Favorite sports and sports events of *sei-katsu-sha* in 15 Asian cities

- In sports liked, among men, Football/soccer is far and away No. 1, followed by Basketball and Badminton.
  Among women, the top 3 are Badminton, Swimming and Football/soccer.
- In sporting events and sports leagues interested in, Football/soccer and Olympics are among the top scorers in many cities. In ASEAN cities, Southeast Asian Games is among the top scorers, as are Baseball in Taipei and Seoul, Basketball in Metro Manila and Taipei, and Cricket in the Indian cities.
- Sports sponsorship is an effective means of raising a company's image.

To support marketing communication in the global market place, Hakuhodo has conducted its Global HABIT survey of *sei-katsu-sha* each year since 2000. Conducted in major cities in Asia and around the world, the survey polls middle- and high-income earners. We have analyzed data from the most recent Global HABIT survey (conducted in 2015) from a variety of perspectives to discover hints on potential opportunities in the global marketplace.

In this report, we present various sports-related data on *sei-katsu-sha* in 15 Asian cities. It is hoped the report will prove to be useful to those considering marketing activities that leverage sporting events.
15 cities covered: Hong Kong, Taipei, Seoul, Shanghai, Beijing, Guangzhou, Singapore, Bangkok, Jakarta, Kuala Lumpur, Metro Manila, Ho Chi Minh City, Yangon, Delhi, Mumbai
We also introduce data from Moscow (Russia), New York (USA) and Sao Paulo (Brazil) for reference.

- **Sports liked**

In the 15-city average, the top 5 sports among men are Football/soccer (57.2%), Basketball (32.9%), Badminton (26.6%), Swimming (23.4%) and Cycling (16.7%), with Football/soccer far ahead of all other sports. Among women, the top 5 are Badminton (32.0%), Swimming (25.8%), Football/soccer (16.4%), Cycling (16.0%) and Volleyball (15.7%). In city-by-city results, Football/soccer is highly popular, coming in at No. 1 in 10 cities (Hong Kong, Seoul, Shanghai, Beijing, Guangzhou, Singapore, Bangkok, Jakarta, Ho Chi Minh City, Yangon). Meanwhile, the No. 1 in Taipei and Metro Manila is Basketball, Badminton is tops in Kuala Lumpur, and Cricket the top scorer in the two Indian cities (Delhi, Mumbai). Baseball is also popular in Seoul and Taipei, Muay Thai and Boxing in Bangkok, Boxing in Metro Manila and Sepak takraw and Cane ball in Yangon. Women's scores are less concentrated on a particular sport than men's, with Badminton No. 1 in four cities (Hong Kong, Beijing, Guangzhou, Kuala Lumpur), and Swimming also tops in four cities (Shanghai, Singapore, Jakarta, Ho Chi Minh City). Cycling heads the table in Taipei, Football/soccer in Seoul and Yangon, Volleyball in Bangkok and Metro Manila, and Cricket in the two Indian cities (Delhi, Mumbai).

- **Sporting events & leagues interested in**

For men, the top 5 in the 15-city average is dominated entirely by football/soccer events and leagues, with FIFA Club World Cup (38.4%) at No. 1, English Premier League (34.0%) at No. 2, FIFA World Cup Russia (2018) (31.9%), at No. 3, Own country's football league (26.9%) at No. 4 and UEFA Champions League (24.5%) at No. 5, proving the great popularity of the sport among men. Scores for Olympic events are Rio de Janeiro Summer Olympics (24.2%) at No. 6, Tokyo Summer Olympics (18.2%) at No. 10 and PyeongChang Winter Olympics (15.2%) at No. 11. In city-by-city results, NBA is No. 1 in Taipei and Metro Manila, Major League Baseball is top 3 in Taipei and Seoul, and World Baseball Classic is also in Taipei's top 3. Also, Southeast Asian Games is in the top 5 in many Southeast Asian cities, and Cricket is the hands-down No. 1 in the two Indian cities (Delhi, Mumbai).

Conversely, women's scores for sports events and leagues interested in are low in general compared to the scores for men, but in the three Chinese cities (Shanghai, Beijing, Guangzhou), women's interest in the Olympics is high. The trends in sporting events and leagues interested in are similar to those of men in many cities.

- **Impressions of companies sponsoring sporting events**

In the 15-city average, from highest to lowest the scores are Image of the company would improve (77.2%), Would feel that the company is active and growing (75.3%), Would become more interested in the company (74.8%), Would feel the company is contributing to the community and society (73.7%) and Would feel closer to the company's products or services (66.7%). City by city, the scores for all five items are over 50%, indicating that sponsorship of sports is an effective means of boosting a company's image.

- **Kind of programs like to watch**

In the 15-city average for men, Movies (79.3%) is No. 1, Sports (64.6%) No. 2 and Drama series (64.5%) No. 3, indicating that sports programming highly popular. The 15-city average for women shows Drama series and Movies are highly popular, but sports programs do not rank among the top scorers.

Details of the survey findings

1. Sports liked

The table below shows the top 5 sports liked by men and by women.

Men

· In the 15-city average, the top 5 sports are Football/soccer (57.2%) at No. 1, Basketball (32.9%) at No. 2, Badminton (26.6%) at No. 3, Swimming (23.4%) at No. 4 and Cycling (16.7%) at No. 5. Football/soccer is far ahead of all other sports.

· In city-by-city results, Football/soccer is in the top 5 in 13 Asian cities, and No. 1 in 10 (Hong Kong, Seoul, Shanghai, Beijing, Guangzhou, Singapore, Bangkok, Jakarta, Ho Chi Minh City and Yangon), underscoring the sport's huge popularity. The No. 1 in Taipei and Metro Manila is Basketball, Badminton is tops in Kuala Lumpur, and Cricket the top scorer in the two Indian cities (Delhi, Mumbai).

· Baseball is highly popular in Seoul and Taipei, Muay Thai and Boxing in Bangkok, Boxing in Metro Manila and Sepak takraw and Cane ball in Yangon.

Women

· The top 5 in the 15-city average are Badminton (32.0%) at No. 1, Swimming (25.8%) at No. 2, Football/soccer (16.4%) at No. 3, Cycling (16.0%) at No. 4 and Volleyball (15.7%) at No. 5. Women's preferences are not as focused on a particular sport as men's are.

· In city-by-city results, Badminton is in the top 5 in all 15 cities, and No. 1 in four cities (Hong Kong, Beijing, Guangzhou, Kuala Lumpur). Swimming is also No. 1 in four cities (Shanghai, Singapore, Jakarta, Ho Chi Minh City), while Cycling is top of the table in Taipei, Football/soccer in Seoul and Yangon, Volleyball in Bangkok and Metro Manila, and Cricket in the two Indian cities (Delhi, Mumbai).

Q: What sports do you like? (Multiple response, 26–29 options) (Some options offered only in certain cities)

	Males					Females				
	1st	2nd	3rd	4th	5th	1st	2nd	3rd	4th	5th
15-city average	Football (soccer) (57.2%)	Basketball (32.9%)	Badminton (26.6%)	Swimming (23.4%)	Cycling (16.7%)	Badminton (32.0%)	Swimming (25.8%)	Football (soccer) (16.4%)	Cycling (16.0%)	Volleyball (15.7%)
Hong Kong	Football (soccer) (60.8%)	Swimming (56.8%)	Cycling (55.5%)	Basketball (51.3%)	Badminton (42.8%)	Badminton (62.8%)	Swimming (61.5%)	Cycling (55.8%)	Figure skating/ice skating (24.8%)	Volleyball (18.0%)
Taipei	Basketball (58.8%)	Cycling (48.5%)	Swimming (45.5%)	Baseball (43.8%)	Badminton (34.0%)	Cycling (54.3%)	Swimming (47.5%)	Badminton (45.0%)	Basketball (26.8%)	Rhythmic gymnastics (21.8%)
Seoul	Football (soccer) (67.2%)	Baseball (62.4%)	Cycling (38.4%)	Basketball (32.0%)	Swimming (27.2%)	Football (soccer) (32.4%)	Cycling (31.2%)	Swimming (30.0%)	Badminton (26.8%)	Figure skating/ice skating (26.0%)
Shanghai	Football (soccer) (85.1%)	Basketball (71.8%)	Tennis (36.6%)	Badminton (31.4%)	Swimming (29.2%)	Swimming (21.2%)	Badminton (15.8%)	Basketball (15.5%)	Table tennis (14.8%)	Football (soccer) (14.0%)
Beijing	Football (soccer) (68.1%)	Basketball (54.1%)	Badminton (29.2%)	Table tennis (22.4%)	Swimming (20.9%)	Badminton (33.0%)	Swimming (30.5%)	Table tennis (19.5%)	Basketball (18.7%)	Football (soccer) (18.0%)
Guangzhou	Football (soccer) (82.8%)	Basketball (52.5%)	Badminton (45.8%)	Table tennis (32.3%)	Tennis (30.3%)	Badminton (38.0%)	Tennis (26.3%)	Swimming (23.8%)	Football (soccer) (22.3%)	Table tennis (21.8%)
Singapore	Football (soccer) (47.2%)	Swimming (38.1%)	Badminton (32.1%)	Cycling (24.2%)	Basketball (19.8%)	Swimming (44.2%)	Badminton (28.3%)	Cycling (27.5%)	Football (soccer) (12.4%)	Track and field (9.7%)
Kuala Lumpur	Badminton (62.7%)	Football (soccer) (58.0%)	Swimming (32.4%)	Cycling (26.8%)	Motor sports (24.3%)	Badminton (59.4%)	Swimming (35.0%)	Cycling (31.1%)	Football (soccer) (19.2%)	Volleyball (18.7%)
Bangkok	Football (soccer) (90.0%)	Muay Thai (24.5%)	Boxing (21.5%)	Volleyball (17.0%)	Sepak takraw (17.0%)	Volleyball (49.0%)	Football (soccer) (41.3%)	Badminton (19.3%)	Swimming (17.8%)	Tennis (15.5%)
Metro Manila	Basketball (78.3%)	Boxing (26.3%)	Volleyball (19.3%)	Badminton (16.0%)	Swimming (14.5%)	Volleyball (55.8%)	Badminton (41.0%)	Basketball (38.5%)	Swimming (23.8%)	Boxing (7.8%)
Jakarta	Football (soccer) (81.8%)	Badminton (25.0%)	Volleyball (10.5%)	Motor sports (9.5%)	Boxing (9.5%)	Swimming (14.7%)	Badminton (13.2%)	Football (soccer) (10.5%)	Rhythmic gymnastics (9.0%)	Cycling (8.5%)
Ho Chi Minh City	Football (soccer) (85.3%)	Swimming (19.0%)	Badminton (10.5%)	Volleyball (10.3%)	Tennis (7.5%)	Swimming (18.8%)	Badminton (15.0%)	Football (soccer) (5.8%)	Volleyball (5.3%)	Rhythmic gymnastics (4.8%)
Yangon	Football (soccer) (89.2%)	Sepak takraw (30.4%)	Cane ball (28.4%)	Swimming (28.0%)	Cycling (22.4%)	Football (soccer) (59.6%)	Badminton (52.0%)	Swimming (26.8%)	Cycling (20.8%)	Gymnastics (16.4%)
Delhi	Cricket (92.9%)	Football (soccer) (11.3%)	Badminton (2.2%)	Field hockey (2.2%)	Volleyball (2.0%)	Cricket (45.3%)	Badminton (15.0%)	Tennis (2.5%)	Football (soccer) (1.5%)	Swimming (1.2%)
Mumbai	Cricket (94.7%)	Football (soccer) (29.8%)	Badminton (19.2%)	Tennis (17.3%)	Basketball (14.7%)	Cricket (75.1%)	Badminton (20.2%)	Football (soccer) (15.2%)	Basketball (9.5%)	Tennis (9.0%)
Reference										
Moscow	Football (soccer) (70.8%)	Ice hockey (36.8%)	Boxing (34.0%)	Basketball (18.0%)	Swimming (16.0%)	Figure skating/ice skating (48.4%)	Rhythmic gymnastics (28.0%)	Synchronized swimming (25.6%)	Swimming (19.6%)	Tennis (15.2%)
New York (2014 survey)	Baseball (53.8%)	Football (soccer) (51.0%)	Basketball (49.0%)	American football (44.6%)	Ice hockey (28.7%)	Football (soccer) (35.3%)	Swimming (34.5%)	Baseball (33.7%)	Gymnastics (27.8%)	Basketball (26.6%)
Sao Paulo (2014 survey)	Football (soccer) (93.2%)	Volleyball (36.8%)	Boxing (27.6%)	Motor sports (25.2%)	Basketball (19.6%)	Football (soccer) (55.4%)	Volleyball (51.0%)	Swimming (18.7%)	Gymnastics (12.4%)	Beach volleyball (10.8%)

> **29 options in Sports liked**
>
> Football/soccer, basketball, baseball, rugby, volleyball, tennis, badminton, golf, motor sports, table tennis, marathons, track and field, swimming, synchronized swimming, cycling, figure skating/ice skating, judo, gymnastics, rhythmic gymnastics, boxing, ice hockey, curling, American football, cricket, field hockey, handball, sepak takraw (except India, China), muay Thai (Thailand only), cane ball (Myanmar only)

2.   Sporting events and leagues interested in (men)

Here we look at the top ten sporting events and leagues men and women are interested in.
Men

·   In the 15-city average, the top spots are filled entirely by football/soccer events and leagues, with FIFA Club World Cup (38.4%) at No. 1, English Premier League (34.0%) at No. 2, FIFA World Cup Russia (2018) (31.9%) at No. 3, Own country's football league (26.9%) at No. 4 and UEFA Champions League (24.5%) at No. 5, proving the great popularity of the sport among men. Scores for Olympic events for men are Rio de Janeiro Summer Olympics (2016) (24.2%) at No. 6, Tokyo Summer Olympics (2020) (18.2%) at No. 10 and PyeongChang Winter Olympics (2018) (15.2%) at No. 11.

·   Comparing scores city by city, in most cities football/soccer-related events and the Olympics are in the top 5, while NBA is No. 1 in Taipei and Metro Manila, Major League Baseball is in the top 3 in Taipei and Seoul, and World Baseball Classic also in the top 3 in Taipei. Southeast Asian Games is in the top 5 in many Southeast Asian cities, and Cricket is the hands-down No. 1 in the two Indian cities (Delhi, Mumbai).

Q: Which sporting events and leagues are you interested in? (Multiple response, 24–39 options) (Some options only offered in certain cities. (See page 6))

	Males									
	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
15-city average (n=5,590)	FIFA Club World Cup (football/soccer) (38.4%)	English Premier League (34.0%)	FIFA World Cup Russia (2018) (31.9%)	Own country's football league (26.9%)	UEFA Champions League (25.4%)	Rio de Janeiro Summer Olympics (2016) (24.2%)	Games involving own country's national team (24.0%)	Spanish Football League (23.2%)	NBA (US National Basketball Association) (22.9%)	Tokyo Summer Olympics (2020) (18.2%)
Hong Kong (n=400)	English Premier League (65.8%)	FIFA Club World Cup (football/soccer) (65.5%)	FIFA World Cup Russia (2018) (62.3%)	UEFA Champions League (59.3%)	Spanish Football League (49.0%)	NBA (US National Basketball Association) (44.0%)	Rio de Janeiro Summer Olympics (2016) (42.5%)	F1 Grand Prix (38.0%)	Tokyo Summer Olympics (2020) (36.5%)	Own country's football league / Games involving own country's national team (21.5%)
Taipei (n=400)	NBA (US National Basketball Association) (60.5%)	Major League Baseball (51.5%)	World Baseball Classic (40.5%)	Tokyo Summer Olympics (2020) (39.8%)	FIFA Club World Cup (football/soccer) (38.8%)	Rio de Janeiro Summer Olympics (2016) (36.0%)	FIFA World Cup Russia (2018) (30.3%)	F1 Grand Prix (28.3%)	Wimbledon Championships (tennis) (23.8%)	Games involving own country's national team (17.5%)
Seoul (n=250)	Major League Baseball (62.4%)	English Premier League (58.0%)	PyeongChang Winter Olympics (2018) (57.2%)	Spanish Football League (47.2%)	Games involving own country's national team (44.8%)	UEFA Champions League (43.6%)	FIFA Club World Cup (football/soccer) (36.8%)	FIFA World Cup Russia (2018) (36.0%)	World Baseball Classic (34.0%)	Rio de Janeiro Summer Olympics (2016) (27.6%)
Shanghai (n=404)	Own country's football league (56.9%)	FIFA Club World Cup (football/soccer) (54.7%)	English Premier League (54.0%)	Tokyo Summer Olympics (2020) (51.5%)	Spanish Football League (51.0%)	Rio de Janeiro Summer Olympics (2016) (50.2%)	NBA (US National Basketball Association) (47.5%)	FIFA World Cup Russia (2018) (45.8%)	PyeongChang Winter Olympics (2018) (45.3%)	Games involving own country's national team (45.0%)
Beijing (n=401)	Rio de Janeiro Summer Olympics (2016) (38.9%)	Own country's football league (36.4%)	FIFA Club World Cup (football/soccer) (33.7%)	FIFA World Cup Russia (2018) (28.9%)	Games involving own country's national team (27.2%)	PyeongChang Winter Olympics (2018) (25.2%)	NBA (US National Basketball Association) (23.4%)	Tokyo Summer Olympics (2020) (21.4%)	Spanish Football League (20.0%)	English Premier League (19.2%)
Guangzhou (n=402)	Rio de Janeiro Summer Olympics (2016) (53.7%)	FIFA Club World Cup (football/soccer) (45.0%)	FIFA World Cup Russia (2018) (44.5%)	Own country's football league (41.3%)	Tokyo Summer Olympics (2020) (40.5%)	Games involving own country's national team (39.8%)	English Premier League (38.3%)	PyeongChang Winter Olympics (2018) (33.6%)	Spanish Football League (33.3%)	UEFA Champions League (30.1%)
Singapore (n=252)	FIFA Club World Cup (football/soccer) (49.2%)	FIFA World Cup Russia (2018) (40.5%)	English Premier League (40.1%)	UEFA Champions League (26.2%)	28th Southeast Asian Games (24.2%)	F1 Grand Prix (23.8%)	Spanish Football League (19.0%)	Rio de Janeiro Summer Olympics (2016) (17.1%)	NBA (US National Basketball Association) (12.7%)	Games involving own country's national team (7.5%)
Kuala Lumpur (n=407)	FIFA Club World Cup (football/soccer) (59.7%)	English Premier League (47.9%)	FIFA World Cup Russia (2018) (39.3%)	UEFA Champions League (38.1%)	Own country's football league (32.4%)	Rio de Janeiro Summer Olympics (2016) (31.0%)	BWF Super Series (badminton) (30.7%)	F1 Grand Prix (29.7%)	Spanish Football League (29.2%)	Games involving own country's national team (26.3%)
Bangkok (n=400)	Own country's football league (49.0%)	English Premier League (43.8%)	28th Southeast Asian Games (41.5%)	Games involving own country's national team (36.3%)	UEFA Champions League (31.0%)	FIFA World Cup Russia (2018) (26.8%)	Rio de Janeiro Summer Olympics (2016) (25.3%)	Spanish Football League (21.8%)	FIFA Club World Cup (football/soccer) (19.0%)	PyeongChang Winter Olympics (2018) (13.3%)
Metro Manila (n=400)	NBA (US National Basketball Association) (76.8%)	FIFA Club World Cup (football/soccer) (13.3%)	FIFA World Cup Russia (2018) (11.8%)	28th Southeast Asian Games (8.5%)	F1 Grand Prix (7.0%)	Tokyo Summer Olympics (2020) (5.5%)	Rio de Janeiro Summer Olympics (2016) (4.8%)	UEFA Champions League (4.0%)	Major League Baseball (3.3%)	Wimbledon Championships (tennis) (3.3%)
Jakarta (n=400)	FIFA Club World Cup (football/soccer) (59.5%)	Own country's football league (46.8%)	UEFA Champions League (42.3%)	English Premier League (38.3%)	Spanish Football League (27.0%)	FIFA World Cup Russia (2018) (22.8%)	Games involving own country's national team (17.3%)	F1 Grand Prix (12.3%)	Rio de Janeiro Summer Olympics (2016) (8.8%)	Djarum Sirkuit Nasional 2015 (badminton) (7.8%)
Ho Chi Minh City (n=400)	28th Southeast Asian Games (57.3%)	English Premier League (55.5%)	FIFA World Cup Russia (2018) (48.3%)	FIFA Club World Cup (football/soccer) (41.0%)	Own country's football league (32.8%)	Games involving own country's national team (29.5%)	Spanish Football League (15.3%)	UEFA Champions League (12.5%)	Rio de Janeiro Summer Olympics (2016) (9.5%)	Football leagues other than the above in other countries (9.0%)
Yangon (n=250)	English Premier League (52.8%)	Games involving own country's national team (52.0%)	28th Southeast Asian Games (48.4%)	FIFA Club World Cup (football/soccer) (48.0%)	UEFA Champions League (45.2%)	Own country's football league (39.6%)	Spanish Football League (32.8%)	The FA Cup (football/soccer) (29.6%)	FIFA World Cup Russia (2018) (28.0%)	AFF Suzuki Cup (football/soccer) (18.8%)
Delhi (n=408)	Cricket world Cup (89.7%)	Cricket League T20 (76.2%)	Indian Premier League (cricket) (73.5%)	FIFA World Cup Russia (2018) (5.9%)	FIFA Club World Cup (football/soccer) (5.8%)	Field hockey (5.4%)	Spanish Football League (2.2%)	English Premier League (2.0%)	Rio de Janeiro Summer Olympics (2016) (1.7%)	Own country's football league (1.0%)
Mumbai (n=416)	Cricket world Cup (91.3%)	Cricket League T20 (81.7%)	Indian Premier League (cricket) (81.3%)	Field hockey (22.4%)	FIFA Club World Cup (football/soccer) (13.9%)	Own country's football league (12.0%)	FIFA World Cup Russia (2018) (11.8%)	Rio de Janeiro Summer Olympics (2016) (6.0%)	Games involving own country's national team (5.0%)	English Premier League (5.0%)
Reference										
Moscow (n=250)	FIFA World Cup Russia (2018) (66.4%)	Own country's football league (48.4%)	Rio de Janeiro Summer Olympics (2016) (46.0%)	Games involving own country's national team (41.2%)	UEFA Champions League (38.0%)	PyeongChang Winter Olympics (2018) (37.6%)	FIFA Club World Cup (football/soccer) (37.6%)	Tokyo Summer Olympics (2020) (36.0%)	English Premier League (19.2%)	F1 Grand Prix (19.2%)
New York (n=251) (2014 survey)	Football / Super Bowl (62.2%)	Major League Baseball (46.6%)	Stanley Cup (36.3%)	NBA (US National Basketball Association) (31.1%)	Rio de Janeiro Summer Olympics (2016) (30.3%)	NCAA basketball (25.1%)	FIFA Club World Cup (football/soccer) (24.7%)	FIFA World Cup Russia (2018) (23.9%)	Tokyo Summer Olympics (2020) (23.5%)	PyeongChang Winter Olympics (2018) / Masters Golf Tournament (18.7%)
Sao Paulo (n=250) (2014 survey)	Own country's football league (68.8%)	FIFA World Cup Russia (2018) (63.6%)	Rio de Janeiro Summer Olympics (2016) (55.2%)	Games involving own country's national team (43.6%)	FIFA Club World Cup (football/soccer) (40.0%)	UEFA Champions League (34.4%)	F1 Grand Prix (31.6%)	PyeongChang Winter Olympics (2018) (22.8%)	Tokyo Summer Olympics (2020) (12.4%)	Spanish Football League (10.8%)

Sporting events and leagues interested in (women)

Women

· In the 15-city average, FIFA Club World Cup (15.6%) is No. 1, Rio de Janeiro Summer Olympics (2016) (12.6%) No. 2, FIFA World Cup Russia (2018) (12.3%) No. 3, Own country's football league (12.0%) No. 4, Tokyo Sumer Olympics (2020) (11.9%) No. 5. Compared to men's scores, women's scores are lower overall, indicating a lower level of interest in sporting events and leagues.

· In city-by-city scores, interest in the Olympics is high in the three Chinese cities (Shanghai, Beijing, Guangzhou), with Rio de Janeiro Summer Olympics (2016), Tokyo Summer Olympics (2020) and PyeongChang Winter Olympics (2018) in the top 3 in Shanghai and Beijing. Interest in the Olympics is also high in Seoul and Sao Paulo, cities in countries where the Olympic Games will soon be held. Trends are similar to those of men in many cities, with No. 1 in Taipei and Metro Manila. In Taipei and Seoul, Major League Baseball is in the top 5, while Southeast Asian Games is in the top 5 in many Southeast Asian cities, and Cricket is far and away the No. 1 in the two Indian cities (Delhi, Mumbai).

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39 options in Sporting events and leagues interested in (24 in all cities, 15 in some cities)

Rio de Janeiro Summer Olympics (2016), PyeongChang Winter Olympics (2018), Tokyo Summer Olympics (2020), FIFA World Cup Russia (2018), FIFA Club World Cup, own country's football league, games involving own country's national team, English Premier League, Spanish Football League, UEFA Champions League, J-League, football leagues other than the above in other countries, Masters Golf Tournament, European PGA Tour, Major League Baseball, World Baseball Classic, Wimbledon Championships (tennis), WTA women's tennis tour, F1 Grand Prix, Tokyo Marathon, Asian Beach Games, BWF Super Series (badminton), NBA, FIG Artistic Gymnastics World Championships

· Hong Kong only: Hong Kong Cricket Sixes
· Singapore only: Marathon Singapore, ITU Triathlon
· Indonesia only: Djarum Sirkuit Nasional 2015 (badminton)
· India only: Cricket World Cup, Indian Premier League (cricket), Cricket League T20
· China only: Chinese Basketball Association
· Myanmar only: The FA Cup, AFF Suzuki Cup (football/soccer)
· Russia only: European Basketball League
· All cities except those in India, China, Europe and the Americas: 28th Southeast Asian Games, ISTAF Sepak takraw

Note: Southeast Asian Games (also known as SEA Games)

Known as the Southeast Asian Olympics. Inaugurated in 1959, the SEA Games have a long history. Teams from all 10 current ASEAN countries and East Timor take part in the Games, which are held every 2 years. Sports include sepak takraw, muay Thai, pencak silat, track and field, swimming, tae kwon do, wrestling and football/soccer. (Source: ASEAN-JAPAN CENTRE website)

Q: Which sporting events and leagues are you interested in? (Multiple response, 24–39 options) (Some options only offered in certain cities. (See page 6)

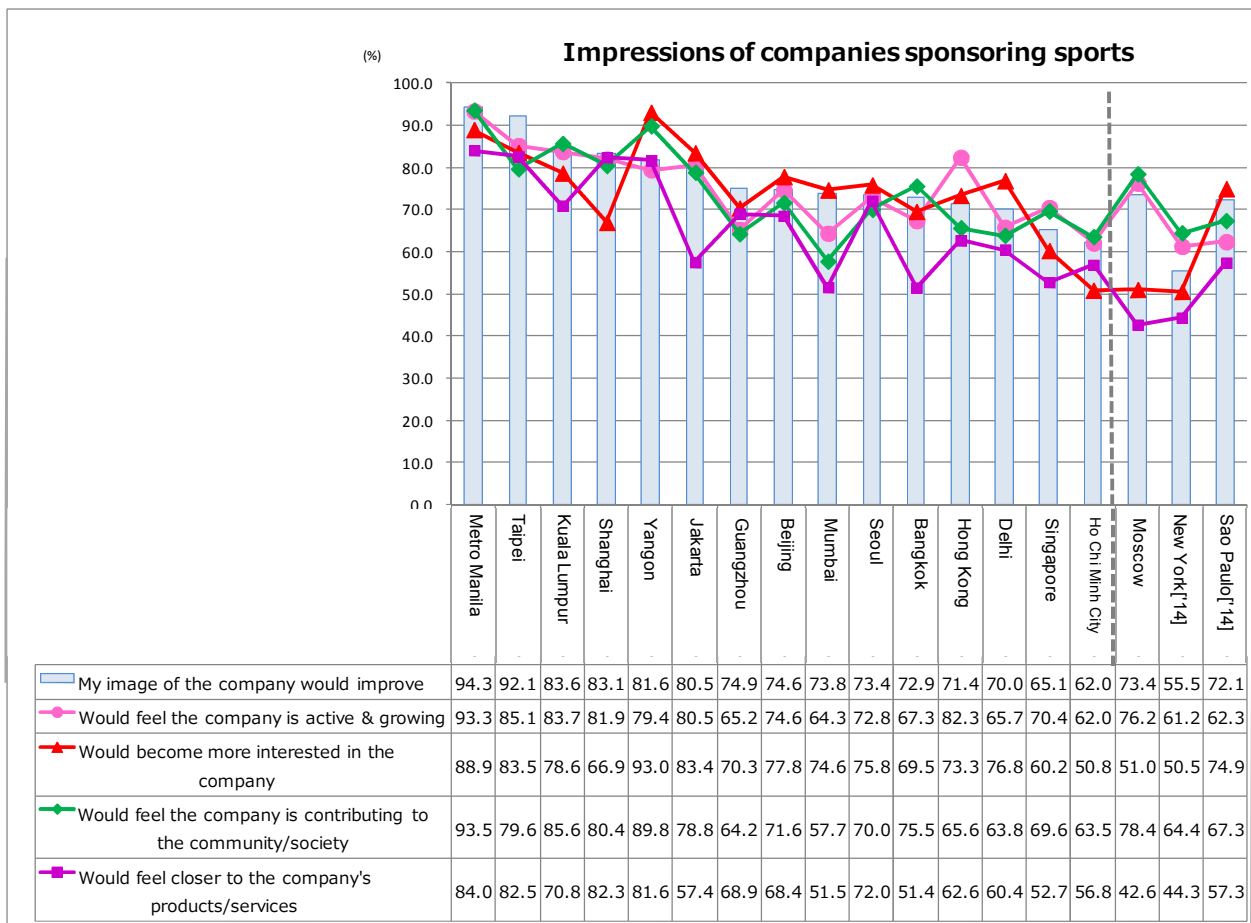|	Females									
	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
15-city average (n=5,614)	FIFA Club World Cup (football/soccer) (15.6%)	Rio de Janeiro Summer Olympics (2016) (12.6%)	FIFA World Cup Russia (2018) (12.3%)	Own country's football league (12.0%)	Tokyo Summer Olympics (2020) (11.9%)	PyeongChang Winter Olympics (2018) (11.2%)	Games involving own country's national team (11.1%)	NBA (US National Basketball Association) (10.1%)	28th Southeast Asian Games (9.0%)	English Premier League (8.0%)
Hong Kong (n=400)	FIFA Club World Cup (football/soccer) (36.3%)	Tokyo Summer Olympics (2020) (30.0%)	English Premier League (27.8%)	FIG Artistic Gymnastics World Championships (24.3%)	Rio de Janeiro Summer Olympics (2016) (23.8%)	FIFA World Cup Russia (2018) (21.8%)	Asian Beach Games (20.5%)	NBA (US National Basketball Association) (19.8%)	WTA women's tennis tour (18.0%)	BWF Super Series (badminton) (15.8%)
Taipei (n=400)	NBA (US National Basketball Association) (31.5%)	Tokyo Summer Olympics (2020) (27.0%)	FIFA Club World Cup (football/soccer) (24.5%)	Major League Baseball (18.8%)	Rio de Janeiro Summer Olympics (2016) (17.3%)	FIFA World Cup Russia (2018) (17.0%)	Games involving own country's national team (16.5%)	Wimbledon Championships (tennis) (15.3%)	PyeongChang Winter Olympics (2018) (14.3%)	World Baseball Classic (12.8%)
Seoul (n=250)	PyeongChang Winter Olympics (2018) (67.2%)	FIFA World Cup Russia (2018) (44.0%)	Major League Baseball (16.4%)	Own country's football league (14.0%)	FIFA Club World Cup (football/soccer) (13.2%)	English Premier League (12.0%)	Rio de Janeiro Summer Olympics (2016) (10.0%)	Tokyo Summer Olympics (2020) (9.2%)	World Baseball Classic (8.0%)	Spanish Football League (4.4%)
Shanghai (n=406)	Rio de Janeiro Summer Olympics (2016) (24.4%)	Tokyo Summer Olympics (2020) (24.4%)	PyeongChang Winter Olympics (2018) (20.7%)	FIFA Club World Cup (football/soccer) (17.0%)	FIFA World Cup Russia (2018) (16.7%)	FIG Artistic Gymnastics World Championships (15.3%)	Own country's football league (12.6%)	NBA (US National Basketball Association) (11.6%)	Asian Beach Games (11.3%)	English Premier League (10.1%)
Beijing (n=406)	Rio de Janeiro Summer Olympics (2016) (21.7%)	FIFA World Cup Russia (2018) (17.5%)	Tokyo Summer Olympics (2020) (14.0%)	Own country's football league (14.0%)	FIFA Club World Cup (football/soccer) (13.1%)	FIG Artistic Gymnastics World Championships (12.8%)	Games involving own country's national team (12.6%)	PyeongChang Winter Olympics (2018) (10.3%)	NBA (US National Basketball Association) (10.3%)	English Premier League (8.9%)
Guangzhou (n=403)	Rio de Janeiro Summer Olympics (2016) (33.3%)	Tokyo Summer Olympics (2020) (30.5%)	PyeongChang Winter Olympics (2018) (29.0%)	FIFA Club World Cup (football/soccer) (14.9%)	Games involving own country's national team (13.6%)	FIFA World Cup Russia (2018) (11.9%)	Own country's football league (11.2%)	BWF Super Series (badminton) (11.2%)	FIG Artistic Gymnastics World Championships (10.7%)	Football leagues other than the above in other countries / Masters Golf Tournament (9.9%)
Singapore (n=258)	FIFA Club World Cup (football/soccer) (20.9%)	28th Southeast Asian Games (20.9%)	F1 Grand Prix (19.8%)	FIFA World Cup Russia (2018) (11.2%)	English Premier League (10.1%)	Singapore Marathon (10.1%)	Rio de Janeiro Summer Olympics (2016) (7.8%)	Tokyo Summer Olympics (2020) (4.7%)	Asian Beach Games (4.3%)	NBA (US National Basketball Association) (4.3%)
Kuala Lumpur (n=411)	FIFA Club World Cup (football/soccer) (32.8%)	Own country's football league (24.8%)	Games involving own country's national team (20.9%)	Rio de Janeiro Summer Olympics (2016) (18.5%)	FIFA World Cup Russia (2018) (16.3%)	BWF Super Series (badminton) (15.6%)	Tokyo Summer Olympics (2020) (12.9%)	F1 Grand Prix (12.4%)	English Premier League (10.7%)	FIG Artistic Gymnastics World Championships (10.5%)
Bangkok (n=400)	28th Southeast Asian Games (36.5%)	Own country's football league (33.0%)	Games involving own country's national team (27.3%)	WTA women's tennis tour (14.3%)	Rio de Janeiro Summer Olympics (2016) (14.0%)	FIFA World Cup Russia (2018) (12.5%)	Wimbledon Championships (tennis) (12.0%)	English Premier League (11.8%)	Tokyo Summer Olympics (2020) (10.3%)	PyeongChang Winter Olympics (2018) (9.8%)
Metro Manila (n=400)	NBA (US National Basketball Association) (46.8%)	28th Southeast Asian Games (9.8%)	FIFA Club World Cup (football/soccer) (9.3%)	FIFA World Cup Russia (2018) (5.3%)	Rio de Janeiro Summer Olympics (2016) (5.0%)	WTA women's tennis tour (5.0%)	Tokyo Summer Olympics (2020) (4.3%)	Football leagues other than the above in other countries (3.8%)	Asian Beach Games (3.8%)	Games involving own country's national team (3.0%)
Jakarta (n=401)	FIFA Club World Cup (football/soccer) (19.0%)	Own country's football league (14.2%)	BWF Super Series (badminton) (5.2%)	Games involving own country's national team (4.7%)	English Premier League (4.7%)	Djarum Sirkuit Nasional 2015 (badminton) (4.7%)	UEFA Champions League (4.5%)	28th Southeast Asian Games (3.7%)	FIFA World Cup Russia (2018) (3.2%)	Asian Beach Games (2.0%)
Ho Chi Minh City (n=400)	28th Southeast Asian Games (9.0%)	Own country's football league (5.0%)	Games involving own country's national team (3.3%)	English Premier League (2.5%)	WTA women's tennis tour (1.8%)	FIFA World Cup Russia (2018) (1.5%)	FIFA Club World Cup (football/soccer) (1.0%)	BWF Super Series (badminton) (1.0%)	NBA (US National Basketball Association) (1.0%)	Rio de Janeiro Summer Olympics (2016) / UEFA / Football leagues other than the above in other countries (0.8%)
Yangon (n=250)	28th Southeast Asian Games (59.6%)	Games involving own country's national team (43.2%)	Own country's football league (33.2%)	FIFA Club World Cup (football/soccer) (16.4%)	BWF Super Series (badminton) (11.2%)	FIFA World Cup Russia (2018) (10.8%)	English Premier League (8.4%)	UEFA Champions League (6.0%)	AFF Suzuki Cup (football/soccer) (5.6%)	The FA Cup (football/soccer) (4.8%)
Delhi (n=408)	Cricket world Cup (46.8%)	Indian Premier League (cricket) (34.8%)	Cricket League T20 (30.4%)	Field hockey (4.4%)	BWF Super Series (badminton) (3.9%)	Wimbledon Championships (tennis) (2.0%)	FIFA Club World Cup (football/soccer) (1.2%)	FIFA World Cup Russia (2018) (0.7%)	Own country's football league (0.5%)	Rio de Janeiro Summer Olympics (2016) / Tokyo Marathon (0.2%)
Mumbai (n=421)	Cricket world Cup (71.5%)	Indian Premier League (cricket) (62.7%)	Cricket League T20 (61.8%)	Field hockey (17.1%)	FIFA Club World Cup (football/soccer) (7.6%)	Own country's football league (7.4%)	FIFA World Cup Russia (2018) (5.5%)	BWF Super Series (badminton) (2.9%)	Tokyo Summer Olympics (2020) (2.4%)	Games involving own country's national team (2.4%)
Reference										
Moscow (n=250)	Rio de Janeiro Summer Olympics (2016) (39.6%)	PyeongChang Winter Olympics (2018) (34.4%)	Tokyo Summer Olympics (2020) (32.4%)	FIFA World Cup Russia (2018) (22.0%)	FIG Artistic Gymnastics World Championships (16.8%)	Own country's football league (7.2%)	Wimbledon Championships (tennis) (7.2%)	F1 Grand Prix (6.8%)	FIFA Club World Cup (football/soccer) (4.8%)	Games involving own country's national team (4.0%)
New York (n=252) (2014 survey)	Football / Super Bowl (46.0%)	Major League Baseball (31.7%)	Rio de Janeiro Summer Olympics (2016) (28.6%)	Stanley Cup (27.0%)	New York Marathon (17.5%)	Tokyo Summer Olympics (2020) (16.3%)	FIFA Club World Cup (football/soccer) (15.9%)	US Open (tennis) (15.5%)	PyeongChang Winter Olympics (2018) (15.1%)	FIFA World Cup (2018) / NBA (12.3%)
Sao Paulo (n=251) (2014 survey)	Rio de Janeiro Summer Olympics (2016) (47.8%)	FIFA World Cup Russia (2018) (36.7%)	Own country's football league (33.5%)	PyeongChang Winter Olympics (2018) (18.3%)	Games involving own country's national team (17.1%)	FIFA Club World Cup (football/soccer) (16.7%)	F1 Grand Prix (13.5%)	Tokyo Summer Olympics (2020) (13.1%)	UEFA Champions League (6.4%)	Spanish Football League (2.0%)

3. Impressions of companies sponsoring sports

Next, let's have a look at the degree to which sponsorship of sports improves the image of a sponsoring company. The graph below shows the percentage of "yes" responses to five items related to the question: "If a company sponsored or supported a sporting event or tournament you like, how would you feel about that company?" The ordering of results is by city from highest to lowest percentage of positive "[My] image of the company would improve" responses. Note: Figures are not divided by sex, but overall values for each city.

The order in the 15-city average is My image of the company would improve (77.2%), Would feel the company is active and growing (75.3%), Would become more interested in the company (74.8%), Would feel the company is contributing to the community and society (73.7%), Would feel closer to the company's products or services (66.7%). City by city, scores for all five items in all 15 Asian cities are above 50%, indicating that sports sponsorship has a positive influence and is an effective means of raising the image of a company.

My image of the company would improve is 60% or higher in all 15 cities, and over 80% in Metro Manila, Taipei, Kuala Lumpur, Shanghai, Yangon and Jakarta. In other items, the highest scorers were Would feel the company is active and growing in Hong Kong and Singapore; Would become more interested in the company in Seoul, Beijing, Jakarta, Yangon, Delhi, Mumbai; Would feel the company is contributing to the community and society in Kuala Lumpur, Bangkok and Ho Chi Minh City. Conversely, scores for Would feel closer to the company's products or services are relatively lower than for the other indicators.

Q. If a company sponsored or supported a sporting event or tournament you like, how would you feel about that company? (Single response)

Impressions of companies sponsoring sports

	Metro Manila	Taipei	Kuala Lumpur	Shanghai	Yangon	Jakarta	Guangzhou	Beijing	Mumbai	Seoul	Bangkok	Hong Kong	Delhi	Singapore	Ho Chi Minh City	Moscow	New York['14]	Sao Paulo['14]
My image of the company would improve	94.3	92.1	83.6	83.1	81.6	80.5	74.9	74.6	73.8	73.4	72.9	71.4	70.0	65.1	62.0	73.4	55.5	72.1
Would feel the company is active & growing	93.3	85.1	83.7	81.9	79.4	80.5	65.2	74.6	64.3	72.8	67.3	82.3	65.7	70.4	62.0	76.2	61.2	62.3
Would become more interested in the company	88.9	83.5	78.6	66.9	93.0	83.4	70.3	77.8	74.6	75.8	69.5	73.3	76.8	60.2	50.8	51.0	50.5	74.9
Would feel the company is contributing to the community/society	93.5	79.6	85.6	80.4	89.8	78.8	64.2	71.6	57.7	70.0	75.5	65.6	63.8	69.6	63.5	78.4	64.4	67.3
Would feel closer to the company's products/services	84.0	82.5	70.8	82.3	81.6	57.4	68.9	68.4	51.5	72.0	51.4	62.6	60.4	52.7	56.8	42.6	44.3	57.3

4. Kind of programs like to watch

The tables below show the kinds of programs men and women like.

For men, No. 1 in the 15-city average is Movies (79.3%), followed by Sports (64.6%) at No. 2. In city-by-city results, Sports programming is popular, appearing in the top 5 in all cities.

For women, Drama series and Movies are extremely popular, but Sports is not among the top scorers in either the 15-city average or the city-by-city results.

Q: What kinds of programs do you like to watch on TV/the Internet/video/DVD? (Multiple response; 10 options)

Males	Movies	Sports	Drama series	Domestic news	Music programs	Variety shows	International news	Document-aries	Trend information	Cartoons/animated programs
15-city average	① 79.3	② 64.6	③ 64.5	④ 61.7	⑤ 44.3	39.8	36.9	35.4	26.0	19.6
Hong Kong	① 89.0	③ 61.5	④ 59.3	② 71.5	41.8	50.0	35.5	⑤ 51.5	30.0	40.0
Taipei	① 91.5	⑤ 53.5	④ 54.3	② 58.5	39.3	③ 57.8	33.5	31.5	39.5	39.5
Seoul	① 76.4	② 71.6	④ 51.2	③ 55.6	29.2	⑤ 50.4	13.2	45.2	34.0	15.6
Shanghai	65.3	③ 75.2	① 79.2	② 76.0	49.3	④ 74.5	⑤ 70.5	66.6	50.2	14.6
Beijing	① 72.6	④ 57.9	③ 69.3	② 71.6	28.9	⑤ 43.4	42.4	28.4	21.9	7.2
Guangzhou	⑤ 52.2	② 67.4	④ 57.7	① 75.6	8.7	30.3	③ 58.2	27.4	22.4	2.5
Singapore	① 85.3	③ 46.0	② 59.5	30.6	19.0	22.2	⑤ 37.7	④ 43.3	11.1	18.7
Kuala Lumpur	① 89.2	③ 63.9	② 69.0	37.3	④ 51.1	22.4	31.4	⑤ 42.3	29.0	35.6
Bangkok	③ 61.3	② 63.3	① 75.8	④ 50.5	38.8	43.8	20.0	40.5	⑤ 49.8	15.8
Metro Manila	① 85.5	② 67.0	③ 41.5	⑤ 39.3	30.3	31.0	28.0	④ 40.0	11.8	27.3
Jakarta	① 69.3	③ 54.0	⑤ 39.0	② 68.3	④ 50.3	19.3	9.8	9.0	11.0	21.3
Ho Chi Minh City	② 80.8	④ 59.5	③ 75.3	① 82.3	⑤ 55.5	30.3	32.0	28.3	16.5	10.5
Yangon	① 83.6	② 61.6	③ 61.2	⑤ 51.2	④ 60.4	3.2	43.6	22.0	5.2	17.2
Delhi	① 95.8	③ 83.8	② 86.0	④ 76.5	⑤ 73.3	44.4	40.7	27.7	19.6	10.5
Mumbai	① 94.2	④ 76.0	② 80.3	⑤ 63.2	③ 78.6	57.0	49.3	29.3	26.9	14.9
Reference										
Moscow	① 70.0	② 68.0	28.0	③ 45.6	31.2	④ 42.4	30.4	⑤ 37.6	12.8	18.0
New York (2014 survey)	① 78.9	② 59.8	③ 48.2	28.3	⑤ 35.1	20.3	22.7	33.9	12.0	④ 36.7
Sao Paulo (2014 survey)	① 94.4	③ 80.0	④ 71.6	② 82.4	39.2	39.6	28.4	⑤ 57.2	21.6	39.6

Females	Drama series	Movies	Domestic news	Music programs	Variety shows	Trend information	International news	Document-aries	Sports	Cartoons/animated programs
15-city average	① 85.2	② 77.5	③ 57.9	④ 52.7	⑤ 49.3	35.1	28.5	26.7	22.2	21.9
Hong Kong	② 79.3	① 83.0	③ 68.0	⑤ 53.8	④ 65.8	42.8	25.5	37.0	12.0	39.8
Taipei	② 78.0	① 85.3	⑤ 54.3	47.3	③ 65.8	④ 58.5	28.5	22.3	10.8	38.0
Seoul	① 74.4	② 69.2	④ 49.2	37.2	③ 60.0	36.8	6.0	⑤ 42.0	21.2	13.6
Shanghai	① 93.3	④ 65.3	③ 70.4	55.9	② 83.0	④ 65.3	54.4	47.3	21.7	16.0
Beijing	① 90.1	② 68.0	③ 66.0	38.2	④ 62.8	⑤ 38.9	34.2	19.0	13.3	9.6
Guangzhou	① 85.6	③ 61.5	② 75.4	20.8	④ 56.3	33.0	⑤ 53.1	15.4	14.9	1.7
Singapore	② 79.8	① 82.6	24.4	⑤ 28.3	③ 32.6	12.0	22.5	④ 31.4	12.0	19.8
Kuala Lumpur	② 81.3	① 82.0	④ 41.4	③ 51.6	20.2	⑤ 35.5	26.8	31.9	26.3	32.4
Bangkok	① 92.3	② 62.8	③ 62.5	52.0	⑤ 57.3	④ 58.5	18.8	36.8	34.8	19.3
Metro Manila	② 74.8	① 82.5	⑤ 37.0	32.8	③ 40.3	10.3	23.3	④ 38.5	29.3	31.0
Jakarta	① 81.0	② 66.8	④ 49.6	③ 63.6	20.7	13.5	8.0	2.2	9.0	⑤ 25.9
Ho Chi Minh City	① 90.5	② 79.5	③ 74.8	④ 71.5	35.8	⑤ 37.0	13.8	16.5	7.8	18.0
Yangon	② 72.4	① 80.4	④ 40.0	③ 70.8	2.0	23.6	⑤ 30.8	17.6	27.6	19.6
Delhi	① 99.0	② 96.3	④ 69.1	③ 75.0	⑤ 53.7	23.8	36.3	20.1	38.7	17.4
Mumbai	② 94.3	① 95.7	④ 63.9	③ 81.9	⑤ 63.2	24.9	34.4	26.1	50.1	21.6
Reference										
Moscow	③ 64.0	① 78.4	⑤ 38.8	④ 49.6	② 67.2	14.0	18.0	29.2	11.2	27.6
New York (2014 survey)	② 71.0	① 78.6	⑤ 30.2	③ 31.7	④ 31.0	14.3	20.2	28.6	25.8	24.6
Sao Paulo (2014 survey)	① 96.0	② 89.6	③ 82.5	43.4	④ 56.6	26.3	21.9	45.8	45.8	⑤ 47.4

Shading indicates item ranks in the top 5. Circled numerals indicate rank (1st to 5th).

Overview of survey data used in this report
Cities surveyed: 15 Asian cities
Hong Kong, Taipei, Seoul, Shanghai, Beijing, Guangzhou, Singapore, Kuala Lumpur, Bangkok, Metro Manila, Jakarta, Ho Chi Minh City, Yangon, Delhi, Mumbai
Reference: Moscow, New York, Sao Paulo (2014 survey)
Respondents: Males and females aged 15–54
Sample size: 11,204
Survey period: Early May–mid-August 2015

Global HABIT®
Hakuhodo Audience and Brand-User's index for Targeting

Global HABIT is a comprehensive Hakuhodo survey conducted in major cities in Asia and around the world since 2000. Survey data is collected every year, enabling not only comparisons between cities, but also time-series comparison of single cities. Single-source Global HABIT surveys probe individual *sei-katsu-sha*'s lifestyles, values, media contact, purchase attitudes, and use and perceptions of brands in many categories. This enables analysis not only of brand users, but of brand supporters at differing levels of perception (would consider purchasing, favor brand, brand fans, etc.).

Overview of the most recent Global HABIT 2015 survey

Cities surveyed: Hong Kong; Taipei (Taiwan); Seoul (Korea); Shanghai, Beijing, Guangzhou (China); Singapore; Kuala Lumpur (Malaysia); Bangkok (Thailand); Metro Manila (Philippines); Jakarta (Indonesia); Ho Chi Minh City (Vietam); Yangon (Myanmar); Delhi, Mumbai (India); Moscow (Russia)

* Dalian, Shenyang, Wuhan, Chengdu, Hangzhou, Ningbo, Xian, Fuzhou (China); Sydney (Australia); Frankfurt, Berlin, Frankfurt (Germany); Paris (France); Milan (Italy); Madrid (Spain); London (UK); Los Angeles, Chicago, New York (USA) and Sao Paulo (Brazil) surveyed in 2014 or earlier.

Respondents: Either 500 or 800 males and females aged 15–54 per city

Note: In Shanghai, Beijing and Guangzhou, an additional 1,500 male and female Chinese power *sei-katsu-sha* aged 25–54 with monthly household incomes of at least 20,000 RMB were also surveyed.
In Delhi and Mumbai, an additional 1,000 male and female Indian power *sei-katsu-sha* aged 25–54 from SEC A2 or higher with monthly household incomes of at least 40,000 INR were also surveyed.

Responses were obtained from persons in the middle/high income bracket of each city (50-95% of the urban population) based on screening by household income.

Survey period: Early May–mid-August 2015

Survey method: In-home interviews (except Hong Kong, Taipei, Seoul, Singapore, Kuala Lumpur)
　　　　　Individual interviews at a central location (Hong Kong, Taipei, Seoul, Singapore, Kuala Lumpur)

Main items surveyed (some apply only to China and other Asian countries):
Demographics and lifestyle
Demographics, lifestyles, environmental awareness, country-of-origin image, media/information contact, shopping, hobbies, sports, durable consumer goods ownership, travel, housing
Product & service usage
Insurance, credit cards, convenience stores, passenger cars, motorcycles, AV products, home appliances, mobile phones & smartphones, computers & printers, digital cameras, copiers, game consoles, alcoholic & non-alcoholic beverages, foodstuffs (instant foods, snack foods), cosmetics, personal care products, toiletries,sanitary products & disposable diapers