

↖ Digital
Marketing
Hub

Consumer Insight

Sport, Fitness &
Physical Activity

May 2023



Provided by
 **CIMSPA**

Funded by
 **THE
NATIONAL
LOTTERY**

 **SPORT
ENGLAND**

Introduction



This report has been created exclusively for members of the CIMSPA Digital Marketing Hub, to give you some of the latest data on how people in England are engaging with sport, fitness and exercise, along with some broader insight into their demographics, attitudes and behaviours.

All of the data has come from Global Web Index, a consumer insight platform that surveys around 240,000 people aged 16–64 across 48 countries every three months.

The "England" audience consists of anyone located in England who was surveyed in Q4 2021 to Q3 2022 (a total of 36,400 people). In some cases, the data is from GWI Sports, which has a smaller sample of 9,800 people living within England.

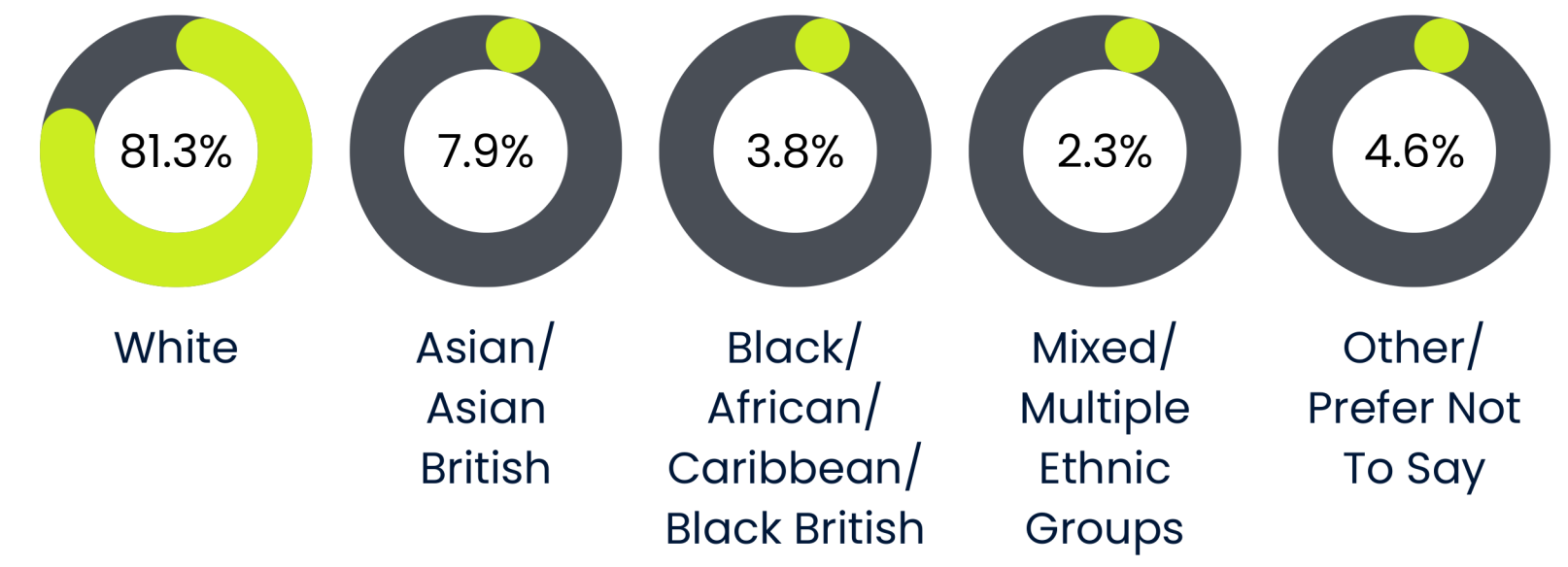
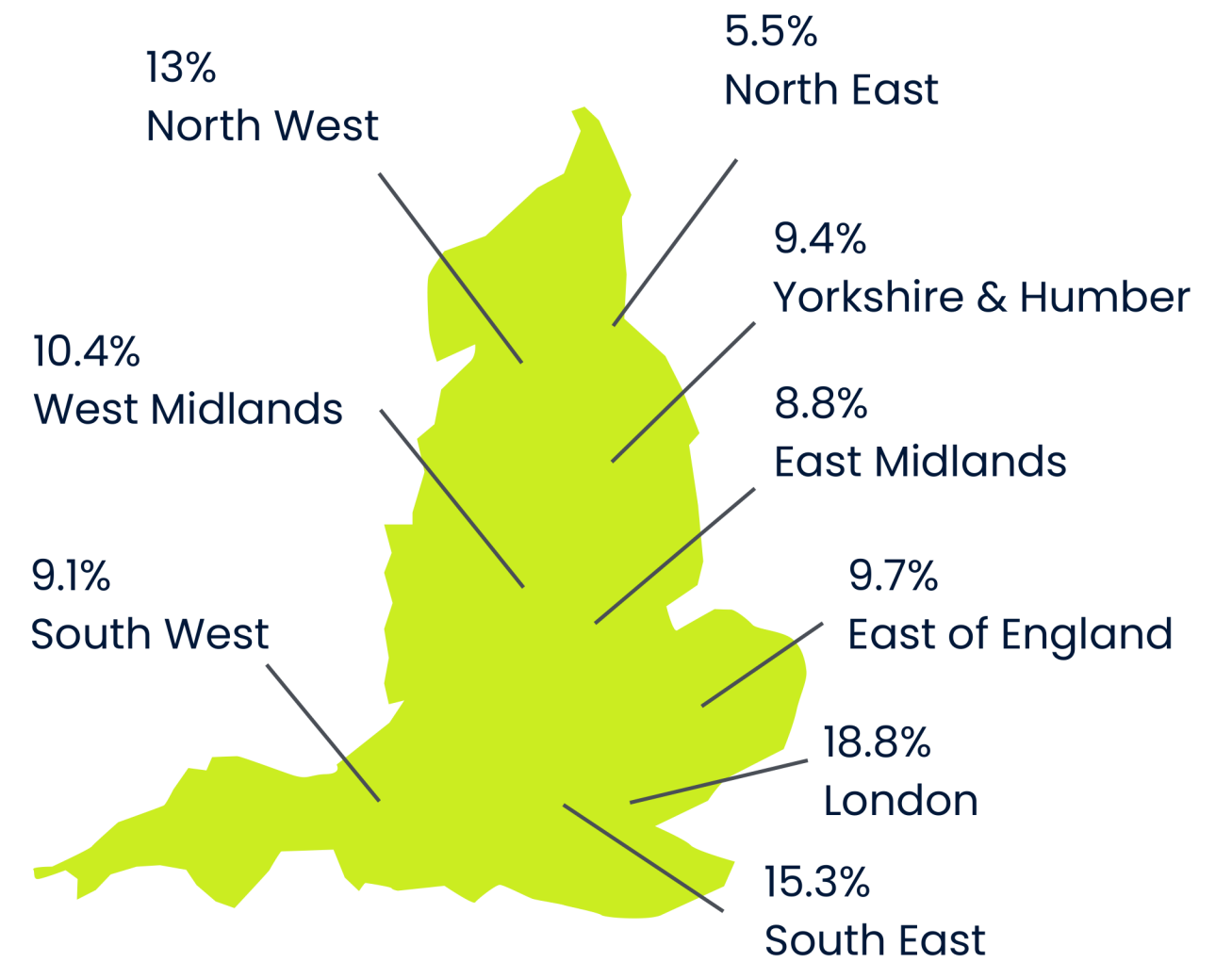
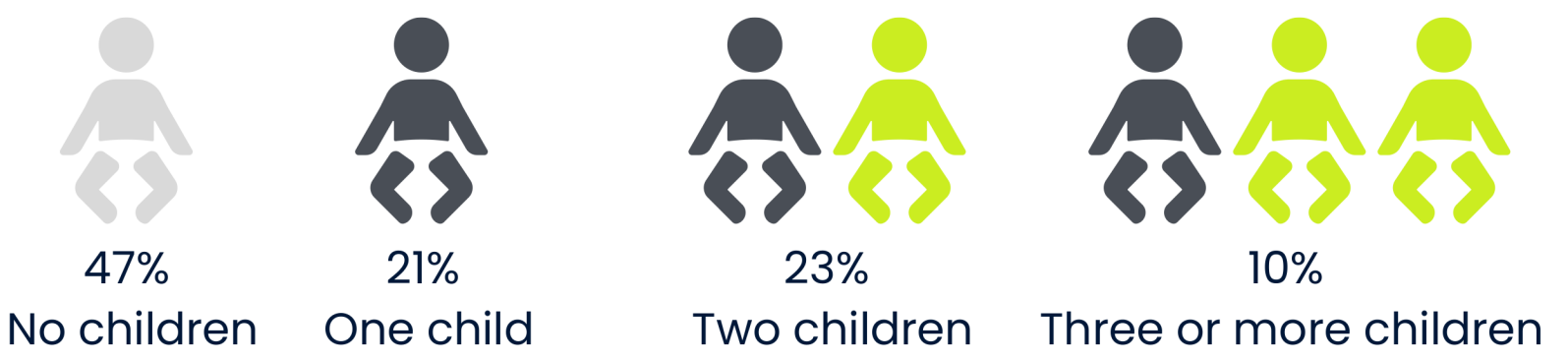
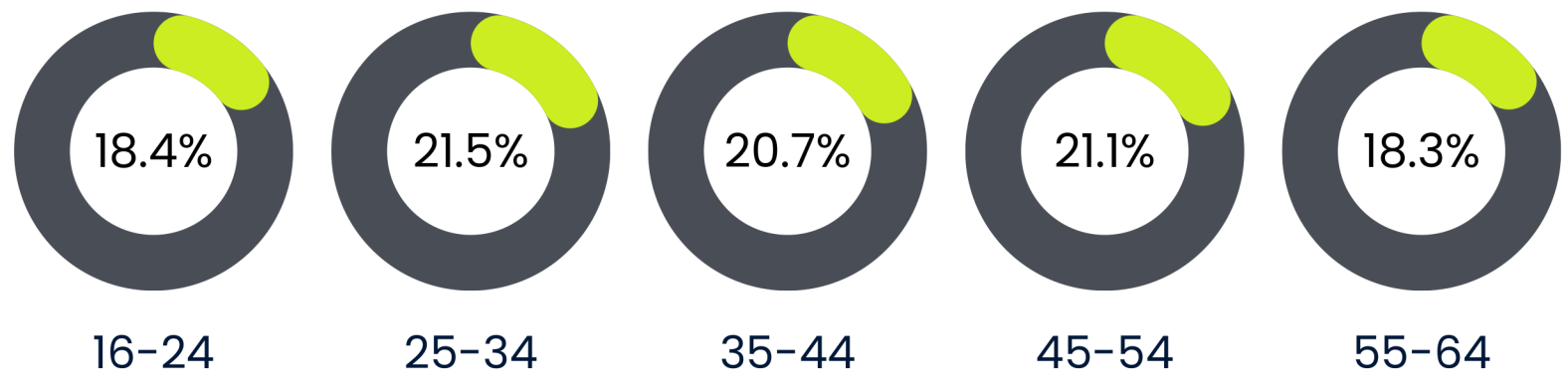




Demographics

Audience demographics

In the main England dataset, the respondents are made up of:

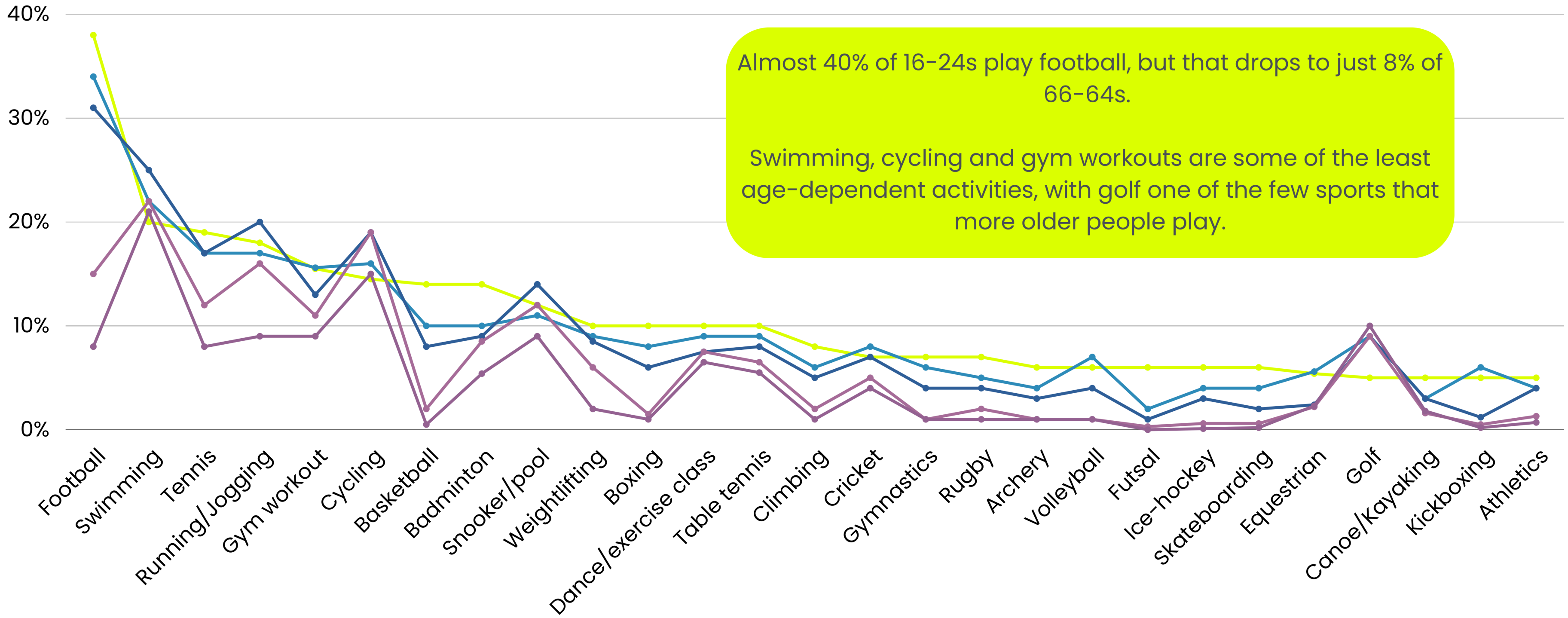




Sport and fitness behaviours

Participation by age

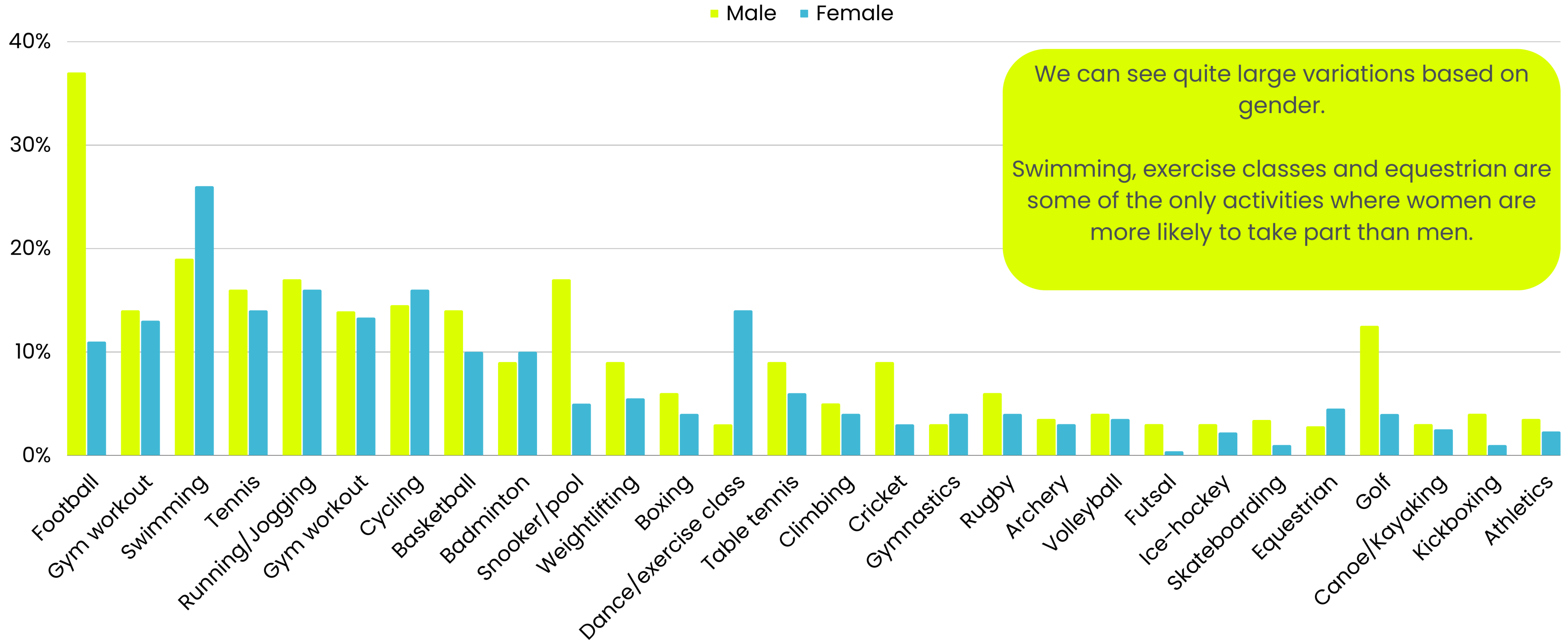
■ 16-24 ■ 25-24 ■ 35-44 ■ 45-54 ■ 55-64



Almost 40% of 16-24s play football, but that drops to just 8% of 66-64s.

Swimming, cycling and gym workouts are some of the least age-dependent activities, with golf one of the few sports that more older people play.

Participation by gender



We can see quite large variations based on gender.

Swimming, exercise classes and equestrian are some of the only activities where women are more likely to take part than men.

Going to the gym

55% of 16-64s in England never go to the gym

12% go less than once a month

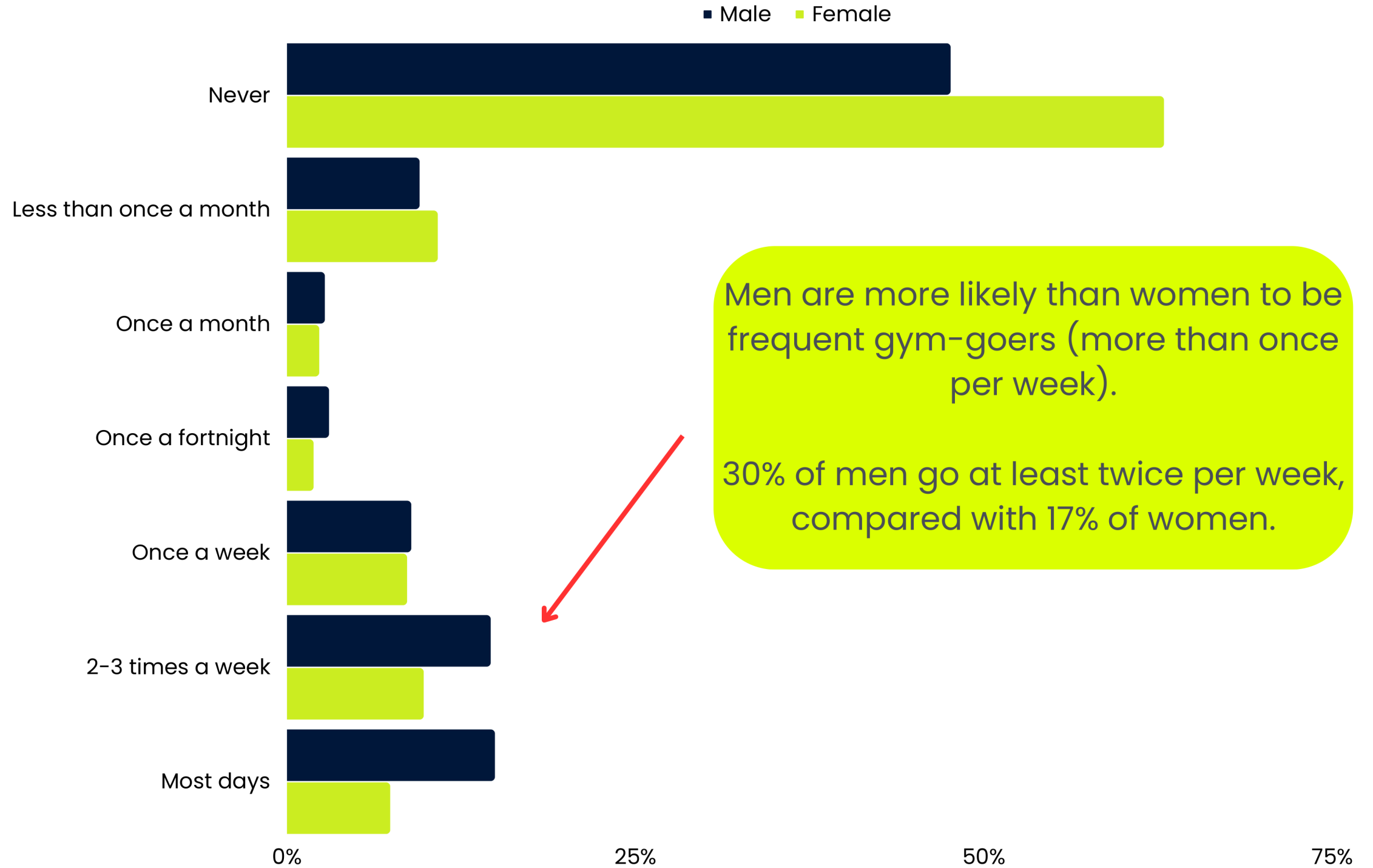
3% go once a month

3% go once a fortnight

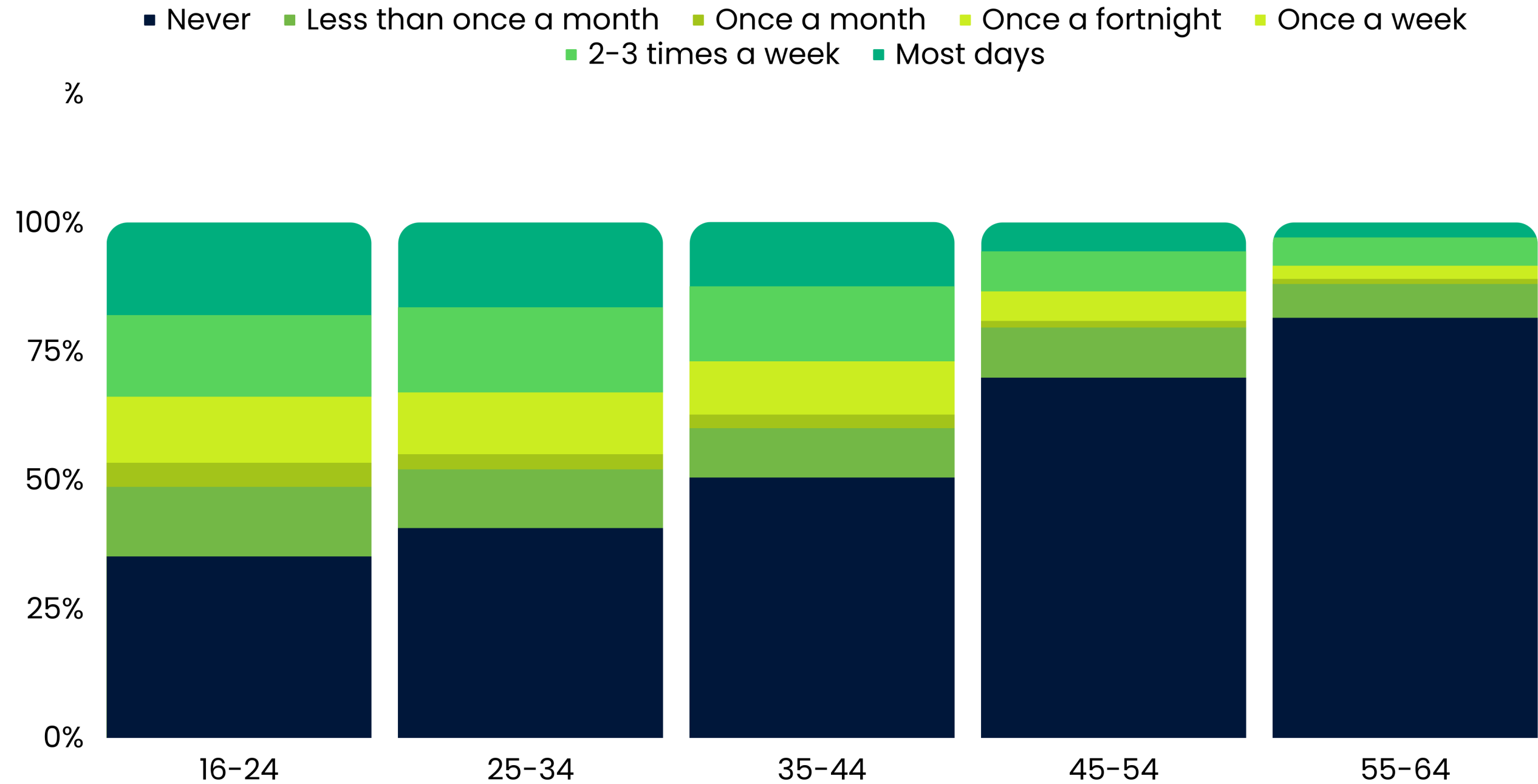
6% go once a week

12% go 2-3 times a week

11% go most days



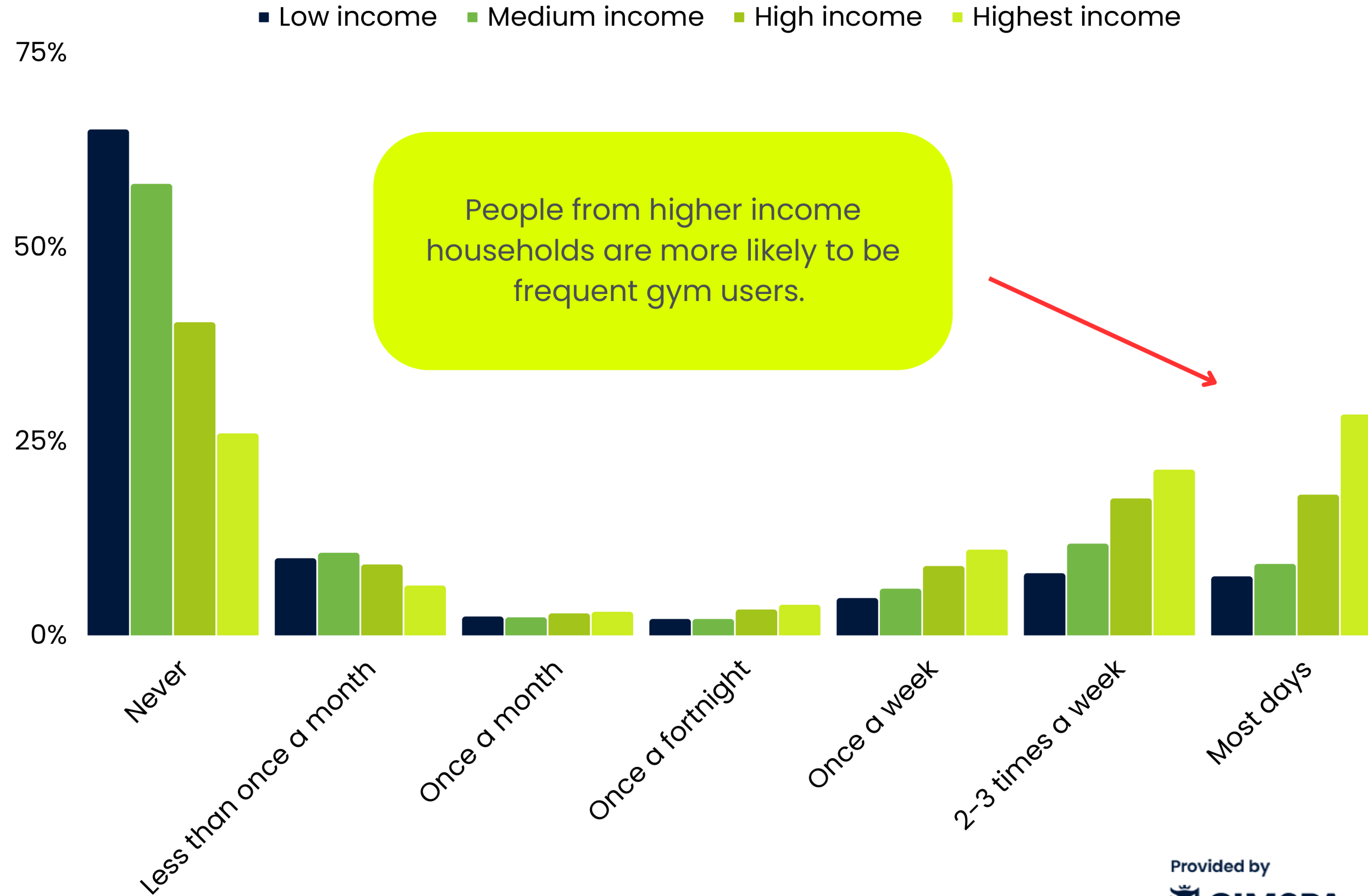
Going to the gym



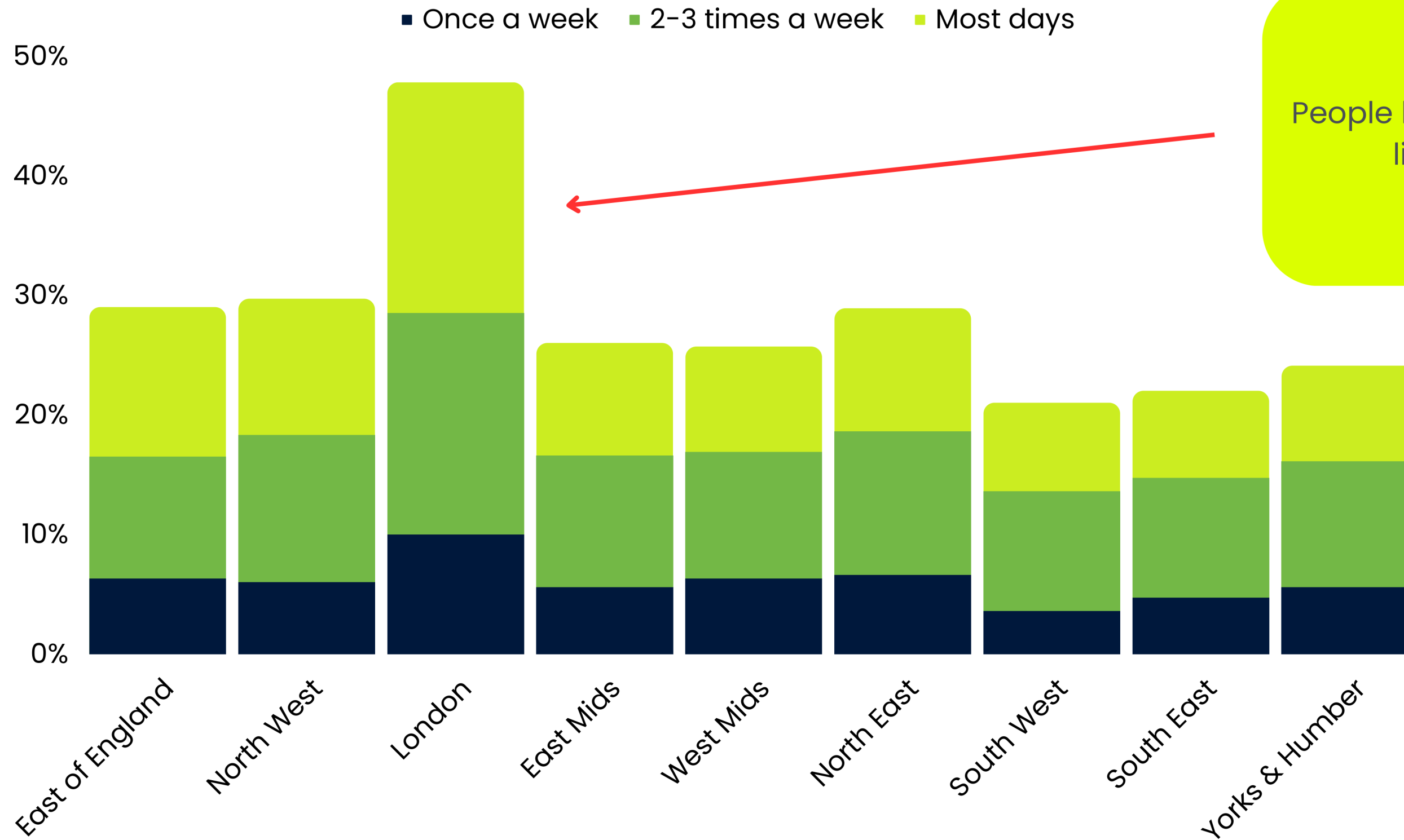
Younger age groups are more likely to go to the gym, and are more likely to be regular users.

82% of 55-64s never go to the gym, compared with just 35% of 16-24s.

Going to the gym



Going to the gym

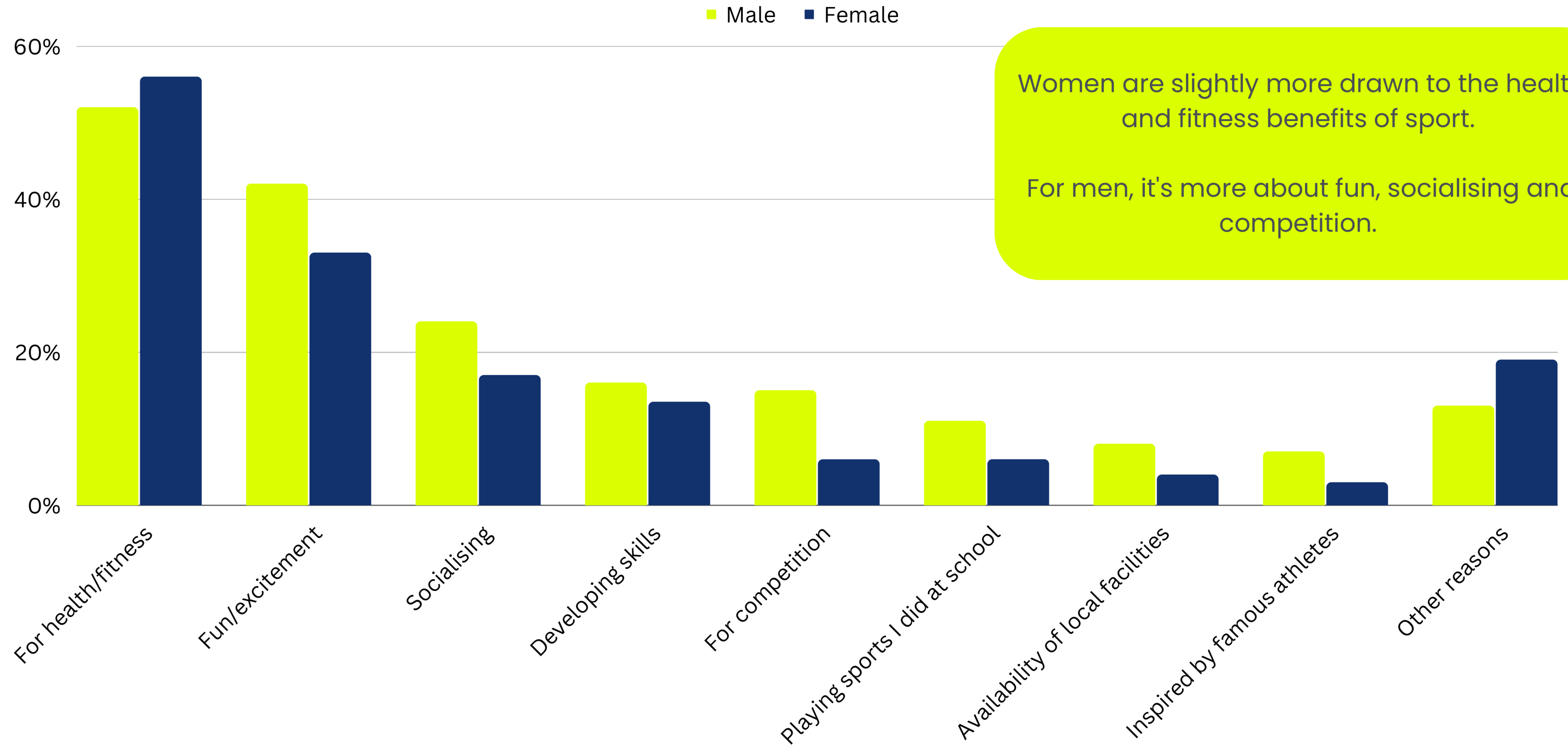


People living in London are significantly more likely to be frequent gym users.



Reasons for playing sport

Why do people play sport?

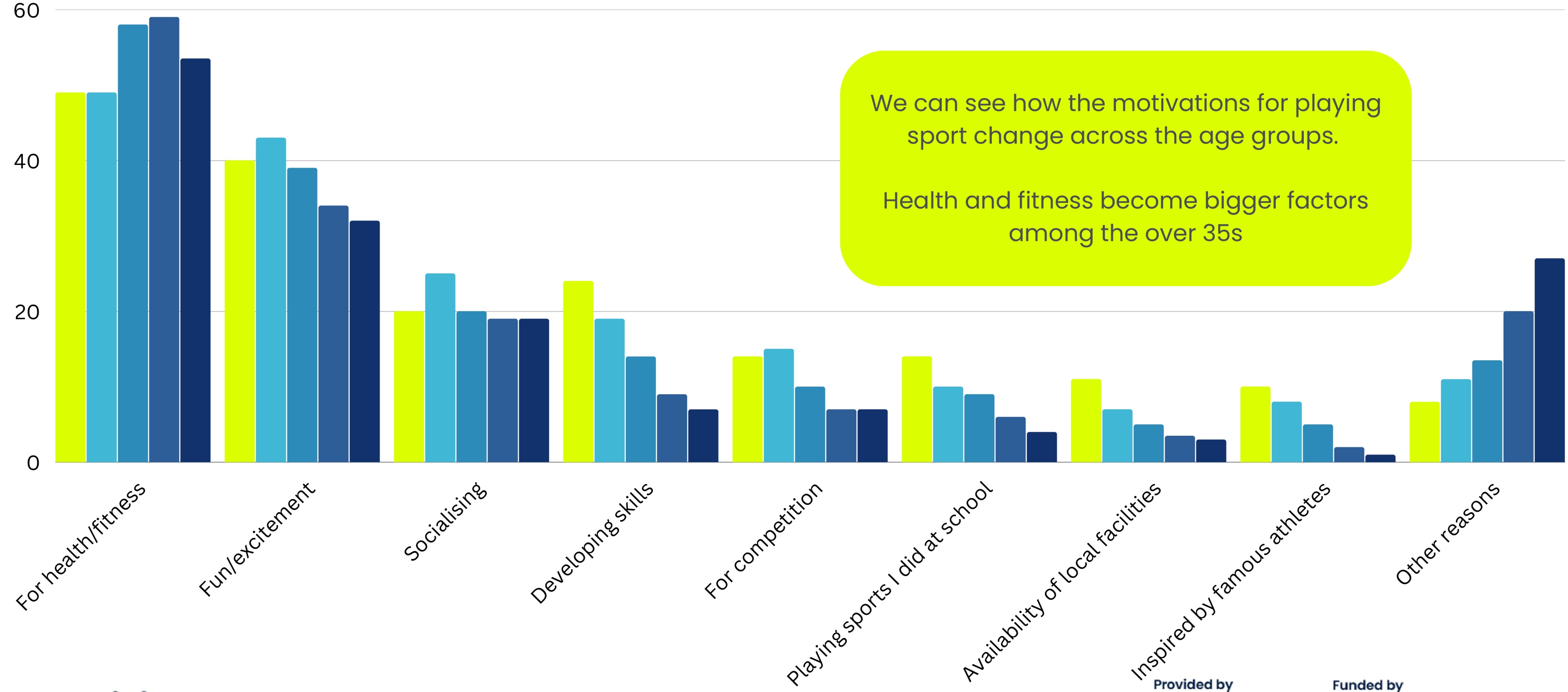


Women are slightly more drawn to the health and fitness benefits of sport.

For men, it's more about fun, socialising and competition.

Why do people play sport?

■ 16-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64

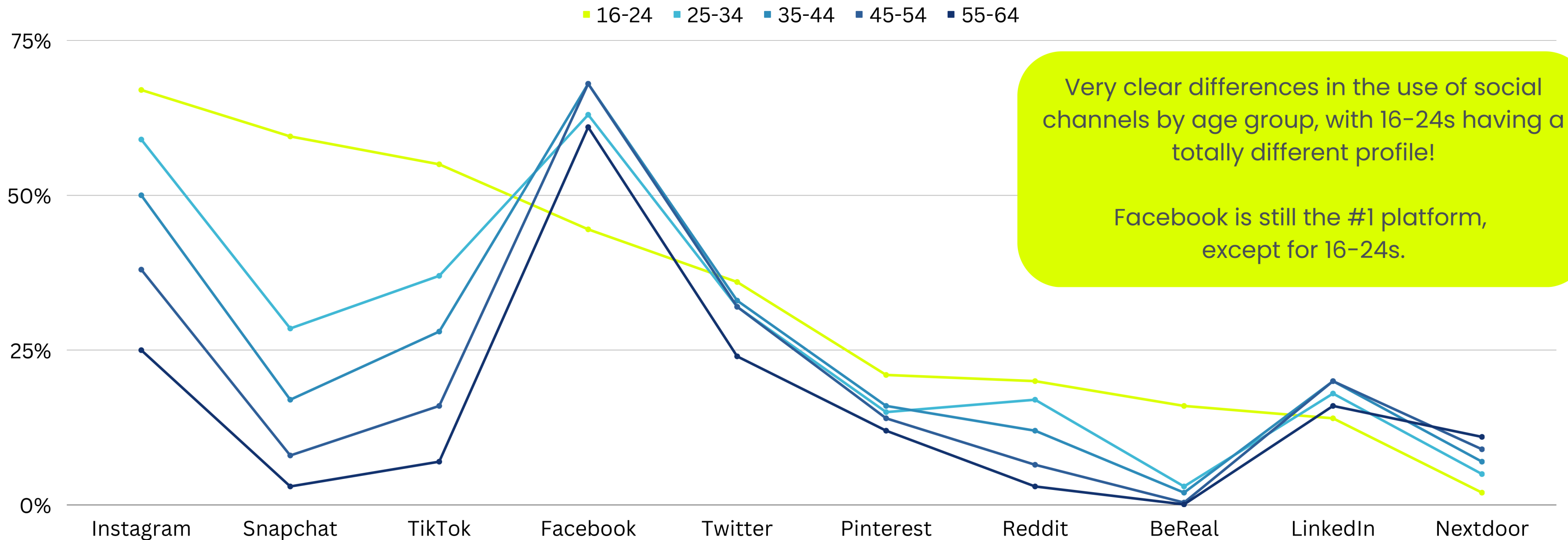


We can see how the motivations for playing sport change across the age groups.
Health and fitness become bigger factors among the over 35s



Online behaviours & media

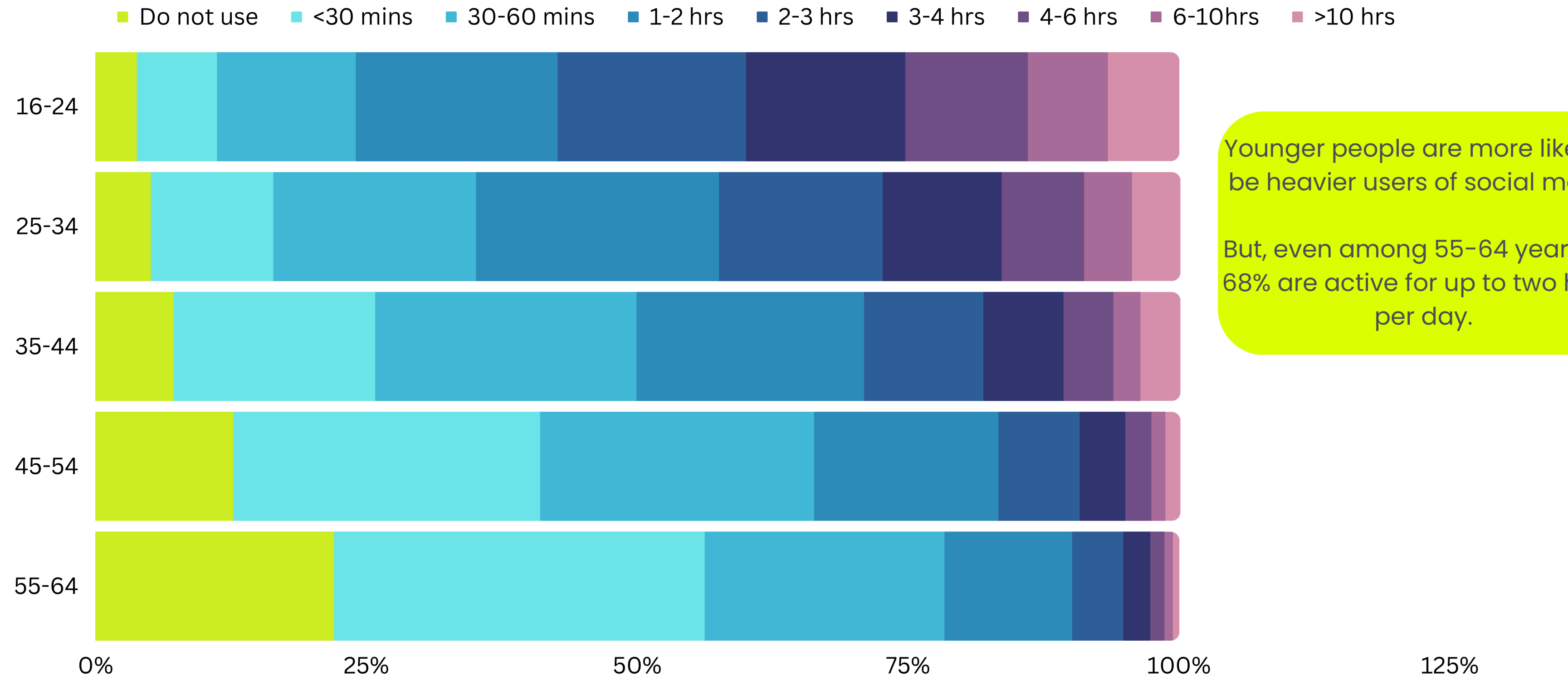
Social media activity



Very clear differences in the use of social channels by age group, with 16-24s having a totally different profile!

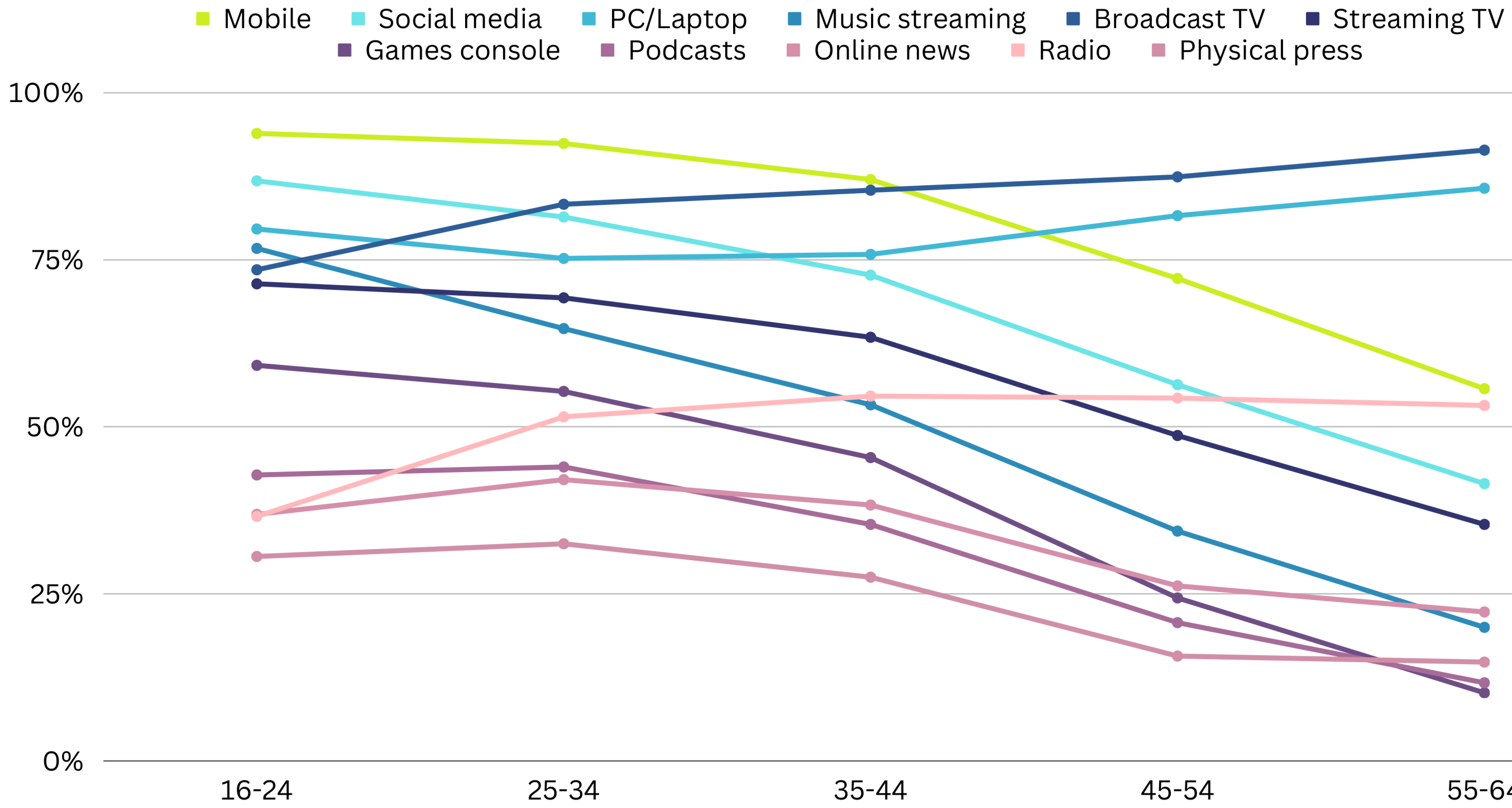
Facebook is still the #1 platform, except for 16-24s.

Time spent on social media



Younger people are more likely to be heavier users of social media. But, even among 55-64 year olds, 68% are active for up to two hours per day.

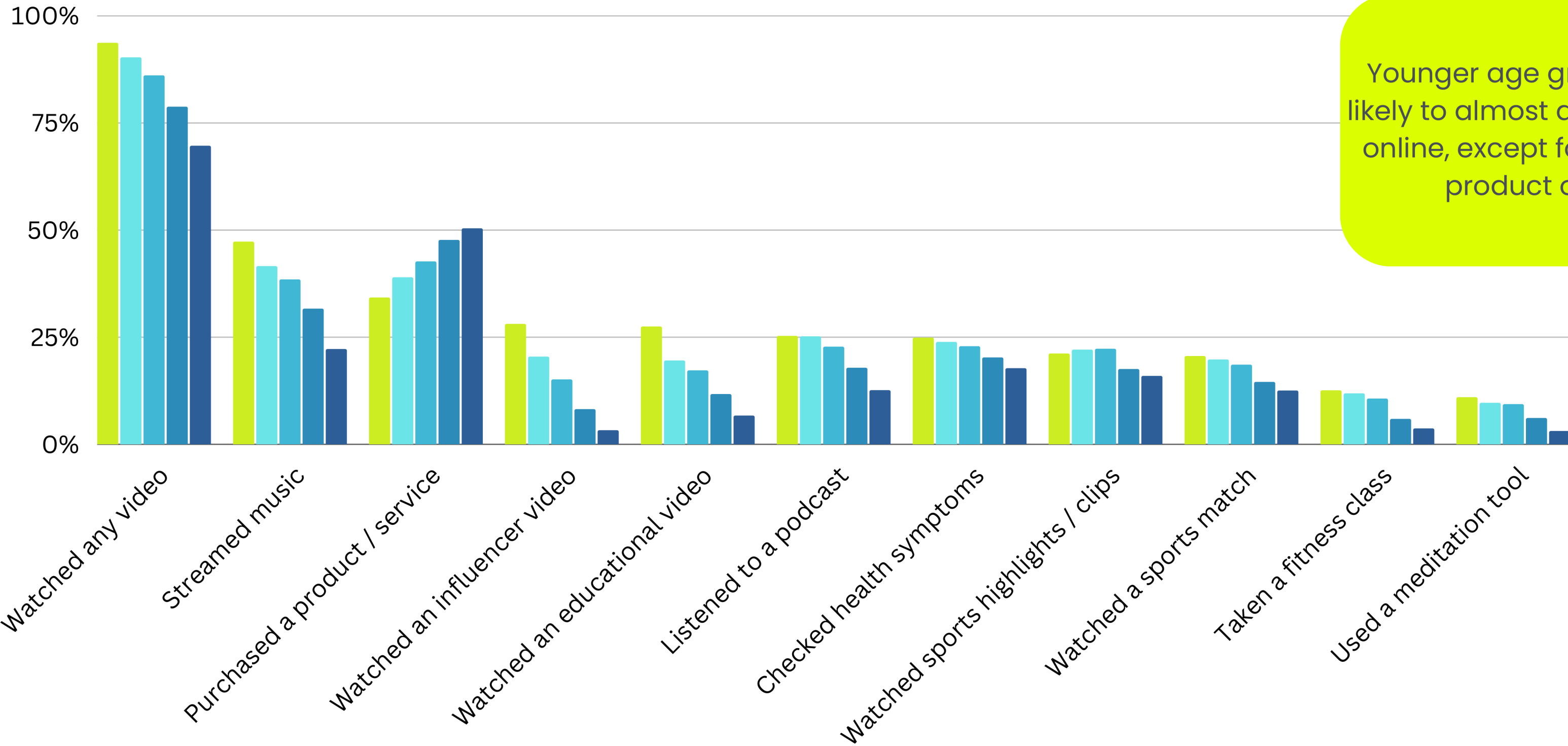
Time spent on other media



Use of most forms of media declines with age, except for PC/Laptop, Broadcast TV and radio.

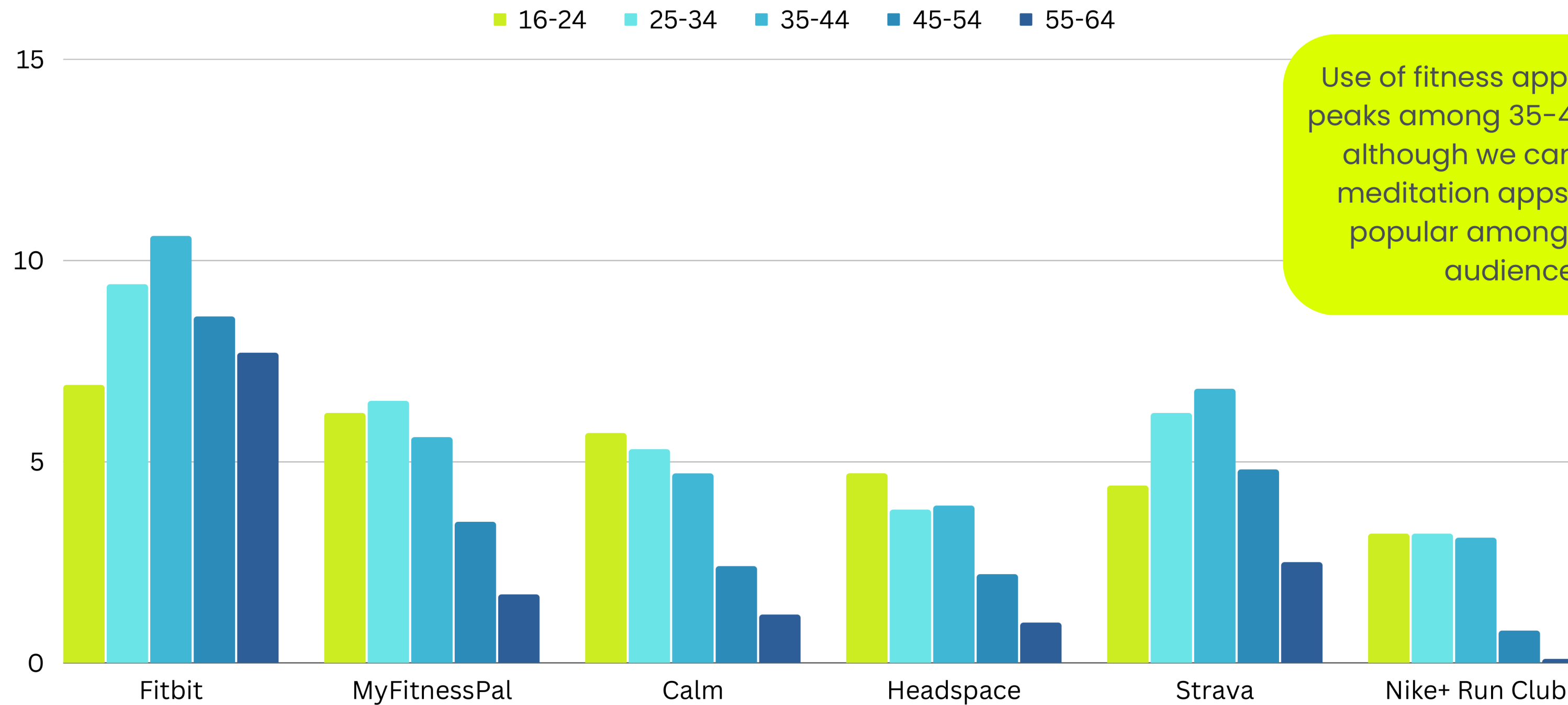
Online activities

16-24 25-34 35-44 45-54 55-64



Younger age groups are more likely to almost all of these things online, except for purchasing a product or service.

Fitness apps/websites



Use of fitness apps generally peaks among 35-44 year olds, although we can see that meditation apps are more popular among younger audiences.

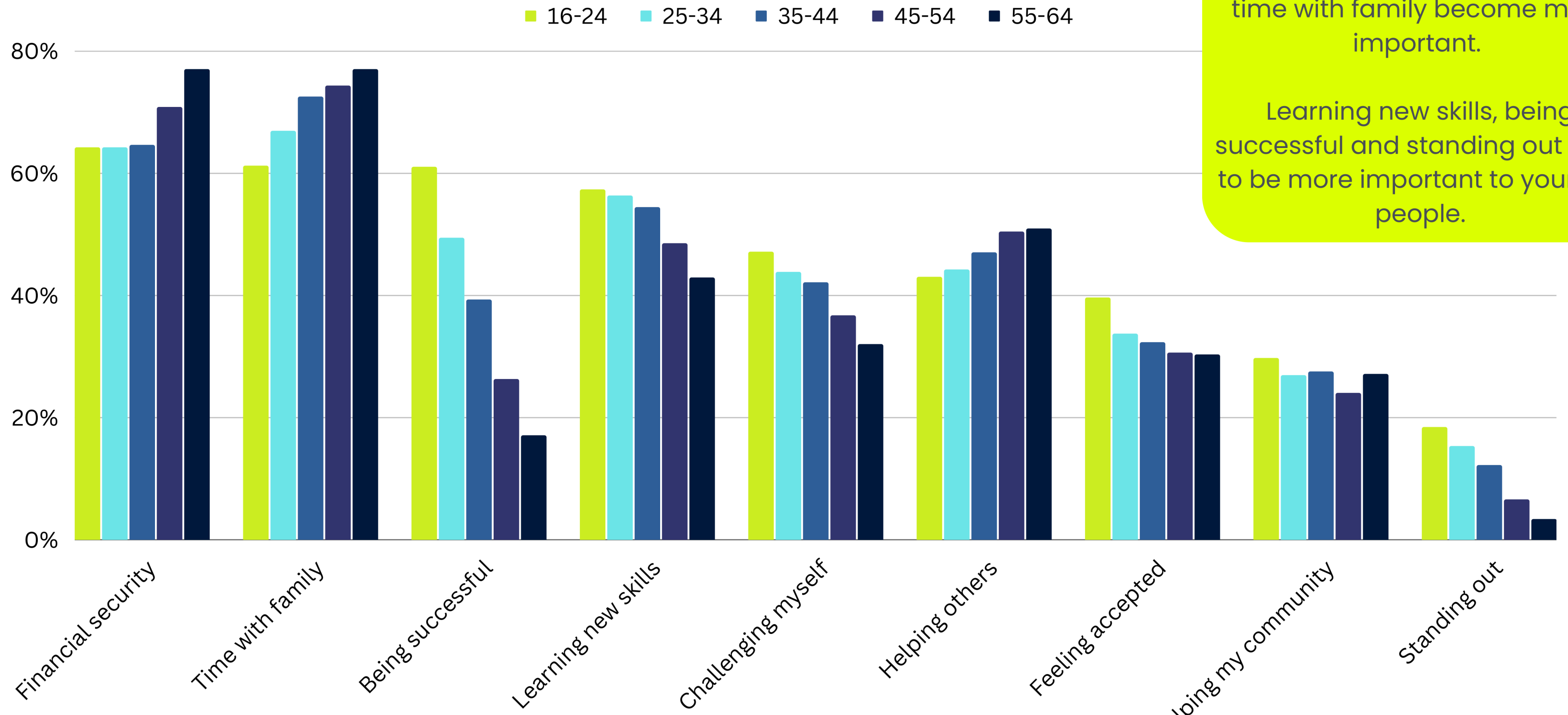


Values and attitudes

What drives people?

As people grow older, things like financial security and spending time with family become more important.

Learning new skills, being successful and standing out tend to be more important to younger people.



Financial security

Time with family

Being successful

Learning new skills

Challenging myself

Helping others

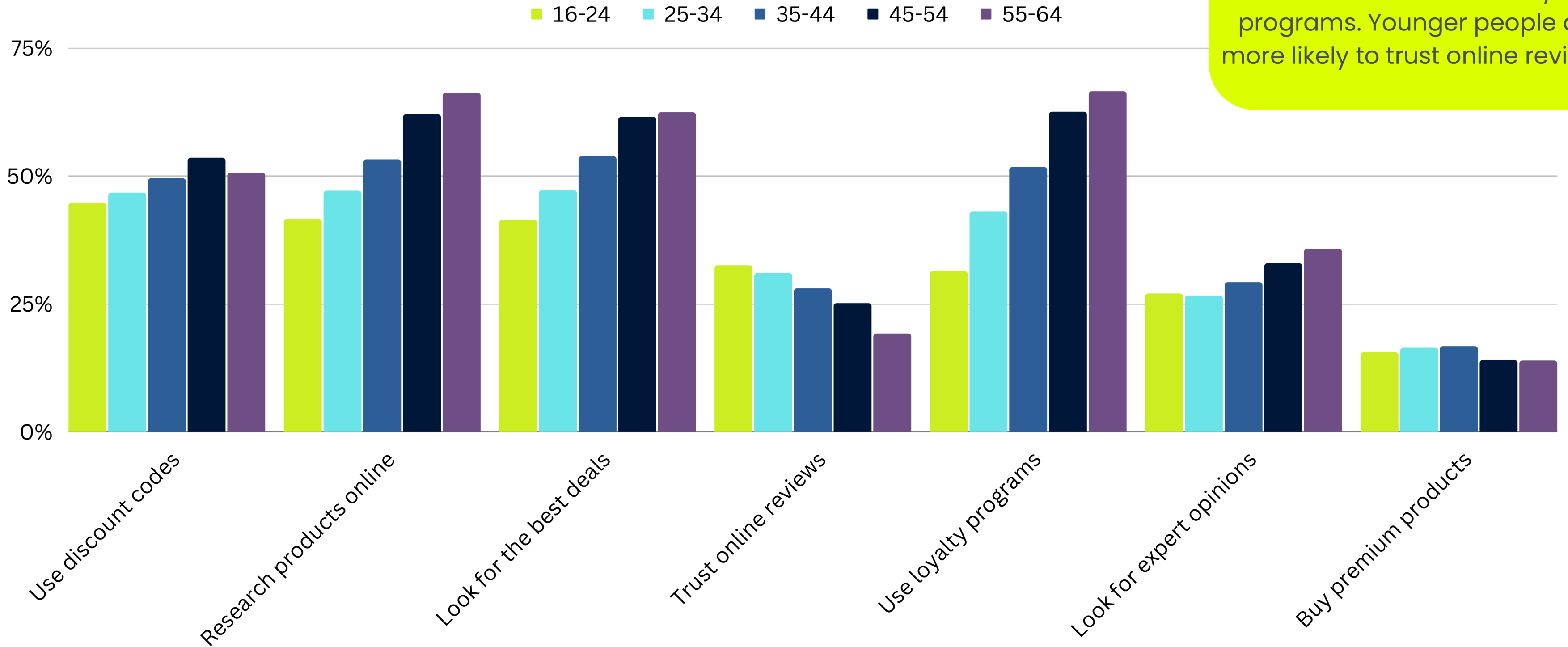
Feeling accepted

Helping my community

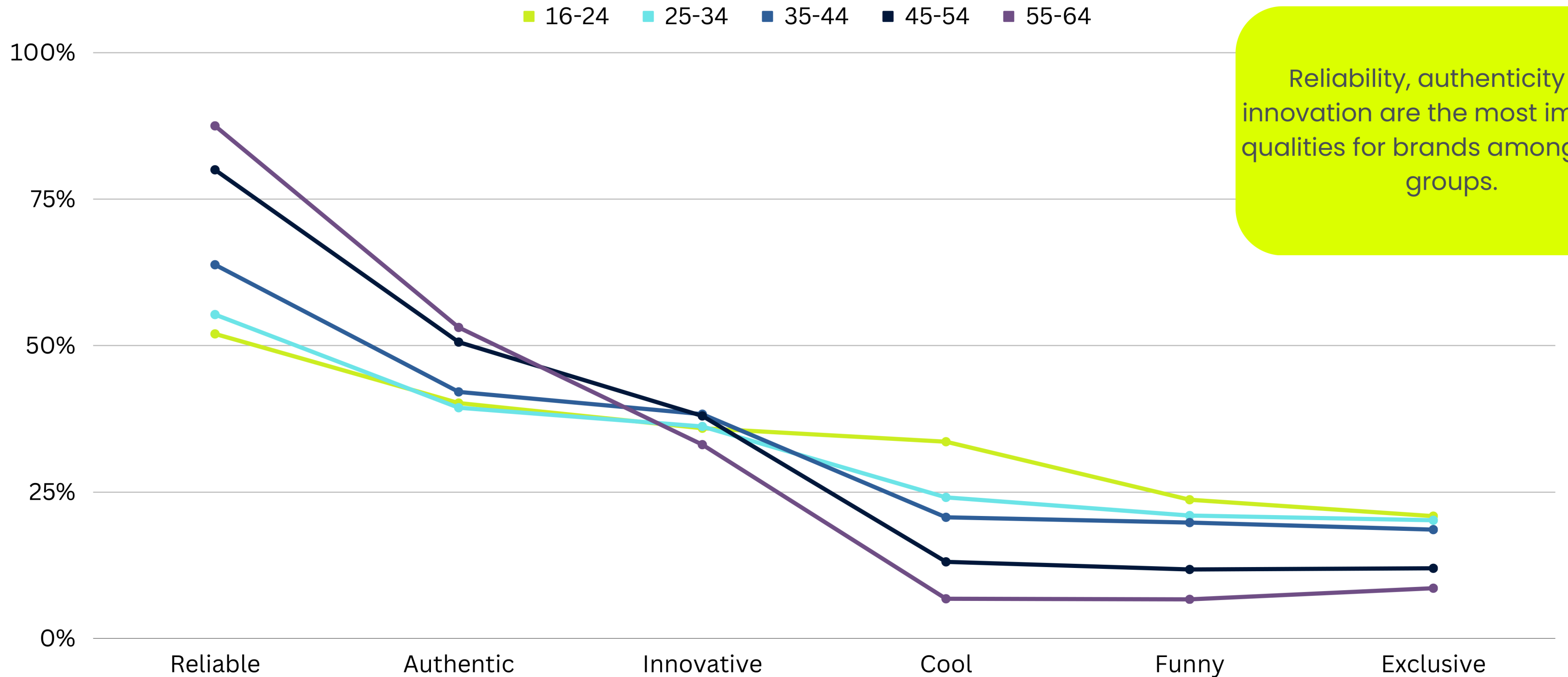
Standing out

Purchasing behaviours

Older people are more likely to research before buying, look for the best deals and use loyalty programs. Younger people are more likely to trust online reviews.



Brand qualities

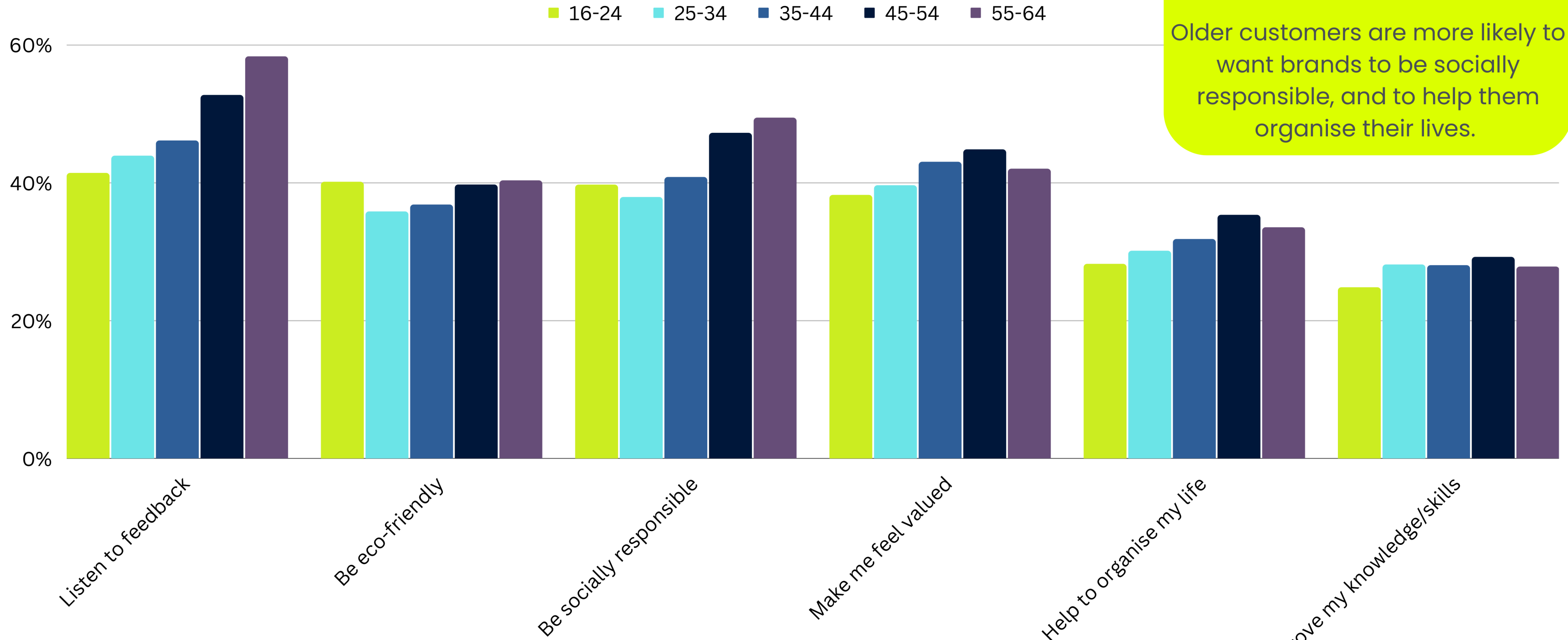


Reliability, authenticity and innovation are the most important qualities for brands among all age groups.

Brand behaviours

The most important thing for all age groups is that brands listen to their feedback.

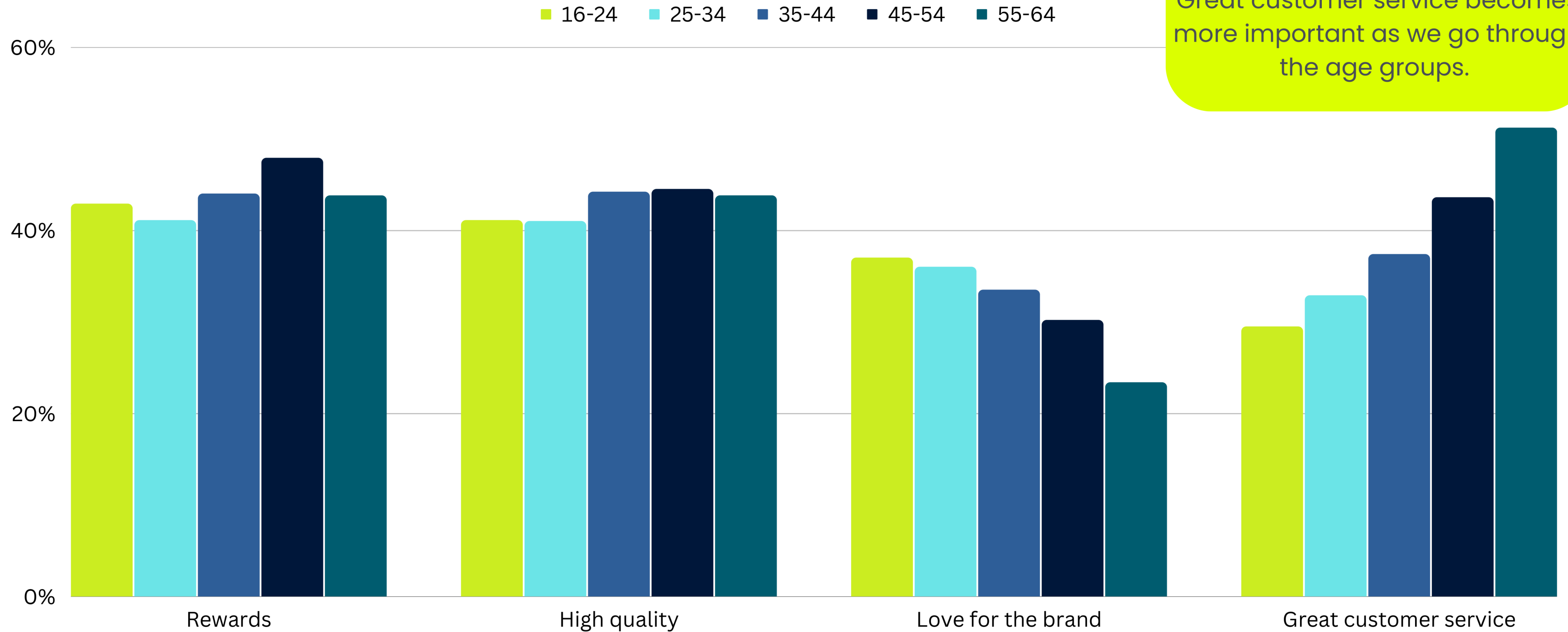
Older customers are more likely to want brands to be socially responsible, and to help them organise their lives.



Brand recommendation

People of all ages enjoy getting rewards and a high-quality experience.

Great customer service becomes more important as we go through the age groups.



Summary

This report has hopefully given you some useful insights into the behaviours and attitudes of people in England, which can inform your digital marketing strategy.

The ideal is always to undertake first-hand research into your own target audience or customer base, but if you can't do that, reports like this can give you a useful steer.

If you are not yet a member of the Digital Marketing Hub, you can register for free at www.digital.cimspa.co.uk

Some other useful sources of consumer data and insight include:

- www.cimspa.co.uk/resources/insight-hub/insight-library
- www.sportengland.org/research-and-data/data
- www.gwi.com
- www.sport.yougov.com
- www.statista.com
- www.leisure-net.org



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