

Wednesday, 5 October 2016

## How 3.8 million Bathurst 1000 viewers drink and drive

Nearly one in five Aussies will tune in to watch the Bathurst 1000 this weekend, Roy Morgan Research shows. These supercar buffs are more likely to drink and more likely to drive (but not at the same time, we hope), and have markedly different preferences to the average Australian when it comes to both alcohol and cars.

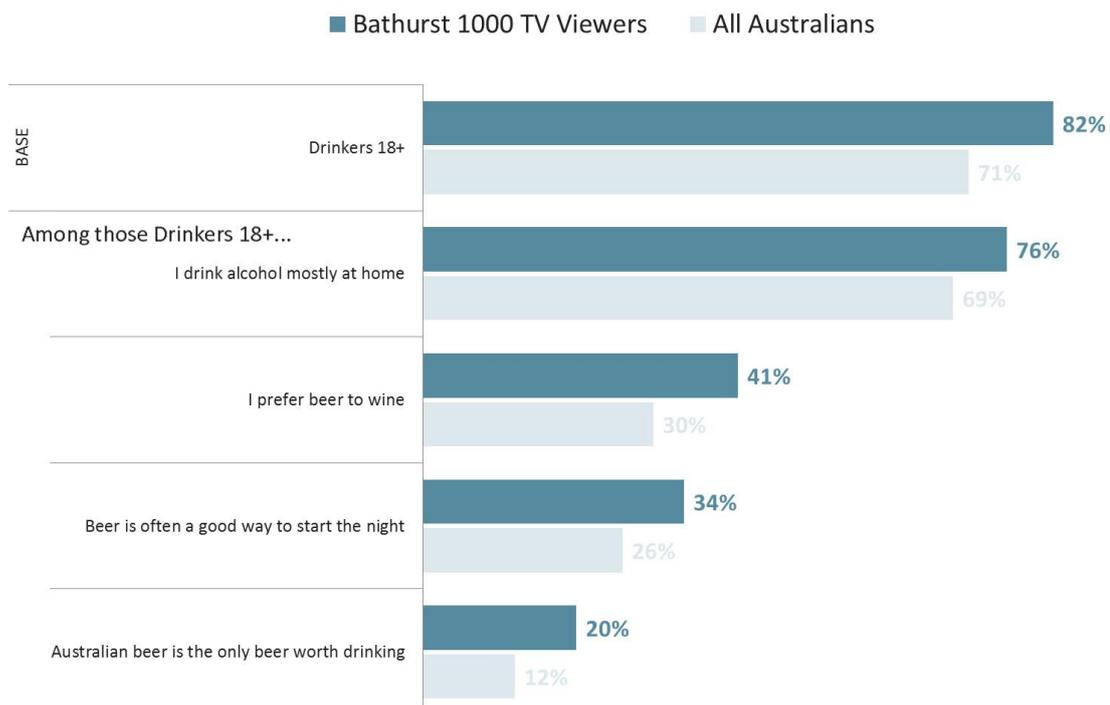
3.8 million Australians 14+ (19%) watch the 'Great Race' on TV—whether that's by periodically tuning in across the four days of coverage or settling in for all 161 laps around Mount Panorama Circuit on Sunday.

3.1 million viewers (82% of the entire Bathurst 1000 TV audience) are adult drinkers—with teetotallers and 14-17 year-olds well underrepresented among viewers. Bathurst 1000 TV viewers are not only more likely than average to drink, but their alcohol preferences are conspicuously dissimilar to other drinkers.

Most notably, Bathurst 1000 TV viewers have a clear preference for beer – especially Australian beer—and are more partial to enjoying a bevvy or two at home. Bathurst 1000 TV viewers who drink are more likely to agree:

- 'I drink alcohol mostly at home' (76% agree vs 69% of all Australian drinkers 18+)
- 'I prefer beer to wine' (41% vs 30%)
- 'Beer is often a good way to start the night' (34% vs 26%)
- 'Australian beer is the only beer worth drinking' (20% vs 12%)

### Bathurst 1000 Viewers: more drink – and more of those drinkers agree...

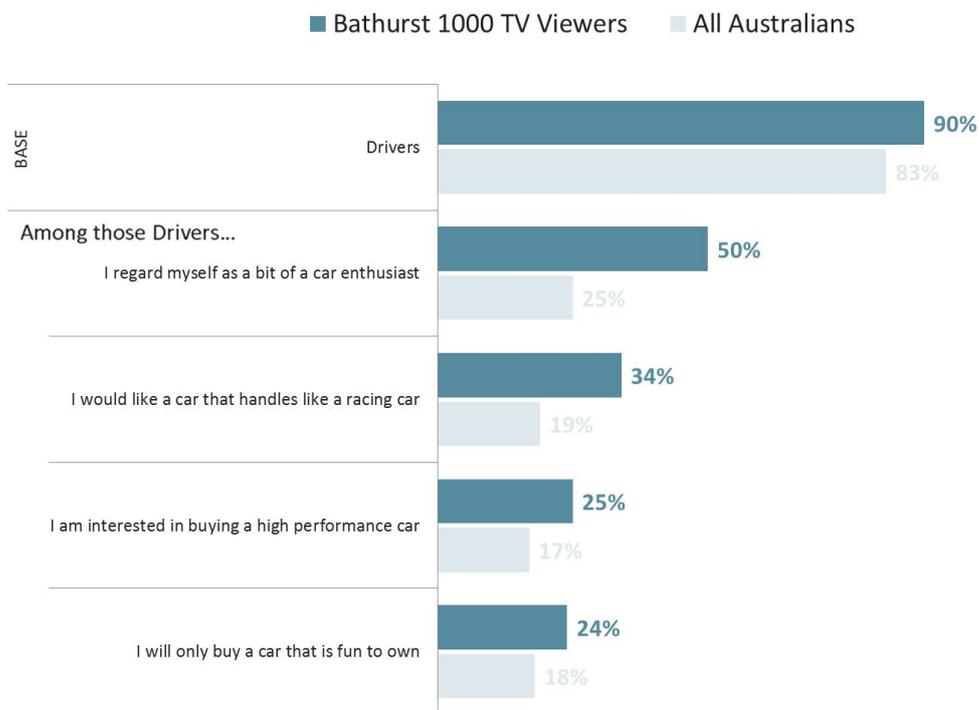


Source: Roy Morgan Single Source (Australia), July 2015 to June 2016, sample n=50,712 Australians aged 14+, including  
Base: 10,437 Drinkers aged 18+

So you think you can drive? Just as viewers of the Tour de France are more likely to cycle, Bathurst 1000 viewers are more likely to drive: 90% of its TV audience, compared with 83% of all Australians 14+. And as with alcohol attitudes among drinkers, there are some clear deviations from the norm when it comes to the car attitudes among drivers who watch the Bathurst 1000:

- 'I regard myself as a bit of a car enthusiast' (50% agree vs 25% of all Australian drivers)
- 'I would like a car that handles like a racing car' (34% vs 19%)
- 'I am interested in buying a high performance car' (25% vs 17%)
- 'I will only buy a car that is fun to own' (24% vs 18%)

**Bathurst 1000 Viewers: more drive – and more of those drivers agree...**



Source: Roy Morgan Single Source (Australia), July 2015 to June 2016, sample n=50,712 Australians 14+, including

Base: 42,226 Drivers

**Michele Levine, CEO – Roy Morgan Research, says:**

*“More Australians tune in to watch some (or even all) of the six- or seven-hour Bathurst 1000 race than the Tour de France, the FIFA World Cup, or the Rugby World Cup.*

*“It is a dream event for broadcasters, TV advertisers and sponsors, with an audience that’s big but also quite specific. 54% of viewers are men aged 35 and over and, even more useful, almost 20% can be identified, understood, and mapped within just five specific [Helix Personas](#) of most likely viewers, including the highly sought after ‘Castle and Kids’ and ‘On Their Way’ personas, with their above-average incomes and keen interest in everything from cars and alcohol to home improvement, discount retail, takeaway food and mortgages.*

*“All up, 5.7 million Australians watch Motorsport on television, with this Sunday’s ‘Great Race’—and V8 Supercars generally—the most popular format, ahead of Formula 1 with 2.7 million regular or*



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*occasional viewers, Motorcycle Racing with 1.4 million, Rally Car and Drag Racing with around 800,000 fans and IndyCar circuit with 400,000.”*

**To learn more about Roy Morgan’s media, automotive and alcohol data, call (+61) (3) 9224 5309 or email [askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com)**

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**About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices throughout 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

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