

# Future-Proofing Sport: Key Areas for Investment and Innovation



# What's inside

## Objective

- YouGov Sport Australia undertook a study to understand which areas the Australian public and sports fans consider the most important for sporting organisations to invest in and focus on in the future.

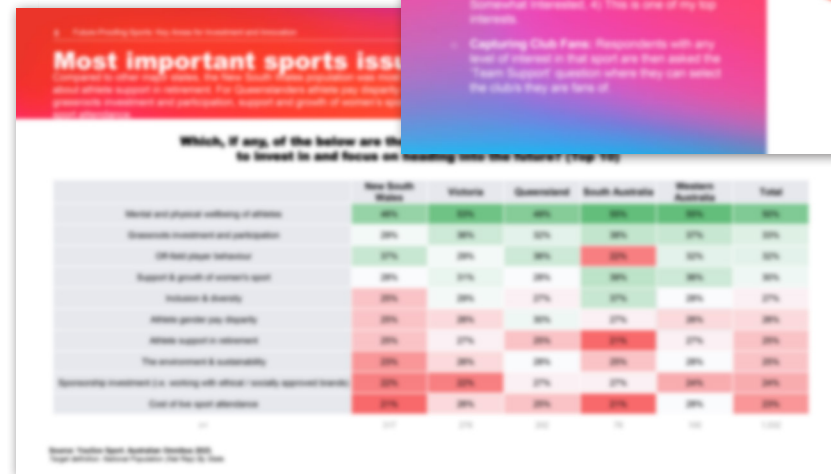
## Approach

- This question was sent out to YouGov panel members and asked (n=1,032) Australians aged 18+.
- This study ran from March 2<sup>nd</sup> 2023 – March 8th 2023.

## Data output

The data output in this is split into segments including:

- General Population
- Sports Leagues Fans
- Gender
- Age Groups
- State



**Fans:** Captured and measured using the Fan Interest Variable (Great Sport)

- The level of fan ability is captured from the question: "What is your level of interest in Great Sport?"
- Respondents can answer on a 4-point scale: 1) Not at all interested, 2) A little bit interested, 3) Somewhat interested, 4) This is one of my top interests.
- Capturing Club Fans:** Respondents with any level of interest in that sport are then asked the "Team Support" question where they can select the clubs they are fans of.