



Premier Sport Research Breakdown

Top Line

- Only 17% of children are doing physical activity every day.
- Over half of parents think that children should be properly fitness tested in schools.
- 60% of parents are worried about obesity levels in children.
- Nearly two thirds of parents think their children would benefit from more education around fitness in school.
- Three quarters of our children don't even do 1 hour a day of exercise

Regional Breakdown

Scotland

- Only 18% children in Scotland are doing physical activity everyday
- 3 in 5 parents in Scotland think that children should be properly fitness tested in schools
- More than 61% are worried about obesity levels in children
- Over two thirds of parents in Scotland think their children would benefit from more education around fitness in school.

Northern Ireland

- Only 1 in 5 children in Northern Ireland are doing physical activity everyday
- Over two thirds of parents in Northern Ireland think that children should be properly fitness tested in schools
- 3 in 5 are worried about obesity levels in children
- 68% think their children would benefit from more education around fitness in school

Wales

- Less than 17% of children in Wales are doing physical activity every day
- More than 55% of parents Wales think that children should be properly fitness tested in schools
- Nearly two thirds are worried about obesity levels in children
- 3 in 5 think their children would benefit from more education around fitness in school

South West

- Only 12% children in the South West are doing physical activity every day.
- More than half of parents in the South West think that children should be properly fitness tested in schools
- Over half are also worried about obesity levels in children
- 55% think their children would benefit from more education around fitness in school.

West Midlands

- Less than 17% of children in the West Midlands are doing physical activity every day
- 3 in 5 parents in the West Midlands think that children should be properly fitness tested in schools
- More than half are worried about obesity levels in children
- Over half also think their children would benefit from more education around fitness in school.

North West

- Less than 13% of children in the North West are doing physical activity every day
- Almost half of parents in the North West think that children should be properly fitness tested in schools
- More than half are worried about obesity levels in children
- Over 56% think their children would benefit from more education around fitness in school

North East

- Only a quarter of children in the North East are doing physical activity every day
- 45% of parents in the North East think that children should be properly fitness tested in schools
- 55% are worried about obesity levels in children
- Over 58% think their children would benefit from more education around fitness in school

Yorkshire

- Less than 20% of children in Yorkshire are doing physical activity every day
- More than 56% of parents in Yorkshire think that children should be properly fitness tested in schools
- More than 3 in 5 are worried about obesity levels in children
- Over two thirds of parents in Yorkshire think their children would benefit from more education around fitness in school

East Midlands

- Only 19% of children in the East Midlands are doing physical activity every day
- 53% of parents in the East Midlands think that children should be properly fitness tested in schools
- Two thirds are worried about obesity levels in children
- More than two thirds think their children would benefit from more education around fitness in school

East England

- Only 17% of children in East England are doing physical activity every day
- Over 57% of parents in East England think that children should be properly fitness tested in schools
- Nearly 70% are worried about obesity levels in children
- Over two thirds think their children would benefit from more education around fitness in school

South East

- Only 16% children in the South East are doing physical activity every day
- More than 58% of parents in the South East think that children should be properly fitness tested in schools
- Over 55% are worried about obesity levels in children
- Almost two thirds of parents think their children would benefit from more education around fitness in school

London

- Less than 20% of children in London are doing physical activity every day
- 7 in 10 parents in London think that children should be properly fitness tested in schools
- 70% of parents in London are worried about obesity levels in children
- Three quarters think their children would benefit from more education around fitness in school