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IYRES is a national research centre that examines various aspects of the trends and development of the younger generation and its relevance to the changes taking place at the national, regional, and international levels. To attain its goal, the institute conducts various types of research, organizes conferences, workshops, lectures and seminars, publishes journals and articles on research findings, creates and conducts research and training programmes, and provides research facilities including a resource and data centre on youth development.

Institut for Youth Research Malaysia (IYRES)
Facts & Figures Malaysian Sports Culture Index (MSCI'20)

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### MESSAGE FROM THE LEADERS



The Ministry of Youth and Sports (MYS) is always sensitive to the needs of the Malaysians who want to see sports development in the country on par with developed countries. The initiatives of all parties have contributed to the efforts of cultivate sports and successfully fostered a healthy lifestyle to ensure the well-being of Malaysians

**Datuk Seri Ahmad Faizal Azumu,** *Minister of Youth and Sports Malaysia* 





We want Malaysia to be a sporting nation. The awareness and involvement of all levels of society are

important. We need to encourage the people to be more active in attaining the aspiration of a sporting nation #malaysiaactive

**Datuk M Noor Azman Taib,** *General Secretary, MYS* 





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The sports culture index is the basis of calculation that symbolizes the level of sports culture of Malaysian. Besides the efforts of stakeholders, the people should be aware that healthy lifestyle are the responsibility of each individual towards cultivating a sporting culture

**Dr. Vellapandian Ponnusamy,**Chief Executive Officer, IYRES



## MALAYSIAN SPORTS CULTURE INDEX 2020

The main documents that served as a reference to define sports culture in Malaysia are the National Sports Policy 2009, the Eleventh Malaysia Plan (2016-2020) and the Strategic Plan of the Ministry of Youth and Sports (2016-2020).

By the year 2020, Malaysia has targeted that 50% of its citizens cultivated sports by performing physical activities and making sports part of the lifestyle.

50%

MALAYSIANS ADOPTING SPORTS CULTURE BY 2020 (11MP)









Promoting Sports culture and talent development that contribute towards the well-being of the people (DSN, 2009; 11MP; MYS Strategic Plan, 2016-2020)

### NATIONAL SPORTS POLICY MALAYSIA

The main objective of the National Sports Policy is to create a sports culture among Malaysians. The Sports culture encompasses participation in sports activities and physical activities through sports for all, high-performance sports and sports as an industry.

Sports Culture - Making sports an active, healthy, fit and competitive lifestyle.

### **Definition through the Malaysian Sports Culture Index -**

Sports activities, exercise and active recreation have become a lifestyle and the existence of the Sports Culture Ecosystem (involvement, sports passion, volunteerism, expenditure and facilities).











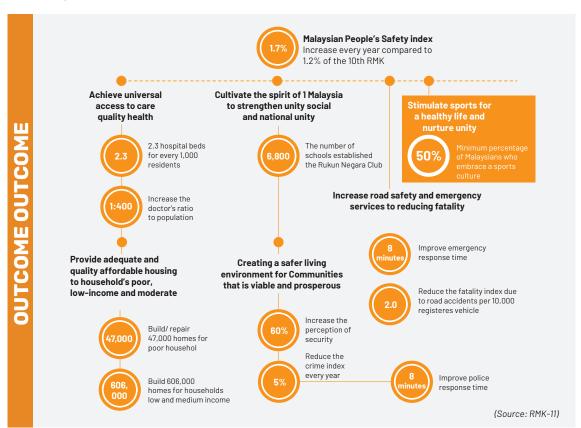


### **ELEVENTH MALAYSIA PLAN**

Thrust 4: Improving People's Well-being

Focus Area F: Promoting sports for a healthy life and fostering unity

**F1 Strategy:** To encourage participation in mass sports at all levels of society to cultivate sports. This strategy will be attained through stronger cooperation between the government, the private sector, NGOs, and society;





# MINISTRY OF YOUTH AND SPORTS STRATEGIC PLAN 2016-2020

### STRATEGIC THRUST

- Youth Development in accordance with Malaysian Youth Policy (MYP)
- Sports Development based on National Sports Blueprint
- Skills Strengthening based on IKBN Transformation
- Internationalization of Youth

# STRATEGIC THRUST YOUTH Development STRATEGIC THRUST SPORTS Development STRATEGIC THRUST INTERNALIZATION of Sports

### SPORT FOR ALL

- Create waves and incorporate a sport culture and healthy lifestyle among the people
- ► Foster unity and community spirit through sports
- Expand the platform for channeling talent
- Expanding national sports related industries through increased demand for goods and sports related services
- Creating a conducive environment to nurture sports culture for all through mass programmes and public sports facilities

### **TALENT IDENTIFICATION**

- Implement a talent identification programme at various stages towards shaping a bigger, comprehensive and sustainable talent channel
- Implementing an NBOS initiative with the Ministry of Education for identifying student talent - MyTID Programme
- Specialisation for sports were also carried out- National Football Development Programme, Junior Cycling Malaysia, iTalent and others

# STRENGTHENING THE DEVELOPMENT AND FACILITATION OF HIGH PERFORMANCE SPORTS

- Produce as many high-performance athletes capable to excel up to the international level
- Transform and introduce a more comprehensive and world-class high performance development program- Podium Programme, 6 Sports of Choice Development Programme, 19 Core Sport Development Programme, We Are Champion and iTrain Programme
- Collaborate with sports associations at various levels as a major partner in efforts to create national elite athletes

### SPORTS ECOSYSTEM

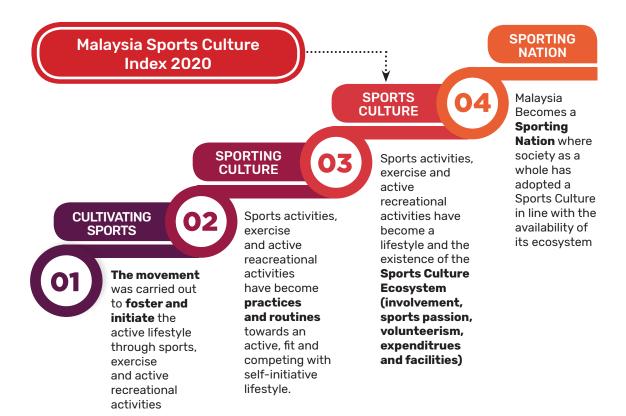
- Create a more conducive and complete sports ecosystem, especially in the aspect of national sports industry development
- Catalyze and facilitate stakeholders in the national sports industry development including sports related producers and service providers
- Implement the Bukit Jalil National Sports Complex development project to emerge as a landmark as well as to become a leading hub for events and sports tournaments in the region





### **OPERATIONAL DEFINITION**

### SPORTS CULTURE IN MALAYSIA



<sup>\*</sup> Sports Cultural Ecosystem refers to the involvement, sports passion, volunteering, expenditure and facilities

<sup>\*</sup> Sporting Nation focuses on the well-being of the people beyond the achievements of high-performance sports



### WHAT IS THE MALAYSIAN SPORTS CULTURE INDEX 2020?

- A tool to measure the level and trends of sports culture in Malaysia over a long period.
- The Malaysian Sports Culture Index 2020 (MSCI2020) research is an outcome assessment to measure the achievements of sports culture implemented after MSCI was formulated in 2018.
- The domains and indicators used in this Index have been selected to provide a comprehensive overview of Sports Culture in Malaysia.





### THE IMPORTANCE OF

### MALAYSIAN SPORTS CULTURE INDEX

01

This index serves as a tool that can measure the involvement of Malaysians in sports culture activities and practices with a target of 50% of Malaysian involve in sports by the year 2020;

02

To report on the trends and achievements of Malaysian sports culture in 2020 and compare with 2019 and 2018 (basic year);

03

To know the trends of sports, exercise, active recreation or mind sports activities among Malaysians during the COVID-19 pandemic; 04

To provide input for the improvement of the existing policies and formulation of new policies; and To know the current status of sports culture towards making Malaysia a sporting





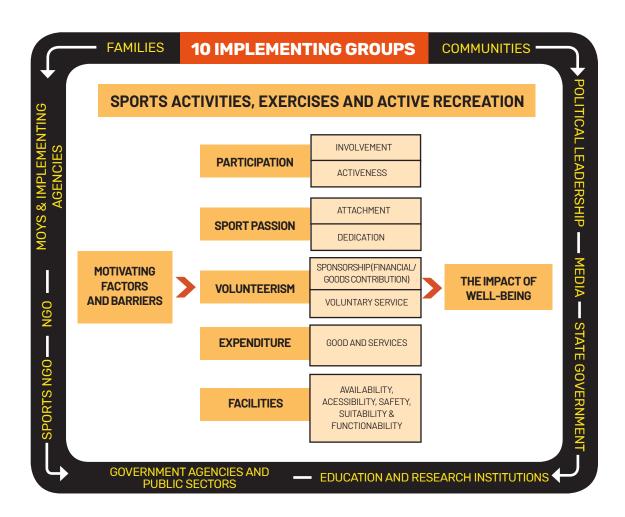








OF THE MALAYSIAN SPORTS CULTURE INDEX 2020





### **5 DOMAINS & 8 INDICATORS**



### **PARTICIPATION DOMAIN**

- \* Involvement
- \* Activeness

### SPORTS PASSION DOMAIN

- \* Attachment
- \* Dedication

### EXPENDITURE DOMAIN

\* Goods Indicator

### **VOLUNTEERISM DOMAIN**

- \* Sponsorship Indicator (Financial contribution/ Goods
- \* Service Indicator Voluntary

### **FACILITIES DOMAIN**

\* Availability Indicators, Accessibility, Safety and Facilities Functionality





### **PARTICIPATION DOMAIN**

Refers to participation score or willingness to participate in sports, exercise or active recreational activities. There are two indicators in the Participation Domain namely involvement and activeness.

### a) INVOLVEMENT

Refers to the scores of involvement in performing sports, exercise or active recreational activities at least once a month for three consecutive months.

The three main activities in the involvement indicator are sports activities; exercise activities; and active recreation.

**Sports Activity** is a form of activity that has rules and targets, performed individually or in groups and has elements of cooperation, competition and sportsmanship.

**Exercise Activity** is a systematic form of physical activities carried out within a certain period, repeatedly and aimed at improving the level of fitness and health of the individual.

**Active Recreational Activity** is a form of physical activity, carried out during leisure time leading to physical exertion. This activity typically contains elements of fun, composure, relaxation carried out individually or in a group.

### b) ACTIVENESS

Refers to the activeness score in performing sports, exercise or active recreational activities.







### **SPORTS PASSION DOMAIN**

Refers to the score of passion and willingness in doing things related to sports, exercise or active recreation within three month. There are two indicators in the Sports Passion Domain.

### a) ATTACHMENT

Refers to a profound sense of attachment score on sports, exercise or active recreation by being directly involved in reading, writing or updating status related to sports, exercise or active recreation.

### **b) DEDICATION**

Refers to profound dedication scores in sports, exercise or active recreation such as allocating time to keep up with the development of sports, exercise or active recreation and willingness to sacrifice comfort in watching the events.



### **VOLUNTEERISM DOMAIN**

Refers to volunteerism scores in sports, exercise or active recreation activities within three months. There are two indicators in the Volunteerism Domain, namely sponsorship and voluntary services.

### a) SPONSORSHIP (FINANCIAL CONTRIBUTION/GOODS)

Refers to scores of involvement in the form of

financial contributions or goods for active sports, exercise or recreational activities.

### **b) VOLUNTARY SERVICES**

Refers to scores of involvement in voluntary services for active sports, exercise or recreational activities.





### **EXPENDITURE DOMAIN**

Refers to expenditures scores for acquiring good or services related to sports activities, exercise or active recreation within a year.

Expenditures for lifestyle purposes are not included in the calculation of this score.



### **FACILITIES DOMAIN**

Refers to the score of availability, acessibility, safety, suitability and functionality of the sports facilities provided.







### **RESEARCH LIMITATION**

The research sampling of MSCI2020 was made based on the Malaysian population statistics in 2019 released by DOSM.

The research data collection target is 9,500 respondents with an increase of 20% of the total actual respondents taking into account the 5% - 10%

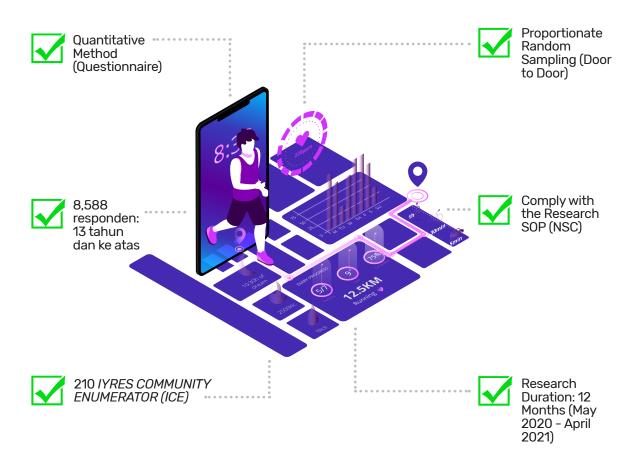
error that may occur in the data collection process. The data collection complies with the Research Standard Operating Procedures (SOP) approved by the Natonal Security Council (NSC).







### RESEARCH METHODOLOGY





### SCORE CALCULATION

### MALAYSIAN SPORTS CULTURE INDEX

The Malaysia Sports Culture Index 2020 score uses a score range of 0 to 100 whereby a score of 100 is the maximum score. The higher the percentage value obtained, the better the index level for a domain and it contributes to the level of achievement of sports culture.

The index score was obtained by summing the score per domain with its respective weightage.

The score for each domain is obtained by summing the indicator score in the domain and its weightage.

This weightage varies according to their importance and has been determined based on discussions with the resource person on sports development and statistics experts.

Domain/Indicator	Weightage Indicator	Weightage Domain
Participation		60%
<ul><li>Involvement</li><li>Activeness</li></ul>	60% 40%	
Sports Passion		10%
<ul><li>Attachment</li><li>Dedication</li></ul>	50% 50%	
Kesukarelaan		10%
Sponsorship (Financial Contribution/Goods)	50%	
Voluntary Services	50%	
Perbelanjaan		10%
Goods & Services	100%	
Fasiliti		10%
<ul> <li>Availability, accessibility, safety suitability and functionality of</li> </ul>	100%	

Weightage for the indicator and domain of the Malaysian Sports Culture Index 2020

sports facilities



The following is the formula for calculating the Sports Culture Index score by domain:

### **CALCULATION OF INDEX SCORE BY DOMAIN**

Index = 
$$\frac{M-1}{S_T - S_p}$$
 x 100

That refers to:

M Min Score

 $S_r$  Highest scale value

 $S_{R}$  Lowest scale value

The following is the overall Sports Culture Index score:

 $\Sigma Pb$ 

### **OVERALL INDEX SCORE CALCULATION**

Sports Culture Index = 
$$\Sigma(In * Pb)$$
 Example Calculation:

Sports Culture Index = 
$$\frac{(53.0 \times 0.6 + 50.0 \times 0.1 + 50.4 \times 0.1 + 51.1 \times 0.1 + 59.0 \times 0.1)}{(1)}$$

That refers to:

In Domain Index

Pb Weightage

$$=\frac{52.84}{(1)}$$

= 52.8

### **MEASUREMENT SCALE**

### MALAYSIAN SPORTS CULTURE INDEX 2020



# SCORIE MANUALISTE SCORIE MANUA



# SCORE OF MALAYSIA SPORTS CULTURE INDEX 2020

### BASED ON INDICATORS AND DOMAINS

n=8,588	DOMAIN	INDICATOR
Domain/Indicator	Score & Indicator Level	Score & Domain Level
PARTICIPATION	65.4(Moderate)	
<ul><li>Involvement</li><li>Activeness</li></ul>		63.0 (Moderate) 69.0 (Moderate)
SPORTS PASSION	40.1 (Low)	
<ul><li>Attachment</li><li>Dedication</li></ul>		34.7 (Low) 45.5 (Low)
VOLUNTEERISM	47.8 (Low)	
<ul><li>Sponsorship (Financial /Goods)</li><li>Voluntary Services</li></ul>		45.0 (Low) 50.6 (Moderate)
EXPENDITURE	41.5 (Low)	41.5 (Low)
FACILITIES	46.0 (Low)	46.0 (Low)
MSCISCO	DRE2020	56.8 (Moderate)

### **Participation Domain**

The involvement domain in MSCI2020 is at a moderate level with a score of 65.4. The involvement indicators score was 63.0 and the activeness indicator achieved a scale of 69.0 which were both at moderate levels.

The average score of these two indicators reflects that Malaysians can adopt an active lifestyle at a moderate level even though the COVID-19 pandemic is still hitting the country.

### **Sports Passion Domain**

The sports passion domain is at a low level with a score of 40.1. The Attachment Indicator Score of (34.7) and Dedication (45.5) are at low levels.

The COVID-19 pandemic has reduced the score of sports passion levels due to the movement control order that restricts participation, organizing and willingness to spend on sports-related activities.













The Volunteerism Domain was generally ranked at a low level with a score of 47.8. The domain also consists of two indicators namely Sponsorship with a score of 45.0 and Voluntary Services with a score of 50.6.c

The spirit of volunteerism among Malaysian remains despite facing the COVID-19 pandemic.

### **Expenditure Domain**

The Expenditure Domain is at a low level with a score of 41.5. This score reflects that the spending practices of Malaysians are consistent

### **Facilities Domain**

The Facility Domain score is at a low level with a score of 46.0.

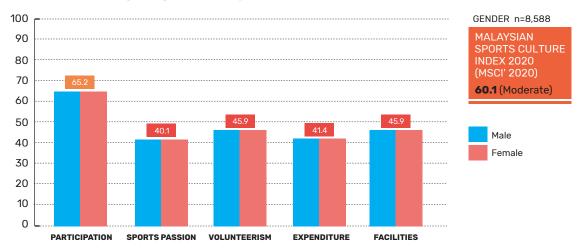
The Movement Control Order (MCO) enforced during the COVID-19 pandemic affects the rate of use of sports facilities.







### COMPARISON OF THE OVERALL SCORE OF THE MALAYSIAN SPORTS CULTURE INDEX 2020 BY GENDER

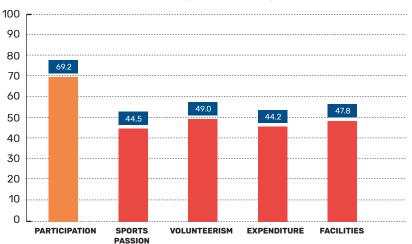


### DOMAIN/INDICATOR SCORE & DOMAIN LEVEL SCORE & INDICATOR LEVEL 65.2 (Moderate) Involvement 62.9 (Moderate) Activeness 68.6 (Moderate) 40.1 (Low) Attachment 34.6 (Low) Dedication 45.4 (Low) 45.9 (Low) Sponsorship (Financial Contribution/Goods) 44.8 (Low) Voluntary Services 47.0 (Low) 41.4 (Low) 41.4 (Low) 45.9 (Low) 45.9 (Low)



# SCORE OF MALAYSIAN SPORTS CULTURE INDEX 2020

### BY GENDER (MALE)





### DOMAIN/INDICATOR SCORE & DOMAIN LEVEL SCORE & INDICATOR LEVEL

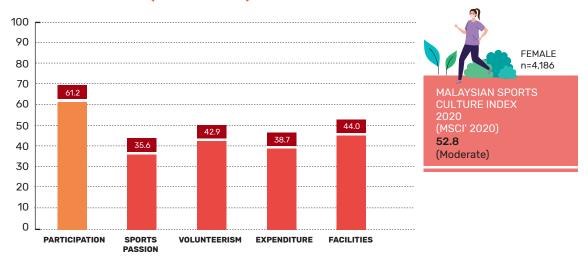
MALE		
PARTICIPATION	69.2 (Moderate)	
Involvement		66.8 (Moderate)
Activeness		72.8 (High)
SPORTS PASSION	44.5 (Low)	
Attachment		38.0 (Low)
Dedication		50.9 (Moderate)
VOLUNTEERISM	49.0 (Low)	
Sponsorship (Financial Contribution/ Goods)		46.8 (Moderate)
Voluntary Services		51.1 (Moderate)
EXPENDITURE	44.2 (Low)	44.2 (Low)
FACILITIES	47.8 (Low)	47.8 (Low)





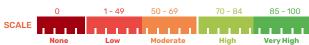
# THE SCORE OF MALAYSIAN SPORTS CULTURE INDEX 2020

### BY GENDER (FEMALE)



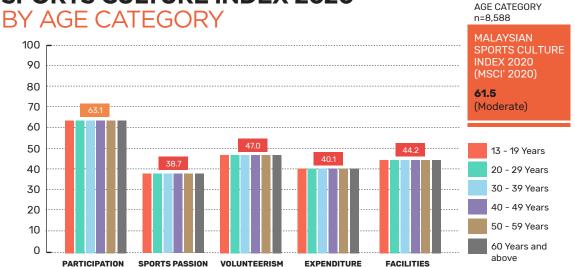
### DOMAIN/INDICATOR SCORE & DOMAIN LEVEL SCORE & INDICATOR LEVEL

FEMALE		
PARTICIPATION	61.2 (Moderate)	
Involvement		59.0 (Moderate)
Activeness		64.4 (Moderate)
SPORTS PASSION	35.6 (Low)	
Attachment		31.2 (Low)
Dedication		39.9 (Low)
VOLUNTEERISM	42.9 (Low)	
Sponsorship (Financial Contribution/ Goods)		42.9 (Low)
Voluntary Services		42.9 (Low)
EXPENDITURE	38.7 (Low)	38.7 (Low)
FACILITIES	44.0 (Low)	44.0 (Low)





# COMPARISON OF THE OVERALL SCORE OF THE MALAYSIAN SPORTS CULTURE INDEX 2020



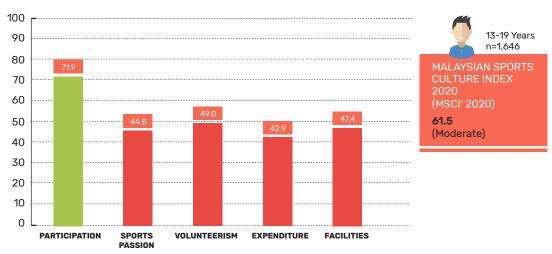
DOMAIN/INDICATOR	SCORE & DOMAIN LEVEL	SCORE & INDICATOR LEVEL
AGE		
PARTICIPATION	63.1 (Moderate)	
Involvement		60.2 (Moderate)
Activeness		67.4 (Moderate)
SPORTS PASSION	38.7 (Low)	
Attachment		33.2 (Low)
Dedication		44.2 (Low)
VOLUNTEERISM	47.0(Low)	
Sponsorship (Financial Contribution/ Goods)		
Voluntary Services		49.4 (Low)
EXPENDITURE	40.1 (Low)	40.1 (Low)
FACILITIES	44.2 (Low)	44.2 (Low)





# THE SCORE OF MALAYSIAN SPORTS CULTURE INDEX 2020

**BY AGE (13-19 YEARS)** 



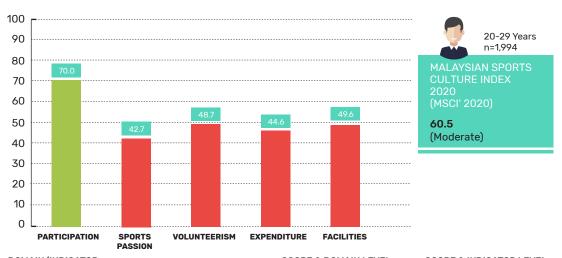
DOMAIN/INDICATOR	SCORE & DOMAIN LEVEL	SCORE & INDICATOR LEVEL
13 - 19 YEARS AGE CATEGORY		
PARTICIPATION	71.9 (High)	
Involvement		69.1 (Moderate)
Activeness		76.1 (High)
SPORTS PASSION	44.8 (Low)	
Attachment		39.5 (Low)
Dedication		50.1 (Moderate)
VOLUNTEERISM	49.0 (Low)	
Sponsorship (Financial Contribution/ Goods)		42.7 (Low)
Voluntary Services		55.2 (Moderate)
EXPENDITURE	42.9 (Low)	42.9 (Low)
FACILITIES	47.4 (Low)	47.4 (Low)





# SCORE OF MALAYSIAN SPORTS CULTURE INDEX 2020

BY AGE (20-29 YEARS)



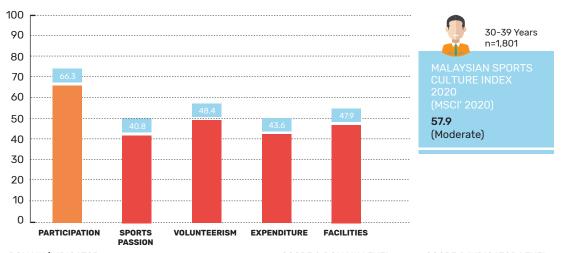
DOMAIN/INDICATOR	SCORE & DOMAIN LEVEL	SCORE & INDICATOR LEVEL
20-29 YEARS AGE CATEGORY		
PARTICIPATION	70.0 (High)	
Involvement		70.2 (High)
Activeness		69.6 (Moderate)
SPORTS PASSION	42.7 (Low)	
Attachment		37.2 (Low)
Dedication		48.2 (Low)
VOLUNTEERISM	48.7 (Low)	
Sponsorship (Financial Contribution/ Goods)		45.8 (Low)
Voluntary Services		51.6 (Moderate)
EXPENDITURE	44.6 (Low)	44.6 (Low)
FACILITIES	49.6 (Low)	49.6 (Low)





# THE SCORE OF MALAYSIAN SPORTS CULTURE INDEX 2020

**BY AGE (30-39 YEARS)** 



DOMAIN/INDICATOR	SCORE & DOMAIN LEVEL	SCORE & INDICATOR LEVEL
30-39 YEARS AGE CATEGORY		
PARTICIPATION	66.3 (Moderate)	
Involvement		65.1 (Moderate)
Activeness		68.2 (Moderate)
	40.8 (Low)	
Attachment		35.2 (Low)
Dedication		46.3 (Low)
	48.4 (Low)	
Sponsorship (Financial Contribution/ Goods)		46.0 (Low)
Voluntary Services		50.8 (Moderate)
EXPENDITURE	43.6 (Low)	43.6 (Low)
FACILITIES	47.9 (Low)	479 (Low)







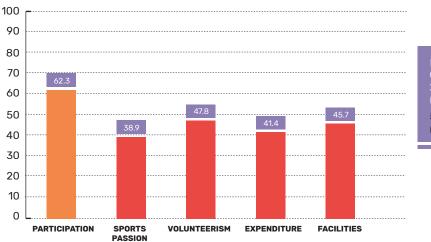








BY AGE (40-49 YEARS)





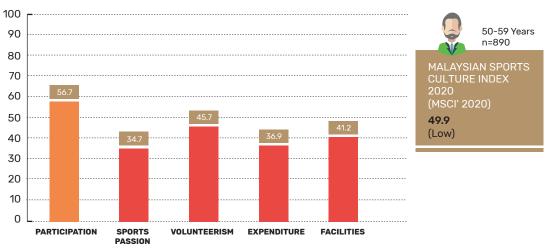
40-49 YEARS AGE CATEGORY		
PARTICIPATION	62.3 (Moderate)	
Involvement		59.5 (Moderate)
Activeness		66.5 (Moderate)
SPORTS PASSION	38.9 (Low)	
Attachment		34.0 (Low)
Dedication		43.7 (Low)
VOLUNTEERISM	47.8 (Low)	
Sponsorship (Financial Contribution/ Goods)		46.8 (Low)
Voluntary Services		
EXPENDITURE	41.4 (Low)	41.4 (Low)
FACILITIES	45.7 (Low)	45.7 (Low)





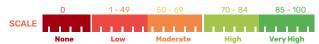
# THE SCORE OF MALAYSIAN SPORTS CULTURE INDEX 2020

**BY AGE (50-59 YEARS)** 



### DOMAIN/INDICATOR SCORE & DOMAIN LEVEL SCORE & INDICATOR LEVEL

50-59 YEARS AGE CATEGORY		
PARTICIPATION	56.7 (Moderate)	
Involvement		53.6 (Moderate)
Activeness		61.3 (Moderate)
SPORTS PASSION	34.7 (Low)	
Attachment		28.7 (Low)
Dedication		40.6 (Low)
VOLUNTEERISM	45.7 (Low)	
Sponsorship (Financial Contribution/ Goods)		45.3 (Low)
Voluntary Services		46.1 (Low)
EXPENDITURE	36.9 (Low)	36.9 (Low)
FACILITIES	41.2 (Low)	41.2 (Low)







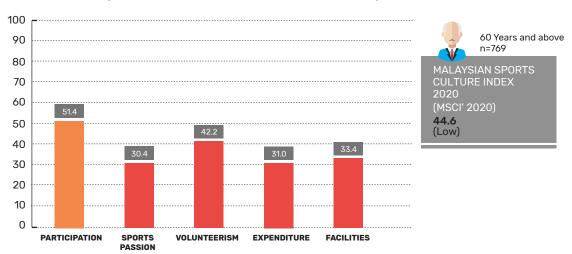








## BY AGE (60 YEARS AND ABOVE)



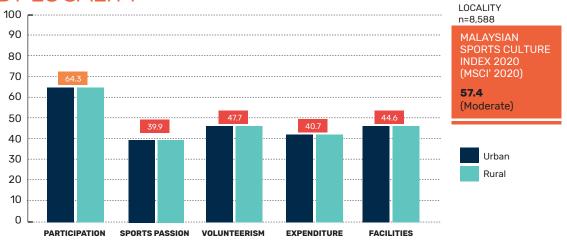
DOMAIN/INDICATOR	SCORE & DOMAIN LEVEL	SCORE & INDICATOR LEVEL
60 YEARS AND ABOVE AGE CATEGORY		
PARTICIPATION	51.4 (Moderate)	
Involvement		43.7 (Low)
Activeness		63.0 (Moderate)
SPORTS PASSION	30.4 (Low)	
Attachment		24.7 (Low)
Dedication		36.1 (Low)
VOLUNTEERISM	42.2 (Low)	
Sponsorship (Financial Contribution/ Goods)		40.7 (Low)
Voluntary Services		43.7 (Low)
EXPENDITURE	31.0 (Low)	31.0 (Low)
FACILITIES	33.4 (Low)	33.4 (Low)





# COMPARISON OF THE OVERALL SCORE OF THE MALAYSIAN SPORTS CULTURE INDEX 2020

#### BY LOCALITY



DOMAIN/INDICATOR	SCORES & DOMAIN LEVEL	SCORE & INDICATOR LEVEL
AGE CATEGORY		
PARTICIPATION	64.3 (Moderate)	
Involvement		61.5 (Moderate)
Activeness		68.4 (Moderate)
SPORTS PASSION	39.9 (Low)	
Attachment		34.3 (Low)
Dedication		45.4 (Low)
VOLUNTEERISM	47.7 (Low)	
Sponsorship (Financial Contribution/ Goods)		44.6 (Low)
Voluntary Services		50.8 (Moderate)
EXPENDITURE	40.7 (Low)	40.7 (Low)
FACILITIES	44.6 (Low)	44.6 (Low)







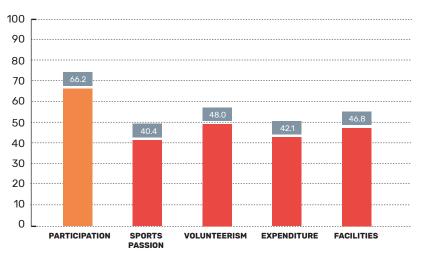








### BY LOCALITY (URBAN)





DOMAIN/INDICATOR	<b>SCORES &amp; DOMAIN LEVEL</b>	SCORE & INDICATOR LEVEL
URBAN CATEGORY		
PARTICIPATION	66.2 (Moderate)	
Involvement		64.0 (Moderate)
Activeness		69.4 (Moderate)
SPORTS PASSION	40.4 (Low)	
Attachment		35.0 (Low)
Dedication		45.7 (Low)
VOLUNTEERISM	48.0(Low)	
Sponsorship (Financial Contribution/ Goods)		45.3 (Low)
Voluntary Services		50.6 (Moderate)
EXPENDITURE	42.1 (Low)	42.1 (Low)
FACILITIES	46.8 (Low)	46.8 (Low)

**SCALE** 

None

**Very High** 

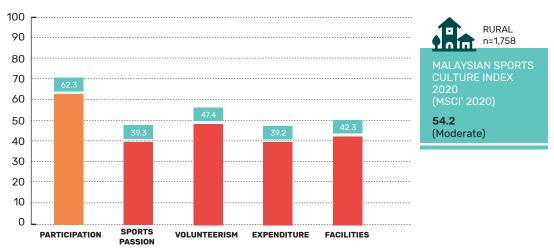
Moderate

High

Low



## BY LOCALITY (RURAL)

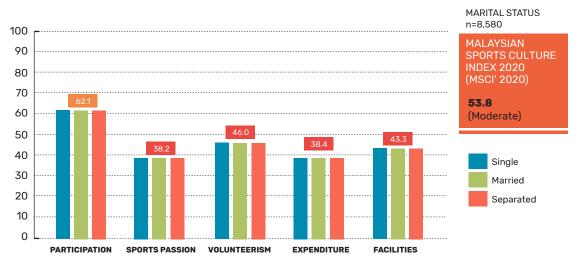


DOMAIN/INDICATOR	SCORES & DOMAIN LEVEL	SCORES & DOMAIN LEVEL
RURAL CATEGORY		
PARTICIPATION	62.3 (Moderate)	
Involvement		59.0 (Moderate)
Activeness		67.3 (Moderate)
SPORTS PASSION	39.3 (Low)	
Attachment		33.5 (Low)
Dedication		45.0 (Low)
VOLUNTEERISM	47.4 (Low)	
Sponsorship (Financial Contribution/ Goods)		43.8 (Low)
Voluntary Services		51.0 (Moderate)
EXPENDITURE	39.2 (Low)	39.2 (Low)
FACILITIES	42.3 (Low)	42.3 (Low)



## COMPARISON OF THE OVERALL SCORE OF THE MALAYSIAN SPORTS CULTURE INDEX 2020

### BY MARITAL STATUS

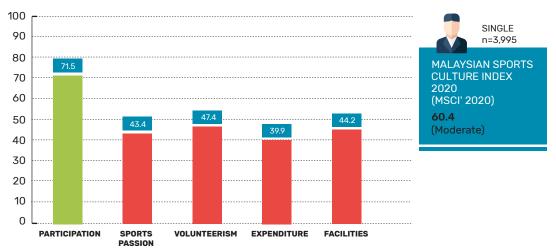


DOMAIN/INDICATOR	SCORE & DOMAIN LEVEL	SCORE & INDICATOR LEVEL
MARITAL STATUS		
PARTICIPATION	62.1 (Moderate)	
Involvement		58.7 (Moderate)
Activeness		67.1 (Moderate)
SPORTS PASSION	38.2 (Low)	
Attachment		33.0 (Low)
Dedication		43.2 (Low)
VOLUNTEERISM	46.0 (Low)	
Sponsorship (Financial Contribution/ Goods)		44.9 (Low)
Voluntary Services		48.4 (Low)
EXPENDITURE	38.4 (Low)	38.4 (Low)
FACILITIES	43.3 (Low)	43.3 (Low)





### BY MARITAL STATUS (SINGLE)

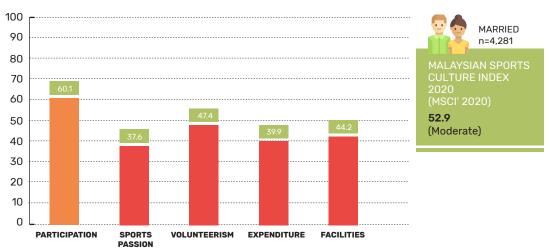


DOMAIN/INDICATOR	SCORES & DOMAIN LEVEL	SCORES & DOMAIN LEVEL
SINGLE CATEGORY		
PARTICIPATION	71.5 (High)	
Involvement		70.2 (High)
Activeness		73.5 (High)
SPORTS PASSION	43.4 (Low)	
Attachment		37.9 (Low)
Dedication		48.8 (Low)
VOLUNTEERISM	47.4 (Low)	
Sponsorship (Financial Contribution/ Goods)		46.0 (Low)
Voluntary Services		48.8 (Low)
EXPENDITURE	39.9 (Low)	39.9 (Low)
FACILITIES	44.2 (Low)	44.2 (Low)





## BY MARITAL STATUS (MARRIED)



DOMAIN/INDICATOR	SCORE & DOMAIN LEVE	L SCORE & INDICATOR LEVEL
MARITAL STATUS (MARRIED)		
PARTICIPATION	60.1 (Moderate)	
Involvement		57.3 (Moderate)
Activeness		64.2 (Moderate)
SPORTS PASSION	37.6 (Low)	
Attachment		32.1 (Low)
Dedication		43.0 (Low)
VOLUNTEERISM	47.4 (Low)	
Sponsorship (Financial Contribution/ Goods)		46.0 (Low)
Voluntary Services		48.8 (Low)
EXPENDITURE	39.9 (Low)	39.9 (Low)
FACILITIES	44.2 (Low)	44.2 (Low)
	0 1-49	<u>50 - 69</u>
	SCALE	

**Very High** 

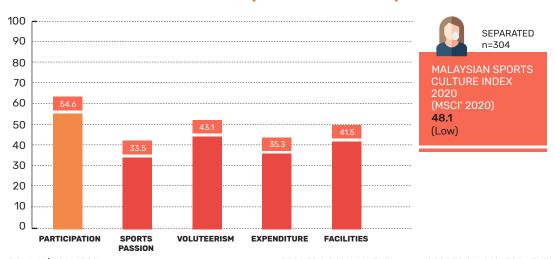
Moderate

High

Low



### BY MARITAL STATUS (SEPARATED)

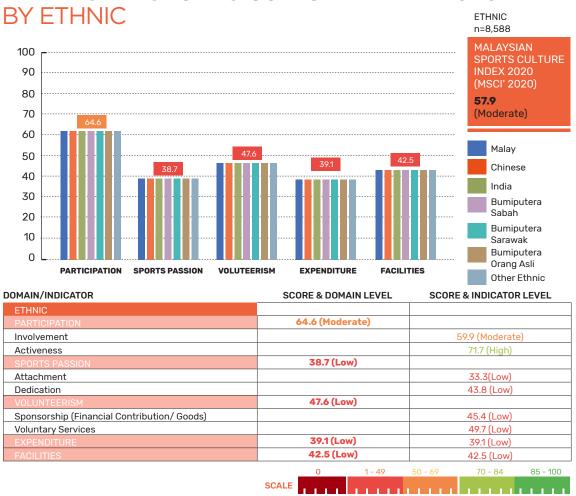


DOMAIN/INDICATOR **SCORES & DOMAIN LEVEL SCORES & INDICATOR LEVEL** MARRIAGE CATEGORY SEPARATED 54.6 (Moderate) 48.7 (Low) Involvement Activeness 63.5 (Moderate) SPORTS PASSION 33.5 (Low) Attachment 29.1 (Low) Dedication 37.9 (Low) 43.1 (Low) Sponsorship (Financial Contribution/Goods) 42.6 (Low) Voluntary Services 43.5 (Low) **EXPENDITURE** 35.3 (Low) 35.5 (Low) 41.5 (Low) 41.5 (Low)





## COMPARISON OF THE OVERALL SCORE OF THE MALAYSIAN SPORTS CULTURE INDEX 2020



None

**Very High** 

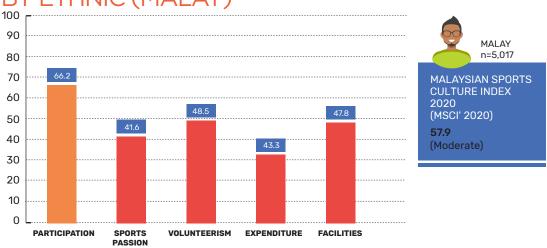
Moderate

High

Low



### BY ETHNIC (MALAY)



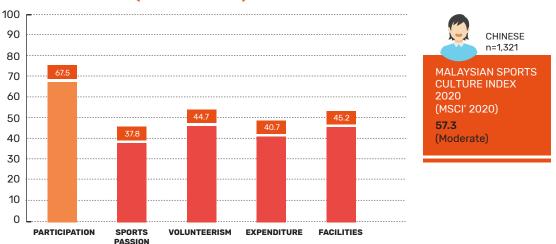
#### DOMAIN/INDICATOR SCORE & DOMAIN LEVEL SCORE & INDICATOR LEVEL

MALAY CATEGORY		
PARTICIPATION	66.2 (Moderate)	
Involvement		65.2 (Moderate)
Activeness		67.8 (Moderate)
SPORTS PASSION	41.6 (Low)	
Attachment		35.9 (Low)
Dedication		47.2 (Low)
VOLUNTEERISM	48.5 (Low)	
Sponsorship (Financial Contribution/ Goods)		44.9 (Low)
Voluntary Services		52.0 (Moderate)
EXPENDITURE	43.3 (Low)	43.3 (Low)
FACILITIES	47.8 (Low)	47.8 (Low)





### BY ETHNIC (CHINESE)

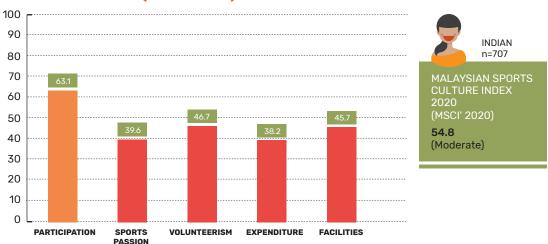


DOMAIN/INDICATOR	SCORE & DOMAIN LEVEL	SCORE & INDICATOR LEVEL
CHINESE CATEGORY		
PARTICIPATION	67.5 (Moderate)	
Involvement		64.9 (Moderate)
Activeness		71.3 (High)
SPORTS PASSION	37.8 (Low)	
Attachment		33.0 (Low)
Dedication		42.6 (Low)
VOLUNTEERISM	44.7 (Low)	
Sponsorship (Financial Contribution/ Goods)		42.7 (Low)
Voluntary Services		46.6 (Low)
EXPENDITURE	40.7 (Low)	40.7 (Low)
FACILITIES	45.2 (Low)	45.2 (Low)





## BY ETHNIC (INDIAN)



DOMAIN/INDIKATOR	SCORE &	DOMAIN LEVEL	SCORE 8	& INDICATOR	LEVEL
INDIAN CATEGORY					
PARTICIPATION	63.1 (	Moderate)			
Involvement			59.	3 (Moderate)	
Activeness			68.	7 (Moderate)	
SPORTS PASSION	39.6 (	Low)			
Attachment			34.	0 (Low)	
Dedication			43.	7 (Low)	
VOLUNTEERISM	46.7 (	Low)			
Sponsorship (Financial Contribution/ Goods)			46.	.3 (Low)	
Voluntary Services			47.	1 (Low)	
EXPENDITURE	38.2	(Low)	38.	2 (Low)	
FACILITIES	45.7 (	Low)	45.	7 (Low)	
	0	1 - 49	50 - 69	70 - 84	85 - 100
	SCALE				
	Non	e Low	Moderate	High	Very High



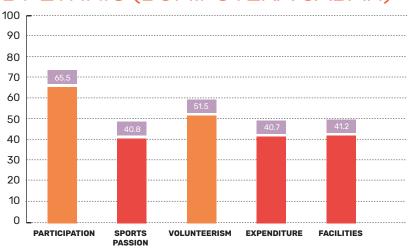








### BY ETHNIC (BUMIPUTERA SABAH)





DOMAIN/INDICATOR	SCORE & DOMAIN LEVEL	SCORE & INDICATOR LEVEL
BUMIPUTERA SABAH CATEGORY		
PARTICIPATION	65.5 (Moderate)	
Involvement		60.9 (Moderate)
Activeness		72.4 (Tinggi)
SPORTS PASSION	40.8 (Low)	
Attachment		35.3 (Low)
Dedication		46.2 (Low)
VOLUNTEERISM	51.5 (Moderate)	
Sponsorship (Financial Contribution/ Goods)		49.5 (Low)
Voluntary Services		53.4 (Moderate)
EXPENDITURE	40.7 (Low)	40.7 (Low)
FACILITIES	41.2 (Low)	41.2 (Low)
	0 1-49	<u>50 - 69</u> <u>70 - 84</u> <u>85 - 100</u>
	SCALE	

None

**Very High** 

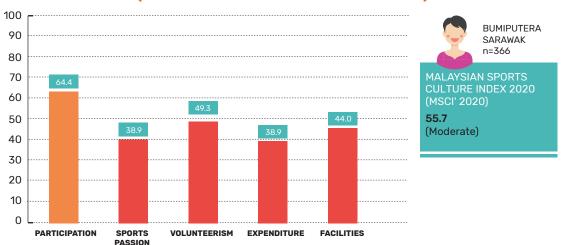
Moderate

High

Low



## BY ETHNIC (BUMIPUTERA SARAWAK)

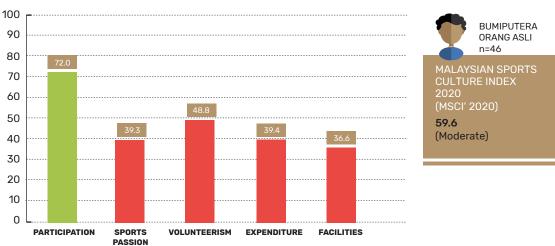


DOMAIN/INDICATOR	SCORE & DOMAIN LEVEL	SCORE & INDICATOR LEVEL
BUMIPUTERA SARAWAK CATEGORY		
PARTICIPATION	64.4 (Moderate)	
Involvement		62.3 (Moderate)
Activeness		67.5 (Moderate)
SPORTS PASSION	38.9 (Low)	
Attachment		32.6 (Low)
Dedication		45.1 (Low)
VOLUNTEERISM	49.3 (Low)	
Sponsorship (Financial Contribution/ Goods)		46.4 (Low)
Voluntary Services		52.2 (Moderate)
EXPENDITURE	38.9 (Low)	38.9 (Low)
FACILITIES	44.0 (Low)	44.0 (Low)





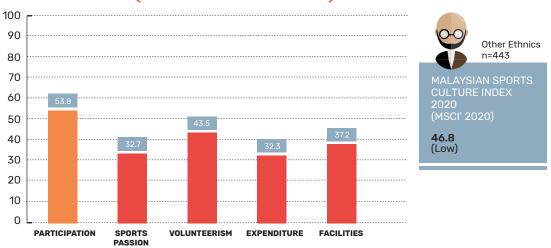
### BY ETHNIC (BUMIPUTERA ORANG ASLI)



DOMAIN/INDICATOR	SC	ORE & DOMA	IN LEVEL	SCORE 8	INDICATOR	LEVEL
BUMIPUTERA ORANG ASLI CATEGORY						
PARTICIPATION		72.0 (High)				
Involvement				65.	2 (Moderate)	
Activeness				82.	2 (High)	
SPORTS PASSION		39.3 (Low)				
Attachment				34.	l (Low)	
Dedication				44.	4 (Low)	
VOLUNTEERISM		48.8 (Low)				
Sponsorship (Financial Contribution/ Goods)				44.	6 (Low)	
Voluntary Services				53.	O (Moderate)	
EXPENDITURE	39.4 (Low)		39.4 (Low)			
FACILITIES		36.6 (Low)		36.6 (Low)		
		0	1 - 49	50 - 69	70 - 84	85 - 100
	SCALE					
		None	Low	Moderate	High	Very High



## BY ETHNIC (OTHER ETHNICS)



DOMAIN/INDICATOR	SCORE & DOMAIN LEVEL	SCORE & INDICATOR LEVEL		
OTHER ETHNITICITY CATEGORY				
PARTICIPATION	53.8 (Moderate)			
Involvement		41.8 (Low)		
Activeness		71.8 (High)		
SPORTS PASSION	32.7 (Low)			
Attachment		28.0 (Low)		
Dedication		37.4 (Low)		
VOLUNTEERISM	43.5 (Low)			
Sponsorship (Financial Contribution/ Goods)		43.2 (Low)		
Voluntary Services		43.7 (Low)		
EXPENDITURE	32.3 (Low)	32.3 (Low)		
FACILITIES	37.2 (Low)	37.2 (Low)		
	0 1-49	<u>50 - 69</u>		
	SCALE			

None

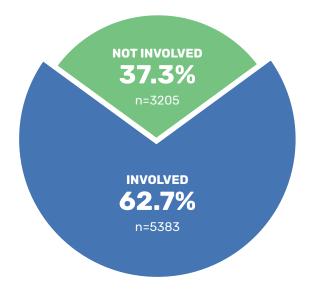
**Moderate** 

High

**Very High** 



# MALAYSIANS PARTICIPATION IN SPORTS, EXERCISES AND ACTIVE RECREATIONAL ACTIVITIES



This research involved a total of 8588 respondents. Of this, a total of 5383 respondents (62.7%) were involved in sports, exercise and recreational activities at least once a month. A total of 3205 respondents (37.3%) were not involved in any physical activities even once a month.

This shows that participation in competitive sports or physical leisure time activities based on exercise and recreation is still low.

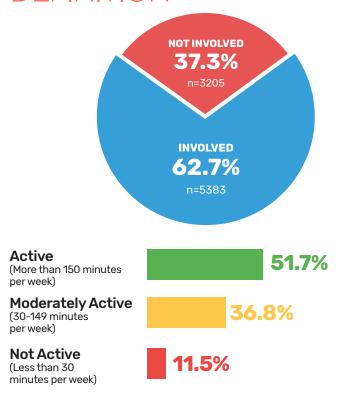
The percentage of participation in sports, exercise and recreational activities needs to be increased so that Malaysians live healthy and prosperous.

The total number who were not involved is quite alarming at 37.3% as they are exposed to various noncommunicable diseases that are detrimental to health.



# MALAYSIANS ACTIVENESS IN SPORTS, EXERCISE, AND ACTIVE RECREATIONAL ACTIVITIES

## BASED ON INTERNATIONAL DEFINITION



Based on the WHO (2018) and Sport England (2020), international definitions, activity is divided into three categories, namely Not Active (activity less than 30 minutes per week); Moderately Active (activity between 30-149 minutes per week); and Active (activities over 150 minutes per week).

The overall activeness score of MSCI2020 is 69.0% By category, Not Active (11.5%); Moderately Active (36.8%); and Active (51.7%).

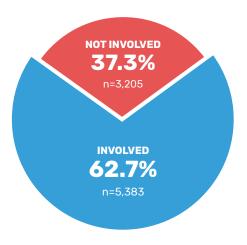
Although the percentage of Malaysians activeness is at a moderate level, providers of active sports, exercise and recreational programmes need to pay attention to those who are not involved in sports activities or active lifestyles.



# MALAYSIANS ACTIVENESS IN SPORTS, EXERCISE, AND ACTIVE RECREATIONAL ACTIVITIES

## IN THE CONTEXT OF MALAYSIAN SPORTS CULTURE

#### **MALAYSIAN SPORTS CULTURE INDEX RESEARCH 2020**



In the context of Malaysian sports culture, activeness is divided into 4 levels i.e. Not Active (less than 30 minutes a week); Moderately Active (1-2 times a week); Active (3-4 times a week) and; Very Active (at least 5 times a week)

MSCI2020 Activeness Indicator Score attained 69.0. Not Active Level (11.5%), Moderately Active (21.6%) and Active (15.2%). The Very Active Level was found to be the highest at 51.7%.

#### **Very Active**

(At least 5 times a week minimum of 30 minutes per session)



#### **Active**

(3 to 4 times a week minimum of 30 minutes per session)



## Moderately Active

(1 to 2 times a week minimum of 30 minutes per sesion)

#### Not Active (Less than 30 minu

(Less than 30 minutes per week)



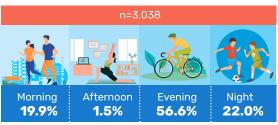


n=621



### TIME AND VENUES FOR

## SPORTS ACTIVITIES



Evening (56.6%) is the main choice of Malaysians for sports.

This is followed by morning (19.9%) and night (22.0%).

Malaysians hardly choose noon (1.5%) for sports

There are no specific venues where Malaysian focus on sports activities. Multipurpose halls and public facilities (16.0%) became the preferred option.

Also, residential areas (13.6%), public fields (13.0%) and sports complexes (12.6%) became sports venues.

The development of sports facilities should be concentrated in residential areas so that they are easy to access.



Facilities at







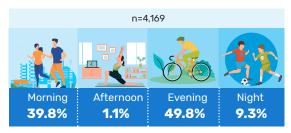






## TIME AND VENUES FOR

### EXERCISE ACTIVITIES



Evening (49.8%) is the main choice for Malaysians to do exercise

39.8% of Malaysian chose morning and 9.3% choose night to do exercise.

Recreational parks, residential areas and private residences are the main locations for exercise activities

Residential locations equipped with facilities can increase the involvement of Malaysians in exercise activities.

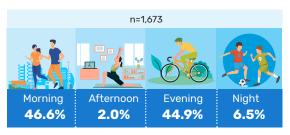


Facilities at



### TIME AND VENUES FOR

## ACTIVE RECREATIONAL ACTIVITIES



Morning (46.6%) and evening (44.9%) are the main choices for Malaysians to be involved in active recreational activities

A total of 6.5% chose night time and only 2.0% chose noontime.

Recreational areas, residential areas, and public fields are the main venues for Malaysians to be involved in active recreational activities.

Recreational facilities nearby residential areas become the main choice compared to other venues.

More recreational parks can increase the involvement of Malaysians in active recreational activities.



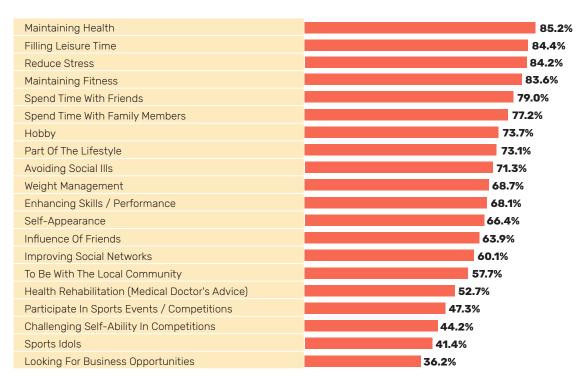
Facilities at



### **MOTIVATING FACTORS**

## FOR SPORTS, EXERCISE AND ACTIVE RECREATIONAL ACTIVITIES

Awareness of health and well-being is the main motivating factor for Malaysians to engage in sports, exercise and active recreational activities.

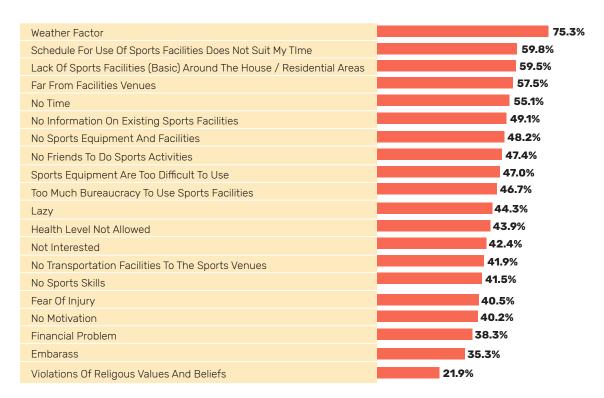




## **BARRIER FACTORS**

## TO PARTICIPATION IN SPORTS, EXERCISE AND ACTIVE RECREATIONAL ACTIVITIES

External factors such as weather, lack of facilities in residential areas and accessibility of facilities are barriers to sporting, exercise and active recreational activities.

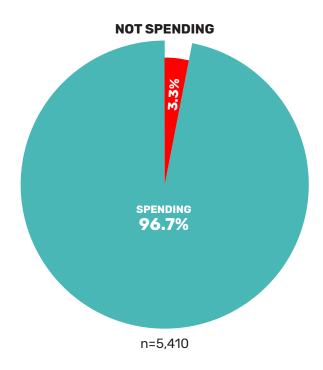




## **EXPENDITURE ON GOODS**

## FOR SPORTS, EXERCISE, ACTIVE RECREATION OR MIND SPORTS

A total of 96.7% of Malaysians purchased sports, exercise, active recreation or mind sports goods. This shows that Malaysians are willing to spend on services, lifestyles and current trends in the world of sports.





## **EXPENDITURE ON GOODS**

## FOR SPORTS, EXERCISE, ACTIVE RECREATION

Basic expenses such as sports shoes, clothes and the cost of food and drink are the main expenses.



**Sports Shoes 56.2%**n=4,829



Sports Equipment 19.1% n=1.633



Clothing **45.7%** n=3.926



Purchase of Supplements / Nutrition **16.9%** n=1452



Food and Beverages Expenditure **31.5%** n=2.700



Purchase of Sports Books / Magazines 7.0%
n=6.00



**Accessories 21.4%**n=1,839



**Souvenirs 6.5%**n=557



Smart Watch **20.6%** n=1.761



## **EXPENDITURE ON SERVICES**

## FOR SPORTS, EXERCISE AND ACTIVE RECREATION

Services such as entrance fees/use of facilities, personal safety products (insurance) and ICT services are the main expenses in sports services.



Personal Safety Products

16.4%

n=1.409



Entrance / Usage Fees

12.6%

n=1.083



**Smart Mobile Device Application** 

10.8%

n=927



Participation / Involvement Travel Cost

9.8%

n=836



Cost of Injury Recovery

**Equipment Maintenance** 

**Competition Fees** 

Ticket Payment To Watch Sports Events

3.7%

6.9%

n=591

6.7%

n=577

5.3%

n=457

n=326



Rental of Facilities and Equipment

8.6%

n=735



**Accommodation Cost** 

3.7%

n=319



Subscription To Paid Sports Broadcasts

7.8%

n=668



Professional Service Fees

3.3%

n=288



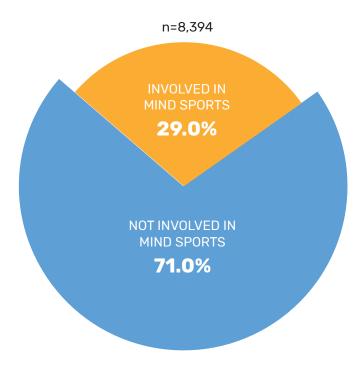




## **MIND SPORTS**

**Mind Sports** is a form of activity that does not require comprehensive physical movement but uses the mind to determine the strategy of the game.

Two categories of mind sports (esports: Dota, PES, PUBG, Mobile Legend etc.) and indoor games (Chess, Sahiba, Saidina, Crossword etc.)



A total of **29.0%** of Malaysians are **involved** in mind sports while the majority **(71.0%)** are not involved in mind sports.



### FOUR LEVELS OF ACTIVENESS

### OF MIND SPORTS



#### **VERY ACTIVE**

(At least 5 times a week minimum of 30 minutes per session)

**52.0%** n=1239



#### ACTIVE

(3-4 times a week minimum 30 minutes per session)

**43.9%** n=1.045



#### MODERATELY ACTIVE

(1-2 times a week for a minimum of 30 minutes per session)

**2.7%** n=64



#### **NOT ACTIVE**

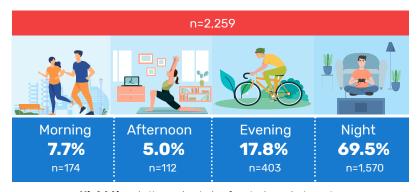
(<30 minutes a week)

**1.4%** n=34

Those INVOLVED in mind sports, 52.0% were Very Active and 43.9% Active.

### FREQUENCY OF TIME

### INVOLVED IN MIND SPORTS

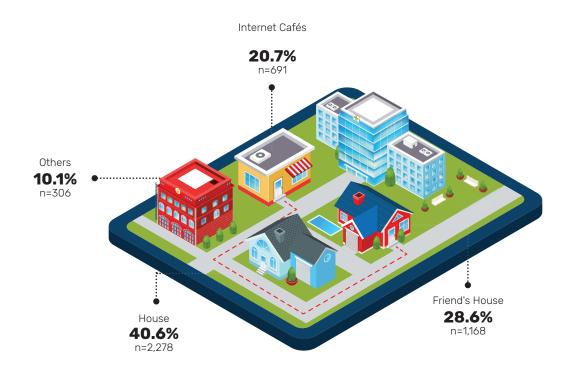


**Night time** is the main choice for playing mind sports.



## **VENUES**

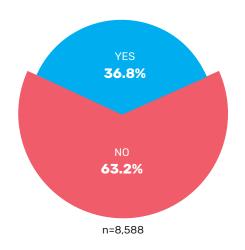
## FOR MIND SPORTS ACTIVITIES



The House becomes the m ain venue for mind sports.



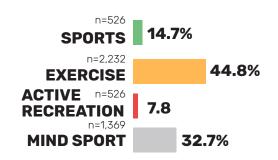
# PERFORMING SPORTS ACTIVITIES, EXERCISE, ACTIVE RECREATION OR MIND SPORTS DURING MCO



During the MCO, only 36.8% of Malaysians were involved in sports, exercise, active recreation or mind sports activities, while a total of 63.2% were not involved.

The above findings were expected due to the MCO enforced during the COVID-19 pandemic.

## **ACTIVITIES PERFORMED DURING MCO**



During MCO, exercise activities (44.8%) and mind sports (32.7%) became the public's choice compared to sports activities (14.7%) and active recreation (7.8%).

Almost  $\mbox{\%}$  of Malaysians were not involved in physical activity.



# MALAYSIAN ACTIVENESS IN SPORTS, EXERCISE, ACTIVE RECREATION OR MIND SPORTS DURING MCO

Of those involved, a total of 16.4% were **Active** and 54.2% were **Very Active**.

Despite limited mobility, there are still individuals who are passionate about physical activities as a daily routine.

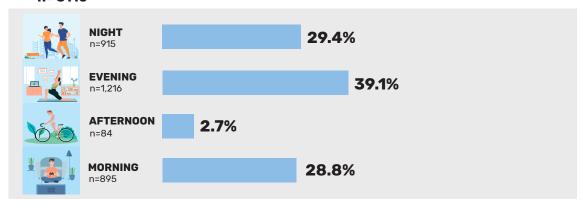
MALAYSIAN SPORTS CULTURE INDEX RESEARCH 2020				
n=3,159	(%)			
INVOLVED	36.8			
n=265 Not Active (Less than 30 minutes per sesion)	8.4			
n=662  Moderately Active (1 to 2 times a week for a minimum of 30 minutes per session)	21.0			
n=519 Active (3 to 4 times a week for a minimum of 30 minutes per session)	16.4			
n=1713 Very Active (At least 5 times a week a minimum of 30 minutes per session)	54.2			
n=5429				
NOT INVOLVE	63.2			



## FREQUENCY OF PERFORMING ACTIVITIES

# **DURING MCO**

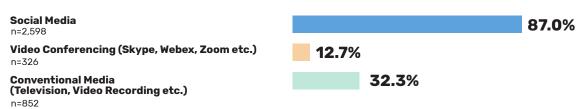
#### n= 3110



- ► The most frequent time to be active during MCO is in the evening (39.1%), followed by night (29.4%) and morning (28.8%).
- ▶ The minimum time choice is noon (2.7%). The evening becomes the preferred choice because it has become a habit and routine.

## **MEDIUM**

## PERFORMING ACTIVITIES DURING MCO



- ▶ Social media (87.0%) is the medium that is the main choice of Malaysians in performing sports activities during MCO
- ▶ This reflects that electronic media is an important support medium for physical activity.





# **SUMMARY OF SCORES** MALAYSIAN SPORTS

**CULTURE INDEX 2020** 



56.8

(Moderate)

Malaysian Sports Culture Level 2020



65.4

(Moderate)

Involvement Domain Score



40.1

(Low) Sports Passion

Domain Score



47.8

(Low) Volunteerism Domain Score



41.5

(Low)
Expenditure
Domain Score



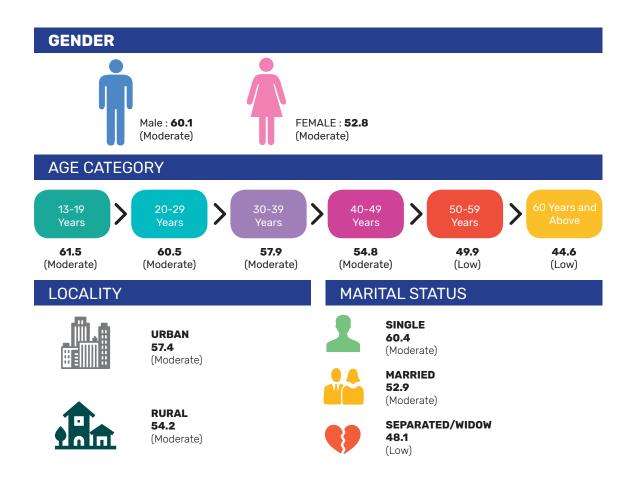
46.0

(Low) Facilities

Domain Score



# **SUMMARY OF SCORES BY** GENDER, AGE CATEGORY, LOCALITY AND MARITAL STATUS





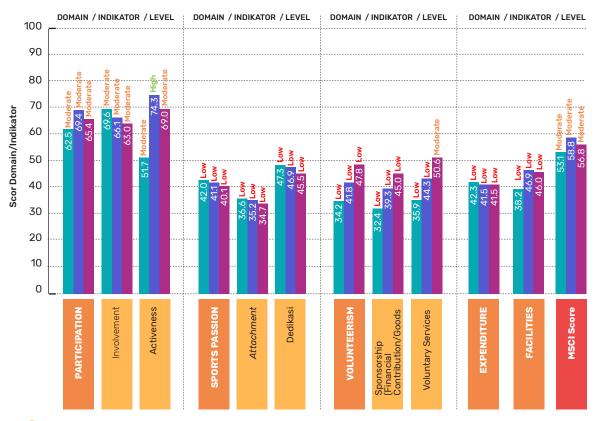
RISIONS TRENDS AND



# TRENDS AND COMPARISONS OF THE OVERALL SCORE OF DOMAIN AND INDICATOR FOR THE YEAR

2018, 2019 & 2020

















#### SPORTS INVOLVEMENT DOMAIN

- ▶ The Sports Participation Domain has been at a moderate level since the years (2018 62.5), (2019 69.4) and (2020 65.4). It is found that the trend is inconsistent
- ▶ The Involvement Indicator has been at a moderate level over the three years (2018:69.6), (2019:66.1), and (2020 63.0). It is found that the trend is consistently declining.
- ▶ The Activeness Indicator score was at a moderate level with scores of (2018:51.7), (2019:74.3) and (2020: 69.0). It was found that the trend is inconsistent.
- ▶ The level of participation of Malaysians in sports, exercise and active recreational activities in 2020 showed a significant decline. This is expected to have been related to the COVID-19 pandemic.

#### **DOMAIN KECINTAAN**

- ► The findings of the Sports Passion Domain and both its Indicator (Attachment and Dedication) are still at low levels and showed significant deterioration from 2018 to 2020
- ▶ Sports Passion Domain Score for (2018: 42.0), (2019: 41.1), and (2020: 40.1). The score of both Indicators affects the deterioration of domain scores. Indicator of attachment in (2018: (36.6), (2019:35.2), and (2020: 34.7). Meanwhile, indicator scores of dedication in 2018 (47.3), 2019 (46.9), and 2020 (45.5)

- Each Indicator experienced a significant decline. This decline was influenced by various factors such as the purpose of involvement, environment, peer influence. willingness to spend, allocation of time, energy and ideas in expanding interest and contribution to a particular sporti.
- ► The COVID-19 pandemic also restricts movement and participation in sports-related activities, affecting the decline in the level of sports passion especially in 2020.

#### **VOLUNTEERISM DOMAIN**

- The Volunteerism Domain for (2018:34.2), (2019:41.8), and (2020: 47.8) was at a low level but showed a significant increase.
- ► The Sponsorship Indicator has increased from (2018: 32.4), (2019: 39.3) and (2020: 45.0), while the Voluntary Service Indicator has increased from a low level to a moderate level in 2020.

#### **EXPENDITURE DOMAIN**

- Expenditure domains for (2018: 42.3),(2019: 41.5) and (2020:41.5) are at low levels. The spending trend for the three years did not show a significant difference.
- ► This score reflects the consistent spending practice of Malaysians since 2018.
- ► Although Malaysia was hit by the COVID-19 pandemic. the trend of online purchases encouraged spending on sporting goods.



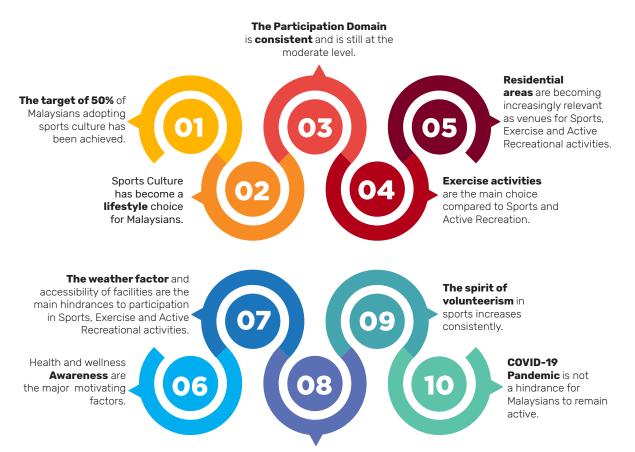
#### **FACILITIES DOMAIN**

- ► The Facility domains for (2018 : 38.2), (2019 :46.9) and (2020 : 46.0).
- ► Scores show an increase from 2018 to 2019 but were consistent between 2019 and 2020.





### TOP 10 HIGHLIGHTS



The practice of **online** shopping for sports goods has increased.













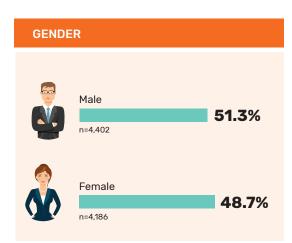
# **WAY FORWARD**

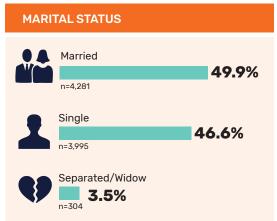




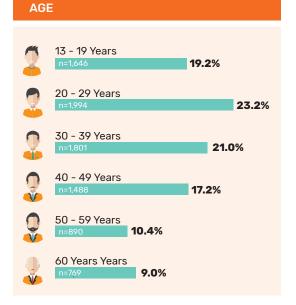








# Malay n=5.017 Chinese n=1.321 15.4% Indian n=707 8.2% Bumiputera Sabah n=688 8.0% Bumiputera Sarawak n=366 4.3% Others n=443 A.3% Bumiputera Orang Asli n=46 0.5%









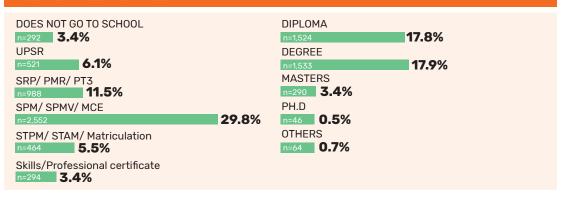




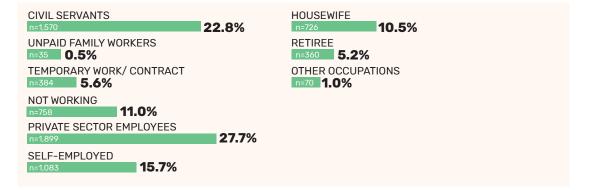




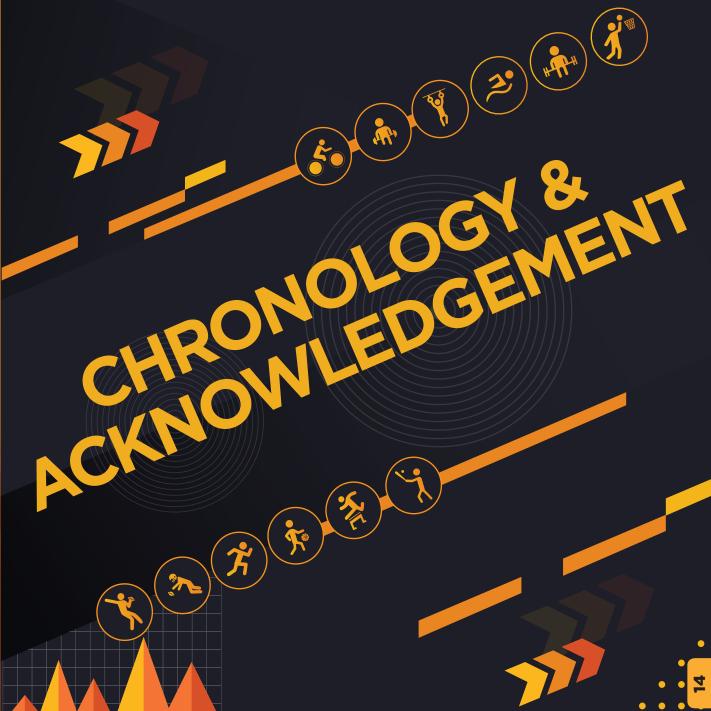
#### **HIGHEST EDUCATION n=8568**



#### **EMPLOYMENT STATUS** n=6885









# **RESEARCH CHRONOLOGY**



#### 1 APRIL 2020

Appointment of Resource Persons for the Study of the Malaysian Sports Culture Index 2020 (MSCI'20)



#### 14 JULY 2020

Instrument Purification and Coordination Meeting of the Malaysian Sports Culture Index 2020 (MSCl'20) No. 1/2020



#### 11 AUGUST 2020

Malaysia Sports Culture Index 2020 (MSCl'20) Instrument Purification Meeting No. 2/2020



#### 28 JULY 2020

Presentation of IYRES Research SOP to the National Security Council (NSC)





#### 14-20 SEPT. 2020

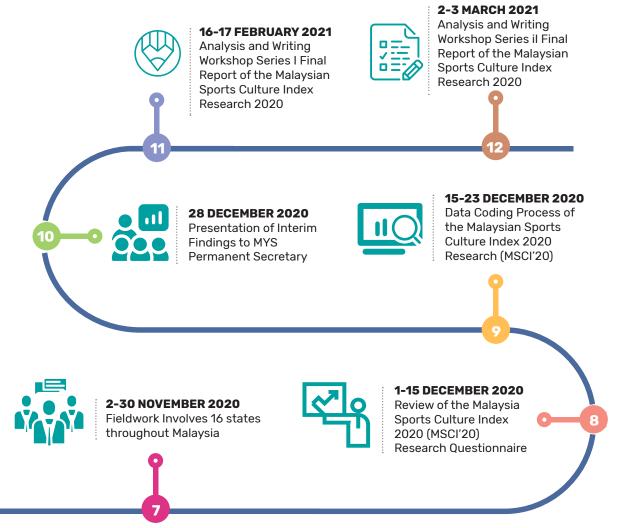
Pilot Test for the Malaysian Sports Culture Index 2020 (MSCI'20) questionnaire)



#### **10CTOBER 2020**

Presentation of Pilot Test Findings of the Malaysian Sports Culture Index Research 2020 (MSCI'20)







# **ACKNOWLEDGEMENT**

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