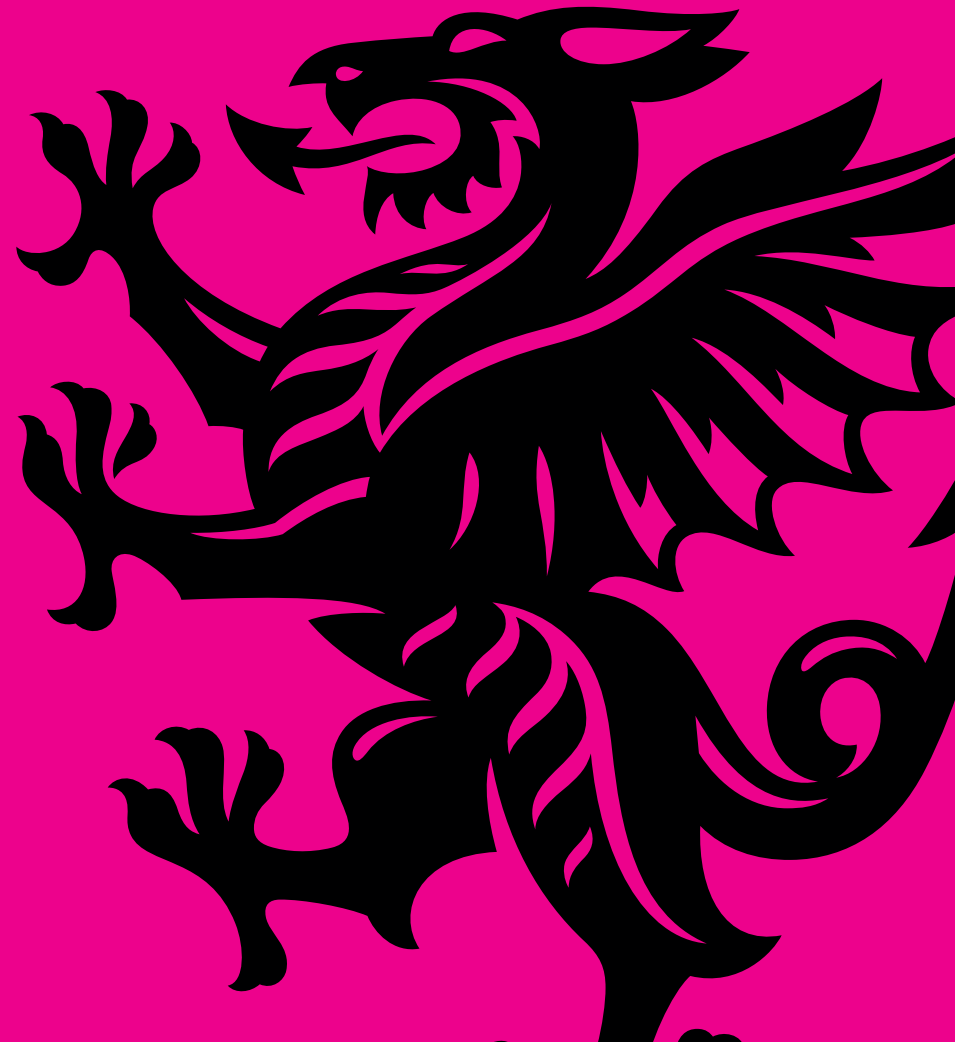


COMMERCIAL
BROCHURE



AUDIENCE
DATA PACK





INTRODUCTION

Somerset County Cricket Club's members and fans are a highly engaged, affluent, and exceptionally loyal audience. Recently crowned the UK's most engaged Sports Club, our supporters are one of the most valuable and responsive communities in UK cricket.

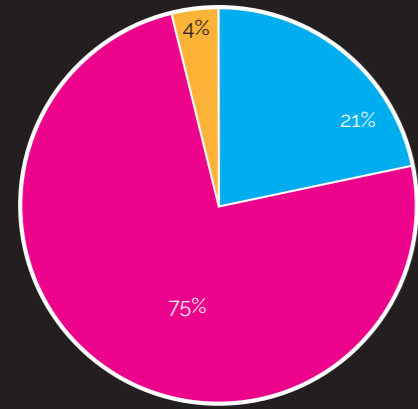
This data supplement reveals detailed insights into their lifestyles, spending habits, and openness to new providers across key sectors – from energy and insurance to travel, finance, retail, pets, vehicles and more.

The following information was taken from recent surveys of our database and membership, totalling over 72,000 data points.

ENERGY

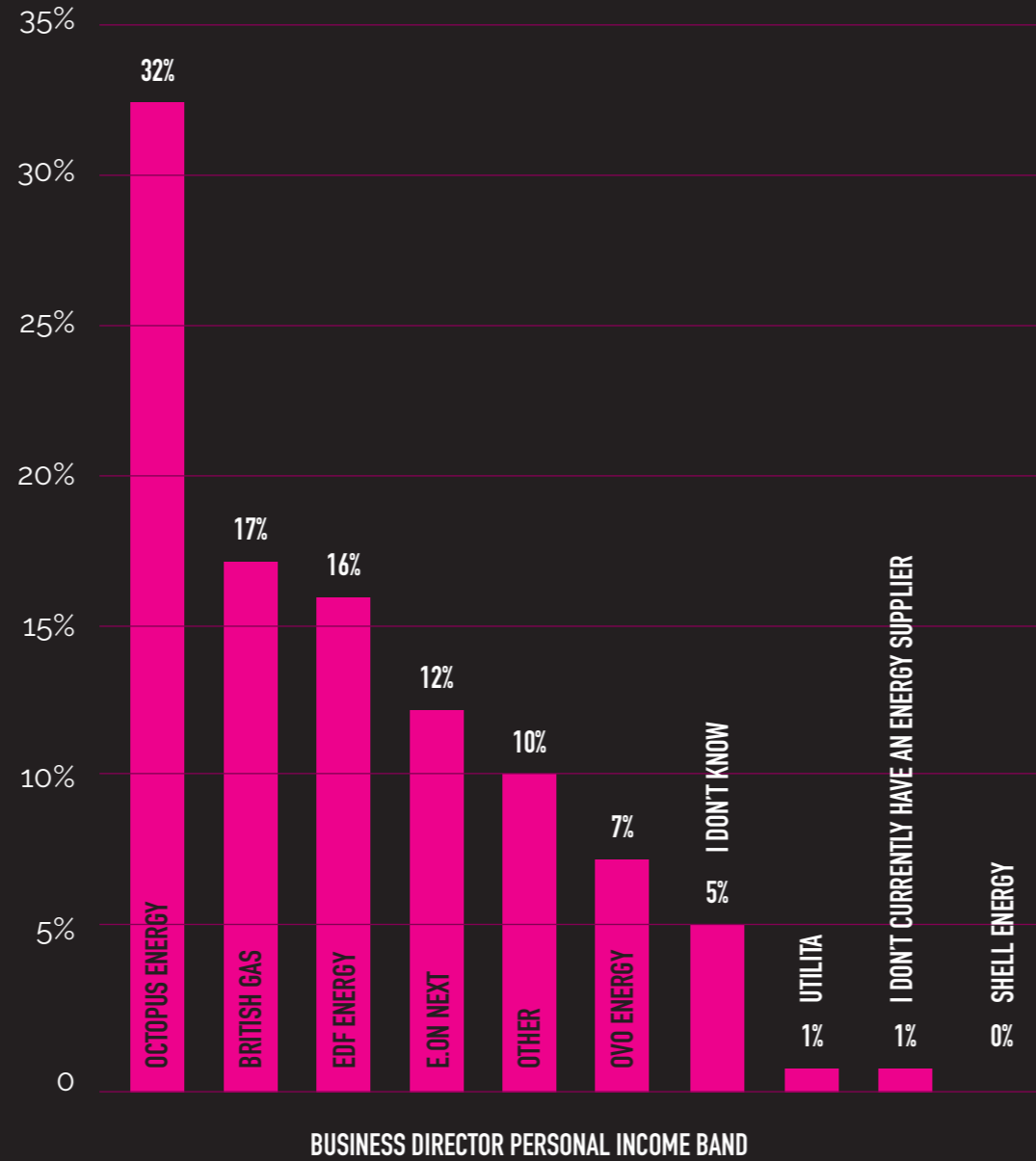
ENERGY PROVIDERS

ENERGY PROVIDER SWITCHING



- Switched provider in the last two years
- Has not switched provider in the last two years
- Not sure

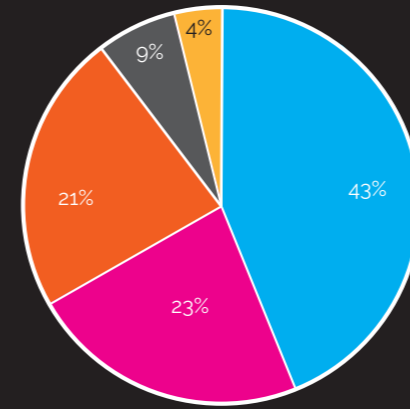
75% HAVE NOT SWITCHED PROVIDER IN THE LAST TWO YEARS



BUSINESS DIRECTOR PERSONAL INCOME BAND

ACCOUNTANCY

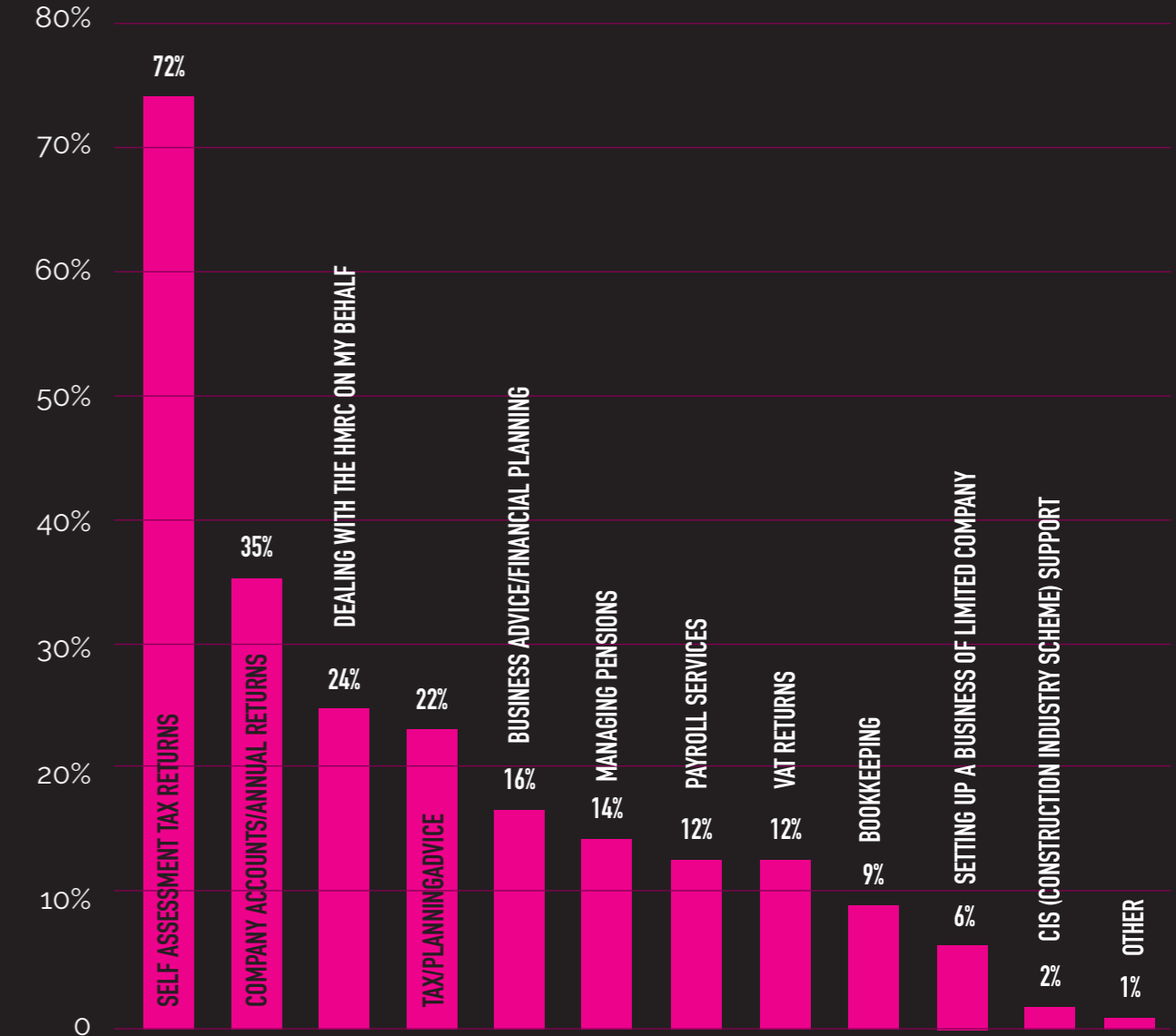
FREQUENCY OF SEEKING ADVICE



- Annually (e.g. during a tax season or end of financial year)
- Regularly (e.g. at least once a quarter)
- Occasionally (only when something specific arises)
- Rarely (less than once a year)
- I don't think advice

20% USE AN ACCOUNTANT
24% WOULD CONSIDER SWITCHING

SERVICES

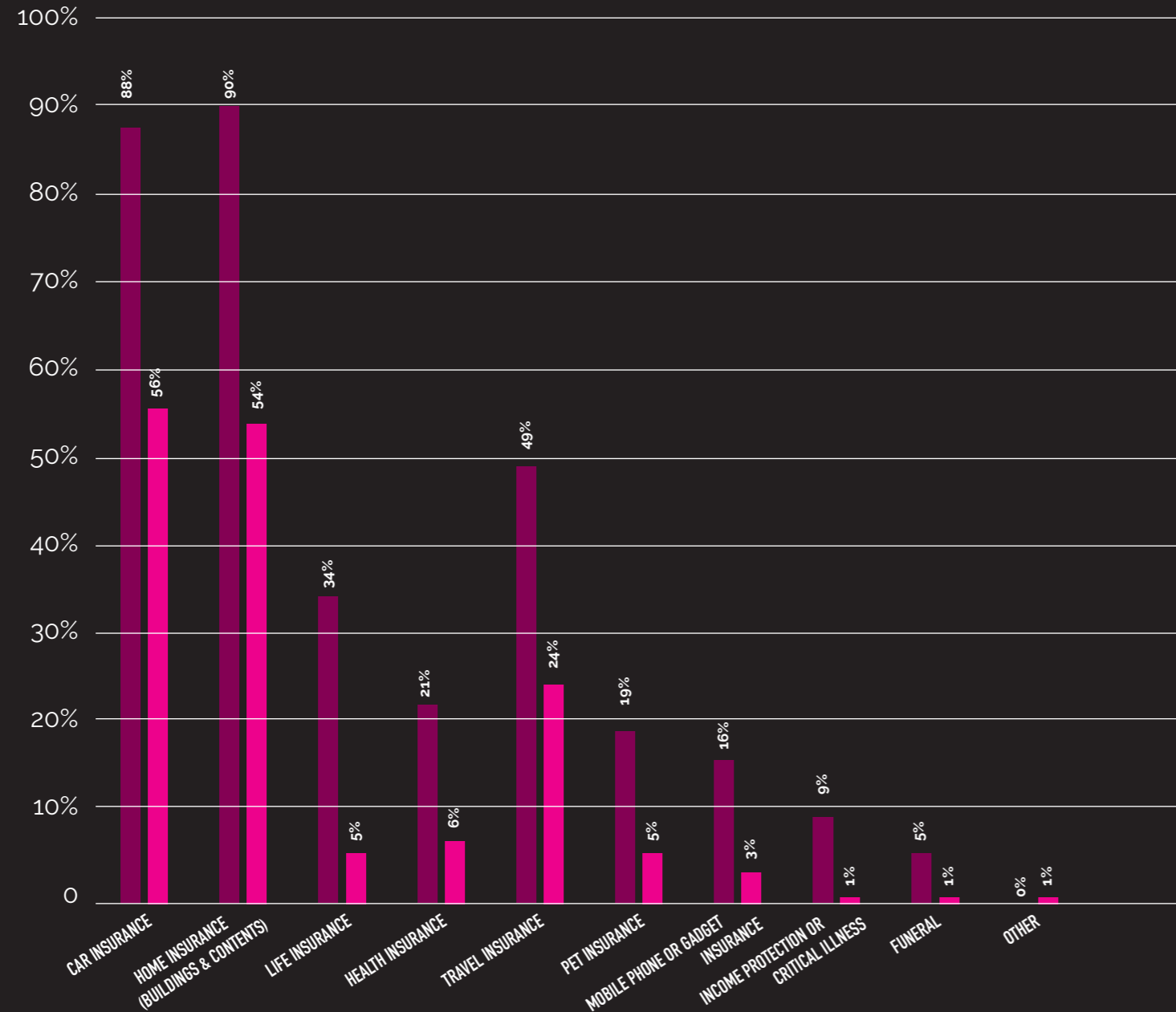


INSURANCE

56%
OF SCCC FANS
WOULD CONSIDER
SWITCHING
INSURANCE
PROVIDER
IF
RECOMMENDED
BY SCCC

INSURANCE TYPES

POLICY HOLDERS
LOOKING TO TAKE OUT IN THE NEXT 12 MONTHS

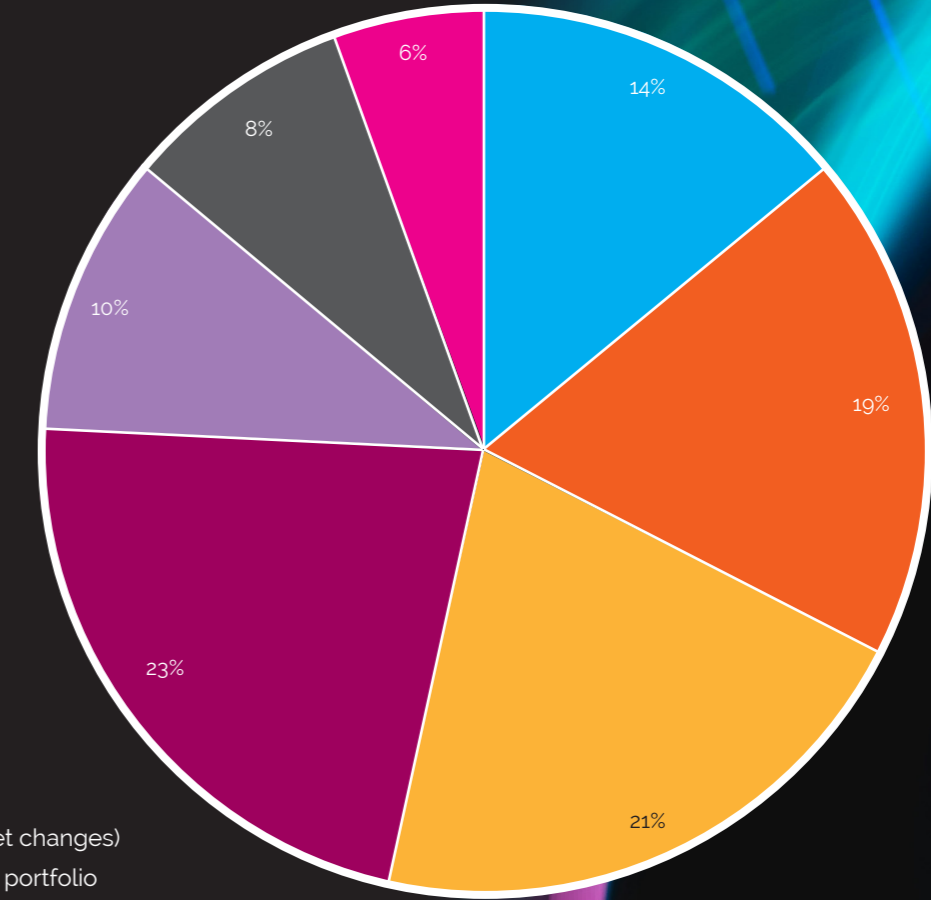


DIGITAL INVESTMENTS

24% INVEST IN STOCKS, CRYPTO OR OTHER DIGITAL ASSETS
44% OPEN TO LEARNING MORE ABOUT DIGITAL INVESTMENT

PORTFOLIO CHECKING

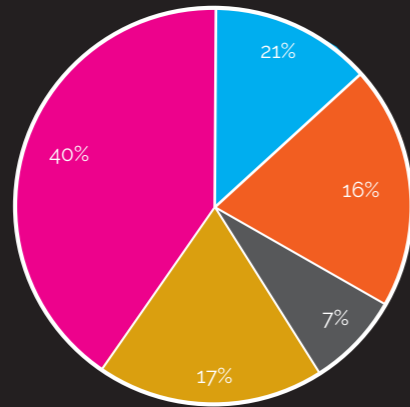
- Daily
- Several times a week
- Once a week
- Once a month
- Less than once a month
- Only when needed (e.g. major market changes)
- I don't actively manage or check my portfolio



FINANCIAL PLANNING

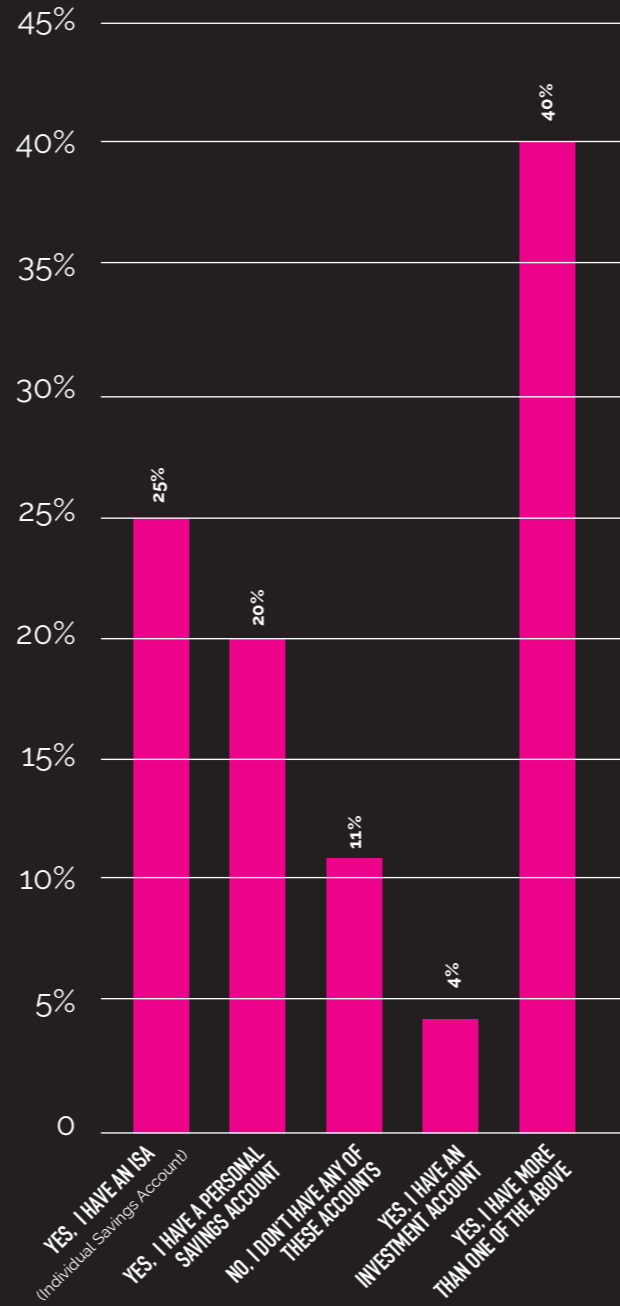
30% WORK WITH A FINANCIAL ADVISOR
89% HAVE A PERSONAL SAVINGS ACCOUNT

INVESTABLE ASSETS (EXCLUDING HOME)

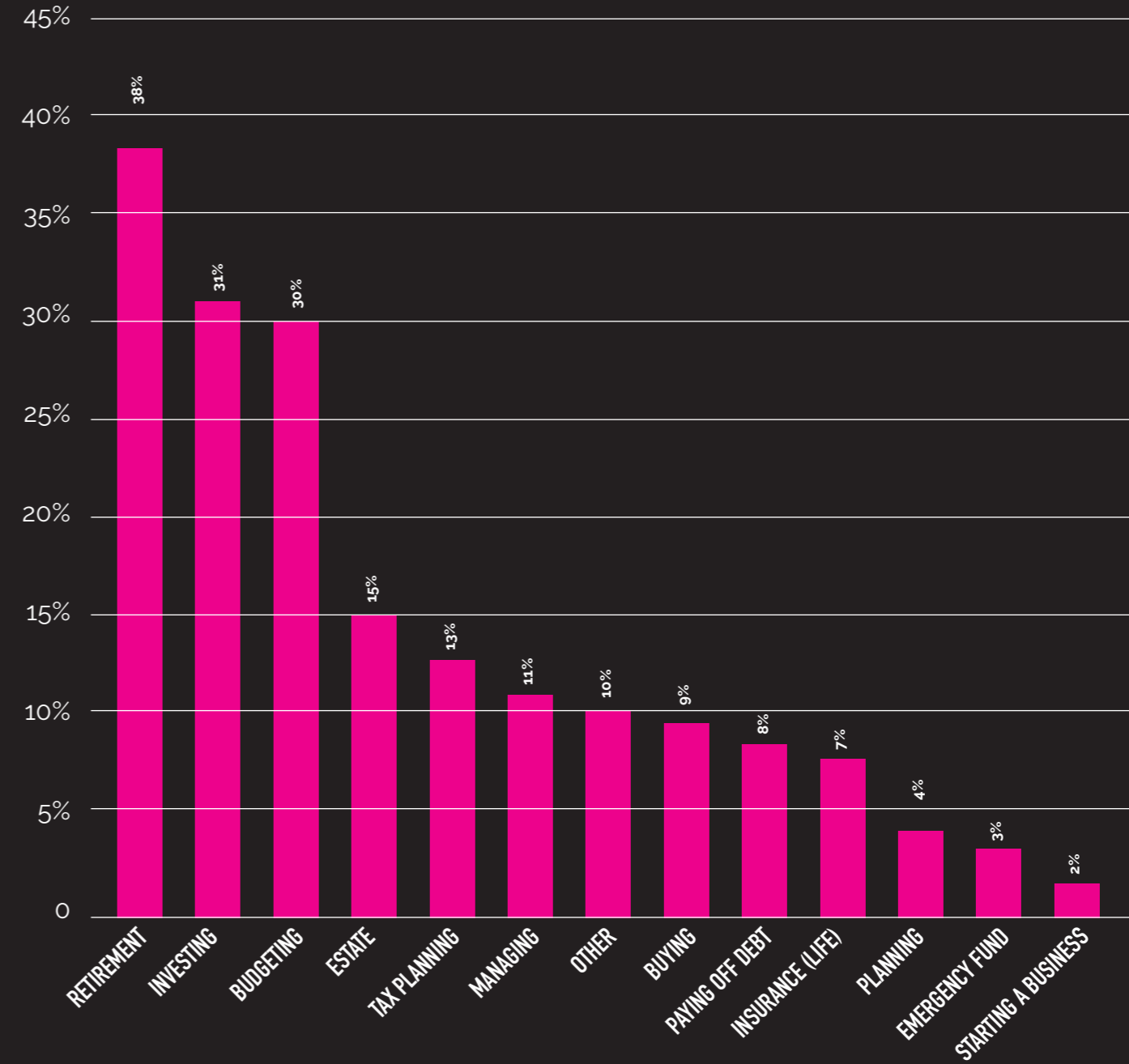


- Prefer not say
- <£25,000
- £25,000 - £100,000
- £100,000 - £200,000
- £200,000+

PERSONAL SAVINGS ACCOUNTS

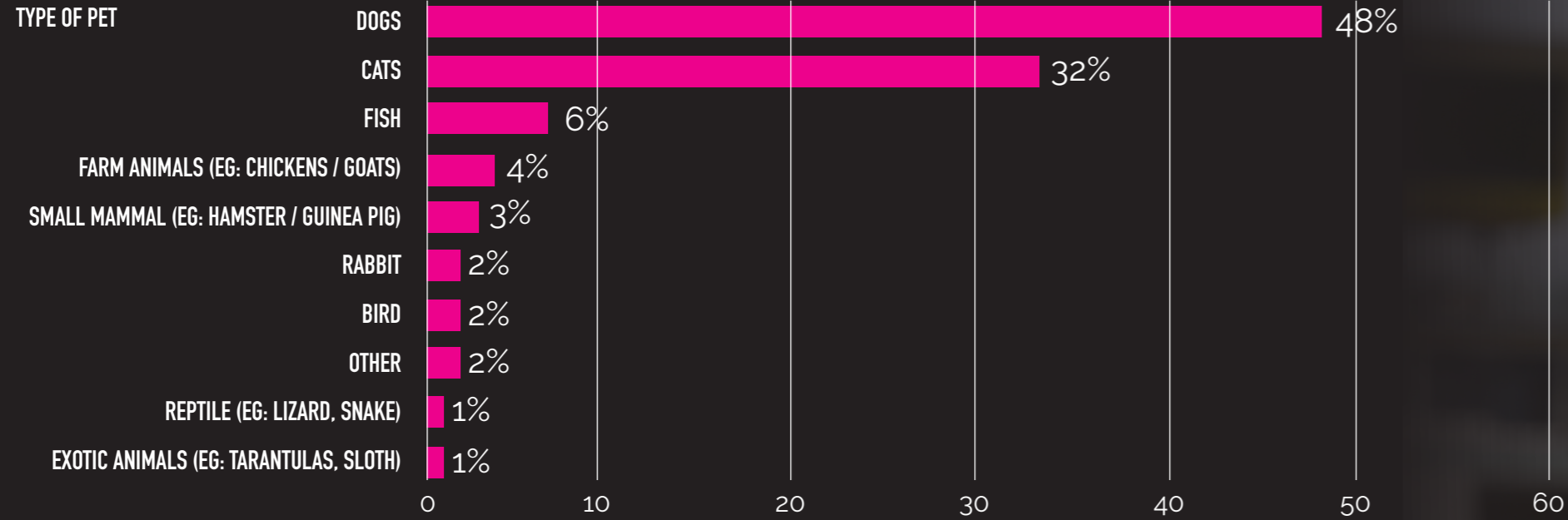


SERVICES



PETS

Our fans love pets, and as the only sport to allow dogs into their grounds, we provide the perfect environment to drive awareness and engagement for pet related products.

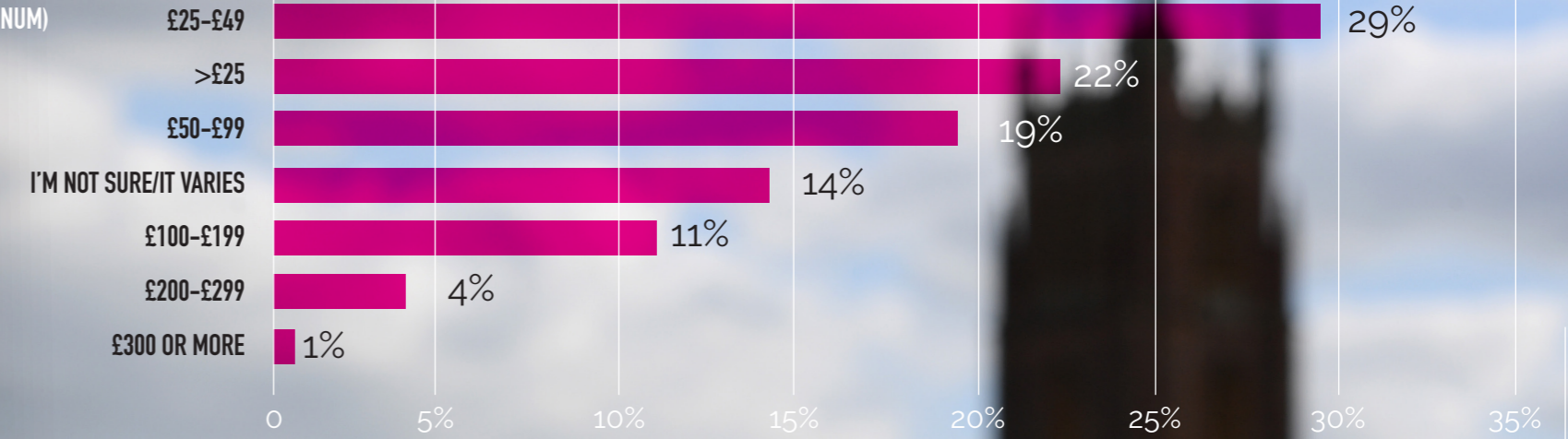


37% OF SCCC MEMBERS ARE PET OWNERS...

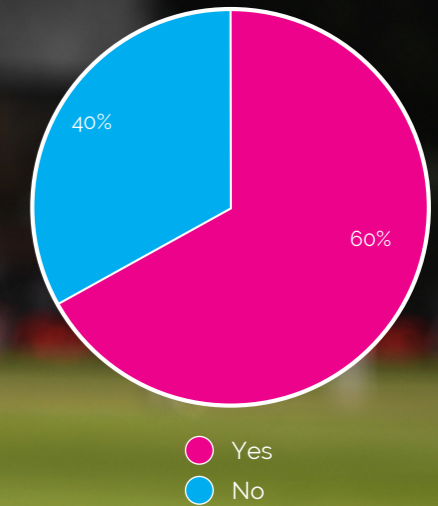
44% OF WHICH OWN MORE THAN ONE PET

600+ PETS AMONGST OUR MEMBERS

PET CARE SPEND (PER ANNUM)



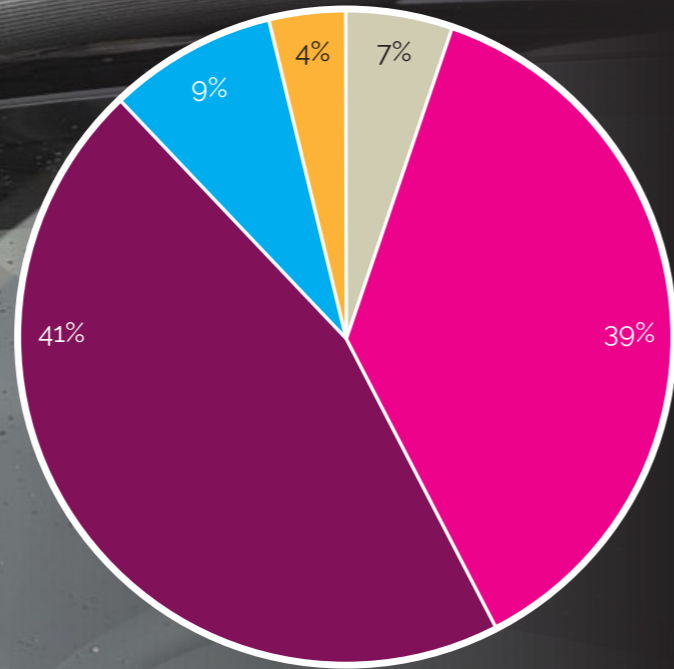
PET INSURANCE



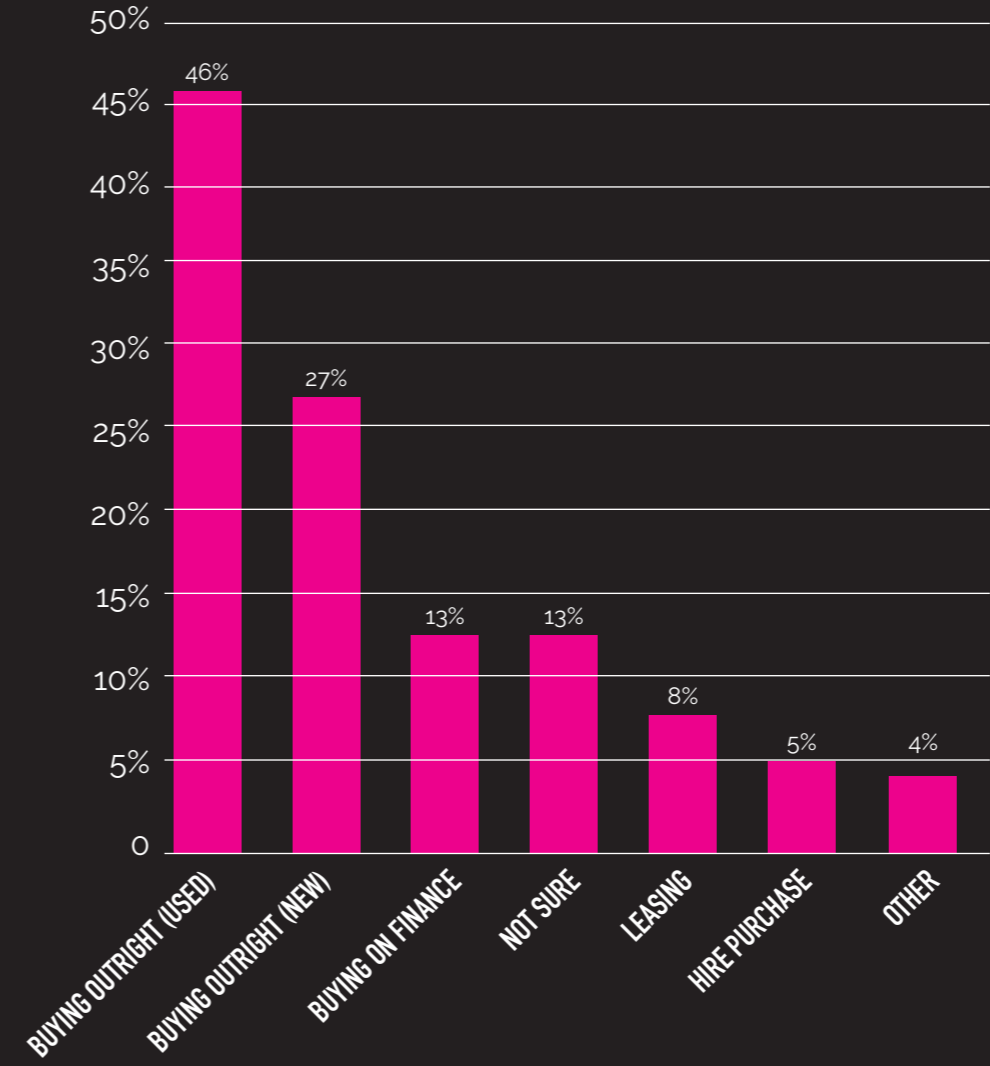
VEHICLES

10% OF SOMERSET FANS ARE CONSIDERING PURCHASING/ LEASING A NEW VEHICLE IN THE NEXT 12 MONTHS

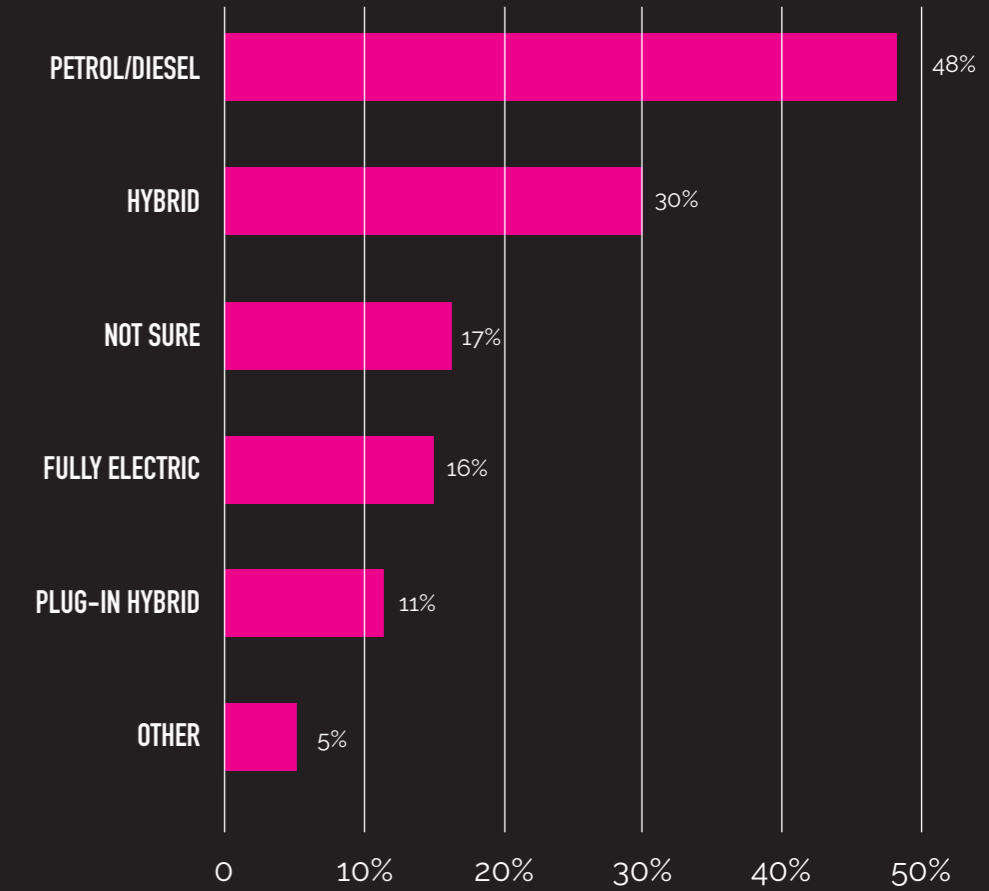
HOUSEHOLD VEHICLES



PREFERRED ACQUISITION METHOD



VEHICLE INTEREST



SPENDING INTENTION



> £10,000 > £10,000 - £19,999 > £20,000 - £29,999 > £30,000 - £39,999 > £40,000 - £49,999 > £50,000 - £59,999 £60,000+

SPORTS & FITNESS

73%

PARTICIPATE IN SPORTS / FITNESS

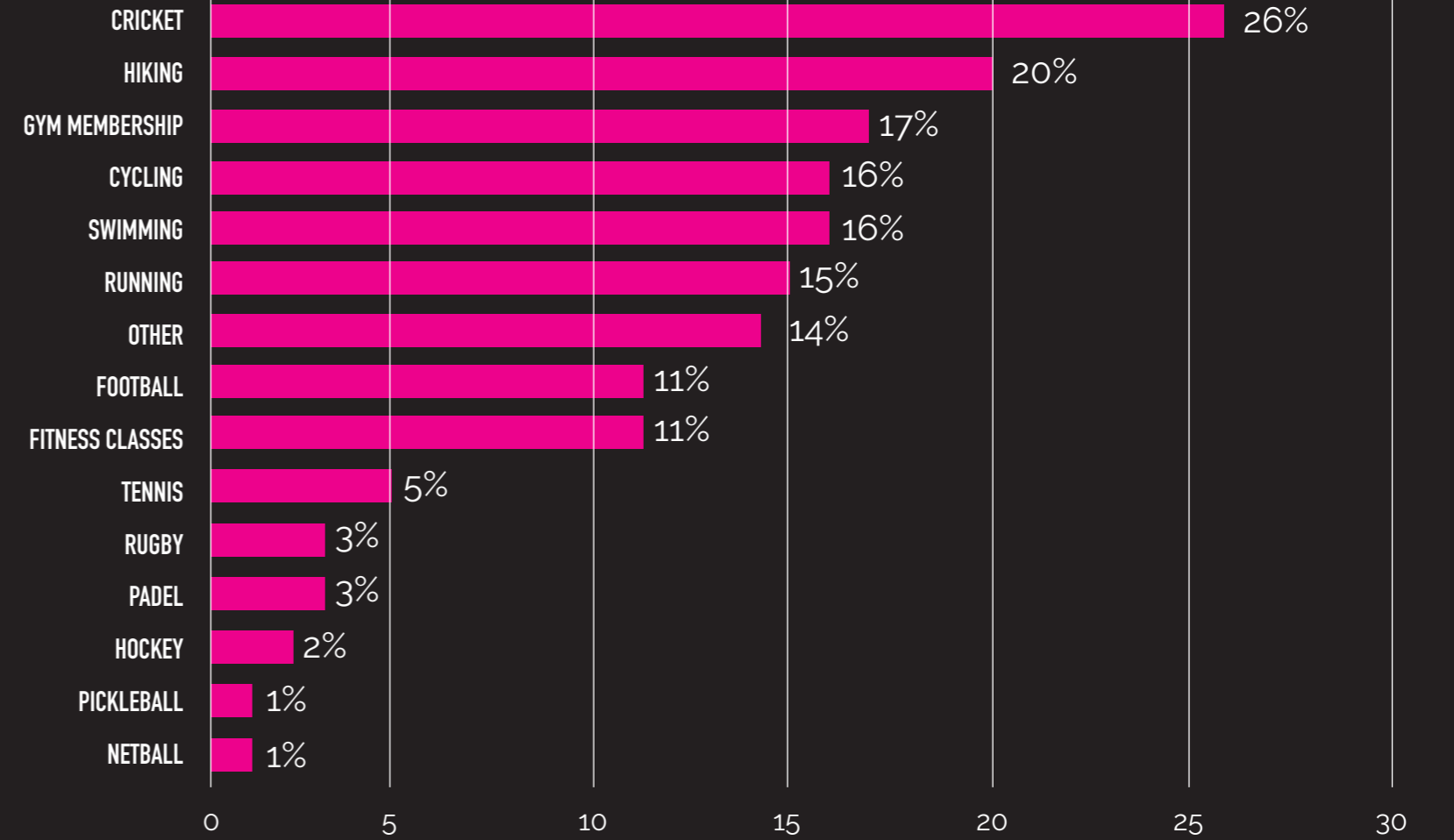


CRICKET 26%

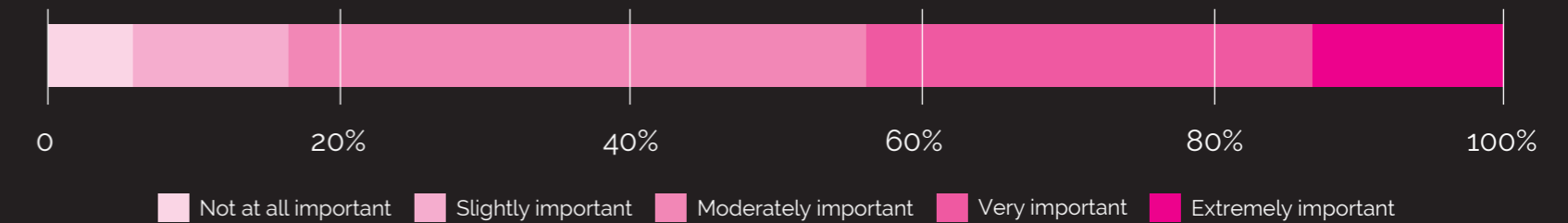
HIKING 20%



SPORT PARTICIPATION

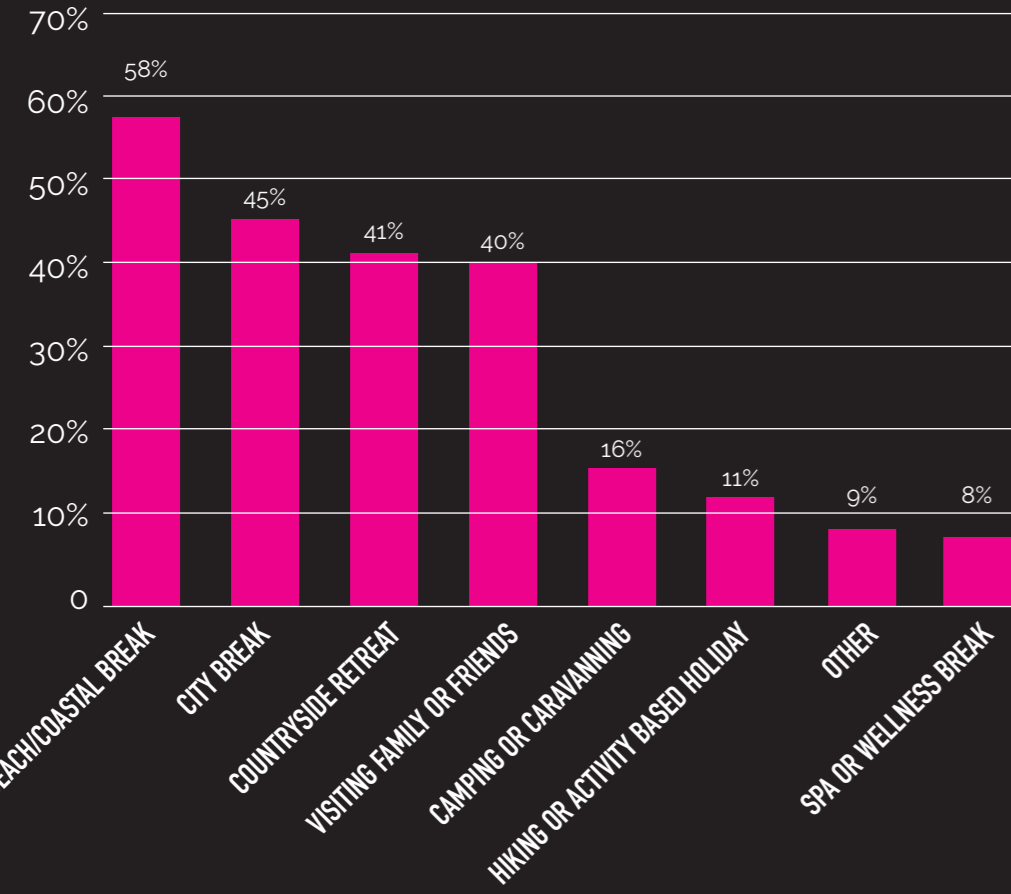


IMPORTANCE OF SPORTS / FITNESS

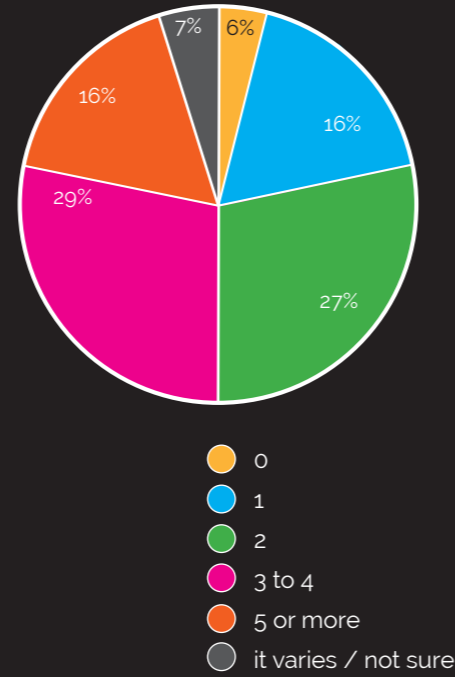


DOMESTIC TRAVEL

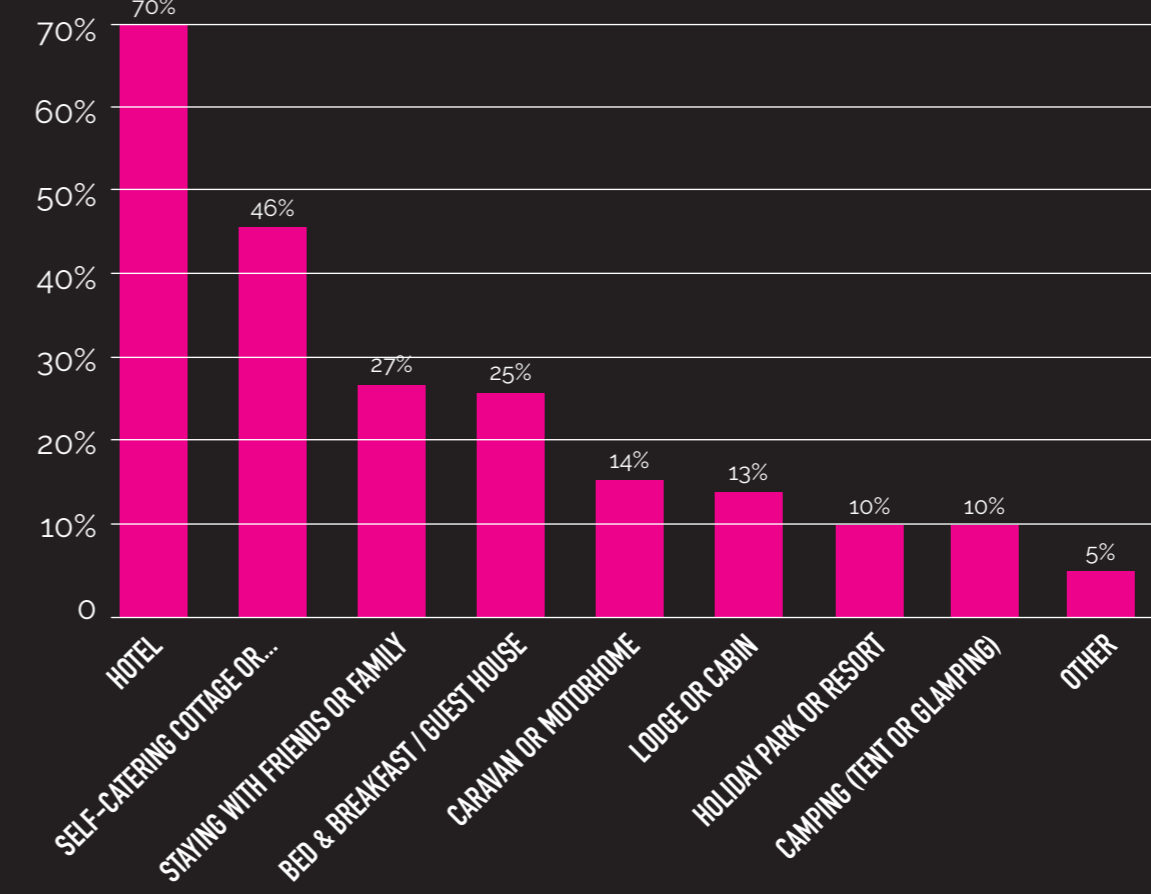
TYPE OF HOLIDAY BOOKED



ANNUAL FREQUENCY

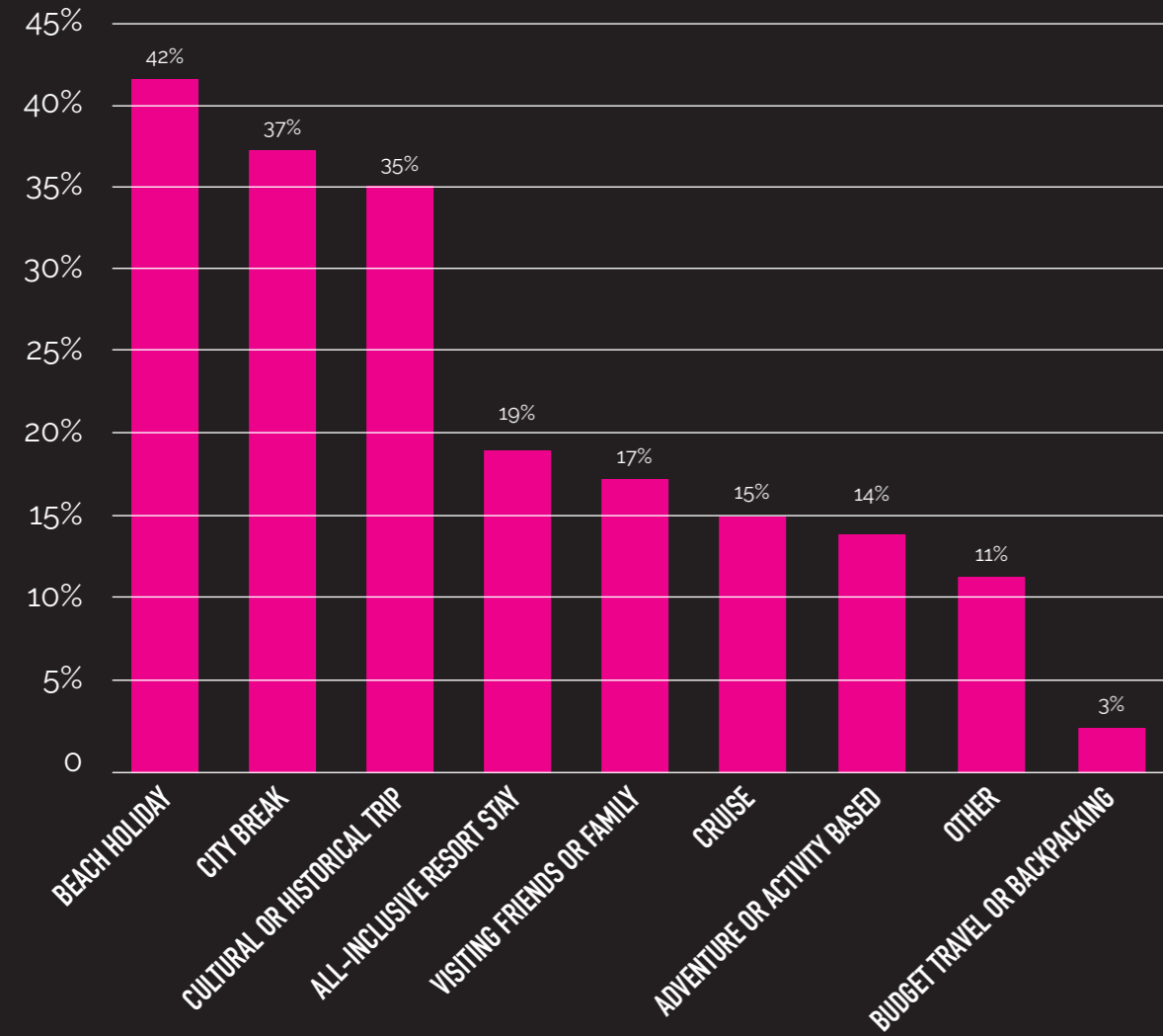


TYPE OF ACCOMMODATION BOOKED

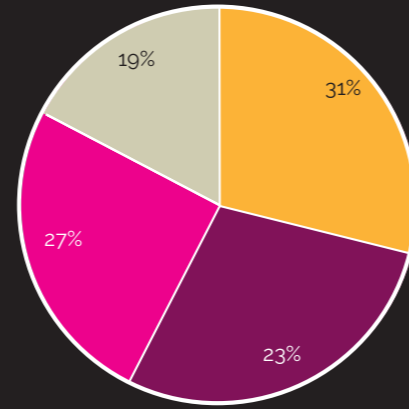


INTERNATIONAL TRAVEL

TYPE OF HOLIDAY BOOKED

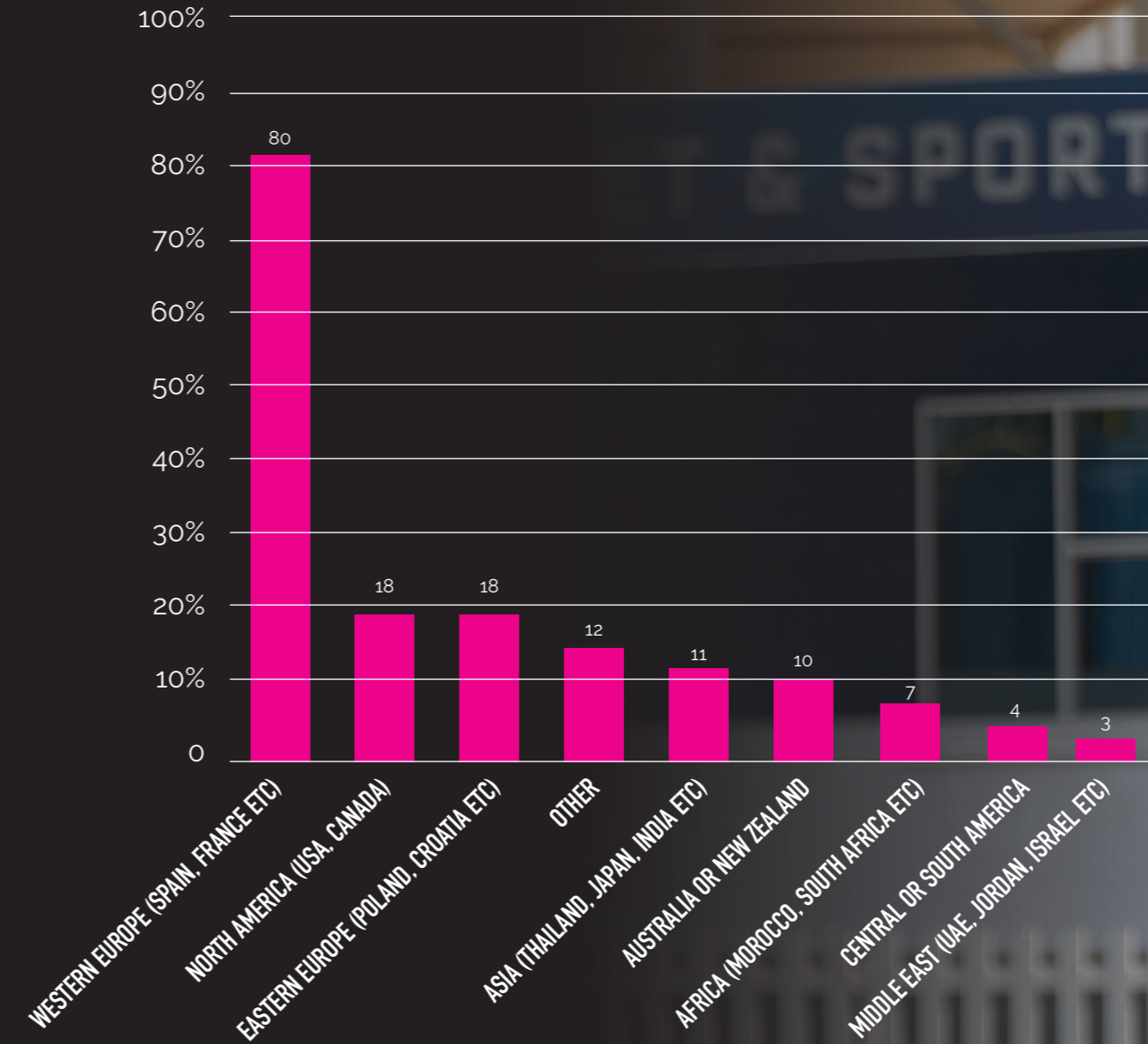


ANNUAL FREQUENCY

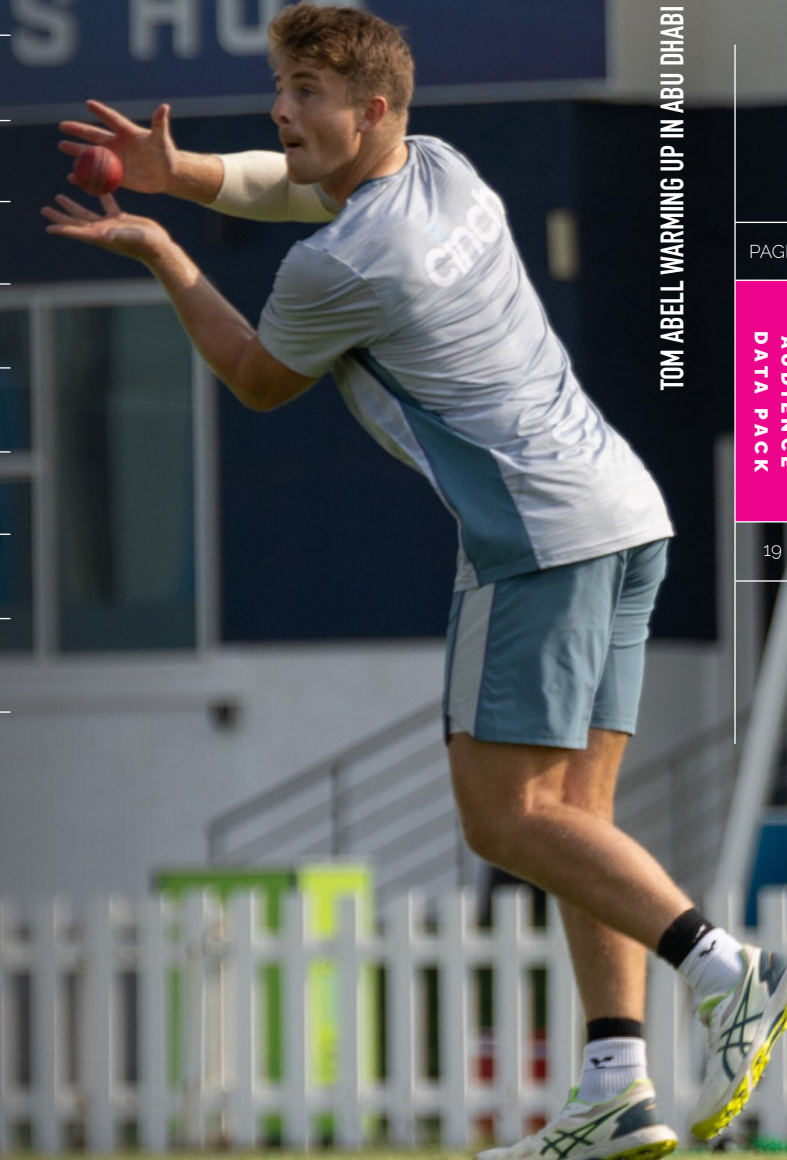


- Multiple times
- Once
- Not every year but occasionally
- Never, very rarely

HOLIDAY DESTINATIONS BOOKED

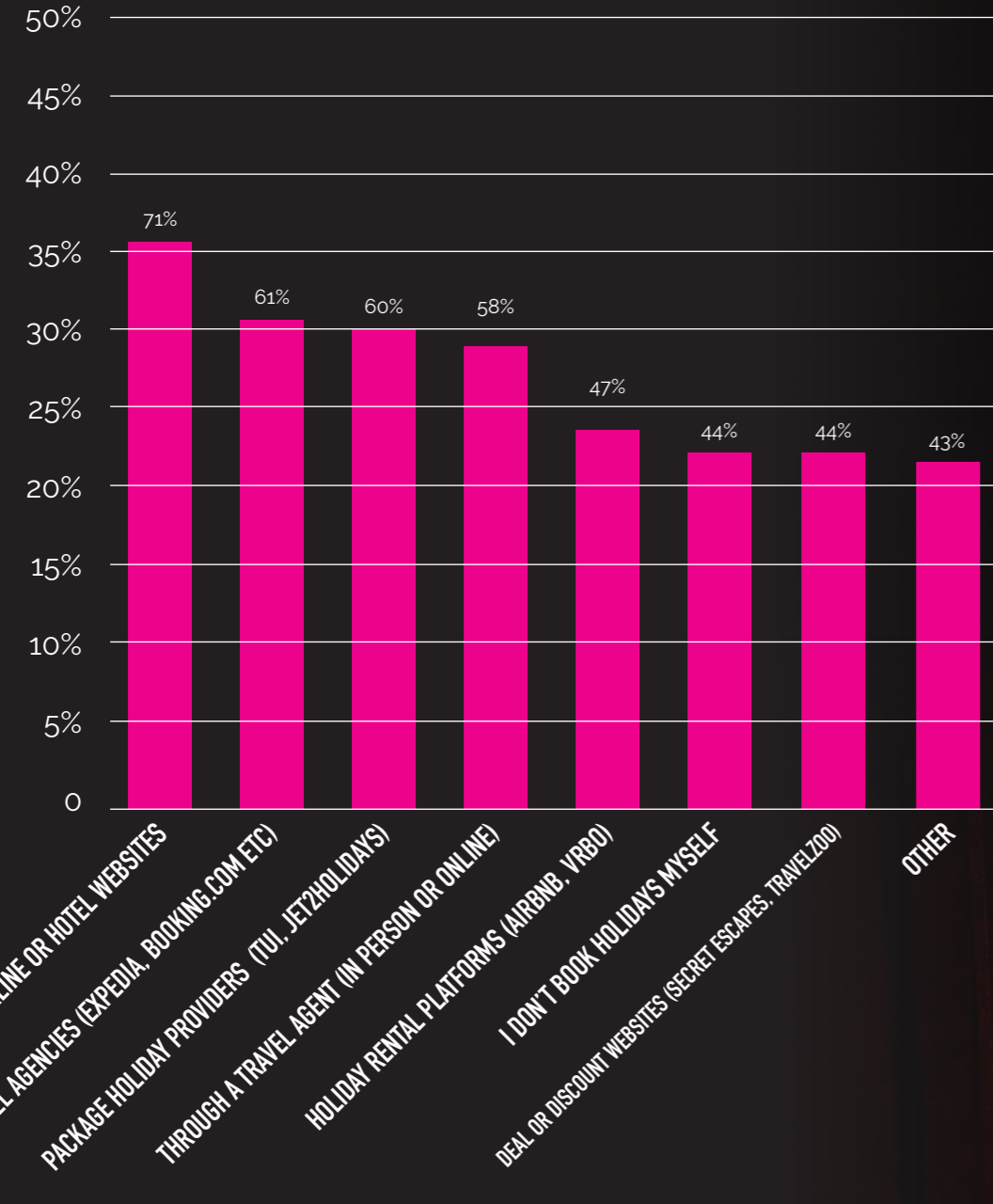


TOM ABELL WARMING UP IN ABU DHABI



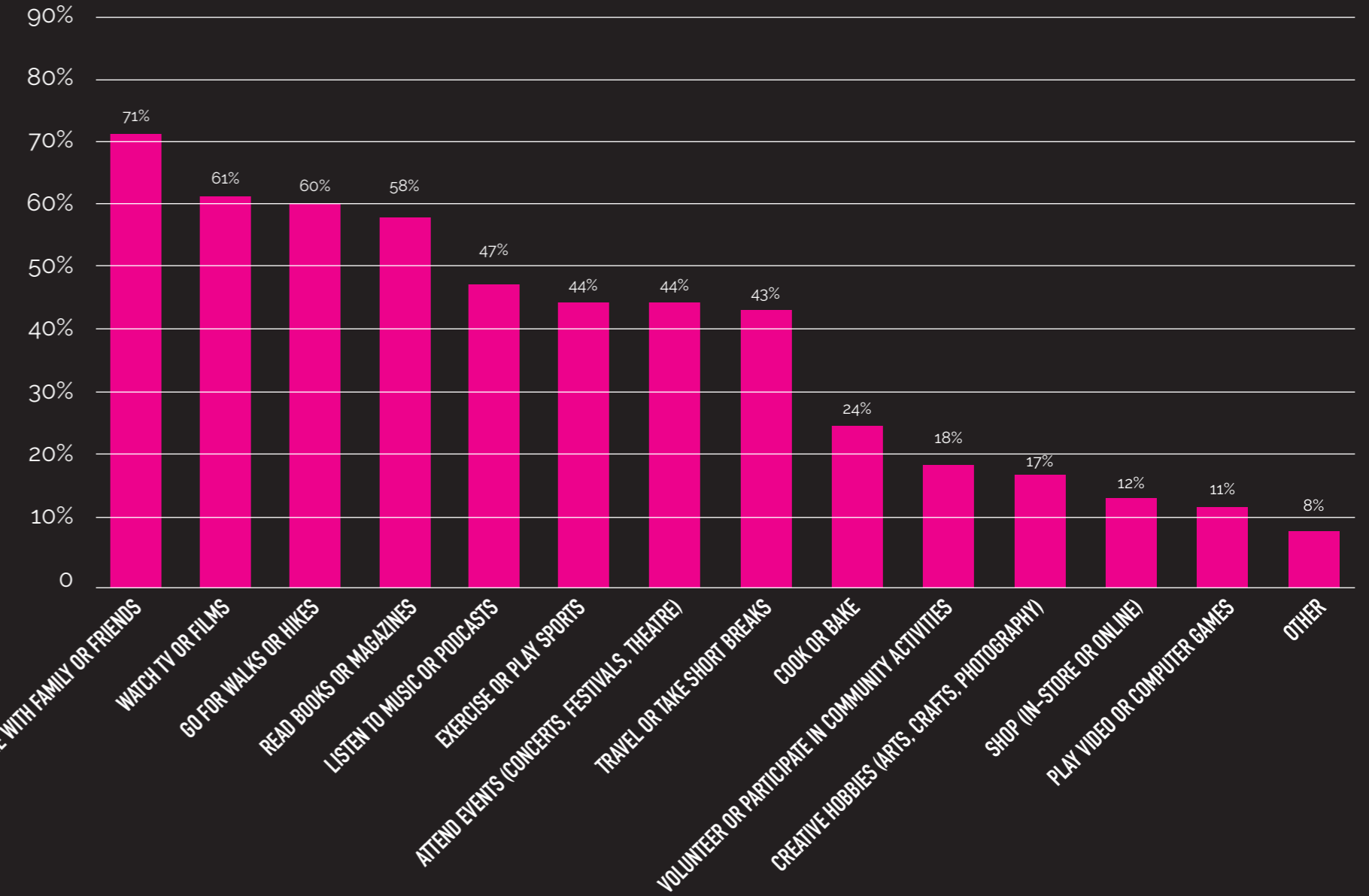
TRAVEL

BOOKING METHOD



LEISURE

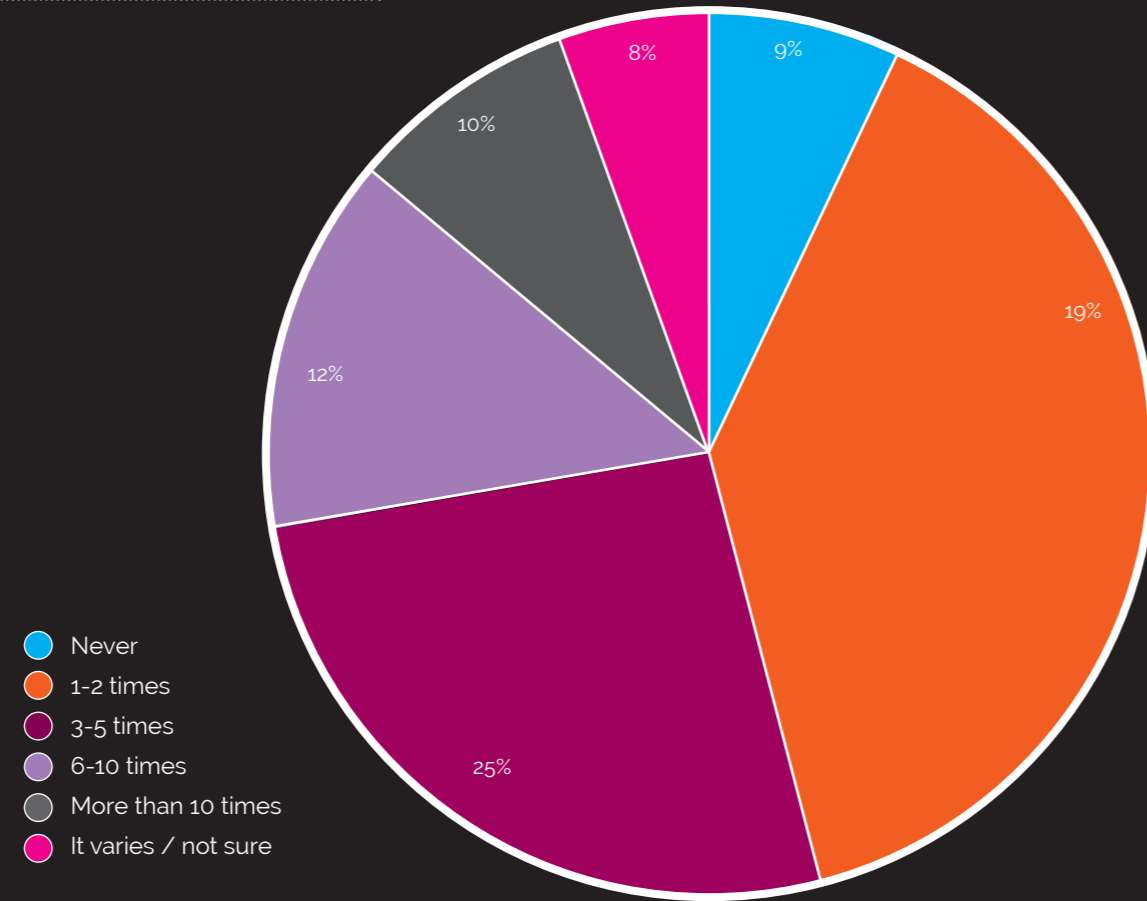
LEISURE TIME



SHOPPING

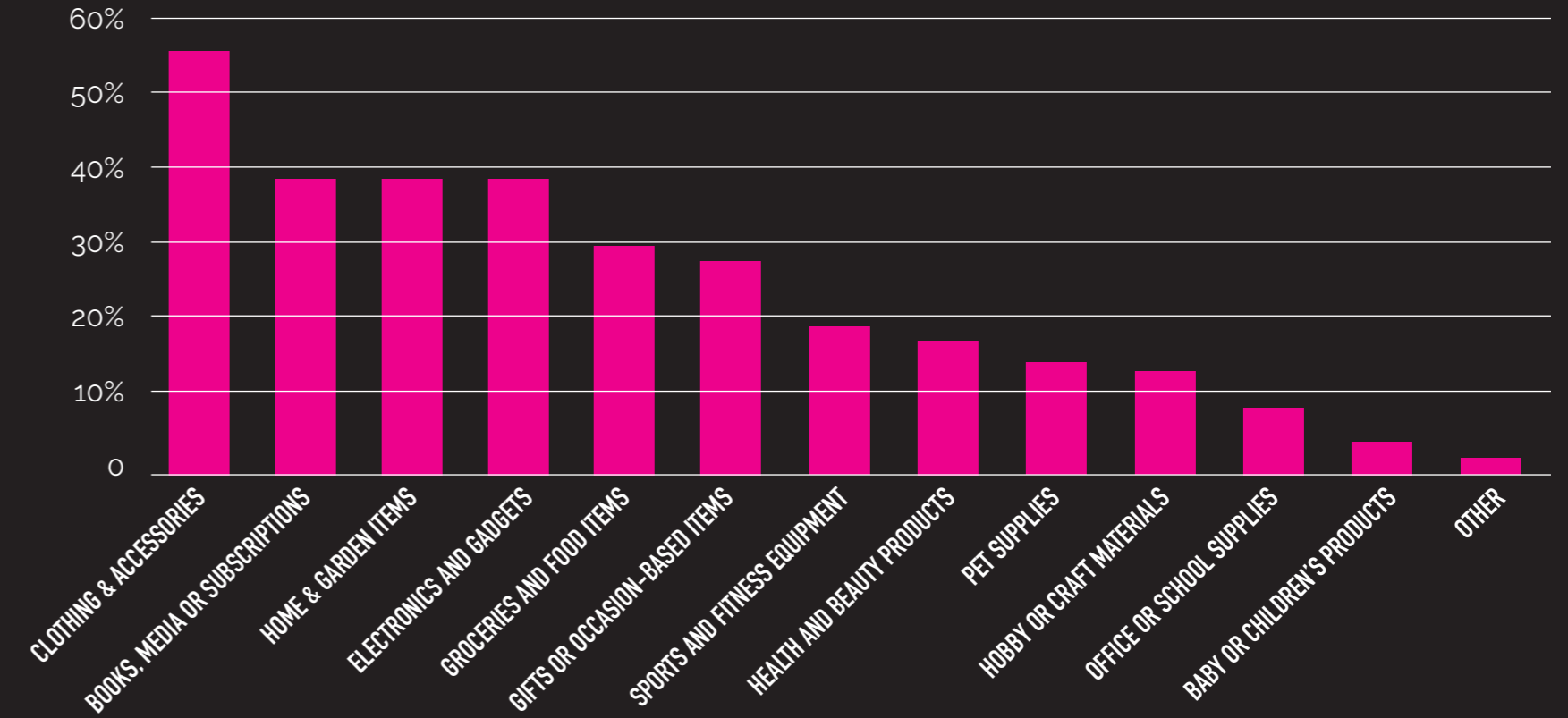
85% WOULD CONSIDER SUPPORTING LOCAL RETAILERS
PARTNERED WITH SCCC

SHOPPING ONLINE



- Never
- 1-2 times
- 3-5 times
- 6-10 times
- More than 10 times
- It varies / not sure

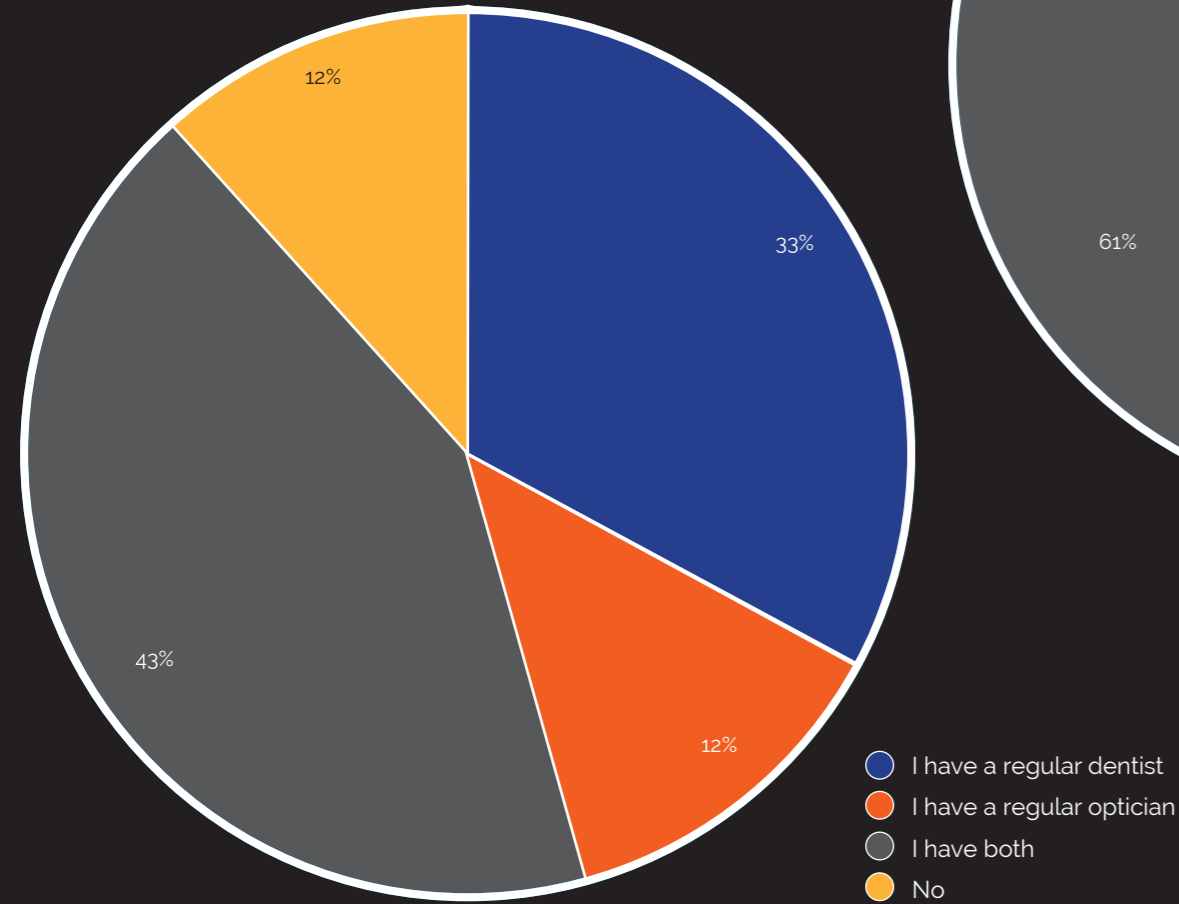
ONLINE PRODUCTS



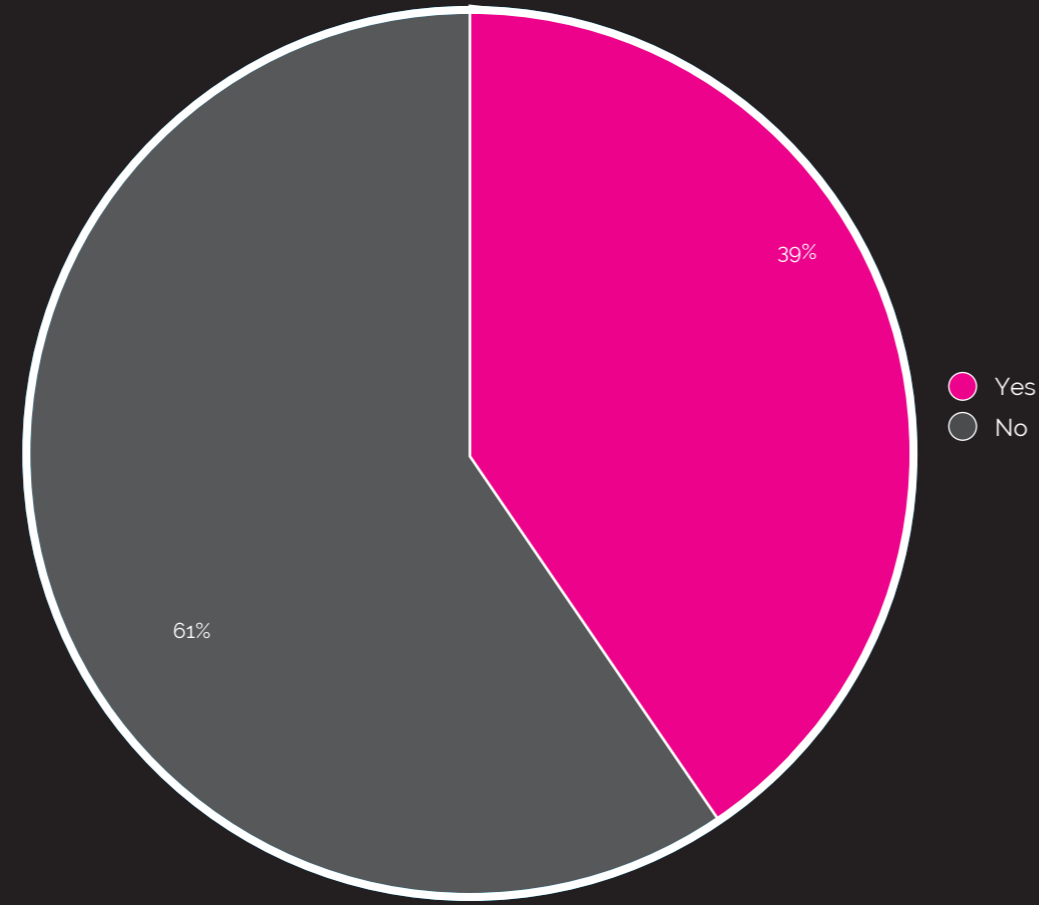
HEALTHCARE

58% WOULD CONSIDER A HEALTHCARE PROVIDER RECOMMENDED BY SCCC

DENTIST & OPTICIANS



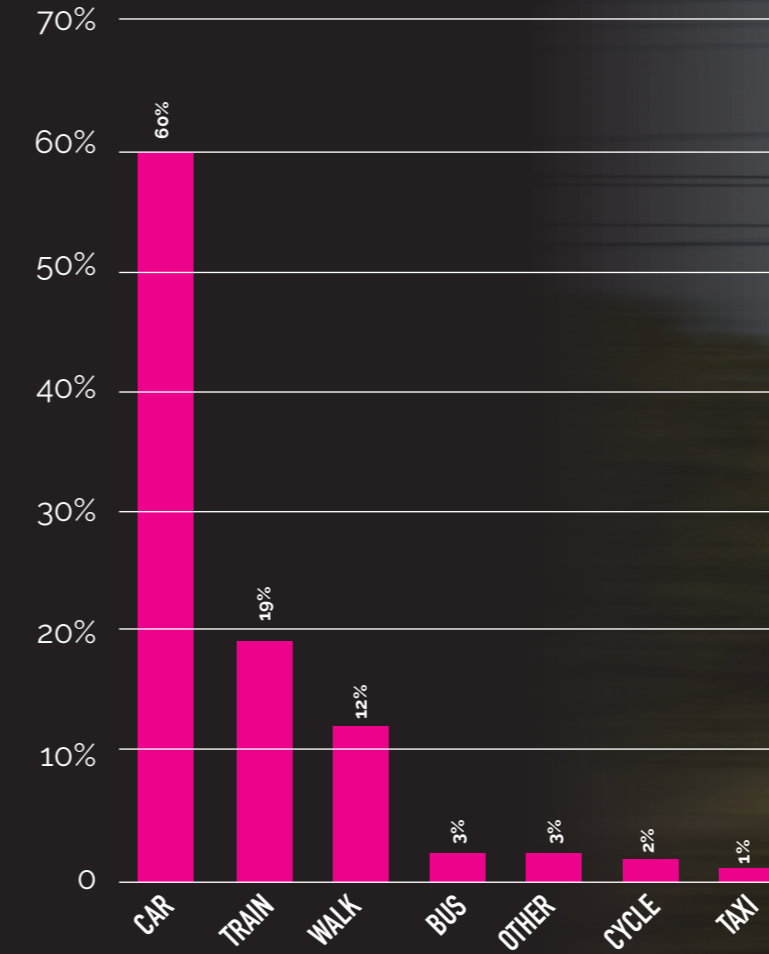
USE OF PRIVATE HEALTHCARE



Yes
No

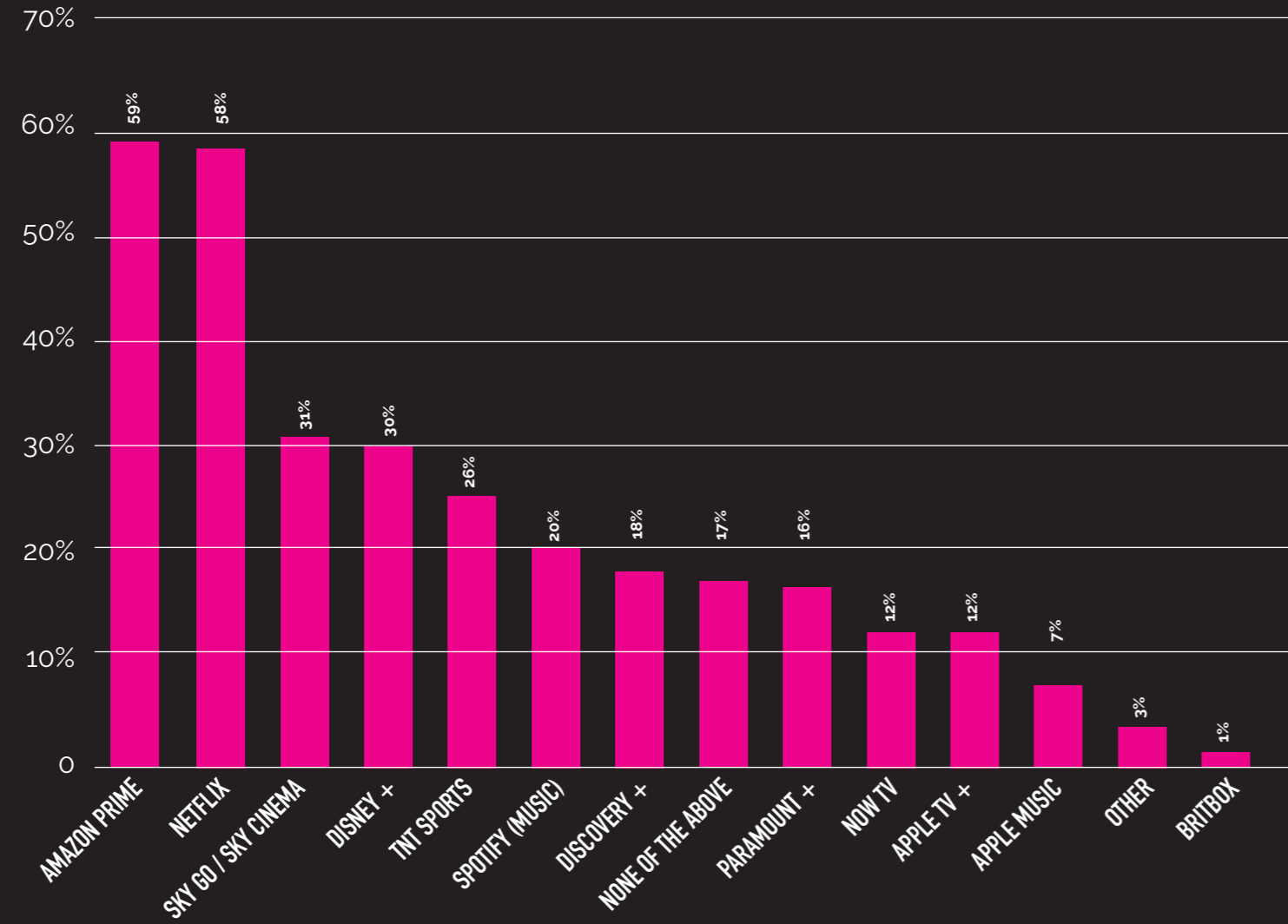
MATCHDAY TRANSPORT

METHOD

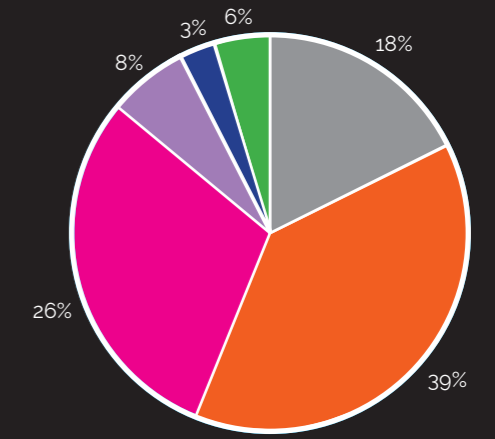


SUBSCRIPTION SERVICES

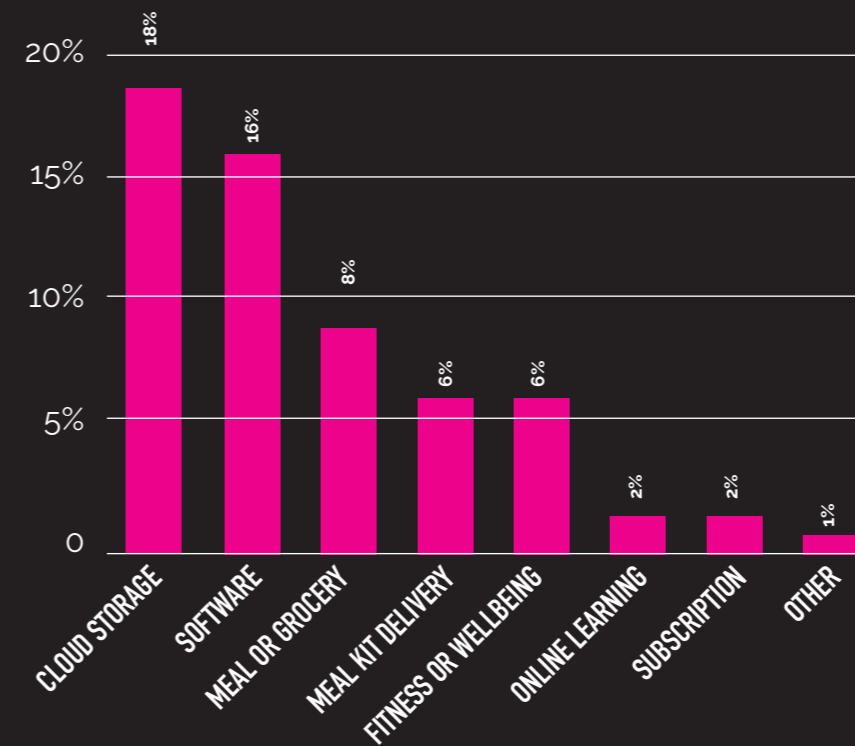
TYPE - ENTERTAINMENT



NUMBER OF SERVICES



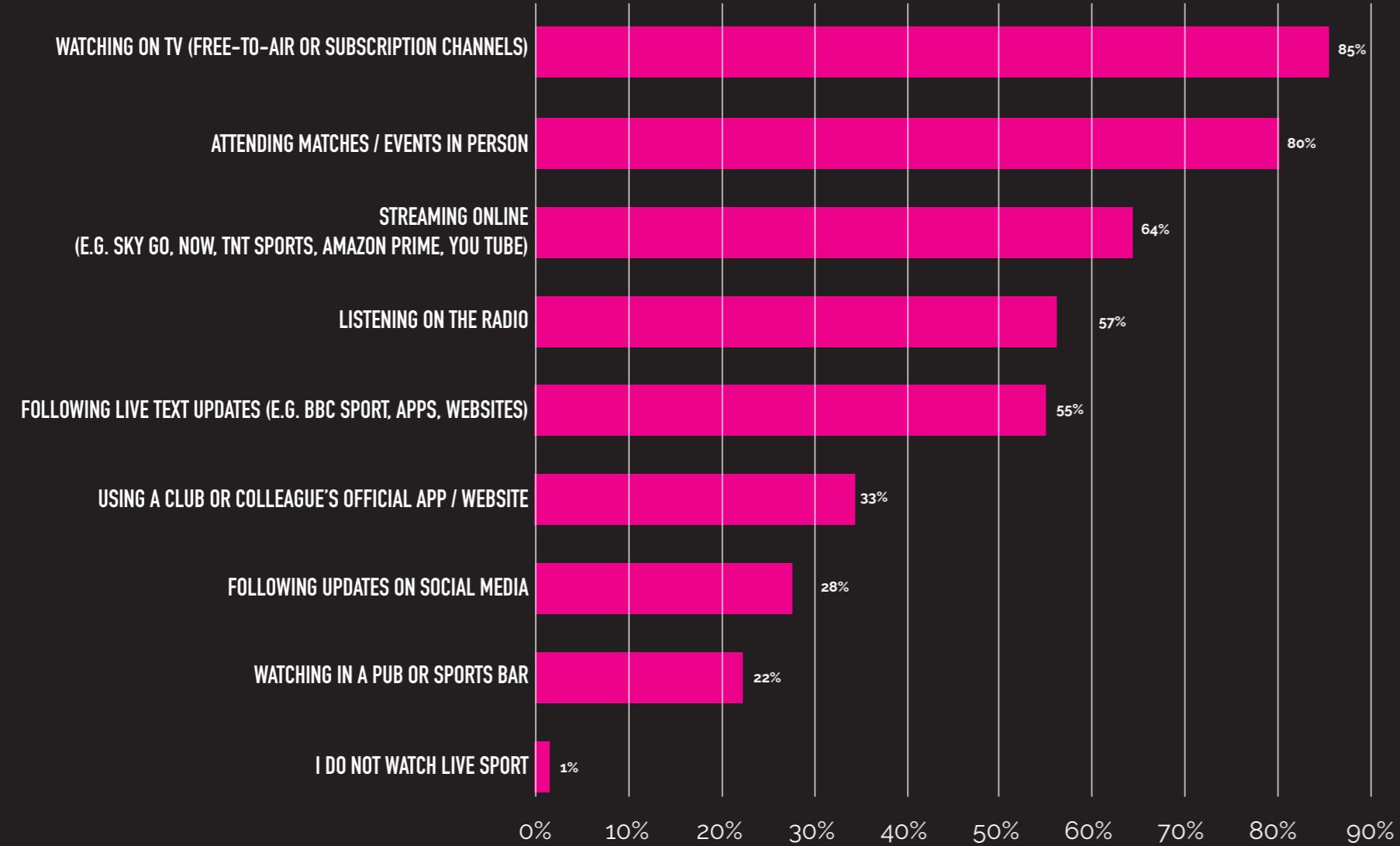
TYPE - OTHERS



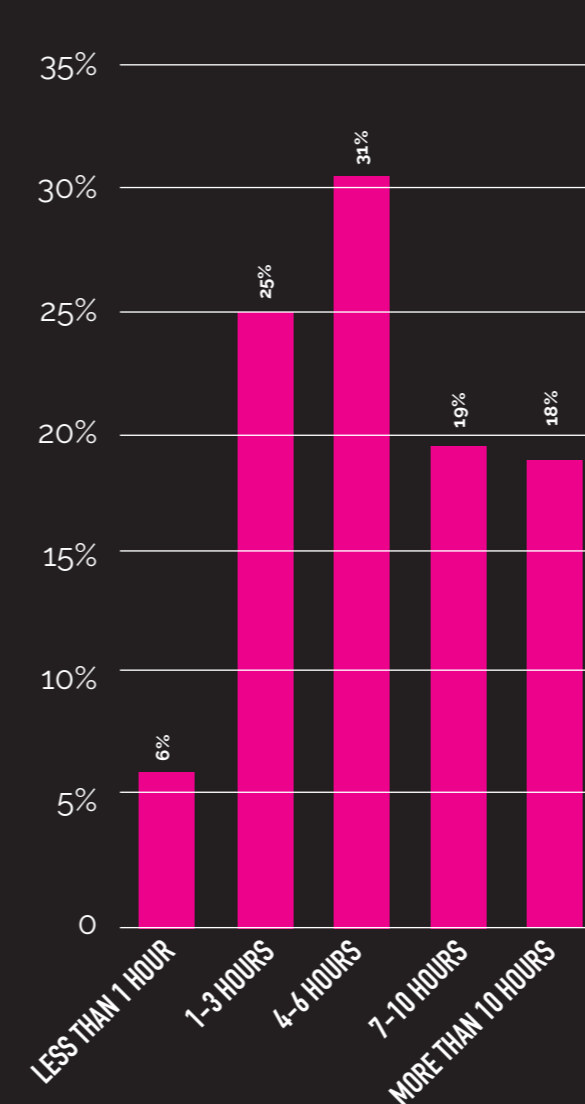
- None
- 1 to 2
- 3 to 3
- 5 to 6
- 7 or more
- Prefer not to say

SPORTS CONSUMPTION

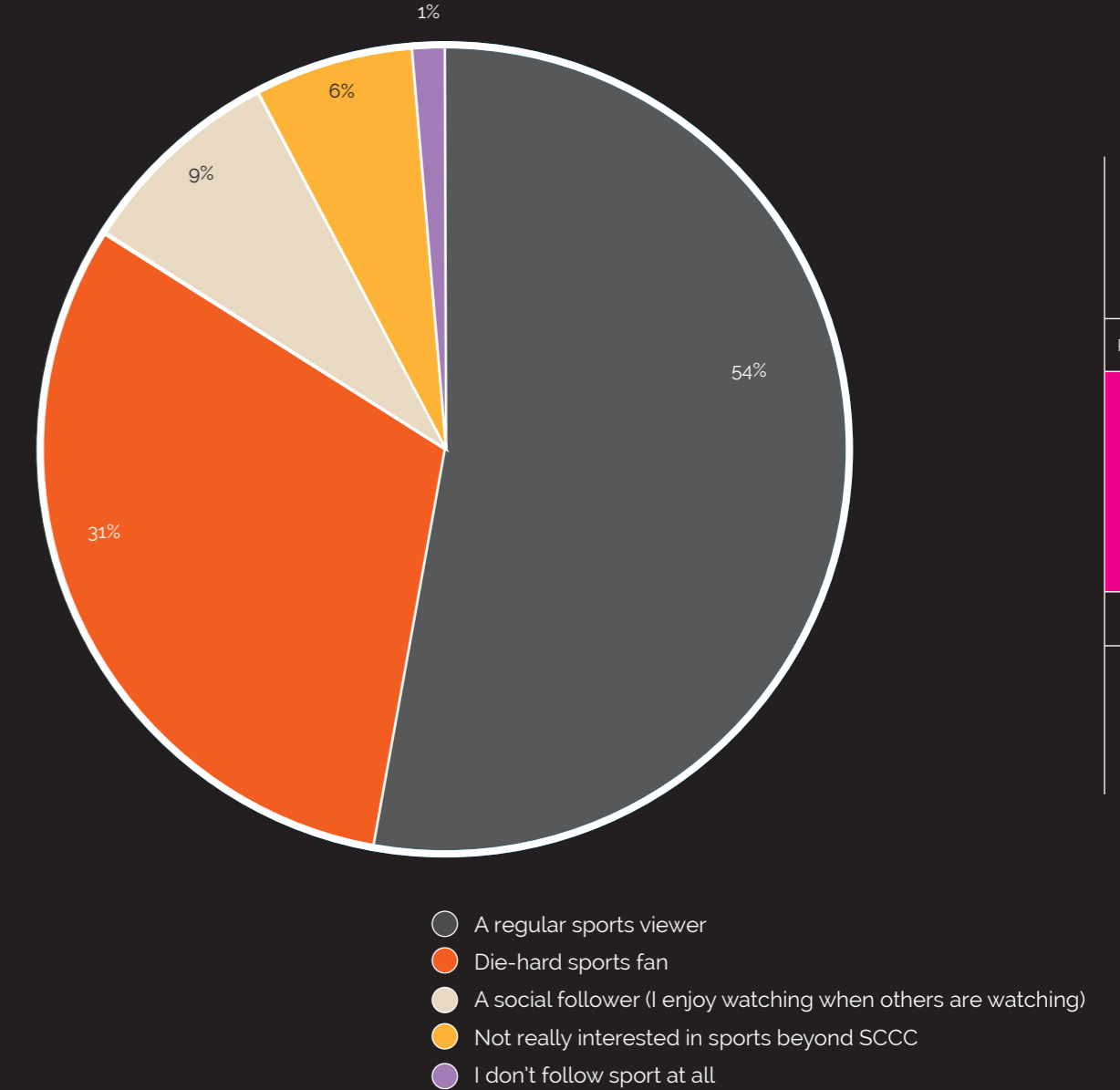
VIEWING METHOD



VIEWING HOURS



RELATIONSHIP WITH SPORT





For more information contact: adamb@somersetcountycc.co.uk