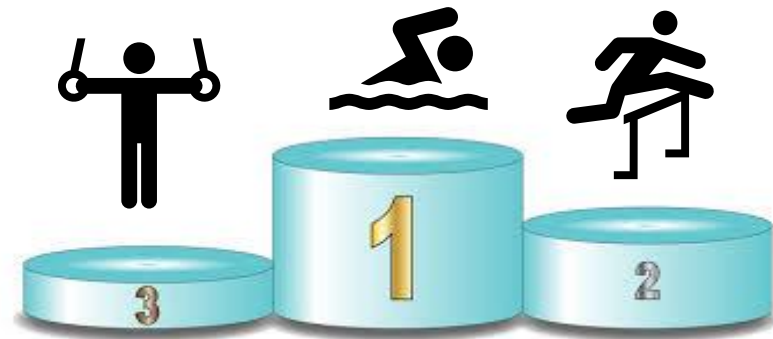


With less than 100 days to go to Paris 2024, what are the Olympic Sports Australians are most interested in?



PARIS 2024



# 3 in 4 Australians will follow/ watch on TV one or several sports at the Paris 2024 Olympics

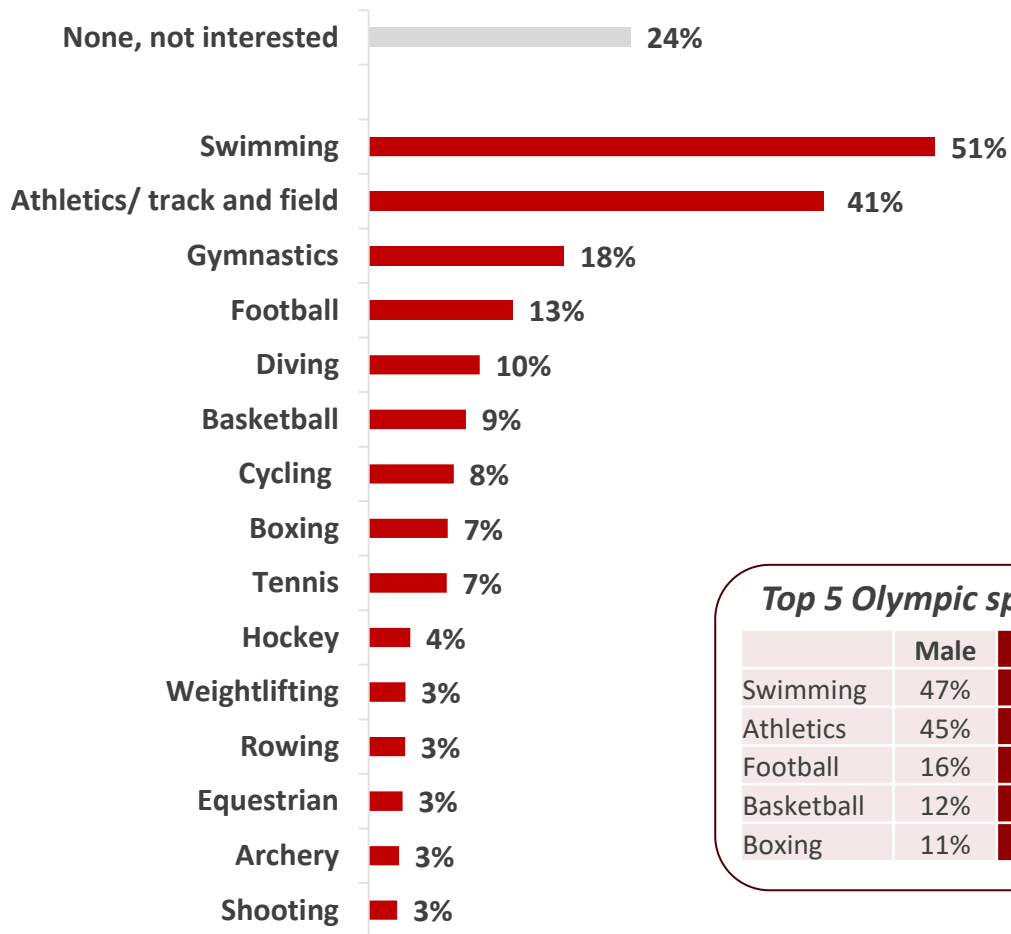
With 100 days to go to the Paris 2024 Olympics, it was the right time to ask Australians what Olympic sports, if any, they are going to follow/ watch on TV.

1 in 4 Australians (24%) declare they are not interested in the Paris 2024 Olympics.

The two major sports on the programme of the Summer Games are athletics and swimming. These are the most widely followed Olympic sports in the world. They also have the largest number of events and greatest number of participants from different countries. Our survey shows that 1 in 2 Australian adults (51%) will follow /watch swimming and 41% will follow athletics.

In the top 5 we also have gymnastics followed by football (soccer) and diving, with some differences by gender.

*Methodology: Conducted nationally online over the period April 18-23, 2024, among a sample of 1237 people aged 18 years and over. To reflect the overall population distribution, results were post-weighted to Australian Bureau of Statistics data on age, sex, area and highest level of schooling completed.*



## Top 5 Olympic sports by gender

	Male		Female
Swimming	47%	Swimming	55%
Athletics	45%	Athletics	38%
Football	16%	Gymnastics	28%
Basketball	12%	Diving	12%
Boxing	11%	Football	10%

Question; In less than 100 days, the Paris 2024 Olympics Games will be on (July 26 – August 11). Which Olympic sports, if any, are you going to follow/watch on TV? (Please type the sports in the boxes provided, 5 sports max)

Base: Total sample n= 1237