

Global Market Profile

UNITED STATES



February 2025

Introduction

- Tourism Economics forecasts that visitor spending in California will total \$166B in 2025, of which domestic leisure visitation will account for \$105B and international visitation will account for \$31B.
- The **Global Market Profile** reports were developed by Visit California Research to provide the organization and the state's tourism industry with insights on California's domestic market and thirteen opportunity international markets through detailed market landscapes as well as highly targeted audience profiles and traveler behavior insights.

Market Landscape:



Audience Insights:



California Traveler & Trip Insights:

- **Market Landscape** includes foundational intelligence from Visit California:
 - Visitation and Spending Forecasts
 - Airlift Recovery (flights and seats)
 - Arrival Numbers & California Market Share
 - Consumer travel intent and barriers
- **Audience Insights** includes a profile of target travelers, including:
 - Description and size of Audience Target
 - Demographic profile
 - General travel planning behavior
 - General trip spending
 - Advertising and sports preferences
- **California Traveler & Trip Insights** includes details about visitors to California from the past year, including:
 - Trip purpose
 - First/Repeat visitation
 - Destinations visited
 - Travel party, accommodations, activities and expenditures

Methodology & Sources

- The report contains three sections:
 - The **Market Landscape** section is sourced from Visit California's key research partners, including Tourism Economics, NTTO, CIC Research, Cirium and YouGov.
 - The **Audience Insights** section is sourced from YouGov's Global Travel Profiles database which tracks travel-related sentiment and behavior in over 25 global markets, including all thirteen Visit California opportunity markets. Panelists are surveyed on preferred trip types, booking methods, accommodation preferences, and advertising perceptions.
 - The audience profile is built on a segmentation of consumers planning international leisure travel in the next 12 months and are considering California as a destination.* The profiles provide insights into those travelers most likely to visit the state.
 - The **California Traveler and Trip Insights** section for the domestic report provides information on trips to California from Visit California's proprietary U.S. ROAS Study conducted by SMARInsights.

*Profile targets for China and Japan include travelers considering California and/or other U.S. destinations due to sample size limitations.



Market Landscape

Country Profile

United States



POPULATION: *

346.6M

EXCHANGE RATE: **

Local currency to USD dollar

1.0

GROSS DOMESTIC PRODUCT (GDP):

Annual % chg ***

2.8%

INFLATION RATE:

Annual % chg ****

1.9%

* www.worldometers.info, 2025

** www.x-rates.com, 2025

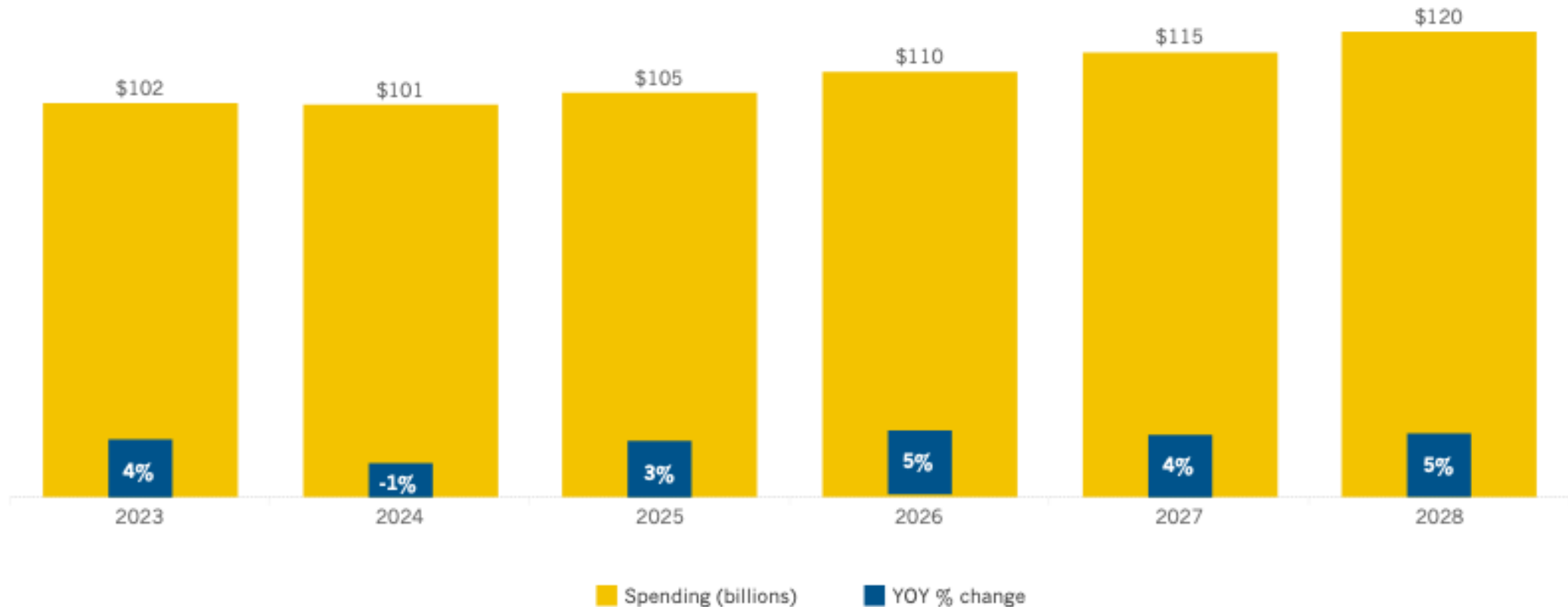
*** www.imf.org, Oct 2024

**** www.imf.org, Oct 2024

Forecast: Visitor Spending

The chart below shows the state's visitor spending forecast and the YOY percent change for the focus market.

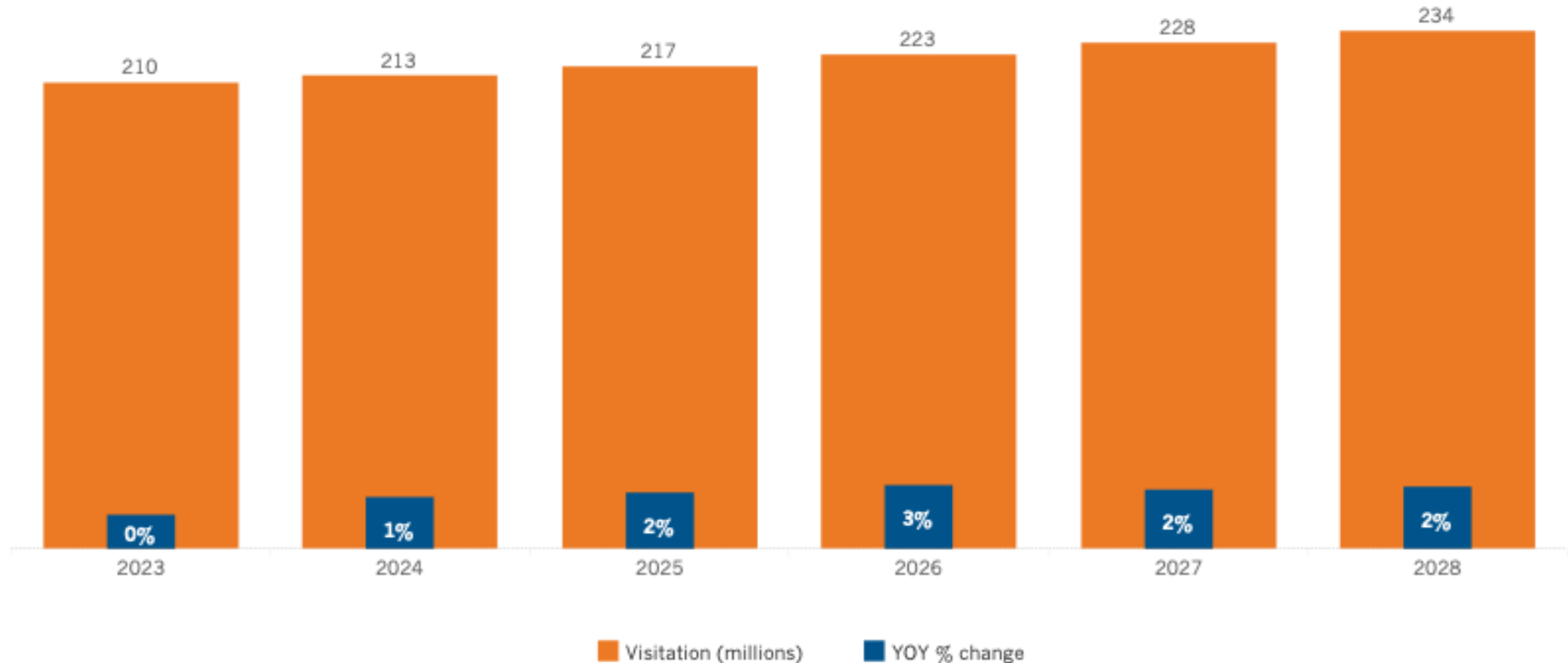
Domestic Leisure: Spending Forecast and YOY % change



Forecast: Visitor Volume

The chart below shows the state's visitation forecast and the YOY percent change for the focus market.

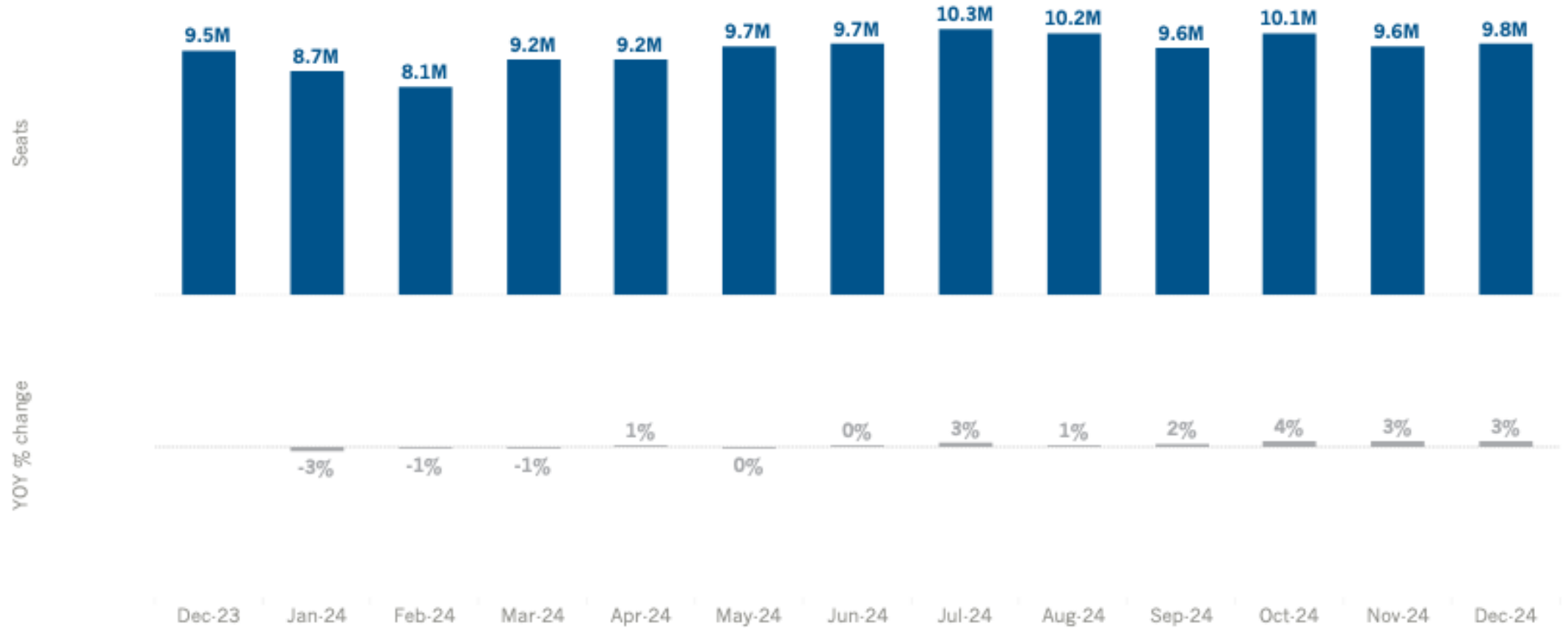
Domestic Leisure: Visitation Forecast and YOY % change



Airlift to California

The charts below shows airlift to California for the focus market.

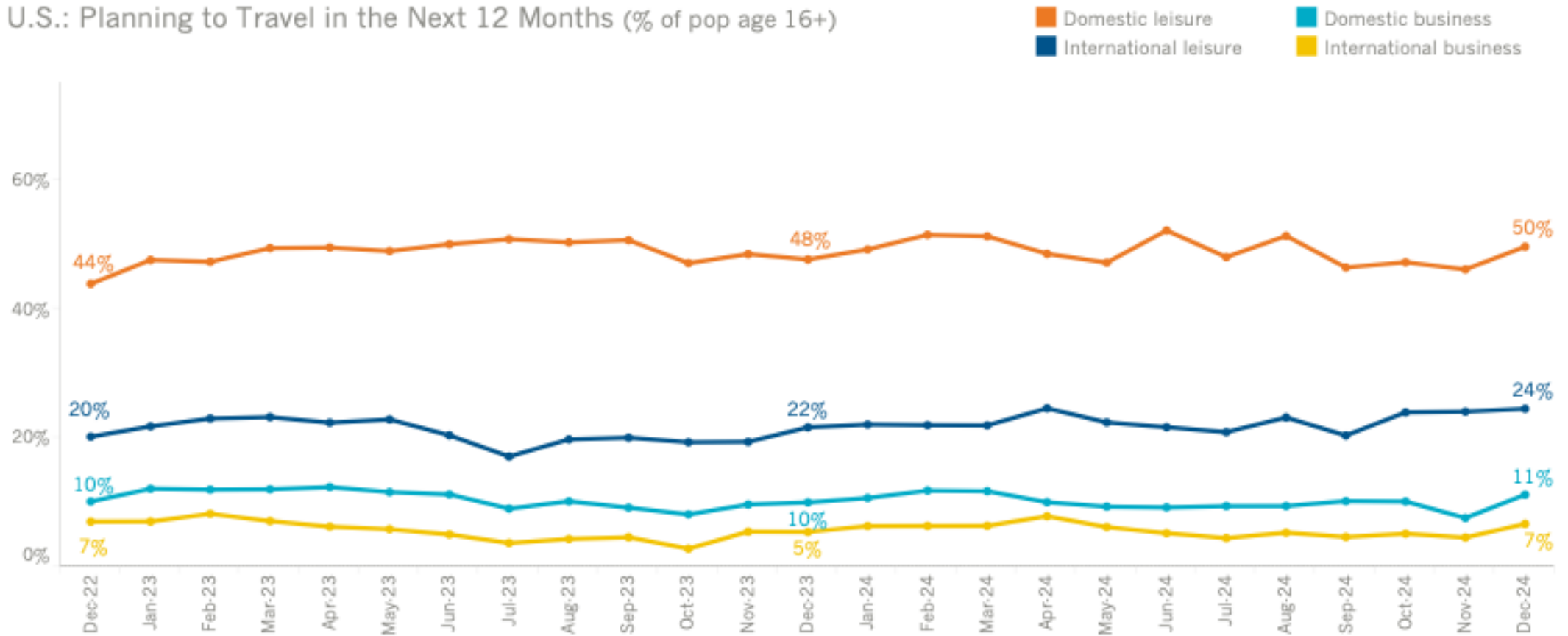
Domestic: Non-Stop Seats



Travel Planned in Next 12 Months

The chart below shows the types of trips planned in the next 12 months for the focus market.

U.S.: Planning to Travel in the Next 12 Months (% of pop age 16+)



Q: Which, if any, of the following trips are you planning to take in the next 12 months?

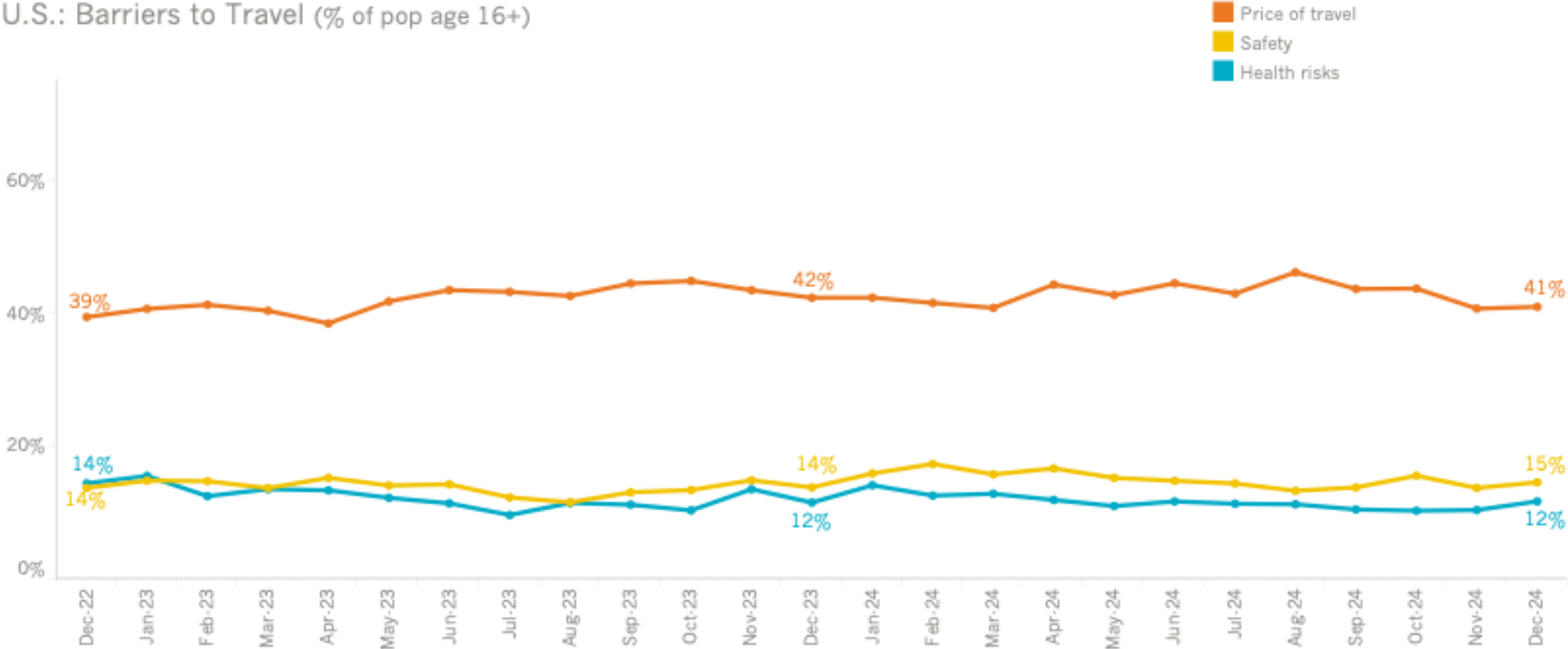
Data reported through: December 2024

Source: YouGov

Barriers to Travel

The chart below shows perceived barriers to travel among consumers not currently planning an international trip in the focus market.

U.S.: Barriers to Travel (% of pop age 16+)



Q: Which, if any, of the below factors are currently preventing you from traveling?

Data reported through: December 2024

Source: YouGov



Audience Insights



Domestic leisure
travelers considering
California
“CA Traveler Target”

Audience Profile

The chart shows the incidence of domestic leisure travelers in the focus market and the subset of domestic leisure travelers considering California as a destination.

The following audience profile is based on the survey responses over a 12-month period of those consumers considering California as a destination for domestic leisure travel.

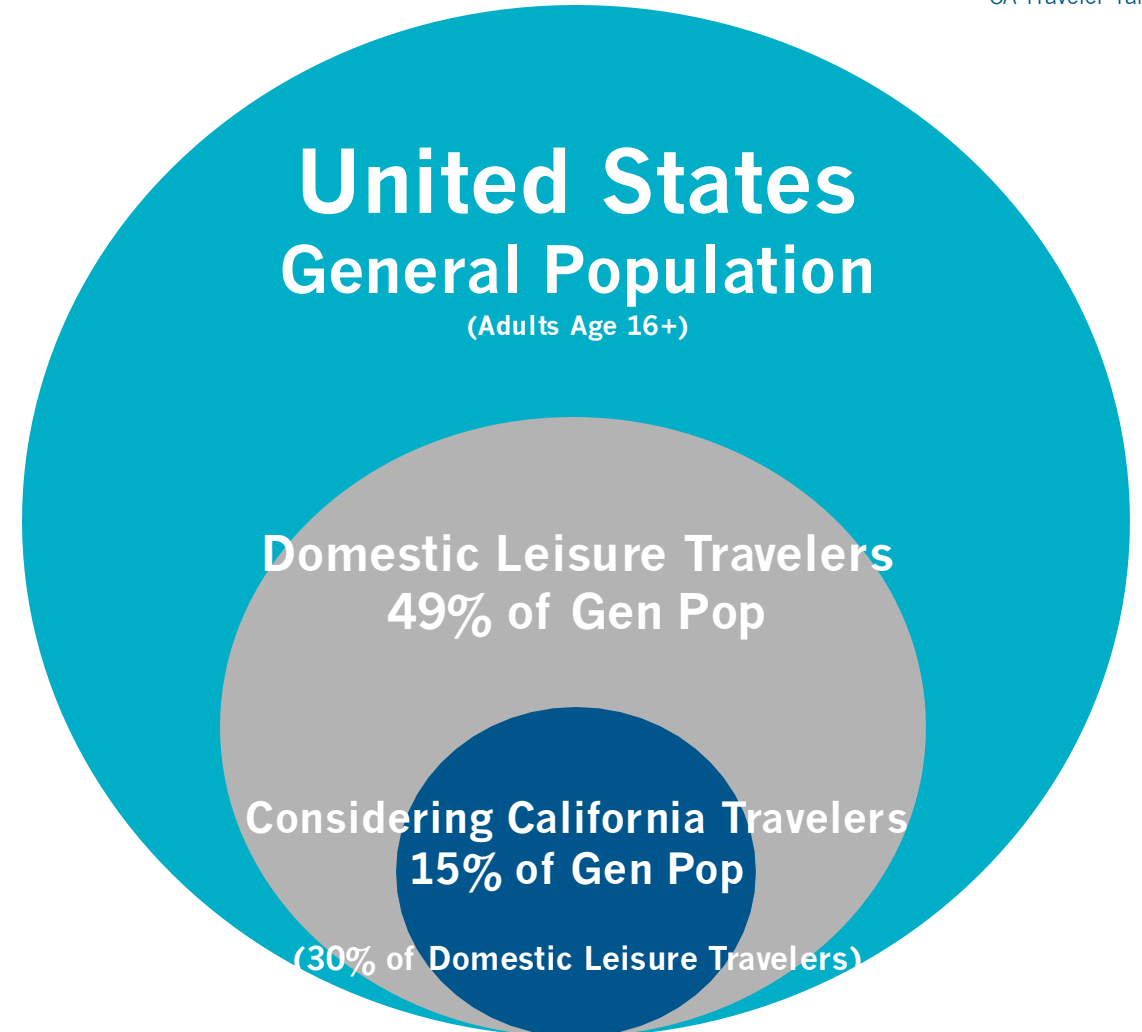
Definitions:

Domestic Leisure Travelers:

Consumers in the U.S. planning a domestic leisure trip in the next 12 months.

Considering California Travelers (“CA Traveler Target”):

Among the consumers planning domestic leisure travel, those who are considering California as a destination for travel in the next 12 months.



How to Read the Data

Generation	CA Traveler Target	Index
Gen Z	5%	59
Millennial	51%	115
Gen X	29%	124
Baby Boomer	13%	60

Generation Definitions:

- Gen Z (2000 and later)
- Millennial (1982-1999)
- Gen X (1965-1981)
- Boomer (1946-1964)

Data:

- **CA Traveler Target:** Shows the incidence (%) of the demographic characteristic or travel activity among international leisure travelers considering California as a destination in the focus market.
- **Index:** Compares the incidence (%) of the CA Traveler Target to the incidence (%) of all Domestic Leisure Travelers. For example, an index of 115 indicates that the measure among the CA Traveler Target is 1.15x greater than among Domestic Leisure Travelers in the focus market.



Demographic Profile

The chart below shows the demographic profile of the consumer target in the focus market.

United States

Gender		
	CA Traveler Target	Index
Female	48%	99
Male	52%	101

Marital Status		
	CA Traveler Target	Index
Married	50%	95

Family Status		
	CA Traveler Target	Index
Children <18	23%	112

Age		
	CA Traveler Target	Index
Age 16-24	9%	104
Age 25-34	20%	104
Age 35-44	23%	123
Age 45-54	14%	103
Age 55+	33%	85

Generation		
	CA Traveler Target	Index
Gen Z	9%	106
Millennial	39%	112
Gen X	27%	101
Baby Boomer	26%	84

Income*		
	CA Traveler Target	Index
Higher income	14%	118
Middle income	51%	103
Lower income	28%	93
Prefer not to say	7%	82

Region		
	CA Traveler Target	Index
South	35%	91
West	30%	128
Midwest	20%	97
Northeast	15%	86

Opportunity Audiences		
	CA Traveler Target	Index
Black	10%	102
Hispanic	15%	96
LGBTQ+	13%	113

*Income definitions: Higher >200% of median, Middle 75% to 200% of median, Lower <75% of median

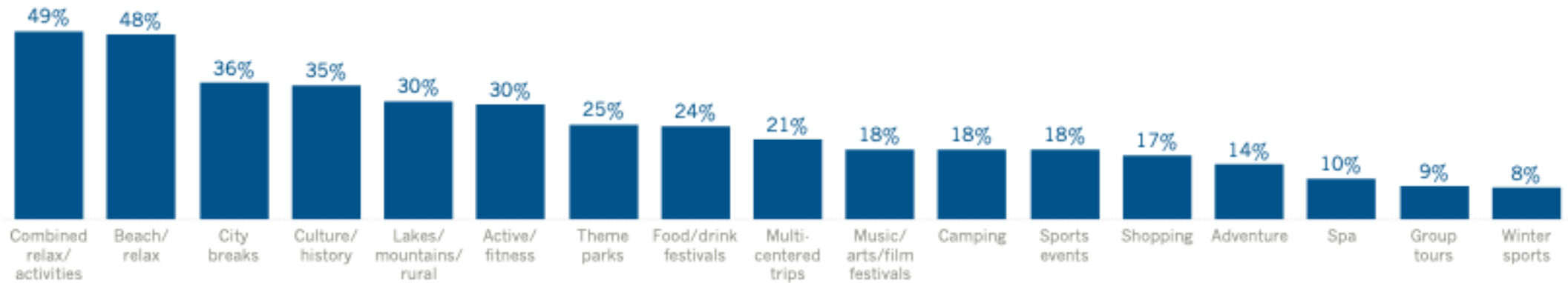


Trip Preferences/Characteristics

The chart below shows the typical trip preferences & characteristics of the consumer target in the focus market.

United States

Trip Type



Traveler Type

	CA Traveler Target	Index
Budget	42%	97
Responsible	12%	115
Adventurous	12%	101
Luxury	8%	108
All-inclusive	5%	86

Travel Party (from most recent vacation)

	CA Traveler Target	Index
My partner	59%	100
My children	33%	101
Friend(s)	23%	108
Other family	23%	107
Solo	10%	102
Other person(s)	4%	124

Q Trip Type: Which of the following types of holidays do you typically take?

Q Traveler Type: Which of the following best describes the type of traveler you are?

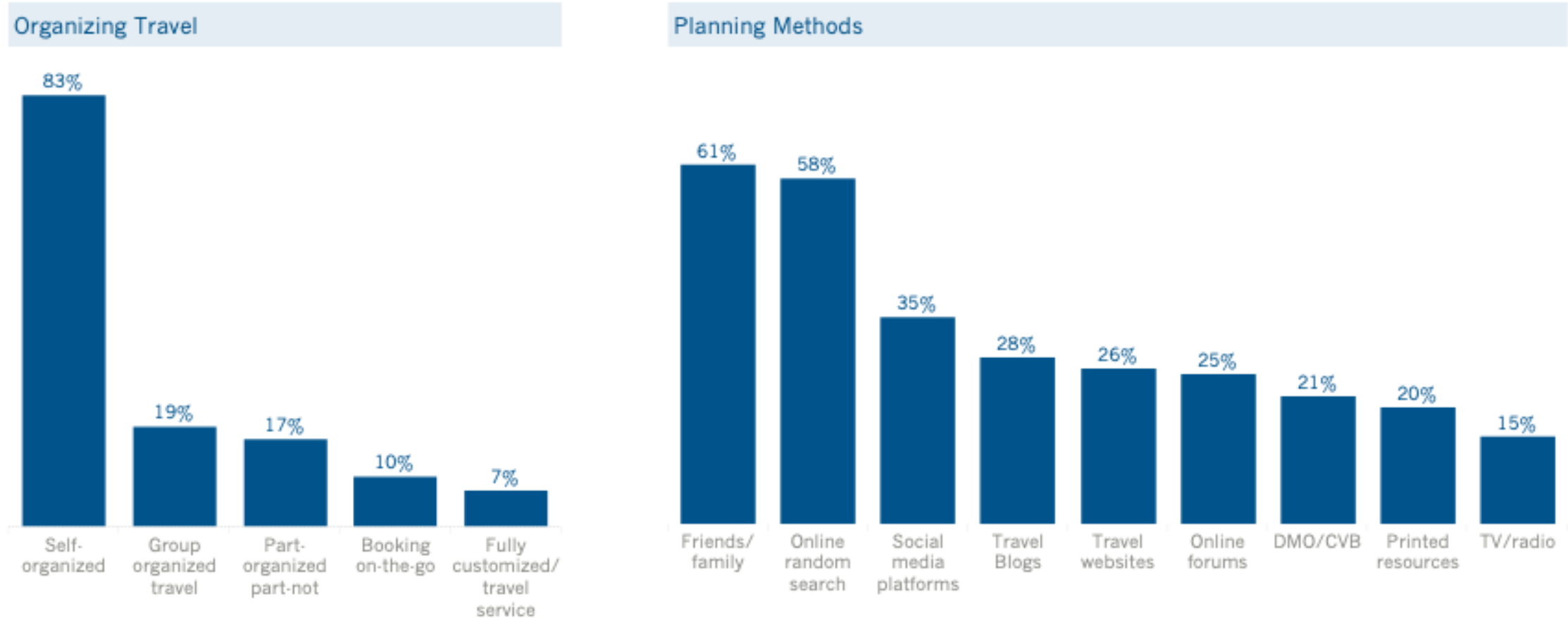
Q Travel Party: Thinking about your most recent holiday, which of the following best describes the group or individual you went on holiday with?



Organizing/Planning Methods

The chart below shows the organizing and planning methods of the consumer target in the focus market.

United States



Q Organizing: Which of the following describe how you generally organize your holidays?

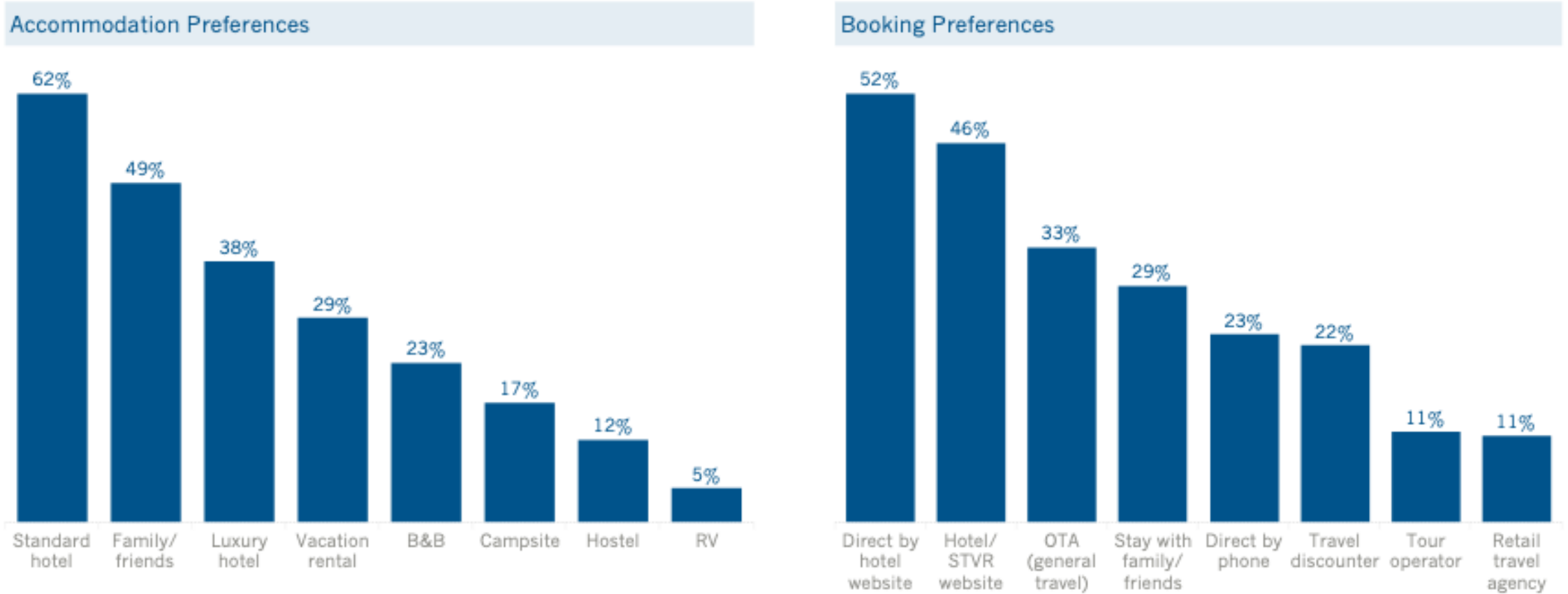
Q Planning: Which of the following methods do you generally use to help plan a holiday?



Booking Preferences

The chart below shows the accommodation preferences of the consumer target in the focus market.

United States



Q Accommodation: Which of the following types of accommodations do you typically stay in when you are on holiday?
Q Booking: Which of the following booking methods do you typically use when booking accommodations for the holidays?

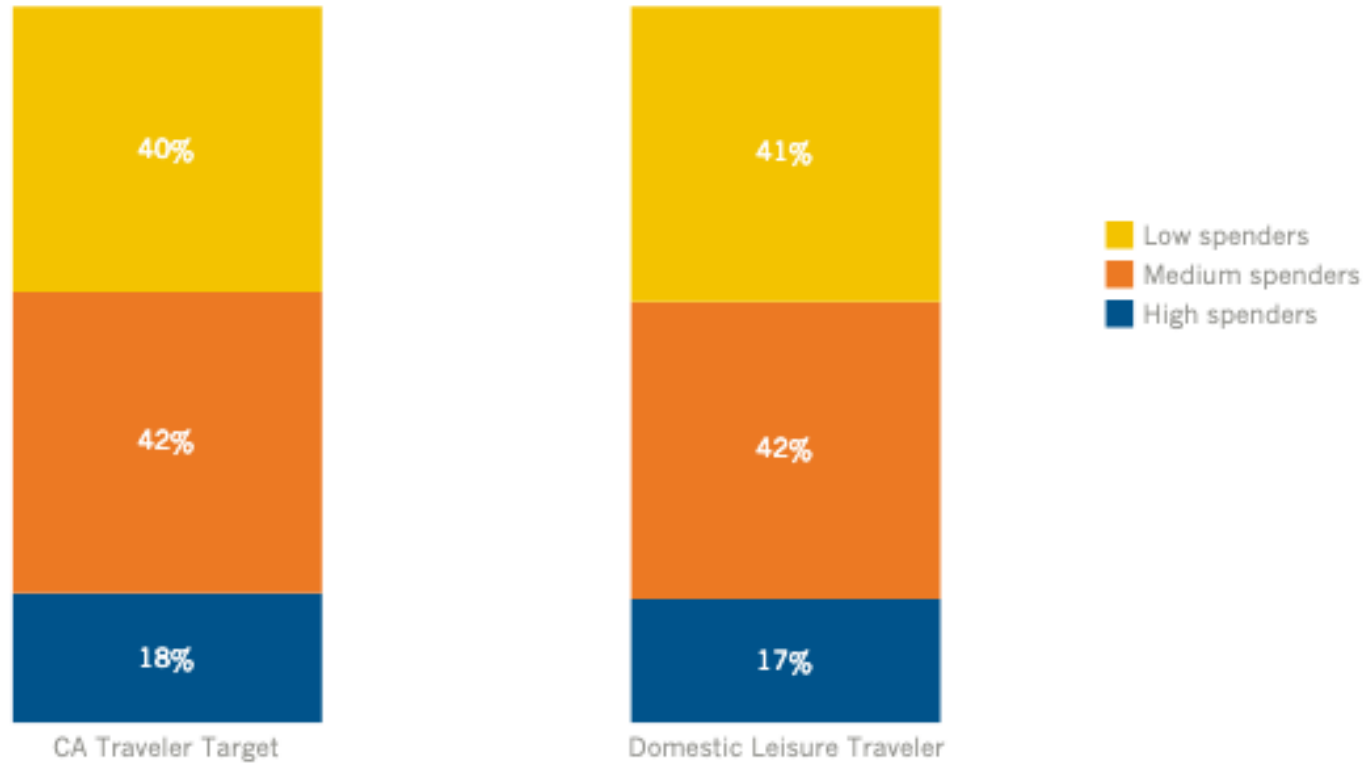


Travel Spending

The chart shows the travel spending of the consumer target in the focus market based on the most recent vacation.

United States

Travel Spending (from most recent vacation)





Media & Advertising

The data shows advertising influences and sports preferences of the target consumer in the focus market.

United States

Advertising Influences

	CA Traveler Target	Index
Social media	59%	117
Online streaming services	40%	127
Travel websites	40%	117
TV - Free to view channels	33%	112
Direct mail	29%	112
Billboards	26%	109
TV - paid/subscription	24%	132
Podcast	23%	137
Magazines (digital)	23%	123
National newspaper (digital)	20%	144
Local newspaper (digital)	20%	127
Magazines (physical)	19%	121
Radio	19%	114
Cinema	17%	113
Local newspaper (physical)	16%	115
Public transport	15%	143
National newspaper (physical)	12%	138

Sports Watched/Followed

	CA Traveler Target	Index
NFL	48%	108
Basketball	39%	119
Baseball	35%	115
Soccer/Football	24%	119
Tennis	18%	121
Ice Hockey	17%	112
Swimming	16%	119
Gymnastics	15%	118
Golf	15%	110
Boxing	14%	101
Volleyball	11%	116
Athletics/Track & Field	9%	117
Horse Racing	8%	117
Cycling	7%	131
Running/Marathon	7%	125
Surfing	5%	133
Rugby League	4%	135
Cricket	3%	146
Australian Rules Football	3%	131

Q Advertising: Thinking about your next travel or holiday related purchase,...where would you advertise to catch your attention?

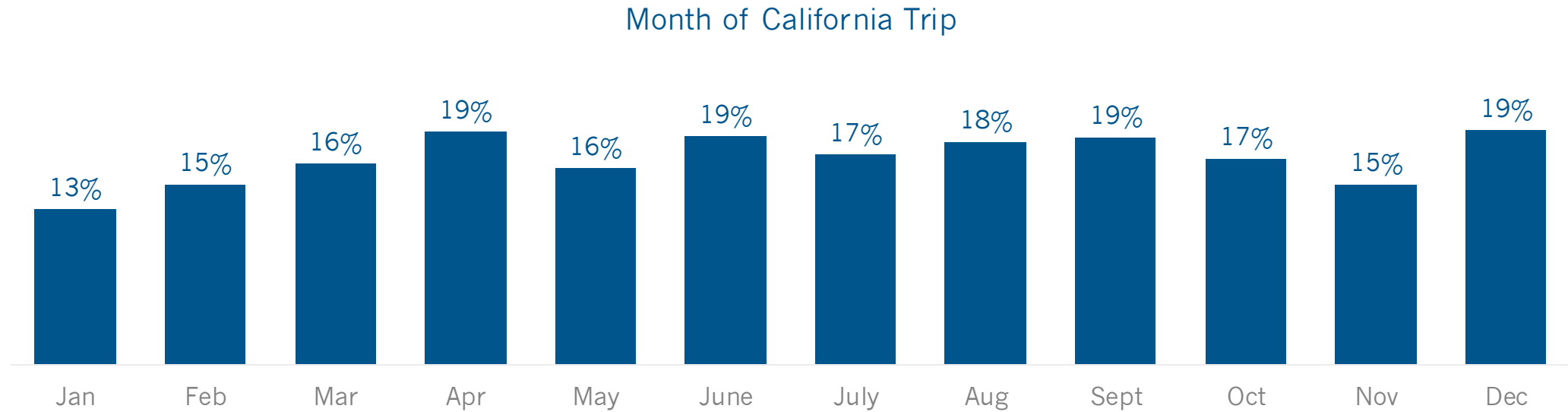
Q Sports: Which of the following sports do you watch or follow?



California Travelers & California Trip Insights

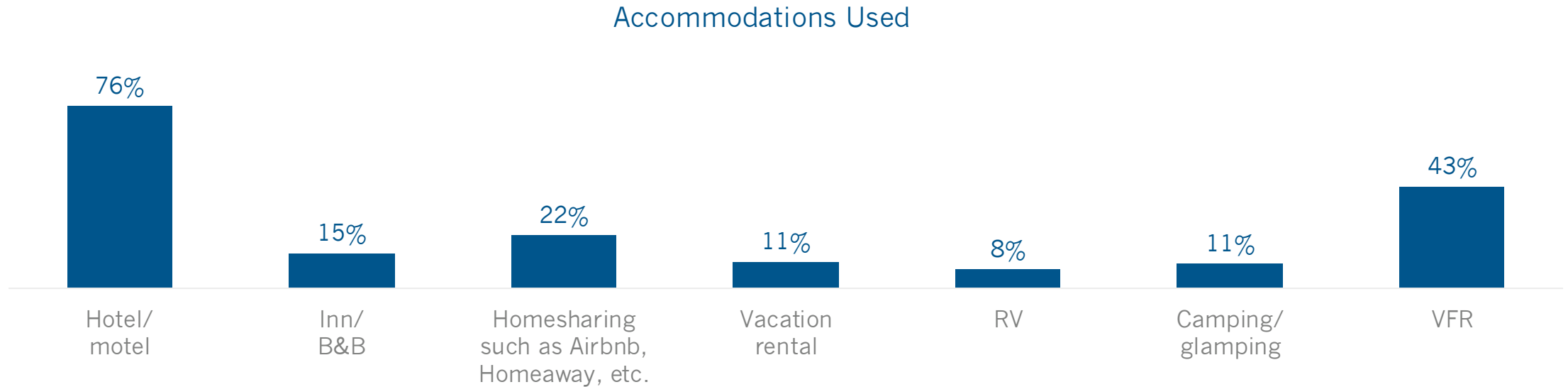
Trip Timing

The chart below shows the month of visit on a domestic trip to California.



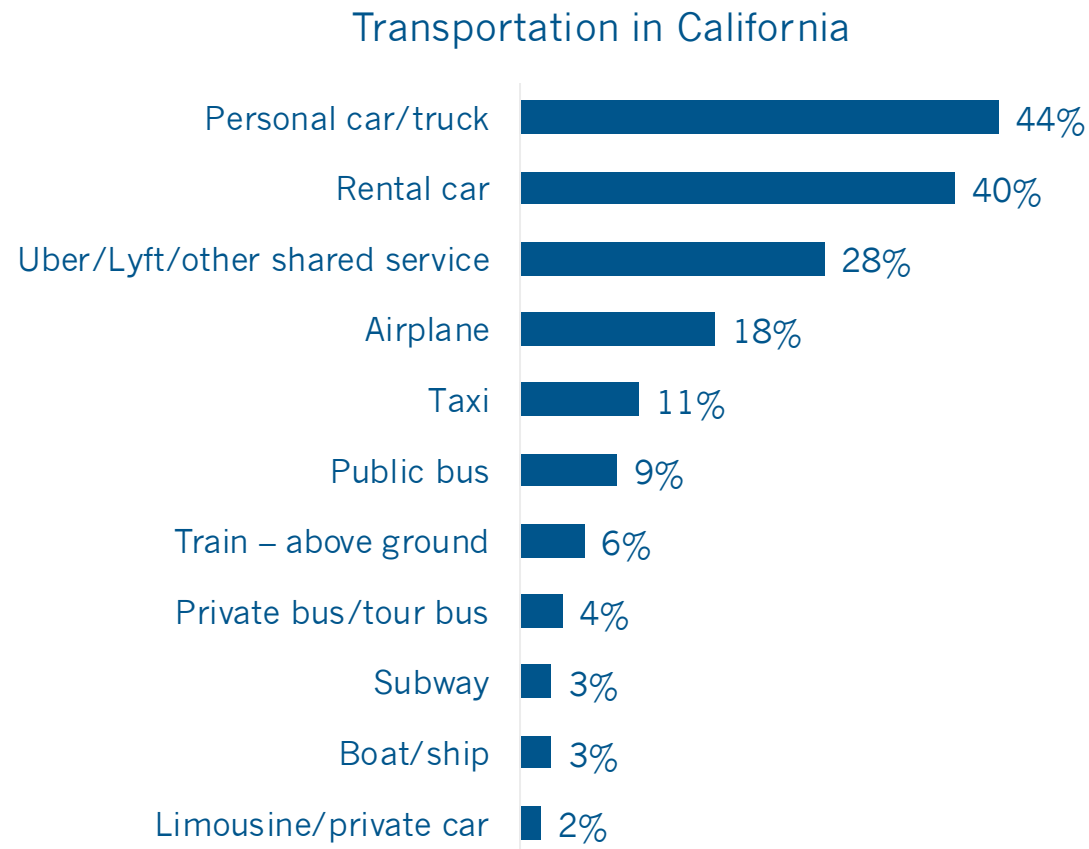
Types of Accommodations

The chart below shows the types of accommodations used on a domestic trip to California.



Transportation

The chart below shows the types of transportation used on a domestic trip to California and percent of domestic visitors taking a road trip.



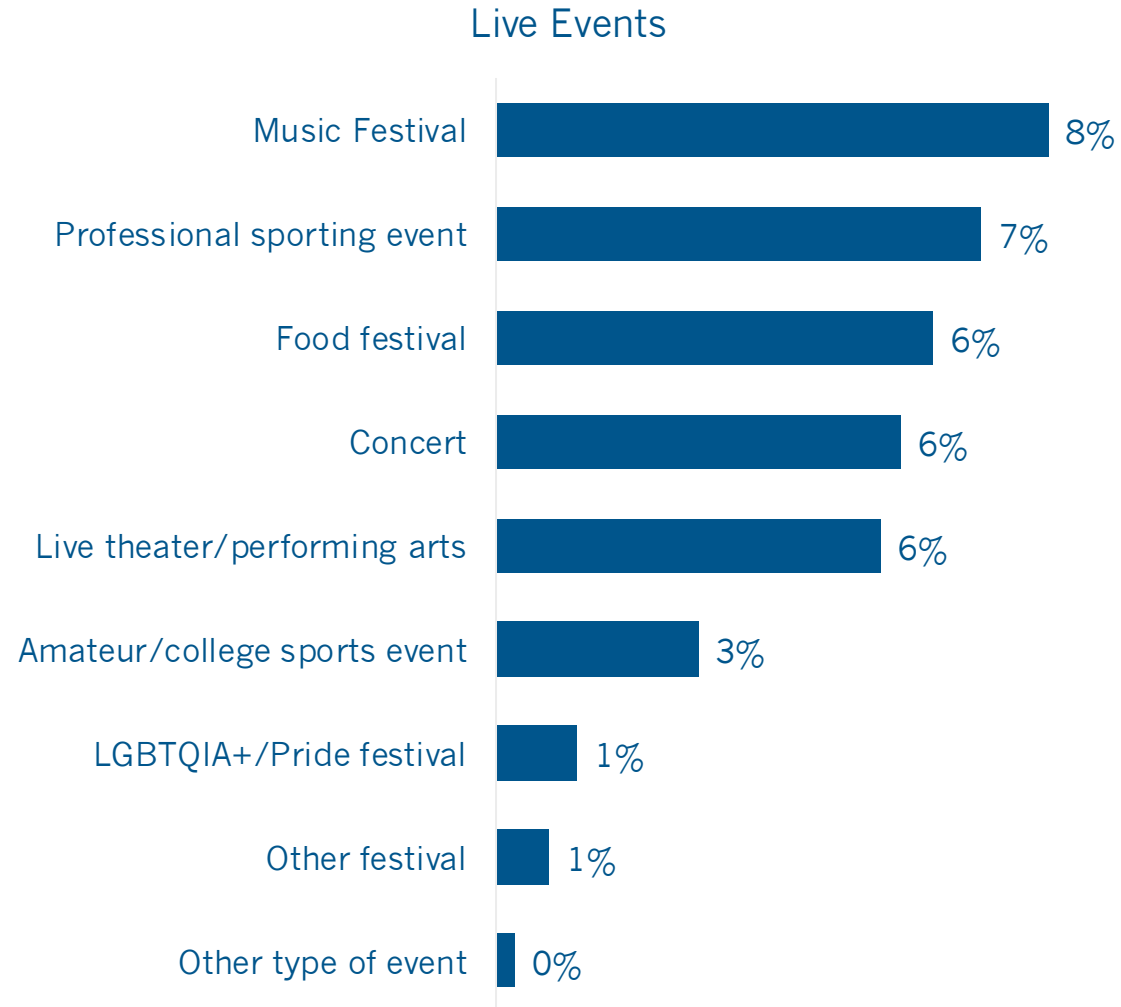
Activities

The tables below show the types of activities participated in on a domestic trip to California and the influence of the activity on selecting California as a destination (destination driver), and the net influence as a destination driver.

Activities	Participate	Driver (among participated)	Net Driver (among total)
Beach	43%	62%	27%
City/urban area	39%	47%	18%
Natural scenic roads/regions (coastal, mountains, deserts, etc)	31%	57%	18%
Theme or amusement parks	24%	69%	16%
State or national parks	27%	53%	14%
Unique local restaurant(s)	36%	37%	13%
Shopping center or outlet mall	32%	36%	12%
Unique local shop or shopping district	26%	37%	10%
Live event or festival (sports, music, cultural, food)	19%	50%	10%
Outdoor activities (biking, ziplining, or water sports)	20%	47%	9%
Historical sites/attractions	22%	38%	8%
Hike	21%	39%	8%
Winery or wine regions	15%	53%	8%
Nightlife	19%	41%	8%
Zoo or aquarium	20%	37%	7%
History museums, science centers or exploratoriums	17%	40%	7%
Small towns	21%	29%	6%
Casino	13%	34%	5%
Film tourism (film/TV locations, studio/celebrity tours)	11%	36%	4%
Art museums or visual arts venues	14%	28%	4%
Spa or wellness center	8%	35%	3%
Cannabis related activities or events	7%	40%	3%
Native American/indigenous cultural site or museum	6%	40%	2%
Snow sports (skiing or snowboarding, etc.)	6%	43%	2%
Golf	6%	32%	2%
Michelin-starred or 5 star restaurant(s)	8%	19%	2%

Live Events

The tables below show the types of live events attended on a domestic trip to California.



Regional Visitation

The table below shows the regions visited on a domestic trip to California.

Region	% Visited (all visitors)
Los Angeles County	47%
San Francisco Bay Area	33%
San Diego County	25%
Central Coast	24%
Orange County	23%
Deserts	13%
Inland Empire	11%
Central Valley	11%
North Coast	8%
Gold Country	8%
High Sierra	6%
Shasta Cascade	3%



Appendix: Audience Insights Market Summary

Audience Profile by Market

The table shows the audience profile for the domestic and 13 international priority markets.

	Australia	Canada	China	France	Germany	India	Italy	Japan	Mexico	Middle East	Nordics	South Korea	United Kingdom	United States
Audience Profile														
% International Leisure Travelers	40%	41%	24%	47%	58%	37%	43%	12%	25%	62%	64%	54%	52%	
% International Leisure Travelers and Considering California	6%	10%	1%	7%	6%	8%	4%	1%	6%	6%	7%	3%	9%	
% of International Leisure Travelers Considering California	15%	23%	4%	14%	10%	21%	9%	9%	26%	9%	11%	6%	17%	
% Domestic Leisure Travelers														49%
% Domestic Leisure Travelers and Considering California														15%
% of Domestic Leisure Travelers Considering California														30%



Demographic Profile Summary

The tables below show the demographic profile of the consumer target for the domestic and 13 international priority markets.

	Australia	Canada	China	France	Germany	India	Italy	Japan	Mexico	Middle East	Nordics	South Korea	United Kingdom	United States
Generation														
Gen Z	12%	9%	11%	12%	13%	18%	14%	13%	11%	9%	10%	12%	14%	9%
Millennial	46%	34%	60%	37%	38%	44%	29%	33%	46%	57%	41%	48%	31%	39%
Gen X	25%	32%	26%	30%	35%	34%	39%	28%	36%	32%	35%	32%	35%	27%
Baby Boomer	18%	25%	3%	21%	14%	5%	18%	26%	7%	2%	14%	8%	20%	26%
Income														
Higher income	45%	30%	8%	23%	7%	54%	19%	18%	12%	27%	35%	55%	43%	14%
Middle income	31%	49%	50%	50%	54%	34%	42%	44%	17%	29%	33%	40%	31%	51%
Lower income	12%	12%	37%	15%	23%	9%	19%	27%	55%	40%	17%	5%	9%	28%
Prefer not to say	12%	8%	5%	12%	15%	2%	20%	11%	16%	4%	15%	0%	17%	7%



“CA Traveler Target”

Trip Preferences/Characteristics Summary

The table below shows the typical trip preferences & characteristics of the consumer target for the domestic and 13 international priority markets.

	Australia	Canada	China	France	Germany	India	Italy	Japan	Mexico	Middle East	Nordics	South Korea	United Kingdom	United States
Trip Type														
Active/fitness	32%	25%	24%	30%	32%	49%	32%	27%	16%	41%	25%	15%	26%	30%
Adventure	22%	12%	18%	14%	10%	55%	9%	21%	7%	39%	10%	9%	7%	14%
Beach/relax	50%	54%	44%	53%	54%	57%	60%	33%	43%	52%	54%	51%	56%	48%
Camping	18%	18%	19%	18%	13%	34%	6%	13%	3%	32%	9%	14%	14%	18%
City breaks	51%	39%	49%	41%	60%	50%	55%	41%	30%	38%	66%	55%	72%	36%
Combined relax/activities	49%	50%	52%	52%	59%	56%	54%	51%	41%	51%	59%	63%	58%	49%
Culture/history	46%	29%	46%	35%	26%	48%	41%	37%	21%	38%	34%	32%	44%	35%
Food/drink festivals	30%	17%	30%	9%	8%	47%	11%	22%	12%	46%	16%	23%	12%	24%
Group tours	17%	8%	9%	7%	6%	29%	12%	15%	9%	30%	5%	15%	7%	9%
Lakes/mountains/rural	31%	26%	30%	28%	34%	54%	22%	30%	15%	36%	21%	34%	32%	30%
Multi-centered trips	35%	24%	31%	35%	37%	49%	40%	25%	26%	37%	38%	32%	32%	21%
Music/arts/film festivals	19%	13%	25%	13%	9%	41%	13%	22%	9%	34%	13%	16%	11%	18%
Shopping	24%	20%	39%	13%	9%	49%	12%	37%	37%	47%	21%	26%	9%	17%
Spa	15%	11%	21%	13%	25%	35%	19%	30%	14%	38%	21%	22%	11%	10%
Sports events	23%	17%	14%	10%	9%	41%	9%	21%	14%	36%	13%	13%	12%	18%
Theme parks	26%	19%	44%	17%	11%	41%	16%	26%	25%	39%	11%	24%	16%	25%
Winter sports	12%	9%	21%	18%	13%	39%	9%	17%	4%	32%	14%	16%	7%	8%



Trip Preferences/Characteristics Summary

The tables below show the typical trip preferences & characteristics of the consumer target in the 13 international priority markets.

	Australia	Canada	China	France	Germany	India	Italy	Japan	Mexico	Middle East	Nordics	South Korea	United Kingdom	United States
Traveler Type														
Adventurous	14%	11%	2%	13%	23%	13%	14%	11%	10%	10%	23%	16%	14%	12%
All-inclusive	7%	15%	2%	10%	17%	5%	7%	5%	12%	4%	9%	9%	15%	5%
Budget	45%	43%	60%	45%	25%	36%	42%	34%	46%	42%	32%	25%	37%	42%
Luxury	12%	10%	11%	7%	9%	28%	4%	16%	8%	25%	9%	15%	8%	8%
Responsible	12%	11%	21%	11%	13%	15%	22%	15%	14%	14%	6%	21%	8%	12%
Travel Party														
My partner	63%	58%	73%	66%	63%	70%	71%	45%	65%	76%	56%	51%	68%	59%
My children	35%	27%	57%	37%	28%	59%	25%	25%	60%	66%	26%	37%	29%	33%
Friend(s)	23%	23%	25%	22%	23%	46%	25%	22%	11%	33%	20%	26%	19%	23%
Other family	18%	20%	26%	21%	16%	39%	14%	12%	45%	36%	21%	29%	17%	23%
Solo	13%	13%	4%	9%	7%	5%	3%	26%	6%	4%	10%	7%	7%	10%
Other person(s)	2%	2%	3%	4%	4%	16%	3%	0%	1%	10%	4%	8%	1%	4%



“CA Traveler Target”

Organizing/Planning Methods Summary

The tables below show the organizing and planning methods of the consumer target for the domestic and 13 international priority markets.

	Australia	Canada	China	France	Germany	India	Italy	Japan	Mexico	Middle East	Nordics	South Korea	United Kingdom	United States
Organizing Travel														
Booking on-the-go	12%	8%	15%	8%	13%	34%	10%	11%	14%	28%	8%	11%	4%	10%
Fully customized/travel servi	14%	5%	29%	8%	11%	35%	17%	18%	26%	31%	7%	20%	6%	7%
Group organized travel	23%	14%	32%	13%	11%	50%	17%	23%	18%	42%	16%	29%	11%	19%
Part-organized part-not	19%	14%	45%	18%	22%	35%	18%	30%	26%	33%	21%	42%	10%	17%
Self-organized	86%	82%	67%	87%	84%	79%	80%	86%	71%	72%	81%	73%	91%	83%
Planning Methods														
DMO/CVB	35%	21%	43%	26%	22%	61%	7%	45%	38%	51%	20%	23%	18%	21%
Friends/ family	63%	55%	58%	48%	52%	65%	43%	42%	43%	67%	48%	52%	59%	61%
Online forums	32%	21%	53%	20%	24%	56%	29%	32%	17%	40%	23%	29%	27%	25%
Online random search	63%	57%	37%	62%	46%	63%	55%	58%	55%	55%	64%	46%	65%	58%
Printed resources	31%	15%	20%	16%	18%	55%	18%	32%	12%	39%	11%	17%	18%	20%
Social media platforms	48%	32%	68%	25%	30%	69%	29%	33%	36%	63%	26%	56%	29%	35%
TV/radio	29%	13%	20%	12%	18%	53%	12%	34%	10%	33%	8%	28%	13%	15%
Travel Blogs	40%	30%	49%	32%	29%	61%	40%	43%	33%	51%	22%	60%	31%	28%
Travel websites	37%	34%	43%	37%	37%	56%	43%	42%	23%	38%	40%	23%	34%	26%



“CA Traveler Target”

Booking Preferences Summary

The tables below show the accommodation preferences of of the consumer target for the domestic and 13 international priority markets.

	Australia	Canada	China	France	Germany	India	Italy	Japan	Mexico	Middle East	Nordics	South Korea	United Kingdom	United States
Accommodation Preference														
B&B	28%	23%	15%	24%	26%	49%	53%	19%	30%	37%	20%	29%	33%	23%
Campsite	14%	17%	18%	22%	13%	32%	7%	18%	7%	27%	10%	19%	14%	17%
Family/ friends	39%	38%	22%	43%	25%	48%	21%	22%	32%	47%	33%	14%	32%	49%
Hostel	11%	10%	14%	11%	6%	36%	6%	20%	7%	32%	13%	20%	11%	12%
Luxury hotel	57%	49%	72%	39%	53%	68%	49%	53%	66%	56%	54%	51%	58%	38%
RV	9%	4%	11%	9%	10%	29%	4%	10%	4%	26%	6%	11%	3%	5%
Standard hotel	55%	51%	62%	52%	57%	62%	56%	64%	35%	47%	66%	70%	54%	62%
Vacation rental	35%	33%	21%	54%	47%	41%	49%	17%	37%	40%	37%	16%	46%	29%
Booking Preference														
Direct by hotel website	50%	47%	56%	26%	47%	53%	40%	55%	48%	48%	50%	40%	51%	52%
Direct by phone	20%	17%	17%	22%	9%	40%	15%	20%	17%	37%	6%	18%	8%	23%
Hotel/STVR website	61%	50%	74%	48%	59%	62%	56%	52%	51%	52%	55%	68%	59%	46%
OTA (general travel)	56%	44%	69%	49%	60%	69%	45%	53%	52%	55%	52%	62%	46%	33%
Retail travel agency	18%	15%	16%	24%	15%	47%	10%	28%	18%	38%	4%	19%	9%	11%
Stay with family/friends	20%	20%	24%	24%	18%	39%	15%	13%	17%	39%	21%	9%	24%	29%
Tour operator	22%	10%	39%	16%	32%	62%	20%	42%	18%	51%	30%	18%	46%	11%
Travel discounter	18%	23%	17%	21%	10%	42%	18%	18%	25%	36%	18%	26%	21%	22%



"CA Traveler Target"

Travel Spending Summary

The table below shows the travel spending of the consumer target based on the most recent vacation for the domestic and 13 international priority markets.

	Australia	Canada	China	France	Germany	India	Italy	Japan	Mexico	Middle East	Nordics	South Korea	United Kingdom	United States
Travel Spending														
Low spenders	8%	14%	16%	38%	25%	17%	44%	34%	31%	26%	34%	8%	36%	40%
Medium spenders	50%	45%	60%	44%	51%	49%	41%	38%	55%	42%	51%	31%	46%	42%
High spenders	43%	41%	23%	17%	24%	33%	15%	28%	14%	32%	15%	61%	18%	18%



Media & Advertising Summary

The table shows advertising influences of the target consumer for the domestic and 13 international priority markets.

	Australia	Canada	China	France	Germany	India	Italy	Japan	Mexico	Middle East	Nordics	South Korea	United Kingdom	United States
Advertising Influences														
Billboards	35%	25%	44%	41%	28%	54%	19%	38%	34%	51%	20%	26%	22%	26%
Cinema	35%	18%	31%	28%	20%	50%	17%	31%	21%	51%	15%	24%	20%	17%
Direct mail	28%	23%	21%	20%	16%	57%	15%	29%	21%	51%	17%	18%	15%	29%
Local newspaper (digital)	22%	15%	23%	19%	16%	47%	14%	33%	17%	45%	14%	20%	9%	20%
Local newspaper (physical)	24%	11%	22%	21%	18%	49%	10%	25%	10%	42%	13%	13%	7%	16%
Magazines (digital)	26%	21%	35%	26%	23%	50%	37%	27%	31%	45%	19%	22%	15%	23%
Magazines (physical)	22%	16%	23%	23%	19%	49%	15%	19%	13%	37%	12%	13%	11%	19%
National newspaper (digital)	26%	17%	21%	21%	16%	48%	19%	25%	17%	37%	17%	20%	18%	20%
National newspaper (physical)	21%	10%	15%	15%	12%	47%	12%	22%	6%	35%	10%	10%	12%	12%
Online streaming services	43%	32%	59%	23%	33%	51%	24%	33%	29%	42%	24%	42%	29%	40%
Podcast	25%	16%	23%	14%	19%	35%	16%	10%	28%	29%	15%	11%	17%	23%
Public transport	29%	18%	32%	21%	18%	42%	21%	24%	17%	37%	15%	28%	18%	15%
Radio	26%	18%	6%	20%	19%	28%	24%	13%	17%	29%	15%	9%	17%	19%
Social media	59%	51%	64%	47%	44%	66%	54%	41%	66%	68%	47%	51%	52%	59%
TV - Free to view channels	43%	30%	38%	42%	29%	55%	35%	38%	21%	41%	23%	44%	35%	33%
TV - paid/subscription	28%	20%	13%	19%	19%	52%	19%	20%	19%	29%	15%	19%	18%	24%
Travel websites	52%	44%	52%	47%	41%	56%	44%	53%	48%	45%	32%	38%	39%	40%



Media & Advertising Summary

The table shows sports preferences of the target consumer for the domestic and 13 international priority markets.

	Australia	Canada	China	France	Germany	India	Italy	Japan	Mexico	Middle East	Nordics	South Korea	United Kingdom	United States
Sports Watched/Followed														
Athletics/Track & Field	13%	10%	17%	21%	13%	32%	19%	20%	15%	24%	14%	12%	12%	9%
Australian Rules Football	42%	4%	7%	3%	2%	20%	2%	9%	3%	19%	1%	7%	0%	3%
Baseball	13%	25%	9%	4%	4%	27%	4%	49%	29%	27%	3%	42%	3%	35%
Basketball	28%	29%	53%	21%	13%	36%	16%	18%	31%	42%	9%	26%	6%	39%
Boxing	13%	9%	19%	11%	10%	33%	6%	17%	38%	39%	6%	12%	10%	14%
Cricket	24%	5%	5%	3%	2%	72%	2%	5%	0%	36%	1%	4%	15%	3%
Cycling	10%	7%	20%	23%	9%	36%	17%	12%	16%	36%	6%	12%	9%	7%
Golf	13%	16%	12%	8%	6%	31%	5%	19%	6%	29%	7%	30%	9%	15%
Gymnastics	13%	10%	20%	12%	3%	30%	12%	19%	18%	28%	4%	9%	5%	15%
Horse Racing	10%	5%	10%	6%	2%	26%	4%	11%	5%	28%	4%	5%	4%	8%
Ice Hockey	13%	45%	5%	6%	10%	23%	3%	12%	6%	20%	22%	5%	4%	17%
NFL	23%	30%	14%	9%	13%	30%	7%	11%	45%	25%	8%	8%	8%	48%
Rugby League	25%	4%	6%	9%	2%	19%	4%	15%	3%	18%	1%	6%	8%	4%
Running/Marathon	12%	5%	28%	11%	7%	28%	9%	24%	8%	26%	8%	19%	7%	7%
Soccer/Football	37%	26%	41%	35%	40%	49%	39%	36%	45%	47%	31%	42%	41%	24%
Surfing	8%	4%	8%	6%	3%	22%	3%	9%	3%	23%	1%	7%	1%	5%
Swimming	23%	13%	36%	19%	10%	38%	19%	23%	18%	46%	8%	24%	7%	16%
Tennis	39%	21%	33%	39%	16%	48%	40%	29%	21%	43%	14%	22%	18%	18%
Volleyball	14%	9%	19%	12%	6%	34%	21%	22%	16%	37%	4%	16%	1%	11%