



# UNDERSTANDING THE AUSTRALIAN SPORTS FAN 3.0

**SPORT**  
**BIBLE**  
AUSTRALIA

+

**LAD NATION**



# FROM THE EDITOR



**MAX SHERRY**  
SENIOR SPORTS JOURNALIST,  
SPORTBIBLE AUSTRALIA

**AT SPORTBIBLE AUSTRALIA WE KNOW SPORTS FANS**

**WE LISTEN TO THEM AND AMPLIFY THEIR VOICE THROUGH OUR CONTENT**

**THEY'RE DEDICATED, PASSIONATE AND WANT TO DIVE DEEP, GETTING TO KNOW THEIR TEAMS AND PLAYERS INTIMATELY**

**WHEN IT COMES TO BRANDS GETTING INVOLVED IN THE GAME, AUSSIES FANS VALUE GOOD CONTENT ABOVE ALL ELSE.**

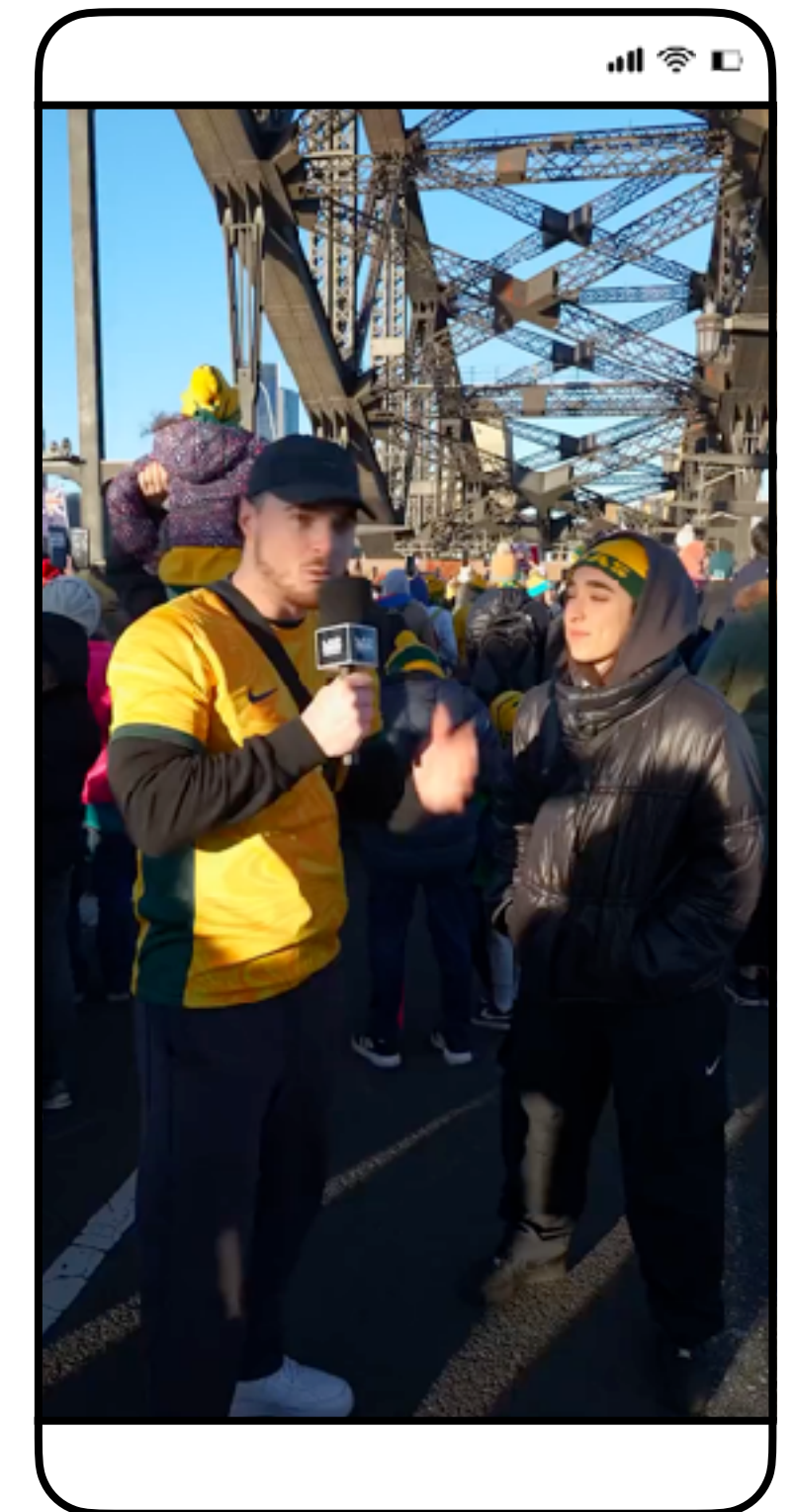
**THE KEY TO GOOD SPORT CONTENT? START BY FIRST UNDERSTANDING THE AUSSIE SPORTS FAN**

**THE INSIGHTS PRESENTED IN THESE STUDIES ARE DERIVED FROM A DEDICATED GROUP OF 400 AUSTRALIANS.**





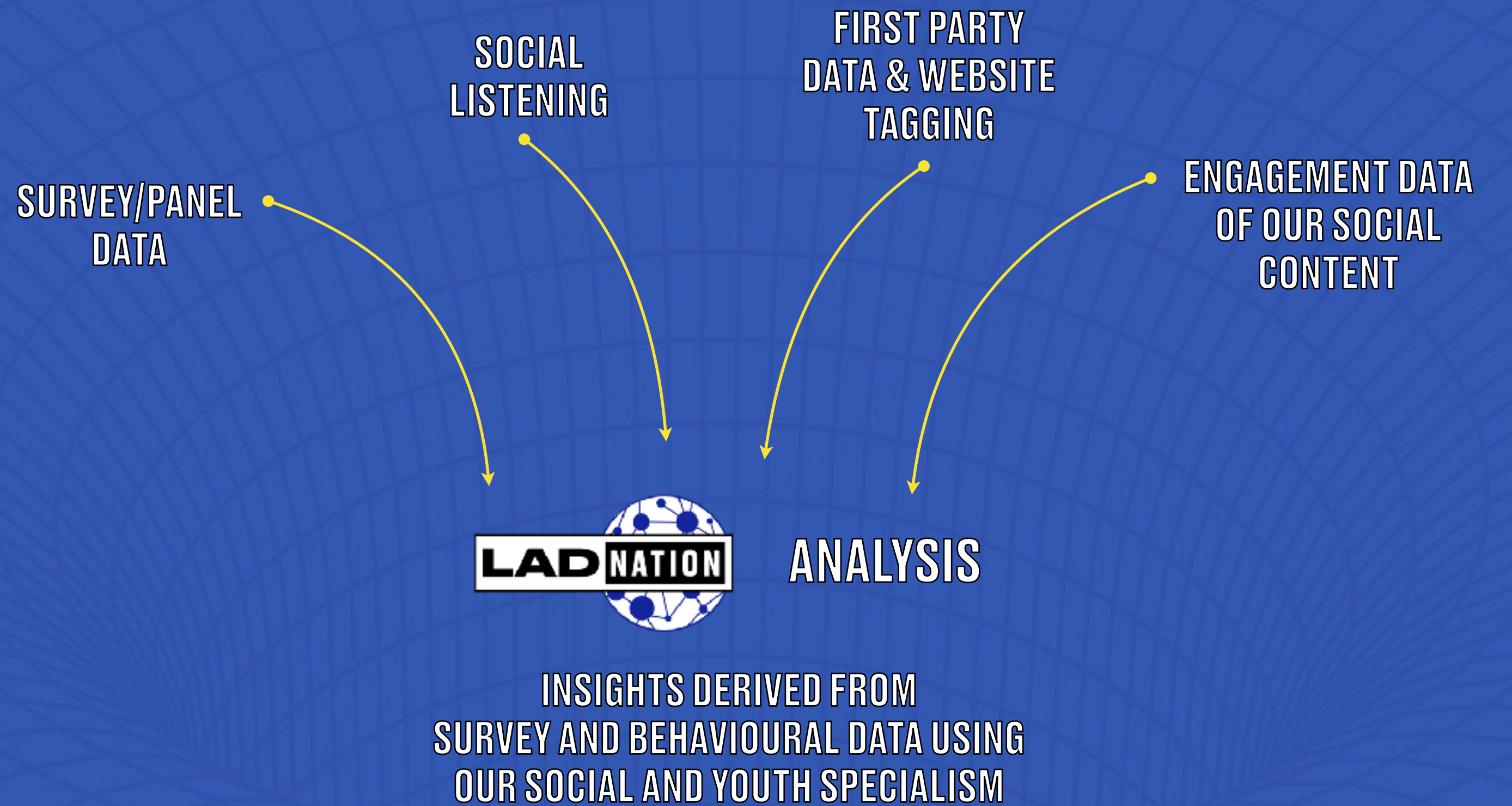
# ON THE GROUND WITH THE FANS





# INTRODUCING LADNATION

POWERED BY THE WORLD'S LARGEST SOCIAL PUBLISHERS, LADNATION IS OUR PUBLIC RESEARCH AGENCY UNCOVERING AUDIENCE-LED, ACTIONABLE INSIGHTS INTO THE SOCIAL GENERATION.





# AUDIENCE DEFINITIONS



## GEN POP

ALL RESPONDENTS - WITH SAMPLING  
SELECTED TO REPRESENT AGE/GENDER  
DISTRIBUTION OF AUSTRALIA



## YOUTH AUDIENCE

ANY RESPONDENTS AGED 18 - 34 YEARS OLD



## LAD AUDIENCE

SEEN CONTENT FROM LADBIBLE, SPORTBIBLE  
OR GOODLAD IN THE PAST 3 MONTHS.



# EXECUTIVE SUMMARY

**#1**

OUR AUDIENCE ARE MORE OPEN TO TRYING NEW BRANDS, MAKING THEM TREND-SETTERS PREDICTING WHERE MASS MARKETING IS HEADING

**#2**

THEY'RE HYPERCONNECTED WITH A GREATER APPETITE FOR SOCIAL PLATFORMS, SOCIAL CONTENT AND ARE MORE OPEN TO BRANDS & BRANDED CONTENT

**#3**

THEY ENGAGE WITH A WIDER DIVERSITY OF BRANDS, THEREFORE ARE VERY RECEPTIVE WHEN INVOLVED

**#4**

THEY JUST WANT GOOD CONTENT – THE SOURCE DOESN'T BOTHER THEM SO LONG AS THEY'RE ENTERTAINED

**#5**

THEY HAVE A LUST FOR LIFE AND THEY WANT MORE, MORE, MORE!



# WHO ARE WE SPEAKING TO?



SPORTS ENTHUSIAST

**JOSH**



LAIID-BACK FAN

**EMILY**





# OUR AUDIENCE ARE...

DIGITAL  
FIRST.

**9 IN 10**

LAD AUDIENCE MOSTLY RELY ON DIGITAL PLATFORMS FOR SPORT UPDATES

**2 IN 3**

AGREE THAT SOCIAL MEDIA IS THE FIRST PLACE THEY LOOK FOR SPORTS CONTENT

SOCIALLY  
DRIVEN.



18-34 YEAR OLDS, ARE MORE LIKELY TO WATCH A MAJOR SPORTING EVENT AT A FRIEND'S PLACE OR IN A PUBLIC PLACE

**18-34  
YEAR OLDS**

THEY ARE WATCHING MORE SPORT CONTENT VIA SOCIAL MEDIA, STREAMING PLATFORMS AND LIVE TV THAN 12 MONTHS AGO



# ENGAGEMENT WITH SPORT



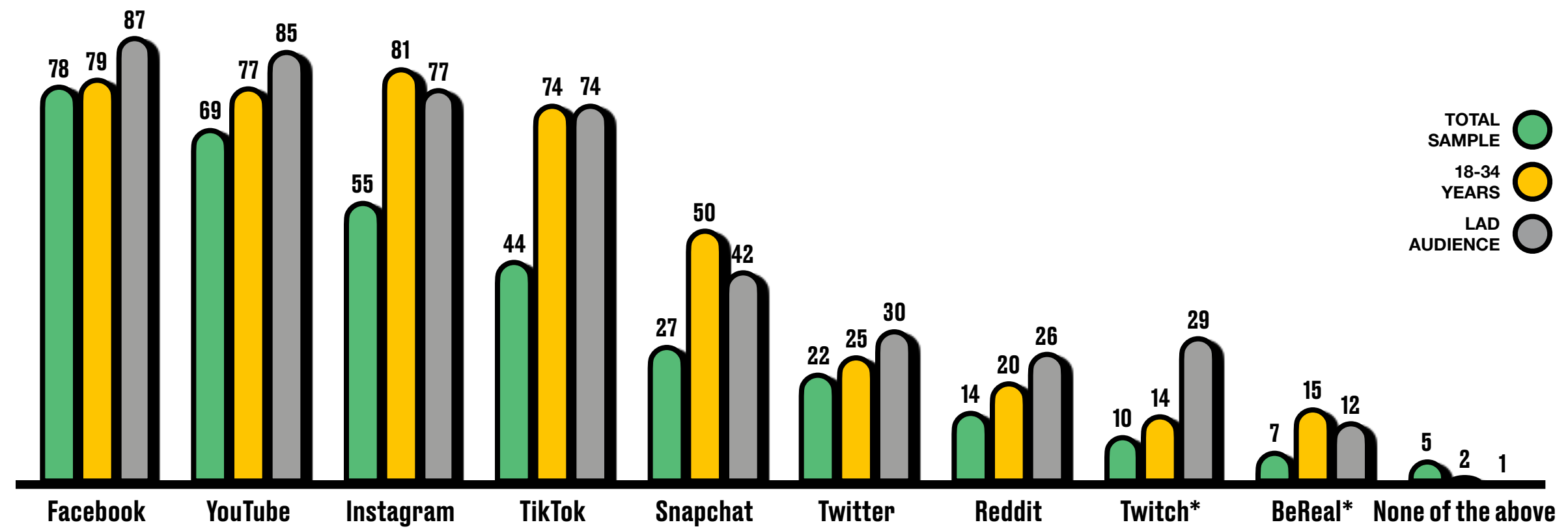
Q. On a scale of 1 to 5, how big of a sports fan would you say you are? (1 being not at all interested in sports, 3 being somewhat interested, and 5 being extremely passionate about sports)  
 Q. How much have you ... read about / watched / listened to anything about ... sport in the last 12 months?  
 Q. Which, if any, of the following have you seen, read or watched things from online in the last 3 months?  
 Base: All respondents (n=398) 18-34 year olds (n=138) LAD (n=72)



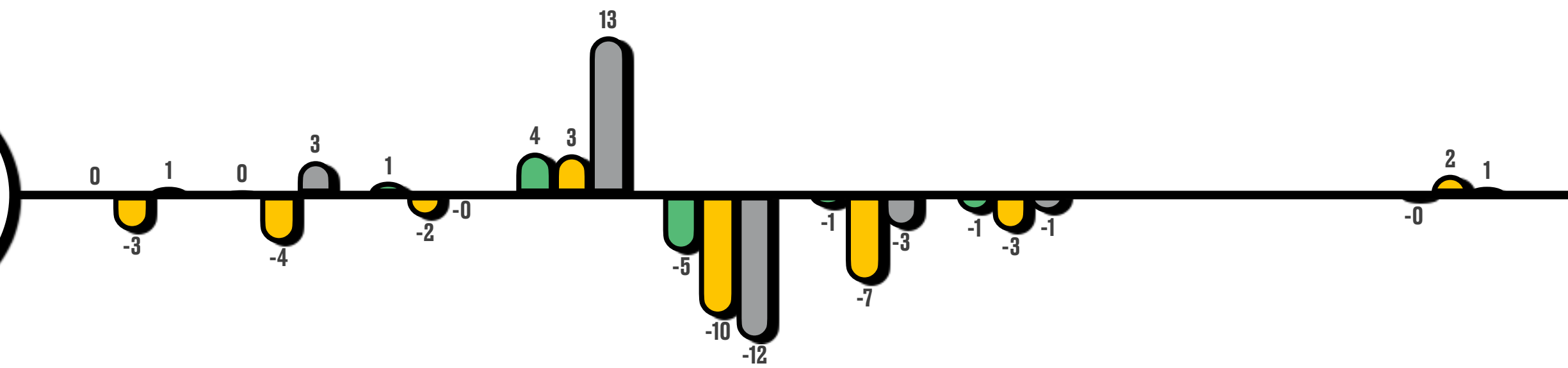
# SOCIAL PLATFORM ENGAGEMENT



## SOCIAL PLATFORM ENGAGEMENT PAST 7 DAYS



CHANGE VS. 2022:



**40%**

OF GEN Z PREFER USING TIKTOK'S SEARCH FUNCTION OVER GOOGLE

**100M**

SIGN UPS TO THREADS IN THE FIRST 5 DAYS



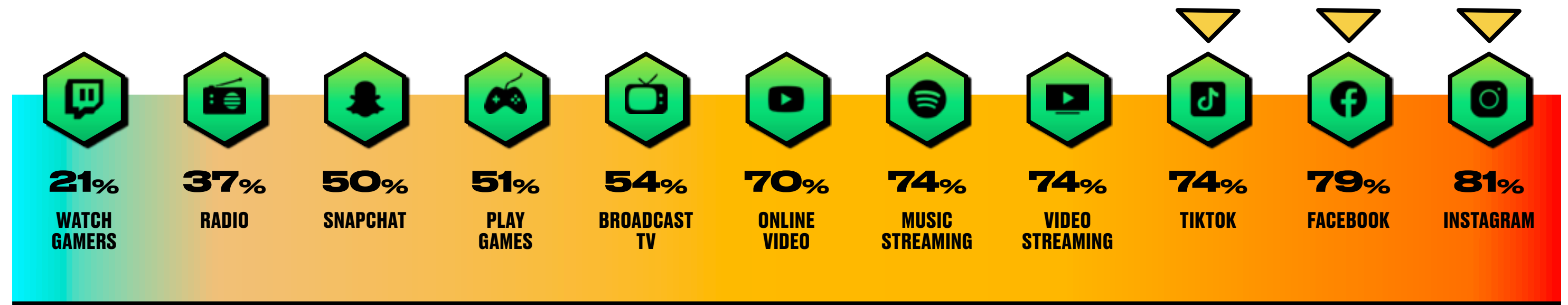
Q. Which, if any, of the following social media channels have you used in the last 7 days? Base: All respondents (n=398) 18-34 year olds (n=138) LAD (n=72)  
 \* Not asked in 2022. "Move Over Google, TikTok Is the Go-To Search Engine for Gen Z", AdWeek, Aug 2022.



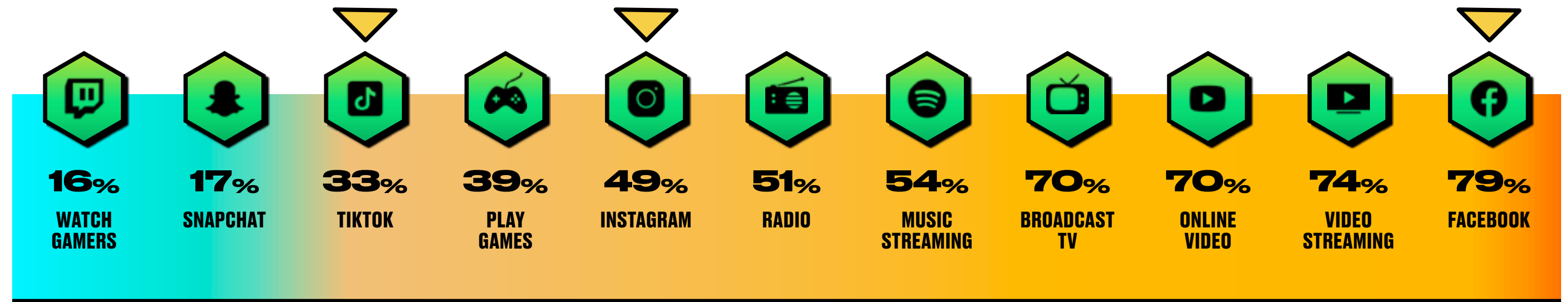
# GENERATIONAL MEDIA AND SOCIAL NETWORK CONSUMPTION

WATCH / USE / LISTEN TO  
IN THE PAST 7 DAYS

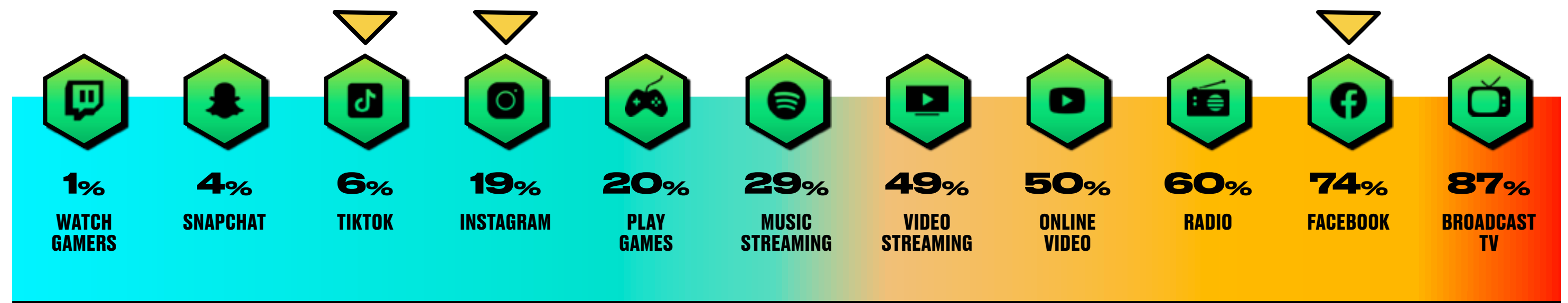
18-34



35-54



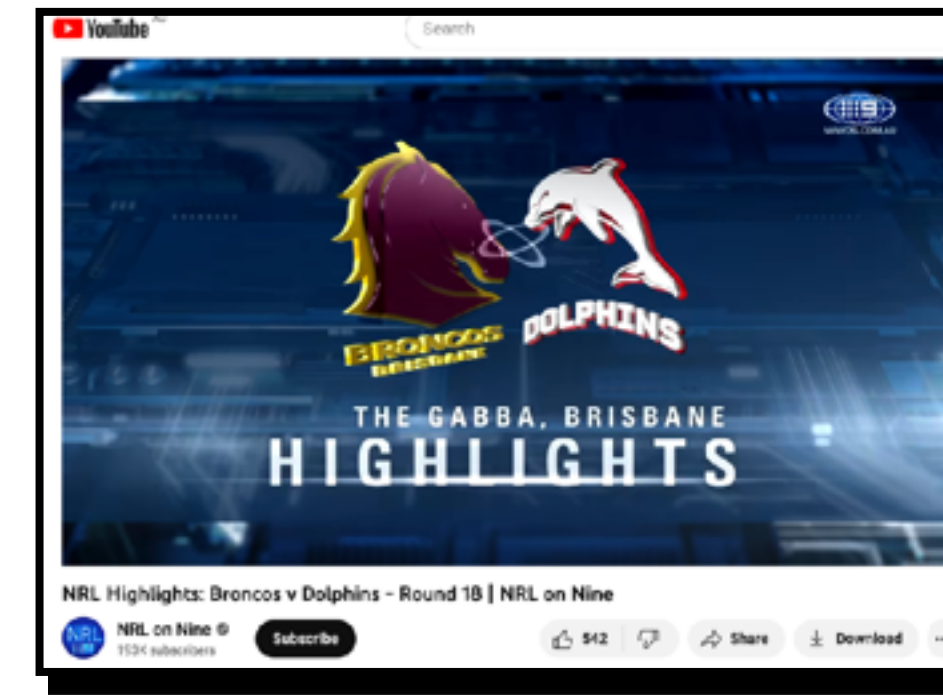
55+





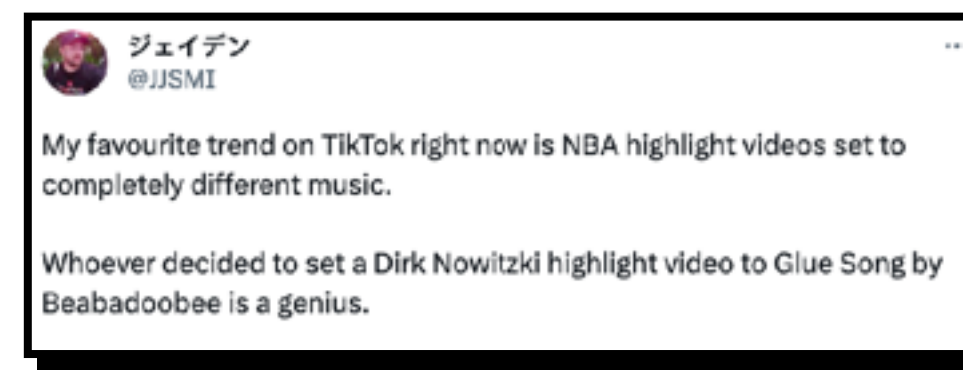
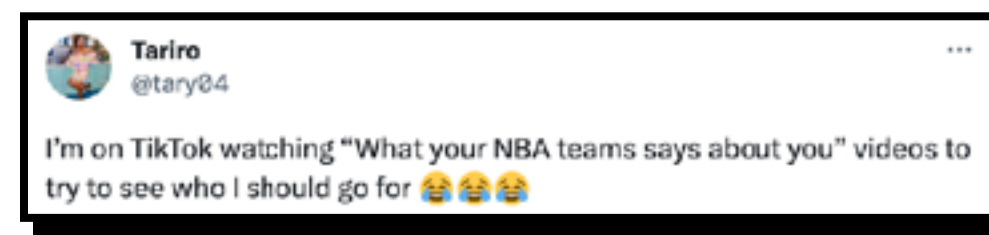
# ONLINE CONVERSATIONS

SPORT SPARKS CONVERSATION ONLINE WITH IT GARNERING A HUGE AMOUNT OF MENTIONS ONLINE.



CONSUMER CONVERSATION IS UP 20% FROM THE PREVIOUS YEAR

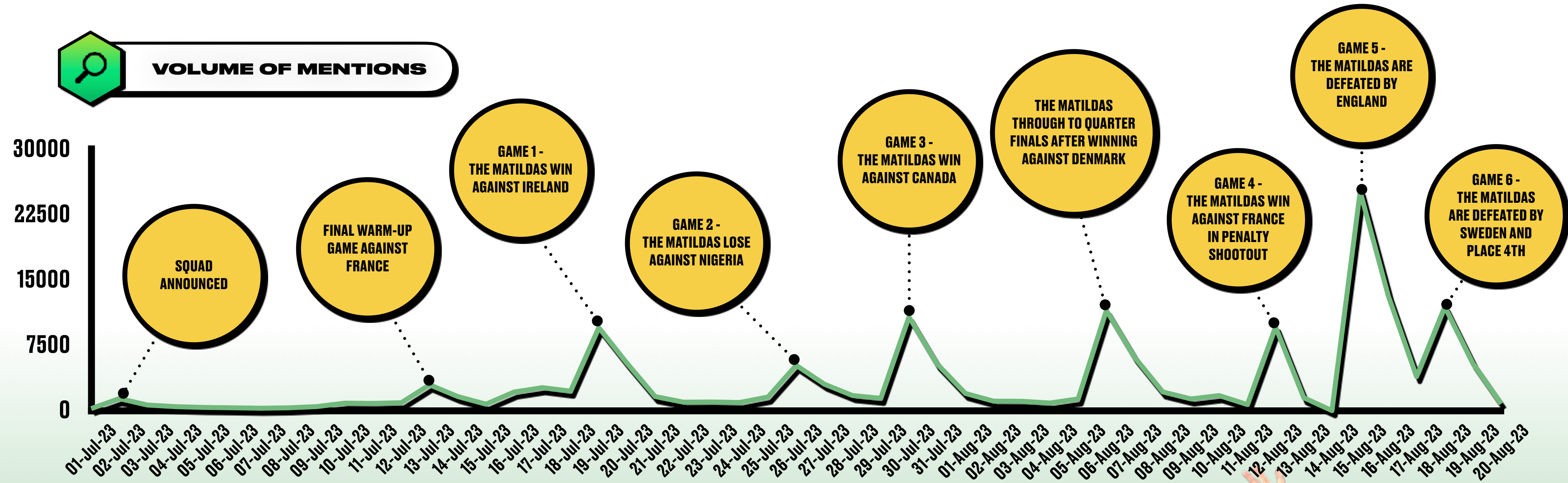
147K UNIQUE AUTHORS



Source: Brandwatch, July 2021 to July 2023. Channels include Facebook, YouTube, Twitter, Reddit, blogs, news and forums.



# THE MATILDA'S



**209.1k**  
CONVERSATIONS

**+2519%**  
INCREASE  
YEAR ON YEAR

**38.18k**  
SAM KERR  
CONVERSATIONS

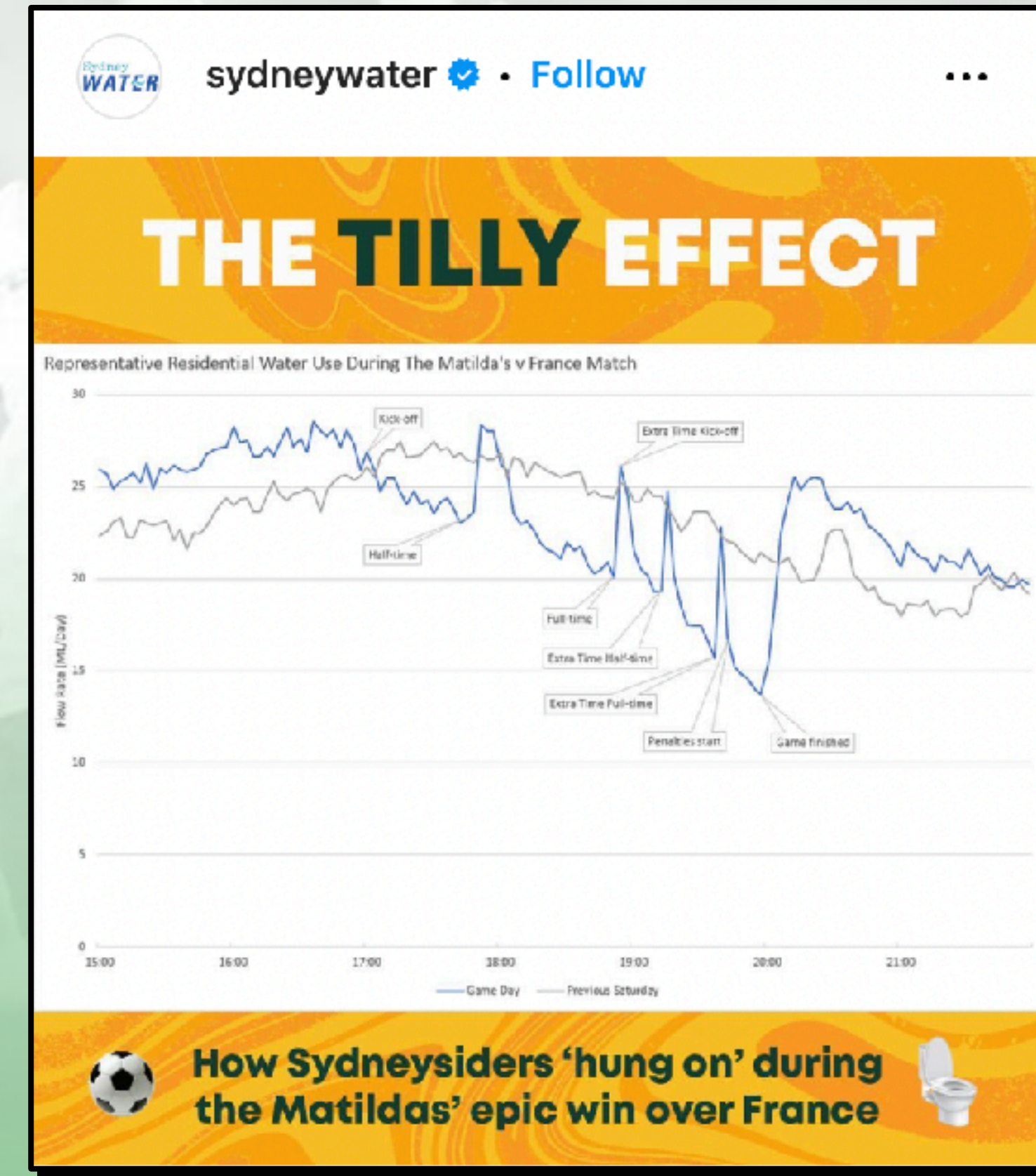
**+916%**  
INCREASE  
YEAR ON YEAR



Source: Brandwatch, July 2021 to July 2023. Channels include Facebook, YouTube, Twitter, Reddit, blogs, news and forums.

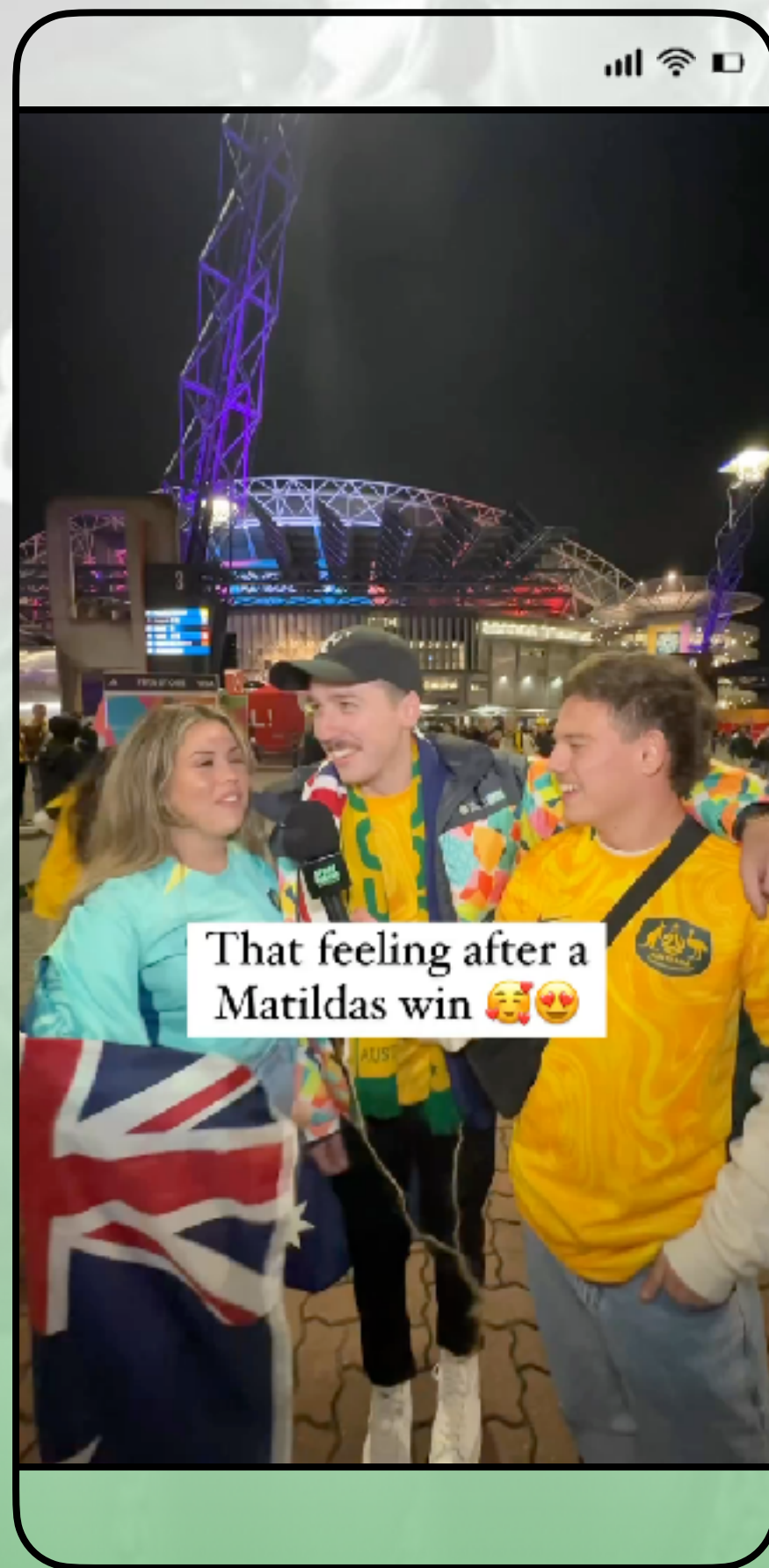


# THE MATILDA'S





# THE MATILDA'S







**LAD**  
**BIBLE**  
AUSTRALIA





# THE MATILDA'S

**2M**  
LIVE ATTENDANCE

**11.2M**  
TV AUDIENCE

**\$200M**  
ADDITIONAL  
FUNDING



**+596%**  
INTERACTIONS



**+209M**  
REACH



**1.4M**  
VIDEO VIEWS

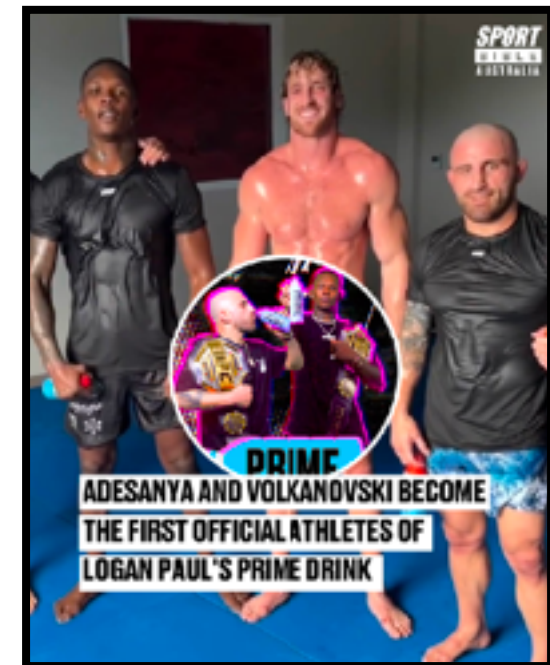
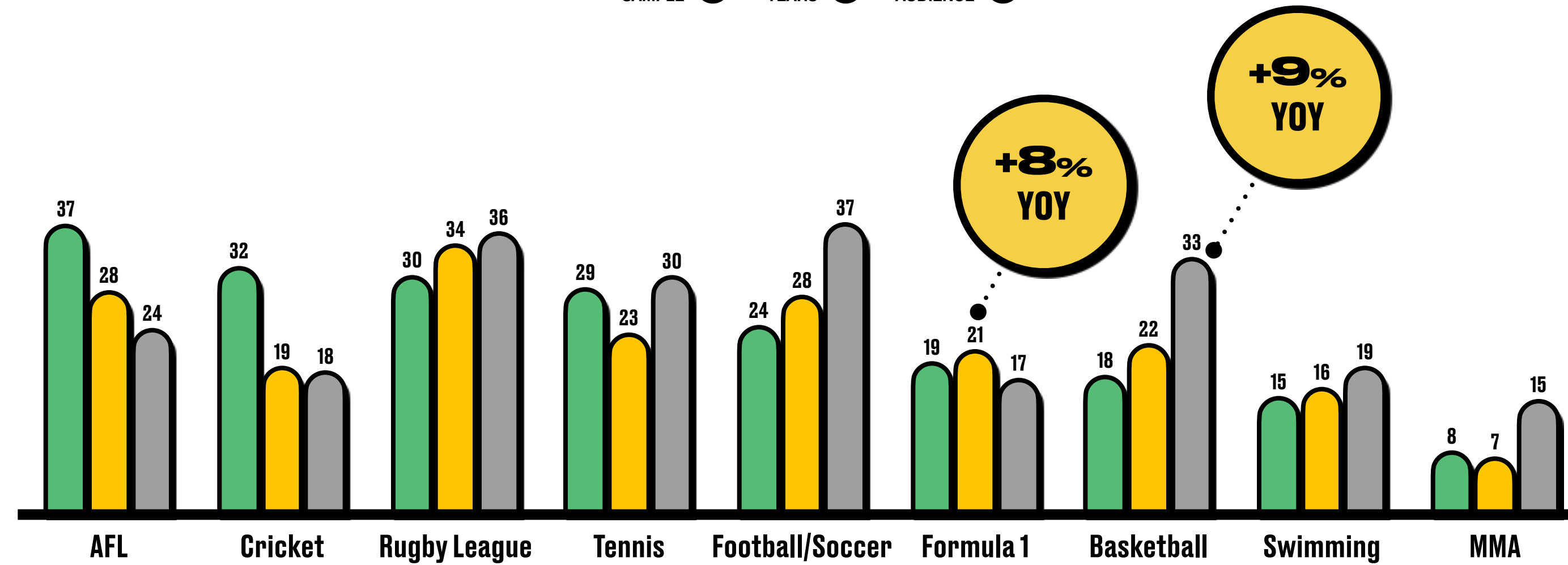


# SERIOUS FANDOM

Q. Which, if any, of the following sports would you say you are a big fan of?  
 Big fan = watching, talking about or consuming content related to sport. Base: 2023 - All respondents (n=398) 18-34 year olds (n=138) LAD (n=72) Base: 2022 - All respondents (n=404) 18-34 year olds (n=161) LAD (n=170)  
 \* New sports added in 2023 survey

## SPORTS THEY ARE A BIG FAN OF

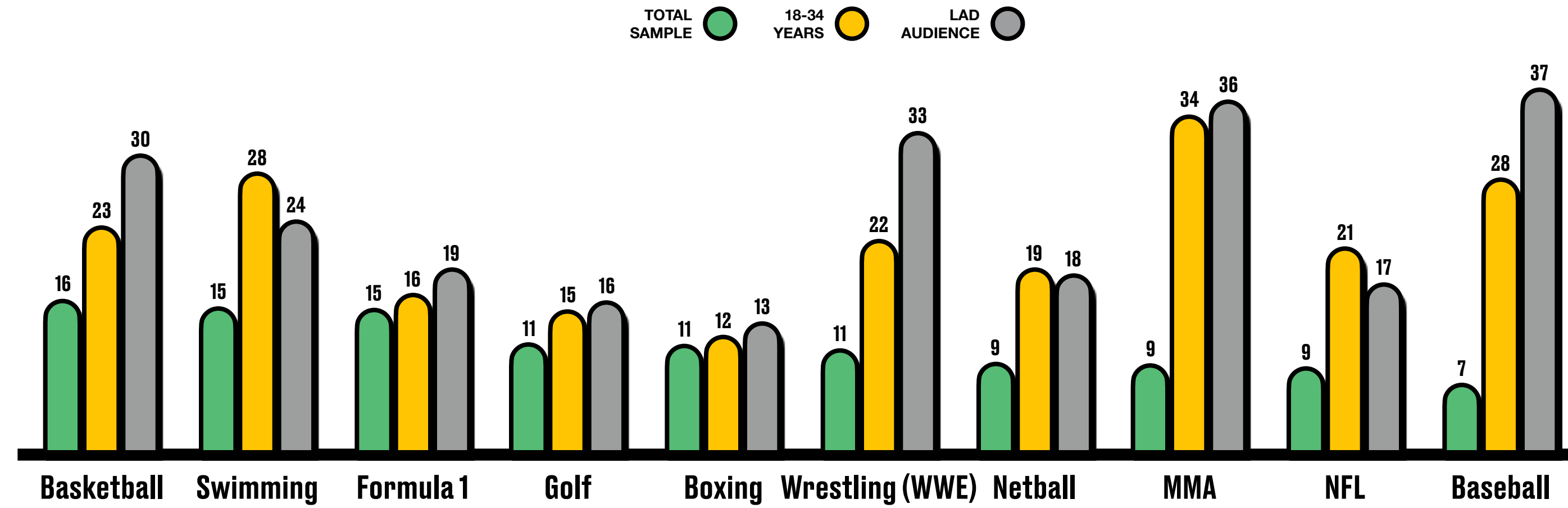
TOTAL SAMPLE ● 18-34 YEARS ● LAD AUDIENCE ●





# CASUAL FANDOM

## SPORTS THEY ARE A CASUAL FAN OF



Q. Which, if any, of the following sports would you say you are a big fan of?  
 Big fan = watching, talking about or consuming content related to sport. Base: All respondents (n=398) 18-34 year olds (n=138) LAD (n=72)



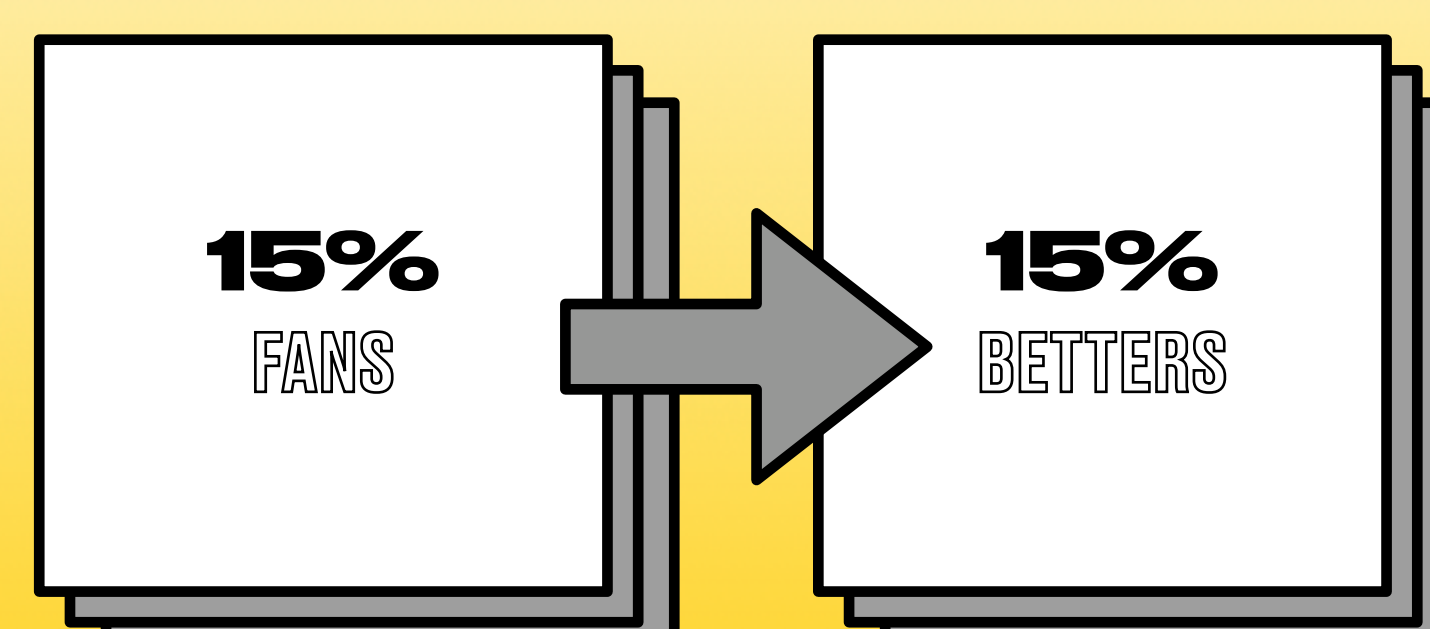
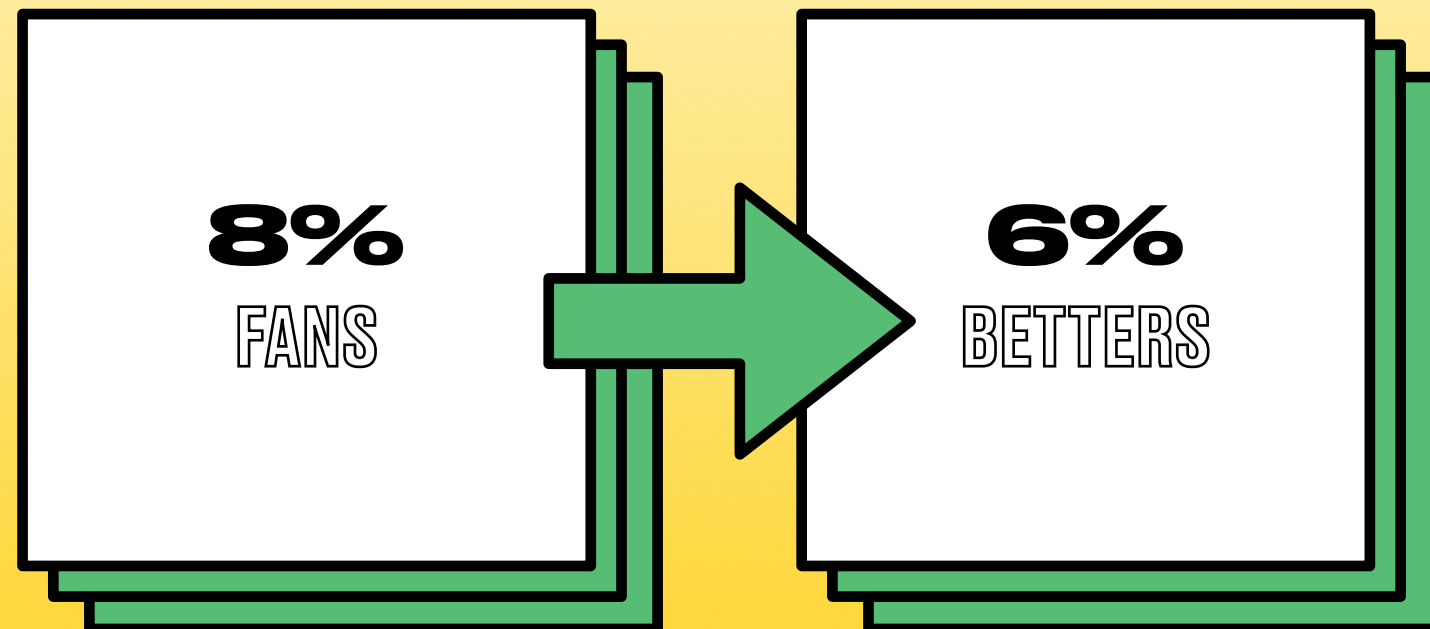
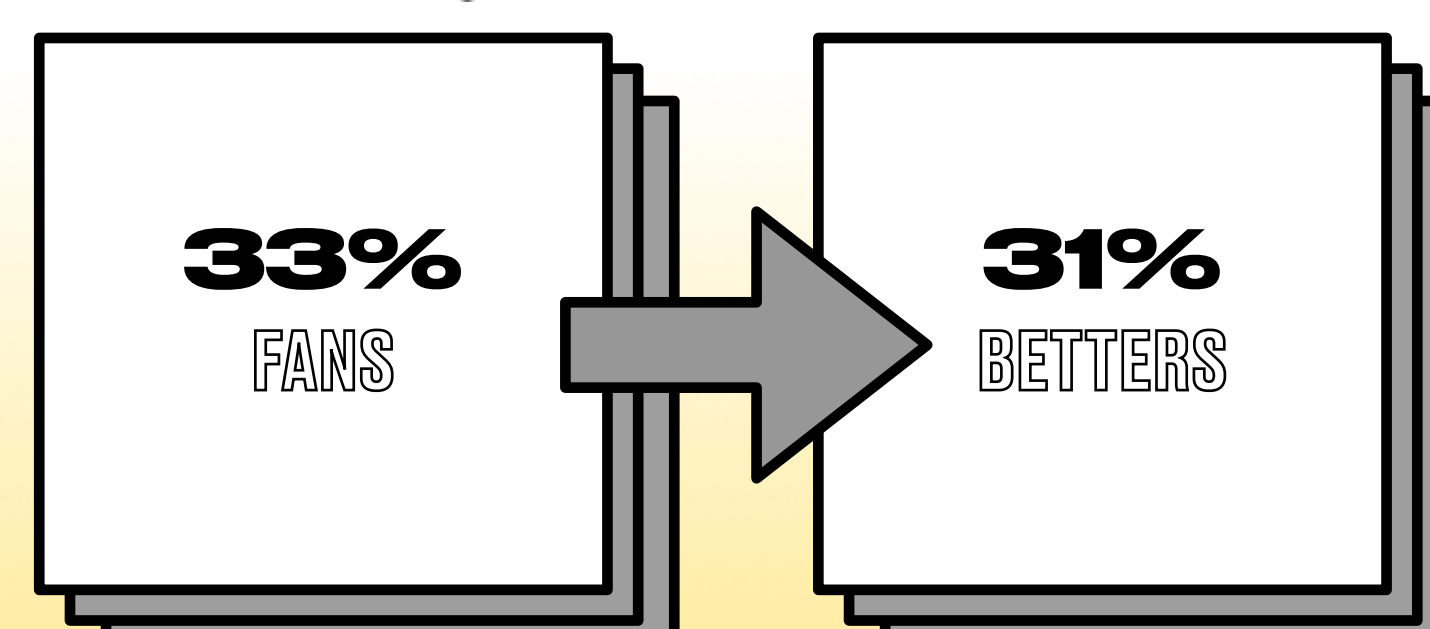
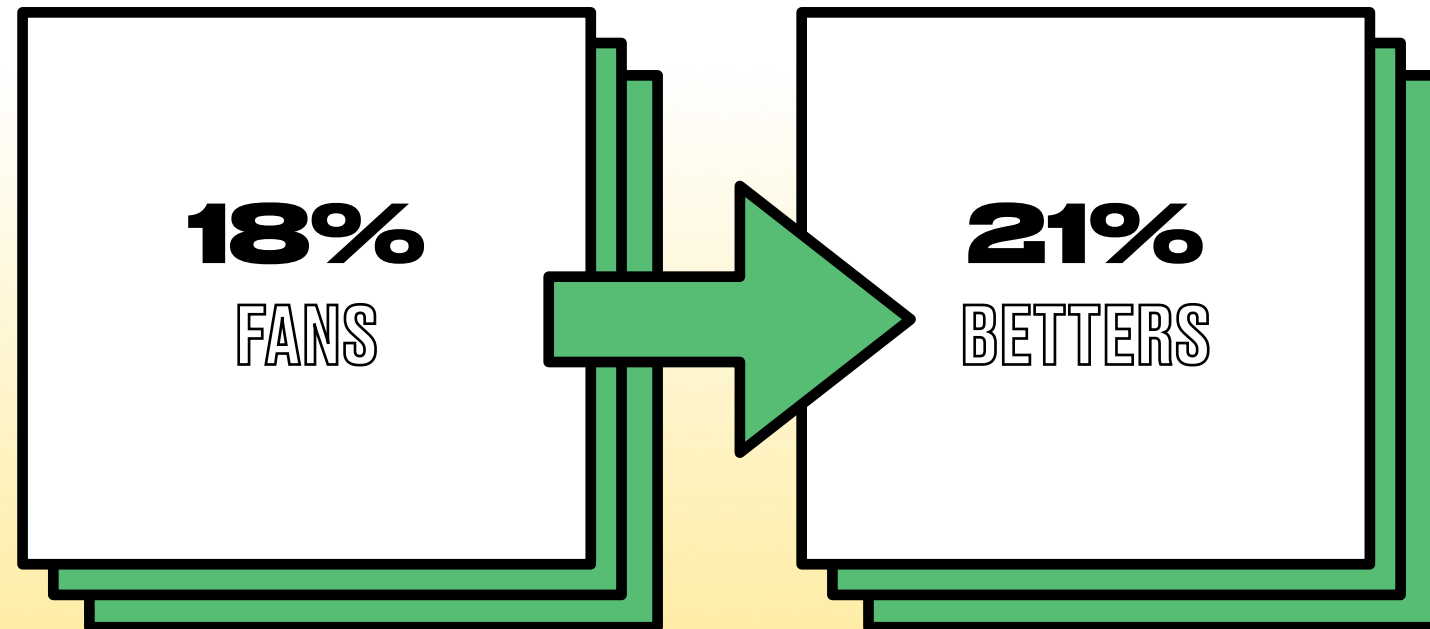
# SPORTS FANDOM + BETTING BEHAVIOUR

**85%** YOUNG BETTERS AGREE THAT INTEREST IN A SPORT IMPACTS THEIR BETTING BEHAVIOUR

**42%** OF LAD AUDIENCE ONLY BET ON SPORTS THEY ARE A BIG FAN OF

**GEN POP**

**LAD**

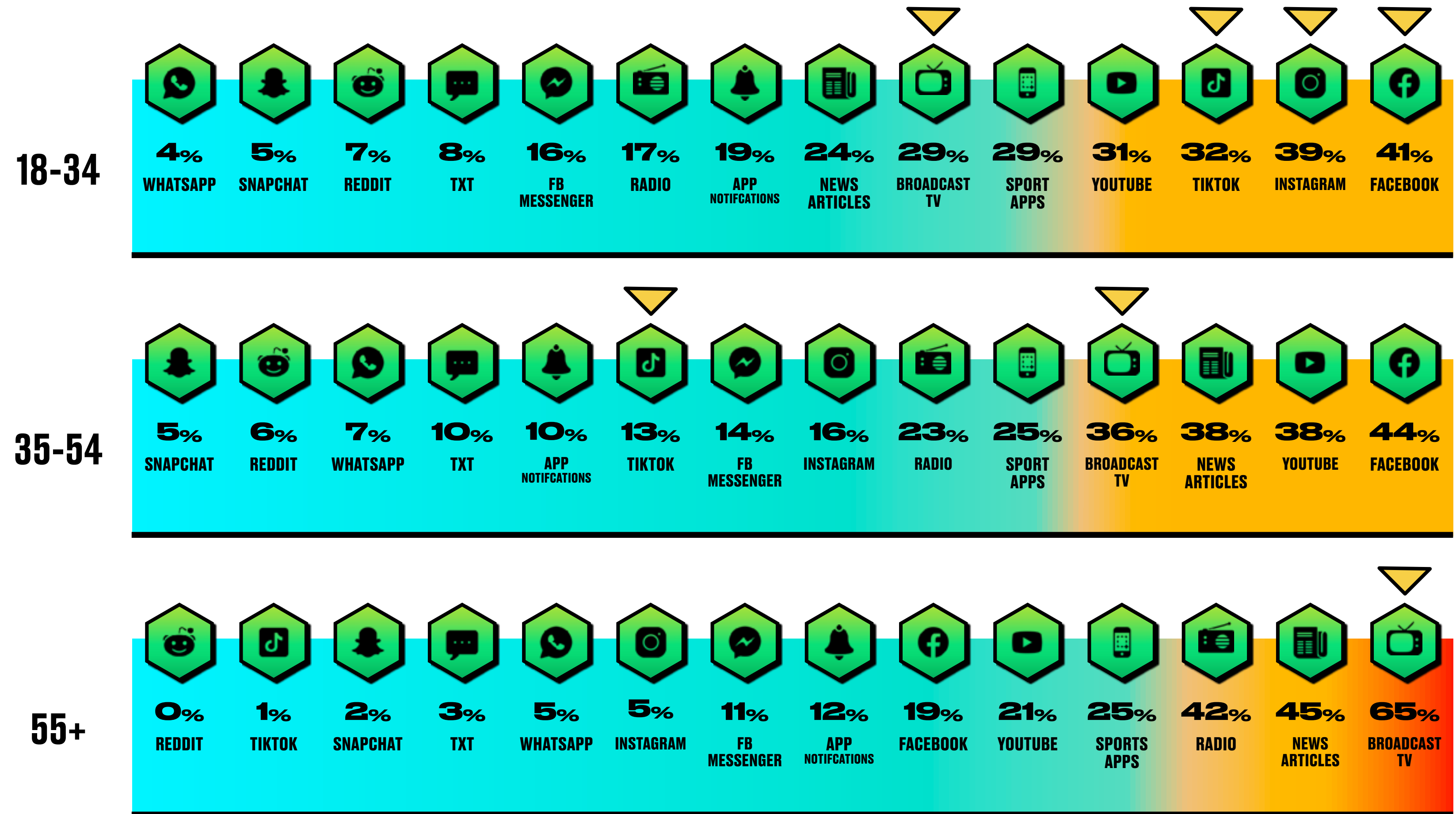


Q. Which, if any, of the following sports would you say you are a big fan of?  
Big fan = watching, talking about or consuming content related to sport. Base: All respondents (n=398) 18-34 year olds (n=138) LAD (n=72)



# KEEPING UPDATED

## HOW SPORTS FANS OF DIFFERENT AGE GROUPS KEEP UPDATED WHEN THEY'RE NOT WATCHING LIVE



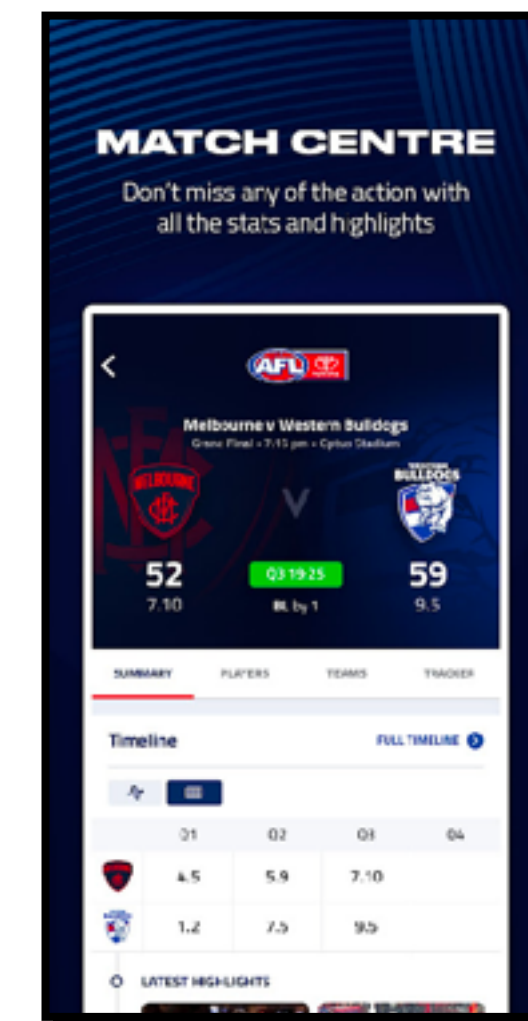
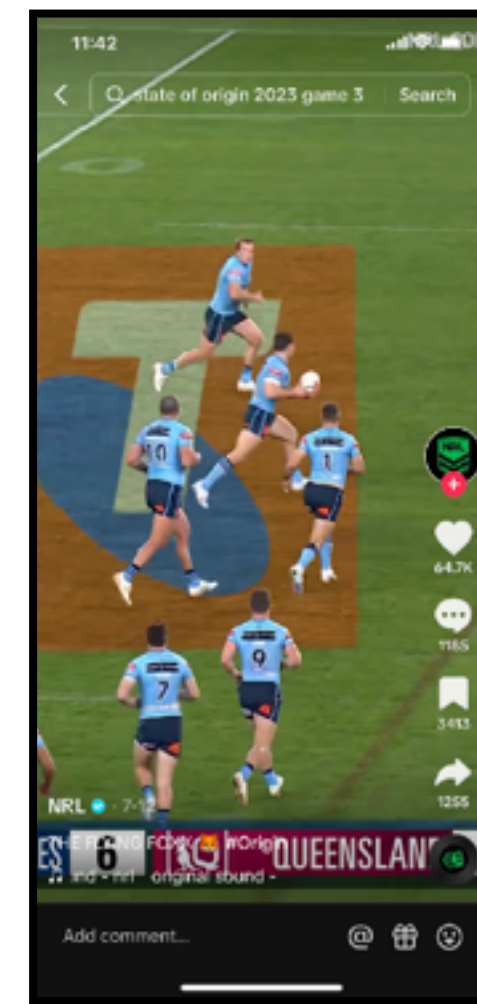
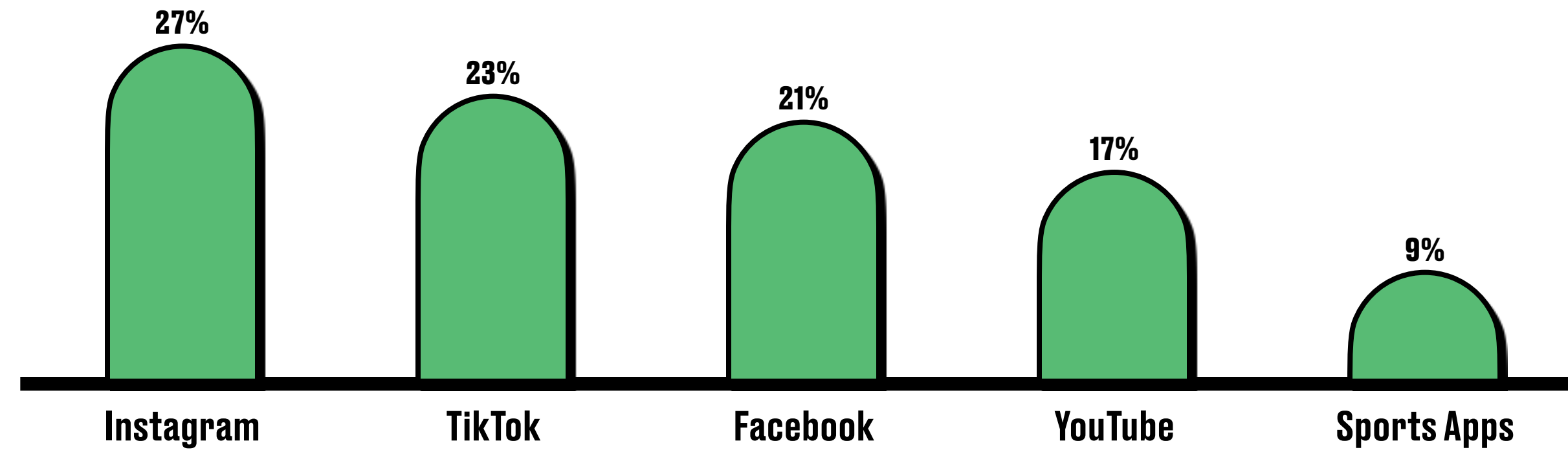
Q. Which of the following do you use to keep up to date when following sport events but not watching live?  
Base: Those with an interest in sports (2+) - 18-34 years (n=125) 35-54 years (n=102) 55+ years (n=108)



# KEEPING UPDATED

Q. Which of the following do you use to keep up to date when following sport events but not watching live?  
Base: Those with an interest in sports (2+) - 18-34 years (n=125) 35-54 years (n=102) 55+ years (n=108)

## % CHANGE FROM 2022 FOR LADBIBLE FANS

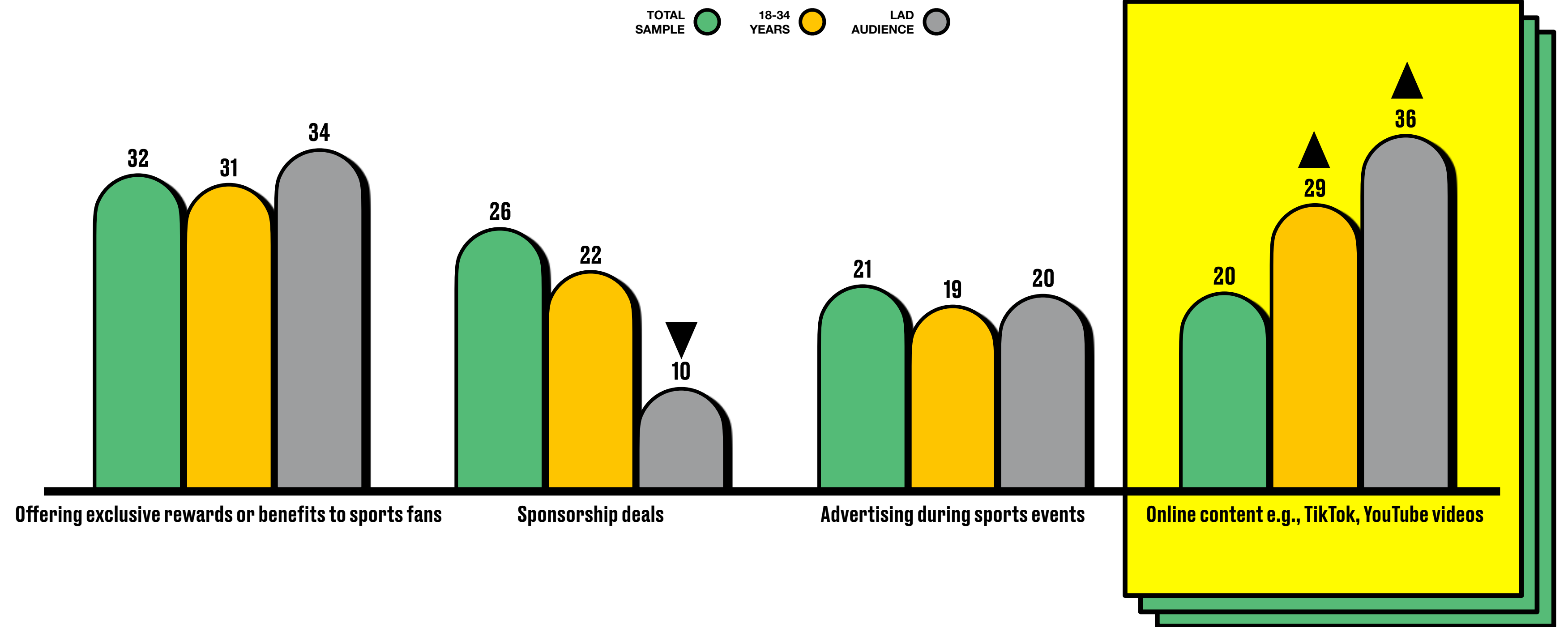




# BRAND INTERACTIONS



## IDEAL WAY FOR BRANDS TO INTERACT WITH SPORTS FANS AND SPORTS EVENTS



Q. When consuming sport content, which of these interest you?  
 Base: Those with an interest in sport – Total sample (n=335) 18-34 year olds (n=125) LAD (n=65)



# SPONSORSHIP DEALS + CONTENT

18-34 YEAR OLDS AND THE LADBIBLE AUDIENCE, PREFER QUALITY CONTENT OVER ANY OTHER BRANDED INTERACTION.



Q. Which, if any, of the following sports would you say you are a big fan of?  
 Big fan = watching, talking about or consuming content related to sport.  
 Base: All respondents (n=398) 18-34 year olds (n=138) LAD (n=72)



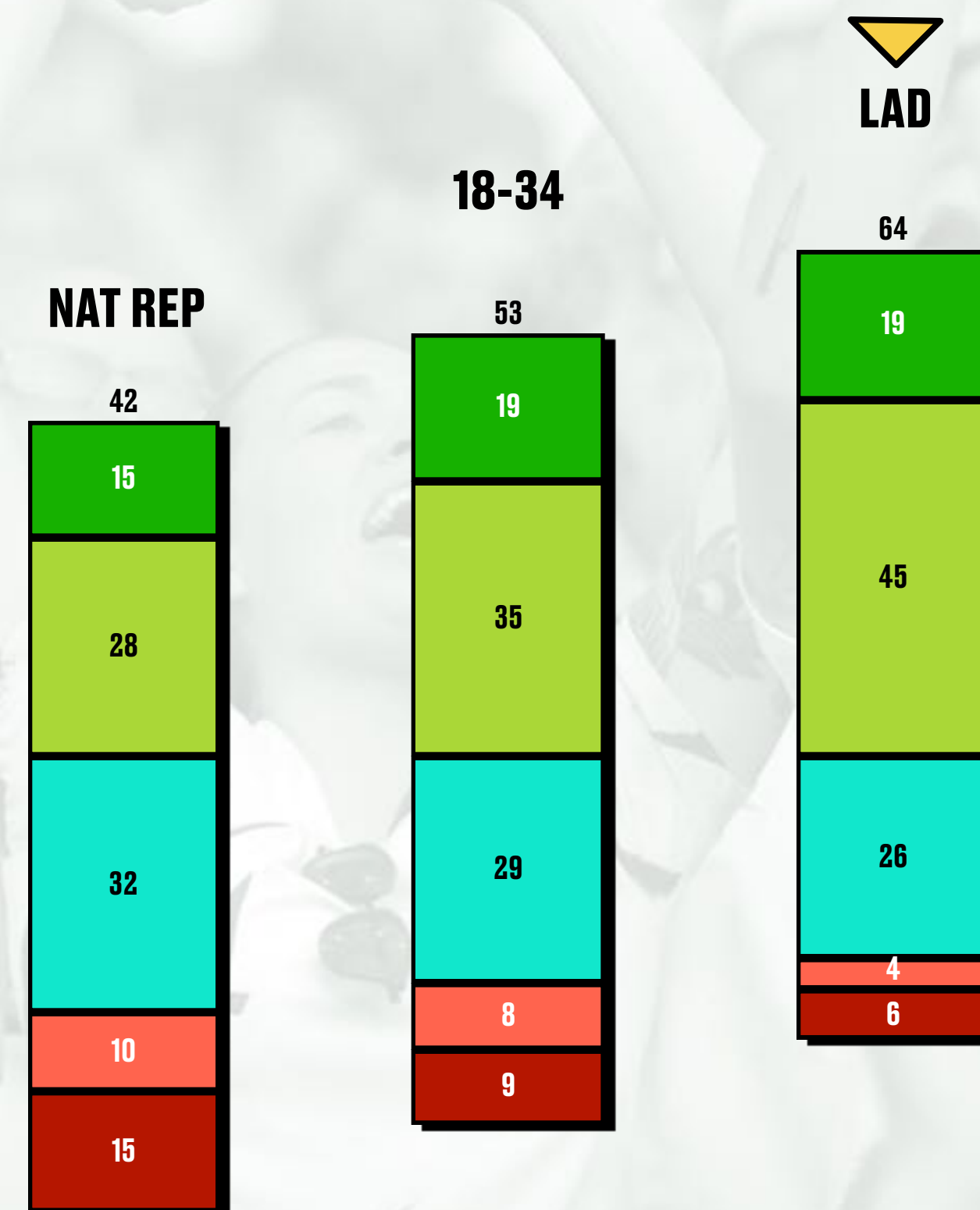
# SPONSORSHIP IMPACT

HALF OF 18-34 YEAR OLDS ARE MORE LIKELY TO TRUST A BRAND THAT SPONSORS SPORT TEAMS OR EVENTS AS WELL AS BEING MORE LIKELY TO USE AND PURCHASE A BRAND BECAUSE OF ITS SPONSORSHIP OR ASSOCIATION WITH TEAMS/ATHLETES. FOR THE LAD AUDIENCE THE POSITIVE IMPACT OF SPONSORSHIP IS EVEN STRONGER ON TRUST AND PURCHASE INTENTIONS, PARTICULARLY IF IT'S THEIR FAVOURITE TEAM OR EVENT.

Q. How much more likely are you to trust a brand that sponsor sports events or teams?  
 Q. How much more likely would you be to use a brand's services if they sponsored your favourite sports team or event?  
 Q. How much more likely are you to purchase a product from a brand because of its association with a particular sport or athlete?  
 Base: Total sample (n=398) 18-34 year olds (n=138) LAD audience (n=72)

## IMPACT OF SPONSORSHIP ON TRUST

VERY LIKELY (Green) LIKELY (Light Green) NEUTRAL (Cyan) NOT LIKELY (Red) NOT LIKELY AT ALL (Dark Red)



TRUST A BRAND THAT SPONSORS SPORTS TEAMS OR EVENTS



# BRAND TRUST ACROSS CATEGORIES

**TWICE  
AS  
LIKELY**

YOUTH AUDIENCES TO VALUE GOOD SOCIAL MEDIA CONTENT AS A KEY TRUST DRIVER FOR SPORTSBETTING, FINANCE AND TELCO.

**2 IN 3**

18-34 YEAR OLDS AGREE IT'S IMPORTANT THAT FINANCE BRANDS CREATE GOOD SOCIAL CONTENT.

**79%**

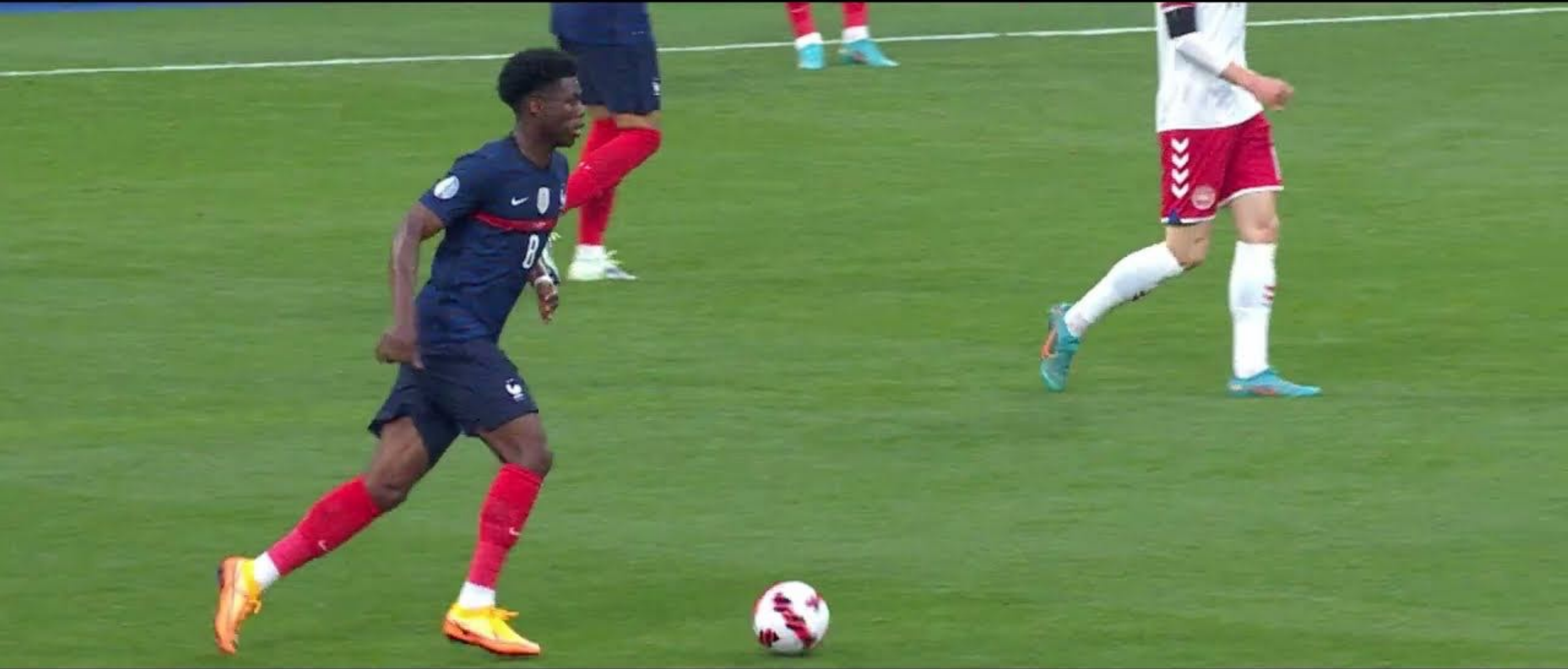
SPORTS FANS BELIEVE MEDIA HAS A RESPONSIBILITY TO CREATE MORE POSITIVE CONVERSATIONS ABOUT ISSUES IN SPORT.\*



LAD AUDIENCE IS SIGNIFICANTLY MORE LIKELY TO AGREE THAT GOOD SOCIAL MEDIA CONTENT POSITIVELY INFLUENCES THEIR TRUST IN A BRAND.

Q. What factors are important when it comes to trusting a betting brand? Base: Those who bet on sports and trust at least 1 brand - All respondents (n=202) 18-34 year olds (n=93) LAD (n=52)  
Source: Brandwatch, July 2021 to July 2023. Channels include Facebook, YouTube, Twitter, Reddit, blogs, news and forums,  
\*Source: Nine Powered "Consumer Pulse Study" 2023 - [https://www.sport.nsw.gov.au/sites/default/files/2023-07/1\\_toby\\_boon\\_trendspotter\\_-\\_discovering\\_the\\_diamonds.pdf](https://www.sport.nsw.gov.au/sites/default/files/2023-07/1_toby_boon_trendspotter_-_discovering_the_diamonds.pdf)











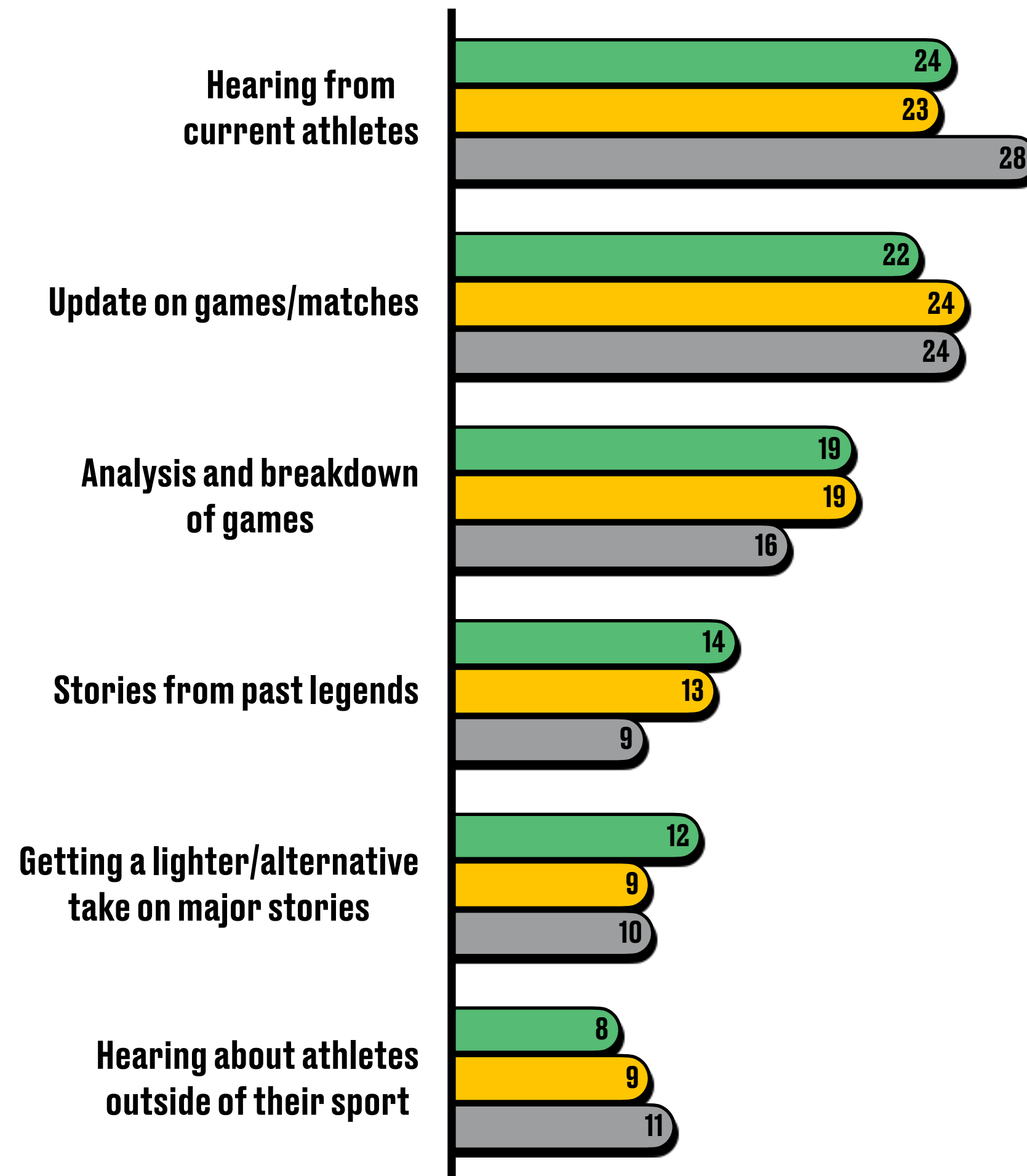
# PODCASTS

A GROWING NUMBER OF AUSTRALIANS NOW SEEK VISUAL EXTENSIONS OF THEIR FAVOURITE PODCASTS, WITH OVER HALF ENGAGING IN BOTH LISTENING AND WATCHING THE CONTENT.

Q. What platform do you use to listen to your podcasts? Q. What is your primary purpose for listening to sport podcasts? Q. When consuming podcasts, do you prefer to:  
 Base: Those who listen to sport podcasts – Total sample (n=118) 18-34 year olds (n=62) LAD (n=38)  
 Source: Source: Brandwatch, July 2021 to July 2023. Channels include Facebook, YouTube, Twitter, Reddit, blogs, news and forums.

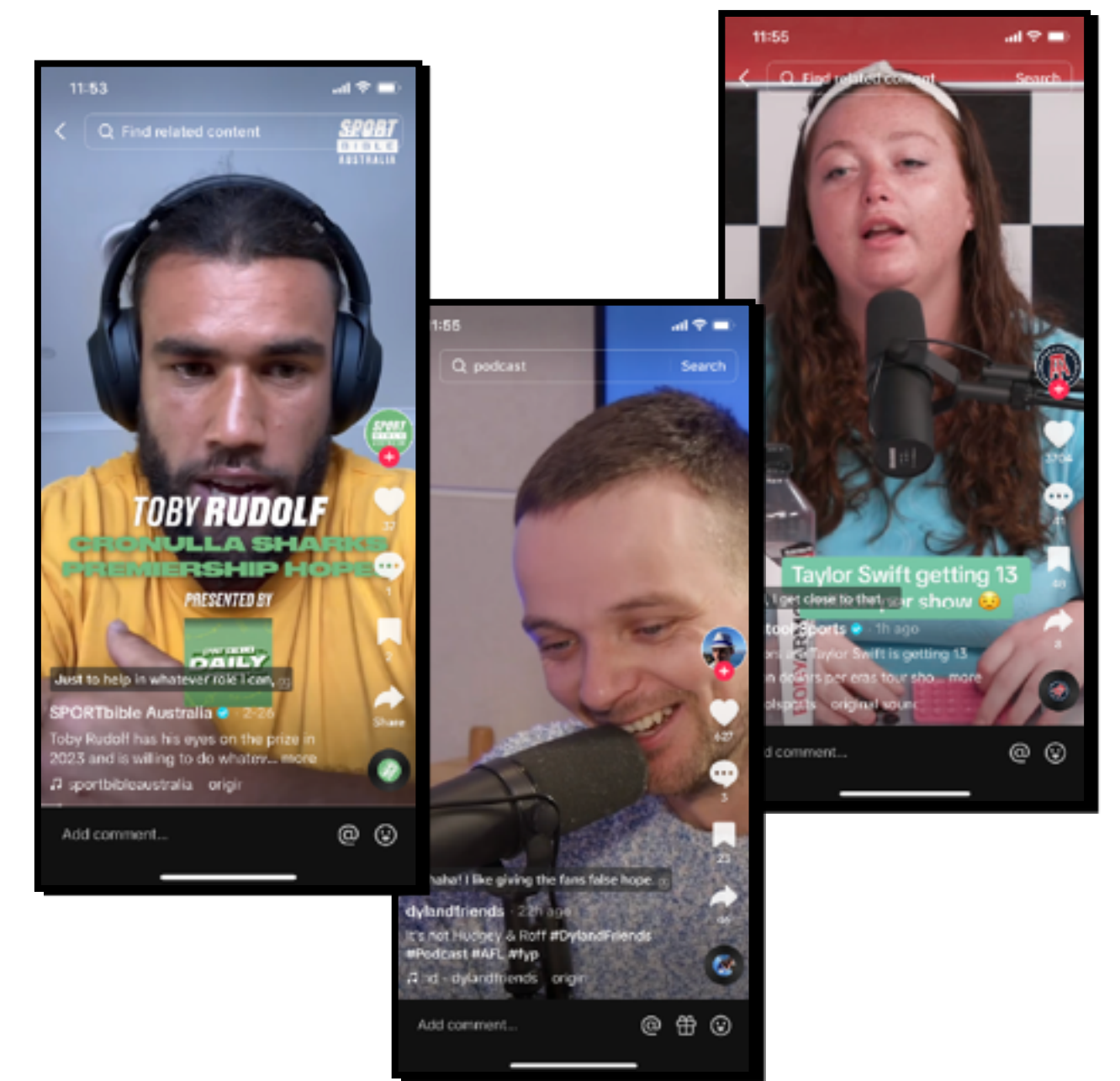
## WHY LISTEN TO SPORT PODCASTS

TOTAL SAMPLE ● 18-34 YEARS ● LAD AUDIENCE ●



## LISTEN ONLY VS. ALSO WATCH

LISTEN ONLY ● LISTEN AND WATCH ●





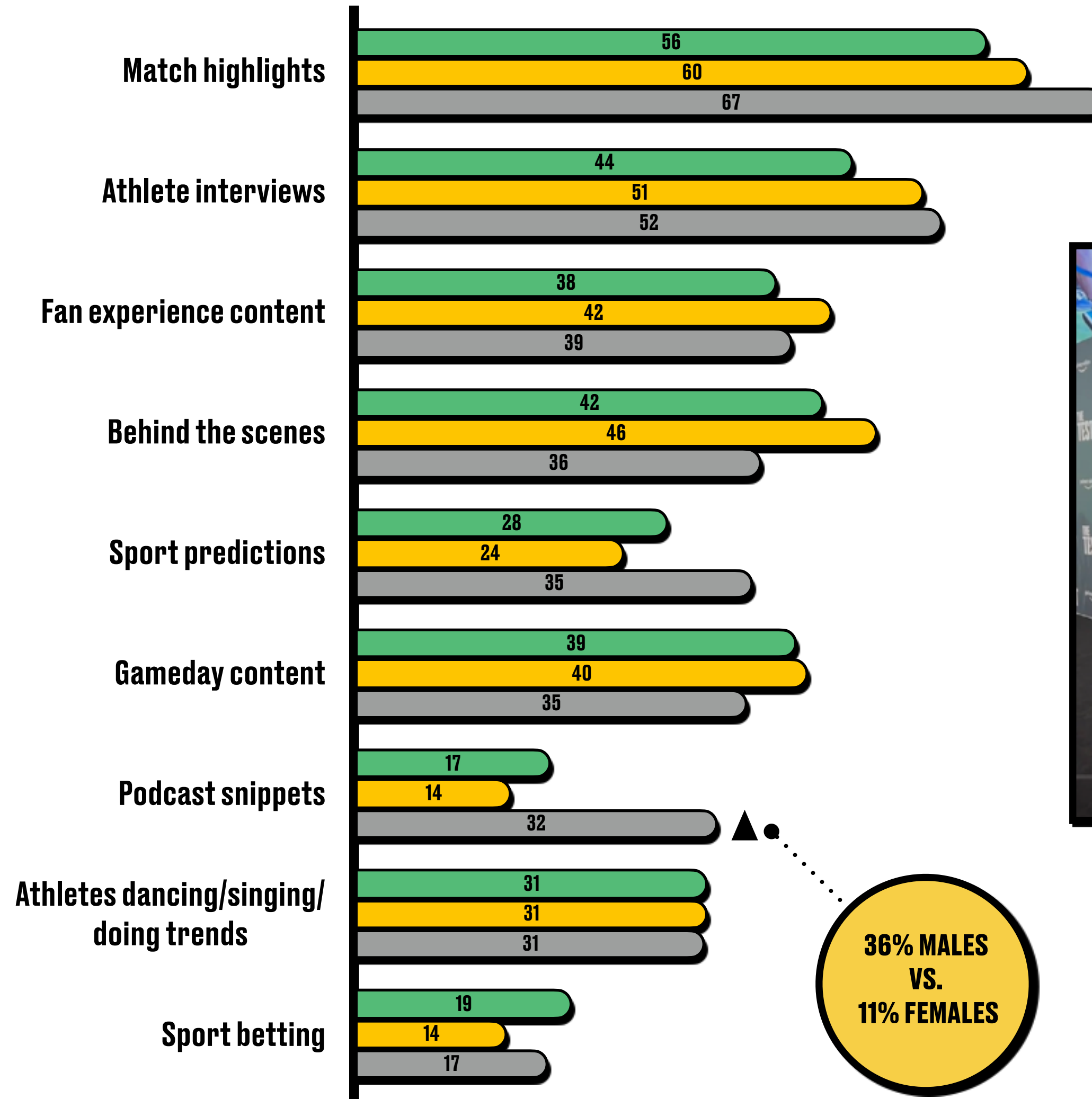
# TIKTOK

AUSTRALIANS ARE HIGH ENGAGERS WITH TIKTOK. THEY CONSUME CONTENT THROUGHOUT THE DAY HOWEVER ENGAGEMENT DIPS DURING LIVE MATCHES, PREFERRING TO PRE AND POST ANALYSIS.

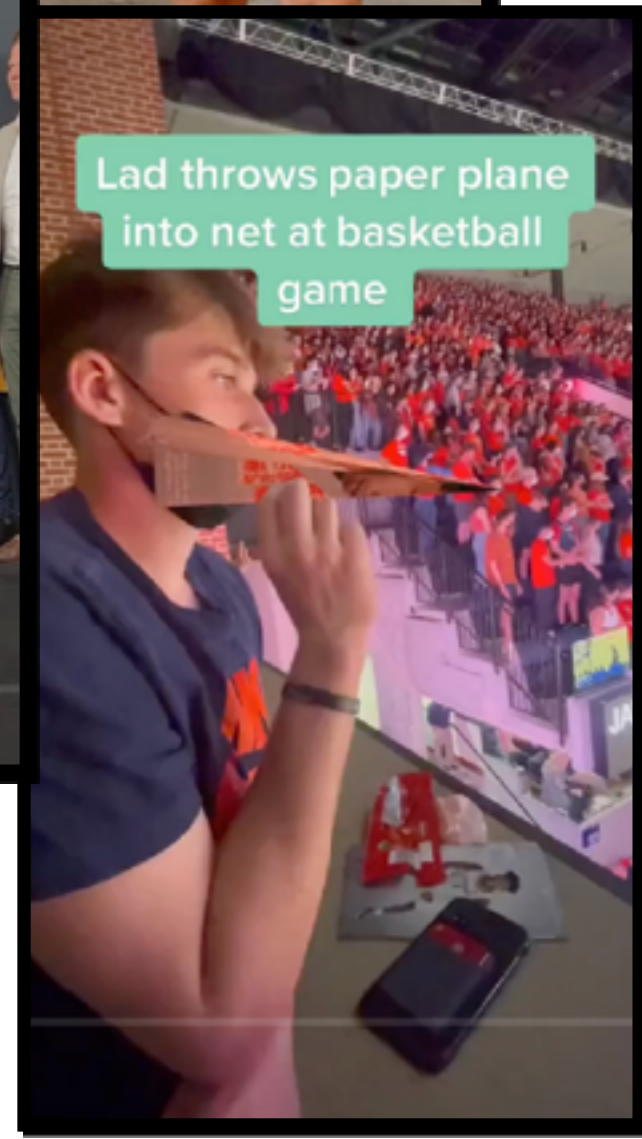
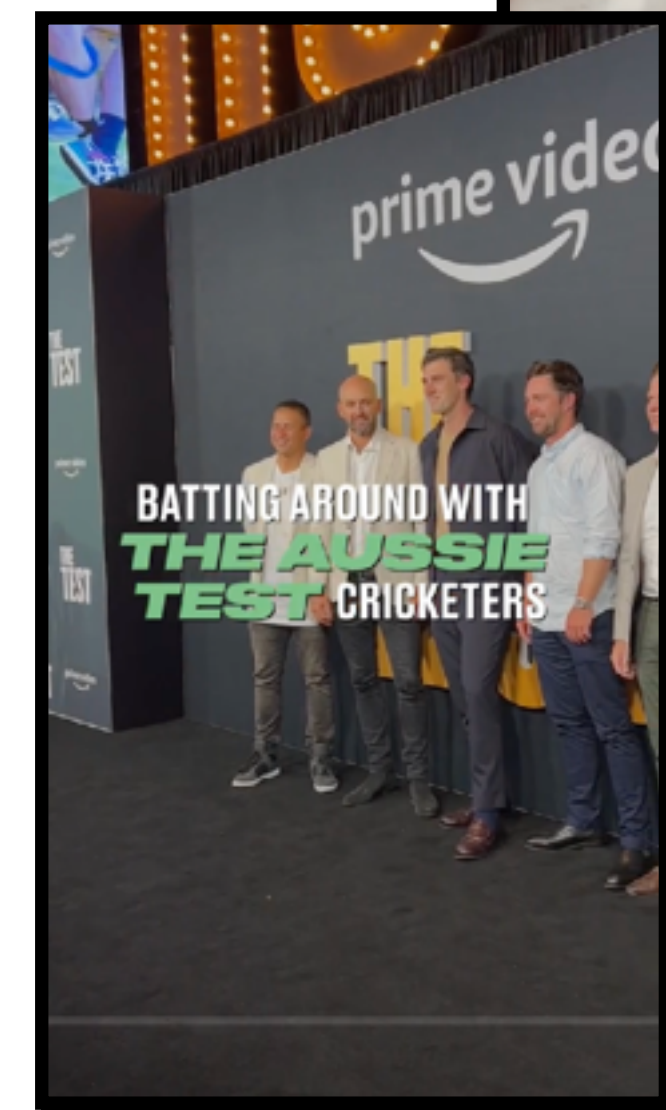
Q. On average how much do you use TikTok for sport content? Q. Which of the following types of sport content do you enjoy consuming on TikTok? Q. Typically, when do you use TikTok as part of consuming a sporting event?  
 Base: Those who have an interest in sport and use TikTok – Total sample (n=142) 18-34 year olds (n=98) LAD (n=49)

## CONTENT TYPES THEY LIKE

TOTAL SAMPLE ● 18-34 YEARS ● LAD AUDIENCE ●

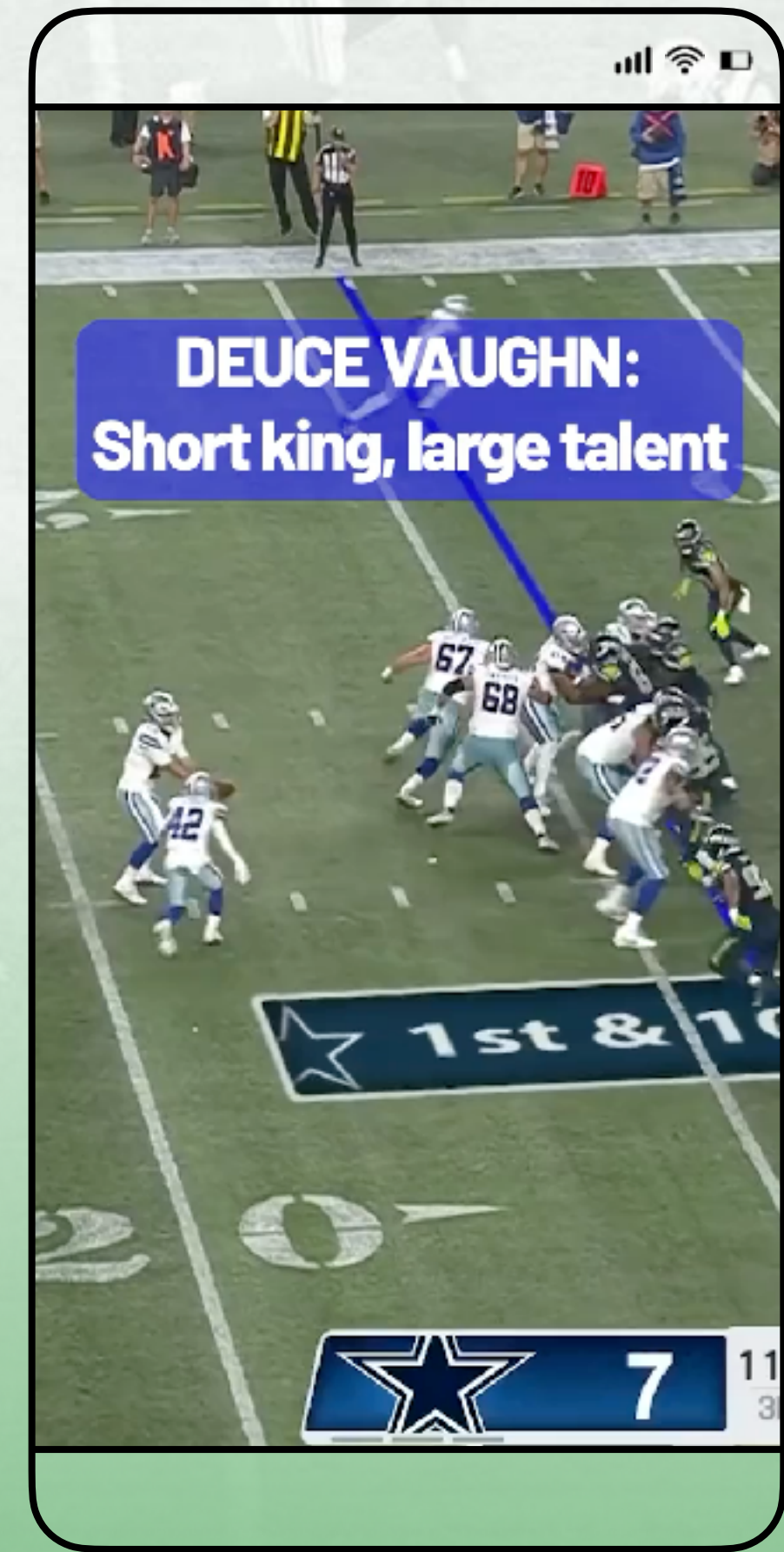


36% MALES VS. 11% FEMALES





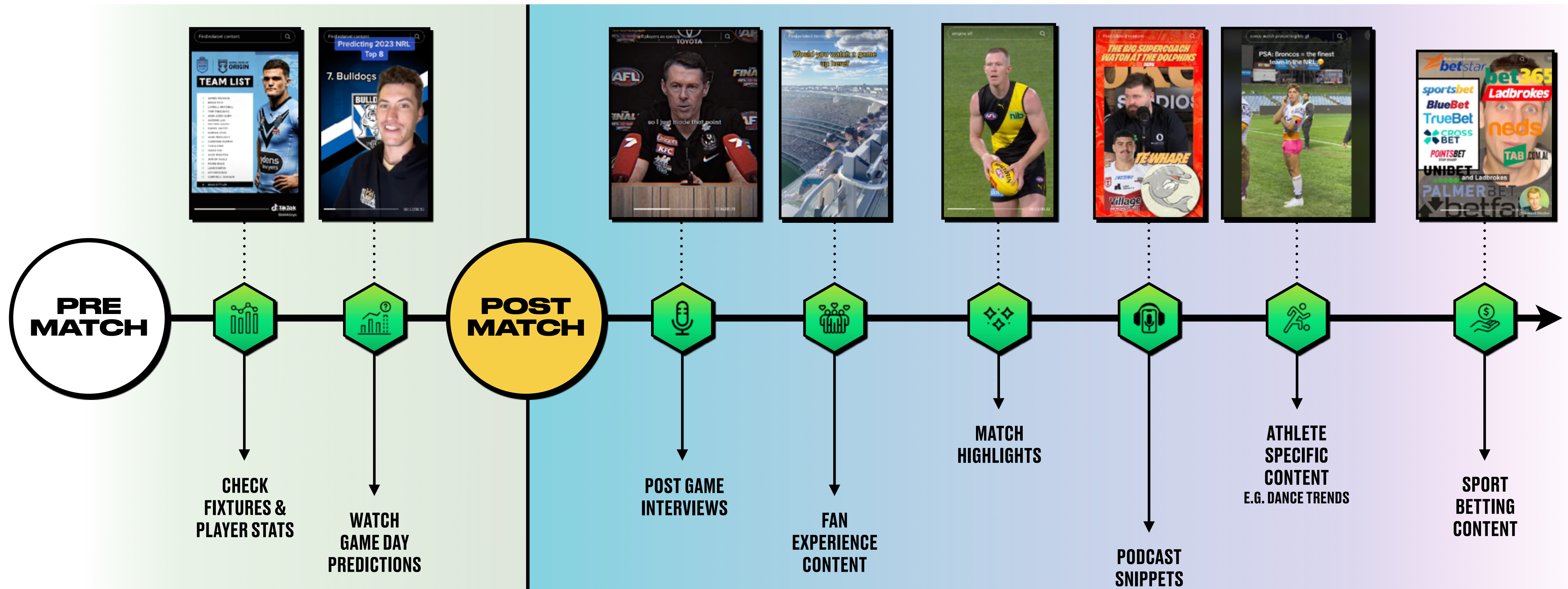
# TIKTOK & NFL





# TIKTOK

**SPORTS FANS ARE MORE LIKELY TO ENGAGE WITH CONTENT POST MATCH  
WITH 55% USING TIKTOK AFTER THE EVENT HAS FINISHED.**

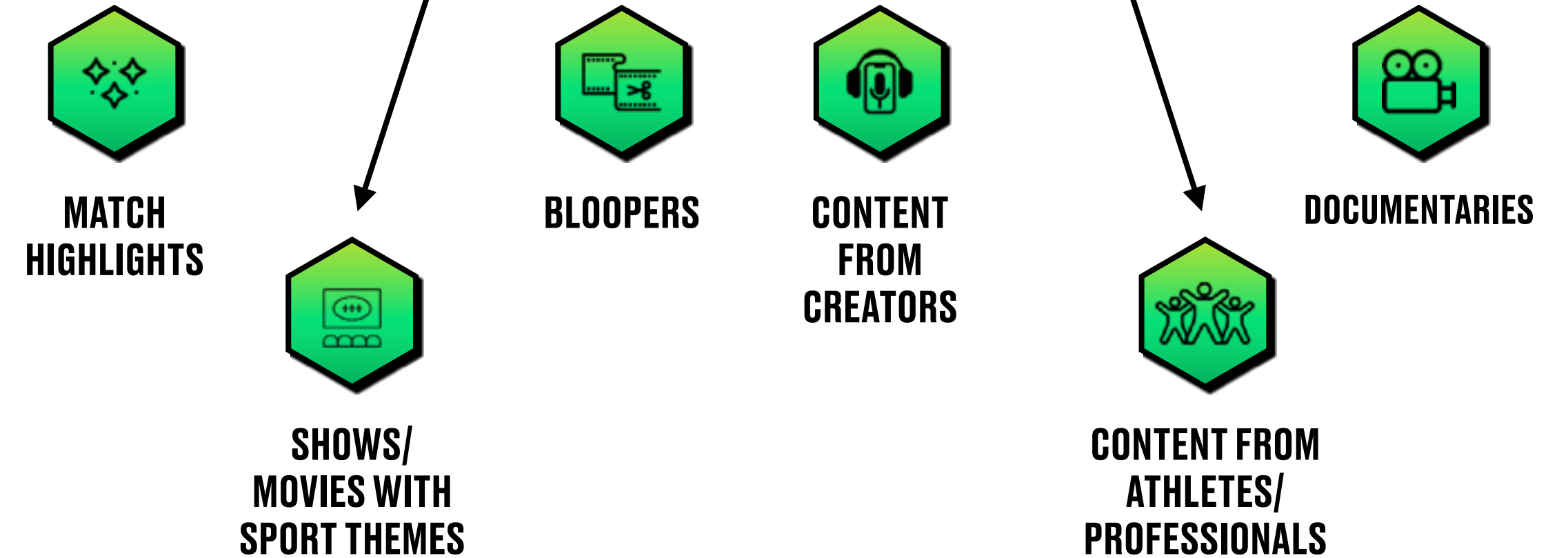
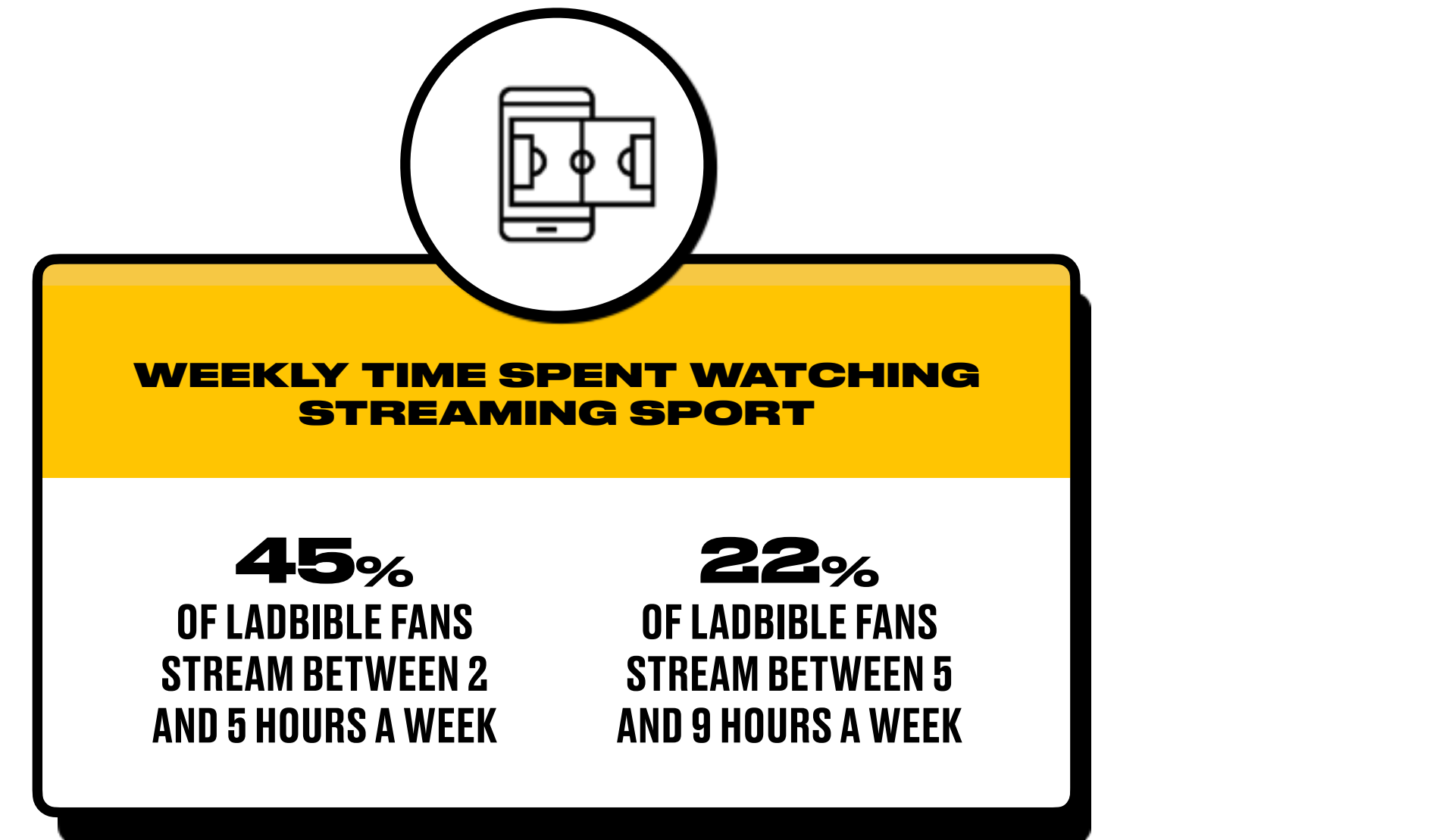
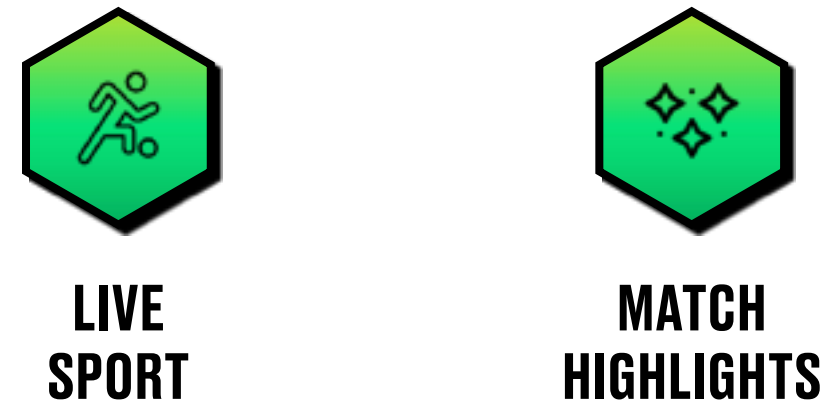
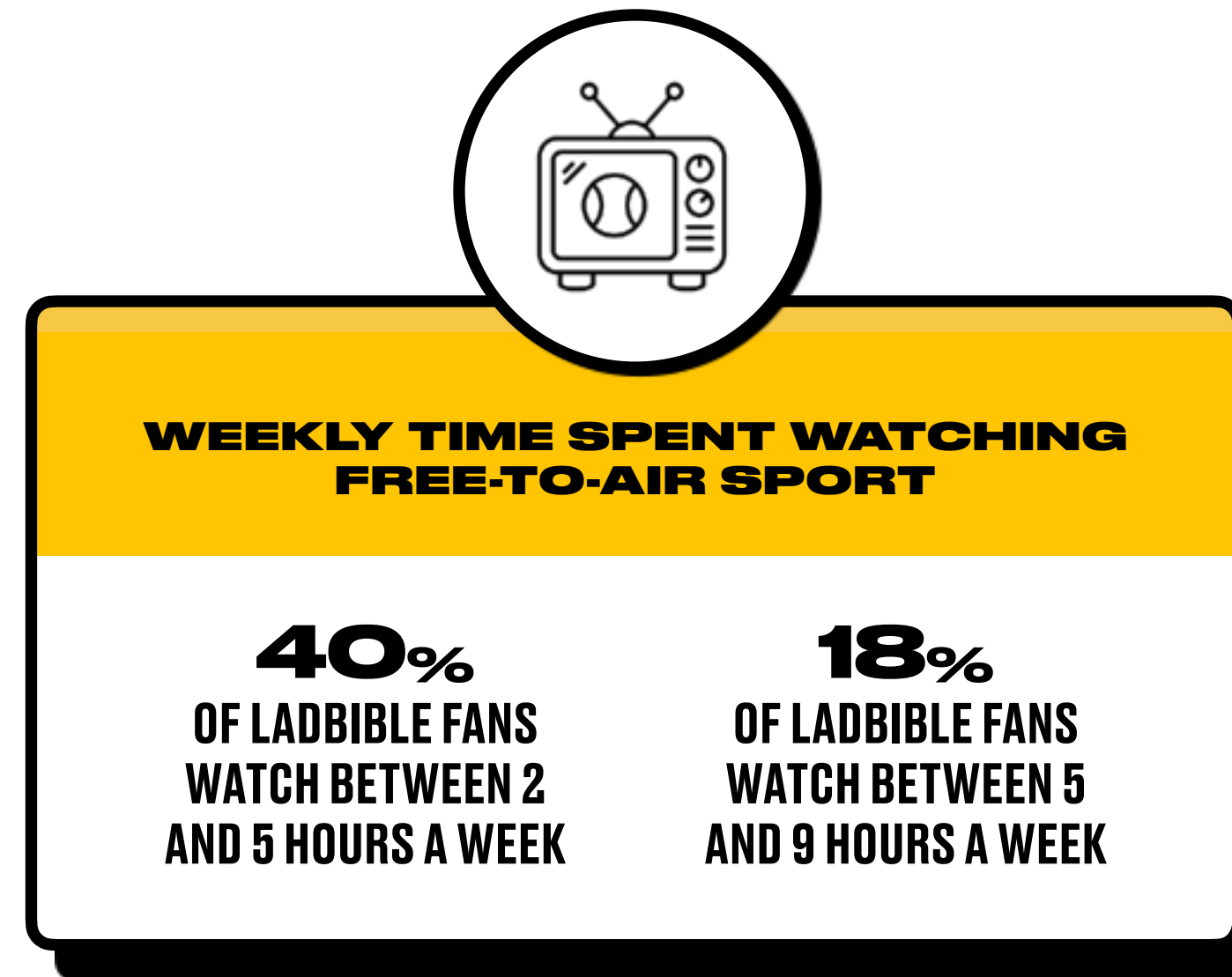


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Base: Those who have an interest in sport and use TikTok - Total sample (n=142) 18-34 year olds (n=98) LAD (n=49)



# TV AND STREAMING VIEWERSHIP

WHILST STILL WATCHING FTA, THEY ARE SPENDING MORE TIME ON STREAMING PLATFORMS WATCHING A VARIETY OF CONTENT.



Q. On average, how much time per week do you spend watching sport on traditional free to air TV?  
 Q. On average, how much time per week do you spend watching sport on a streaming platform (either on mobile or through TV app)?  
 Base: All respondents (n=398) 18-34 year olds (n=138) LAD (n=72)  
 Q. What type of content do you consume on sport streaming platforms? Q. And who do you like to see sports content from? Q. What level of sporting content interests you?  
 Base: Those who watch sport on streaming – Total sample (n=316) 18-34 year olds (n=126) LAD (n=69)

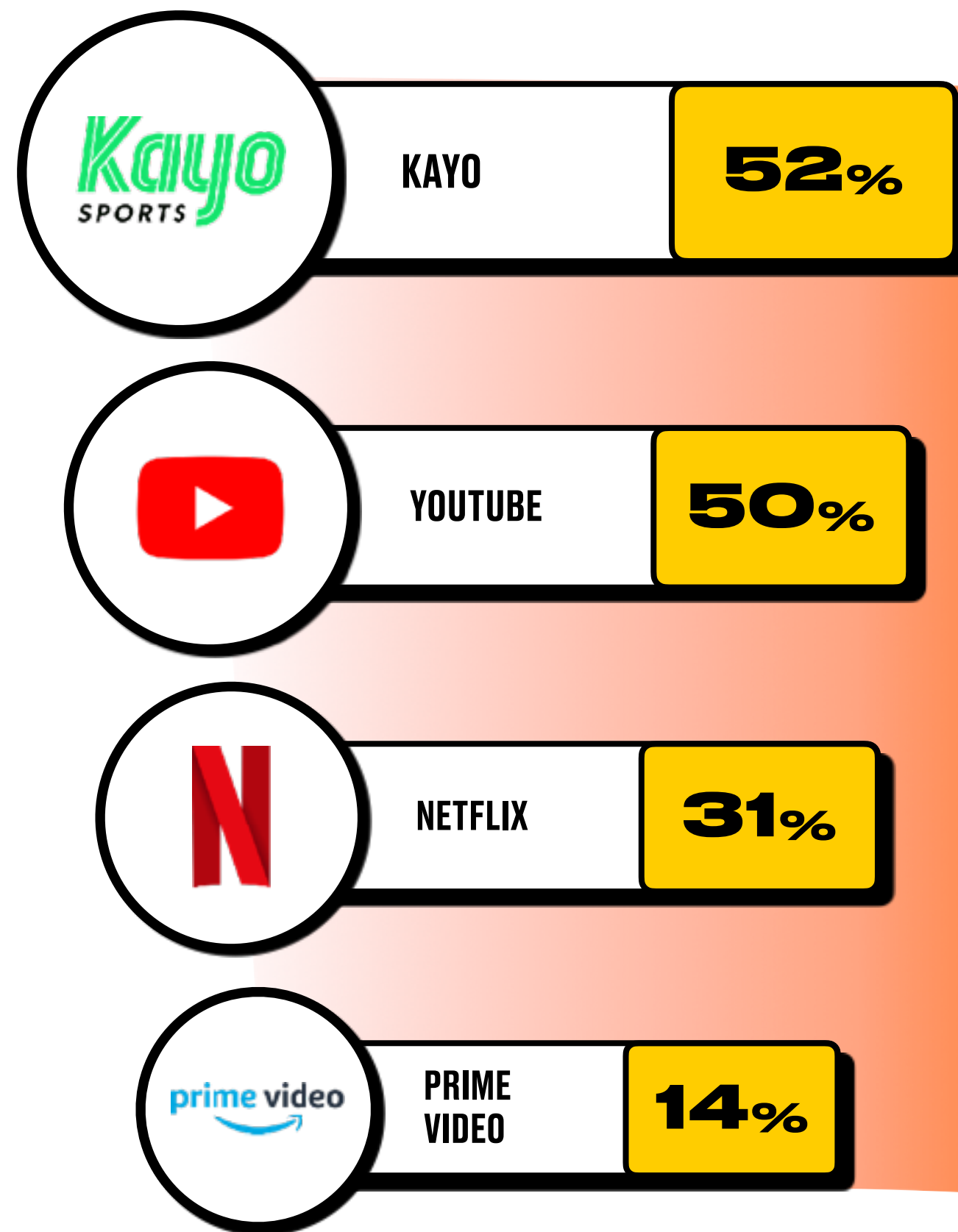


# STREAMING VIEWERSHIP

TRADITIONAL PLATFORMS ARE DIVERSIFYING THEIR SPORT CONTENT AND GAIN POPULARITY IN THIS SPACE.

Q. Which of these streaming platforms do you use to consume sport content?  
 Base: Those who watched at least 1 hour of sports content on a streaming platform 2023 - Total sample (n=316) 18-34 year olds (n=126) LAD (n=69)  
 Q. Which of these sports streaming platforms do you use to consume sport?  
 Base: Those who watched at least 1 hour of sports content on a streaming platform 2022 - Total sample (n=306) 18-34 year olds (n=142) LAD (n=95)  
 Brands not shown in 2022 \*\* Note difficulty comparing results year on year due to question changes. Source: Brandwatch, July 2021 to July 2023. Channels include Facebook, YouTube, Twitter, Reddit, blogs, news and forums,.

## STREAMING PLATFORMS LADBIBLE FANS USE TO WATCH SPORT



**They call me Bills**  
 @DianaInnocent  
 If you want to get a glimpse of the adrenaline rush in F1 , watch the docu on Netflix. Mad sport

**Swoop Luke (Taylor's Version)**  
 @SwoopLuke  
 it's literally cheaper to buy a collingwood digital membership and get kayo for 12 months than it is to get kayo normally. you'll also be adding to collingwood's membership tally if you're not already a member 🤔

**j\_sh**  
 @punchhappiness  
 me: exclusively uses kayo to watch the footy  
 kayo: ok but have you considered watching the bunbury golf finals instead

**tim petersen**  
 @sugarsoapkid  
 Watch the dolphins on Stan. Parts are very interesting, especially about how they put the NRL team together and how it takes years to recover from recruiting the wrong players, but doesnt really cost anything when you miss out recruiting someone.

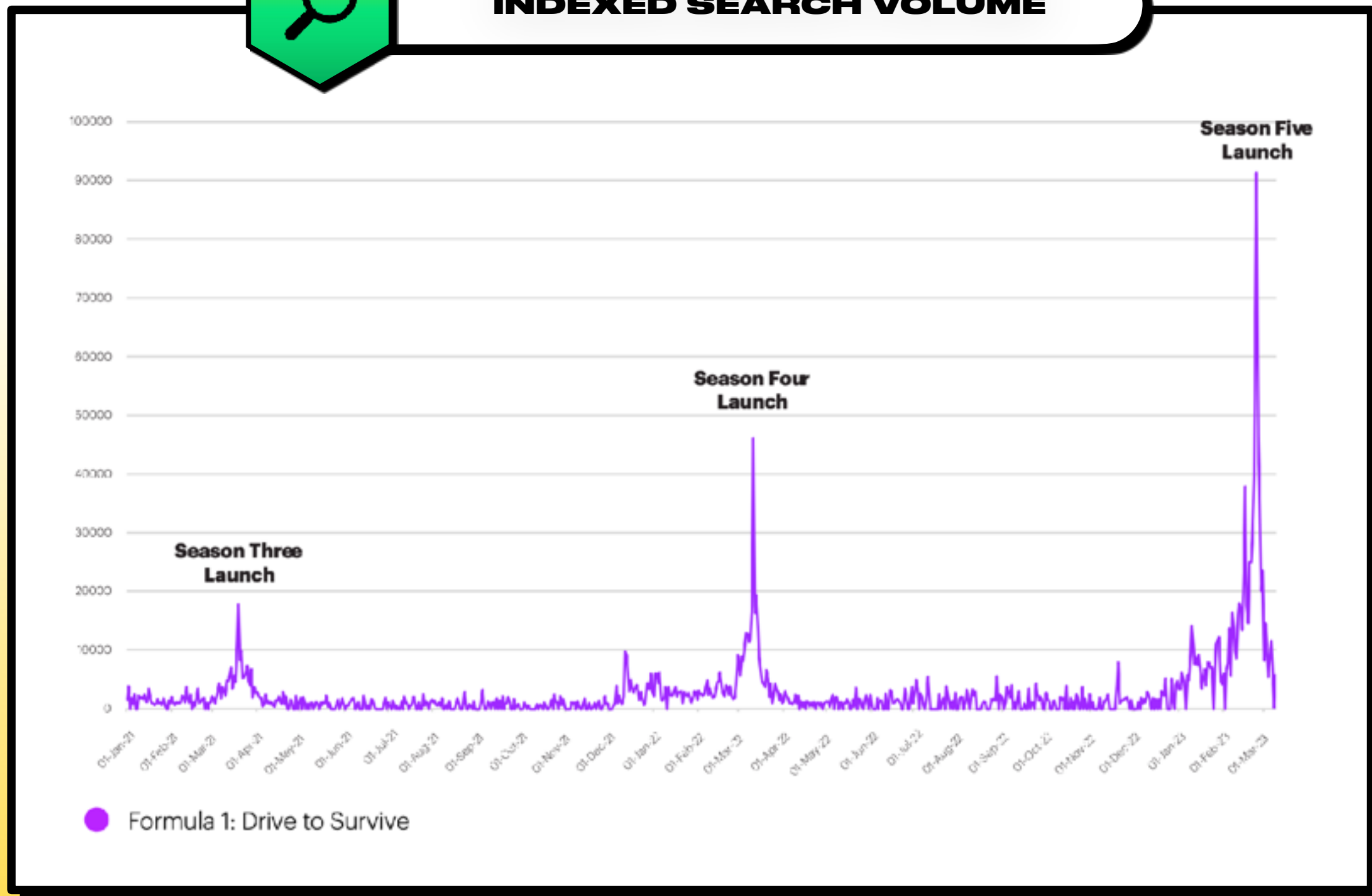


# SPOTLIGHT ON FORMULA 1: DRIVE TO SURVIVE

SINCE “DRIVE TO SURVIVE” WAS LAUNCHED ON NETFLIX IN 2019, THE SERIES’ POPULARITY AND FANBASE HAS BEEN STEADILY GROWING, BUT THE SHOW REACHED NEW HEIGHTS AFTER THE RELEASE OF THE FOURTH SEASON IN 2022.



## INDEXED SEARCH VOLUME



**6.8M** MILLION VIEWERS HAVE TUNED IN TO WATCH DRIVE TO SURVIVE

OVERALL REACH **127 MILLION VIEWS**

**SHARE OF VOICE 1.6%** WITH AN INCREDIBLE FIFTH (20%) OF NETFLIX’S AUDIENCE HAVING VIEWED THE SERIES

**MORE THAN 6 IN 10 VIEWERS (63%)** WATCHING AT LEAST 3 EPISODES IN A ROW



Source: “Sports Whitepaper: The Global Sports Media Landscape”, YouGov, June 2023



# SPOTLIGHT ON WREXHAM AFC



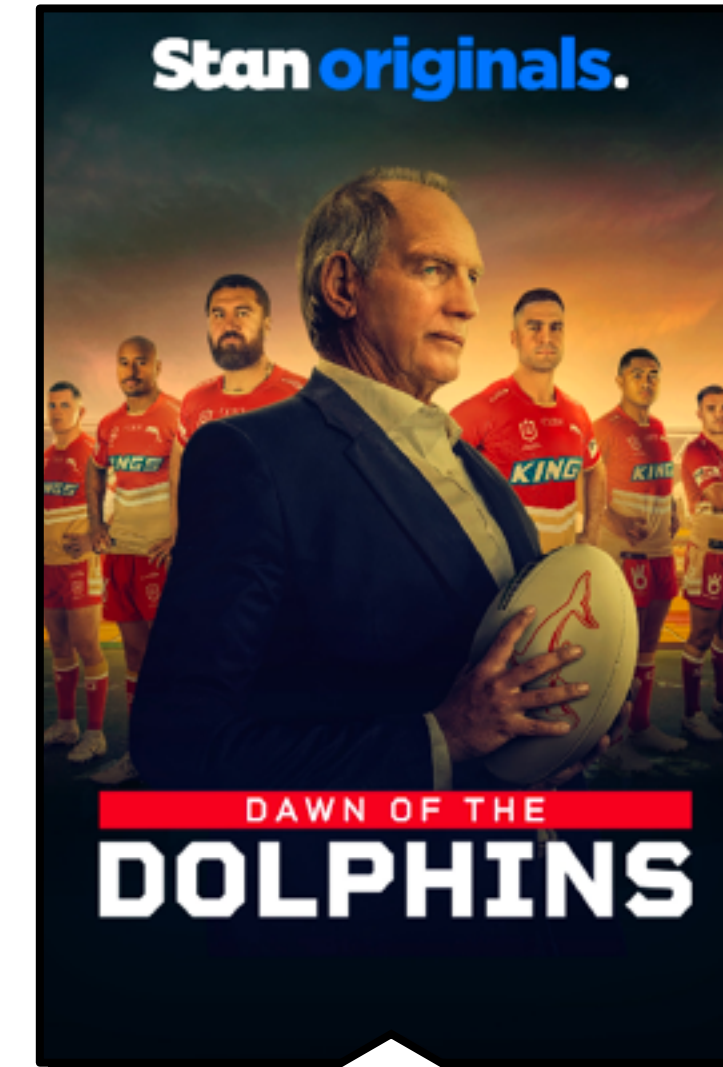
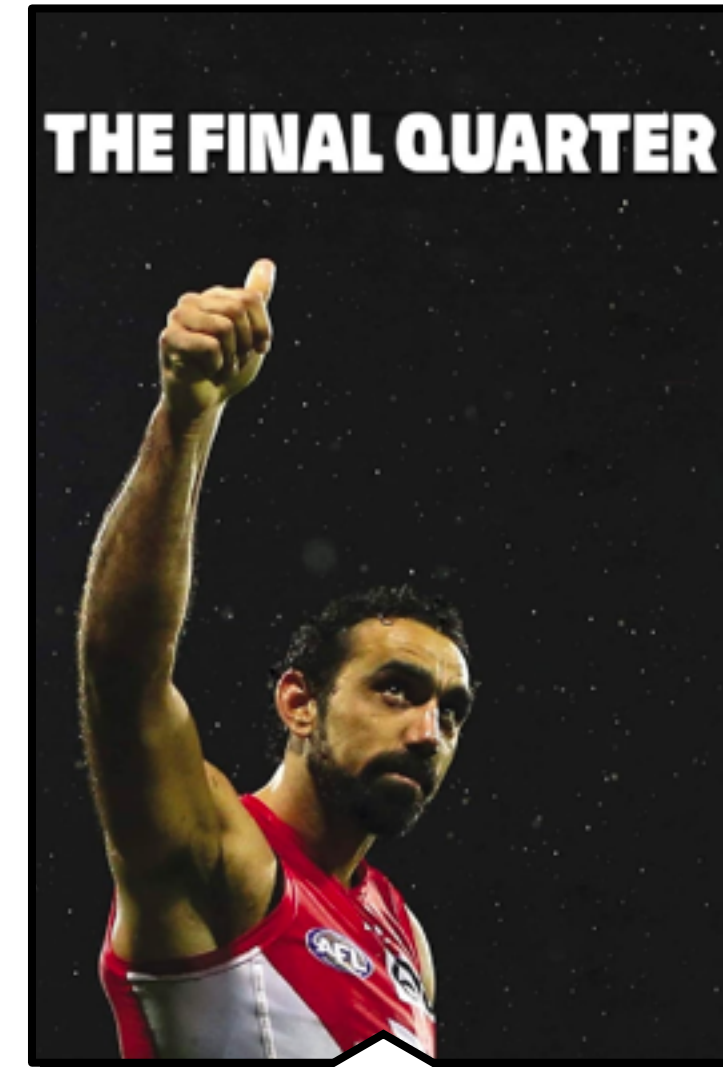
## INSTAGRAM FOLLOWING OF ENGLISH LEAGUE 2 CLUBS





# LOCALLY PRODUCED SPORTS DOCU-SERIES

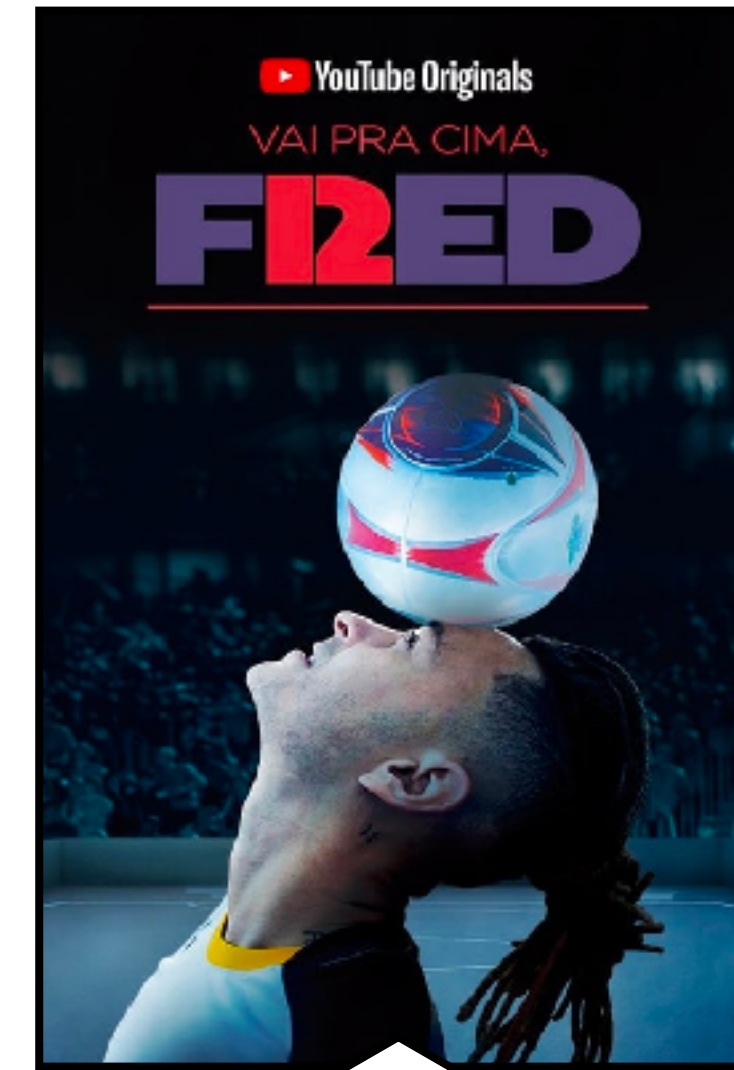
TAKING THE LESSONS FROM DRIVE TO SURVIVE AND THE KNOWLEDGE THAT AUSSIE SPORTS FANS WANT PREMIUM SPORTS CONTENT





# THE TOP 5 SPORT SHOWS STREAMING IN AUSTRALIA

THEY'RE STREAMING CAPTIVATING DOCUSERIES THAT PROVIDE UNPRECEDENTED BEHIND-THE-SCENES FOOTAGE OF THEIR FAVOURITE SPORTS.



Source: "All the best Sport Shows Streaming in Australia in July 2023", Compare TV, July 2023



# CATEGORIES

WE EXPLORED VARIOUS CATEGORIES TO GAIN INSIGHTS INTO HOW THE SPORTS CONSUMER INTERACTS WITH DIFFERENT MARKET FACTORS.

## SPORTS BETTING

BETTING TIPS ARE HIGHLY SOCIAL WITH FRIENDS AND FAMILY BEING MAJOR SOURCE FOR AUSSIES

## FMCG

SPORTS FANS AND LAD AUDIENCE SPEND SIGNIFICANTLY ABOVE AVERAGE

## FINANCE

2 IN 3 18-34 YEAR OLDS AGREE IT'S IMPORTANT THAT FINANCE BRANDS CREATE GOOD SOCIAL CONTENT

## ONLINE SHOPPING

18-34 YEAR OLDS ARE MOST LIKELY GROUP TO SHOP ONLINE (95% VS 85% GEN POP)

## TECH

ESTABLISHED TECH HAS SIMILAR OWNERSHIP LEVELS ACROSS GENERATIONS. NEW TECH (E.G. WEARABLES) HAS HIGHER OWNERSHIP AMONGST LAD AUDIENCE

## FAST FOOD

LAD AUDIENCE HAS MORE FAST FOOD APPS INSTALLED THAN GEN POP

## FOOD DELIVERY

AVERAGE SPEND IS DOWN COMPARED TO 2022, COST OF LIVING PRESSURES ARE SHOWING IMPACT

## ALCOHOL

LAD AUDIENCE ARE SOCIAL DRINKERS - LESS LIKELY TO DRINK AT HOME THAN +35 YEAR OLDS



# COMPETITION TIME...

**ACCORDING TO LADBIBLE AUDIENCE, WHAT  
IS THE IDEAL WAY FOR BRANDS TO  
INTERACT WITH SPORTS FANS...?**





# RESEARCH BROUGHT TO YOU BY LADNATION

GET IN CONTACT WITH LADNATION TO  
UNDERSTAND HOW TO TAILOR RESEARCH  
TO HELP UNDERSTAND YOUR BRAND.







**RACHEL HALL**  
HEAD OF CLIENT SOLUTIONS  
[RACHEL.HALL@LADBIBLEGROUP.COM](mailto:RACHEL.HALL@LADBIBLEGROUP.COM)

**THANK  
YOU**



**HARRY GREENWOOD**  
CATEGORY LEAD; SPORT & WAGERING  
[HARRY.GREENWOOD@LADBIBLEGROUP.COM](mailto:HARRY.GREENWOOD@LADBIBLEGROUP.COM)

**SPORT  
BIBLE  
AUSTRALIA**



**LAD NATION**



# METHODOLOGY & RESPONDENT PROFILE

RESEARCH CONSISTS OF A DEEP DIVE SURVEY AND DATA ANALYSIS TO UNDERSTAND THE AUSTRALIAN SPORT CONSUMER IN 2023.

ONLINE SURVEY OF N=401, TARGETED TOWARDS A NATIONALLY REPRESENTATIVE SAMPLE. CONDUCTED BETWEEN 9TH AND 12TH JUNE 2023.

THROUGHOUT THE SURVEY ▲ AND ▼ ARE USED TO HIGHLIGHT RESULTS WHICH ARE STATISTICALLY SIGNIFICANT.

ALL CHARTS DISPLAY PERCENTAGES UNLESS EXPLICITLY STATED OTHERWISE.

SURVEY DATA WAS VERIFIED VIA SOCIAL LISTENING USING CONSUMER INTELLIGENCE PLATFORM BRANDWATCH. WE ANALYSED OVER 1.6M CONVERSATIONS OVER A 2 YEAR PERIOD FROM JULY 2021 TO JULY 2023.

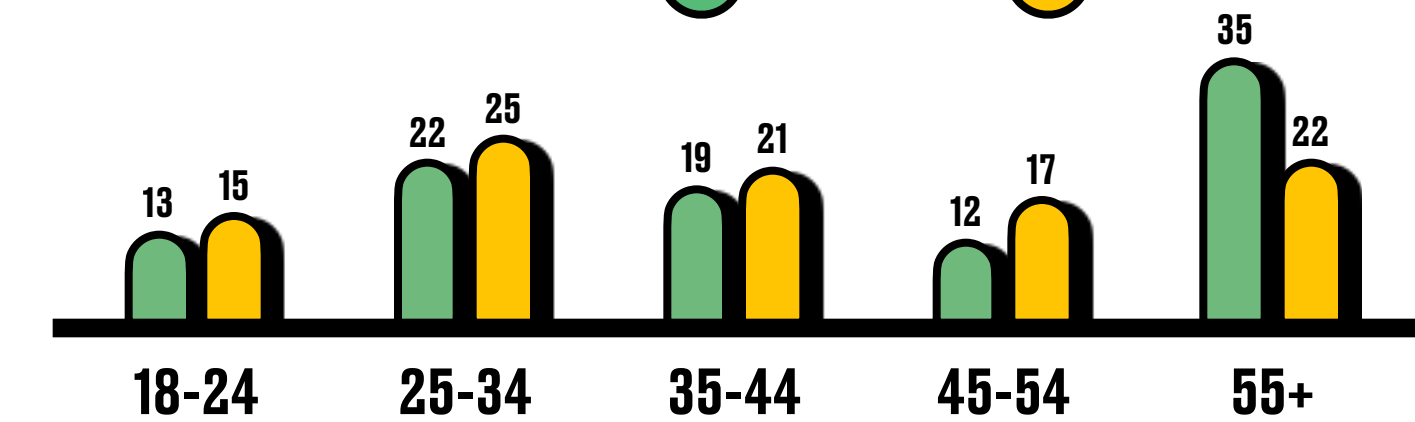
## GENDER

MALE ● FEMALE ●



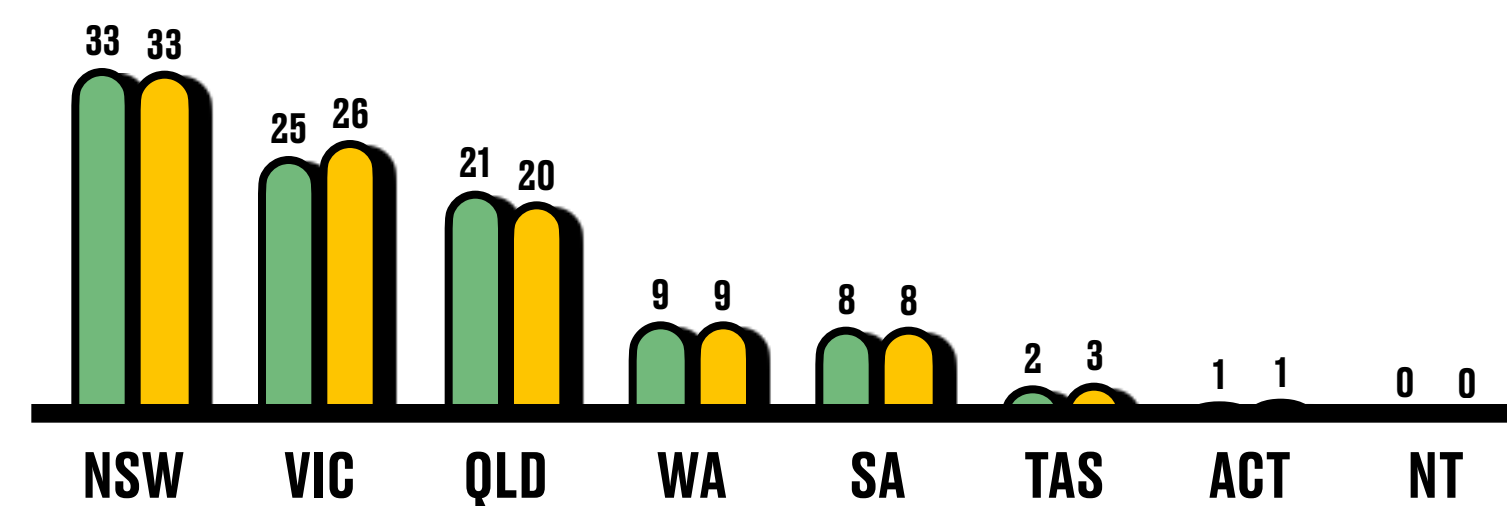
## AGE

UNWEIGHTED ● WEIGHTED ●



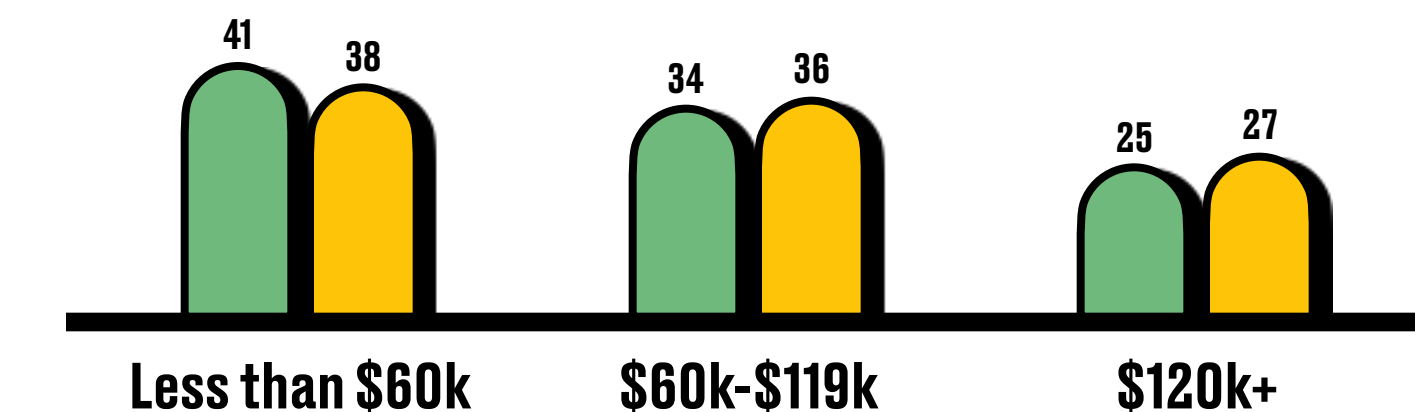
## LOCATION

UNWEIGHTED ● WEIGHTED ●



## HOUSEHOLD INCOME

UNWEIGHTED ● WEIGHTED ●

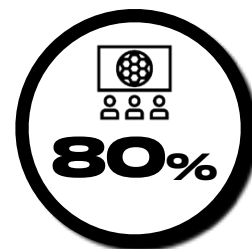
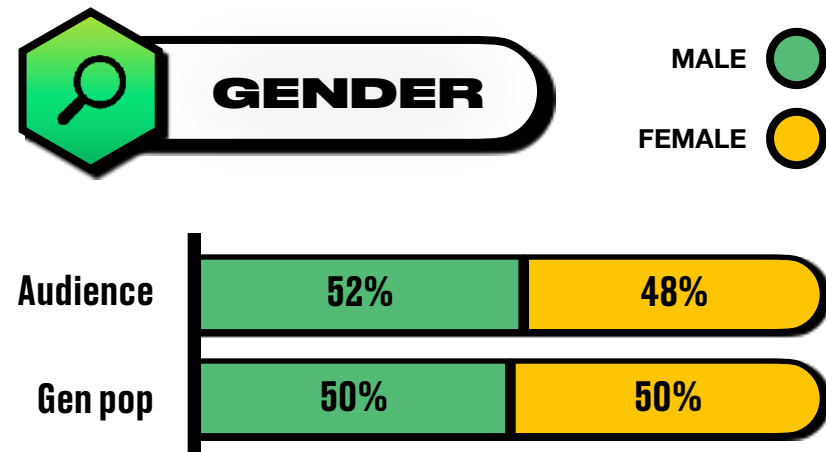
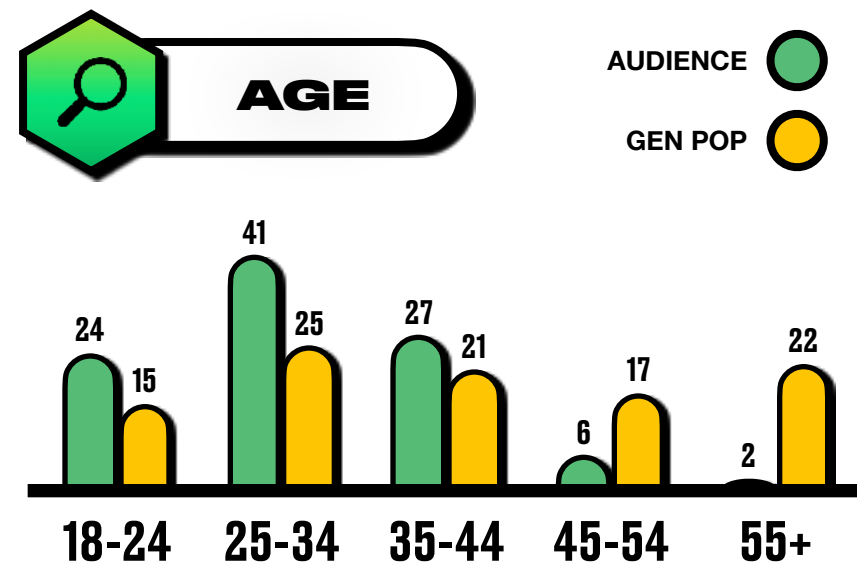
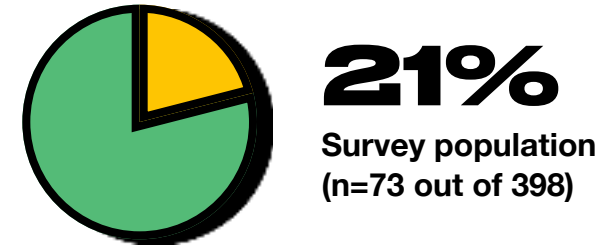




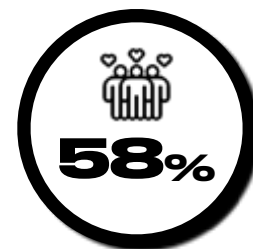
# AUDIENCE DEFINITIONS

## LAD AUDIENCE

SEEN CONTENT FROM LADBIBLE, SPORTBIBLE OR GOODLAD IN THE PAST 3 MONTHS.



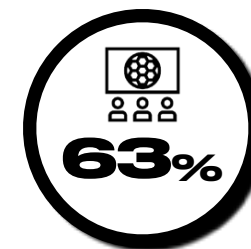
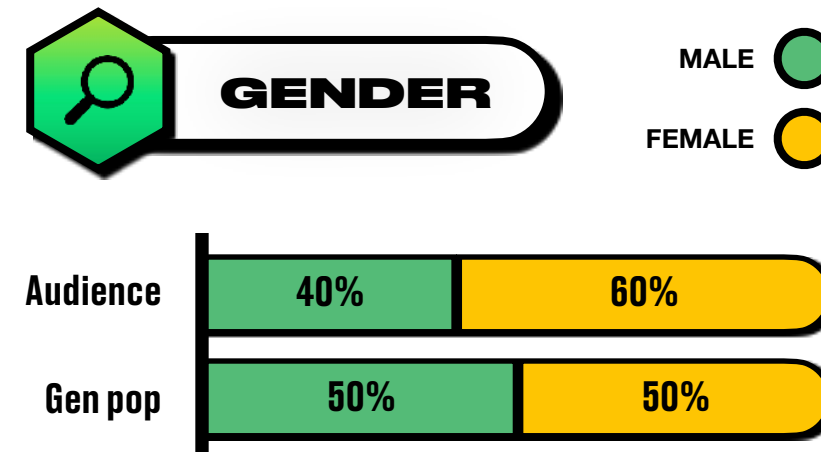
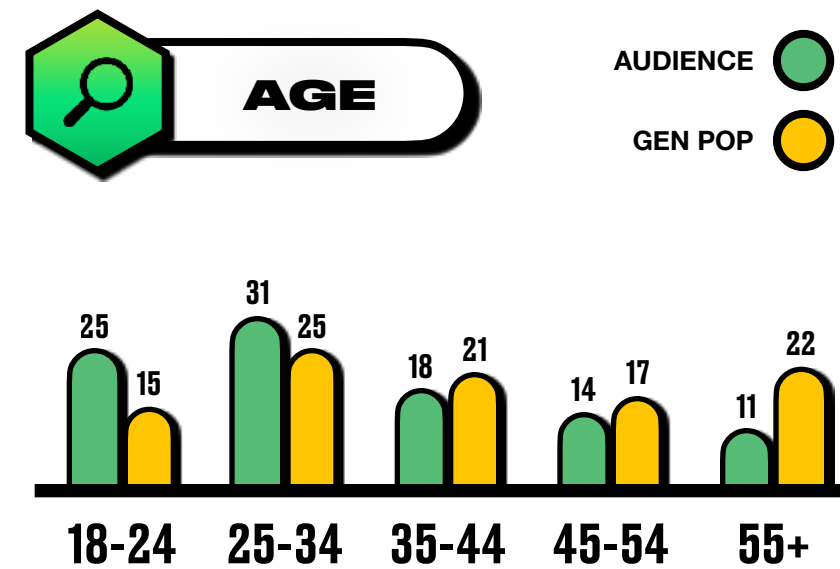
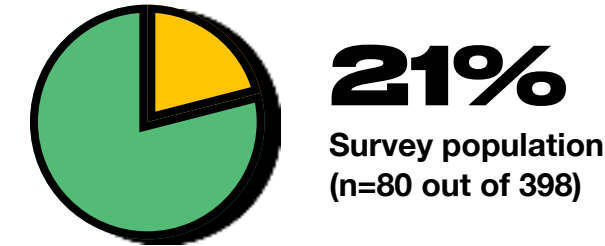
Read / watched / listened to sport content in the past week vs. 71% gen pop



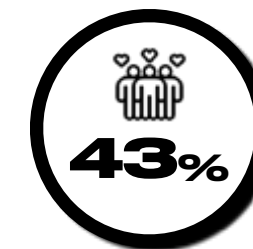
Rate themselves as a sports fan

## COMPETITOR AUDIENCE

SEEN CONTENT FROM OTHER BRANDS (I.E. PEDESTRIAN, BUZZFEED, JUNKIE, VICE, BETOOTA, DAILY MAIL) BUT NOT LAD PAST 3 MONTHS.



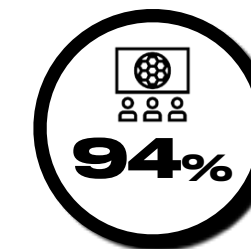
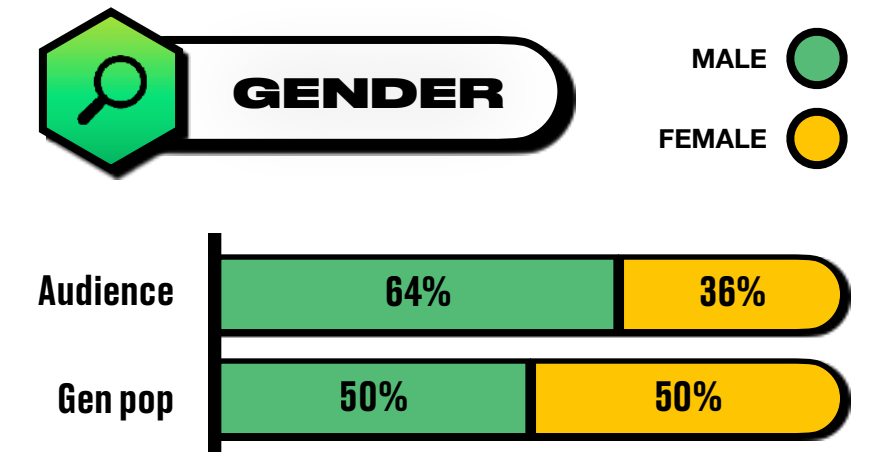
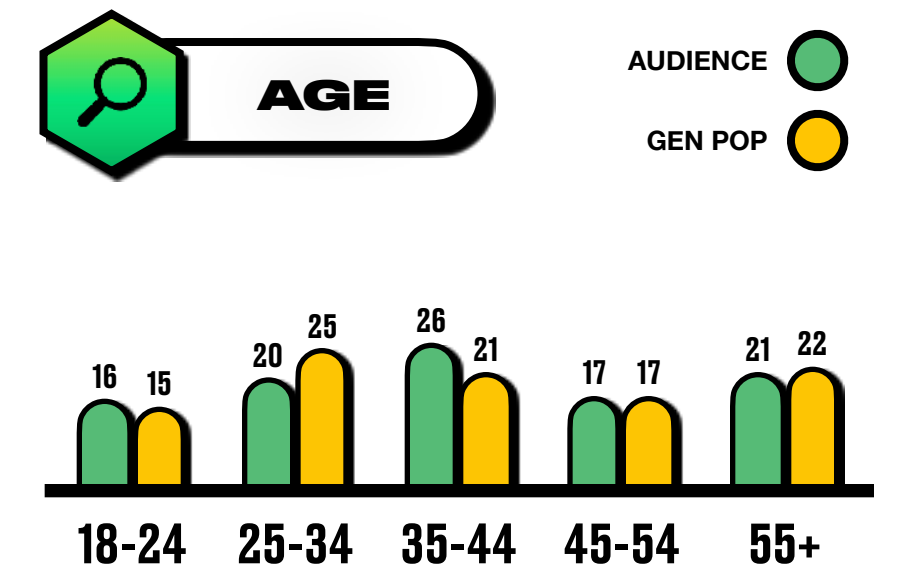
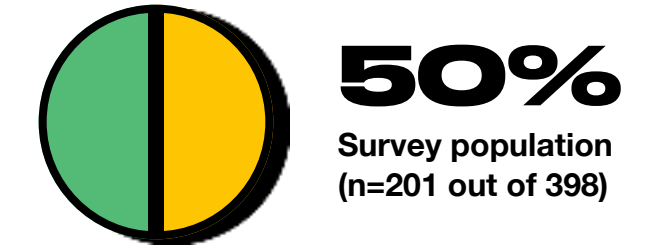
Read / watched / listened to sport content in the past week vs. 71% gen pop



Rate themselves as a sports fan

## SPORTS FANS

SELF-RATED 4 OR 5 OUT OF 5 FOR THEIR LEVEL OF INTEREST IN SPORT.



Read / watched / listened to sport content in the past week vs. 71% gen pop

Note: Question change from 2022. Previously LAD engagement measured by presenting an exhaustive list of LAD brands on their own vs. 2023 where only 3 LAD properties shown within a larger list of online content brands. Hence the LAD audience is a smaller proportion of the total audience in 2023 than 2022's 42%.