



INSTITUTE FOR  
YOUTH RESEARCH  
MALAYSIA



*Facts & Figures*

# **MALAYSIAN *SPORT CULTURE* INDEX 2023**

**MSCI'23**



*Facts & Figures*  
**MALAYSIAN**  
***SPORT CULTURE***  
**INDEX'2023**



## @Institute For Youth Research Malaysia (IYRES) 2024

IYRES as a national research center studies various aspects of the young generation flow and development and its relation with changes that occur at the national, regional and international levels. To achieve its goals, the institute implements various types of research programmes, such as organising conferences, workshops, lectures and seminars, publish journals, pamphlets on research results, establish research and training programmes and providing diverse research facilities, including a resource and data center on youth development.

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## *Message From* **MINISTER OF YOUTH AND SPORTS** YB HANNAH YEOH

Greetings Malaysia MADANI,

Firstly, allow me to congratulate the staff of Institute For Youth Research Malaysia (IYRES), Ministry of Youth and Sports (KBS) for successfully completed the Malaysian Sports Culture Index 2023 (MSCI'23) research. The Ministry always supports and focuses on such efforts. Since the establishment of KBS on 15 May 1964, many youth and sports development policies were launched. To provide greater benefits to the nation, KBS takes responsibility to continue with the youth development agenda by focusing on high performance sports achievements, developing sports at the grassroots level, activating community sports as well as youth empowerment programmes and delivering services to the people.

In sports culture context, KBS emphasises on popularising sports and improving KBS sports facility services. It is hoped that every initiative and facility provided can meet the public needs and provide them with quality experience. KBS will continue to commit itself in efforts to cultivate sports, and thus becomes the driving force towards achieving aspirations of the Sports Vision 2030. It is hoped that the above initiatives can contribute to excellent achievements of the nation's youth and sports.



*Preface***MINISTRY OF YOUTH AND SPORTS****TS. DR. NAGULENDRAN KANGAYATKARASU**

Good day and greetings Malaysia MADANI,

The Ministry of Youth and Sports (KBS) Malaysia is committed to ensure that planning, policy implementation and activities pertaining to youth development and sports in Malaysia are based on data and research results. This is accomplished by applying data driven elements and research findings in preparing KBS strategic planning documents, which is in line with the New Model of Youth Development 2030.

A prosperous society, amongst others, can be achieved by forming an active and healthy generation. In line with the National Sports Vision 2030, youth who practise sports culture are important for building a healthy country. Besides leading themselves, youth need to lead their family members to participate with them in sports, exercise and recreational programmes.

The practising sports culture is also one of the main pillars to ensure well-being in life. Therefore, Malaysian citizens are expected to be actively involved in sports. KBS will continue to drive sports culture and development to make Malaysia a sporting nation because an active lifestyle will improve people's well-being and be in line with Madani Malaysia aspirations.

In an effort to jointly be in the country's sports culture mainstream, the Sports Culture Index publication is expected to guide all stakeholders in their data-driven decision-making



*Preface***CHIEF EXECUTICE OFFICER OF  
INSTITUTE FOR YOUTH RESEARCH  
MALAYSIA (IYRES)****DR. VELLAPANDIAN PONNUSAMY**

IYRES has consistently played a key role as the leader for Youth Development Research and Youth Data Research Centre Towards 2035. Concerning that, the Malaysian Sports Culture Index (MSCI) was developed to measure the trend of sports culture achievement amongst Malaysians. This effort directly supports the National Sports Vision 2030 aspirations towards bringing Malaysia to a sporting nation status .

MSCI is a research project which is a tool and mechanism for measuring the achievement of sports culture amongst Malaysians. Data on the physical elements of sports culture, such as involvement in sports, exercise and recreation and non-physical elements like volunteerism, dedication, expenditure and contribution in sports are processed, analysed and reported. A more detailed report on facts and figures is produced and can be used as reference for KBS policy and strategic makers and the general public.





# APPRECIATION

The Institute For Youth Research Malaysia (IYRES), under the Ministry of Youth and Sports (KBS) would like to express its highest appreciation and thanks to the research experts, co-researchers, ex-officio ministries/agencies, supervisors, enumerators, respondents and individuals who were directly and indirectly involved in making this study a success. Hopefully the study results will be a reference for all parties in planning and developing sports development programmes in Malaysia.

## 10 Youth Development Implementation Group

- Federal Ministries & Agencies
- State Governments
- Political Leadership
- Related Government and Private Companies
- NGOs and Individual Youth
- NGO
- Family
- Society
- Educational and Research Institutions
- Media

## 8 Youth Target Groups

- Schooling Youth
- Higher Education Youth Working Youth
- Youth Association
- Mass Youth
- International Malaysian Youth
- Minority & Marginalised
- At-Risk Youth

# RESEARCH TEAM

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# Executive Summary



# INTRODUCTION

The Malaysian Sports Culture Index 2023 (IBSM23) is a research project conducted by Institute For Youth Research Malaysia (IYRES), Ministry of Youth and Sports Malaysia. The IBSM'23 measurement mechanism focuses on two domains, namely Participation and Sporting Spirit and five indicators, such as Activeness, Voluntarism, Dedication, Expenditure and Contribution. This measurement mechanism has been mutually agreed by stakeholders and consulting experts from local universities and will be implemented by 10 implementation groups in the Policy Malaysian Youth (DBM) 2015-2035.

IBSM'23 is a continuation of IBSM 2018-2022, which is implemented to measure the achievement trend of sports culture amongst Malaysians in moving towards a sporting nation. This effort is expected to fulfil the aspirations and goals of National Sports Vision 2030.

# B A C K G R O U N D

Community well-being is an important component to enable Malaysia become a developed country. The sports culture index, including the level of active lifestyle practices and Sporting Spirit, is the main indicator of a prosperous society. Therefore, it is hoped that IBSM'23 will become a benchmark in measuring the trends and achievements of Malaysian sports culture based on the indicators and set domains.

The participation domain in sports is an important element, whereby the society engages physically and the indicator is dependent on the level of individual activity. Meanwhile, the Sporting Spirit domain is a non-physical element which consists of indicators of volunteerism, dedication, expenditure and contribution. To obtain added value and achieve more comprehensive research results, factors that influence sports culture, such as facilities, governance, goods and services, talent development and knowledge are also considered.





# METHODOLOGY

The two main objectives outlined through this study are to measure the Malaysian Sports Culture Index in 2023 and explore the trend of Malaysians' participation in sports.

This study uses a combination of quantitative methods by using questionnaires and qualitative methods through focus groups. A total of 7,015 respondent aged 13 and above were selected to collect the quantitative data by conducting a face-to-face interviews. Calculation block (BP) and place of residence (TK) methods were used in the selection of study samples throughout Malaysia with the help of IYRES Research Management System (iGREAT) to record respondents' responses online.

Meanwhile, Focus Group Discussion (FGD) that involved 144 informan from six zones, namely north, south, central, east coast, Sabah and Sarawak were conducted to support the quantitative data results. Descriptive analysis and index construction were conducted on quantitative data, while qualitative data was analysed by using thematic analysis.

# OBJECTIVE



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The findings of the study show that the Malaysian Sports Culture Index 2023 (IBSM'23) score which includes the engagement domain is at a score of 37.0 and Sporting Spirit at a score of 18.0. Thus, the overall score is 55.0 which is at a moderate level according to the IBSM'23 score setting produced by IYRES (2023).

A detailed analysis showed that 52.0% of Malaysians engage themselves in sports, exercise and recreational activities at least once a month. Meanwhile, a total of 48.0% are not involved in any sports-related activities.

According to the WHO definition (2020), the level of activity amongst citizens involved showed that 11.8% were active, 68.8% were moderately active and 19.4% were less active. Participation in sports and exercise were the two main choices over recreational activities.

Sporting spirit was measured based on indicators of volunteerism, dedication, expenditure and contributions. Volunteering work were as a catalyst for Sporting Spirit and indirectly became the main contributor to the IBSM'23 score as compared to the other three indicators.

The study findings also showed that gender, ethnicity, marital status and age influenced the Malaysian People's Sports Culture Index. Meanwhile, urban and rural locations did not show a significant difference.



2023

RING

2



1980

OMMS MARTIAL ARTS SUPPLY  
(PREMIUM)  
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187  
www.omms.com.my

# Background



The national Key Performance Indicator (KPI) is a benchmark to measure the long-term level and trend of **Malaysia citizens' participation in sports, exercise and recreation.**



## What is Malaysian Sports Culture Index?



The selected domains and indicators used in this index has been chosen to a comprehensive overview of sports culture in Malaysia.





IBSM'18



IBSM'19



IBSM'20

## EVOLUTION OF MSCi 2018-2023



IBSM'21



IBSM'22



IBSM'23



# EVOLUTION OF MSCI

## 2018-2023

### MSCI 2018-2020

**5 DOMAINS**  
**8 INDICATORS**

#### PARTICIPATION DOMAIN

- Participation
- Activeness

#### SPORTS PASSION DOMAIN

- Attachment
- Dedication

#### VOLUNTEERING DOMAIN

- Sponsorship (Financial / Goods Contribution)
- Voluntary Service

#### EXPENDITURE DOMAIN

- Goods & Services

#### FACILITIES DOMAIN

- Availability, Accessibility, Safety, Security, Suitability & Functionality

### MSCI 2021-2023

**2 DOMAINS**  
**5 INDICATORS**

#### PARTICIPATION DOMAIN

- Activeness

#### SPORTING SPIRIT DOMAIN

- Volunteerism
- Dedication
- Expenditure
- Contribution

#### SPORT CULTURE FACTOR

- Facilities
- Governance
- Goods & Services
- Talent Development
- Knowledge

# DOMAINS & INDICATORS

MSCI 2021-2023



## PARTICIPATION DOMAIN

✓ Activeness Indicator



## SPORTING SPIRIT DOMAIN

✓ Volunteering Indicator

✓ Dedication Indicator

✓ Expenditure Indicator

✓ Contribution Indicator



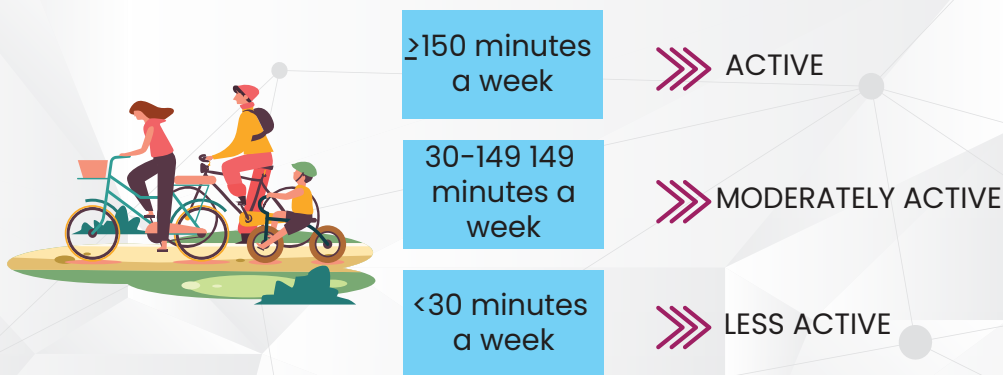
# DEFINITION OPERATION OF DOMAIN & INDICATOR

## PARTICIPATION

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

## ACTIVENESS

Weekly level of participation in sports activities based on the international standards adaptation (WHO, 2020)



# OPERATIONAL DEFINITION

## DOMAIN & INDICATOR

### SPORTING SPIRIT DOMAIN

Interest, earnestness, ability, and willingness in engaging in activities related to sports.

#### VOLUNTEERING INDICATOR

The willingness to spend time and energy in voluntary sports-related activities without expecting anything in return.

#### DEDICATION INDICATOR

The intensity and willingness to engage in sports activities and contribute ideas through various mediums.

#### EXPENDITURE INDICATOR

The expenditure on sports-related goods and services.

#### CONTRIBUTION INDICATOR

Allocation and financing of sports-related activities in the form of cash or goods contribution.

# DEFINITION

## SPORTS CULTURE



### SPORTING NATION

Malaysia becomes a Sporting Nation where the entire society practices sports culture in line with the availability of its ecosystem.



### SPORTS CULTURE

Sports, exercise and recreational activities become a lifestyle along with the existence of Sports Culture Ecosystem.



### SPORTING CULTURE

Sports, exercise and recreational activities become a practice and routine towards an active, fit and competitive lifestyle with self-initiative.



### ENCULTURATION OF SPORTS

Movement implemented to foster and encourage an active lifestyle through sports, exercise and recreation.

Sports Culture Ecosystem refers to Sports Culture Factors which comprise of facilities, governance, goods and services, and talent development knowledge development.

# SIGNIFICANCE OF STUDY

1

A benchmark for measuring Malaysians' sports culture achievements

2

To create comprehensive indicators and domains to measure sports culture

3

To measure sports culture trends amongst Malaysians

4

To guide the formation of an action plan to improve Malaysians sports culture

5

To provide input for the implementation of sports culture programme in Malaysia

# OBJECTIVE OF STUDY



To formulate Malaysians' Sports Culture Index in 2023.



o determine the participation of Malaysians in sports activities by 2023



To identify the level of sporting spirit amongst Malaysians in 2023.



To explore the trend of Malaysians' participation in sports.

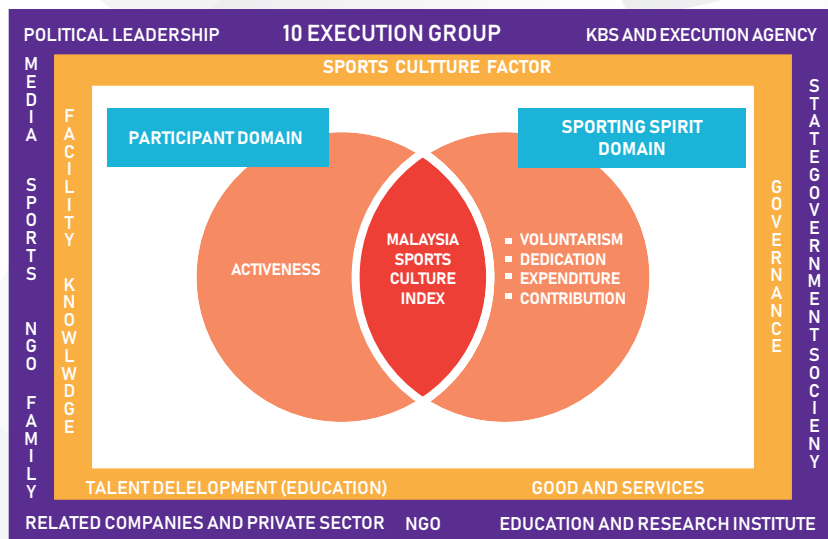


To understand the sports culture ecosystem upon sporting spirit.



To identify governance and strategies to improve enculturation of sports.

# CONCEPTUAL FRAMEWORK



The measurement/calculation of the Malaysian Sports Culture Index (MSCI'23) results from the combination of two main domains, namely the Participation Domain and the Sporting Spirit Domain as shown in the conceptual framework.

The **Participation Domain** is a physical element that has only one indicator which is Activeness. The **Sporting Spirit** domain is a non-physical element consisting of four indicators namely Volunteering, Dedication, Expenditure and Contribution.

Thus, the combination of these two domains and five indicators create MSCI'23

In addition, in order obtaining more comprehensive research results, sports culture factors such as facilities, governance, goods and services, as well as the talent development and knowledge are also taken into account. Besides, the basis of MSCI'23 is also relying on the sports enculturation implemented by the 10 Executor in the Malaysian Youth Policy 2015-2035 (MYP 2015-2035).





AKHIR  
AYSIA



METHODOLOGY

# Methodology

# METHODOLOGY OF STUDY



## QUANTITATIVE

Survey Instrument uses IYRES Integrated Management Survey (iGREAT) IYRES

## QUALITATIVE

Focus Group Discussion (FGD)



# DATA COLLECTION MECHANISM

## QUANTITATIVE METHOD

### LOCATION



Entire Malaysia (13 States and 3 Federal Territories)



### TOTAL OF SUPERVISOR

16 people

### TARGETED RESPONDENT



7200 people ✓

Sampling is identified based on Enumeration Block and Residency from the Department of Statistics Malaysia (DOSM) ✓



### RESPONDENT CRITERIA

Pre-Youth: 13-14 years old  
Youth: 15-30 years old  
Post-Youth: 31-59 years  
Senior Citizen: > 60 years old

### NUMBER OF ENUMERATOR



190 people



### DATA COLLECTION

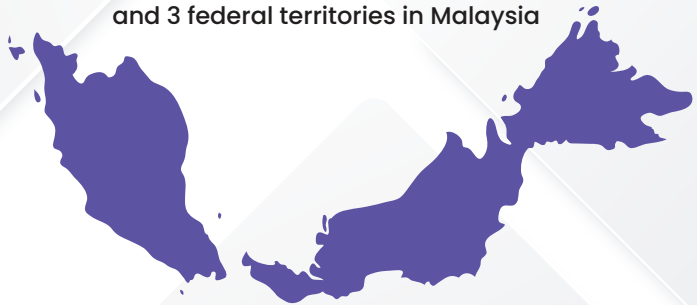
Online distribution of questionnaires using IYRES Integrated Management Survey (iGREAT) IYRES

# SAMPLING TARGET BY STATE

|                 |     |
|-----------------|-----|
| SELANGOR        | 533 |
| KEDAH           | 450 |
| JOHOR           | 533 |
| PERAK           | 450 |
| KELANTAN        | 450 |
| PAHANG          | 450 |
| KUALA LUMPUR    | 450 |
| TERENGGANU      | 450 |
| NEGERI SEMBILAN | 450 |
| PULAU PINANG    | 532 |
| MELAKA          | 450 |
| PUTRAJAYA       | 450 |
| PERLIS          | 450 |

Confidence Level : 95% | Errow : 5% | Response Rate : 100%

Total of Sample: 7,200  
respondents according to 13 states  
and 3 federal territories in Malaysia



|         |     |
|---------|-----|
| SABAH   | 450 |
| SARAWAK | 532 |
| LABUAN  | 120 |

## RATIO & CLASSIFICATION SCORE

Determination of Weightage Ratio for Sporting Spirit Domain: The Participation Domain was obtained by using Logistic Regression Analysis.

1

$$IBSM'23 = 70P + 30SK$$

Where ;  
IBSM'23 = Malaysian Sports Culture Index  
P = Participation Domain  
SK = Sporting Spirit Domain

5

Details of weightage for the four indicators under Sporting Spirit Domain using the correlation method.

2

By using the collected data, the weightage of the Sportsmanship Domain was 30% based on Nargelkerke Rsquare.

4

The prescribed ratio for MSCI'23 was 70:30

3

Therefore, the Participation Domain weightage was 70%.



### LOCATION

By Zone - North, South,  
Central, East Coast,  
Sabah & Sarawak

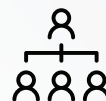
1



### TOTAL INFORMAN

6 people / FGD Session

2



### TOTAL SUPERVISOR

15 people

3

## DATA COLLECTION MECHANISM

### QUALITATIVE METHOD



### ACTIVENESS CATEGORY

- Active ( $\geq 150$  minutes per week)
- Moderately Active (30-149 minutes per week)
- Less Active ( $< 30$  minutes per week)
- Not Participate

4



### DISABILITY CATEGORY

- Physical
- Hearing
- Vision

5




### INFORMANT SELECTION CRITERIA

- Pre Youth: 13-14 years old
- Youth: 15-30 years old
- Post Youth: 31 - 59 years old)
- Senior Citizen:  $\geq 60$  years old

6



The background of the slide is a photograph of an outdoor sports field, likely for soccer or football. In the foreground, a player in a red and white jersey is dribbling a yellow and blue ball. Other players in similar jerseys are visible in the background. A large, white, rectangular quote box with a black border is centered on the slide, containing text about sports enculturation. The quote box is framed by large, stylized black brackets on the left and right sides. The overall image has a semi-transparent geometric overlay consisting of several large, light gray diamond shapes.

"The Core of Sports Enculturation includes a broad perspective in the government's efforts to foster sporting nation and active lifestyle in all society. In addition, the sports ecosystem in Malaysia should provide an inclusive and safe platform so that Malaysians can carry out sports activities in a conducive environment"

**(NATIONAL SPORTS VISION, 2030)**







# Quantitative Findings

# RESPONDENT

## DEMOGRAPHICS

Total Respondents: 7,015 people

### Gender



Female

51.3%



Male

48.7%

### Location



Urban

65.3%



Rural

34.7%

### Age Category

**6.9%** Pre-youth

**41.5%** Youth

**41.7%** Post-youth

**9.9%** Senior citizen

### Marital Status

Single



45.0%

Married



50.0%

Widower/Widow/  
Widowed



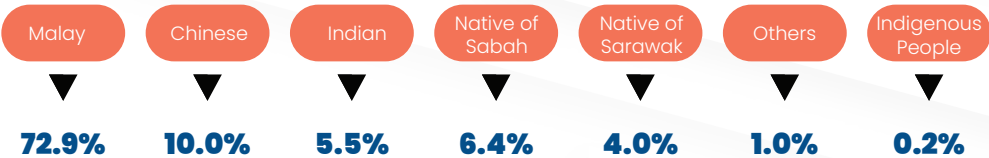
5.0%

| State           | Frecuency | Percent(%) |
|-----------------|-----------|------------|
| Johor           | 567       | 8.1        |
| Kedah           | 473       | 6.7        |
| Kelantan        | 448       | 6.4        |
| Melaka          | 529       | 7.5        |
| Negeri Sembilan | 469       | 6.7        |
| Pahang          | 392       | 5.6        |
| Perak           | 435       | 6.2        |
| Perlis          | 431       | 6.1        |
| Pulau Pinang    | 466       | 6.6        |
| Sabah           | 484       | 7.0        |
| Sarawak         | 457       | 6.5        |
| Selangor        | 482       | 6.9        |
| Terengganu      | 433       | 6.2        |
| Kuala Lumpur    | 358       | 5.1        |
| Labuan          | 122       | 1.7        |
| Putrajaya       | 469       | 6.7        |
| Total           | 7,015     | 100        |

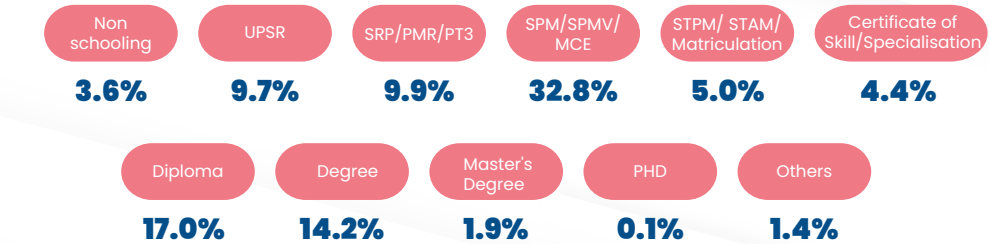
# DEMOGRAPHICS

## RESPONDENT

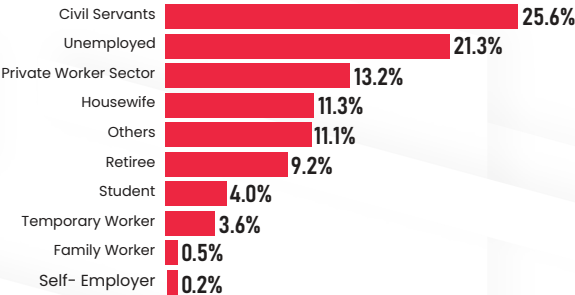
### ETHNIC



### LEVEL OF EDUCATION



### EMPLOYMENT STATUS



## SPORTS ACTIVITY MEDIUM

### SPORTS, EXERCISE & RECREATION



Social Media  
81.0%



Conventional Media  
23.6%



Video Conferencing  
8.3%

## TIMING OF SPORTS

### SPORTS, EXERCISE & RECREATION



Morning  
24.4%



Noon  
0.5%



Evening  
54.9%



Night  
20.2%

Social media **81.0%** has a vital role in sports activities

54.9% Malaysians enjoying sports in the evening

## Who do you play sports with?



**78.0%** Malaysians choose to carry out sports activities with friends



Family  
37.3%



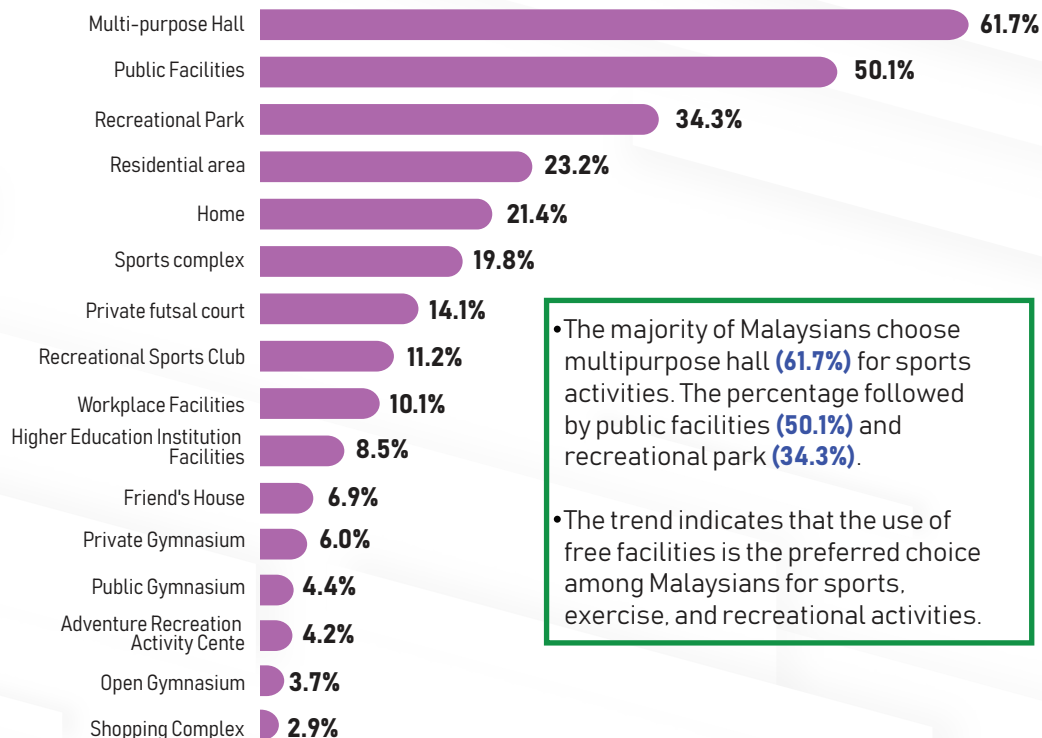
Friends  
78.0%



Alone  
39.5%

# LOCATION FOR SPORTS ACTIVITIES

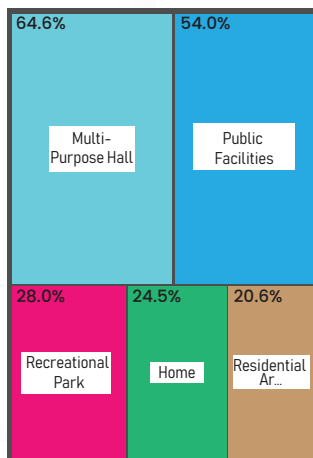
## SPORTS, EXERCISE & RECREATION BY AGE GROUP





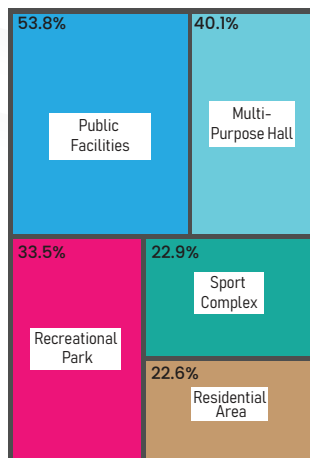
# SPORTS ACTIVITIES LOCATION

## SPORTS, EXERCISE & RECREATION BY AGE GROUP



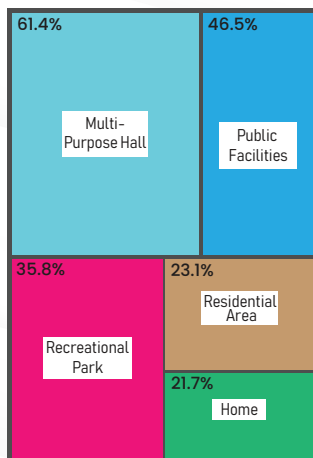
PRE-YOUTH

n=339



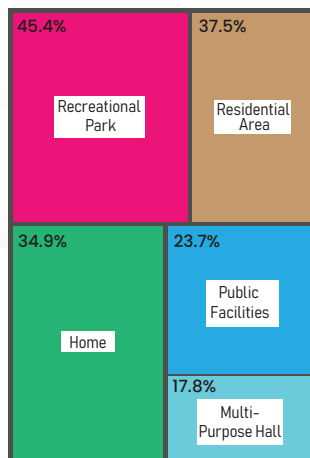
Youth

n=12,701



POST-YOUTH

n=1,908



SENIOR CITIZEN

n=152



# LOCATION FOR SPORTS

## SPORTS, EXERCISE & RECREATION ACCORDING AGE GROUP



■ The selection of locations for sports, exercise and recreation activities according to age groups showed that:

- Pre-Youth chose to use the multipurpose hall facility (64.6%) followed by public facilities (54.0%) and recreational parks (28.0%).

- Youth chose public facilities (53.8%), multipurpose halls (40.1%) and recreational parks (33.5%)

- Post-youth chose to use multipurpose halls (61.4%) followed by public facilities (46.5%) and recreational parks (35.8%).

- The elderly used recreational parks (45.4%), followed by residential areas (37.5%) and recreational parks (34.9%).

■ Malaysians chose to use free facilities as the main choice to do sports, exercise and recreation

■ This findings should guide the stakeholders of sport's development and organisation to increase the total of youth and Malaysians in participating sports, exercise and recreation activities.



**MSCI'23  
SCORE**

# SCORE FORMATION

**PARTICIPATION  
INDEX**



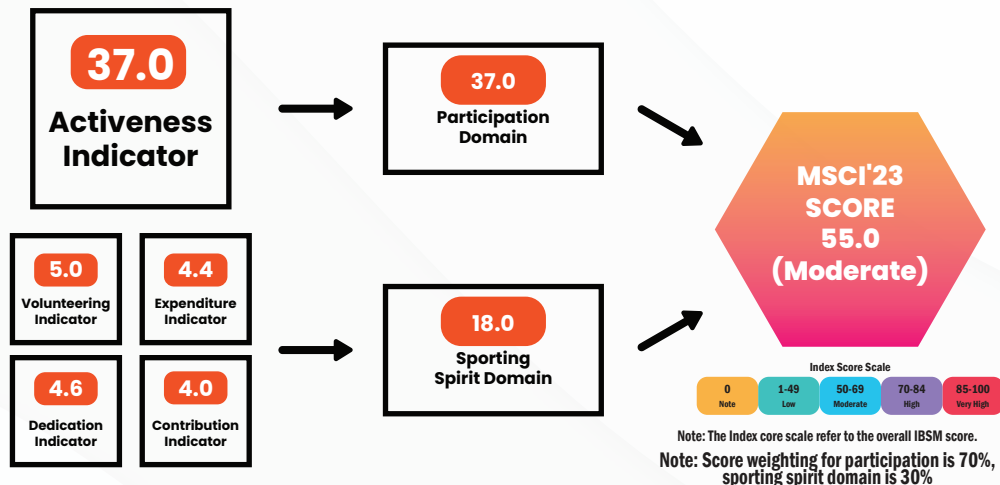
**SPORTING  
SPIRIT  
INDEX**



**MSCI'23**

# SCORE

## MSCI'23



- **Malaysians Sports Culture Index in 2023** was at a moderate level which was a score of 55.0.

- Score achievement of 55.0 (moderate) indicated that Malaysians involvement in sports had increased by 3.0 as compared the year 2022.

- **The Participation Domain** score was 37.0 and **The Sporting Spirit Domain** score was 18.0.

- The 12th RMK planning has given a positive impact on Malaysians sports culture of, especially after the COVID-19 pandemic era.



**PARTICIPATION  
DOMAIN**

## DEFINITION OF ACTIVITY IN SPORTS

The definition of 'active in sport' by the World Health Organization 2020 (WHO) and the Ministry of Health Malaysia (KKM) is doing exercise or sports at least 150 minutes a week (active), 30 minutes up to 149 minutes - (moderately active) and less than 30 minutes - (less active).



The definition of active in sport by the American College of Sport Medicine (ACSM) is doing exercise or sports for at least 30 minutes five times a week at a moderate or high intensity.

**IYRES** sets  
activeness  
indicator  
based on WHO,  
KKM and ACSM  
recommendations



# LEVEL OF SPORTS

## PARTICIPATION IN 2023

**MSCI'23**

Participate **52.0%**

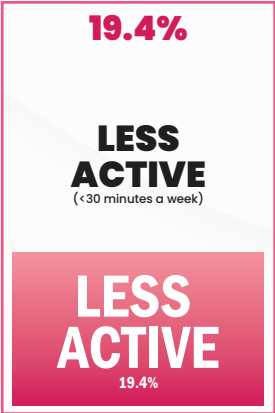
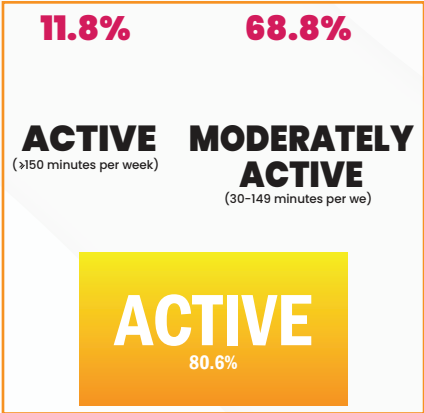
Participation

The MSCI'23 research findings showed that **52.0%** of Malaysians were involved in sports, exercise and recreational activities.

Out of **52.0%**, only **11.8%** are active, **68.8%** are moderately active, and **19.4%** are inactive according to the WHO definition (2020).

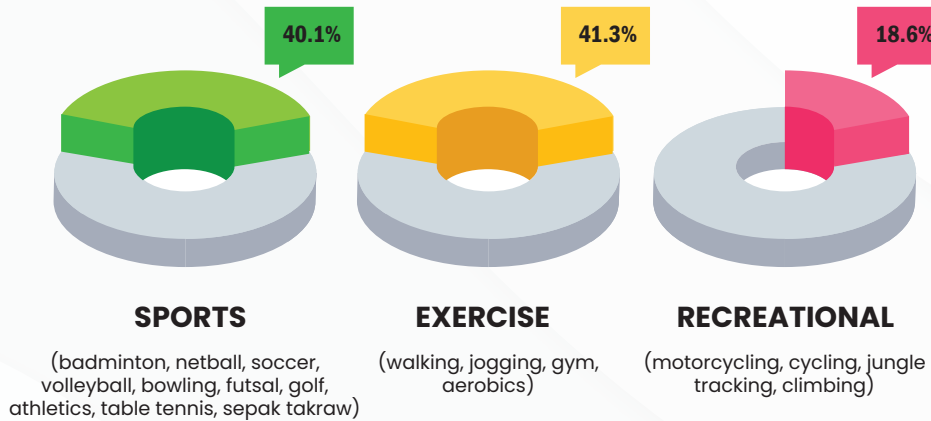
Another **48.0%** of Malaysians were not participated in sports, exercise and recreation activities.

Activeness



Note: Definition of active, moderately active and less active refers to WHO, 2020

## PARTICIPATION BY SPORTS CATEGORY

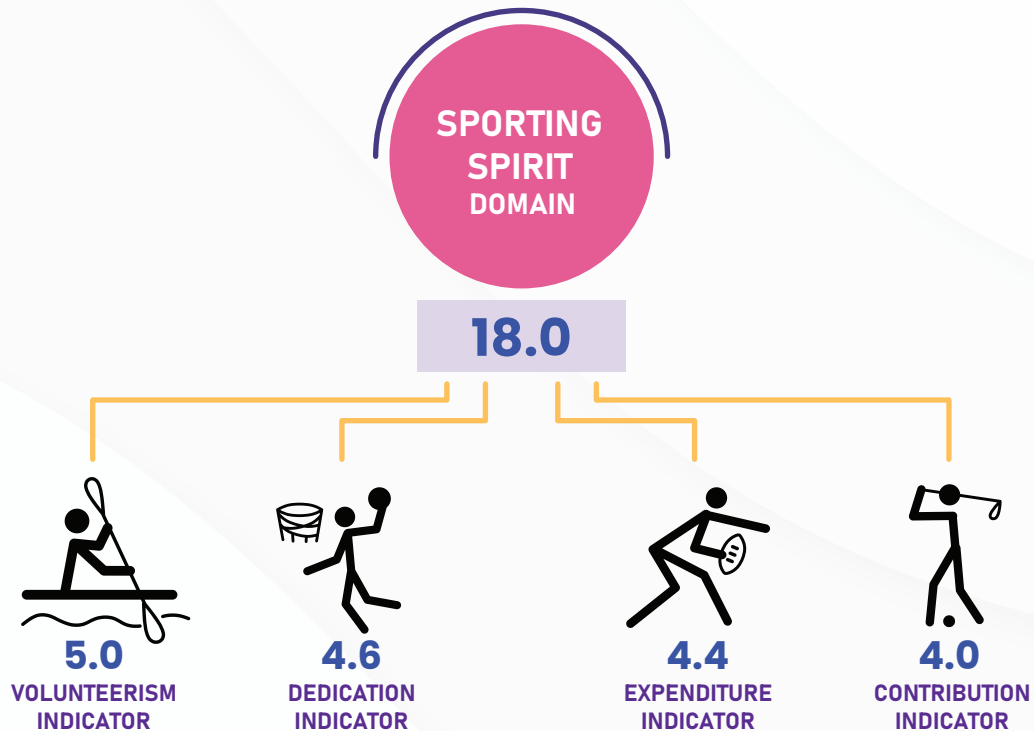


- Participation in exercise and sports were the two main choices because Malaysians realised that exercise is important for health and well-being.
- Facilities, environment and finance are no longer barriers to do exercise.



## SPORTING SPIRIT INDEX

Sporting spirit is measured based on four indicators:-





'Sporting Spirit' refers to the achievements of the four indicators, which are volunteering, dedication, expenditure and contribution. The Sporting Spirit domain is an indirect contributor to sports culture



The weightage for the Sporting Spirit domain was 30%. Sporting Spirit Domain score was 18.0.



A detailed analysis showed that the Volunteerism Indicator was high with a score of 5.0. Meanwhile, the scores of the other three indicators were Dedication 4.6, Expenditure 4.4 and Contribution 4.0.



The scores of those four indicators were almost equal. Implementation of appropriate actions is required so that each score will increase to achieve a better Malaysian sports culture level.





**SCORE  
ACCORDING TO  
DEMOGRAPHICS**



# MSCI'23 SCORE

## BY DEMOGRAPHICS

| STATE           | SCORE | GENDER   | SCORE   |
|-----------------|-------|--|---|
| Kuala Lumpur    | 65.0  | Male   | 62.9  |
| Johor           | 61.9  | Female   | 46.1  |
| Putrajaya       | 60.7  | AGE  | SCORE   |
| Terengganu      | 60.2  | Pre-Youth(13-14 years old)   | 67.2  |
| Labuan          | 59.0  | Youth (15-30 years old)  | 65.1  |
| Kedah           | 56.1  | Post-Youth (31-59 years old)                                       | 48.3  |
| Sabah           | 55.1  | Senior Citizen (60 years old above)                                | 29.8  |
| Perak           | 55.0  | LOCATION   | SCORE   |
| Melaka          | 54.9  | Urban  | 55.9  |
| Sarawak         | 52.9  | Rural  | 52.6  |
| Perlis          | 51.2  | SCORE 65.0   | SCORE 67.5  |
| Pulau Pinang    | 51.0  | People in Kuala Lumpur were the most involved in sports activities | Sport culture among Pre-youth and youth was higher than post-youth and senior citizen |
| Pahang          | 50.5  | SCORE 62.9   | SCORE 55.9  |
| Selangor        | 49.3  | Sport culture among male was higher than fema                      | The Malaysians sports culture did not differ much according to location               |
| Negeri Sembilan | 48.3  |  |   |
| Kelantan        | 47.8  |  |   |

Note: ndex score scale refers to MSCI's score as a whole.



# MSCI'23 SCORE

## ACCORDING DEMOGRAPHICS

| ETHNICITY         | SCORE |
|-------------------|-------|
| Malay             | 56.1  |
| Native of Sabah   | 53.1  |
| Native of Sarawak | 53.1  |
| Indian            | 50.2  |
| Chinese           | 49.8  |
| Indigenous People | 49.7  |
| Others            | 46.5  |

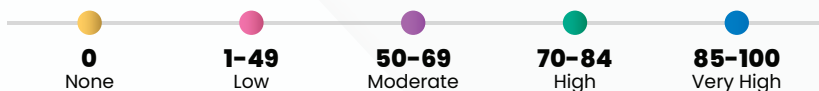
**SCORE 56.1**

Malay ethnic group is the most involved in sports culture as compared to other ethnic groups in Malaysia Score 56.1

| MARITAL STATUS          | SCORE |
|-------------------------|-------|
| Single                  | 65.2  |
| Married                 | 47.3  |
| Widower/ Widow/ Widowed | 34.1  |

**SCORE 65.2**

Sports culture amongst single individuals is higher than those who are married/widower/widow/ widow

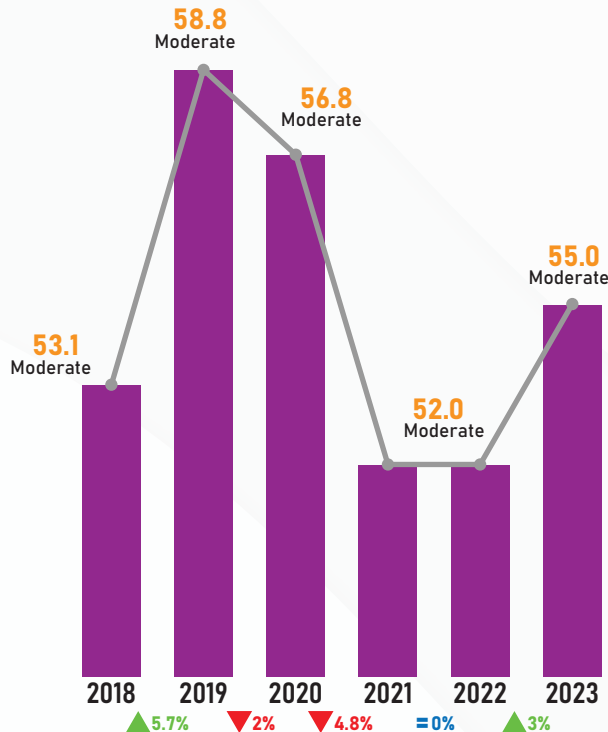




**COMPARISION  
OF SCORE  
BY YEAR**

## COMPARISON OF SCORE BY YEAR

MSCI 2018 - 2023



- Since 2018, Malaysian Sports Culture Index (MSCI) is still at a moderate level even though the score value was not consistent

- This score was influenced by the COVID-19 pandemic phenomenon and various factors such as facilities, environment and financial crisis.

# MSCI SCORE

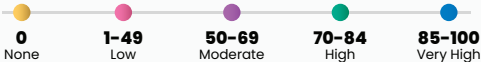
## BY DEMOGRAPHY

| STATE           | SCORE 2021 | SCORE 2022 | SCORE 2023 |
|-----------------|------------|------------|------------|
| Kedah           | 61.4       | 49.8       | 56.1       |
| WP Kuala Lumpur | 61.1       | 63.7       | 65.0       |
| Terengganu      | 59.5       | 54.2       | 60.2       |
| Johor           | 58.1       | 51.6       | 61.9       |
| Sabah           | 57.9       | 60.3       | 55.1       |
| WP Putrajaya    | 57.8       | 26.5       | 60.7       |
| WP Labuan       | 57.8       | 49.9       | 59.0       |
| Perak           | 56.7       | 52.3       | 55.0       |
| Selangor        | 54.8       | 52.9       | 49.3       |
| Sarawak         | 54.7       | 59.5       | 52.9       |
| Kelantan        | 55.0       | 35.7       | 47.8       |
| Negeri Sembilan | 54.6       | 46.0       | 48.3       |
| Pahang          | 54.0       | 55.6       | 50.5       |
| Melaka          | 53.4       | 52.7       | 54.9       |
| Perlis          | 52.1       | 56.4       | 51.2       |
| Pulau Pinang    | 50.9       | 54.5       | 51.0       |

■ WP Kuala Lumpur consistently showed an increasing scores trend for three years (2021-2023).

■ Meanwhile, 9 states namely Kedah, Terengganu, Johor, WP Putrajaya, WP Labuan, Perak, Kelantan, Negeri Sembilan and Melaka showed a decreasing trend in 2022. Accordingly, it increased again in 2023.

■ In 2023, 6 states namely Sabah, Selangor, Sarawak, Pahang, Perlis and Penang did not show an increasing scores.



# MSCI SCORE

## BY DEMOGRAPHY

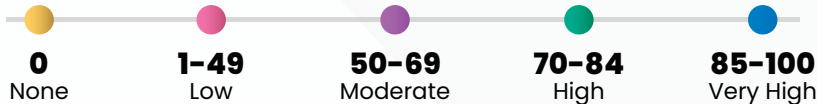
| LOCATION | SCORE 2021 | SCORE 2022 | SCORE 2023 |
|----------|------------|------------|------------|
| Urban    | 56.6       | 51.1       | 55.6       |
| Rural    | 54.5       | 54.8       | 52.6       |

■ Youth and community scores in urban areas increased from 2022 to 2023 in comparison to rural areas.

| ETHNICITY         | SCORE 2021 | SCORE 2022 | SCORE 2023 |
|-------------------|------------|------------|------------|
| Malay             | 57.0       | 52.8       | 56.1       |
| Native of Sabah   | 58.4       | 55.8       | 53.1       |
| Native of Sarawak | 53.4       | 59.3       | 53.1       |
| Indian            | 55.5       | 49.2       | 50.2       |
| Chinese           | 52.3       | 48.1       | 49.8       |
| Indigenous people | 52.0       | 43.7       | 49.7       |
| Others            | 54.1       | 46.5       | 46.5       |

■ Scores for Malay, Indian, Chinese, Indigenous People increased from 2022 to 2023.

■ The score of Sabah and Sarawak Bumiputera ethnicity showed a downward trend from 2022 to 2023.





# MSCI SCORE

## BY DEMOGRAPHY

| GENDER | SCORE<br>2021 | SCORE<br>2022 | SCORE<br>2023 |
|--------|---------------|---------------|---------------|
| Male   | 60.5          | 59.1          | 62.9          |
| Female | 52.0          | 44.7          | 46.1          |

■ Scores for male were consistently higher than female scores for period from 2021 to 2023.

| AGE                           | SCORE<br>2021 | SCORE<br>2022 | SCORE<br>2023 |
|-------------------------------|---------------|---------------|---------------|
| Pre-Youth (13-14 years old)   | 59.4          | 60.7          | 67.2          |
| Youth (15-30 years old)       | 62.1          | 61.0          | 65.1          |
| Post-Youth (31-59 years old)  | 51.4          | 47.4          | 48.3          |
| Senior Citizen (60 years old) | 51.4          | 33.5          | 29.8          |

■ Scores for pre-youth, youth and post-youth age categories increased from 2022 to 2023.

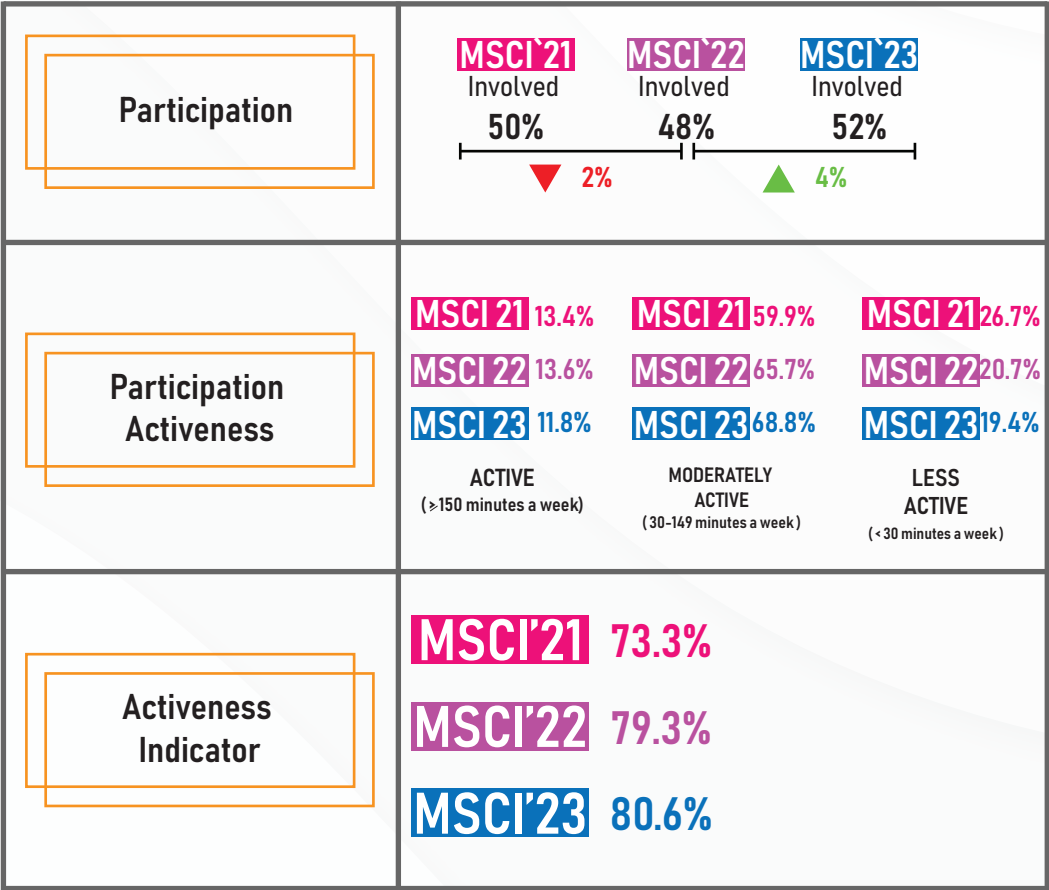
■ Score for senior citizen decreased from 2022 to 2023.

| MARITAL STATUS        | SCORE<br>2021 | SCORE<br>2022 | SCORE<br>2023 |
|-----------------------|---------------|---------------|---------------|
| Single                | 61.5          | 61.3          | 65.2          |
| Married               | 51.3          | 43.6          | 47.3          |
| Widower/Widow/Widowed | -             | -             | 34.1          |

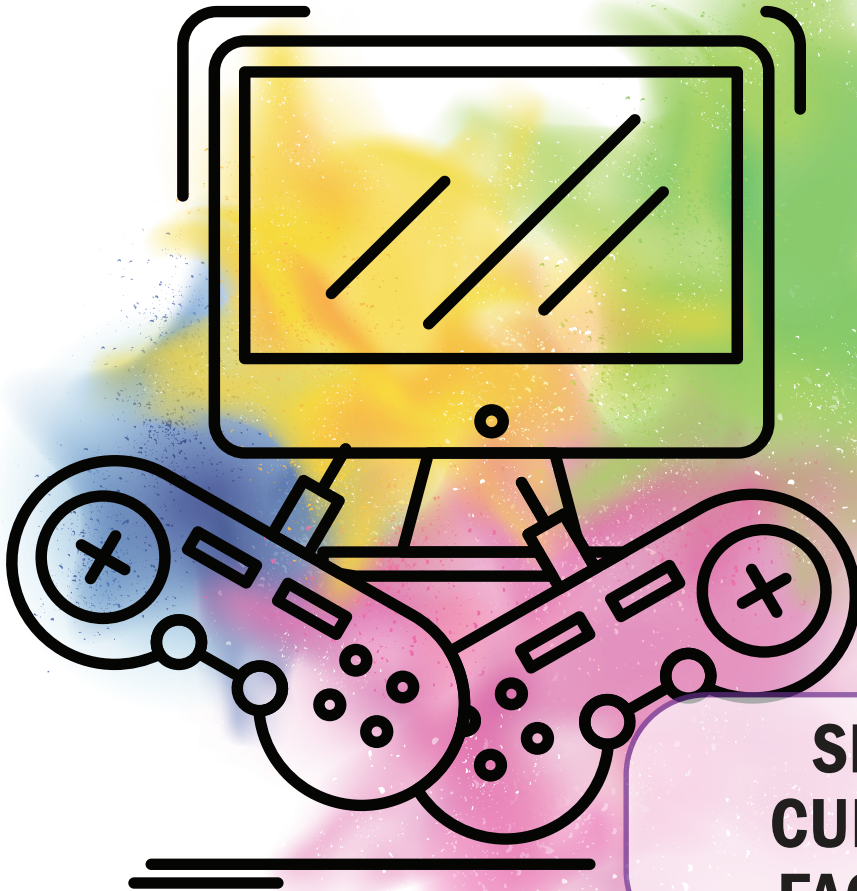
■ Both single and married showed a consistent increase from 2022 to 2023.



# PARTICIPATION & ACTIVENESS



**Note:** Definitions of Active, Moderately Active and Less Active with reference to WHO, 2020 definition



**SPORT  
CULTURE  
FACTORS**

# FACTORS OF SPORTS CULTURE

## FACILITY PRIORITY CHOICE

The following criteria of sports facilities have influenced sports culture amongst Malaysians:



- Priority ↑
1. Adequate sports facilities
  2. Sports facilities satisfy interests and needs
  3. Sports facilities that are easy to use
  4. Sports facilities that are safe to use
  5. Regular maintenance

- Overall, stakeholders must provide sufficient sports facilities according to interests and needs.
- Regular maintenance should be done to guarantee a conducive use.

# SPORTS CULTURE FACTORS

## GOVERNANCE PRIORITY CHOICE

The following are governance criteria of sports facilities that influence sports culture amongst Malaysians:



Priority

1. Provide sports facilities (eg. toilets, parking etc.)
2. Operation schedule of facilities in accordance its necessity.
3. Provide user-friendly service for facilities reservation.
4. Provide instructions and procedures for facility usage
5. Requirement for coaches in 5 sport facilities

•Systematic and user-friendly governance of sports facilities plays a crucial role in increasing Malaysians participation in sports.

# FACTORS OF SPORTS CULTURE

## PRIORITY SELECTION OF GOODS & SERVICES

The following are individual preferences for sports goods and services that influence sports among the malaysian people :



Priority

1. Branded sports items do not become priority
2. Online shopping for sports stuffs
3. Specific equipments for sports is required
4. Online services for sports activities
5. Necessity for professional service

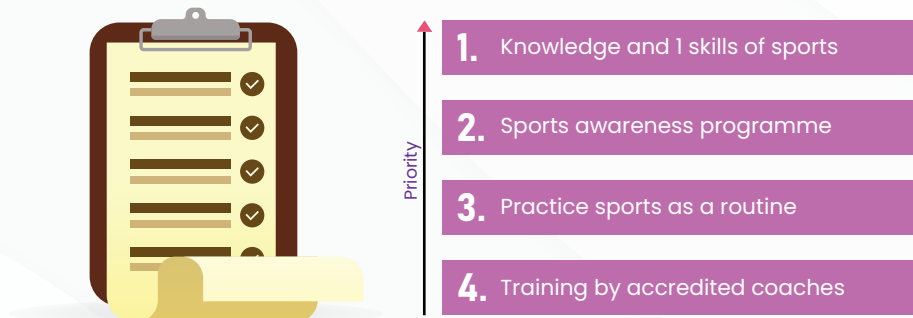
- Sport equipment brands do not affect participation in sport activities
- Online platforms promote the purchase of goods and the use of sports services



# SPORTS CULTURE FACTORS

## PRIOR SELECTION ACCORDING TO TALENT DEVELOPMENT

Following are the necessities of talent development that influence sports culture amongst Malaysians:

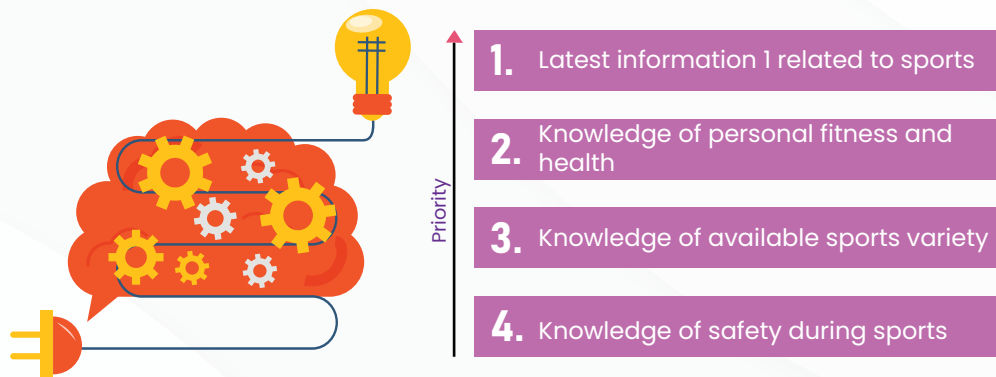


- The basis of talent development is basic knowledge and skills of sports.
- To encourage Malaysians in practicing sports as their daily routine, awareness programmes through various media must be increased.

# SPORTS CULTURE FACTORS

## SELECTION ACCORDING TO PRIORITY OF KNOWLEDGE

Following are the influence of knowledge on sports culture amongst Malaysians:



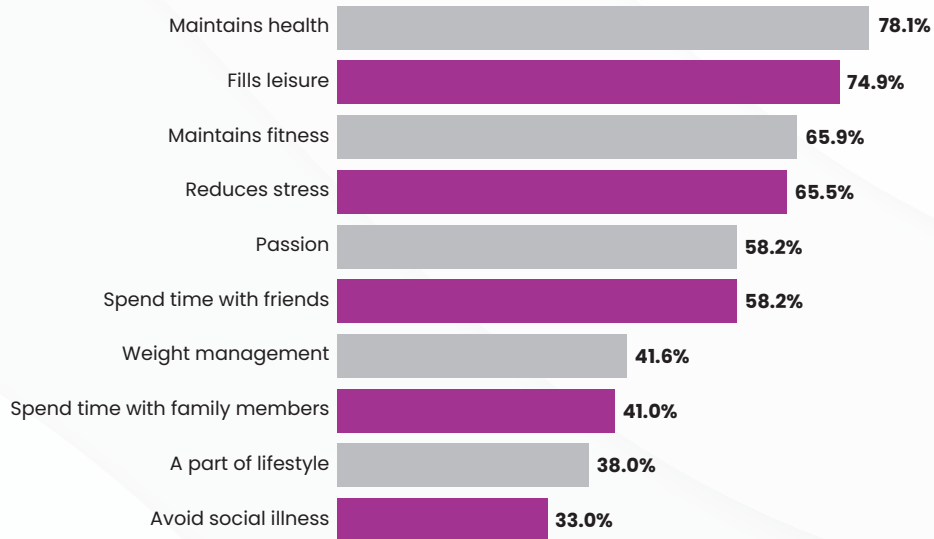
• Knowledge of safety in sports, clean sports and fair play promotes participation of Malaysian in sports.



**DRIVERS AND  
BARRIERS IN SPORT  
PARTICIPATION**

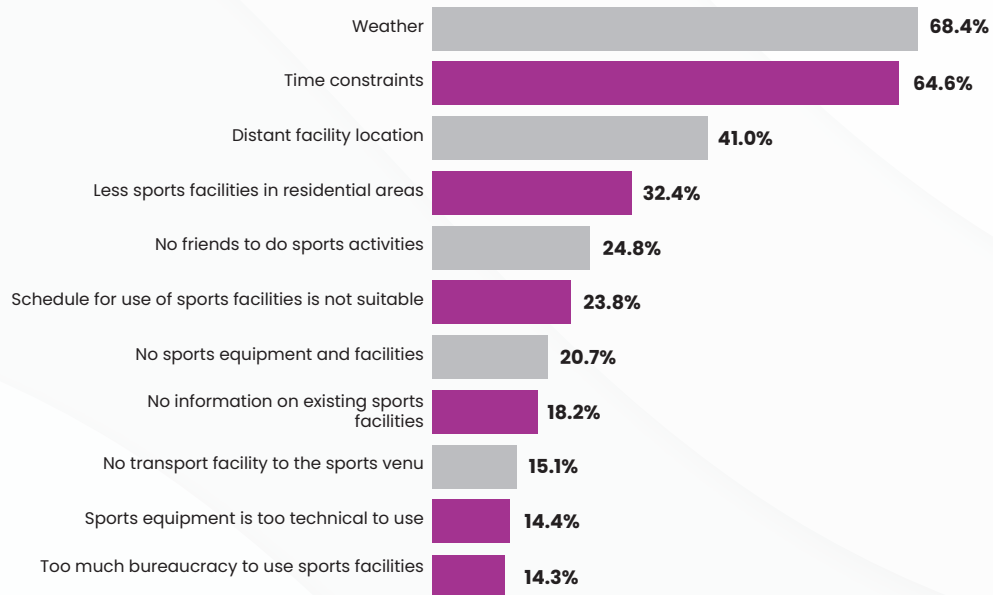
## DRIVERS FACTORS

### PARTICIPATION IN SPORTS



- Maintaining health, filling free time, fitness, and individual stress control are driving factors to participate in sports activities. These four factors are characteristics of intrinsic motivation that influence individual participation in sports activities.

## SUPPORTING AND OBSTRUCTING FACTORS IN SPORTS



Others: Age and health, finances, use of gadgets, facilities for the elderly, abandoned recreational locations, safety factors, no facilities for the disabled etc.

- Weather and time are the space factor that hinder Malaysians from doing sports. Therefore, every individual needs to increase his knowledge about alternative sports and good time management.



**ESPORTS**

# PARTICIPATION IN ESPORTS

n=1,796

25.6%

## TYPE OF ESPORT ACTIVITIES



➤ 66.5%



➤ 51.5%



➤ 15.6%



DOTA 2

➤ 14.0%

Others : Among Us,  
Roblox , Minecraft,  
Call Of Duty , FIFA,  
League Of Legends,  
Valorant dll.

➤ 6.6%

| GENDER | PERCENT (%) |
|--------|-------------|
| Men    | 75.4        |
| Women  | 24.6        |

n=1,796

| AGE CATEGORY                             | PERCENT (%) |
|--|-------------|
| Pre-Youth (13-14 years old)              | 13.5        |
| Youth (15-30 years old)                  | 67.0        |
| Post-Youth (31-59 years old)             | 19.2        |
| Senior Citizens (60 years old and above) | 0.3         |

n=1,796

• Esports is popular amongst the youth generation as compared to other age groups.

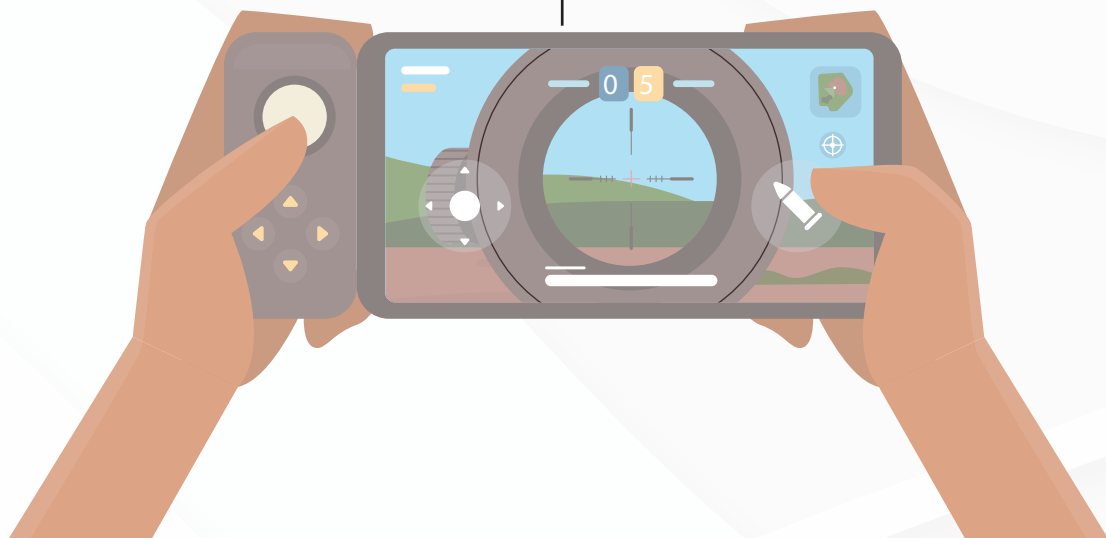
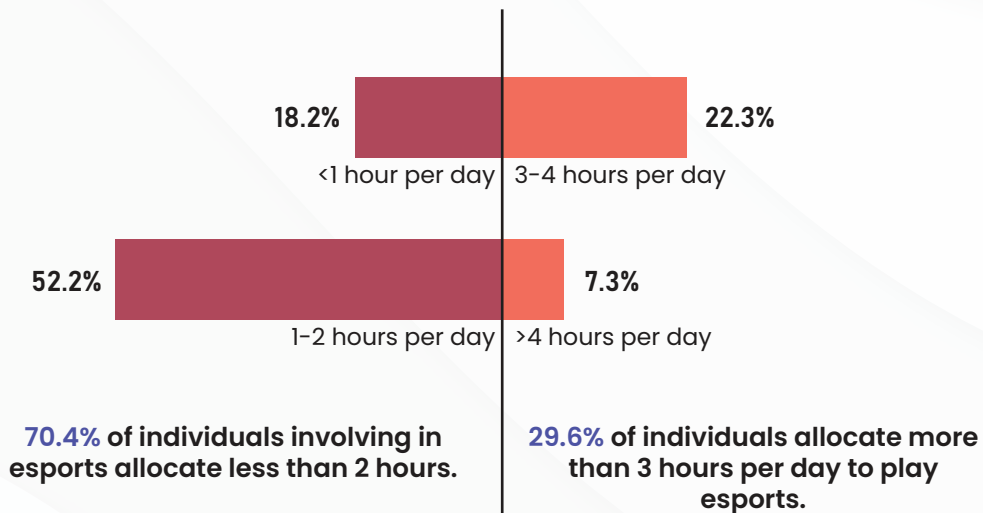
• Men dominate esports.


• The most popular online sports amongst Malaysians are mobile legends and PUBG



## ACCESS PERIOD

### SCREENS PERTAINING TO ESPORTS



The background of the slide is a photograph of an outdoor climbing wall. On the left, a young child is seen from the back, reaching up to a rope. On the right, a man in a white t-shirt is smiling and holding onto a rope. The scene is set outdoors with trees and foliage in the background. A large, stylized black bracket is overlaid on the left side of the image, framing the central text box.

**“Efforts to encourage more inclusive physical activity in every household are vital to ensure that Malaysians stay active, healthy and fit.”**

**(NATIONAL SPORTS VISION, 2030)**





# Qualitative Findings



# 5 MAIN THEMES

## QUALITATIVE FINDINGS



## **THEME 1** | Intrinsic motivation is the main key for an individual's continued participate in sport activity

The high sports spirit contributes to more active and sustained participation

### **3 CONTRIBUTORS OF HIGH SPORTING SPIRIT**

The feel of pleasure when playing sports either because of interest or environmental conditions (friends)

Individuals with understanding of health education (educated with the right knowledge of sports)

Individuals feel worthwhile/ very beneficial to play sports as the activities can give personal advantages (personal development benefits)



## THEME 2 | Citizens need proper and holistic education to make Malaysia a sporting nation.

- Society is aware that sports activities bring physical benefits, but it is necessary to emphasise the advantages and importance of sports to individuals holistically (physically, socially, intellectually, emotionally and spiritually)
- Without proper knowledge and understanding, sports activities are performed according to different individual perspectives. Some use the wrong approach and bring negative effects.

### The process of appreciating health education to make sports a culture through:



#### • Family institution

Parents can apply a sports lifestyle, be a role model in sports/give or be encouraged, buy sports shoes and play together.



#### • School

Easy facilities, teachers bring in competitions, invite friends to play sports together.



#### • Government (through the mayor/representative/villagehead)

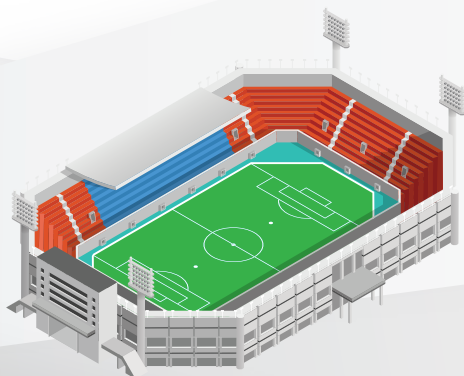
Promote national & international sports on a large scale until it becomes 'a thing' amongst the community.



## THEME 3

The condition and management of sports facilities is a driving force for people's involvement in sports activities, especially in urban communities

Sports facilities are an important driving force that support sports activities, especially in urban communities



Although rural participants appreciate and expect better facilities in their places, but facilities are not the main cause of rural sports participation due to high intrinsic motivation among them


If people have space, they play sports. Even if the facilities are not complete, they will use the field/yard/road in the village as a space for sports/game field.

## THEME 5 | Creative media can be a dynamic catalyst to makesports a culture amongst Malaysians



The creative use of media is able to plant and nurture sports culture amongst Malaysian.

(eg: cartoons, animations, discourses and sports infographics through social mediachannels such as TikTok, YouTube, Instagram, X & Facebook)



"Concerted efforts will be undertaken to promote sports culture in building an active and healthy society. These efforts include enhancing accessibility to sports facilities, strengthening community based sports bodies and promoting inclusive participation in sports"

**Twelfth Malaysia Plan, 2021–2025**





# SUMMARY

## TRENDS OF MALAYSIANS PARTICIPATION IN SPORTS

- Participant trend in sports is determined by the individual goals amongst Malaysians.
- **Individual's specific goals are influenced by factors like health and beauty, fitness and reward.**
- An individual finds it worthwhile to do sports because it increases self-efficacy.

- In addition, fun and environment also influence the involvement trend in sports.
- Sports enjoyment is influenced by peers, family, community, the digital world and conducive facilities.

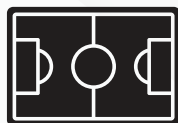




## SPORTS CULTURE ECOSYSTEM UPON SPORTING SPIRIT

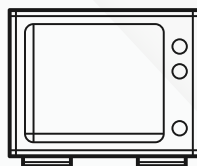


**EDUCATION**



**FACILITIES**

**MEDIA**

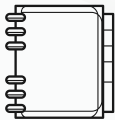


**FAMILY &  
COMMUNITY**





## SPORTS CULTURE ECOSYSTEM UPON SPORTING SPIRIT



### Education

To make Malaysia a sporting nation, citizens need to get the right sports education. Without proper knowledge and understanding, sports activities are performed according to different perspectives so that some use the wrong approach and bring negative effects.



### Facilities

Conducive facilities such as environmental conditions, management and maintenance of sports facilities are drivers of involvement in sports, especially amongst urban communities.



### Media

Creative use of media can be a dynamic catalyst to make sports a culture in everyday life.



### Family & Community

Family and community institutions play a role in cultivating sports practices through volunteering activities, expenses, donations and organizing sports events.

# GOVERNANCE & SPORTS CULTURE IMPROVEMENT STRATEGY



## GOVERNANCE

Cultivating sports amongst Malaysians is a jointstakeholders' responsibility, such as the authorities, sports non-governmental organisations (NGOs), political leadership, educational institutions and family institutions.



## STRATEGY

**Authorities,** Sports NGOs and Political Leadership are comprehensively responsible for sports development and sustainability in Malaysia through their roles of sponsoring, organising and promoting sports from the grassroots level to high performance sport

**Educational Institutions** have their role in providing correct and relevant sports education related to. Sports education does not just provide awareness but emphasises the advantages of sports to individuals holistically including physical, emotional, spiritual, intellectual and social aspects. Learning at school needs more fun, satisfying and able to unearth talent through training and competitions. .

**Family and Community** Institutions play a role in applying sports practices by engaging together, giving encouragement and buying sports equipment according to interest.

**1. What is the 'Malaysian Sports Culture Index' (MSCI)?**

It is a national Key Performance Indicator (KPI) that serves as a benchmark to measure the level and trend of participation of Malaysian in sports, exercise and recreation over a long period of time.

**2. What are the domains and indicators in the formation of Malaysian Sports Culture Index?**

MSCI is based on two domains, namely the Domain of Participation and Sporting Spirit. It is reinforced with five indicators namely Activeness, Volunteering, Dedication, Expenditure and Contribution.

**3. What is the definition of 'sports' in the context of Malaysian Sports Culture Index?**

'Sports' in this study is an active activity, including games, exercise and recreation carried out according to rules in the form of competition or non-competition to achieve performance, fitness, social interaction and well-being.

**4. How domains and indicators in Malaysian Sports Culture Index supposed to be determined?**

The domains and indicators used in IBSM have been chosen to give a comprehensive scenario of Sports Culture in Malaysia. This selection is carried out taking into account the expertise of academics in the field of sports development, a syndication session involving 10 implementing groups and a meta-analysis of comparative index reports at local and international levels.

**5. How is the weightage for each domain determined?**

IBSM weightage is statistically determined by using the current data analysed. The Contribution Value of the Sports Spirit Domain to Engagement was obtained by using Logistic Regression (Nagelkerke R-squared).

## **6. What is the importance of Malaysian Sports Culture Index formation to policy makers of youth development in Malaysia?**

The following are importance of IBSM:

- Become a benchmark to measure the achievements of Malaysian sports culture
- Create comprehensive indicators and domains for measuring sports culture.
- Measuring sports culture trends amongst Malaysians;
- Guide to the formation of an action plan to improve the Malaysian sports culture
- Provide input for the implementation of sports culture programmes in Malaysia.

## **7. Can the current year score in 12th RMK be compared with the score in 2018–2020 in 11th RMK?**

Basically, the scores between 2018–2020 (RMK-11) and 2021–2023 (RMK-12) cannot be compared. However, the findings each year in the two cohorts of the 11th and 12th National Plans can be used as a benchmark to measure the trend of the achievement of sports culture amongst Malaysians. This is because the domains and indicators in the two cohorts of the period have been improved by taking into account the lifestyle changes of the impact of the pandemic, changes in trends and culture and lifestyle so that this index remains relevant to current

## **8. Is there any possibility to change MSCI's domain and its score in the future?**

Changes will continue to occur in the domains and indicators of MSCI to ensure that this index is always relevant and always sensitive to the demands of current changes among the youth and Malaysians.





# Recommendations

## RECOMMENDATION 1

### AUTHORITIES, SPORTS NGOS AND POLITICAL LEADER



Organise more sports activities in the form of competitions and carnivals as well as collaborate with sports agencies at national and international levels.



Empower the Young Friends Programme implementation



Provide a platform and empower existing programmes to unearth new talents at the grassroots level (eg: TID).



Introduce and organise new sports according to current trends.



Sponsor sports programmes organised by local communities and minority groups (eg: Sports Matching Grants).



Provide facilities according to needs and interests of local community while carrying out periodic monitoring and maintenance.



## RECOMMENDATION 2

### EDUCATIONAL INSTITUTE



**Right and relevant education related** to sports needs to be applied in the teaching and learning process.



Empower the implementation of **"1student 1sport Policy"**.



**Review the needs of sports facilities and equipment** in educational institutions.



Provide a flexible schedule to ensure that the sports programme can be carried out well.



Emphasise the aspects of security and risk management in educational institutions.

## ***RECOMMENDATION 3***

### **FAMILY & COMMUNITY INSTITUTIONS**



Introduce fun and family-based sports (eg: sukaneka, traditional sports).

Collaborate with various stakeholders in organising sports programmes and events.



Enable organising of inter-community sports leagues.

## ***RECOMMENDATION 4***

### **MASS MEDIA**




Promote sports creatively (eg: animation, cartoons, documentaries).

Using social media influencer services to promote sports.

Enriching the use of mass media as a platform for sports-related knowledge and skills programs to increase self-awareness and motivation.





# **Frequently Asked Question (FAQ)**



# References



### 9. What is the hope of Ministry of Youth and Sports from the implementation of MSCI ?

Malaysia intends to become a sporting nation as a long-term plan. MSCI is the only measurement mechanism to monitor achievements towards the sports culture desired by the government. Therefore, MSCI should be implemented to ensure that efforts towards this goal can be planned with accurate and appropriate strategies.

### 10. Who should appreciate MSCI?

- Youth and sports development policy makers
- Corporate bodies
- Sports development experts
- Stakeholders of youth development
- Other individuals who are interested in sports development management


### 11. What is the platform in getting all information of MSCI?

#### **MSCI 2023 Publications:**

Institute For Youth Research Malaysia (IYRES)  
KBS Tower, Level 10, Federal Government Administration Centre, 27,  
Persiaran Perdana, Precinct 4, 62570, Putrajaya

OR, can **be downloaded** for free via IYRES portal: <http://www.iyres.gov.my>



The background of the slide is a faded image of a sports event. In the upper portion, spectators are seated in bleachers, some wearing red and blue athletic gear. A banner with the 'TENAGA' logo is visible. In the lower portion, a group of male athletes in yellow and black uniforms are standing behind a large Malaysian flag, which features a yellow crescent and star on a dark blue field and horizontal stripes of red and white. The athletes appear to be cheering or celebrating.

"Comprehensive and inclusive development in sports is crucial to ensure unification and coordination of efforts in achieving the common goals"

**National Sports Vision, 2030**



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