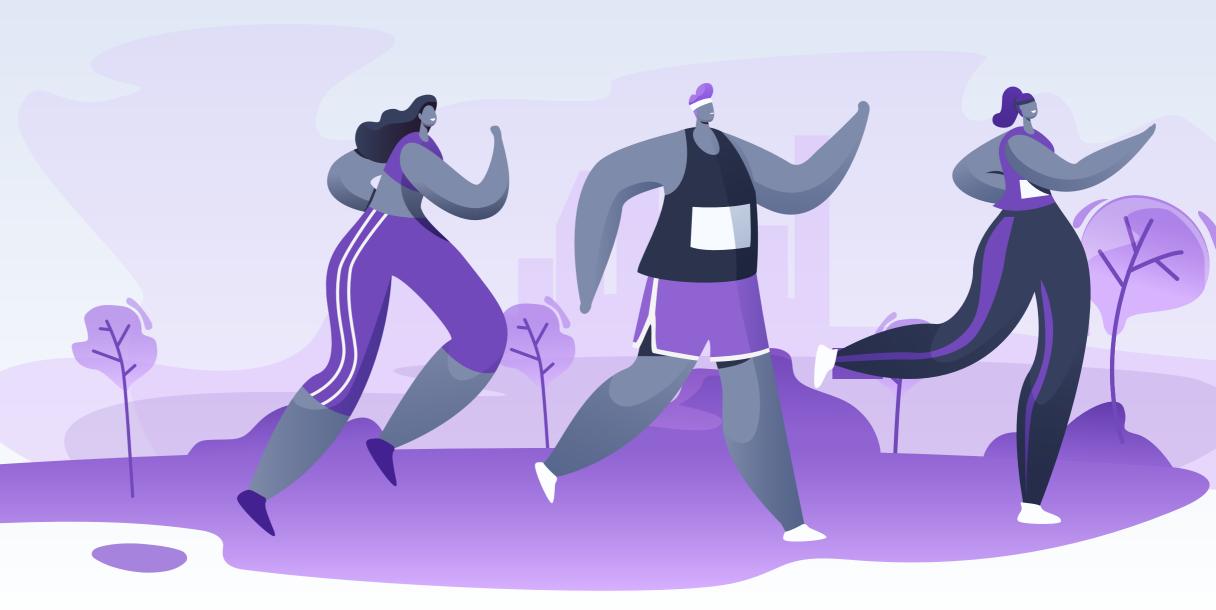
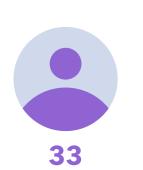


Fitness Fanatics

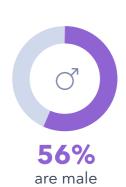


of the global internet population are fitness fanatics

Who are they?

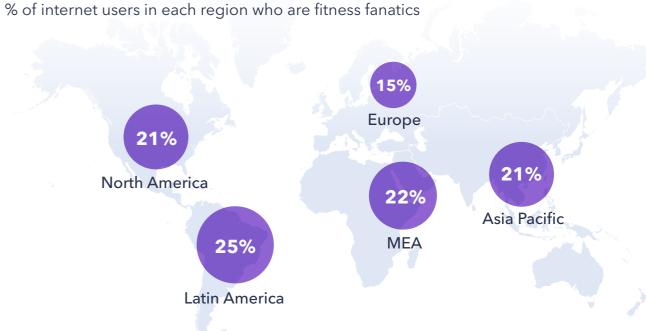






69% live in an urban environment

Where are they from?



ATTITUDES & LIFESTYLE

How do Fitness Fanatics Perceive Themselves?

% of fitness fanatics who agree with the following statements

I like to challenge and push myself to be the best I can be in life		IDX
	83%	1.19
I always strive to achieve more in life	83%	1.17
I am very career oriented	74%	1.19
I try to buy natural/organic products	73%	1.18
	13%	1.10
I like to pursue a life of challenge, novelty and change	71%	1.17



Fitness fanatics are more driven to succeed and to challenge themselves compared to the global average

INTEREST IN TECH

Fitness Fanatics are More Likely to Own "Smart" Technology % of fitness fanatics who own the following devices



Smart wristband **IDX** 1.38



IDX 1.32



Smartwatch **IDX** 1.30

They're 43% more likely than the global average to fall into our technophile attitudinal segment

Click here for a full definition of our attitudinal segmentations

What do Fitness Fanatics do Regularly*?

% of fitness fanatics who regularly do the following



Drive

a car



food



Use public

transport





Eat out at a restaurant

Drink

alcohol



Fitness fanatics are 16% more likely to eat at a restaurant and 37% more likely to eat fast food than average

ENGAGEMENT WITH SPORTS

Top Sports Played

% of fitness fanatics who play/take part in the following sports











Cycling

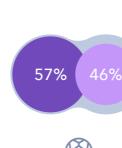


Soccer

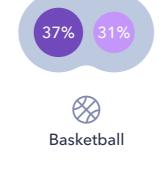


Sports Watched Online is Catching Up, but Broadcast TV is still the Go-To

% of fitness fanatics who watch the following sports on broadcast TV or online

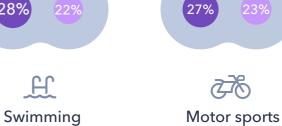












Fitness fanatics are 61% more likely than average to use social media to watch/follow sports events

MEDIA BEHAVIORS

They're highly attached to their mobiles, spending an average of 3 hours and 36 minutes per day on them - 16 minutes more than the global average



On-Demand and On-The-Go Entertainment are Key

% of fitness fanatics who did the following last month via their **mobile** or **PC/laptop**

Visited/used a social network	94%	80%
Watched a video clip or visited a video-sharing site	92%	69%
Used a music-streaming service	65%	39%
Watched sports coverage or highlights online	47%	43%
Listened to or watched a podcast	36%	22%

They're 26% more likely than average to have watched sports coverage online in the past month via their mobile

BRAND ENGAGEMENT

Fitness Fanatics are Community Minded Brand Advocates, They are:

more likely to leave feedback on a brand's website more likely to share a brands post on a social network

Influencer Marketing Has Potential

37% follow sports stars on social media

22% find out about new brands from expert bloggers

Exclusivity and Involvement Are Key Motivators for Advocacy % of fitness fanatics who say the following would motivate them to promote a brand online (sorted by over-index)

Having insider knowledge about the brand or its products		IDX
^ to	24%	1.28
Access to exclusive content or services (e.g. music, videos, etc)	22%	1.26
_ove for the brand	41%	1.26
High-quality products	59%	1 25
The feeling of taking part/being involved	37%	1.23
	26%	1.24

They value exclusivity and status, and brands stand to reap the rewards – 64% tend to stick to a brand they like