

Thursday, 26 June 2014

Tennis fans like a tippie

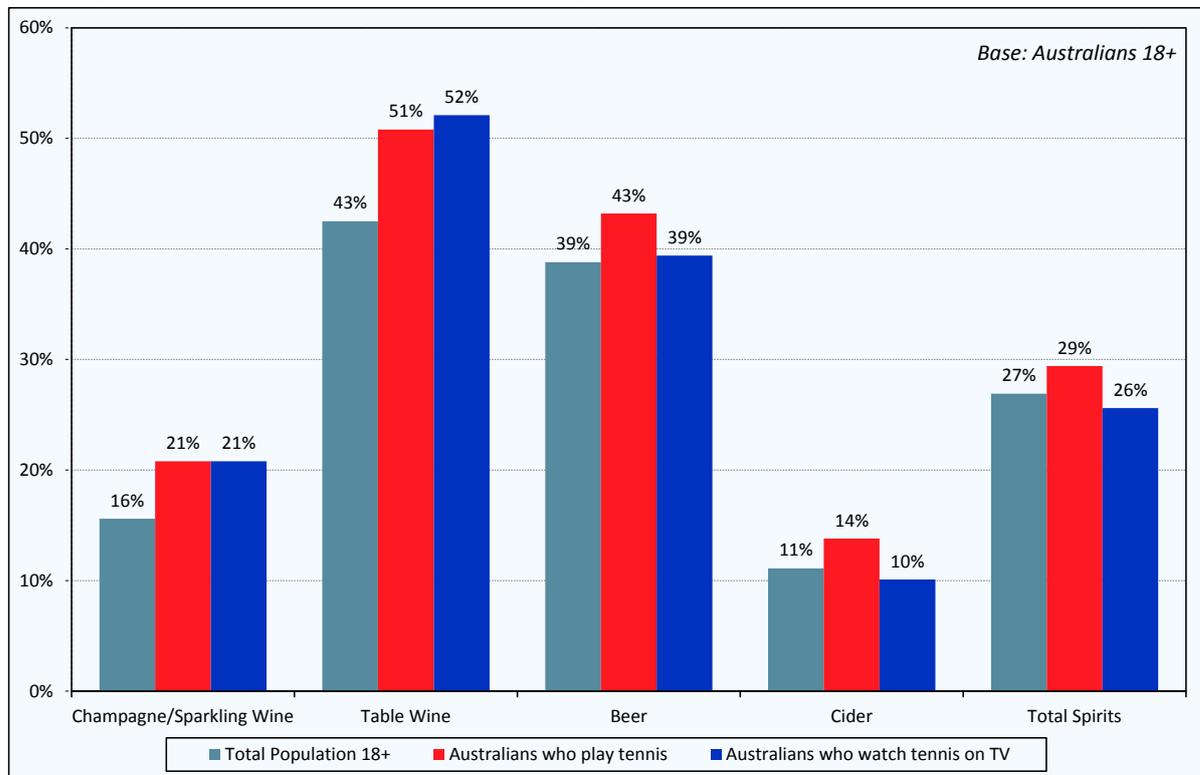
Listen! Is that the sound of corks popping? Why yes, Wimbledon has kicked off, and if 2014 is anything like previous years, spectators at this most prestigious of tennis Grand Slams will polish off around 28,000 bottles of Champagne during the tournament. But do Aussie tennis fans share this love of bubbles? The latest data from Roy Morgan Research reveals that they do ... but it's not the only beverage they're partial to!

First things first: by tennis fans, we mean the 1,202,000 Aussie adults who play tennis themselves, and the 5,724,000 who watch it on TV. Got that? Right, let's charge our glasses to Australia's Wimbledon greats past and present, and continue...

In the year to March 2014, 21% of Australians 18+ who play tennis and 21% of those who watch it on TV drank Champagne or sparkling wine (white or red) in an average four-week period, making both groups 33% more likely than the average Aussie adult (16%) to do so.

But bubbles aren't essential: tennis fans also have an above-average taste for non-sparkling/table wine. Some 51% of tennis players and 52% of viewers drink it in any given four weeks, compared with 42% of the total population 18+.

Tennis players, tennis viewers and the average Aussie: who drank what in the last 4 weeks?



Source: Roy Morgan Single Source (Australia), April 2013 – March 2014 (n=19,120). Base: Australians 18+

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Tennis players play hard

When it comes to other popular alcoholic beverages, however, players and viewers don't always coincide so closely in their consumption habits. Aussie adults who play tennis are significantly more likely to drink beer, cider, and spirits than those who watch it on TV (or the general population, for that matter). Perhaps all that running around the court works up a thirst...

Norman Morris, Industry Communications Director, Roy Morgan Research, says:

“Could the famous stereotype of the Champagne-quaffing Wimbledon spectator have some basis in fact? Our data shows that Australia’s tennis fans are more likely to consume sparkling wine than the average Aussie... but whether this is due to their interest in tennis, or the result of other factors, is debatable.

“For example, Aussies who play tennis are 51% more likely than the average Australian to earn incomes of \$100,000+, which also happens to be the income level of those most likely to drink sparkling wine/Champagne in an average four-week period.

“Of course, playing tennis is a sociable activity, with players often having a drink at the club house or going to the pub for a post-match beverage. (Another statistic confirmed by our data: tennis players are 35% more likely than the average Aussie to go to a pub or hotel only for a drink.)

“Sadly, our data does not reveal the likelihood of an Australian winning Wimbledon this year...”

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Related research findings

View our range of [Tennis Profiles](#), including our [Tennis Player profile](#) and [Tennis Viewer profile](#). These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

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Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2