

## A PERSON

## INTEREST IN SPORTS AMONG KAZAKHSTANIS

*Kazakhstan Institute for Strategic Studies under the President of the Republic of Kazakhstan presents the answers of respondents about how interested they are in «Sports».*

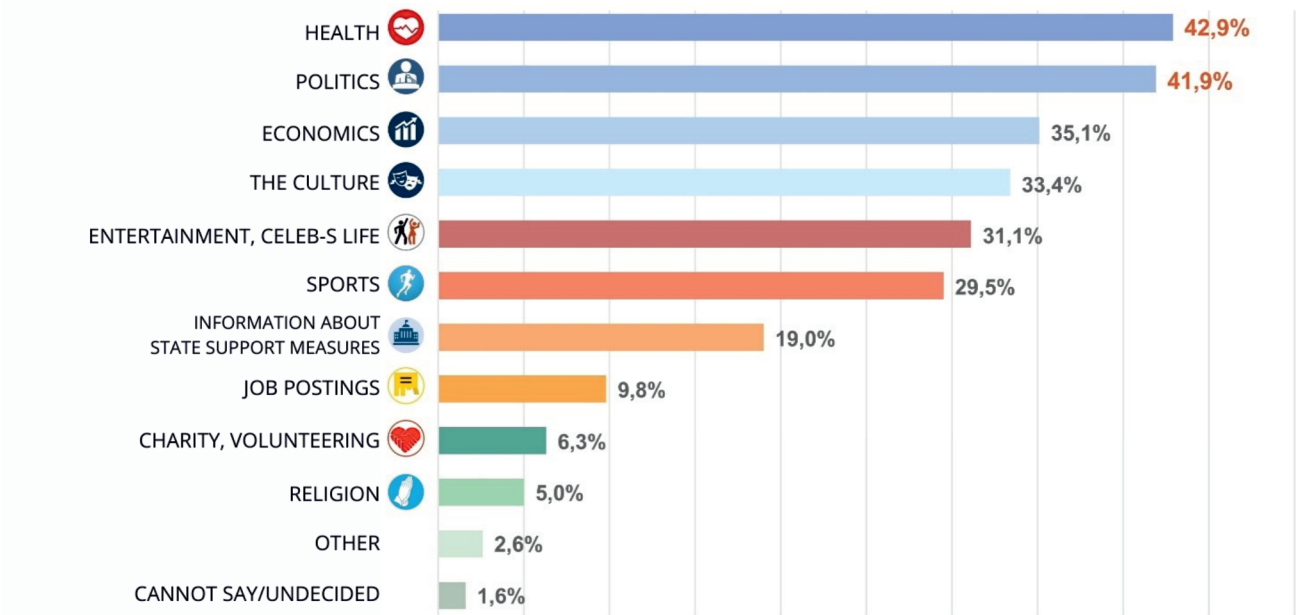
**April 6 is The International Day of Sport for Development and Peace.** This holiday was established in 2013 by the UN General Assembly to remind citizens of the importance of practicing sports, maintaining health and vigor, and helps people learn more about the different types, history of development, outstanding athletes and the benefits of outdoor activities. Kazakhstan, along with many other countries, immediately became one of the sponsors of the draft resolution to establish the International Day of Sport for Peace and Development.

For many of us, sports are important in our lives in one way or another. In addition to being active in a particular sport, people also care about and are interested in sports in general. For example, watching a sporting event can provide an incredible explosion of emotion when a team or favorite player wins a big game or loses a chance to win. Watching a game gives people pleasant moments, distracts them from their everyday problems, allows them to meet with friends of interest, have a fascinating conversation, and take a break from work. Outstanding athletes become our idols, whom we want to be like, inspire us to achieve, both in sports and in personal development.

We decided to find out how interesting Sports is for Kazakhstanis.

According to the survey results, Sports is the sixth most important among other topics, leaving behind Health, Politics, Economics, Culture and Entertainment. Approximately **every third Kazakhstani responded that the topic of sports interests him/her the most.**

If we draw a rough portrait of those who follow news in Sports, we can note that among them, men are found twice as often as women; representatives of the younger generation under the age of 29; people with an average level of education; students, as well as those working in the private sector or owning their own business; urban residents a little more often than rural residents. Residents of Aqmola, West Kazakhstan, East Kazakhstan and Karaganda regions are the most interested in sports news.



Pic. 1. Information on what topics interest you the most?

\*The sum is not equal to 100.0% because respondents could mark more than one answer choice.

**Research methodology:**

**The survey method** is an interview of a respondent at the place of residence using a route quota selection.

**Selection** – 2000 respondents aged 18 and over in 77 settlements of urban and rural areas in 14 regions and 3 cities of republican significance. The statistical error does not exceed 3.5%.

**Duration** – September 2020.