

Sport and Active Lifestyles: State of the Nation Report

**National Survey for
Wales 2024-25**

Release: November 2025

Executive summary

The National Survey for Wales is a large-scale, random sample survey of adults (ages 16-years and above) living in Wales. The survey is managed by the Welsh Government on behalf of public bodies in Wales. The survey is designed to provide reliable and up-to-date information about the people of Wales down to local authority level.

Headline findings:

The key findings from the Sport and Active Lifestyles section of the National Survey for Wales are presented below. More detail, such as population counts and geographies, can be found within the main sections of the report.

Participation:

- **59%** of adults in Wales participated in sport and physical activity¹ during the last four weeks.
- **35%** of adults in Wales participated in sport and physical activity three or more times per week (Future Generations Indicator No. 38). This is lower than in 2022-23 when the percentage was 39%.

Level of participation²:

- **79%** of adults, who participate, do so non-competitively, for example for health or leisure.
- **18%** competed at an amateur level.
- **2%** competed at a professional or semi-professional level.

Demand:

- Overall, **35%** of all adults said they wanted to participate in more sport and physical activity.
- **27%** of adults who had not participated in sport and physical activity in the last four weeks indicated they would like to participate. This equates to **11%** of the total adult population in Wales.

¹ For this report, the term "Sport and Physical Activity" refers to all the activities listed in Appendix A1. Adults can participate in none, one, or more than one of the activities listed within this definition.

² This question, about level of participation, was not asked to everyone who participated. More specifically it was **not** asked to those who only participated in one of the following: Worked out or exercised at home, or as part of an online class / Gone to a fitness or exercise class in person, for example yoga, kettlebell or spin class / Gone to the gym, but not for a fitness class / Dance classes / Cycling / Walking over 2 miles / Aqua aerobics / Tug-of-war / Tai Chi / Lifesaving or surf lifesaving.

Reasons that would encourage future participation:

- Approximately three in ten adults (**31%**) had not participated in sport and physical activity in the last 4 weeks and had no demand to.
 - Based on the adults who had participated in sport and physical activity or who had demand:
 - The top three reasons that would encourage future participation were 'If I was less busy with work' (**44%**), 'If there were more facilities, clubs or groups in my area' (**41%**), and 'If it cost less' (**31%**).
-

Sport facilities:

- Based on the adults who had participated in sport and physical activity or who had demand:
 - Almost four in every ten adults in Wales (**38%**) had used a sport or physical activity facility in their local area within the last 12 months.
 - **27%** of those who had not used a sport or physical activity facility in their local area had wanted to.
-

Volunteering in sport:

- Fewer than one in ten adults (**9%**) gave up time for free to help with a sporting activity in the last 12 months, i.e. they volunteered in sport.
-

Sport spectating:

- **37%** of adults had attended at least one sport event as a spectator in the last 12 months.
-

Attitudes towards physical activity:

- Based on the adults who had participated in sport and physical activity or who had demand:
 - **85%** agreed or agreed strongly that 'I have the opportunity to be physically active. and 'I have the confidence to be physically active.' and similarly **84%** agreed or strongly agreed with the statement 'I find physical activity enjoyable.'

This report will present the detailed findings from the Sport and Active Lifestyles section of the [National Survey for Wales](#).

For more information on methodology, please refer to the [Introduction page](#).



The Vision for Sport in Wales

This report is structured around the Vision for Sport in Wales. The Vision is the platform for cross-sector engagement in sport and physical activity, and seeks to transform Wales into an active nation, where everyone can have a lifelong enjoyment of sport and physical activity.

The Vision was co-produced with a wide range of stakeholders and represents the voice of the people of Wales. A collaborative, effort in working towards the Vision will:

- Improve population health and wellbeing
- Provide the people of Wales with the skills to reach their potential
- Support communities to flourish
- Create opportunities for everyone to join in
- Promote Wales to the world through our sporting approach



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1. Introduction

Background to National Survey for Wales

The State of the Nation Report explores the findings from the 'Sport and Active Lifestyles' section of the National Survey for Wales, 2024-2025. Results are mainly based on telephone interviews and also online questionnaires.

The National Survey for Wales (NSW) is a large-scale, random sample survey of adults (ages 16-years and above) from across Wales. The survey is run by the Welsh Government on behalf of public bodies in Wales.

Prior to 2016, Sport Wales ran an independent survey, called 'The Active Adults Survey'. Since, large scale public-body surveys have been brought together to improve efficiency in data collection across Wales, forming the National Survey for Wales as it is today.

Starting in 2016, Sport Wales has been responsible for the questions about sport participation and demand embedded within the NSW. These questions are now known referred to as the 'Sport and Active Lifestyles' section of the survey and are the focus of this report.

The NSW is an annual survey. Data is collected continuously throughout the year, from April to the following March.

Since 2021 the survey has been conducted through a telephone-first design, meaning that questions are mainly asked over the telephone rather than in person (and as a result are administered without the use of showcards). Future surveys will be administered as online questionnaires.

Survey respondents are sampled and weighted to represent the characteristics of the overall population in Wales, equating to approximately 2.5 million adults (16+).

Headline findings and further background information is available on the Welsh Government website: [National Survey for Wales | GOV.WALES](#).

Helpful to know:

- In **2024-25**, approximately **6,000** adults (ages 16+) across Wales took part in the survey. This is significantly lower than in previous survey years.
- **Survey weights** are used to bring the sample closer to the population in terms of age, sex, and local authority size, as well as to compensate for variation from target in the numbers of interviews held within each quarter. The weights reduce the effects of differences in the achieved sample compared with previous years and with the general population.
- Each year the **"Sport and Active Lifestyles"** section of the survey is delivered, it explores participation and demand in "Sport and Physical Activity". Additional topics are included every few years. In 2024-25 these include volunteering and spectating in sport, sport facilities, and attitudes to being active. The survey questionnaire is available on the [Welsh Government website](#) (Pages 156-181).

- For this report, the term **“Sport and Physical Activity”** refers to the activities listed in Appendix A1. Adults can participate in none, one, or more than one of the activities listed within this definition.
- To collect **“Participation”** figures, respondents are asked about their sport and physical activity behaviour within the “...previous four weeks”, as this provides an indication of typical behaviour for that individual.
- Throughout, **“Frequency of participation”** refers to the total number of occasions an adult participated in sport and physical activity during the previous four weeks, averaged to provide a weekly participation estimate.
- Survey **fieldwork runs continuously** throughout the year which ensures that, overall, the annual responses account for seasonal variations in activity levels.
- The aggregation of participation frequency questions for each activity within the “Sport and Active Lifestyles” section of the survey enable us to report on the “Percentage of people participating in sporting activities three or more times per week”. This is a National Indicator (No. 38) for the **Wellbeing of Future Generations (Wales) Act 2015**.

Interpreting the data:

- Each section of the report provides **descriptive statistics** from the Sport and Active Lifestyles section of the NSW 2024-25.
- **Comparisons** are possible between the NSW 2024-25 and the two previous national surveys (NSW 2021-22 and NSW 2022-23). These reports are available on the Sport Wales website. Note: care should be taken in comparing results with previous years due to the lower response rates encountered in 2024-25³.
- In the past there have been **breaks in trend data** between the Active Adults survey and the NSW 2016-17, and between NSW 2019-20 and 2021-22.
- Differences between population groups, and in change over time, have been highlighted whenever there is a **statistically significant change**⁴.
- **Missing data** (for example, a ‘refused’ or ‘don’t know’ response) are mostly excluded from the results. Occasionally this can cause minor differences in table totals. Another example of where this could happen is where a particular question is asked to a representative sub-sample of the survey. Percentages and totals will be based on this sub sample.
- Percentages are **rounded** to the nearest percent, and population figures are rounded to the nearest thousand.

³Office for Statistics Regulation - Stephanie Howarth to Ed Humpherson: National Survey for Wales request to suspend Accredited Official Statistics status

⁴ Where the text of this release notes a difference between two survey results, we have checked to ensure that the confidence intervals (sometimes called the “margin of error”) for the two results do not overlap. This suggests that the difference is statistically significant, i.e. that there is less than a 5% or 1 in 20 chance that the results are due to a quirk of the survey sample rather than reflecting a real difference in the wider population. Where no difference is noted, the confidence intervals do overlap.

Report structure

This report is structured into sections related to the Vision for Sport in Wales.

These sections are:

Active Nation: a section containing headline information about participation behaviours.

Everyone: a section that explores the participation behaviours of different types of adults in Wales.

Lifelong: a section that focuses on differences by population age groups and other lifestyle factors.

Enjoyment: this section focuses on the demand to do more sport across Wales and how much of this demand is met.

Sport: this section presents the activities that are currently most popular in Wales. Information is provided for participation and demand for different types of sport activities.



2. Active Nation

The vision is to create an active nation, with as many people as possible inspired to be active through sport.

This section explores participation and frequency of participation in sport and physical activity across adults in Wales. The results help to explore progress toward The Vision for Sport in Wales.



2.1 National participation

The population of Wales is approximately **3.19 million** people⁵, of whom **2.49 million** are defined as adults (those aged 16+ years old for the purpose of this report) and are represented in the NSW 2024-25⁶.

Almost six in every ten adults participated in sport and physical activity during the previous four weeks, representing **59%** of all adults (**1,449,000** adults).

Sports and physical activities can be categorised into broad groups. This report uses three broad groups: 'Fitness Activities', 'Sports and Games' and 'Outdoor Pursuits'.

- **'Fitness' activities** include running/jogging, cycling, swimming, going to the gym, fitness classes, dance classes, walking over 2 miles, and home workouts.
- **'Sports and games'** include Team Sports, Racket Sports, Golf, Athletics, Bowls, Indoor games, and Combat sports.
- **'Outdoor pursuits'** include Mountain sports (e.g. climbing or skiing), Motorsport, Fishing or angling, Horse riding, Skating or skateboarding, and Watersport (e.g. kayaking, surfing, sailing).

56% of adults (**1,366,000 adults**) participated in a 'Fitness Activity', almost one in five adults (**19%**) participated in 'Sports and Games' (**477,000 adults**), and **6%** participated in 'Outdoor Pursuits' during the previous four weeks (**143,000 adults**).

The percentage of adults participating in 'Fitness' and 'Outdoor Pursuits' activities in the last four weeks was similar to 2022-23 (**56%** and **6%** respectively). However, the percentage of adults who had taken part in 'Sports and Games' had marginally increased. In 2024-25 it was **19%** whereas it was **16%** in 2022-23. This equates to **65,000** more adults taking part in 'Sports and Games' at least once in the last 4 weeks compared to the same period two years ago.

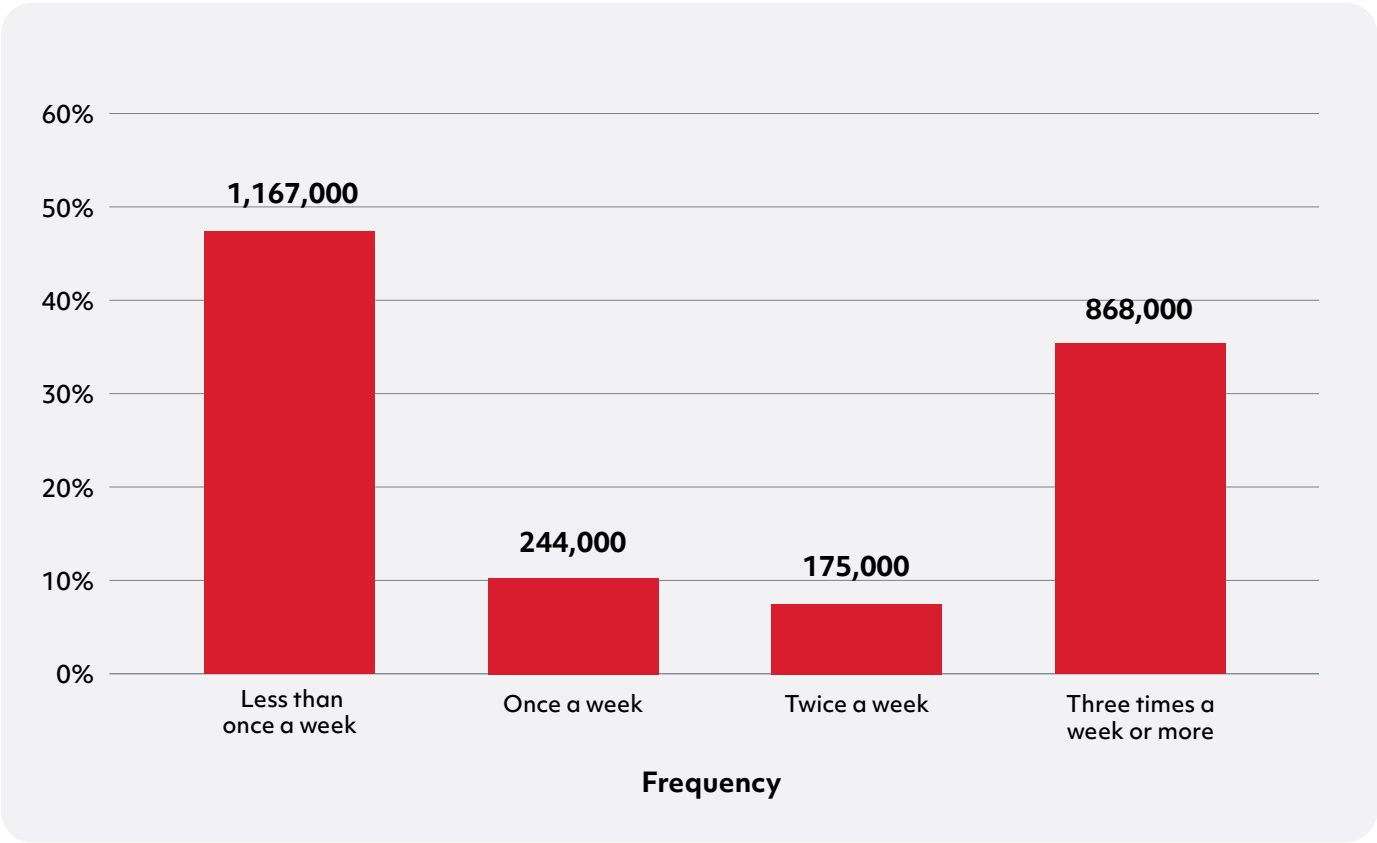
⁵ [Mid-year population estimates for 2024](#) on GOV.WALES

⁶ Mid-year population estimates 2024 suggest 2.64 million adults, however not all adults ages 16+ were part of the sample frame for the National Survey for Wales. See the [Welsh Government's technical report](#).

2.2 National frequency of participation

During 2024-25 just over a third of adults (**35%**) took part in sport and physical activity three or more times a week. This equates to **868,000** adults. There were **1,586,000** adults who did not take part this often, with most taking part less than one a week (as shown in **Graph 2.1**).

Graph 2.1: National frequency of adult participation



The percentage of adults who participated three or more times a week is **four percentage points** lower than it was in 2022-23. This means that **118,000** fewer adults were participating three or more times a week in 2024-25 compared to the same period two years ago.

Table 2.1 shows that the overall frequency of participation findings for Wales are driven by frequent participation in 'Fitness Activities'. A higher percentage of adults participated in 'Fitness Activities', and they did so more frequently compared to 'Sports and Games' or 'Outdoor Pursuits'.

Table 2.1: Frequency of participation by broad activity groups:

Activity group	Less than once a week	Once a week	Twice a week	Three or more times a week
Fitness Activities	51%	10%	7%	32%
Sports and Games	88%	6%	4%	3%
Outdoor Pursuits	98%	1%	<1%	1%
Wales overall	48%	10%	7%	35%

Just under a third of adults (**32%**) took part in 'Fitness' activities three or more times a week during 2024-25. This equates to **787,000** adults. A much lower percentage of adults took part in 'Sports and Games' three or more times a week (**3%**), representing **66,000** adults. Lower again was the percentage of adults who took part in other 'Outdoor Pursuits' three or more times a week (**1%; 16,000** adults). These findings illustrate the key role 'Fitness Activities' play in keeping adults regularly active.

The percentage of adults who participated in 'Sports and Games' and 'Outdoor Pursuits' three or more times a week was in line with 2022-23, however, the percentage of adults who took part in 'Fitness' activities three or more times a week has decreased. In 2024-25 it was **32%** whereas it was **36%** in 2022-23. This equates to **133,000** fewer adults taking part in 'Fitness' activities three or more times a week compared to the same period two years ago.

Further analysis indicates that the decline is mainly driven by fewer adults walking over two miles. In 2024-25, **38%** of adults reported walking over two miles in the last 4 weeks ([see Section 6](#)), compared with **41%** of adults in 2022-23. In addition, adults who participated in this activity did so less frequently over the four-week period, with a decline in those walking multiple times a week.

2.3 Level of participation

Those who participated in sport and physical activity⁷ in 2024-25 were asked to assess the maximum level of competitiveness at which they had taken part. This ranged from those who were paid to compete professionally through to those who took part solely in non-competitive activities such, as for health or leisure (**Table 2.2**).

Table 2.2: Level of participation

Level of participation ⁸	Percentage of adults (%)	Number of adults
Competed professionally / semi-professionally	2%	14,000
Competed in amateur sport	18%	152,000
Taken part non-competitively	79%	658,000

As shown in **Table 2.2** most adults, who participated, did so non-competitively (**79%; 658,000** adults), and so participated for other reasons such as health and/or leisure⁹. Around 18% competed at an amateur level (**152,000** adults) and **2%** competed at a professional or semi-professional level (**14,000** adults).

A lower percentage of females participated competitively (either professionally / semi-professionally / or as an amateur) compared to males (**13% and 24% respectively**). In addition, and despite there being slightly more females than males living in Wales¹⁰ only **46,000** females competed whereas the number of males who had competed was **116,000**.

These inequalities in participation are not just limited to taking part competitively or to simply males and females. This will be highlighted in the next section.

⁷ Excludes activities that are not competitive (e.g. Walking for 2 miles, Working out from home etc). This question was asked to **58%** of adults who participated in sport (i.e. 835,000 out of 1,449,000 who participated).

⁸ Note: **1%** of respondents who participated did not know

⁹ It is important to note that **42%** of those who participated in sport and activity were not asked this question, due to the non-competitive nature of the activities they participated in. In turn, the actual percentage who take part non-competitively could be as high as **88%** if these additional **614,000** adults were accounted for.

¹⁰ Mid-year population estimates (2024): Female: **1,625,100 (51%)**, Male: **1,561,480 (49%)**

3. Everyone

The vision is for everyone. From people who don't see themselves as sporty to people who win medals.

This section explores participation and frequency of participation in sport and physical activity in Wales, by geography and population characteristics. These findings help to examine similarities and differences between these groups to ensure the benefits of sport and physical activity reach everyone across Wales.



3.1 Geography

This section explores how participation varies by different geographies.

3.1.1 Participation in the last 4 weeks by geography

Table 3.1 shows the percentage and number of adults who participated in sport and physical activity during the previous four weeks, by Sport Partnerships (SP) area, and by 'Rural' and 'Urban' areas¹¹.

Table 3.1: Participation in sport and physical activity in the previous four weeks, by Sport Partnership area, and population density.

		Percentage of adults (%)	Number of adults
Sport Partnership area	North Wales	60%	322,000
	Mid Wales	59%	95,000
	West Wales	53%	290,000
	Central South	66%	494,000
	Gwent	54%	248,000
Population density	'Urban'	60%	987,000
	'Rural'	57%	462,000
Wales total		59%	1,449,000

¹¹ Using address and as defined by the [Office of National Statistics Urban Rural Classification](#)

Central South had the highest percentage of adults who participated in sport and physical activity during the previous four weeks (**66%**) representing **494,000** adults. North Wales and Mid Wales had similar percentages participating, at **60%** and **59%** respectively, which equates to **322,000** adults for North Wales and **95,000** adults for Mid Wales.

In terms of population size, the number of adults participating in all other SPs was greater than that of Mid Wales. For every participant in Mid Wales, there were five adults who had participated in Central South. However, this is mainly due to there being more adults living in other SPs compared to Mid Wales in the first instance.

West Wales (**53%**) and Gwent (**54%**) had the lowest and a similar percentage of adults who had participated in sport and physical activity during the previous four weeks, representing **290,000** adults for West Wales and **248,000** adults for Gwent.

Compared to 2022-23, the percentage of adults who participated in sport and physical activity during the previous four weeks remained broadly similar across most Sport Partnership areas except for West Wales where there was a **7-percentage point** decrease in participation from **60%** in 2022-23 to **53%** in 2024-25.

Additionally, whilst the number of adults who participated in 'Urban' areas was approximately double that of 'Rural' areas, the percentage of adults who participated in 'Urban' and 'Rural' areas were similar to 2022-23; with **60%** and **57%** in 2024-25 compared to **60%** and **61%** in 2022-23, respectively.



Table 3.2 illustrates the percentage and number of adults who participated in sport and physical activity during the previous four weeks, by quintiles of [Welsh Index of Multiple Deprivation \(WIMD\)](#)¹².

Table 3.2: Participation in sport and physical activity in the previous four weeks, by Welsh Index of Multiple Deprivation (WIMD):

Welsh Index of Multiple Deprivation	Percentage of adults (%)	Number of adults
Quintile 1 (20% most deprived)	54%	233,000
Quintile 2	54%	242,000
Quintile 3	60%	305,000
Quintile 4	59%	298,000
Quintile 5 (20% least deprived)	66%	370,000
Wales total	59%	1,449,000

The percentage of adults who participated in sport and physical activity during the previous four weeks varied across deprivation levels. Those living in least deprived areas (Quintile 5) were more likely to participate in sport and physical activity during the previous four weeks compared to those in the most deprived areas (Quintile 1).

Those living in the most deprived areas (Quintile 1) and Quintile 2 had participation levels of **54%**, which equates to **233,000** adults for Quintile 1 and **242,000** adults for Quintile 2. Those in the least deprived areas (Quintile 5) had a participation percentage of **66%** (**370,000** adults). There was a **12-percentage point** gap between Quintile 1 and Quintile 5, with **137,000** more adults participating in Quintile 5 compared to Quintile 1.

Compared to 2022-23, the percentage of adults who participated in sport and physical activity during the previous four weeks remains similar across all deprivation levels.

¹² The Welsh Index of Multiple Deprivation (WIMD) is the Welsh Government's official measure of relative deprivation for small areas in Wales.

3.1.2 Participation three or more times per week by Geography

Table 3.3 explores the percentage and number of adults who participated in sport and physical activity three or more times per week, by SP area, and by 'Rural' and 'Urban' classification.

Table 3.3: Participation in sport and physical activity three or more times per week by Sport Partnership area, and population density.

		Percentage of adults (%)	Number of adults
Sport Partnership area	North Wales	37%	197,000
	Mid Wales	36%	59,000
	West Wales	33%	179,000
	Central South	38%	287,000
	Gwent	32%	147,000
Population density	'Urban'	36%	586,000
	'Rural'	35%	282,000
Wales total		35%	868,000

Central South and North Wales had the highest percentage at **38%** and **37%** respectively, with Central South representing **287,000** adults and North Wales representing **197,000** adults. Mid Wales had a similar percentage to North Wales (**36%**), but this represented the lowest number of participating adults (**59,000** adults) across all sport partnership areas. West Wales and Gwent had similar participation rates of **33%** and **32%** respectively, representing **179,000** adults for West Wales and **147,000** adults for Gwent.

Compared to 2022-23, the percentage of adults who participated in sport and physical activity three or more times a week remains similar across sport partnership areas.

Additionally, the percentage of adults who participated in sport and physical activity three or more times per week was similar between urban and rural areas, with **36%** of adults in urban areas (**586,000** adults) and **35%** in rural areas (**282,000** adults). However, urban areas represented more than double the number of participants compared to rural areas.

Compared to 2022-23, participation levels decrease in urban areas by a **4-percentage point**, whereas there was a less notable change in rural areas (**40%** and **38%** in 2022-23 respectively).

Table 3.4 illustrates the percentage and number of adults who participated in sport and physical activity three or more times per week, by quintiles of the [Welsh Index of Multiple Deprivation \(WIMD\)](#). As described earlier in the report, the WIMD is the Welsh Government's official measure of deprivation for small areas in Wales.

Table 3.4: Participation three or more times per week, by Welsh Index of Multiple Deprivation (WIMD):

Welsh Index of Multiple Deprivation	Percentage of adults (%)	Number of adults
Quintile 1 (20% most deprived)	31%	134,000
Quintile 2	31%	138,000
Quintile 3	36%	185,000
Quintile 4	37%	188,000
Quintile 5 (20% least deprived)	40%	224,000
Wales total	35%	868,000

The percentage of adults participating in sport and physical activity three or more times per week was similar for those living in the two most deprived areas (Quintile 1 and Quintile 2 were both **31%**). Moreover, those living in these areas were less likely to participate in sport and physical activity three or more times per week compared to those living in the least deprived part of Wales (i.e. Quintile 5 at **40%**).

There was a **9-percentage-point** difference in the percentage of adults participating in sport and physical activity three or more times per week between those who live in the top 20% of most deprived areas (Quintile 1), compared to those who live in the bottom 20% of deprived areas in Wales (Quintile 5). This difference equates to **90,000** adults between the most and least deprived.

Compared to 2022-23, the percentage of adults who participated in sport and physical activity three or more times a week remains similar across all deprivation levels.

3.2 Population Characteristics

This section explores how participation varies by different population characteristics

3.2.1 Participation in the last 4 weeks by Population Characteristics

Table 3.5 presents participation in sport and physical activity (in the previous 4 weeks) explored by different demographic groups in Wales.

Table 3.5: Participation in sport and physical activity in the previous four weeks by sex, ethnicity, disability, material deprivation, and use of Welsh language.

		Percentage of adults (%)	Number of adults
Sex	Females	56%	717,000
	Males	62%	732,000
Ethnicity	White (Welsh, English, Scottish, Northern Irish and British)	58%	1,284,000
	White Other (Irish, Gypsy or Irish Traveller, or any other White background)	67%	56,000
	Any other Ethnic Group (Black, Black Welsh, Black British, Caribbean, or African, Asian, Asian Welsh, Asian British, Mixed or Multiple ethnic groups)	67%	108,000
Health conditions, illnesses or impairments	Has limiting long-term illness	39%	334,000
	No limiting long-term illness	70%	1,092,000
Deprivation	Living in material deprivation	60%	167,000
	Not living in material deprivation	59%	1,267,000
Welsh language (FG36)	People using Welsh language in everyday life	62%	165,000
	People not using Welsh language in everyday life	59%	1,281,000
Wales total		59%	1,449,000

Females were less likely to report having participated in sport and physical activity during the previous four weeks compared to Males, with a **6-percentage point** difference. When compared to 2022-23, results remain similar across both years.

Those who reported their ethnicity as 'White' had a participation percentage of **58%**, while those who reported their ethnicity as 'White Other' and 'Any Other Ethnic Group' both had participation percentages of **67%**. When compared to 2022-23, results remain similar across both years.

Adults who reported having a limiting long-term illness were less likely to have participated during the previous four weeks (**39%**) compared to those who do not have limiting long-term illness (**70%**), with a **31-percentage point** difference¹³. In 2022-23 the difference was **23-percentage points**.

Adults living in material deprivation were just as likely to report having participated in the previous four weeks (**60%**), representing **167,000** adults, compared to those who were not in material deprivation (**59%**), representing **1,267,000** adults.

Compared to figures reported in 2022-23, adults living in material deprivation who participated in the previous four weeks increased by **11-percentage points**, which equates to approximately **26,000** more adults participating in sport and physical activity. Adults not living in material deprivation decreased by **4-percentage points**, which equate to **69,000** fewer adults participating in sport and physical activity during the previous four weeks.

Finally, participation levels were similar among those using the Welsh language every day and those who do not use the Welsh language every day. When compared to 2022-23, results remain similar across both years.

¹³ More broadly participation in the last 4-weeks was 47% (569,000 adults) for those with physical or mental health conditions or illnesses lasting or expected to last for 12 months (irrespective of whether the condition was limiting or not) and 71% (858,000 adults) for those without.

3.2.2 Participation three or more times per week by Population Characteristics'

Table 3.6 presents participation in sport and physical activity three or more times per week explored by different demographic groups in Wales.

Table 3.6 Participation in sport and physical activity three or more times per week by sex, ethnicity, disability, material deprivation, and use of Welsh language.

		Percentage of adults (%)	Number of adults
Sex	Females	32%	404,000
	Males	40%	463,000
Ethnicity	White (Welsh, English, Scottish, Northern Irish and British)	35%	777,000
	White Other (Irish, Gypsy or Irish Traveller, or any other White background)	39%	33,000
	Any other Ethnic Group (Black, Black Welsh, Black British, Caribbean, or African, Asian, Asian Welsh, Asian British, Mixed or Multiple ethnic groups)	36%	57,000
Health conditions, illnesses or impairments	Has limiting long-term illness	21%	178,000
	No limiting long-term illness	44%	677,000
Deprivation	Living in material deprivation	33%	92,000
	Not living in material deprivation	36%	768,000
Welsh language (FG36)	People using Welsh language in everyday life	40%	105,000
	People not using Welsh language in everyday life	35%	760,000
Wales total		35%	868,000

Table 3.6 illustrates that, Females were less likely to report having participated in sport and physical activity three or more times per week compared to Males; an **8-percentage point** difference. When compared to 2022-23, results remain similar across both survey years.

The percentage of participation in sport and physical activity three or more times a week was **35%** for those who identified themselves as 'White', **39%** of those who identified as 'White other' and **36%** of 'Any other ethnic group'. When compared to 2022-23, results remain similar across both survey years.

The percentage of adults who participated three or more times per week without a limiting long-term illness (**44%**) was more than double that of those with a limiting long-term illness (**21%**)¹⁴; a difference of **23-percentage points**. Compared to 2022-23, there was a **6-percentage point** decrease among adults with a limiting long-term illness and who participated three or more times a week, whereas the equivalent percent of adults without a limiting long-term illness remained similar across both years.

The percentage of adults living in material deprivation who participated in sport and physical activity three or more times a week (**33%**) was close to the percentage of adults not living in material deprivation (**36%**). However, compared to 2022-23, there was a decrease of **5-percentage points** among those not living in material deprivation who participated three or more times a week, equating to **98,000** less adults, whereas for those living in material deprivation the level reported remained consistent with 2022-23.

Finally, the percentage of adults using the Welsh language every day was **40%** and it was **35%** for those not using Welsh language every day.

Compared to 2022-23, those not using Welsh every day and who participated three or more times a week, had decreased by **4-percentage points**. This equates to **104,000** less adults not using Welsh every day and participating three or more times a week in 2024-25.

¹⁴ More generally, participation three or more times a week was 26% (316,000 adults) for those with physical or mental health conditions or illnesses lasting or expected to last for 12 months (irrespective of whether the condition was limiting or not) and it was 45% (540,000 adults) for those without.

4. Lifelong

The vision is for life. It responds to the needs of people at different stages of their life.

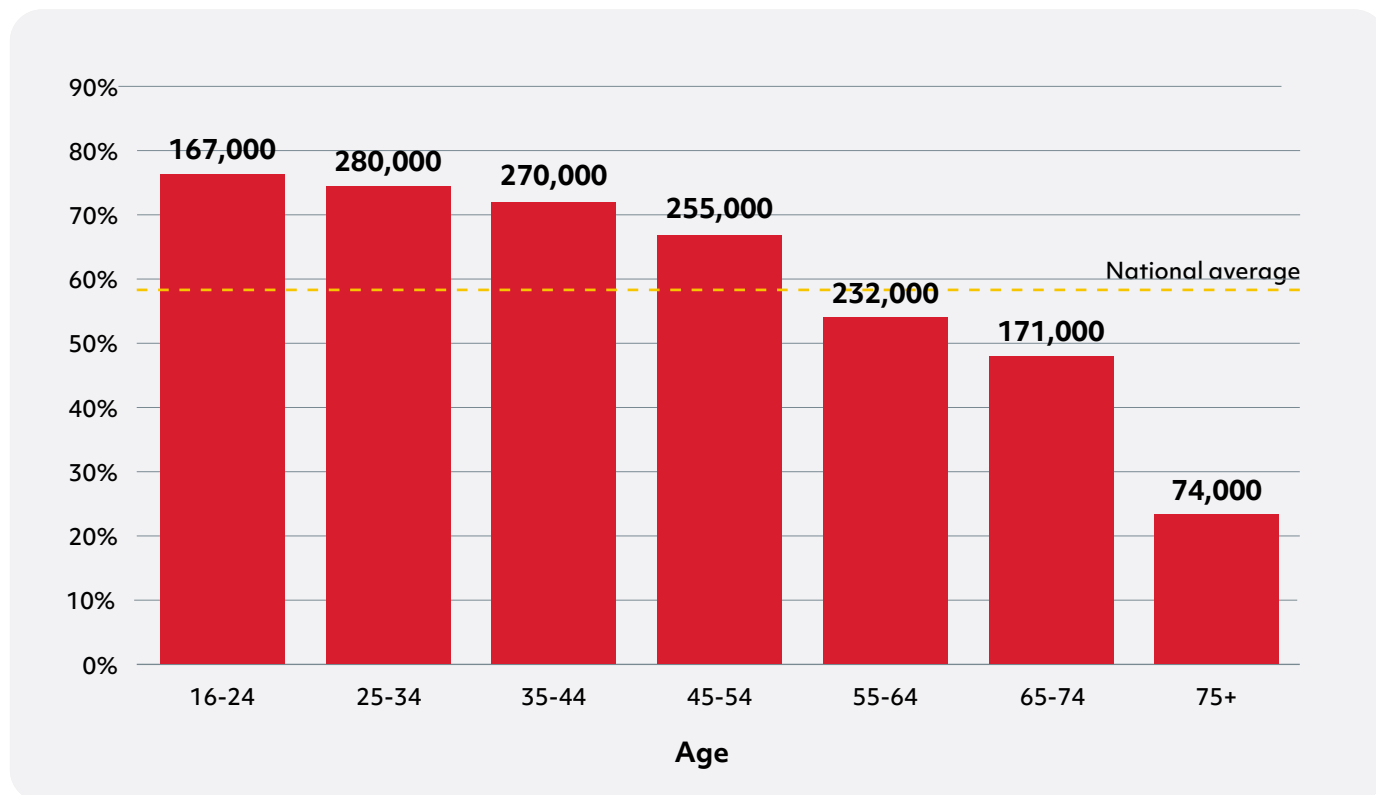
This section explores participation in sport and physical activity by age, alongside additional topics that showcase how people participate and interact with sport during different stages of their life.



4.1 Participation in sport and physical activity in the previous four weeks by age

Like previous surveys (NSW 2021-22 and 2022-23) in 2024-25, the percentage of adults who participated during the previous four weeks tends to decline as the survey respondents' age group increases. This is shown in **Graph 4.1**.

Graph 4.1: Participation in sport and physical activity in the previous four weeks by age



Graph 4.1 shows the percentage of adults within each age group who participated in sport and physical activity within the previous four weeks in 2024-25.

A greater percentage of adults within age groups 16-24-years, 25-34-years, 35-44-years, and 45-54-years participated in sport and physical activity during the previous four weeks, compared to both the national average (**59%**) and to older age groups. Conversely, a lower percentage of adults participated amongst those aged 55-64-years, 65-74-years, and 75+ years when compared to the national average, and to younger age groups. A similar trend was also found in 2021-22 and 2022-23.

Table 4.1 shows the number of adults who participated in sport and physical activity within the previous four weeks in 2024-25 alongside percentages.

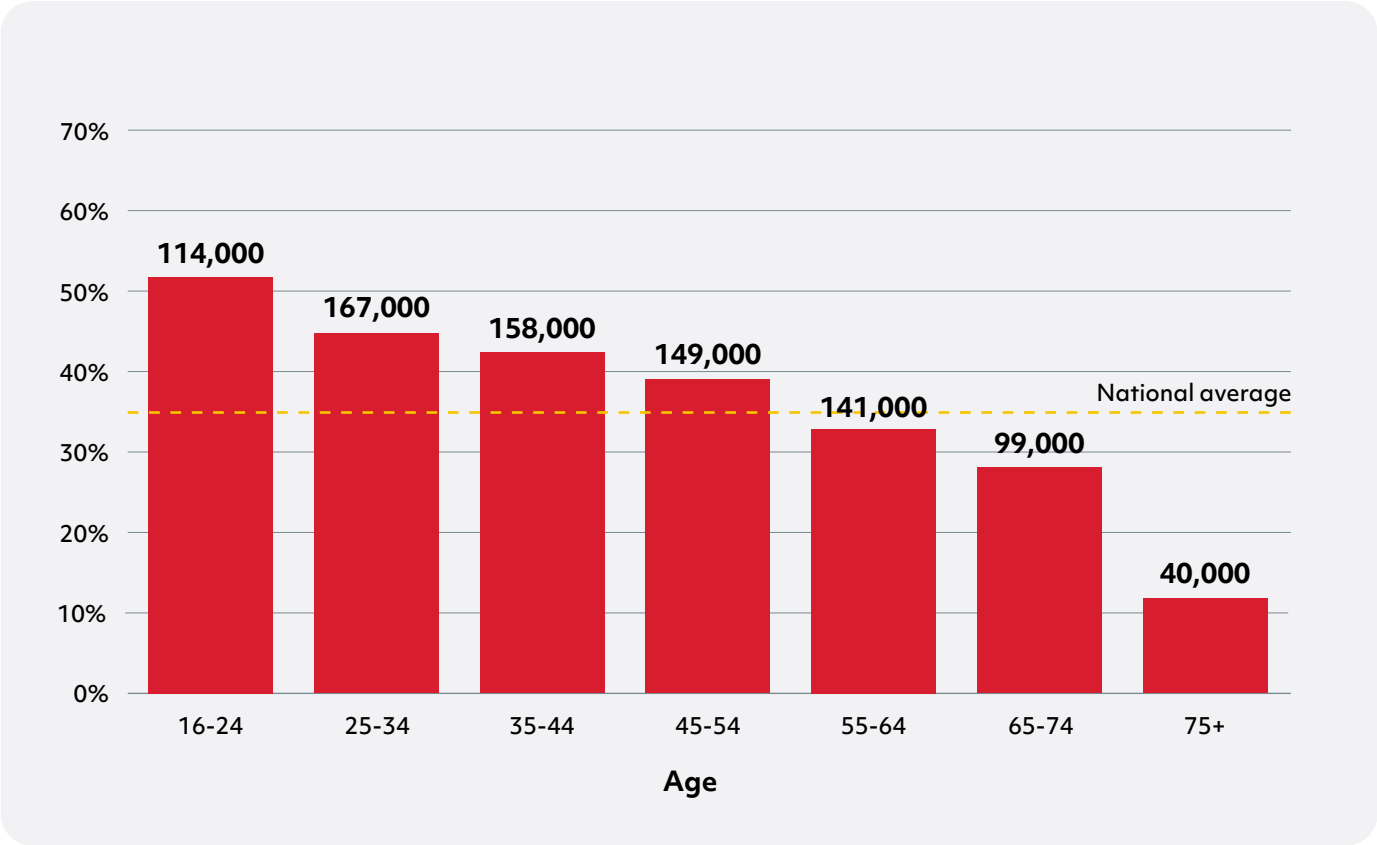
Table 4.1: Participation in sport and physical activity in the previous four weeks by age

Age Group	Percentage of adults (%)	Number of adults
16-24	76%	167,000
25-34	75%	280,000
35-44	72%	270,000
45-54	67%	255,000
55-64	54%	232,000
65-74	48%	171,000
75+	23%	74,000
Wales total	59%	1,449,000

4.2 Participation in sport and physical activity three or more times per week by age

Exploring this in more detail revealed that the percentage of adults who participated in sport and physical activity frequently (i.e. three or more times per week) also declined as the respondents' age increased (**Graph 4.2**).

Graph 4.2: Participation in sport and physical activity three or more times per week by age



Graph 4.2 explores differences by age group for those who participated in sport and physical activity three or more times a week.

A greater percentage of adults aged 16-24-years, 25-34-years, and 35-44-years participated three or more times per week compared to the national average (**35%**), and to older age groups. Conversely, a lower percentage of adults participated three or more times per week amongst those aged 65-74-years, and 75+ years when compared to the national average, and to younger age groups. Adults who were 55-64 participated closest to the national average.

Table 4.2 shows the number of adults who participated in sport and physical activity three or more times a week in 2024-25 alongside these percentages.

Table 4.2: Participation in sport and physical activity three or more times per week by age

Age Group	Percentage of adults (%)	Number of adults
16-24	52%	114,000
25-34	45%	167,000
35-44	42%	158,000
45-54	39%	149,000
55-64	33%	141,000
65-74	28%	99,000
75+	12%	40,000
Wales total	35%	868,000

The findings from **Sections 4.1 and 4.2** suggest that as adults move through different life stages their level of participation in sport and physical activity tends to decline. The next section explores some of the factors that might contribute to this decline. It will also illustrate some of the different ways adults engage in sport beyond participation.

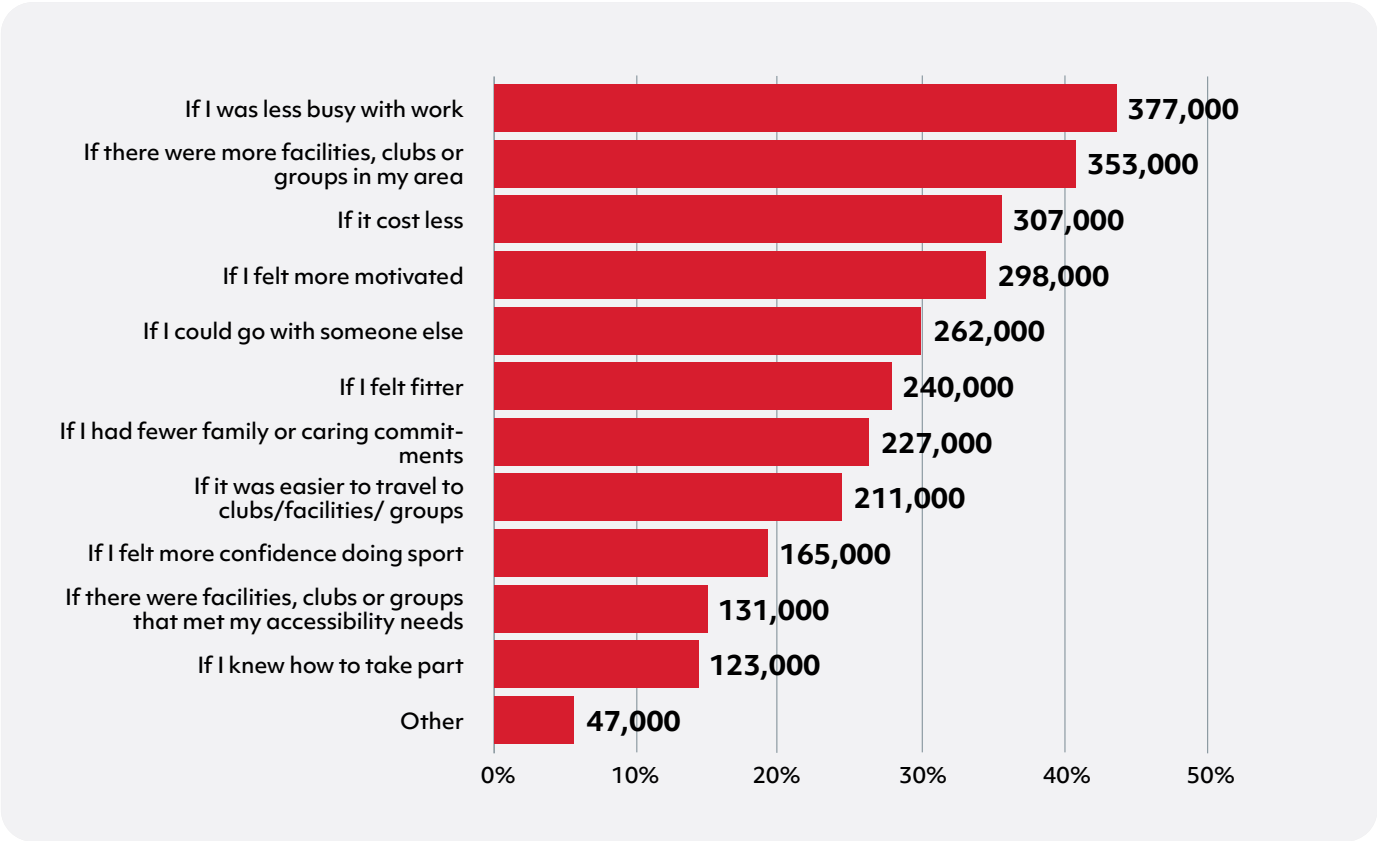


4.3 Reasons that encourage future participation

Adults¹⁵ were asked what would encourage them take part in more sport and physical activity.

Adults could suggest multiple reasons that would encourage them to be more active. **31%** suggested one reason, **33%** suggested two or three reasons, and **36%** provided more than three reasons that would encourage them to do more sport. The detailed results for 2024-25 are shown in **Graph 4.3**.

Graph 4.3: Reasons that encourage future participation¹⁶



In 2024-25 the reason mentioned most often was ‘If I was less busy with work’ (**44%**). The percentage who mentioned ‘If there were more facilities, clubs or groups in my area’ was similarly large (**41%**). ‘If it cost less’ was also one of the top three reasons. A full breakdown is shown in **Table 4.3**.

¹⁵ This question was only asked to those who participated or had demand (69% of adults; 1,708,000 adults). As a result, 31% (778,000 adults) were not asked this question.

¹⁶ A small percentage (less than 5%) of adults spontaneously said they already do enough exercise / were not interested / were currently injured or pregnant / felt too old / had health issues / did not know and did not select a reason. This is in addition to those who stated ‘other’ as a reason.

Table 4.3: Reasons that encourage future participation

Reason	Percentage of adults (%)	Number of adults
If I was less busy with work	44%	377,000
If there were more facilities, clubs or groups in my area	41%	353,000
If it cost less	36%	307,000
If I felt more motivated	35%	298,000
If I could go with someone else	30%	262,000
If I felt fitter	28%	240,000
If I had fewer family or caring commitments	26%	227,000
If it was easier to travel to clubs / facilities / groups	24%	211,000
If I felt more confidence doing sport	19%	165,000
If there were facilities, clubs or groups that met my accessibility needs	15%	131,000
If I knew how to take part	14%	123,000
Other	6%	47,000

4.4 Sport and physical activity facilities

New questions about sport and physical activity facilities in the local area¹⁷ that had been used within the last 12 months were asked¹⁸ in 2024-25.

It was found that almost four in every ten adults in Wales (**38%**) had used a sport or physical activity facility in their local area within the last 12 months. This equates to **658,000** people. This also indicates that the **960,000** adults asked did not use these local facilities.

Of the **960,000** adults who had not used a local sport or physical activity facility in within the last 12 months, over a quarter (**27%**) had wanted to use the facility.

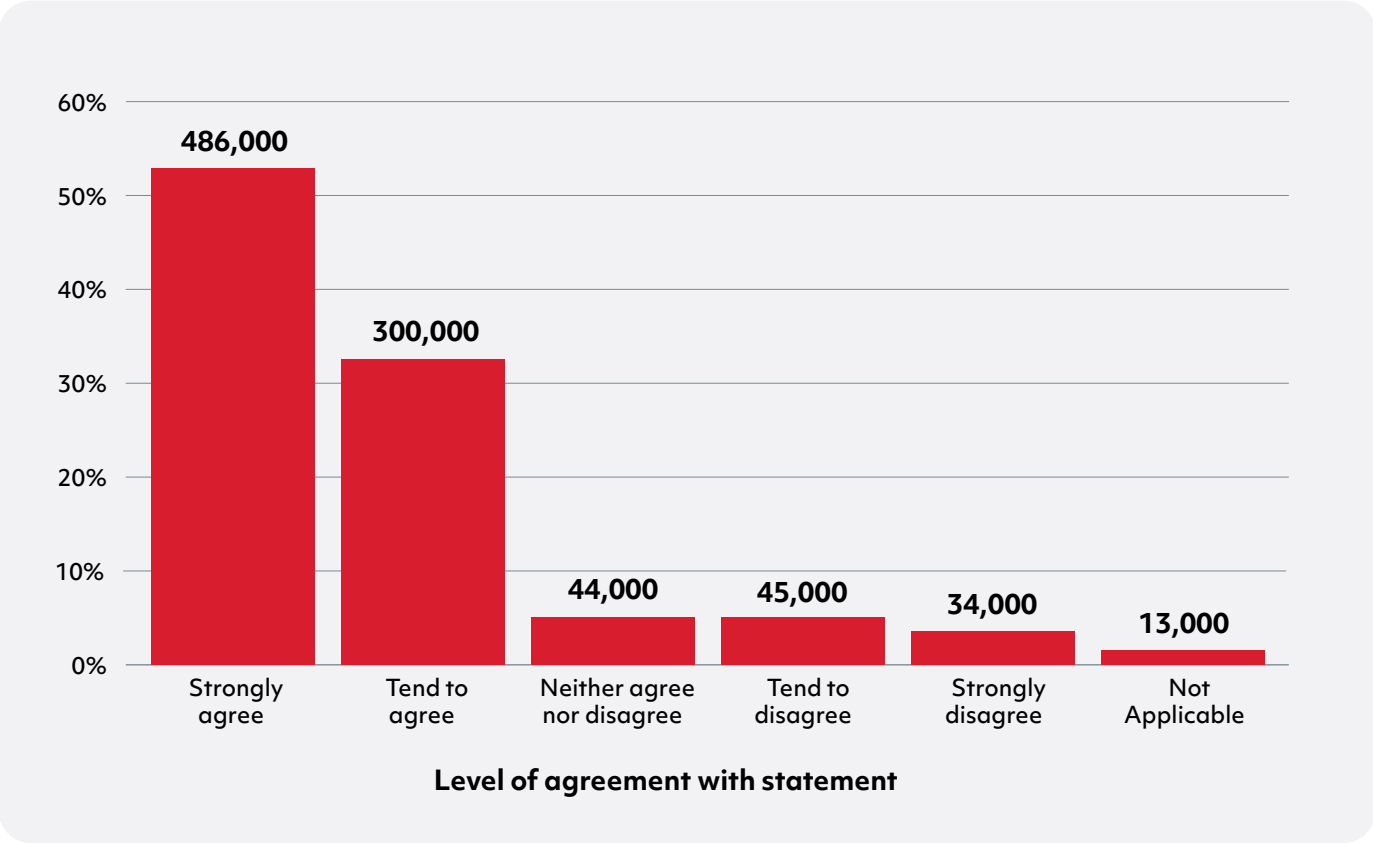
To explore this further, adults who had used or wanted to use local facilities within the last 12 months were asked a series of attitude statements linked to facility provision. The results are presented below.

The level of agreement with the statement 'I am able to get to the sport and physical activity facilities that I need.' is shown in **Graph 4.4**.

¹⁷ If needed a local area was defined as an 'area within one mile or 15 to 20 minutes walking distance from your home'

¹⁸ This question was only asked to those who participated or had demand (69% of adults; 1,708,000 adults). As a result, 31% (778,000 adults) were not asked this question.

Graph 4.4: Agreement with the statement ‘I am able to get to the sport and physical activity facilities that I need.’



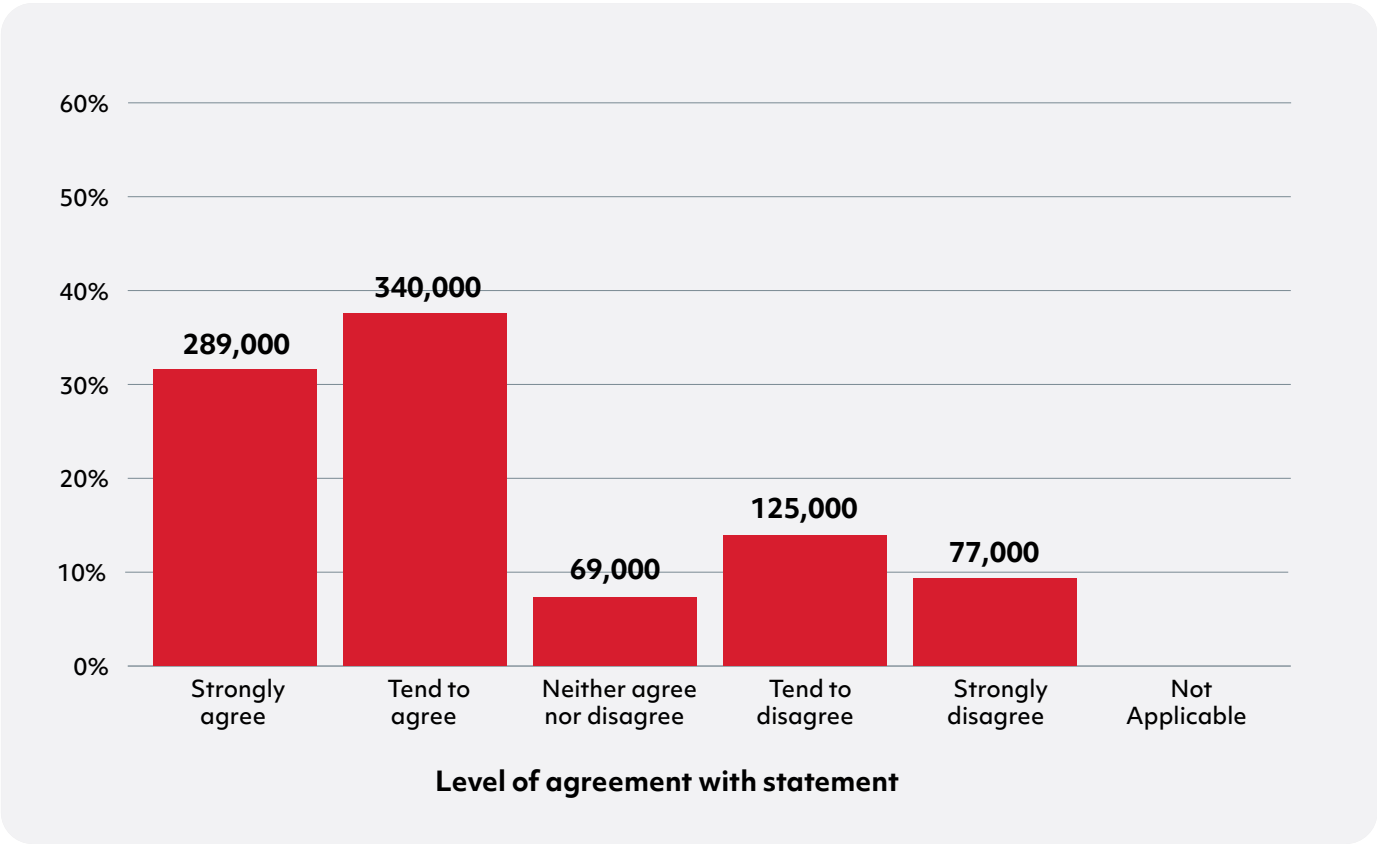
Graph 4.4 shows that over half strongly agreed with the statement (**53%**), with an additional **33%** tending to agree. The percentages of those who neither agreed or disagreed or disagreed were all much lower (each was close to **5%** or below). A full breakdown is available in **Table 4.4**.

Table 4.4: Agreement with the statement ‘I am able to get to the sport and physical activity facilities that I need.’

‘I am able to get to the sport and physical activity facilities that I need.’	Percentage of adults (%)	Number of adults
Strongly agree	53%	486,000
Tend to agree	33%	300,000
Neither agree nor disagree	5%	44,000
Tend to disagree	5%	45,000
Strongly disagree	4%	34,000
Not Applicable	1%	13,000

Next the level of agreement with the statement ‘There are enough sport and physical activity facilities for me in my local area.’ is shown in **Graph 4.5**.

Graph 4.5: Agreement with the statement ‘There are enough sport and physical activity facilities for me in my local area.’



Graph 4.5 shows that opinion is more mixed, with that around a third strongly agreed with the statement (**32%**), with slightly more tending to agree (**37%**). The percentage of those who neither agreed or disagreed, tended to disagree or strongly disagreed were all lower (**8%, 14%** and **8%** respectively). A full breakdown is available in **Table 4.5**.

Table 4.5: Agreement with the statement ‘There are enough sport and physical activity facilities for me in my local area.’

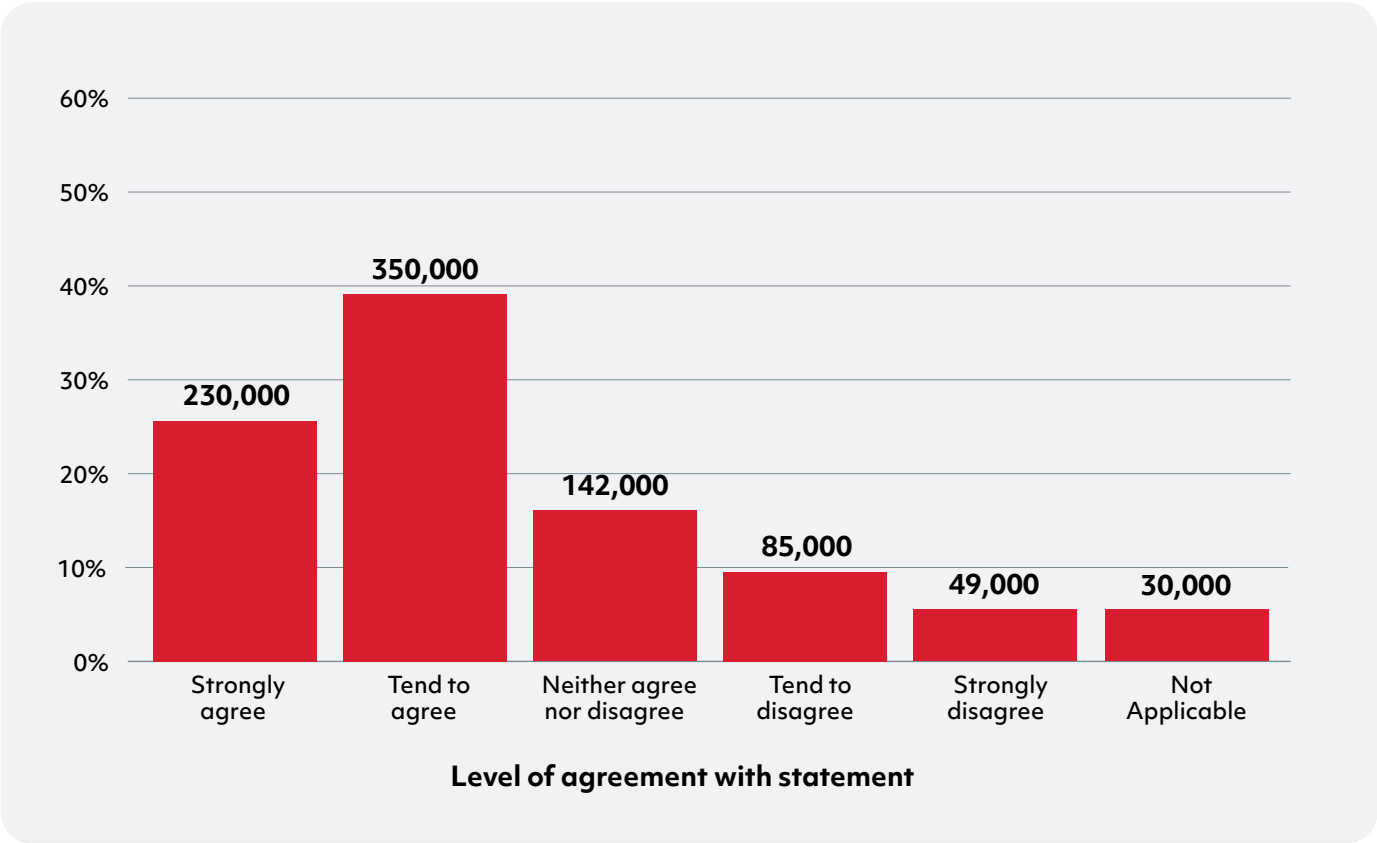
‘There are enough sport and physical activity facilities for me in my local area.’	Percentage of adults (%)	Number of adults
Strongly agree	32%	289,000
Tend to agree	37%	340,000
Neither agree nor disagree	8%	69,000
Tend to disagree	14%	125,000
Strongly disagree	8%	77,000
Not Applicable	-	-

Although most adults agreed ‘There are enough sport and physical activity facilities for me in my local area.’ there were slightly more who disagreed with this statement (**Graph 4.5**) when compared to the previous statement (see **Graph 4.4**), meaning there is somewhat of a discrepancy in there being enough and being able to get to the facilities that were needed to be active.

One reason for the difference could be due the omission of ‘local area’ in the statement ‘I am able to get to the sport and physical activity facilities that I need.’ and as a result could indicate that some are travelling beyond their local area to access the facilities they need if there are not enough in their local area.

Next was an assessment of the level of agreement with the statement ‘The sport and physical activity facilities in my local area are high quality.’ (**Graph 4.6**).

Graph 4.6: Agreement with the statement: ‘The sport and physical activity facilities in my local area are high quality.’



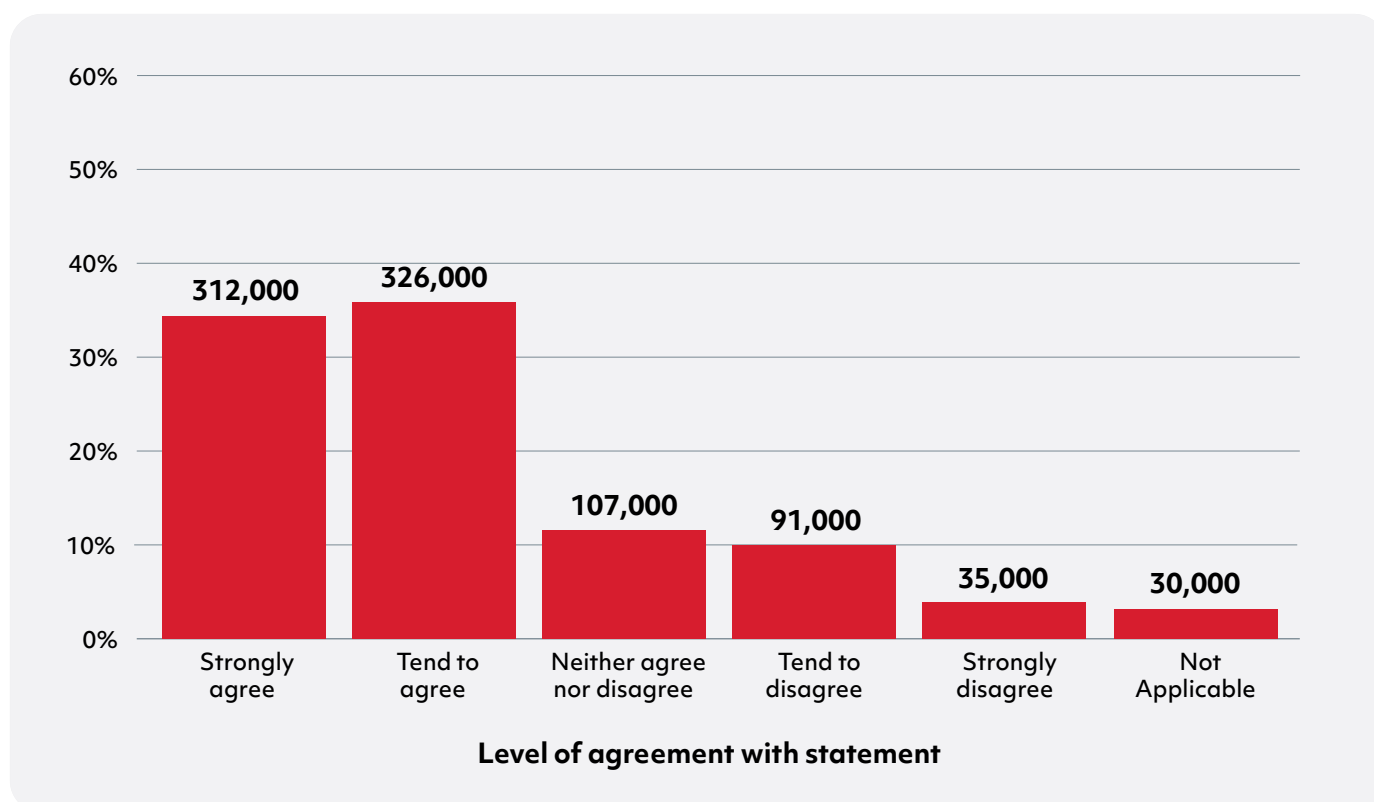
Graph 4.6 shows that around a quarter agreed strongly with this statement (26%), with more tending to agree (39%). The percentage of those who neither agreed or disagreed, tended to disagree or strongly disagreed were all lower (16%, 10% and 6% respectively). A full breakdown is available in **Table 4.6**.

Table 4.6: Agreement with the statement ‘The sport and physical activity facilities in my local area are high quality.’

‘The sport and physical activity facilities in my local area are high quality.’	Percentage of adults (%)	Number of adults
Strongly agree	26%	230,000
Tend to agree	39%	350,000
Neither agree nor disagree	16%	142,000
Tend to disagree	10%	85,000
Strongly disagree	6%	49,000
Not Applicable	3%	30,000

Finally, the level of agreement with the statement ‘The sport and physical activity facilities in my local area are affordable for me.’ is shown in **Graph 4.7**.

Graph 4.7: Agreement with the statement: ‘The sport and physical activity facilities in my local area are affordable for me.’



Graph 4.7 shows that just over a third agreed strongly with this statement (**35%**), with similar levels tending to agree (**36%**). The percentage of those who neither agreed or disagreed, tended to disagree or strongly disagreed were all lower (**12%, 10%** and **4%** respectively). A full breakdown is available in **Table 4.7**.

Table 4.7: Agreement with the statement ‘The sport and physical activity facilities in my local area are affordable for me.’

‘The sport and physical activity facilities in my local area are affordable for me.’	Percentage of adults (%)	Number of adults
Strongly agree	35%	312,000
Tend to agree	36%	326,000
Neither agree nor disagree	12%	107,000
Tend to disagree	10%	91,000
Strongly disagree	4%	35,000
Not Applicable	3%	30,000

The patterns shown in the results for statements about quality (**Graph 4.6**) and affordability (**Graph 4.7**) were broadly similar, with slightly more positive sentiment towards affordability, suggesting quality and affordability are not necessarily related in a straightforward way (i.e. better-quality facilities are less affordable).

Overall, these findings suggest that most adults who access sport and physical activity facilities can get to those that they need. In addition, most think there are enough in their local areas and that those available are regarded as high quality and affordable. However, this should not mask that most adults do not participate frequently, do not have demand to do more, and had not used, or indeed wanted to use, local sports facilities in the last 12 months.

Nevertheless, these findings can be considered alongside **Section 4.3** where it was found that **41%** would participate more if there were more facilities, clubs or groups in their local area, **24%** would participate more if it was easier to travel to clubs / facilities / groups and **15%** would be able to do more if there were facilities, clubs or groups that met their accessibility needs.

In addition, it should be noted that ‘if it cost less’ was one of the top three reasons that would encourage adults to do more, mentioned by **307,000** adults, yet only **126,000** adults disagreed that sport and physical activity facilities in their local area are affordable.

The next sections describe more ways adults can be active through sport.

4.5 Volunteering in sport

Just under one in ten adults (**9%**) gave up their time for free to help with a sporting activity in the last 12 months. This equates to **213,000** adults who had volunteered in sport.

Table 4.8: Volunteering in sport

Sport-related volunteering (last 12 months)	Percentage of adults (%)	Number of adults
Volunteered in sport	9%	213,000
Had not volunteered in sport	91%	2,241,000

The percentage of adults who had volunteered in sport in 2024-25 is in line with findings from 2019-20 and 2016-17 (when volunteering in sport was found to be **10%**).

To put the level of volunteering in sport in context we also know that around a third (**32%**) of adults in Wales were volunteers, in general, in 2024-25 (**725,000** people). These adults volunteer in a wide variety of ways and not all volunteers will support sport. However, of those who volunteer, volunteering for a sports club was the second most common type of volunteering activity, second to volunteering for a charitable organisation.

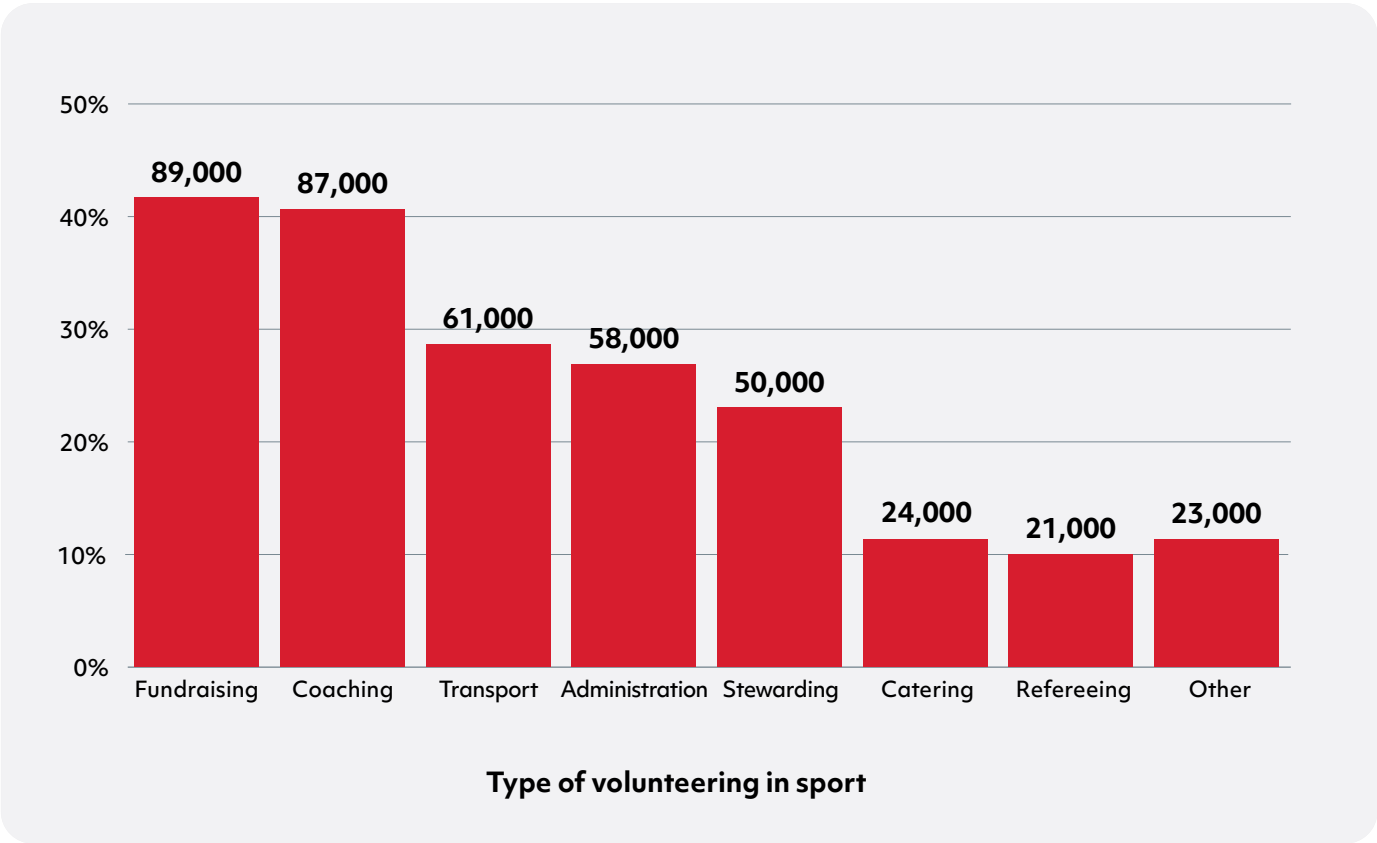
Volunteering at a sports club is just one of the settings within which adults volunteered in sport. Most volunteered at a sports club (**66%**) but adults also volunteered at a school or young person’s group (**18%**), and at other locations (**20%**) during the last 12 months (**Table 4.9**).

Table 4.9: Volunteering in sport

Locations of volunteering in sport	Percentage of adults (%)	Number of adults
Sports club	66%	142,000
School or young person’s group	18%	38,000
Other	20%	43,000

These were multiple ways in which volunteers in sport provide their time for free at these locations. The multiple ways in which adults volunteer in sport are illustrated in **Graph 4.8**.

Graph 4.8: Volunteering in sport by type of volunteering



Around half of volunteers in sport help with at least one of these activities (**52%**). An additional **21%** volunteer time for two of these activities and the remaining **27%** of volunteered in three or more of these activities.

Fundraising and Coaching are the most common ways in which adults volunteered in sport and around **4 in 10** of those who volunteered in sport had provided time for at least one of these activities in the last 12 months. A full breakdown is available in **Table 4.10**.



Table 4.10: Volunteering in sport by type of volunteering

Type of volunteering in sport	Percentage of volunteers (%)	Number of adults
Fundraising	42%	89,000
Coaching	41%	87,000
Transport for those other than family	29%	61,000
Administration	27%	58,000
Stewarding	23%	50,000
Catering	11%	24,000
Refereeing	10%	21,000
Other	11%	23,000

Some adults are also paid for their roles in sport. Specifically in relation to coaching **2%** of all adults are paid to coach as part of their job (**38,000** people). In addition, **82%** of those who volunteer in coaching also have a paid coaching role; and so are paid for coaching but also give up their time for free for to coach.

The amount of time that was provided for volunteering in sport varied by volunteer but most volunteered on a regular basis (**Table 4.11**).

Table 4.11: Frequency of volunteering in sport

Frequency (in last 12 months)	Percentage of volunteers (%)	Number of adults
At least once a week	38%	82,000
Less than once a week but at least once a month	26%	56,000
Less than once a month	33%	70,000
Other frequency	3%	6,000

Those who volunteered in sport within the last 4-weeks provided approximately 6 to 7 hours of volunteer time.

4.6 Sport spectating

Some adults are involved in sport simply through going to watch it in person. In 2024-25 well over a third of adults (**37%**) had attended at least one sport event as a spectator in the last 12 months. This equates to **907,000** adults.

Of those spectators there was a broadly even split between those who had attended once or twice in the last 12 months (**37%; 343,000**), those who attended three or four times (**30%; 272,000** adults) and those who attended more frequently (**32% attended once a month or more; 289,000** adults).

In addition, the vast majority (**85%; 778,000** adults) had attended a sport event in Wales. There were **127,000** adults who had only attended events outside Wales.



5. Enjoyment

The vision focuses on creating a wide range of positive experiences, so that everyone can enjoy sport and activity.

This section focuses on exploring the 'Demand' and 'Unmet Demand' for sport and physical activity amongst adults in Wales. These results suggest where activities have the potential to grow, and in turn, provide more opportunities for adults to enjoy.



5.1 National demand

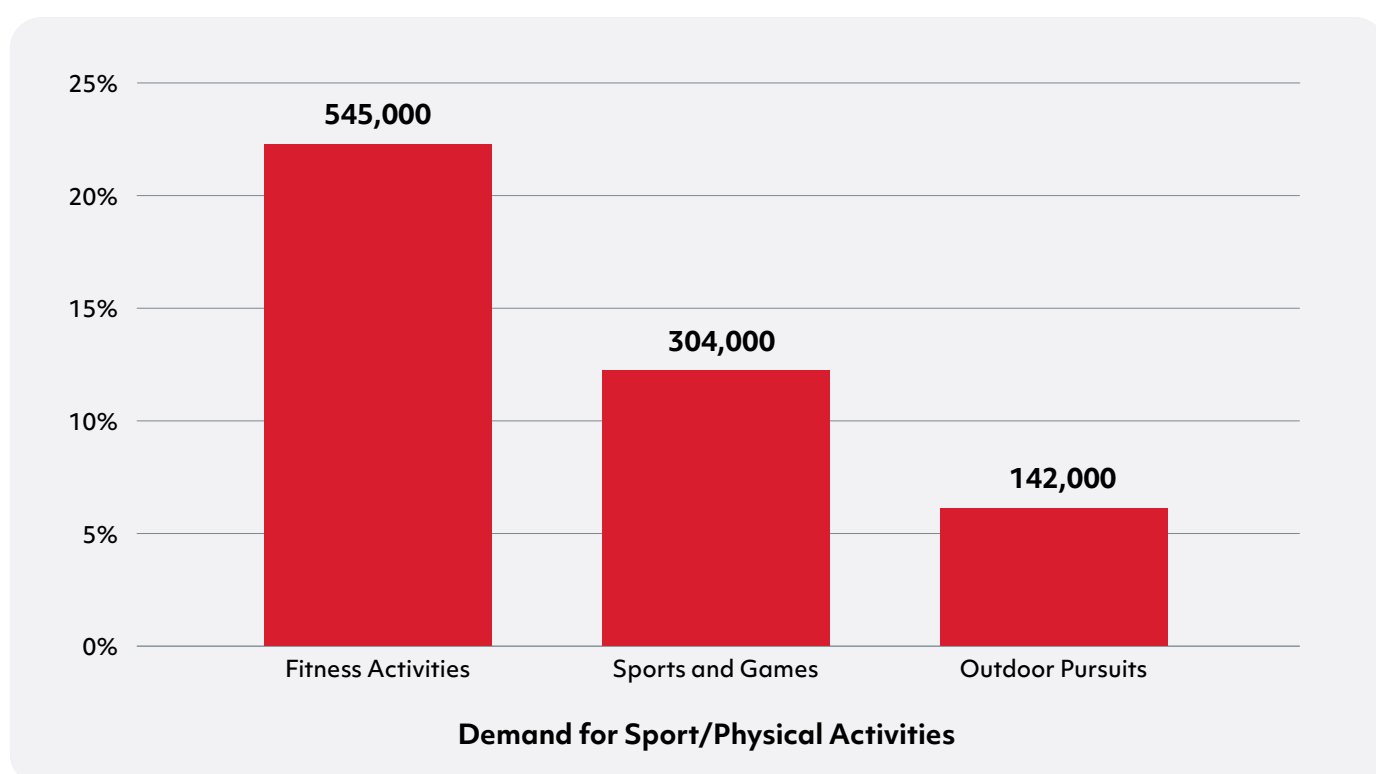
Adults with 'demand' refers to those who said they wanted to do more sport and physical activity. These adults might already participate in sport and physical activity.

Just over one third of adults (**35%**) reported a demand to participate in sport and physical activity, representing **840,000** adults in 2024-25.

The percentage of adults with demand for more sport and physical activity is **7-percentage points** higher than it was in 2022-23. This means that **155,000** more adults wanted to do more in 2024-25 when compared to the same period two years ago.

Graph 5.1 shows how this demand varies by broad activity group.

Graph 5.1: The percentage of adults who had a demand for sport and physical activity by broad activity group



Across the broad activity groups, **22%** of adults (**545,000**) had a demand for at least one 'Fitness Activity', **12%** of adults (**304,000**) had a demand for at least one 'Sport and Game' activity, and **6%** of adults (**142,000**) had a demand for at least one 'Outdoor Pursuit' activity in 2024-25.

The percentage of adults who wanted to do more 'Outdoor Pursuits' is lowest of all broad activity types and remains close to the percentage found in 2022-23 (**5%** in 2022-23). The percentage of adults who wanted to do more 'Fitness activities' is higher now than it was in 2022-23 (an increase of **6-percentage points**). This equates to **142,000** more adults wanting to do more 'Fitness activities' compared to the same period two years ago¹⁹. In addition, the percentage of adults who wanted to do more 'Sports and Games' activities is now higher than the level found in 2022-23 (an increase of **3- percentage points**). This equates to **56,000** more adults wanting to do more 'Sports and Games' activities compared to the same period two years ago²⁰.

5.2 Demand and geography

This section explores how demand varies by different geographies in Wales.

Table 5.1: The percentage and number of adults who have a demand for more sport and physical activity, by Sport Partnership area and population density.

		Percentage of adults (%)	Number of adults
Sport Partnership area	North Wales	38%	203,000
	Mid Wales	34%	55,000
	West Wales	28%	153,000
	Central South	38%	280,000
	Gwent	33%	151,000
Population density	'Urban'	34%	558,000
	'Rural'	35%	282,000
Wales total		35%	840,000

¹⁹ Exploring this further, it was found that the predominant cause of this percentage point difference is due to an increase in demand for swimming and going to the gym (Section 6.1)

²⁰ Further analysis suggests that this difference is mainly driven by increased demand for football compared to the same period two years ago (Section 6.2).

The percentage of adults with demand for sport and physical activity in North Wales and Central South was greater than the percentage of adults with demand in Mid Wales, Gwent, and West Wales, with both North Wales and Central South having a percentage of **38%**.

The percentage of adults with demand for sport and physical activity in West Wales (**28%**) was lower than the national average (**35%**), whereas demand in North Wales, Mid Wales, Central South, and Gwent was closer to the national average.

Compared to 2022-23 findings, demand increased in North Wales, Central South and Gwent. Central South and Gwent had the most substantial increases. Central South increased by a **13-percentage points**, which equates to an additional **91,000** adults with demand for sport and physical activity whereas Gwent increased by **12-percentage points**, which equate to **50,000** more adults. North Wales also increased by **8-percentage points**, which equate to **34,000** more adults with demand for sport and physical activity. Demand in Mid Wales and West Wales remained close to the levels reported in 2022-23.

Additionally, the percentage of adults who had demand for sport and physical activity in 'Rural' areas (**35%**) was in line with that of 'Urban' areas (**34%**). Nevertheless, compared to 2022-23, there was an increase in demand in both 'Urban' and 'Rural' areas.

'Urban' areas increased by **8-percentage points**, which equates to an additional **124,000** adults with demand for sport and physical activity. 'Rural' areas also showed some growth, increasing by **6-percentage points**, which equates to an additional **31,000** adults expressing demand.

Table 5.2 demonstrates the percentage and number of adults who had a demand for more sport and physical activity by quintiles²¹ of [Welsh Index of Multiple Deprivation \(WIMD\)](#)²².

²¹ Five groups containing an equal number of small geographic areas ranked from most deprived to least.

²² The Welsh Index of Multiple Deprivation (WIMD) is the Welsh Government's official measure of relative deprivation for small areas in Wales.

Table 5.2: The percentage and number of adults who have a demand for more sport and physical activity, by Welsh Index of Multiple Deprivation (WIMD):

Welsh index of multiple deprivation	Percentage of adults (%)	Number of adults
Quintile ²³ 1 (20% most deprived)	34%	147,000
Quintile 2	31%	136,000
Quintile 3	34%	171,000
Quintile 4	34%	169,000
Quintile 5 (20% least deprived)	39%	217,000
Wales Total	35%	840,000

The percentage of adults with demand for more sport and physical activity was relatively similar across deprivation levels. The biggest difference was that those in Quintile 5 (least deprived) had more demand for more sport and physical activity than those in Quintile 2.

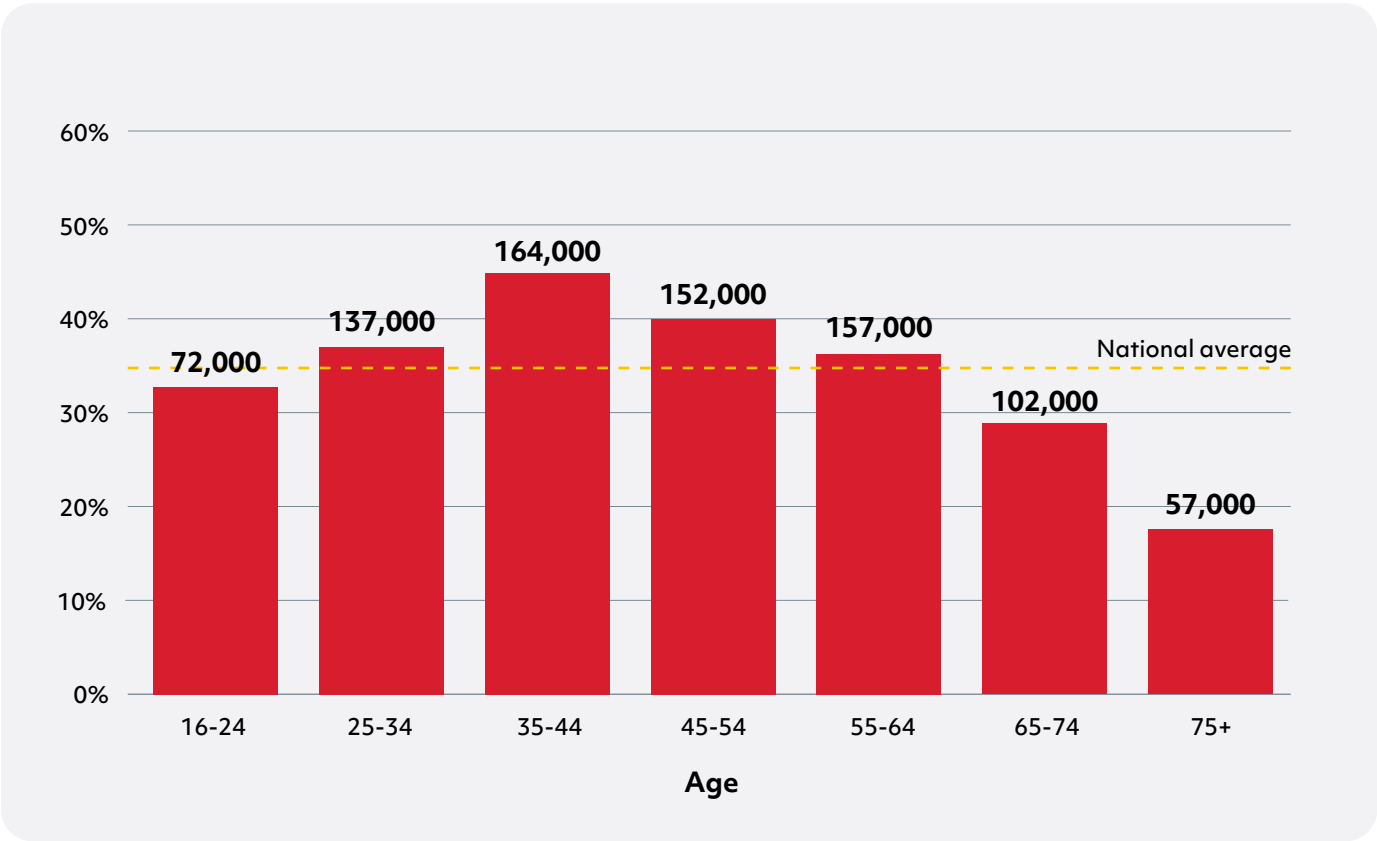
Compared to 2022-23, demand for more sport and physical activity increased in Quintile 1 (most deprived), Quintile 4 and Quintile 5 (least deprived). Quintile 1 (most deprived) has had a **9-percentage point** increase, which equates to an additional **40,000** adults with demand for more sport and physical activity. Similarly, Quintile 4 also increased by **6-percentage points**, which equates to an additional **14,000** adults with demand for sport and physical activity. Quintile 5 (least deprived) had the largest increase, which was **12-percentage points**. This equates an additional **66,000** adults expressing demand for sport and physical activity in 2024-25. Demand in Quintile 2 and Quintile 3 remained similar to the levels reported in 2022-23.

²³ Each quintile has a similar population size within it, and so the percentage of adults who have a demand for more sport and/or physical activity can be compared without needing to be mindful of population differences between each quintile.

5.3 Demand and population characteristics

This section explores how demand varies by different population characteristics.

Graph 5.2: The percentage and number of adults who have a demand for more sport and physical activity, by age group.



Demand for more sport and physical activity was lower for those ages 75+, than for other age groups.

More specifically those aged 35-44, 45-54, and 55-64 were more likely to report demand for more sport and physical activity compared to those aged 65-74 and 75+.

Compared to 2022-23, demand increased significantly across most age groups, except for those aged 16-24 years old and 25-34 years old whose demand levels remained similar. The largest increase in demand was seen among those aged 35-44 years, rising by a **13-percentage point**. Similarly, demand also increased among those aged 45-54 years and 55-64 years, demand increased for both age groups by **11-percentage points**. There was also an increase in demand among older adults aged 65-74 years (**8-percentage points**) and 75+ years (**6-percentage points**)

Notably, while participation rates remained stable across most age groups between 2022-23 and 2024-25, demand increased for all those ages 35 and over, indicating a growing pool of latent demand and a widening gap between participation and demand for this age group when compared to adults under the age of 35.

Table 5.3 illustrates the percentage and number of adults who had demand for more sport and physical activity, by demographic characteristic.

Table 5.3: The percentage and number of adults with a demand to do more sport and physical activity, by population characteristics.

		Percentage of adults (%)	Number of adults
Sex	Females	34%	435,000
	Males	35%	405,000
Ethnicity	White (Welsh, English, Scottish, Northern Irish and British)	33%	718,000
	White Other (Irish, Gypsy or Irish Traveller, or any other White background)	43%	36,000
	Any other Ethnic Group (Black, Black Welsh, Black British, Caribbean, or African, Asian, Asian Welsh, Asian British, Mixed or Multiple ethnic groups)	54%	85,000
Health conditions, illnesses or impairments	Has limiting long-term illness	34%	291,000
	No limiting long-term illness	35%	538,000
Deprivation	Living in material deprivation	44%	120,000
	Not living in material deprivation	34%	715,000
Welsh language (FG36)	People using Welsh language in everyday life	37%	97,000
	People not using Welsh language in everyday life	34%	740,000
Wales total		35%	840,000

In 2024-25, there was little difference in the percentage of adults with demand for more sport and physical activity between Males (**35%**) and Females (**34%**).

Nevertheless, compared to 2022-23, there was a **7-percentage point** increase for Males and an **8-percentage point** increase for Females, which represents **60,000** more males and **95,000** more females with demand.

Looking at ethnicity, those who identified as 'Any other ethnic group' had a higher percentage of demand (**54%**) compared to those who identified as 'White' (**33%**), whereas it was **43%** for those who identify as 'White other'.

Results for 2024-25 show a **20-percentage point** increase in demand among those who identified as 'Any other ethnic group' when compared to 2022-23, when demand was at **34%**. Similarly, there was also a **6-percentage point** increase among those who identified as 'White' when compared to 2022-23. Those who reported their ethnicity as 'White other' had no measurable²⁴ change in demand levels.

In 2024-25, **34%** of adults living with a limiting long-term illness reported demand, compared with **35%** of adults living without a limiting long-term illness²⁵.

Demand also increased between 2022-23 and 2024-25 among those who have limiting long-term illness and those who do not. There was a **7-percentage point** increase among those with a limiting long-term illness (**28%** in 2022-23) and an **8-percentage point** increase among those without limiting long-term illness (**27%** in 2022-23).

Results for 2024-25 show that those living in material deprivation were more likely to report demand for more sport and physical activity compared to those not living in material deprivation, with those living in material deprivation showing a **10-percentage point** higher level of demand than those not living in material deprivation.

In 2024-25, demand rates increased compared to figures reported in 2022-23 for both material deprivation groups. Demand from those living in material deprivation increased by **11-percentage points** (from **33%** in 2022-23 to **44%** in 2024-25). Demand rates also increased but by **8-percentage points** amongst those who do not live in material deprivation (from **26%** in 2022-23 to **34%** in 2024-25).

Furthermore, demand for more sport and physical activity was broadly similar between those who use Welsh Language in everyday life and those who don't.

Compared to 2022-23, demand for more sport and physical activity increased among those who do not use Welsh language for everyday life by **8-percentage points** (from **26%** in 2022-23 to **34%** in 2024-25) whereas demand among those who use Welsh language for everyday life remained close to the levels reported in 2022-23 (**32%** in 2022-23 to **37%** in 2024-25).

²⁴ Due to wider confidence intervals.

²⁵ More generally demand was 35% (410,000 adults) for those with physical or mental health conditions or illnesses lasting or expected to last for 12 months (irrespective of whether the condition was limiting or not) and 35% (419,000 adults) for those without.

5.4 Unmet demand

For the purposes of this report, those with an 'Unmet Demand' refers exclusively to those who have not participated in a sport and physical activity in the last 4 weeks but indicated they would like to do more in the future.

In 2024-25, **11%** of adults (roughly 1 in 9) said they wanted to participate in at least one type of sport or physical activity but had not participated in the last 4-weeks, representing **273,000** adults with unmet demand.

Compared to 2022-23, unmet demand increased by **4-percentage points** (from **7%** in 2022-23 to **11%** in 2024-25), with **89,000** more adults reporting unmet demand in 2024-25.

In 2024-25, there were **211,000** adults who did not participate in any 'Fitness Activity' but said they would like to. Further, there were **207,000** adults who did not participate in any 'Sport and Games' but said they would like to. Finally, **116,000** adults said they did not participate in any 'Outdoor Pursuits' but said they would like to.

Overall, this equates to at least **543,000** new opportunities in sport and physical activity amongst adults, which would need to be met for the **273,000** adults with unmet demand.

Table 5.4: The percentage and number of adults who have an unmet demand for activity, by Sport Partnership areas.

		Percentage of adults (%)	Number of adults
Sport Partnership area	North Wales	14%	73,000
	Mid Wales	10%	17,000
	West Wales	10%	56,000
	Central South	9%	69,000
	Gwent	13%	58,000
Population density	'Urban'	11%	178,000
	'Rural'	12%	95,000
Wales total		11%	273,000

The percentage of unmet demand is similar across most Sport Partnership areas. The biggest disparity was between North Wales Central South where there was a **5-percentage point** difference in unmet demand.

Compared to 2022-23, there have been changes to the percentage of unmet demand in North Wales (**6-percentage points**), Central South (**3-percentage points**) and Gwent (**6-percentage points**).

A similar percentage of adults from 'Rural' areas (**12%**) and 'Urban' areas (**11%**) reported unmet demand for sport and physical activity. However, more adults with unmet demand live in 'Urban' areas (**178,000** adults) compared to 'Rural' areas (**95,000** adults). However, this is partly due to there being more people living in 'Urban' Wales in the first instance.

From 2022-23, the percentage of adults with unmet demand increased in both 'Urban' areas from **7%** in 2022-23 to **11%** in 2024-25, and 'Rural' areas from **7%** in 2022-23 to **12%** in 2024-25.

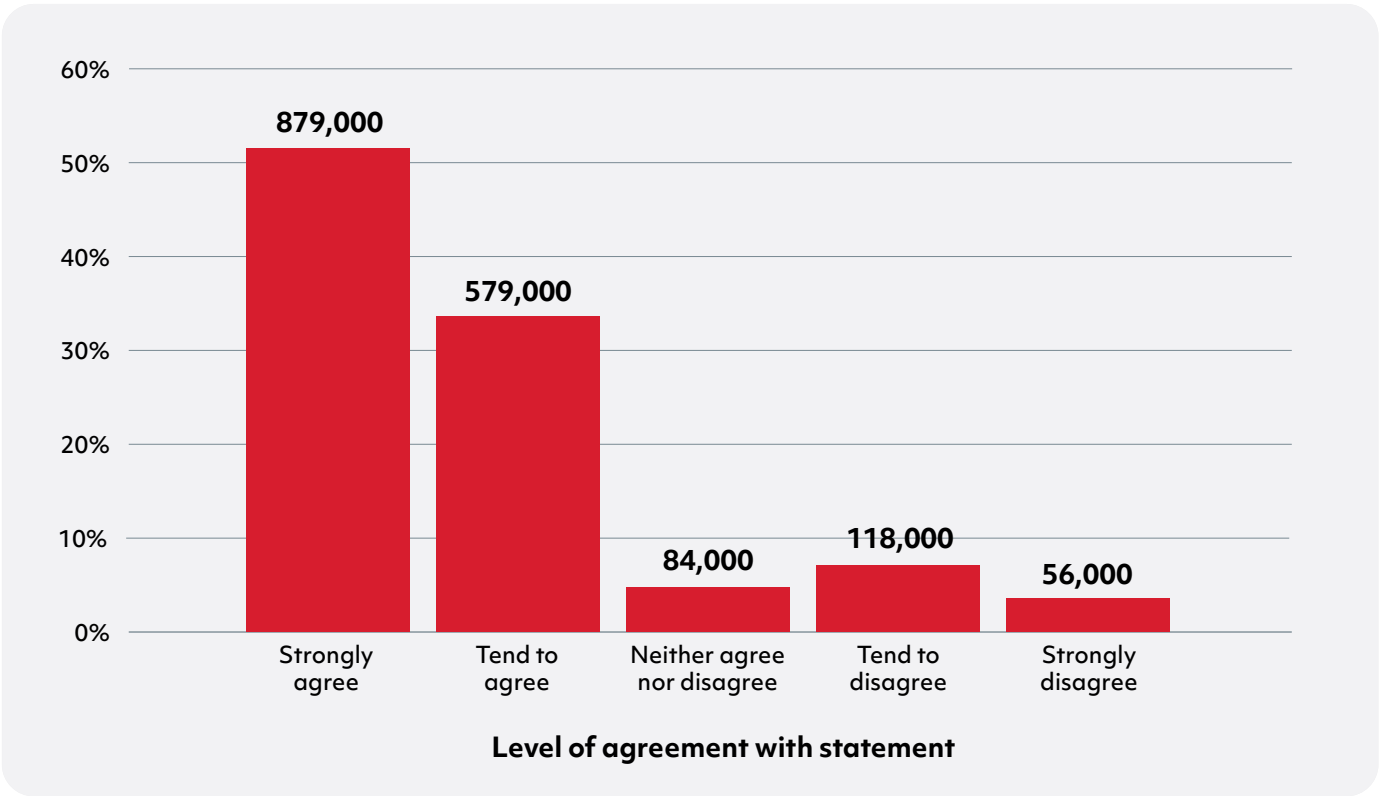
5.5 Attitudes to being physically active²⁶

Adults who had participated in the last four weeks or had demand to participate more often were asked for their level of agreement with three statements linked to having the opportunity to be physically active, having the confidence to be physically active, and finding physical activity enjoyable.

The level of agreement across these questions was found to be similar, with most having a positive sentiment towards these statements. Between **84%** and **85%** agreed strongly or tended to agree with the statements 'I have the opportunity to be physically active.', 'I have the confidence to be physically active.' and 'I find physical activity enjoyable.'(representing between **1.4 to 1.5 million** adults in Wales).

The overall pattern to across each statement is shown in **Graph 5.3**, **Graph 5.4**, and **Graph 5.5**.

Graph 5.3: Agreement with the statement 'I have the opportunity to be physically active.'



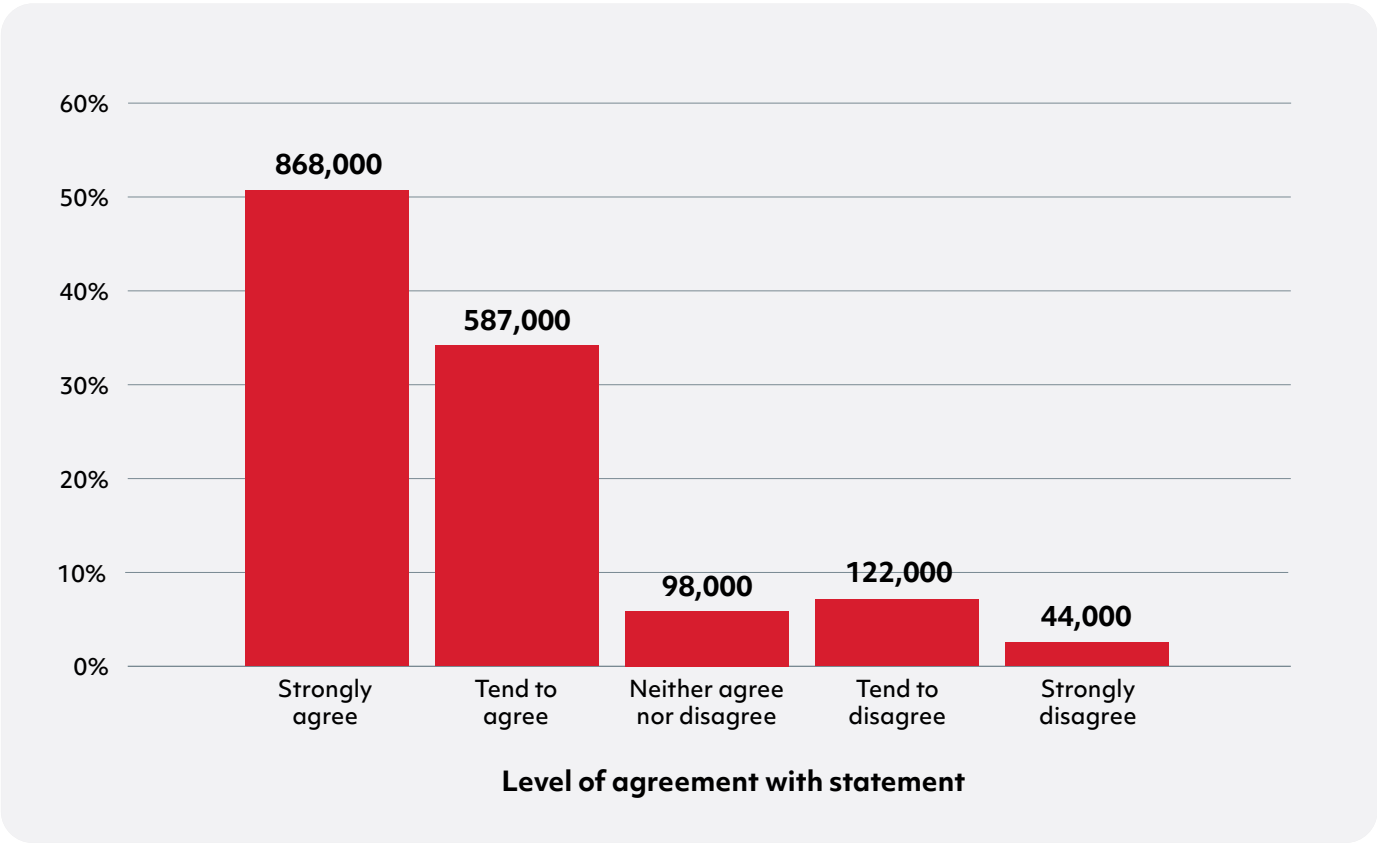
²⁶ Note: This question was only asked to those who participated or had demand (69% of adults; 1,708,000 people). As a result, 31% (778,000 people) were not asked this question.

Most either strongly agreed that they had the opportunity to be physically active (**51%, 879,000** adults) or tended to agree (**34%, 579,000** adults). **10%** tended to disagree or disagreed strongly (**174,000** adults). **5%** neither agreed nor disagreed (**84,000** adults).

Table 5.5: Agreement with the statement ‘I have the opportunity to be physically active.’

‘I have the opportunity to be physically active.’	Percentage of adults (%)	Number of adults
Strongly agree	51%	879,000
Tend to agree	34%	579,000
Neither agree nor disagree	5%	84,000
Tend to disagree	7%	118,000
Strongly disagree	3%	56,000

Graph 5.4: Agreement with the statement ‘I have the confidence to be physically active.’

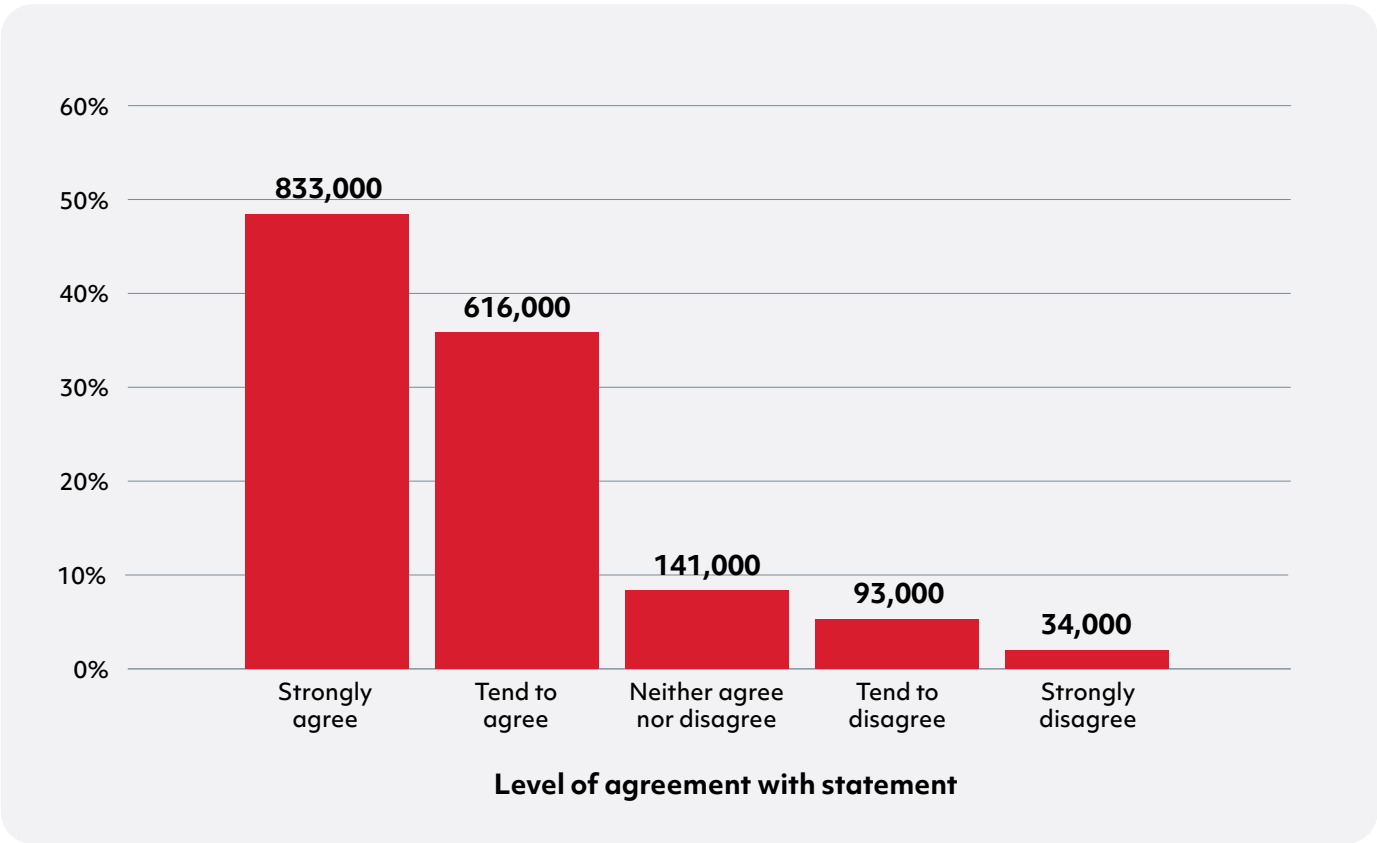


Most either strongly agreed that they had the confidence to be physically active (**51%, 868,000** adults) or tended to agree (**34%, 587,000** adults). **10%** tended to disagree or disagreed strongly (**166,000** adults). **6%** neither agreed nor disagreed (**44,000** adults).

Table 5.6: Agreement with the statement ‘I have the confidence to be physically active.’

‘I have the confidence to be physically active.’	Percentage of adults (%)	Number of adults
Strongly agree	51%	868,000
Tend to agree	34%	587,000
Neither agree nor disagree	6%	98,000
Tend to disagree	7%	122,000
Strongly disagree	3%	44,000

Graph 5.5: Agreement with the statement ‘I find physical activity enjoyable.’



Most either strongly agreed that they find physical activity enjoyable (**48%, 833,000** adults) or tended to agree (**36%, 616,000** adults). **7%** tended to disagree or disagreed strongly (**127,000** adults). **8%** neither agreed nor disagreed (**141,000** adults).

Table 5.7: Agreement with the statement ‘I find physical activity enjoyable.’

‘I find physical activity enjoyable.’	Percentage of adults (%)	Number of adults
Strongly agree	48%	833,000
Tend to agree	36%	616,000
Neither agree nor disagree	8%	141,000
Tend to disagree	5%	93,000
Strongly disagree	2%	34,000

It is important to remember that around **three in every ten** adults were not asked these questions. As these were those who did not participate or have demand for sport activities there is a high chance that these are the adults with less opportunity, less confidence, and less likely to enjoy being physically active. However, further research would be required to confirm these assumptions.



6. Sport: Detailed activity data

This section presents findings for different types of sport activity. Together this information demonstrates the contribution of each sport activity to overall participation and demand levels across Wales.

It is possible to explore the detailed activity types that form 'Fitness Activities', 'Sports and Games', and 'Outdoor Pursuits'. Doing so enables a deeper level of insight into the activities that adults participate in or wanted to do more of.

How each activity ranks relative to one another is fundamentally dependent on how that activity is defined. When a broader definition is used for an activity or when more activities are grouped together, the more likely it will be that adults will have either participated in that activity or have demand for that activity. Moreover, smaller sample sizes require broader definitions to be used in order to robustly report on specific activity types, meaning sample size, definitions and results are inextricably linked (see below for examples of why this matters).

Useful to know

How activities are categorised matters:

For example, the percentage of adults taking part in 'Outdoor Pursuits' would be much higher if 'Walking over 2 miles' was reclassified from a 'Fitness Activity' and into this group. Also, some categories contain a greater quantity of activities (e.g. Team Sports has 21 subtypes) than others, which might only contain a few (e.g. 'Cycling' has three – 'BMX', 'Mountain Biking' and 'Other type of outdoor or track cycling').

How activities are grouped together matters:

For example, 'Athletics' would rank much lower than shown, and relative to other activities, if 'Jogging or Running' was excluded from the definition presented for that sport. Moreover, and linked to the point above, it would also instead have been grouped with 'Sports and Games'.

Ability to report on activities is linked to sample size:

Also, if sample size decreases, there may only be the opportunity to report on broad activity classifications. For example, with a large sample size we would detect the prevalence of football, rugby union, cricket etc. (i.e. different types of team sports) whereas with small samples it may only be possible to report on 'Team Sports' in general as an activity type.

For this report the most detailed level of analysis has been used whenever practical and useful²⁷. This analysis revealed that 'Walking over 2 miles' remains the most common activity type through which adults are active, despite there being relatively low demand. Indeed, for most types of 'Fitness activity' those who participated in them far exceeded the level of demand to do more of that activity (e.g. worked out at home. going to the gym, running or jogging, fitness classes). This is not the case for many of the more traditional sports and outdoor pursuits where demand is more in line with participation (**Table 6.1**, **Table 6.2** and **Table 6.3**).

6.1 Fitness Activities

The 'Fitness Activity' adults participated in the most was 'Walking over 2 miles'. 'Going to the gym' was most in demand.

Table 6.1: The percentage and number of adults who participated in the last 4-weeks or had demand to do more by activity type (Fitness Activity)

	Participation (in last 4 weeks)		Demand	
Detailed activity	Percentage of adults (%)	Number of adults	Percentage of adults (%)	Number of adults
Walking over 2 miles	36.7%	905,000	3.3%	79,000
Worked out/exercised at home	17.0%	419,000	*	*
Gone to gym - not for fitness classes	15.2%	375,000	3.9%	95,000
Jogging or running (inc. Athletics ²⁸)	12.8%	315,000	2.3%	56,000
Swimming or diving	11.1%	274,000	10.1%	245,000
Fitness classes	10.7%	265,000	2.9%	72,000
Cycling – BMX / Mountain Biking / Other	8.2%	203,000	3.9%	96,000
Dance classes	1.9%	47,000	0.8%	19,000
Gymnastics / trampolining	0.6%	16,000	*	*
Overall Fitness Activity	56%	1,366,000	22%	545,000

²⁷ Detailed activities are combined in relation to how they are used for investment purposes – i.e. the activities have been judged to relate to a specific sport.

²⁸ 'Athletics' is included with 'Fitness Activities' as most participation and demand is through 'running/jogging'. Participation and demand for running/jogging specifically was 12.7% and 2.2% respectively.

6.2 Sports and Games

The activity adults participate in the most within 'Sports and Games' was 'Swimming or diving'. It was also the activity that was most in demand.

Table 6.2: The percentage and number of adults who participated in the last 4-weeks or had demand to do more by activity type (Sports and Games)

	Participation (in last 4 weeks)		Demand	
Detailed activity	Percentage of adults (%)	Number of adults	Percentage of adults (%)	Number of adults
Golf	4.0%	100,000	1.9%	47,000
Pool	3.7%	91,000	*	*
Darts	3.4%	85,000	*	*
Football	2.6%	65,000	2.7%	66,000
Bowling (ten pin)	2.6%	64,000	*	*
Badminton	1.5%	38,000	1.6%	40,000
Tennis	1.5%	38,000	1.8%	45,000
Bowls – Indoor / Outdoor	0.8%	20,000	0.7%	18,000
Table tennis	0.8%	20,000	*	*
Cricket	*	*	0.6%	15,000
Squash	*	*	0.7%	16,000
Overall Sports and Games	19%	477,000	12%	304,000

6.3 Outdoor Pursuits

The 'Outdoor Pursuits' adults participated in the most was 'Climbing / mountaineering'. This and 'Canoeing / Kayaking' were most in demand.

Table 6.3: The percentage and number of adults who participated in the last 4-weeks or had demand to do more by activity type (Outdoor Pursuits)

Detailed activity	Participation (in last 4 weeks)		Demand	
	Percentage of adults (%)	Number of adults	Percentage of adults (%)	Number of adults
Climbing / mountaineering	1.5%	37,000	1.1%	27,000
Fishing or angling	0.8%	21,000	*	*
Canoeing / kayaking	0.8%	19,000	1.1%	27,000
Paddleboarding	0.7%	17,000	0.7%	18,000
Horse riding	0.6%	15,000	1.2%	28,000
Skiing	*	*	0.6%	16,000
Overall Outdoor Pursuits	6%	143,000	6%	142,000

It should be noted that most of the detailed activity types mentioned explicitly within the survey (there were around 90 activity types listed in total) had a low level of response²⁹ at the individual activity level. For this reason activities needed to be aggregated to broader categories or grouped for the purpose of reporting. If an activity cannot be found in the tables it is due to the low level of participation or demand across all adults in Wales.

6.4 Next update

The Welsh Government survey team will publish detailed bulletins on additional topics from the [National Survey for Wales](#) over the coming months.

The next round of National Survey results is expected to be published in summer 2027. The update will cover results from the 2026-27 fieldwork year.

²⁹ i.e. less the 30 unweighted responses were achieved from a survey of 6,000 adults which presents a high level of uncertainty around the estimate.

Appendix

A1 - 'Fitness Activity', 'Sports and Games', and 'Outdoor Pursuits' classification

Activity group	Subcategory ^{***}
Fitness Activity	Worked out or exercised at home, or as part of an online class
	Fitness classes (in person)
	Gone to gym (not for fitness class) ^{*4}
	Dance classes
	Cycling ^{*3}
	Swimming or diving ^{*5}
	Walking over 2 miles ^{*2}
	Jogging or running
	Gymnastics
	Trampolining
Sports and Games	Team sports ^{*21}
	Racket sports ^{*3}
	Indoor games ^{*5}
	Bowling or bowls ^{*3}
	Combat sports or martial arts ^{*6}
	Golf
	Shooting or archery ^{*3}
	Athletics ^{*2}
	Triathlon, duathlon or other multisport
Outdoor Pursuits	Mountain sports like climbing or skiing ^{*6}
	Motorsport ^{*3}
	Fishing or angling
	Horse riding
	Skating or skateboarding ^{*3}
	Watersport (kayaking, surfing, sailing) ^{*11}

^{***} Any subcategory with a '*' next to it can be analytically divided into more detailed related activity types. The number of further categories that are explicit in the questionnaire is shown alongside. See Questionnaire for full details.

A2 - Sport Partnership area - geographical footprint

Sport Partnership area	Local Authority
North Wales	Isle of Anglesey
	Gwynedd
	Conwy
	Denbighshire
	Flintshire
	Wrexham
Mid Wales	Powys
	Ceredigion
West Wales	Pembrokeshire
	Carmarthenshire
	Swansea
	Neath Port Talbot
Central South	Bridgend
	Vale of Glamorgan
	Cardiff
	Rhondda Cynon Taf
	Merthyr Tydfil
Gwent	Caerphilly
	Blaenau Gwent
	Torfaen
	Monmouthshire
	Newport

A3 - Combined activity breakdown 2024-25 (all with > 30 responses)

Table A1: The percentage and number of adults who participated in the last 4-weeks or had demand to do more by detailed activity type

		Participation (in last 4 weeks)		Demand	
Activity group	Detailed activity	Percentage of adults (%)	Number of adults	Percentage of adults (%)	Number of adults
Fitness Activity	Walking over 2 miles	36.7%	905,000	3.3%	79,000
Fitness Activity	Worked out/ exercised at home	17.0%	419,000	*	*
Fitness Activity	Gone to gym - not for fitness classes	15.2%	375,000	3.9%	95,000
Fitness Activity (and Sport and Games)	Jogging or Running (inc. Athletics)	12.8%	315,000	2.3%	56,000
Fitness Activity	Swimming or diving	11.1%	274, 000	10.1%	245,000
Fitness Activity	Fitness classes	10.7%	265, 000	2.9%	72,000
Fitness Activity	Cycling – BMX /Mountain Biking/Other	8.2%	203,000	3.9%	96,000
Sports and Games	Golf	4.0%	100, 000	1.9%	47,000
Sports and Games	Pool	3.7%	91,000	*	*
Sports and Games	Darts	3.4%	85, 000	*	*
Sports and Games	Football	2.6%	65,000	2.7%	66,000
Sports and Games	Bowling (ten pin)	2.6%	64,000	*	*
Fitness Activity	Dance classes	1.9%	47,000	0.8%	19,000

A3 - Combined Activity Breakdown 2024-25 (continued)

		Participation (in last 4 weeks)		Demand	
Activity group	Detailed activity	Percentage of adults (%)	Number of adults	Percentage of adults (%)	Number of adults
Sports and Games	Badminton	1.5%	38,000	1.6%	40,000
Sports and Games	Tennis	1.5%	38,000	1.8%	45,000
Outdoor Pursuits	Climbing or mountaineering	1.5%	37,000	1.1%	27,000
Outdoor Pursuits	Fishing or angling	0.8%	21,000	*	*
Sports and Games	Bowls – Indoor / Outdoor	0.8%	20,000	0.7%	18,000
Sports and Games	Table tennis	0.8%	20,000	*	*
Outdoor Pursuits	Canoeing / Kayaking	0.8%	19,000	1.1%	27,000
Outdoor Pursuits	Paddle-boarding	0.7%	17,000	0.7%	18,000
Fitness Activity	Gymnastics / Trampolining	0.6%	16,000	*	*
Outdoor Pursuits	Horse riding	0.6%	15,000	1.2%	28,000
Sports and Games	Cricket	*	*	0.6%	15,000
Outdoor Pursuits	Skiing	*	*	0.6%	16,000
Sports and Games	Squash	*	*	0.7%	16,000
Wales overall		59%	1,449,000	35%	840,000