

Resultaten
Sport & Werkonderzoek Monsterboard.nl
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Methodology

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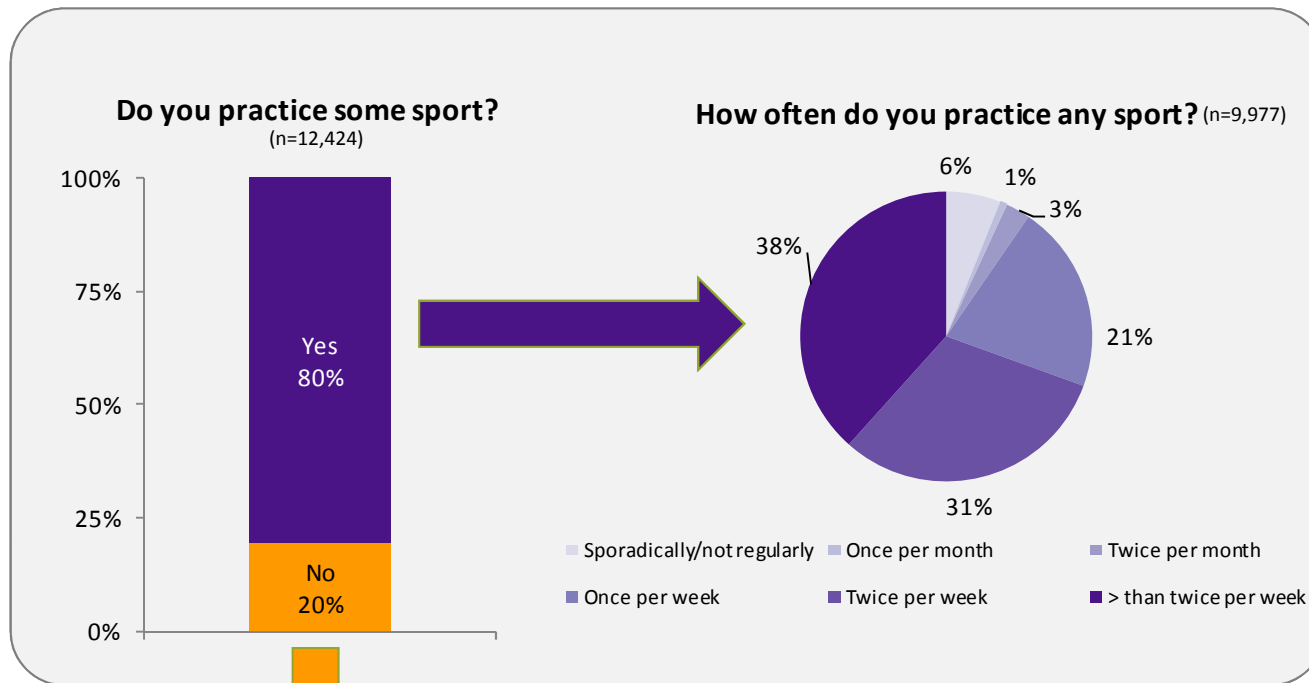
- The *Sport and Work – Netherlands* survey was fielded from 13.01.2010 through 20.01.2010 and yielded a total of 12,424 completed surveys sourced from Monster sample – all database.
- Online surveys were used to obtain all survey data.

Questionnaire design

- The survey has 25 questions and was designed to be approximately 4 to 5 minutes long.

Sport Attitude

Practice of Sport



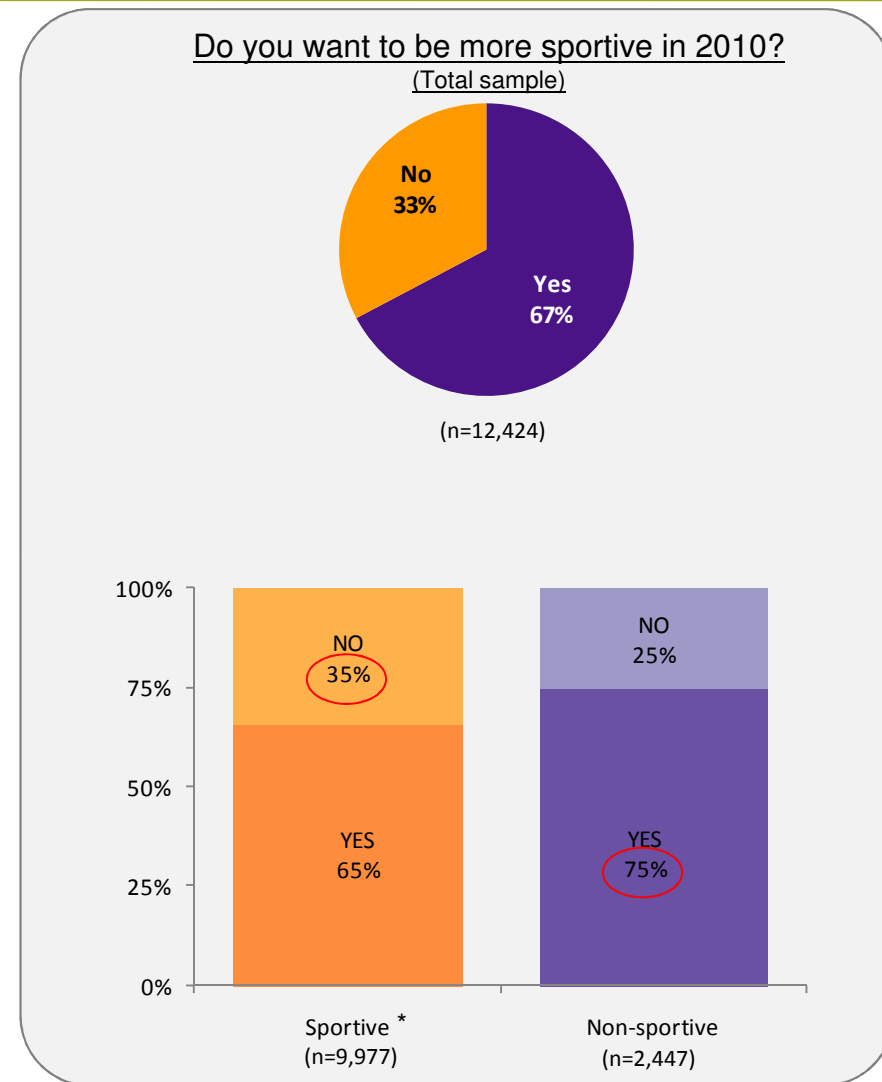
- A large majority of the respondents (80%) declared to practice sports.
 - > From those practicing sports, more than two thirds (69%) claimed to practice sports at least twice per week. Only 4% practice sports once per month or less.

	Why not practice some sport?	
	Everybody	Exec. and Senior Exec.
I cannot afford it/too expensive	19%	9%
I have no time for sport	29%	34%
I don't like sport	27%	23%
Other	25%	34%
	(n=2,447)	(n=56)

- There is not a prevalent reason for not practicing sport: respondents that declared not to practice some sport pointed out to all reasons available with no significant difference.
 - > Affordability seemed to be the reason that was least chosen by respondents, but the difference with other reasons is only directional
 - > The affordability difference between everybody and executive level respondents is statistically significant indicating this reason as by far the least common one not to practice sports among executives.

Sports practicing-future intention

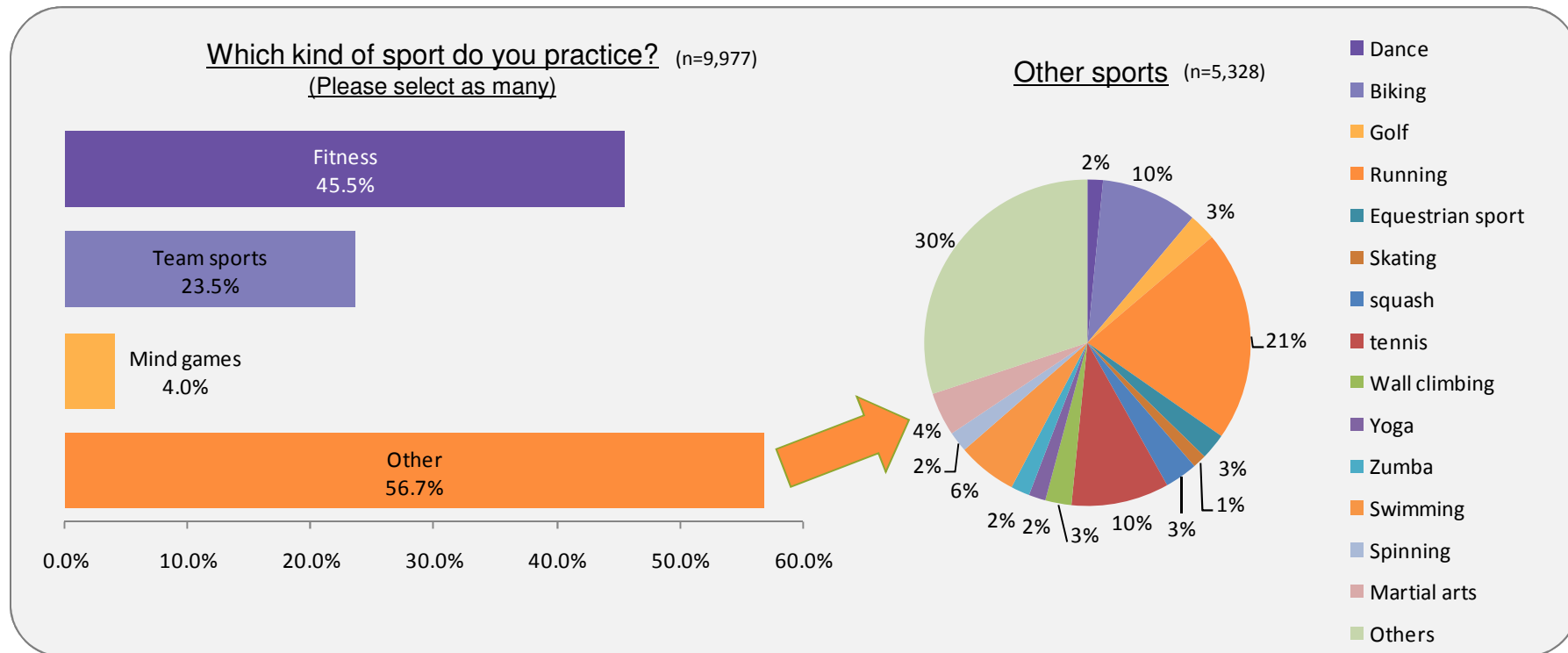
- Over two thirds of the sample (67%) declared their intention to be more sportive in 2010.
 - This is shared by both groups of respondents (Sportive and non-sportive) although a significant higher % of the non-sportive one is clearly looking to start practicing some sport in the new year



Sports choices

Kinds of sports

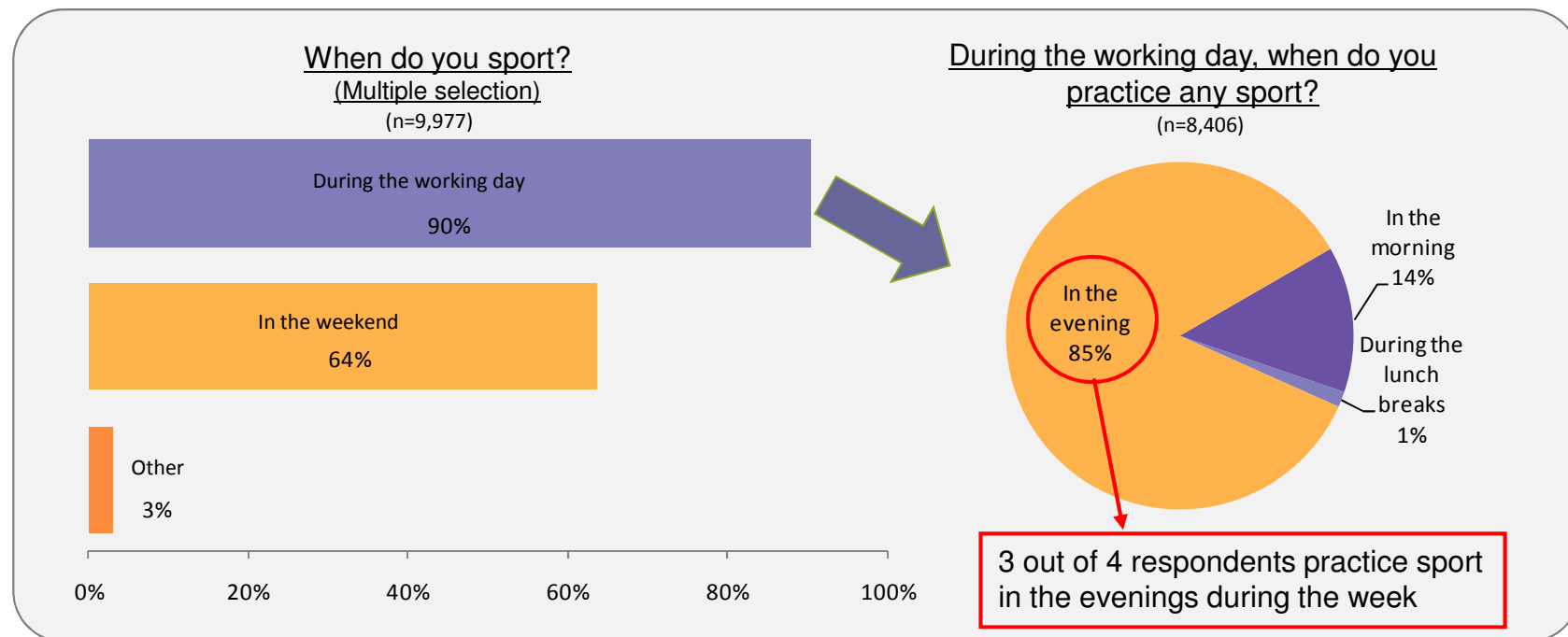
- Roughly half of the respondents (46%) that reported being sportive are practicing Fitness with Team sport being the second most practiced speciality.
 - > Only a small percentage (4%) declared practicing Mind games
 - > More than half of the respondents chose the option 'other' when questioned about the kind of sport practiced. Among other sports Running, biking, tennis and Swimming seem to be the most popular ones.



Sports choices

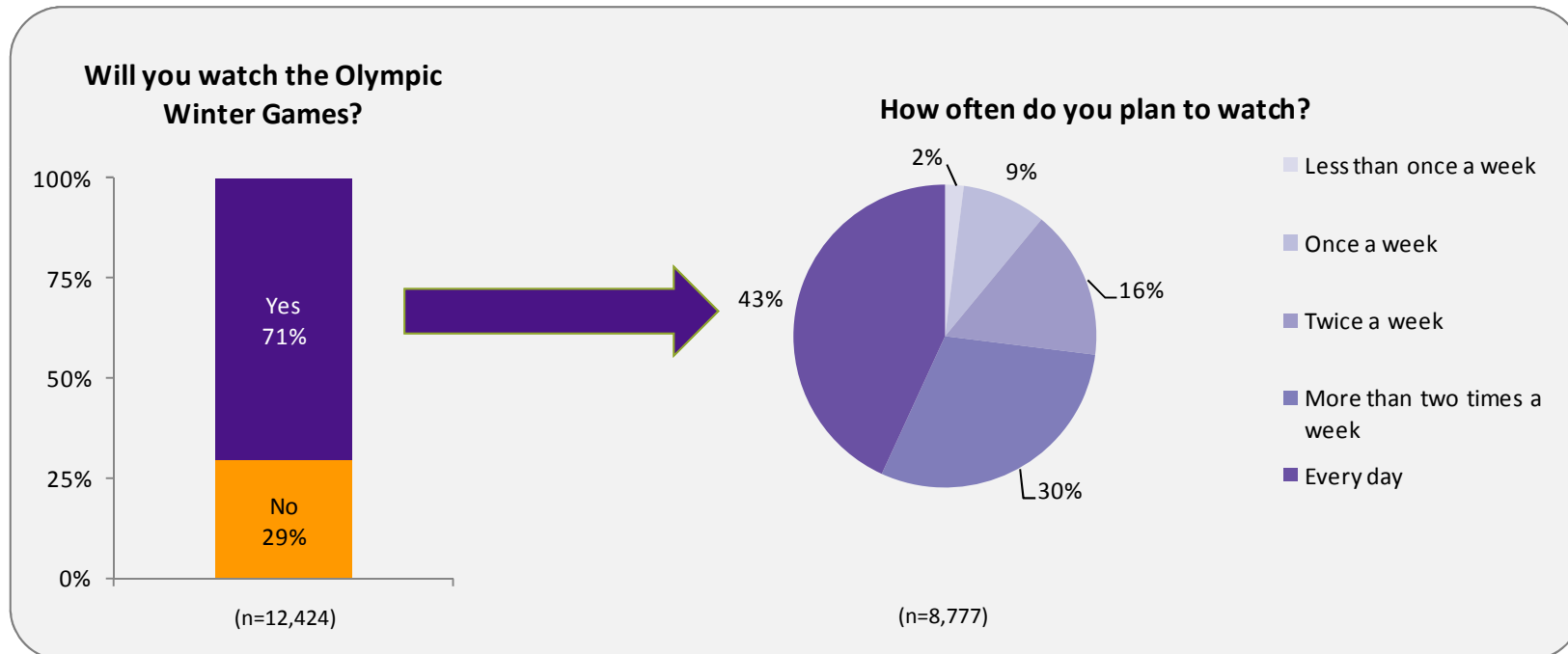
Favorite moments to practice sports

- A large majority of respondents (90%) indicated practicing sport during the working days while around 60% indicated sporting over the weekends.
 - > Less than 5% chose the option 'other' when questioned about the time for fitness. Among other times the following were mentioned: when I have time or vacation.
- Among those that indicated during the working day, the vast majority chose in the evening (85%). A very small part of respondents pointed out "morning" or "lunch breaks" as the time of the day used for sporting.



Expected participation to watch Olympic Winter Games

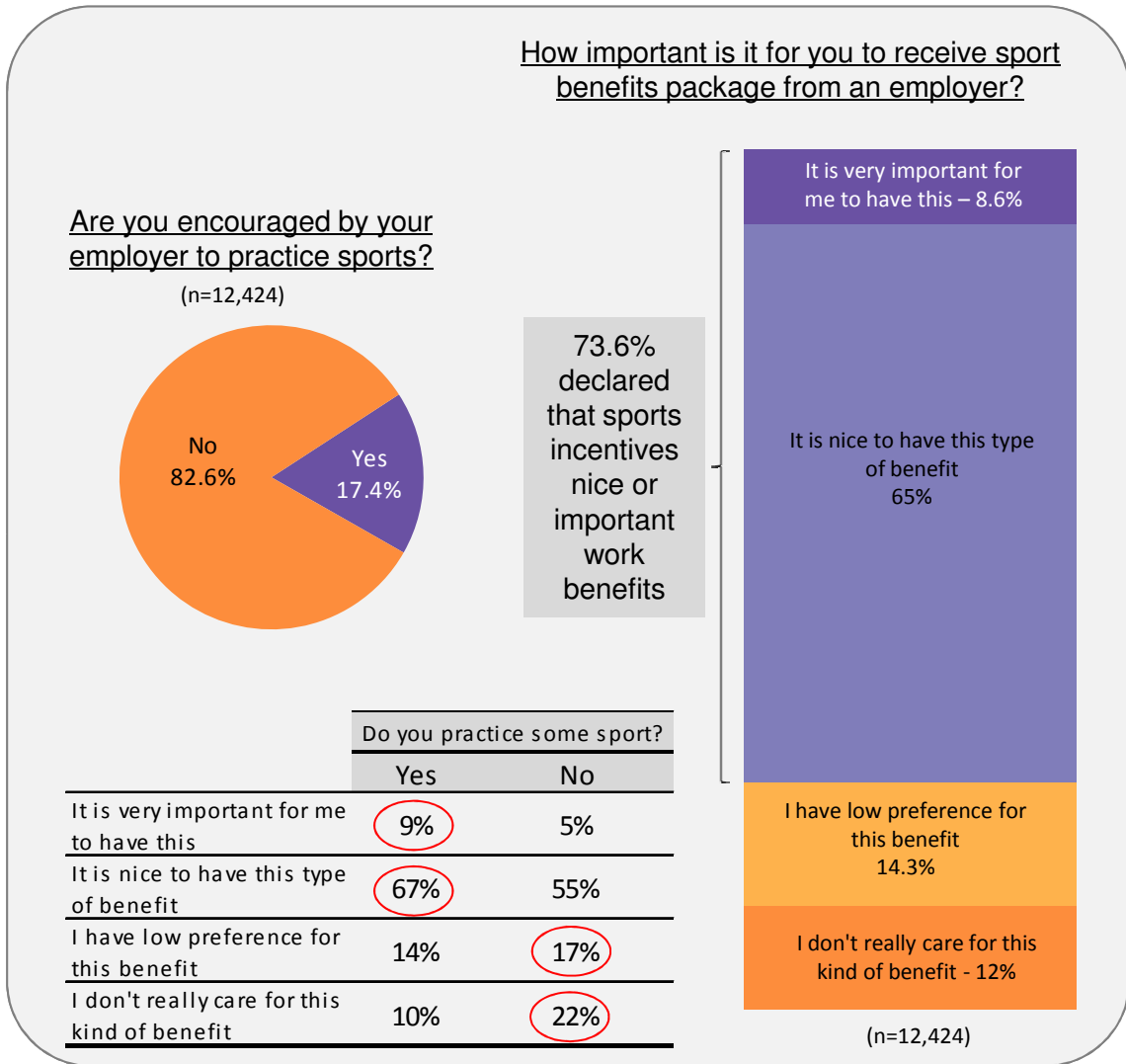
- 71% of respondents have the intention to watch the Olympic Winter Games.
 - > From those declaring this intention, almost three quarters (73%) expect to do that at least twice a week. Only 2% expect to watch the Olympic Winter Games less than once a week.



Sport and work

Sports incentives – actual vs. desired level

- A large majority of respondents (74%) declared that sports incentives offered by the employer are a nice or very important work benefit.
 - > On the other end, only 12% of respondents didn't seem to be interested by sports benefits package.
- Despite that, a large majority of respondents (83%) declared that at the moment, they are not encouraged by their employer to practice sports.
- As expected, “sportive” respondents consider in average more important than ‘non sportive’ ones to receive this type of benefits.
 - > From the non-sportive respondents who found sports benefits to be very important (5%), roughly half of them do not practice at the moment because they consider it too expensive while the other half do not have time.



Sports practicing and perceived work productivity

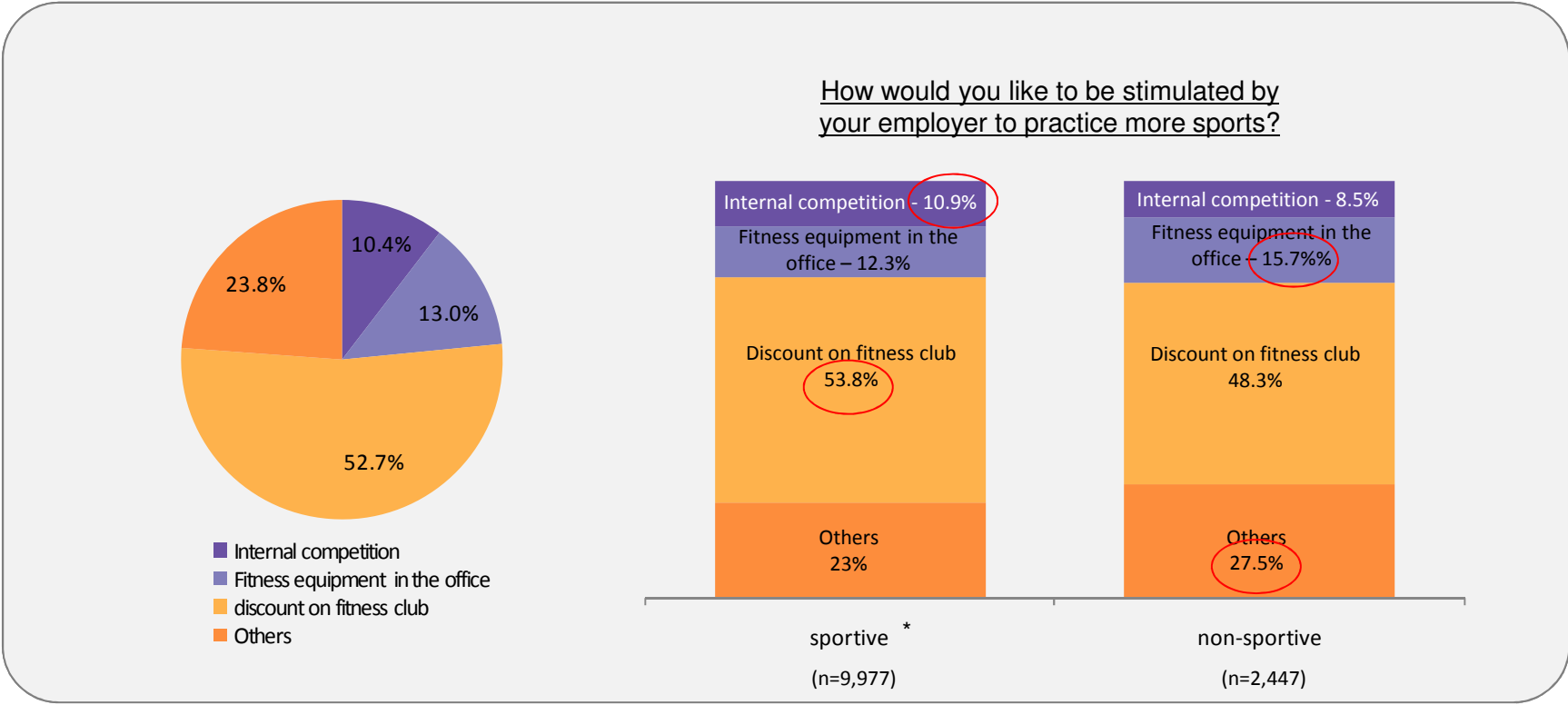
Work productivity as perceived by the employee

- Among all respondents, regardless if they practice sports or not, more than 1 out of 2 respondents reported that if their employer will offer them to practice sports this might have a positive impact on their productivity
 - > 20% of those inquired believed that this will definitely have a positive impact on their productivity.
 - > the proportion of those thinking that practicing sport (offered by employer) would help on increasing their productivity is significantly higher for sportive than non-sportive respondents.



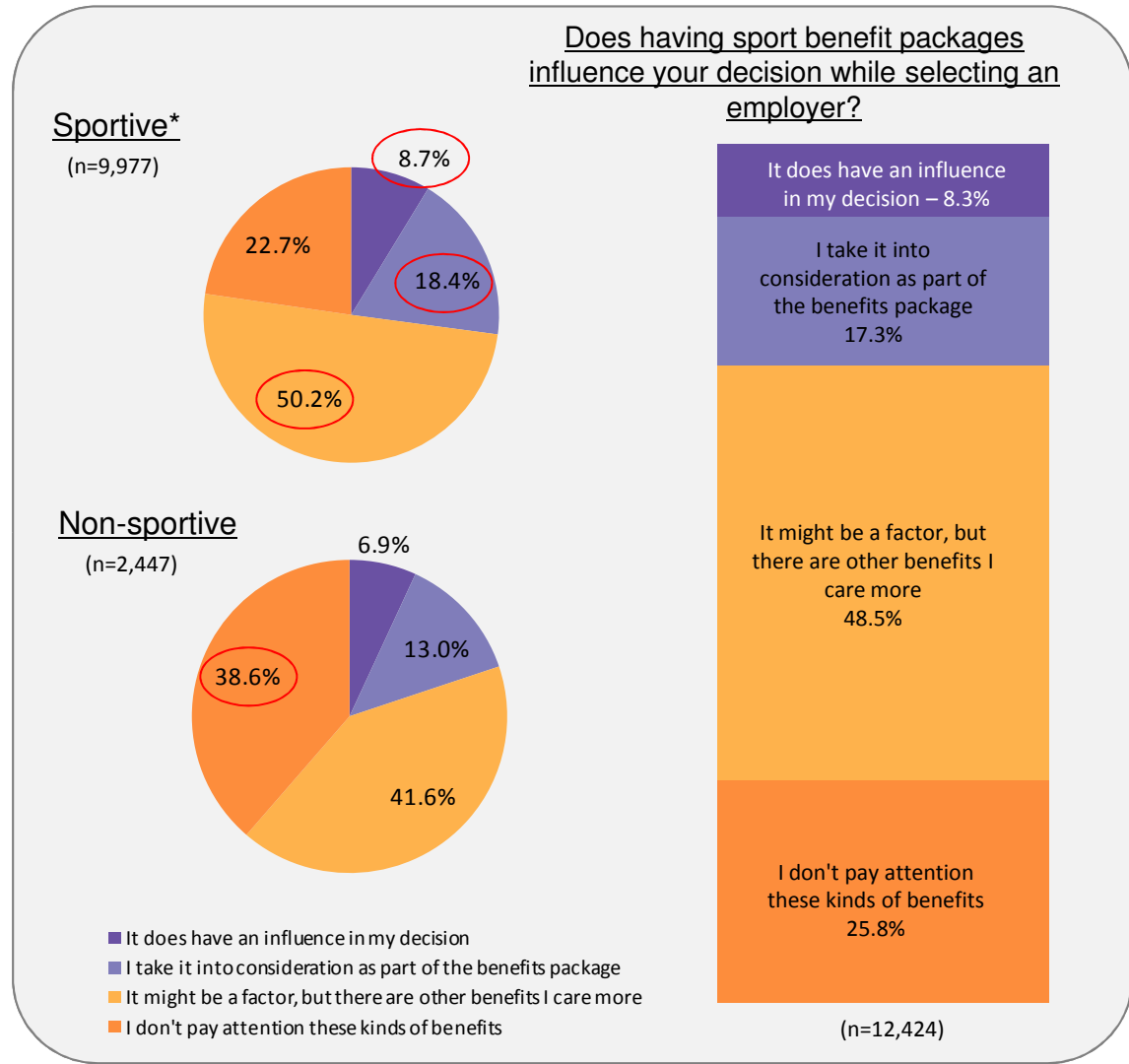
Sports incentives – types preferred by employees

- A discount on Fitness club has been chosen as the favourite sport incentive by the majority of respondents.
 - > The percentage is significantly higher for “Sportive” respondents compared to non – sportive ones.
- “Internal” sport incentives like Fitness equipment in the office and Internal competition are the least favourite with a bit more than 10% of the respondents selecting them.



Sports benefits as incentive to choose employers

- One out of 4 respondents declared that sports benefits is a “determinant” factor to be considered when selecting an employer.
 - > The same dimension is related to the amount of respondents that do not consider this as an important factor.
- Sports benefits seems (logically) to be more important for sportive people than non-sportive ones when selecting an employer.
 - > 9% of sportive respondents admitted that sports benefits have an influence on their decision to select an employer, while only 7% of the non-sportive respondents admitted the same attitude.
 - > At the other extreme, 22.7% of the sportive respondents reported not to pay attention to sports benefits when selecting their employer, while the proportion of non-sportive respondents to admit the same was much higher – 38.6%.



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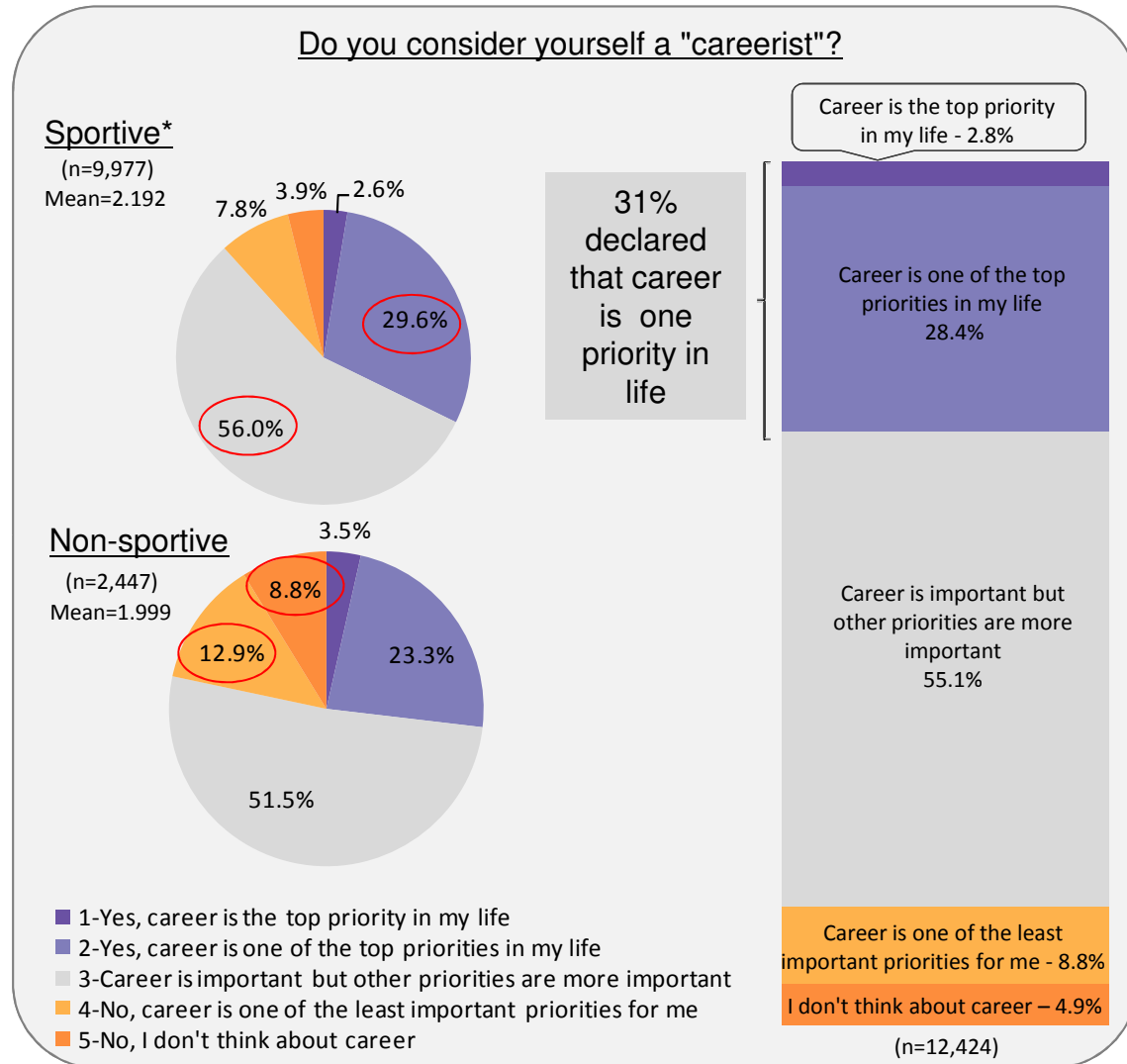
Work attitude

Sports practicing and Career importance

Career importance as perceived by the employee

- One third of the respondents (31%) declared that career is one of the top priorities or the top priority in their life.

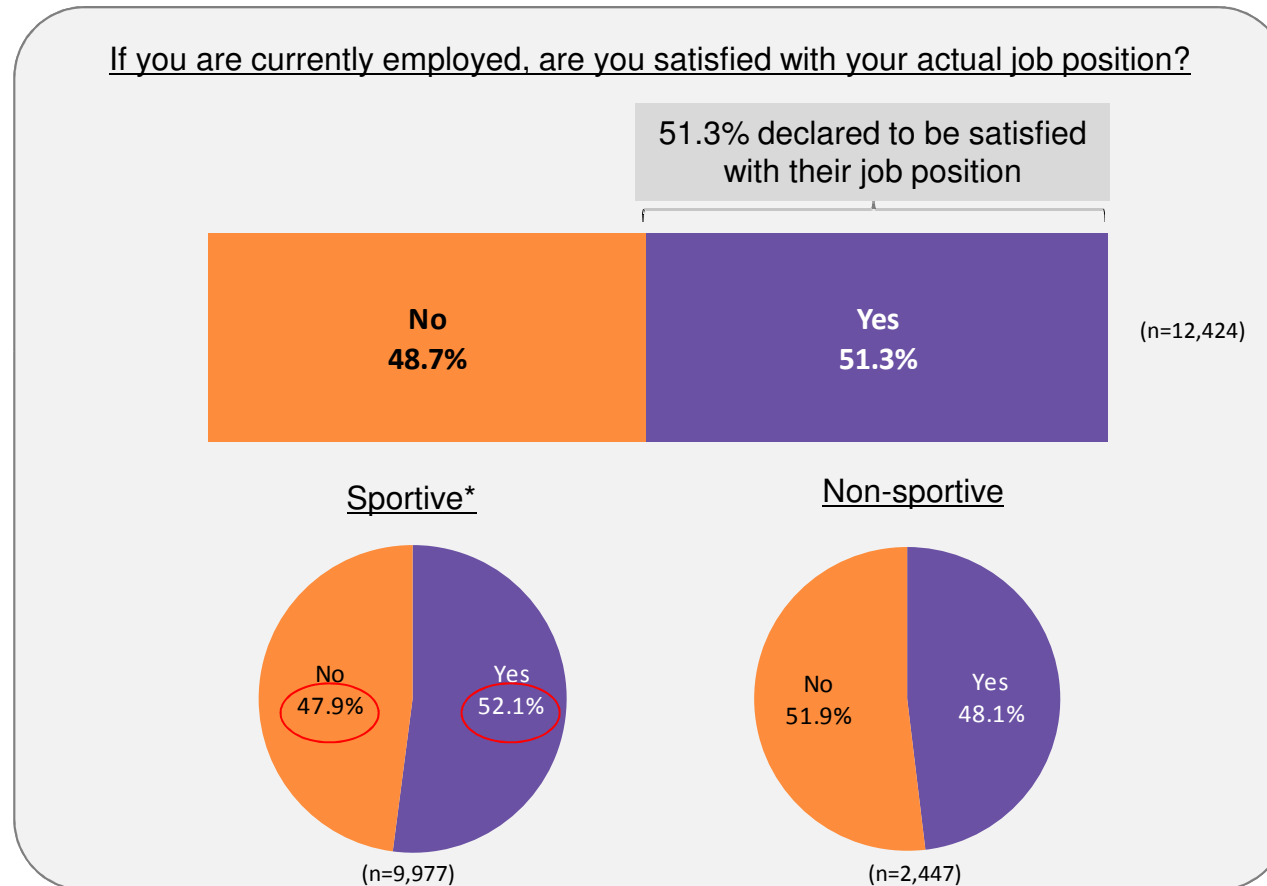
- > A majority of 55.1% consider career important, but other priorities are more important (Carrière is belangrijk, maar andere prioriteiten zijn belangrijker voor mij).
- Sportive people feel stronger (significantly) for their career than non-sportive ones.
- > **32%** among **sportive** respondents and **27%** among **non-sportive** ones **consider career** one of the top priorities or the top priority of their life.
- > Mean scores come to support the above finding: the higher the score goes, the more career-oriented the person is.



Sports practicing and job satisfaction

Job satisfaction as perceived by the employee

- Over half of the respondents reported to be satisfied with their job position.
 - > The proportion of respondents satisfied with their job position is significantly higher among sportive people than non-sportive ones.



Sports practice and work productivity

Sick days and new ideas

- Employee productivity reflected in the number of sick days taken per year is significantly higher among the respondents that declared to practice sports than those who don't.
 - > Sportive respondents reported taking in average 3 sick days per year vs.5 for non sportive ones

In a normal year, how many sick days you usually take per year?

	Do you practice some sport?	
	Yes	No
In a normal year, how many sick days you usually take per year?	3	5
	(n=9,977)	(n=2,447)

- Increased employee productivity because of sporting practice is confirmed from the data on new idea generation: 57% of respondents claimed to think about work and have new ideas while sporting at least some time.
 - > 13% of participants reported to think about work and have new ideas often.

How often are you thinking about work and get new ideas while sporting?

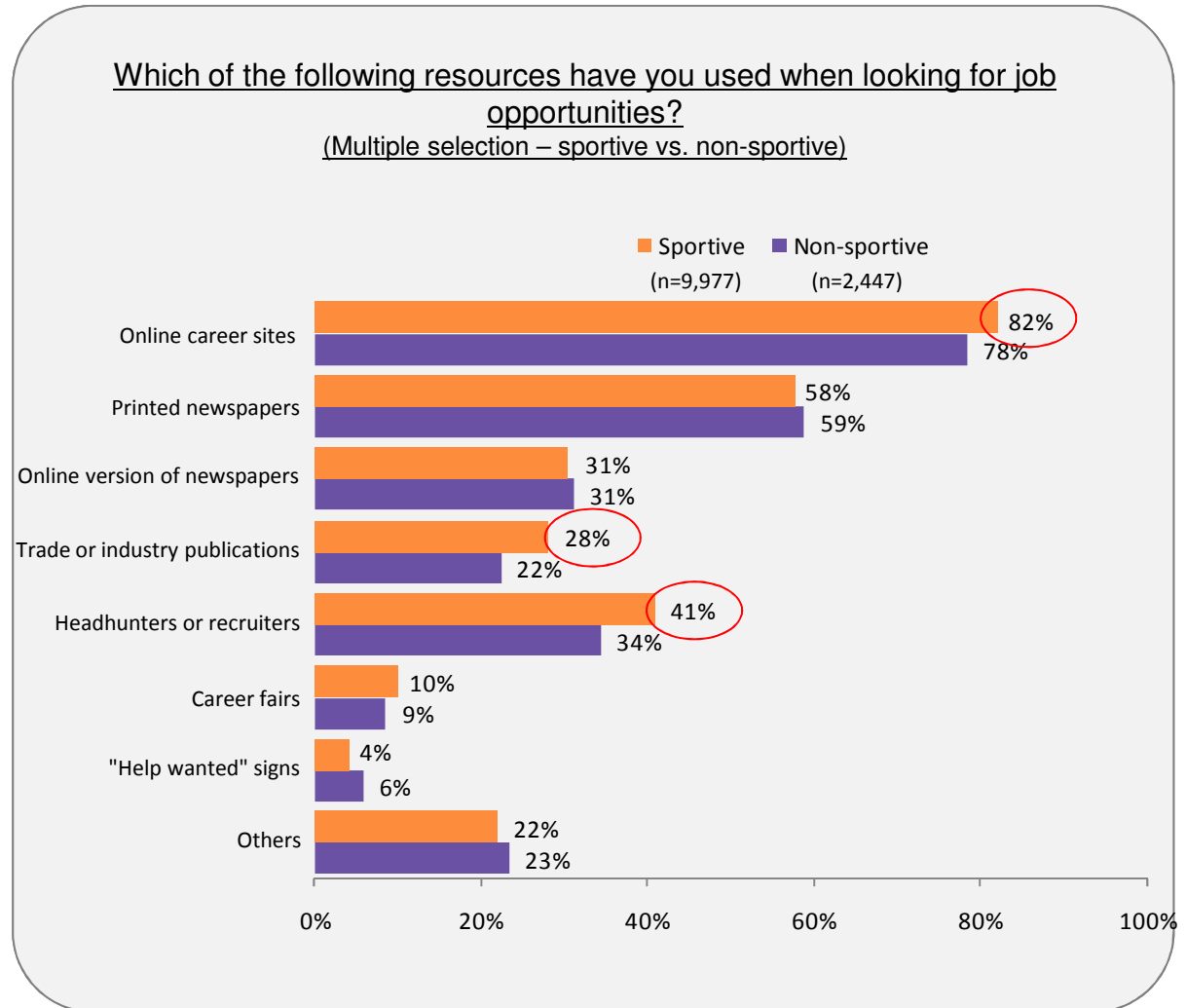
Every time	2%
Most of the time	11%
Some time	44%
Seldom	26%
Never	17%

(n=9,977)

Favorite resources when looking for job opportunities

Sportive vs. non-sportive respondents

- 'Online career sites' seems to be the most popular resource to look for job opportunities
 - > Other popular resources are 'printed newspapers', 'headhunters or recruiters' and 'online version of newspapers'.
- Sportive respondents seems to have wider opinion on the resources to be used when looking for new job opportunities.
 - > Sportive respondents tend to use more "Online career sites", "Trade or Industry publications" and "Headhunters or recruiters" when looking for a new opportunity
 - > It might be possible that the "socialisation" factor of sportive respondents help them in having more ideas when it comes to job opportunities (also because of the sport connections)



Demographics

Frequency to practice sports - demographics

Age and Gender

- Respondents practice sports with more or less the same frequency regardless of their gender or age.
- Both genders practice sports with similar frequency.
 - > However, although similar, there are significant differences between the 2 groups in the categories “Once per week” and “twice per week” with the female groups showing some strength over the rest of respondents. The same is true also for the group “> than twice a week” where the male group is now significantly stronger than the female one.
- There is some significant difference in the frequency with which the six age groups considered practice sports.
 - > The 18-24 and 25-34 groups are practicing sports > than twice a week significantly more than the remaining groups.
 - > This difference is reflected in twice per week and once per week frequencies, where the groups over 34 years old tend to have significantly higher %.

How often do you practice any sport? (By gender)		
	Man	Woman
Sporadically/not regularly	6%	7%
Once per month	1%	1%
Twice per month	3%	3%
Once per week	20%	22%
Twice per week	30%	32%
> than twice per week	40%	36%

How often do you practice any sport? (By age)						
	18-24	25-34	35-44	45-54	55-60	61-67
Sporadically/not regularly	6%	6% E	7% DE	5%	4%	7%
Once per month	0%	1%	1%	1%	1% B	1%
Twice per month	3%	3%	3% D	2%	3%	3%
Once per week	16%	19% A	21% AB	23% ABC	25% ABC	25% AB
Twice per week	26%	30% A	32% AB	32% A	31% A	28%
> than twice per week	48% BCDEF	41% CDE	36%	37%	36%	37%
	A	B	C	D	E	F

Significant Differences at 90% level
 Men vs. women
 Letters (A B C D E F) indicate significant difference between age segments.

Frequency to practice sports - demographics

Income and Current Employment Status

- There are significant differences between various income levels in the way people practice sports, although more than two thirds of respondents in each category declared to practice sports at least twice per week.

- > The “sporadic/not regular” sporting group is significantly higher for people who earn < 20000€/year, than for other groups.
- > The groups that earn between 40000€ and 80000€/year are significantly lower than the rest of the survey population in the high end category (more than twice per week)

Please indicate into which of these income groups (before taxes) your household would fall

	Onder 20.000 euro	Tussen 20.000 en 40.000 euro	Tussen 40.000 en 60.000 euro	Tussen 60.000 en 80.000 euro	80.000 euro of meer	Ik geef hier liever geen antwoord op
Sporadically/not regularly	9% BCDEF	6%	5%	5%	5%	7% BCD
Once per month	1% B	1%	1%	1% B	1%	1%
Twice per month	3% F	3%	3% BF	3% F	3%	2% AE
Once per week	18%	21% AE	22% AE	20%	17%	23%
Twice per week	29%	31%	32% A	34% ABF	33% A	30%
> than twice per week	40% CD	39% CD	36%	36%	41% CD	38%
	A	B	C	D	E	F

- There is some significant difference in the frequency with which the ten employment status groups practice sports.

- > University respondents practice sports significantly more than twice per week than other groups, while the unemployed have a statistically significant number of people that practice sports sporadically or not regularly.

Which of the following statements best describes your current employment status?

	In college/university and I am currently looking for work	Working and I am currently looking for work	In college/university and will be looking for work in the next 2 years	Working and would consider changing jobs in the next 2 years	Working and would not consider changing jobs in the next 2 years	Working part-time, but seeking full-time employment	Unemployed but seeking employment	Unemployed but not seeking employment	Retired	None of the above
Sporadically/not regularly	9% BDE	6%	6%	5%	6%	6%	7% D	18% ABCDEF	5%	6%
Once per month	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%
Twice per month	2%	3%	2%	3%	2%	2%	3%	5%	2%	3%
Once per week	16%	21% A	19%	22% AG	21% A	19%	20% A	23%	16%	20%
Twice per week	25%	30% A	24%	33% ABC	30% A	33% AC	32% ABC	28%	29%	32% AC
> than twice per week	47% BDEFGHJ	40% DG	47% DGHJ	36%	40% DG	39%	37%	28%	46% DH	39%
	A	B	C	D	E	F	G	H	I	J

Significant Differences at 90% level

Letters (A B C D E F G H I J) indicate significant difference between income levels and employment statuses

Preference to practice sports - demographics

Income and Career level

- **Although there is no relationship between career levels and sportiness, it seems that the sportiness gets more habitual when the household incomes are higher.**
 - > Seekers with a household income of 40,000 euro/year and above practice significantly more sports than those that have lower household incomes - the % of people practicing sports increases as the household income gets higher.
 - > There is no significant difference between sportive and non-sportive individuals with different career levels.

Practice sports	Please indicate into which of these income groups (before taxes) your household would fall					
	Onder 20.000 euro	Tussen 20.000 en 40.000 euro	Tussen 40.000 en 60.000 euro	Tussen 60.000 en 80.000 euro	80.000 euro of meer	Ik geef hier liever geen antwoord op
Yes	69%	79% ^A	84% ^{ABF}	85% ^{ABF}	89% ^{ABCDF}	79% ^A
No	31% ^{BCDEF}	21% ^{CDE}	16% ^E	15% ^E	11%	21% ^{CDE}
	^A (n=1,334)	^B (n=4,229)	^C (n=2,802)	^D (n=1,303)	^E (n=862)	^F (n=1,894)

Practice sports	Career level						
	Student (High School)	Student (undergraduate/graduate)	Entry Level	Experienced (Non-Manager)	Manager (Manager/Supervisor of Staff)	Executive (SVP, VP, Department Head, etc)	Senior Executive (President, CEO, etc)
Yes	82%	81%	79%	80%	81%	77%	75%
No	18%	19%	21%	20%	19%	23%	25%
	(n=278)	(n=577)	(n=1,067)	(n=2,227)	(n=1,137)	(n=197)	(n=40)

Significant Differences at 90% level

Letters (A B C D E F) indicate significant difference between income groups

Conclusion and Executive Summary

Executive summary

- Sport seems to be one top priority in job seekers life style: 80% of the respondents reported being sportive on a regular basis
 - > Moreover, 75% of the non-sportive segment have the intention of being more sportive in 2010
 - > Evenings during the week and the weekends are the favorite times for practicing sport
 - > Respondents practice sports with similar frequency (although of some minor differences) regardless of their gender, age, income or employment status.
- Sport packages are likely to be a good opportunity for employers to increase employees satisfaction and productivity considering that at the moment only a minor percentage of respondents (16%) are encouraged by their employer to practice sports
 - > 74% of the respondents consider sport benefits as “very important” or “nice to have”.
 - > Moreover, over 1 in 2 of the survey participants declared that receiving sport benefits might help or increase productivity
 - > Sportive respondents in average take less sick days in a year than not sportive respondents.
 - > Nevertheless, Sport benefit is considered by one out of four respondents as a “determinant” factor in choosing the next work position.
- Sport has a positive influence on the career and job satisfaction: the competition attitude experienced in sport is positively translated on the working level
 - > Sportive respondents are more career oriented than non-sportive ones
 - > Job satisfaction and sport attitude are positively correlated: Sportive people are likely to be more satisfied with their job than those who don't. This clearly translates in more opportunities for career growth for the first group (if we consider job satisfaction as condition for work promotions).
- Job seekers' sport attitude is reflected in the Olympic winter games broadcasting: 71% of the respondents reported having the intention of watching them