

Activity & Fitness Survey At-a-Glance

Kantar Sports MONITOR's 2022 Activity & Fitness Study provides a deep look at what drives peoples' behaviors regarding health and fitness. While this new study builds on the foundation laid by our inaugural study by tracking changes on key issues, it also features new lines of questioning, including:

- Tracking of more than 40 distinct sports participation activities—everything from running and tennis to yoga and hiking.
- Focus on emerging sports that are growing in popularity—including pickleball, disc golf, and volleyball.
- A lens on evolving notions about the role of weight, body image, and appearance
- A deeper dive on the role of recovery in fitness routines
- A look at attitudes toward youth sports and participation

Fielded September 22 through October 10, 2022, this nationally representative study of 2,000 physically active respondents ages 12+ allows you to better understand how people approach their own fitness and sports participation. You can focus on people who play a particular sport, look at differences by generation (including Gen Z), or explore how attitudes about motivation, body image, or self-expression intersect with their behaviors. With robust perspectives on the lifestyles, motivations, and aspirations of physically active Americans, the Activity & Fitness Study can help spur everything from innovation to positioning to creative messaging.

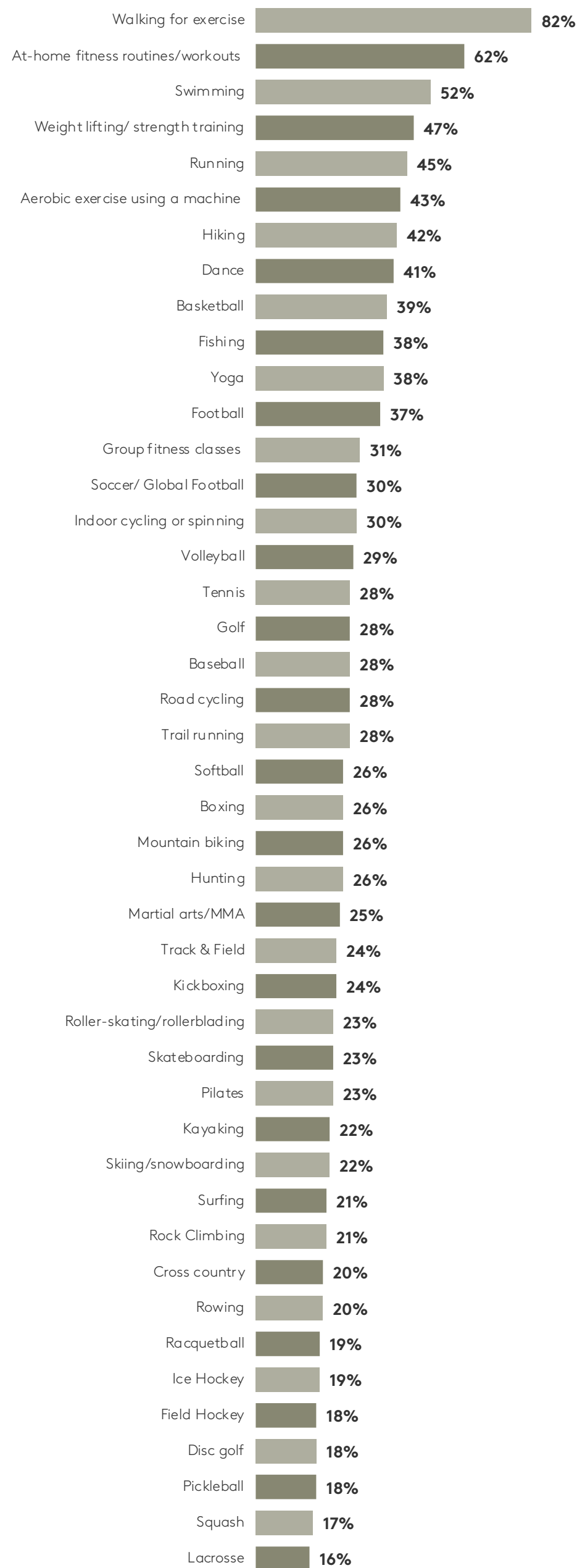
The data from this infographic is just a taste of that Sports MONITOR's 2022 Activity & Fitness has to offer. As you begin to explore the data on your own, do not hesitate to reach out to us with any questions you might have:

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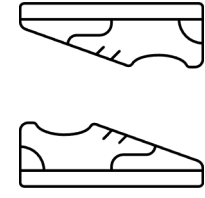
Activities, ranked

Below are these activities and sports we track, ranked by the percentage who indicate they do a particular activity for exercise or competitive purposes



44

Activities Tracked



48%

Male

49%

Female

3%

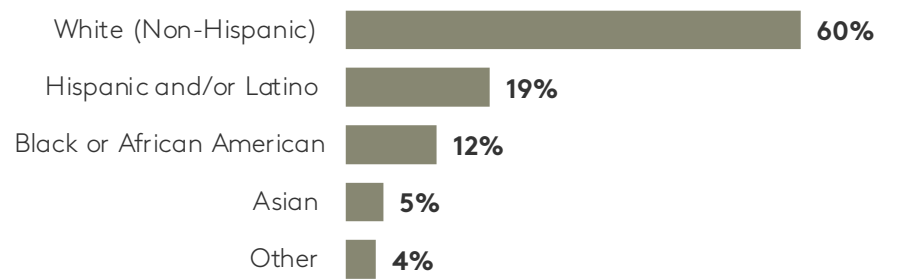
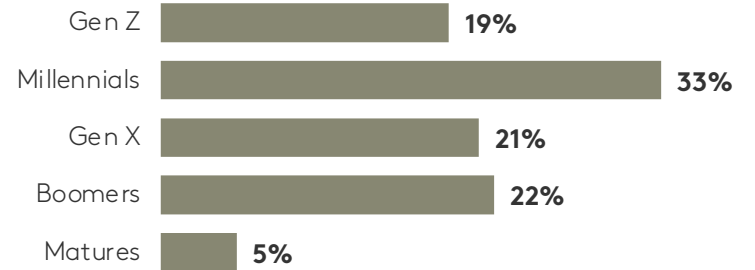
Transgender/
Non-Binary/
Genderqueer

Ages

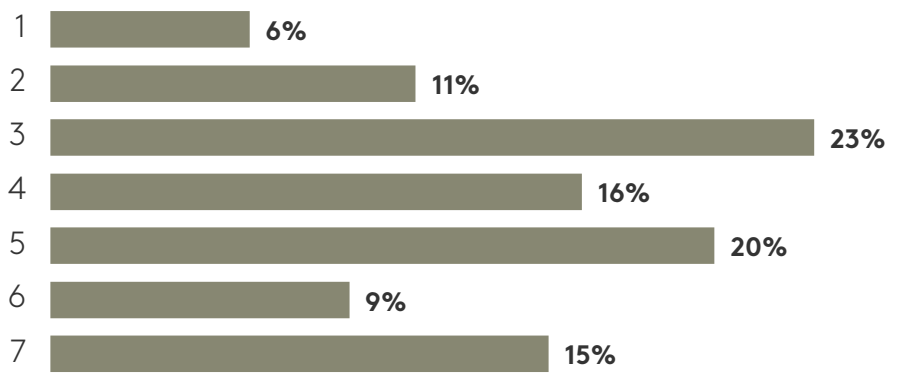
12+

2000

Physically
Active
Americans

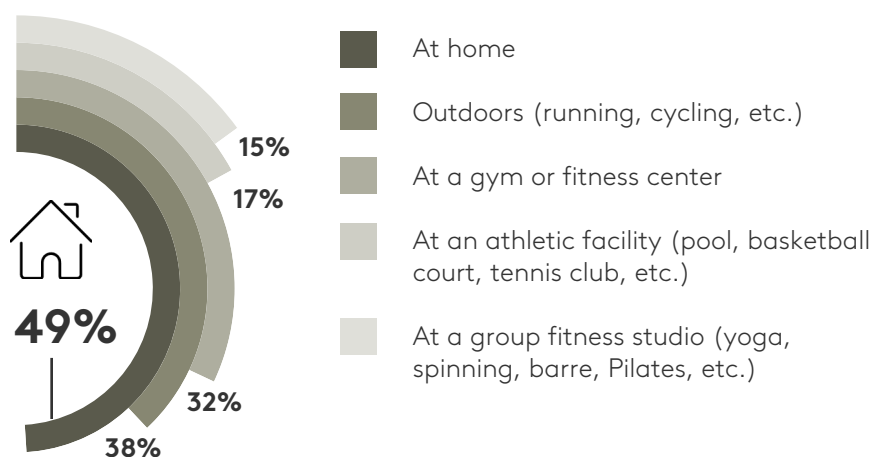


Number of days respondents exercise in an average week



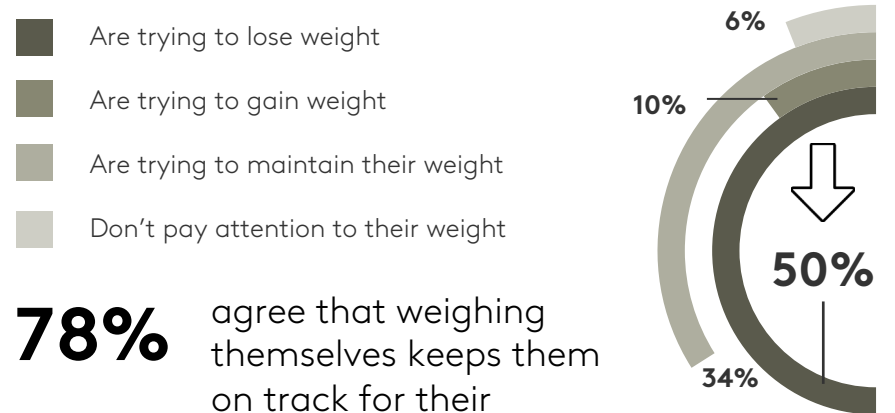
52% don't have enough time to exercise as much as they would like

Most frequent exercise location



72% would rather invest in home fitness equipment than pay for a gym membership

Weight management



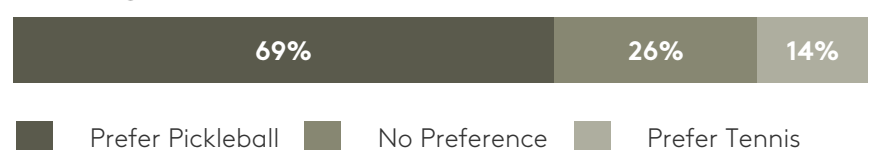
78% agree that weighing themselves keeps them on track for their fitness goals, BUT...

51% agree weighing themselves gives them anxiety

71% agree getting the right amount of sleep plays a major role in their athletic performance, BUT...

15% have altered their sleep routine to aid in their athletic performance or recovery

Among people who play tennis AND pickleball



75%

of golfers agree: "I am always looking for new way to express myself with golf apparel"



61%

of active Americans listen to music while exercising

