

Close Ended Questions

Open Ended Questions

- Demographic/
Screener
- Satisfaction
Metrics
- The Visitor
Experience
- Food & Beverage
Offerings
- Economic Impact
- Sponsorship
- Advertising & Media
consumption
- Merchandise
- Visitor &
Community Impact
- Sustainability
- Participation

Question

S1. Can you please confirm that you, personally, attended the Australian Open 2022 in Melbourne between 17th January to 30th January? (value in %) 

S1. Can you please confirm that you, personally, attended the Australian Open 2022 in Melbourne between 17th January to 30th January? (value in %)

Column Chart

Donut Chart

Yes, I attended Australian Open 2022

100.0

Attribute	Value
Yes, I attended Australian Open 2022	100.0

Base : N = 425

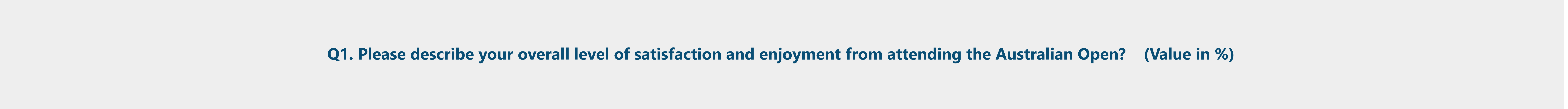
Close Ended Questions

Open Ended Questions

- Demographic/ Screener
- Satisfaction Metrics
- The Visitor Experience
- Food & Beverage Offerings
- Economic Impact
- Sponsorship
- Advertising & Media consumption
- Merchandise
- Visitor & Community Impact
- Sustainability
- Participation

Question

Q1. Please describe your overall level of satisfaction and enjoyment from attending the Australian Open? (Value in %)



Column Chart

Donut Chart



Attribute	Value
10	30.8
8	28.9
9	27.1
7	9.2
6	2.4
5	1.6

Base : N = 425

Close Ended Questions

Open Ended Questions

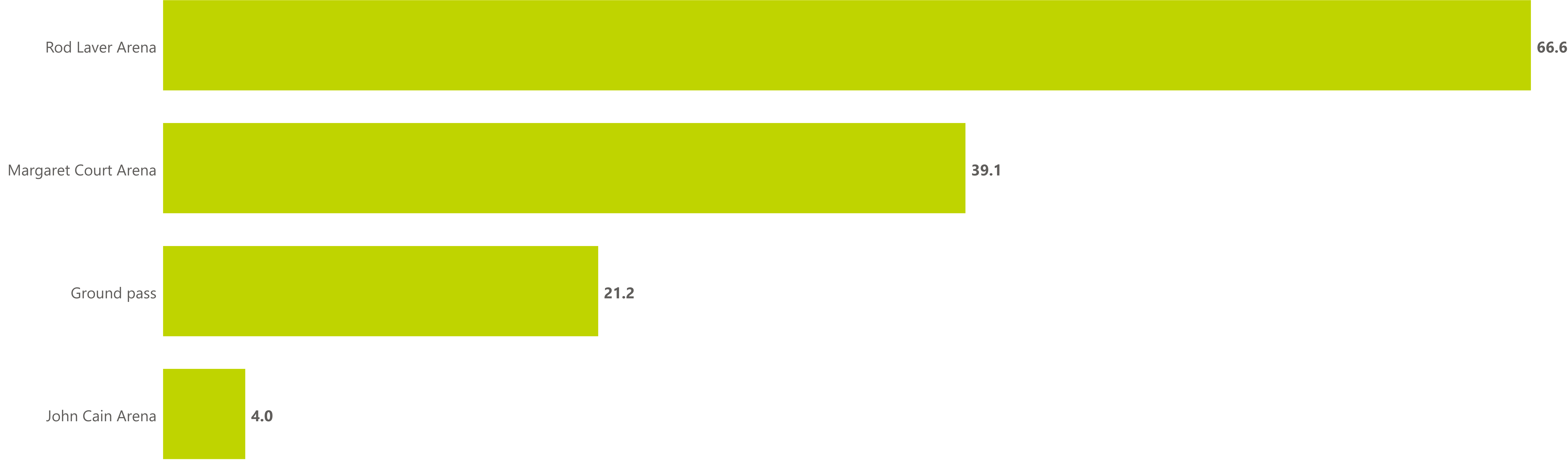
- Demographic/ Screener
- Satisfaction Metrics
- The Visitor Experience
- Food & Beverage Offerings
- Economic Impact
- Sponsorship
- Advertising & Media consumption
- Merchandise
- Visitor & Community Impact
- Sustainability
- Participation

Question

Q10. What type of ticket or seating did you hold? (Value in %)

Q10. What type of ticket or seating did you hold? (Value in %)

- Column Chart
- Donut Chart



Attribute	Value
Rod Laver Arena	66.6
Margaret Court Arena	39.1
Ground pass	21.2
John Cain Arena	4.0

Base : N = 425

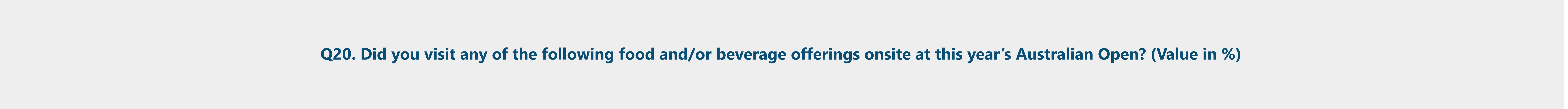
Close Ended Questions

Open Ended Questions

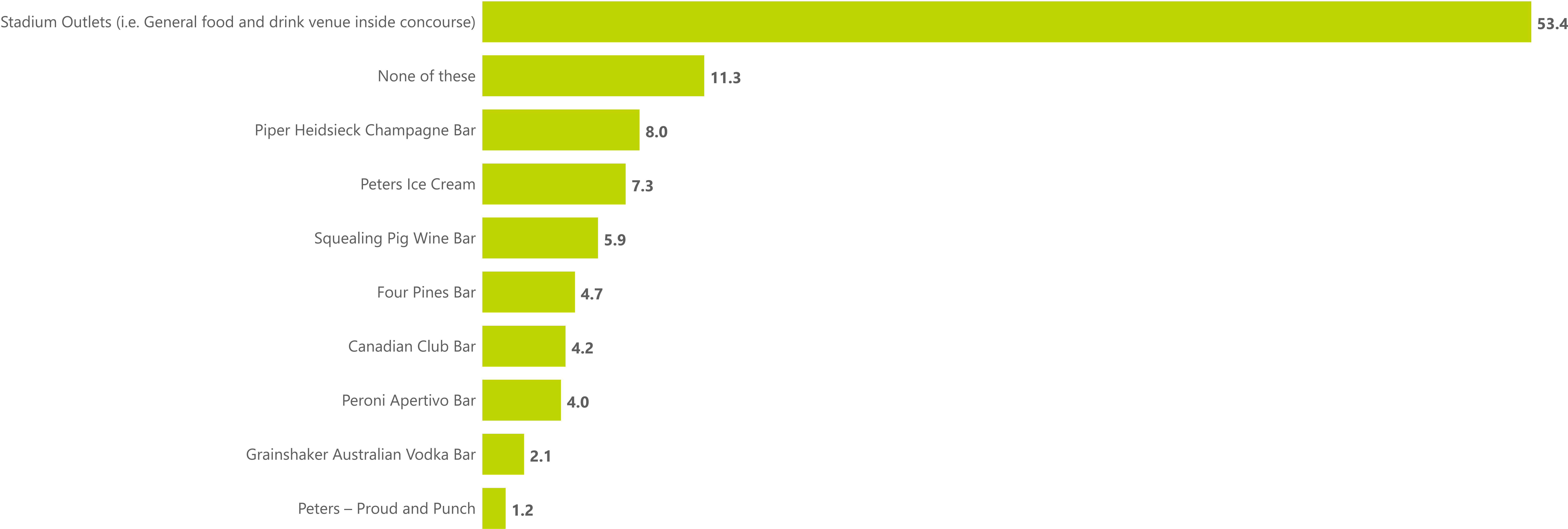
- Demographic/ Screener
- Satisfaction Metrics
- The Visitor Experience
- Food & Beverage Offerings
- Economic Impact
- Sponsorship
- Advertising & Media consumption
- Merchandise
- Visitor & Community Impact
- Sustainability
- Participation

Question

Q20. Did you visit any of the following food and/or beverage offerings onsite at this year’s Australian Open? (Value in %)



- Column Chart
- Donut Chart



Attribute	Value
Stadium Outlets (i.e. General food and drink venue inside concourse)	66.4
None of these	14.0
Piper Heidsieck Champagne Bar	9.9
Peters Ice Cream	9.1
Squealing Pig Wine Bar	7.3
Four Pines Bar	5.8
Canadian Club Bar	5.3
Peroni Apertivo Bar	5.0
Grainshaker Australian Vodka Bar	2.6
Peters – Proud and Punch	1.5

Base : N = 425

Close Ended Questions

Open Ended Questions

- Demographic/ Screener
- Satisfaction Metrics
- The Visitor Experience
- Food & Beverage Offerings
- Economic Impact
- Sponsorship
- Advertising & Media consumption
- Merchandise
- Visitor & Community Impact
- Sustainability
- Participation

Question

Q25. Was attending this event one of the main reasons you decided to come to Melbourne? (Value in %)



- Column Chart
- Donut Chart



Attribute	Value
Yes	89.5
No	10.5

Base : N = 114

Close Ended Questions

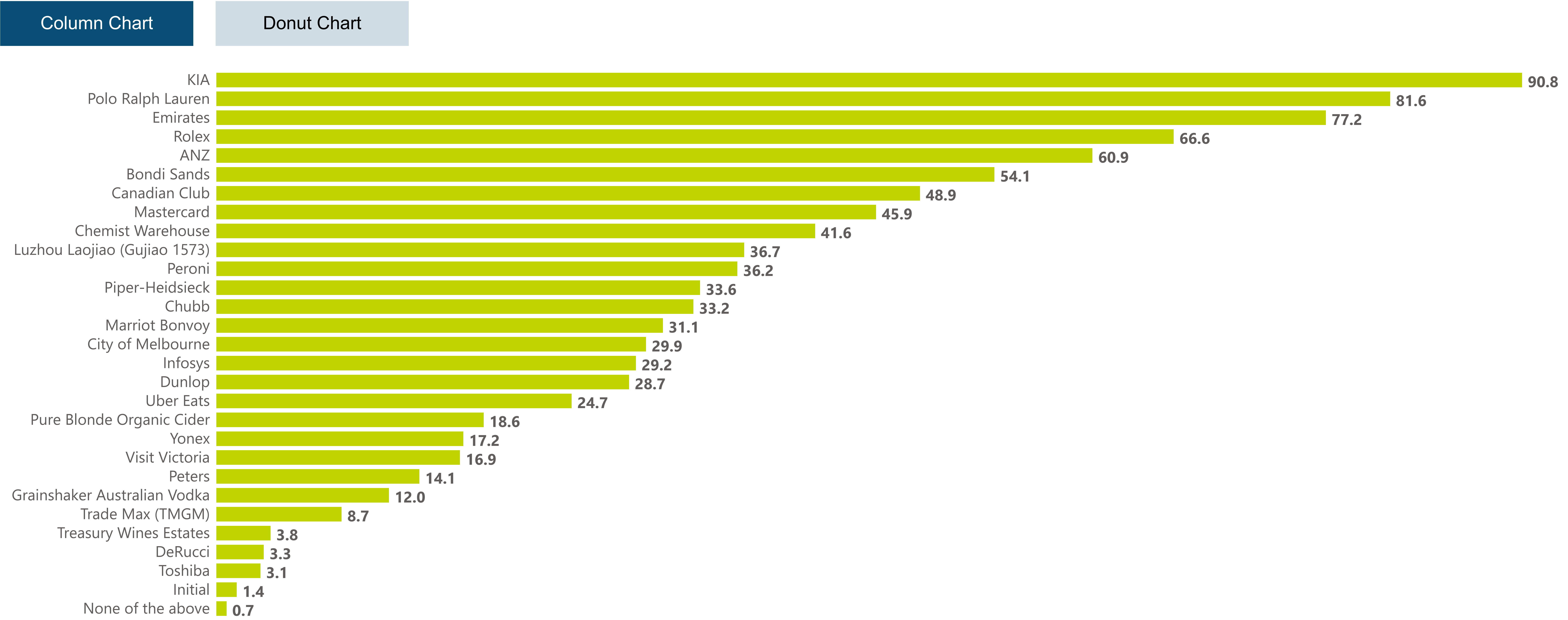
Open Ended Questions

- Demographic/ Screener
- Satisfaction Metrics
- The Visitor Experience
- Food & Beverage Offerings
- Economic Impact
- Sponsorship
- Advertising & Media consumption
- Merchandise
- Visitor & Community Impact
- Sustainability
- Participation

Question

Q36. Now, which of the following brands or companies do you recall as sponsors of the Australian Open? (Value in %)

Q36. Now, which of the following brands or companies do you recall as sponsors of the Australian Open? (Value in %)



Attribute	Value
KIA	90.8
Polo Ralph Lauren	81.6
Emirates	77.2
Rolex	66.6
ANZ	60.9
Bondi Sands	54.1
Canadian Club	48.9
Mastercard	45.9
Chemist Warehouse	41.6
Luzhou Laojiao (Gujiao 1573)	36.7
Peroni	36.2
Piper-Heidsieck	33.6
Chubb	33.2
Marriot Bonvoy	31.1
City of Melbourne	29.9
Infosys	29.2
Dunlop	28.7
Uber Eats	24.7
Pure Blonde Organic Cider	18.6
Yonex	17.2
Visit Victoria	16.9
Peters	14.1
Grainshaker Australian Vodka	12.0
Trade Max (TMGM)	8.7
Treasury Wines Estates	3.8
DeRucci	3.3
Toshiba	3.1
Initial	1.4
None of the above	0.7

Base : N = 425

Close Ended Questions

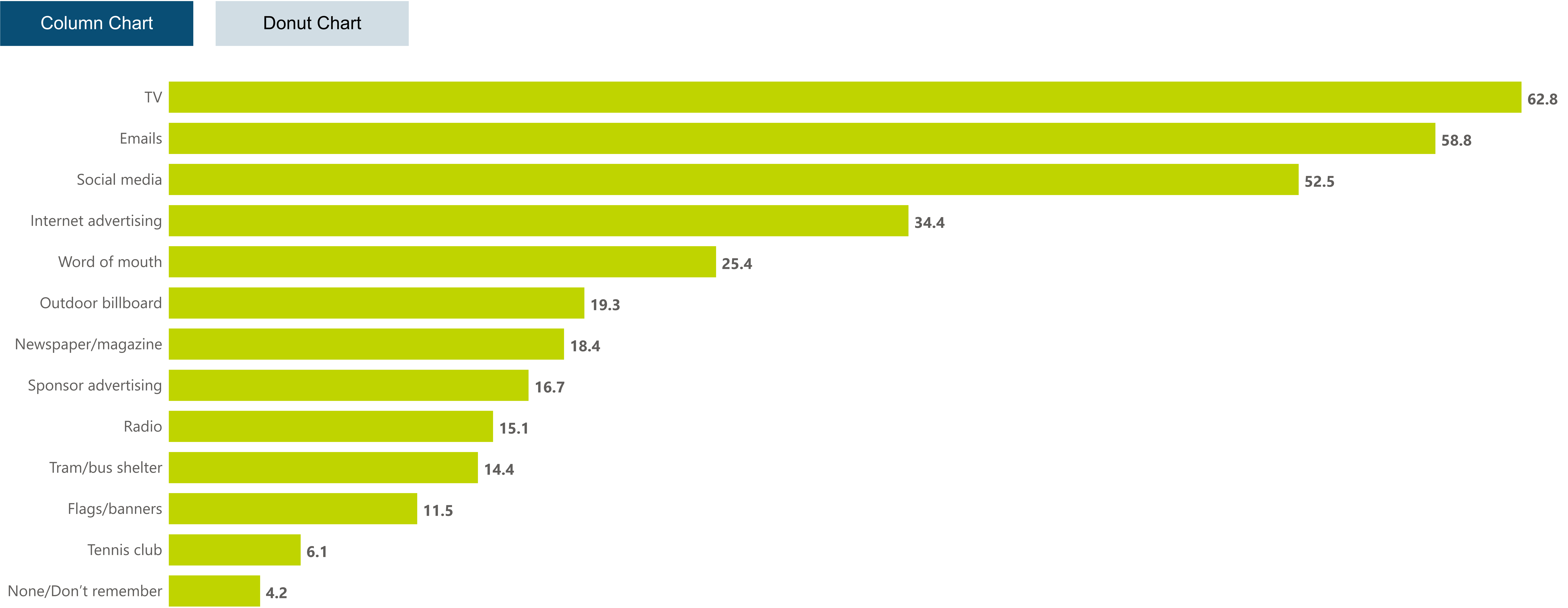
Open Ended Questions

- Demographic/ Screener
- Satisfaction Metrics
- The Visitor Experience
- Food & Beverage Offerings
- Economic Impact
- Sponsorship
- Advertising & Media consumption
- Merchandise
- Visitor & Community Impact
- Sustainability
- Participation

Question

Q40. In the lead up to the event, where do you recall seeing advertising about the Australian Open Event.... (Value in %)

Q40. In the lead up to the event, where do you recall seeing advertising about the Australian Open Event.... (Value in %)



Attribute	Value
TV	62.8
Emails	58.8
Social media	52.5
Internet advertising	34.4
Word of mouth	25.4
Outdoor billboard	19.3
Newspaper/magazine	18.4
Sponsor advertising	16.7
Radio	15.1
Tram/bus shelter	14.4
Flags/banners	11.5
Tennis club	6.1
None/Don't remember	4.2

Base : N = 425

Close Ended Questions

Open Ended Questions

- Demographic/ Screener
- Satisfaction Metrics
- The Visitor Experience
- Food & Beverage Offerings
- Economic Impact
- Sponsorship
- Advertising & Media consumption
- Merchandise
- Visitor & Community Impact
- Sustainability
- Participation

Question

Q44. In relation to the AO Shops (Onsite AO Merchandise Stores), which one of the following statements applies to you? (Value in %)

Q44. In relation to the AO Shops (Onsite AO Merchandise Stores), which one of the following statements applies to you? (Value in %)

Column Chart

Donut Chart

I visited and I purchased

39.8

I did not visit

32.2

I visited but I did not purchase

28.0

Attribute	Value
I visited and I purchased	39.8
I did not visit	32.2
I visited but I did not purchase	28.0

Base : N = 425

Age Group

All

Gender

All

Location

All

Type of ticket

All

Attended with

All

Previously attended

All

Close Ended Questions

Open Ended Questions

Demographic/ Screener

Satisfaction Metrics

The Visitor Experience

Food & Beverage Offerings

Economic Impact

Sponsorship

Advertising & Media consumption

Merchandise

Visitor & Community Impact

Sustainability

Participation

Question

Q47. Other than attending the Australian Open what other leisure activities did you do whilst in Victoria? (Value in %)

Q47. Other than attending the Australian Open what other leisure activities did you do whilst in Victoria? (Value in %)

Column Chart

Donut Chart

Social and other – e.g. visiting friends/relatives, eating out, movies, pubs, casinos, shopping

73.8

Outdoor and nature – e.g. beach, bushwalking, botanical gardens, whale watching

43.1

Arts and culture – e.g. museums, galleries, performances, festivals, monuments

38.5

Tours and attractions – e.g. zoos, theme parks, markets, wineries, cruises, guided tours

27.7

Sports and physical – e.g. golf, cycling, fishing, snorkelling, surfing

21.5

None of the above

12.3

Attribute	Value
Social and other – e.g. visiting friends/relatives, eating out, movies, pubs, casinos, shopping	73.8
Outdoor and nature – e.g. beach, bushwalking, botanical gardens, whale watching	43.1
Arts and culture – e.g. museums, galleries, performances, festivals, monuments	38.5
Tours and attractions – e.g. zoos, theme parks, markets, wineries, cruises, guided tours	27.7
Sports and physical – e.g. golf, cycling, fishing, snorkelling, surfing	21.5
None of the above	12.3

Base : N = 65

Close Ended Questions

Open Ended Questions

- Demographic/ Screener
- Satisfaction Metrics
- The Visitor Experience
- Food & Beverage Offerings
- Economic Impact
- Sponsorship
- Advertising & Media consumption
- Merchandise
- Visitor & Community Impact
- Sustainability
- Participation

Question

Q54. The AO is on a sustainability journey to better understand and minimise the environmental impact of the event. We would like to know the sustainability initiatives you would like to see a... 

Q54. The AO is on a sustainability journey to better understand and minimise the environmental impact of the event. We would like to know the sustainability initiatives you would like to see at the AO.

Column Chart

Donut Chart



Attribute	Value
Post-event publication of a carbon footprint assessment report for the event	6.2
Opportunities to donate, or contribute a ticket premium, for environmental initiatives	5.7
Increased plant-based food options	5.2
Rewards (discounts, special offers) for ecological stewardship e.g., arrive by public transport, reduce contamination with correct waste disposal, etc.)	4.9
More visible consumer-engaging environmental infrastructure; e.g., clearly labelled bins, more signage, PA and event staff providing education/messages, etc	4.6
A greater range of merchandise made from upcycled and recycled material	4.0
A re-useable cup and/or re-useable crockery program for retail catering outlets	3.0
Elimination of single-use plastics	2.4

Base : N = 425

Close Ended Questions

Open Ended Questions

- Demographic/ Screener
- Satisfaction Metrics
- The Visitor Experience
- Food & Beverage Offerings
- Economic Impact
- Sponsorship
- Advertising & Media consumption
- Merchandise
- Visitor & Community Impact
- Sustainability
- Participation

Question

Q55. Do any of your children play tennis? (Value in %)



- Column Chart
- Donut Chart



Attribute	Value
I do not have children	37.9
No	36.9
Yes	25.2

Base : N = 425

Age Group

All

▼

Gender

All

▼

Location

All

▼

Type of ticket

All

▼

Attended with

All

▼

Previously attended

All

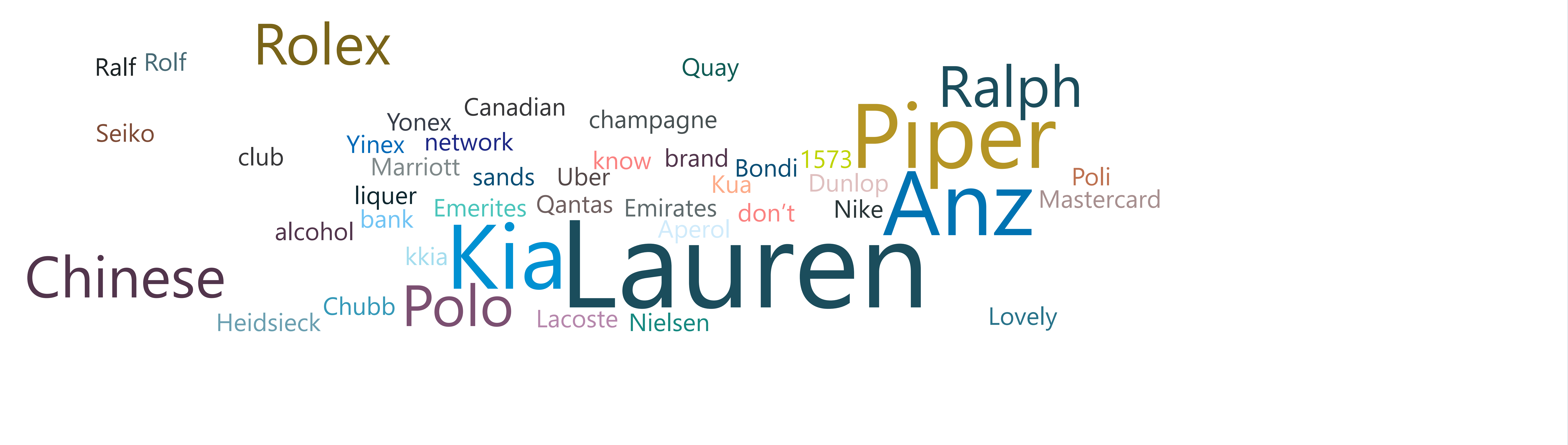
▼

Question

Q34. What is the first brand or company you think of that sponsors the Australian Open?

▼

Q34. What is the first brand or company you think of that sponsors the Australian Open?



Record	Verbatim
	1573
	9 network
	Anz
	Anz bank
	Emirates
	KIA
	kkia
	Kua
	Lovely
	Polo
	Polo Ralph Lauren
	Qantas
	Ralf Lauren
	Ralph lauren
	Rolex
	Yonex
	Yonex
169	KIA
170	Ralph lauren
172	KIA
174	KIA

Base : N = 425