Sport for the elderly

- Teenagers of the future

Play the Game 2013
Aarhus, 29 October 2013

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A growing group in the population

Over the coming years the elderly will grow in both numbers and part of the Danish population

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2023</th>
<th>2038</th>
</tr>
</thead>
<tbody>
<tr>
<td>60+ (number)</td>
<td>1,341,282</td>
<td>1,568,522</td>
<td>1,841,206</td>
</tr>
<tr>
<td>60+ (% of population)</td>
<td>24 %</td>
<td>27 %</td>
<td>31 %</td>
</tr>
</tbody>
</table>

Source: Danmarks Statistik
From sport for children to sport for life

Percent age 60 years+ who say they normally do sport or exercise

62 % in the age 60 years+ do sport and exercise regularly
## Sport participation in Denmark in all adult age groups

<table>
<thead>
<tr>
<th>Age Group</th>
<th>16-29 years</th>
<th>30-45 years</th>
<th>46-59 years</th>
<th>60 years+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>67%</td>
<td>64%</td>
<td>62%</td>
<td>62%</td>
</tr>
<tr>
<td>Yes, but not currently</td>
<td>19%</td>
<td>18%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>No</td>
<td>14%</td>
<td>18%</td>
<td>26%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Answer to the question ‘Do you normally do sport or exercise?’

More elderly are permanently inactive!
Recreational sport is preferred

<table>
<thead>
<tr>
<th>(%)</th>
<th>16-59</th>
<th>60-64</th>
<th>65-69</th>
<th>70-74</th>
<th>75+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking/hiking</td>
<td>20 %</td>
<td>36 %</td>
<td>35 %</td>
<td>37 %</td>
<td>16 %</td>
</tr>
<tr>
<td>Gymnastics</td>
<td>8 %</td>
<td>19 %</td>
<td>22 %</td>
<td>25 %</td>
<td>26 %</td>
</tr>
<tr>
<td>Strength training</td>
<td>28 %</td>
<td>14 %</td>
<td>17 %</td>
<td>14 %</td>
<td>9 %</td>
</tr>
<tr>
<td>Cycling (not transport)</td>
<td>11 %</td>
<td>16 %</td>
<td>14 %</td>
<td>6 %</td>
<td>4 %</td>
</tr>
<tr>
<td>Swimming</td>
<td>13 %</td>
<td>9 %</td>
<td>8 %</td>
<td>11 %</td>
<td>11 %</td>
</tr>
<tr>
<td>Jogging/running</td>
<td>41 %</td>
<td>14 %</td>
<td>12 %</td>
<td>4 %</td>
<td>2 %</td>
</tr>
<tr>
<td>Golf</td>
<td>5 %</td>
<td>7 %</td>
<td>9 %</td>
<td>9 %</td>
<td>4 %</td>
</tr>
<tr>
<td>Spinning</td>
<td>13 %</td>
<td>6 %</td>
<td>8 %</td>
<td>7 %</td>
<td>5 %</td>
</tr>
<tr>
<td>Dance (all types)</td>
<td>5 %</td>
<td>6 %</td>
<td>5 %</td>
<td>9 %</td>
<td>5 %</td>
</tr>
<tr>
<td>Aerobics/zumba</td>
<td>15 %</td>
<td>7 %</td>
<td>6 %</td>
<td>5 %</td>
<td>1 %</td>
</tr>
</tbody>
</table>

The ten largest types of sport for elderly (60+)
Women prefer recreational sport in groups

Women to a larger degree choose types of exercise in groups

Types of preferred disciplines are for example yoga, gymnastics, zumba, aerobics and swimming
Men want to be able to compete

Men to a larger extent do types of sports where they can measure their performance and compete against themselves or others.

Golf, cycling, running and badminton are some of the favourites among men.
### Elderly want to do sport or exercise during the day

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Early evening (16-20)</th>
<th>Late evening (after 20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-59</td>
<td>50%</td>
<td>20%</td>
</tr>
<tr>
<td>60-64</td>
<td>40%</td>
<td>10%</td>
</tr>
<tr>
<td>65-69</td>
<td>30%</td>
<td>0%</td>
</tr>
<tr>
<td>70-74</td>
<td>20%</td>
<td>-10%</td>
</tr>
<tr>
<td>75+</td>
<td>10%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Elderly want to do sport or exercise during the day
Preferred arenas for sport and exercise

- In nature/forest: 27%
- Fitness centre: 20%
- Special outdoor/facility: 11%
- At home/in garden: 12%
- The beach: 10%
- Other room: 10%
- At work: 5%
- At home: 1%
High satisfaction with the facilities

Elderly people is the most satisfied adult age group when it comes to facilities and arenas for sport:

- Access
  - Quality
  - Safety/feeling secure

It is important since the elderly is the group who say that the facilities and arenas have the biggest influence on their sports participation.
How about the group of inactive elderly?

Health is the biggest barrier among the inactive elderly.

Many inactive elderly also think they have become too old to do sport or exercise.

Can we change that perception among the inactive elderly?
Different barriers for men and women

Women are to a large extend hindered by bad health and bad shape.

Men lack interest and spend the time on other things (work, other interests).

It is necessary with different strategies to get respectively inactive men and women to become active in sport or exercise.
What are the motives for being active?

• Social motives: To be part of a group and meet with others

• Health motives: To stay healthy and maintain physical skills
The new generations of elderly

New generations of elderly bring new tendencies in sports participation – new ways of doing sport and exercise:

• More elders want to do typespecific sports and to keep doing the type of sport they have been doing preciously.

• Elderly want activity offers that are suited specifically for their individual wishes and demands to sport and exercise.

• Many elderly have problems seeing themselves in specific offers and activities for elderly. They do not feel old.
Thank you!

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