

Friday, 4 October 2019

Roosters have edge in numbers over Raiders for NRL decider

The Sydney Roosters 261,000 supporters will have the edge in numbers at this weekend's NRL Grand Final as they shoot for back-to-back NRL Premierships. Their opposition the Canberra Raiders, in their first decider for 25 years, have only 132,000 supporters, 15th in the league.

Support for the Roosters is also more evenly divided on gender lines with women comprising 45% of Roosters' supporters compared to only 40% for the Raiders. The admission of the Roosters to the inaugural NRL Women's competition in 2018 has boosted the club's engagement with women.

These are the latest findings from Roy Morgan's Single Source survey which is based on in-depth personal interviews conducted face-to-face with over 50,000 Australians each year in their own homes.

"The fight to build off-field support in the NRL is almost as fierce as the on-field battles," says Roy Morgan Industry Communications Director Julian McCrann. "On-field success translates directly into building support in the stands. Support for the Roosters is now almost double that for the Raiders who are playing in their first NRL Grand Final since 1994. The Roosters are set to play in their eighth this century."

Though smaller in number, Raiders' fans have demonstrated a higher commitment to the game with 31% going to NRL matches and 82% watching the NRL on TV. In contrast only 24% of Roosters' fans go to NRL matches and 71% watch NRL on TV.

NRL Supporter Comparison between Canberra Raiders and Sydney Roosters

	Canberra Raiders	Sydney Roosters
Number of supporters	132,000	261,000
Gender split: Men cf. Women	60% cf. 40%	55% cf. 45%
Average household income	\$114,250	\$121,930
% who go to NRL matches	31%	24%
% who watch NRL on TV	82%	71%
% who play Rugby League	2%	2%
% love to do as many sports as possible	31%	46%
% bet on Sport in last year	16%	8%
% bet on NRL in last year	11%	3%
% tell a type of person by car they drive	19%	36%
% Australian born supporters	80%	61%
% Acceptable weight (BMI)	27%	43%

Source: Roy Morgan Single Source Australia July 2018 – June 2019. n=14,383. Base: Australians aged 14+.

Roosters' fans not sold on globalisation while Raiders' fans fret about their weight

Roy Morgan not only analyses the demographic profiles of supporters of Australia's 16 NRL clubs but also delves into how supporters of different clubs feel about important issues and topics that impact on all of us.

Roosters' fans are more likely than average Australians, and Raiders' supporters, to agree that *'Globalisation brings more problems than it solves'*, *'there's too much change going on these days'* and that *'Obedience and respect for authority are the most important virtues children should learn'*.

When holidaying Roosters' fans are more likely than others to *'like to do as little as possible'* and they generally agree that *'magazines are a good way to relax and unwind'*. They also *'like to go away on weekends'* although when they're not out and about they're more likely than others to *'shut themselves off from the rest of the world when at home'*.

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In comparison Raiders' fans are more likely than average Australians, as well as Roosters' supporters, to be *'constantly watching their weight'* although it might not be helping that they're also more likely to be *'often buying takeaway food to eat at home'*. They're also far more likely to *'drink wine with their meals'*.

Raiders' fans like to keep up with what's going on in the world and are more likely than others to *'always watch the news on TV'*, *'always read the business section of the newspaper'* and *'enjoy buying magazines'*. They also tend to *'notice the advertisements on the tops and backs of taxis'*.

View Roy Morgan's [NRL supporter profiles](#) to learn more about NRL supporters or the supporters of individual NRL clubs such as the competing Grand Finalists [Canberra Raiders](#) and [Sydney Roosters](#).

For comments or more information about Roy Morgan's NRL Supporter profiles and other Sporting profiles data, please contact:

Roy Morgan Enquiries

Office: +61 (3) 9224 5309

askroymorgan@roymorgan.com

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Compiled with data from Roy Morgan's Single Source survey (the largest of its kind in the world, with 50,000 respondents p.a), these ready-made profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years' experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
50,000	±0.4	±0.4	±0.3	±0.2

