



# Sports Index 2014: Key Highlights

*Tracking Attitudes and Behaviours Toward Sports*

LIVE BETTER THROUGH SPORT



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<b>Interview and Sampling Methodology</b>	Computer-assisted personal interview of one member (selected using the Kish Grid methodology) from each household. List of randomly sampled households were provided by the Department of Statistics.
<b>Respondent Profile</b>	Singaporean or Permanent Resident (referred to as Singapore Residents in the report), at least 13 years old, and not related to employees of Sport Singapore
<b>Fieldwork Period</b>	January 15 – June 30, 2014
<b>Sample Size</b>	2,975
<b>Variables with Weights</b>	Gender, Race, and Age Group

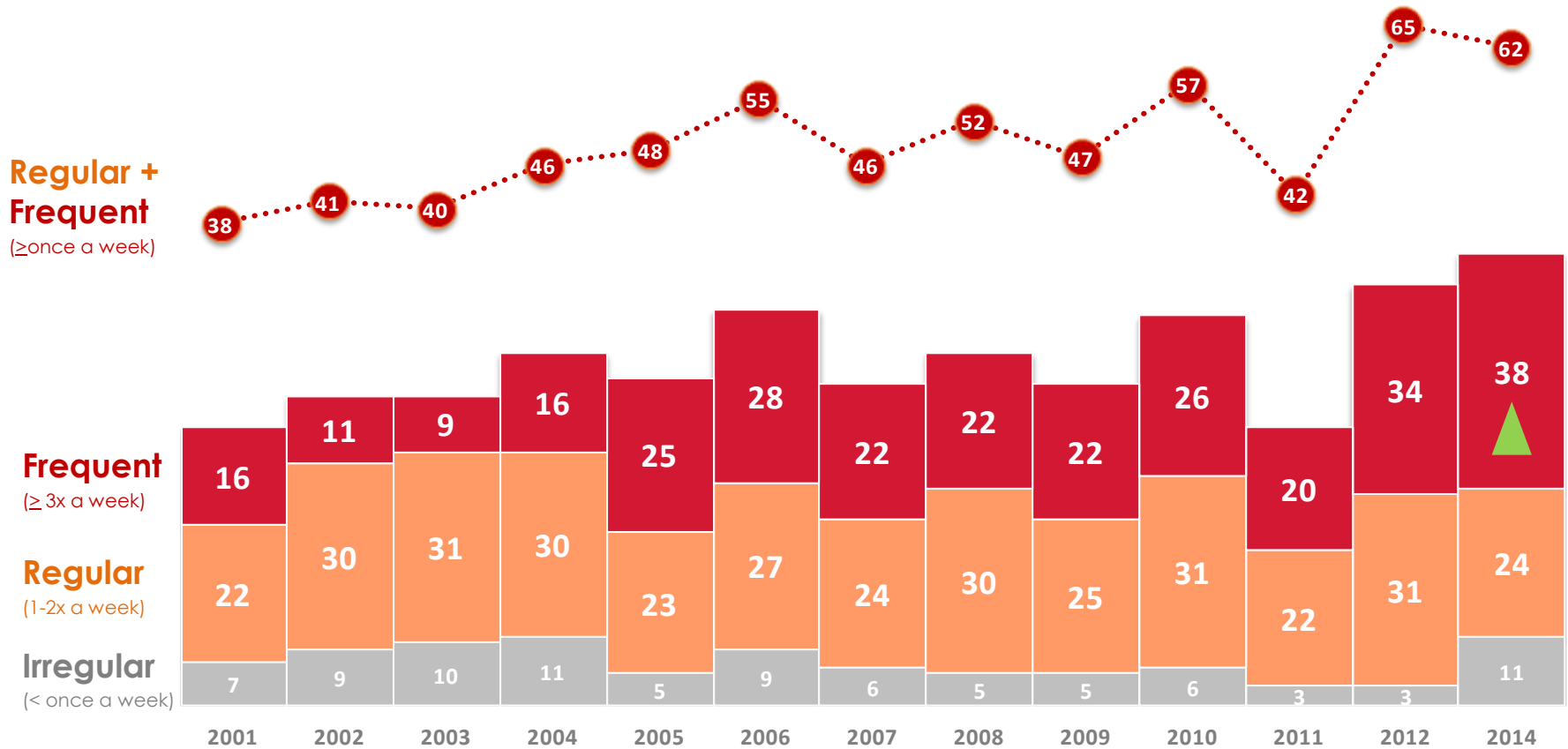
Data Collection by:  
**Ernst and Young**  
([Ricky.Wah@sg.ey.com](mailto:Ricky.Wah@sg.ey.com))

Design and Analysis by:  
**Market Insights & Consumer Analytics**  
([Pamela\\_Marique@sport.gov.sg](mailto:Pamela_Marique@sport.gov.sg))

# Participation Levels (%)

Significantly more Singapore Residents have an active lifestyle compared to 14 years ago.

In fact, Frequent Participation more than doubled while Regular Participation remained stable versus 2001.



Note: Recall period from 2001 to 2012 was "past 3 months" and changed to "past 4 weeks" in 2014.

Base: All respondents

# Participation in Single vs. Multiple Activities

Participation in one type of activity, primarily walking, is more common among Singapore Residents, while only 22% engage in multiple activities.

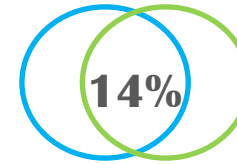
Majority of those who do multiple activities combine walking, jogging, or running with another sport.

## Single Activity (51%)

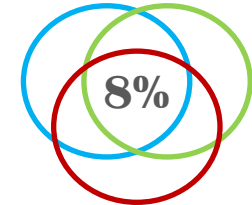
Walking mainly for health (26%)  
 Outdoor Jogging or Running (5%)  
 Swimming (3%)  
 Soccer (2%)  
 -----  
 Dance Sport (all forms)  
 Yoga  
 Badminton  
 Basketball ▶ 1% each  
 Golf  
 Bicycle Touring  
 Tennis  
 Weightlifting  
 Treadmill

## Multiple Activities (22%)

### 2 Activities



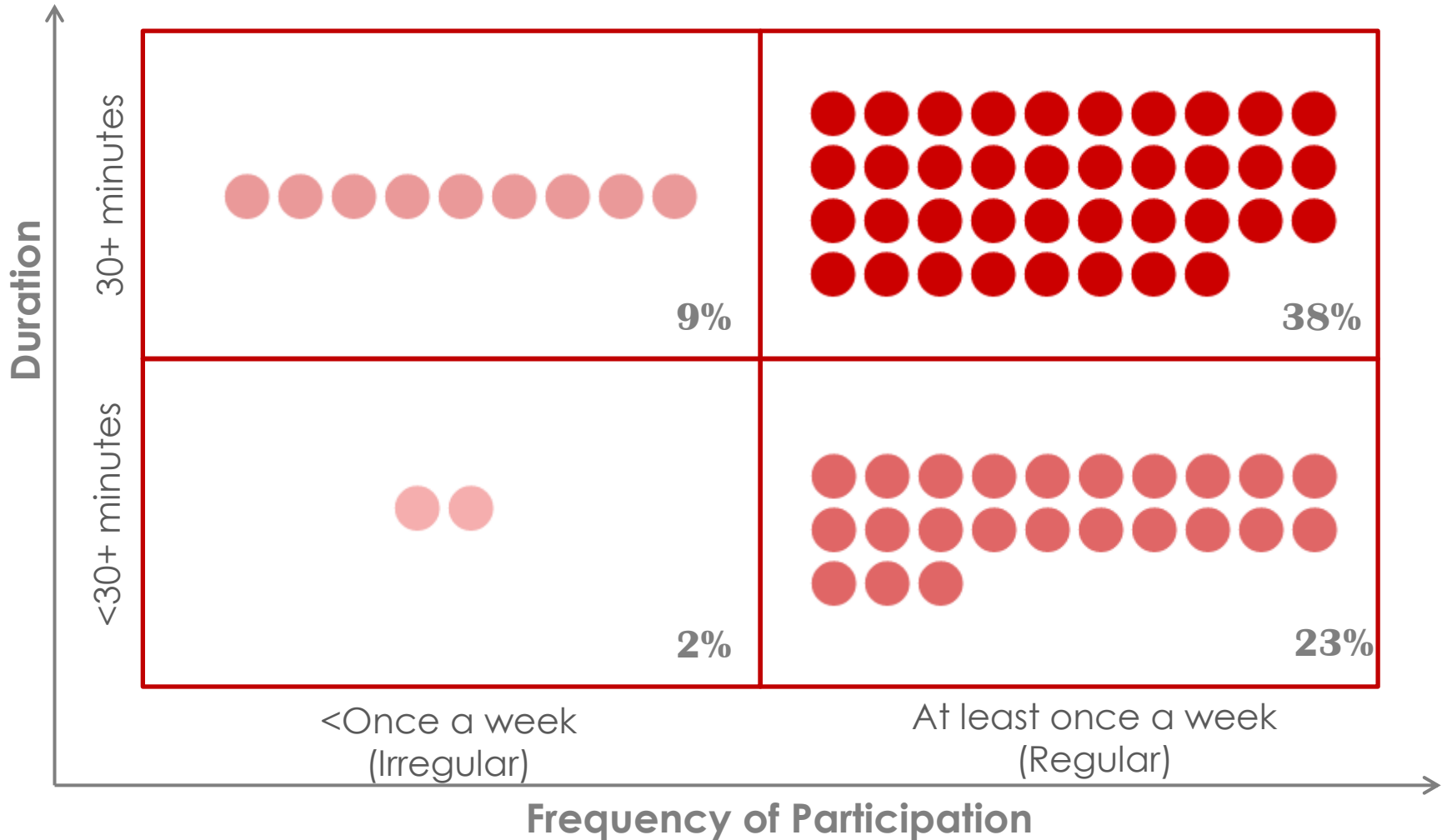
### ≥3 Activities



Walking mainly for health (16%)  
 Outdoor Jogging or Running (8%)  
 Swimming (5%)  
 Badminton (3%)  
 -----  
 Stair Climbing  
 Weightlifting  
 Dance Sports (all forms) ▶ 2% each  
 Yoga  
 Football / Soccer  
 -----  
 Basketball  
 Bicycle Touring  
 Treadmill  
 Electronic Sports  
 Bowling ▶ 1% each  
 Exercise Bike  
 Mountain Biking  
 Tennis  
 Track and Field Athletics  
 Futsal  
 Billiards / Pool / Snooker

# Participation Frequency and Duration

Most Participants, whether Irregular or Regular, do their activity for at least 30 minutes each time.



# Top 20 Activities: Overall Participation

	< once a week		≥ once a week		Total Participants (Row Total %)
	<30 mins	≥30 mins	<30 mins	≥30 mins	
Walking mainly for health	1.2	1.2	29.9*	<b>9.6</b>	41.9
Outdoor Jogging or Running	1.5	1.6	2.4	<b>7.6</b>	13.2
Swimming	0.5	4.2	0.2	<b>3.2</b>	8.1
Badminton	-	1.5	-	<b>2.3</b>	3.8
Dance Sports (all forms)	0.1	0.8	0.1	<b>2.1</b>	3.1
Football / Soccer	-	1.0	-	<b>2.1</b>	3.1
Yoga	-	0.5	0.5	<b>1.8</b>	2.9
Weightlifting	0.1	0.3	0.3	<b>1.9</b>	2.6
Basketball	0.2	1.0	0.1	<b>1.3</b>	2.5
Stair Climbing	0.2	0.2	1.4	<b>0.4</b>	2.1
Bicycle Touring	0.1	0.8	0.3	<b>1.0</b>	2.0
Treadmill	0.3	0.2	0.4	<b>1.0</b>	1.8
Tennis	-	1.0	-	<b>0.3</b>	1.4
Bowling	0.1	0.8	-	<b>0.4</b>	1.3
Electronic Sports	0.3	0.3	0.1	<b>0.6</b>	1.3
Golf	-	1.1	-	<b>0.1</b>	1.2
Mountain Biking	0.1	0.4	-	<b>0.4</b>	1.0
Exercise Bike	0.1	0.1	0.2	<b>0.5</b>	0.9
Track and Field Athletics	0.1	0.2	0.1	<b>0.5</b>	0.8
Tai Chi	-	0.1	0.1	<b>0.7</b>	0.8

\*Composed of 21.4% who walk for less than 15 minutes and 8.6% who walk for 15-29 minutes

Base: All respondents

**Regular**

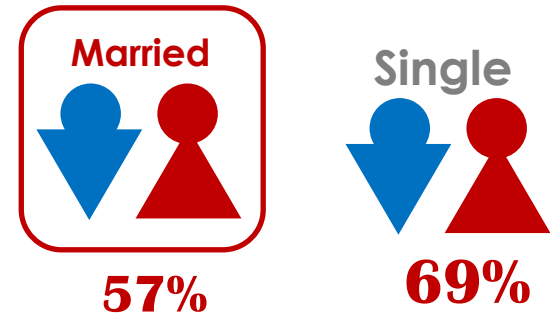
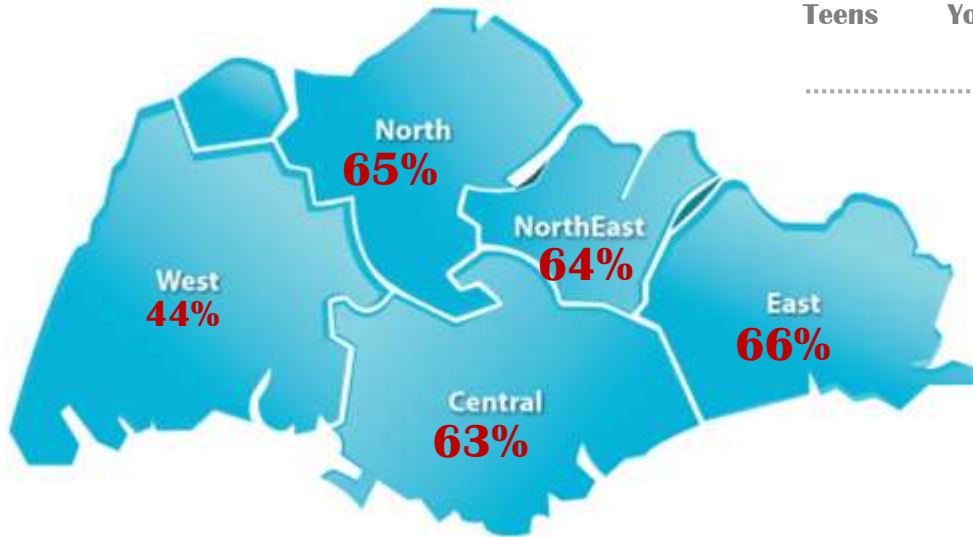
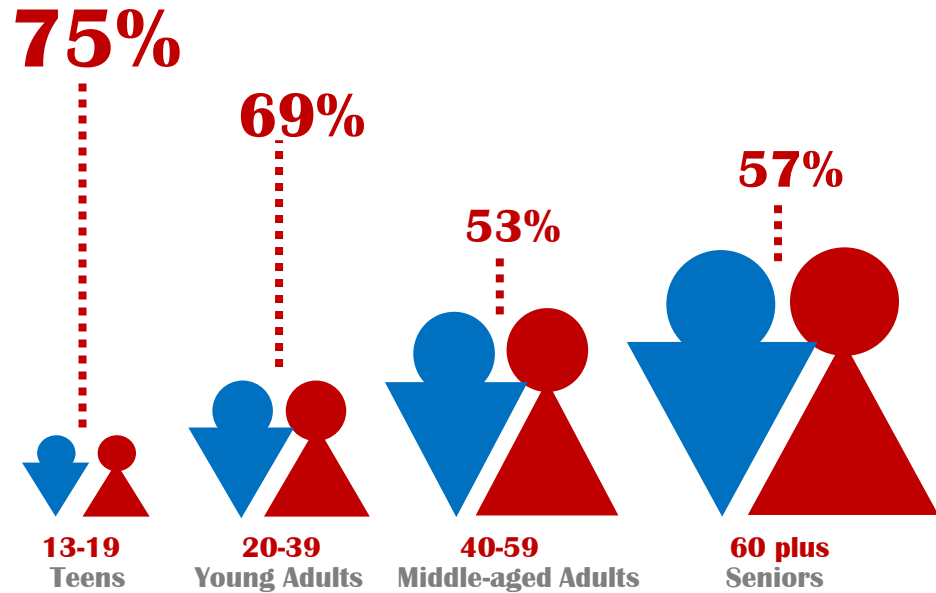
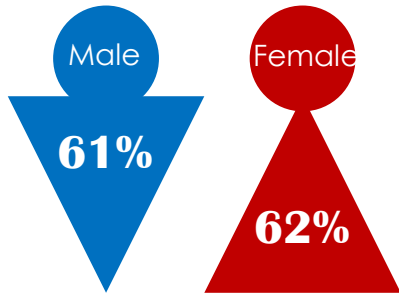


**VS.**

**Sedentary**



# Regular Participation Level by Demographics





# Top Activities among Regular Participants



Walking mainly for health **65%\***  
 Outdoor Jogging or Running **19%**



Swimming **10%**



Badminton **5%**

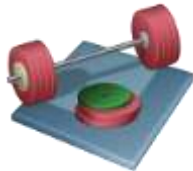
Dance Sport  
 (all forms) **5%**

With **4%**



Soccer

Weightlifting



Yoga

With **3%**



Basketball

Bicycle Touring



Stair Climbing

Treadmill

With **2%**

Bowling  
 Electronic Sports  
 (Wii Sports / Xbox Kinect)

With **1%**

Billiards/Pool/Snooker

BMX



Chess

Exercise Bike

Floorball

Futsal

Golf



Ice Skating



Mountain Biking

Netball

Pilates

Road Racing (Cycling)

Rope Skipping

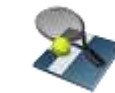
Sepak Takraw

Skateboarding/Roller Skating

Tai Chi

Taiji Quan

Tennis



Track and Field Athletics



Volleyball

\*Composed of 35% who walk for less than 15 minutes, 14% for 15-29 minutes, and 16% for at least 30 minutes

Base: Regular participants

# What Motivates Regular Participants?

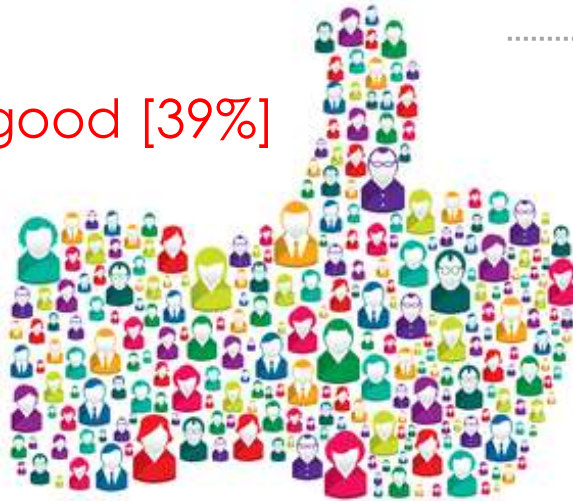


Physical [60%]  
and  
Mental [46%]  
Health



Look good [39%]

Meet other  
people [36%]



Achieve a  
milestone [35%]

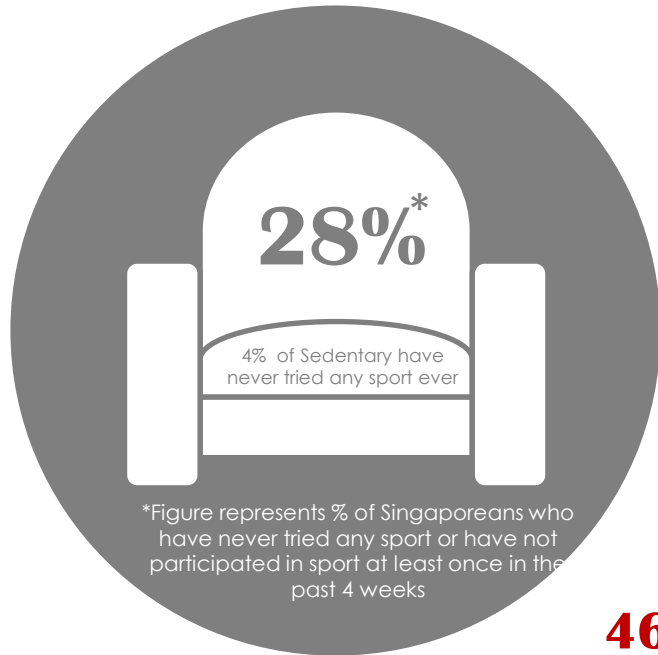


Compete [26%]

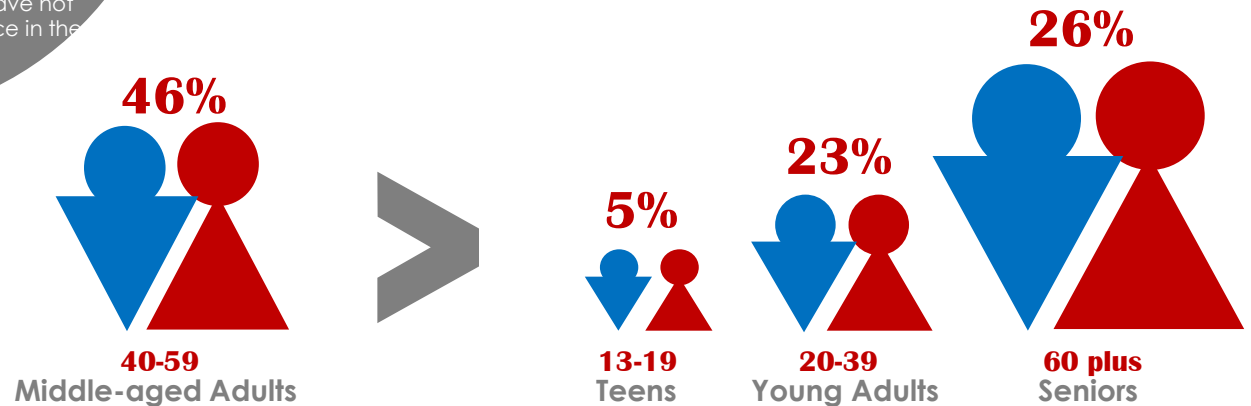
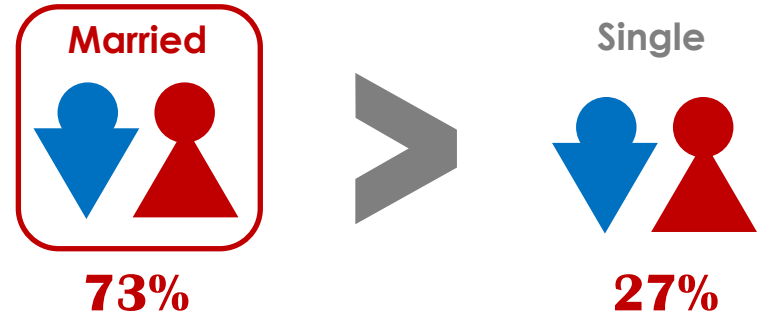
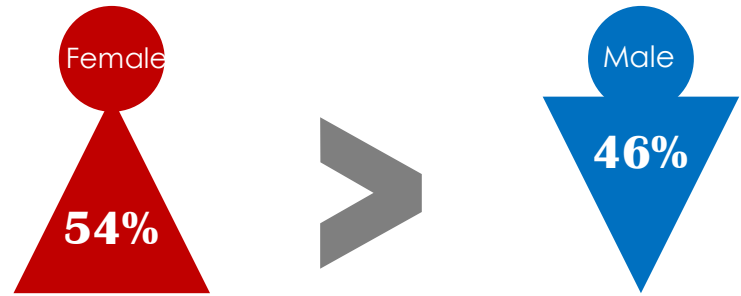
# Who are the Sedentary?



For every 100 Singaporeans, there are 28 who are inactive, mostly married women who are 40-59 years old.



\*Figure represents % of Singaporeans who have never tried any sport or have not participated in sport at least once in the past 4 weeks



# Barriers to Participation among the Sedentary



Lack of time [77%]



Personal health, age,  
or disability [64%]



Need to take care of  
elderly or children [52%]



Lack of facilities  
nearby [31%]



# Attitude toward Major Sports Events (MSEs)

Not surprisingly, Regular Participants show greater interest in major sports events in Singapore compared to the Sedentary.

I would like to see more MSEs held in Singapore



Overall\*  
69

MSEs inspire me to pick up sports and have an active lifestyle



54

I would spend money or time to attend or participate in MSEs held in Singapore



43

I would travel to other countries to attend or participate in MSEs not available in Singapore



23

Figures represent % of Regular Participants / Non-participants rating the statements 4 (agree) or 5 (strongly agree) from a 5-point scale  
\*Includes Regular, Irregular, and Sedentary

# Attitude toward Singapore Athletes



I will support them regardless of their race



Overall\*:  
79



I will support them even if they do not win in a game or competition



76



Supporting them gives me a sense of national pride as a Singaporean



73



Supporting them enables bonding or strengthening of relationships among races



71



I am proud of the medals they have won regardless of their country of birth



69



I am willing to travel overseas to support them



28



If any major international games were to be held in Singapore, I will take time off from my work/home routine to support them



23

Figures represent % of Regular Participants / Non-participants rating the statements 4 (agree) or 5 (strongly agree) from a 5-point scale  
\*Includes Regular, Irregular, and Sedentary

# Opinion toward Sports Overall

Sports not only improve physical health but also strengthen mental health



Sports bring people together regardless of different background



Sports provide opportunities for character development



I have benefited from doing sports myself



People around me make friends through sports regardless of race



There are lots of opportunities to get involved in sports if I want



Sports develop leaders on and off the court or field



I have witnessed success stories of others who benefited from doing sports



% of Regular Participants / Non-participants rating the statements 4 (agree) or 5 (strongly agree) from a 5-point scale

Note: The sedentary can respond to the statements on sports since they have tried sports at least once in their lifetime (99% of all respondents are triers of sports) or have been exposed to it in some other way.

\*Includes Regular, Irregular, and Sedentary

# Appendix: List of Recreational Physical Activities

## A. WALKING/BRISK WALKING (mainly for health)

## B. JOGGING, ATHLETICS, TRIATHLON

- Jogging/Running (Outdoor)
- Triathlon/Decathlon/Duathlon/Aquathlon/Pentathlon
- Track and Field Athletics (include Throwing or Jumping)

## C. WHEEL / MOTOR SPORTS

- Bicycle Touring (e.g. enjoy scenery)
- BMX
- Motor Sports mainly for recreation: Kart / Car / Motorcycle
- Mountain Biking
- Road Racing (Cycling)
- Skateboarding / Roller Skating / Skate-scooting, etc.

## D. BALL SPORTS

- Baseball / Softball
- Basketball
- Cricket
- Croquet / Gateball
- Floorball
- Football / Soccer
- Futsal
- Handball
- Hockey
- Netball
- Rugby / Touch Rugby
- Sepak Takraw
- Volleyball
- Other ball sports (please specify):*

## E. WINTER SPORTS

- Ice Hockey
- Ice Skating
- Snowboarding / Skiing

## F. RACKET SPORTS

- Badminton
- Pickleball
- Racquetball
- Table Tennis
- Tennis / Mini-Tennis
- Squash

## G. WATER SPORTS

- Canoeing / Kayaking
- Diving from springboard or platform
- Dragon Boat
- Sailing / Windsurfing
- Scuba Diving
- Surfing / Waterskiing / Wakeboarding
- Swimming
- Water Polo

## H. TARGET SPORTS

- Archery
- Billiards / Pool / Snooker (exclude bar billiards)
- Bowling
- Darts
- Golf
- Flying Disc / Frisbee
- Paintball
- Petanque / Boules / Bowls
- Shooting

## I. CARDIO / CONDITIONING EXERCISES / WORKOUT

- Calisthenics / Circuit Training / Stretching
- Elliptical Training
- Exercise Bike
- Rope Skipping
- Stair Climbing
- Treadmill
- Dance Sports (All forms including Aerobics, Cheerleading, or Ballet)
- Water Aerobics (i.e. Workout in the pool)
- Weightlifting / Weight training / Body building
- Other workout or exercises with equipment in Gym / Home Gym / Indoor or Outdoor Fitness Corner*

## J. COMBAT SPORTS / MARTIAL ARTS

- Aikido
- Boxing
- Fencing
- Judo
- Jujitsu
- Karate / Karate-Do
- Kendo
- Kickboxing
- Kung Fu
- Muay Thai
- Silat
- Taekwondo
- Taiji Quan
- Wushu Dragon / Lion Dance

## K. MIND-BODY EXERCISES

- Pilates
- Qigong
- Tai Chi
- Yoga

## L. MIND SPORTS

- Chess / Checkers / Xian Qi
- Contract Bridge / Card Games
- Weiqi

## M. HYBRID SPORTS

- Canoe Polo
- Football Tennis
- Korfbal

## N. ELECTRONIC SPORTS (only Wii Sports / Xbox Kinect)

## O. OTHER RECREATIONAL PHYSICAL ACTIVITIES

- Climbing / Mountaineering / Bouldering
- Equestrian Sports / Horse Riding
- Gymnastics
- Other recreational physical activities (please specify):*  
Exclude Mah-jong, Gardening, Meditation, Household Chores, Computer Games (not Wii/Xbox)

Note: Respondents go through the same comprehensive list of sports or recreational physical activities to help them remember before they can be categorized into either Non-Participants or Participants.



If you have any questions, please email  
[Pamela\\_Marique@sport.gov.sg](mailto:Pamela_Marique@sport.gov.sg)

**THANK YOU**

