

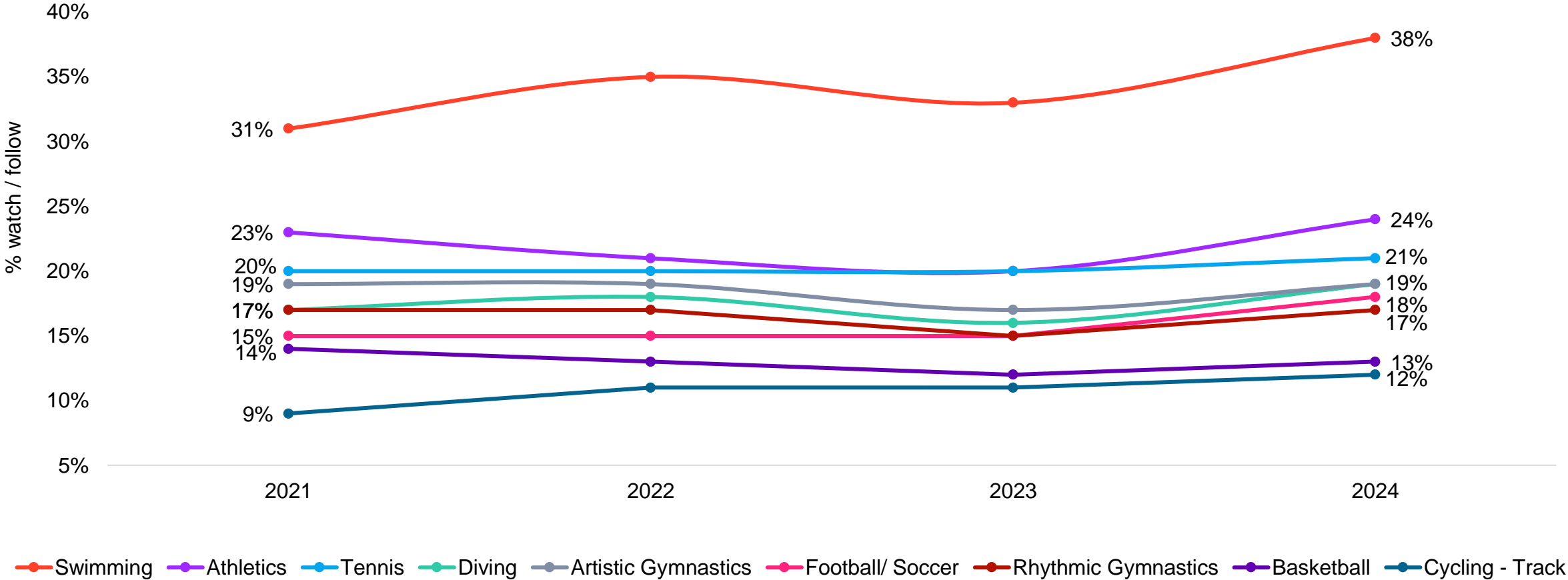
Ministry of Sport June Insight

June 2024

Living Consumer Intelligence | sport.yougov.com

The most followed Summer Olympic Sports among adult Australians are Swimming, Athletics and Tennis. Acrobatic sports such as Diving and Gymnastics are also highly popular.

Top 10 Most Followed Olympic Sports Among Australians 2021 - 2024



Source: YouGov Sport. Profiles. Dataset: 30/05/2021, 29/05/2022, 28/05/2023, 26/05/2024
 Question: Which, if any, of the following Summer Olympics sports do you watch/follow? | Fan definition: Nat Rep (National Representation)
 Datapoints are averages for surveys collected in 52 weeks

Swimming, Football/Soccer and Cycling (Track) have seen the largest overall uplift in interest among Australians in this Olympic cycle, as we head into the Paris Games.

Most Followed Summer Olympic Sports 2021 - 2024

Olympic Sport Watched/Followed	2021	2022	2023	2024	Total change (2021-2024)
Swimming	31%	35%	33%	38%	+7pp
Athletics	23%	21%	20%	24%	+1pp
Tennis	20%	20%	20%	21%	+1pp
Diving	17%	18%	16%	19%	+2pp
Artistic Gymnastics	19%	19%	17%	19%	0pp
Football/ Soccer	15%	15%	15%	18%	+3pp
Rhythmic Gymnastics	17%	17%	15%	17%	0pp
Basketball	14%	13%	12%	13%	-1pp
Cycling - Track	9%	11%	11%	12%	+3pp
Rowing	9%	11%	10%	11%	+2pp
Beach Volleyball	10%	11%	10%	11%	+1pp
Rugby Sevens	9%	10%	9%	10%	+1pp
Boxing	11%	9%	9%	10%	-1pp
Weightlifting	10%	9%	9%	10%	0pp
I do not watch or follow any Summer Olympic sports	30%	30%	28%	29%	-1pp

Source: YouGov Sport. Profiles. Dataset: 30/05/2021, 29/05/2022, 28/05/2023, 26/05/2024

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