

REDC

 **Lero**
THE IRISH SOFTWARE
RESEARCH CENTRE

A World
Leading SFI
Research
Centre

Science
Foundation
Ireland **sfi**
For what's next

Lero RED Line 2020

Date: October 2020

Job Reference: 470920

HOST INSTITUTION



PARTNER INSTITUTIONS

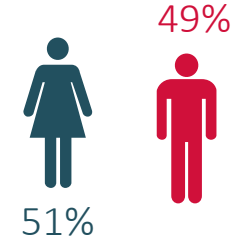


RED Line Methodology

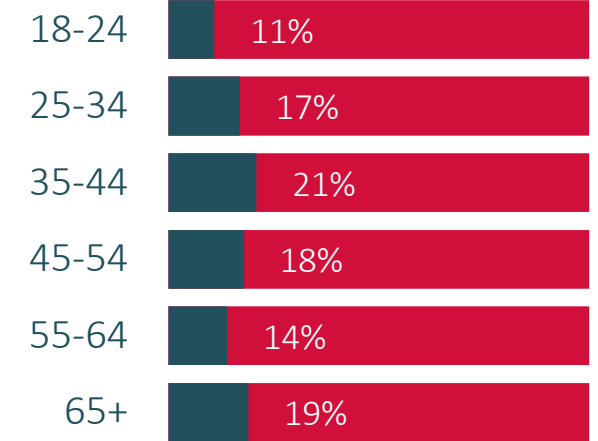
- Online research was conducted with 1,001 ROI adults aged 18+.
- Respondents were recruited using RED C Live, RED C's own online panel of over 40,000 members
- Quota controls were used to ensure a nationally representative sample of ROI adults aged 18+, with interlocking quotas to provide extra confidence 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



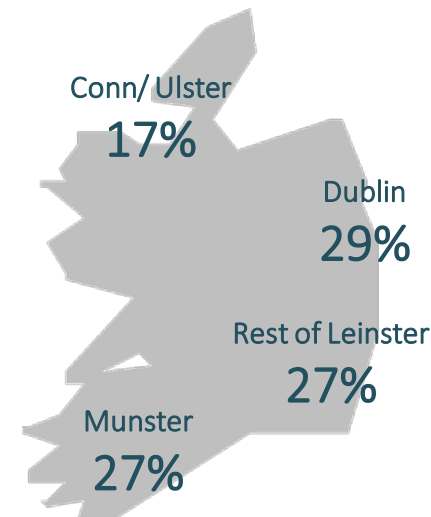
Gender



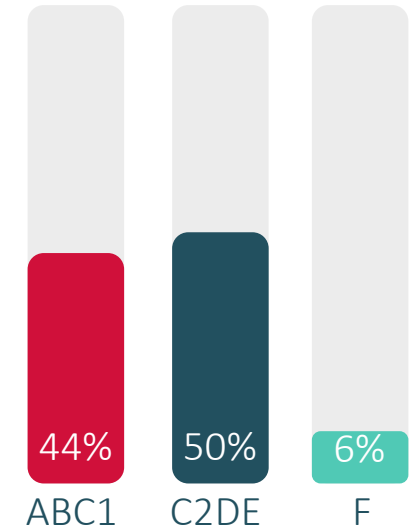
Age



Region



Social Class



Online Exercise Classes

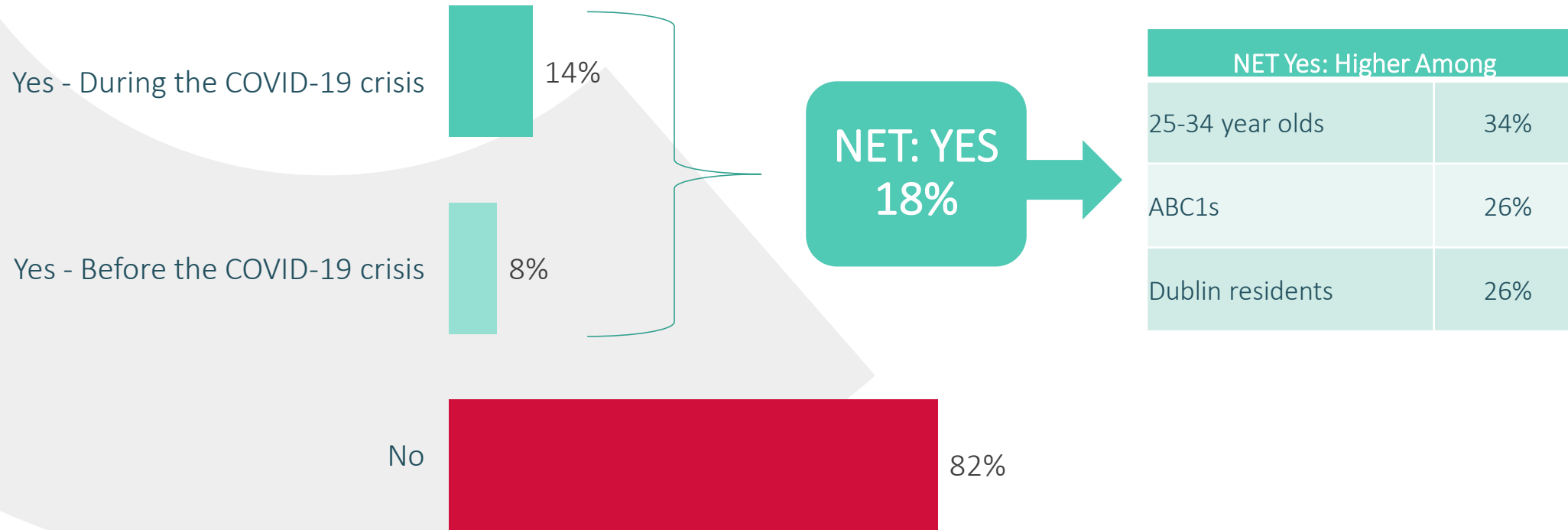


Nearly 1 in 5 (18%) have taken part in an online exercise class



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.

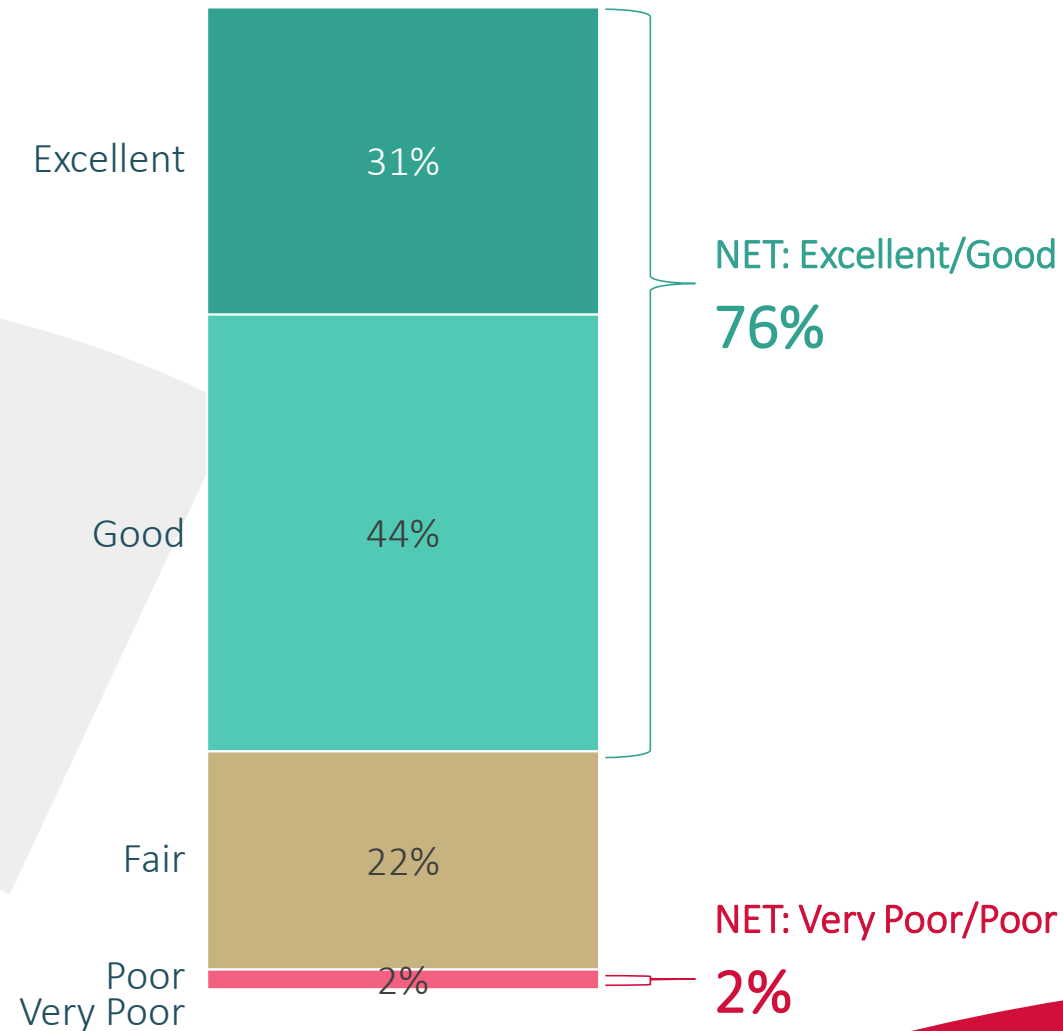
Participation in Online Exercise Classes



3 in 4 (76%) rate online exercise classes as excellent/good



Rating of Online Exercise Classes



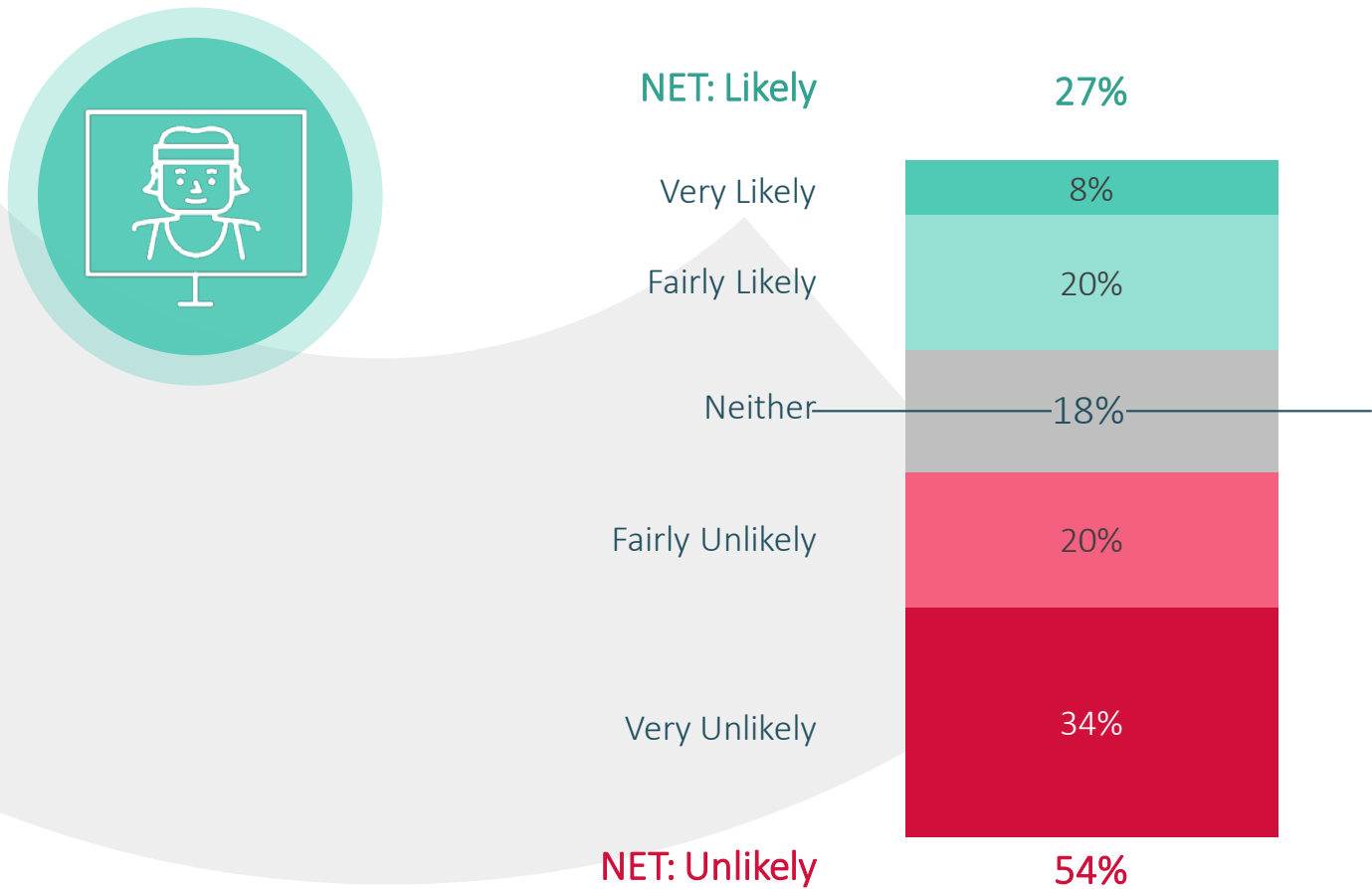
(Q.8)
(Base: All previously taking part in an online exercise class; n=199)

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



NET Likely: Higher Among	
25-34 year olds	47%
ABC1s	34%

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

REDC