

**Are Wimbledon
fans posher
than average?**



The Wimbledon Championships are a staple of the British summer sporting and social scene: a genuinely premium event with a set of brand partners to match.

This premium image also brings with it a reputation for fans of Wimbledon being, for want of a better word, quite posh.

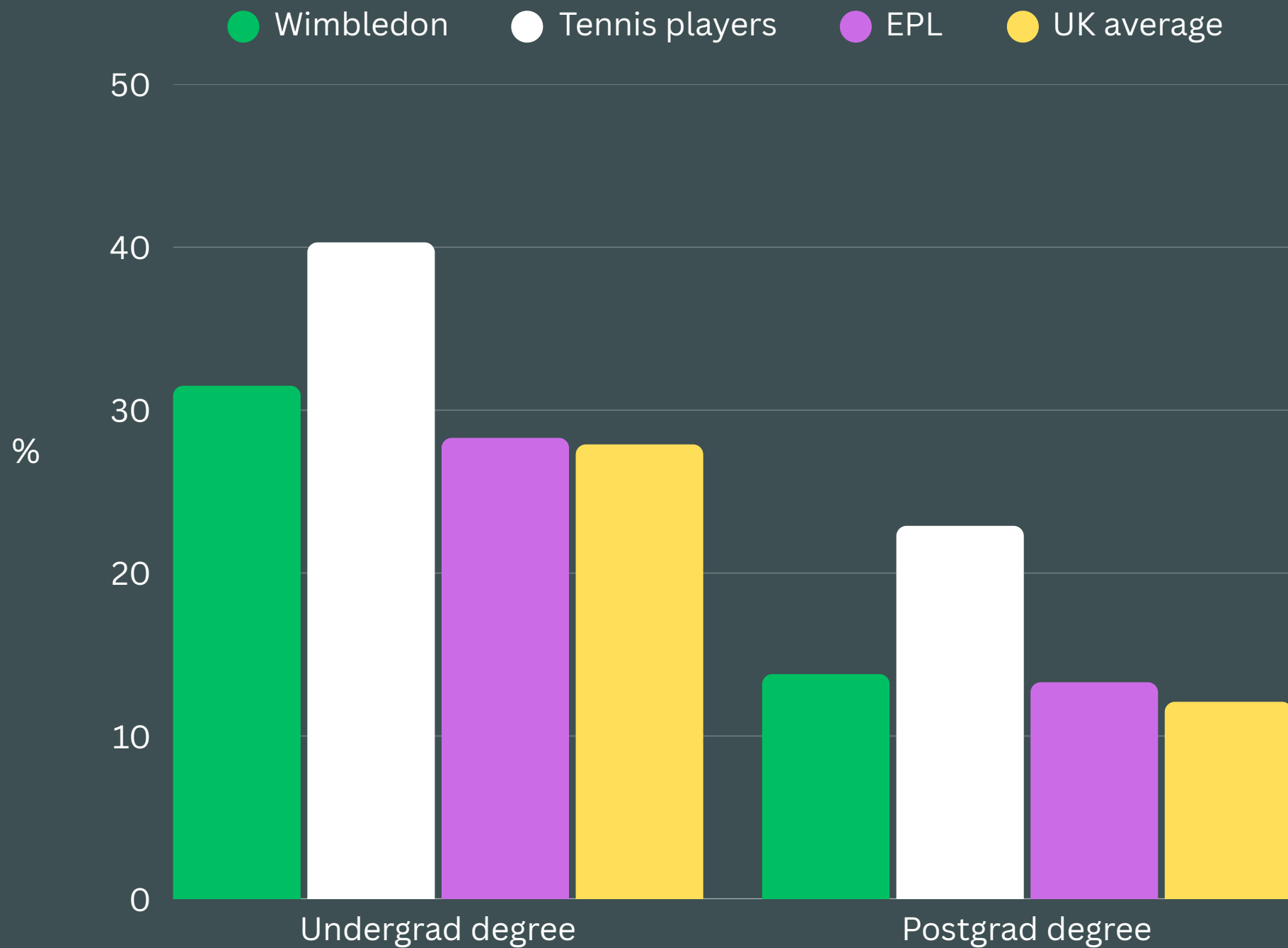
And this might be exactly what those brand partners are keen to align themselves with, but is it true?

I've delved into some GWI data to take a look...

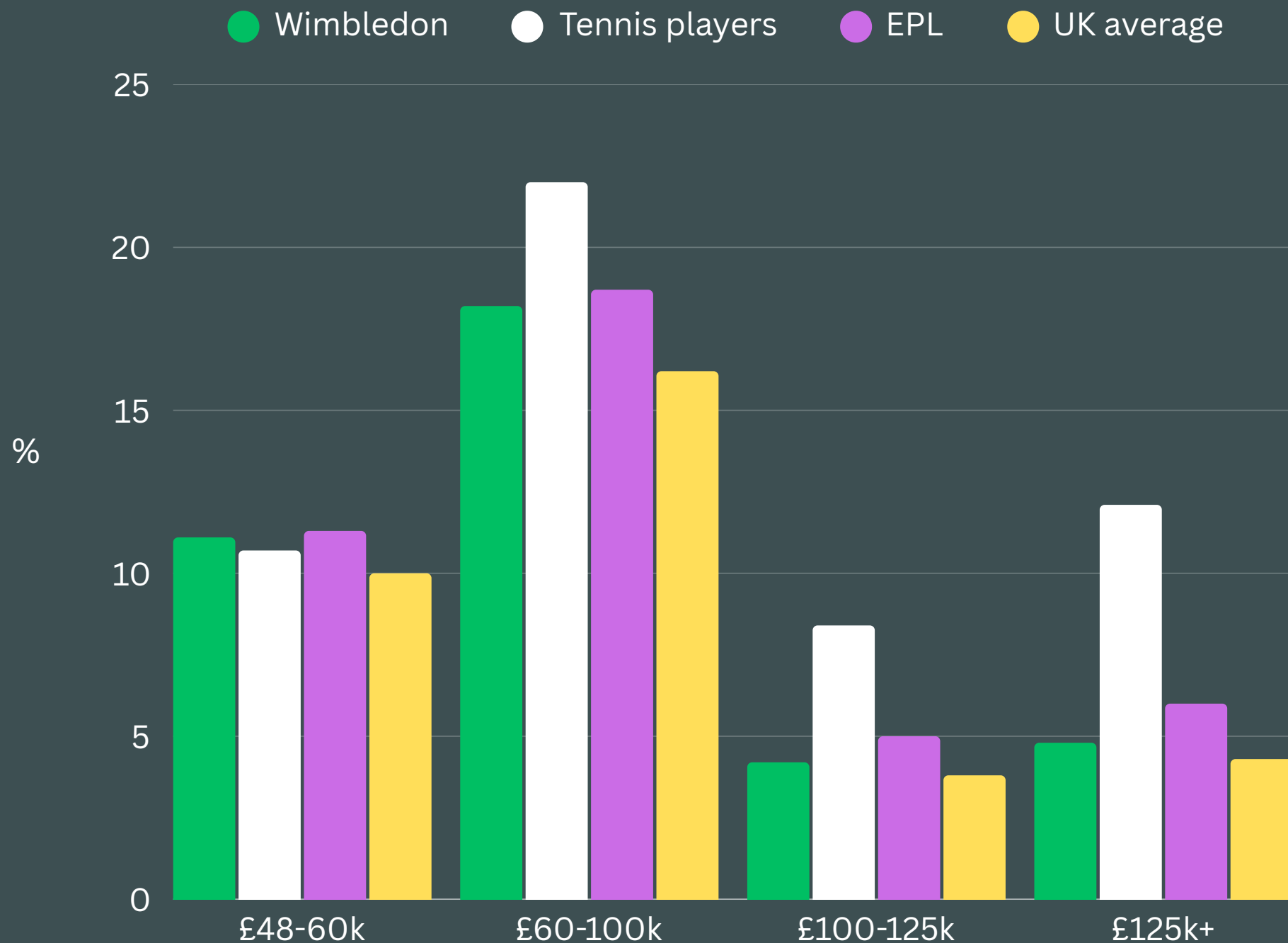


Nothing to do with being posh, but Wimbledon fans are certainly older, with an average age of 53.1 years.

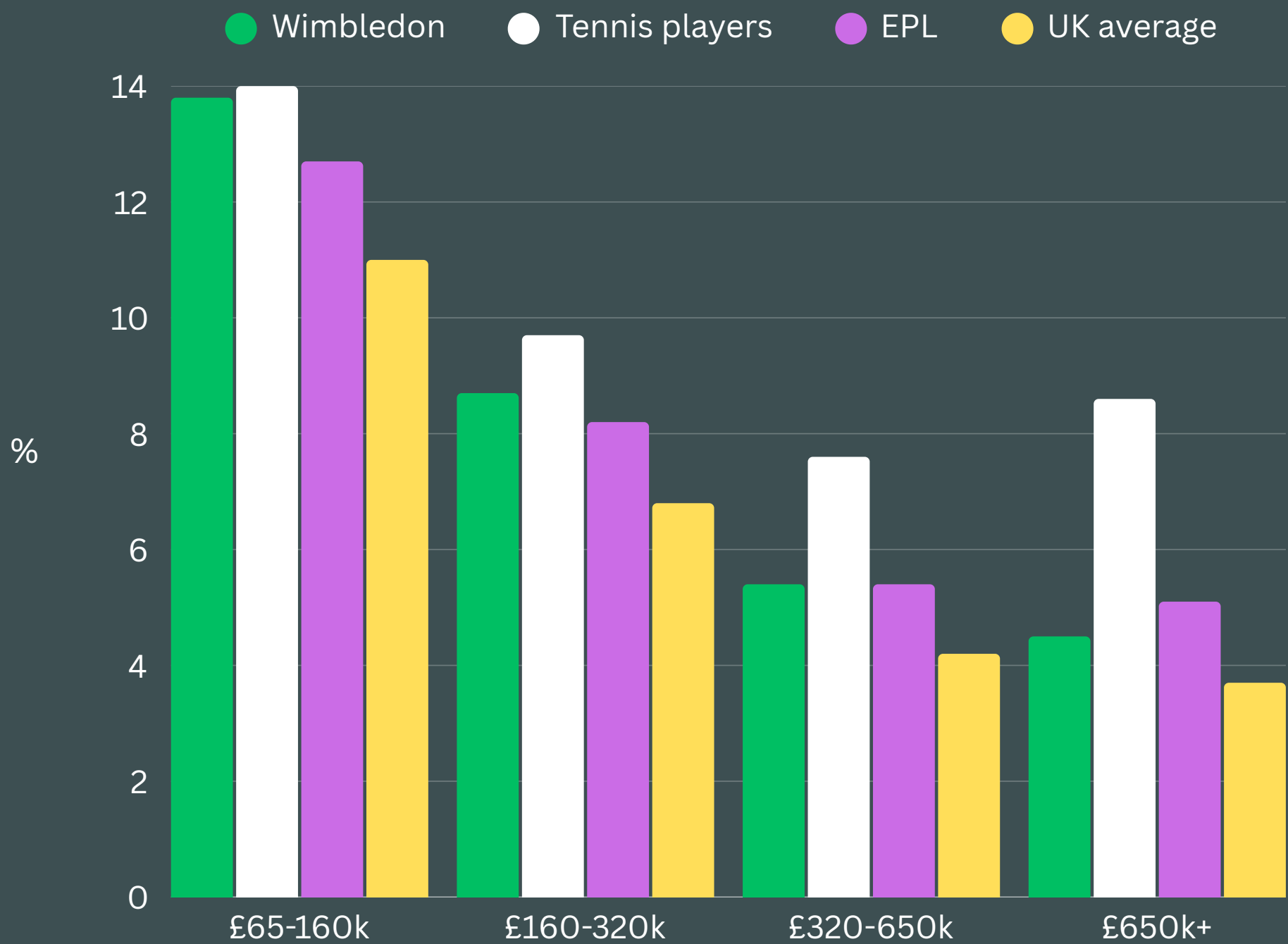
*'Wimbledon' and 'EPL' = people who watch live, stream or highlights of Wimbledon or the Premier League
'Tennis players' = people who regularly participate in tennis*



Wimbledon fans are slightly more highly educated than the UK average, but tennis players are the ones that really stand out



Wimbledon fans are around 10% more likely to have higher income levels (perhaps skewed downwards because of their age) but again, it's tennis players that are really ace-ing this one.



A familiar picture: Wimbledon fans over index for savings and investments, particularly at the upper end, but tennis players score the highest.



Wimbledon fans are around the UK average for ownership of a premium car brand (Audi, BMW, Land Rover, Lexus, Mercedes-Benz, Porsche). Tennis players are 74% more likely to drive a 'posh' car, but this doesn't tell us how old the car is...

So, are Wimbledon fans posh?

Not especially, not the ones that watch on TV or online, anyway.

They are above-averagely educated and wealthy, but if a brand wants to reach an audience with very high levels of education, income and spending power, they'd be better off targeting people who play tennis, rather than watch.

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