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Australia's 7,853,418 Olympians

As well as the 418 athletes now in Rio, another 7,853,000 Australians regularly participate in one or more Olympic sports, Roy Morgan Research shows.

5,590,000 Australians aged 14+ (29%) are regular participants in sports played in the 2016 Olympic Games, as are another 2,263,000 kids aged 6-13 (91%).

With three medals and counting, swimming is also the most common 'Olympic' sport done regularly by Australians in both age groups: just over two million aged 14+ and 1.2 million aged 6-13.

Among adults, other Olympic sports with high numbers of regular participants include Cycling (1,568,000), Golf (632,000), Soccer (561,000), Tennis (484,000), Marathons/Running (380,000), Basketball (348,000), Mountain Biking (328,000) and Martial Arts (308,000). Among kids, participation is highest in Soccer (1,216,000), Bicycling (909,000), Athletics/Track and field (812,000) and Basketball (781,000).

Toward the bottom of the lists are, ironically, sports that Australia has so far actually medalled in: just 108,000 (14+) and 126,000 (6-13) play Rugby Union regularly (in which our women's team just won gold), 92,000 (14+) are regular clay/target shooters (one gold), and 79,000 are regular archers (a bronze).

Number of regular participants in 'Olympic' sports

	Number of regular participants (age 14+)		Number of regular participants (age 6-13)
Any 'Olympic' Sports	5,590,000	Any 'Olympic' Sports	2,263,000
Swimming	2,017,000	Swimming	1,223,000
Cycling	1,568,000	Soccer	1,216,000
Golf	632,000	Bicycling	909,000
Soccer	561,000	Athletics/Track and field	812,000
Tennis	484,000	Basketball	781,000
Marathons/Running	380,000	Tennis	483,000
Basketball	348,000	Gymnastics	478,000
Mountain biking	328,000	Martial arts	225,000
Martial arts	308,000	Volleyball	218,000
Boxing	227,000	Field Hockey	147,000
Table tennis	227,000	Rugby Union	126,000
Badminton	155,000	Horse riding	111,000
Volleyball	146,000	Sailing	37,000
Horse riding	139,000	Rowing	25,000
Athletics/Track & field	123,000		
Field hockey	109,000		
Rugby Union	108,000		
Sailing	108,000		
Rowing	102,000		
Clay/Target shooting	92,000		
Gymnastics	89,000		
Triathlons	82,000		
Archery	79,000		

Sources: Roy Morgan Single Source Australia, April 2015 – March 2016 n = 15,074 Australians 14+; Roy Morgan Young Australians Survey January – December 2015, n = 2,906 Australians 6-13

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Michele Levine, CEO – Roy Morgan Research, says:

“The Australian women’s Rugby Sevens team won the gold medal, but Rugby Union is currently the least popular of all these Olympic sports among Australian women, with just 1 in 500 regular players. Among girls, however, around 1 in 50 play Rugby Union. Nevertheless, in each age group, males playing Rugby Union outnumber females by around four to one—so the men have no excuse not to claim a gold medal too.

“Roy Morgan also asks Australians, young and old, about their regular and occasional participation in dozens of other non-Olympic sports and fitness activities, from yoga and surfing to lawn bowls and skateboarding.”

To learn more about Roy Morgan’s sports participation data call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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