

# UNDERSTANDING THE AUSTRALIAN SPORTS FAN: RETAIL

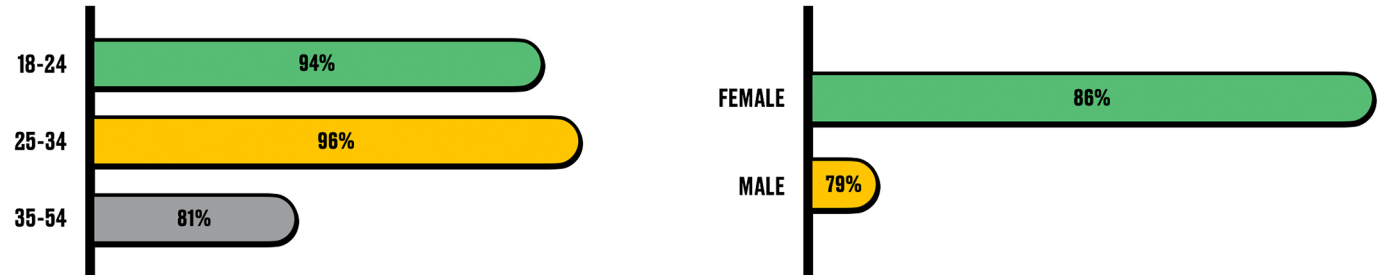
## THE ROLE OF THE RETAILER

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

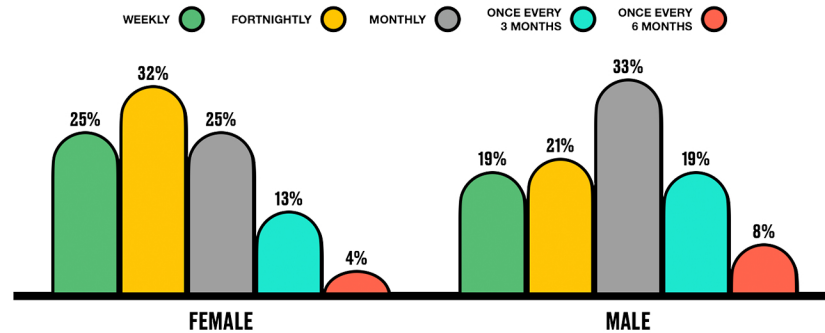
GET IN TOUCH WITH YOUR LAD REP TO FIND OUT MORE.



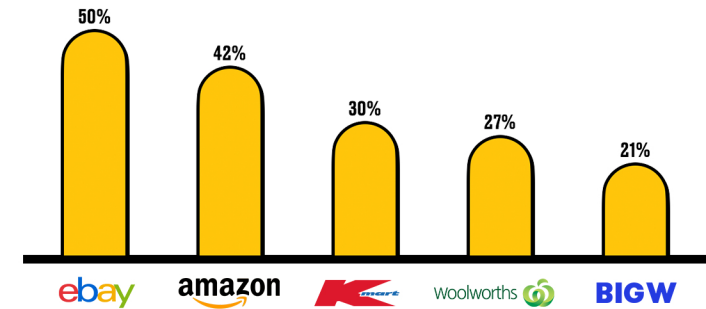
### PEOPLE WHO MAKE PURCHASES OVER THE INTERNET



### PURCHASE FREQUENCY



### TOP 5 ONLINE RETAILERS



### FAVOURITE ONLINE RETAILER



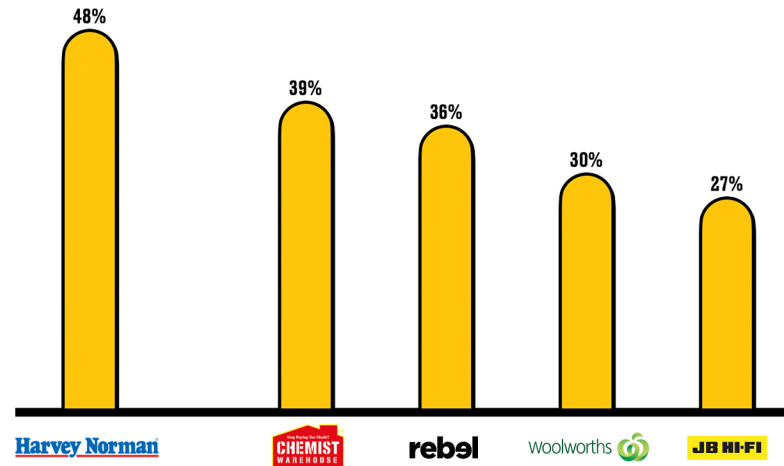
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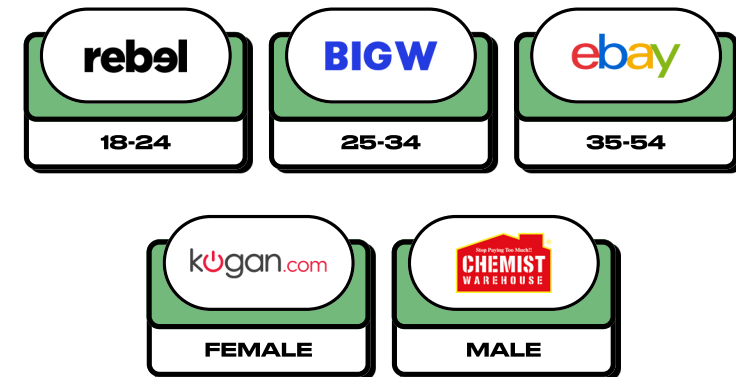
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### BRAND AWARENESS OF SPORT SPONSORSHIP



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### STATEMENTS FROM PEOPLE WHO PURCHASE OVER THE INTERNET

