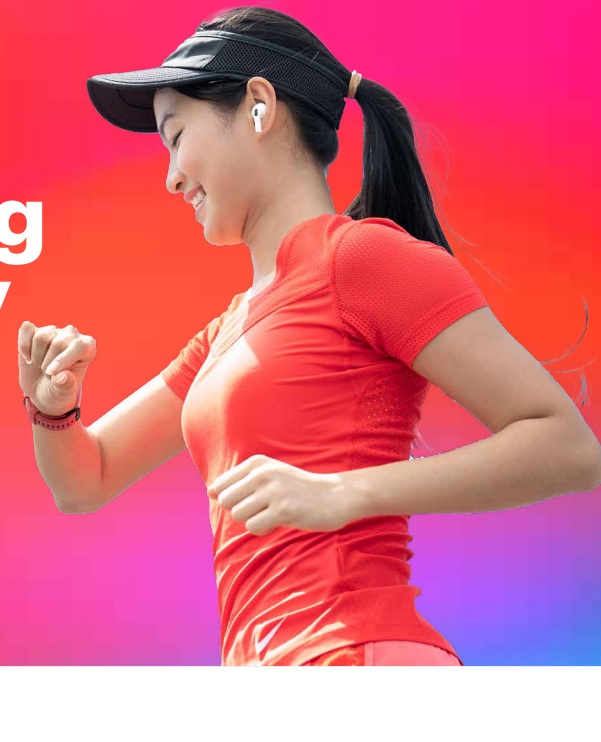


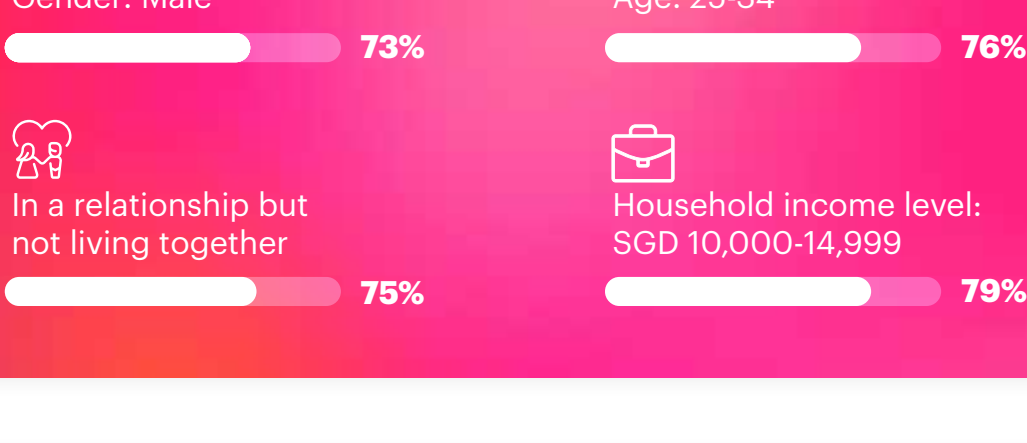
A look at Singapore's growing running community



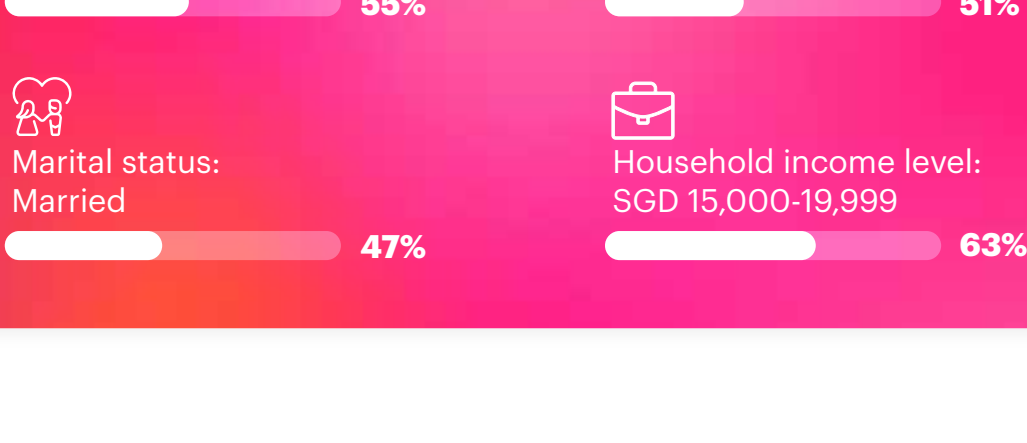
Over **4 in 10** Singaporeans run at least once a week (**45%**).



Who are runners in Singapore?



Who are the frequent runners in Singapore (at least once a week)?

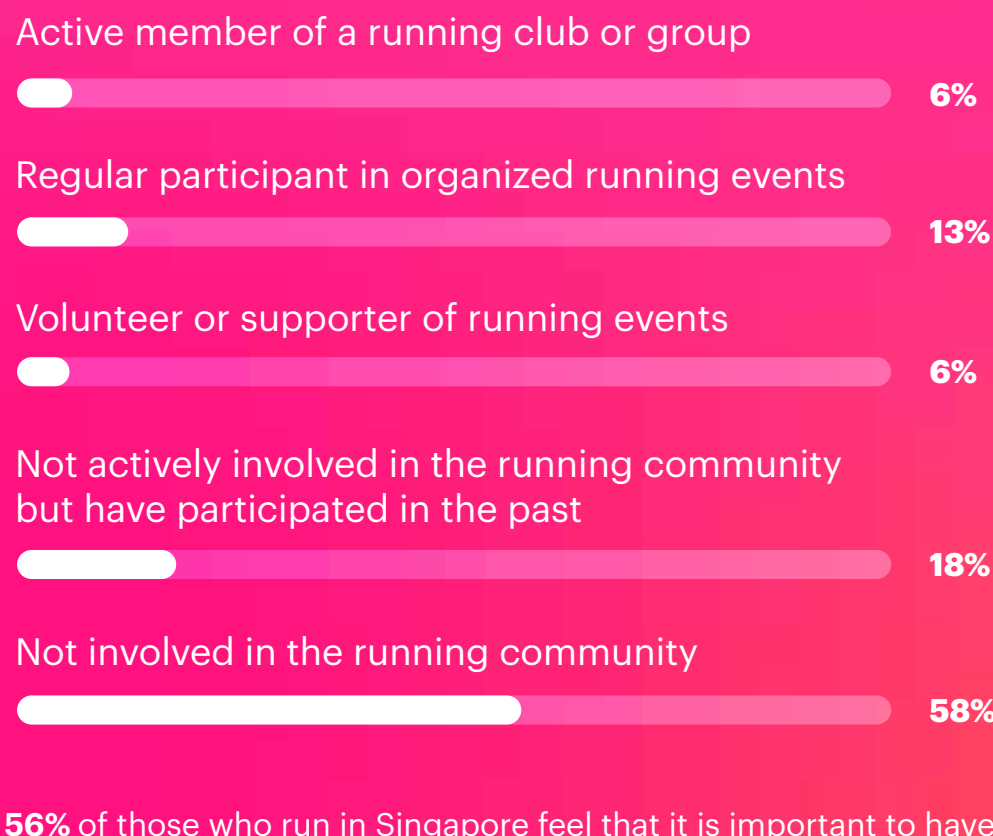


Top 5 motivators for running



25% of those who run are currently active in the running community. Millennials are more likely to be currently active in the running community (**32%**).

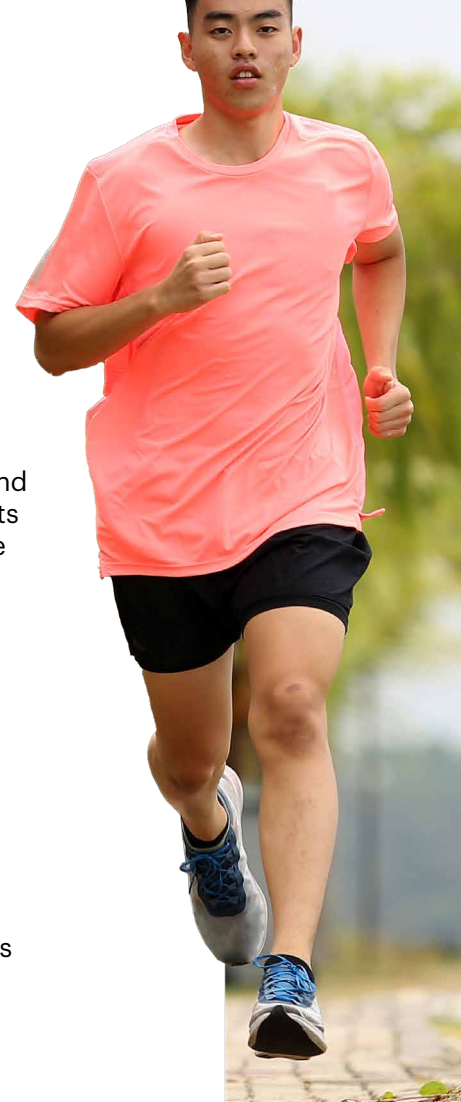
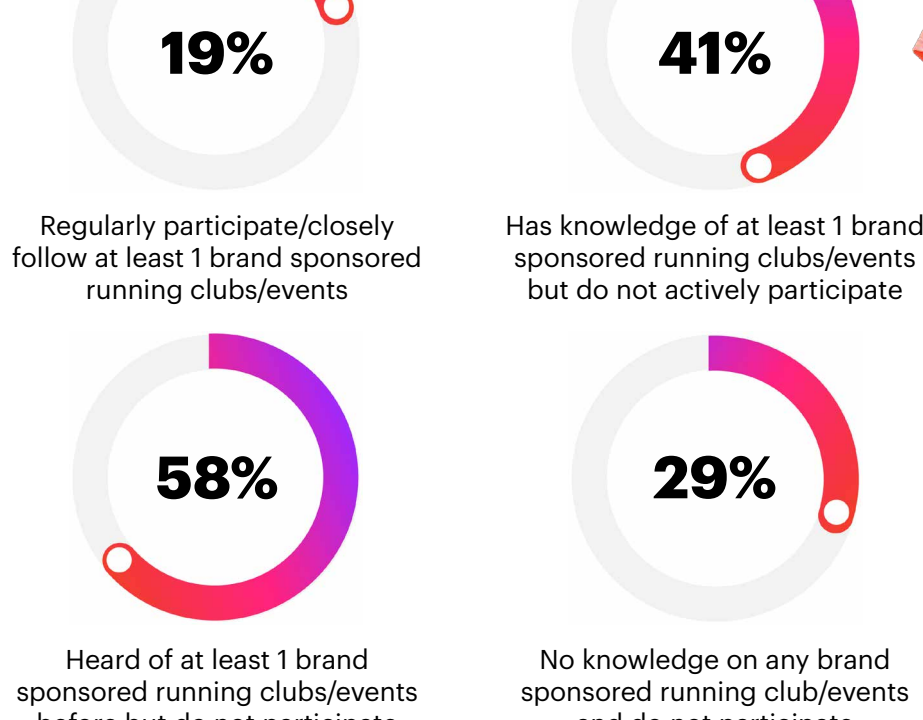
How are they involved in the running community?



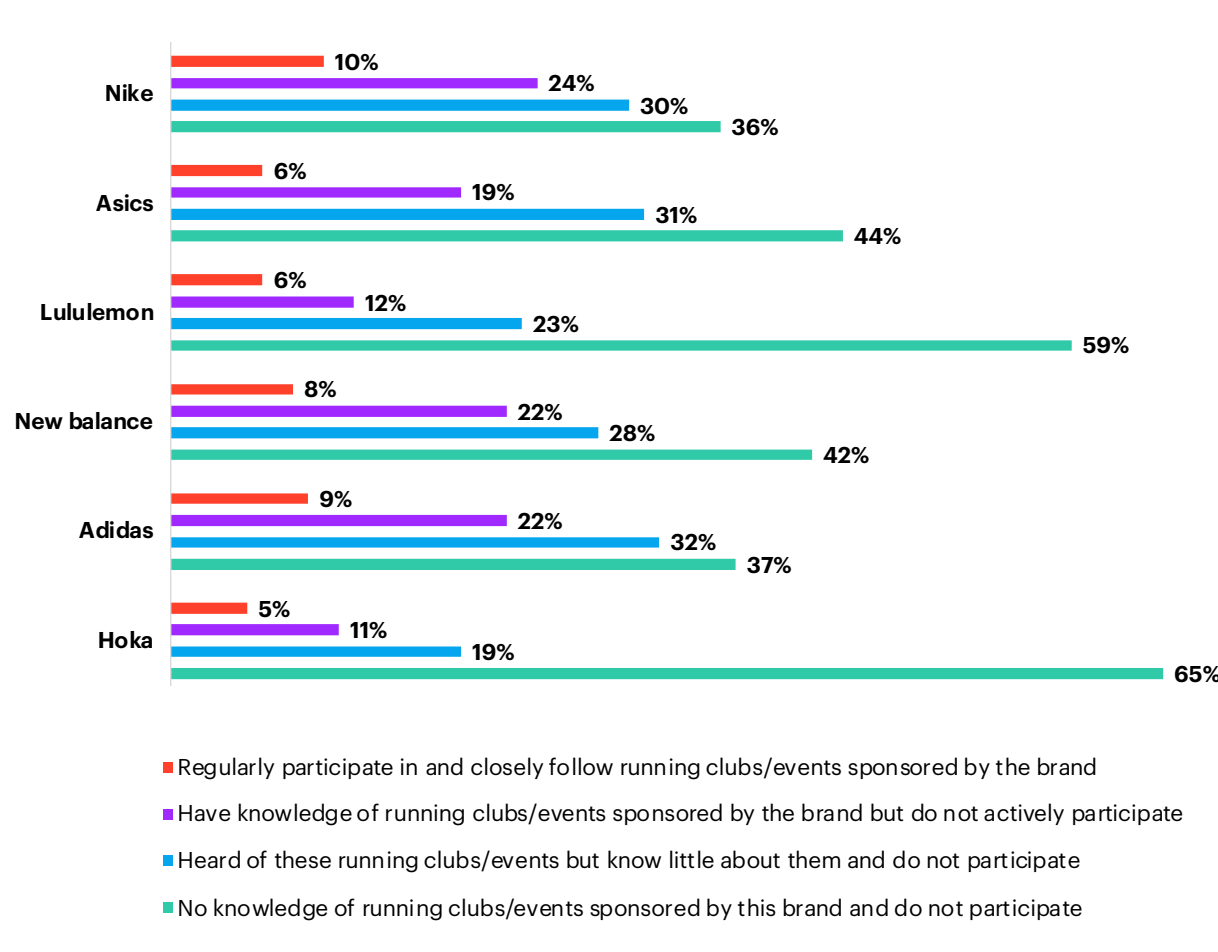
56% of those who run in Singapore feel that it is important to have running events (marathons, 5Ks, etc.) to their running routine.

Brand sponsorships

How familiar are runners with athletic brand sponsorships?



Nike and Adidas enjoy the highest awareness scores where at least 60% of runners are aware of their running events/clubs.

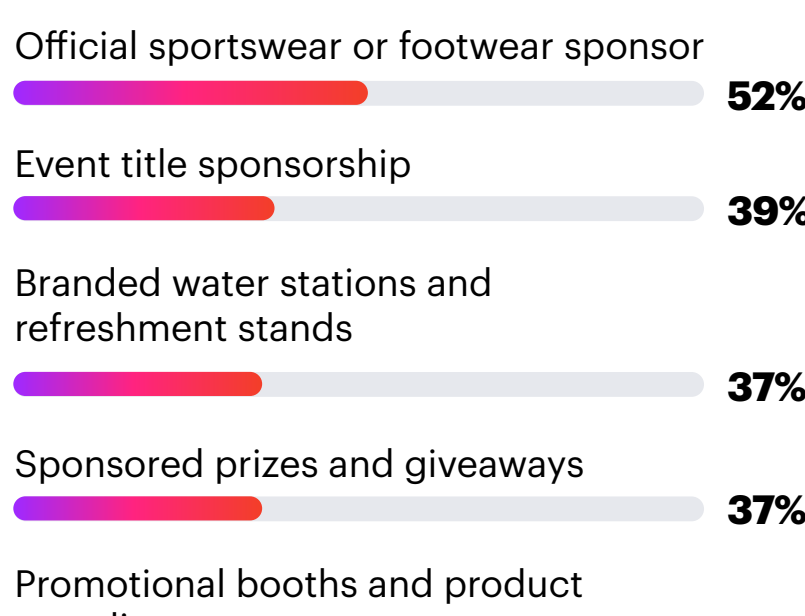


Legend: ■ Regularly participate in and closely follow running clubs/events sponsored by the brand ■ Have knowledge of running clubs/events sponsored by the brand but do not actively participate ■ Heard of these running clubs/events but know little about them and do not participate ■ No knowledge of running clubs/events sponsored by this brand and do not participate

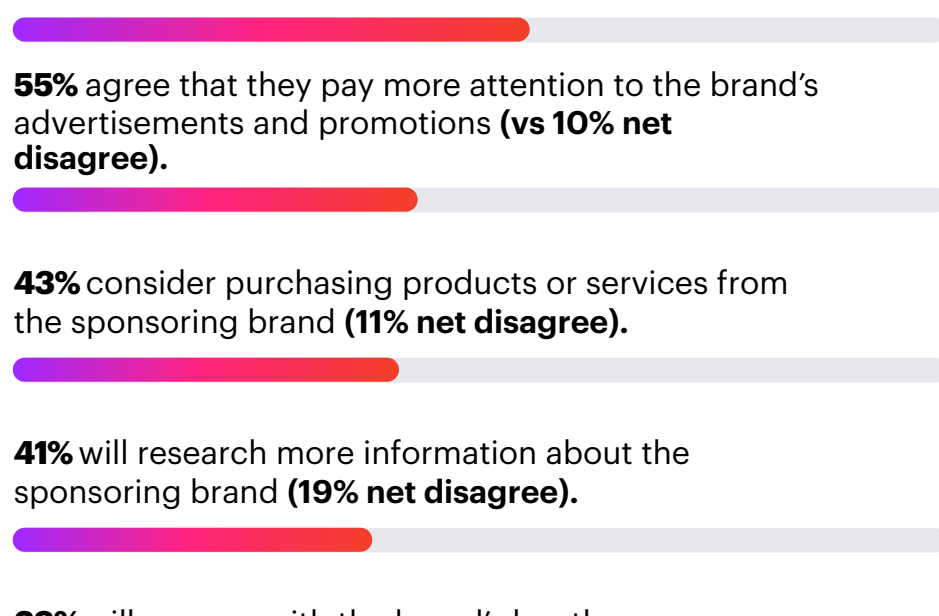
Type of brands typically noticed sponsoring running events



Top 5 types of brand sponsorships noticed by runners



How do brand sponsorships influence different stages in the purchase funnel?



For more information, visit business.yougov.com

The total sample size is 1,023 adults. Online fieldwork was undertaken between 20 June 2024 - 21 June 2024. The figures have been weighted and are representative of all Singaporean adults (aged 18+).