UMR RESEARCH PTY LTD

Polling & Issues Management Consultants

Australians' Sporting Preferences: Football

October 2011

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Methodology

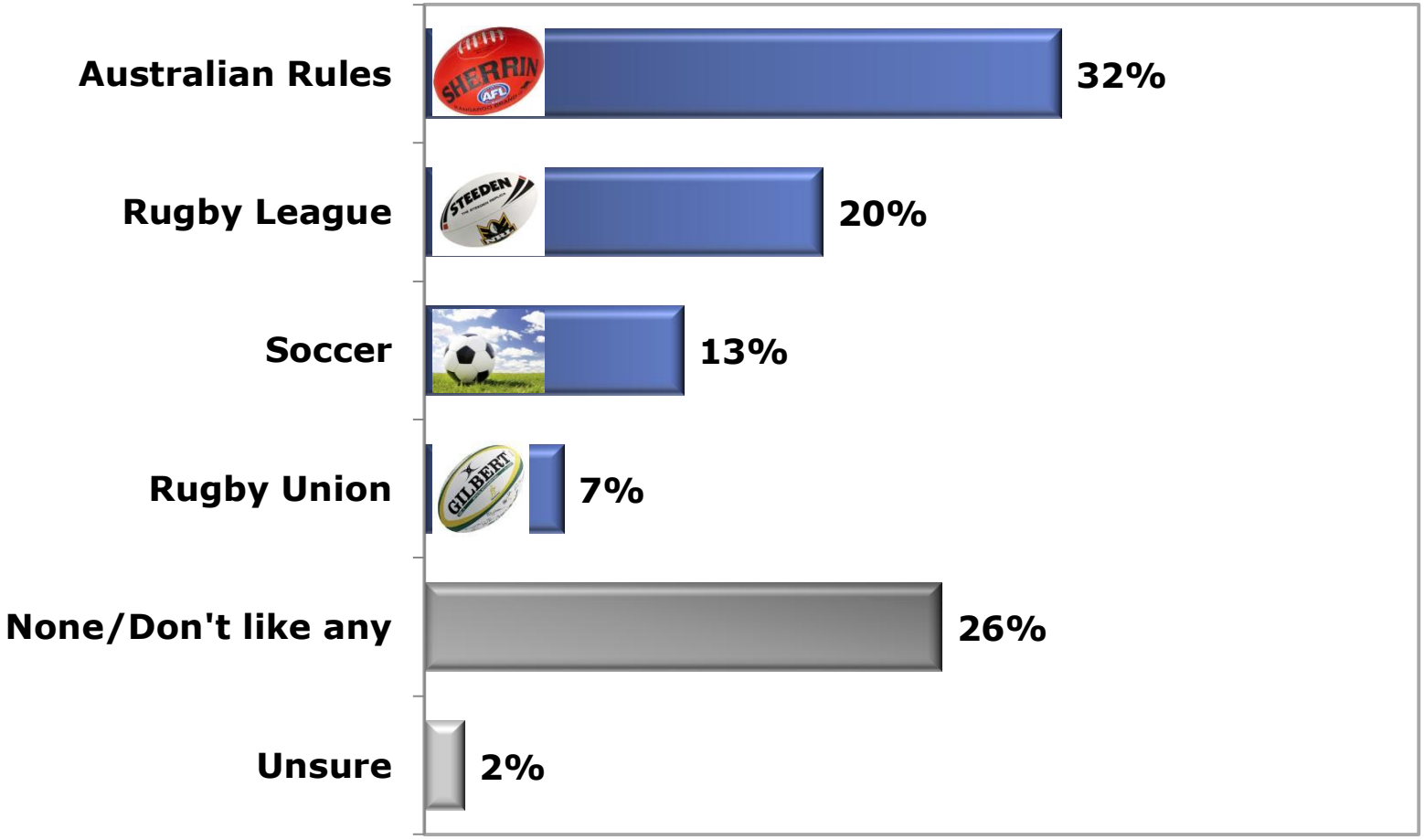
- 1,000 interviews; nationally representative sample interviewed online
- Age: 18+
- Fieldwork: **24-28 October 2011**
- Data is weighted and matched with ABS census data to ensure a nationally representative sample
- Online panel members are primarily recruited offline and by invitation only ruling out self-selection issues associated with online methodologies
- Maximum margin of error at 95% confidence level: ±3.1% (n=1000)

Key Findings

1. Overall, AFL is the most popular football code amongst Australians followed by rugby league and soccer. Rugby union follows behind in 4th place.
2. Rugby league is the most popular sport in NSW and QLD.
3. Aussie rules dominates the remaining states.

Favourite football codes

Which of the following is your favourite type of football?



Base: All

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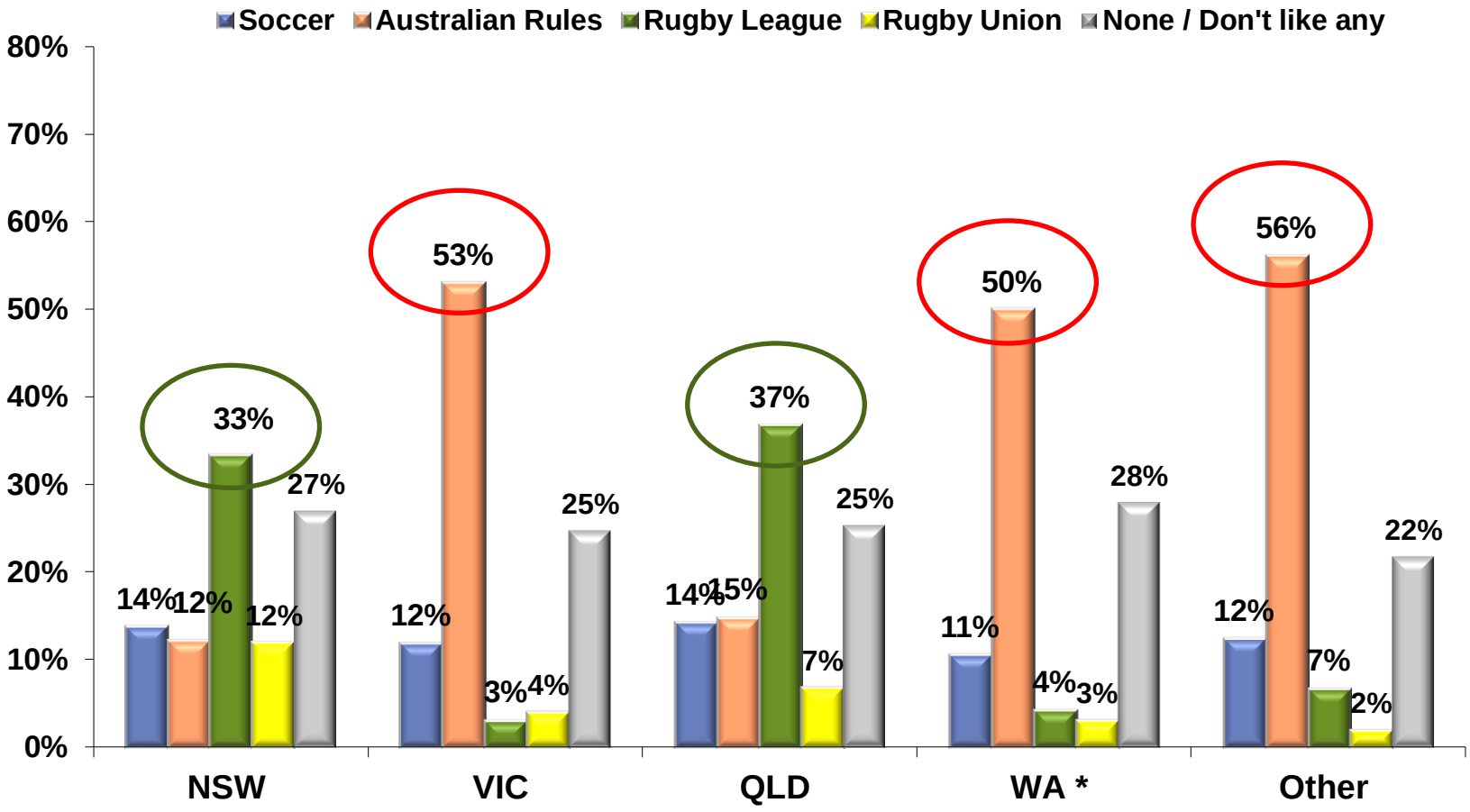
By state

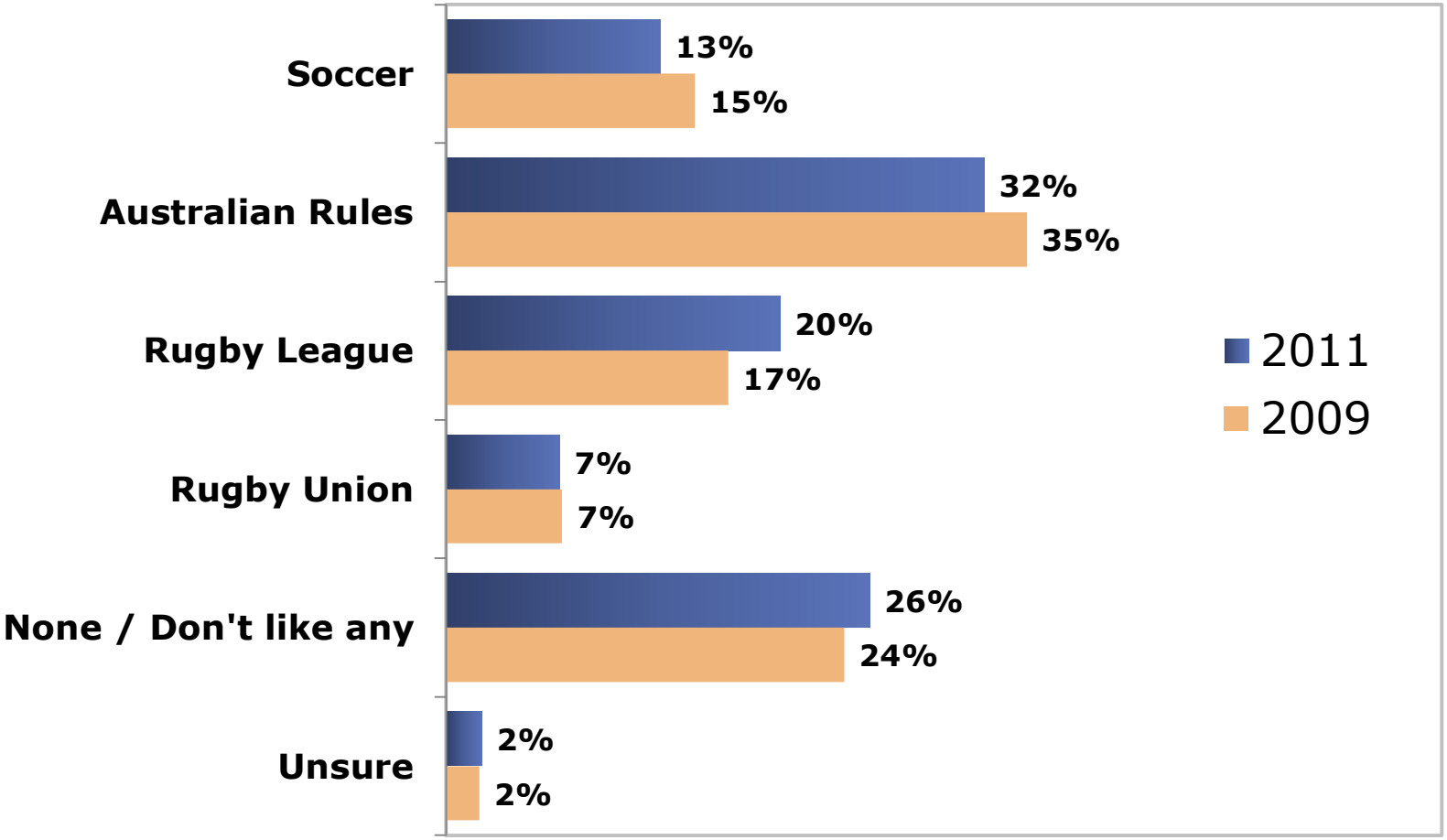
Which of the following is your favourite type of football?



Base: All. *Caution: small base

Little change since '09

Which of the following is your favourite type of football?



Base: All

About UMR

Australia's Leading and Issues Management Company

UMR is the company of choice for leaders and decision-makers, because we turn high quality information into useful hard-headed strategic advice. UMR has provided significant insights, advice and campaign management to decision-makers who have brought about major change in Australia and New Zealand for Governments and business.

UMR is a full-service opinion, issues management and campaign company, based in Australia and Zealand, working across the Asia Pacific region. We specialise in political campaigns, corporate reputation, issues management and social marketing.

We have over 20 years experience developing a deep understanding of the views and opinions of Australians and New Zealanders. Our team of experts are seasoned professionals who combine extensive experience with a deep understanding of the public mindset.

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