

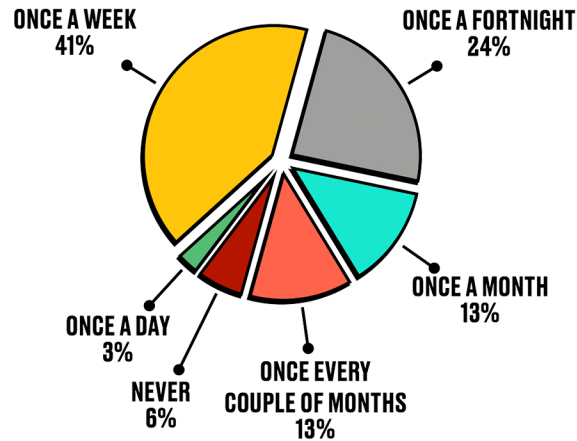
UNDERSTANDING THE AUSTRALIAN SPORTS FAN: FAST FOOD

CONSUMPTION HABITS, BRAND TRUST AND SPONSORSHIP ASSOCIATIONS

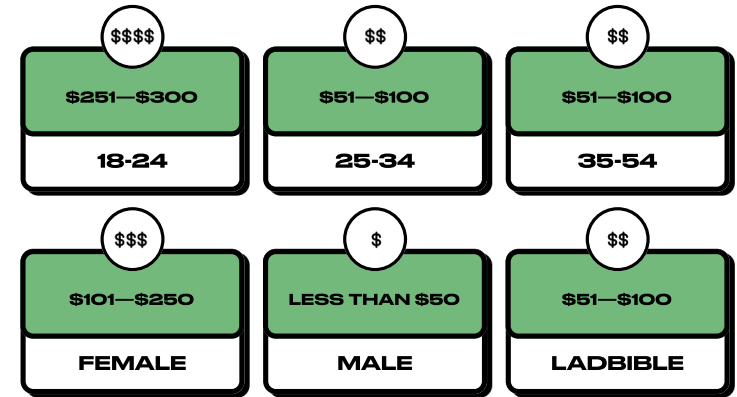
THIS DATA IS AN EXTRACT FROM UNDERSTANDING THE AUSTRALIAN SPORTS FAN 3.0, FRESH RESEARCH FROM SPORTBIBLE AUSTRALIA + LADNATION.

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

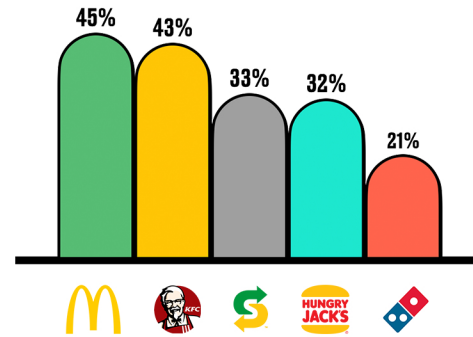
HOW OFTEN DO YOU CONSUME FAST FOOD?



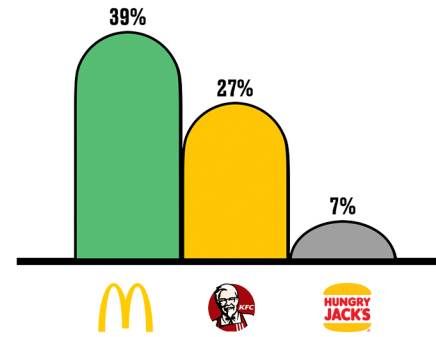
AVERAGE SPEND PER MONTH



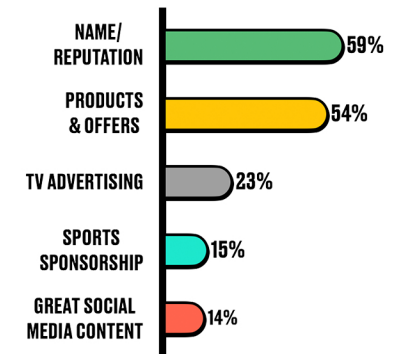
FAVOURITE FAST-FOOD BRAND



ONE RESTAURANT YOU ASSOCIATE WITH SPORT



IMPORTANT FACTORS FOR TRUSTING A FAST-FOOD BRAND



PEOPLE WHO FEEL FAVOURABLE/HIGHLY FAVOURABLE ABOUT FAST-FOOD BRANDS THAT CREATE CONTENT WITH YOUR FAVOURITE ATHLETES, TEAMS OR SPORT

TOTAL **47%**

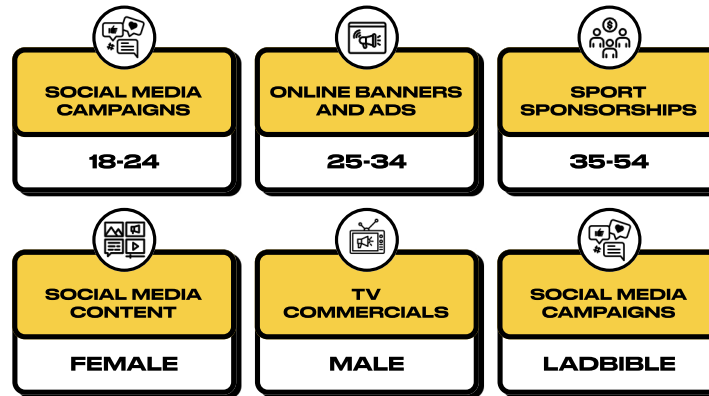
UNDERSTANDING THE AUSTRALIAN SPORTS FAN: FAST FOOD

CONSUMPTION HABITS, BRAND TRUST AND SPONSORSHIP ASSOCIATIONS

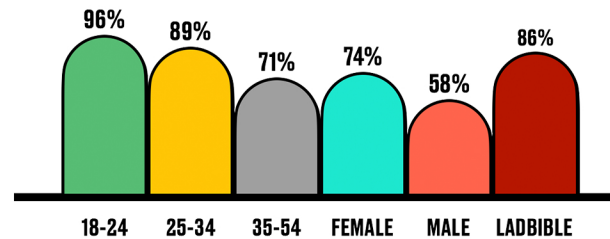
THIS DATA IS AN EXTRACT FROM UNDERSTANDING THE AUSTRALIAN SPORTS FAN 3.0, FRESH RESEARCH FROM SPORTBIBLE AUSTRALIA + LADNATION.

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

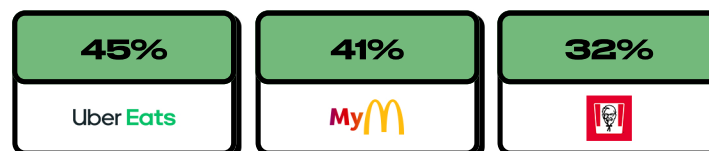
WHICH ASPECT OF BRAND ADVERTISING APPEALS TO YOU THE MOST?



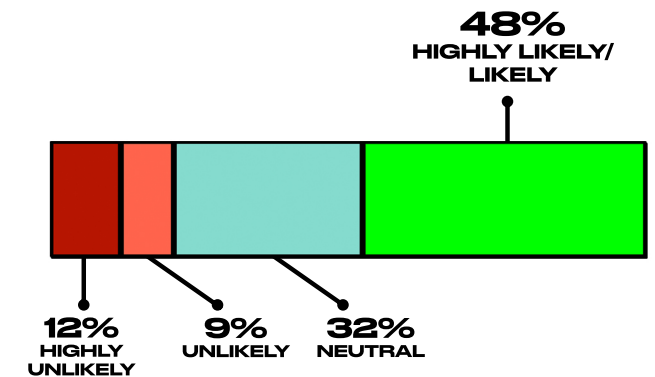
HAVE YOU EVER USED A MOBILE APP TO ORDER FROM A FAST FOOD RESTAURANT?



MOBILE APPS USED



HOW LIKELY ARE YOU TO CHOOSE A BRAND THAT OFFERS PROMOTIONS DURING SPORTS EVENTS



STATEMENTS FROM PEOPLE WHO EAT FAST-FOOD

