

Discover your *edge*

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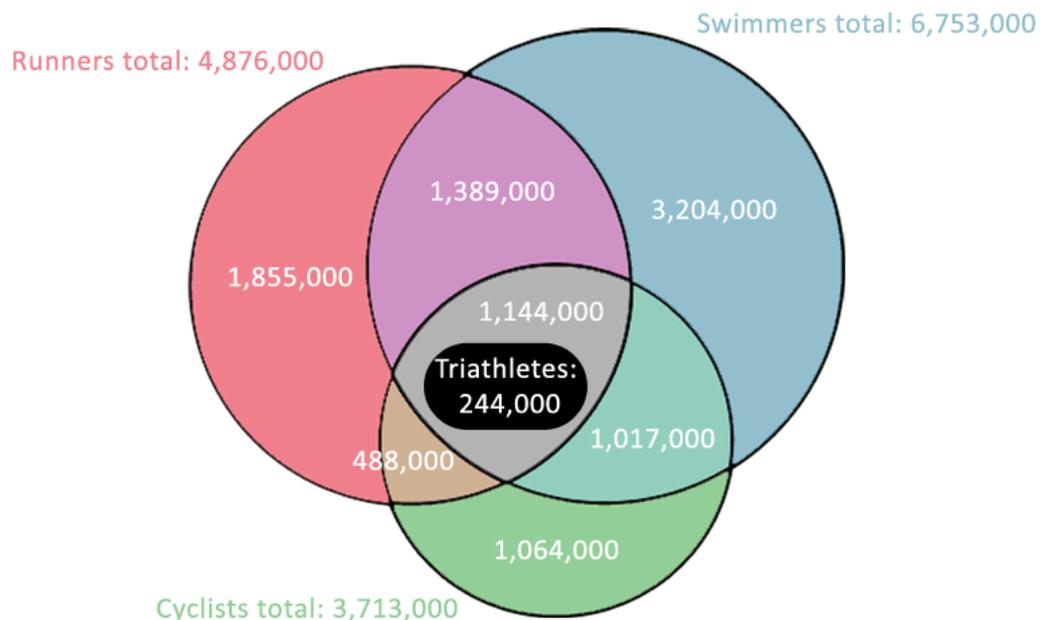
Over 1.1 million Australians swim, cycle and run—but only a few are true triathletes

10 million Australians 14+ (52%) swim, cycle or run, Roy Morgan Research shows—but just 1 in 17 of us do all three, and an elite 1 in 80 do all three *consecutively* in that physically brutal pursuit: the triathlon.

Swimming is the most popular of these three sporting activities, with almost 6.8 million regular or occasional participants (35% of Australians), followed by Running/Jogging (4.9 million, or 25%) and Cycling (3.7 million, or 19%).

Around 6.1 million people do only one of the three sports, another 2.9 million do two, and an elite 1.1 million participate in all three, whether often or on occasion. But among these tri-hards is a super-elite group who tri-hardest: 244,000 Australians who do triathlons.

Number of Australian Swimmers, Runners, Cyclists – and Triathletes



Source: Roy Morgan Single Source January - December 2015, sample n = 15,367 Australians 14+

Norman Morris, Industry Communications Director, Roy Morgan Research, says:

“We think of ourselves as a sporting nation, but only around one in four Australians (27%) agree they love to do as many sports as possible.

“Triathletes are the most likely of all sports’ participants to love doing many sports (77%)—which makes sense given triathlons already include three-in-one by definition.

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“However they aren’t sports snobs. Triathletes, as well as all those who swim, run and cycle, have well above-average rates of participation in just about every other activity: from ice skating and snowboarding, squash and badminton, to gymnastics, hockey, lawn bowls, dirt biking, ballroom dancing, sailing and darts.”

To learn more about Roy Morgan’s extensive sports participation data contact:

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Related Research

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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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