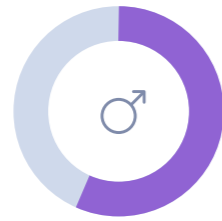
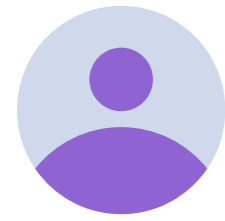


Fitness Fanatics



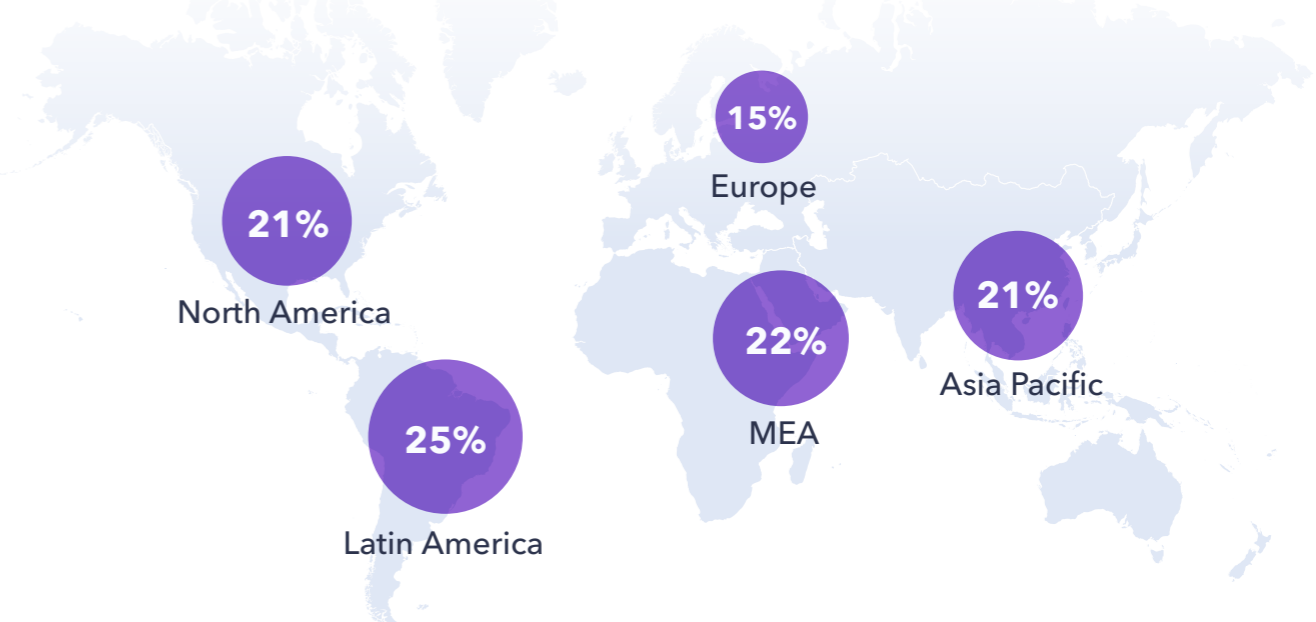
21% of the global internet population are fitness fanatics

Who are they?



Where are they from?

% of internet users in each region who are fitness fanatics



ATTITUDES & LIFESTYLE

How do Fitness Fanatics Perceive Themselves?

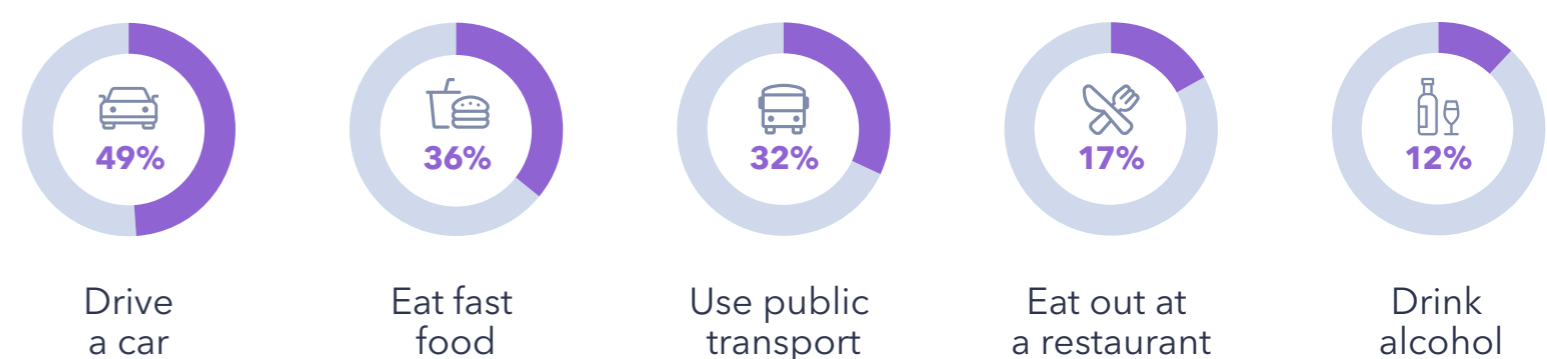
% of fitness fanatics who agree with the following statements



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

What do Fitness Fanatics do Regularly*?

% of fitness fanatics who regularly do the following



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

INTEREST IN TECH

Fitness Fanatics are More Likely to Own "Smart" Technology

% of fitness fanatics who own the following devices



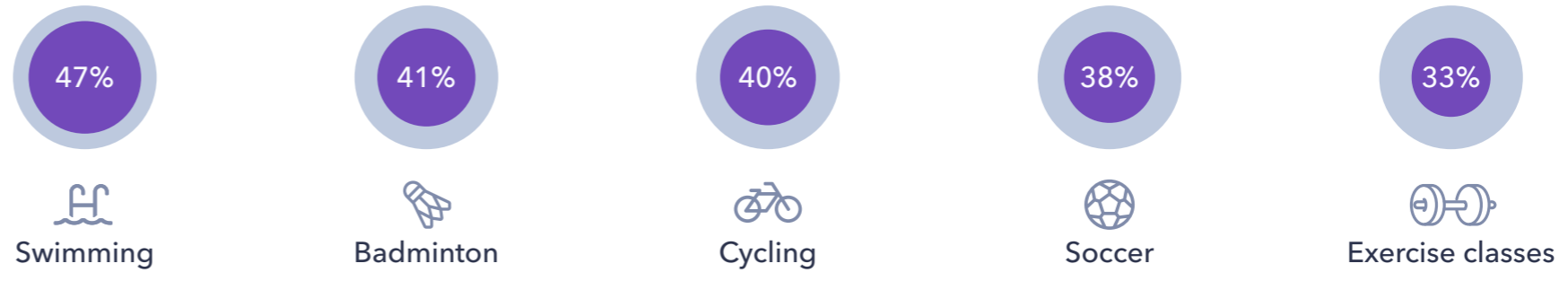
They're 43% more likely than the global average to fall into our technophile attitudinal segment

[Click here](#) for a full definition of our attitudinal segmentations

ENGAGEMENT WITH SPORTS

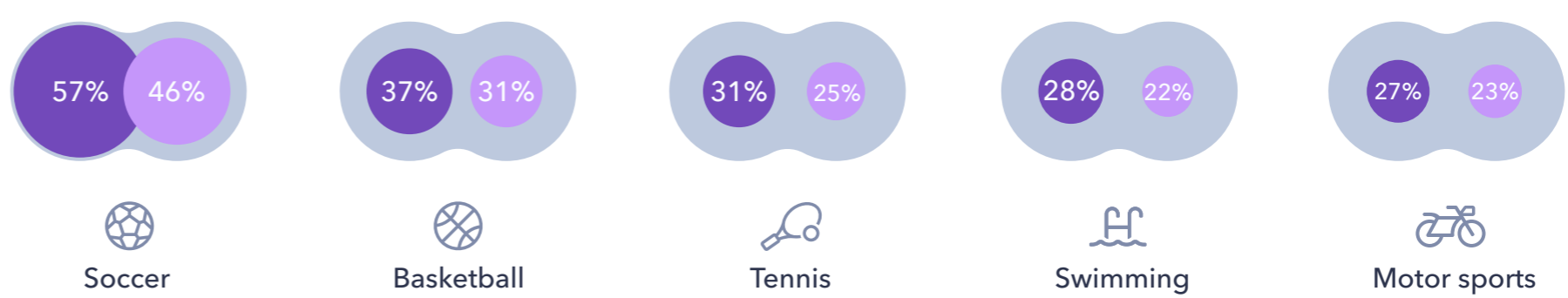
Top Sports Played

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



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

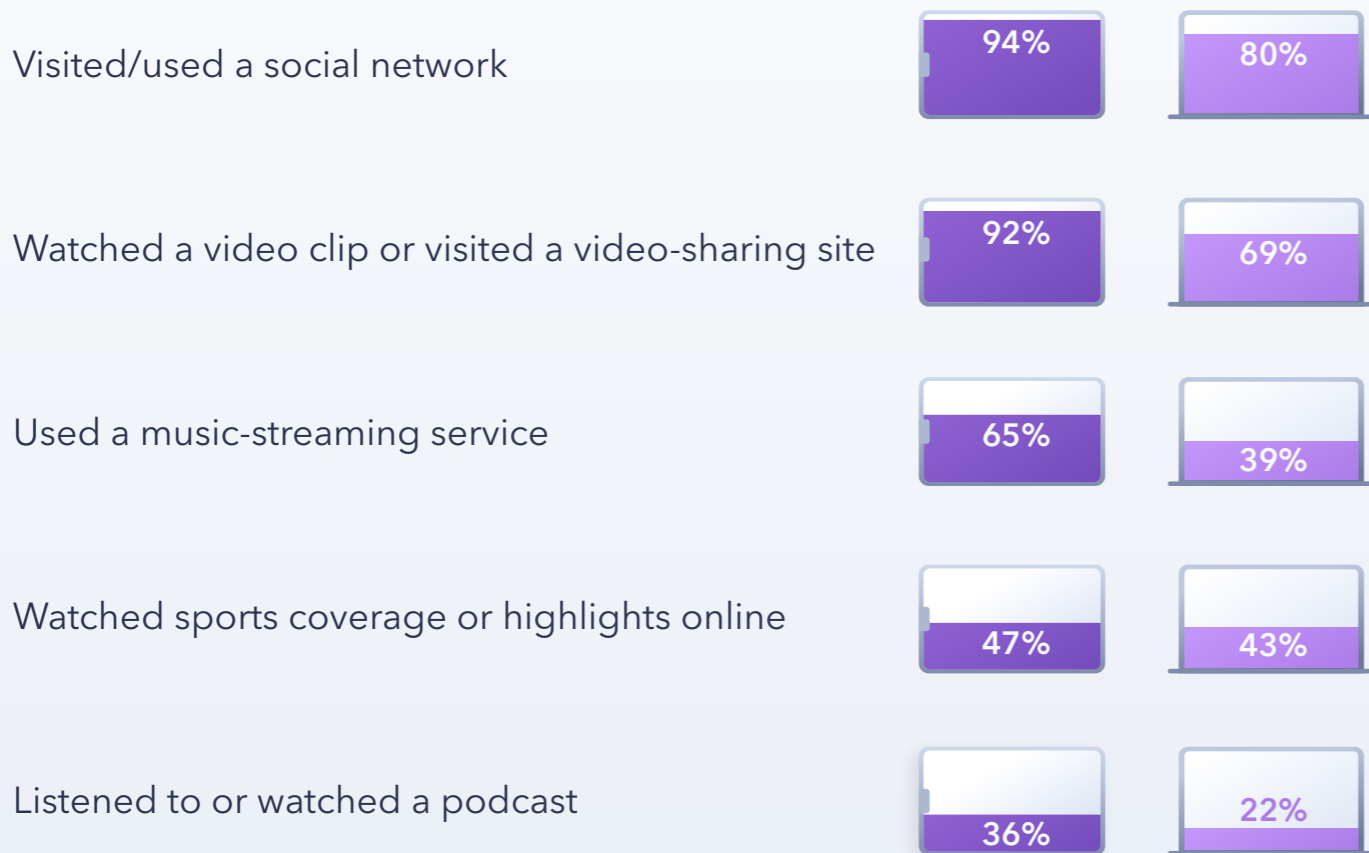
MEDIA BEHAVIORS

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**



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:

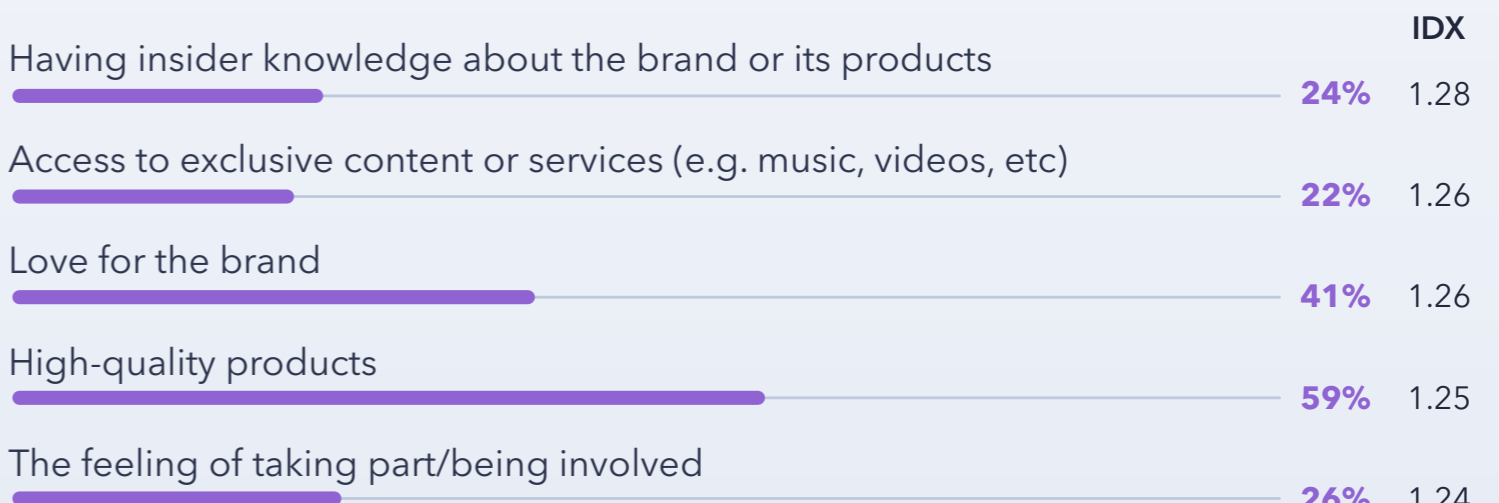
46% more likely to leave feedback on a brand's website
44% more likely to share a brand's post on a social network

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)



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