

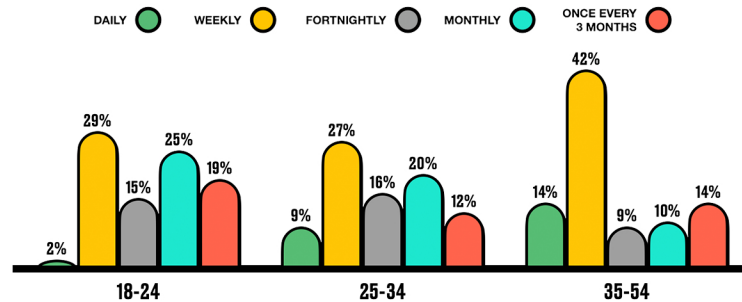
UNDERSTANDING THE AUSTRALIAN SPORTS FAN: ALCOHOL

ALCOHOL BRANDS, DRINKING TRENDS, AND FAN BEHAVIOUR

THIS DATA IS AN EXTRACT FROM UNDERSTANDING THE AUSTRALIAN SPORTS FAN 3.0, FRESH RESEARCH FROM SPORTBIBLE AUSTRALIA + LADNATION.

GET IN TOUCH WITH YOUR LAD REP TO FIND OUT MORE.

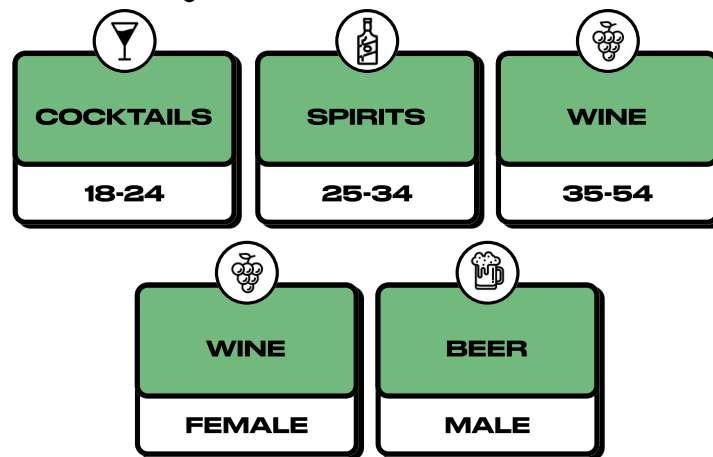
FREQUENCY



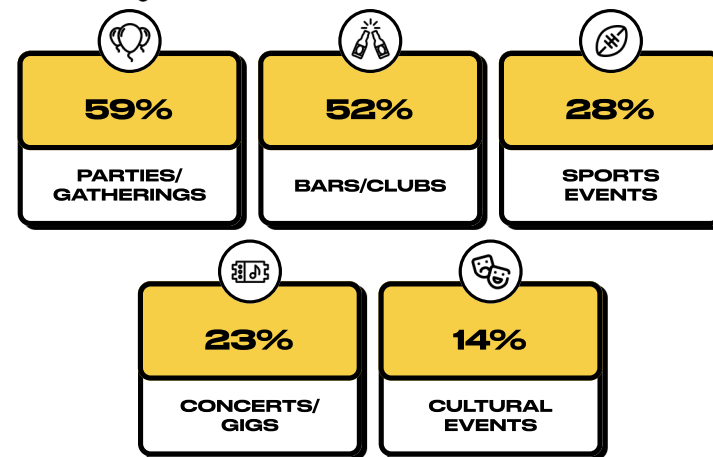
RANKING ALCOHOLIC BEVERAGES

- #1 WINE
- #2 SPIRITS
- #3 BEER
- #4 PRE-MIX/READY TO DRINK (RTD'S)
- #5 COCKTAILS
- #6 CIDER
- #7 GINGER BEER
- #8 SELTZER

DRINK OF CHOICE

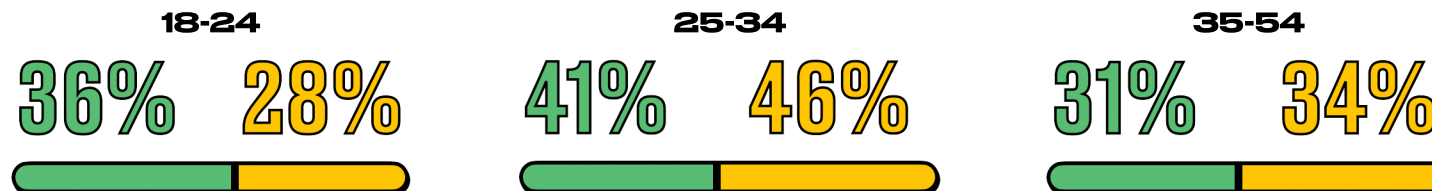


PLACES WHERE TO DRINK



DRINKING AT SPORTS EVENTS

DRINKING AT SPORTS EVENTS ● IT IS A SIGNIFICANT PART OF THE EXPERIENCE FOR ME, I ENJOY HAVING A DRINK WHILE WATCHING SPORTS ●



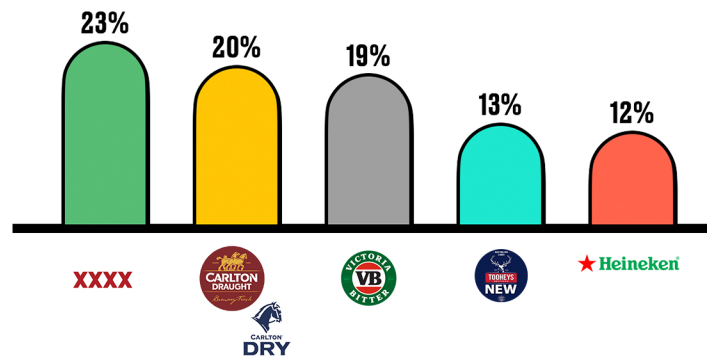
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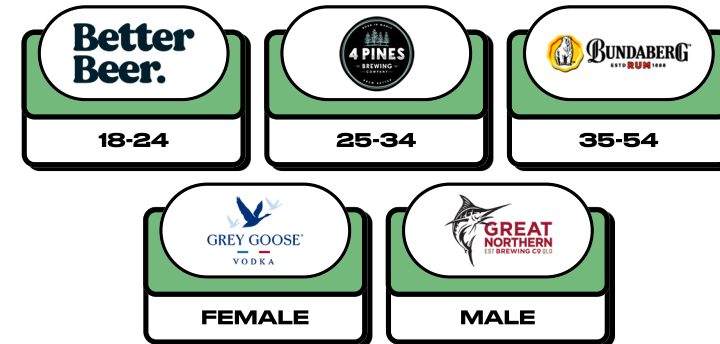
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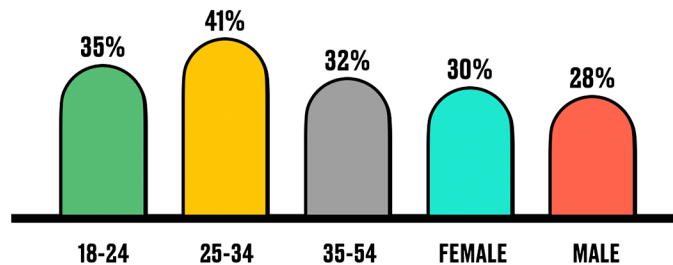
BRAND AWARENESS



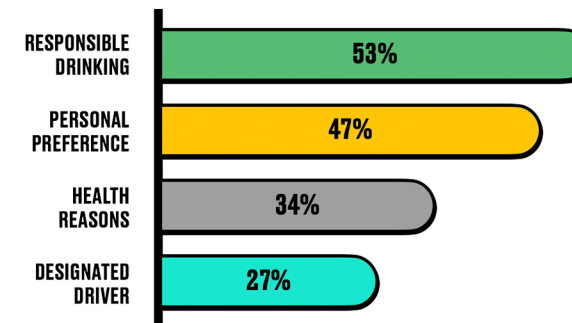
FAVOURITE BRAND



PEOPLE WHO DRINK 0% ALCOHOL



REASONS FOR DRINKING 0% ALCOHOL



FAVOURITE NON-ALCOHOLIC BRANDS

