

Below is a table which shows recent data which tells us the number of Victorians who have identified a particular topic as an “interest” on Facebook.

Camping	510,000
Fishing/Angling	480,000
Birding/Birdwatching/Ornithology	13,000
Nature	1,500,000
Surfing	610,000
Kiteboarding/Kitesurfing/Paragliding	34,000
Rock climbing/Abseiling/Canyoning/Bouldering	32,000
Caving/Speleology	1,600
Bushwalking/Hiking	310,000
Sailing/Yachting	150,000
Canoeing/Kayaking/Rafting/Tubing/Sea Kayaking	55,000
Cycling	870,000
Mountain Biking	400,000
Horseback Riding	190,000
Four wheel Driving	420,000
Geocaching	6,700
Waterfowl hunting, Duck Hunting, Deer Hunting, Bow Hunting	20,000
Waterskiing/Wakeboarding	51,000
Scuba Diving/Snorkelling/Underwater Diving	81,000
Beaches	750,000
Trail Running	11,000
Surf Lifesaving	18,000
Mountaineering	23,000
Balloonning/Hang Gliding/Parachuting/Skydiving	69,000
Boating (excl. Sailing & Yachting)	240,000
Skiing/Snowboarding	890,000
Scouting/Girl Guides	360,000
Orienteering/Rogaining	3,600
Running	880,000
Swimming	500,000
Total audience	3,600,000