

Global

State of Mind Study

2024

ASICS was founded on the belief that movement benefits the body and the mind. It's why we're called ASICS. '**Anima Sana In Corpore Sano**' or a Sound Mind in a Sound Body.

In 2024, we conducted our second Global State of Mind Study. Surveying over **26,000 people** across **22 countries**, the Study explores the relationship between exercise and state of mind across the world.

This latest Study reinforces the positive link between physical activity and the mind and also highlights a direct link between exercise in teenage years and state of mind in adulthood.

By shining a light on the power of movement, however small, to support better mental wellbeing, we hope to inspire more people to be more active throughout their lifetime.

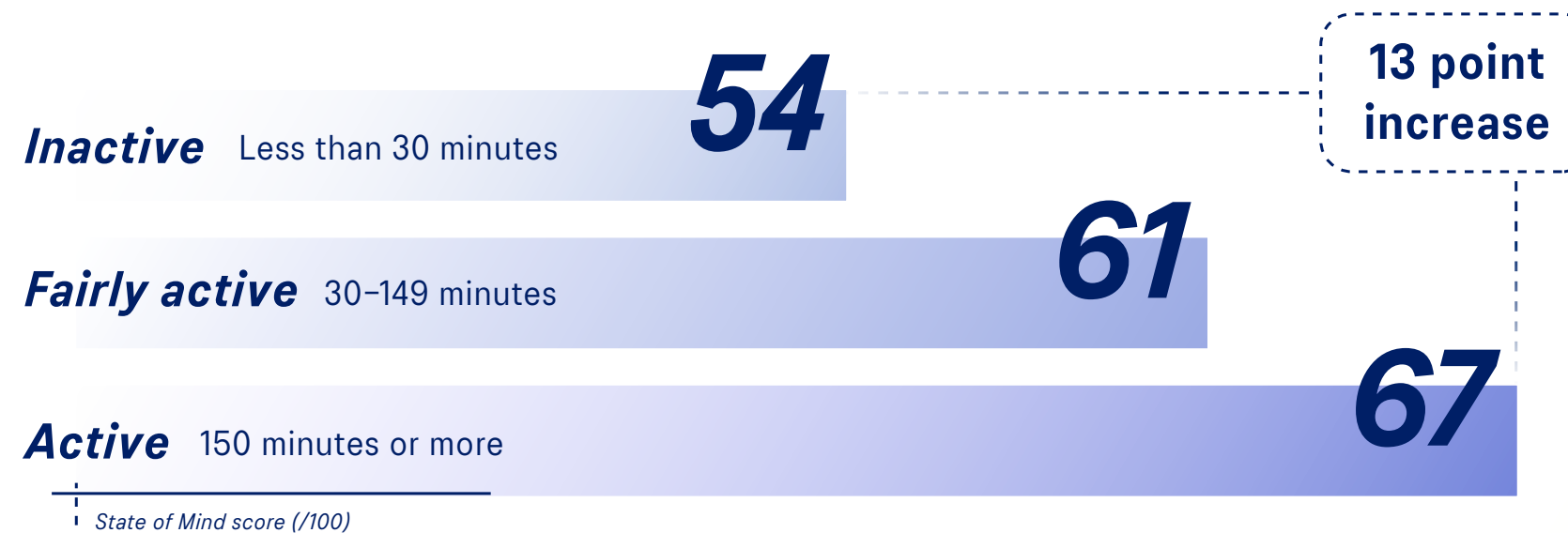
Finding 1

The ASICS 2024 State of Mind Study continues to show a link between physical activity and mental wellbeing. The more people exercise, the higher their State of Mind scores.

Globally, those who are regularly activeⁱ have an average State of Mind score of **67/100** while those who are inactiveⁱⁱ trail significantly behind at **54/100**.



The influence of weekly activity on Global State of Mind scores

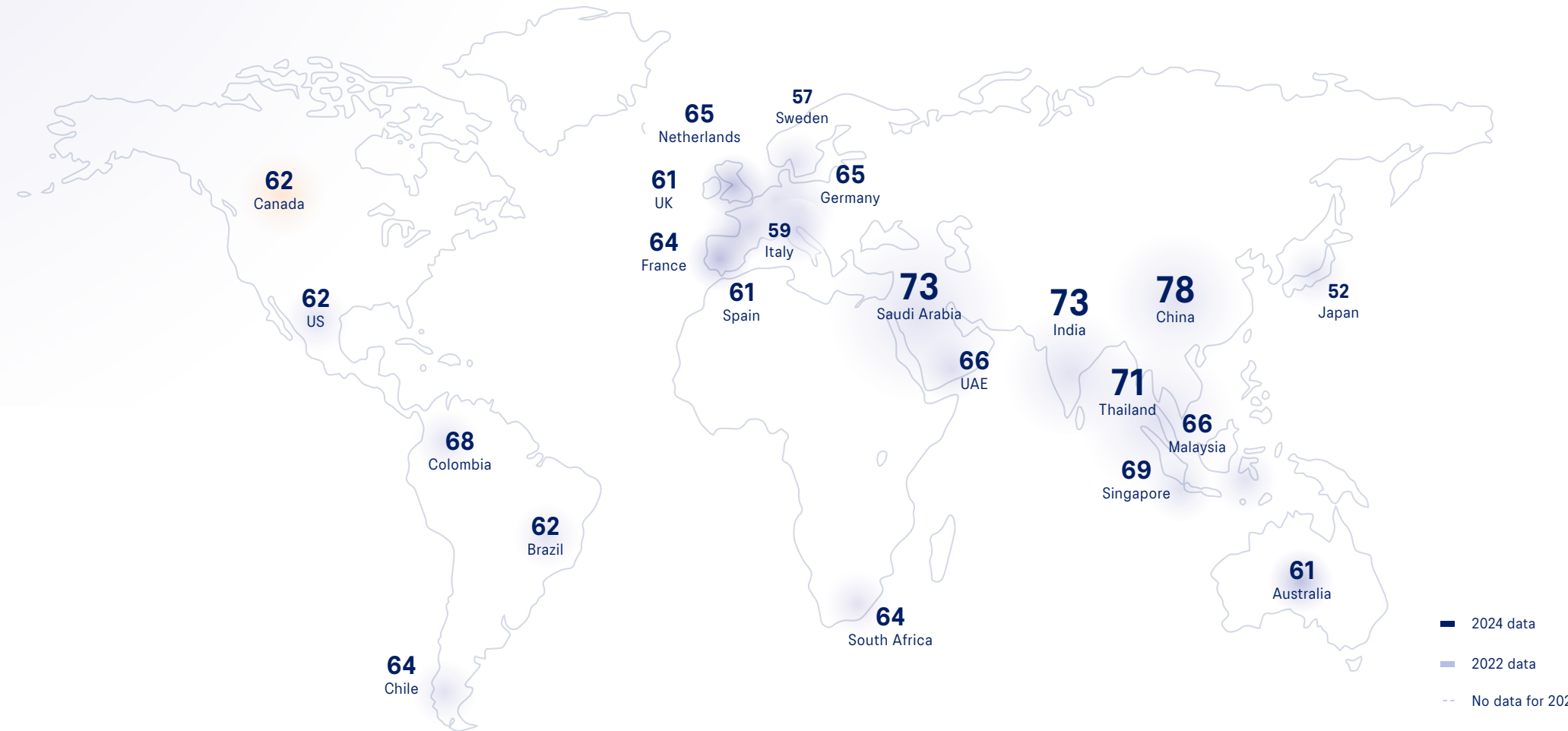


In Canada

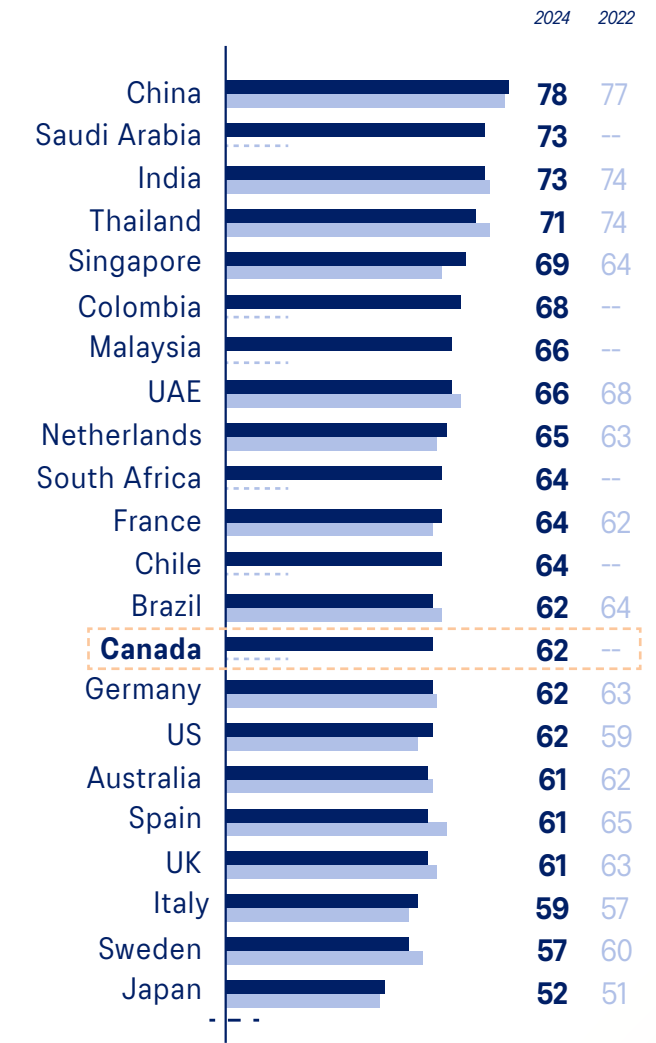
This gap is smaller, with active people displaying an average State of Mind score of **62/100** while inactive people score **54/100**.

Finding 2

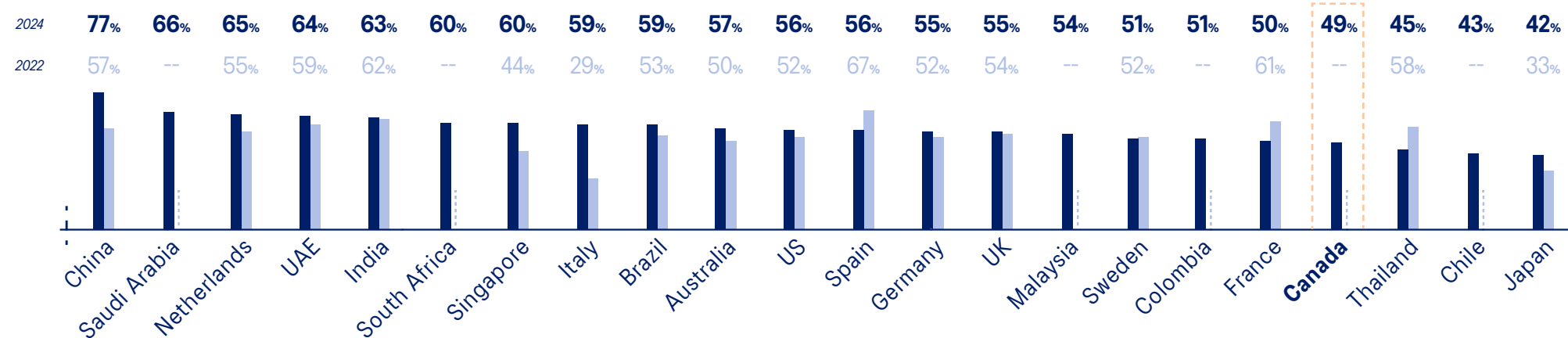
However, there are marked differences in activity levels across the world, with lower activity levels associated with lower State of Mind scores.



State of Mind scores (/100)



Participants engaging in regular physical activity¹ (at least 150 minutes per week)



In Canada

The average State of Mind score stands at **62/100**, placing it below the global average (**65/100**) and ranking it joint **13th out of the 22 countries** surveyed.

Levels of physical activity are also below the global average, with **49%** of the Canadian population engaging in regular exercise versus the global average of **56%**.

¹ We used Sport England's recommendation for weekly physical activity, which is 150 minutes per week (30 minutes per day across 5 days). For the purpose of this study, we have categorised 'Active' as 150 minutes or more per week, 'Fairly Active' as 30-149 minutes per week and 'Inactive' as <30 minutes per week.

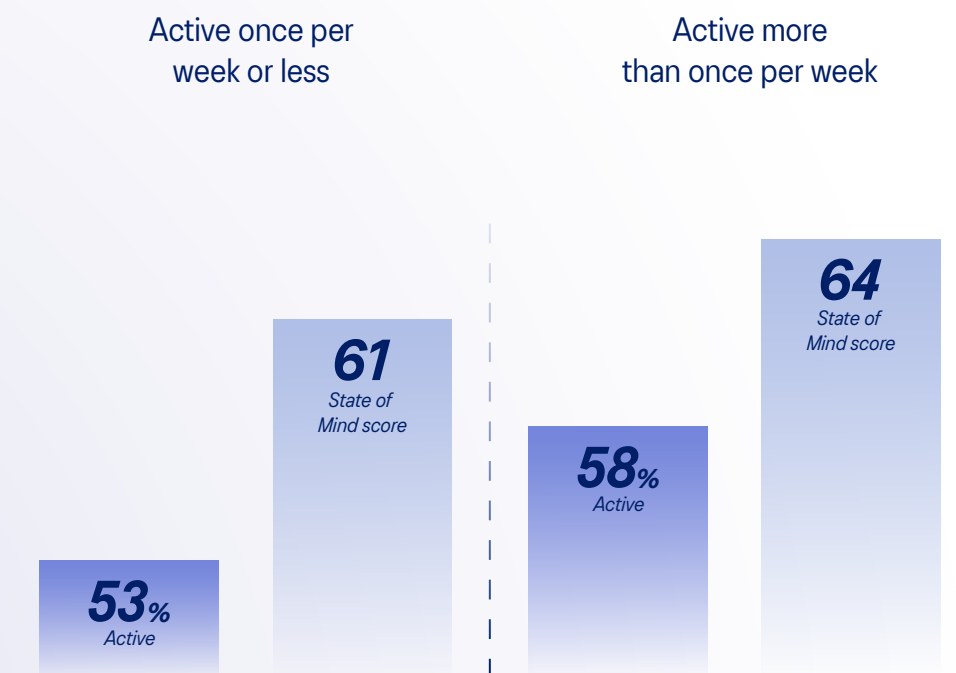
Finding 3**Being physically active in your teenage years directly impacts your state of mind later in life.**

The ages between 15–17 are key ages for establishing lifelong exercise habits. Globally, **58%** of people who regularly exercised between those ages still exercise regularly in later life versus **53%** of people who did not.

Globally, those who were regularly active at 15–17 years old report higher State of Mind scores in adulthood than those who were not (**66/100** versus **61/100**).

In Canada

Those who regularly exercised at 15–17 years old report a similar gap in State of Mind scores in adulthood (**57/100**) compared to those who did not (**54/100**).

Physical activity at ages 15–17 effects on adult activity levels and State of Mind scores**Finding 4****With the ages of 15–17 identified as the most critical years for staying active and when dropping out of exercise significantly affects your mental state for years to come...**

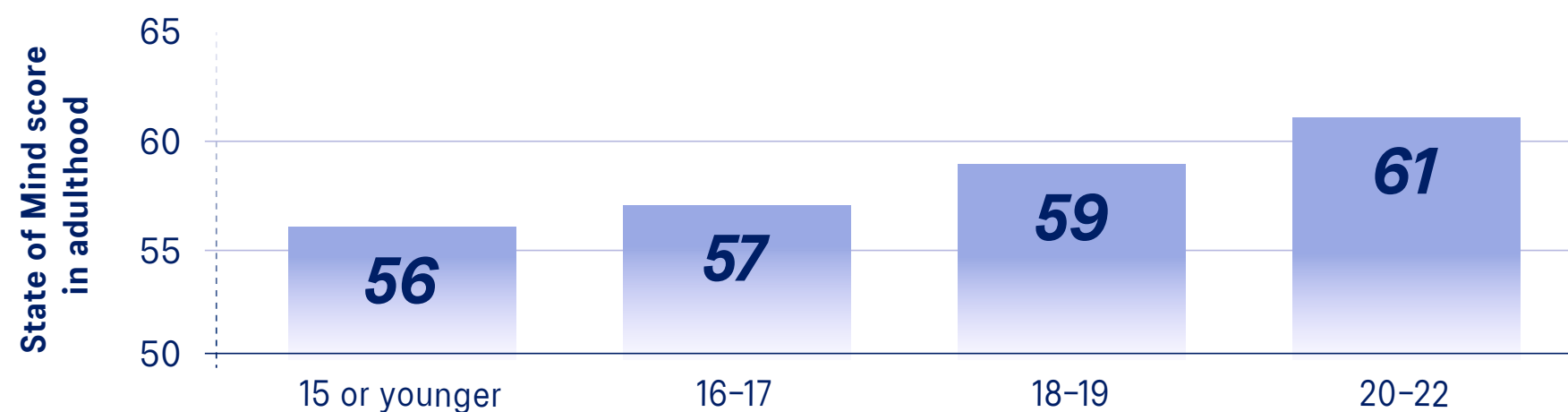
Globally, those who dropped out of exercise before the age of 15 display the lowest activity levels and lowest State of Mind scores in adulthood. As adults, they also report being...



(compared to those who were able to keep exercising throughout ages 15–17).

In Canada

Those whose activity levels declined at age 15 or before report being **7%** less confident, **5%** less focused and **5%** less relaxed as adults than those able to exercise throughout ages 15–17.

In fact, each additional year a teenager remained engaged in exercise was associated with an improved State of Mind score in adulthood.

Globally, those who stopped exercising before the age of 15 display an average State of Mind score **15% lower** than the global average (**56/100 vs 65/100**).

Finding 5

Worryingly, with each generation, teenagers are dropping out of exercise earlier and in larger numbers than ever before.

Globally, **82%** of the Silent Generation (aged 78+) were active several times a week in their youth compared to only **55%** of Gen Z (aged 18–27).

57% of the Silent Generation were active daily in their childhoods compared to just **19%** of Gen Z.

In Canada

The exercise gap is consistent with that trend. **50%** of the Silent Generation exercised daily during their early childhood versus only **25%** of Gen Z.

**The influence of activity per generation
on the Global State of Mind scores**

62**State of Mind score****Gen Z**

(aged 18–27)

70**State of Mind score****Silent Generation**

(aged 78+)

**Activity levels
in childhood****19%**Active
daily**55%**Several times
a week**57%**Active
daily**82%**Several times
a week**Activity levels
in childhood*****In Canada***

The generation gap is slightly greater with Gen Z scoring **59/100** and the Silent Generation **69/100**.

Finding 6

This is detrimentally impacting their state of mind now and later in life. Leaving them more stressed, less resilient, and less confident as adults.

Globally, younger generations display lower State of Mind scores than older generations. Gen Z's is the lowest with a State of Mind score of **62/100** while the Silent Generation score the highest with **70/100**.

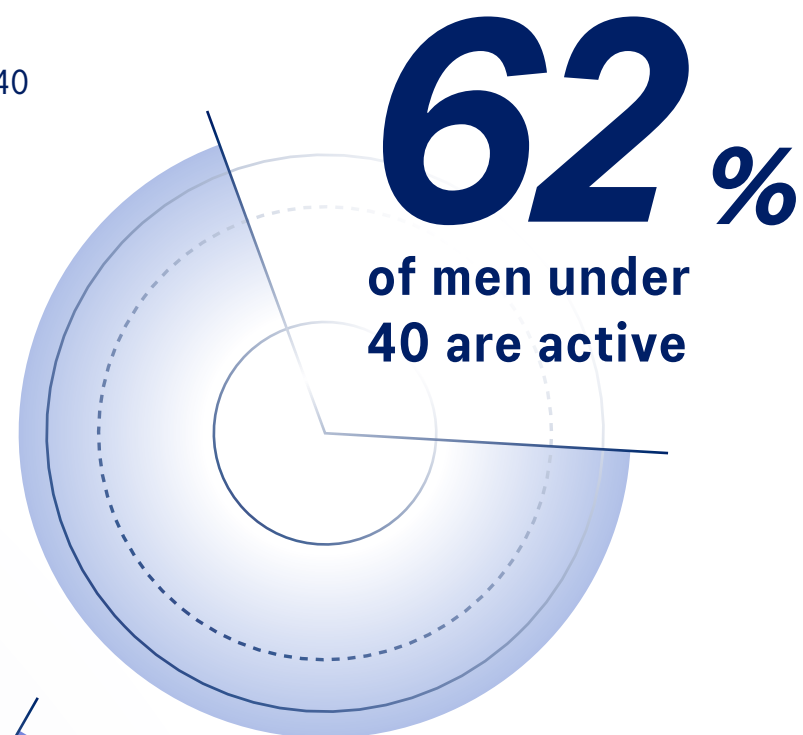
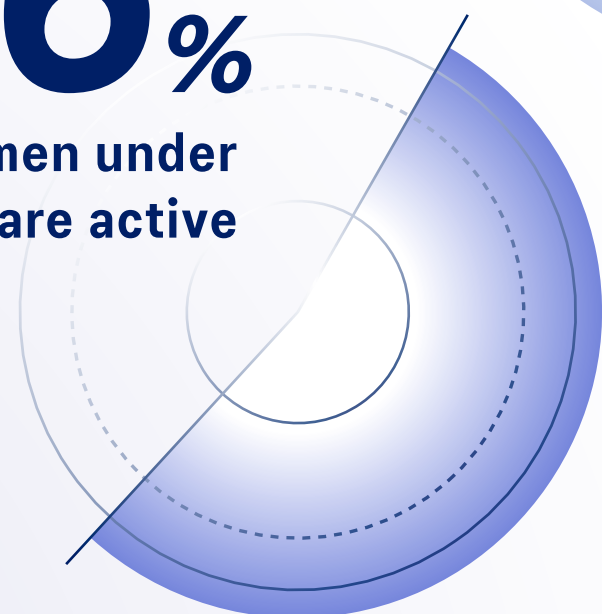
Regardless of current age or activity levels, globally, those less active in their youth have lower State of Mind scores in adulthood than those who were regularly active, including being **11%** less focused and **10%** less confident.

Finding 7

A gender exercise gap persists, with women, particularly young women, exercising significantly less than men.

Globally, **62%** of men under the age of 40 are active, compared to **56%** of women under 40.

56%
of women under
40 are active

***In Canada***

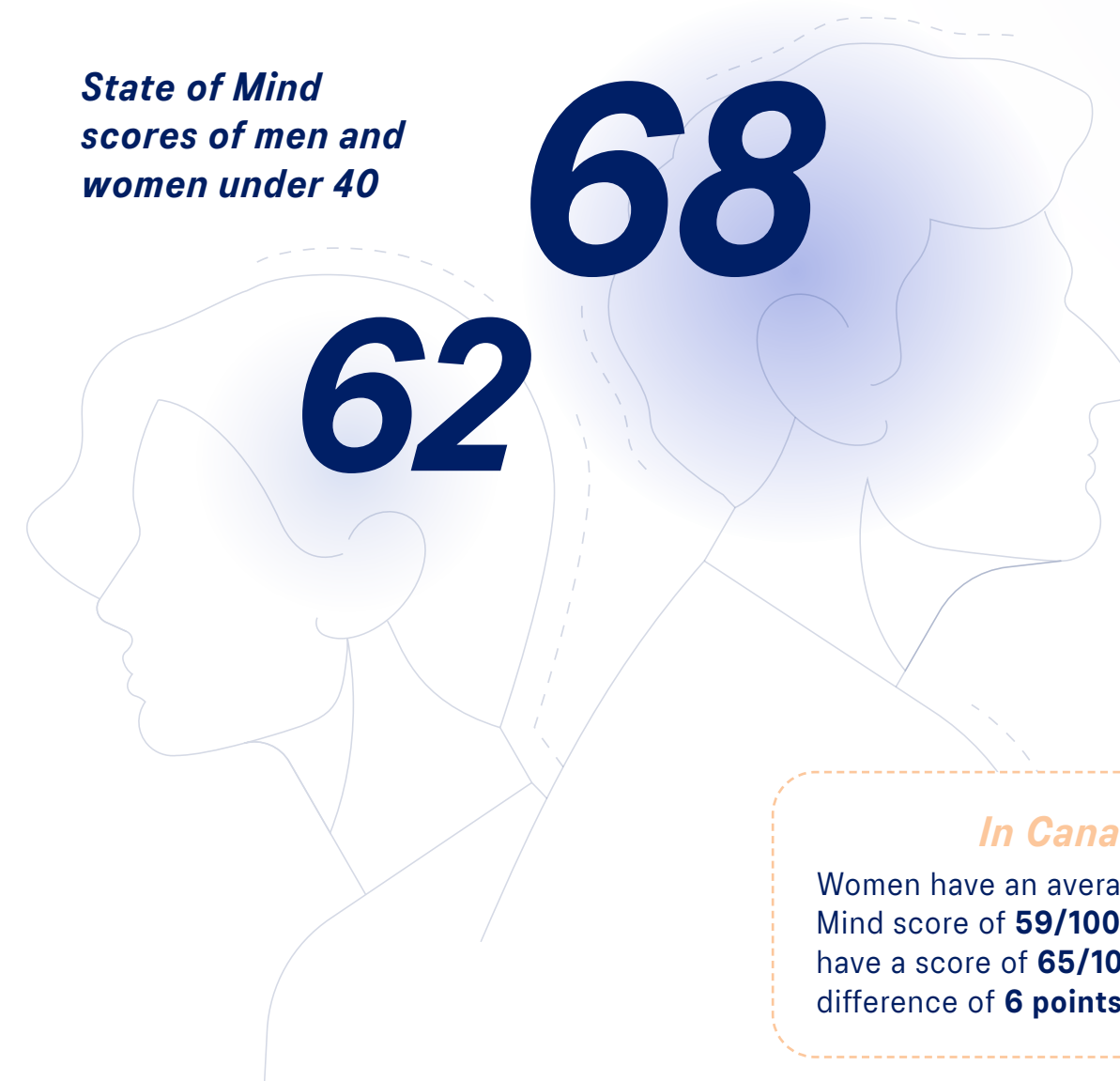
The difference is much greater, with **56%** of men under 40 active compared to only **43%** of women under 40.

Finding 8

This is having a negative impact on women's State of Mind scores.

Globally, women display an average State of Mind score of **62/100** while men score **68/100**.

**State of Mind
scores of men and
women under 40**

***In Canada***

Women have an average State of Mind score of **59/100** while men have a score of **65/100**, also a difference of **6 points**.

Globally, **Gen Z and Millennial women have the most to gain from exercising more** – their mental wellbeing is shown to be most profoundly impacted by regular exercise. State of Mind scores among active young women are 23% higher than inactive Gen Z women and 28% higher than inactive Millennial women.

ASICS research shows it only takes 15 minutes and 9 seconds to start to achieve a mental uplift from exercise. Given the link between exercise in adolescence and positive mental wellbeing in adulthood, ASICS is committed to supporting the lifetime athlete in everyone.

Methodology

Led by Professor Brendon Stubbs of Kings College London, a leading researcher in movement and the mind, the 2024 Global State of Mind Study surveyed over 26,000 people across 22 markets.

Where

Australia, Brazil, Canada, Chile, China, Colombia, France, Germany, India, Italy, Japan, Malaysia, Netherlands, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Thailand, UAE, the UK and the US.

Who

1,000 of the general population in each market, except for in the US and China, where 2,000 participants were surveyed. Each were nationally representative by age, gender and region in each market.

When

November 17th – December 21st, 2023

State of Mind Index calculation

The State of Mind Index is a score out of 100, calculated based on the accumulative mean scores across ten cognitive and emotional traits, each of which are scored out of 10.

Positive, Content, Relaxed, Focused, Composed, Resilient, Confident, Alert, Calm, Energised

Activity Level

To calculate **physical activity levels** we measured the number of days participants had been active in the past week and for how many minutes.

We used Sport England's recommendation for weekly physical activity, which is 150 minutes per week (30 minutes per day across 5 days). For the purpose of this study, we have categorised 'Active' as 150 minutes or more per week, 'Fairly Active' as 30–149 minutes per week and 'Inactive' as <30 minutes per week.