

# GLOBAL VIEWS ON EXERCISE AND TEAM SPORTS

**Ipsos Global Advisor**

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July 2021

For more information go to <https://www.ipsos.com/en/global-views-to-sports-2021>

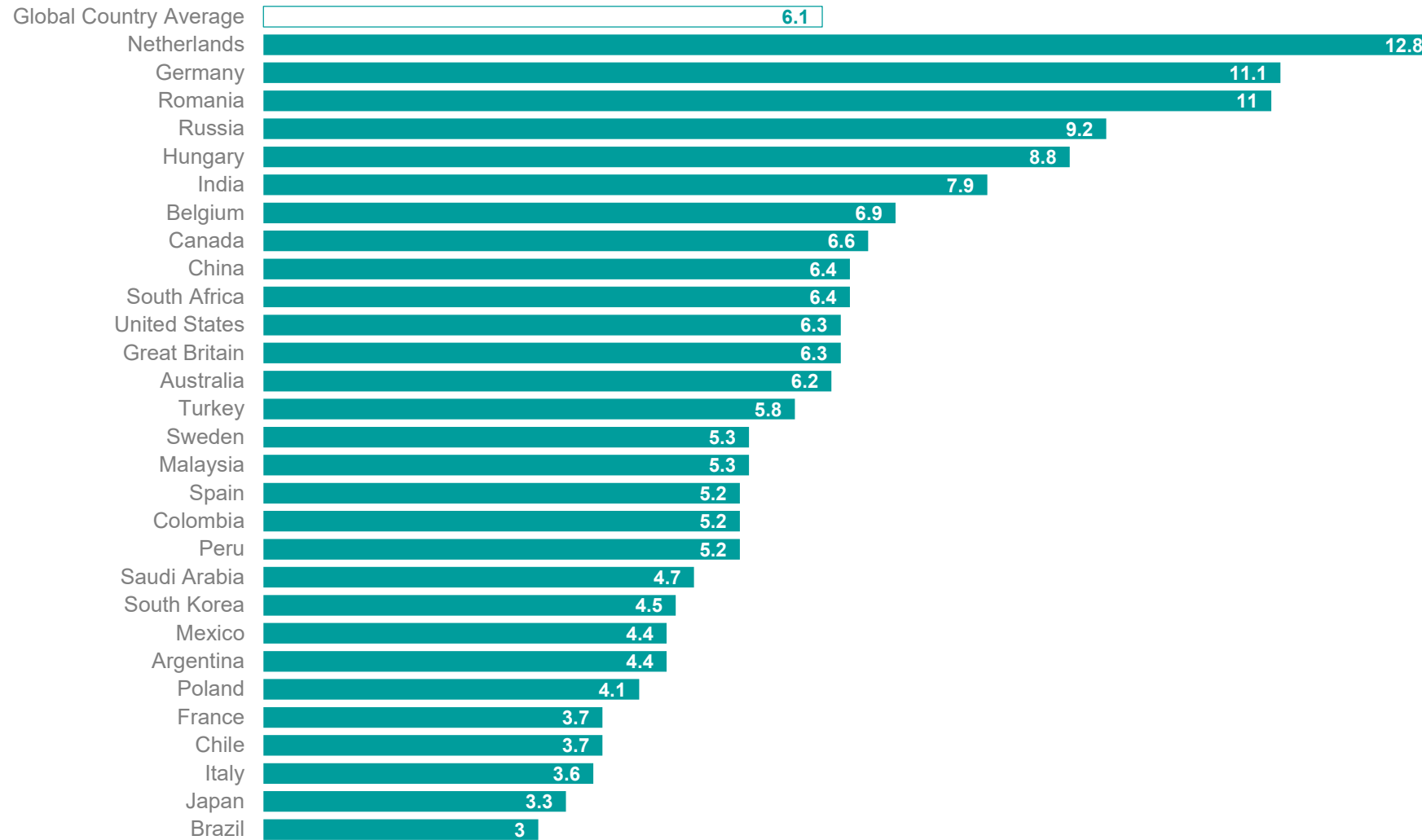
**GAME CHANGERS**



# TIME SPENT PLAYING SPORT

1

# MEAN NUMBER OF HOURS PHYSICAL EXERCISE PER WEEK



Citizens of the Netherlands are the most active, saying they spend 12.8 hours in a normal week doing physical exercise on average.

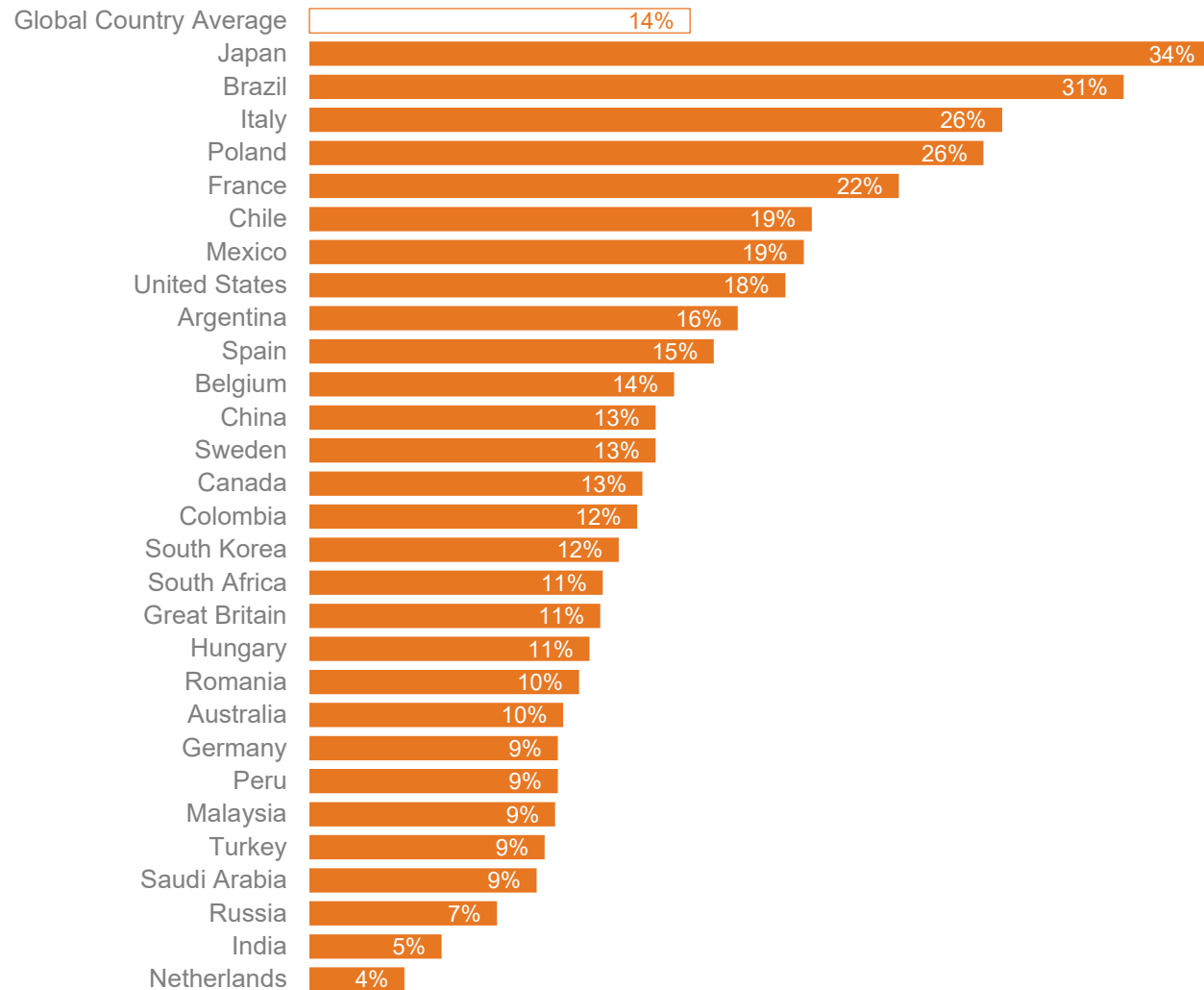
In five countries citizens say they spent less than four hours per week exercising – France, Chile, Italy, Japan and Brazil.

*Base: 21,503 online adults aged 16-74 across 29 countries*

*Online samples in Brazil, China, Chile, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population*

*The "Global Country Average" reflects the average result for all the countries where the survey was conducted; it has not been adjusted to the population size of each country and is not intended to suggest a total result*

# PROPORTION WHO DO NO EXERCISE IN A NORMAL WEEK



One-third of Japanese people say they do no exercise at all in a normal week, followed by three in ten Brazilians, and one-quarter of Italians and Polish people.

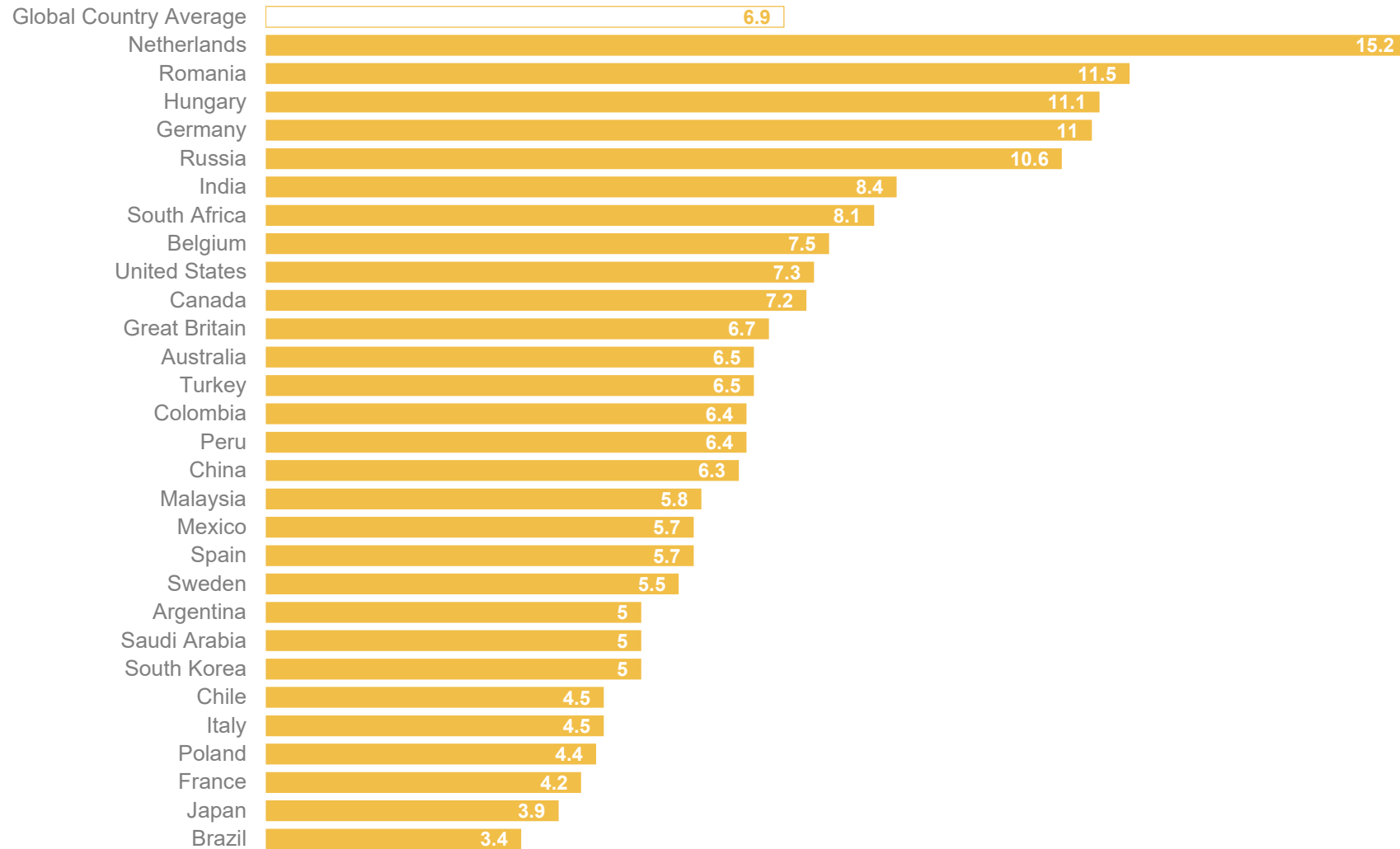
Just four percent of people from the Netherlands say they do no exercise at all in a normal week.

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# MEAN NUMBER OF HOURS PHYSICAL EXERCISE PER WEEK – MEN



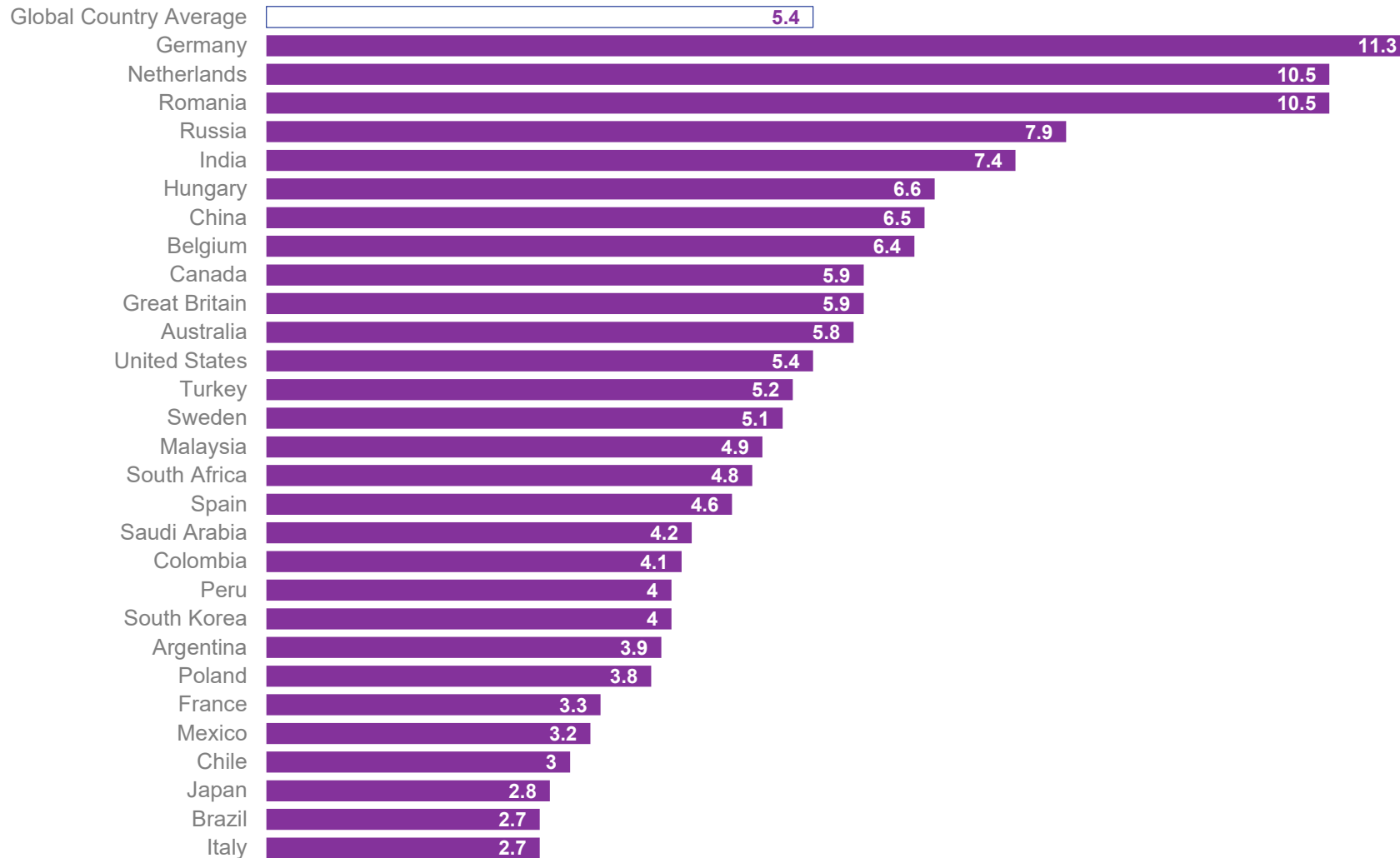
Across the countries studied men spend 6.9 hours per week doing physical exercise – almost an hour a day.

Men in the Netherlands are the most active, saying they spend 15.2 hours in a normal week doing physical exercise on average.

Brazilian and Japanese men spend the least time on average per week (3.4 and 3.9 hours respectively).

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# MEAN NUMBER OF HOURS PHYSICAL EXERCISE PER WEEK – WOMEN



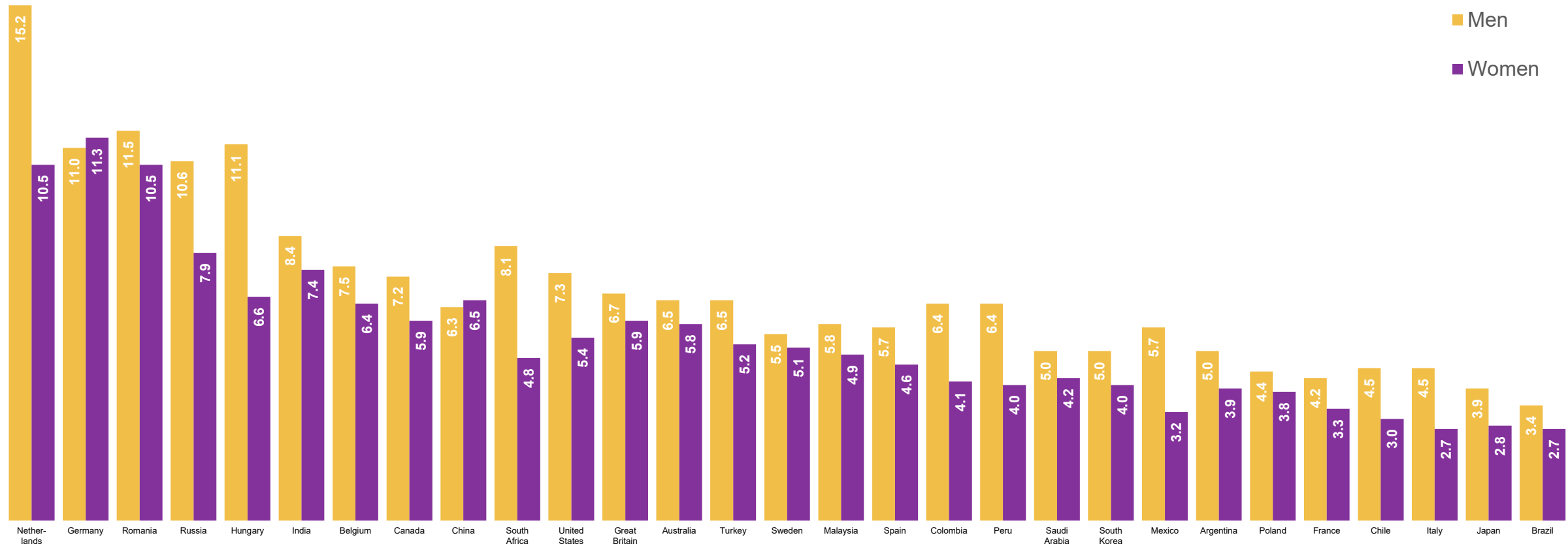
Women spend 5.4 hours per week on average doing physical exercise across the 29 markets – 1.5 hours less than men.

Women in Germany are the most active, followed by Dutch and Romanian women.

Italian, Brazilian and Japanese women report the lowest average time spent doing physical exercise per week.

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# MEAN NUMBER OF HOURS PHYSICAL EXERCISE PER WEEK – MEN AND WOMEN



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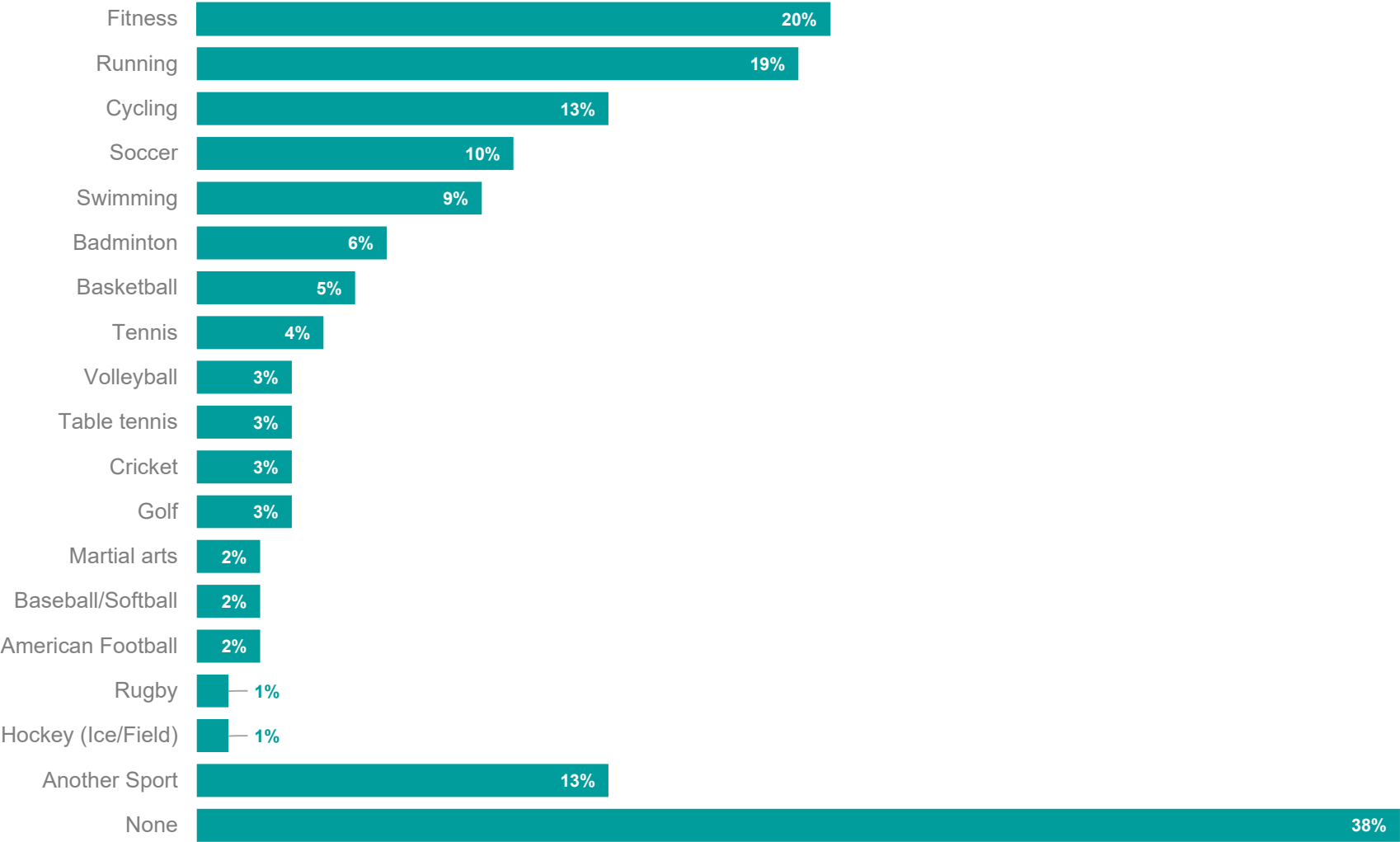


# **MOST PLAYED SPORTS AND ACTIVITIES**

# 2



# WHICH OF THESE SPORTS DO YOU EVER PRACTICE OR PLAY IN A NORMAL WEEK?

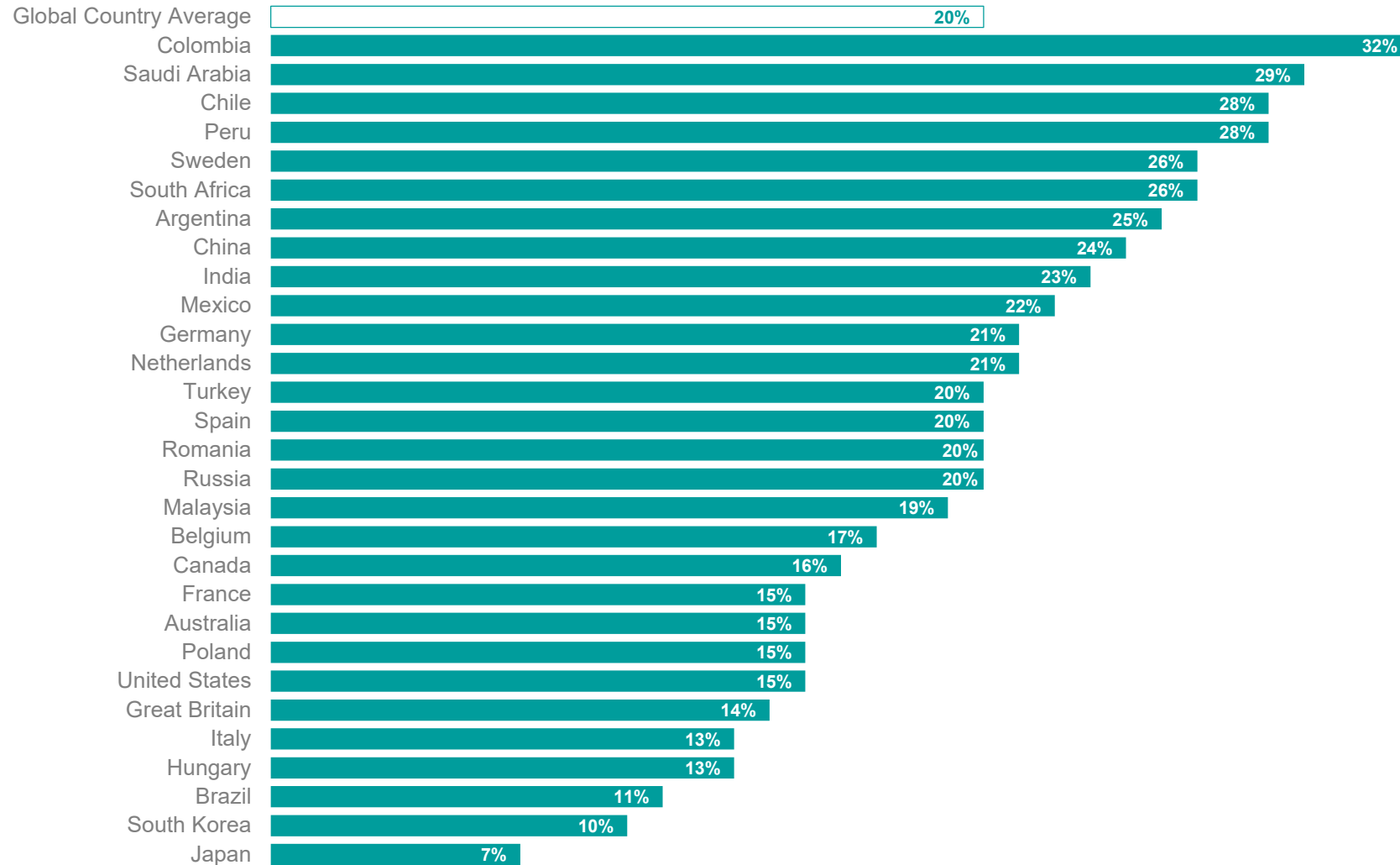


Fitness and running are the most commonly played sports and activities, practiced by 20% and 19% respectively across the 29 markets.

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# WHICH OF THESE SPORTS DO YOU EVER PRACTICE OR PLAY IN A NORMAL WEEK? - FITNESS

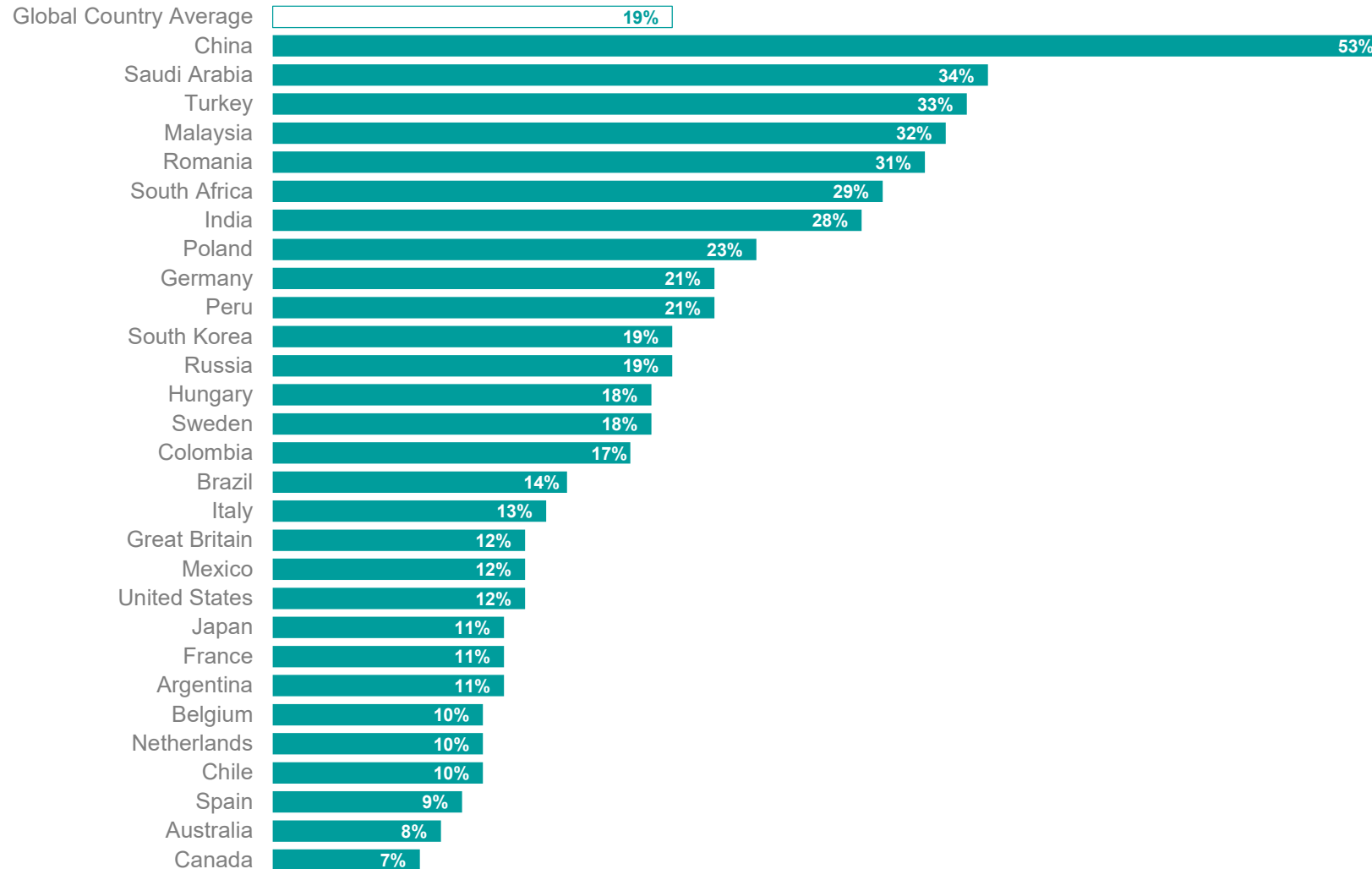


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# WHICH OF THESE SPORTS DO YOU EVER PRACTICE OR PLAY IN A NORMAL WEEK? - RUNNING

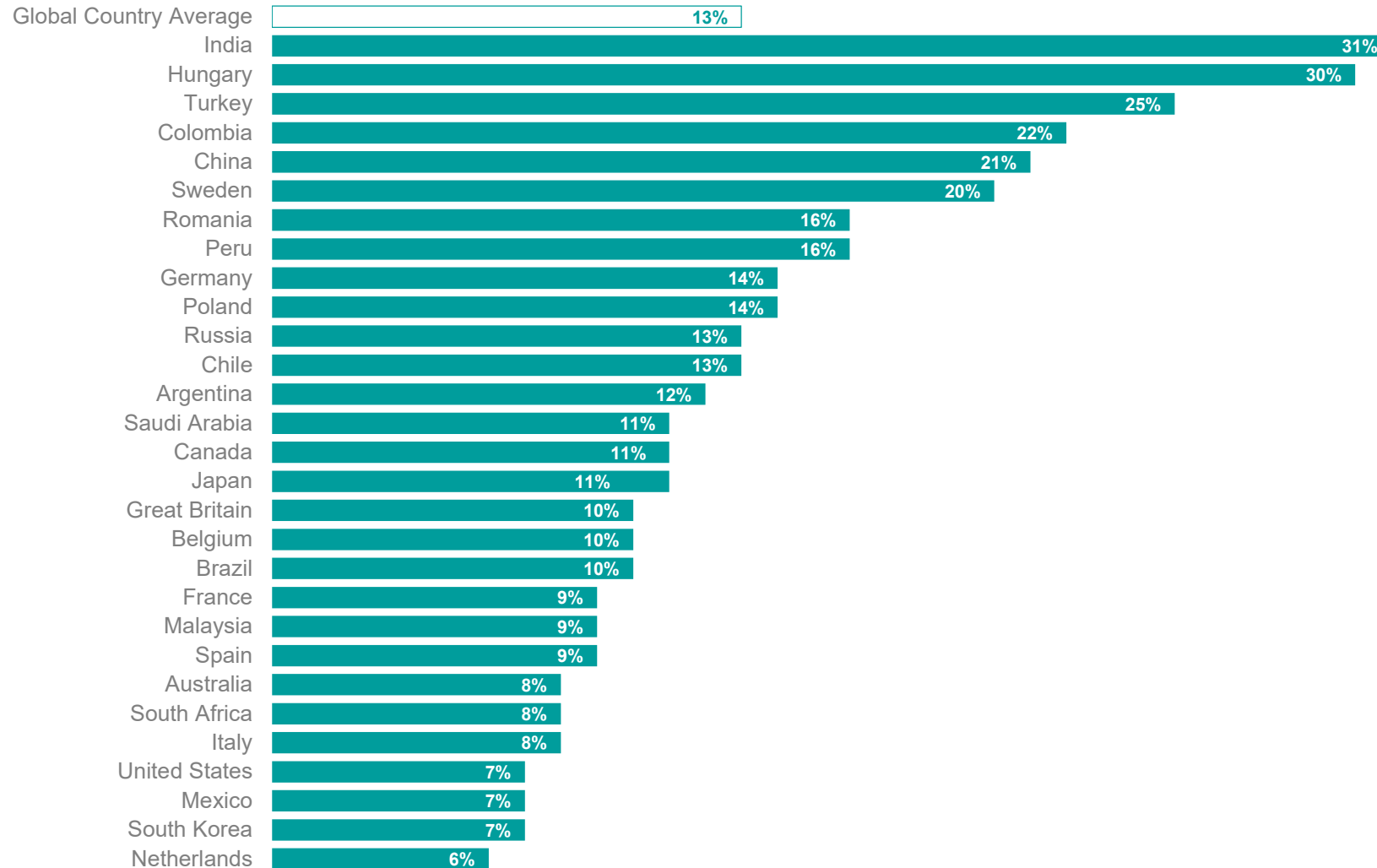


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# WHICH OF THESE SPORTS DO YOU EVER PRACTICE OR PLAY IN A NORMAL WEEK? - CYCLING

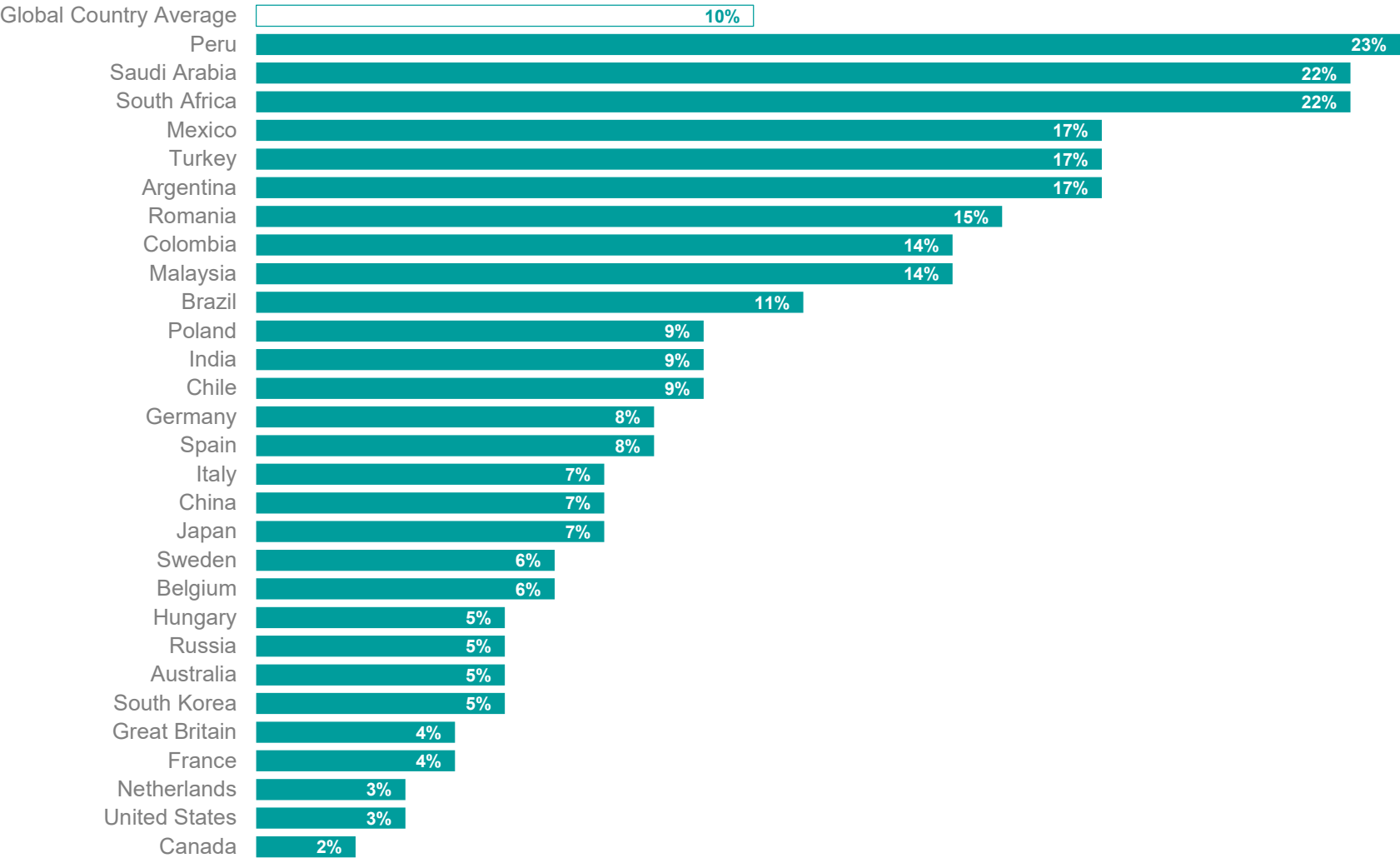


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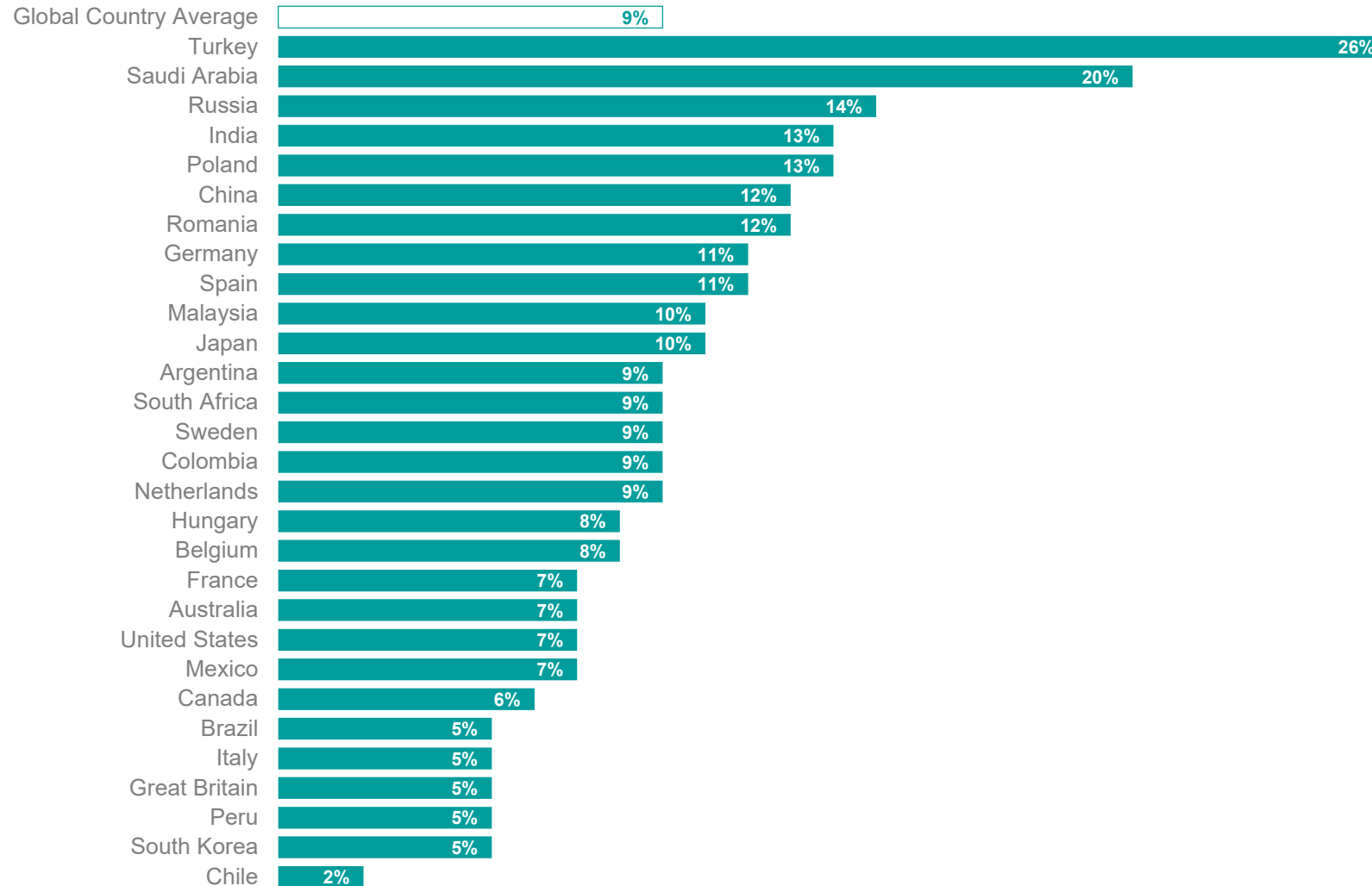
# WHICH OF THESE SPORTS DO YOU EVER PRACTICE OR PLAY IN A NORMAL WEEK? - SOCCER



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# WHICH OF THESE SPORTS DO YOU EVER PRACTICE OR PLAY IN A NORMAL WEEK? - SWIMMING

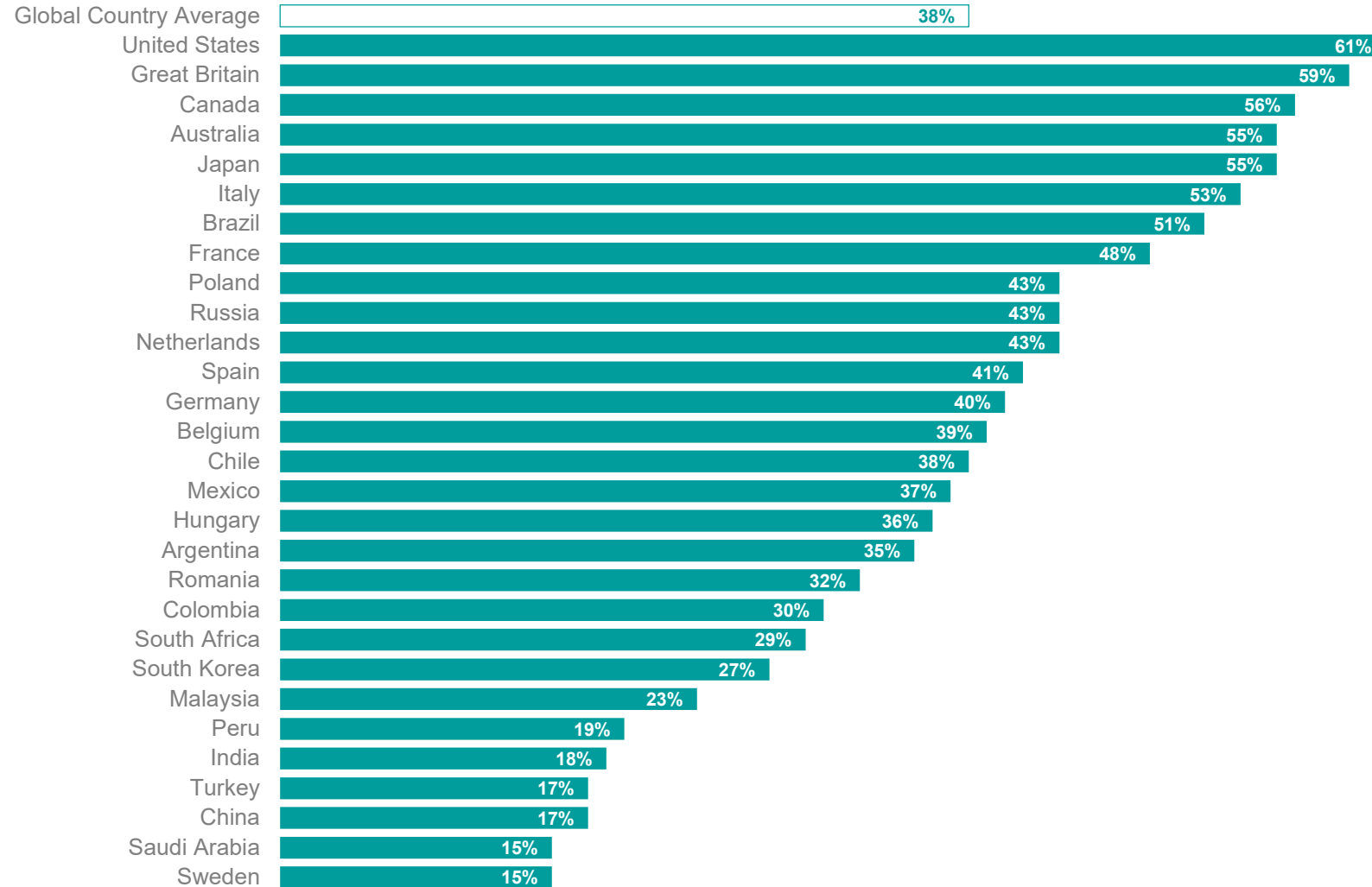


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# WHICH OF THESE SPORTS DO YOU EVER PRACTICE OR PLAY IN A NORMAL WEEK? – DOES NOT PLAY ANY TEAM SPORT



Citizens of the US and Great Britain are the most likely to say they do not play any team sports, followed by Canadians, Australians and Japanese people.

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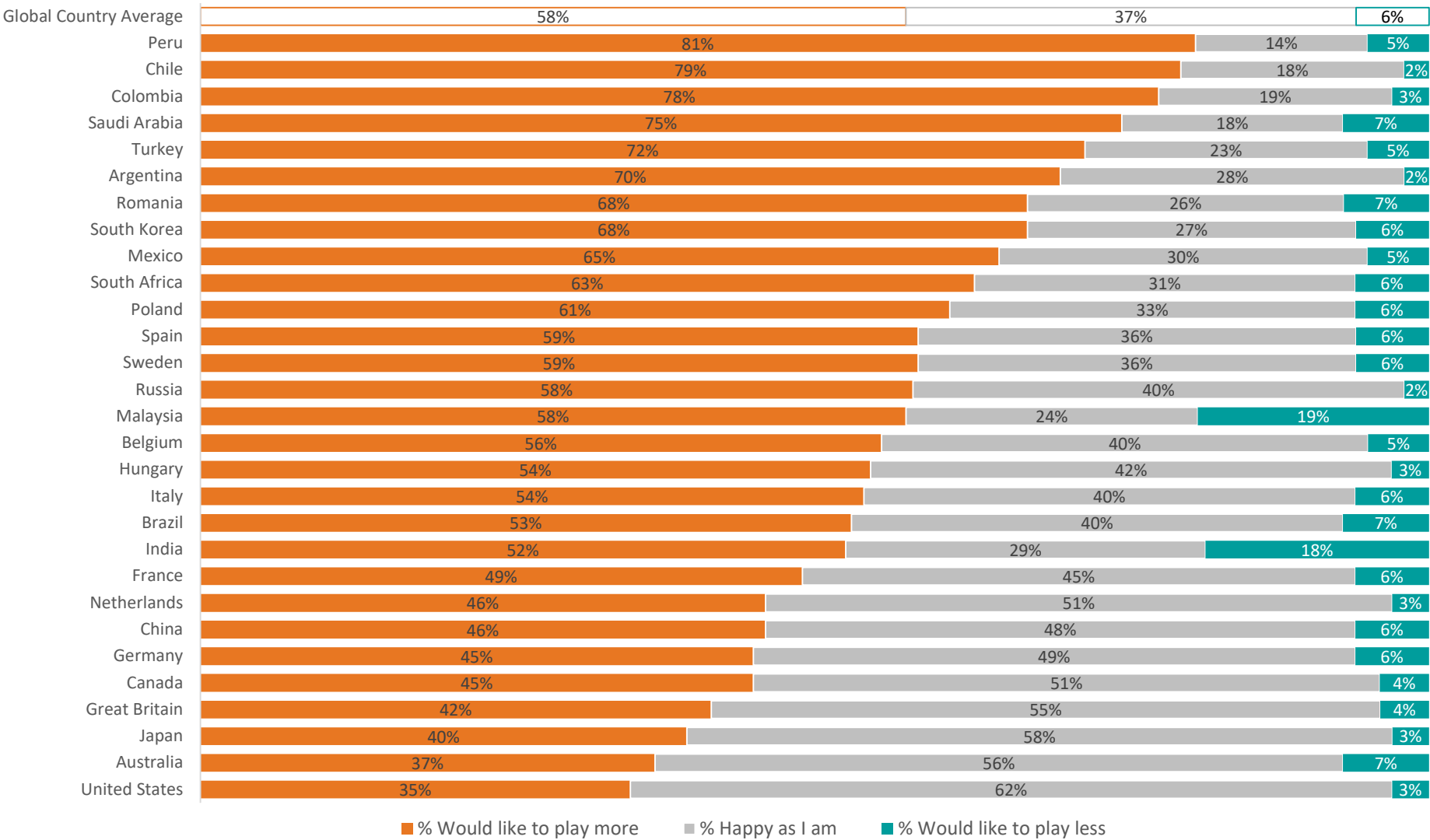
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# BARRIERS TO PARTICIPATION

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# OVERALL, WOULD YOU LIKE TO PRACTICE SPORTS MORE OR LESS THAN YOU CURRENTLY DO?



Across the 29 markets almost six in ten say they would like to practice more sport than they currently do.

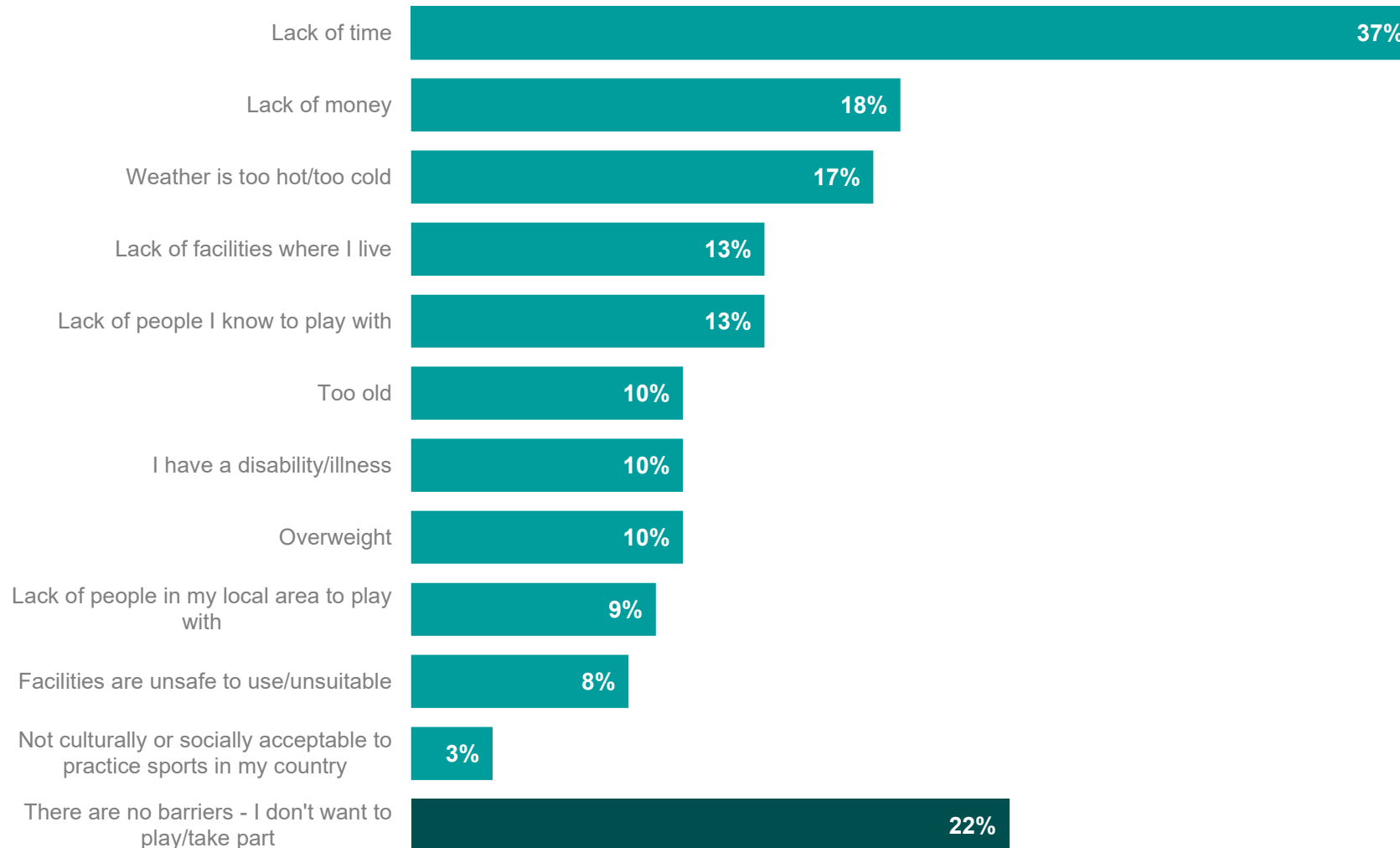
Almost eight in ten citizens in Peru, Chile and Colombia say this is the case.

Australians and Americans are the least likely to say they would like to play more sport (37% and 35% respectively).

*Base: 19,017 online adults aged 16-74 across 29 countries*  
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# WHAT BARRIERS, IF ANY, STOP YOU FROM PRACTICING SPORTS AS MUCH AS YOU LIKE? - GLOBAL COUNTRY AVERAGE OVERVIEW

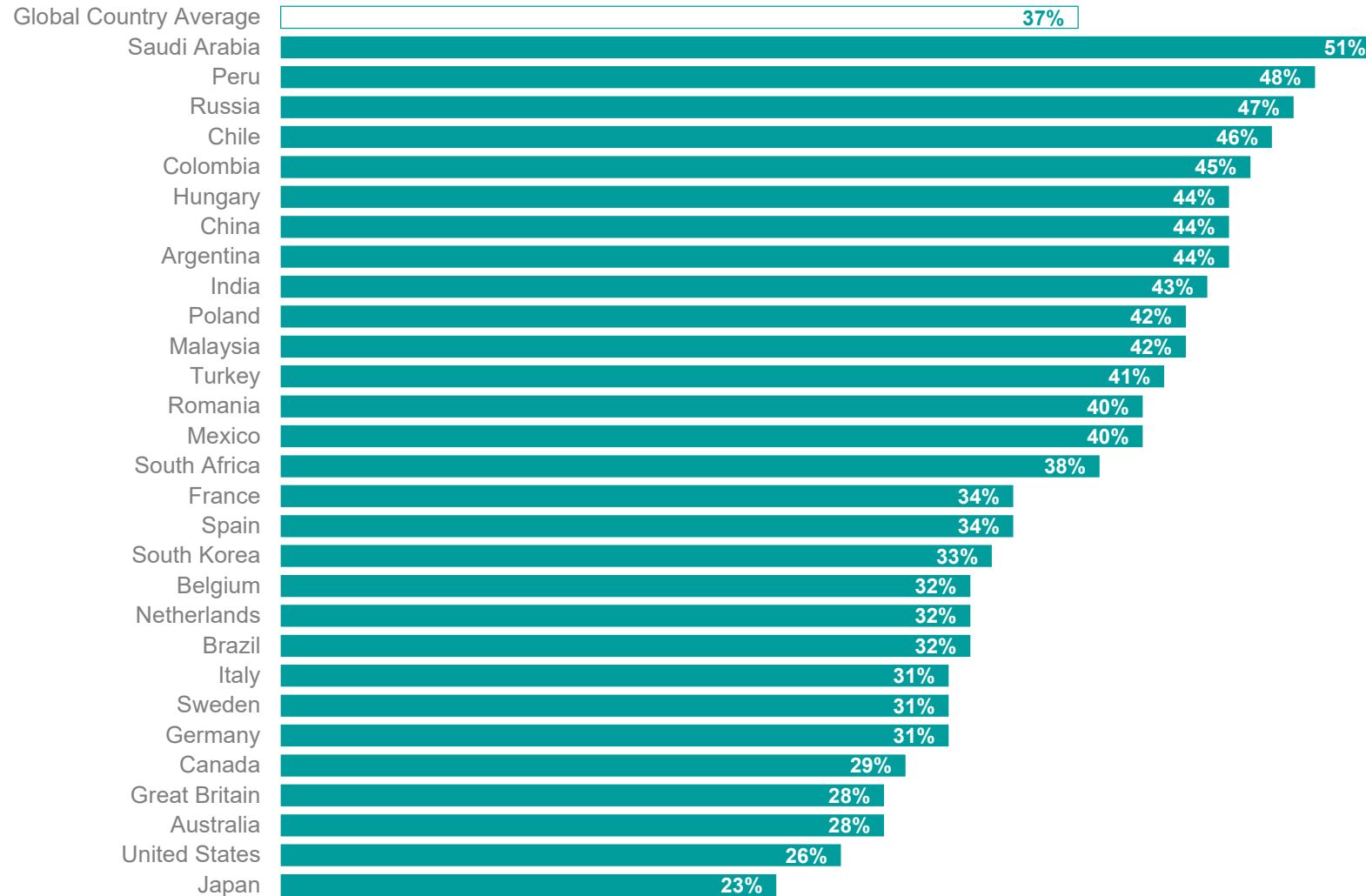


Lack of time is the most common barrier to participation in sport almost with four in ten across the 29 markets saying this stops them practicing sport as much as they would like.

One in five say there are no barriers to their participation in sport.

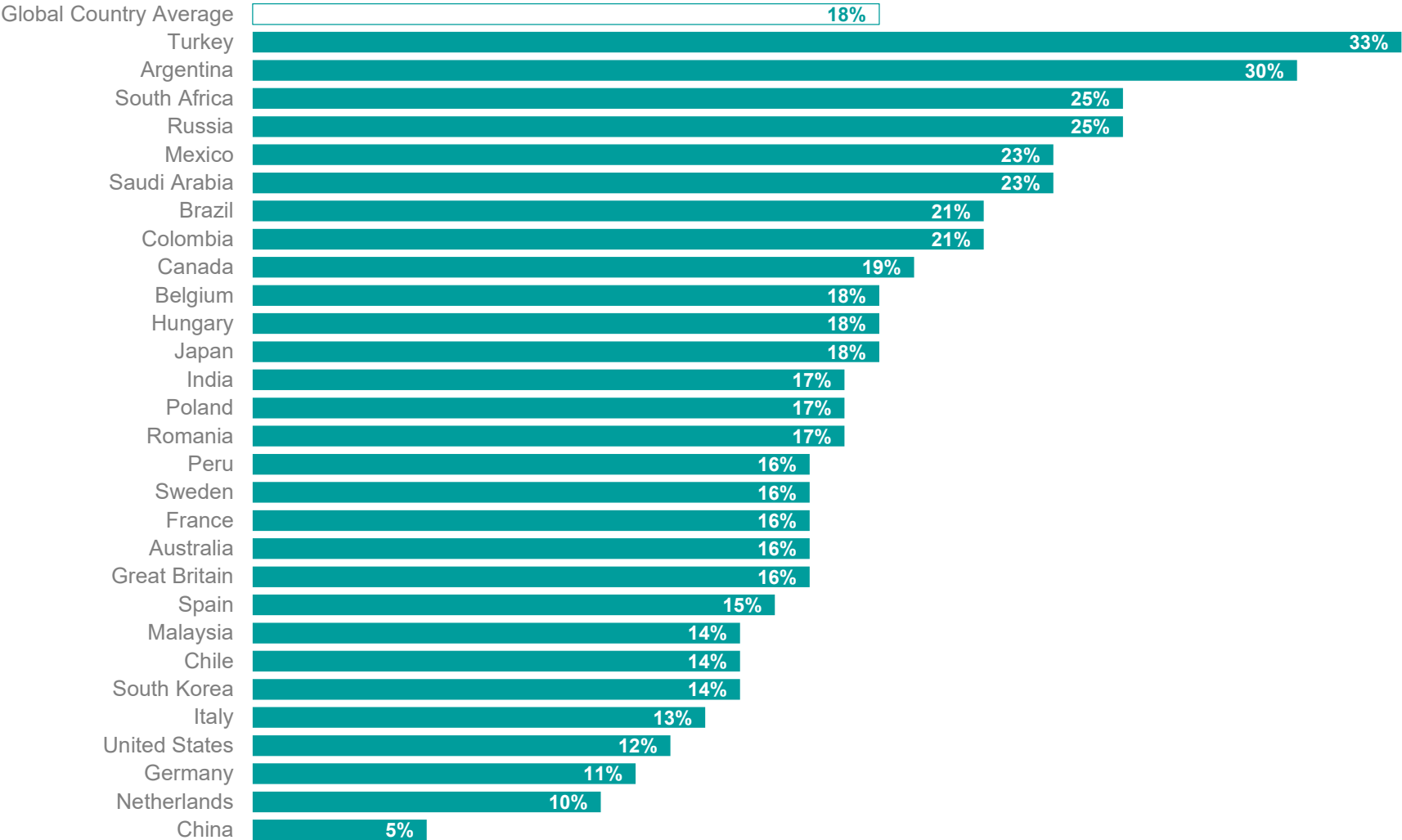
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# WHAT BARRIERS, IF ANY, STOP YOU FROM PRACTICING SPORTS AS MUCH AS YOU LIKE? - LACK OF TIME



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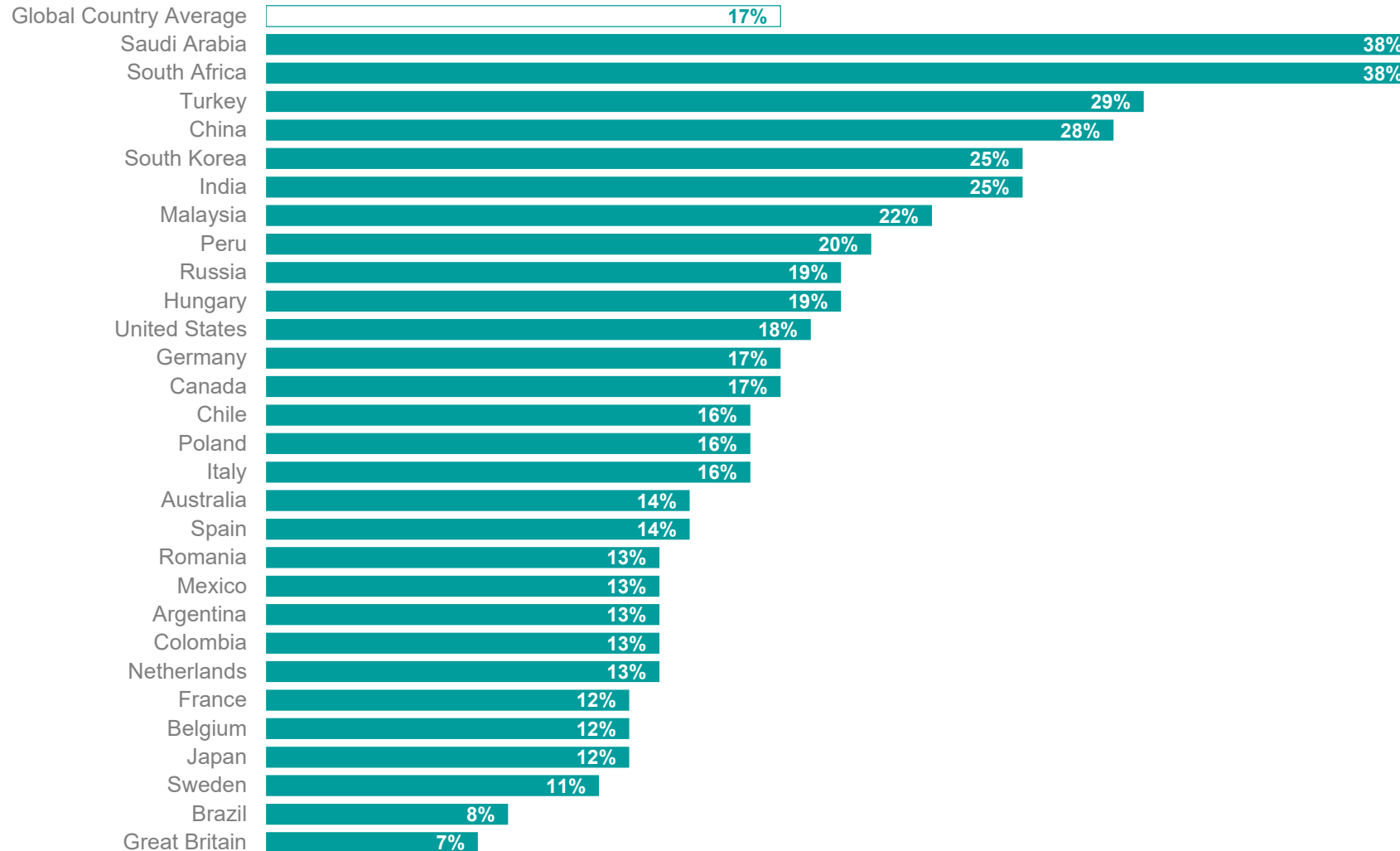
# WHAT BARRIERS, IF ANY, STOP YOU FROM PRACTICING SPORTS AS MUCH AS YOU LIKE? - LACK OF MONEY



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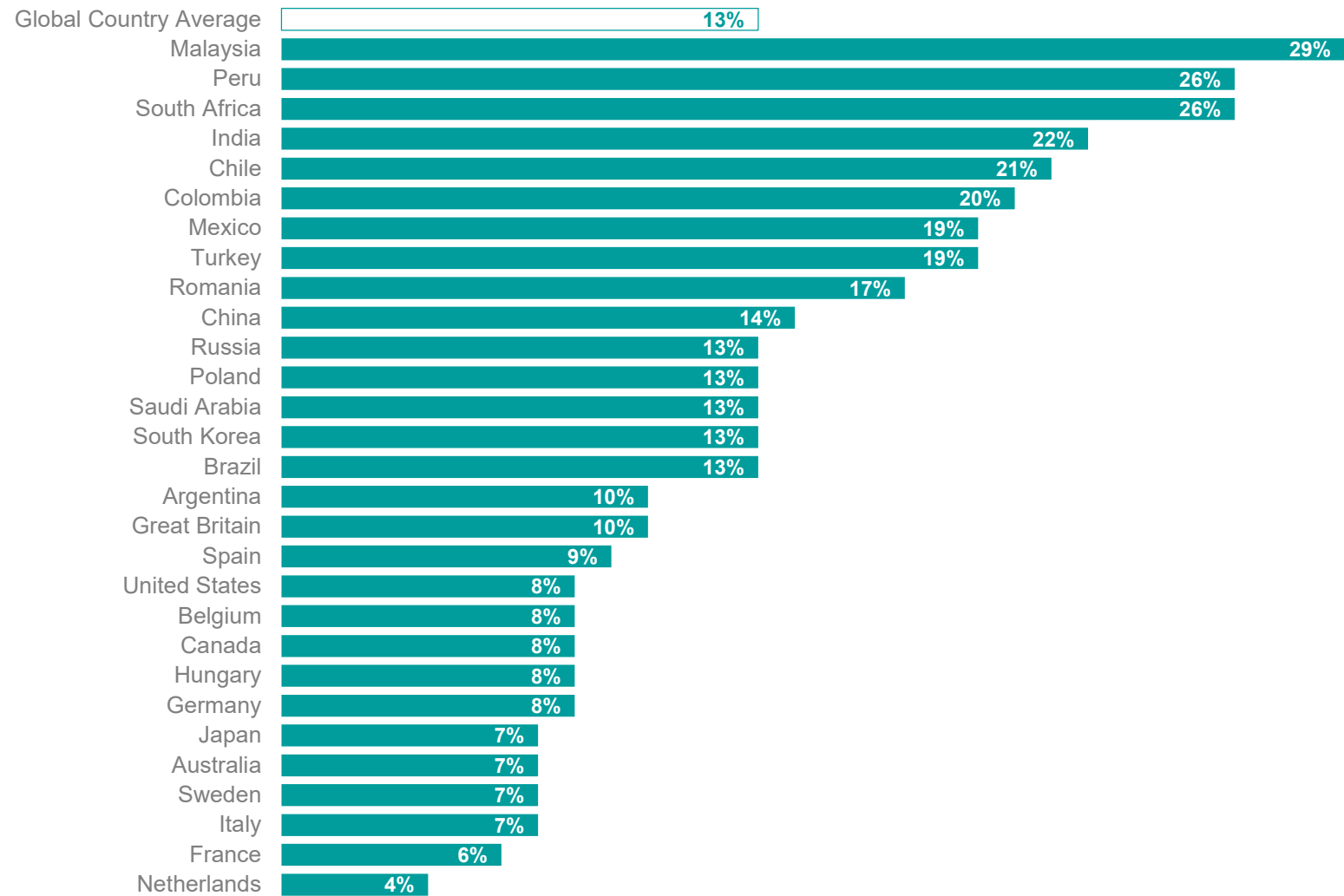


# WHAT BARRIERS, IF ANY, STOP YOU FROM PRACTICING SPORTS AS MUCH AS YOU LIKE? - WEATHER TOO HOT / COLD



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# WHAT BARRIERS, IF ANY, STOP YOU FROM PRACTICING SPORTS AS MUCH AS YOU LIKE? – LACK OF FACILITIES WHERE I LIVE



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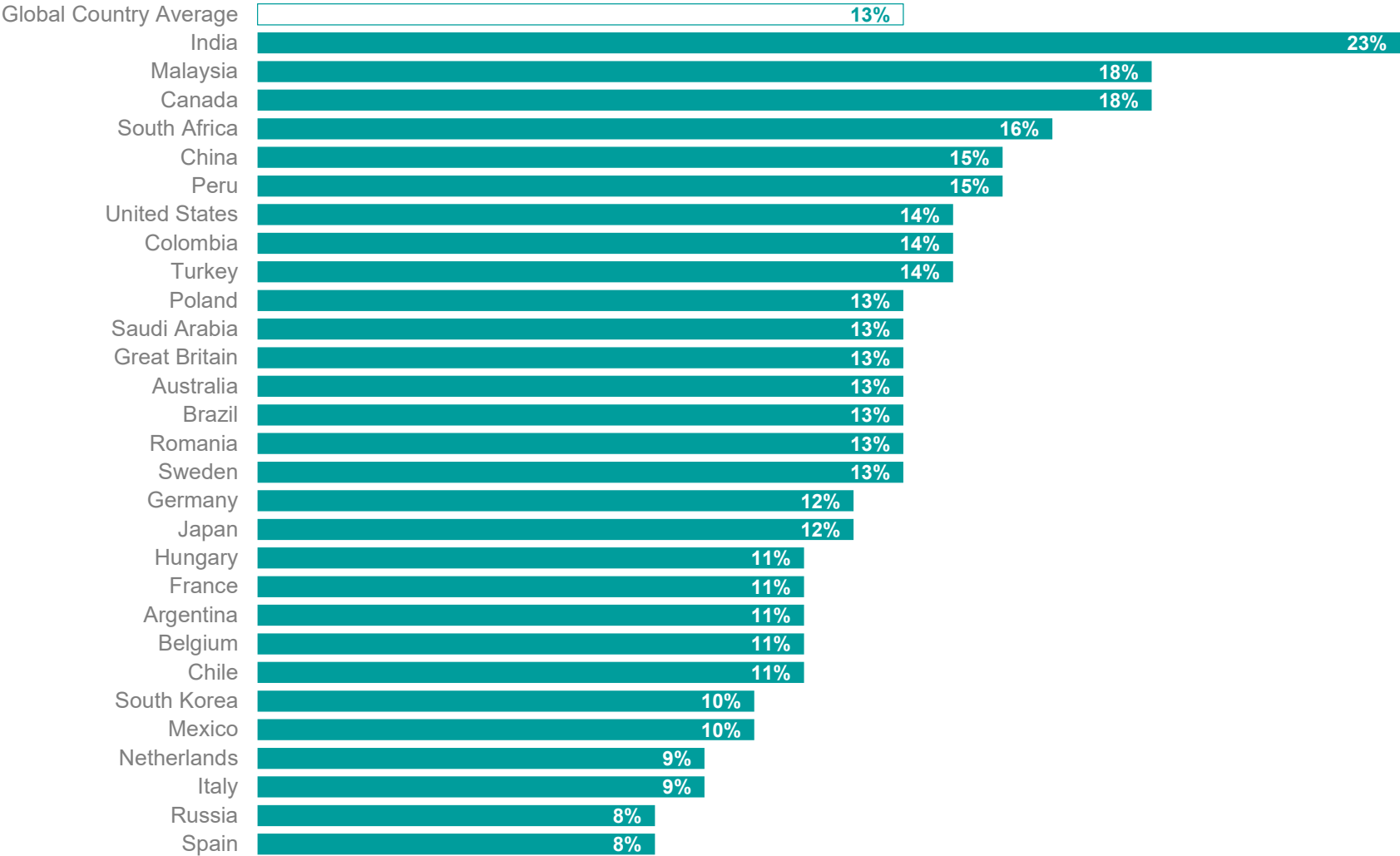
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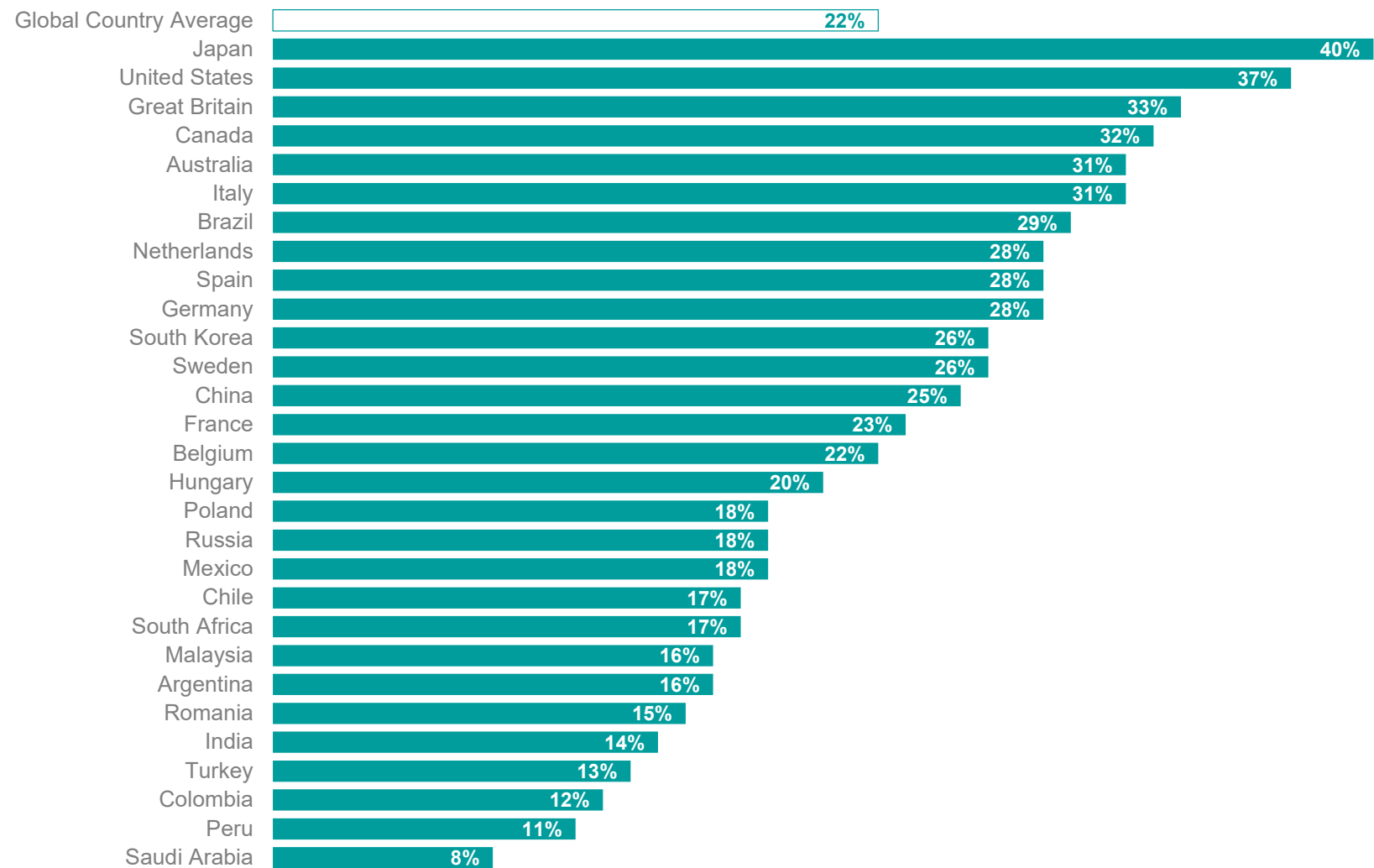
# WHAT BARRIERS, IF ANY, STOP YOU FROM PRACTICING SPORTS AS MUCH AS YOU LIKE? - LACK OF PEOPLE I KNOW PERSONALLY (E.G., FRIENDS) TO PLAY OR PRACTICE SPORTS WITH



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# WHAT BARRIERS, IF ANY, STOP YOU FROM PRACTICING SPORTS AS MUCH AS YOU LIKE? - THERE ARE NO BARRIERS – I DON'T WANT TO PLAY/TAKE PART



People from Japan, the US and Great Britain are the most likely to say there are no barriers to their participation in sport.

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# METHODOLOGY

These are the findings of an Ipsos online survey conducted between 25 June and 9 July 2021.

The survey was conducted in 29 countries around the world, via the Ipsos Online Panel system in Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey, and the United States.

The results are comprised of an international sample of 21,503 adults aged 16-74 in most countries and aged 18-74 in Canada, Malaysia, South Africa, Turkey and the United States. Approximately 1,000 individuals participated on a country by country basis via the Ipsos Online Panel, with the exception of Argentina, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample of approximately 500.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and United States can be taken as representative of their general adult population under the age of 75.

The samples in other countries (Brazil, China, Chile, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, South Africa and Turkey) produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data.

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Where results do not sum to 100 or the difference appears to be plus or minus one point more or less than the actual, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to plus or minus 3.5 percentage points and of 500 accurate to plus or minus 5.0 percentage points. For more information on the use of credibility intervals, please visit the Ipsos website.

# About Ipsos

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Ipsos is the third largest Insights and Analytics company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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# Game Changers

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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.  
Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**