

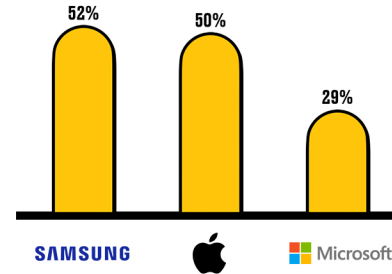
UNDERSTANDING THE AUSTRALIAN SPORTS FAN: TECHNOLOGY

TELCO'S, TECH SPONSORSHIPS AND TRUST IN THE SPORT SPACE

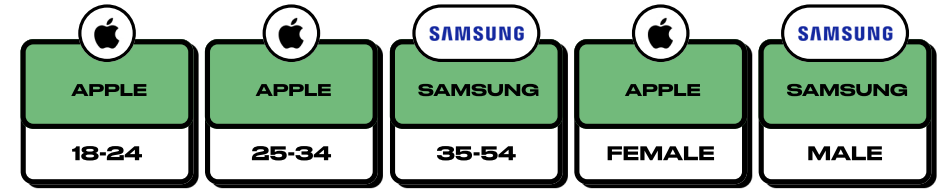
THIS DATA IS AN EXTRACT FROM UNDERSTANDING THE AUSTRALIAN SPORTS FAN 3.0, FRESH RESEARCH FROM SPORTBIBLE AUSTRALIA + LADNATION.

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

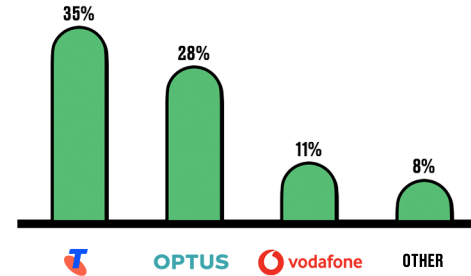
BRAND OWNERSHIP



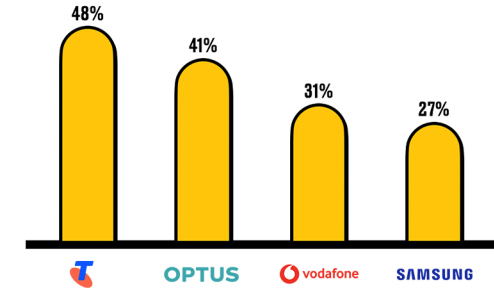
FAVOURITE TECH BRAND



MAIN PHONE PROVIDER

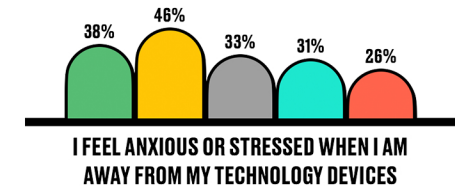
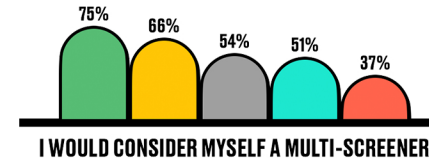
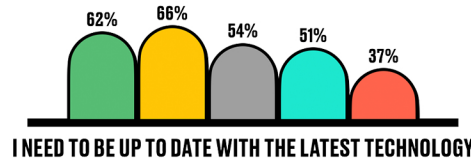


BRAND AWARENESS SPONSORSHIP



STRONGLY AGREE/AGREE

18-24 (Green) 25-34 (Yellow) 35-54 (Grey) FEMALE (Cyan) MALE (Red)



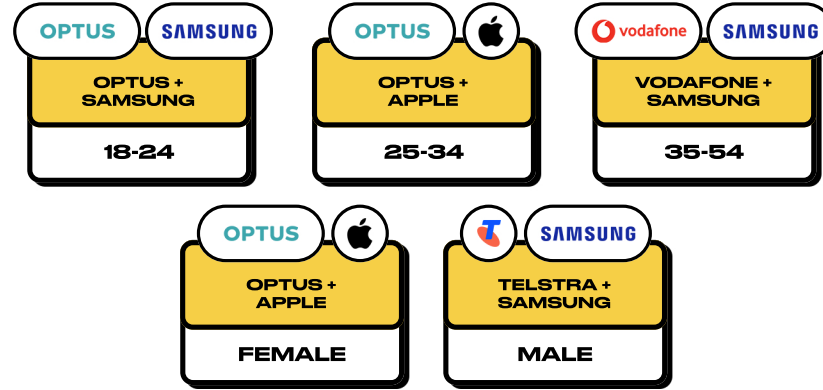
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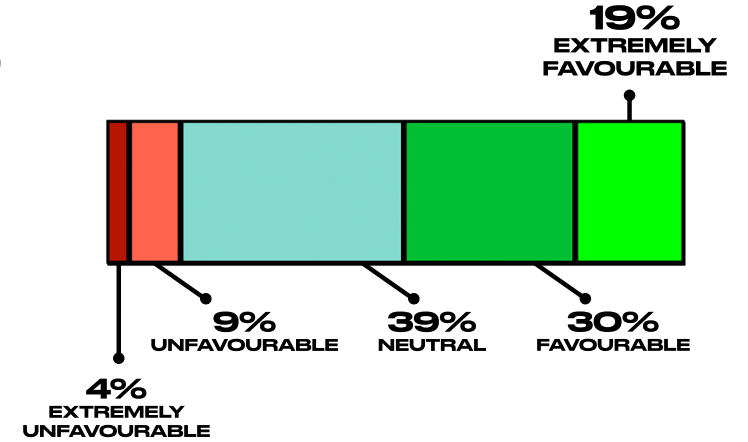
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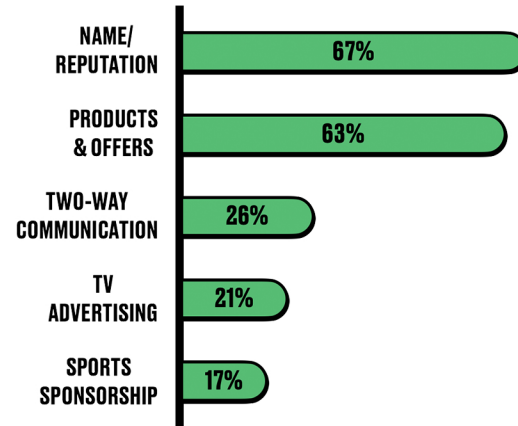
TECH BRANDS YOU ASSOCIATE WITH SPORT



HOW DO YOU FEEL ABOUT TECH BRANDS CREATING WITH ATHLETES, TEAMS OR SPORTS?



WHAT FACTORS ARE IMPORTANT WHEN IT COMES TO TRUSTING A TELCO BRAND?



WHICH TECH BRANDS DO YOU TRUST?

