

COCA-COLA

# South African Teens Choose Sport Over The Internet



By Coca-Cola South Africa

**A** new study commissioned by The Coca-Cola Company reveals that South African teens chose playing sport for fun as their second most favourite pastime, ahead of listening to music, hanging out with friends and surfing the internet.

The global study, which included a South African cohort, was carried out by Nielsen, a leading global information and measurement company. Over 11,000 teenagers globally were polled to understand the role of sport and more specifically soccer in youth development. 752 teenagers aged between 13 and 18 in South Africa were surveyed, cutting across urban and rural areas.

For over 10 years, Coca-Cola South Africa has supported physical activity programmes focused on improving the health of over 300,000 young

people and creating awareness on the importance of active healthy living.

Encouragingly, even in this digital age, playing sport for fun with friends is ranked higher than playing computer or video games (58%) and surfing the internet (45%) by South African teenagers.

Out of all the sports played, soccer was the most important for South African teens (48%). And every teen surveyed (100%) referenced soccer as a desired team sport to play, with more than half of those (52%) also revealing they play the sport two to five times a week on average and a quarter (27%) citing they play almost every day.

## Soccer helps teens shine off the pitch?

South African teens who play the

game are also reaping the rewards off the pitch when it comes to learning important life skills such as teamwork, confidence and sociability. Eight out of ten (82%) young South Africans feel playing soccer helps them to develop essential skills in teamwork that can be applied in wider disciplines such as school or work.

Over half (54%) of those surveyed named teamwork as the most important attribute of a fellow teammate, with over two-thirds (66%) revealing that being a part of the game is more important to them than winning.

Important life skills South African teens attribute to learning from soccer include being more talented (37%), hardworking (36%) and responsible (20%). 72% of young South African players consider the discipline learnt on the pitch will help them achieve more

in their lives. Over a third (34%) believe that playing has encouraged them to become more sociable, and 33% said a friendlier person. Furthermore, 43% state that playing soccer has helped boost their confidence.

**Soccer Leads to Healthier and Happier teens**

The research revealed that young South Africans who play soccer are happier than their non-playing peers, with seven out of ten (72%) who regularly play considering themselves happy, compared with 67% of their peers that don't play the game.

Feeling healthy and fit similarly comes high on the agenda for South African teens. Nearly a fifth (18%) refer to it as their reason for playing the game, whilst three-quarters (76%) attribute to feeling fit and healthy to soccer playing.

**Female Participation in Soccer**

While the study saw largely similar responses from South African male and female teenagers, a third of females

(28%) believe that opportunities for girls to play football are limited in their country and over a quarter (27%) find it difficult to play regularly due to the lack of other girls that play. Worryingly 19% of those female teens polled feel that soccer is geared towards boys.

**Coca-Cola and Active Healthy Teens**

Copa Coca-Cola is an international youth football tournament that unites over 1.3 million teens in over 60 countries worldwide, promoting an active lifestyle and promoting sportsmanship. The world's largest brand-supported grassroots football tournament is more than a game, it's an opportunity for teens to pursue their dream and learn the value of team spirit, friendship and respect.

Vukani Magubane, Director of Public Affairs and Communications, Coca-Cola South Africa says: "Copa Coca-Cola champions an active, healthy lifestyle and encourages values such as team spirit, friendship and respect. Therefore it is encouraging to learn from

teens all around the world that they are reaping the benefits of developing new skills and maintaining fitness while they pursue their passion for the beautiful game."

Copa Coca-Cola forms part of The Coca-Cola Company's global commitment to promoting active healthy lifestyles in the countries in which the company operates. Coca-Cola is committed to help get people moving by supporting physical activity programmes both externally and amongst their staff with various sponsorships, challenges and initiatives.

Additionally, Coca-Cola continues to extend their portfolio across all countries including South Africa to offer low- or no- calorie beverage options in every market. Furthermore consumers are provided with transparent nutrition information, featuring calories on the front of all of Coca-Cola's packages. The company has committed to responsible marketing, including no advertising to children under 12 anywhere in the world. ■

**COPA COCA-COLA® RESEARCH STUDY SOUTH AFRICA**

**TO UNDERSTAND THE ROLE OF FOOTBALL & SPORT IN YOUTH DEVELOPMENT.**

- ✓ 11,000 TEENAGERS
- ✓ 16 COUNTRIES

**752 TEENAGERS** AGED BETWEEN 13 AND 18 IN RURAL AREAS

**8/10 (82%)** FEEL PLAYING FOOTBALL HELPS THEM TO DEVELOP ESSENTIAL SKILLS IN TEAMWORK THAT CAN BE APPLIED OFF THE FOOTBALL PITCH.

**86% BOYS** SOUTH AFRICAN SAMPLE

**14% GIRLS**

PLAYING SPORT FOR FUN WITH **FRIENDS** IS THE SECOND MOST POPULAR FREE-TIME ACTIVITY

TEENS WHO PLAY FOOTBALL LEARN IMPORTANT LIFE SKILLS SUCH AS **TEAMWORK, CONFIDENCE & SOCIABILITY.**

**43%** STATE THAT PLAYING FOOTBALL HAS HELPED BOOST THEIR CONFIDENCE.

**WITH SEVEN OUT OF TEN,** WHO REGULARLY PLAY CONSIDER THEMSELVES HAPPY, **COMPARED WITH 67%** OF THEIR PEERS THAT DON'T PLAY THE GAME.

WATCHING TV: 76%

PLAYING SPORT FOR FUN: 74%

LISTENING TO MUSIC: 68%

© 2015 THE COCA-COLA COMPANY ALL RIGHTS RESERVED.

**COPA COCA-COLA® IN SOUTH AFRICA**

**PLAYED IN ALL REGIONS & PROVINCES** OF SOUTH AFRICA

AND HAS TOUCHED **OVER 600,000 TEENAGERS** BETWEEN 13-18 YEARS OF AGE

**BEGAN IN 1997**

**2014**

COCA-COLA HAS WORKED WITH THE SOUTH AFRICAN SCHOOLS FOOTBALL ASSOCIATION **(SASFA)** TO GROW THE TOURNAMENT FROM **25 TO 53 REGIONS**

**21,080 MINUTES** OF FOOTBALL WAS PLAYED, AN INCREASE OF **162%** FROM THE PREVIOUS YEAR.

**OVER 6,500 SPECTATORS** CAME TO VIEW THE **FINALS** AT KING ZWELITHINI STADIUM, DURBAN.

**410 GAMES** WERE PLAYED, ENCOURAGING **5,779 YOUNG** FOOTBALLERS TO GET ACTIVE

© 2015 THE COCA-COLA COMPANY ALL RIGHTS RESERVED.