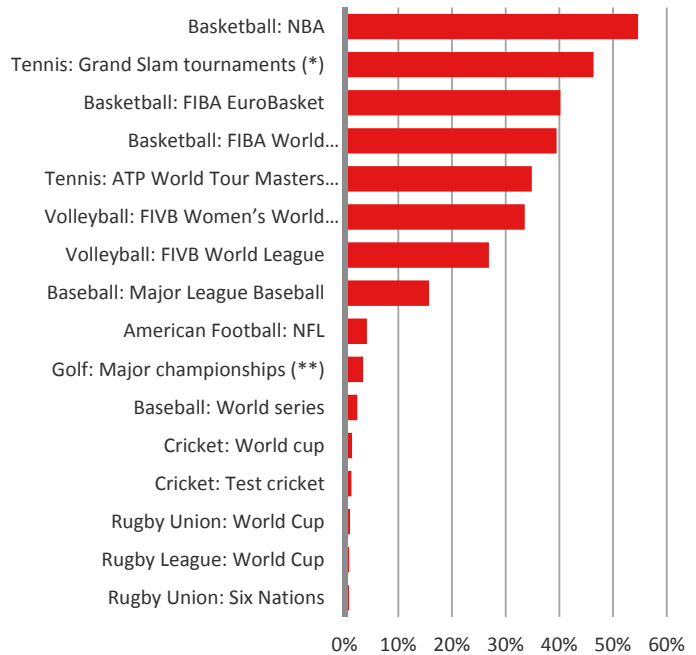
Top 20 most followed sports – % of population



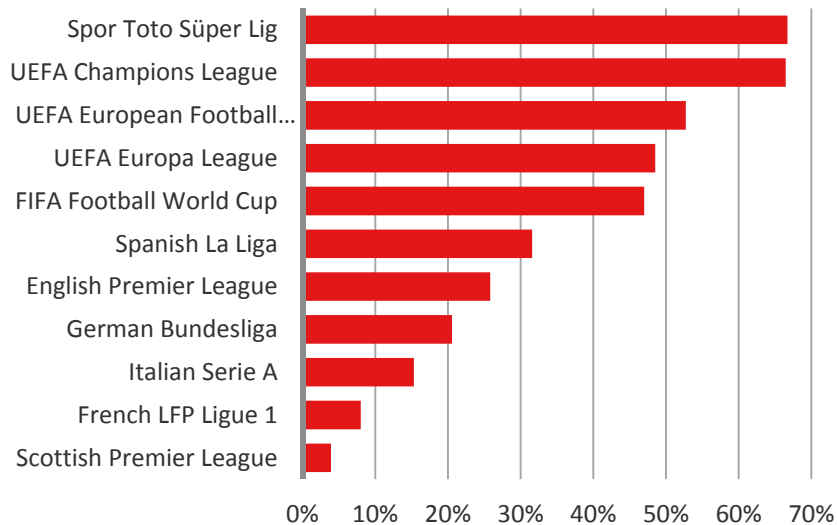
Top 10 most followed events (non-ball sports) - % of population



Top 10 most followed events (ball sports – excluding football) - % of population

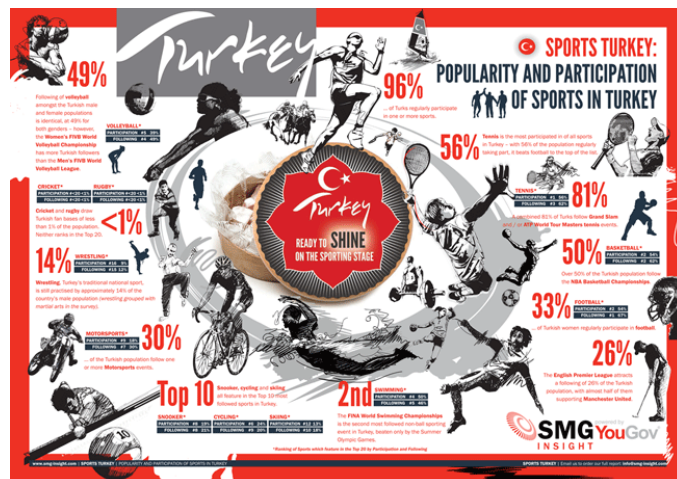


Following of football events / tournaments – % of population



'Sports Turkey Infographic' – download it here:

<http://www.smg-insight.com/wp-content/plugins/download-monitor/download.php?id=24>



About SMG Insight

SMG Insight delivers leading edge B2B and B2C research and consulting solutions for world-leading sports governing bodies, sponsors and sports investors in order to meet their strategic and business objectives. Our new generation sports research company offers a combination of thought leadership, strategic insight and comprehensive data analysis that enables global clients to achieve a higher return on investment from sports sponsorship, investment and marketing.

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