

How many **DIFFERENT SPORTS** would you estimate you've attempted to get in to?

66%



have tried **MORE THAN FIVE HOBBIES** in their lifetime



HOW MANY

DIFFERENT SPORTING ACTIVITIES DO YOU TAKE PART IN ON AT LEAST A MONTHLY BASIS?



of people do **THREE** or **FOUR** SPORTING ACTIVITIES a month



How often do you try out a **NEW SPORT?**



of people try at least **ONE** new sport or activity per year

What **SPORT** or **HOBBY** would you most like to try?

THE 5 MOST popular sports or hobbies that people would like to try are:



Triathlon



Snowboarding/
Skiing



Canoeing/
Kayaking



Cycling

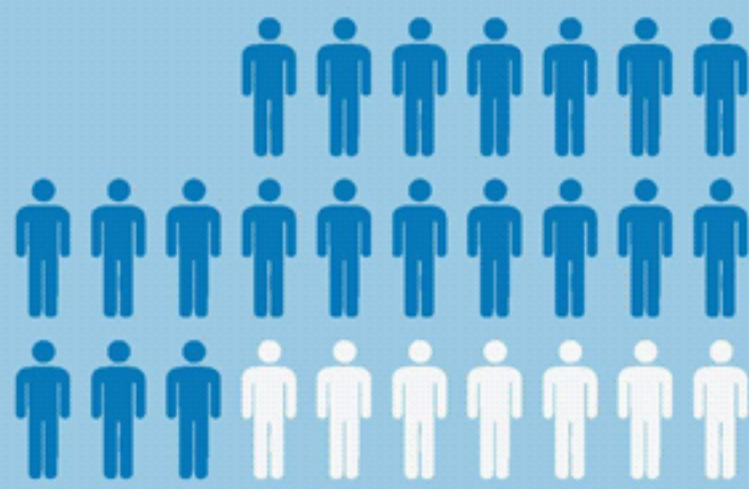


Archery

What is the main **BARRIER** to trying a new sport?

76.4%

of people are **PUT OFF** trying a new sport by equipment costs and other **EXPENSES**



What is your favourite type of **SPORT** or **HOBBY**?



chose **CYCLING** as their favourite sport or hobby.



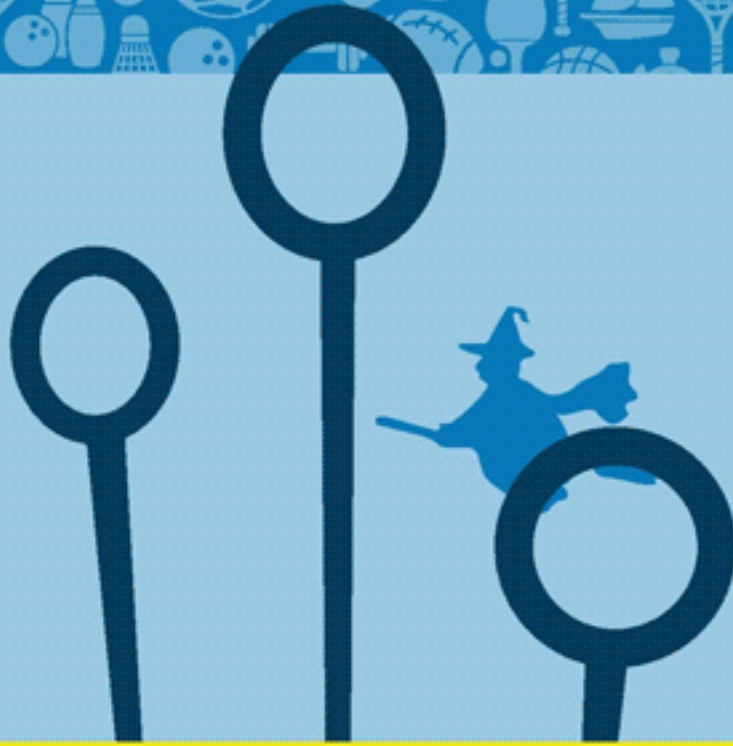
What **SPORTING CATEGORY** would you put **YOURSELF** in?

7 out of **10**

people describe themselves as an **enthusiastic amateur**



FINALLY...



... One person said they'd most like to try **QUIDDITCH**.