Lero RED Line 2020

Date: October 2020
Job Reference: 470920
RED Line Methodology

• Online research was conducted with 1,001 ROI adults aged 18+.
• Respondents were recruited using RED C Live, RED C’s own online panel of over 40,000 members
• Quota controls were used to ensure a nationally representative sample of ROI adults aged 18+, with interlocking quotas to provide extra confidence in sample profile
• Data was weighted across Gender, age, region and social class so as to ensure a nationally representative sample based on latest CSO projections
• Fieldwork for this research took place from 8th – 13th October 2020
• Weighted to be representative of all adults aged 18+ using the latest CSO census data on the following demographics
Online Exercise Classes
Nearly 1 in 5 (18%) have taken part in an online exercise class

Online exercise classes have become more popular during COVID. 25-34 year olds, ABC1s and Dublin residents are most likely to have taken part in online exercise classes in the past.

Participation in Online Exercise Classes

- Yes - During the COVID-19 crisis: 14%
- Yes - Before the COVID-19 crisis: 8%
- No: 82%

NET: YES

18%

NET: YES: Higher Among

- 25-34 year olds: 34%
- ABC1s: 26%
- Dublin residents: 26%
3 in 4 (76%) rate online exercise classes as excellent/good

Rating of Online Exercise Classes

- Excellent: 31%
- Good: 44%
- Fair: 22%
- Poor: 2%
- Very Poor: 2%

NET: Excellent/Good - 76%
NET: Very Poor/Poor - 2%
More than 1 in 4 (27%) intend on using online exercise classes. Again, likelihood to participate is highest among 25-34 year olds (47%) and ABC1s (34%).

### Likelihood to Participate in an Online Exercise Class

<table>
<thead>
<tr>
<th></th>
<th>Likely</th>
<th>Unlikely</th>
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<tbody>
<tr>
<td>Very Likely</td>
<td>8%</td>
<td></td>
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<tr>
<td>Fairly Likely</td>
<td>20%</td>
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<tr>
<td>Neither</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Fairly Unlikely</td>
<td>20%</td>
<td></td>
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<tr>
<td>Very Unlikely</td>
<td>34%</td>
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</tbody>
</table>

**NET: Likely: Higher Among**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Likely Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-34 year olds</td>
<td>47%</td>
</tr>
<tr>
<td>ABC1s</td>
<td>34%</td>
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</tbody>
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(Q.9) (Base: All Adults Aged 18+, n=1,001)
Key Findings
Key Findings: Online Exercise Classes

1. Nearly 1 in 5 (18%) have taken part in an online exercise class in the past. Online exercise classes have become more popular during COVID.

2. 25-34 year olds (34%), ABC1s (26%) and Dublin residents (26%) are most likely to have taken part in online exercise classes in the past.

3. Among those that have previously participated in an online exercise class, 3 in 4 (76%) rate their experience as either ‘Excellent’ or ‘Good’.

4. More than 1 in 4 (27%) of all adults say that they are likely to participate in online exercise classes in the future. Again, likelihood is highest among 25-34 year olds (47%) and ABC1s (34%).
RESEARCH EVALUATION DIRECTION CLARITY

See More, Clearly