

Discover your *edge*

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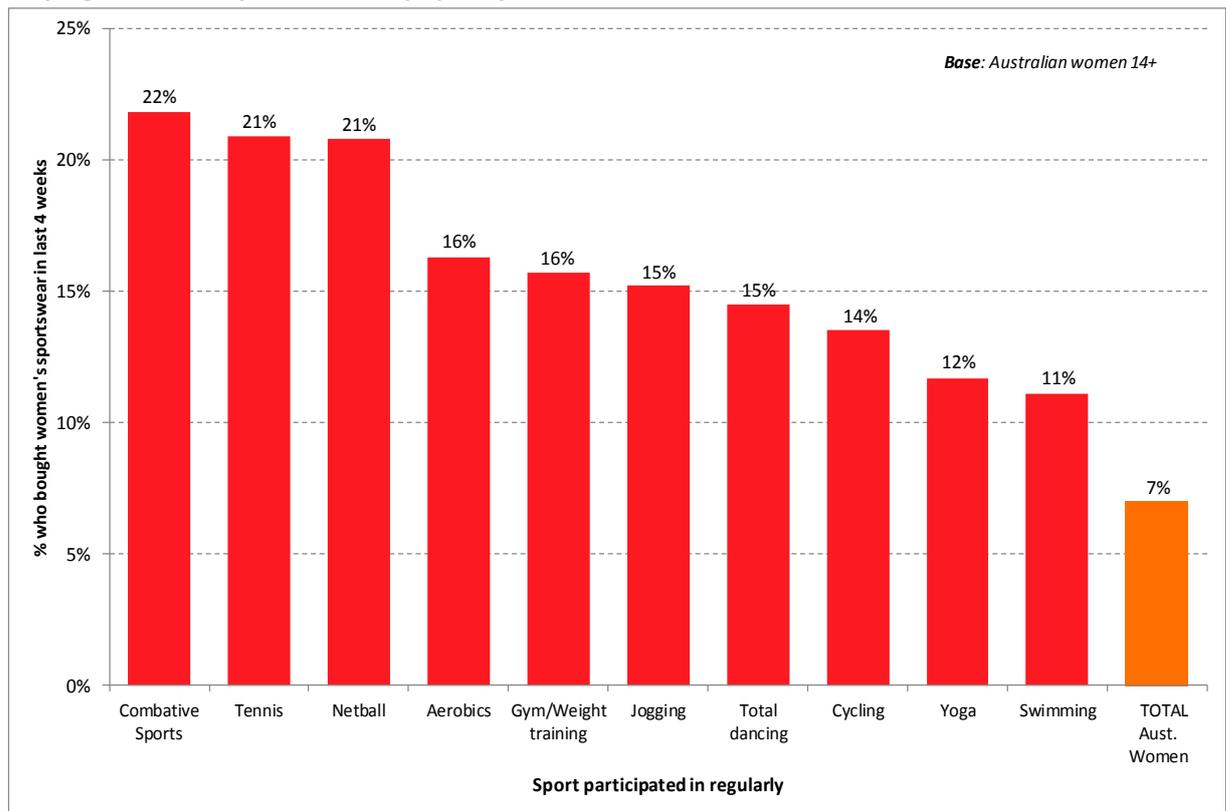
## Women's active-wear on a winning streak

When it comes to exercise, there are those who believe that looking the part is half the battle won. After all, if you look sporty, you'll be motivated to *act* sporty too, right? And that starts with the right outfit. The latest findings from Roy Morgan research show that 732,000 Australian women 14+ (or 7% of the female population) buy women's sportswear in any given four weeks, spending an average of \$74.

What's more, the sport a woman participates in appears to influence whether she is more or less likely to purchase sportswear. For example, 22% of women who participate regularly in combative sports such as boxing and martial arts buy active-wear in an average four-week period.

Women who play tennis (21%) or netball (21%) or partake in aerobics (16%) on a regular basis are also well above average for purchasing female sportswear.

### Buying women's sportswear: by sport practised



Source: Roy Morgan Single Source (Australia), April 2014 – March 2015 (n=9,201)

In contrast, women who play regular golf (7%) or lawn bowls (1%) are far less likely to buy active-wear in an average four weeks.

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**Angela Smith, Group Account Director, Roy Morgan Research, says:**

*“Gone are the days when a baggy tracksuit would suffice for sporting pursuits: these days, exercise is almost as much a fashion statement as a physical activity. With active-wear labels like Lorna Jane, Lululemon and Running Bare bridging the gap between fitness and chic-ness, Australian women are spoilt for choice when it comes to sportswear.*

*“Our data shows that the sport/exercise a woman does has some bearing on her likelihood of buying sportswear. Women who regularly take part in combative sports (martial arts, boxing), tennis and netball are most likely to purchase sportswear in an average four weeks, which suggests the gear they wear takes more of a hiding than in some sports.*

*“It’s also worth noting that women who participate regularly in team sports are more likely overall than those engaged in individual sports/exercise to buy active-wear: no doubt because of uniform requirements, or perhaps because there is a more ‘social’ aspect to the sport – image matters more when there’s someone watching.*

*“With more than four million Aussie women engaging in sport/exercise regularly, the most successful active-wear brands know their consumers in detail – not only the sports they play and their budget, but their age, attitudes and habits – and tailor their marketing communications accordingly.*

**For comments or more information about Roy Morgan Research’s retail and sporting data, please contact:****Vaishali Nagaratnam**

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[Vaishali.Nagaratnam@roymorgan.com](mailto:Vaishali.Nagaratnam@roymorgan.com)**Related research findings**

View our [Women’s Sportswear Buyer profile](#), as well as our extensive range of [Sport Participant profiles](#).

Compiled with data from Roy Morgan’s Single Source survey (the largest of its kind in the world, with 50,000 respondents p.a), these ready-made 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 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.

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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