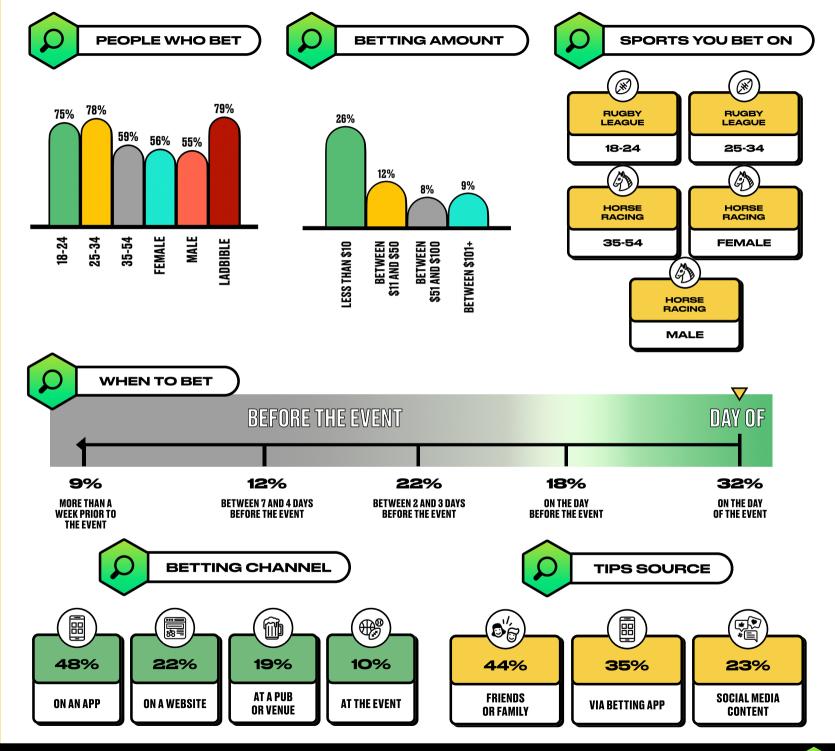
## UNDERSTANDING THE AUSTRALIAN SPORTS FAN:

SPORTS BETTING

HOW, WHEN AND WITH WHICH BRANDS ARE SPORTS FANS BETTING?

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.

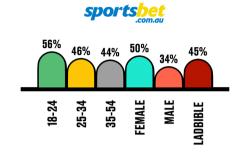


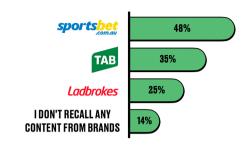
## FACTORS WHEN DECIDING WHERE TO BET

WHICH BETTING COMPANY WOULD BE YOUR FIRST CHOICE FOR SPORT?

WHICH BRANDS ARE CREATING GOOD CONTENT









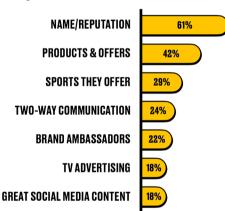
SPORTS BETTING

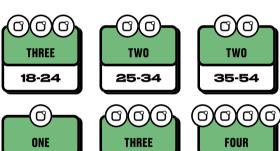
HOW, WHEN AND WITH WHICH BRANDS ARE SPORTS FANS BETTING?

FACTORS IMPORTANT
FOR TRUSTING A
BETTING BRAND

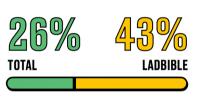
NO. OF APPS







MALE







85%

ATTENDING MORE OR THE SAME AMOUNT OF LIVE MATCHES



**FEMALE** 

83%

SPORT IS A GREAT TOPIC
TO SPARK DISCUSSION
AND CONVERSATION
WITH OTHERS

LADBIBLE



64%

THE FIRST PLACE I LOOK FOR SPORTS CONTENT IS SOCIAL MEDIA



51%

I ENJOY WATCHING
ALTERNATE BROADCASTS
WITH MY FAVOURITE
CONTENT CREATOR



23%

AGREE THAT ORIGINAL CONTENT IS THE IDEAL WAY FOR A BRAND TO INTERACT WITH SPORTS FANS AND SPORTS EVENTS

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