



Sports Index

Participation Trends 2015

Prepared by:
Market Insights & Consumer Analytics

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Quick Facts about Sports Index

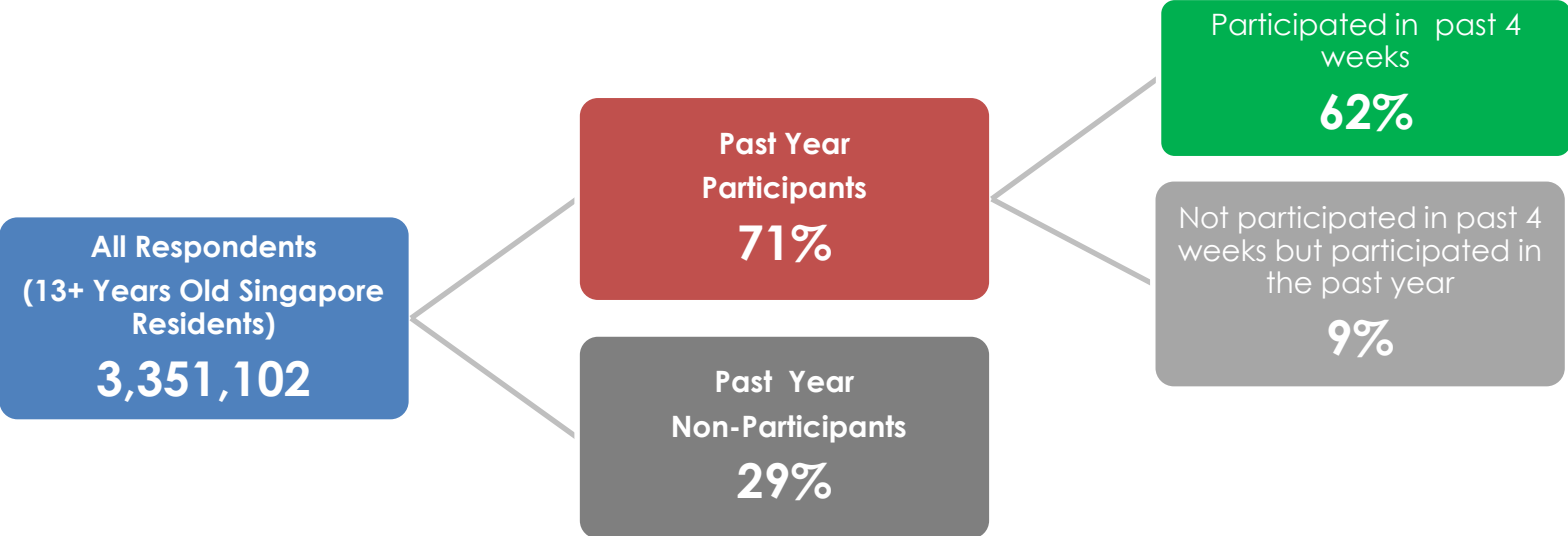
Respondent Profile	<ul style="list-style-type: none">• At least 13 years old• Singapore Citizens and Permanent Residents• Not working or related to anyone working in Sport Singapore
Interview and Sampling Methodology	<p>Computer-assisted personal interview of one household member (selected using the Kish Grid sampling methodology) from each household.</p> <p>List of randomly sampled households for each month of fieldwork were provided by the Department of Statistics (DOS)</p> <p>N = 7602</p>
Fieldwork Period	8 January 2015 – 28 Dec 2015
Population Base and Weighted Variables	<p>June 2014 Population Figures from DOS were used to determine weights for Age Group, Gender, and Race.</p> <p>Total 13+ year old population: 3,351,102</p>
Data Collection Agency and Analysis Tool	<p>Asia Insight (asiainsight.com) Analysis was done using the Qualtrics Survey Software</p>
Questionnaire Design, Analysis and Reporting	<p>Pamela Marique@sport.gov.sg Market Insights and Consumer Analytics (Sport Singapore)</p>

Defining Participation

Past Year (PY) Participants / Non-participants	Participated / Not participated in any sports or recreational physical activity in the past year
Past 4 Weeks (P4W) Participants / Non-participants	Participated / Not participated in any sports or recreational physical activity in the past 4 weeks (P4W Non-participants have participated in past year but not in past 4 weeks)
Irregular Participants	Participated 1-3x in the past 4 weeks
Regular Participants	Participated <u>1-2x a week</u> in the past 4 weeks
Frequent Participants	Participated at least 3x a week in the past 4 weeks
Regular+ Participants	Regular + Frequent Participants (ie at least 1x a week)



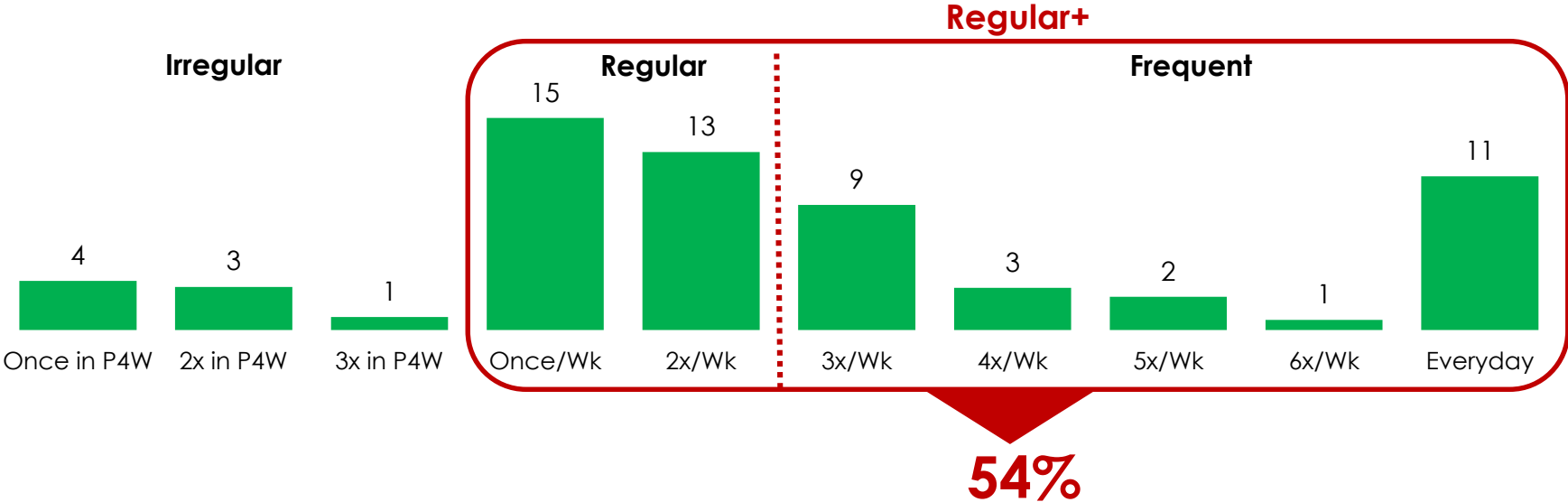
Respondent Breakdown by Participation Level



Figures are in % based on all respondents (7,602)

Breakdown of Past 4 Weeks Participants

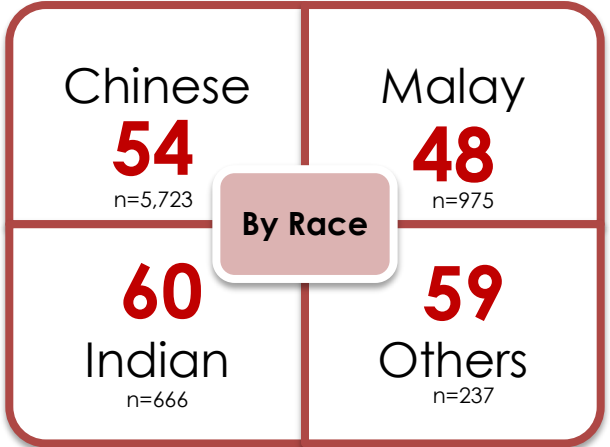
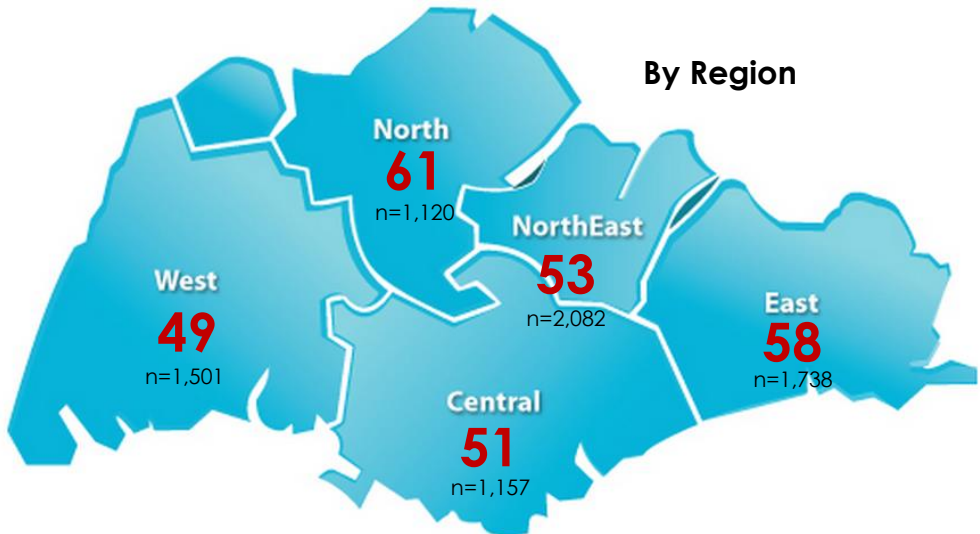
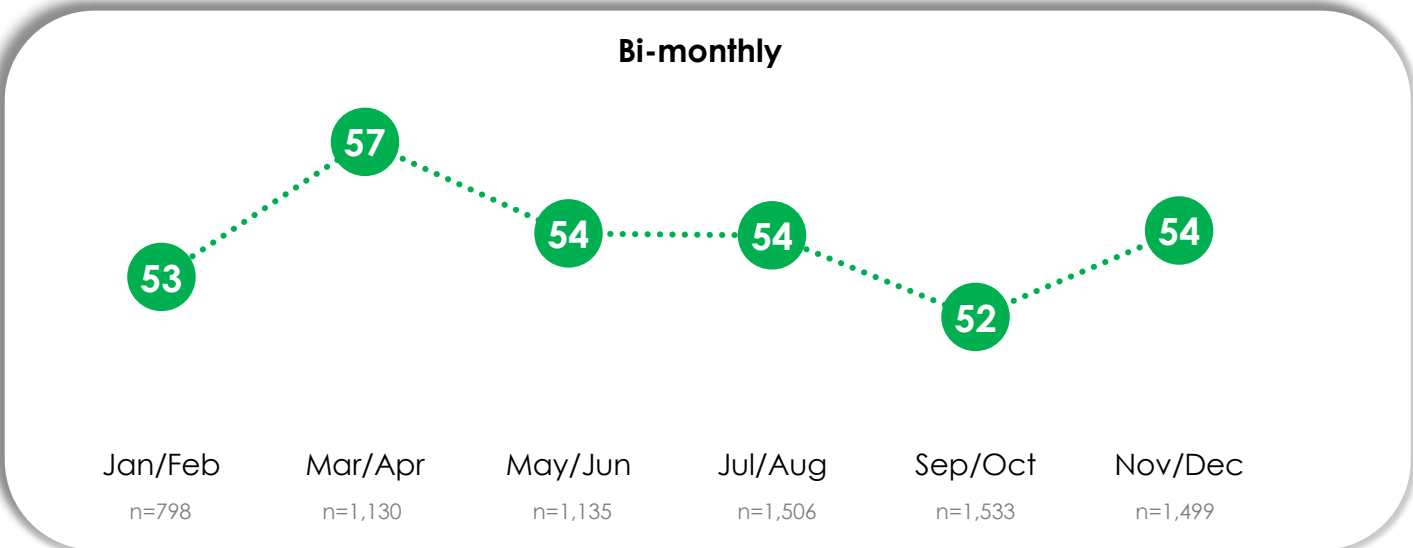
Regular+ participants account for more than half of the 13+ year old residents



Figures are in % based on all respondents (7,602)

Regular+ Participation Rate (1)

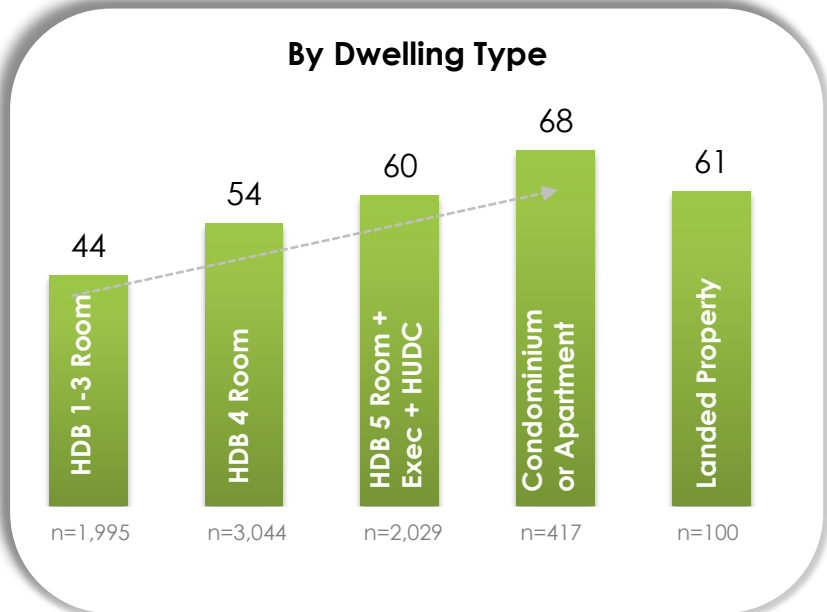
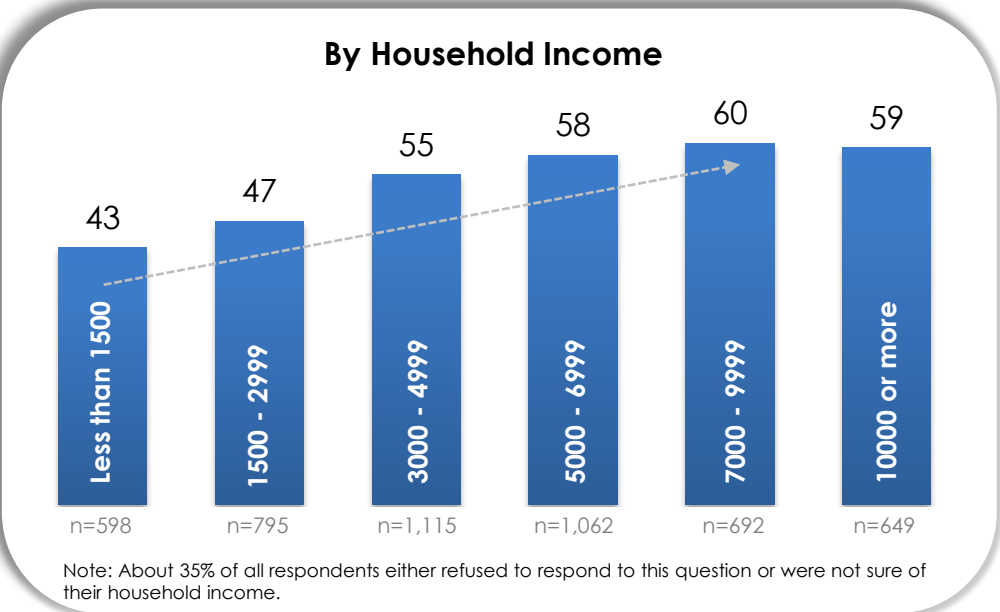
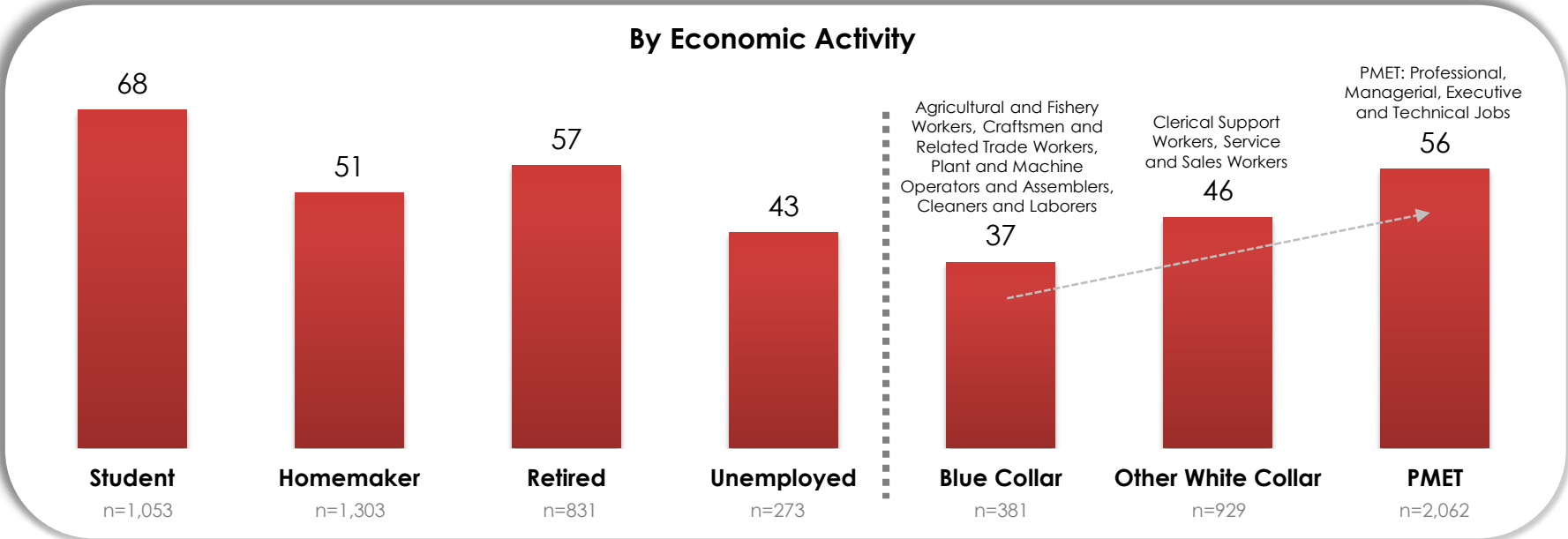
Highest regular+ participation during the months of March and April, among males, residents of North region, and of the Indian race.



Figures are in % based on all respondents per subgroup

Regular+ Participation Rate (2)

Participation improves with better economic status, household income, and dwelling type.

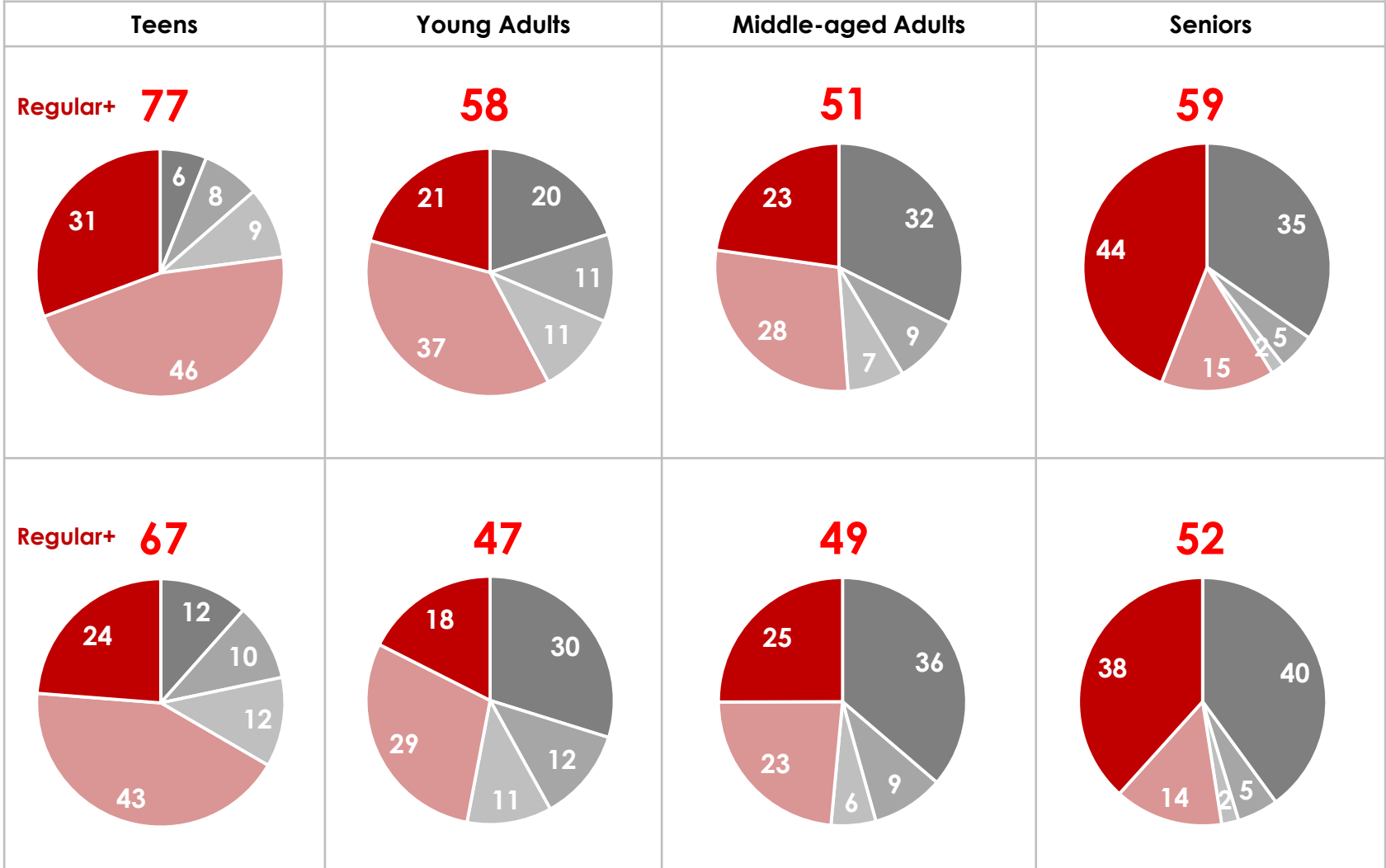


Note: About 35% of all respondents either refused to respond to this question or were not sure of their household income.

Participation Level

Males are generally more active than females even across life stages, except during middle-age when the gap narrows, most likely because of greater responsibilities at home and at work.

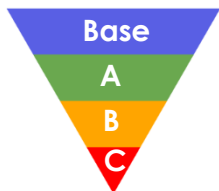
■ PY Non-participant ■ P4W Non-participant ■ Irregular ■ Regular ■ Frequent



Top Activities in terms of Reach, Retention, and Regular+ Participation

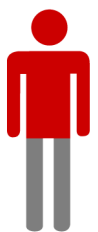
Rank	Activity 1-20	A	B *	C	Rank	Activity 21-40	A	B *	C
1	Walking mainly for health or fitness	20.8	16.9	15.0	21	Billiards / Pool / Snooker	1.5	0.5	0.2
2	Outdoor Jogging / Running	23.1	16.6	14.1	22	Tennis / Mini Tennis	1.2	0.5	0.3
3	Swimming	15.1	7.9	5.2	23	Floorball	1.3	0.4	0.4
4	Other workout or exercises with gym equipment	6.6	5.2	4.8	24	Rope Skipping	1.0	0.4	0.4
5	Badminton	11.5	5.1	3.6	25	Futsal	0.8	0.4	0.2
6	Bicycle Touring	9.2	4.9	3.8	26	Netball	1.2	0.4	0.4
7	Football / Soccer	6.6	3.6	2.9	27	Gymnastics	0.6	0.4	0.4
8	Basketball	5.8	3.0	2.3	28	Exercise Bike / Stationary Bike	1.0	0.4	0.3
9	Yoga	3.0	2.0	1.7	29	Flying Disc / Frisbee	0.9	0.3	0.3
10	Treadmill	2.9	1.9	1.7	30	Road Racing (Cycling)	0.5	0.3	0.2
11	Calisthenics / Circuit Training / Stretching	2.5	1.8	1.7	31	Baseball / Softball	1.0	0.3	0.2
12	Dance Sports	2.0	1.3	1.1	32	Taekwondo	0.7	0.3	0.2
13	Bowling	5.0	1.2	0.5	33	Climbing /Mountaineering / Bouldering	1.0	0.3	0.1
14	Weightlifting / Weigh Training / Body Building	1.2	0.9	0.8	34	Skateboarding / Skating / Skatescooting	0.9	0.3	0.2
15	Stair Climbing	1.5	0.7	0.6	35	Canoeing / Kayaking	1.1	0.2	0.1
16	Qigong	0.8	0.7	0.6	36	Mountain Biking	0.5	0.2	0.2
17	Golf	1.1	0.6	0.3	37	Chess / Checkers / Xian Qi	0.8	0.2	0.2
18	Tai Chi	0.7	0.6	0.5	38	Track and Field Athletics	0.6	0.2	0.2
19	Table Tennis	1.8	0.5	0.3	39	Ice Skating	1.0	0.2	0.1
20	Volleyball	1.6	0.5	0.4	40	Sepak Takraw	0.4	0.2	0.2

* Sorted by Column "B" (Past 4 Weeks Participation)



- All respondents (7,602)
- % of all respondents who participated in the activity at least once in the past year (REACH)
- % of all respondents who participated in the activity (not for the first time) in the past 4 weeks (RETENTION)
- % of all respondents who participated in the activity at least once a week in the past 4 weeks (REGULAR PARTICIPATION)

Top 10 Activities in Past 4 Weeks



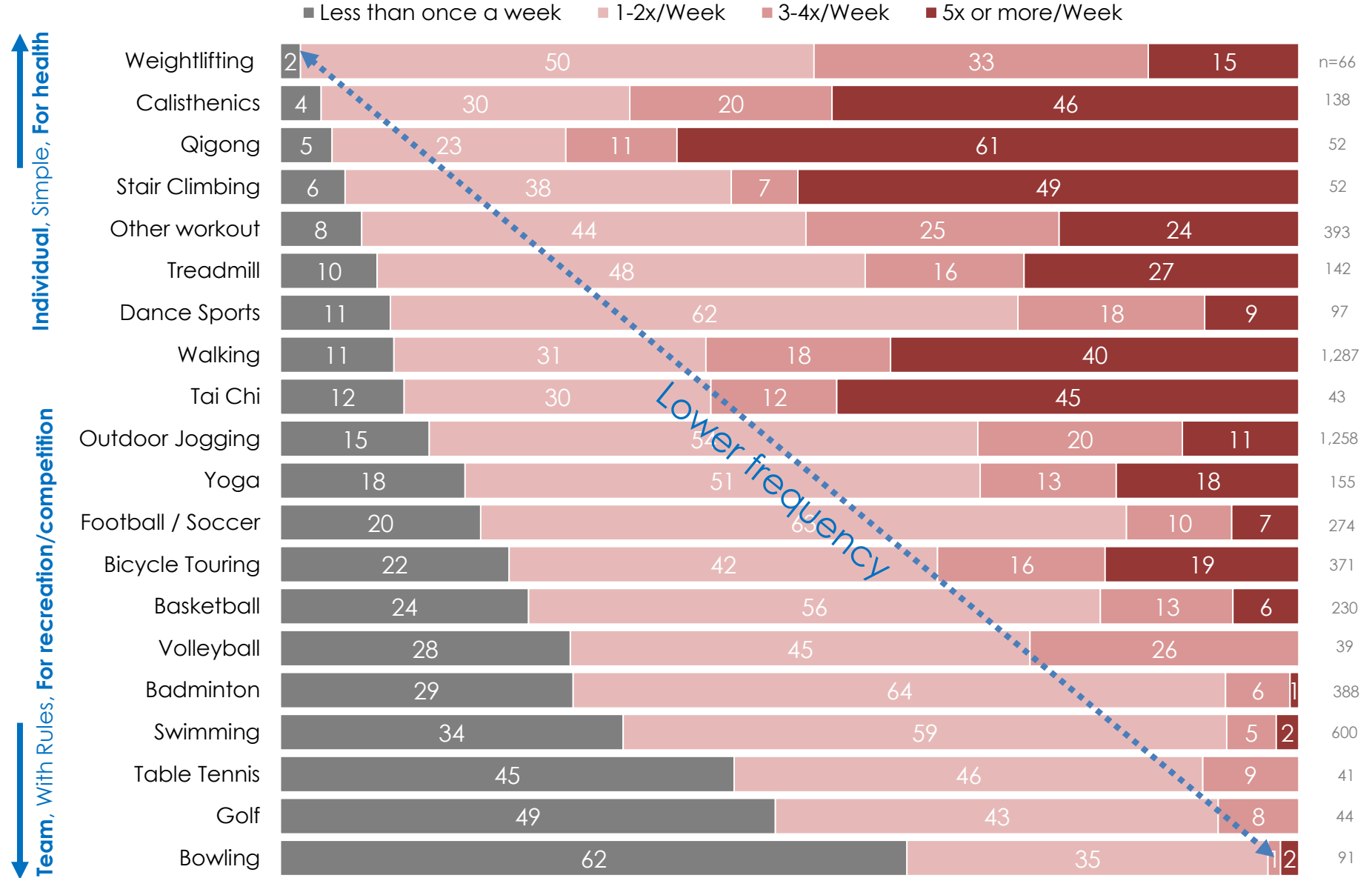
Teens		Young Adults		Middle-aged Adults		Seniors	
Basketball	27	Jogging / Running*	32	Jogging / Running*	29	Walking for health	53
Football / Soccer	25	Swimming	13	Walking for health	22	Jogging / Running*	14
Jogging / Running*	17	Football / Soccer	13	Swimming	14	Bicycle Touring	8
Badminton	15	Badminton	8	Bicycle Touring	12	Other workout**	6
Swimming	11	Other workout**	8	Badminton	8	Calisthenics	4
Bicycle Touring	7	Basketball	7	Other workout**	6	Treadmill	3
Bowling	4	Bicycle Touring	7	Football / Soccer	3	Swimming	2
Other workout**	4	Walking for health	6	Treadmill	3	Golf	2
Futsal	3	Weightlifting	3	Calisthenics	2	Tai Chi	2
Walking for health	3	Bowling	3	Golf	2	Qigong	2
Jogging / Running*	29	Jogging / Running*	28	Walking for health	38	Walking for health	51
Badminton	19	Swimming	18	Jogging / Running*	18	Other workout**	10
Swimming	13	Walking for health	17	Swimming	8	Calisthenics	8
Basketball	8	Other workout**	8	Other workout**	7	Jogging / Running*	6
Walking for health	7	Yoga	8	Bicycle Touring	6	Qigong	5
Netball	7	Badminton	7	Yoga	5	Dance Sports	3
Volleyball	7	Bicycle Touring	7	Calisthenics	4	Tai Chi	3
Other workout**	7	Dance Sports	3	Badminton	4	Treadmill	2
Football / Soccer	6	Treadmill	3	Treadmill	3	Swimming	2
Dance Sports	6	Basketball	2	Dance Sports	3	Exercise Bike	1

* Outdoor and not on Treadmill
 ** Other workout or exercises with equipment in Gym / Home Gym / Indoor or Outdoor Fitness Corner

Participation Frequency

(Among Top 20 Activities in Past 4 Weeks)

Activities usually done for health and are non-competitive are done more frequently as compared to more competitive activities.

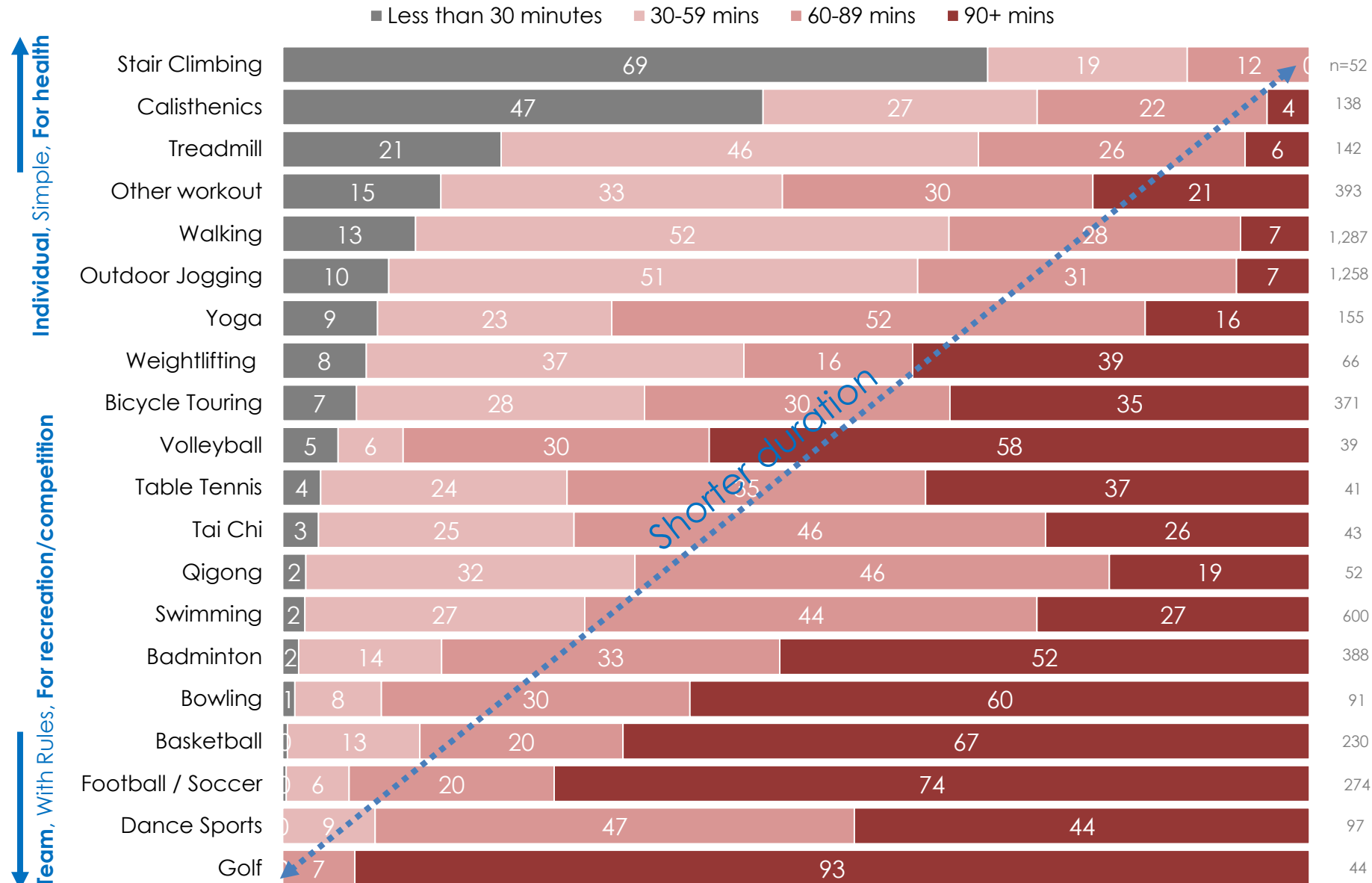


Figures are in % based on past 4 weeks participants for each activity

Duration per Session

(Among Top 20 Activities in Past 4 Weeks)

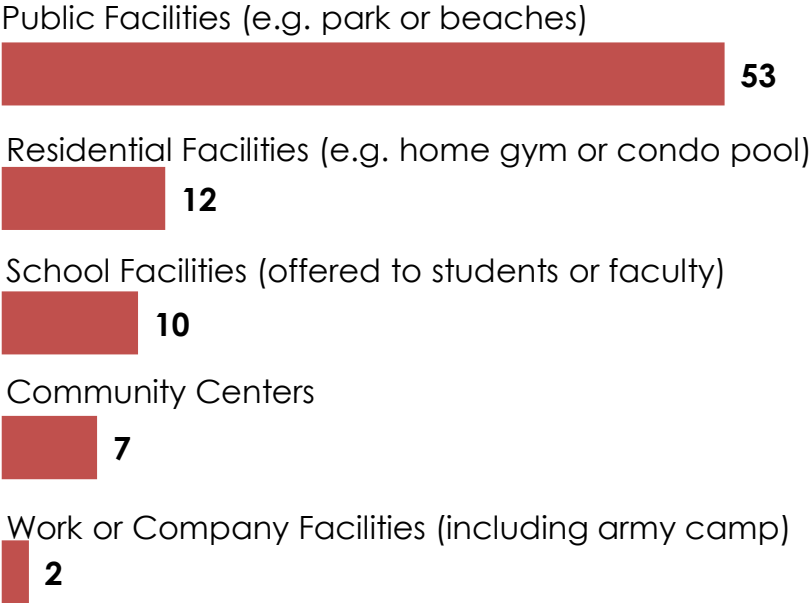
However, non-competitive activities are done in shorter duration per session while activities with a competitive element last longer.



Figures are in % based on past 4 weeks participants for each activity

Participation Venue and Companion

Free Facilities 88%

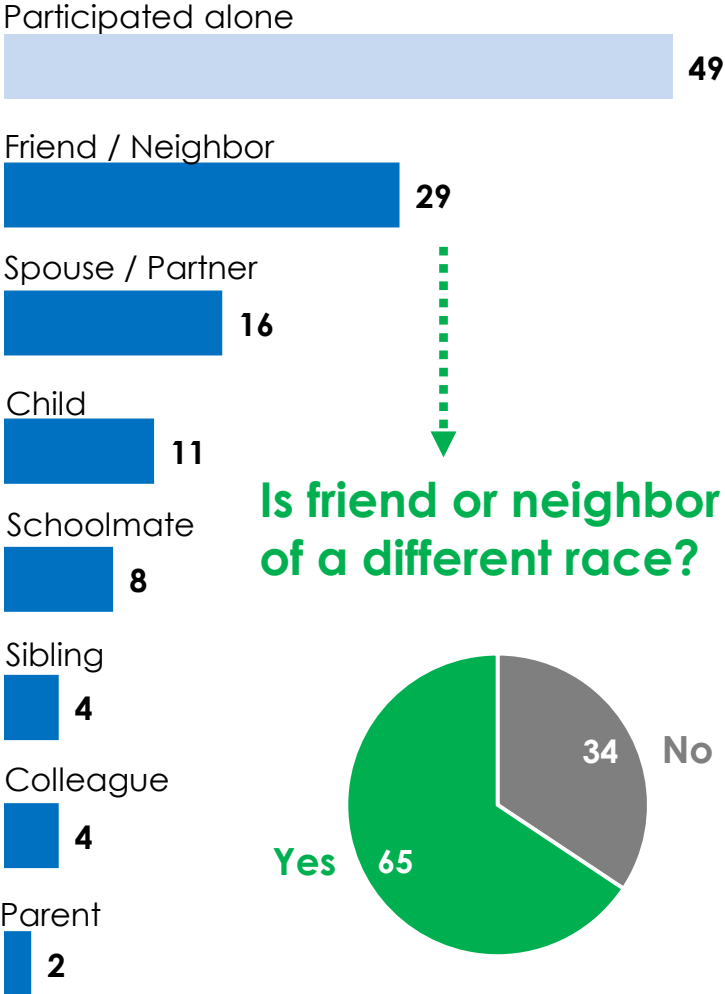


Paid Facilities 23%



Participants opt for free facilities but among the paid facilities, ActiveSG is most preferred.

About half of participants do activities by themselves. Three out of 10 do so with a friend/neighbor, majority of which are of a different race.



Figures are in % based on past 4 weeks participants (4,676)

Activities Most Enjoyed and Most Participated In Past Year

Shares add up to 100% across sports

Rank	Most Enjoyed % of Past Year Participants who Enjoyed the Activity the Most (across other activities participated in <u>past year</u>)	% Share	Most Participated In % of Past Year Participants who Participated in the Activity the Most (across other activities in <u>past year</u>)	% Share	Index*
1	Walking mainly for health or fitness	21.9	Walking for health or fitness	23.2	1.3
2	Outdoor Jogging / Running	16.8	Outdoor Jogging / Running	20.4	3.6
3	Swimming	9.0	Swimming	8.0	-1.0
4	Badminton	6.3	Other workout or exercises with gym equipment	6.4	0.3
5	Other workout or exercises with gym equipment	6.1	Badminton	5.7	-0.6
6	Bicycle Touring	5.6	Bicycle Touring	5.1	-0.5
7	Football / Soccer	5.0	Football / Soccer	4.5	-0.5
8	Basketball	3.6	Basketball	3.2	-0.4
9	Yoga	2.3	Calisthenics / Circuit Training / Stretching	2.2	0.0
10	Calisthenics / Circuit Training / Stretching	2.2	Treadmill	2.2	0.2
11	Dance Sports	2.0	Yoga	2.2	-0.1
12	Treadmill	2.0	Dance Sports	1.8	-0.2
13	Bowling	1.3	Bowling	1.0	-0.3
14	Qigong	0.8	Qigong	0.8	0.0
15	Golf	0.8	Golf	0.8	0.0
16	Netball	0.7	Weightlifting / Weight Training / Body Building	0.7	0.3
17	Tai Chi	0.6	Tai Chi	0.7	0.1
18	Tennis / Mini Tennis	0.5	Stair Climbing	0.6	0.2
19	Floorball	0.5	Netball	0.6	-0.1
20	Volleyball	0.5	Tennis / Mini-Tennis	0.5	0.0

* Index is the difference between the enjoyment share and the participation share. >0 means that the activity (Most Participated In column) gets participants who may not necessarily enjoy it but potentially because of convenience or other factors, they are able to do more of this activity rather than their most enjoyed activity.

NOTE: The ranking of activities in terms of enjoyment and participation levels vary greatly across the age groups. For instance Basketball gets a 13% enjoyment share among the Teens but because the segment contributes the least to the population size, Basketball gets a lower ranking at the overall level. As such it is important to look at preferences by life stage or age group (or other relevant segments) and be more targeted in sport-promoting efforts.

Figures are in % based on past year participants (5,376)

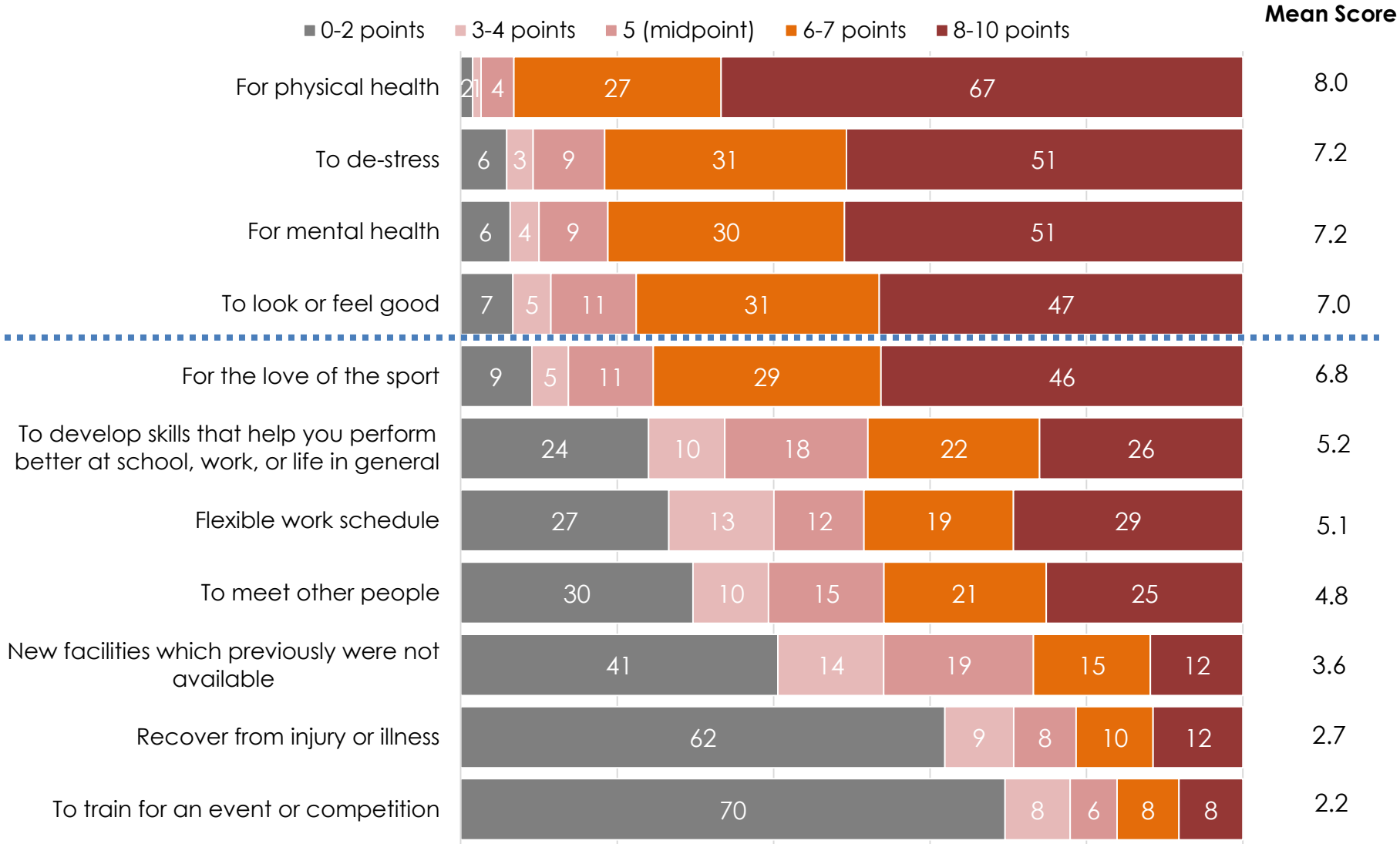
What Makes an Activity Enjoyable

Physical benefits (including physical development, image enhancement, and relaxation) is a major driver to participation followed by social benefits and whether the activity is convenient both in set-up and ease of doing.

	Maintains health, fitness, or physical well-being / Good way to sweat it out / Exercises the body	42
Physical	Supports physical development (e.g. posture, strength, or stamina) or motor skills (e.g. flexibility, balance)	14
	Improves appearance / Helps in losing or managing weight / Builds or shapes muscles	12
	Relaxing, refreshing, or cooling to the mind and body	12
Social	Promotes bonding / A social platform (e.g. make new friends)	11
	It is a team or group sport / Fun to do in a group / Friends or family like to do it / Promotes team spirit	10
	Convenient or conducive facilities	11
Convenience	Easy / Safe / Comfortable to do (less sweat, less strenuous, less effort)	10
	Convenient to organize or set up in terms of timing and resources (e.g. no need for kaki / gear / booking fee)	9
	Passionate about the sport / Fan of the sport	6
	Challenging / Fast-paced / Requires higher level of skills or energy / Requires variety of movements	6
	Good for mental development	6
	General liking of the activity	5
	A means to see places, do, or enjoy other things (e.g. nature or music) simultaneously	4
	It is an activity learned in school / Childhood sport / First sport learned	2
	Provides sense of freedom, control, achievement / Promotes emotional release	2
	Competitive / Exciting to win a game	1
	Adventurous, unique, exciting experience	1

Motivators that Matter Most

While physical health remains most important driver, mental, and emotional well-being (e.g. stress-free, healthy self image) also play crucial roles.

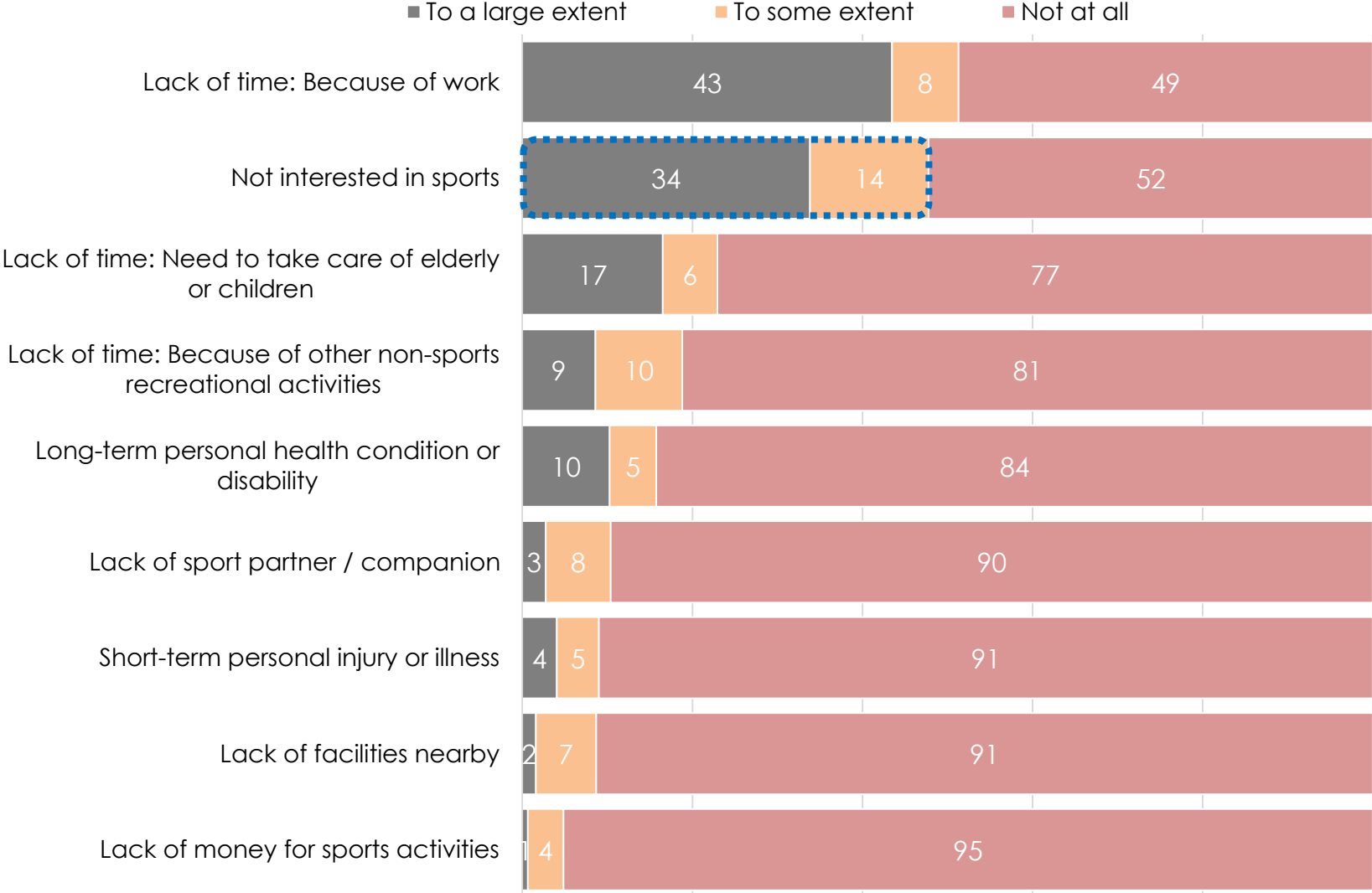


Note: The reasons above were shown to respondents for them to rate from 1-10 in terms of importance, different from what makes an activity enjoyable which are provided spontaneously by the respondents.

Figures are in % based on past year participants (5,376)

Reasons for Not Participating in Past Year

Lack of time, particularly because of work, affects half of the past year non-participants. Noteworthy, also about half (48%) are not interested in sports. This translates to 14% of the 13+ year old population most difficult to convert.



All Sedentary: Those who did not do sports in P. 1 year
 U= 972,000

Note: The reasons above were shown to respondents for them to rate in terms of extent (To a large extent, To some extent, Not at all)

Figures are in % based on past year non-participants (2,226)

Aspirational Activities* and Ways of Engaging in These

Yoga is most aspirational activity followed by Badminton among past year participants and Jogging / Running among non-participants.

Among Past Year Participants	%	Among Past Year Non-participants	%
Yoga	11	Yoga	12
Badminton	4	Outdoor Jogging / Running	5
Swimming	3	Walking mainly for health	4
Archery	2	Swimming	4
Football / Soccer	2	Badminton	3
Basketball	2	Football / Soccer	3
Bicycle Touring	2	Basketball	1
Bowling	1	Bicycle Touring	1
Tennis / Mini Tennis	1	Bowling	1
Ice Skating	1	Ice Skating	1

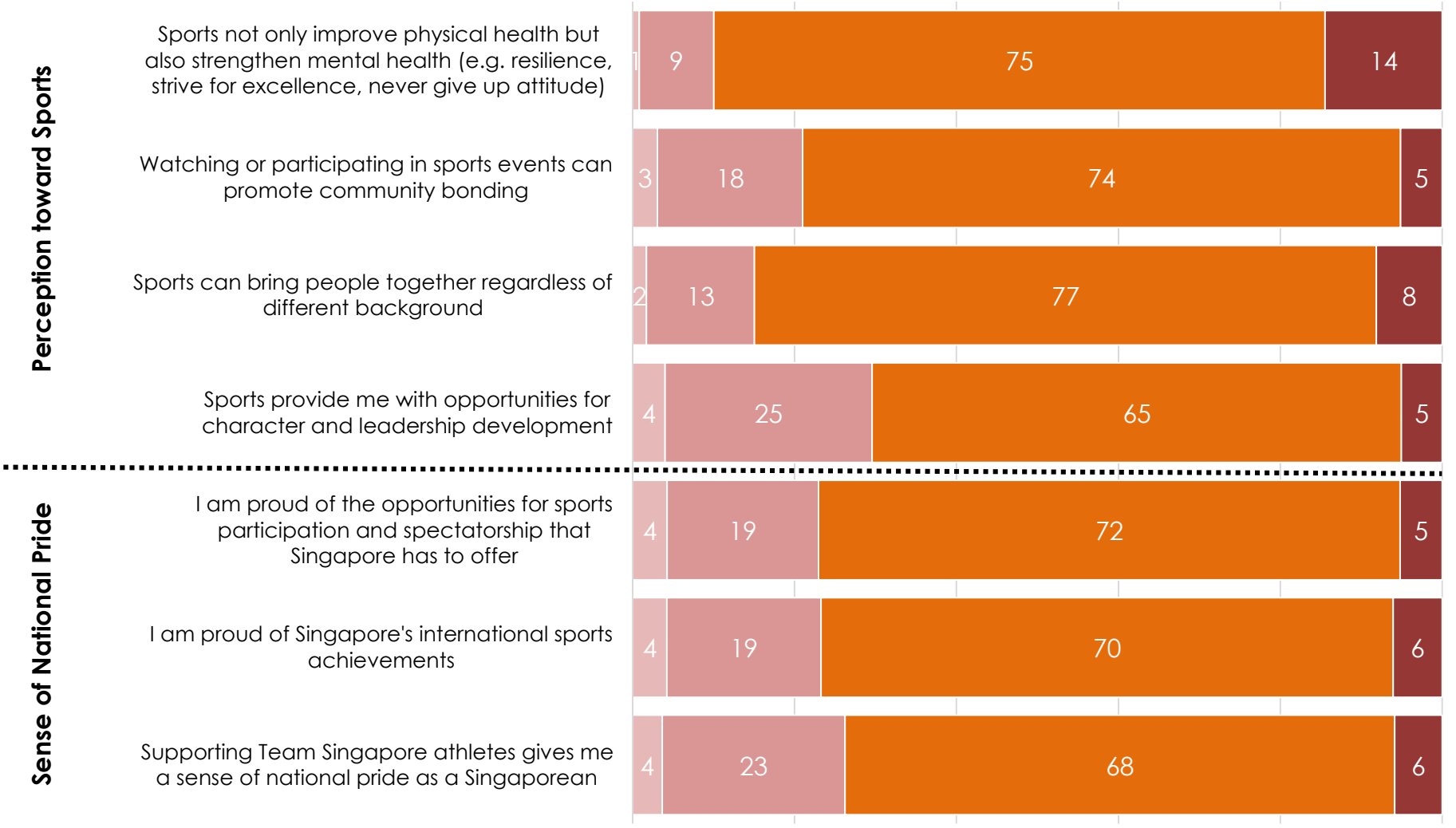
Figures are in % based on past year participants (5,376) and past year non-participants (2,226)

*Among Past Year Non-participants: Activities they are interested in but not able to do or participate in as much as they like. Among Past Year Participants: Same but excluding their activity most participated in the past year

Perceptions toward Sports and Sense of National Pride

Residents are generally positive toward sports overall and have good sense of national pride that is hinged on Singapore's sports offerings, international sports achievements, and Team Singapore athletes

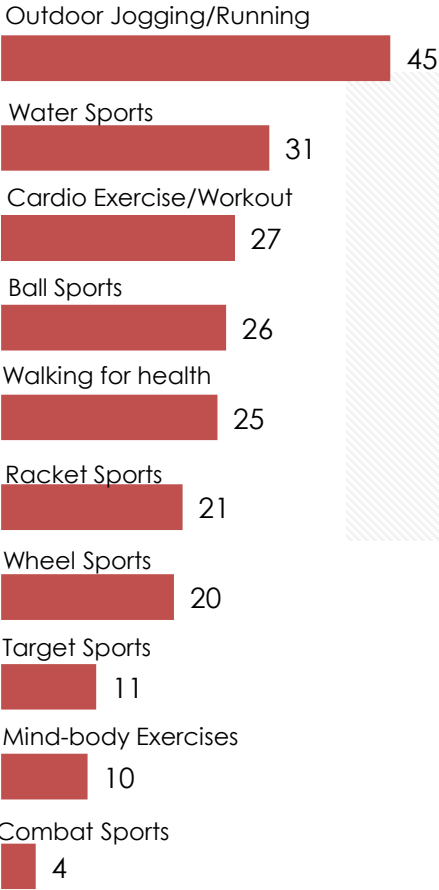
■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree



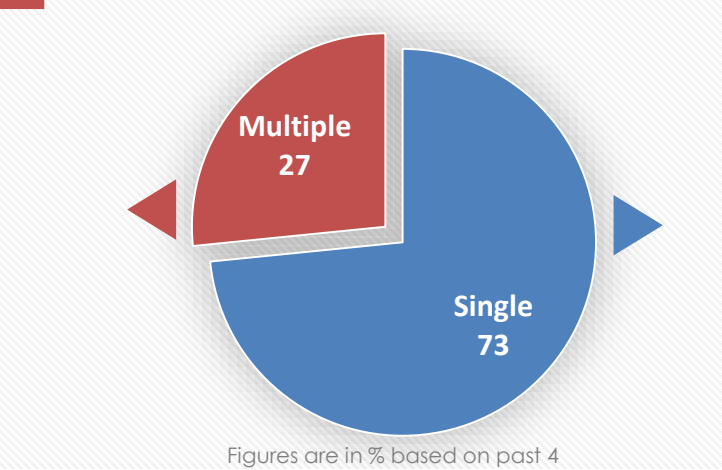
Figures are in % based on all respondents (7,602)

Single vs. Multiple Activities in Past 4 Weeks

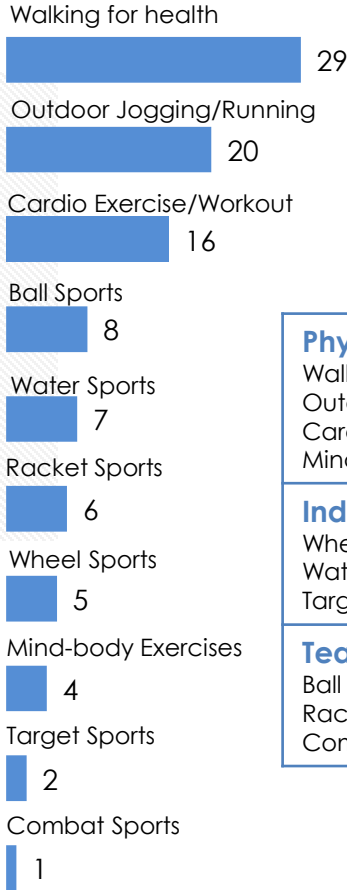
Among past 4 weeks participants, seven out of ten participated in only one type of physical activity, usually Physical Exercise (69% of single activity participants).



Rest are below 2%
 Figures are in % based on multiple activities participants (1,243)



Figures are in % based on past 4 weeks participants (4,676)



Rest are below 1%
 Figures are in % based on single activity participants (3,431)

<p>Physical Exercise (69) Walking for health Outdoor Jogging/Running Cardio Exercise/Workout Mind-body Exercises</p>
<p>Individual Sports (14) Wheel Sports Water Sports (mainly Swimming) Target Sports</p>
<p>Team Sports (15) Ball Sports Racket Sports Combat Sports</p>

Profile of Participation Frequency Segments

There is a higher proportion of homemakers and retirees among the Frequent participants, suggesting that this segment indeed has more free time hence are able to participate more often than the Irregular or Regular participants

	Irregular (n=573)	Regular (n=2,122)	Frequent (n=1,981)
Occupation	<ul style="list-style-type: none"> Full-time employee: 55 Student: 22 Homemaker: 13 Freelance or Part-time: 4 Retired: 3 NS / Armed Forces / Diplomat: 2 Unemployed: 2 	<ul style="list-style-type: none"> Full-time employee: 54 Student: 21 Homemaker: 11 Freelance or Part-time: 5 Retired: 5 NS / Armed Forces / Diplomat: 2 Unemployed: 2 	<ul style="list-style-type: none"> Full-time employee: 34 Student: 13 Homemaker: 22 Freelance or Part-time: 6 Retired: 19 NS / Armed Forces / Diplomat: 2 Unemployed: 4
Marital Status	<ul style="list-style-type: none"> Married with kids: 53 Single: 41 Married without kids: 6 	<ul style="list-style-type: none"> Married with kids: 50 Single: 42 Married without kids: 8 	<ul style="list-style-type: none"> Married with kids: 60 Single: 35 Married without kids: 5
Dwelling Type	<ul style="list-style-type: none"> HDB 1-3 Rooms: 23 HDB 4-5 Rooms/Exec/HUDC: 69 Condo/Apartment: 6 Landed: 1 	<ul style="list-style-type: none"> HDB 1-3 Rooms: 18 HDB 4-5 Rooms/Exec/HUDC: 73 Condo/Apartment: 8 Landed: 2 	<ul style="list-style-type: none"> HDB 1-3 Rooms: 26 HDB 4-5 Rooms/Exec/HUDC: 67 Condo/Apartment: 6 Landed: 1

Comparison of Preferred Activities and Motivators

The participation frequency segments appear to be defined by the activities they enjoy most and what motivates them. The Irregular and Regular prefer team or facility-dependent activities while the Frequent opt for convenience.

	Irregular (n=573)	Regular (n=2,122)	Frequent (n=1,981)
Most Enjoyable Sports	Swimming 19	Jogging/Running* 19	Walking for health 33
	Walking for health 15	Walking for health 16	Jogging / Running* 16
	Jogging/Running* 13	Swimming 10	Other workout** 8
	Badminton 10	Badminton 8	Bicycle Touring 6
	Bicycle Touring 5	Football / Soccer 7	Calisthenics 4
	Football / Soccer 5	Other workout 6	Swimming 4
	Basketball 5	Bicycle Touring 5	Badminton 3
	Bowling 3	Basketball 4	Basketball 3
	Other workout** 3	Yoga 3	Football / Soccer 3
	Golf 2	Dance Sports 2	Treadmill 3
What Makes Sports Enjoyable	Maintains health 39	Maintains health 43	Maintains health 47
	Promotes bonding 16	For physical development 16	For physical development 15
	For physical development 15	Promotes bonding 13	Convenient facilities 13
	Improves appearance 13	Improves appearance 12	Improves appearance 12
	Convenient facilities 13	Fun to do in a group 12	Easy, safe, comfortable to do 12
	Convenient to organize 13	Relaxing to the mind and body 11	Relaxing to mind and body 11
	Relaxing to mind and body 13	Convenient facilities 9	Convenient to organize 9
	Fun to do in a group 11	Easy, safe, comfortable to do 8	Promotes bonding 9
	Easy, safe, comfortable to do 10	Passionate about the sport 7	Fun to do in a group 7
	Good for mental development 9	Challenging / Requires skills 7	Good for mental development 9
	Challenging / Requires skills 9	General liking of the activity 5	General liking of the activity 5
	Passionate about the sport 6	Good for mental development 5	Challenging / Requires skills 5

* Outdoor and not on Treadmill

** Other workout or exercises with equipment in Gym / Home Gym / Indoor or Outdoor Fitness Corner

Residents Profiling by Life Stage

Younger generation do more Team Sports, especially Ball Sports, while the older prefer Physical Exercise, mainly Walking for health.

	Teens (13-19 Y.O.)	Young Adults (20-39 Y.O.)	M.A. Adults (40-59 Y.O.)	Seniors (60+)
Size	335,655 (10% contribution to 13+ y.o. population)	1,123,893 (34% contribution to 13+ y.o. population)	1,228,451 (37% contribution to 13+ y.o. population)	663,103 (20% contribution 13+ y.o. population)
Household Income	Not Applicable (More than half were unable to provide a response)		Less than 3,000 9	
			3,000 – 6,999 33	
			7,000+ 28	
			Refused/Don't Know 29	
Sports Participation Rate	<p>■ Not participated in past year ■ Participated in past year but not in past 4 weeks ■ Irregular ■ Regular ■ Frequent</p>			
	<p>Base: All Respondents</p>			
	<p>Base: Past 4 Weeks Participants</p>			
Top Sports Categories	Ball Sports 46	Jogging/Running* 36	Walking for health 35	Walking for health 57
	Jogging/Running* 26	Water Sports 19	Jogging/Running* 28	Cardio Exercise/Workout 22
	Racket Sports 21	Cardio Exercise/Workout 19	Cardio Exercise/Workout 19	Jogging/Running* 11
	Water Sports 15	Ball Sports 17	Water Sports 13	Mind-body Exercises 7
	Cardio Exercise/Workout 15	Walking for health 13	Wheel Sports 11	Wheel Sports 5
	Target Sports 10	Racket Sports 11	Racket Sports 8	Water Sports 2
	Wheel Sports 7	Wheel Sports 10	Mind-body Exercises 6	Target Sports 2
	Walking for health 6	Target Sports 6	Ball Sports 4	Racket Sports 2
	Combat Sports 4	Mind-body Exercises 6	Target Sports 2	Combat Sports 1
	Winter Sports 2	Combat Sports 2	Combat Sports 1	Ball Sports 0.5

* Outdoor and not on Treadmill; includes Athletics and Triathlon, Decathlon, etc.

Preferred Activities and Motivators

Motivations evolve through life stages. The young look forward to reaping social benefits while the old the physical benefits.

	Teens (13-19 Y.O.)	Young Adults (20-39 Y.O.)	M.A. Adults (40-59 Y.O.)	Seniors (60+)
Most Enjoyable Sports	Basketball 13	Jogging/Running* 21	Walking for health 28	Walking for health 52
	Football / Soccer 12	Swimming 13	Jogging/Running* 19	Jogging/Running* 8
	Badminton 12	Walking for health 9	Swimming 9	Other workout** 8
	Jogging/Running* 10	Badminton 8	Bicycle Touring 8	Calisthenics 6
	Swimming 7	Football/Soccer 7	Other workout** 6	Bicycle Touring 3
	Bicycle Touring 4	Other workout** 7	Badminton 5	Qigong 3
	Other workout** 4	Basketball 5	Calisthenics 3	Swimming 3
	Netball 3	Bicycle Touring 5	Treadmill 3	Treadmill 2
	Dance Sports 3	Yoga 4	Football/Soccer 2	Dance Sports 2
	Floorball 3	Dance Sports 2	Yoga 2	Tai Chi 2
What Makes Sports Enjoyable	Maintains health 33	Maintains health 37	Maintains health 46	Maintains health 52
	Fun to do in group 20	For physical development 14	For physical development 13	For physical development 17
	Promotes bonding 18	Promotes bonding 14	Relaxing to mind & body 12	Convenient facilities 13
	For physical development 17	Fun to do in a group 13	Convenient facilities 11	Relaxing to mind & body 13
	Challenging/Requires skills 15	Relaxing to mind & body 12	Easy, safe, comfortable 11	Easy, safe, comfortable 13
	Improves appearance 14	Improves appearance 11	Improves appearance 11	Improves appearance 11
	Passionate about sport 12	Convenient facilities 10	Promotes bonding 9	Convenient to organize 11
	Easy, safe, comfortable 8	Convenient to organize 9	Convenient to organize 9	For mental development 7
	General liking of activity 8	Easy, safe, comfortable 8	Fun to do in a group 7	Promotes bonding 6
	Convenient to organize 8	Passionate about sport 8	For mental development 5	Fun to do in a group 3
	Convenient facilities 7	Challenging/Requires skills 8	Enjoy other things 5	Enjoy other things 3
	Relaxing to mind & body 6	General liking of the activity 6	General liking of activity 5	General liking of activity 3

* Outdoor and not on Treadmill

** Other workout or exercises with equipment in Gym / Home Gym / Indoor or Outdoor Fitness Corner

Barriers to Participation in Past Year

Across life stages, non-participation is either due to lack of time or the lack of interest in sports, or both. In addition, some Teens are busy with other non-sport activities while the Seniors are hindered by a long-term physical disability. Among young and middle-aged adults, it is the added responsibility at home (on top of work).

	Teens (13-19 Y.O.)	Young Adults (20-39 Y.O.)	M.A. Adults (40-59 Y.O.)	Seniors (60+)
% of Non-participants in Past Year				
Barriers to Participation in Past Year*	<ul style="list-style-type: none"> Lack of time: Because of work: 32 Not interested in sports: 55 Lack of time: Need to care for family: 7 Lack of time: Due to other activities**: 32 Long-term physical disability: 6 Lack of sport partner/companion: 12 Short-term personal injury or illness: 6 Lack of facilities nearby: 10 Lack of money for sports activities: 7 	<ul style="list-style-type: none"> Lack of time: Because of work: 61 Not interested in sports: 47 Lack of time: Need to care for family: 29 Lack of time: Due to other activities**: 19 Long-term physical disability: 5 Lack of sport partner/companion: 10 Short-term personal injury or illness: 4 Lack of facilities nearby: 7 Lack of money for sports activities: 4 	<ul style="list-style-type: none"> Lack of time: Because of work: 59 Not interested in sports: 47 Lack of time: Need to care for family: 23 Lack of time: Due to other activities**: 20 Long-term physical disability: 13 Lack of sport partner/companion: 11 Short-term personal injury or illness: 9 Lack of facilities nearby: 10 Lack of money for sports activities: 5 	<ul style="list-style-type: none"> Lack of time: Because of work: 29 Not interested in sports: 49 Lack of time: Need to care for family: 18 Lack of time: Due to other activities**: 15 Long-term physical disability: 33 Lack of sport partner/companion: 10 Short-term personal injury or illness: 14 Lack of facilities nearby: 9 Lack of money for sports activities: 6

* Reasons for not participating in past year (To a large extent or to some extent)

**Lack of time: Because of other non-sports recreational activities

Note: There is a further need for research, particularly qualitative, to better understand and address the root cause for the lack of interest in sports plus determine the best course of action or programs that will be relevant to those who lack the time for sports.

Volunteerism

Four out of 100 residents have volunteered (not expecting any financial payment) in sport-related activities in the past year.

Coached an individual or team(s) in a sport or recreational physical activity	0.5
Refereed, umpired, or officiated at a sports match or competition	0.4
Performed an administrative or organizational role for a sports club, organization, or event (e.g. chair, secretary, fixture secretary, committee member, club captain, event organizer, etc.)	1.1
Raised funds for a sports club or sports organization / Made a financial donation or contribution to a sports-related charitable cause	0.4
Provided transport which helped children or adults take part in sport (other than family members)	0.2
Provided any practical help for a sport or recreation physical activity, such as stewarding; helping with refreshments; helping with sports kit or equipment, or first aid, etc. without being a member of the event organizer	1.5
I have not participated in any volunteer activities / I have not volunteered in any sporting activity	96.3

Spectatorship*

Half of residents have not watched a sports event in the past year. Among those who did, majority have done so on TV (and/or online), of which Football and Swimming are the most watched sports.

Not watched any sports event in the past year



Watched a sports event on TV



Watched a sports event online (e.g. YouTube, website, etc.)



Attended a ticketed sports event held in Singapore



Attended a non-ticketed sports event held in Singapore



Attended a sports event outside Singapore



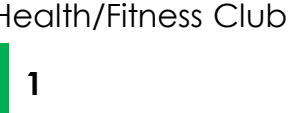
Figures are in % based on all respondents (1,402)
*Tracked starting November 2015

SPORTS WATCHED ON TV/ONLINE		(n=600)
Football / Soccer		43
Swimming		35
Badminton		19
Table Tennis		15
Basketball		10
Tennis / Mini-Tennis		6
Track and Field Athletics		3
Boxing		3
Cricket		3
Volleyball		3
SPORTS WATCHED AT VENUE		(n=85) small base
Football / Soccer		37
Badminton		16
Basketball		13
Swimming		12
Tennis / Mini-Tennis		9
Volleyball		6
Netball		5
Table Tennis		5
Golf		5
Floorball		4

Club Membership and Usage of Facilities

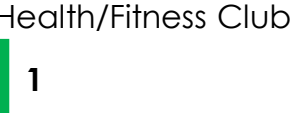
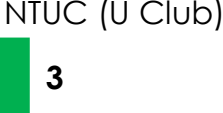
ActiveSG leads in terms of membership and usage in the past year. However, there is much room to grow, as most residents are not member of any club or organizations with sports facilities/programs. Moreover, about 4 in 10 have not heard of ActiveSG yet.

Not a member of any club in the past year



Caveat: For Sports Index, only one respondent is randomly selected from a household. So if club membership/usage typically involves a family unit (e.g. parents with kids), the Sports Index results will reflect lower absolute figures (out of the 13+ year old Singapore resident population)

Not used any club facilities or participated in club programs



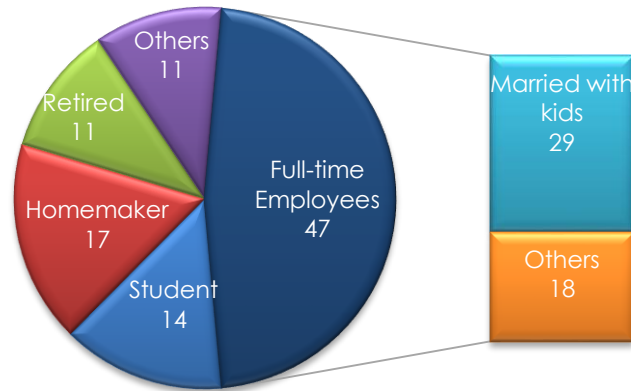
ActiveSG Awareness Level

- Not heard of it **(41)**
- Heard of it but know nothing about it **(17)**
- Heard of it and know something about it **(33)**
- Heard of it and know it well **(9)**

Figures are in % based on all respondents (7,602)

Conclusion:

- 54% of Singaporeans participate in sports regularly (≥ 1 x wk). Not surprising, participation improves with better economic status, household income, and dwelling type.
- Full-time employees represent almost half of the 13+ year old population, out of which majority are married with kids, the segment with lowest participation rate among the employed (at 49%).



- The more popular sports tend to be simple activities that participants can benefit for health reasons. The activities that are participated tend to be similar to the list of activities they enjoy.
- However, the types of sporting activities participated differ by the different age segments.
- The main factors inhibiting sports participation tend to be the lack of time or interest rather than accessibility issues.
- The other means of sports engagement such as on-site sport spectatorship and volunteerism is not as high as sports participation.
- However, the survey indicates that more than three quarter of Adult Singaporeans agree that sports is able to strengthen bonding within the community.