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Institute for Youth Research Malaysia (IYRES)  
Facts and Figures: Malaysian Sports Culture Index 2021 (MSCI'21)

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YOUTH RESEARCH  
MALAYSIA

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# BACKGROUND







## IMPLEMENTATION OF MSCI IN 11TH MALAYSIA PLAN



2018



2019



2020

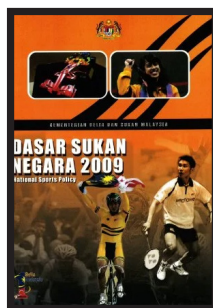
## MSCI2020 AT A GLANCE

### MALAYSIA SPORTS CULTURE INDEX 2020

The primary reference documents used to define sports culture in Malaysia are the National Sports Policy 2009, Eleventh Malaysia Plan (2016-2020) and the Strategic Plan of the Ministry of Youth and Sports. Malaysia had targeted for the enculturation of the sports culture for 50% of its population through making physical activities and sports as part of the people's lifestyle.

# 50%

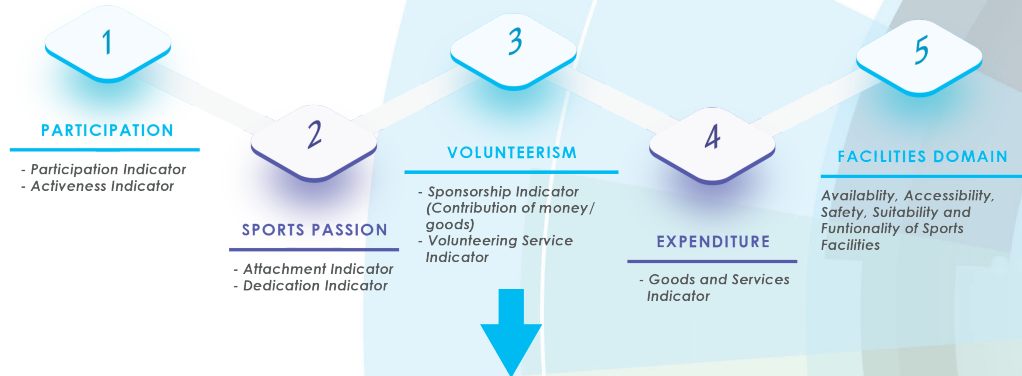
**MALAYSIANS PRACTISE SPORTS CULTURE  
BEFORE 2020 (11TH MP)**



Promoting the culture of sports and the development of talents to contribute towards the well-being of the people. (NSP 2009, 11th MP of Youth and Sports Strategic Plan 2016-2020)

## IMPROVING UPON MSCI'21 FROM MSCI 2020

### MSCI'2020 5 DOMAINS, 8 INDICATORS



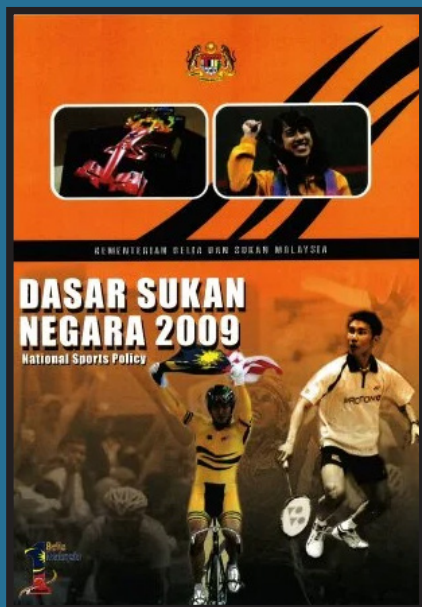
### MSCI'21 2 DOMAINS, 5 INDICATORS, 5 FACTORS





“ Integrated efforts will be implemented in the 12th Malaysia Plan to promote sports culture in order to build an active and healthy society. ”

12th Malaysia Plan (2021 - 2025)



“ The main objective of the National Sports Policy is to create a sports culture among Malaysians. The sports culture encompasses participation in sports and physical activities for all, high performance sports and sports as an industry. Sports Culture - Making sports as a way of life that is active, healthy, fit and competitive. ”



-SHOW BUS  
-NETWORK  
-MUSIC  
-CINEMA  
-BUSINESS/FINANCE  
-WORLD NEWS

ANALYSIS

VIDEO  
MUSIC  
FILMS  
SEARCH  
CONTACTS  
NETWORKS

NEWS

WORLD

EUROPE

AMERICA

ASIA

AFRICA

SEARCH

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SCANNING





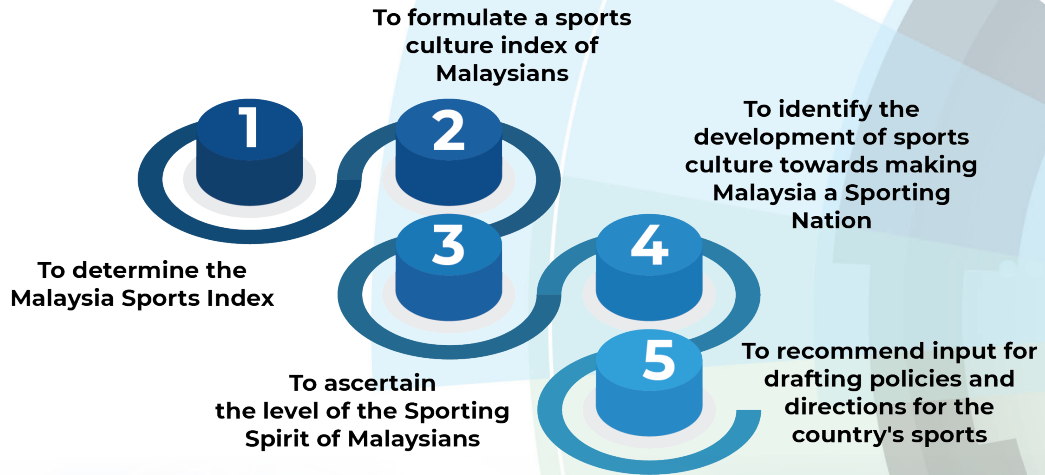
# INTRODUCTION OF MSCI'21







## OBJECTIVE OF STUDY



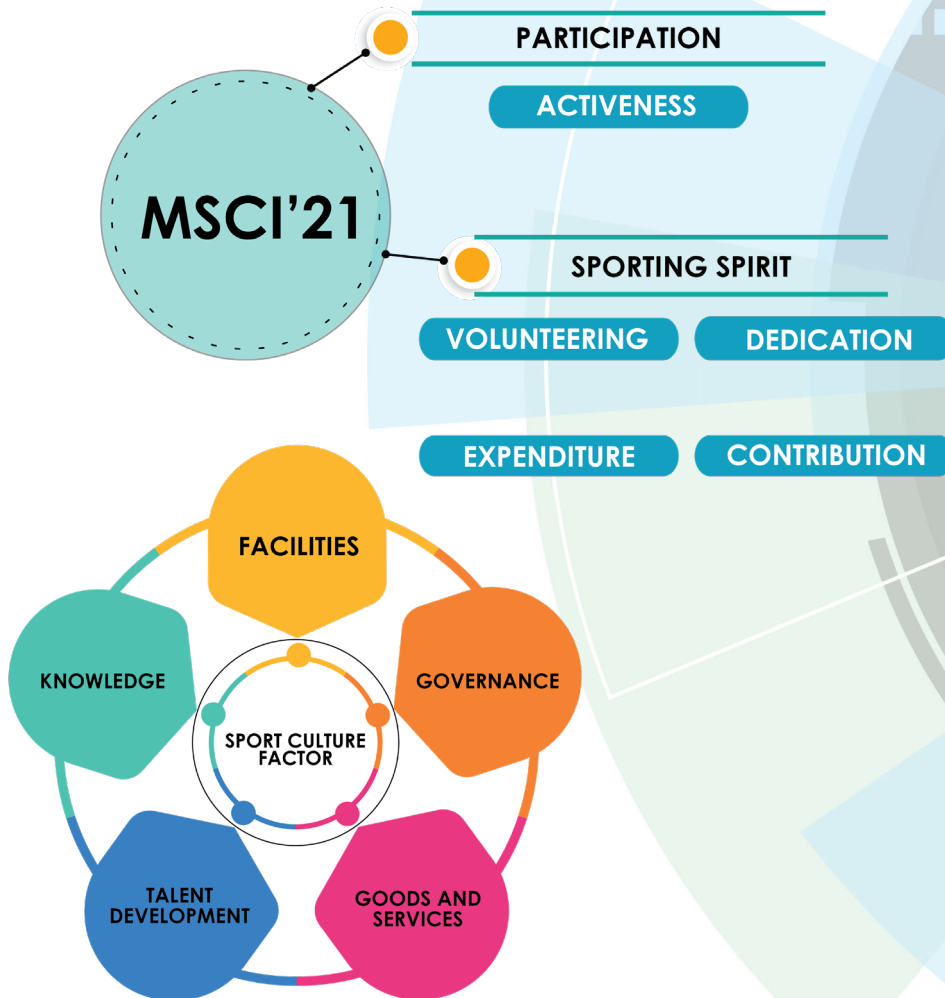
## DEFINITION OF SPORTS CULTURE



**\*\*Sports Culture Ecosystem refers to two domains, that is, Participation and Sporting Spirit. Sporting Spirit covers Volunteering, Dedication, Expenditure, Knowledge and Contribution. The Sporting Spirit Culture factors are also influenced by Facilities, Governance, Goods and Services, Talent Development and Knowledge**

## STRUCTURE OF MSCI'21

*2 Domains, 5 Indicators, 5 Factors*



## DEFINITION OPERATION OF PARTICIPATION DOMAIN

### PARTICIPATION



Frequency of participation in sports activities of at least once within a month.

### ACTIVENESS



Level of participation in sports activities in a week based on adaptations from international standards (WHO, 2020)

- (i) Active = More than 150 minutes a week
- (ii) Moderately Active = 30 minutes to 149 minutes a week
- (iii) Less active = Less than 30 minutes a week

## DEFINITION OPERATION OF SPORTING SPIRIT

### SPORTING SPIRIT DOMAIN



Interest, earnestness, willingness and volunteering in undertaking activities related to sports

### VOLUNTEERING INDICATOR



Willingness to spend time and energy in sports-related volunteer activities without expecting anything in return

### DEDICATION INDICATOR



Seriousness and willingness in engaging in sports-related activities as well as contributing ideas via various mediums

### EXPENDITURE INDICATOR



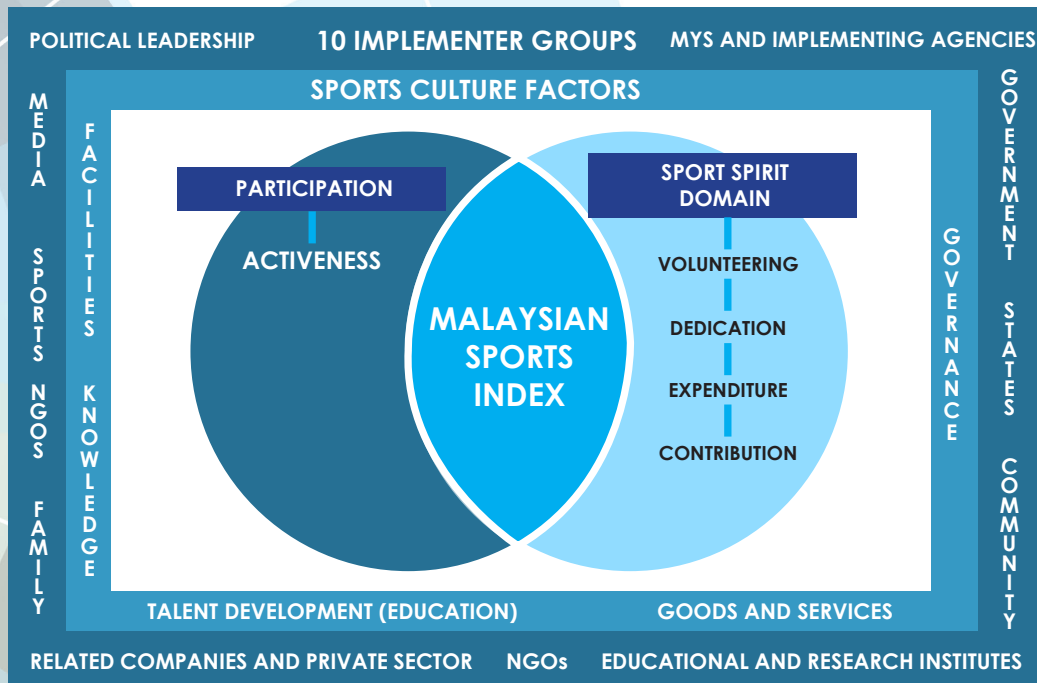
The expenditure of an individual on sports-related goods and services

### CONTRIBUTION INDICATOR



Allocation for and financing of sports-related activities in the form of cash or goods contributions

## CONCEPTUAL FRAMEWORK



## 1 Determination of Weightage Ratio for Participation Domain and Sporting Spirit Domain

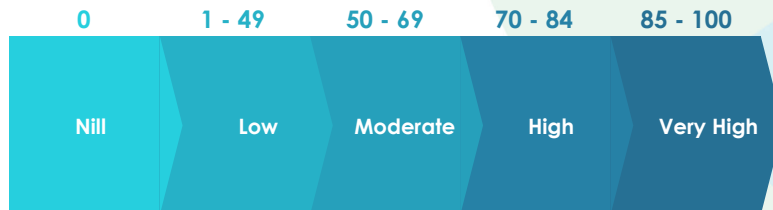
The contributory values to the Sporting Spirit Domain with regard to Participation was obtained by using Logistic Regression Analysis (Nagelkerke R-squared). Generally, Sporting Spirit was represented by four indicators which contributed up to 20%.

Therefore, the 80:20 setting was adopted in arriving at the findings of MSCI'21.

***Ratio of Participation Domain: Sporting Spirit Domain: (80:20)***

2 MSCI'21 used values of between 0 to 100, where 0 is the minimum score and 100 is the maximum. The following represents the MSCI'21 score classification, that is, Nil, Low, Medium, High and Very High.

### CLASSIFICATION OF INDEX SCORE



### 3 Weightage Formula for Sporting Spirit Domain

$$w_j = \frac{r_j}{\sum |r_{ij}|} \quad -1 < r_j < 1$$

Where,

$r_{ij}$  is the value of the correlation coefficient between  $i$  &  $j$  indicators

### 4 Formula for Sporting Spirit Index

$$ISK_i = \frac{\sum w_j x_{ij}}{\sum w_j} \times 100 \quad \sum w_j = 100, w_j \geq 0$$

Where,

$ISK_i$  = Sporting Spirit Index for factor  $i$ .

$w_j$  = Weightage for indicator  $j, j = 1, 2, 3, \dots, k$ .

$x_{ij}$  = Total minimum value for factor  $i, i = 1, 2, 3, \dots, n$ , taking into consideration factor  $j$ .

## 5

# MSCI'21

PARTICIPATION INDEX +  
SPORTING SPIRIT INDEX





# METHODOLOGY OF STUDY





## METHODOLOGY OF STUDY

### TECHNIQUE FOR VERIFICATION AND VALIDATION OF INSTRUMENTS

The Cronbach Alpha and EFA tests were performed through a pilot test on 200 respondents in Kuala Lumpur and Putrajaya.

Evaluation by field experts and ex Officio academics and industry (UPM, UUM, UUMKL, National Youth and Sports Department, National Sports Council, National Institute of Sports, Ministry of Health, Ministry of Higher Education, Economic Planning Unit, Sports Industry Secretariat

### DATA COLLECTION

In compliance with research SOP as approved by Ministry of Youth and Sports.

Undertaken on a house-to-house basis by 282 ICE.

Time Period of Study:  
12 months  
(Jan - Dec 2021)

Data Collection Period:  
7 September –  
22 October 2021

ICE refers to IYRES Community Enumerators

## METHODOLOGY OF STUDY

### DESIGN OF STUDY

Quantitative method through a survey using questionnaires generated by the IYRES Research System and driven by ICE

### SAMPLINGS

Proportionate stratified random samplings based on Department of Statistics data (2019/2020)

A total of **7,857** respondents of 13 years of age and above across Malaysia



# FINDINGS OF MSCI'21





# PARTICIPATION AND ACTIVENESS



## Malaysia Sports Index (n =7,587)

# 50%

## PARTICIPATION



**Active**

**Moderately Active**

**Less Active**



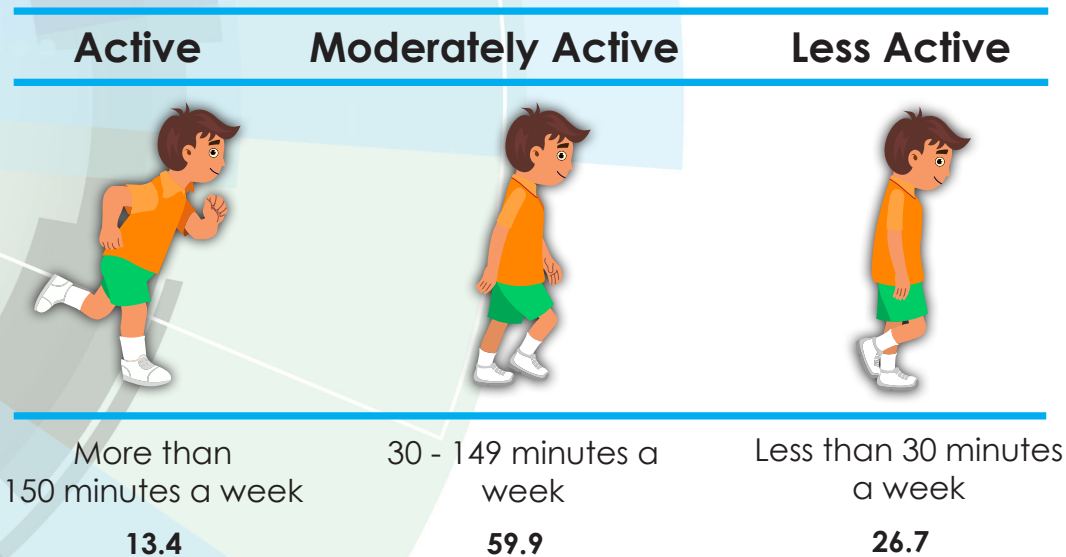
More than 150  
minutes a week  
**13.4% (n=1,043)**

30 – 149 minutes  
a week  
**59.9% (n=2,346)**

Less than 30 minutes  
a week  
**26.7% (n=526)**

## Participation Domain

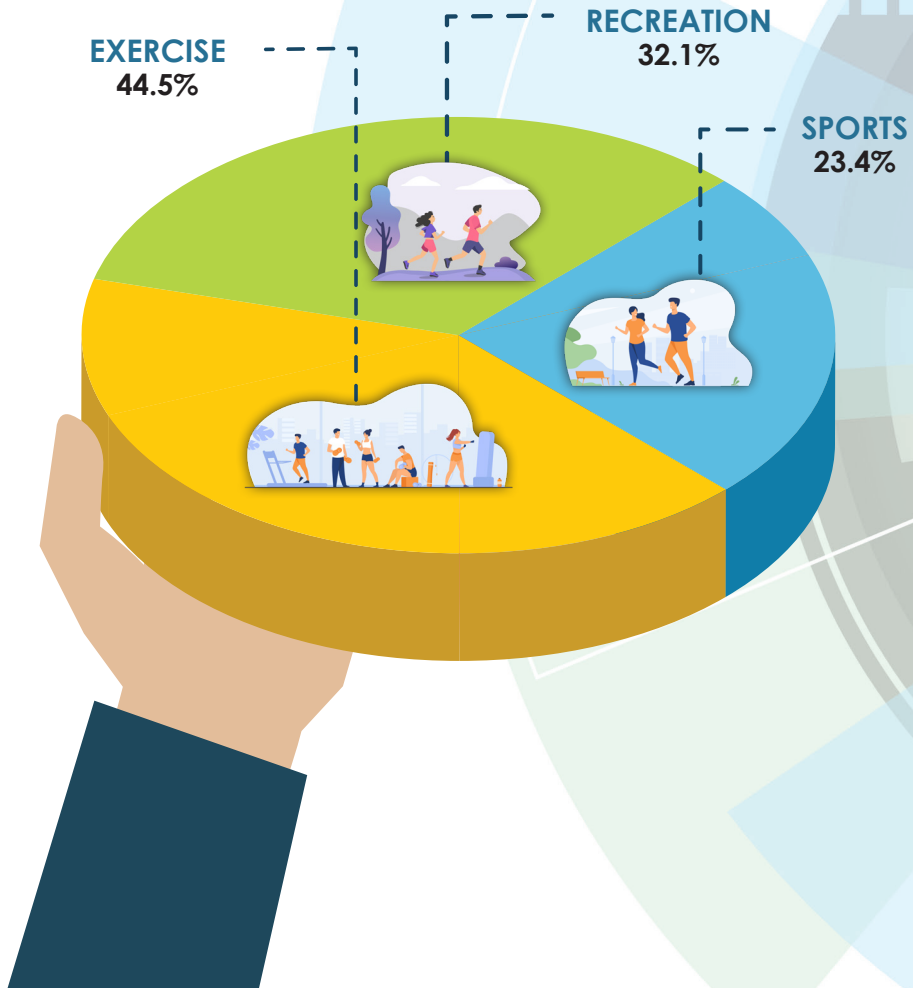
### Activeness Indicator (n=3,915)



**SCORE : 73.3**



## Sports Activities



## Type of Activities (Sports, Exercise & Recreation)

### SPORTS ACTIVITIES



**BADMINTON**  
7.3%



**SEPAK TAKRAW**  
4.8%



**TABLE TENNIS**  
3.9%



**ATHLETICS**  
1.8%



**GOLF**  
1.4%



**FUTSAL**  
1.4%



**BOWLING**  
1.0%



**VOLLEYBALL**  
0.7%



**FOOTBALL**  
0.6%



**NETBALL**  
0.5%

**TOTAL = 23.4%**

### EXERCISE ACTIVITIES



**WALKING**  
28.5%



**JOGGING**  
2.5%



**GYM WEIGHT  
TRAINING**  
6.3%



**AEROBICS**  
2.5%



**YOGA**  
4.7%

**TOTAL = 44.5%**

## RECREATIONAL ACTIVITIES



**CYCLING**  
8.3%



**JUNGLE  
TREKKING**  
18.6%



**CLIMBING/  
HIKING**  
5.2%

**JUMLAH = 32.1%**







# SPORTING SPIRIT







# 60.5

MODERATE

## SPORTING SPIRIT DOMAIN



**VOLUNTEERING**  
17.0



**DEDICATION**  
15.5



**EXPENDITURE**  
14.5



**CONTRIBUTION**  
13.5

Note: Sporting Spirit was measured based on four indicators

## Comparison of Indicators by Mean and SD

Indicator	Overall n=7,857		Involved n=3,915		Not Involved n=3,942	
	Mean	SD	Mean	SD	Mean	SD
Volunteering	3.4	0.8	3.6	0.7	3.0	0.8
Dedication	3.1	0.8	3.4	0.7	2.7	0.8
Expenditure	2.9	0.9	3.2	0.8	2.5	0.9
Contribution	2.7	0.9	2.9	0.9	2.5	0.9

SD: Standard Deviation

- Statistical data indicate that the sporting spirit of individuals who were involved was higher compared with those who were not.
- The Volunteering Indicator contributed more towards the Sporting Spirit Domain for both the involved and not involved category.
- However, awareness of the Dedication, Expenditure and Contribution Indicators was found to be still low.





# MALAYSIAN SPORTS CULTURE INDEX 2021 (MSCI'21)

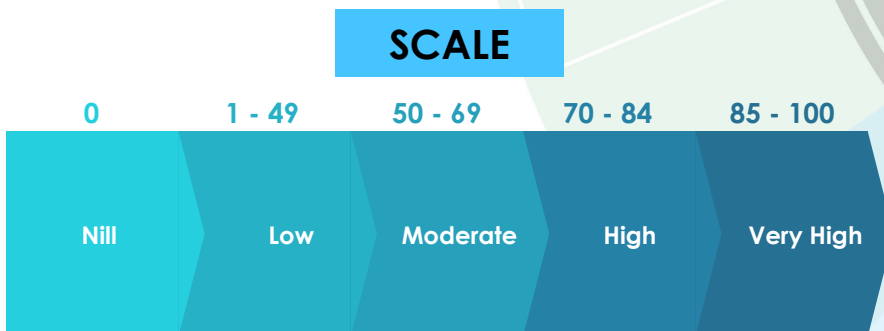
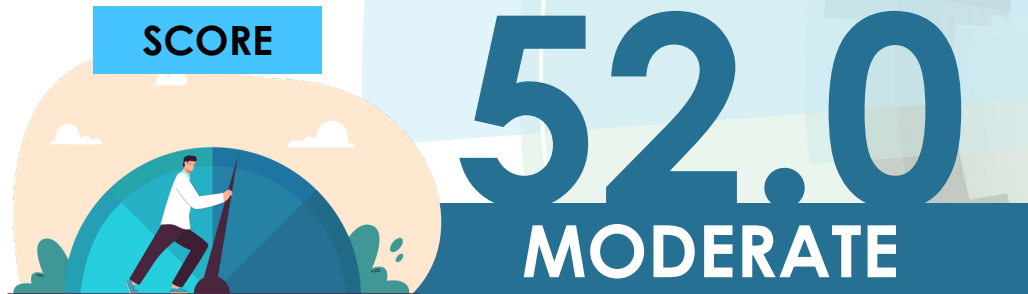




## MALAYSIAN SPORTS CULTURE INDEX 2021 (MSCI'21)

The Sports Culture Index 2021 (MSCI'21) was made up of 80% of the Participation Domain and 20% of the Sporting Spirit Domain

Score of Participation Index	40.0
Score of Sporting Spirit Index	12.0



## Formula for MCSI'21 Score

2 Domains, 5 Indicators

52.0  
(Moderate)

**MSCI'21**

50.0  
(Moderate)

**PARTICIPATION**

**ACTIVENESS**

73.3  
(High)

60.5  
(Moderate)

**SPORTING SPIRIT**

**VOLUNTEERING**

17.0

**DEDICATION**

15.5

**EXPENDITURE**

14.5

**CONTRIBUTION**

13.5



# MSCI'21 BY DEMOGRAPHICS









## MSCI'21 SCORES BY STATE

### Participation Domain



## Sporting Spirit Domain



Note: Sporting Spirit was measured based on four indicators

## Score of MSCI'21 by Male Gender

### Score of Participation Domain

**57.9 (Moderate)**



### Score of Sporting Spirit Domain

INDICATOR	SCORE
<b>Sporting Spirit</b>	<b>63.0 (Moderate)</b>
Volunteering	17.0
Dedication	16.5
Expenditure	15.5
Contribution	14.0

Note: Sporting Spirit was measured based on four indicators

## Score of MSCI'21 by Female Gender

### Score of Participation Domain

45.9 (Low)



### Score of Sporting Spirit Domain

INDICATOR	SCORE
Sporting Spirit	58.0 (Moderate)
Volunteering	16.5
Dedication	14.5
Expenditure	14.0
Contribution	13.0

Note: Sporting Spirit was measured based on four indicators

## Score of MSCI'21 by Pre-Youth Category (13 - 14 Years)

### Score for Participation Domain

**58.9 (Moderate)**



### Score for Sporting Spirit Domain

INDICATOR	SCORE
<b>Sporting Spirit</b>	<b>60.0 (Moderate)</b>
Volunteering	17.0
Dedication	16.0
Expenditure	14.0
Contribution	13.0

Note: Sporting Spirit was measured based on four indicators

Score of MSCI'21 by Youth Age Group (15 - 30)

Score of Participation Domain

60.7 (Moderate)



Score of Sporting Spirit Domain

INDICATOR	SCORE
Sporting Spirit	63.5 (Moderate)
Volunteering	17.5
Dedication	16.5
Expenditure	15.5
Contribution	14.0

Note: Sporting Spirit was measured based on four indicators

## Score of MSCI'21 by Post-Youth Age Category (31 years and Above)

### Score of Participation Domain

**44.8 (Low)**



### Score of Sporting Spirit Domain

INDICATOR	SCORE
<b>Sporting Spirit</b>	<b>58.0 (Moderate)</b>
Volunteering	16.0
Dedication	14.5
Expenditure	14.4
Contribution	13.5

Note: Sporting Spirit was measured based on four indicators



Score of MSCI'21 by Malay Ethnicity

Score of Participation Domain

53.0 (Moderate)



Score of Sporting Spirit Domain

INDICATOR	SCORE
Sporting Spirit	61.0 (Moderate)
Volunteering	17.0
Dedication	15.5
Expenditure	15.0
Contribution	13.5

Note: Sporting Spirit was measured based on four indicators

## Score of MSCI'21 by Chinese Ethnicity

### Score of Participation Domain

**46.0 (Low)**



### Score of Sporting Spirit Domain

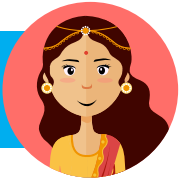
INDICATOR	SCORE
<b>Sporting Spirit</b>	<b>58.5 (Moderate)</b>
Volunteering	16.5
Dedication	15.0
Expenditure	14.0
Contribution	13.0

Note: Sporting Spirit was measured based on four indicators

Score of MSCI'21 by Indian Ethnicity

Score of Participation Domain

51.9 (Moderate)



Score of Sporting Spirit Domain

INDICATOR	SCORE
Sporting Spirit	59.0 (Moderate)
Volunteering	16.5
Dedication	15.0
Expenditure	14.5
Contribution	13.0

Note: Sporting Spirit was measured based on four indicators

## Score of MSCI'21 by Sabah Bumiputera Ethnicity

### Score of Participation Domain

**54.8 (Moderate)**



### Score of Sporting Spirit Domain

INDICATOR	SCORE
<b>Sporting Spirit</b>	<b>62.0 (Moderate)</b>
Volunteering	17.0
Dedication	16.0
Expenditure	15.0
Contribution	14.0

Note: Sporting Spirit was measured based on four indicators

## Score of MSCI'21 by Sarawak Bumiputera Ethnicity

### Score of Participation Domain

49.0 (Low)



### Score of Sporting Spirit Domain

INDICATOR	SCORE
Sporting Spirit	58.5 (Moderate)
Volunteering	16.5
Dedication	15.0
Expenditure	14.0
Contribution	13.0

Note: Sporting Spirit was measured based on four indicators

## Score of MSCI'21 by Orang Asli Ethnicity

### Score of Participation Domain

**45.0 (Low)**



### Score of Sporting Spirit Domain

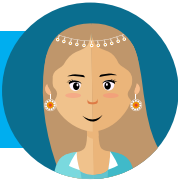
INDICATOR	SCORE
<b>Sporting Spirit</b>	<b>59.0 (Moderate)</b>
Volunteering	16.5
Dedication	15.0
Expenditure	14.0
Contribution	13.5

Note: Sporting Spirit was measured based on four indicators

## Score of MSCI'21 by Other Ethnicities

### Score of Participation Domain

49.1 (Low)



### Score for Sporting Spirit Domain

INDICATOR	SCORE
Sporting Spirit	59.0 (Moderate)
Volunteering	16.0
Dedication	15.0
Expenditure	14.5
Contribution	13.5

Note: Sporting Spirit was measured based on four indicators



## Score of MSCI'21 by Urban Locations

### Score of Participation Domain

**52.7 (Moderate)**



### Score for Sporting Spirit Domain

INDICATOR	SCORE
<b>Sporting Spirit</b>	<b>60.5 (Moderate)</b>
Volunteering	17.0
Dedication	15.5
Expenditure	14.5
Contribution	13.5

Note: Sporting Spirit was measured based on four indicators

## Score of MSCI'21 by Rural Locations

### Score of Participation Domain

48.9 (Low)



### Score for Sporting Spirit Domain

INDICATOR	SCORE
Sporting Spirit	60.0 (Moderate)
Volunteering	17.0
Dedication	15.0
Expenditure	14.5
Contribution	13.5

Note: Sporting Spirit was measured based on four indicators

## Score of MSCI'21 by Marital Status - Single

### Score of Participation Domain

**59.9 (Moderate)**



### Score for Sporting Spirit Domain

INDICATOR	SCORE
<b>Sporting Spirit</b>	<b>63.0 (Moderate)</b>
Volunteering	17.5
Dedication	16.5
Expenditure	15.5
Contribution	13.5

Note: Sporting Spirit was measured based on four indicators

Score of MSCI'21 by Marital Status - Married

Score of Participation Domain

44.6 (Low)



Score for Sporting Spirit Domain

INDICATOR	SCORE
Sporting Spirit	58.0 (Moderate)
Volunteering	16.5
Dedication	14.5
Expenditure	14.0
Contribution	13.0

Note: Sporting Spirit was measured based on four indicators



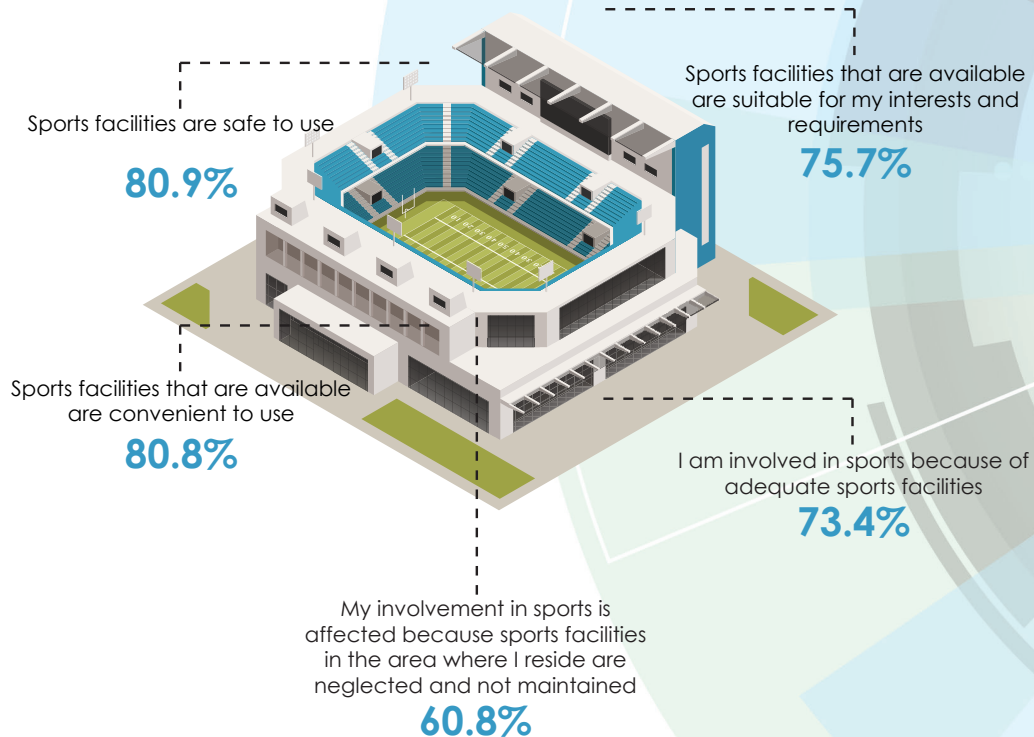
# SPORTS CULTURE FACTORS





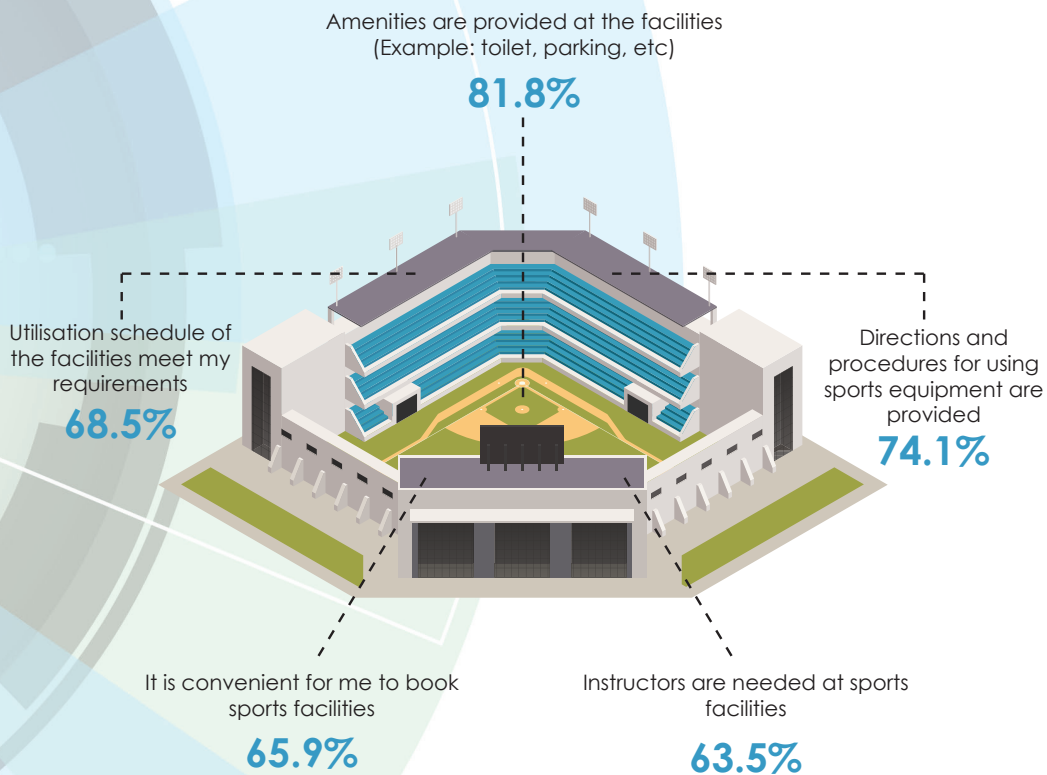
## Sports Culture Factors

### FACILITIES





## GOVERNANCE



## GOODS AND SERVICES

Brand of goods is not my priority in my involvement in sports

**73.2%**

Professional services help me to carry out sports activities

**62.8%**

Online services spur me to involve myself in sports activities

**64.3%**

I prefer to purchase sports-related goods online

**61.8%**

I do not engage in sports because of lack of equipment

**53.3%**



## TALENT DEVELOPMENT

Knowledge of and skills in sports help me to perform sports activities

80.9%

Performing sports activities routinely can help improve my talent

79.4%

Sports-related awareness programmes spur me to engage in sports facilities (Example: Fit Malaysia)

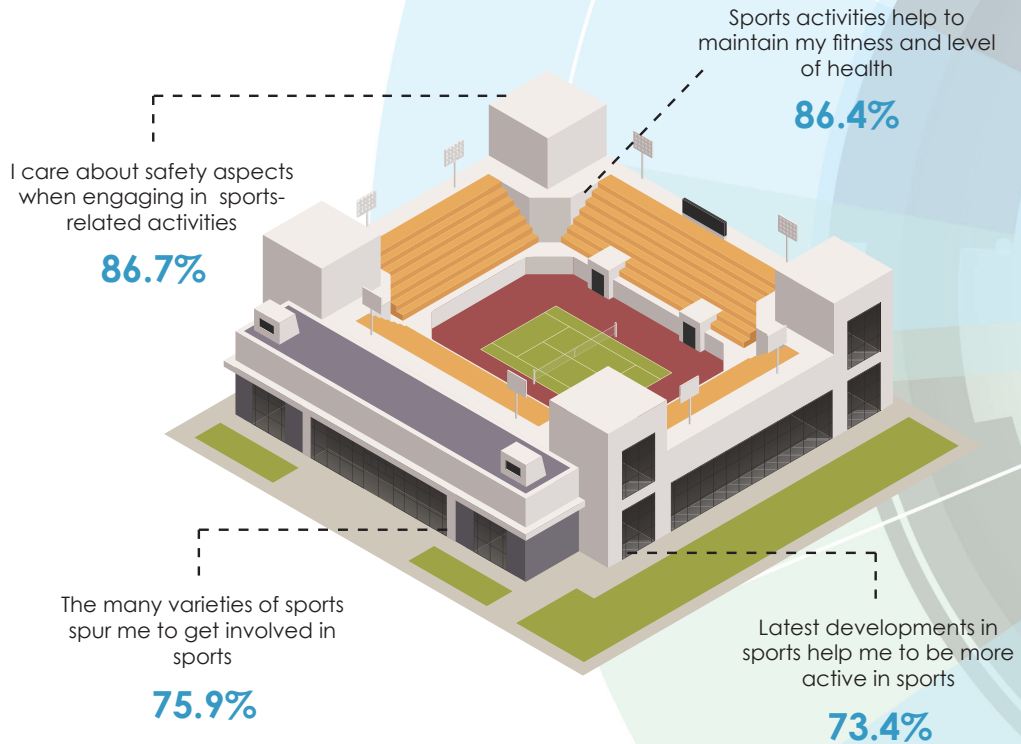
75.6%

I need a coach to get myself involved in sports activities

57.1%



## KNOWLEDGE







# FACTORS THAT DRIVE OR BARRIER SPORTS CULTURE

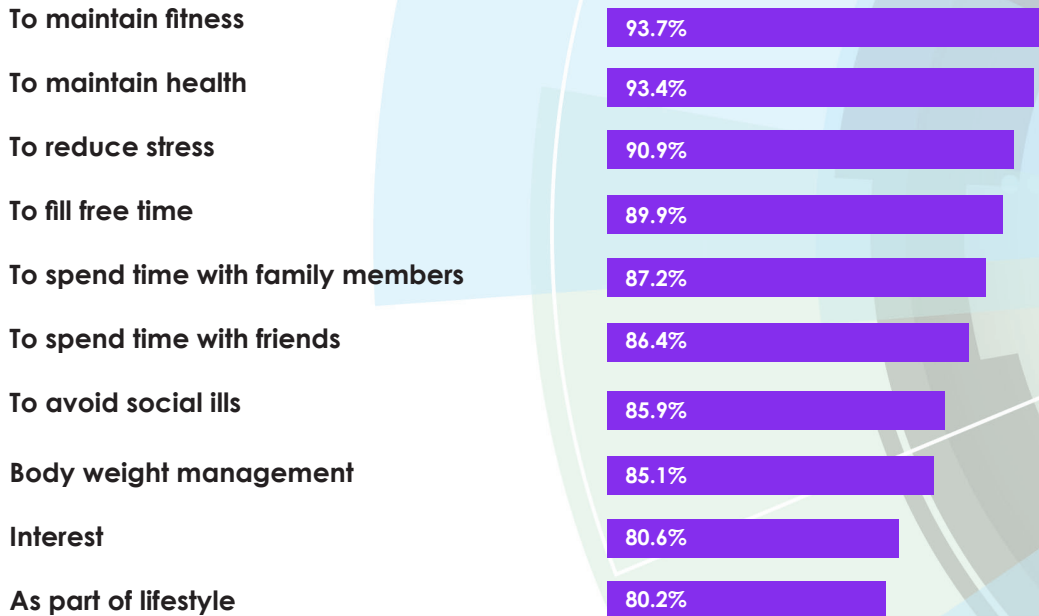






## DRIVING FACTORS OF SPORTS CULTURE

Driving factors of sports culture comprise elements that encourage individuals to engage in sports-related activities.





## BARRIER FACTORS OF SPORTS CULTURE

Barrier factors of sports culture are elements that obstruct or restrict an individual from engaging in sports-related activities.





# PROFILE OF RESPONDENTS





## Demographics of Respondents

Note: Samplings refer to Malaysian population of 13 years and above by Department of Statistics Malaysia 2019.

### GENDER



#### MALE

50.4%



#### FEMALE

49.6%

### MARITAL STATUS



#### SINGLE

48.0%



#### FAMILY

52.0%

### LOCATION



#### URBAN

78.8%



#### RURAL

21.2%

### EMPLOYMENT STATUS

#### CIVIL SERVANT

13.7%

#### STUDENT

23.6%

#### FAMILY WORKER

0.3%

#### SELF-EMPLOYED

12.9%

#### TEMPORARY WORKER

4.1%

#### HOUSEWIFE

8.8%

#### UNEMPLOYED

9.8%

#### RETIREE

4.0%

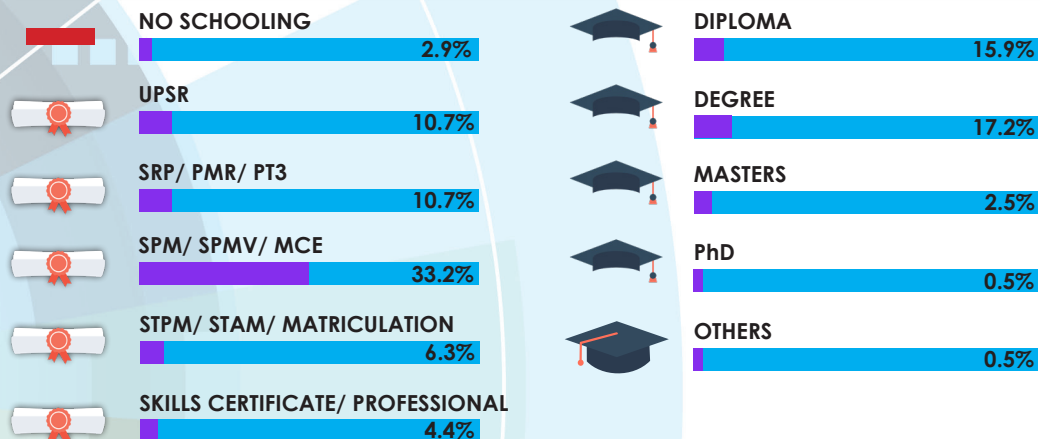
#### PRIVATE SECTOR WORKER

21.6%

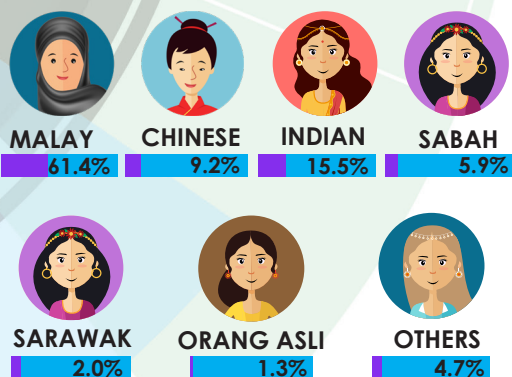
#### OTHERS

1.2%

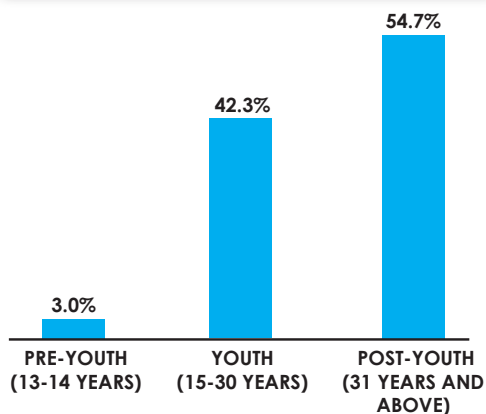
## HIGHEST EDUCATION LEVEL



## ETHNICITY



## AGE CATEGORY





## Medium for Sports Activities (Sports, Exercise & Recreation) n = 3,863



**Social Media**  
65.9%



**Mainstream Media**  
24.3%



**Video Conferencing**  
7.1%

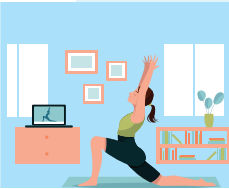


**Others**  
2.7%

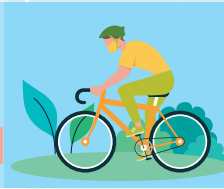
## Most Frequent Time for Performing Sports Activities (Sports, Exercise & Recreation) n = 3,915



**AFTERNOON**  
60.8%



**MORNING**  
28.8%



**NIGHT**  
9.7%



**MID-DAY**  
0.7%

## Companions with Whom Sports Activities are Performed (Sports, Exercise & Recreation) n = 3,915



**FRIENDS**  
54.6%



**FAMILY**  
23.2%

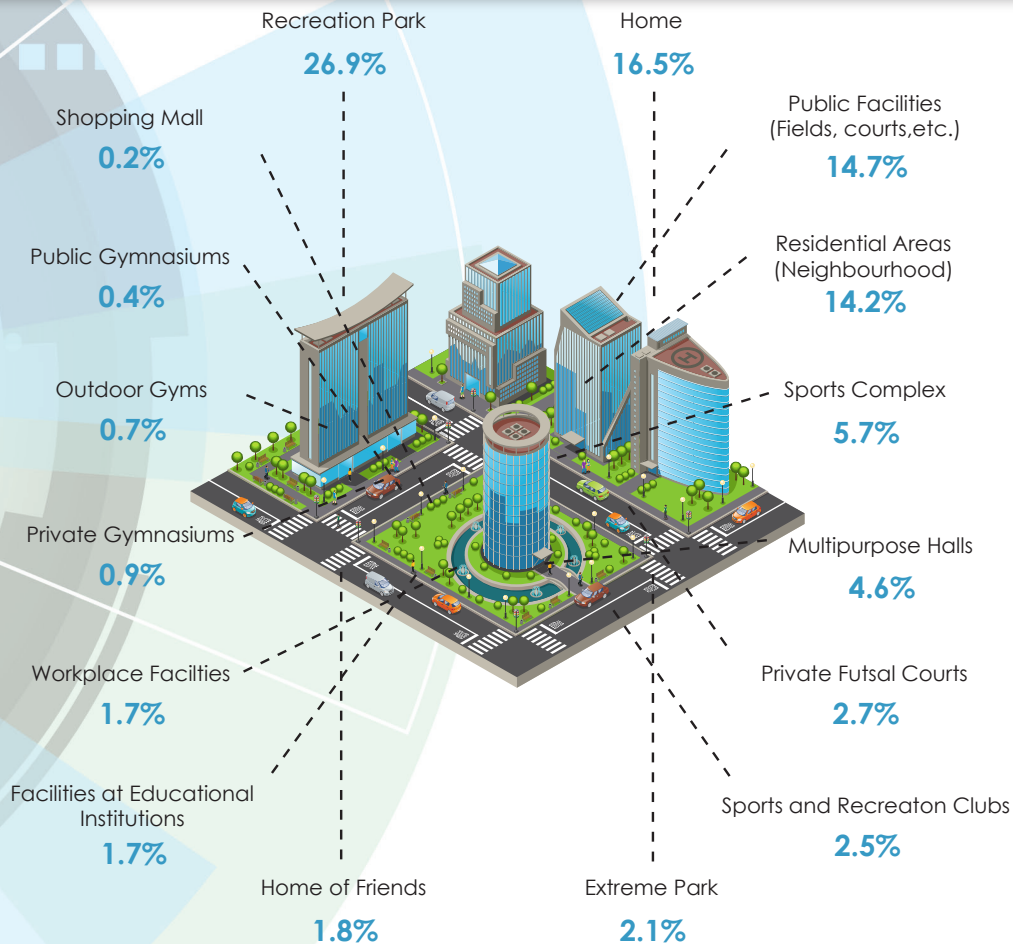


**ALONE**  
21.5%



**OTHERS**  
0.7%

## Locations Where Sports Activities are Performed (Sports, Exercise & Recreation) n = 3,915





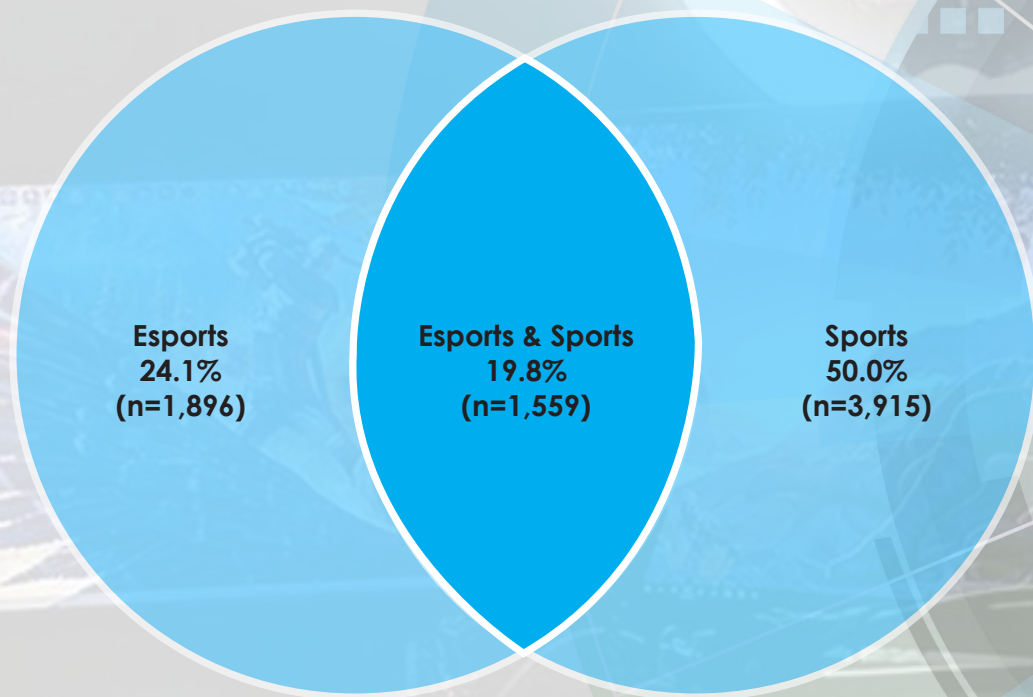
# ESPORTS



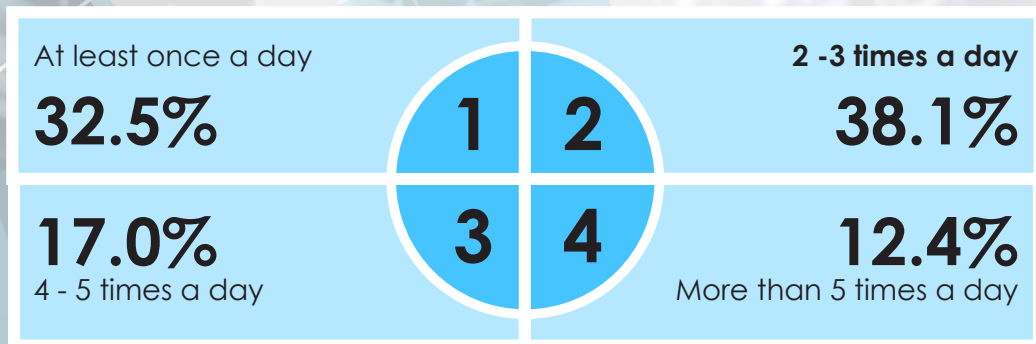




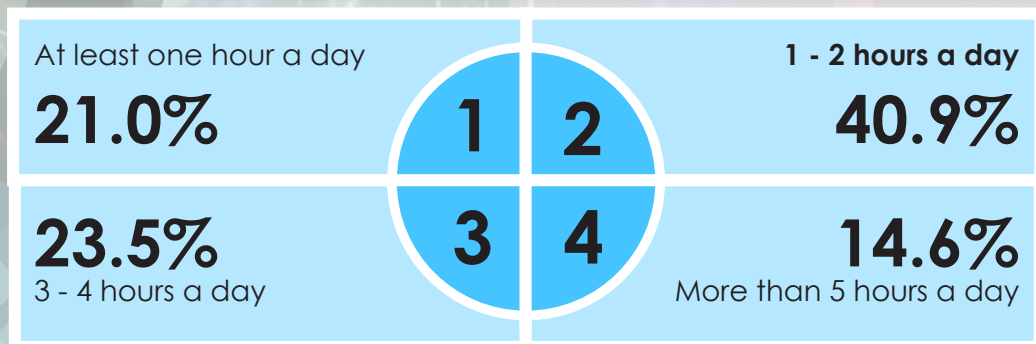
## PARTICIPATION IN SPORTS AND ESPORTS



### Activeness in Esports (n = 1,914)



### Screen Access Time (n = 914)





## Type of Esports Activities



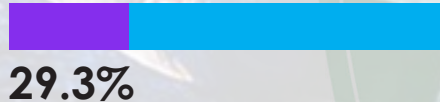
### MOBILE LEGENDS



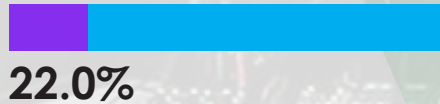
### PUBG



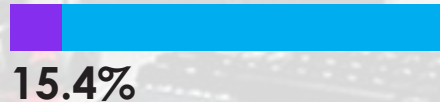
### PES



### DOTA



### OTHERS







# SUMMARY



-SHOW BUSINESS  
-NETWORK  
-MUSIC  
-CINEMA  
-BUSINESS/FINANCE  
-WORLD NEWS

ANALYSIS

SEARCH

SCANNING





## SUMMARY

- 1** The study is of significance to national development, especially in relation to youths who form the biggest group in Malaysia's population.
- 2** The research process was conducted empirically and scientifically in spite of the various operational challenges encountered due to the government's Covid-19 pandemic containment measures.
- 3** The MSCI'21 findings reflect the current reality of the level and trends of the sports culture of Malaysians.









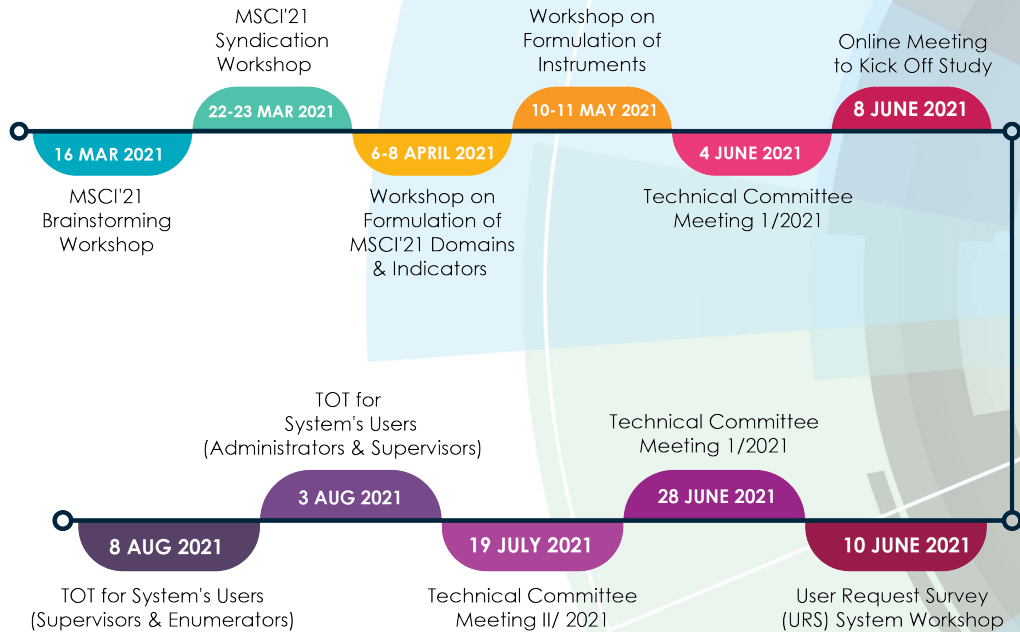
# CHRONOLOGY OF STUDY





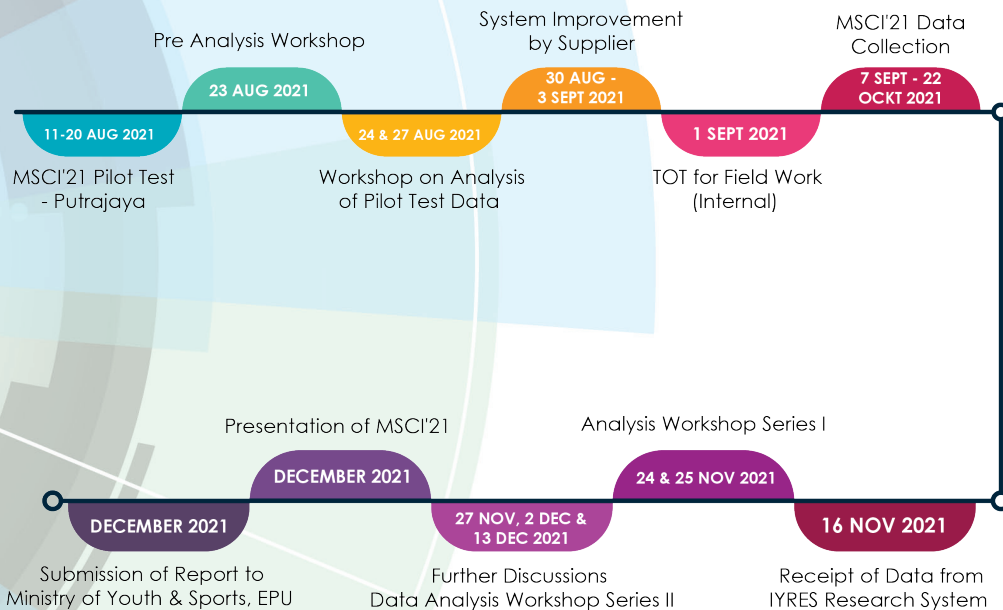
## IMPLEMENTATION CHRONOLOGY OF MSCI'21

### FORMULATION OF INSTRUMENTS



### PREPARATION OF SYSTEM

## DATA COLLECTION - PILOT & ACTUAL



## DATA ANALYSIS & REPORTING

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- Institut Sukan Negara (ISN)
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