

Wednesday, 30 September 2015

## Eagles vs Hawks: a head-to-head comparison of the 2015 AFL Grand Final clubs' supporters

**Know thy enemy: with the West Coast Eagles and Hawthorn Hawks preparing for 2015's ultimate Aussie Rules match this Saturday, Roy Morgan Research has the lowdown on their supporters.**

653,000 Australians 14+ support the West Coast Eagles, compared with 498,000 behind the Hawthorn Hawks. West Coast's fan-base is also a bit more gender neutral, with women making up 44% compared with 40% of the Hawks'.

But only around 1 in 5 West Coast fans actually went to a match (21%) compared with more than 1 in 3 Hawthorn supporters (35%). Clearly, the Hawks' supporters have been more, well, supportive: they are around twice as likely as West Coast fans to be a financial member of the club (15% vs 7%), to play AFL themselves (9% vs 7%), or to have placed a bet on AFL in the past year (6% vs 3%). The two sides share virtually the same proportion of fans that watch AFL matches on TV (81% vs 79%).

The team spirit of West Coast fans may perhaps be dimmed because they're too busy enjoying the good life: compared with Hawthorn supporters they're more likely to have a swimming pool (17% vs 13%) or barbecue (74% vs 69%), or to have had an overseas holiday in the past year (27% vs 23%). They donate almost \$50 more per year to charity, and spend \$16 more going out in an average week (although Hawks supporters spend \$10 more on at-home entertainment).

### A quick guide to the supporters of 2015 AFL Grand Final Teams:

	Supporters' Vital Stats	
	West Coast Eagles	Hawthorn Hawks
Number of supporters	653,000	498,000
Gender equity	Men 56% / Women 44%	Men 60% / Women 40%
Attended a match	21%	35%
Watched a match on TV	79%	81%
Financial member of the club	7%	15%
Play AFL regularly or occasionally	7%	9%
Bet on AFL in past year	3%	6%
Have a swimming pool	17%	13%
Have a barbecue	74%	69%
Average amount given to charity in past year	\$327	\$280
Average weekly \$ spent going out	\$84	\$68
Average weekly \$ spent on home entertainment	\$53	\$63
Holidayed overseas in past year	27%	23%

*Source: Roy Morgan Single Source (Australia), July 2014 – June 2015, n=15,867 Australians 14+ including 546 who support West Coast Eagles and 386 who support Hawthorn Hawks.*

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

*“With Hawthorn now going for its third consecutive Premiership, it's perhaps not surprising that their supporters seem to be the more fervent fans—more likely to go to games, watch on TV, bet on them, pay club dues or play AFL themselves.*

*“By comparison, it’s been almost a decade since West Coast played in a Grand Final. It will be interesting to track the change in attendance and viewing rates should the Eagles beat the home-town favourites at the MCG this Saturday.*

*“Roy Morgan’s Single Source is Australia’s most extensive study of the country’s sports fans, covering everything from demographics, attitudes, activities, health, retail habits and media consumption.”*

**For comments or more information about Roy Morgan Research’s sports data, please contact:**

**Vaishali Nagaratnam**

Office: +61 (3) 9224 5309

[Vaishali.Nagaratnam@roymorgan.com](mailto:Vaishali.Nagaratnam@roymorgan.com)

#### **Related research findings**

Download our latest comprehensive [AFL Supporters Profiles](#) for all the teams, or browse our range of profiles on Australians who [Spectate](#), [Participate](#) or [Watch on TV](#).

#### **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 Indonesia, 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.

#### **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

FOR IMMEDIATE RELEASE