

*Discover your edge*

Friday, 10 October 2014

## Lollies in the locker room

**There's no 'I' in team—so whose turn is it to bring all the lollies? According to the 1.7m Australians 14+ who regularly play a team sport, there better be plenty of frogs, snakes, jelly beans and fruity chews on hand for the half-time sugar hit.**

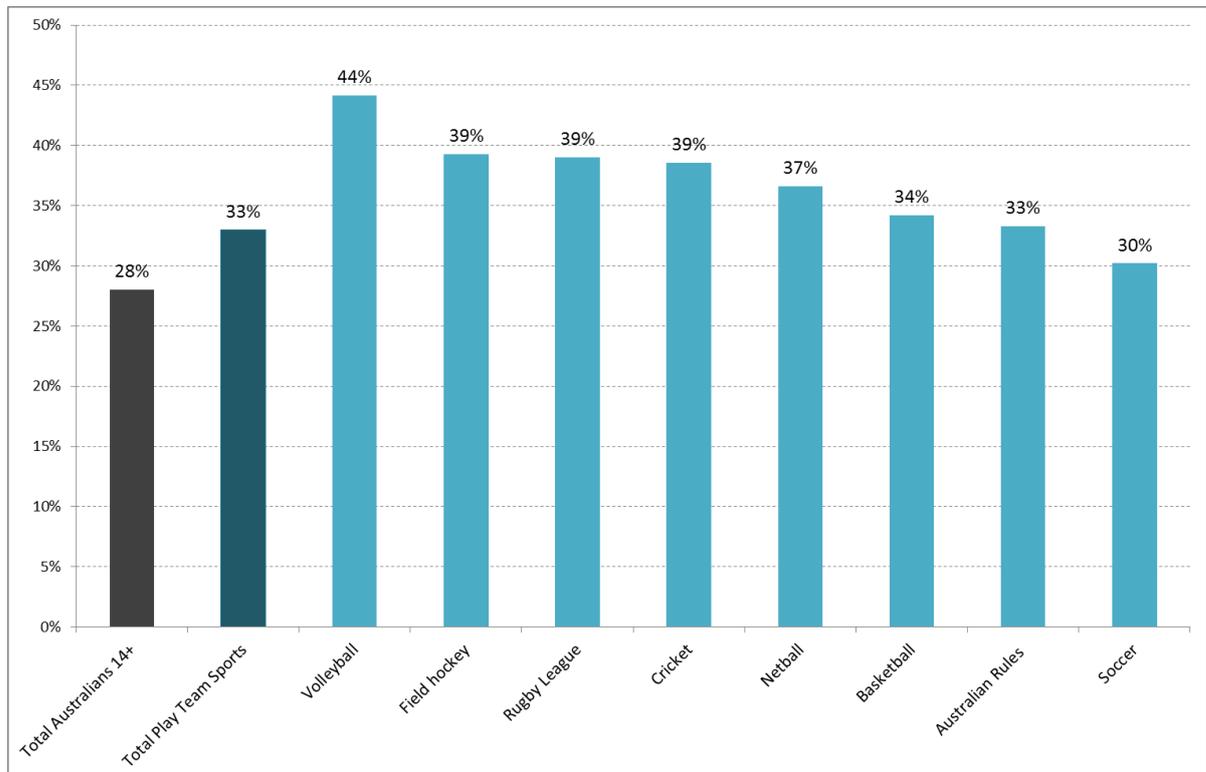
Perhaps contrary to the image of health and fitness and good nutrition, regular team sport players are actually 18% more likely than the average Aussie to buy lollies or sweets, the latest data from Roy Morgan Research shows.

Around 1 in 3 team sport participants (33%) bought lollies in an average four weeks in the year to June 2014, compared with 28% overall. Regular volleyball players have the sweetest teeth (44%), followed by 39% of those playing field hockey, rugby league or cricket.

And whether the ball is passed, dribbled, punted or headed, players of other team sports are also more likely to buy lollies: 37% of netballers, 34% of basketballers, 33% of AFL players and 30% of soccer players.

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**% of regular team sports players who buy lollies in average four weeks**



**Source:** Roy Morgan Single Source, July 2013–June 2014, sample =16,809 Australians 14+.

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

*“Perhaps sports teams, not kids, will be hardest hit by Nestle’s decision to downsize its Killer Pythons.*

*“Over the last few years we have seen a decrease in the proportion of Aussies buying lollies and sweets, in line with similar downward trends for chocolates, soft drinks, flavoured milks and milk additives such as Milo.*

*“Roy Morgan’s comprehensive Single Source survey data allows manufacturers and retailers to get a deeper understanding of who their customers are today, and might be in the future, which is even more important in a declining market space with increased competition.*

*“These results, clearly showing elevated lolly consumption among team sport participants, suggest there could be some really interesting (and uncontested) targeting opportunities for businesses in the ‘glucose’ market.”*

**To understand how to identify and communicate with Australian lolly buyers, contact:**

Vaishali Nagaratnam

Telephone: +61 (3) 9224 5309

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

**Related research findings**

Browse our range of ready-made [Lollies Buyer Profiles](#) or [Sports Participants Profiles](#). 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.

**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