

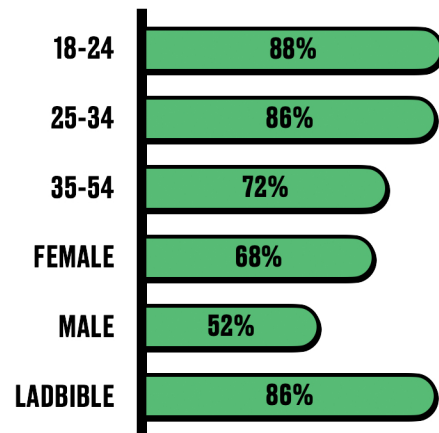
# UNDERSTANDING THE AUSTRALIAN SPORTS FAN: FOOD DELIVERY

## WHAT ROLE DO FOOD AND ALCOHOL DELIVERY BRANDS PLAY FOR SPORTS FANS?

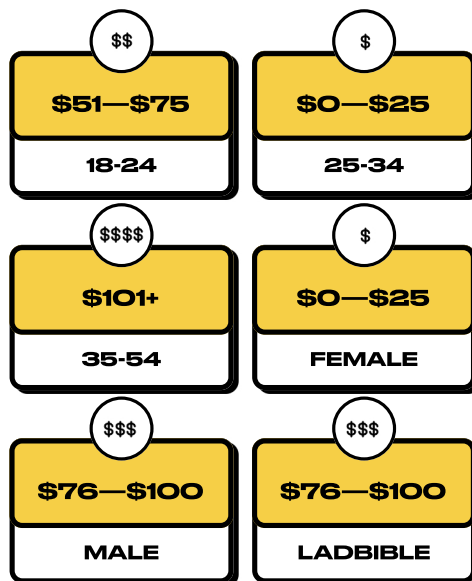
THIS DATA IS AN EXTRACT FROM UNDERSTANDING THE AUSTRALIAN SPORTS FAN 3.0, FRESH RESEARCH FROM SPORTBIBLE AUSTRALIA + LADNATION.

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

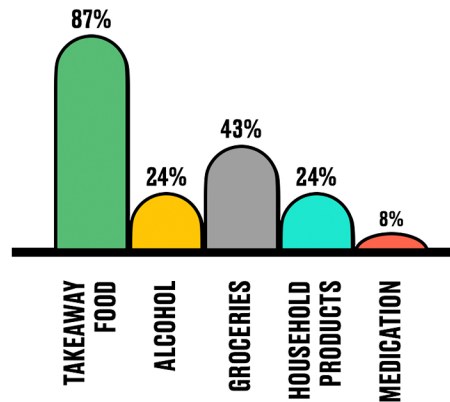
### PEOPLE WHO PURCHASE FOOD/DRINK VIA ONLINE DELIVERY SERVICE



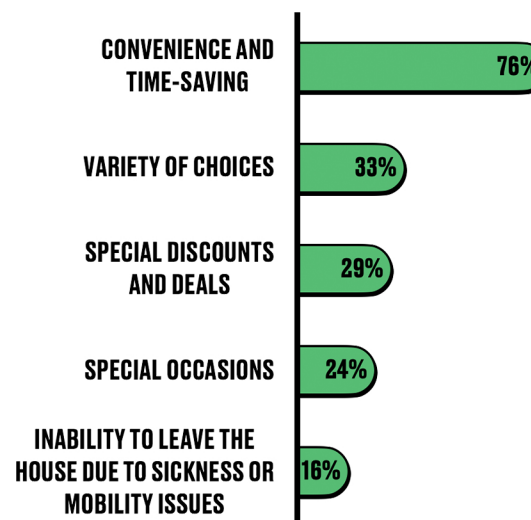
### AVERAGE SPEND PER WEEK



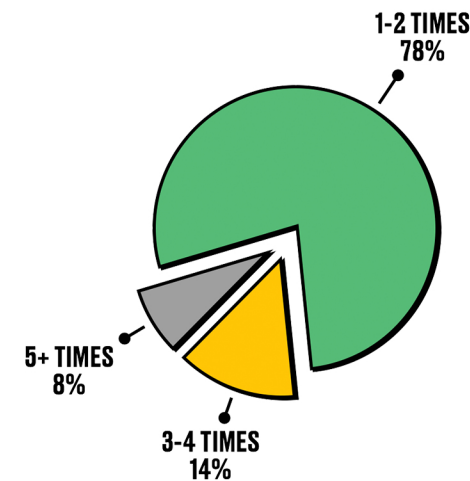
### PURCHASES VIA ONLINE DELIVERY



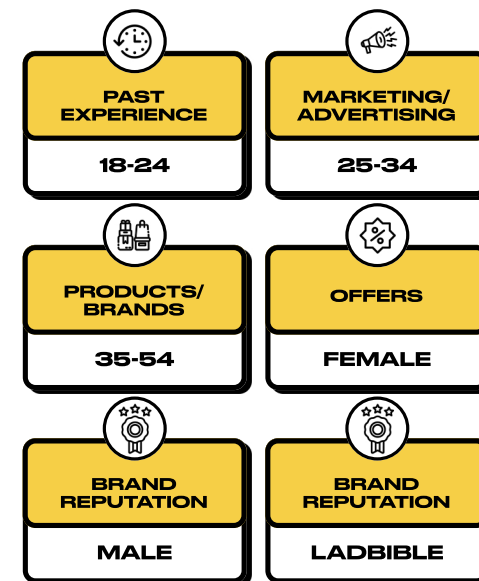
### WHY USE ONLINE DELIVERY PLATFORMS



### FREQUENCY



### FACTORS THAT DETERMINE SELECTION



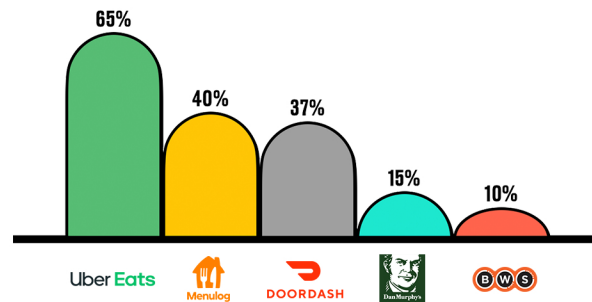
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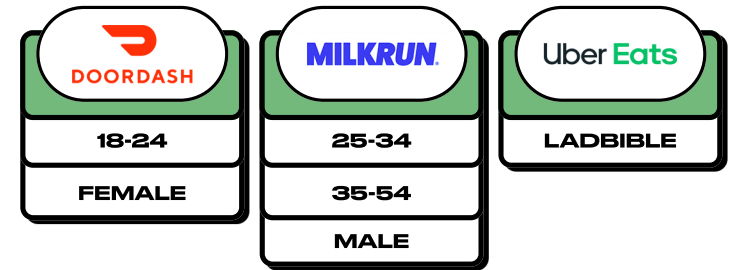
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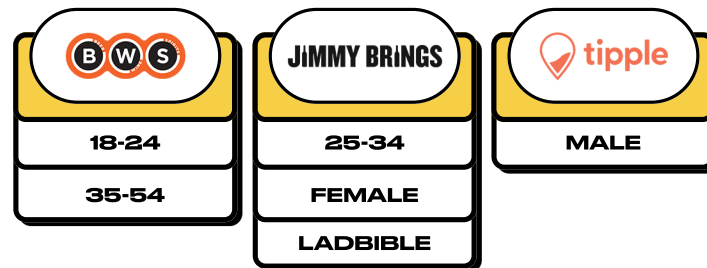
## FOOD DELIVERY SERVICES USED



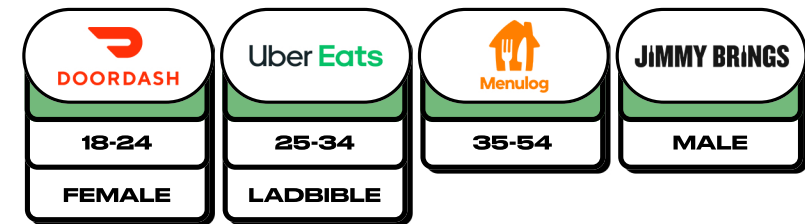
## FOOD DELIVERY SERVICES MORE LIKELY TO USE



## ALCOHOL DELIVERY MORE LIKELY TO USE



## WHAT FOOD/ALCOHOL DELIVERY BRANDS DO YOU MOST ASSOCIATE WITH SPORT?



## STATEMENTS FROM PEOPLE WHO ORDER FOOD/DRINK ONLINE

