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# CZECHS AND SPORTS

MULTISPORT INDEX 2025



## INTRODUCTION

- **What motivates Czechs to exercise?**
- **How often do we exercise?**
- **How much do we spend on sports each month?**
- **How many of us receive a contribution from our employer toward fitness activities?**
- **If we did receive such a contribution, would we exercise more?**
- **Are we encouraging our children to take up sport enough?**
- **And how important are health and a healthy lifestyle to us?**

We answer these and many other questions every year in the publication MultiSport Index: Czechs and Sports, which is based on long-term research by MultiSport Benefit conducted in collaboration with the research agency NMS Market Research.

This year, we again show how Czechs perceive the importance of exercise and health, how they invest in them, and what influences their active lifestyle.

## WHO IS BEHIND THE SURVEY

MultiSport Benefit, s.r.o. has been operating in the Czech Republic since 2010 and holds a leading position in the employee benefits market in the field of exercise and relaxation.

Through its flagship product – **the MultiSport card** – it offers its users one free admission per day to thousands of sports, wellness, and leisure facilities in the Czech Republic, Slovakia, Poland, Bulgaria, Croatia, and Turkey.

Employees can only obtain the card through their employer, who may either pay for it in full or contribute towards the cost.

## Our motto: Feel better

One free entry  
every day

Available in six  
countries (CZ, SK,  
PL, BG, HR, TR)

Two rides a day on  
shared bikes

InBody  
measurements  
once every six  
months

Access to the  
my.multisport.cz  
platform

## In the Czech Republic:

**320,000+**

**employees** stay active and relax  
with the MultiSport card

**2,500+**

sports and leisure **facilities**  
in the partner network

**600+**

**towns and villages** where  
the card can be used

**13,000+**

**companies** partnering  
with MultiSport



## A FEW WORDS FROM US

### Miroslav Rech

CEO of MultiSport Benefit, s.r.o.



*The results of this year's Index show that physical activity and prevention are no longer a marginal topics. They are becoming a natural part of how we think about health and quality of life. Czechs are increasingly realizing that an active and fulfilling life does not happen by chance, but through daily physical activity and conscious care for one's own health.*

*At the same time, however, we can see that motivation alone is not enough. The rising costs of sport and a lack of time highlight just how crucial it is to have an environment that promotes a healthy lifestyle. It is employers who can play a key role here, helping people not only to get started but also to persevere.*

*Our aim is therefore to create an environment in which physical activity is a natural and easily accessible choice. We believe that this is precisely how physical activity becomes one of the most powerful tools for prevention and long-term vitality, and contributes significantly to the health of society as a whole.*



### doc. PhDr. Miroslav Petr, Ph.D.

Dean of the Faculty of Physical Education and Sport at Charles University



*From a professional standpoint, it is essential to shift the focus from narrowly defined sports to the broader concept of physical activity as a key factor in public health. Long-term data confirm that regular, daily, and easily accessible physical activity has the greatest preventive effect across the population.*

*Initiatives such as the MultiSport Index are valuable because they work with empirical data on people's actual behavior and build an important bridge between research and practical decisions in the fields of public health and long-term prevention.*



### Mgr. Kamila Šrolerová

1st Deputy Mayor  
of the Czech Sokol Association



*From Sokol's perspective, it is essential to view physical activity as a natural part of everyday life, rather than merely as a competitive sport. We place special emphasis on children, because it is during childhood that physical activity habits are formed that influence health in adulthood; at the same time, we strive to promote physical activity across generations, regardless of performance level.*

*I see the MultiSport Index as an important source of information on the population's actual physical activity habits and barriers, enabling us to better understand the needs of different generations and to provide targeted support for an active lifestyle across society.*

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69%

OF CZECHS PARTICIPATE IN SPORTS AT LEAST ONCE A MONTH

LAST YEAR IT WAS

73%

A RELATIONSHIP WITH PHYSICAL ACTIVITY IS FORMED IN THE FAMILY

IF A PERSON DOESN'T PARTICIPATE IN SPORTS, THEIR FAMILY USUALLY DOESN'T EITHER NEW SPORT

CZECHS REMAIN SATISFIED WITH THE AVAILABILITY OF SPORTS FACILITIES

THEY MOST OFTEN MISS SWIMMING POOLS, GYMS, AND FITNESS CENTERS

55%

OF CZECHS PREFER TO EXERCISE ALONE

IF THEY WANT COMPANY, IT IS USUALLY FRIENDS AND ACQUAINTANCES

41%

OF PEOPLE WOULD LIKE TO TRY A NEW SPORT

MOST OFTEN TENNIS, CLIMBING, BUT ALSO SWIMMING OR DANCING

4. CZECHS HAS GIVEN UP A SPORT

ONE IN

MOST COMMONLY RUNNING AND SWIMMING, OFTEN DUE TO HEALTH ISSUES OR LACK OF TIME

50%

OF CZECHS CONSIDER THEMSELVES ATHLETES

MOST COMMON ACTIVITIES:

48% WALKING AND HIKING IN THE MOUNTAINS

32% CYCLING

26% SWIMMING

25% RUNNING

## MOTIVATION AND BARRIERS

WHY DON'T WE EXERCISE AS MUCH AS WE'D LIKE TO?

**60%**

OF CZECHS  
**EXERCISE TO  
FEEL GOOD**

**49%**

WANT TO IMPROVE THEIR  
MENTAL WELL-BEING

**43%**

WANT TO LOSE WEIGHT  
OR BUILD MUSCLE

**41%**

EXERCISE  
TO REDUCE STRESS

**41%**

WANT TO LOOK BETTER

**1/3**

OF THE POPULATION  
CONSIDERS  
**COST A BARRIER**

**LACK OF TIME AND  
MOTIVATION PREVENTS**

**43%**

**OF CZECHS  
FROM LEADING  
A HEALTHIER LIFE**

HEALTH ISSUES ARE  
ALSO A BARRIER

## SPORTS AS A BENEFIT

WHEN EMPLOYERS CARE ABOUT OUR HEALTH

**53%**

OF CZECHS **ARE  
INTERESTED  
IN SPORT  
AS A BENEFIT**

**1/2**

OF EMPLOYEES  
WOULD BE **MORE  
ACTIVE** WITH SUCH  
A BENEFIT

YET

**61%**

OF EMPLOYERS **STILL  
DO NOT OFFER IT**

**A SPORTS  
ALLOWANCE IS  
ONE OF THE TOP  
3 MOST POPULAR  
EMPLOYEE  
BENEFITS**

ALONG WITH MORE  
VACATION DAYS AND  
MEAL VOUCHERS

## FINANCING SPORTS

HOW MUCH DOES AN ACTIVE LIFESTYLE COST US?

# 66%

OF CZECHS **WOULD EXERCISE MORE IF THEY RECEIVED** A SPORTS ALLOWANCE

# 1/5

CZECHS WHO PARTICIPATE IN SPORTS **SPENDS MORE THAN**

# CZK 1,000

**A MONTH ON SPORTS**

VISITS TO SPORTS FACILITIES ARE MORE EXPENSIVE FOR

# 43%

OF CZECHS

65% OF CZECHS HAVE CUT BACK ON THEIR VISITS OR CHANGED THEIR MINDS DUE TO HIGHER PRICES

CZECHS ARE SPENDING MORE AND MORE ON SPORTS

# 40%

OF ATHLETES USE **SEASON TICKETS**

# 27%

TRY TO **SPEND AS LITTLE AS POSSIBLE** ON SPORTS,

# 18%

**SPEND NOTHING**

# 1/3

THE POPULATION HAD TO **CUT BACK ON SPORTS EXPENSES**

## CHILDREN AND SPORTS

HOW ARE WE INTRODUCING THE NEXT GENERATION TO SPORTS?

# 67%

OF PARENTS BELIEVE THAT THEIR CHILDREN GET ENOUGH EXERCISE

**MOST CHILDREN PARTICIPATE IN SOCCER, DANCING, CYCLING, AND RUNNING**

# 22%

OF PARENTS **WOULD LIKE** THEIR CHILDREN TO BE MORE ACTIVE

**THE MOST COMMON REASONS CHILDREN DO NOT PARTICIPATE IN SPORTS ARE YOUNG AGE, LACK OF TIME, OR OTHER INTERESTS**

## **MORE THAN A THIRD**

OF PARENTS SPEND

## **UP TO CZK 500**

A MONTH

ON THEIR CHILDREN'S SPORTS

# 69%

OF PARENTS **DO NOT PLAN TO CUT BACK** ON THEIR CHILDREN'S SPORTS ACTIVITIES AND EXTRACURRICULAR CLASSES

# ONLY 2 OUT OF 10

PARENTS BELIEVE THAT **THE STATE DOES ENOUGH TO ENCOURAGE CHILDREN TO TAKE PART IN SPORTS**

**SOCIETY AND HEALTH**

HOW IS OUR APPROACH TO HEALTH AND EXERCISE CHANGING?

**52%**

OF CZECHS  
**BELIEVE THEY  
LIVE HEALTHILY**

**46%**

**TRACK THEIR  
PHYSICAL ACTIVITY  
AND HEALTH  
INDICATORS**

MOST OFTEN USING  
A SMARTWATCH,  
AN APP OR  
A PEDOMETER

**30%**

**TAKE FOOD  
SUPPLEMENTS**

MOST OFTEN: VITAMINS  
AND MINERAL

ALMOST

**60%**

OF THE POPULATION  
**MONITORS THE AMOUNT  
OF SUGAR IN THEIR DIET**

FOR

**68%**

OF THE POPULATION, HEALTH IN OLD AGE IS A CONCERN

**32%**

ACTIVELY  
FOCUS ON IT

**HEALTH AND PREVENTION ARE BECOMING  
INCREASINGLY IMPORTANT**

**51%**

COMPLY WITH  
**PREVENTIVE CHECKUPS**

**49%**

TRY TO EAT AND DRINK  
**HEALTHILY**

**51%**

TRY TO  
**AVOID STRESS**

**38%**

TRY TO EXERCISE  
**REGULARLY**

## METHODOLOGY

## HOW THE SURVEY WAS CONDUCTED

### Survey design

ONLINE DATA COLLECTION  
IN THE CZECH NATIONAL PANEL

Sample size: **N=1013 CNP**

Data collection: **28 November – 9 December 2025**

Length of the questionnaire: **9 minutes**

### Target group

A representative sample was surveyed in accordance with

- gender
- age group (18–69 years)
- size of place of residence
- regions

### Survey topics

- The specifics of sport and personal preferences
- Financing sports
- Sports as a benefit
- Children and physical activity
- Society and an active lifestyle

## SAMPLE STRUCTURE

### GENDER

Men

52%

Women

48%

### AGE

18–34 years old

29%

35–44 years old

24%

45–54 years old

21%

55–69 years old

25%

### EDUCATION

Primary school / Secondary school (without A-levels)

46%

Secondary school with A-levels

34%

University

21%

### EMPLOYMENT STATUS

Employees (private sector)	45%	
Employees (public sector)	16%	
Tradespeople, self-employed individuals	7%	
Entrepreneurs	1%	
Working students	3%	
Students not in employment	4%	
At home	8%	
Unemployed people	6%	
Other	9%	

### NET MONTHLY INCOME

Less than CZK 15,000	18%	
CZK 15,001–25,000	21%	
More than CZK 25,000	50%	
Not specified	10%	

### SIZE OF THE PLACE OF RESIDENCE

Up to 100,000 inhabitants	78%	
100,000+ inhabitants	22%	

### REGION

Capital City of Prague	11%	
Central Bohemian	14%	
South Bohemian	7%	
Pilsen	5%	
Karlovy Vary	3%	
Ústí nad Labem	7%	
Liberec	4%	
Hradec Králové	5%	
Pardubice	5%	
Vysočina	4%	
South Moravian	11%	
Olomouc	7%	
Zlín	5%	
Moravian-Silesian	11%	

## CHAPTER 1

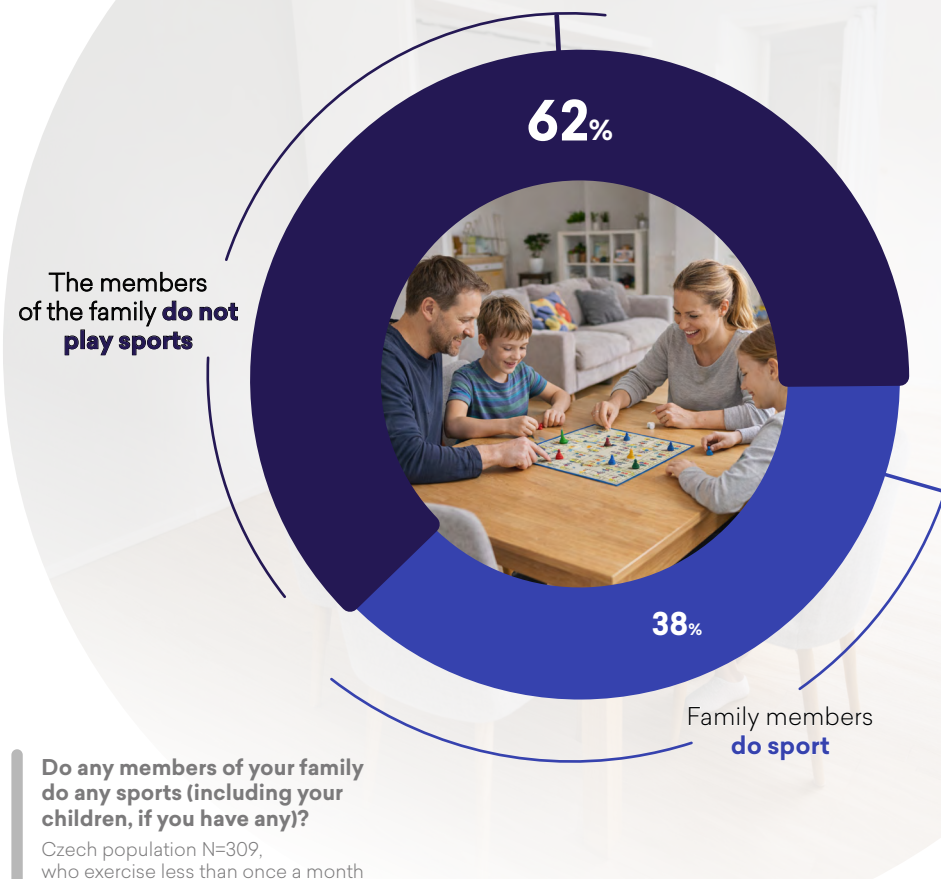
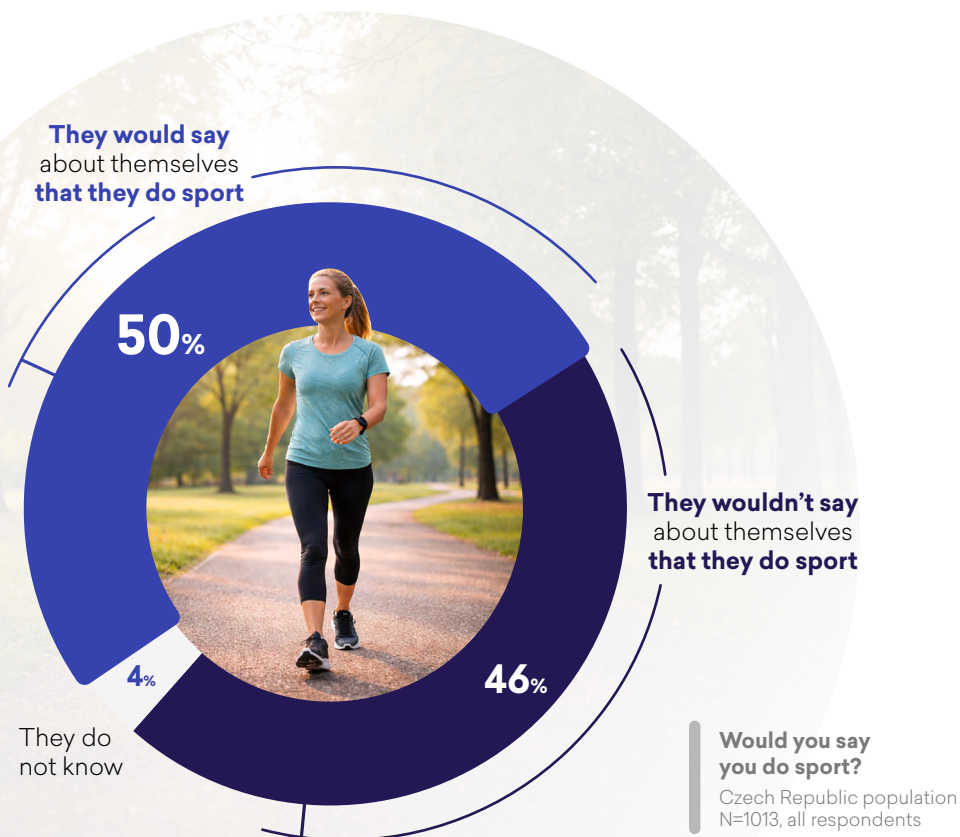
# CZECHS AND SPORTS



# 50%

## of Czechs consider themselves athletes

Following last year's increase, the trend has settled down somewhat. The proportion of people who say they take part in sport has stabilised at 50%. It is lower than in the post-Covid year of 2022, but higher than the long-term average.



## A relationship with physical activity is formed in the family. If a person doesn't do any sports, neither does their family, as a rule

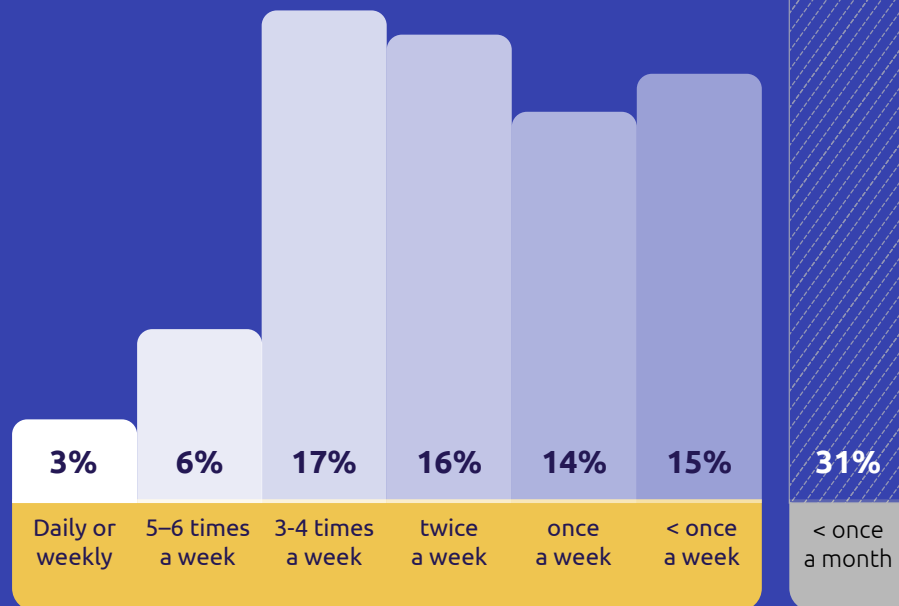
In families where no one takes part in sports, the proportion of members who do so has risen slightly (by 2 percentage points), yet this still amounts to just over a third of households. This also applies to children, which shows just how strongly their relationship with physical activity is shaped by their family environment and the example set by adults.

# 69% of Czechs participate in sports at least once a month

Compared with 2024, this represents a slight decline (73%), but it is still higher than in 2023, when only around two-thirds of the population took part in regular exercise at least once a month. The frequency of exercise is therefore tending to stabilise. We usually exercise several times a week, mainly 3–4 times a week or twice a week.

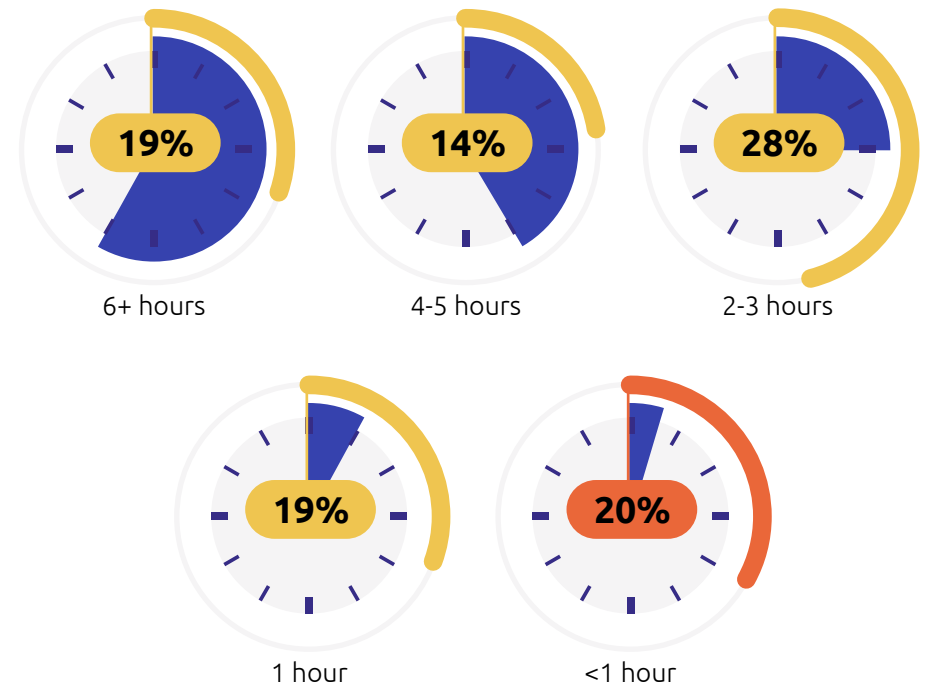
### How often do you exercise, on average?

Czech Republic population N=1,013, all respondents



### How much time do you spend on sport each week (in total)?

Czech Republic population N=1,013, all respondents



## 80% of the population takes part in sport for at least one hour a week

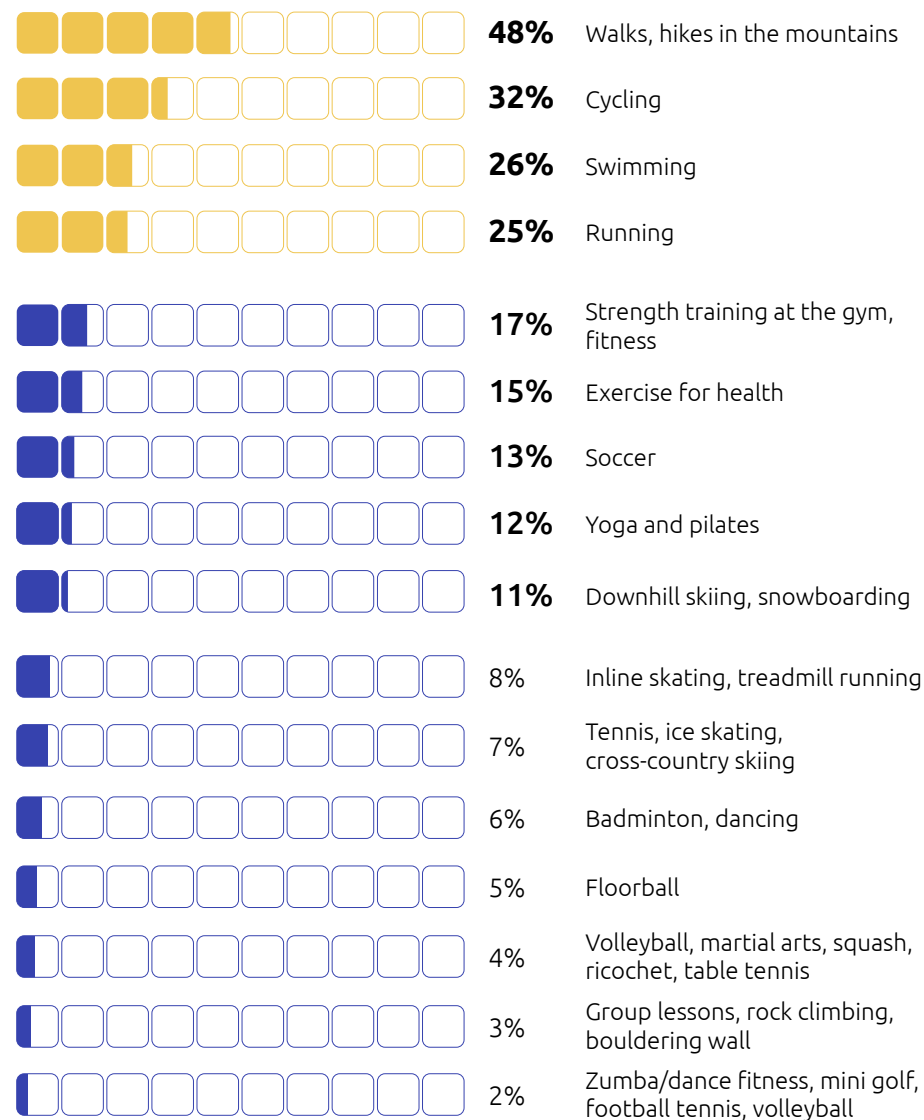
We usually spend 2–3 hours a week doing sport. Conversely, one in five people do not spend even an hour a week on sport.

# Hiking and cycling remain the most popular activities



## What sports do you do, and how often?

Czech population N=704, who exercise at least once a month



Walks and hikes in the mountains remain the most popular activity this year, with almost half the population taking part on a regular basis. Cycling remains one of the most common physical activities. Swimming, yoga, Pilates and fitness training are also growing in popularity, with people increasingly incorporating them into their health and fitness routines.

# How often do we take part in sports, and which sports do we do?



## MOST POPULAR SPORTS

48% of Czechs go for walks and hikes in the mountains. Around 70% of them take part in this activity at least once a week, making hiking the most popular form of physical activity in the Czech Republic over the long term.



## RECREATIONAL SPORTS

32% of Czechs cycle and 26% of the population swim. Inline skating remains a popular activity among 8% of respondents.



## INTENSIVE SPORTS

25% of the population runs, 17% of Czechs do strength training or fitness, and 15% engage in therapeutic exercise. 12% of people include yoga or Pilates in their routine. These activities often become a regular part of one's health and fitness routine.



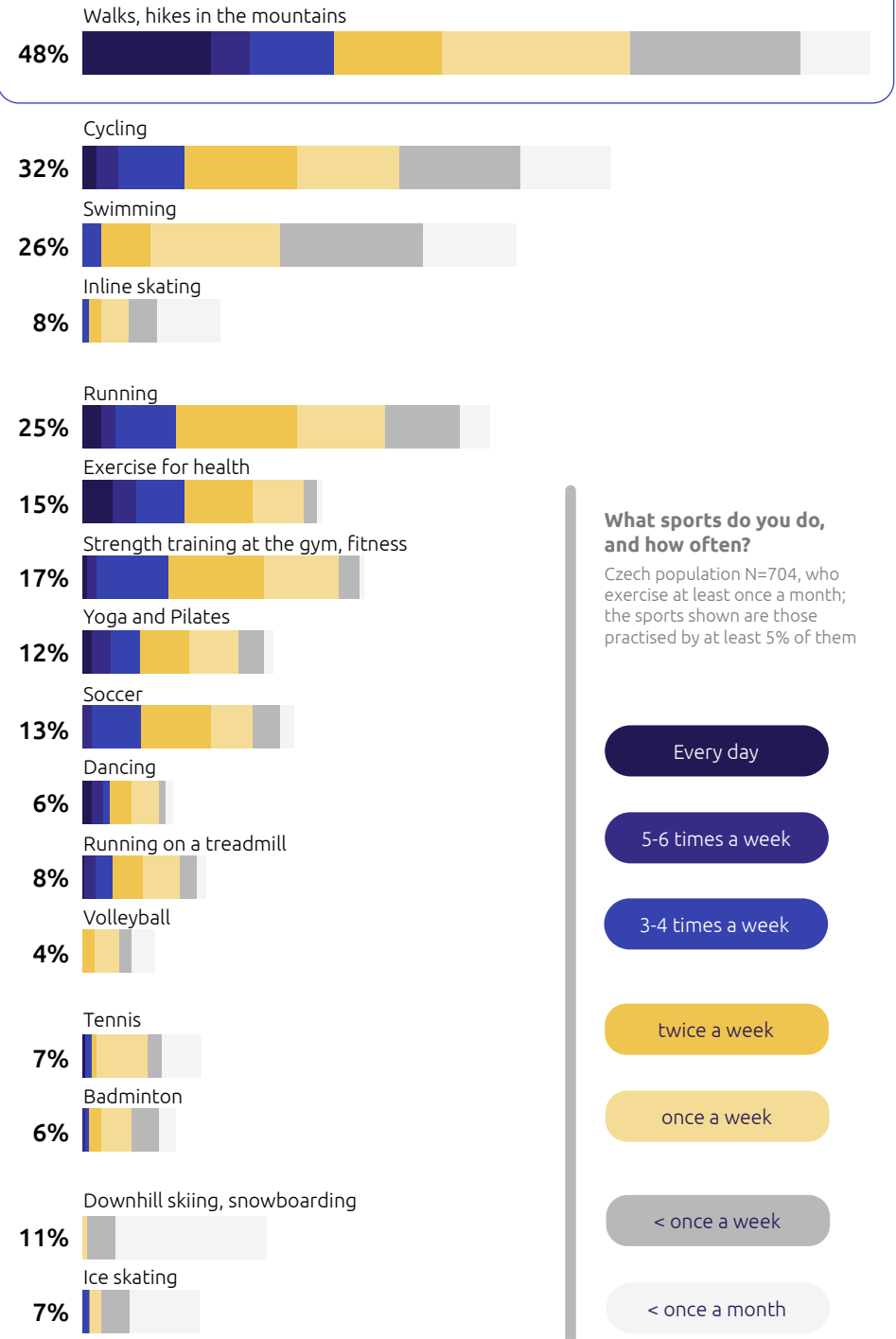
## RACKET SPORTS

7% of the population play tennis and 6% of Czechs play badminton. Around half of the players take part in these sports at least once a week, which represents an increase on last year.



## WINTER SPORTS

11% of Czechs go downhill skiing or snowboarding, whilst 7% of the population go ice skating. Due to their seasonal nature, most athletes only take part in them for part of the year.



### What sports do you do, and how often?

Czech population N=704, who exercise at least once a month; the sports shown are those practised by at least 5% of them

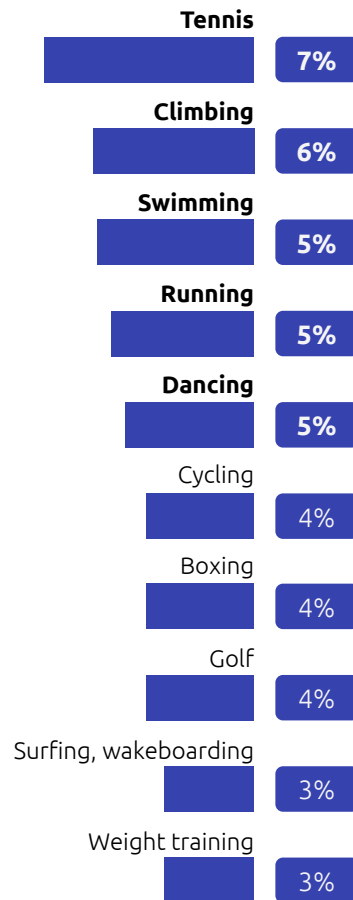
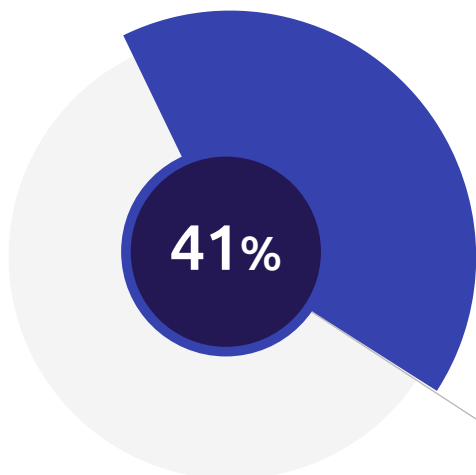
- Every day
- 5-6 times a week
- 3-4 times a week
- twice a week
- once a week
- < once a week
- < once a month

## Interest in new sports is growing slightly

41% of Czechs would like to try a new sport—tennis, rock climbing, swimming, but also dance or golf. Compared to 2024, this represents a slight increase, and the desire among Czechs to discover new physical activities remains strong.

Is there any sport you would like to try in the future?

Czech population N=1013, would like to try a new sport N=419

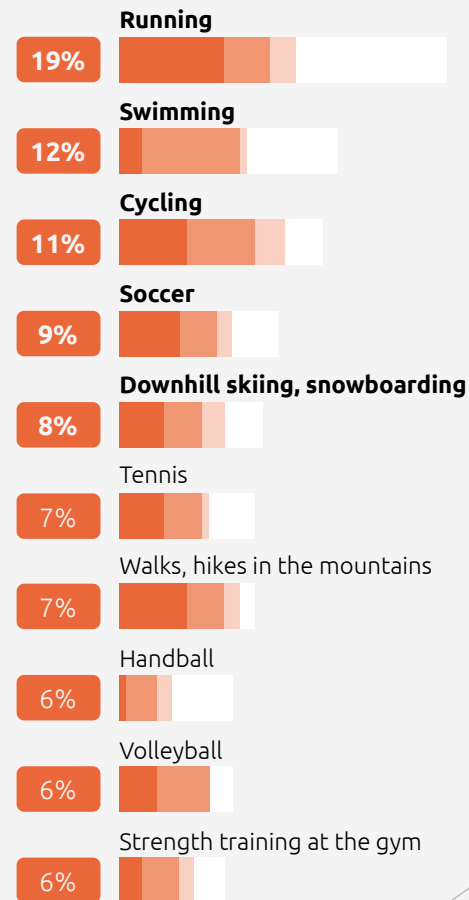


## On the contrary, a quarter of the population has given up a sport

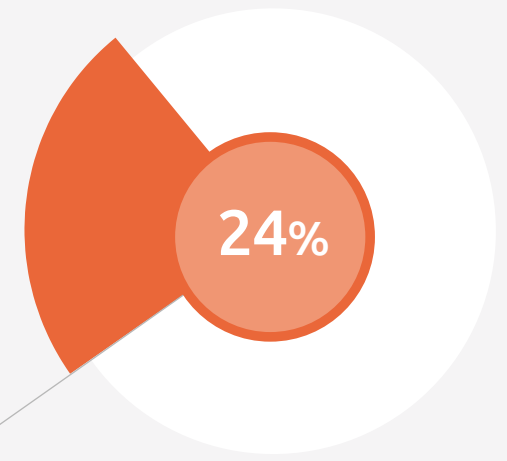
Over the past year, 24% of Czechs have stopped participating in sports. Most often, people stopped running, swimming or cycling. The main reasons remain health-related constraints or a lack of time.

Have you given up any of these sports in the past year?

Czech Republic population N=1013, all respondents, those who have stopped playing a sport N=245



Health restrictions  
Lack of time  
Physical limitations  
Other



# More than half of Czechs who exercise do so on their own

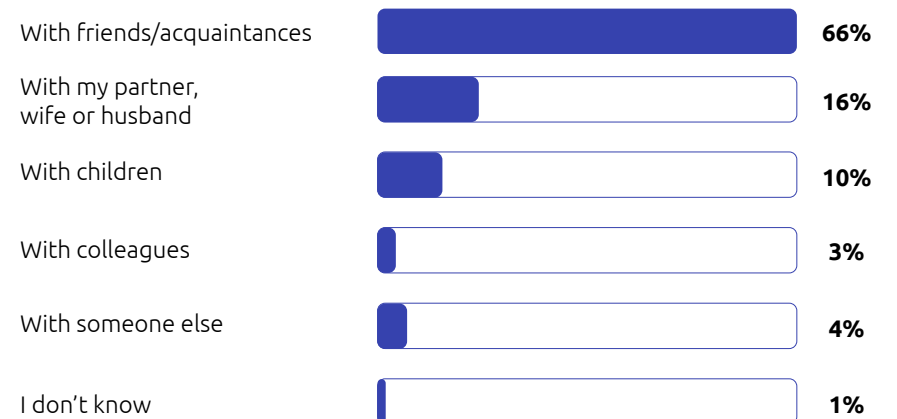
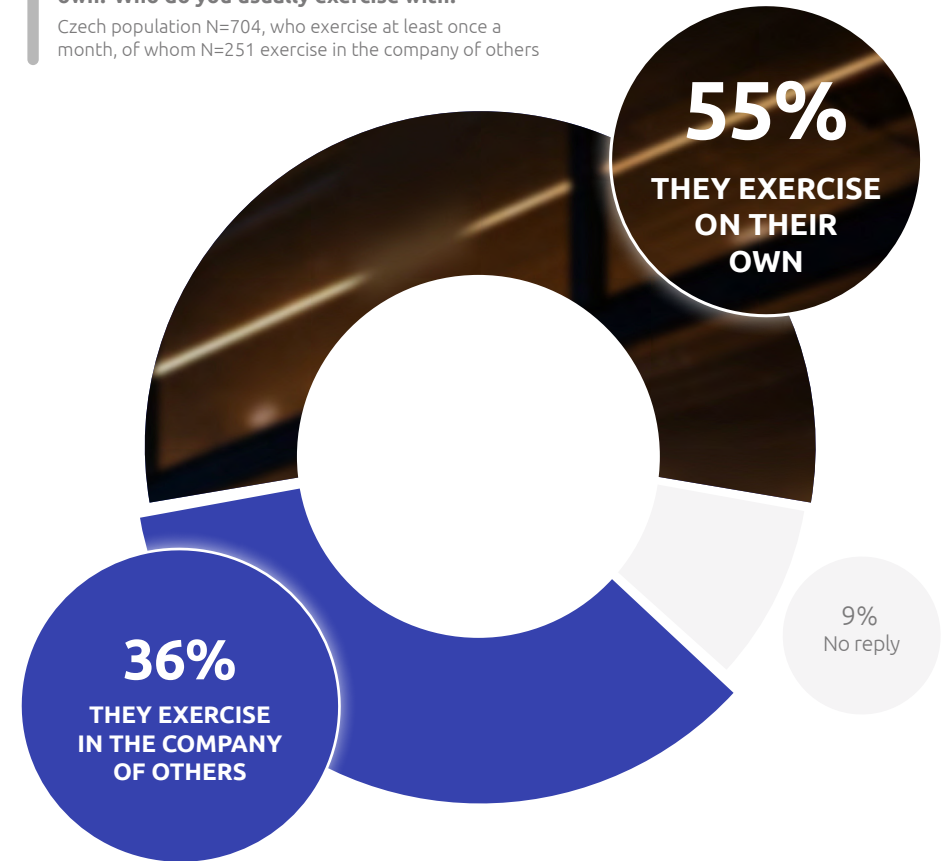
Exercising alone is still the norm, but this year there has been a slight shift towards group activities. Whilst 60% of people took part in sport on their own last year, this year the figure stands at 55%.

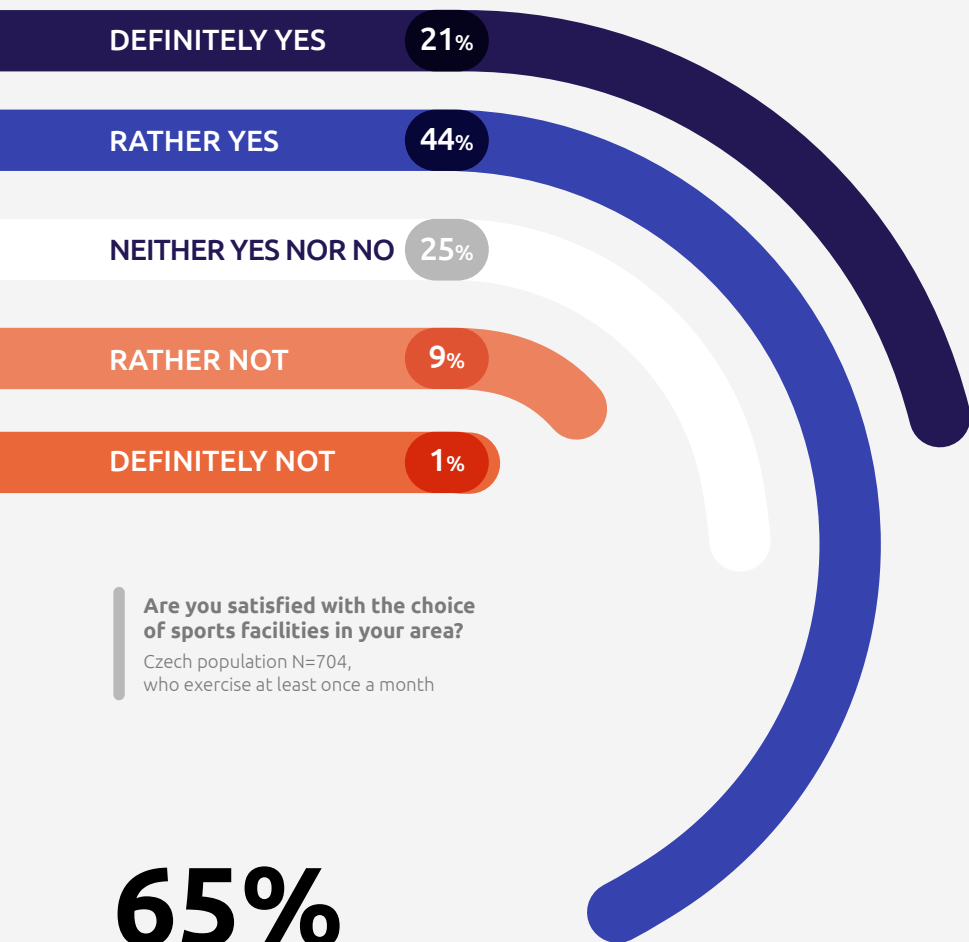
Those who prefer company usually do sports with friends or acquaintances. The proportion of people who exercise with a partner has fallen slightly this year, as has the proportion of those who exercise with their children or colleagues.



Do you prefer to exercise with others or on your own? Who do you usually exercise with?

Czech population N=704, who exercise at least once a month, of whom N=251 exercise in the company of others





Are you satisfied with the choice of sports facilities in your area?

Czech population N=704, who exercise at least once a month

# 65% of Czechs consider the range of sports facilities to be adequate

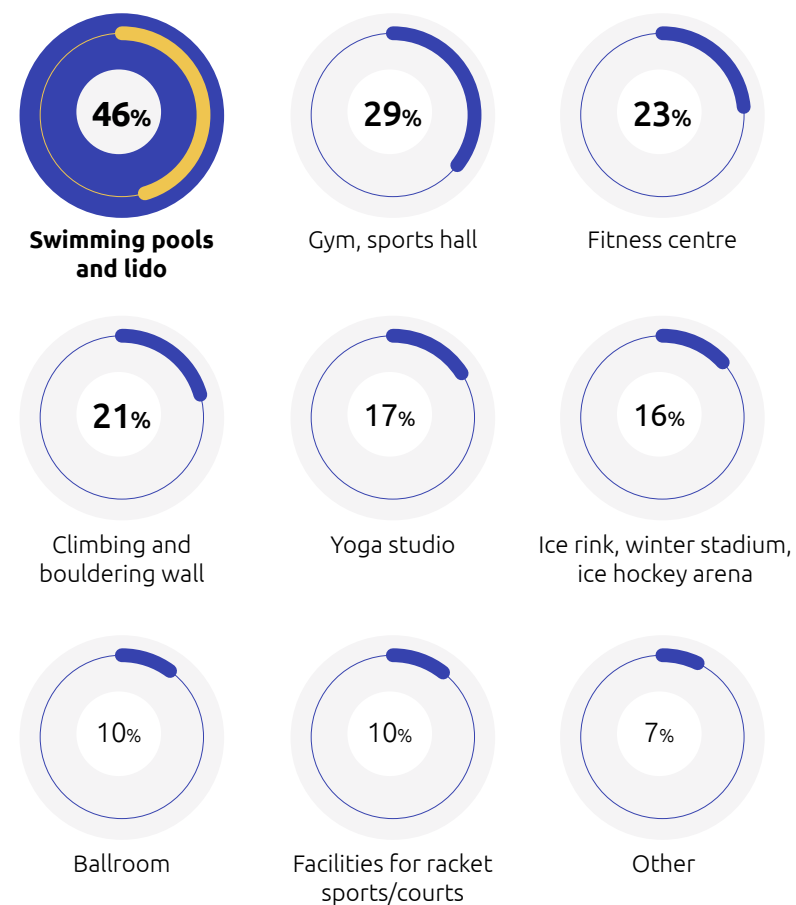
Almost two-thirds of the population rate the choice of sports facilities in their local area positively. Overall satisfaction has not changed significantly compared to last year, and most people who exercise are therefore able to do so under the current circumstances.

## 10% of Czechs would welcome more sports facilities

Those who are not satisfied with what is on offer most often miss having a swimming pool or a lido. They also mention gyms, sports halls or fitness centres more frequently. In some areas, there are no climbing walls, yoga studios or facilities for racket sports.

What sports facilities do you think are missing in your local area?

Czech population N=195, dissatisfied with the choice



# MOTIVATION AND BARRIERS

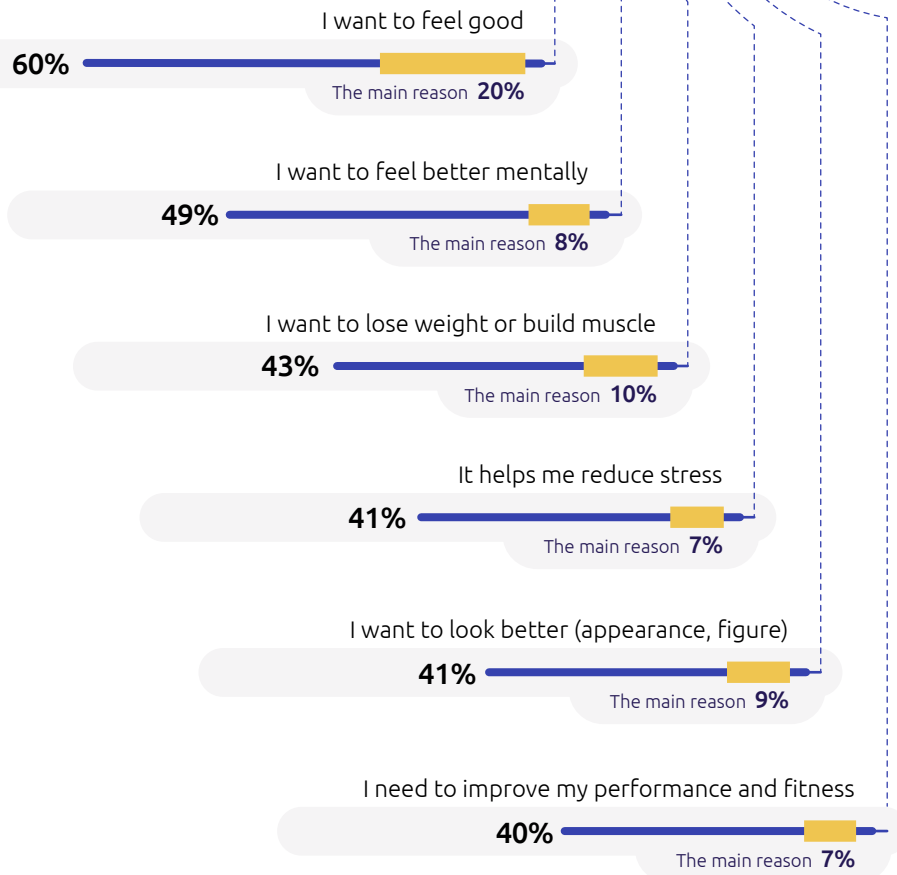


# We exercise to feel good. Both physically and mentally

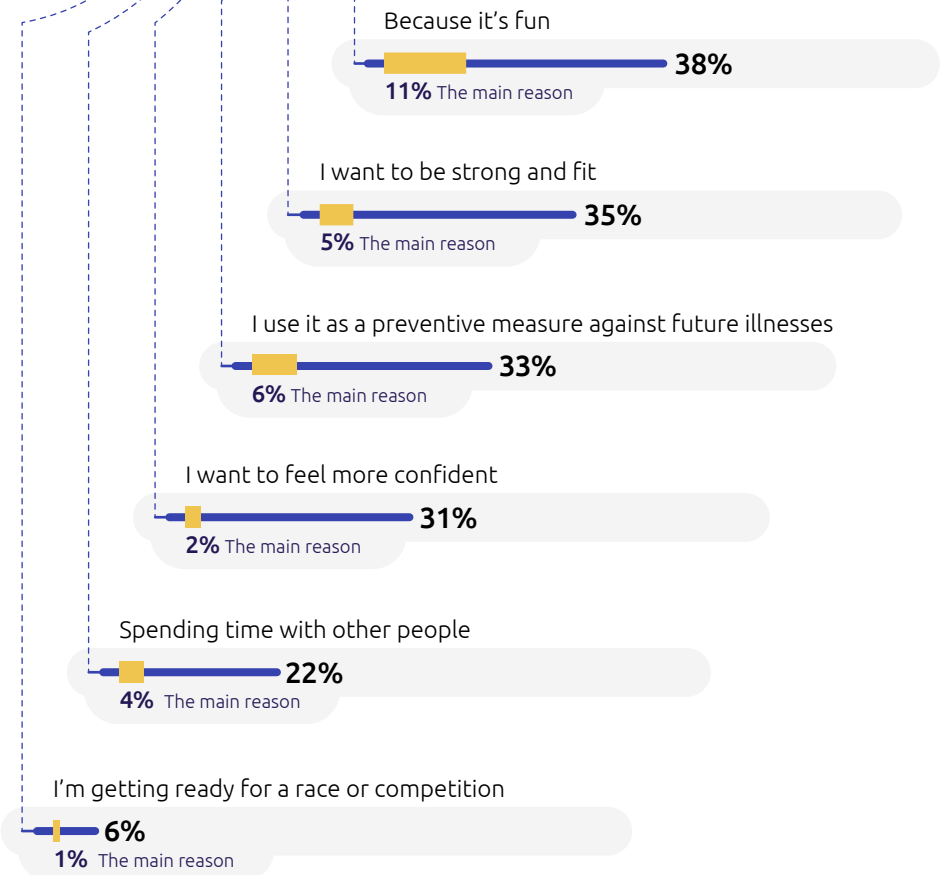
Why do you exercise? What is your main reason?

Czech population N=704, who exercise at least once a month

- 1
- 2
- 3
- 4
- 5
- 6



- 7
- 8
- 9
- 10
- 11
- 12



The strongest motivation for sport and exercise remains the need to feel good, as confirmed by 60% of respondents. Almost half also see exercise as a way to improve their mental health.

The desire to lose weight or build muscle (43%), reduce stress (41%) and improve fitness (40%) also play a significant role.

Compared with last year, the emphasis on improving one's appearance or figure has weakened slightly (-7 percentage points), whilst motivations linked to health and prevention remain strong.



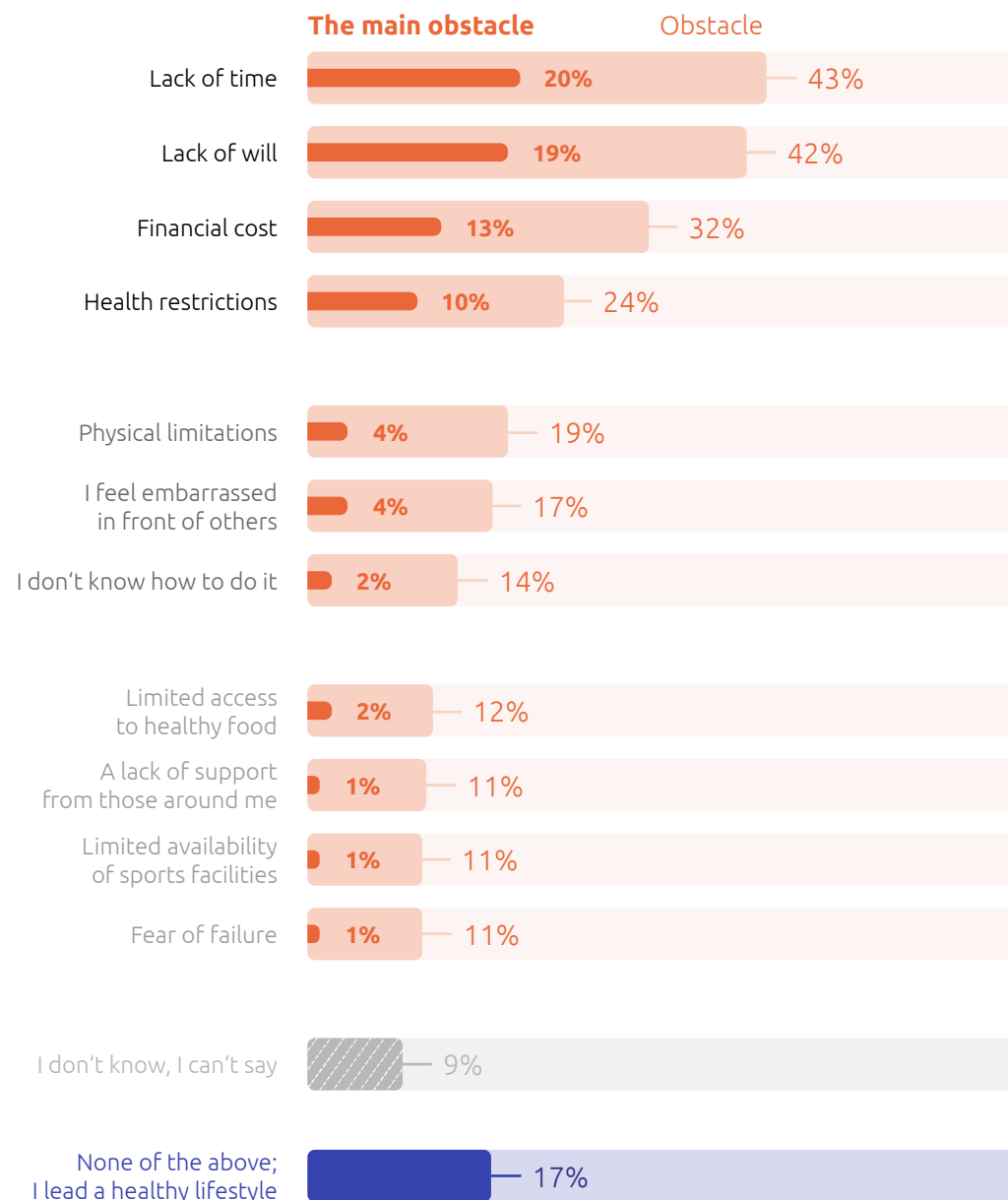
**Leading a healthy lifestyle is not just a matter of choice, but also a daily reality.**

A lack of time and motivation are therefore once again among the most common reasons why people do not exercise and do not live as healthily as they would like to. Other obstacles include the financial cost, health restrictions and physical limitations.

The good news is that the proportion of people who say that nothing prevents them from leading a healthy lifestyle and who consider themselves to be living healthily is on the rise (+6 percentage points). This suggests that, for some people, healthier habits are becoming a natural part of everyday life.

**What obstacles do you face in leading a healthy lifestyle (getting more exercise and eating more healthily)?**

Sample size N=1013, all respondents



## CHAPTER 3

# FINANCING SPORTS ACTIVITIES



## Almost half of Czechs try to spend as little as possible – or nothing at all – on sport

The approach to financing sports activities remains rather cautious this year as well. More than a quarter of Czechs try to spend as little as possible on sports, and a further 18% do not spend any money on it at all. Nevertheless, a slight shift is evident – an increasing number of people are either not concerned about the cost or are making a conscious effort to keep it under control. Compared with last year, there has been an increase in the number of people who are willing to invest in exercise sensibly and with greater confidence.

### What is your approach to funding your sports activities?

Czech population N=704, who exercise at least once a month

25%

I don't worry about the **cost of sports**

30%

Sports **expenses** are **high**, but I try to **keep it under control**

27%

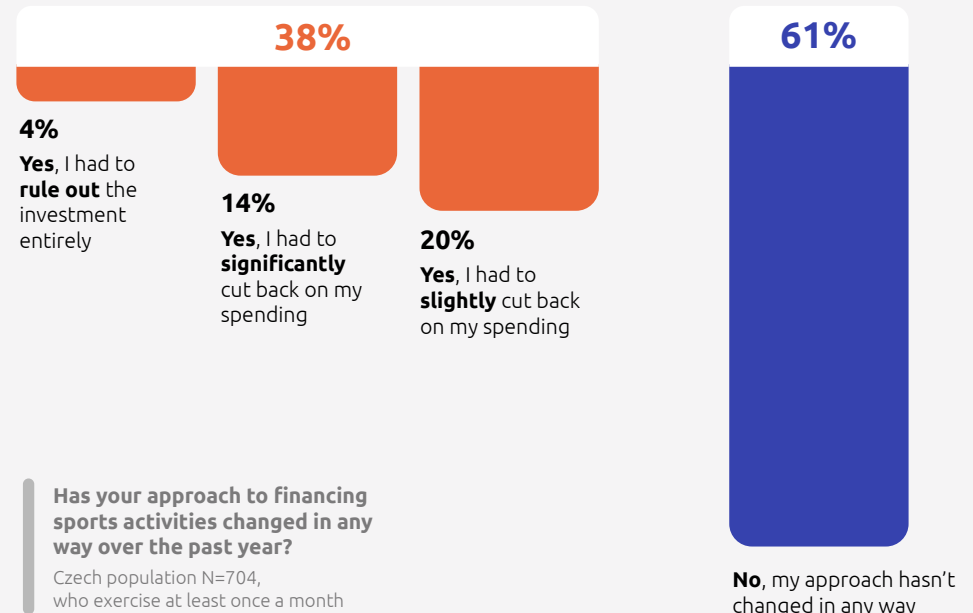
I try to **spend as little as possible** on sports activities

18%

I basically **don't spend any money** on sports

## One-third of the population has had to cut back on sports expenses

Year on year, the situation regarding sports funding has not changed significantly. While a portion of the population has had to cut back on spending, most people who participate in sports have not changed their approach to financing sports.

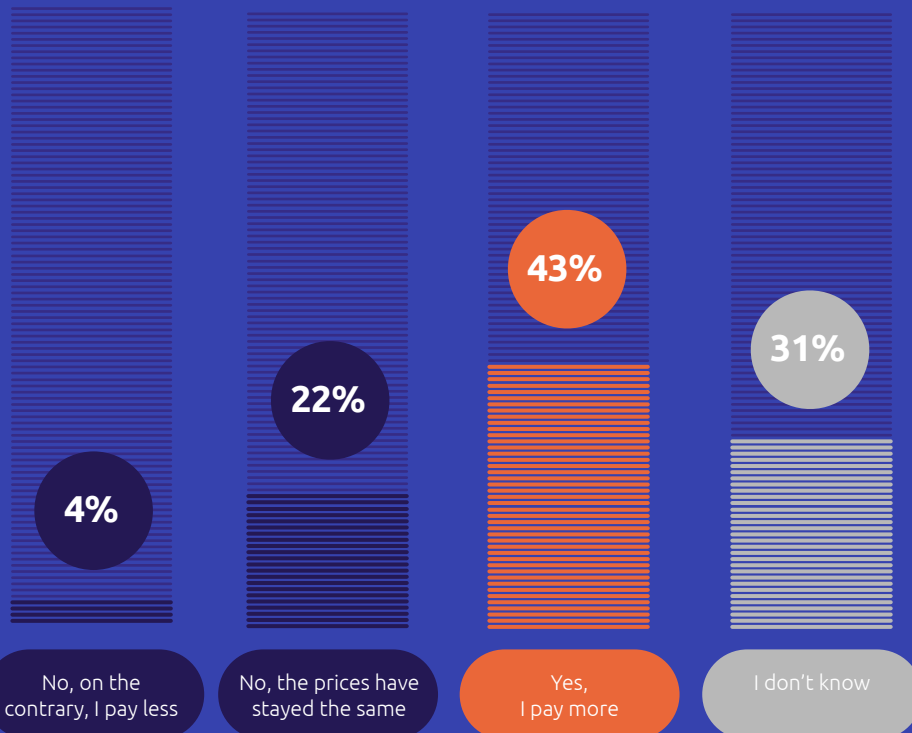


## Visits to sports facilities are **more expensive** for **43%** of Czechs

For 22% of the population, the cost of sports facilities has remained unchanged compared with last year, and 4% of respondents even say they are paying less for sports activities.

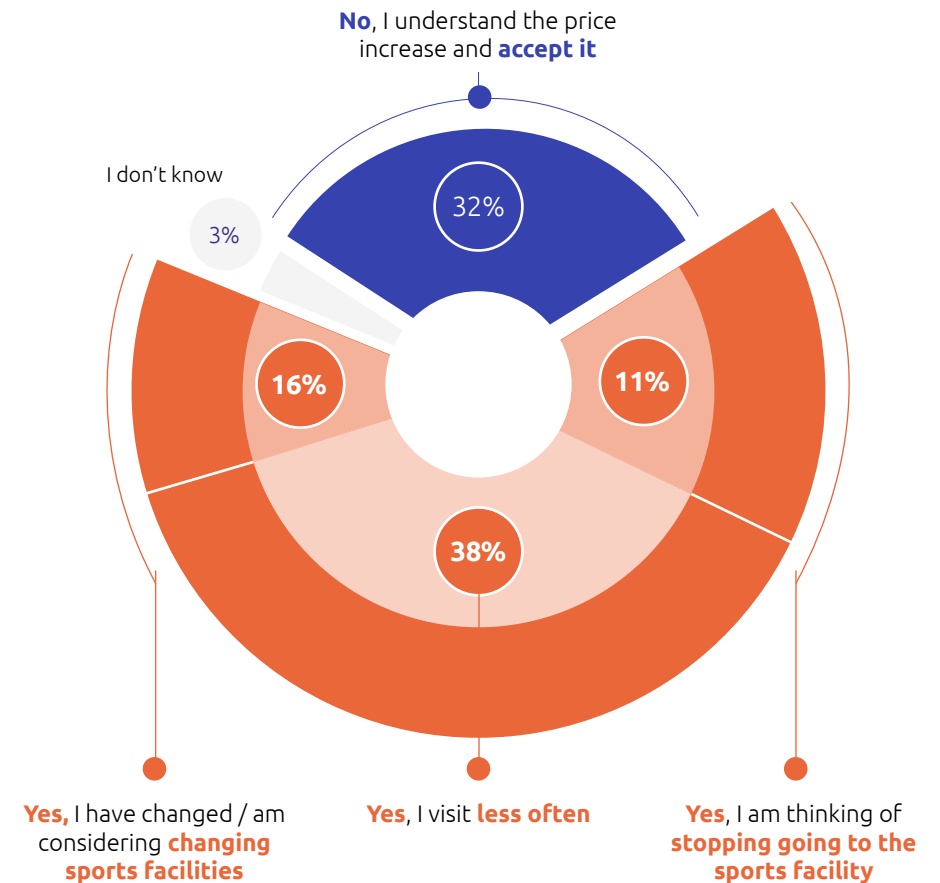
Have you noticed any price increases for sports facilities or for taking part in sports activities over the past year?

Czech population N=704, who exercise at least once a month



Does the higher price put you off visiting these sports facilities or taking part in these sports activities?

Population of the Czech Republic N=301, who exercise at least once a month, pay more at sports facilities



## Two-thirds of Czechs are changing their sports habits due to rising prices

The most common response to rising prices is to cut back on visits to sports facilities – 38% of people are visiting them less often due to higher costs. Another 16% have already switched sports facilities or are considering doing so, and 11% are thinking about stopping their visits to sports facilities altogether.

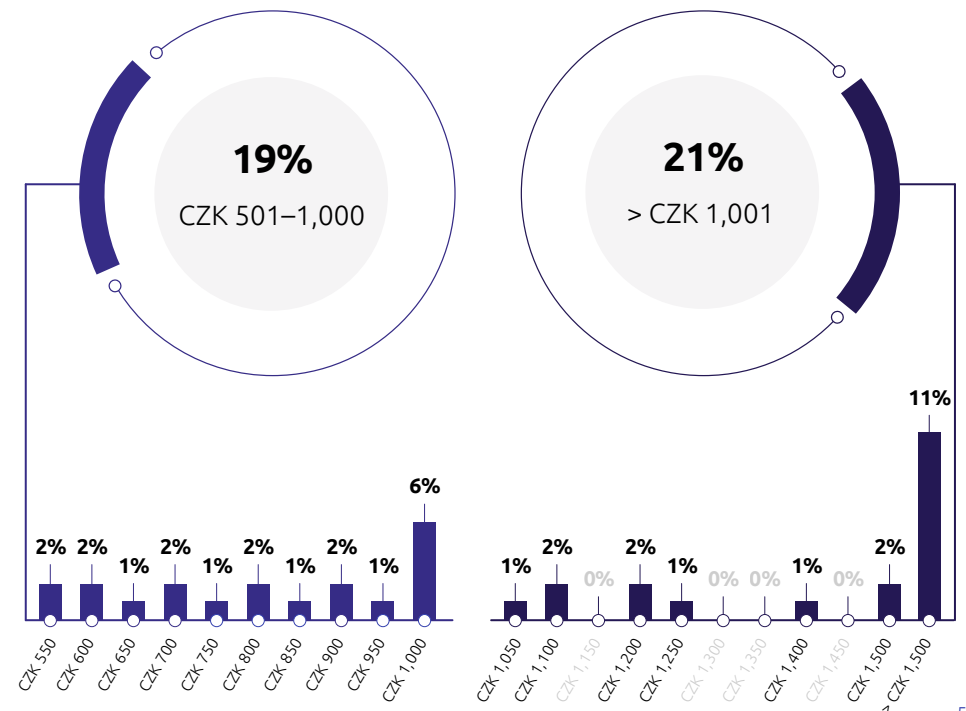
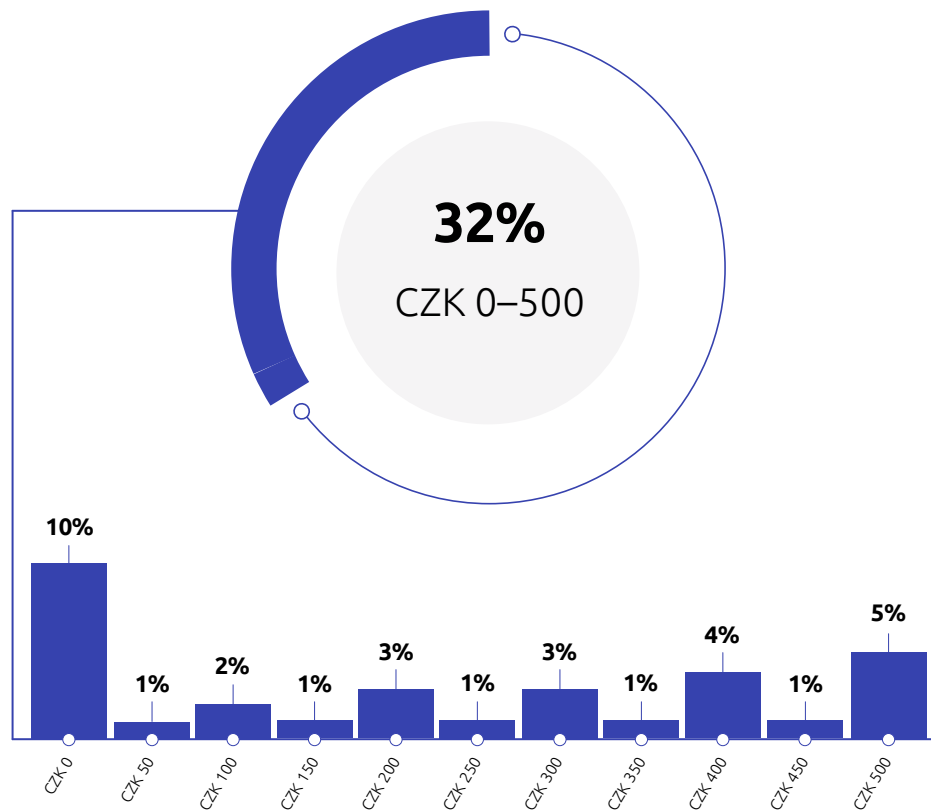
# Czechs are spending more and more on sport

The trend of higher monthly spending on sports activities continues this year as well.

Compared with the last two years, there has been a decrease in the number of people whose monthly expenditure is under CZK 500 (-9 percentage points), whilst the number of those whose expenditure exceeds CZK 1,000 has increased (+6 percentage points). Approximately one-third of people who participate in sports continue to spend 500 CZK or less per month.

How much do you pay each month to use sports facilities or take part in sports activities?

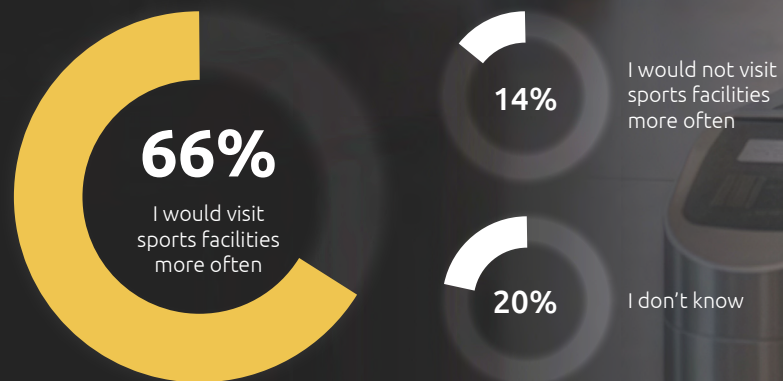
Czech population N=704, who exercise at least once a month; 28% of them did not respond



## Thanks to a sports contribution, **two-thirds of Czechs would be more active**

The motivational effect of the sports contribution has grown even stronger year-over-year.

A higher contribution would motivate 66% of people to visit sports facilities more often, which is 11 percentage points more than in 2024.



If you could receive a (higher) contribution for sports/healthy lifestyle, would you start visiting sports facilities more often?

Czech population N=527, who exercise at least once a month, excluding those who do not consider sports expenses

**47% of the population use single-entry tickets, 40% use season tickets**

After two years of decline, the use of season passes and subscriptions is on the rise again; they are now used by four out of ten people who engage in sports and invest in them in some way.

Benefit cards are used by 14% of Czechs. Among them, the MultiSport card has long maintained the strongest position, used by more than half of benefit card holders.

**How do you pay for your visit or use of the sports facilities?  
What type of card do you use to access sports facilities?**

Population of the Czech Republic: N=579, who exercise at least once a month and spend money on sports; of these, N=79 have a benefits card

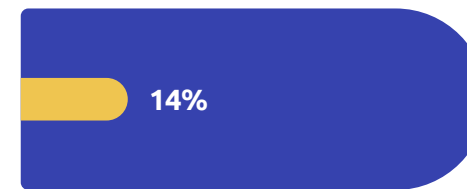
Single entry ticket



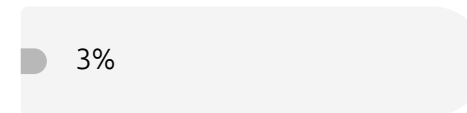
Season ticket or subscription



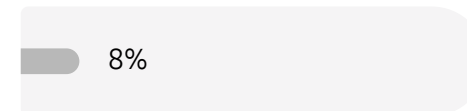
I have a benefits card



Other



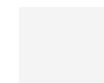
I don't know



**57% MultiSport**



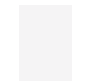
22% Pluxee



11% Edenred



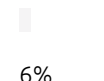
11% Benefit



9% Benefit Plus



3% Another card



6% I don't know



# SPORTS AS A BENEFIT



## SPORTS AS A BENEFIT

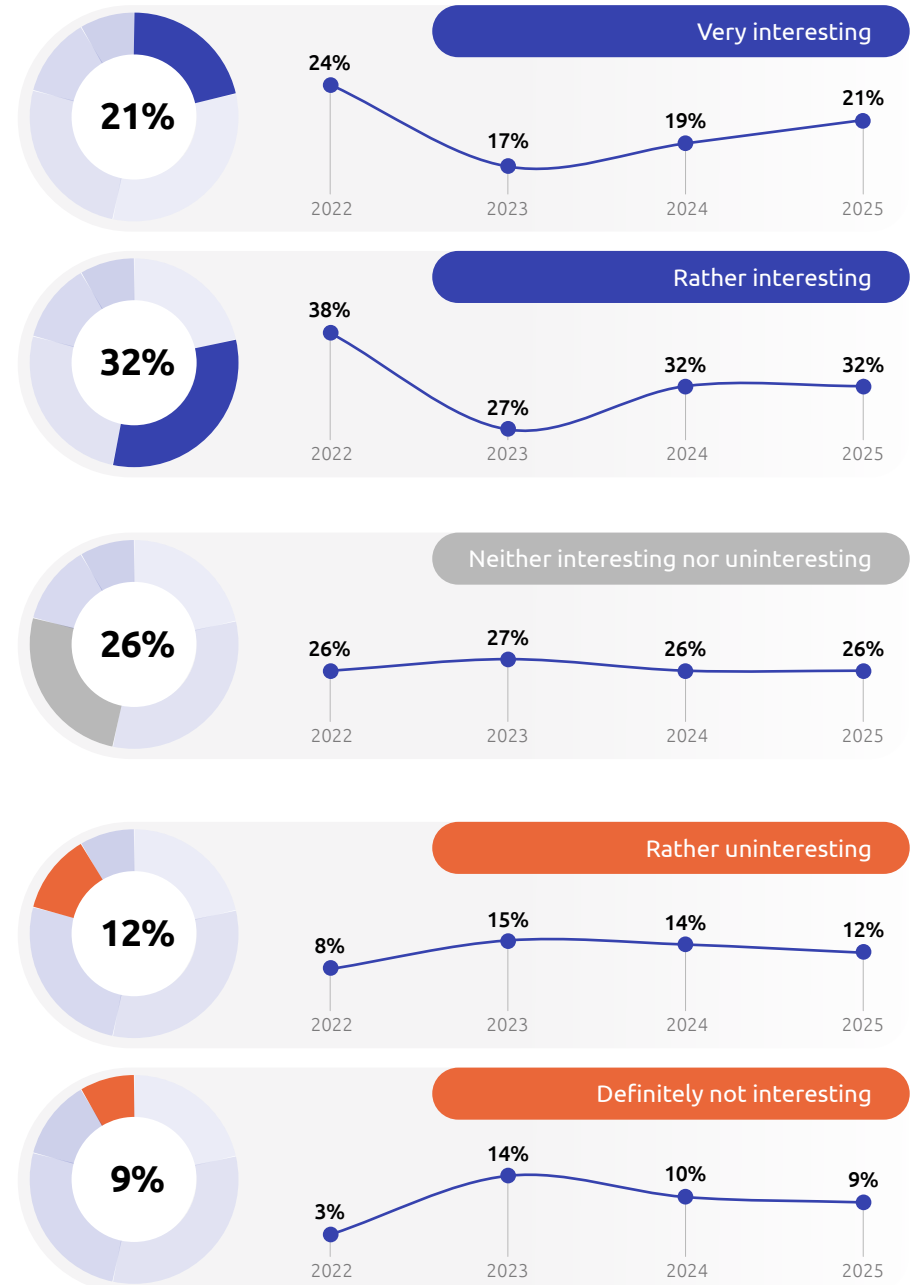
## IS SPORTS AS A BENEFIT ATTRACTIVE TO US?

# More than half of Czechs are attracted to sports as an employee benefit

Interest in sports as an employee benefit remains high and is growing slightly year over year. 53% of Czechs consider it very or somewhat interesting, representing a 2-percentage-point increase from last year. Conversely, the share of those who find this benefit uninteresting has dropped to 9%.

## How much interest do you have in sports as an employee benefit?

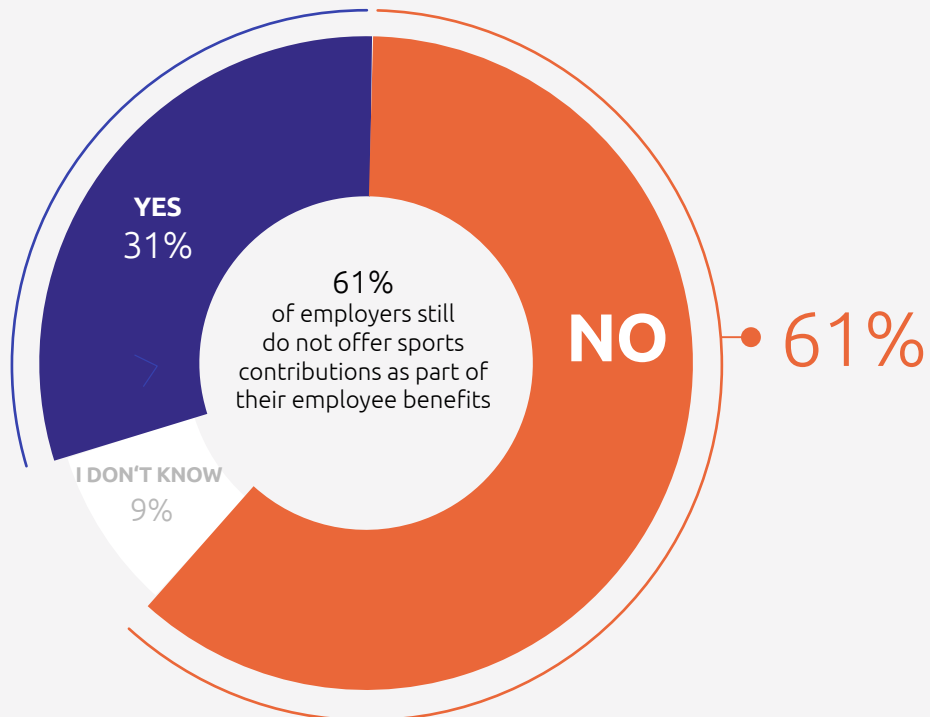
Czech Republic population N=1013, all respondents



# Only 3 out of 10 employers offer sports activities as an employee benefit

## Does your employer offer sports activities as a benefit?

Czech population N=652, comprising only employees in the private or public sector and working students; employers do not offer sport as a benefit N=397



For **77%** of MultiSport cardholders, the sports benefit is one of the key criteria when choosing a job.

## More than half of employees would exercise more often if they had such a benefit

A sports benefit from an employer would motivate 51% of people to be more active. Employee interest in fitness support thus remains high over the long term, even though the range of such programs offered by companies has not changed significantly.

## Would you exercise more if your employer offered sports as an employee benefit?

Czech population N=652, only employees in the private or public sector and working students, employer does not offer sports as a benefit N=397

**YES**, I would exercise more 51%

**No**, I wouldn't exercise more 25%

I don't know 24%

## SPORTS AS A BENEFIT

## WHICH EMPLOYEE BENEFITS ARE THE MOST ATTRACTIVE TO US?

# A sports allowance ranks among the top 3 most sought-after benefits

30% of Czechs list a sports allowance among their top three preferred benefits, along with meal vouchers. The only benefit mentioned more frequently is the option of additional vacation days (45%).

PRÍSPĚVKY NA SPORT

45 %

STRAVENKY

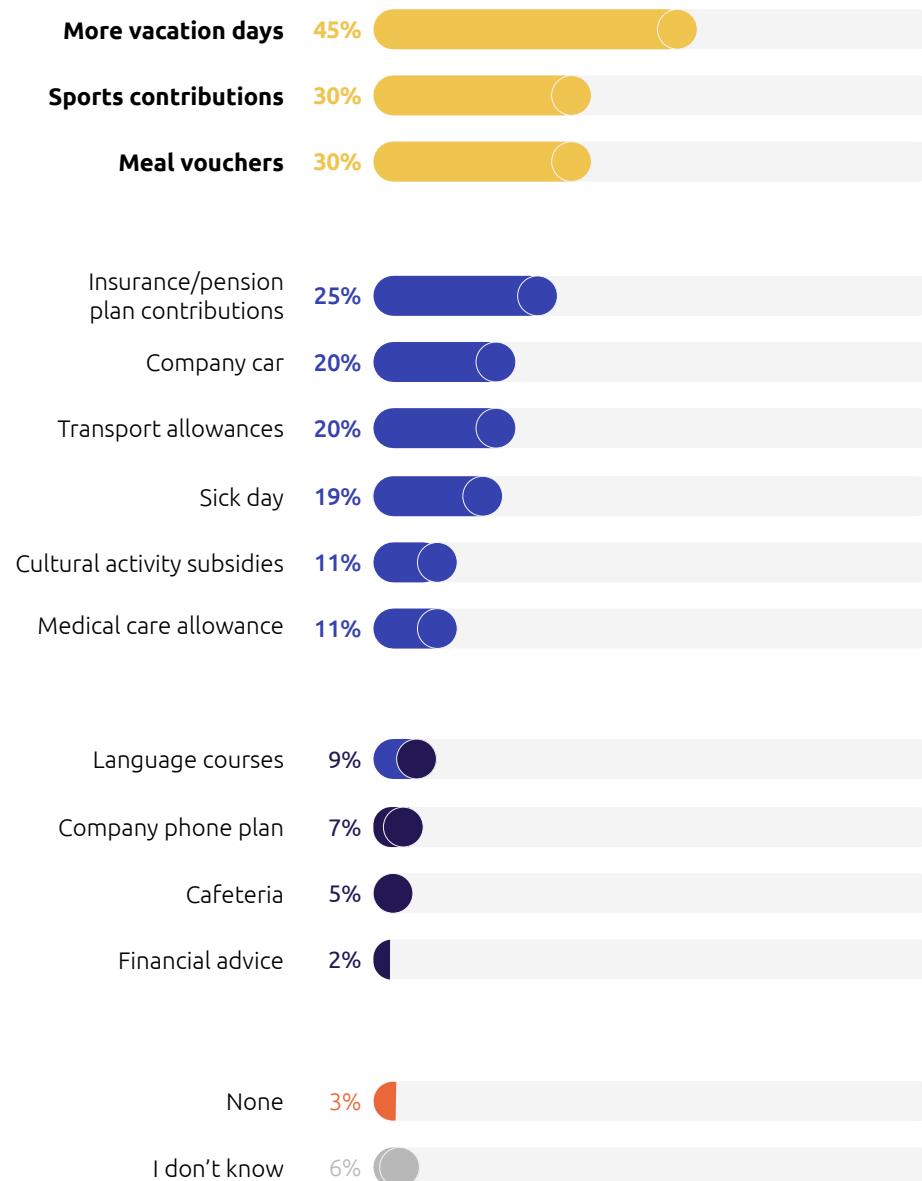
30 %

30 %

VÍCE DŇÍ DOVOLENÉ

If you had to choose from the following benefits, which three would you prefer the most?

Czech Republic population N=1013, all respondents



# CHILDREN AND PHYSICAL ACTIVITY



# 67%

## of parents believe their children get enough exercise

A total of 81% of parents report that their children are as active as or even more active than they were a year ago. At the same time, however, more than a fifth of parents (22%) would like their children to be even more active.

### Do you think your children get enough exercise?

Czech population N=696, with children



### Has the amount of exercise your children get changed at all over the past year?

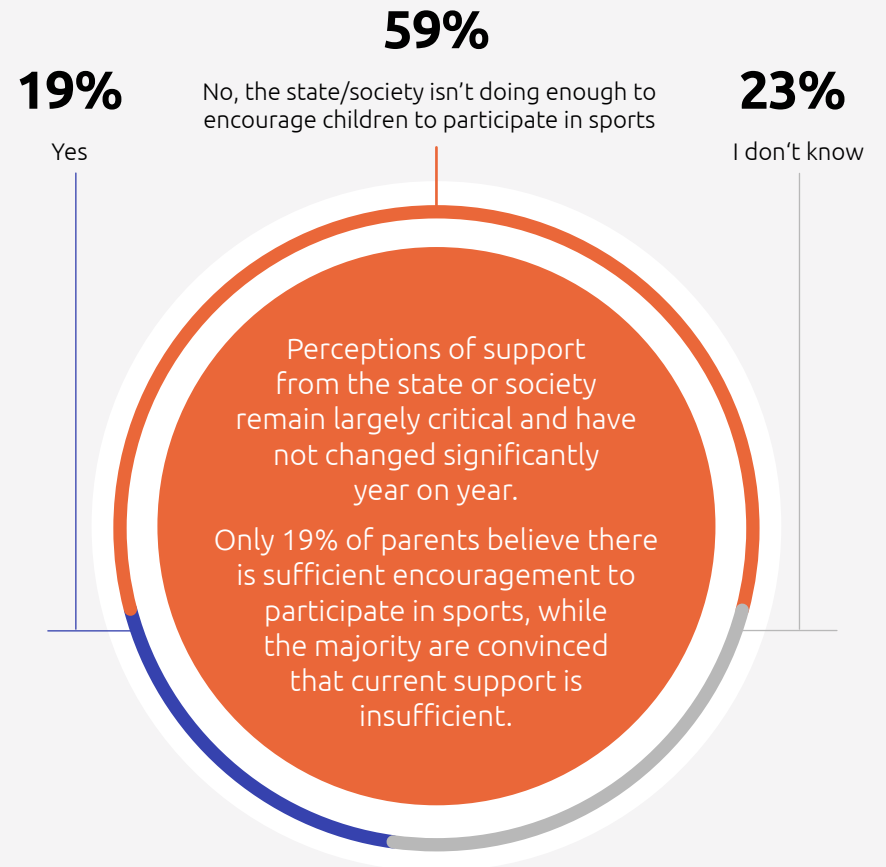
Czech population N=696, with children



# Only 2 out of 10 parents say the government does enough to encourage children to participate in sports

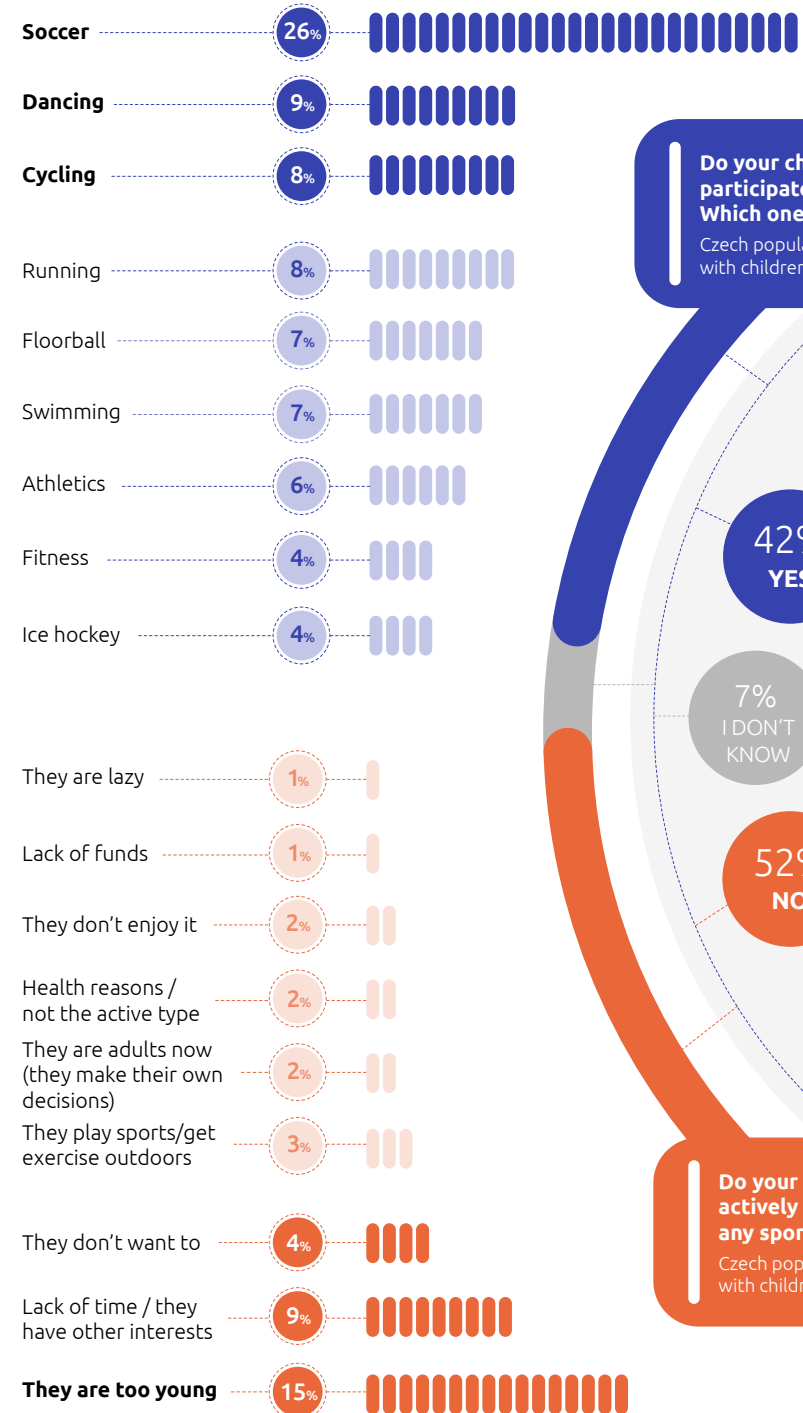
### Do you think the government or society is doing enough to encourage children to participate in sports?

Czech population N=696, with children



## Four out of ten children actively participate in sports. Soccer, dancing and cycling are their favourite activities

Active participation in sports among children in the general population increased slightly year-over-year (+4 percentage points). 42% of children actively participate in some form of sport. If children do not participate in sports, the most common reasons are young age (15%) or lack of time or other interests (9%).



Do your children actively participate in any sports? Which one?

Czech population N=696, with children

42% YES

7% I DON'T KNOW

52% NO

Do your children actively participate in any sports? Why not?

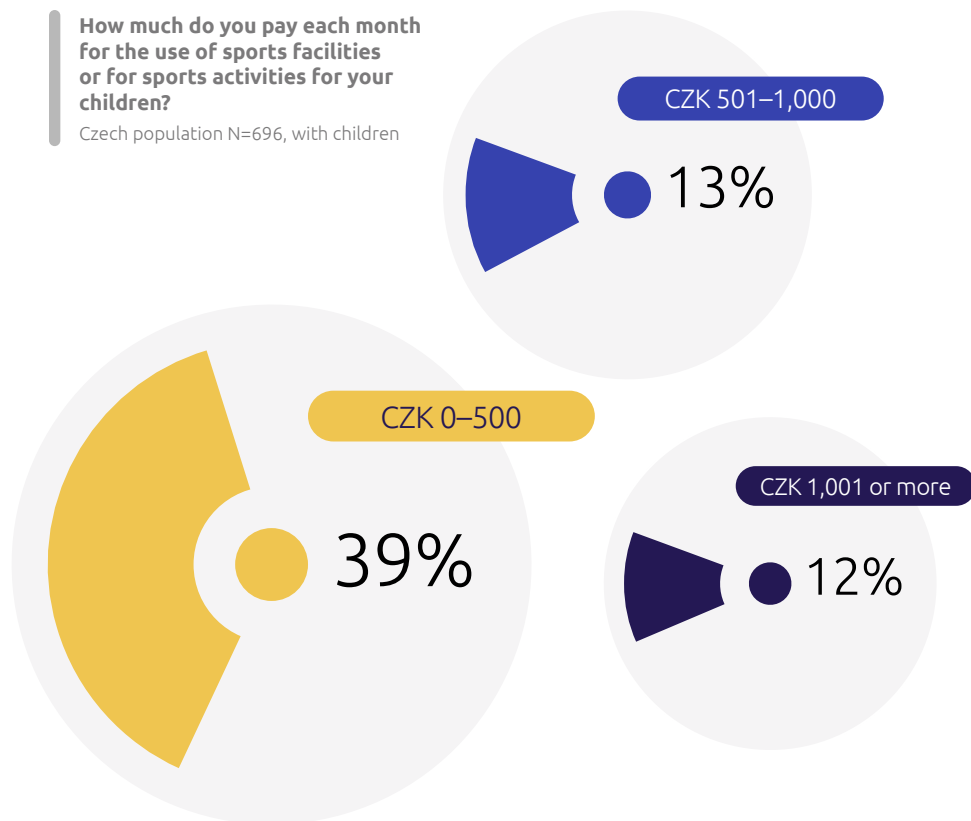
Czech population N=696, with children

## More than a third of parents spend up to CZK 500 a month on their children's sports activities

The largest group of parents still spends up to CZK 500 per month on their children's sports this year (39%), although their share has decreased slightly year-over-year (-3 percentage points). Around one in ten parents spend more than CZK 1,000 a month.

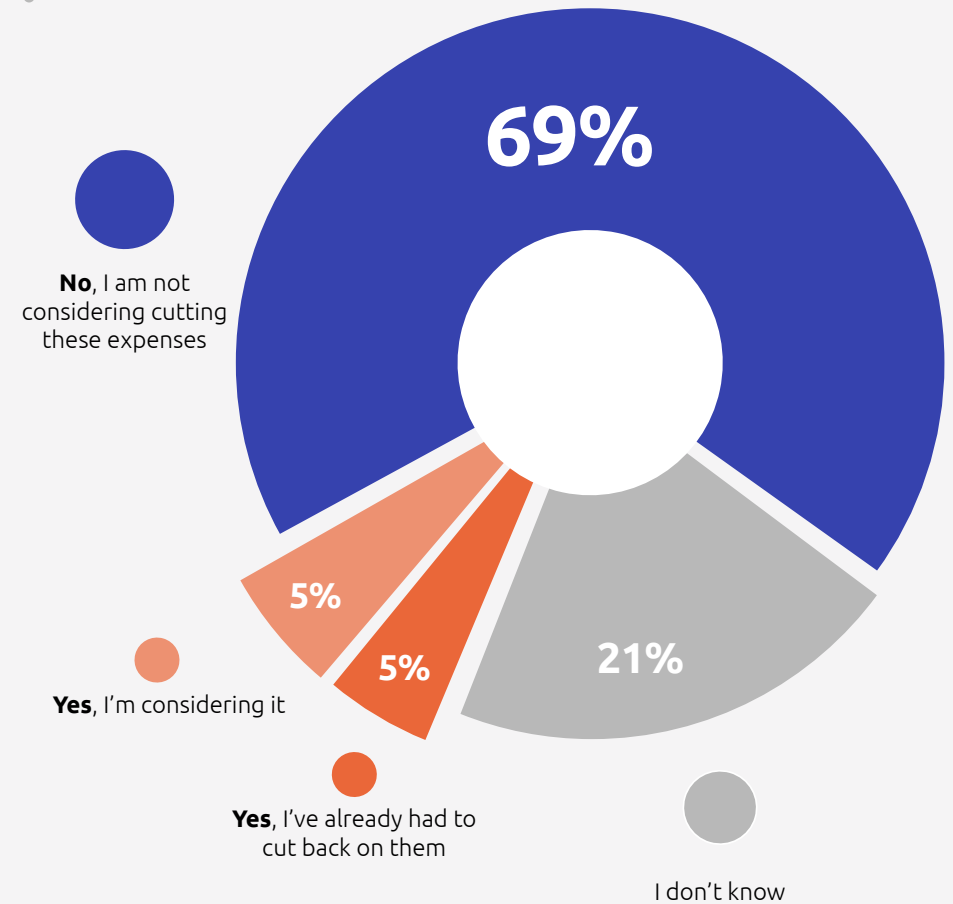
How much do you pay each month for the use of sports facilities or for sports activities for your children?

Czech population N=696, with children



Are you considering cutting back on expenses for your children's sports activities and other extracurricular classes?

Czech population N=696, with children



## 7 out of 10 parents do not plan to cut back on spending on their children's sports activities and extracurricular classes

69% of parents confirmed that they do not intend to cut back on investments in their children's sports activities in any way. Only 5% are considering cutting back on spending, and an equally large group have already done so.

# SOCIETY AND HEALTH

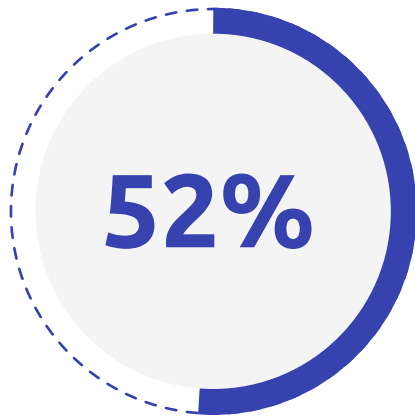


# 52% of Czechs believe they live a healthy lifestyle

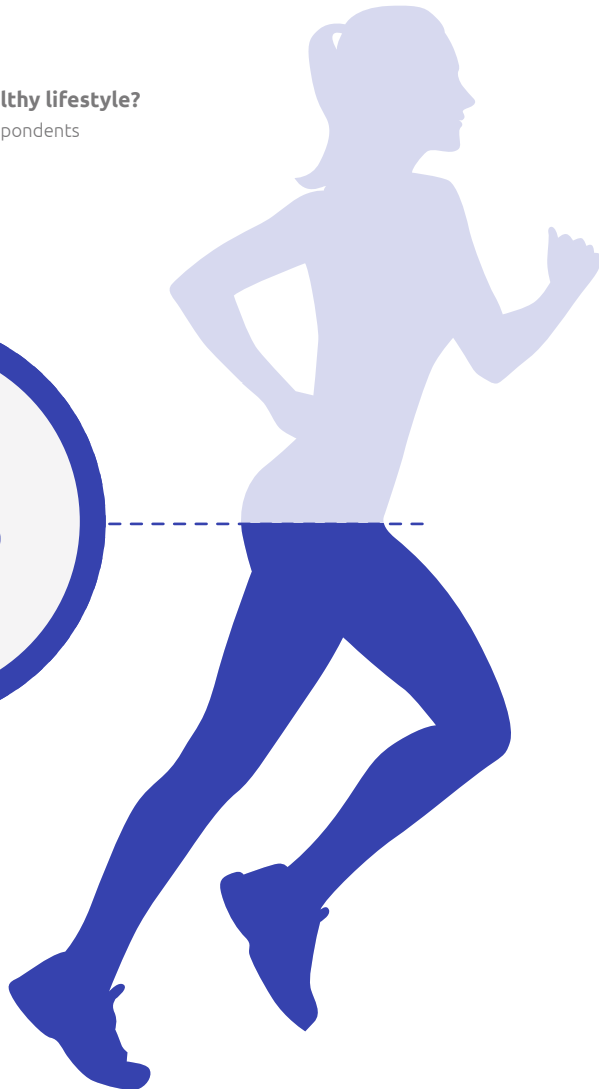
Do you think you live a healthy lifestyle?

Czech population N=1013, all respondents

MS users N=1082



POPULATION



Around half the population considers their lifestyle to be healthy.

Among MultiSport cardholders, this proportion is significantly higher, with around four in five people (80%) feeling healthy.

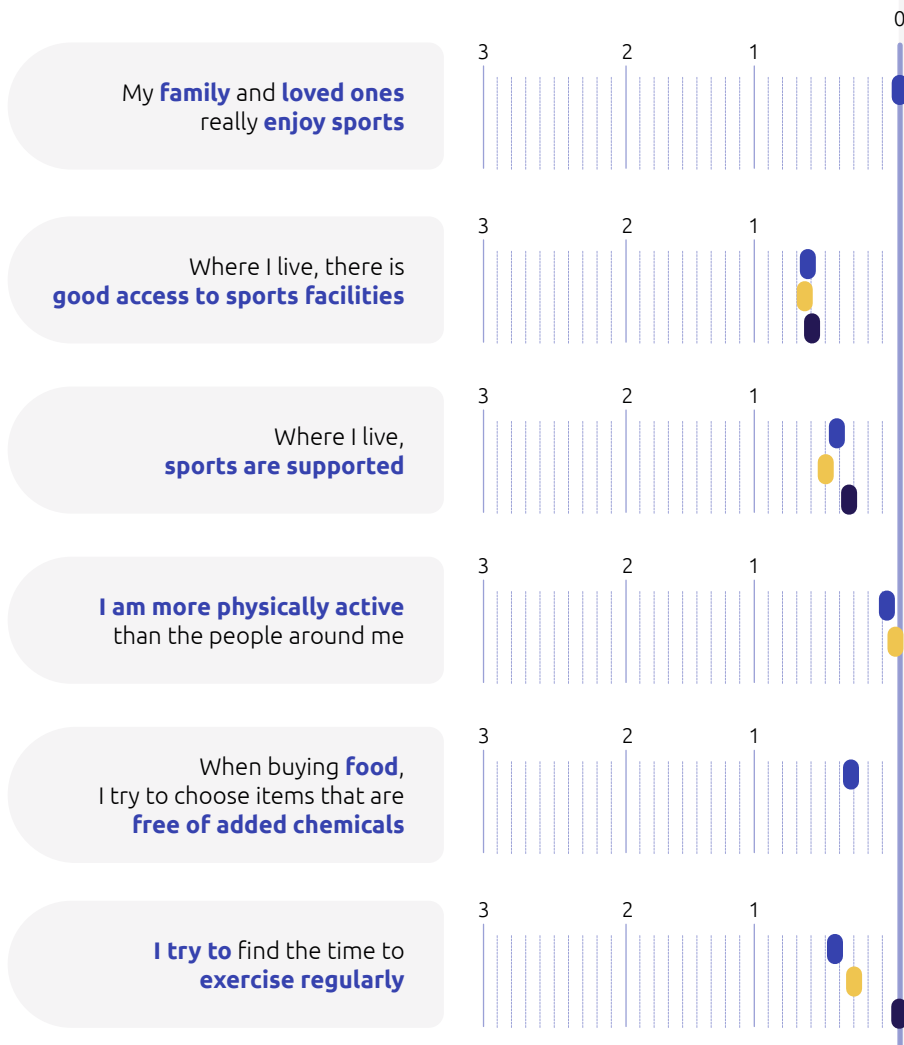


MULTISPORT USERS

Please assign the numbers 2025, 2024, and 2023 from the scale provided based on which statement best reflects your opinion.

Czech population N=1013, all respondents

2025 ● 2024 ● 2023 ●



# Sports are a natural part of a healthy lifestyle

People who have a supportive environment for physical activity and sports are also more likely to view themselves as physically active and to try to exercise regularly. Differences in attitudes between the groups have remained stable over the long term.



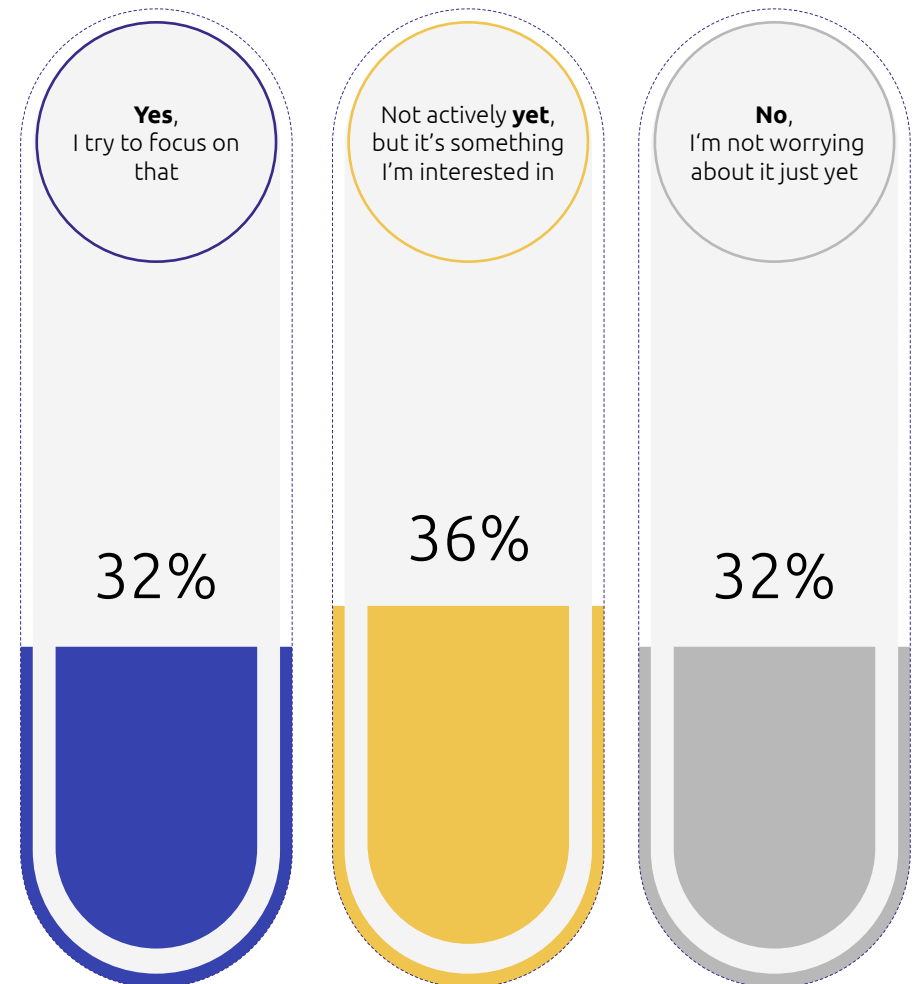
**For 68%**  
**of the population, health**  
**in old age is a concern,**  
however, only a third of people actively address it



More than two-thirds of people view the topic of long-term health and quality of life in old age as important. However, only 32% of the population actively engages in it.

Are you actively taking specific steps or engaging in specific activities to increase your life expectancy and maintain your health in old age?

Czech Republic population N=1013, all respondents

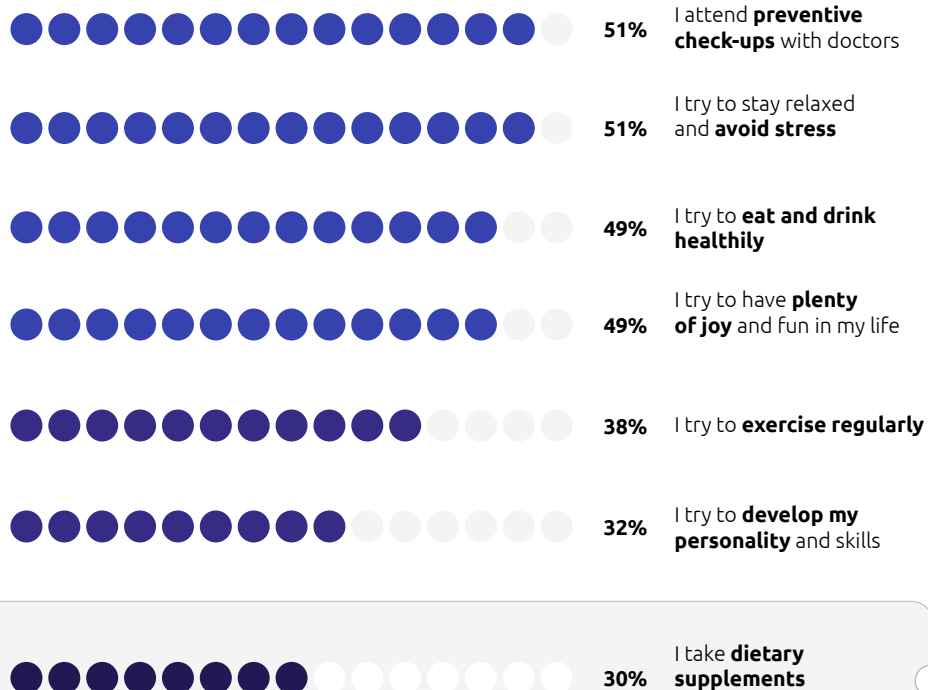


# Health and prevention are becoming increasingly important

51% of people undergo preventive medical checkups, and the same percentage try to avoid stress. 49% of the population try to eat and drink healthily, and 38% exercise regularly. 30% of the population take supplements, most commonly vitamins and minerals.

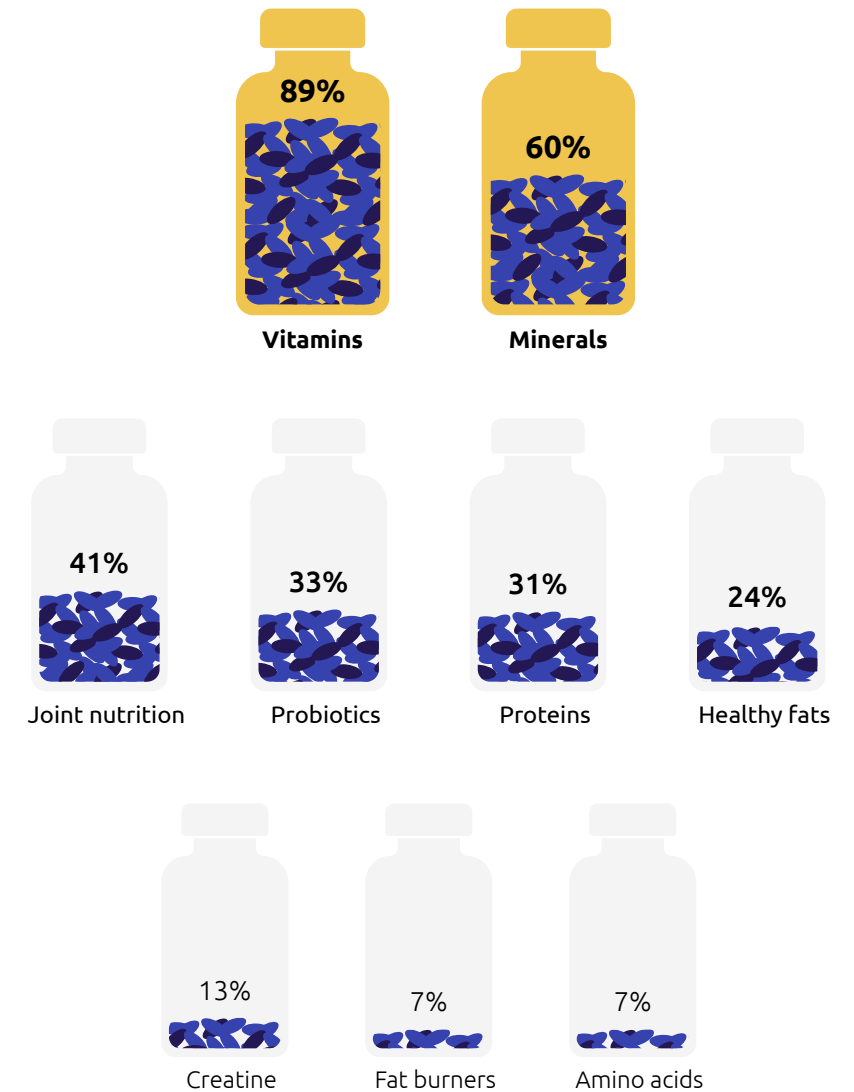
## Which of the following statements about a healthy lifestyle applies to you?

Czech population N=1013



## What dietary supplements do you take?

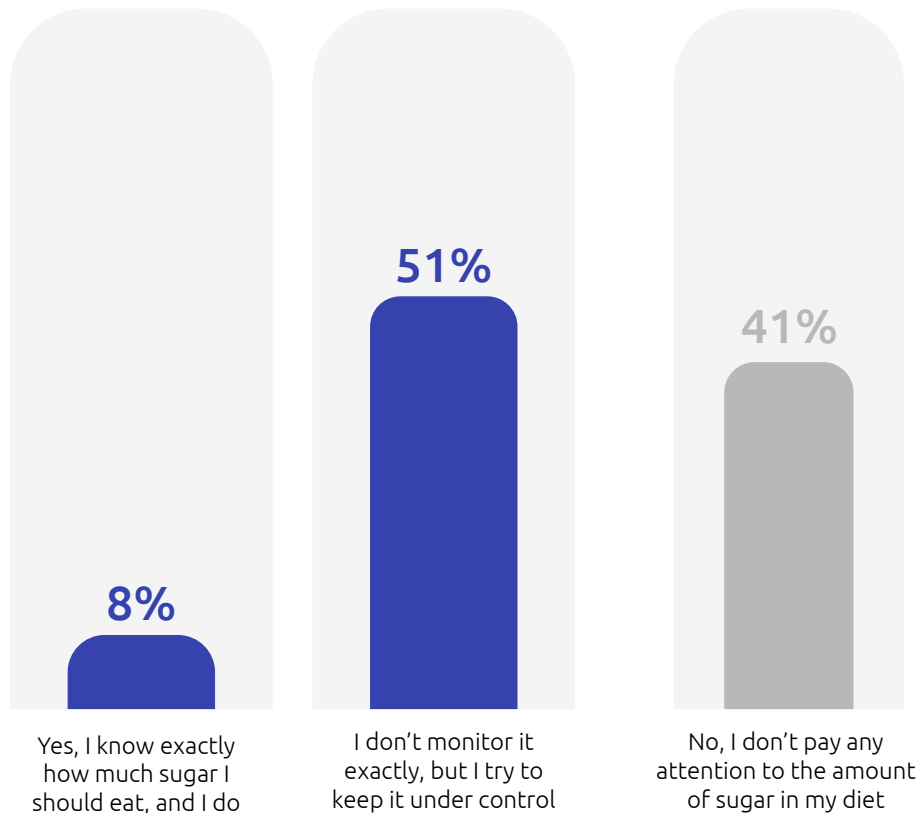
Czech population N=1013, of whom N=299 take dietary supplements



# Nearly 60% of the population monitors their sugar intake

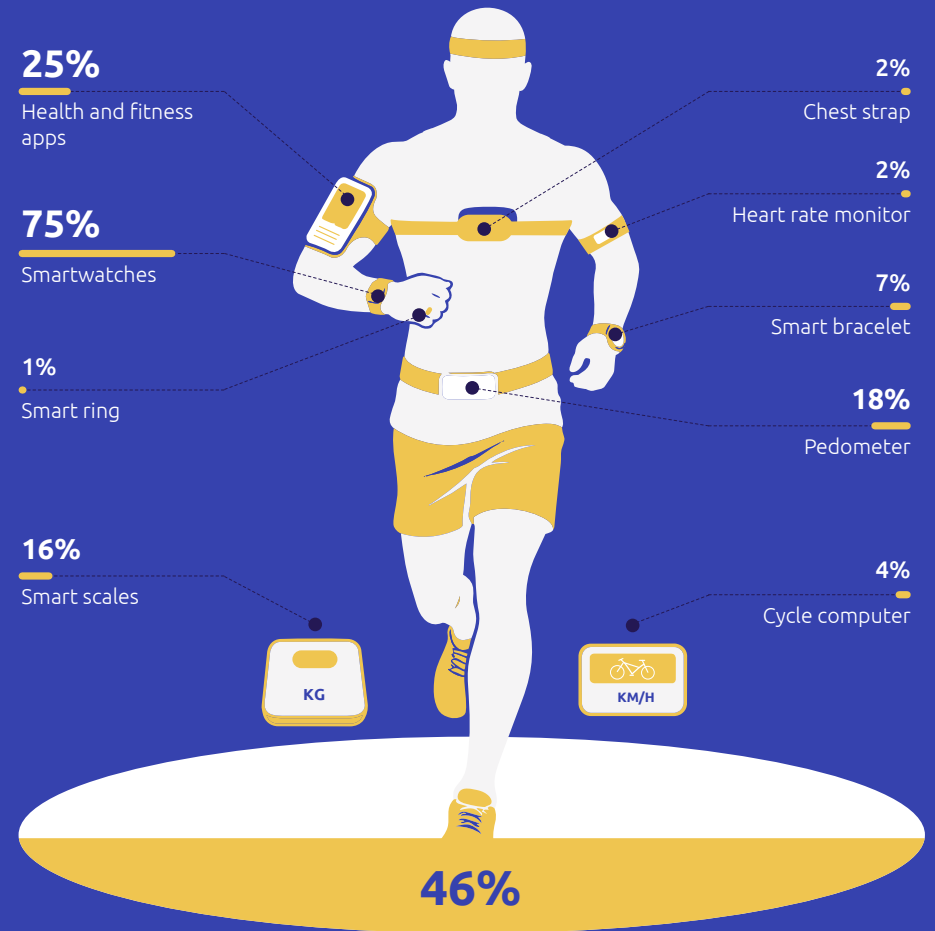
Do you monitor the amount of sugar you consume?

Czech population N=1013



# 46% of Czechs track their activity using a smart device

Nearly half of the population tracks their physical activity or health metrics. They most commonly use smartwatches (75%), mobile apps (25%) or pedometers (18%) for this purpose.



Do you track your physical activity and health metrics using electronic devices or wearable electronics, such as phone apps, smartwatches, heart rate monitors, etc.?

Czech population N=1013

How do you measure or track your physical activity and health metrics?

Czech population N=1013, of whom N=464 track their physical activity

For further information  
or to comment on this  
publication, please email us at  
**info@multisport.cz.**

 **MultiSport**