

A U S T R A L I A



THE SPORTING NATION



Sport is a significant part of Australian culture.



12.9 MILLION

Australians* (52%) participate in sport or physical activity at least three times a week.
*Aged 15 or above

AVERAGE TIME SPENT ON SPORT AND EXERCISE PER WEEK



2h : 27m

Participating in sport and outdoor activity



2h : 22m

Watching sport at home



0h : 14m

Attending sporting events

AUSTRALIA'S FAVOURITE SPORTS

(participation vs. attendance)*

Sport	Participation rate	Attendance rate	Comparison
Australian football	3%	16%	5.3x more likely to attend
Rugby league	1%	9%	9x more likely to attend
Soccer	6%	6%	Equal
Cricket	3%	4%	1.3x more likely to attend
Rugby union	1%	3%	3x more likely to attend
Tennis	5%	1%	5x more likely to participate
Basketball	4%	1%	4x more likely to participate
Netball	3%	1%	3x more likely to participate
Cycling	12%	0.2%	60x more likely to participate

*participated in the last 12 months
attended a venue or event in the last 12 months

MOST WATCHED AUSTRALIAN SPORTING EVENTS ON TV



MOST SUPPORTED TEAM BY FOOTBALL CODE (by number of members)

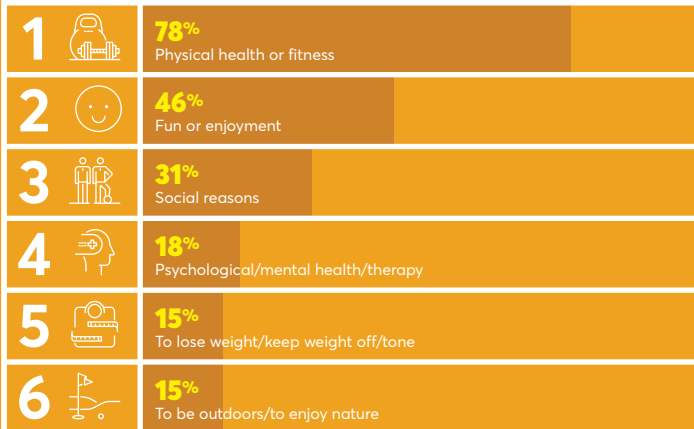


AFL - Richmond Tigers 101,951

NRL - Brisbane Broncos 34,003

A-league - Melbourne Victory 26,478

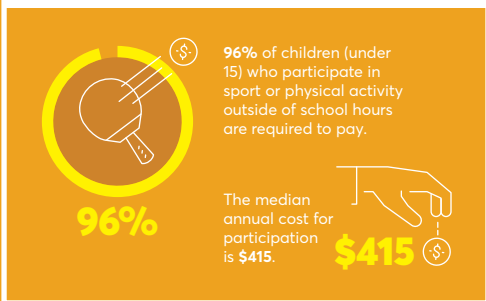
TOP REASONS AUSTRALIANS PARTICIPATE IN SPORT AND PHYSICAL ACTIVITY



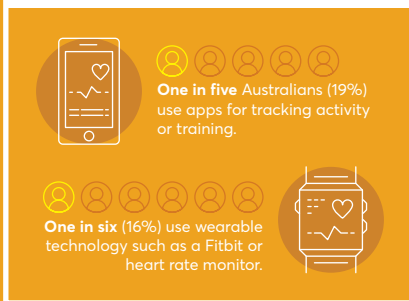
MALES AND FEMALES HAVE DIFFERENT MOTIVATIONS FOR PARTICIPATING IN SPORT



PAY TO PLAY



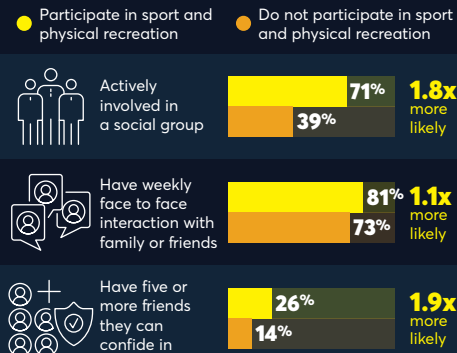
TECHNOLOGY USE IN SPORT



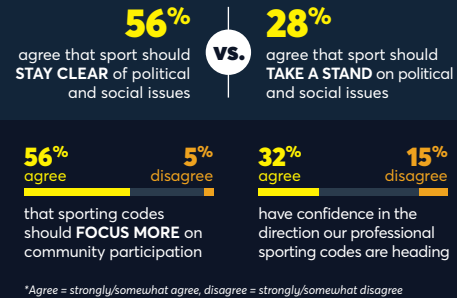
THE SPORTING RELIGION



AUSTRALIANS WHO PARTICIPATE IN SPORT AND PHYSICAL RECREATION ARE MORE LIKELY TO BE SOCIALLY ACTIVE



AUSTRALIAN SENTIMENT TOWARDS THE FUTURE OF SPORT



Methodology

Data collated through secondary scoping research as well as a survey of 1,008 Australians, representative by gender, age and state, in June 2019.

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