



# UK Active: National Fitness Day

## METHODOLOGY NOTE

ComRes interviewed 2,095 GB adults online between the 19<sup>th</sup> and 21<sup>st</sup> September 2014. Data were weighted to be nationally representative of all UK adults. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: [katharine.peacock@comres.co.uk](mailto:katharine.peacock@comres.co.uk)

To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)

## National Fitness Day Survey

### ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 1

**Q.1 To your best estimation, how much time in a normal week do you spend doing each of the following leisure activities? Please provide your best estimation, to the nearest hour.**

#### Summary Table

**Base: All respondents**

	Activities					
	Doing exercise (i.e. going for a walk or jog, playing football or other team sports, spending time in the gym or fitness studio)	Watching television or playing video games (i.e. via the TV, computer, smartphone or tablet)	Browsing the internet (i.e. via a computer, smartphone or tablet)	Socialising with friends and family	Spending time on my hobbies (i.e. playing or listening to music, watching sports, cooking, learning a language, gardening, reading)	Participating in cultural activities (i.e. visiting museums, galleries, going to the theatre)
Unweighted base	2095	2095	2095	2095	2095	2095
Weighted base	2095	2095	2095	2095	2095	2095
1	218 10%	21 1%	38 2%	116 6%	93 4%	492 23%
2	205 10%	28 1%	52 2%	181 9%	152 7%	207 10%
3	178 8%	39 2%	44 2%	113 5%	110 5%	75 4%
4	130 6%	30 1%	52 3%	146 7%	133 6%	30 1%
5	186 9%	89 4%	110 5%	240 11%	235 11%	59 3%
6-10	360 17%	385 18%	461 22%	477 23%	486 23%	45 2%
11-20	113 5%	563 27%	561 27%	228 11%	305 15%	6 *
21+	17 1%	549 26%	436 21%	104 5%	124 6%	2 *
NET: 1-4 hours	731 35%	118 6%	187 9%	555 26%	488 23%	803 38%
NET: 5-9 hours	439 21%	246 12%	327 16%	487 23%	474 23%	94 4%
NET: 10 or more hours per week	237 11%	1340 64%	1242 59%	561 27%	676 32%	18 1%

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#### Summary Table

**Base: All respondents**

	Activities					
	Doing exercise (i.e. going for a walk or jog, playing football or other team sports, spending time in the gym or fitness studio)	Watching television or playing video games (i.e. via the TV, computer, smartphone or tablet)	Browsing the internet (i.e. via a computer, smartphone or tablet)	Socialising with friends and family	Spending time on my hobbies (i.e. playing or listening to music, watching sports, cooking, learning a language, gardening, reading)	Participating in cultural activities (i.e. visiting museums, galleries, going to the theatre)
Weighted base	2095	2095	2095	2095	2095	2095
Not applicable	395 19%	87 4%	50 2%	103 5%	122 6%	777 37%
Don't know	293 14%	303 14%	289 14%	389 19%	335 16%	403 19%
Mean (excl. NA)	5.42	18.96	16.52	8.73	9.31	2.23
Mean (incl. NA)	4.23	18.03	16.06	8.20	8.67	1.21

## National Fitness Day Survey

### ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 2

**Q.1 To your best estimation, how much time in a normal week do you spend doing each of the following leisure activities? Please provide your best estimation, to the nearest hour.**

**Doing exercise (i.e. going for a walk or jog, playing football or other team sports, spending time in the gym or fitness studio)**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2095	1021	1074	208	357	315	393	348	474	585	621	366	523	270	789
Weighted base	2095	1027	1068	249	353	353	373	311	456	560	581	456	498	300	873
1	218 10%	108 10%	110 10%	20 8%	47 13%	29 8%	41 11%	28 9%	52 12%	58 10%	71 12%	48 10%	41 8%	23 8%	100 11%
2	205 10%	92 9%	113 11%	22 9%	47 13%	36 10%	24 6%	29 9%	48 10%	62 11%	52 9%	46 10%	45 9%	35 12%	81 9%
3	178 8%	86 8%	91 9%	24 10%	31 9%	30 9%	37 10%	23 7%	32 7%	58 10%	56 10%	35 8%	28 6%	28 9%	82 9%
4	130 6%	65 6%	65 6%	13 5%	21 6%	19 5%	21 6%	18 6%	37 8%	48 9%	39 7%	18 4%	25 5%	21 7%	52 6%
5	186 9%	76 7%	110 10%	18 7%	34 10%	32 9%	40 11%	21 7%	40 9%	44 8%	65 11%	44 10%	34 7%	37 12%	85 10%
6-10	360 17%	188 18%	172 16%	40 16%	36 10%	63 18%	73 20%	67 22%	81 18%	108 19%	102 18%	68 15%	81 16%	47 16%	157 18%
11-20	113 5%	72 7%	42 4%	6 2%	18 5%	28 8%	16 4%	22 7%	23 5%	29 5%	29 5%	26 6%	29 6%	18 6%	48 5%
21+	17 1%	12 1%	5 1%	4 1%	2 *	2 *	1 *	2 1%	8 2%	4 1%	3 1%	2 *	8 2%	2 1%	5 1%
NET: 1-4 hours	731 35%	350 34%	380 36%	80 32%	146 41%	115 33%	123 33%	98 32%	169 37%	226 40%	218 38%	147 32%	140 28%	107 36%	314 36%
NET: 5-9 hours	439 21%	199 19%	240 22%	41 16%	59 17%	73 21%	91 24%	75 24%	100 22%	127 23%	134 23%	86 19%	92 18%	72 24%	188 21%
NET: 10 or more hours per week	237 11%	147 14%	90 8%	27 11%	31 9%	51 14%	39 11%	37 12%	53 12%	58 10%	65 11%	54 12%	60 12%	31 10%	106 12%
Not applicable	395 19%	188 18%	207 19%	39 16%	33 9%	68 19%	75 20%	72 23%	109 24%	77 14%	91 16%	87 19%	140 28%	31 10%	136 16%
Don't know	293 14%	141 14%	152 14%	63 25%	84 24%	46 13%	45 12%	29 9%	26 6%	72 13%	73 13%	82 18%	66 13%	59 20%	129 15%
Mean (excl. NA)	5.42	5.85	4.99	5.59	4.56	5.95	5.25	5.82	5.44	5.20	5.14	5.32	6.22	5.35	5.32
Mean (incl. NA)	4.23	4.61	3.86	4.42	4.00	4.64	4.05	4.34	4.06	4.37	4.22	4.08	4.20	4.67	4.35

## National Fitness Day Survey

### ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 2

**Q.1 To your best estimation, how much time in a normal week do you spend doing each of the following leisure activities? Please provide your best estimation, to the nearest hour.**

**Doing exercise (i.e. going for a walk or jog, playing football or other team sports, spending time in the gym or fitness studio)**

**Base: All respondents**

	Region													
	Total	Scotland	Wales	Northern Ireland	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2095	189	112	47	1794	91	222	205	163	156	202	243	291	174
Weighted base	2095	183	102	61	1810	81	224	183	183	142	203	264	285	183
1	218 10%	19 10%	8 8%	7 12%	191 11%	3 4%	19 9%	13 7%	26 14%	12 9%	27 13%	24 9%	39 14%	20 11%
2	205 10%	16 9%	14 13%	9 15%	176 10%	8 10%	26 12%	24 13%	19 10%	12 8%	20 10%	33 13%	15 5%	9 5%
3	178 8%	17 10%	7 7%	4 6%	153 8%	7 9%	22 10%	10 5%	22 12%	12 9%	21 10%	22 8%	24 9%	8 4%
4	130 6%	14 8%	2 2%	11 18%	115 6%	4 5%	10 5%	12 6%	11 6%	8 5%	9 4%	19 7%	20 7%	10 6%
5	186 9%	12 7%	11 11%	6 10%	162 9%	10 13%	20 9%	16 9%	11 6%	10 7%	18 9%	22 8%	20 7%	30 16%
6-10	360 17%	30 16%	18 18%	5 9%	312 17%	12 15%	48 21%	38 21%	35 19%	32 22%	30 15%	28 11%	46 16%	38 21%
11-20	113 5%	11 6%	5 5%	2 3%	97 5%	9 11%	10 5%	8 4%	9 5%	9 6%	17 8%	12 4%	16 6%	6 3%
21+	17 1%	-	-	-	17 1%	-	4 2%	1 1%	2 1%	2 1%	1 *	5 2%	1 1%	1 1%
NET: 1-4 hours	731 35%	66 36%	30 30%	31 50%	634 35%	23 28%	78 35%	59 32%	78 42%	44 31%	78 38%	99 37%	99 35%	47 26%
NET: 5-9 hours	439 21%	31 17%	25 24%	12 19%	383 21%	20 25%	55 25%	45 24%	38 21%	33 23%	35 17%	40 15%	52 18%	53 29%
NET: 10 or more hours per week	237 11%	23 12%	10 9%	2 3%	205 11%	11 14%	27 12%	18 10%	18 10%	19 14%	30 15%	26 10%	32 11%	22 12%
Not applicable	395 19%	26 14%	20 19%	14 24%	349 19%	13 16%	41 18%	34 19%	31 17%	31 22%	40 20%	51 19%	58 20%	35 19%
Don't know	293 14%	37 20%	17 17%	2 3%	238 13%	13 17%	23 10%	28 15%	18 10%	14 10%	20 10%	49 19%	44 15%	27 14%
Mean (excl. NA)	5.42	5.25	5.03	3.98	5.45	6.49	5.67	5.40	5.11	6.14	5.40	5.33	5.29	5.60
Mean (incl. NA)	4.23	4.30	3.85	3.00	4.24	5.21	4.52	4.20	4.16	4.64	4.22	4.08	4.02	4.35

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### ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 3

**Q.1 To your best estimation, how much time in a normal week do you spend doing each of the following leisure activities? Please provide your best estimation, to the nearest hour.**

**Watching television or playing video games (i.e. via the TV, computer, smartphone or tablet)**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2095	1021	1074	208	357	315	393	348	474	585	621	366	523	270	789
Weighted base	2095	1027	1068	249	353	353	373	311	456	560	581	456	498	300	873
1	21 1%	13 1%	8 1%	2 1%	9 3%	5 1%	4 1%	- -	1 *	7 1%	3 1%	9 2%	2 *	1 *	16 2%
2	28 1%	10 1%	18 2%	4 1%	13 4%	3 1%	5 1%	- -	3 1%	8 1%	14 2%	2 *	4 1%	4 1%	13 1%
3	39 2%	22 2%	17 2%	6 2%	10 3%	12 3%	4 1%	7 2%	1 *	10 2%	13 2%	8 2%	8 2%	13 4%	18 2%
4	30 1%	15 1%	15 1%	5 2%	9 3%	4 1%	4 1%	5 2%	3 1%	13 2%	10 2%	2 1%	4 1%	4 1%	16 2%
5	89 4%	44 4%	45 4%	25 10%	20 6%	15 4%	13 4%	7 2%	8 2%	33 6%	22 4%	20 4%	14 3%	19 6%	48 6%
6-10	385 18%	182 18%	203 19%	59 24%	77 22%	76 21%	75 20%	45 14%	54 12%	123 22%	100 17%	75 17%	86 17%	68 23%	190 22%
11-20	563 27%	271 26%	292 27%	49 19%	79 22%	104 30%	108 29%	92 30%	131 29%	158 28%	192 33%	118 26%	95 19%	88 29%	231 26%
21+	549 26%	281 27%	268 25%	20 8%	51 15%	70 20%	91 24%	104 34%	212 46%	113 20%	132 23%	124 27%	181 36%	38 13%	158 18%
NET: 1-4 hours	118 6%	61 6%	57 5%	16 6%	40 11%	24 7%	18 5%	12 4%	8 2%	38 7%	41 7%	21 5%	18 4%	22 7%	62 7%
NET: 5-9 hours	246 12%	116 11%	130 12%	44 18%	55 16%	40 11%	46 12%	30 10%	30 7%	84 15%	57 10%	59 13%	46 9%	56 19%	119 14%
NET: 10 or more hours per week	1340 64%	662 64%	678 63%	109 44%	172 49%	225 64%	241 65%	219 70%	374 82%	344 61%	389 67%	278 61%	329 66%	157 52%	508 58%
Not applicable	87 4%	43 4%	44 4%	19 8%	10 3%	16 4%	12 3%	12 4%	18 4%	18 3%	22 4%	22 5%	26 5%	10 3%	42 5%
Don't know	303 14%	145 14%	158 15%	61 24%	75 21%	47 13%	56 15%	38 12%	26 6%	77 14%	72 12%	76 17%	79 16%	55 18%	142 16%
Mean (excl. NA)	18.96	19.19	18.74	13.35	14.78	17.58	17.94	21.23	24.26	16.53	17.57	19.29	23.25	14.62	15.97
Mean (incl. NA)	18.03	18.25	17.83	11.97	14.23	16.68	17.25	20.31	23.25	15.93	16.80	18.17	21.84	14.05	15.05

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Absolutes/col percents

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**Watching television or playing video games (i.e. via the TV, computer, smartphone or tablet)**

**Base: All respondents**

	Region													
	Total	Scotland	Wales	Northern Ireland	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2095	189	112	47	1794	91	222	205	163	156	202	243	291	174
Weighted base	2095	183	102	61	1810	81	224	183	183	142	203	264	285	183
1	21 1%	1 1%	2 2%	- -	18 1%	- -	1 *	3 2%	- -	1 1%	2 1%	6 2%	4 1%	1 1%
2	28 1%	1 1%	1 1%	1 1%	26 1%	1 2%	3 1%	- -	2 1%	1 1%	2 1%	7 3%	3 1%	5 3%
3	39 2%	3 2%	7 7%	1 1%	29 2%	3 4%	6 2%	3 2%	3 1%	1 1%	3 2%	5 2%	3 1%	1 1%
4	30 1%	* *	1 1%	1 2%	28 2%	- -	4 2%	1 1%	6 3%	2 1%	1 *	7 3%	5 2%	1 1%
5	89 4%	15 8%	3 3%	3 4%	71 4%	2 2%	7 3%	5 3%	8 4%	5 3%	6 3%	18 7%	11 4%	7 4%
6-10	385 18%	26 14%	18 17%	21 34%	342 19%	20 25%	41 18%	29 16%	42 23%	24 17%	37 18%	47 18%	49 17%	32 17%
11-20	563 27%	42 23%	32 31%	16 26%	489 27%	22 28%	61 27%	46 25%	49 27%	49 34%	47 23%	61 23%	82 29%	56 31%
21+	549 26%	46 25%	22 21%	11 18%	481 27%	16 19%	74 33%	57 31%	46 25%	40 28%	71 35%	46 17%	78 27%	43 23%
NET: 1-4 hours	118 6%	6 3%	11 11%	3 4%	101 6%	4 5%	14 6%	7 4%	11 6%	5 4%	8 4%	25 10%	15 5%	9 5%
NET: 5-9 hours	246 12%	23 13%	9 8%	8 14%	214 12%	8 10%	24 11%	17 9%	24 13%	17 12%	30 15%	40 15%	31 11%	16 9%
NET: 10 or more hours per week	1340 64%	106 58%	66 64%	42 69%	1169 65%	52 64%	158 71%	121 66%	121 66%	100 71%	130 64%	132 50%	189 66%	122 67%
Not applicable	87 4%	13 7%	* *	1 2%	74 4%	5 6%	6 3%	5 3%	11 6%	4 3%	8 4%	17 7%	10 3%	7 4%
Don't know	303 14%	36 19%	16 16%	7 12%	252 14%	12 15%	22 10%	33 18%	16 9%	16 11%	27 13%	50 19%	41 14%	29 16%
Mean (excl. NA)	18.96	19.28	17.62	15.62	19.01	18.17	20.81	20.44	18.85	19.56	20.72	15.62	19.39	18.45
Mean (incl. NA)	18.03	17.58	17.52	15.31	18.11	16.95	20.15	19.77	17.57	18.98	19.84	14.36	18.63	17.57

## National Fitness Day Survey

### ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 4

**Q.1 To your best estimation, how much time in a normal week do you spend doing each of the following leisure activities? Please provide your best estimation, to the nearest hour.**

**Browsing the internet (i.e. via a computer, smartphone or tablet)**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2095	1021	1074	208	357	315	393	348	474	585	621	366	523	270	789
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1	38 2%	14 1%	25 2%	1 *	8 2%	9 3%	4 1%	5 2%	12 3%	6 1%	13 2%	15 3%	5 1%	2 1%	22 3%
2	52 2%	17 2%	34 3%	- -	7 2%	14 4%	13 4%	7 2%	11 2%	10 2%	11 2%	20 4%	11 2%	5 2%	23 3%
3	44 2%	17 2%	27 3%	1 *	7 2%	10 3%	7 2%	3 1%	15 3%	8 1%	18 3%	12 3%	7 1%	4 1%	16 2%
4	52 3%	23 2%	29 3%	12 5%	8 2%	9 3%	9 2%	6 2%	8 2%	16 3%	11 2%	14 3%	12 2%	10 3%	27 3%
5	110 5%	49 5%	60 6%	14 6%	17 5%	27 8%	17 4%	12 4%	23 5%	29 5%	30 5%	30 7%	22 4%	18 6%	54 6%
6-10	461 22%	222 22%	239 22%	45 18%	61 17%	64 18%	96 26%	77 25%	117 26%	151 27%	132 23%	84 18%	94 19%	83 28%	184 21%
11-20	561 27%	291 28%	271 25%	49 20%	85 24%	99 28%	109 29%	85 27%	134 29%	149 27%	174 30%	111 24%	127 25%	76 25%	226 26%
21+	436 21%	228 22%	209 20%	53 21%	75 21%	63 18%	73 20%	69 22%	104 23%	110 20%	103 18%	91 20%	133 27%	38 12%	169 19%
NET: 1-4 hours	187 9%	71 7%	115 11%	14 5%	30 9%	43 12%	32 9%	22 7%	46 10%	39 7%	53 9%	60 13%	35 7%	21 7%	88 10%
NET: 5-9 hours	327 16%	155 15%	173 16%	29 12%	45 13%	48 14%	64 17%	48 16%	94 21%	107 19%	82 14%	76 17%	63 13%	62 21%	128 15%
NET: 10 or more hours per week	1242 59%	635 62%	606 57%	132 53%	193 55%	205 58%	230 62%	196 63%	285 63%	331 59%	358 62%	241 53%	313 63%	153 51%	505 58%
Not applicable	50 2%	26 2%	25 2%	18 7%	11 3%	7 2%	4 1%	3 1%	7 2%	12 2%	13 2%	11 3%	13 3%	7 2%	26 3%
Don't know	289 14%	140 14%	149 14%	56 23%	74 21%	50 14%	44 12%	41 13%	24 5%	71 13%	76 13%	68 15%	75 15%	58 19%	126 14%
Mean (excl. NA)	16.52	17.08	15.98	18.45	17.50	15.46	16.40	17.46	15.36	15.86	16.03	15.69	18.64	13.97	16.53
Mean (incl. NA)	16.06	16.59	15.56	16.73	16.79	15.10	16.22	17.24	15.11	15.46	15.61	15.22	18.06	13.59	15.95



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2	52 2%	1 *	2 2%	6 10%	49 3%	- -	11 5%	3 2%	5 3%	4 3%	2 1%	5 2%	6 2%	6 3%
3	44 2%	4 2%	2 2%	2 3%	38 2%	1 2%	1 *	1 1%	4 2%	5 3%	9 5%	5 2%	7 3%	3 2%
4	52 3%	5 2%	6 6%	2 3%	42 2%	3 3%	4 2%	3 2%	3 2%	3 2%	5 2%	3 1%	9 3%	6 3%
5	110 5%	7 4%	6 6%	1 1%	97 5%	5 6%	12 5%	9 5%	19 10%	1 1%	7 4%	7 3%	22 8%	14 8%
6-10	461 22%	45 25%	21 21%	22 37%	395 22%	26 32%	44 20%	33 18%	41 22%	41 29%	34 17%	53 20%	64 23%	36 20%
11-20	561 27%	51 28%	19 19%	17 27%	491 27%	18 22%	60 27%	55 30%	53 29%	46 32%	66 32%	71 27%	68 24%	39 21%
21+	436 21%	32 17%	25 25%	8 13%	379 21%	11 14%	59 26%	40 22%	38 21%	30 21%	40 20%	51 19%	54 19%	49 27%
NET: 1-4 hours	187 9%	11 6%	12 12%	10 16%	164 9%	5 6%	18 8%	12 7%	12 7%	13 9%	24 12%	22 8%	25 9%	23 12%
NET: 5-9 hours	327 16%	26 14%	13 12%	12 20%	289 16%	19 23%	33 15%	24 13%	39 22%	20 14%	22 11%	34 13%	52 18%	34 18%
NET: 10 or more hours per week	1242 59%	109 59%	59 58%	35 58%	1073 59%	41 50%	142 64%	113 61%	111 61%	98 69%	125 62%	148 56%	156 55%	104 57%
Not applicable	50 2%	4 2%	- -	- -	46 3%	2 3%	5 2%	3 2%	5 3%	3 2%	3 2%	17 6%	7 3%	- -
Don't know	289 14%	34 18%	18 17%	4 7%	238 13%	15 18%	26 12%	30 17%	15 8%	9 6%	30 15%	43 16%	44 15%	23 12%
Mean (excl. NA)	16.52	16.30	17.04	12.41	16.51	15.41	17.75	16.61	15.98	15.79	16.80	17.78	15.67	17.28
Mean (incl. NA)	16.06	15.89	17.04	12.41	16.03	14.91	17.33	16.25	15.47	15.39	16.49	16.41	15.19	17.28

## National Fitness Day Survey

### ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 5

**Q.1 To your best estimation, how much time in a normal week do you spend doing each of the following leisure activities? Please provide your best estimation, to the nearest hour.**

**Watching television/Playing video games/ Browing the Internet (Total)**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2095	1021	1074	208	357	315	393	348	474	585	621	366	523	270	789
Weighted base	2095	1027	1068	249	353	353	373	311	456	560	581	456	498	300	873
1	3 *	- -	3 *	- -	2 *	1 *	- -	- -	- -	- -	- -	2 *	1 *	- -	- -
2	11 1%	5 *	6 1%	- -	5 2%	4 1%	1 *	- -	- -	2 *	1 *	7 2%	- -	1 *	9 1%
3	7 *	4 *	3 *	1 *	3 1%	- -	3 1%	- -	1 *	2 *	4 1%	- -	1 *	1 *	4 *
4	16 1%	3 *	12 1%	5 2%	5 1%	2 1%	* *	1 *	1 *	3 1%	4 1%	6 1%	2 *	1 *	10 1%
5	7 *	4 *	3 *	2 1%	1 *	1 *	2 *	2 1%	- -	2 *	2 *	- -	4 1%	- -	3 *
6-10	99 5%	44 4%	56 5%	12 5%	20 6%	31 9%	15 4%	9 3%	13 3%	25 4%	31 5%	26 6%	17 3%	23 8%	51 6%
11-20	323 15%	150 15%	173 16%	45 18%	60 17%	49 14%	68 18%	39 13%	62 14%	116 21%	91 16%	60 13%	56 11%	64 21%	146 17%
21+	1259 60%	636 62%	622 58%	109 44%	168 48%	204 58%	221 59%	212 68%	344 75%	320 57%	353 61%	264 58%	321 65%	144 48%	481 55%
NET: 1-4 hours	36 2%	12 1%	23 2%	6 2%	15 4%	8 2%	4 1%	1 *	2 *	7 1%	10 2%	15 3%	4 1%	3 1%	23 3%
NET: 5-9 hours	73 3%	35 3%	38 4%	6 3%	12 3%	28 8%	10 3%	8 3%	8 2%	16 3%	24 4%	20 4%	13 3%	18 6%	33 4%
NET: 10 or more hours per week	1615 77%	799 78%	816 76%	162 65%	236 67%	257 73%	296 79%	254 82%	410 90%	447 80%	452 78%	330 72%	385 77%	213 71%	648 74%
Not applicable	34 2%	23 2%	12 1%	12 5%	7 2%	7 2%	4 1%	- -	4 1%	7 1%	11 2%	8 2%	9 2%	4 1%	18 2%
Don't know	337 16%	157 15%	179 17%	62 25%	82 23%	54 15%	60 16%	48 15%	31 7%	83 15%	84 14%	83 18%	87 17%	62 21%	151 17%
Mean (excl. NA)	34.72	35.82	33.66	30.86	31.36	32.36	34.04	38.01	38.52	31.84	33.06	33.79	40.94	27.91	32.00
Mean (incl. NA)	34.05	34.89	33.22	28.83	30.56	31.60	33.66	38.01	38.11	31.38	32.34	33.09	40.07	27.41	31.21

## National Fitness Day Survey

### ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 5

**Q.1 To your best estimation, how much time in a normal week do you spend doing each of the following leisure activities? Please provide your best estimation, to the nearest hour.**

**Watching television/Playing video games/ Browing the Internet (Total)**

**Base: All respondents**

	Region													
	Total	Scotland	Wales	Northern Ireland	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2095	189	112	47	1794	91	222	205	163	156	202	243	291	174
Weighted base	2095	183	102	61	1810	81	224	183	183	142	203	264	285	183
1	3 *	- -	- -	- -	3 *	- -	- -	- -	- -	- -	1 1%	- -	2 1%	- -
2	11 1%	- -	2 2%	- -	9 *	- -	1 *	* *	1 1%	- -	1 *	5 2%	- -	- -
3	7 *	1 *	- -	- -	6 *	- -	- -	- -	- -	1 1%	2 1%	2 1%	2 1%	- -
4	16 1%	1 *	- -	- -	15 1%	- -	- -	1 *	1 *	1 1%	1 1%	2 1%	1 *	8 4%
5	7 *	- -	- -	- -	7 *	- -	1 *	2 1%	2 1%	- -	2 1%	- -	1 *	1 *
6-10	99 5%	13 7%	6 6%	4 6%	80 4%	5 6%	8 4%	5 3%	10 6%	4 3%	10 5%	16 6%	11 4%	7 4%
11-20	323 15%	24 13%	22 22%	15 25%	277 15%	21 25%	33 15%	22 12%	29 16%	19 14%	19 9%	39 15%	53 19%	27 15%
21+	1259 60%	102 56%	54 53%	34 56%	1103 61%	38 47%	149 67%	118 64%	117 64%	100 70%	134 66%	137 52%	166 58%	110 60%
NET: 1-4 hours	36 2%	1 1%	2 2%	- -	32 2%	- -	1 *	1 1%	2 1%	2 2%	5 3%	9 3%	4 1%	8 4%
NET: 5-9 hours	73 3%	6 3%	6 6%	4 6%	61 3%	4 5%	6 3%	5 3%	4 2%	4 3%	11 5%	12 5%	6 2%	5 3%
NET: 10 or more hours per week	1615 77%	133 73%	76 75%	49 81%	1406 78%	59 73%	184 82%	142 78%	153 83%	120 84%	154 76%	181 68%	225 79%	139 76%
Not applicable	34 2%	3 2%	- -	- -	31 2%	2 3%	5 2%	2 1%	5 3%	- -	3 2%	11 4%	3 1%	- -
Don't know	337 16%	39 21%	18 17%	8 13%	280 15%	16 19%	27 12%	34 18%	19 10%	16 12%	30 15%	52 20%	46 16%	31 17%
Mean (excl. NA)	34.72	33.54	34.16	28.60	34.86	31.49	38.72	36.46	34.25	34.50	36.62	32.45	34.78	34.35
Mean (incl. NA)	34.05	32.79	34.16	28.60	34.16	30.45	37.79	36.08	33.14	34.50	35.95	30.79	34.30	34.35

## National Fitness Day Survey

### ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 6

**Q.1 To your best estimation, how much time in a normal week do you spend doing each of the following leisure activities? Please provide your best estimation, to the nearest hour.**

**Socialising with friends and family**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2095	1021	1074	208	357	315	393	348	474	585	621	366	523	270	789
Weighted base	2095	1027	1068	249	353	353	373	311	456	560	581	456	498	300	873
1	116 6%	61 6%	54 5%	4 2%	25 7%	24 7%	26 7%	16 5%	21 5%	35 6%	30 5%	25 5%	25 5%	21 7%	49 6%
2	181 9%	86 8%	95 9%	7 3%	27 8%	28 8%	45 12%	27 9%	46 10%	49 9%	55 9%	39 9%	38 8%	25 8%	76 9%
3	113 5%	42 4%	71 7%	13 5%	17 5%	28 8%	15 4%	17 6%	23 5%	28 5%	35 6%	22 5%	29 6%	16 5%	51 6%
4	146 7%	57 6%	89 8%	11 5%	29 8%	25 7%	26 7%	24 8%	31 7%	44 8%	40 7%	38 8%	24 5%	21 7%	75 9%
5	240 11%	121 12%	119 11%	27 11%	49 14%	41 12%	43 12%	29 9%	51 11%	71 13%	75 13%	51 11%	43 9%	36 12%	113 13%
6-10	477 23%	244 24%	233 22%	58 23%	62 18%	80 23%	79 21%	71 23%	127 28%	136 24%	141 24%	95 21%	104 21%	67 22%	186 21%
11-20	228 11%	119 12%	109 10%	37 15%	25 7%	34 10%	36 10%	40 13%	55 12%	63 11%	52 9%	50 11%	61 12%	28 9%	89 10%
21+	104 5%	55 5%	49 5%	22 9%	13 4%	13 4%	13 3%	18 6%	24 5%	18 3%	35 6%	13 3%	37 7%	14 5%	32 4%
NET: 1-4 hours	555 26%	246 24%	309 29%	35 14%	98 28%	105 30%	112 30%	85 27%	120 26%	156 28%	160 28%	123 27%	117 23%	83 28%	251 29%
NET: 5-9 hours	487 23%	252 24%	235 22%	48 19%	79 22%	86 24%	84 23%	65 21%	125 27%	143 26%	147 25%	102 22%	95 19%	72 24%	210 24%
NET: 10 or more hours per week	561 27%	286 28%	275 26%	96 39%	70 20%	82 23%	87 23%	93 30%	132 29%	145 26%	157 27%	108 24%	151 30%	74 25%	211 24%
Not applicable	103 5%	57 6%	47 4%	13 5%	12 3%	22 6%	23 6%	13 4%	20 4%	22 4%	29 5%	23 5%	28 6%	13 4%	44 5%
Don't know	389 19%	187 18%	202 19%	57 23%	94 27%	58 16%	67 18%	55 18%	58 13%	93 17%	88 15%	100 22%	107 22%	58 19%	158 18%
Mean (excl. NA)	8.73	9.10	8.37	12.32	7.94	7.63	7.73	9.09	8.83	8.24	8.78	8.00	9.92	8.37	7.93
Mean (incl. NA)	8.20	8.48	7.92	11.51	7.56	7.05	7.15	8.63	8.38	7.84	8.26	7.48	9.20	7.90	7.45

## National Fitness Day Survey

### ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 6

**Q.1 To your best estimation, how much time in a normal week do you spend doing each of the following leisure activities? Please provide your best estimation, to the nearest hour.**

**Socialising with friends and family**

**Base: All respondents**

	Region													
	Total	Scotland	Wales	Northern Ireland	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2095	189	112	47	1794	91	222	205	163	156	202	243	291	174
Weighted base	2095	183	102	61	1810	81	224	183	183	142	203	264	285	183
1	116 6%	12 6%	5 5%	5 8%	99 5%	3 3%	12 5%	8 5%	9 5%	12 8%	11 5%	13 5%	19 7%	8 4%
2	181 9%	13 7%	6 6%	5 8%	162 9%	7 8%	12 5%	14 8%	16 9%	13 9%	16 8%	29 11%	32 11%	17 9%
3	113 5%	12 6%	7 6%	5 9%	95 5%	4 4%	13 6%	13 7%	13 7%	6 4%	11 5%	9 3%	13 5%	8 4%
4	146 7%	13 7%	6 6%	9 15%	127 7%	3 4%	20 9%	7 4%	15 8%	12 8%	9 5%	15 6%	17 6%	18 10%
5	240 11%	19 10%	6 6%	17 28%	215 12%	6 7%	33 15%	23 13%	15 8%	13 9%	22 11%	28 10%	37 13%	21 12%
6-10	477 23%	42 23%	24 24%	6 10%	411 23%	27 33%	59 27%	33 18%	45 25%	32 23%	55 27%	53 20%	60 21%	42 23%
11-20	228 11%	18 10%	10 10%	8 13%	200 11%	8 9%	18 8%	26 14%	20 11%	18 13%	23 11%	28 11%	36 13%	18 10%
21+	104 5%	7 4%	6 6%	* 1%	90 5%	4 5%	14 6%	8 4%	14 8%	5 4%	13 6%	14 5%	12 4%	5 3%
NET: 1-4 hours	555 26%	50 27%	23 23%	24 40%	482 27%	16 20%	56 25%	43 23%	53 29%	43 30%	48 23%	67 25%	81 29%	50 28%
NET: 5-9 hours	487 23%	36 20%	16 16%	18 30%	435 24%	20 24%	64 28%	38 21%	33 18%	31 22%	53 26%	60 23%	71 25%	47 25%
NET: 10 or more hours per week	561 27%	50 27%	30 29%	13 21%	482 27%	25 30%	60 27%	52 28%	60 33%	37 26%	59 29%	63 24%	74 26%	39 21%
Not applicable	103 5%	9 5%	7 7%	1 1%	87 5%	5 6%	8 4%	6 3%	8 4%	6 4%	11 5%	20 7%	9 3%	15 8%
Don't know	389 19%	38 21%	25 25%	5 8%	325 18%	16 19%	35 16%	45 24%	29 16%	25 18%	33 16%	56 21%	49 17%	32 18%
Mean (excl. NA)	8.73	8.44	8.93	6.38	8.74	8.88	9.31	9.01	9.73	7.89	9.38	8.83	8.46	7.87
Mean (incl. NA)	8.20	7.93	8.06	6.30	8.23	8.19	8.91	8.65	9.23	7.50	8.80	8.00	8.13	7.11

## National Fitness Day Survey

### ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 7

**Q.1 To your best estimation, how much time in a normal week do you spend doing each of the following leisure activities? Please provide your best estimation, to the nearest hour.**

**Spending time on my hobbies (i.e. playing or listening to music, watching sports, cooking, learning a language, gardening, reading)**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2095	1021	1074	208	357	315	393	348	474	585	621	366	523	270	789
Weighted base	2095	1027	1068	249	353	353	373	311	456	560	581	456	498	300	873
1	93 4%	45 4%	48 4%	1 1%	21 6%	24 7%	26 7%	9 3%	11 3%	19 3%	32 6%	22 5%	19 4%	13 4%	48 5%
2	152 7%	54 5%	98 9%	21 9%	27 8%	33 9%	35 9%	18 6%	18 4%	37 7%	48 8%	44 10%	22 4%	28 9%	74 8%
3	110 5%	51 5%	59 6%	15 6%	21 6%	26 7%	15 4%	17 6%	16 4%	32 6%	28 5%	15 3%	35 7%	21 7%	44 5%
4	133 6%	61 6%	72 7%	7 3%	27 8%	23 7%	36 10%	15 5%	25 5%	41 7%	34 6%	34 7%	25 5%	25 8%	66 8%
5	235 11%	120 12%	115 11%	39 16%	41 12%	41 12%	50 13%	24 8%	39 9%	75 13%	66 11%	50 11%	44 9%	44 15%	113 13%
6-10	486 23%	243 24%	243 23%	49 20%	63 18%	85 24%	84 22%	87 28%	119 26%	148 26%	139 24%	92 20%	107 21%	62 21%	208 24%
11-20	305 15%	161 16%	144 13%	24 10%	33 9%	36 10%	42 11%	63 20%	108 24%	69 12%	90 16%	60 13%	86 17%	23 8%	108 12%
21+	124 6%	72 7%	52 5%	5 2%	12 3%	15 4%	12 3%	20 6%	60 13%	34 6%	32 6%	25 6%	32 6%	10 3%	20 2%
NET: 1-4 hours	488 23%	211 21%	277 26%	45 18%	96 27%	106 30%	112 30%	60 19%	70 15%	130 23%	142 24%	115 25%	101 20%	87 29%	232 27%
NET: 5-9 hours	474 23%	236 23%	238 22%	69 28%	66 19%	71 20%	97 26%	65 21%	106 23%	152 27%	142 24%	96 21%	85 17%	70 23%	216 25%
NET: 10 or more hours per week	676 32%	360 35%	316 30%	49 20%	82 23%	105 30%	90 24%	130 42%	220 48%	175 31%	186 32%	130 29%	185 37%	69 23%	233 27%
Not applicable	122 6%	62 6%	60 6%	29 12%	14 4%	19 5%	24 7%	17 5%	19 4%	28 5%	26 4%	30 6%	38 8%	16 5%	53 6%
Don't know	335 16%	158 15%	177 17%	58 23%	95 27%	52 15%	49 13%	40 13%	40 9%	76 14%	85 15%	85 19%	89 18%	58 19%	139 16%
Mean (excl. NA)	9.31	9.87	8.77	7.86	7.88	7.80	7.44	10.62	12.44	9.21	9.15	8.76	10.16	7.38	7.71
Mean (incl. NA)	8.67	9.16	8.18	6.68	7.45	7.32	6.88	9.95	11.86	8.67	8.67	8.06	9.21	6.90	7.15

## National Fitness Day Survey

### ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 7

**Q.1 To your best estimation, how much time in a normal week do you spend doing each of the following leisure activities? Please provide your best estimation, to the nearest hour.**

**Spending time on my hobbies (i.e. playing or listening to music, watching sports, cooking, learning a language, gardening, reading)**

**Base: All respondents**

	Region													
	Total	Scotland	Wales	Northern Ireland	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2095	189	112	47	1794	91	222	205	163	156	202	243	291	174
Weighted base	2095	183	102	61	1810	81	224	183	183	142	203	264	285	183
1	93 4%	7 4%	4 4%	4 7%	82 5%	1 1%	15 7%	7 4%	6 3%	4 3%	14 7%	16 6%	8 3%	6 3%
2	152 7%	9 5%	4 4%	13 21%	139 8%	7 9%	7 3%	12 6%	12 6%	8 6%	21 10%	16 6%	26 9%	17 9%
3	110 5%	13 7%	7 7%	3 6%	91 5%	6 7%	10 5%	5 3%	13 7%	3 2%	9 4%	20 8%	13 4%	8 4%
4	133 6%	11 6%	6 6%	8 13%	116 6%	6 7%	17 7%	11 6%	11 6%	9 6%	14 7%	15 6%	18 6%	8 4%
5	235 11%	19 10%	11 11%	4 7%	205 11%	4 5%	22 10%	22 12%	28 15%	17 12%	21 10%	27 10%	33 11%	28 15%
6-10	486 23%	37 20%	23 23%	20 33%	426 24%	20 25%	59 27%	47 26%	36 20%	33 23%	41 20%	53 20%	71 25%	45 24%
11-20	305 15%	30 16%	15 15%	3 5%	261 14%	11 13%	31 14%	29 16%	33 18%	31 22%	27 13%	30 11%	40 14%	25 14%
21+	124 6%	6 3%	4 4%	2 4%	113 6%	5 7%	17 8%	8 4%	12 7%	16 11%	19 9%	9 3%	13 5%	11 6%
NET: 1-4 hours	488 23%	39 21%	21 21%	28 46%	428 24%	20 25%	50 22%	35 19%	42 23%	24 17%	57 28%	67 26%	65 23%	39 21%
NET: 5-9 hours	474 23%	35 19%	23 22%	10 17%	416 23%	14 18%	43 19%	46 25%	47 26%	38 26%	39 19%	66 25%	60 21%	52 28%
NET: 10 or more hours per week	676 32%	57 31%	30 30%	20 32%	589 33%	26 32%	87 39%	60 33%	62 34%	60 42%	68 33%	53 20%	97 34%	57 31%
Not applicable	122 6%	11 6%	3 3%	- -	108 6%	7 8%	16 7%	9 5%	8 4%	7 5%	11 5%	24 9%	16 6%	11 6%
Don't know	335 16%	41 22%	25 24%	3 5%	269 15%	14 17%	28 13%	32 18%	24 13%	14 10%	29 14%	54 20%	47 16%	23 13%
Mean (excl. NA)	9.31	8.95	9.16	6.94	9.35	10.16	10.16	8.82	9.79	11.10	10.26	7.70	9.08	9.10
Mean (incl. NA)	8.67	8.26	8.80	6.94	8.70	9.14	9.34	8.30	9.32	10.52	9.64	6.82	8.45	8.46

## National Fitness Day Survey

### ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 8

**Q.1 To your best estimation, how much time in a normal week do you spend doing each of the following leisure activities? Please provide your best estimation, to the nearest hour.**

**Participating in cultural activities (i.e. visiting museums, galleries, going to the theatre)**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2095	1021	1074	208	357	315	393	348	474	585	621	366	523	270	789
Weighted base	2095	1027	1068	249	353	353	373	311	456	560	581	456	498	300	873
1	492 23%	245 24%	246 23%	50 20%	70 20%	80 23%	92 25%	83 27%	117 26%	155 28%	136 23%	102 22%	99 20%	75 25%	215 25%
2	207 10%	107 10%	100 9%	36 14%	38 11%	41 12%	25 7%	34 11%	33 7%	64 11%	79 14%	30 7%	34 7%	30 10%	100 12%
3	75 4%	35 3%	40 4%	6 2%	14 4%	6 2%	15 4%	12 4%	23 5%	31 5%	20 3%	11 2%	13 3%	15 5%	26 3%
4	30 1%	18 2%	12 1%	2 1%	5 1%	5 1%	3 1%	5 2%	10 2%	12 2%	10 2%	4 1%	4 1%	2 1%	15 2%
5	59 3%	26 2%	34 3%	7 3%	10 3%	15 4%	6 2%	6 2%	14 3%	21 4%	17 3%	10 2%	11 2%	8 3%	24 3%
6-10	45 2%	24 2%	21 2%	7 3%	8 2%	11 3%	5 1%	5 1%	9 2%	12 2%	9 2%	10 2%	14 3%	13 4%	14 2%
11-20	6 *	2 *	3 *	1 *	- -	- -	1 *	2 1%	2 *	1 *	4 1%	- -	1 *	1 *	1 *
21+	2 *	2 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	2 *	- -	1 *
NET: 1-4 hours	803 38%	405 39%	398 37%	94 38%	126 36%	132 37%	135 36%	133 43%	183 40%	261 47%	245 42%	147 32%	151 30%	123 41%	357 41%
NET: 5-9 hours	94 4%	43 4%	51 5%	13 5%	18 5%	20 6%	10 3%	11 4%	22 5%	30 5%	24 4%	21 4%	20 4%	18 6%	34 4%
NET: 10 or more hours per week	18 1%	11 1%	7 1%	2 1%	* *	7 2%	4 1%	3 1%	3 1%	4 1%	6 1%	- -	9 2%	3 1%	7 1%
Not applicable	777 37%	379 37%	397 37%	75 30%	114 32%	130 37%	165 44%	117 38%	175 38%	148 26%	198 34%	201 44%	230 46%	90 30%	308 35%
Don't know	403 19%	189 18%	214 20%	65 26%	95 27%	64 18%	59 16%	47 15%	72 16%	117 21%	109 19%	88 19%	89 18%	66 22%	166 19%
Mean (excl. NA)	2.23	2.27	2.18	2.25	2.16	2.37	2.18	2.29	2.15	2.13	2.16	1.99	2.72	2.38	2.11
Mean (incl. NA)	1.21	1.24	1.17	1.33	1.20	1.30	1.03	1.27	1.17	1.42	1.26	0.90	1.19	1.47	1.19



## National Fitness Day Survey

### ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 8

**Q.1 To your best estimation, how much time in a normal week do you spend doing each of the following leisure activities? Please provide your best estimation, to the nearest hour.**

**Participating in cultural activities (i.e. visiting museums, galleries, going to the theatre)**

**Base: All respondents**

	Region													
	Total	Scotland	Wales	Northern Ireland	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2095	189	112	47	1794	91	222	205	163	156	202	243	291	174
Weighted base	2095	183	102	61	1810	81	224	183	183	142	203	264	285	183
1	492 23%	47 26%	19 18%	17 28%	426 24%	11 14%	66 29%	43 23%	51 28%	33 23%	52 25%	41 15%	67 23%	46 25%
2	207 10%	19 11%	5 5%	7 12%	182 10%	10 13%	14 6%	18 10%	24 13%	14 10%	23 11%	26 10%	28 10%	17 10%
3	75 4%	2 1%	4 4%	3 5%	69 4%	1 2%	12 5%	4 2%	7 4%	6 4%	5 2%	18 7%	9 3%	5 2%
4	30 1%	1 *	2 2%	- -	28 2%	2 2%	1 1%	2 1%	3 2%	1 1%	2 1%	5 2%	9 3%	3 2%
5	59 3%	2 1%	1 1%	- -	56 3%	1 1%	5 2%	7 4%	5 3%	1 1%	10 5%	16 6%	9 3%	2 1%
6-10	45 2%	3 2%	3 3%	1 1%	39 2%	1 2%	5 2%	5 3%	2 1%	1 *	3 2%	11 4%	7 3%	3 2%
11-20	6 *	2 1%	- -	- -	4 *	- -	- -	- -	1 *	- -	- -	2 1%	1 *	- -
21+	2 *	- -	- -	- -	2 *	- -	1 1%	- -	- -	1 *	- -	- -	- -	- -
NET: 1-4 hours	803 38%	69 38%	29 28%	28 45%	705 39%	24 30%	93 42%	67 37%	86 47%	53 37%	81 40%	90 34%	112 39%	71 39%
NET: 5-9 hours	94 4%	5 3%	2 2%	1 1%	86 5%	3 3%	7 3%	11 6%	7 4%	2 1%	13 6%	24 9%	15 5%	4 2%
NET: 10 or more hours per week	18 1%	2 1%	2 2%	- -	15 1%	- -	5 2%	* *	1 *	1 *	* *	4 2%	3 1%	- -
Not applicable	777 37%	71 39%	46 45%	26 43%	660 36%	29 36%	85 38%	66 36%	64 35%	61 43%	80 39%	70 26%	103 36%	76 42%
Don't know	403 19%	36 20%	23 23%	7 11%	344 19%	25 31%	34 15%	38 21%	26 14%	26 18%	28 14%	76 29%	52 18%	31 17%
Mean (excl. NA)	2.23	2.08	2.41	1.62	2.24	2.10	2.27	2.13	1.97	2.31	2.04	2.97	2.35	1.74
Mean (incl. NA)	1.21	1.09	1.01	0.84	1.23	1.01	1.26	1.16	1.17	1.10	1.11	1.87	1.31	0.87

## National Fitness Day Survey

### ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 9

**Q.2 Looking at the statements below, which if any, comes closest to your view regarding exercise and technology? By exercise, we mean any physical activity (i.e. going for a walk or jog, playing football or other team sports, time in the gym or fitness studio).**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2095	1021	1074	208	357	315	393	348	474	585	621	366	523	270	789
Weighted base	2095	1027	1068	249	353	353	373	311	456	560	581	456	498	300	873
Being able to track my progress via technological devices (i.e. mobile apps or pedometers) would encourage me to exercise	726 35%	328 32%	398 37%	133 53%	179 51%	155 44%	117 31%	77 25%	66 14%	218 39%	212 37%	161 35%	135 27%	129 43%	360 41%
Being able to track my progress via technological devices (i.e. mobile apps or pedometers) would put me off doing exercise	145 7%	79 8%	67 6%	25 10%	30 8%	27 8%	21 6%	18 6%	26 6%	46 8%	41 7%	15 3%	43 9%	28 9%	66 8%
None of the above	945 45%	487 47%	458 43%	57 23%	93 26%	116 33%	177 47%	181 58%	321 70%	234 42%	256 44%	208 46%	247 50%	96 32%	339 39%
Don't know	279 13%	134 13%	145 14%	34 14%	51 14%	55 16%	59 16%	36 11%	44 10%	63 11%	72 12%	72 16%	72 15%	47 16%	108 12%

## National Fitness Day Survey

### ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 9

**Q.2 Looking at the statements below, which if any, comes closest to your view regarding exercise and technology? By exercise, we mean any physical activity (i.e. going for a walk or jog, playing football or other team sports, time in the gym or fitness studio).**

**Base: All respondents**

	Region													
	Total	Scotland	Wales	Northern Ireland	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2095	189	112	47	1794	91	222	205	163	156	202	243	291	174
Weighted base	2095	183	102	61	1810	81	224	183	183	142	203	264	285	183
Being able to track my progress via technological devices (i.e. mobile apps or pedometers) would encourage me to exercise	726 35%	60 33%	38 37%	28 46%	629 35%	36 44%	71 32%	55 30%	78 43%	37 26%	71 35%	108 41%	90 32%	55 30%
Being able to track my progress via technological devices (i.e. mobile apps or pedometers) would put me off doing exercise	145 7%	13 7%	4 4%	4 7%	128 7%	4 5%	23 10%	12 6%	13 7%	8 5%	11 6%	21 8%	21 7%	12 6%
None of the above	945 45%	87 48%	49 48%	24 39%	809 45%	31 38%	91 41%	90 49%	70 39%	83 58%	92 45%	98 37%	139 49%	90 49%
Don't know	279 13%	23 13%	11 11%	5 7%	245 14%	11 14%	39 18%	26 14%	21 12%	15 11%	28 14%	37 14%	34 12%	27 15%

## National Fitness Day Survey

### ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 10

**Q.3 Which, if any, of the following would encourage you to do more exercise? By exercise, we mean any physical activity (i.e. going for a walk or jog, playing football or other team sports, time in the gym or fitness studio).**

**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2095	1021	1074	208	357	315	393	348	474	585	621	366	523	270	789
Weighted base	2095	1027	1068	249	353	353	373	311	456	560	581	456	498	300	873
If it was free	1024	448	575	162	188	213	190	118	154	284	301	217	221	163	453
	49%	44%	54%	65%	53%	60%	51%	38%	34%	51%	52%	48%	44%	54%	52%
If it was in a convenient location	798	360	438	121	160	130	149	90	147	244	250	156	148	123	362
	38%	35%	41%	49%	45%	37%	40%	29%	32%	44%	43%	34%	30%	41%	41%
Being able to exercise as part of a social activity, with my friends	524	233	291	84	102	91	82	60	105	136	162	110	116	74	246
	25%	23%	27%	34%	29%	26%	22%	19%	23%	24%	28%	24%	23%	25%	28%
If I could do so at a convenient time, i.e. in my lunch break	450	202	248	78	108	93	99	40	32	151	123	88	87	101	233
	21%	20%	23%	31%	31%	26%	26%	13%	7%	27%	21%	19%	17%	34%	27%
If I had the opportunity to try new types of exercise or sports before signing up	384	163	221	71	78	81	71	45	39	115	107	81	82	67	188
	18%	16%	21%	28%	22%	23%	19%	15%	9%	20%	18%	18%	16%	22%	22%
If it gave me the opportunity to meet new people	296	128	168	50	69	45	36	41	55	73	87	54	82	56	110
	14%	12%	16%	20%	20%	13%	10%	13%	12%	13%	15%	12%	16%	19%	13%
None of the above	484	269	215	17	42	52	76	104	192	113	131	102	137	34	149
	23%	26%	20%	7%	12%	15%	20%	33%	42%	20%	23%	22%	28%	11%	17%
Don't know	140	75	65	14	18	27	33	20	27	22	32	31	56	18	56
	7%	7%	6%	6%	5%	8%	9%	7%	6%	4%	5%	7%	11%	6%	6%

## National Fitness Day Survey

### ONLINE Fieldwork: 19th-21st September 2014

Absolutes/col percents

Table 10

**Q.3 Which, if any, of the following would encourage you to do more exercise? By exercise, we mean any physical activity (i.e. going for a walk or jog, playing football or other team sports, time in the gym or fitness studio).**

**Base: All respondents**

	Region													
	Total	Scotland	Wales	Northern Ireland	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2095	189	112	47	1794	91	222	205	163	156	202	243	291	174
Weighted base	2095	183	102	61	1810	81	224	183	183	142	203	264	285	183
If it was free	1024 49%	92 50%	50 49%	33 55%	881 49%	35 43%	105 47%	98 54%	94 51%	64 45%	112 55%	127 48%	129 45%	83 46%
If it was in a convenient location	798 38%	69 38%	34 34%	41 67%	695 38%	28 35%	78 35%	63 34%	85 46%	56 40%	82 40%	101 38%	102 36%	59 32%
Being able to exercise as part of a social activity, with my friends	524 25%	56 31%	33 33%	23 38%	435 24%	22 27%	49 22%	43 24%	41 22%	32 23%	55 27%	69 26%	55 19%	45 24%
If I could do so at a convenient time, i.e. in my lunch break	450 21%	47 26%	23 23%	24 40%	379 21%	14 17%	42 19%	38 21%	40 22%	27 19%	44 22%	61 23%	50 17%	40 22%
If I had the opportunity to try new types of exercise or sports before signing up	384 18%	26 14%	25 25%	23 37%	333 18%	22 27%	39 17%	36 20%	31 17%	26 18%	36 18%	53 20%	36 13%	30 16%
If it gave me the opportunity to meet new people	296 14%	22 12%	21 21%	5 8%	253 14%	15 18%	40 18%	24 13%	22 12%	17 12%	24 12%	42 16%	39 14%	24 13%
None of the above	484 23%	38 21%	24 23%	5 9%	422 23%	12 15%	50 22%	43 24%	37 20%	42 29%	47 23%	56 21%	83 29%	46 25%
Don't know	140 7%	17 9%	6 6%	- -	117 6%	13 16%	12 6%	14 8%	13 7%	10 7%	15 8%	17 6%	13 5%	9 5%