

PR survey results  
**Myanmar– Survey on sports**

**SurveyMY**

**Country: Myanmar, nationwide**

**Survey method: Online**

**Screening: People aged 16+ who live in Myanmar**

**Recruited the participants through “Smaphone”,  
SurveyMY community on Facebook, and collected the responses.**

**Questions: 15**

**Samples: N=336**

**Fieldwork : 26<sup>th</sup> Sep – 2<sup>nd</sup> Oct 2013**

**Sample details for age/gender**

<i>Age group</i>	<i>Male</i>	<i>Female</i>	<i>Total</i>
<i>16-19</i>	<i>60</i>	<i>56</i>	<i>116</i>
<i>20-29</i>	<i>48</i>	<i>57</i>	<i>105</i>
<i>30-39</i>	<i>30</i>	<i>37</i>	<i>67</i>
<i>40+</i>	<i>34</i>	<i>14</i>	<i>48</i>
<i>Total</i>	<i>172</i>	<i>164</i>	<i>336</i>





## General information on Myanmar

Population: approx. 63,000,000 (2012 IMF estimate)

Official language: Burmese

Capital: Naypyidaw

Internet population & penetration : 500,000 (1%) (2012-reference)



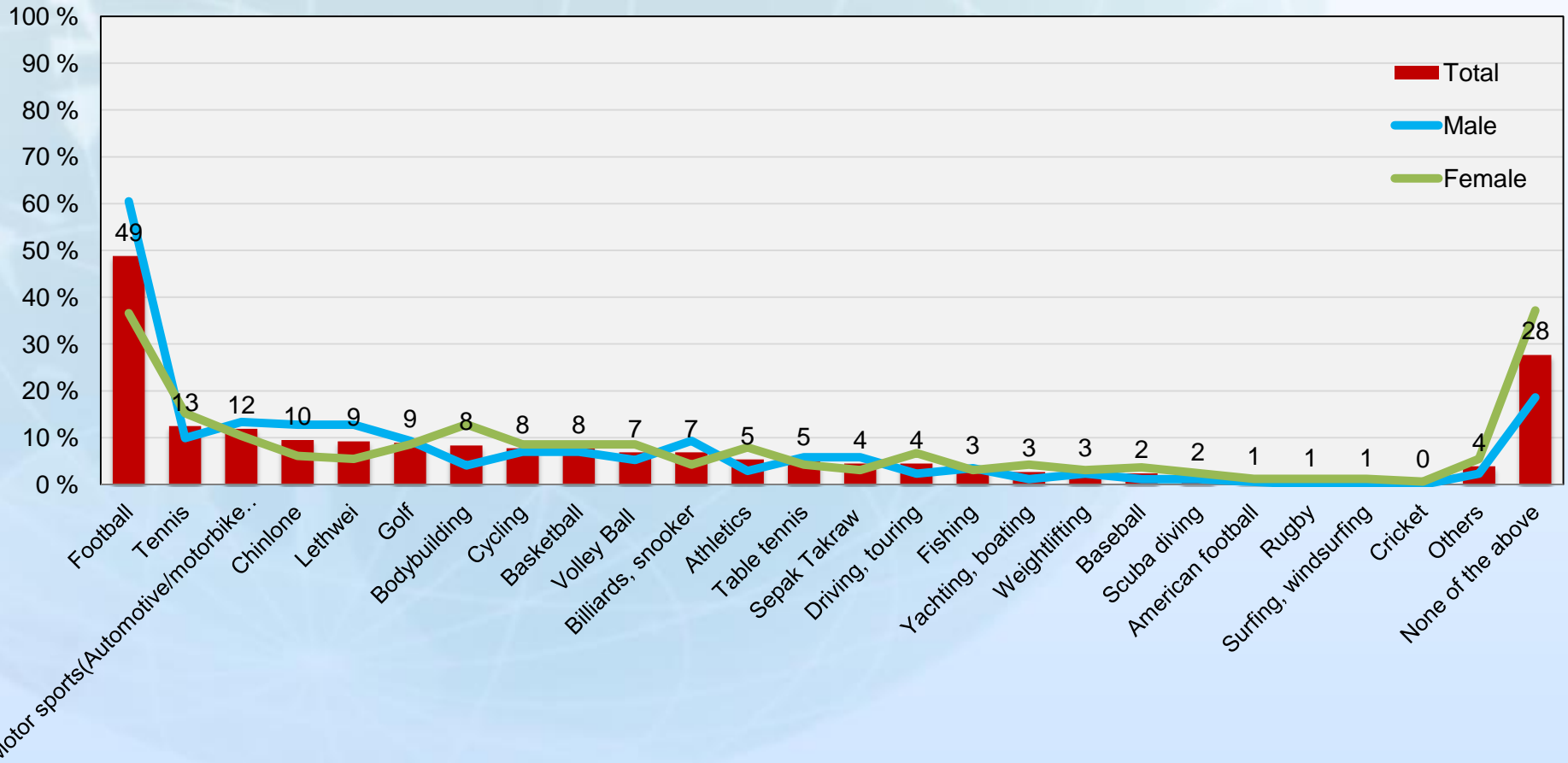
# Survey Results



# Sports they usually watch

As a whole, 50 % say football, followed by tennis and motor sports.  
Men – football. Women – tennis.

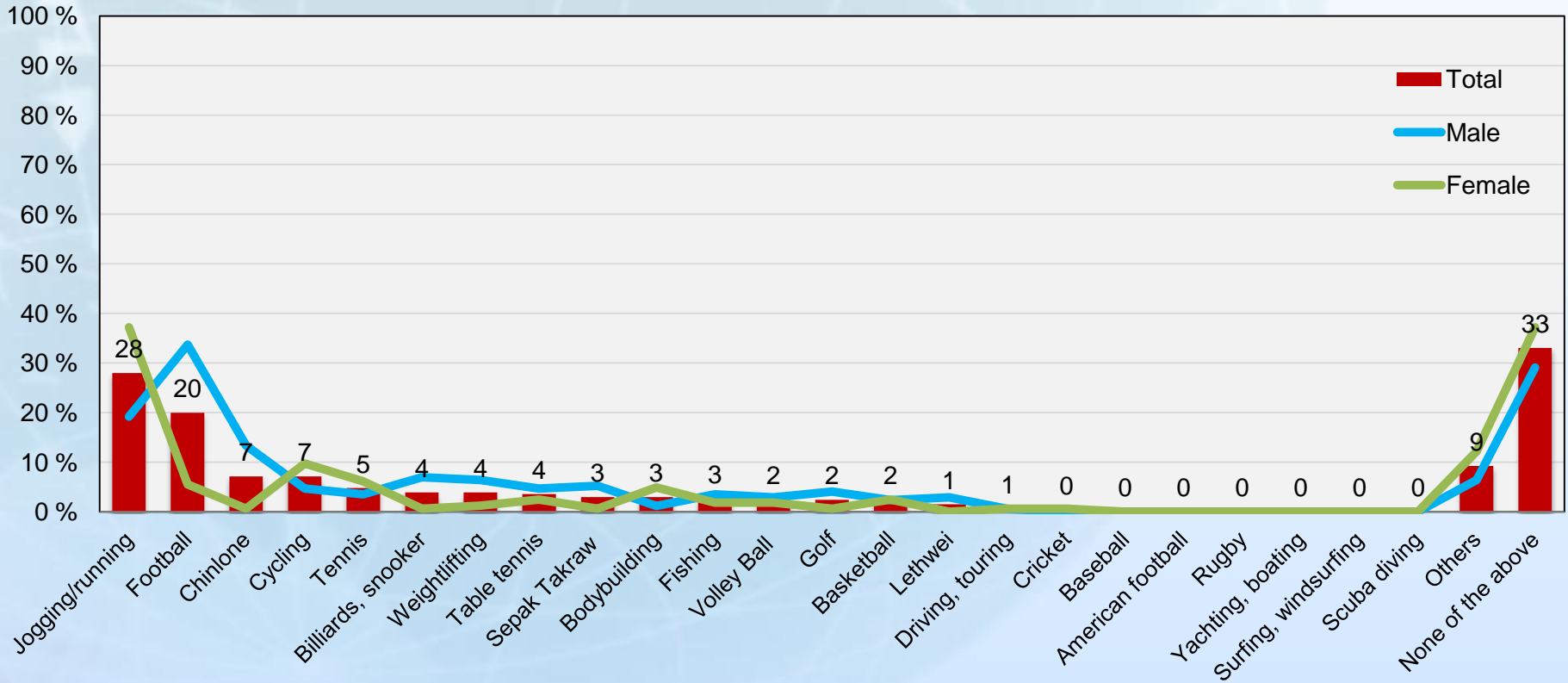
Q What sports do you usually watch? (MA)



# Sports they usually do

**As a whole, jogging/running is the most, followed by football.  
Men – football. Women – jogging/running.**

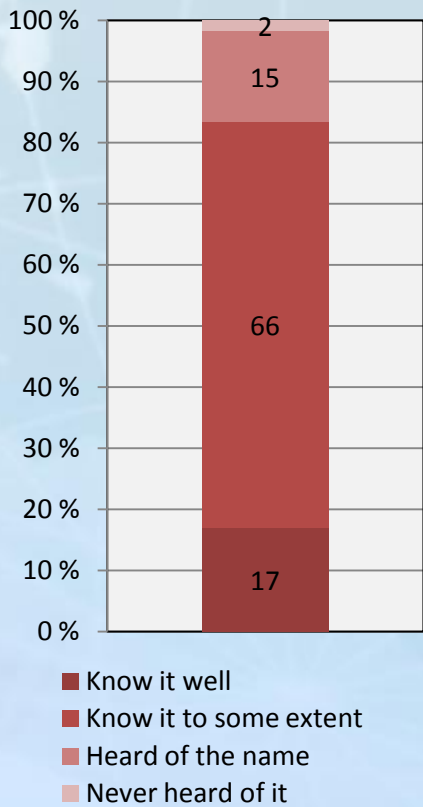
**Q** What sports do you usually do? (MA)



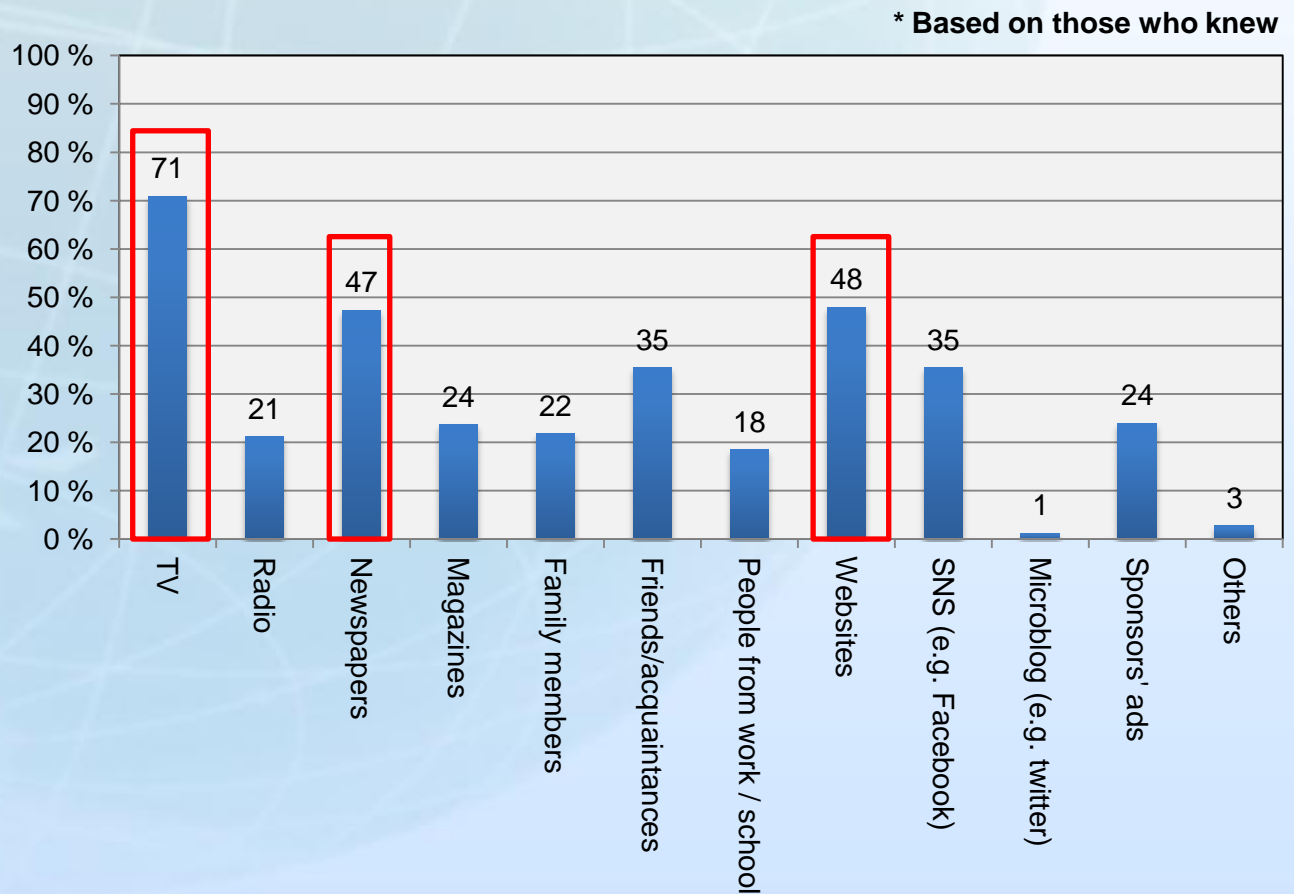
# SEA Games (Southeast Asian Games) : recognition and ad media

**As the host country for 2013, almost everyone knew SEA Games.  
TV, Internet and newspapers are primary media.**

**Q** Do you know about the 27th SEA Games (SA)

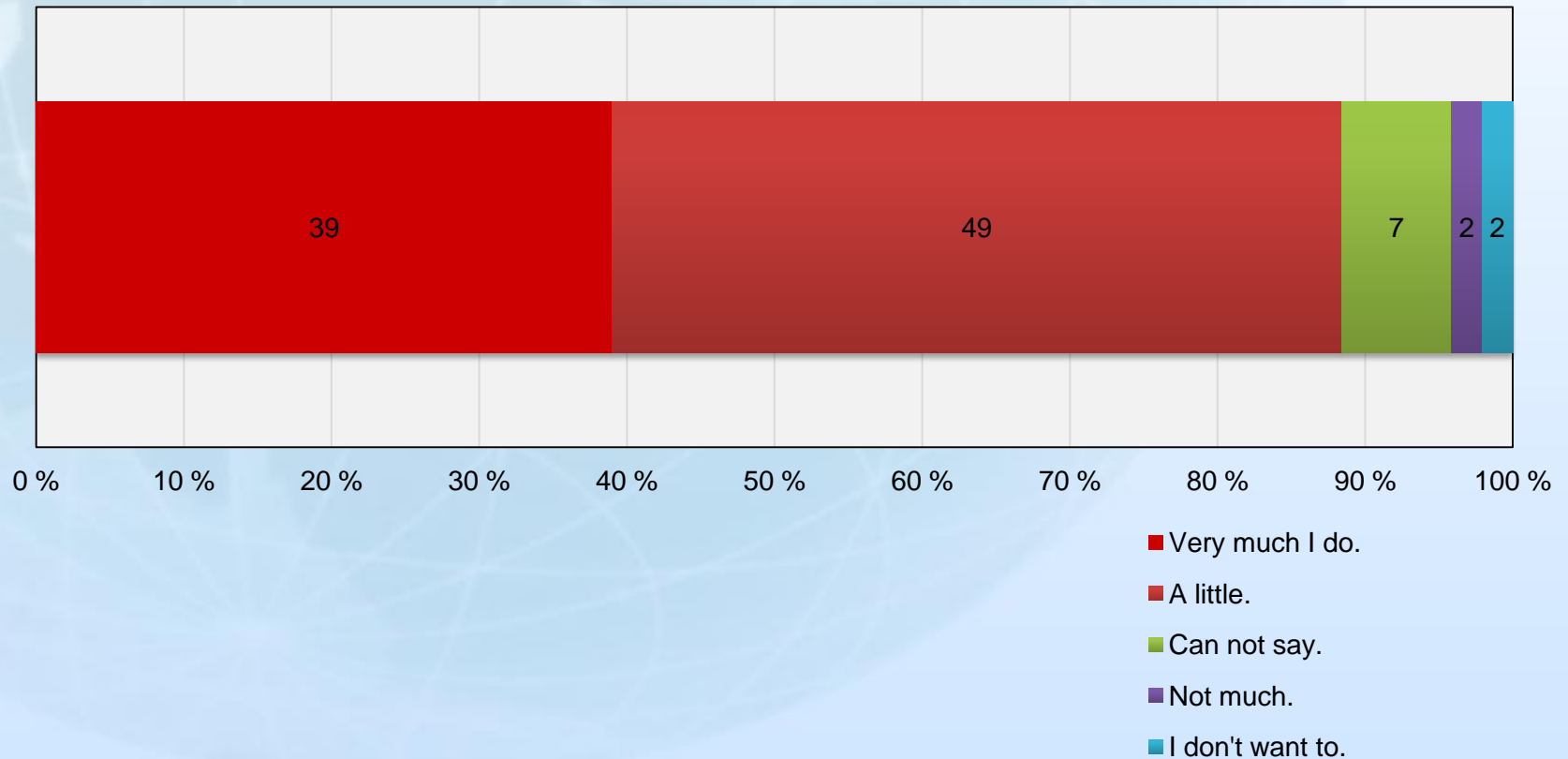


**Q** What was the source of information you learned about SEA Games? (MA)



**YES from some 90% of all**

**Q** How much do you want to watch SEA Games? (SA)



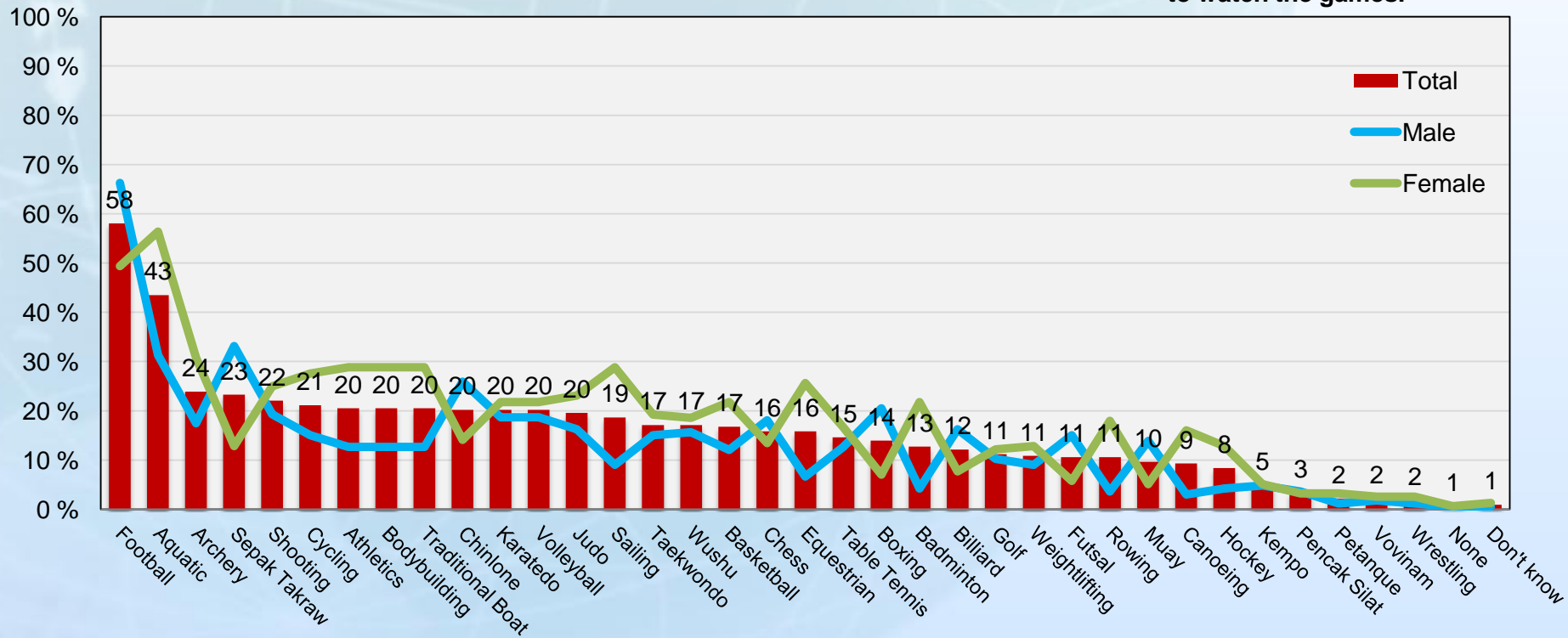


# Sports they like to watch at SEA Games

As a whole, football is most popular, followed by aquatic and archery.  
Men – football. Women – aquatic.

**Q** The following are the sports scheduled for SEA Games.  
What are you going/do you want to watch? (MA)

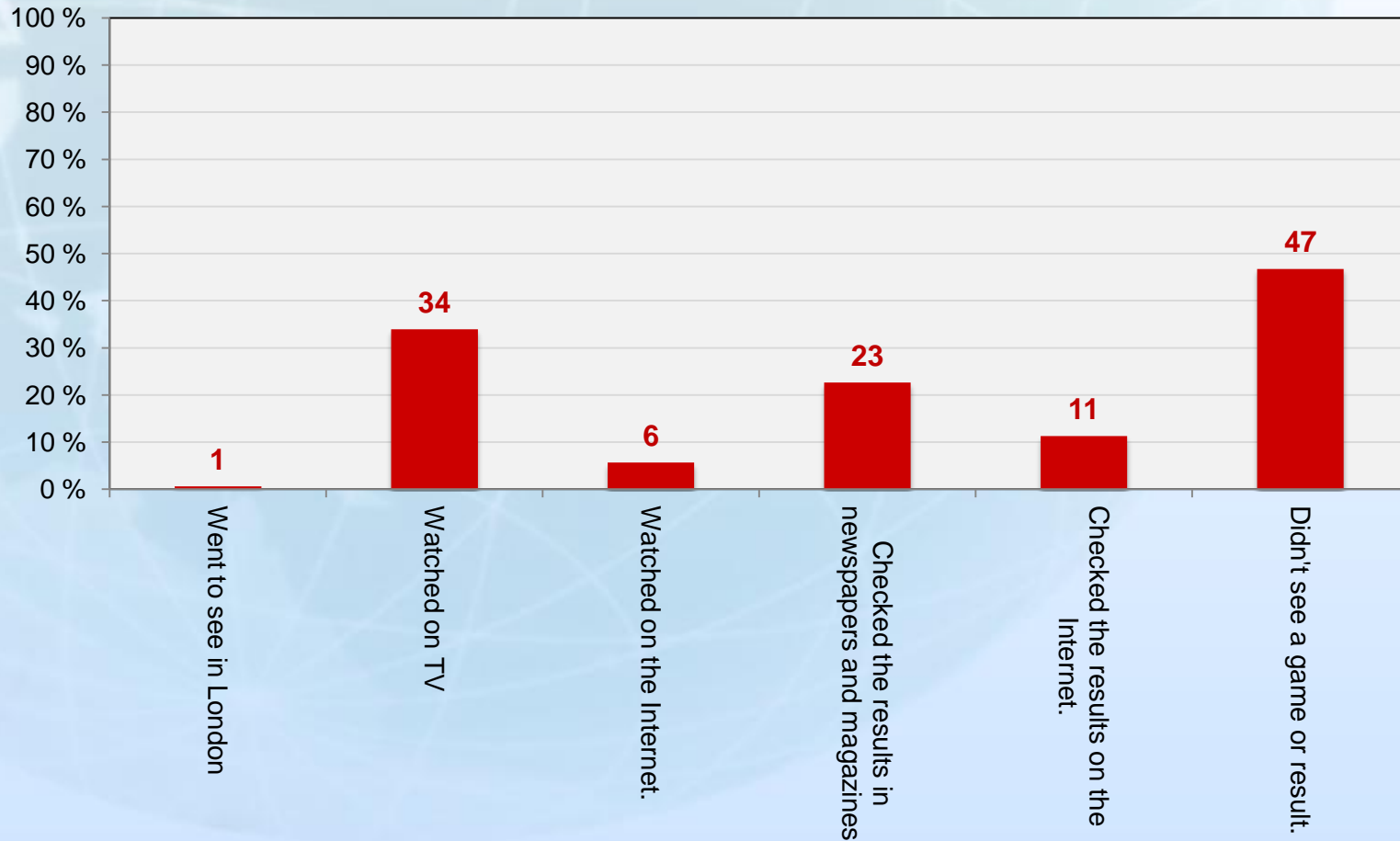
\*Based on those who wanted to watch the games.



# Watched London 2012 Olympic Games?

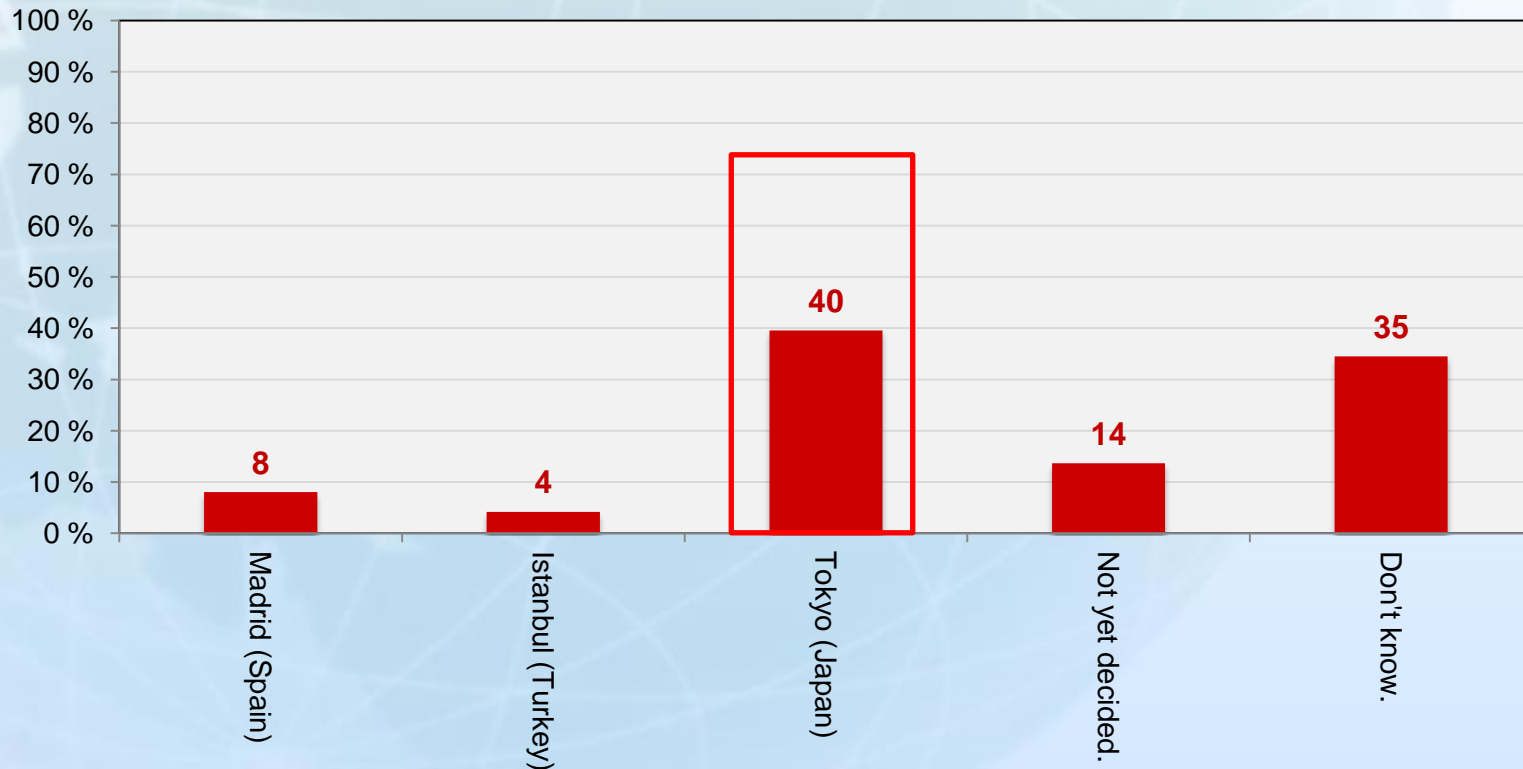
Approx. 50% watched/checked results.

**Q** Did you watch any games of the sport in the London Olympics held last year? (MA)



**40% at this time know Tokyo will host the 2020 Olympic Games.**

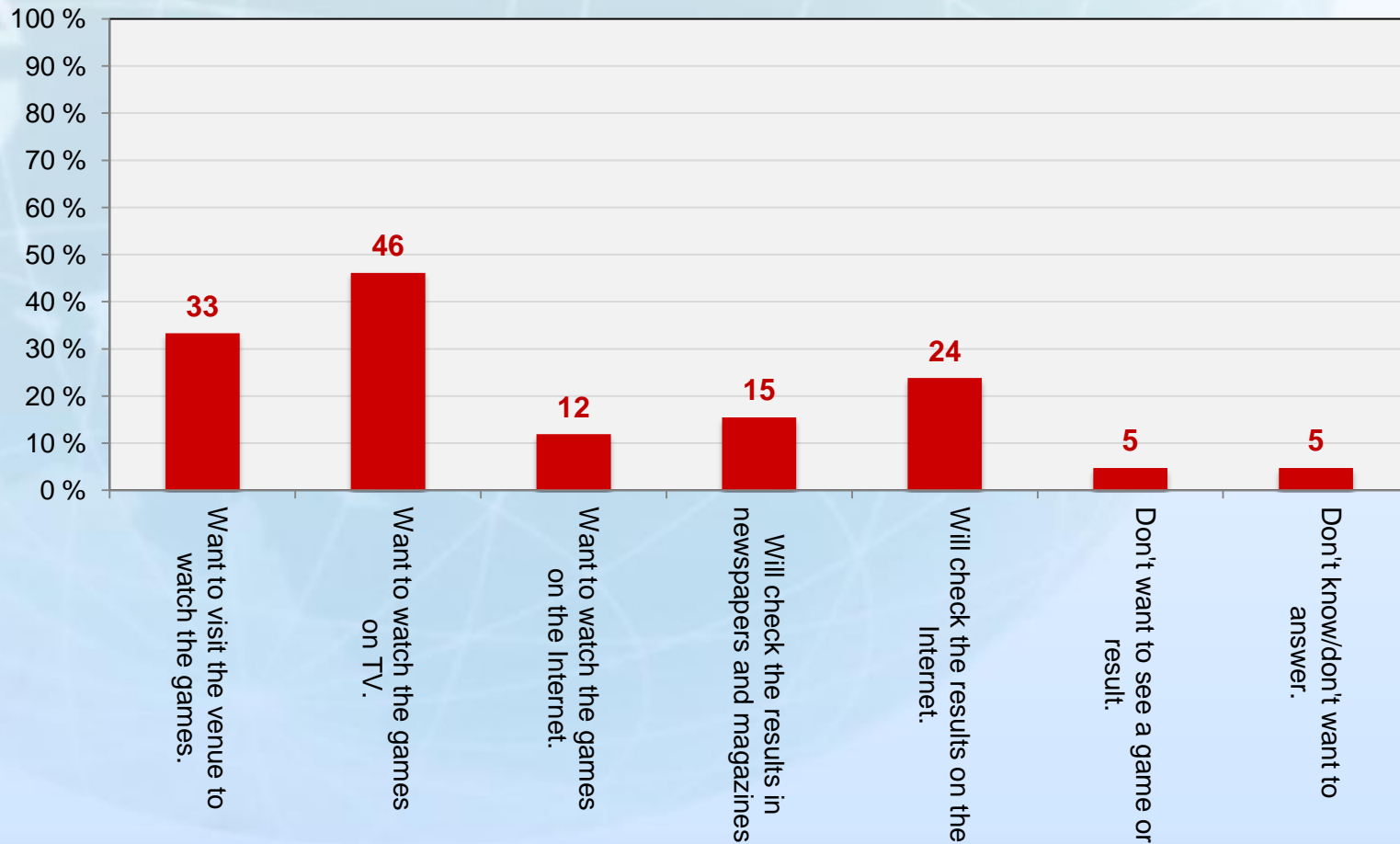
**Q** Which city of the following is the host for the Olympic Games 2020? (SA)



# Like to watch the 2020 Olympic Games?

**90% like to watch/check results.  
Some 30% like to visit Tokyo for the games.**

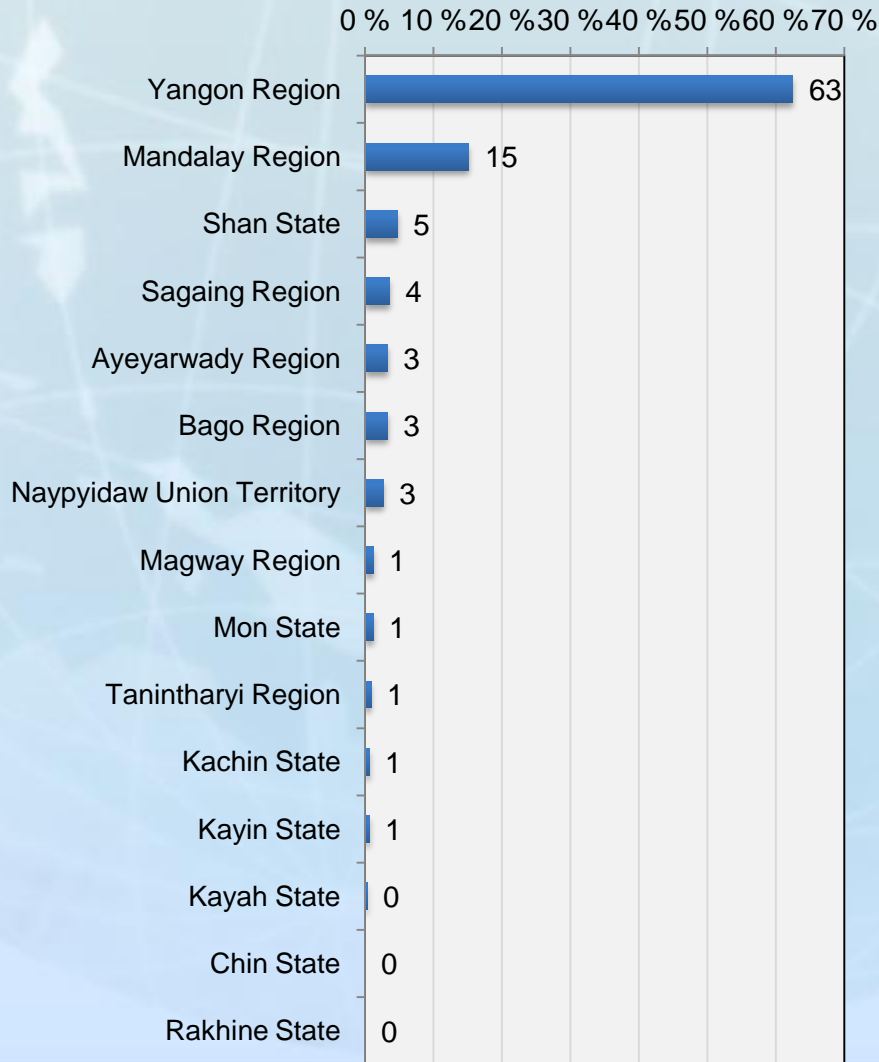
**Q** The Olympic Games 2020 is to be held in Tokyo. Please choose all that apply. (MA)



# Demographics



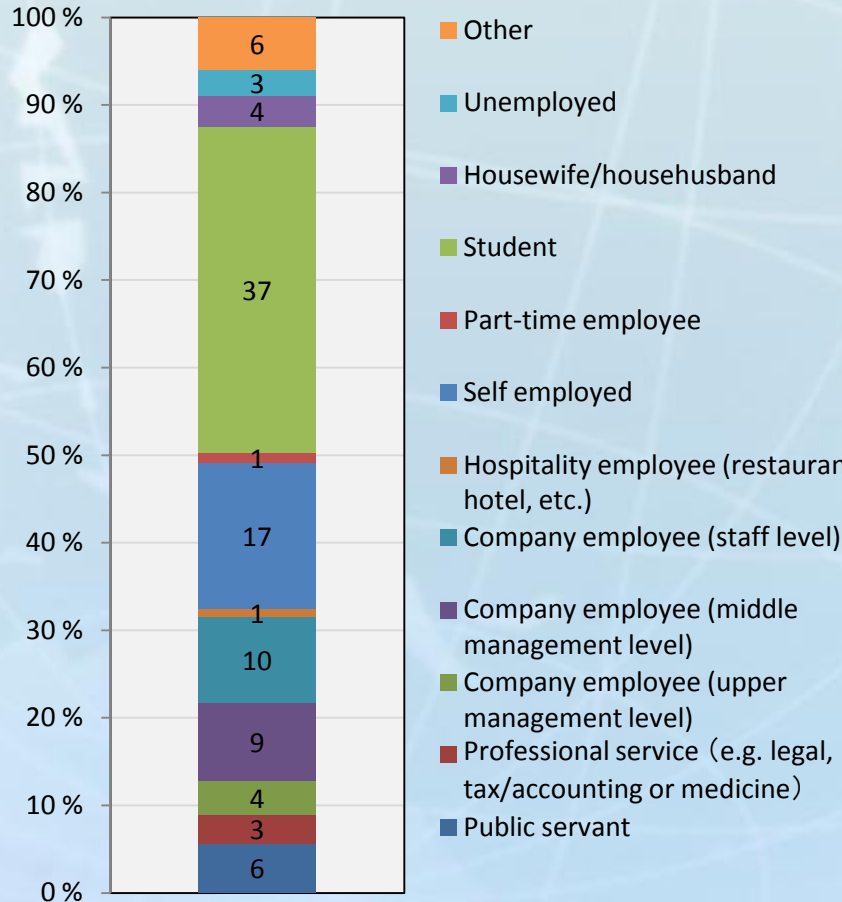
## S Areas of residence (SA)



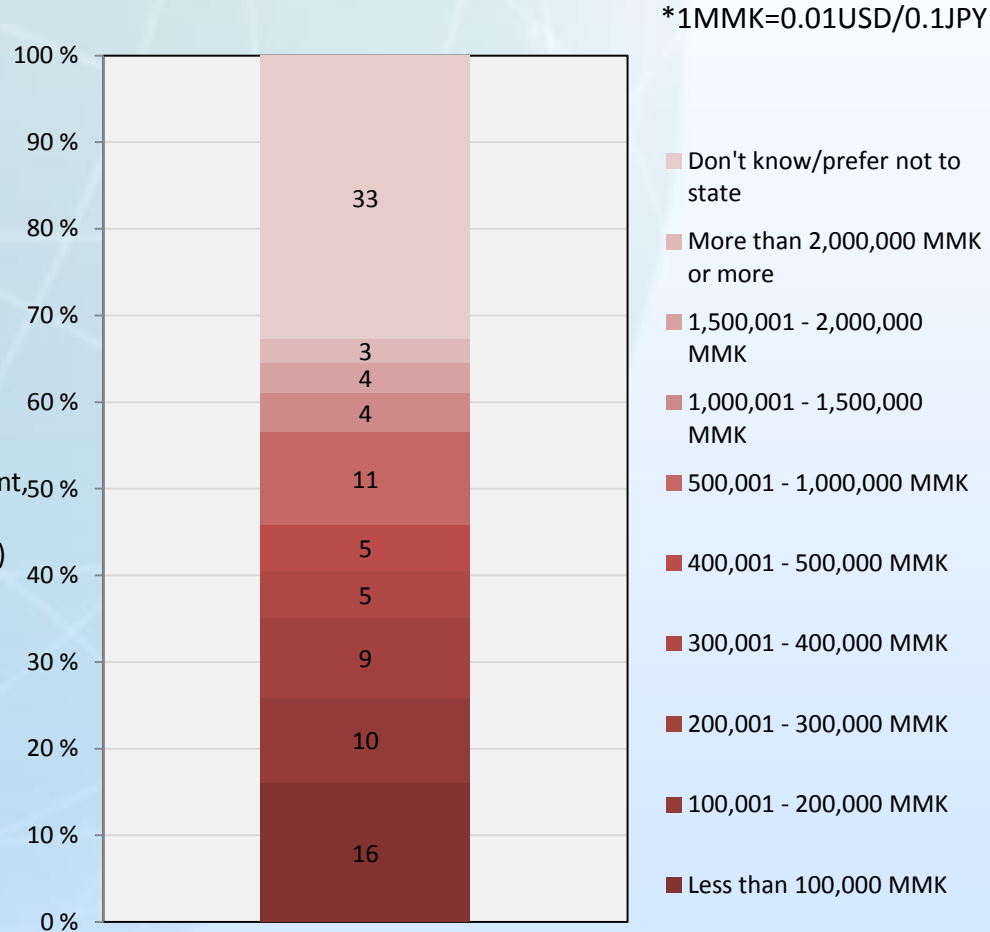
Ref. Myanmar's administrative division map



## F Occupation(SA)



## F Household monthly income (SA)



**About 60% of Internet users own Smartphone.  
Higher motorcycle ownership rate in the areas other than Yangon,  
where motorcycle traveling is prohibited in principle**

**Q** Please select the products that you currently own. (MA)

