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## IRISH SPORTS MONITOR 2024 / SUMMARY RESEARCH REPORT



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This report outlines the key findings from the Irish Sports Monitor (ISM) 2024.

The ISM is a nationally representative population survey conducted to track changes in sport and physical activity in Ireland. Key measures monitored by the ISM include sport participation, club membership, volunteering and event attendance as well as overall physical activity levels. The ISM also assesses recreational walking and walking or cycling as modes of transportation.

Fieldwork for ISM 2024 took place throughout the year and included interviews with 8,515 participants aged 16 and older.



# 1. Progress Towards Targets



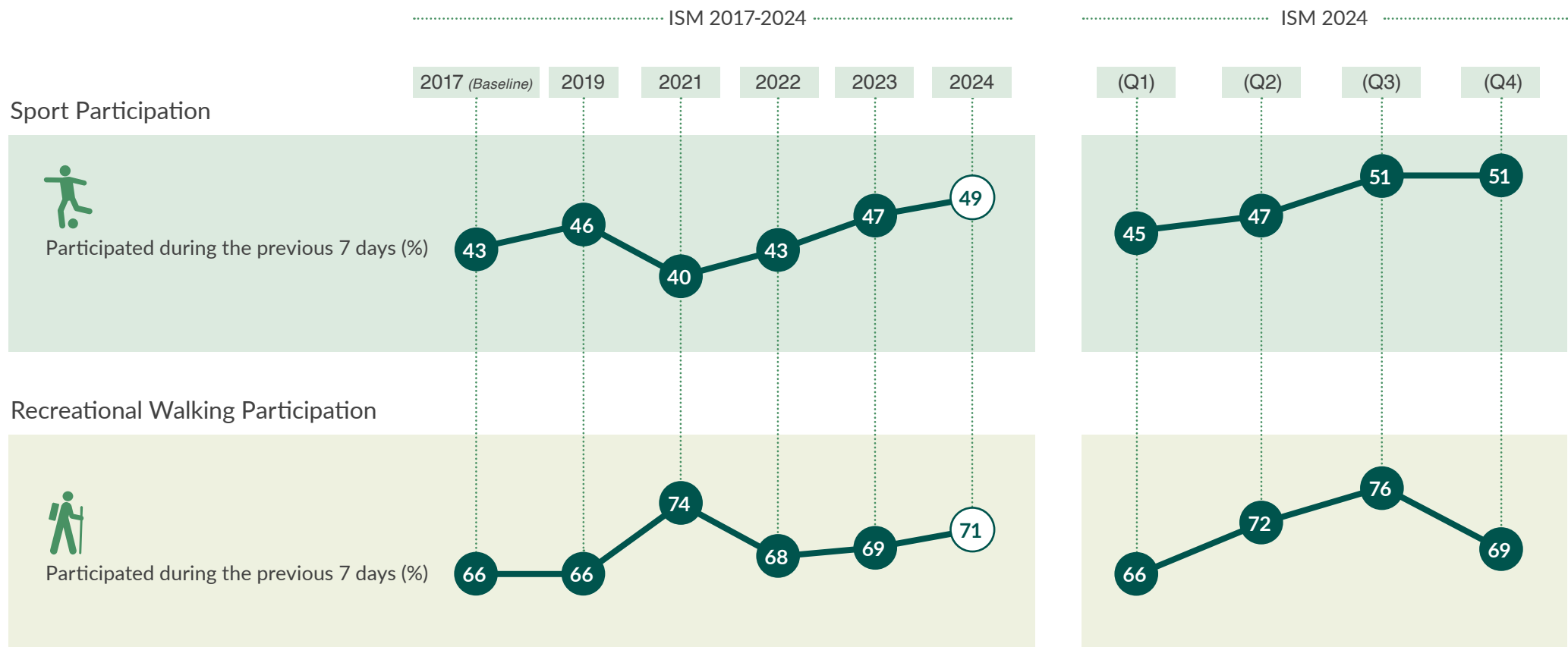
Continued rise in sports participation with 49% of the adult population now regularly playing sport. At 2.8% the gender gap remains at its lowest point it has been measured, as is levels of adult sedentarism at 18%.



## 2. Sports Participation and Recreational Walking



During the second half of 2024, the proportion participating regularly in sport exceeded 50%.

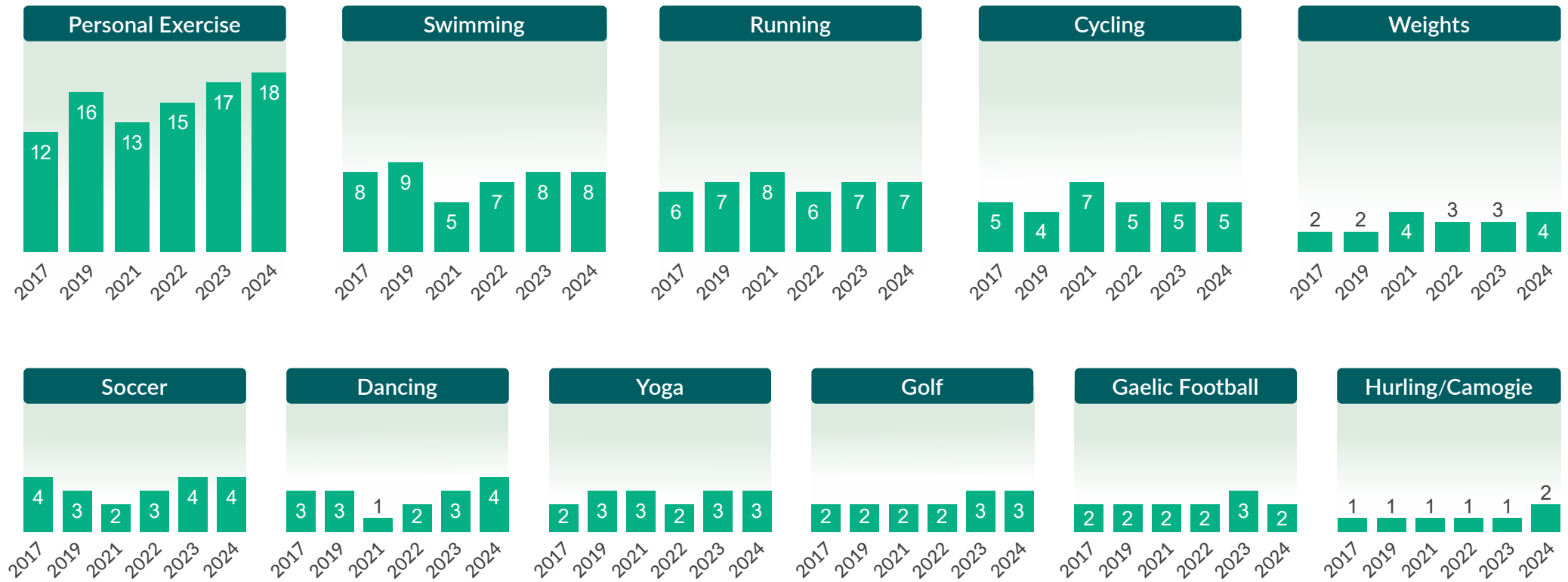


### 3. Most Popular Sports



All popular sports either sustained or grew their number of participants during 2024. Personal exercise remains the most popular activity, with over twice as many participants as the next most popular activities, i.e. swimming and running.

Types of sports participated in during previous 7 days



# 4. Social Participation in Sport



The levels of social participation in sport are marginally ahead of 2023 levels, and in all cases have returned to, or slightly exceeded, pre-pandemic levels measured in 2019.

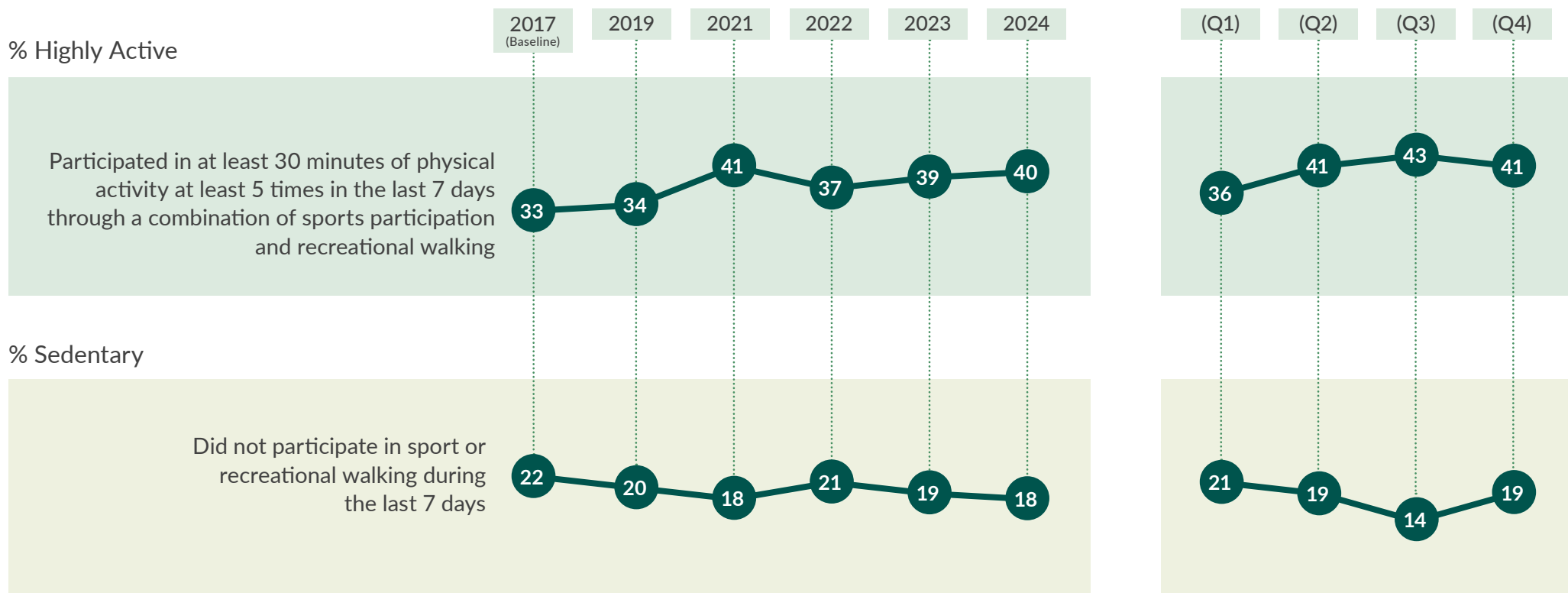




## 5. Overall Activity Levels



Two out of every five people are considered to be highly active through sport and recreational walking.





## 6. Walking and Cycling for Transport



New questions to measure walking and cycling for transport were included on the 2023 survey. The revised wording asked for the number of days during the previous week that the respondent has walked/cycled for transport for at least 30 minutes on the 2023 and 2024 surveys.

The proportion reporting at least 1 day is presented here, alongside historic data from 2017 to 2023 which asked whether or not the respondent regularly walks/cycles for transport.



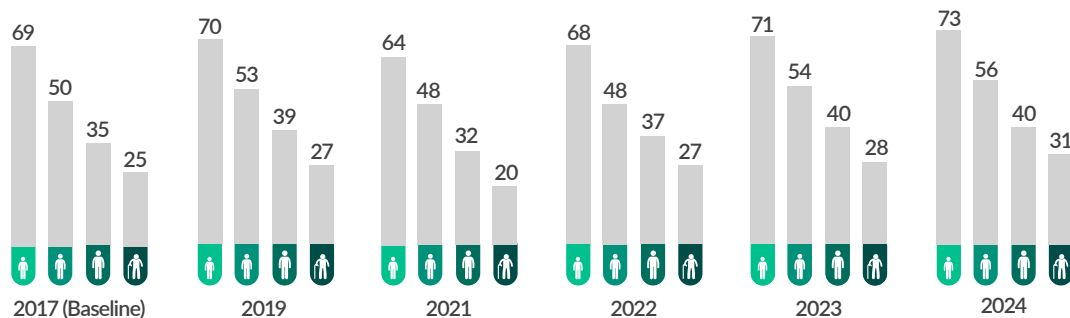
## 7. Spotlight on Age



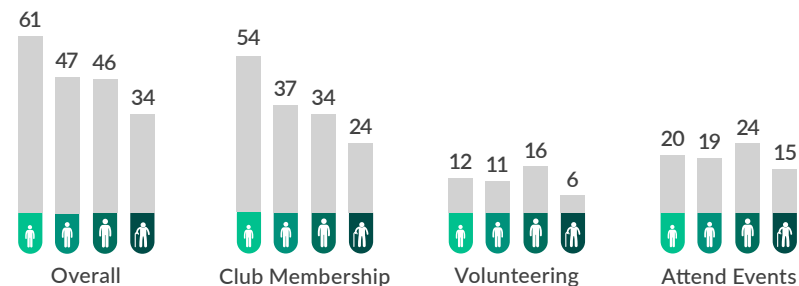
This page explores various aspects of sport participation by age by comparing results across four age groups; 16-24 year olds, 25-44 year olds, 45-64 year olds and those over 65 years.

16-24 25-44 45-64 65+

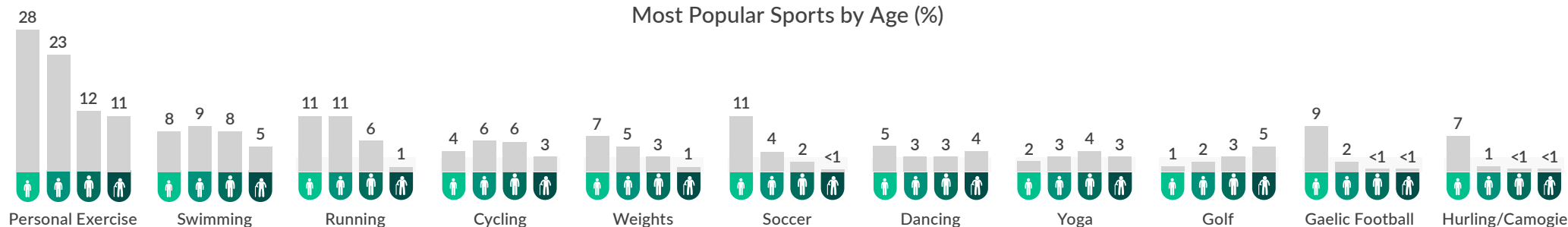
### Sports Participation by Age (%)



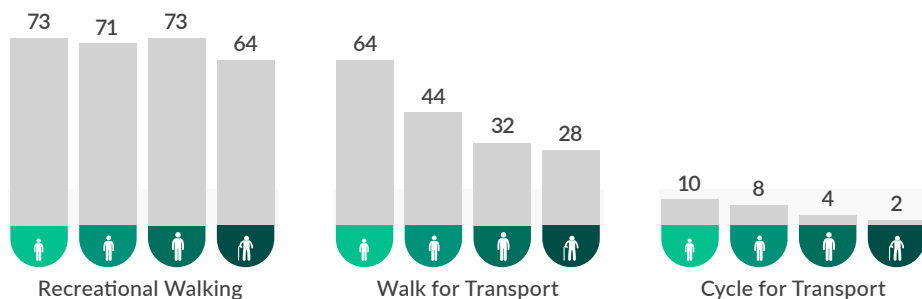
### Social Participation by Age (%)



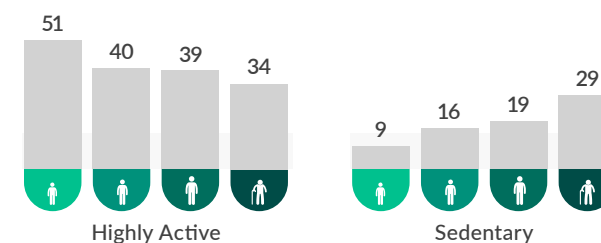
### Most Popular Sports by Age (%)



### Broader Physical Activity by Age (%)



### Level of Activity by Age (%)



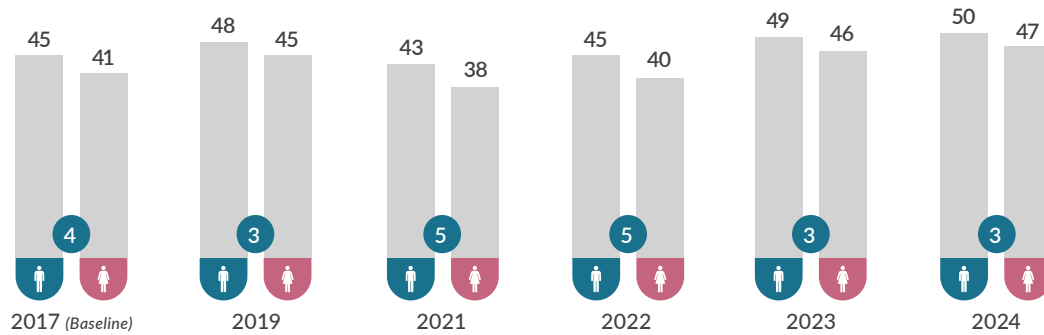
# 8. Spotlight on Gender



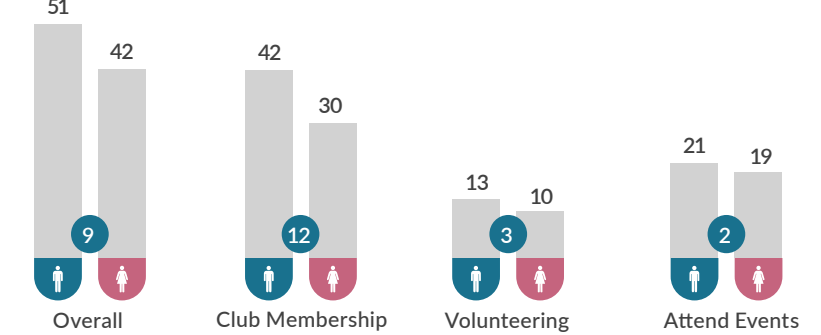
This page explores various aspects of sport participation by gender by comparing results across males and females.

■ Male ■ Female ● Gender Gap

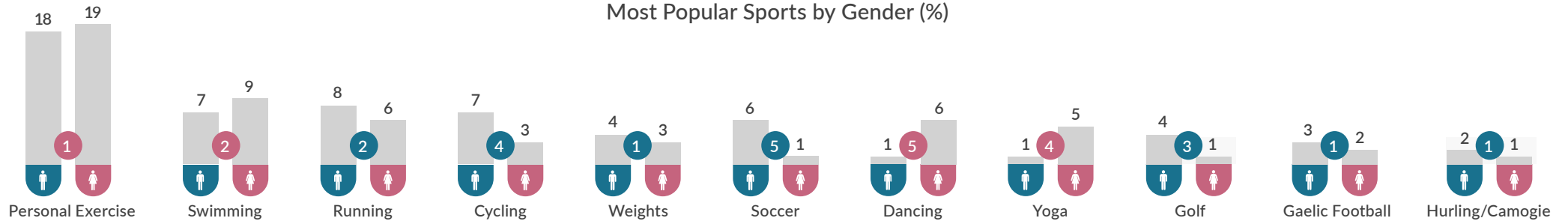
### Sports Participation by Gender (%)



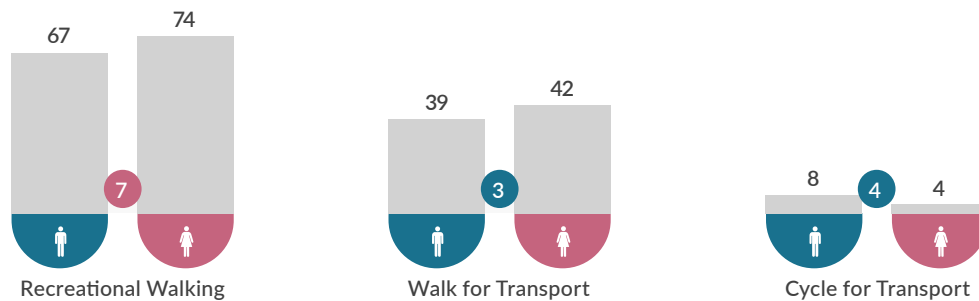
### Social Participation by Gender (%)



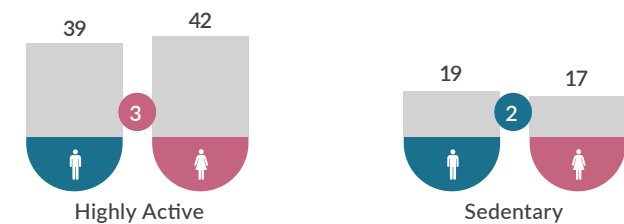
### Most Popular Sports by Gender (%)



### Broader Physical Activity by Gender (%)



### Level of Activity by Gender (%)



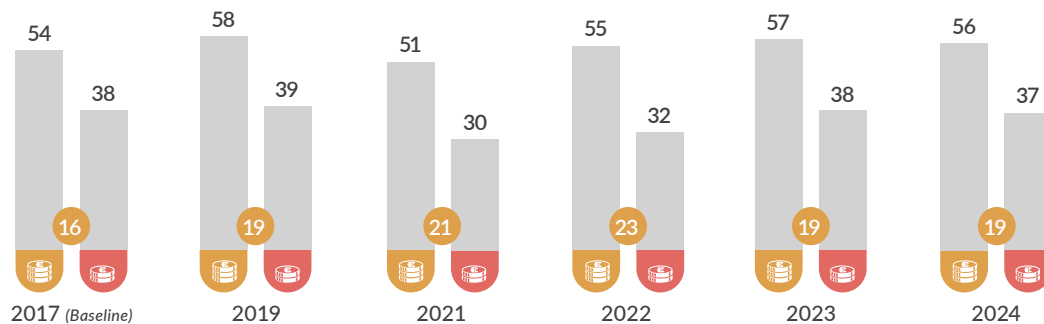
# 9. Spotlight on Socio-Economic Status



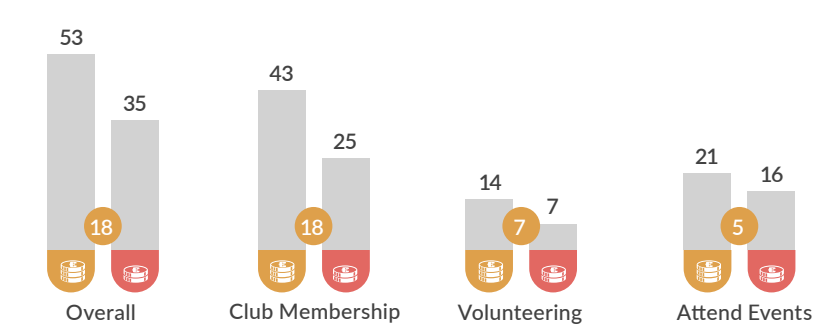
This page explores various aspects of sport participation by socio-economic status by comparing results across ABC1s and C2DEs.

ABC1 C2DE Socio-Economic Gap

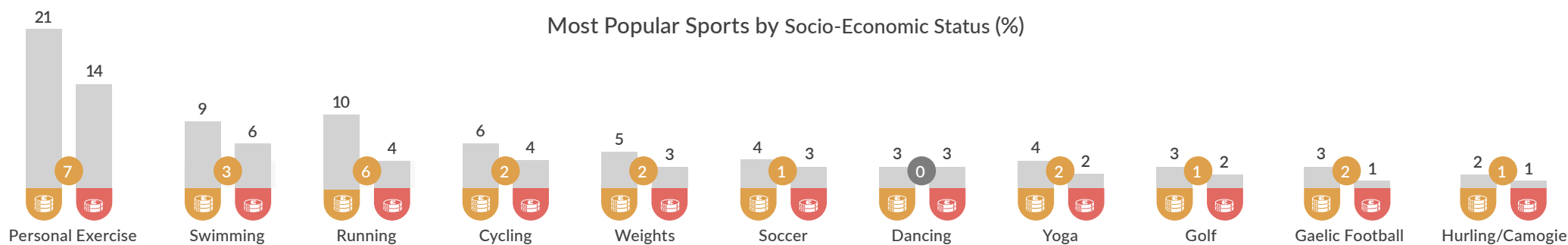
### Sports Participation by Socio-Economic Status (%)



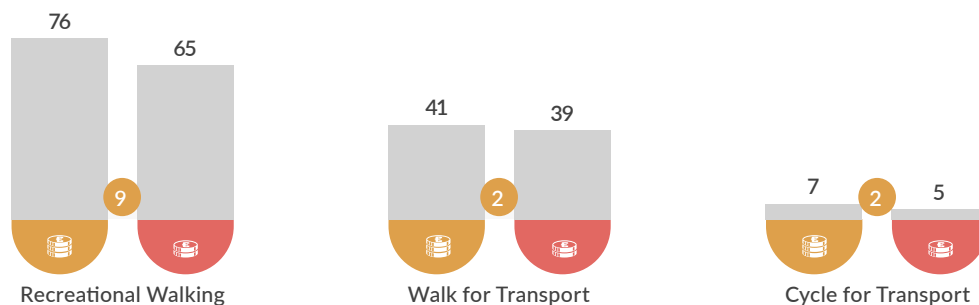
### Social Participation by Socio-Economic Status (%)



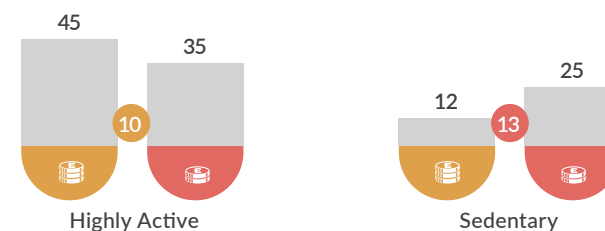
### Most Popular Sports by Socio-Economic Status (%)



### Broader Physical Activity by Socio-Economic Status (%)



### Level of Activity by Socio-Economic Status (%)



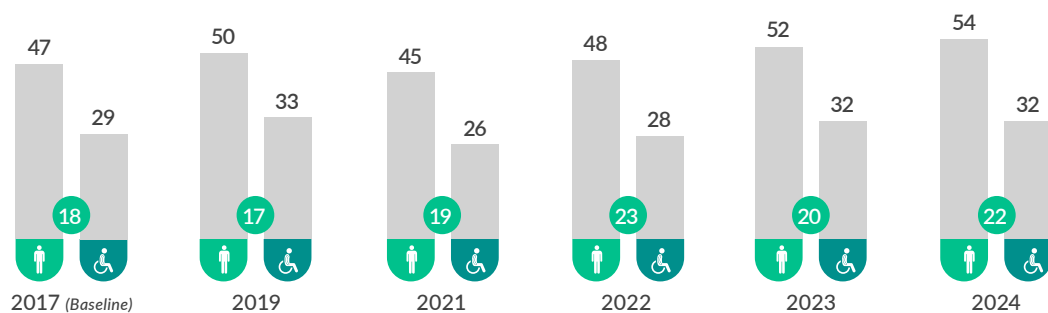
# 10. Spotlight on Disability



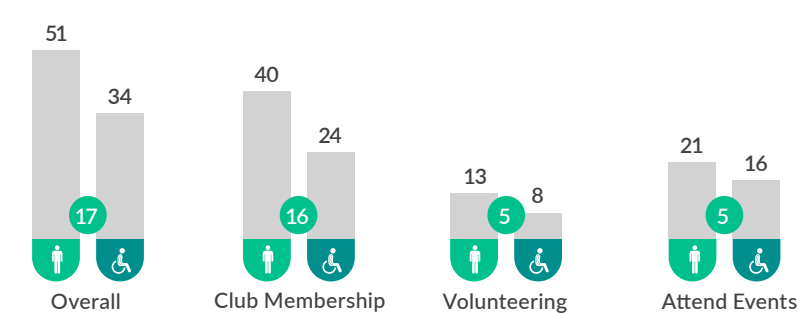
This page explores various aspects of sport participation by comparing results across those with a disability and those without a disability.

Without a Disability    With a Disability    Disability Gap

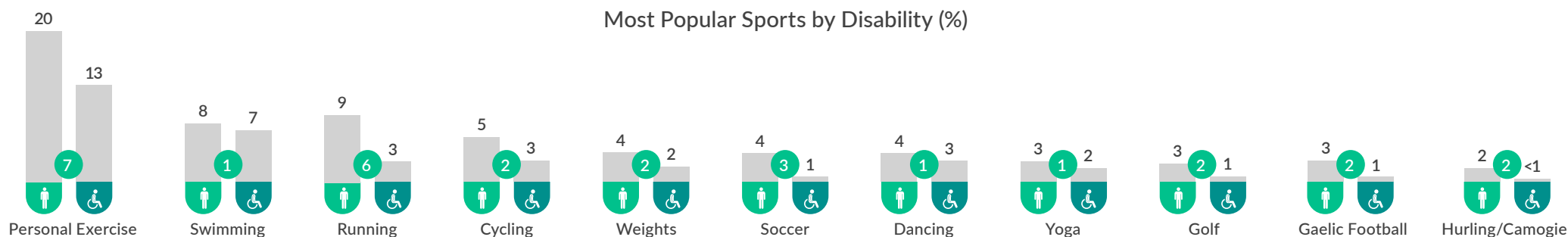
### Sports Participation by Disability (%)



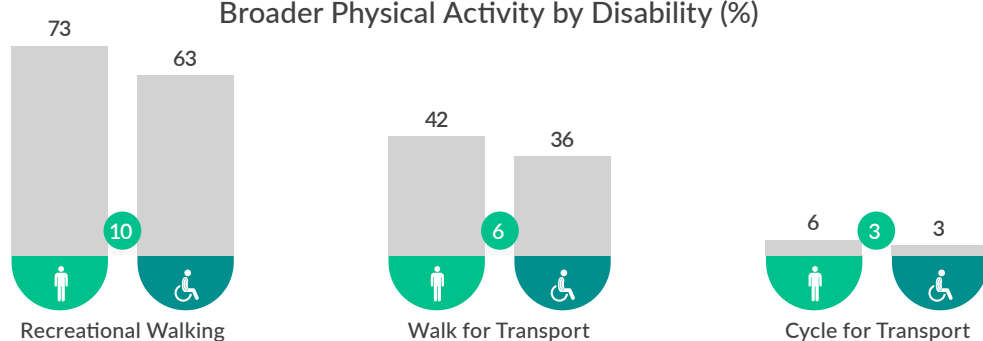
### Social Participation by Disability (%)



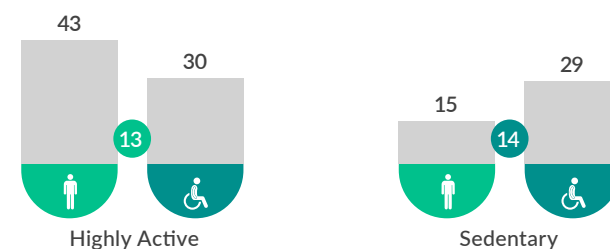
### Most Popular Sports by Disability (%)



### Broader Physical Activity by Disability (%)



### Level of Activity by Disability (%)





# 11. Spotlight on Ethnicity

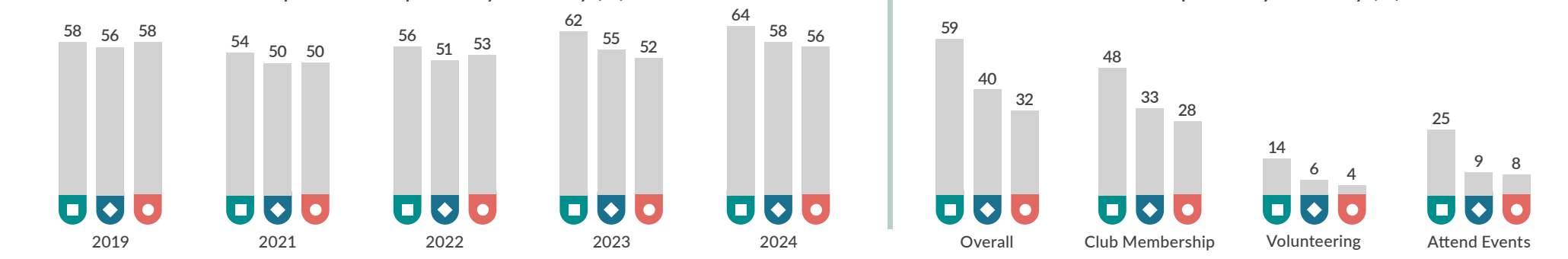


This page explores various aspects of sport participation by ethnicity by comparing results across three groups; White Irish, Other White Background and Black/Asian/Other Background. To equalise the average age across the ethnic groups, results for ethnicity categories are based only on respondents aged under 45 years.

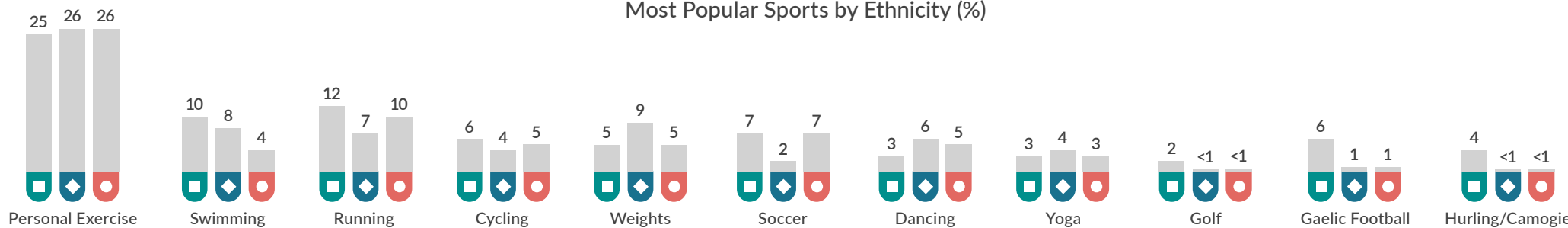
■ White Irish ■ Other White Background ■ Black/Asian/Other Background

### Sports Participation by Ethnicity (%)

### Social Participation by Ethnicity (%)

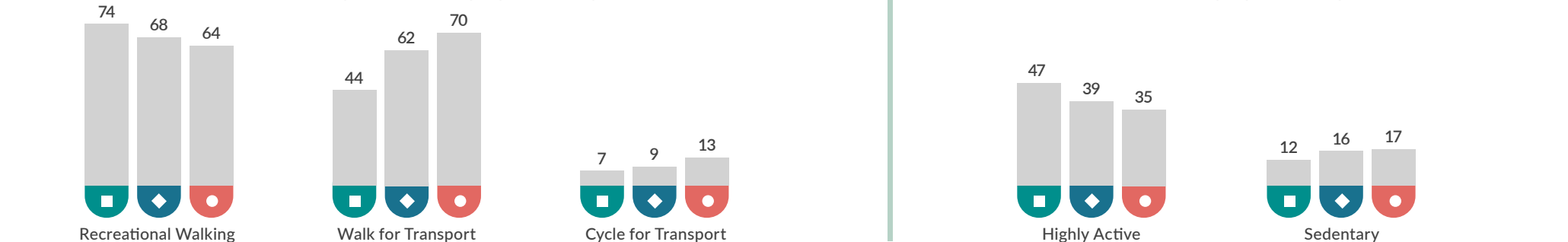


### Most Popular Sports by Ethnicity (%)



### Broader Physical Activity by Ethnicity (%)

### Level of Activity by Ethnicity (%)



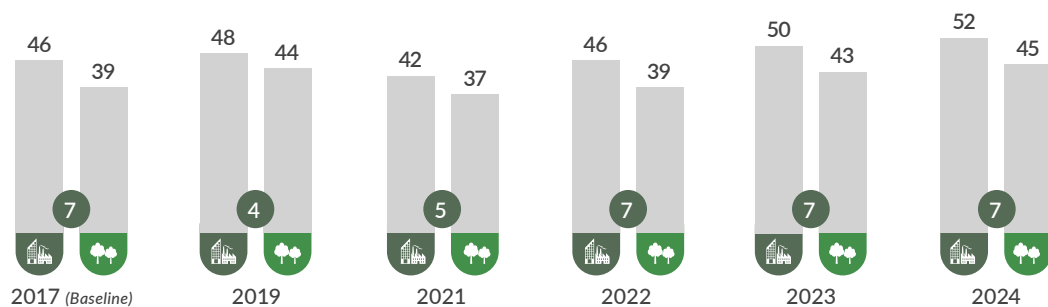
# 12. Spotlight on Urban-Rural Communities



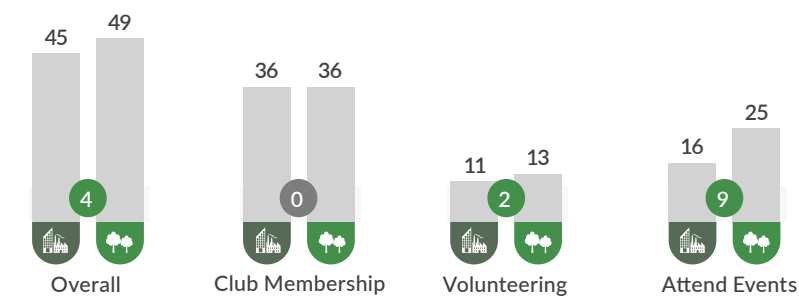
This page explores various aspects of sport participation by location by comparing results across those living in urban and rural areas.

● Urban ● Rural ● Location Gap

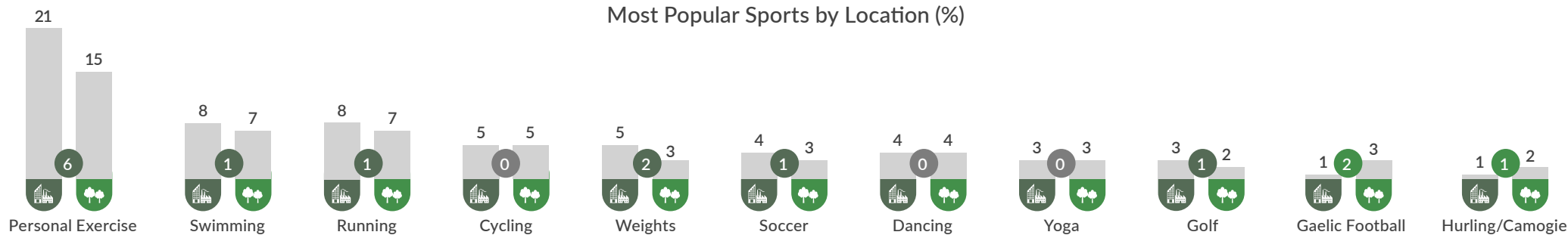
### Sports Participation by Location (%)



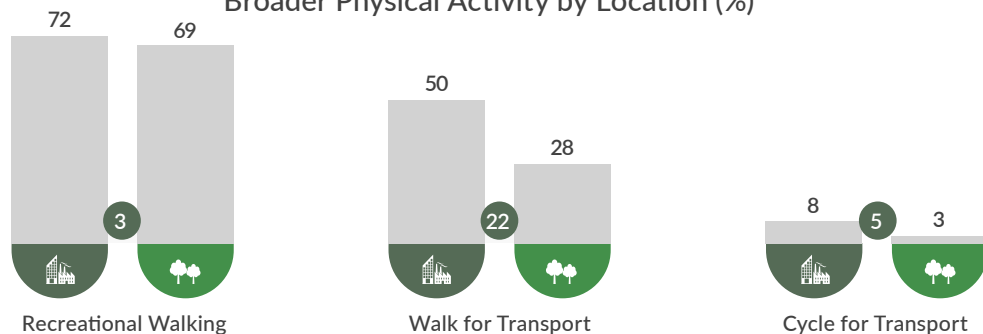
### Social Participation by Location (%)



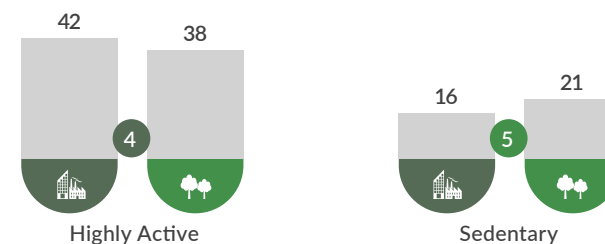
### Most Popular Sports by Location (%)



### Broader Physical Activity by Location (%)



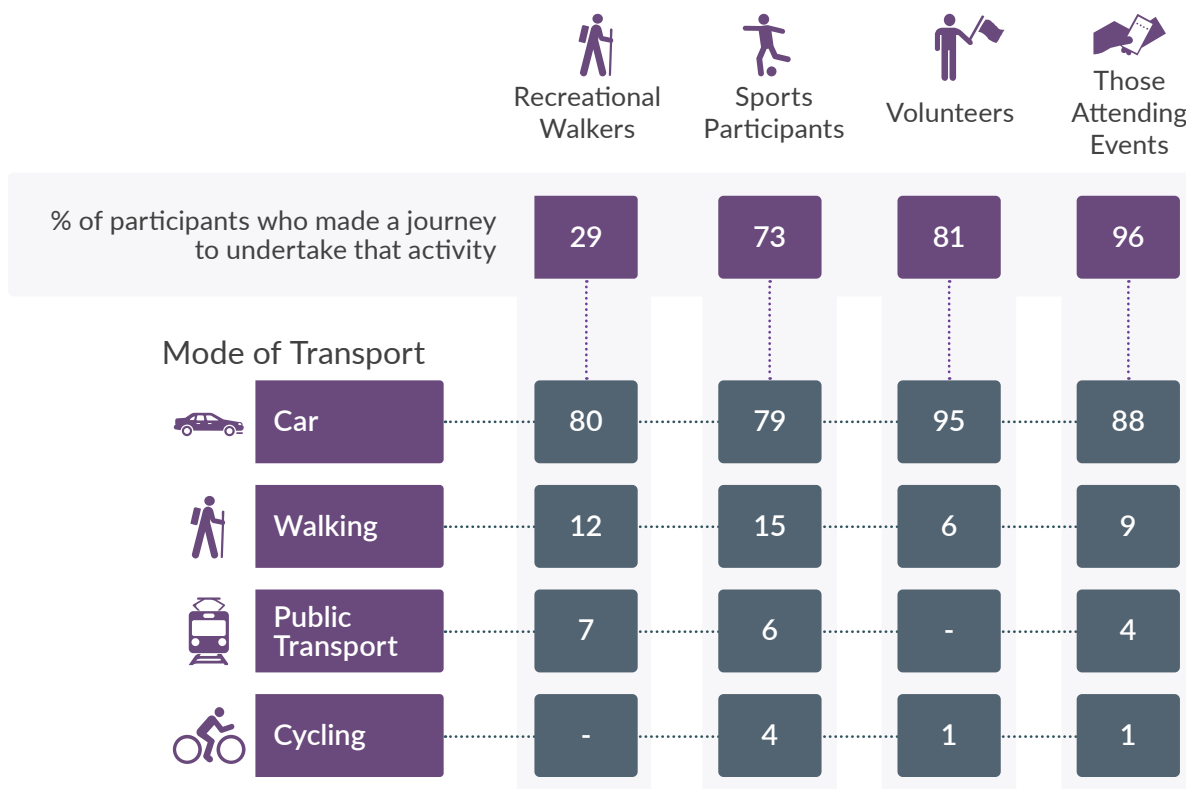
### Level of Activity by Location (%)



# 13. Special Module on Travelling to Sport and Physical Activity



A special module was included on ISM 2024 asking all respondents about the number of journeys made to participate in sport and physical activity as well as the mode of travel used.



Where percentages total to greater than 100%, participants used more than one mode of transport. It should also be noted that some activities were complete without needing to making a journey, e.g. at home, online etc.



**46%** of parents made at least one journey in the past week to bring their children to sport, exercise or other physical activities.

**94%** usually make these journeys by car.

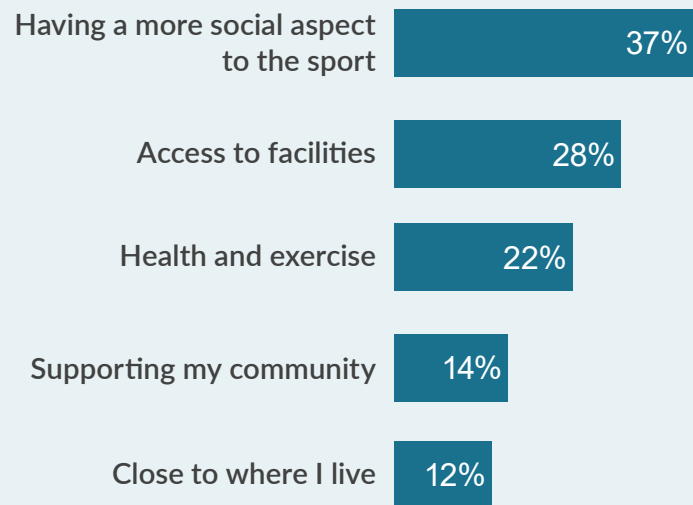
## 14. Special Module on Club Membership



All club members were asked a series of additional questions in relation to the first club they identified in the survey. This covered a range of issues relating to their length of membership, attitudes towards the club and likelihood to remain a member into the future.

Almost **1 in 5 (19%)** of club members have been members of that club since they were a child.  
Lower among **women (10%)** than **men (26%)**

### Main benefits of membership



### Loyalty to their own club



## 15. Special Module on Coaching



This module asked respondents about their current coaching role either within adult or childrens sports. It also included a number of questions about sports they may have coached in the past where their involvement has ceased.

### Coaching Status



### Coaching Status



### Coaching Experience





## 16. Technical Details




- The Irish Sports Monitor (ISM) is a large population study undertaken annually in order to provide trends in participation in sport and physical activity in Ireland. Data collection is conducted by telephone among a representative sample of the population aged 16 and over.
- Fieldwork dates and sample sizes for this research are as follows:

Phase	Fieldwork dates	Sample size
ISM 2017	Jan - Dec 2017	8,482
ISM 2019	Jan - Dec 2019	8,504
ISM 2021	Jan - Dec 2021	8,508
ISM 2022	Jan - Dec 2022	8,512
ISM 2023	Jan - Dec 2023	8,512
ISM 2024	Jan - Dec 2024	8,515






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