

## PRESS RELEASE

### **Lockdown Effect – Urban Indians claim to play and practice Cycling and Running most: WEF-Ipsos Global views on exercise and team sports**

India emerges at the top globally in preferring Cycling as fave Sports activity  
Lack of time, lack of money, weather conditions & lack of facilities, top barriers to practicing sports of choice  
1 in 2 Indians want to practice sports more than they currently do

**New Delhi, 6 July 2021:** Lockdown Effect, according to the **WEF-Ipsos Global Views on exercise and team sports survey**, **Cycling (31%), running (28%), fitness (23%), swimming (13%) and soccer (9%)**, have emerged as Urban Indians', most practiced/ played sports in a week. For global citizens, the top played sports were Fitness (20%) and running (19%).

Interestingly, majority of global citizens (70%) and urban Indians (81%) polled claimed to be fairly happy with the life they lead. The markets most happy with their lives were Saudi Arabia (91%), China (90%), Netherlands (85%) and the US (83%).

Incidentally, 52% of Urban Indians polled said they would like to practice more sports than they currently do.

#### **Barriers to practicing sports, liked**

For Urban Indians, the biggest barriers were **lack of time (43%), weather too hot/ too cold (25%), lack of people I know personally (e.g., friends) to play or practice sports with (23%), lack of facilities, where I live (22%), lack of money (17%) and do not want to play sports (14%)**.

*"Tokyo 2020 has gotten us a few medals in our kitty. Since India is seeing a renewed focus on Sports, these barriers if addressed, can harness the existing talent in the country. Interestingly, if we see, the sports Indians conventionally love watching and the ones they practice (cycling, running etc.) there is a disconnect. That can be explained as during the lockdown and due to being locked in, Urban Indians have adopted fitness habits to offset the impact of the sedentary lifestyles that they have been thrown into and there is a spike in adoption of cycling, running, walking and fitness habits," says **Amit Adarkar, CEO, Ipsos India**.*

#### **Technical note**

These are the results of a 29-country survey conducted by Ipsos on its Global Advisor online platform. Ipsos interviewed a total of 21,503 adults aged 18-74 in the United States, Canada,



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Malaysia, South Africa, and Turkey, and 16-74 in 24 other markets between 25 June and 9 July 2021.

Approximately 1,000 individuals participated on a country by country basis via the Ipsos Online Panel, with the exception of Argentina, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea Sweden and Turkey, where each have a sample of around 500.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and United States can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, China, Chile, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, South Africa and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of don't know or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on Ipsos's use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

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ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS : FP [www.ipsos.com](http://www.ipsos.com)

