

**MORE
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AI and Sport

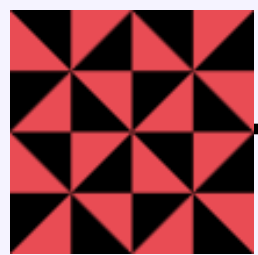
April
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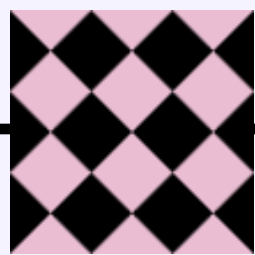
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01



Background

02



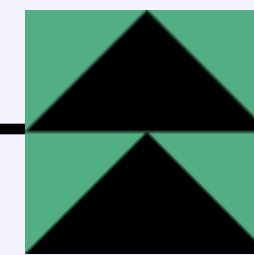
Objectives

03



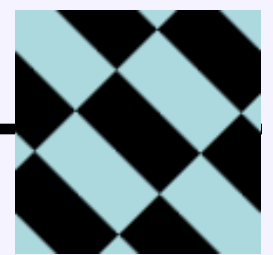
Methodology

04



Results

05



Conclusions

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Background

Background



01

The growing integration of Artificial Intelligence in high-performance sport has also begun to move into the field of grassroots and amateur sport, opening up new possibilities for Spanish amateur athletes.

02

In this context, we have carried out a study to analyse Spaniards' knowledge, interest and attitudes towards the use of AI tools applied to everyday sports practice.

03

The study gathers information on sports habits, the level of training planning and tracking, and the willingness to use technology solutions based on Artificial Intelligence.

04

The results that respond to the stated objectives are presented below, with special attention to generational differences

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Objectives



Objectives

01

To understand Spaniards' sports habits: frequency of practice, goals and tools used in training.

02

To measure Spaniards' interest in an AI coach that adapts the training plan according to their progress.

03

To identify the aspects of sports practice in which Spaniards would like AI to provide the greatest help

04

To analyse the level of training planning and tracking, as well as willingness to share personal data with an AI tool

05

To explore Spaniards' trust in sports AI: perceived usefulness, transparency and main concerns regarding its use.

06

To evaluate the intention to adopt and recommend AI solutions for sport, and to identify the attributes most valued in an AI app or coach

Methodology



Technical Details

Universe

Spanish population aged 18 to 75 who practice any sport

Sample

1,000 interviews

Scope

National (Spain)

Technique

Online self-administered interview - CAWI

Fieldwork dates

April 2026

Questionnaire

Semi-structured, lasting approximately 7 minutes

Sampling Error

With a sample size of 1,000 interviews, the sampling error is estimated at +/- 3.16% for overall data, $p=q=50$, with a 95% confidence level

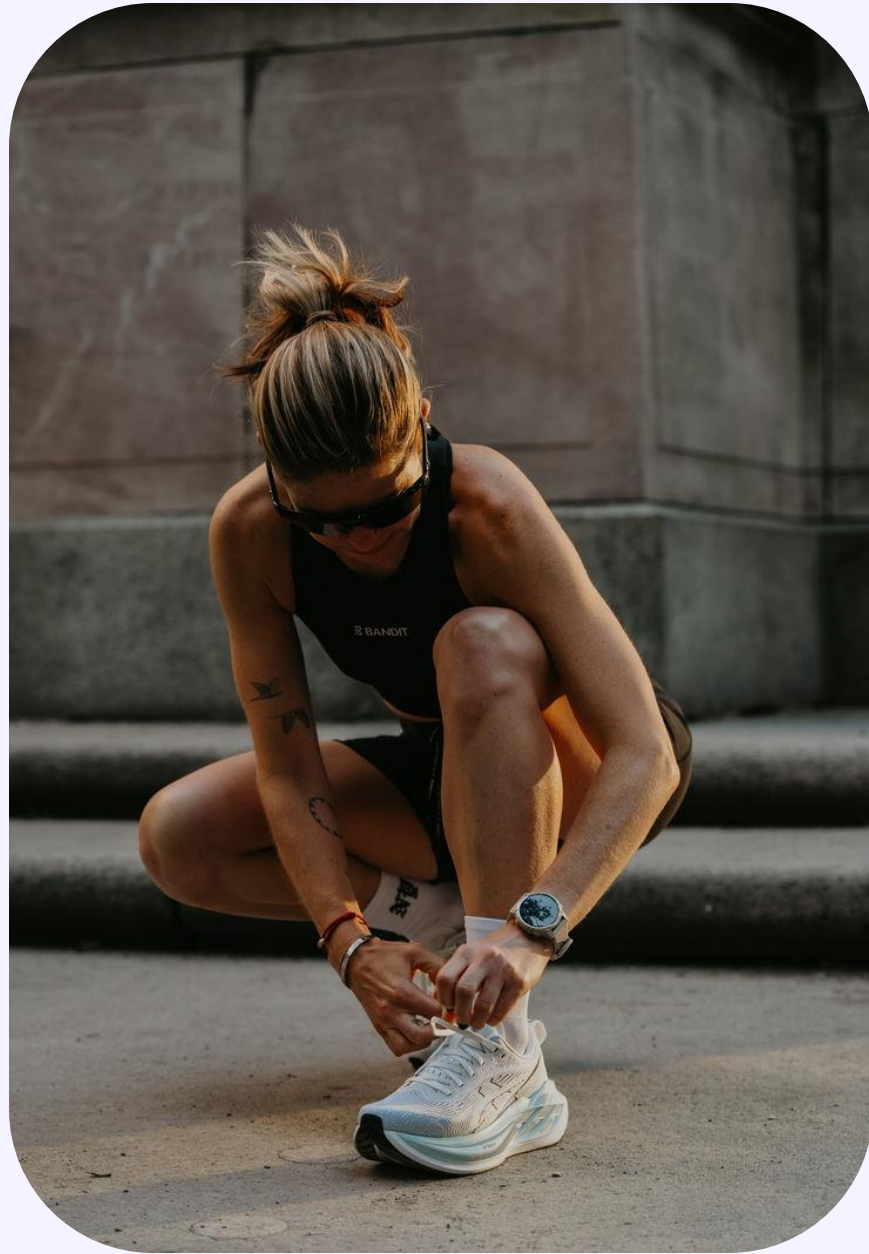
Anonymity and confidentiality

The complete anonymity of respondents' answers is guaranteed. Responses will be used solely for the preparation of statistical tables

Quality Control

In accordance with ISO 20252 and the ICC/ESOMAR Code of Conduct.

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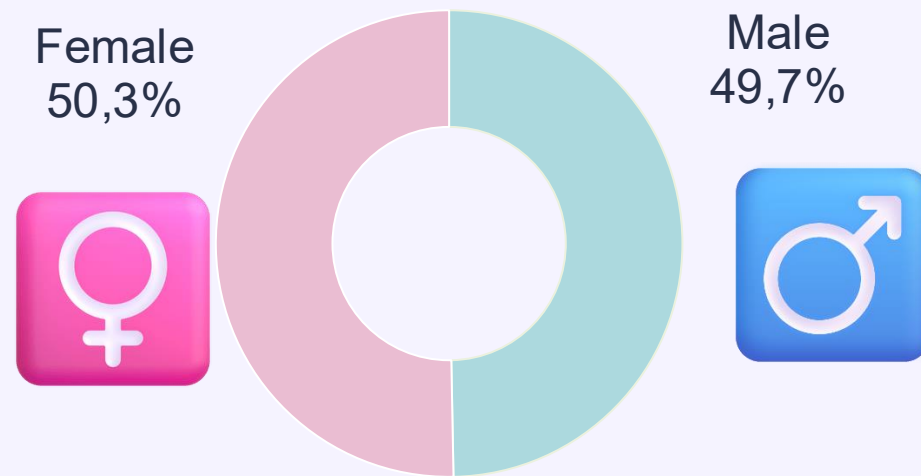


Results

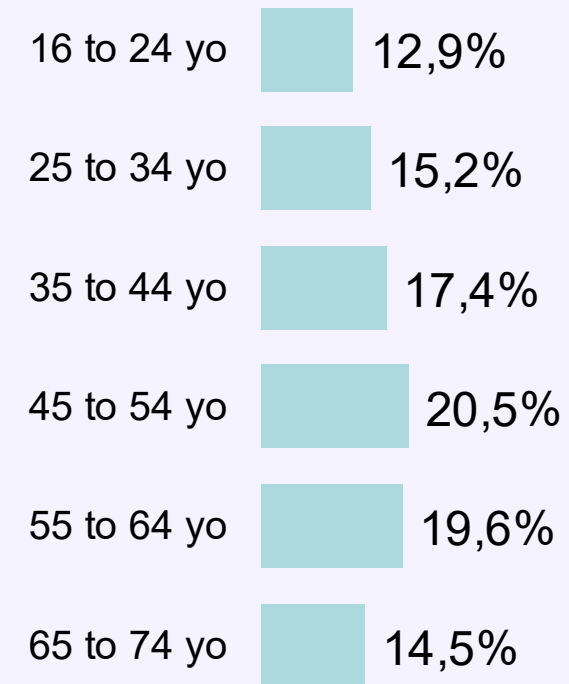


Sample composition

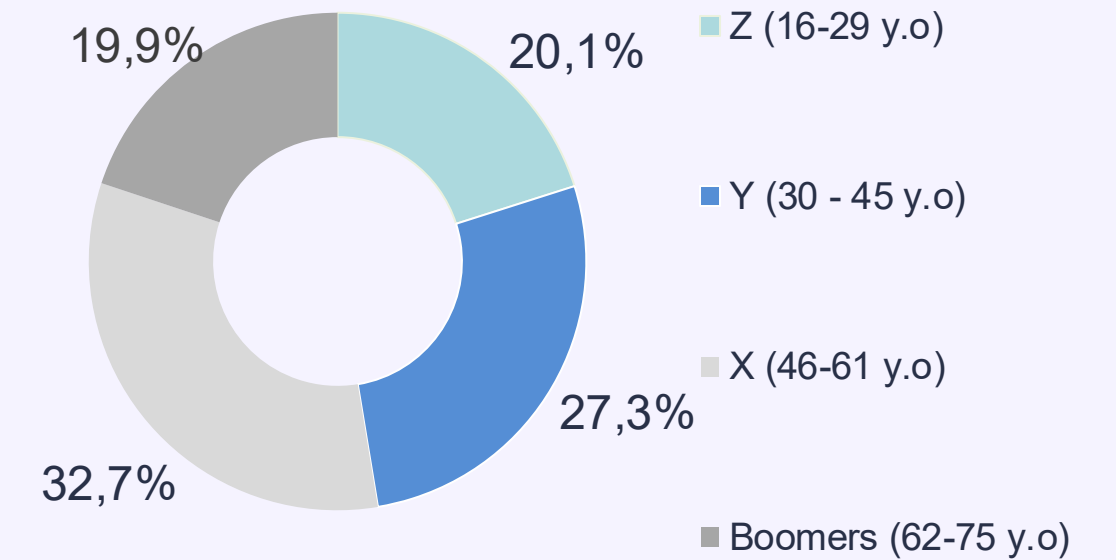
Gender



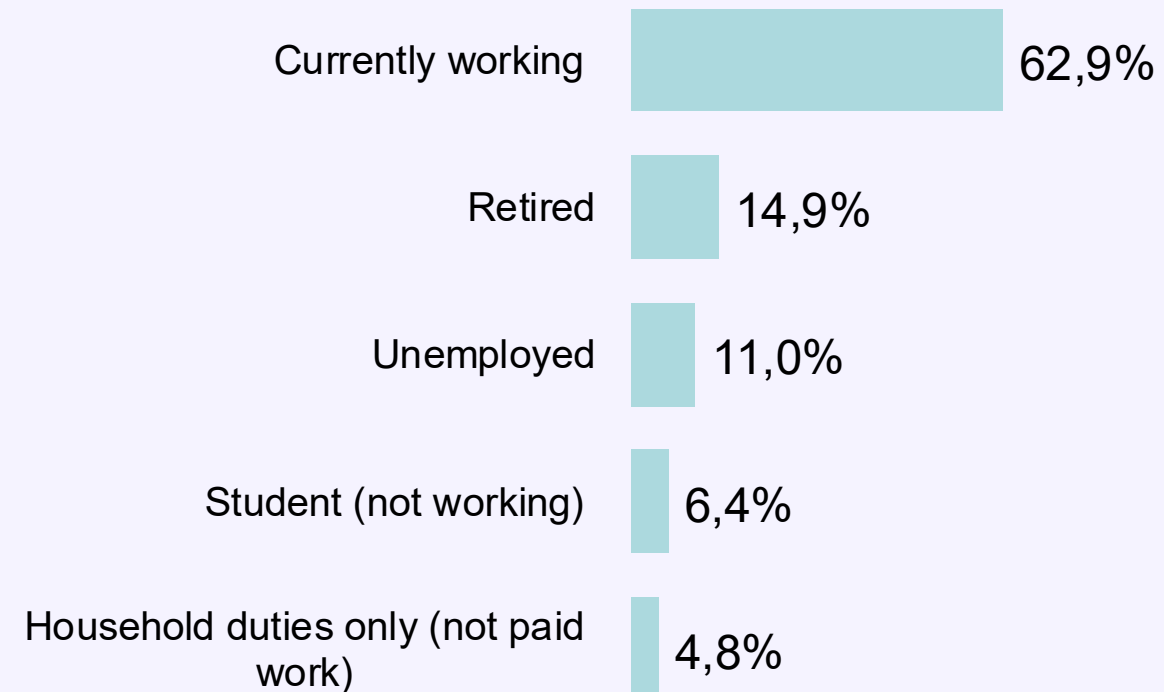
Age



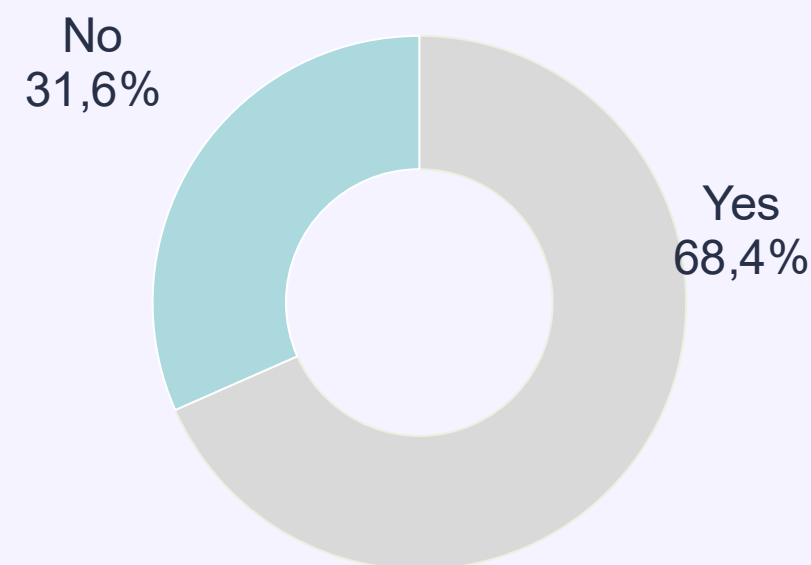
Generation



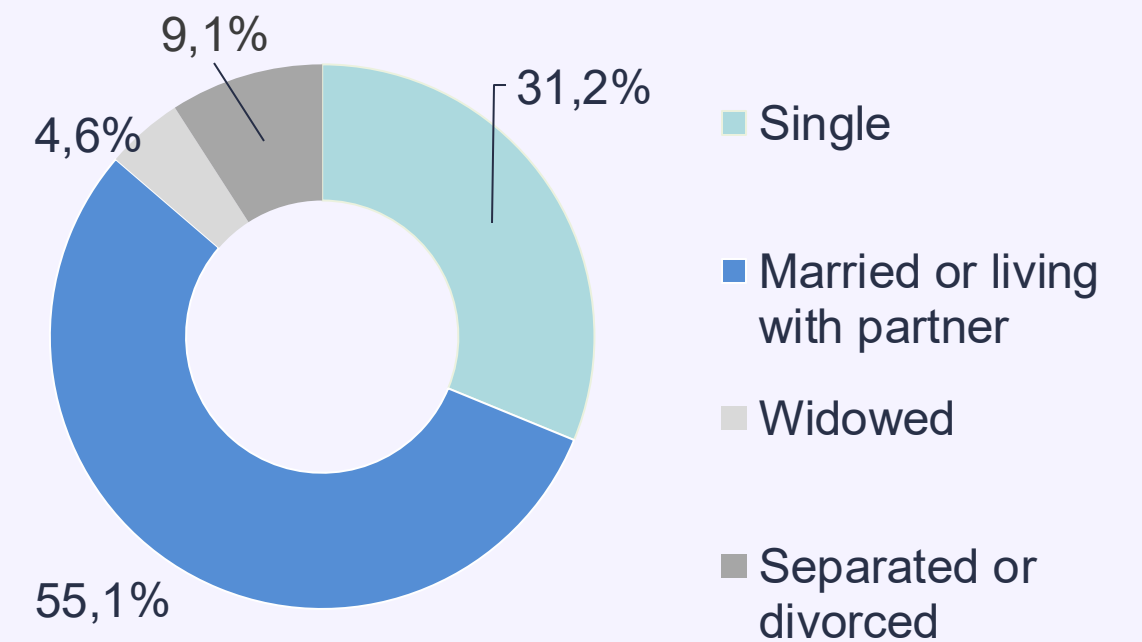
Employment status



Head of household

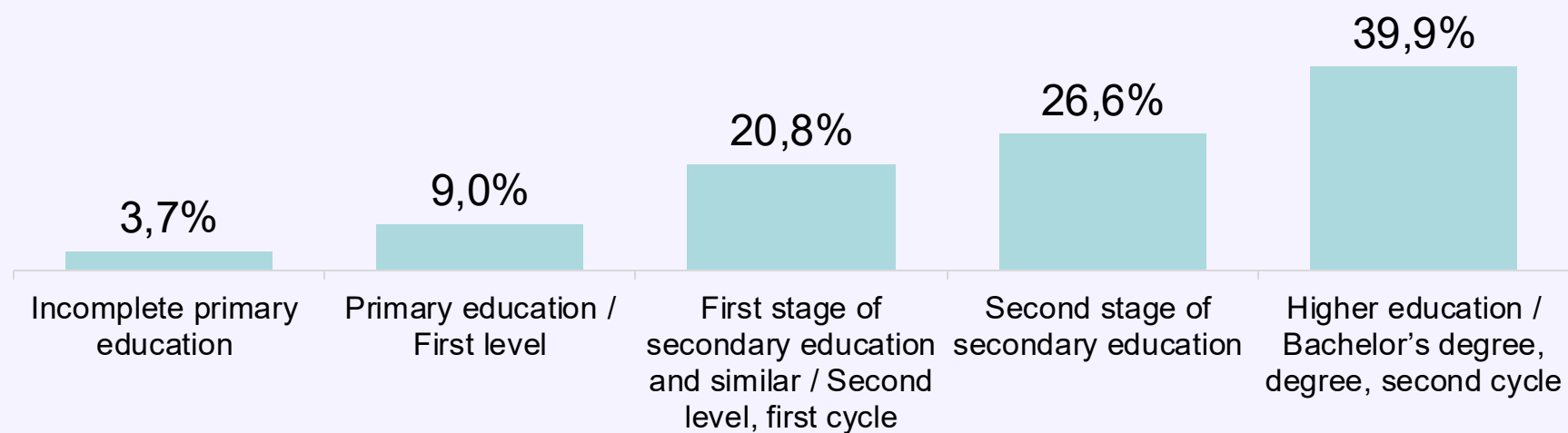


Marital Status

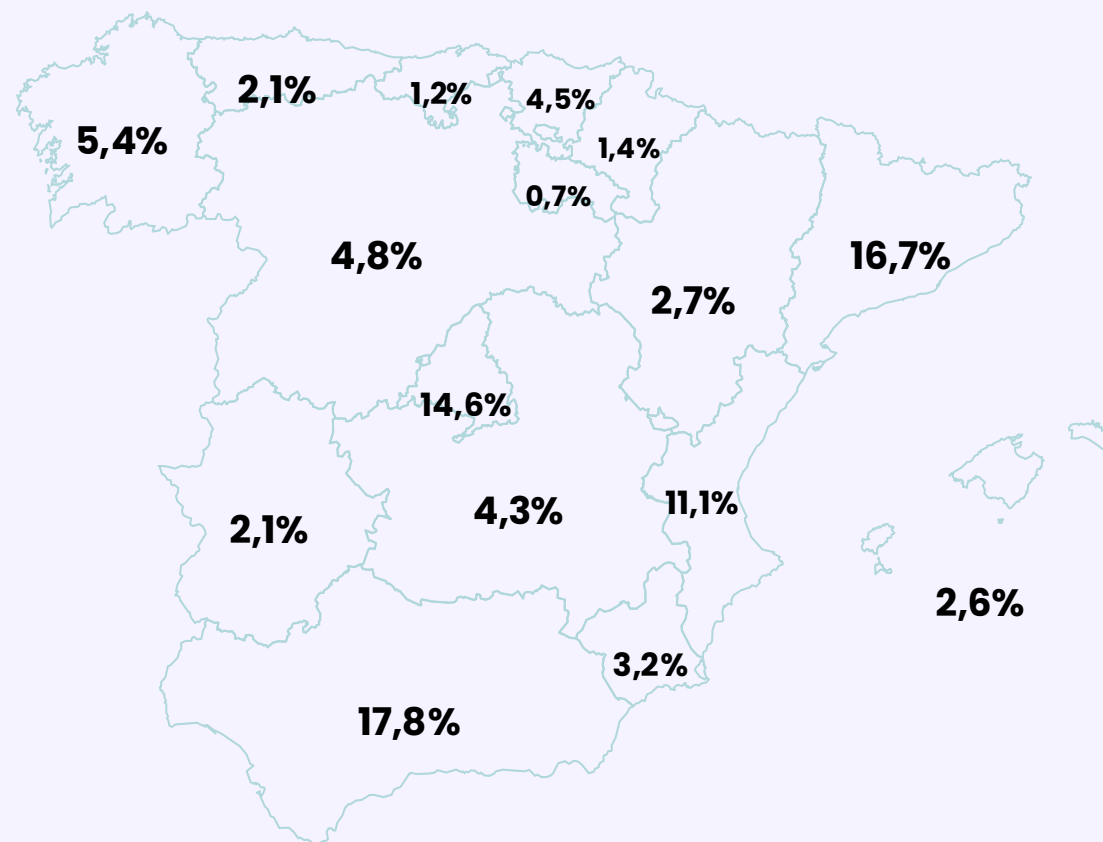
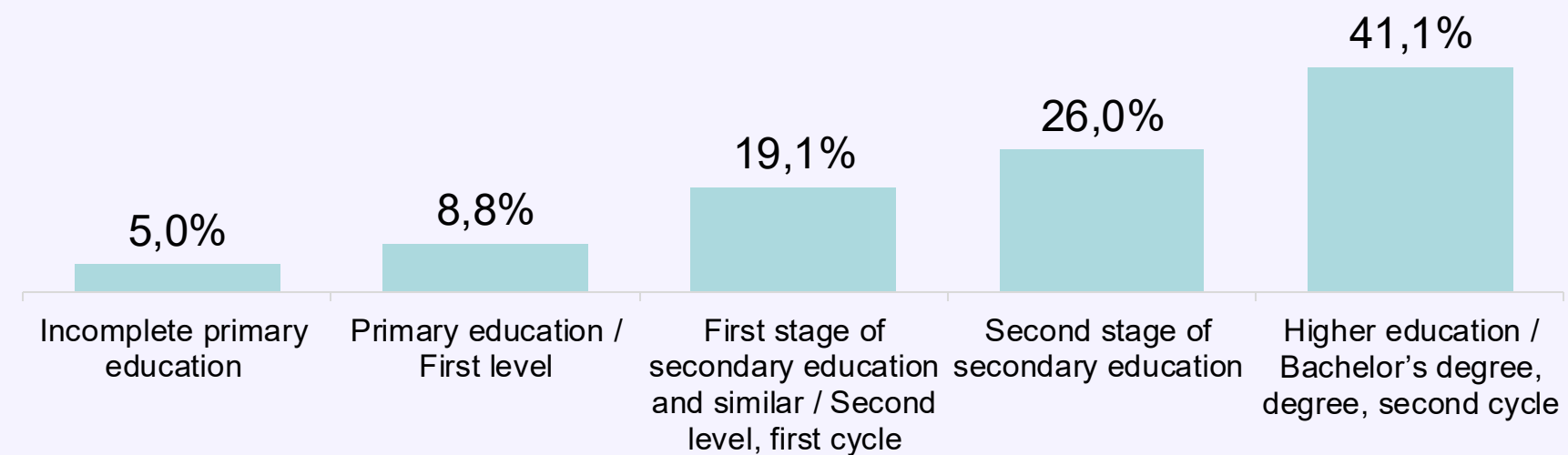


Base: 1,000 interviews

Respondent's education level



Head of household's education level



Region

Sample composition

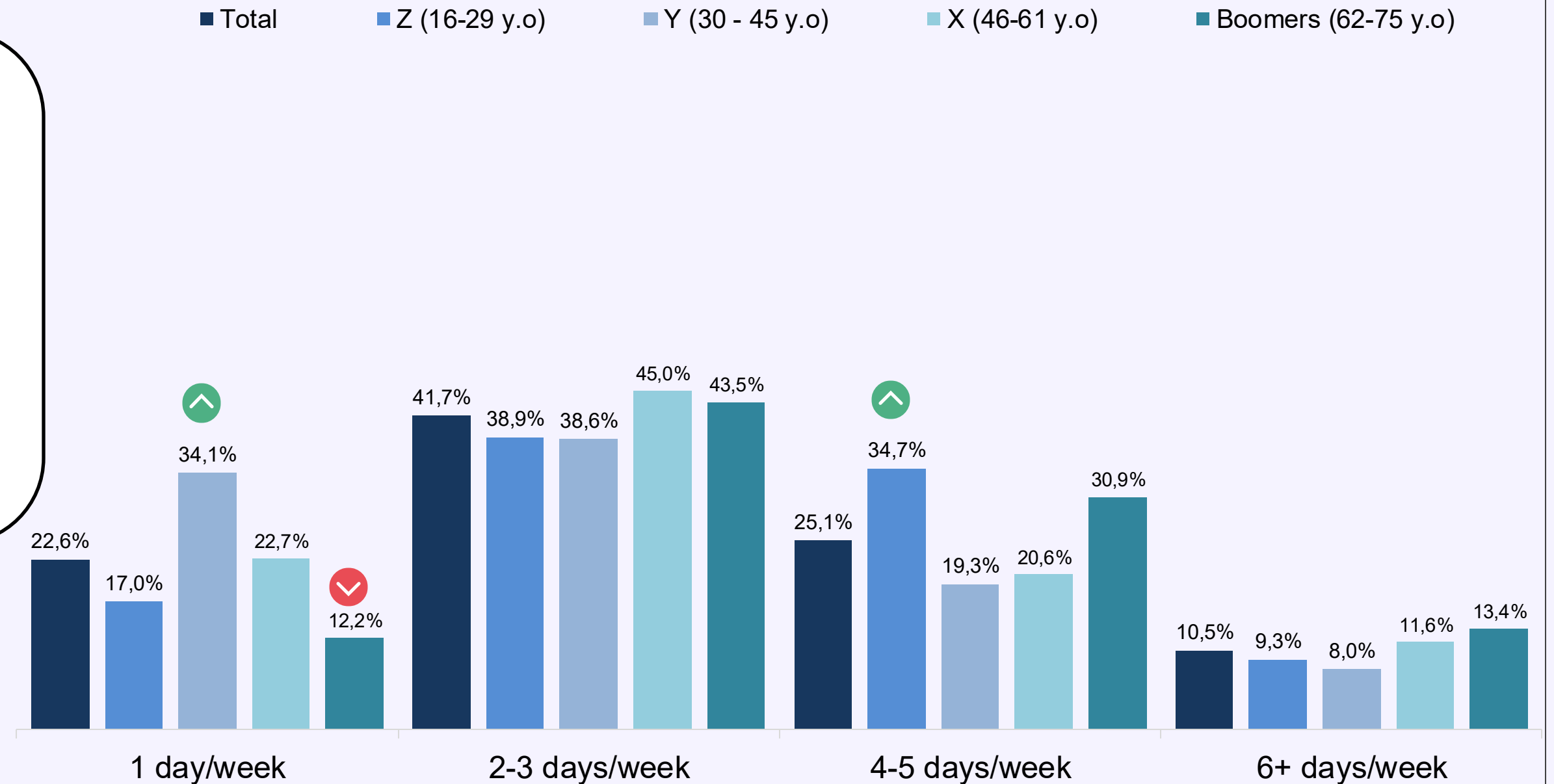
Base: 1,000 interviews

Frequency of sports practice

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Most Spaniards who practise sport do so with a medium frequency: 2-3 days per week (41.7%). One in four (25.1%) do so 4 to 5 days per week and approximately 1 in 10 (10.5%) do so 6 or more days per week

Spaniards from Generation Z (34.7%) stand out for a higher frequency of training 4 to 5 days a week, while Generation Y (34.1%) has a higher share of low-intensity practice (1 day/week). Boomers (62-75 years) show a consolidated sports-habit pattern, as they accumulate a significantly lower frequency in the low-intensity group (1 day/week).



P1. How often do you practise any sport?

Base: 1,000 interviews

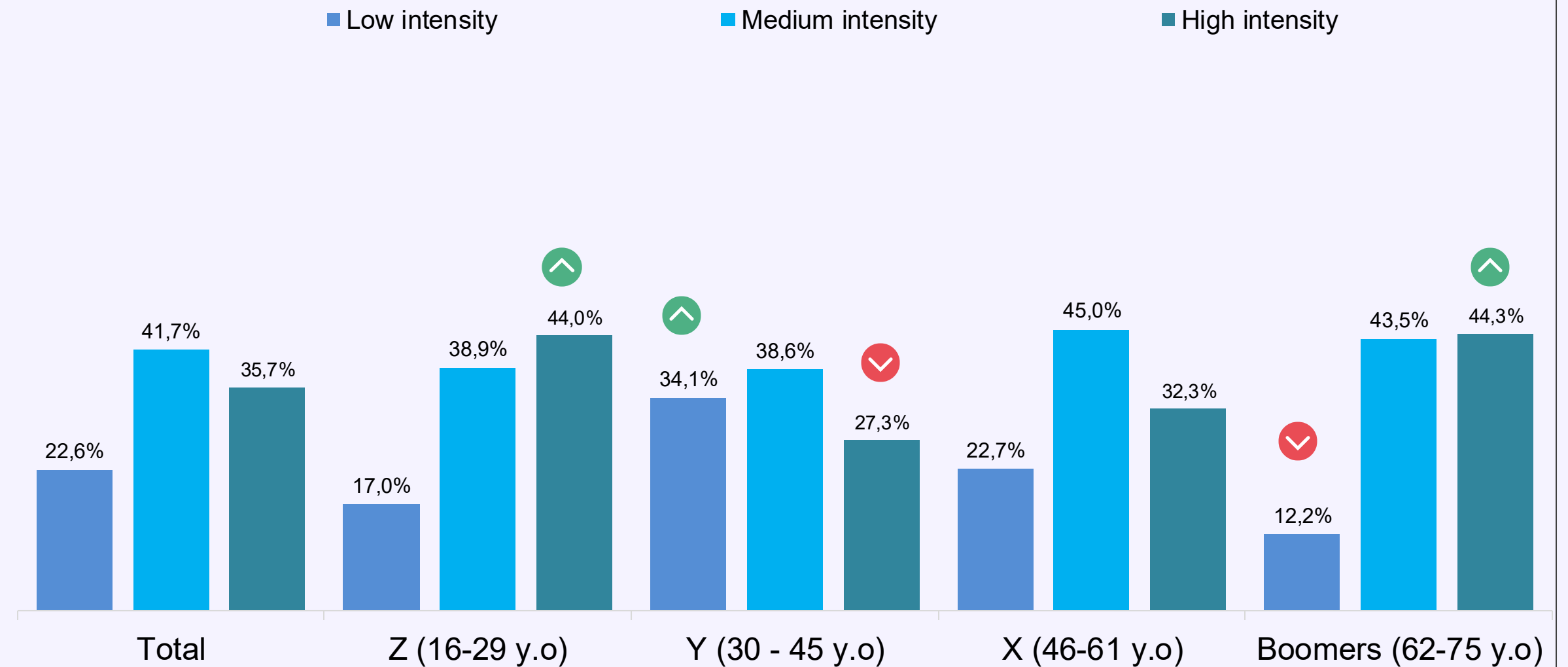
▲ Significantly higher differences are compared with the total sample
▼ Significantly /lower differences are compared with the total sample

Frequency of sports practice

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Among Spaniards who do sport, medium intensity (2-3 days/week) is the most widespread modality

There are notable differences: Generation Z practises high-intensity sport to a greater extent (44% vs. 35.7% total), while Millennials register the highest proportion of low intensity (34.1% vs. 22.6% total) and the lowest high intensity (27.3% vs. 35.7%). Boomers also show high intensity above the total (44.3%), suggesting that older athletes in Spain tend to maintain a more consistent practice



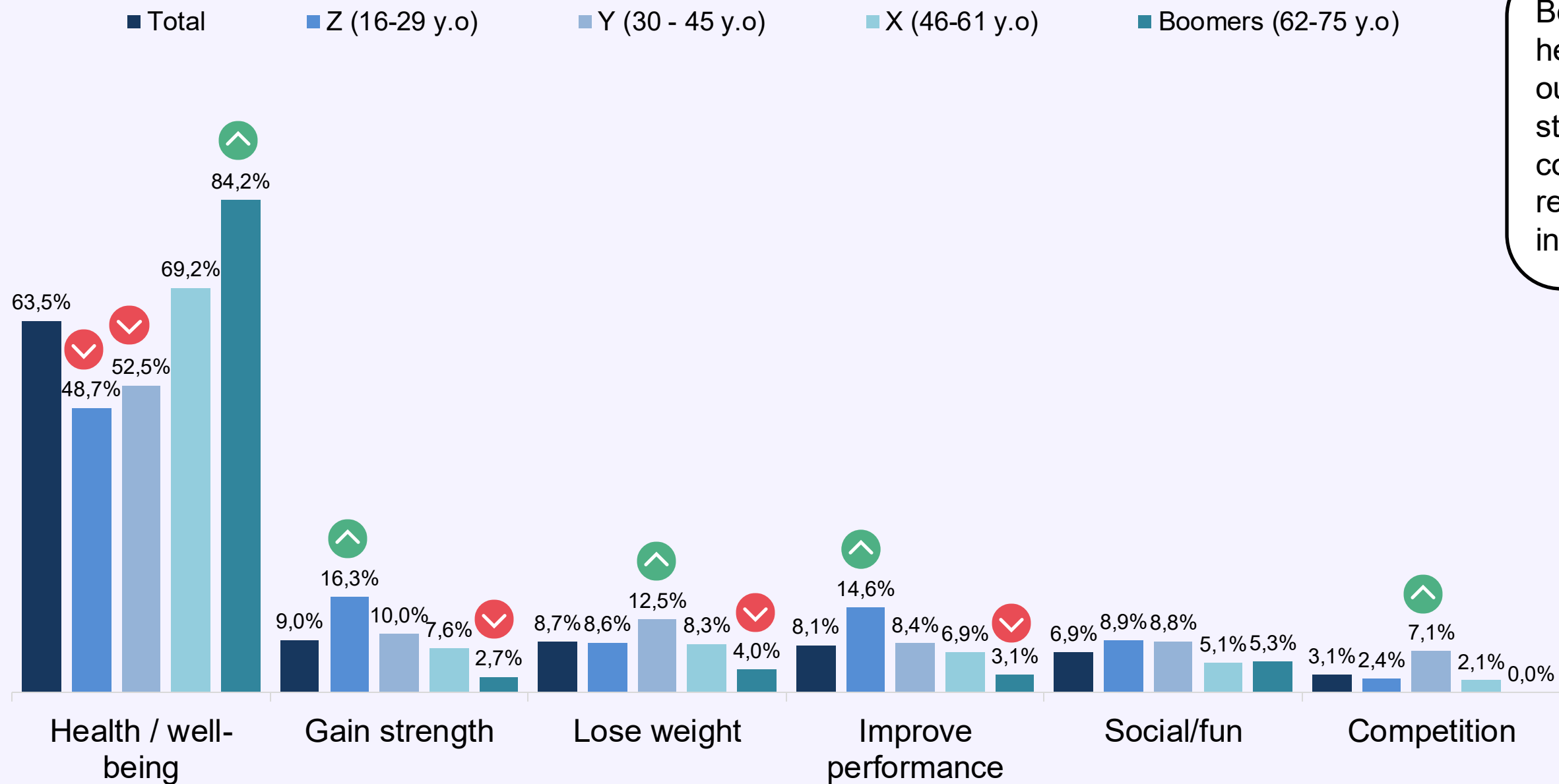
- ⬆️ Significantly higher differences are compared with the total sample
- ⬇️ Significantly /lower differences are compared with the total sample

- Low intensity (1 day/week)
- Medium intensity (2-3 day/week)
- High Intensity (4-7 days/week)

P1. How often do you practise any sport?

Base: 1,000 interviews

The main goal of Spaniards when practising sport is health and well-being, mentioned by almost two out of three (63.5%). Far behind are gaining strength (9.0%), losing weight (8.7%) and improving performance (8.1%).



Boomers are the group that most links sport with health/well-being (84.2%), while Generation Z stands out significantly in performance goals (14.6%) and strength (16.3%). Millennials stand out in the search for competition (7.1%) and weight loss (12.5%). This reflects how sports motivation clearly evolves with age in the Spanish population..

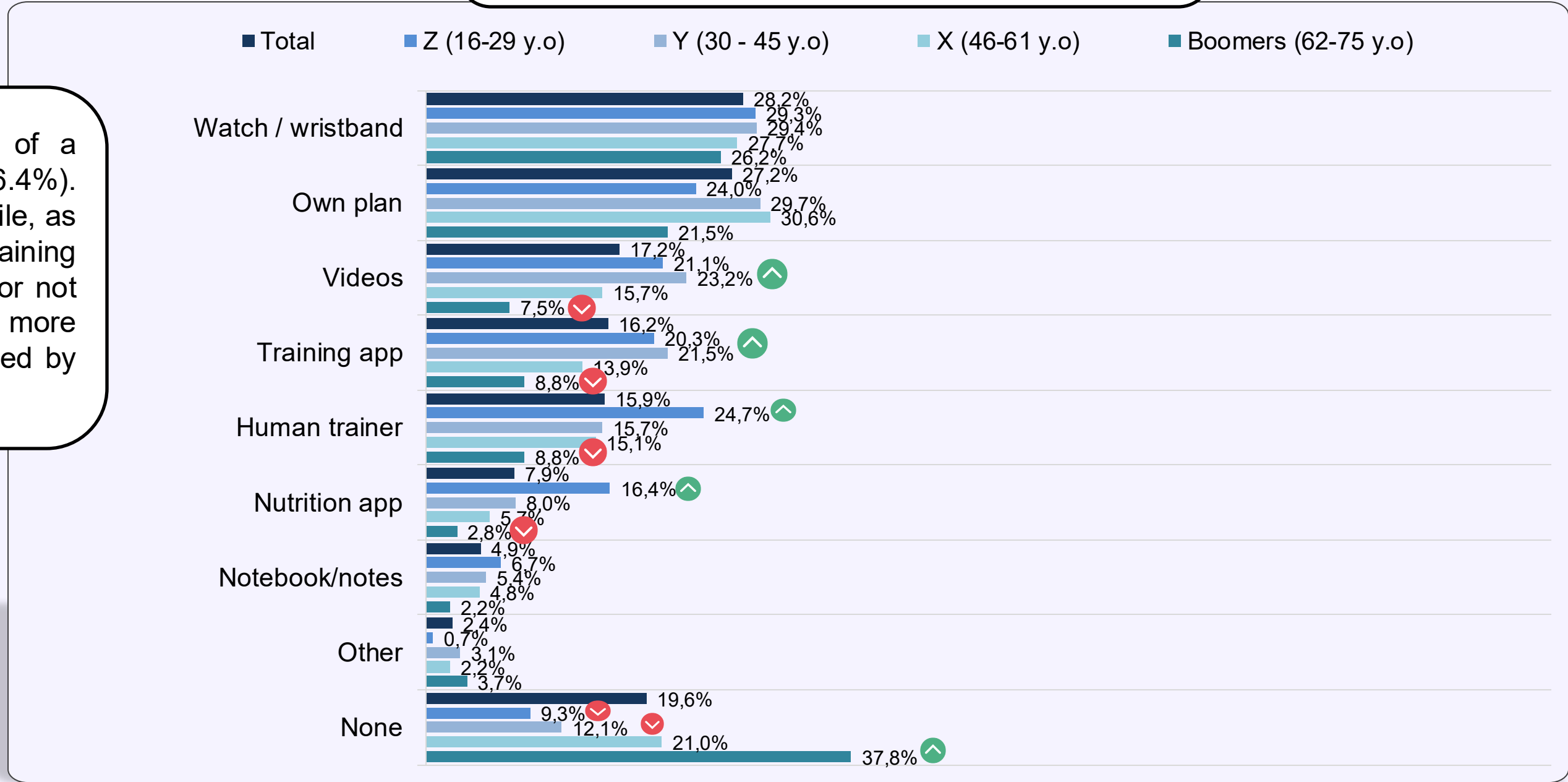
Main goal

Devices used in sports practice

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The smart watch or wristband is the resource most used by Spaniards (28.2%), followed by their own plan (27.2%) and videos (17.2%). Almost one in five (19.6%) say they do not use any resource

Generation Z shows significantly higher use of a human trainer (24.7%) and nutrition app (16.4%). Generation Y points to a more technological profile, as it stands out in the use of videos (23.2%) and training apps (21.5%). In contrast, Boomers stand out for not using any resource (37.8%), indicating a more autonomous sports practice that is less supported by digital or tracking tools.



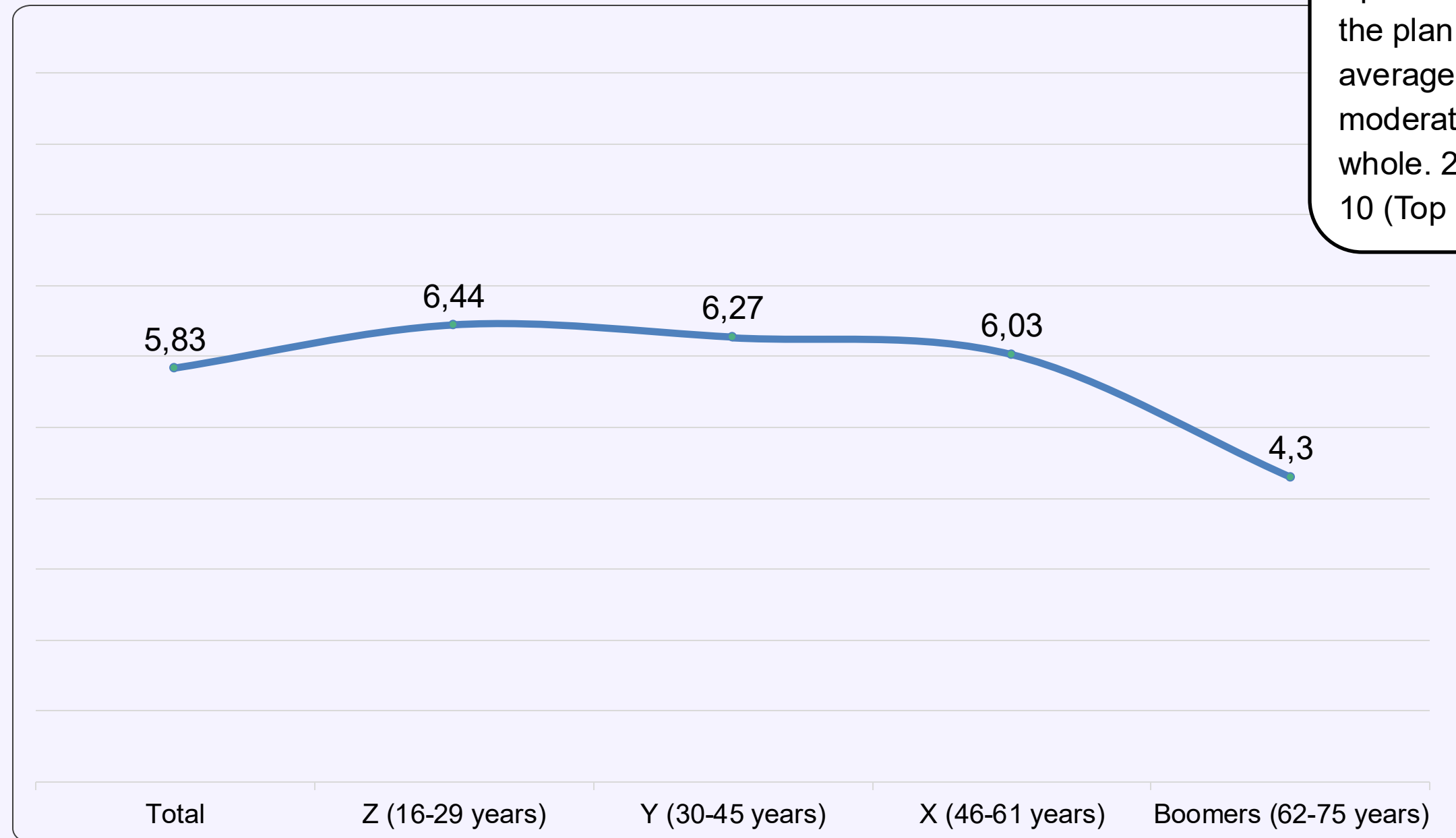
Base: 1,000 interviews

▲ Significantly higher differences are compared with the total sample
▼ Significantly /lower differences are compared with the total sample

P3. Do you use any of the following things to train?

Interest in an AI coach

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Spaniards' interest in an AI coach that adapts the plan according to progress obtains an average score of 5.83 out of 10, reflecting moderate interest among the population as a whole. 21.9% of Spaniards gave scores of 9 or 10 (Top 2 Box).

By generation, Generation Z shows the greatest interest (average 6.44), and Millennials and Gen X are also above the average (6.27 and 6.03, respectively). At the opposite end, Boomers show the lowest interest (average 4.30). This indicates that the market potential for sports AI tools is concentrated in the younger segments of the Spanish population

- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly /lower differences are compared with the total sample

Base: 1,000 interviews

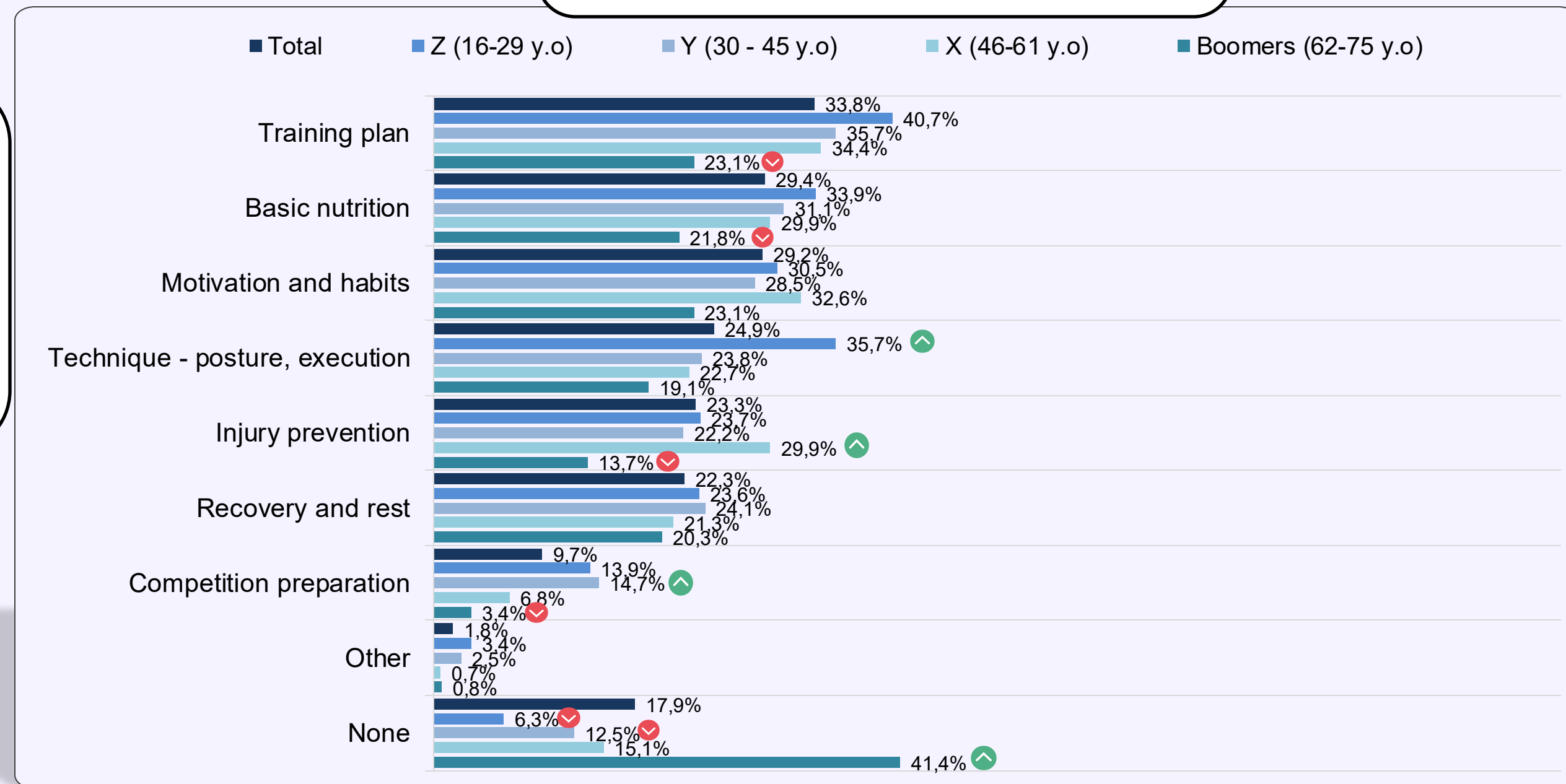
P4. Please tell me your level of interest in an AI coach that adapts your plan according to your progress (0-10).

How AI would help when practising sport

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Spaniards would mainly like AI to help them with their training plan (33.8%), basic nutrition (29.4%) and motivation and habits (29.2%). Technique and injury prevention also attract relevant interest.

Generation Z is the group that most demands help with technique (35.7%). Boomers, by contrast, stand out for lack of interest: 41.4% say they do not need AI help in any area, compared with 17.9% of the total. Millennials show greater interest in competition preparation (14.7%), and Gen X in injury prevention (29.9%). These data reveal differentiated demand according to the generational profile of the Spanish athlete



▲ Significantly higher differences are compared with the total sample
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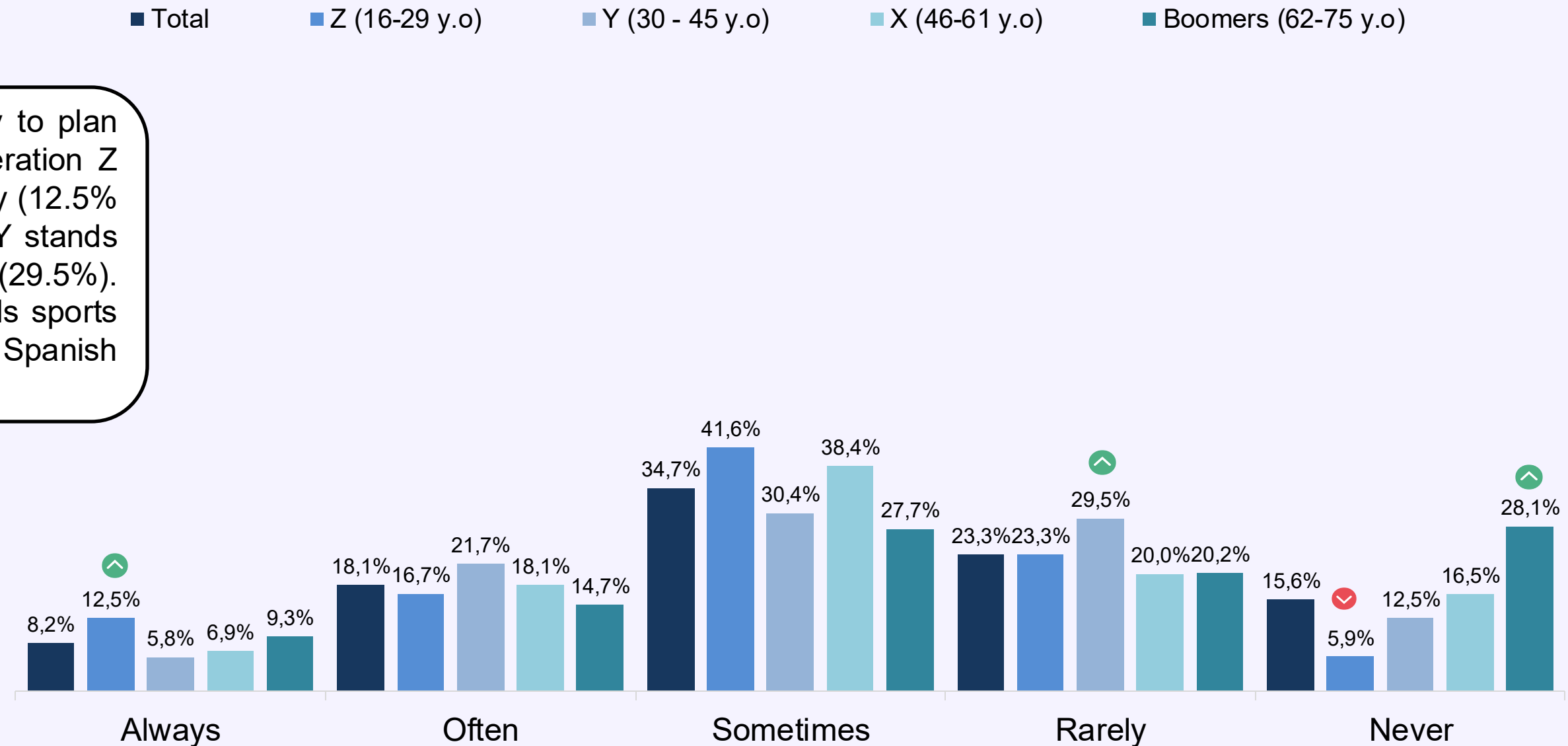
Base: 1,000 interviews

Structured plans in sports practice

Most Spaniards do not always follow a structured plan: only 8.2% always do so and 18.1% do so often. The largest group follows one only sometimes (34.7%), and 15.6% never do so.

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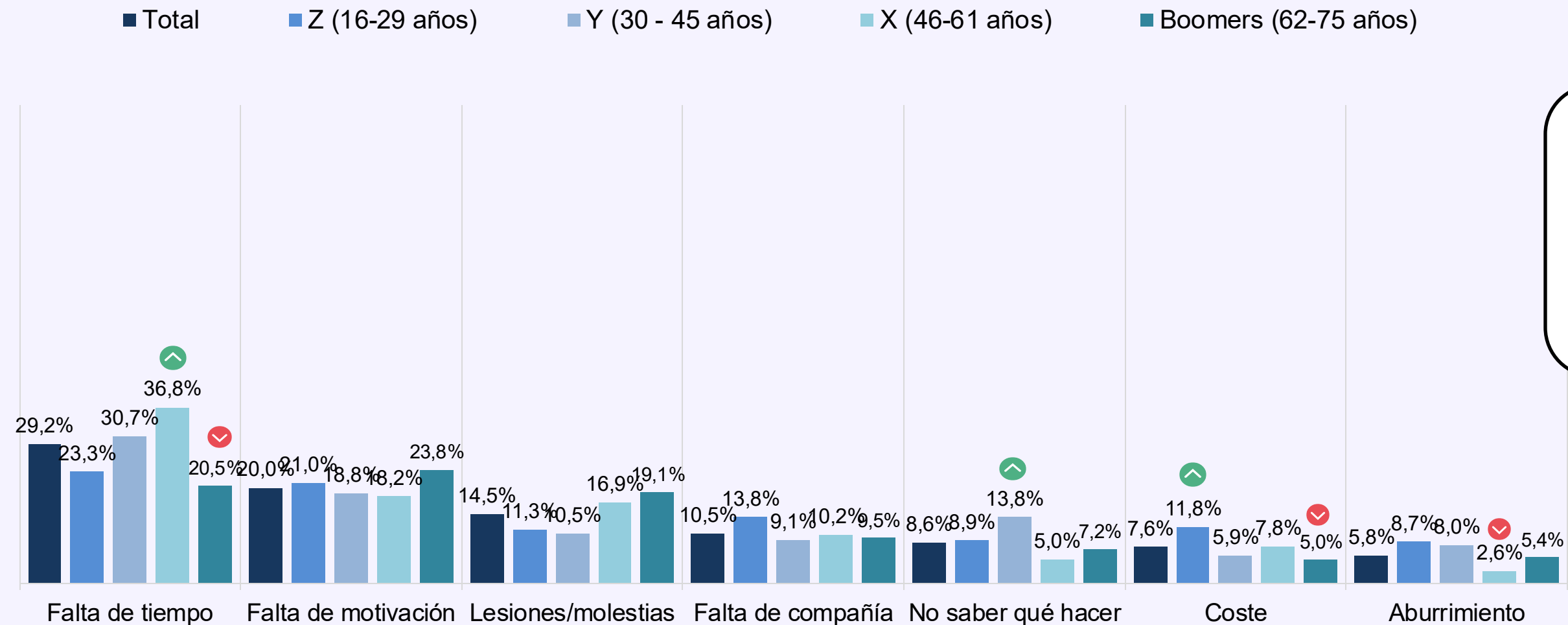
By generation, Boomers are the least likely to plan (28.1% never). At the other extreme, Generation Z stands out for following plans more frequently (12.5% always and 41.6% sometimes), while Gen Y stands out for rarely following a structured plan (29.5%). This reflects a greater predisposition towards sports planning among the youngest people in the Spanish population



- ⬆️ Significantly higher differences are compared with the total sample
- ⬇️ Significantly /lower differences are compared with the total sample

Base: 1,000 interviews

The main obstacle to sports consistency among Spaniards is lack of time (29.2%), followed by lack of motivation (20%) and injuries or discomfort (14.5%).



Regarding generations, lack of time especially affects Generation X (36.8%), reflecting their life stage with greater work and family responsibilities. Boomers cite injuries (19.1%) and lack of motivation (23.8%) to a greater extent. Millennials stand out for “not knowing what to do” as an obstacle (13.8%).

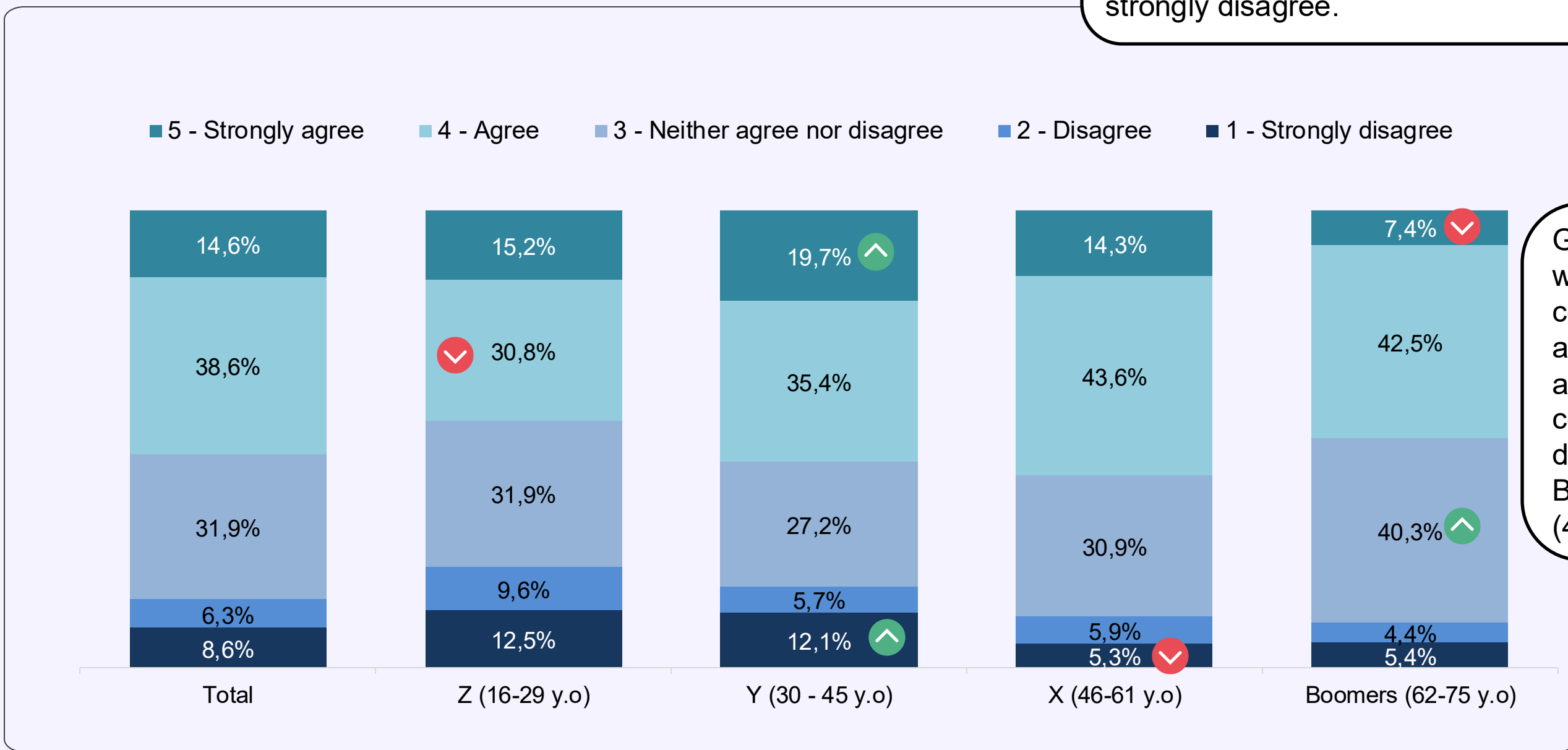
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Obstacles to consistency

Planning would make people more consistent



More than half of Spaniards (53.2%) would agree or strongly agree that if their sports plan adapted automatically to their week, they would be more consistent. Only 14.9% disagree or strongly disagree.



Generation X is the group that agrees most with this measure (58% Top 2 Box), which correlates with their greater lack of time as an obstacle. Millennials also show above-average adherence (55.1% Top 2 Box). By contrast, Generation Z shows greater disagreement (22.1% Bottom 2 Box). Boomers are more neutral or undecided (40.3% neither agree nor disagree).

- ⬆️ Significantly higher differences are compared with the total sample
- ⬆️ Significantly /lower differences are compared with the total sample

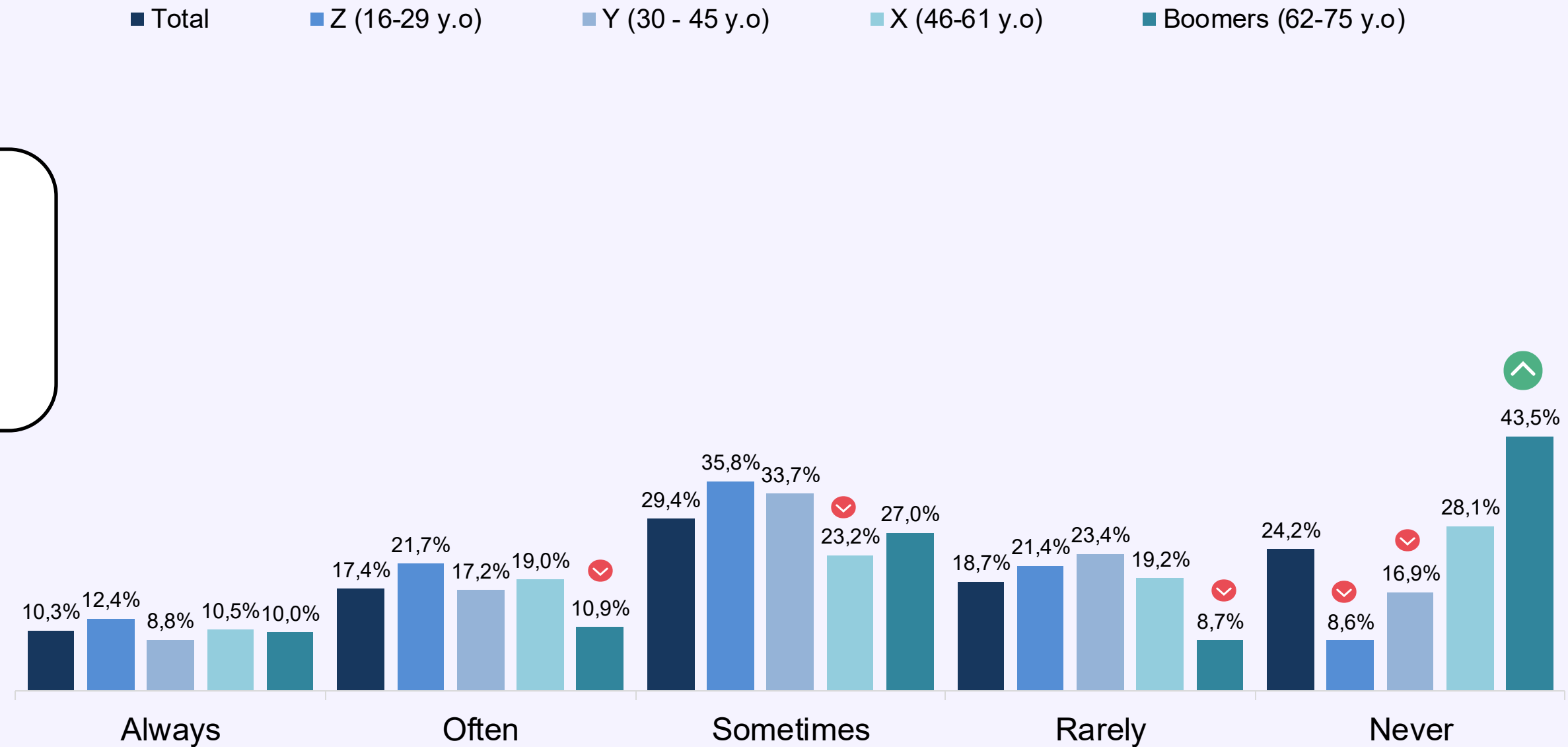
Top 2 Box: percentage who answered "Agree" or "Totally agree"
Bottom 2 Box: percentage who answered "Disagree" or "Totally disagree".

Frequency of training tracking

Training tracking is not widespread among Spaniards: 24.2% never do it and 18.7% rarely do it. Only 10.3% always track their training.

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Boomers track the least (43.5% never). At the opposite end, Generation Z leads frequent tracking (21.7% often and 35.8% sometimes), reflecting greater integration of tracking tools into the sports routine of younger people.



- Significantly higher differences are compared with the total sample
- Significantly /lower differences are compared with the total sample

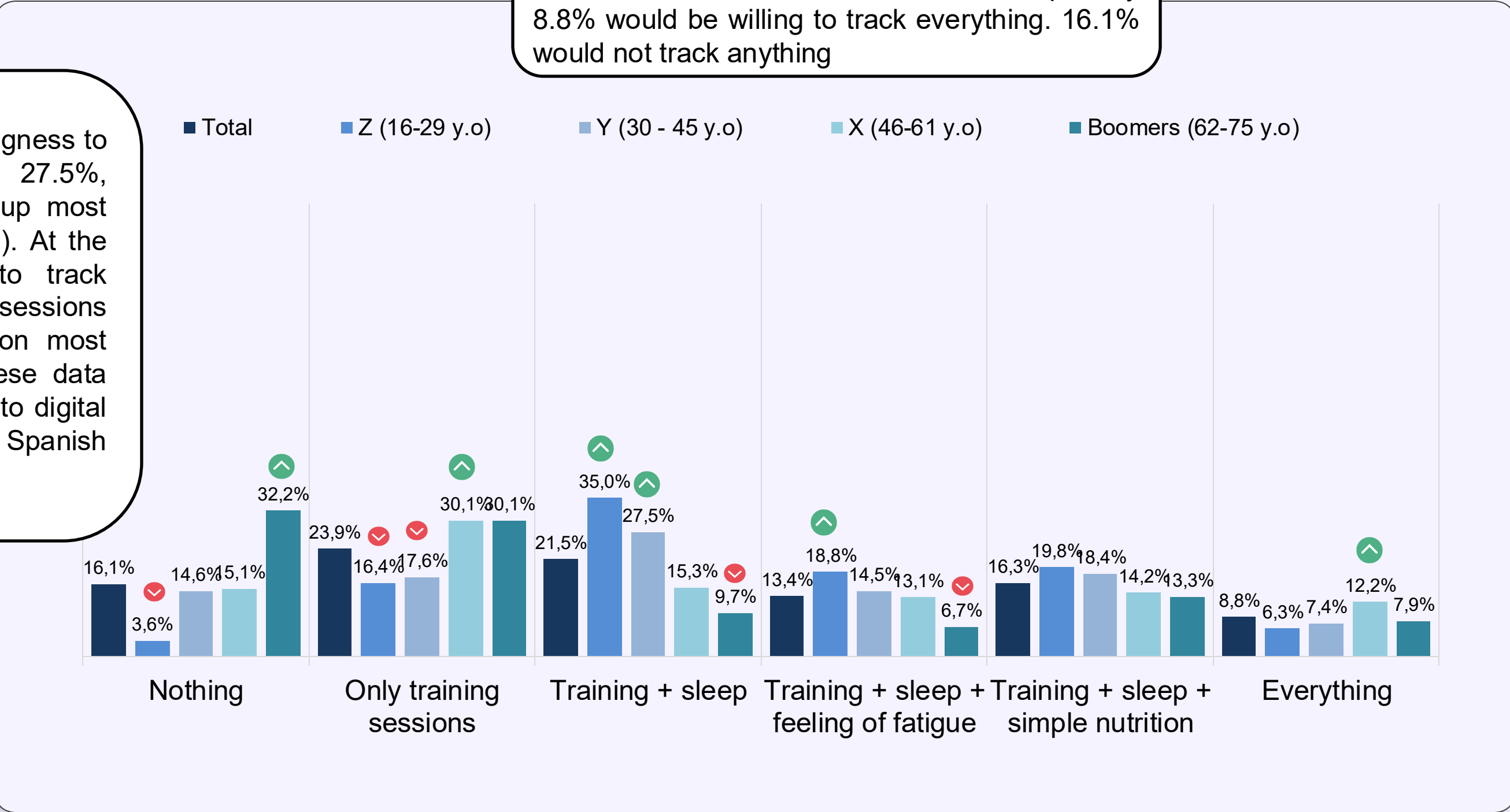
Base: 1,000 interviews

Level of detail people are willing to track

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Spaniards prefer to track their sports activity in a basic way: 23.9% would track only training sessions and 21.5% would also add sleep. Only 8.8% would be willing to track everything. 16.1% would not track anything

Gen Z and Millennials show greater willingness to track training and sleep (35% and 27.5%, respectively), with Gen Z also the group most willing to track feeling of fatigue (18.8%). At the opposite end, Boomers prefer not to track anything (32.2%) or only training sessions (30.1%), while Gen X is the generation most willing to track everything (12.2%). These data reflect very different levels of openness to digital tracking depending on the age of the Spanish athlete.



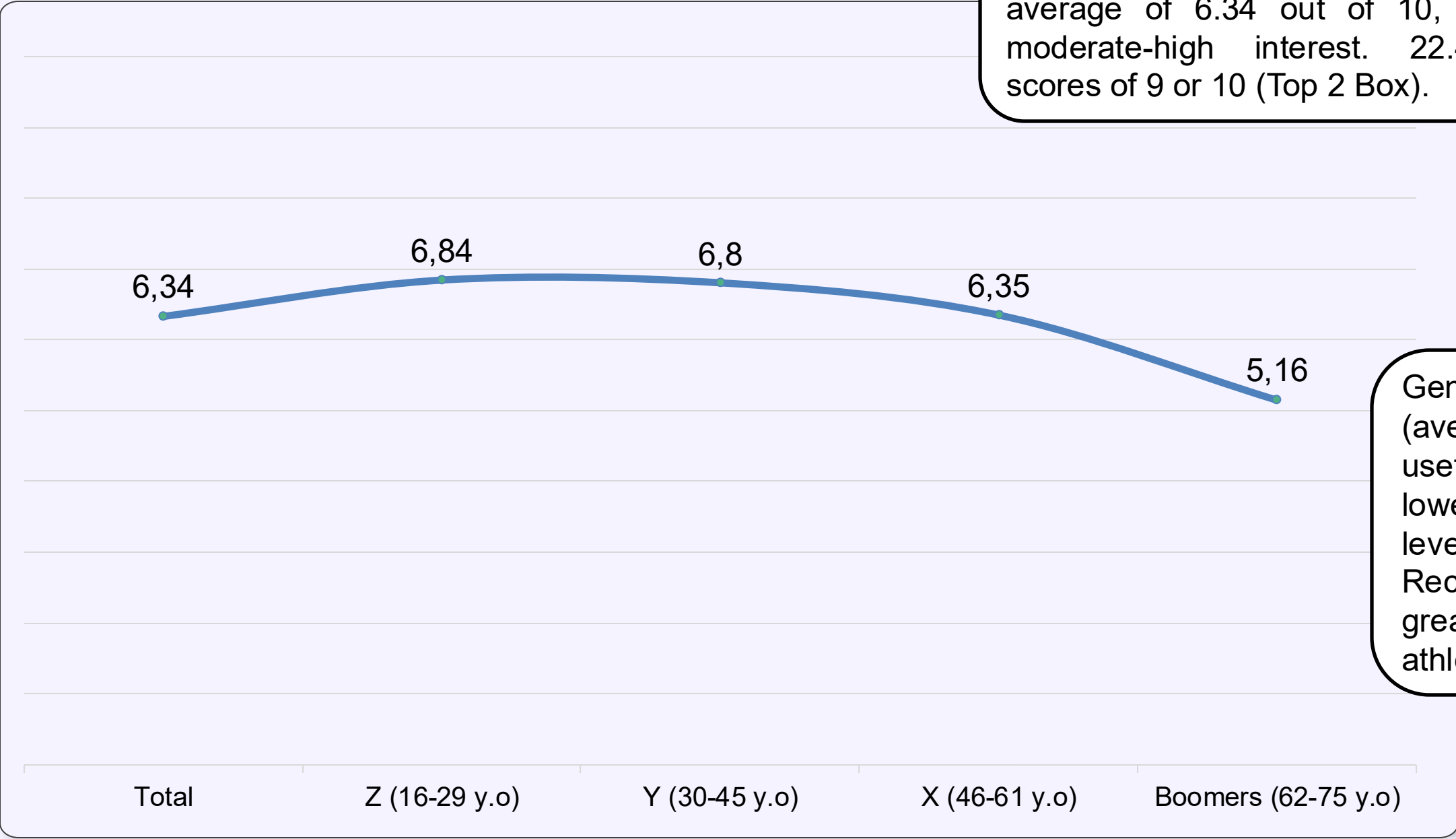
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- ⬇ Significantly lower differences are compared with the total sample

Base: 1,000 interviews

Usefulness of receiving fatigue/recovery alerts



Spaniards who practise sport rate the usefulness of receiving low-intensity alerts due to fatigue or recovery at an average of 6.34 out of 10, indicating moderate-high interest. 22.4% give scores of 9 or 10 (Top 2 Box).



Gen Z (average 6.84) and Millennials (average 6.8) perceive the greatest usefulness in these alerts. Boomers show the lowest rating (average 5.16) and the highest level of rejection (20.2% Bottom 2 Box). Recovery-monitoring tools clearly have greater potential among younger Spanish athletes

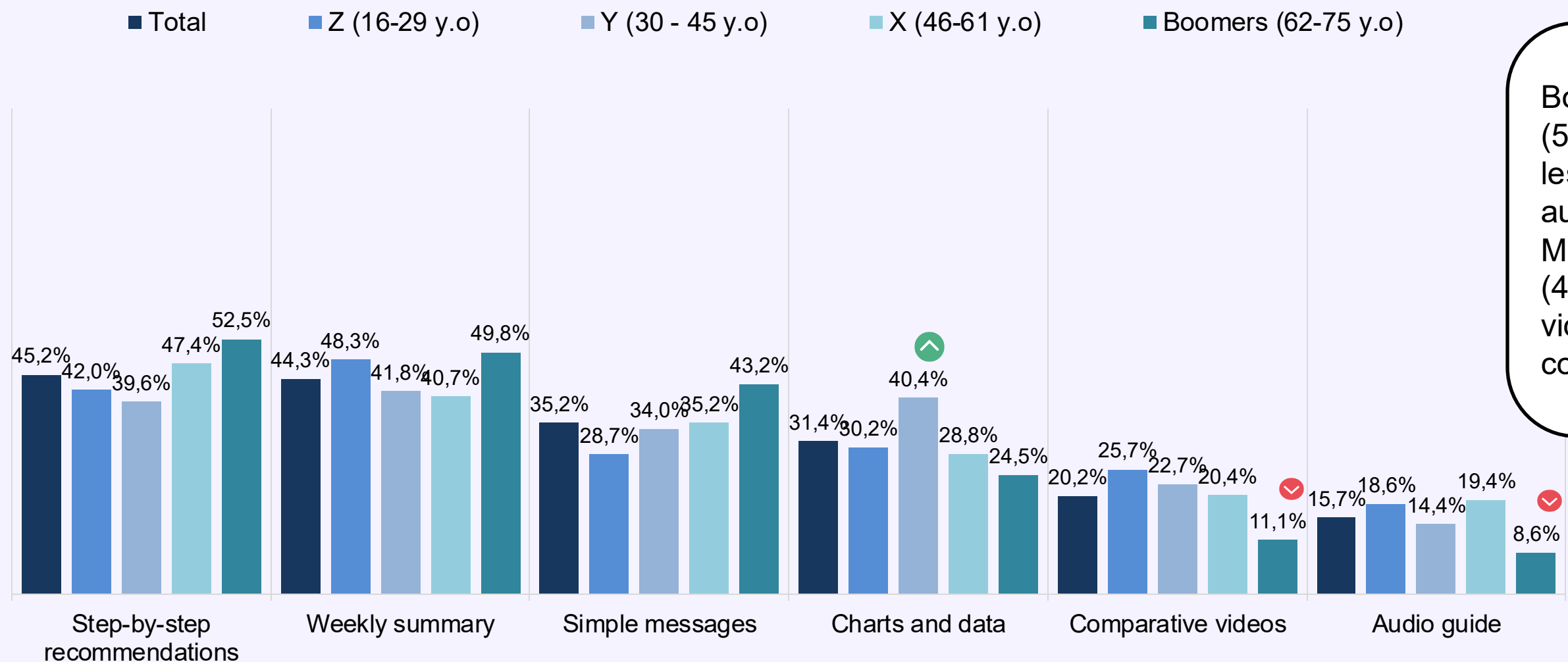
- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly /lower differences are compared with the total sample

Top 2 Box: percentage who answered “Agree” or “Totally agree”
Bottom 2 Box: percentage who answered “Disagree” or “Totally disagree”.

P17. How useful would it be for you to receive low-intensity alerts due to fatigue or recovery? (0-10)?

Base: 1,000 interviews

The two types of feedback most valued by Spaniards are step-by-step recommendations (45.2%) and the weekly summary (44.3%), followed by simple messages (35.2%) and charts and data (31.4%).

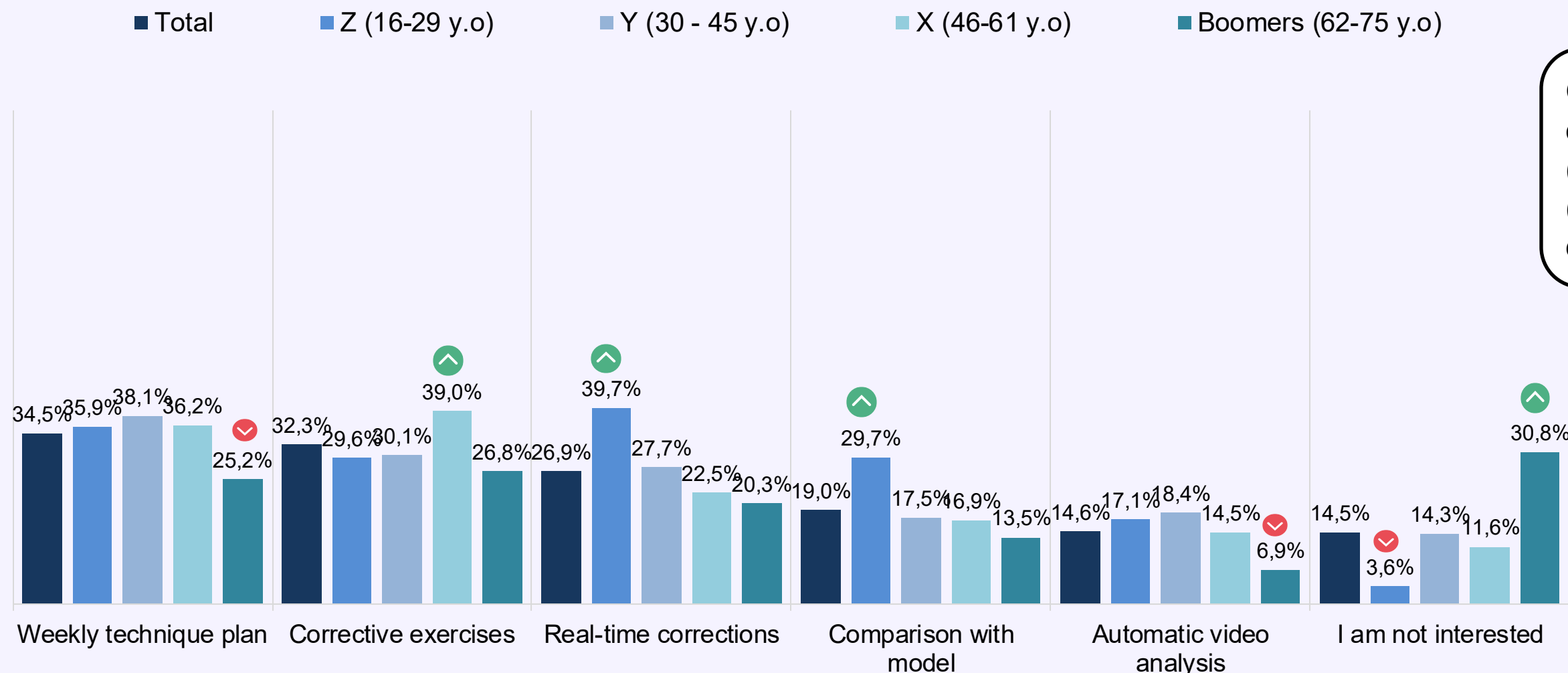


Boomers prefer step-by-step recommendations (52.5%) and the weekly summary (49.8%), and to a lesser extent digital content such as videos and audio guides (11.1% and 8.6%, respectively). Millennials stand out in the use of charts and data (40.4%). Gen Z stands out more for comparative videos (25.7%), reflecting the digital content consumption habits of the youngest Spanish athletes

- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly /lower differences are compared with the total sample

Most useful feedback

The preferred format among Spaniards for improving sports technique through AI is a weekly technique plan (34.5%), followed by corrective exercises (32.3%) and real-time corrections (26.9%). 14.5% say they are not interested



Gen Z shows a special preference for real-time corrections (39.7%) and comparison with a model (29.7%). Boomers show the highest lack of interest (30.8% "I am not interested"). Gen X stands out in corrective exercises (39%).

AI videos to improve technique

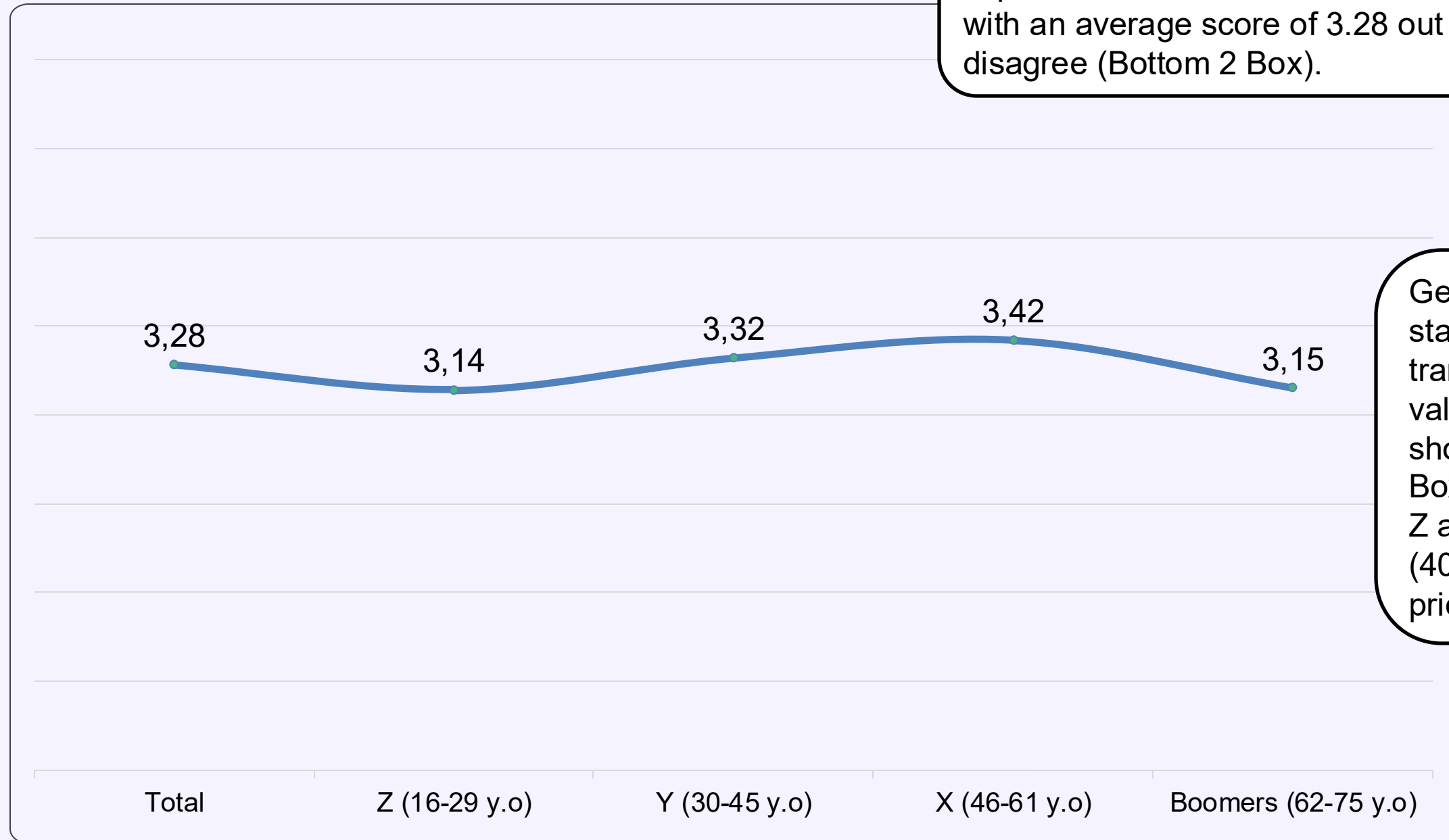
- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly /lower differences are compared with the total sample

Base: 1,000 interviews

Trust in AI if it explains why



Almost half of Spaniards who practise sport (48.3% Top 2 Box) would trust an AI more if it explained its recommendations in a simple way, with an average score of 3.28 out of 5. 21.1% disagree (Bottom 2 Box).

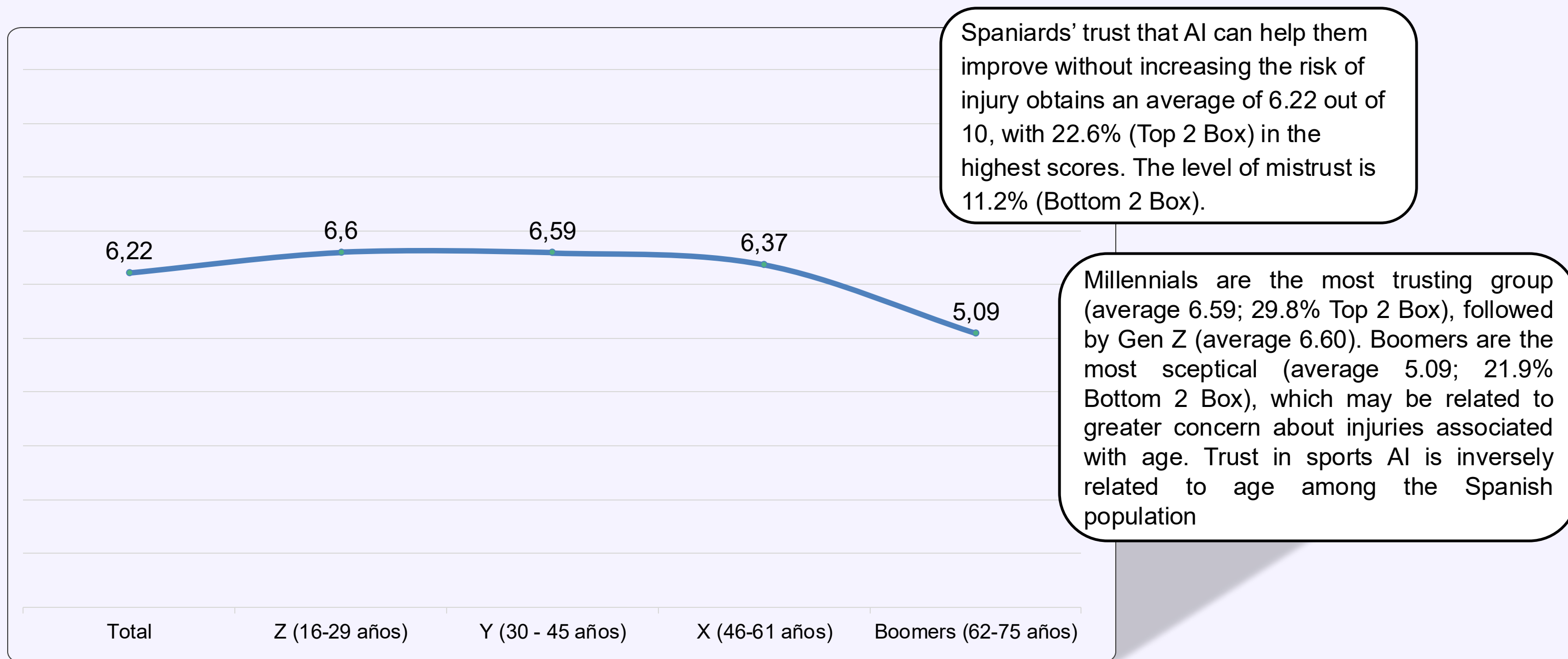


Gen X is the group that most supports this statement (54.6% Top 2 Box), indicating that transparency in explanations is especially valued by middle-aged athletes. Boomers show greater disagreement (22.1% Bottom 2 Box) and a lower average score (3.15). Gen Z also shows lower adherence than average (40.6% Top 2 Box), possibly due to greater prior familiarity with technology.

- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly /lower differences are compared with the total sample

Top 2 Box: percentage who answered “Agree” or “Totally agree”
Bottom 2 Box: percentage who answered “Disagree” or “Totally disagree”.

Trust that AI will help improve without injury risk



- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly /lower differences are compared with the total sample

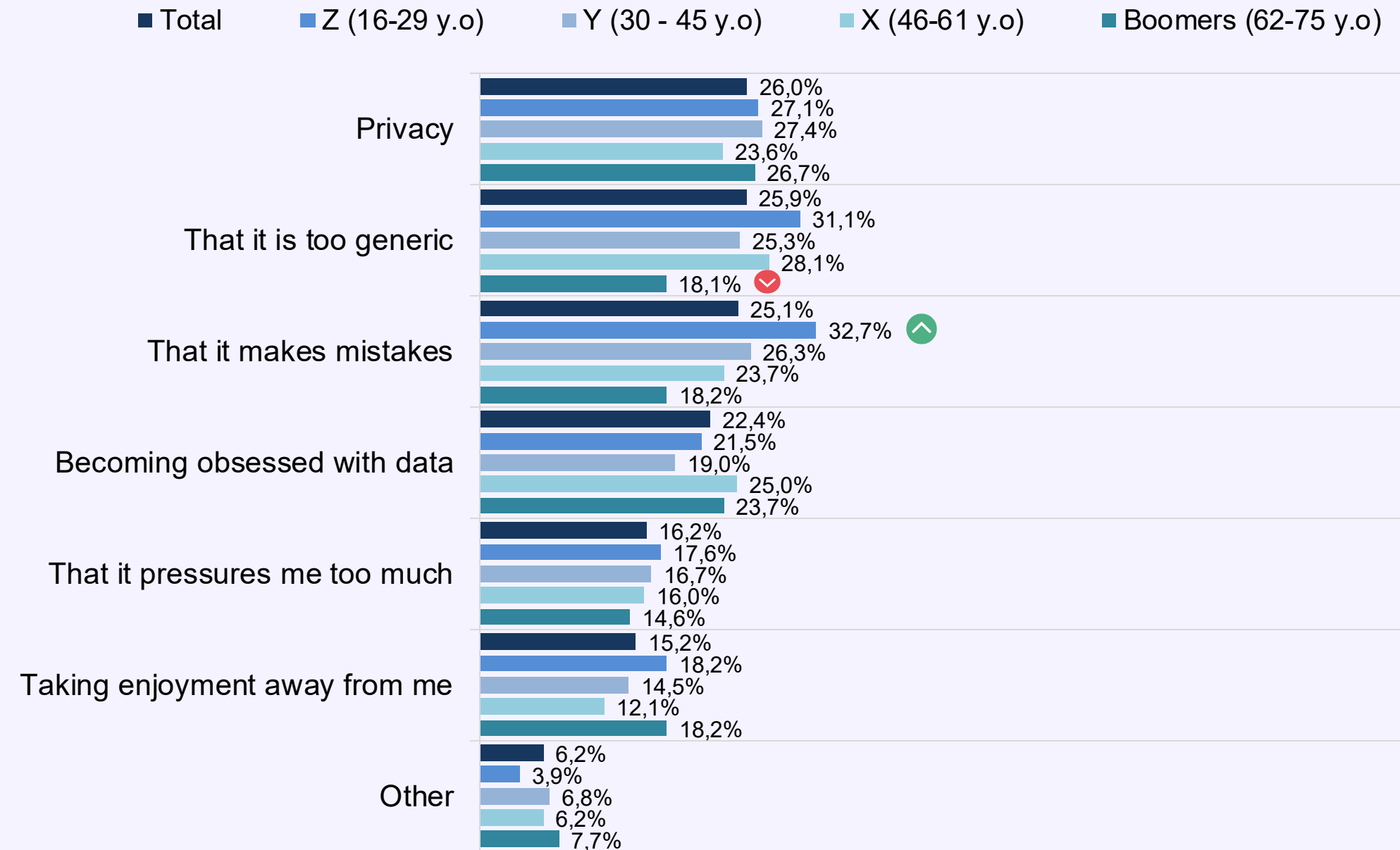
Top 2 Box: percentage who answered "Agree" or "Totally agree"
Bottom 2 Box: percentage who answered "Disagree" or "Totally disagree".

Main concern about using AI in training



The three main concerns of Spaniards when using AI in training are very close: privacy (26%), that it is too generic (25.9%) and that it makes mistakes (25.1%).

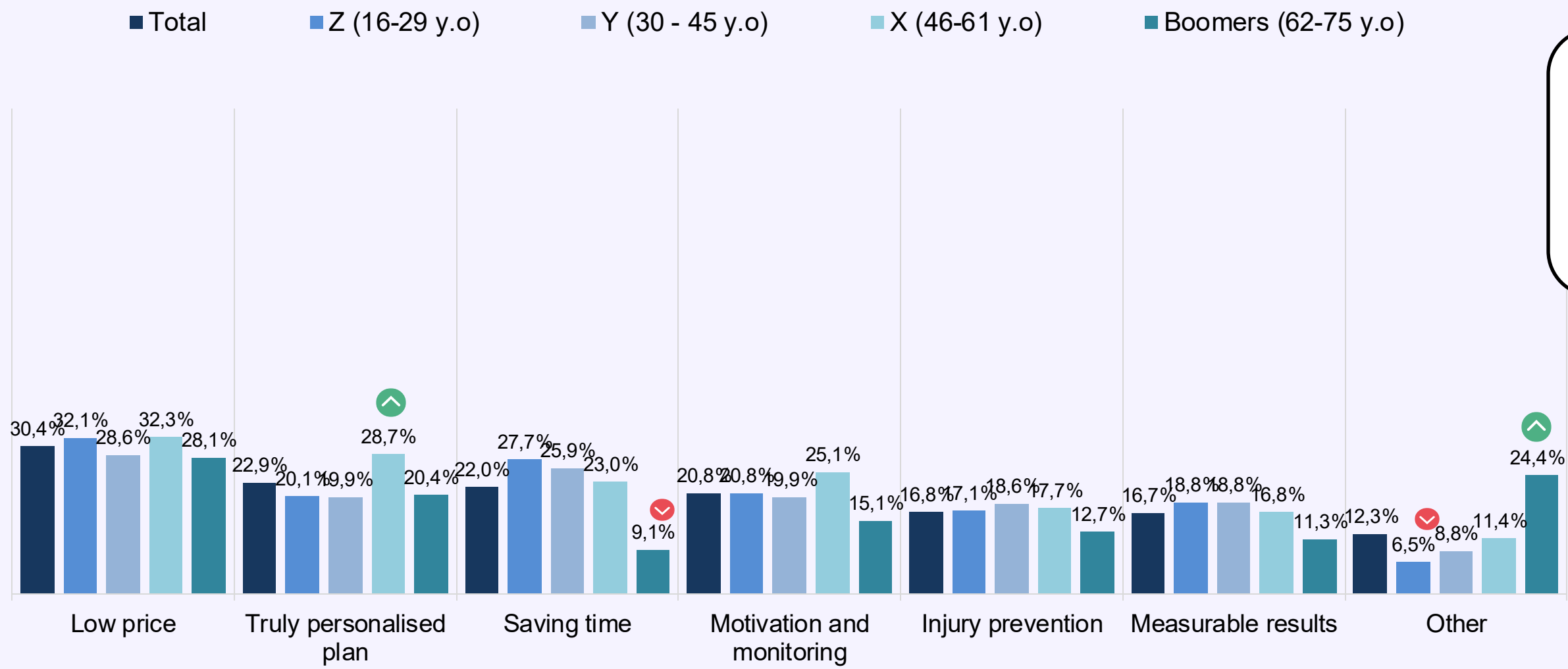
Gen Z shows greater concern about AI errors (32.7%). Gen X stands out in fear of becoming obsessed with data (25%). Boomers are more concerned that AI will take enjoyment away from sport (18.2%) and less concerned that AI will be too generic (18.1%).



- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly /lower differences are compared with the total sample

Base: 1,000 interviews

The main reason for Spaniards to pay for a sports AI solution is low price (30.4%), followed by a truly personalised plan (22.9%) and saving time (22%).



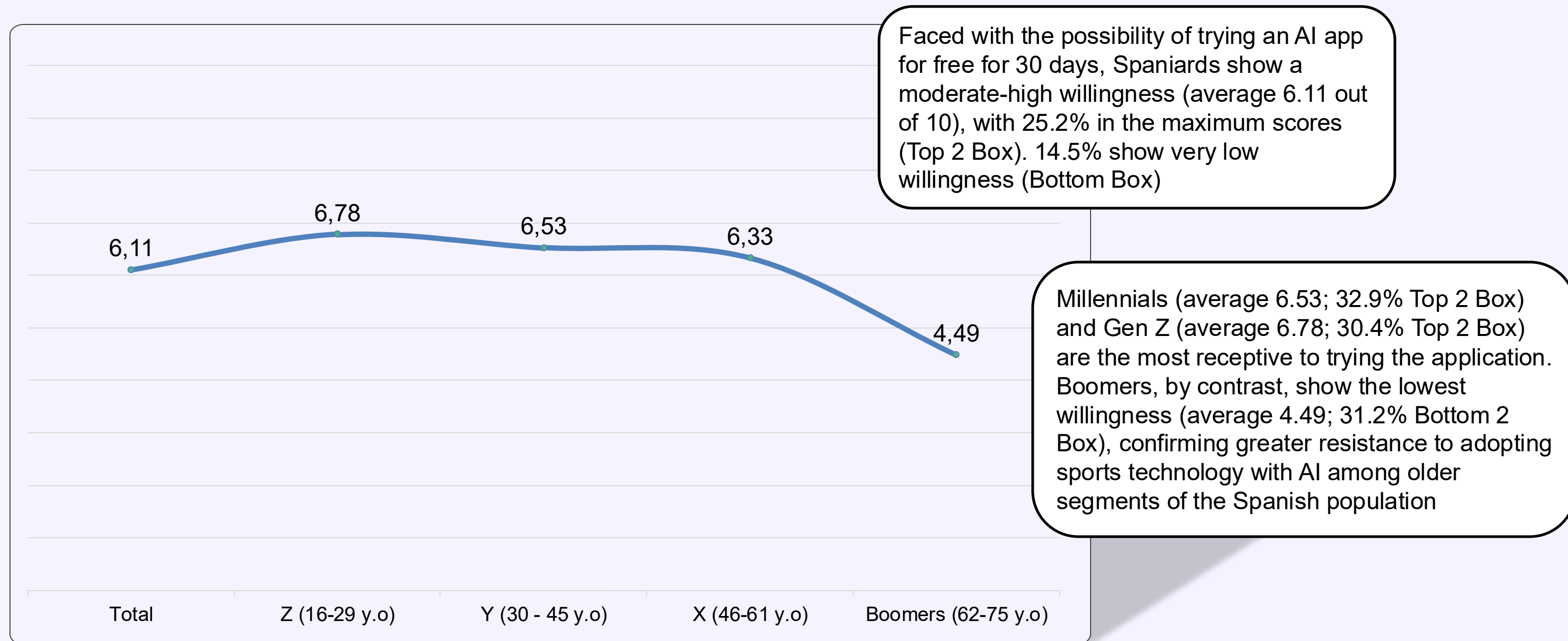
Saving time is especially motivating for Gen Z (27.7%) and Millennials (25.9%). Gen X places particular value on plan personalisation (28.7%). Boomers stand out for choosing “other reason” (24.4%). Price remains the main entry barrier for the Spanish population in general.

Reason for paying for an AI solution

- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly /lower differences are compared with the total sample

Base: 1,000 interviews

Free trial of an AI app for sport



- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly /lower differences are compared with the total sample

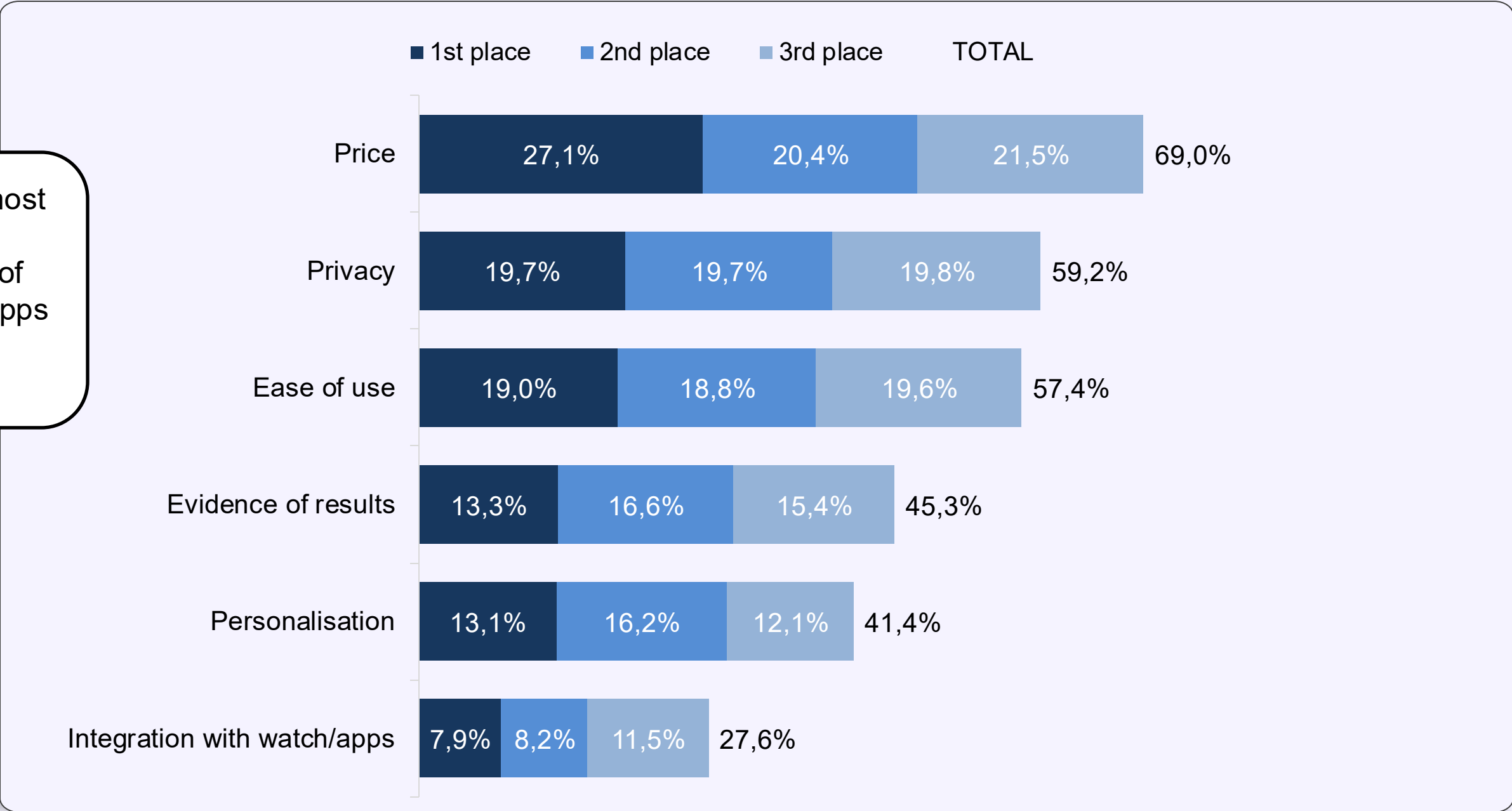
Top 2 Box: percentage who answered “Agree” or “Totally agree”
Bottom 2 Box: percentage who answered “Disagree” or “Totally disagree”.

Base: 1,000 interviews

What is most important in an AI app/coach



For Spaniards who practise sport, price is the most valued attribute as a first priority in an AI app (27.1%), followed by privacy (19.7%) and ease of use (19.0%). Integration with a watch or other apps is systematically the least valued attribute, with more than 31% placing it last



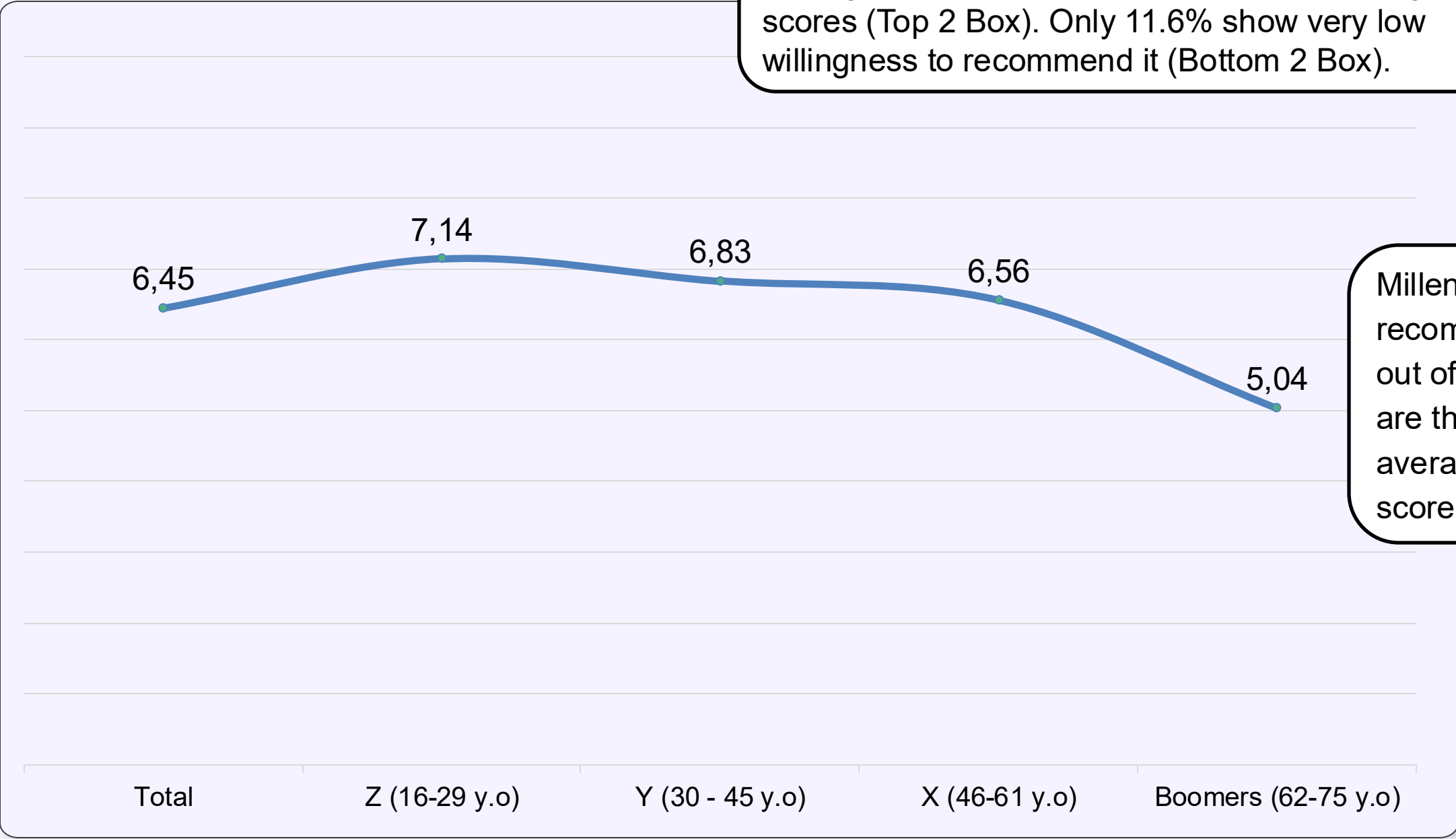
- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly /lower differences are compared with the total sample

Base: 1,000 interviews

Recommendation of an AI app/coach



The probability that Spaniards would recommend an AI app if it really helps them train better is high, with an average of 6.45 out of 10 and 25.4% in the highest scores (Top 2 Box). Only 11.6% show very low willingness to recommend it (Bottom 2 Box).



Millennials and Gen Z are those most likely to recommend the app (averages of 6.83 and 7.14 out of 10, respectively). Boomers, by contrast, are the least willing to recommend it, with an average of 5.04 and 26.5% giving the lowest scores (Bottom 2 Box).

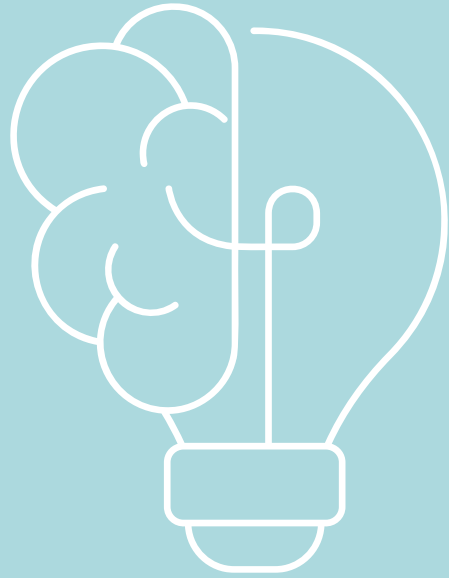
- ⬆ Significantly higher differences are compared with the total sample
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Top 2 Box: percentage who answered “Agree” or “Totally agree”
Bottom 2 Box: percentage who answered “Disagree” or “Totally disagree”.

P20. How likely would you be to recommend an app/service if it really helps you train better?

Base: 1,000 interviews

Conclusions



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Conclusions

Key Data



Sport in Spain: a consolidated habit but with little planning

Most Spaniards who practise sport do so with a medium frequency (41.7%, 2-3 days/week) and with a goal mainly oriented towards health and well-being (63.5%). However, planning remains an unresolved issue: only 8.2% always follow a structured plan and 24.2% never track their training sessions. The main barriers to consistency are lack of time (29.2%), lack of motivation (20%) and injuries (14.5%). Therefore, there is an active Spanish athlete who is mostly autonomous and impulsive in their practice.

AI generates moderate interest, with greater potential among younger people

Interest in an AI coach that adapts the plan according to progress obtains an average of 5.83 out of 10. The areas where help is most desired are the training plan (33.8%), basic nutrition (29.4%) and motivation and habits (29.2%). However, there is a clear generational gap: Gen Z and Millennials are the most receptive segments (averages of 6.44 and 6.27, respectively), while Boomers show significantly lower interest (average 4.3) and 41.4% say they do not need AI help in any area

Trust in AI exists, but it depends on transparency and personalisation

Spaniards trust that AI can help them improve without increasing the risk of injury (average 6.22/10), and almost half (48.3%) would trust it more if it explained the reason for its recommendations in a simple way. Their main concerns when using it are privacy (26%), that it is too generic (25.9%) and that it makes mistakes (25.1%). The message is clear: Spaniards are willing to trust AI if it proves to be personalised, transparent and reliable

Price is the entry key, but experience will drive recommendation

The main reason to pay for a sports AI solution is low price (30.4%), followed by a truly personalised plan (22.9%) and saving time (22%). With a 30-day free trial, Spaniards show moderate-high willingness (average 6.11/10). And if the solution works, recommendation is practically guaranteed: the probability of recommending it reaches an average of 6.45/10, led by Millennials and Gen Z. A freemium model with demonstration of results emerges as the most effective acquisition strategy for this market.

Infographic

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Snapshot of the Spanish Athlete (The "Planning Gap")



Active but unstructured

41.7% train frequently, yet only 8.2% follow a strictly organized plan.



Wellbeing drives practice, time stops it

63.5% train for health, but 29.2% quit due to a lack of time.



Insufficient data tracking

24.2% of Spanish athletes never record their sports sessions or progress.



The Impact of Artificial Intelligence



Interest focused on practical utility

Users primarily want AI for training plans (33.8%) and nutrition (29.4%).



Trust requires transparency

48.3% of athletes demand that AI explains the reasoning behind its advice.



Price is the main barrier

30.4% would only pay for an AI coach if it has a low price.

Generational Comparison

Interest & Recommendation (Scores 0-10)

Gen Z (16-29)	Interest in AI Caach	6.44
	Probability of Recommendation	7.14
Millennials (30-45)	Interest in AI Coach	6.27
	Probability of Recommendation	6.83
Baby Boomers (62-75)	Interest in AI Coach	4.30
	Probability of Recommendation	5.04

Thank you



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