

Sports Analysis in the South East

This analysis looks at which sports people in the South East take part in and the impact different sports have on participation three times a week at moderate intensity (3x30).

Top 100 Sports (from the number of people surveyed)

	Sport	Count		Sport	Count
1	Walking (All - 30 mins moderate intensity)	19894	51	Rugby League	148
2	Cycling (All - 30 mins moderate intensity)	8857	52	Body combat / cardio kick	146
3	Swimming / Diving [INDOORS]	8590	53	Wake boarding	146
4	Gym	7064	54	Karate	140
5	Football (include 5 and 6-a-side) [OUTDOORS]	3856	55	Skateboarding	133
6	Golf / Pitch and Putt / Putting	3037	56	Canoeing	126
7	Tennis	1822	57	Fishing - sea	123
8	Running - Road	1814	58	Swimming - Deep water	122
9	Swimming / Diving [OUTDOORS]	1750	59	Surfing	112
10	Badminton	1712	60	Roller blading / roller skating	110
11	Football (include 5 and 6-a-side) [INDOORS]	1221	61	Horse riding - Show jumping	108
12	Yoga	1052	62	Horse riding - Dressage	107
13	Aerobics	1041	63	Cross training	104
14	Squash	1035	64	Shooting	103
15	Running - Cross country / beach	1012	65	Windsurfing or Boardsailing	100
16	Exercise bike / exercise machine / spinning class	834	66	Shooting - Clay pigeon	99
17	Horse riding	737	67	Sub aqua / SCUBA diving / Scuba diving	96
18	Jogging	704	68	Rounders	88
19	Cricket	694	69	Wheelchair sports - Tennis	84
20	Keepfit / keep fit / sit ups	675	70	Archery	82
21	Waterskiing	632	71	Kayaking	79
22	Pilates / Yogalates	564	72	Step machine	79
23	Rugby Union	522	73	Snowboarding	75
24	Bowls (INDOORS)	452	74	Body pump	73
25	Basketball	444	75	American Football	66
26	Dance exercise	366	76	Climbing - Indoor	65
27	Fishing	352	77	Gymnastics	64
28	Bowls (lawn) (OUTDOORS)	325	78	Motorcycling - Motocross	58
29	Table tennis	316	79	Martial Arts - Chinese	54
30	Skiing	300	80	Skiing	53
31	Hockey - Field	298	81	Horse riding - Pony trekking	50
32	Netball	289	82	Judo	49
33	Running - Track	288	83	Motor racing	49
34	Aquafit / Aquacise / Aqua aerobics	284	84	Frisby / frisbee	48
35	Tenpin bowling	283	85	Running - Ultra Marathon	46
36	Conditioning activities / circuit training	265	86	Fencing	44
37	Sailing - Dingy	262	87	Shooting - Air rifle	37
38	Martial Arts	242	88	Athletics - Track	34
39	Snooker	232	89	Kite surfing	33
40	Darts	221	90	Croquet	32
41	Weight training	208	91	Hockey - Ice	32
42	Boxing	198	92	Paintball	32
43	Health and Fitness	190	93	Athletics - Field	28
44	Swimming - Open water	188	94	Sailing - Endurance	28
45	Trampolining	187	95	Water polo	27
46	Tai Chi	177	96	Boules	26
47	Climbing - Rock	160	97	Gaelic football	26
48	Pool	159	98	Taekwando	26
49	Ice skating	156	99	Walking - Gorge	26
50	Rowing	152	100	Climbing - Rope	24

Breaking these results down by county we find that certain counties have more/less participants in certain sports when looking at the relative populations of the counties and the relative numbers participating in each sport. Some highlights are below:

More participants in {sport}:

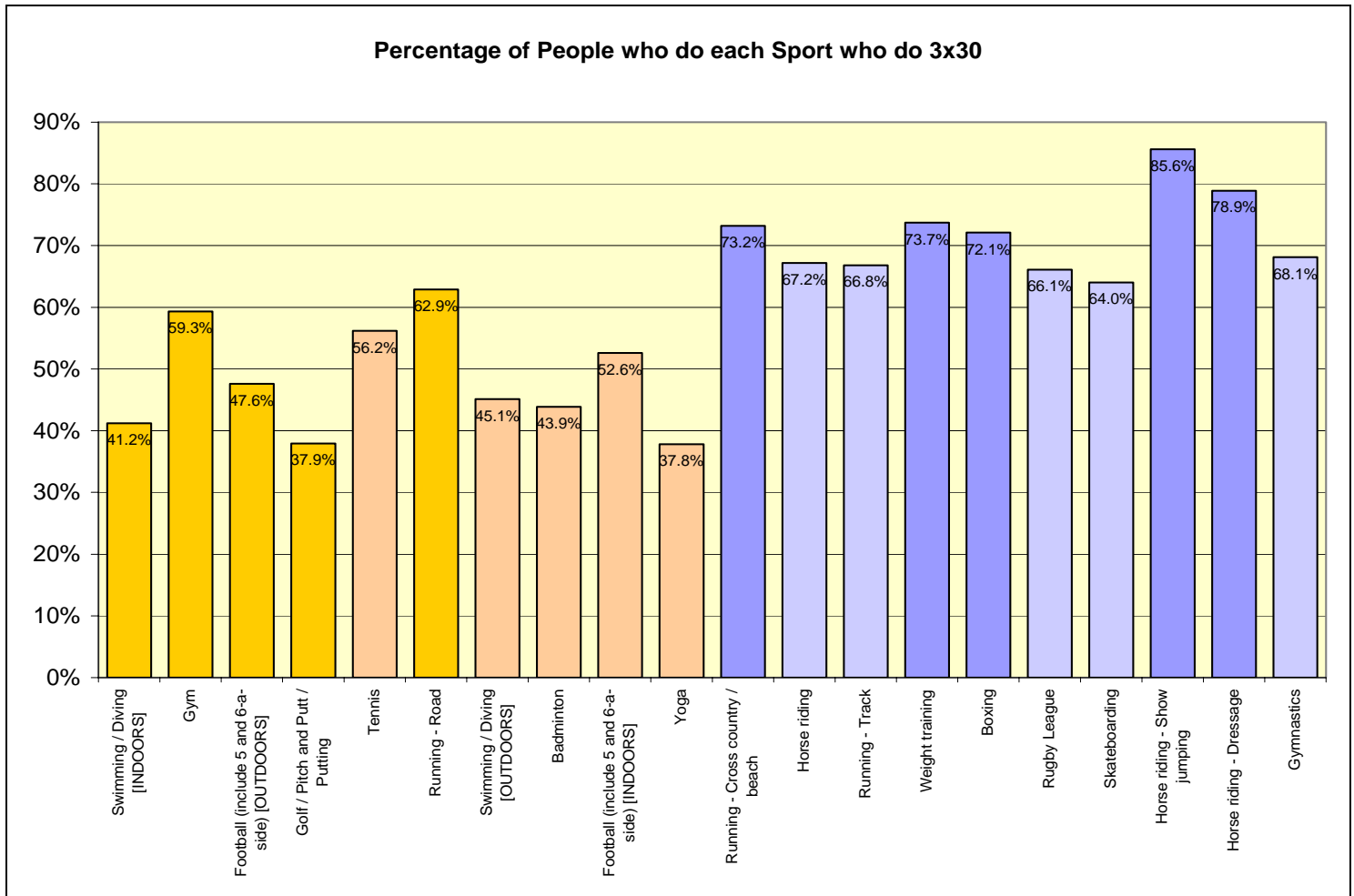
Berkshire	Bucks	Hampshire & loW	Kent	Oxfordshire	Surrey	Sussex
American Football	Baseball	Climbing	Darts	Frisbee	Cycling	Deep Water Swimming
Body Pump		Cross Training	Indoor Bowls	Kayaking	Golf	Indoor Bowls
Canoeing		Fishing	Fencing	Rowing	Health and Fitness	Martial Arts
Snowboarding		Sailing	Pool		Horse riding	Roller Skating
Weightlifting		Windsurfing	Shooting		Pilates	
					Rowing	
					Tennis	
				Volleyball		

Less participants in {sport}:

Berkshire	Bucks	Hampshire & loW	Kent	Oxfordshire	Surrey	Sussex
Cycling	Health and Fitness	Outdoor Bowls	Cross Training	Body Pump	Fishing	Karate
Darts		Pool	Cycling	Windsurfing	Roller Skating	
Fishing			Rock Climbing			
Outdoor Bowls			Rowing			
Rock Climbing			Running			
Sailing			Sailing			
Scuba diving			Tennis			
Snooker						

Sports and 3x30

The chart below shows the percentage of those doing each of the sports who achieve 3x30 participation. The sports chosen are the South East's top ten participation sports and the sports with the highest 3x30 participation (excluding walking and cycling). Sports are ranked by overall number of participants.

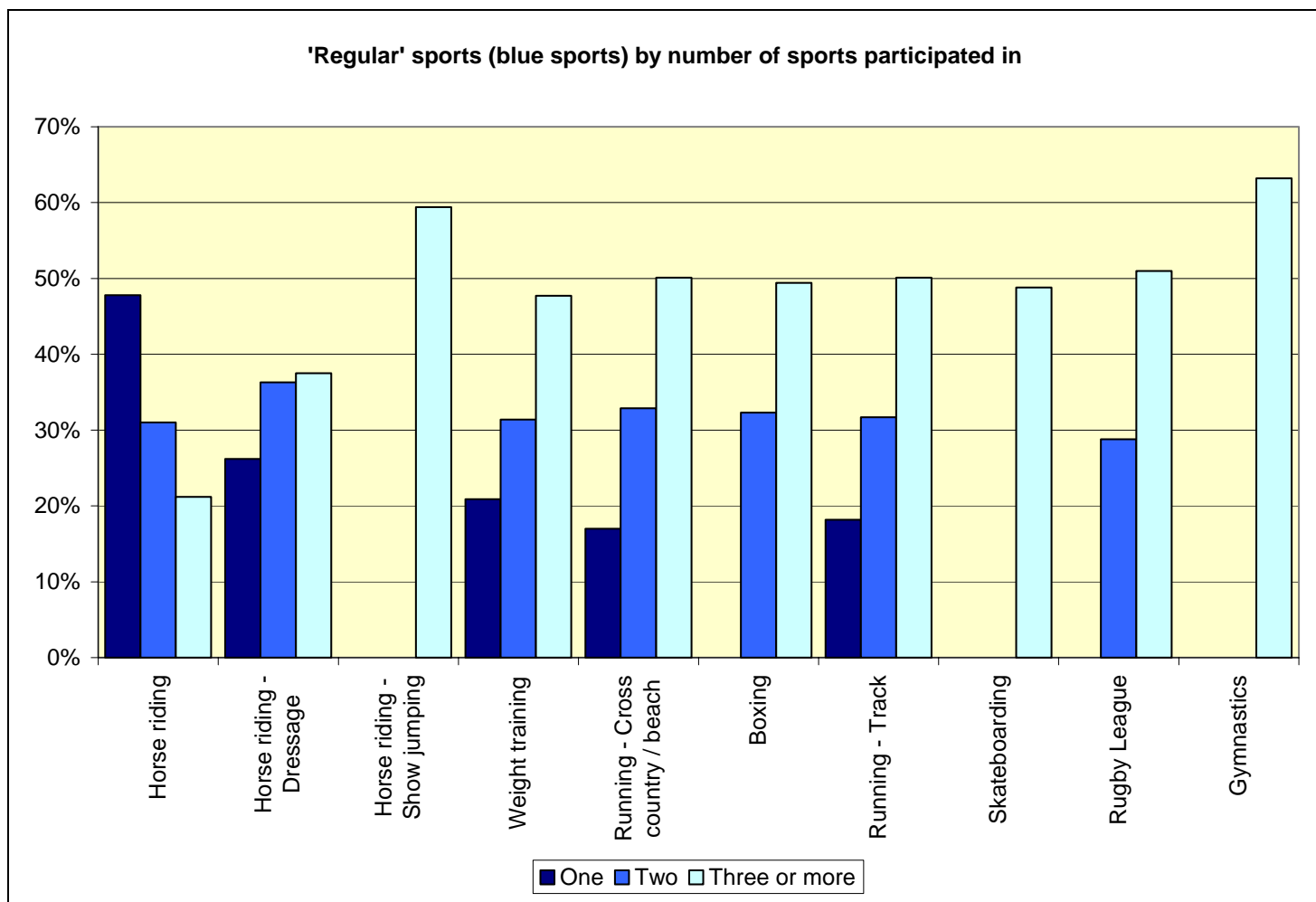


Key: ■ Popular: This sport contributes a high percentage of the South East's 22.6% 3x30 but there are a lower percentage of participants in the sport

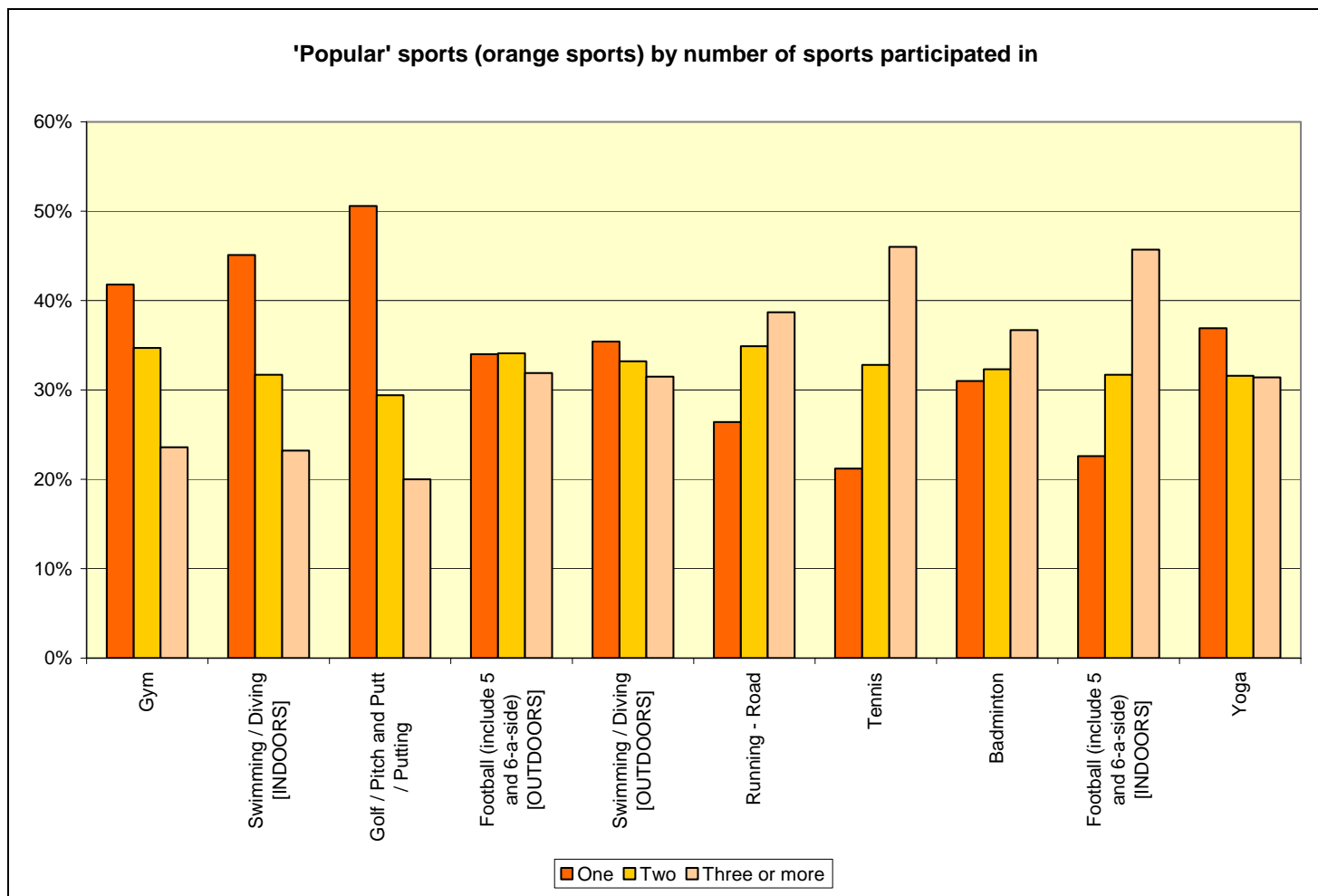
■ Regular: There are a higher percentage of people in this sport doing 3x30 but this sport contributes a lower percentage of the South East's 22.6% 3x30 as less people participate in the sport.

What this indicates is that we either need to get more people into the 'regular' sports (blue sports) or increase the number of times people do the 'popular' sports (orange sports).

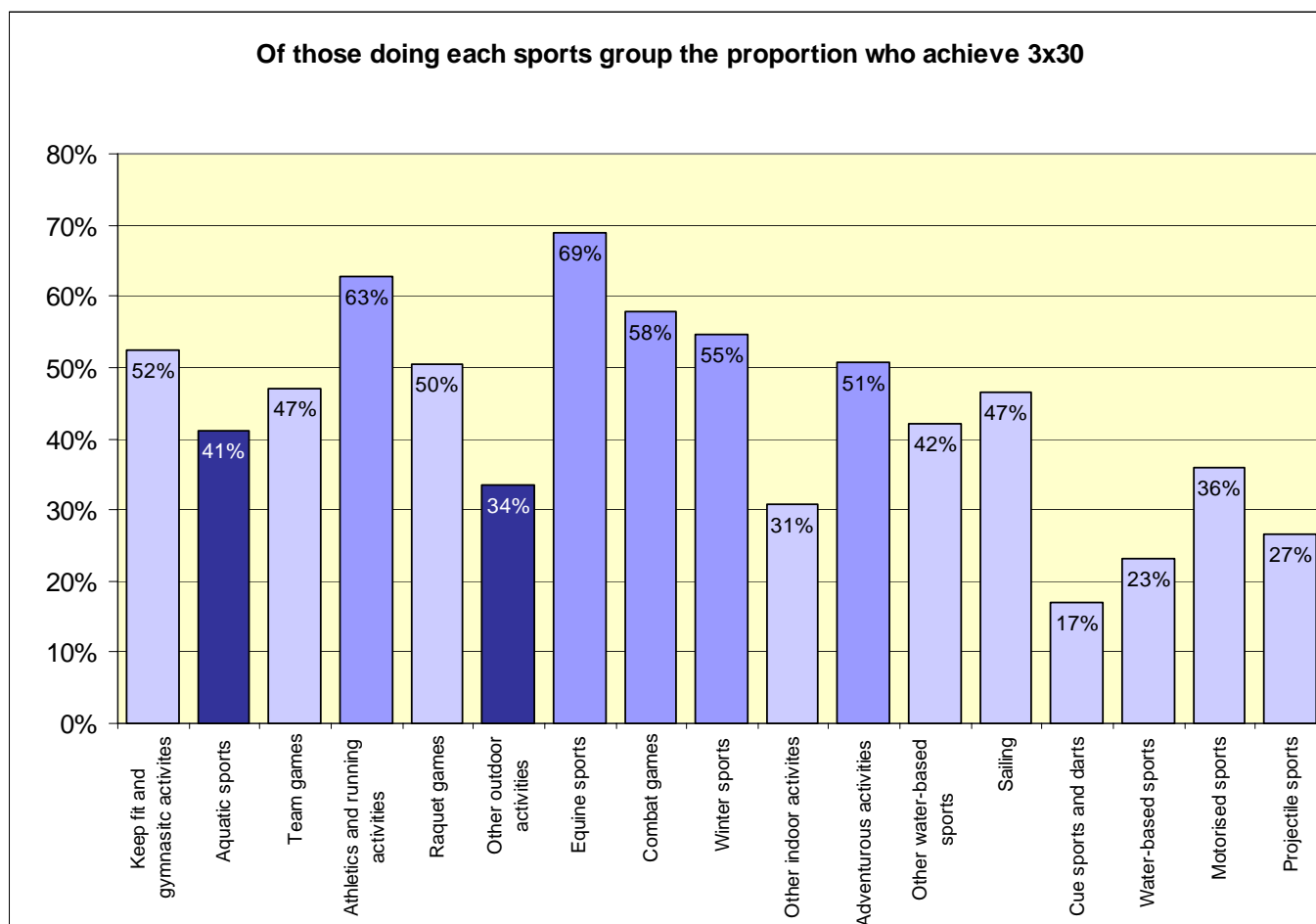
There is some variation between the 'regular' sports (blue sports) as to the reason for this higher participation, some sports it is because people are doing that sport 3 times a week and for other because people are doing 2 or more other sports in addition. The chart below shows that people who horse ride achieve 3x30 by horse riding alone, but for the majority of other sports participant take part in additional sports.



The reverse applies for the 'popular' sports (orange sports), some struggle on 3x30 due to people only doing that sport and some in spite of people doing additional sports. The chart below shows that 3x30 is lower in gym, golf and swimming (indoor) due to the majority of people doing only those sports. For badminton, running, tennis and football (indoor) 3x30 is lower in spite of the majority of people doing additional sports.



Sports Groupings

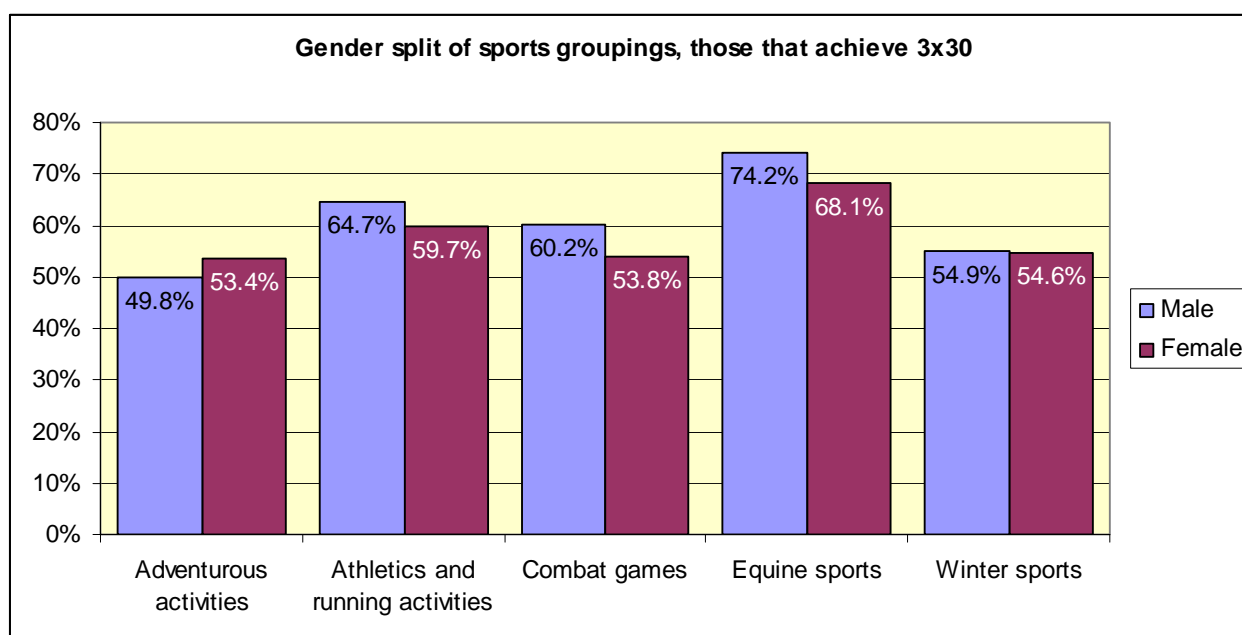


3x30 participation is highest for the groupings of Equine Sports, Athletics and running activities, combat games, winter sports and adventurous activities however these sports groups have a lower number of absolute people participating in 3x30 (chart ranked by absolute numbers). Aquatic sports and other outdoor activities have smaller proportion of participants achieving 3x30 but a higher absolute number (i.e. are more popular).

High 3x30 proportion but lower number of participants

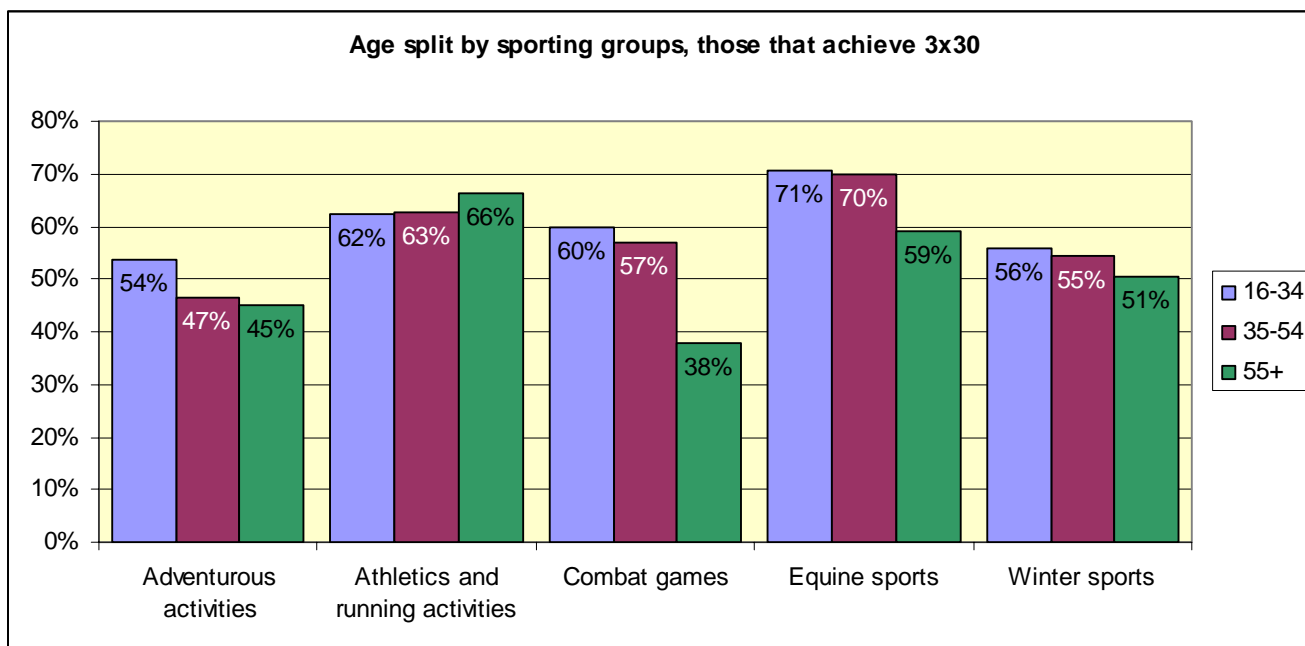
Sports Group	Gender Split	Age Split		Ethnic Split	NS-SEC Split
Adventurous activities	70% male 30% female	16-34	64%	93% white 7% non-white	A 48%
		35-54	29%		B 10%
		55+	7%		C1 9%
					C2DE 33%
Athletics and running activities	62% male 38% female	16-34	50%	95% white 5% non-white	A 57%
		35-54	43%		B 12%
		55+	7%		C1 8%
					C2DE 22%
Combat games	66% male 34% female	16-34	67.5%	93% white 7% non-white	A 48%
		35-54	29%		B 12%
		55+	3.5%		C1 9%
					C2DE 32%
Equine Sports	17% male 83% female	16-34	44%	99% white 1% non-white	A 43%
		35-54	46%		B 14%
		55+	10%		C1 14%
					C2DE 29%
Winter sports	53% male 47% female	16-34	50%	96.5% white 3.5% non-white	A 54%
		35-54	42%		B 11%
		55+	8%		C1 12%
					C2DE 24%

Note: these proportions roughly match the gender, age, ethnic and NS-SEC breakdowns for overall participation in these sports groups. The only slight variation is that more non-white people do adventurous activities (3.5% non-whites).

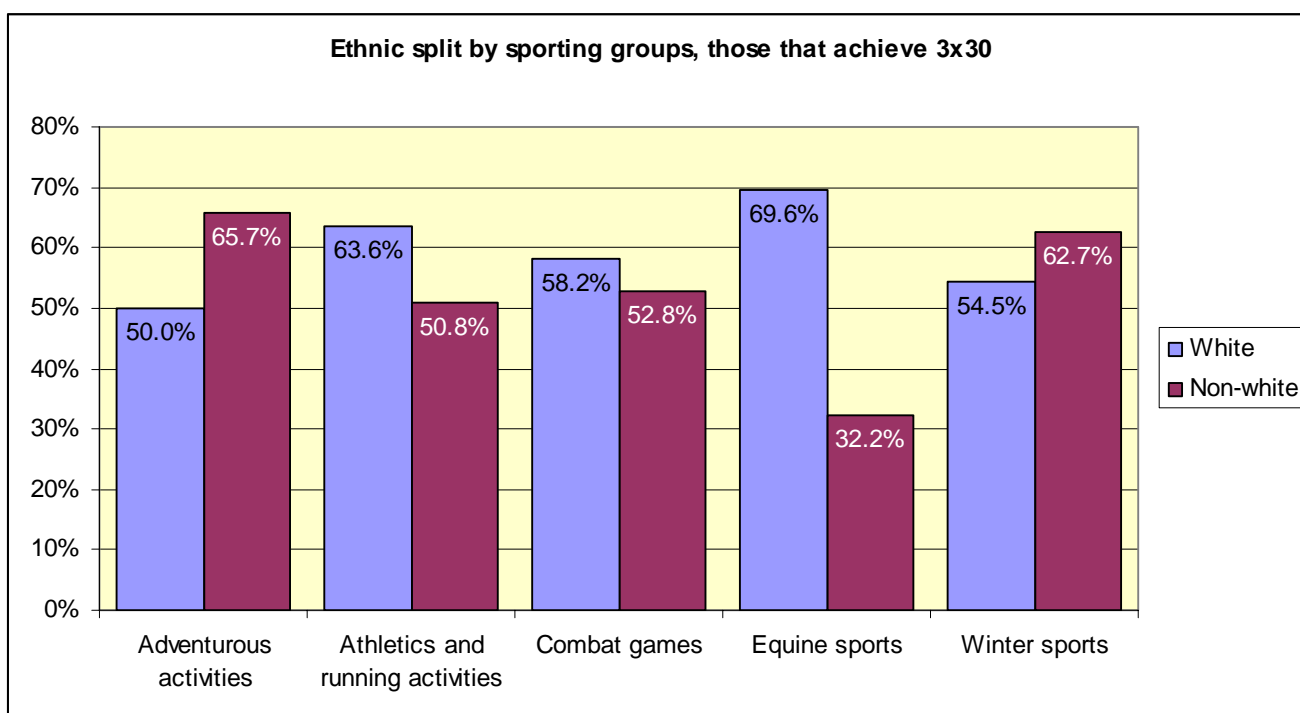


This shows that whilst males make up a higher proportion of the 3x30 count for adventurous activities (70%), females doing adventurous activities are more likely to achieve 3x30. The reverse is true for equine sports in that females make up a higher

proportion of the 3x30 count (83%) but males doing equine sports are more likely to achieve 3x30.

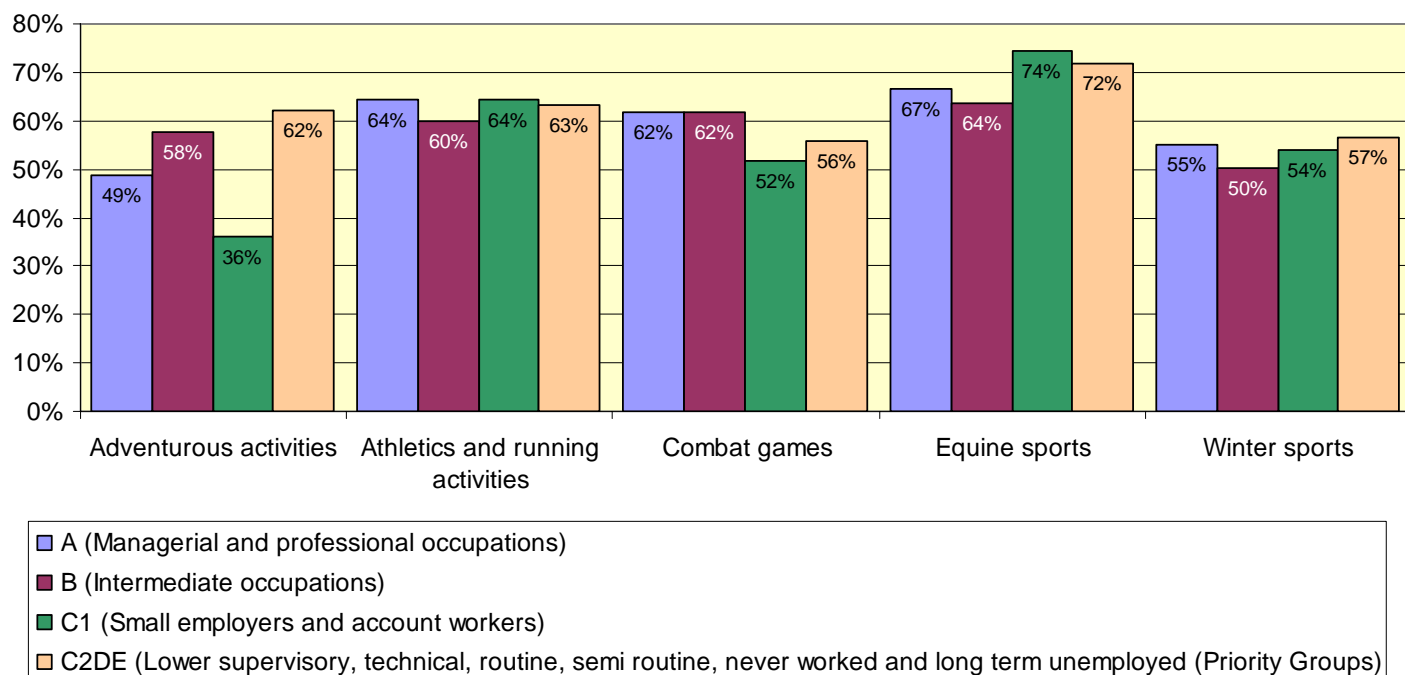


The age split of 3x30 participants is matched in the majority of cases with 16-34 year olds being more likely to achieve 3x30 followed by the 34-54 year olds. However this is not the case for athletics and running activities whereby 55+ year olds who do this group of sports are more likely to achieve 3x30 participation.



As the chart shows, for the majority of sporting groups, whites are more likely to achieve 3x30 than non-whites with the exception of adventurous activities and winter sports. The trend is most profound for equine sports.

Social Grouping split by sporting groups, those that achieve 3x30

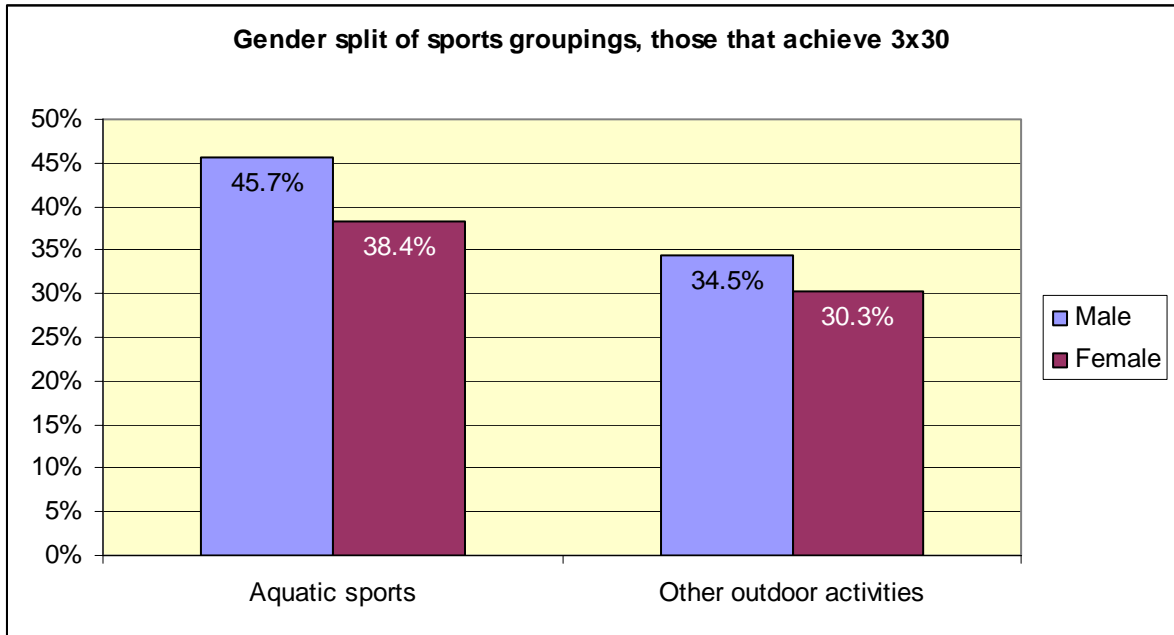


Stand out factors shown in the graph above is low 3x30 participation by social group C1 at adventurous activities, although this group only accounts for 9% of those that do adventurous activities. Also 3x30 participation is higher in social groups C1 and C2DE for equine sports and social group A makes up the majority of participants from this sports group (43%).

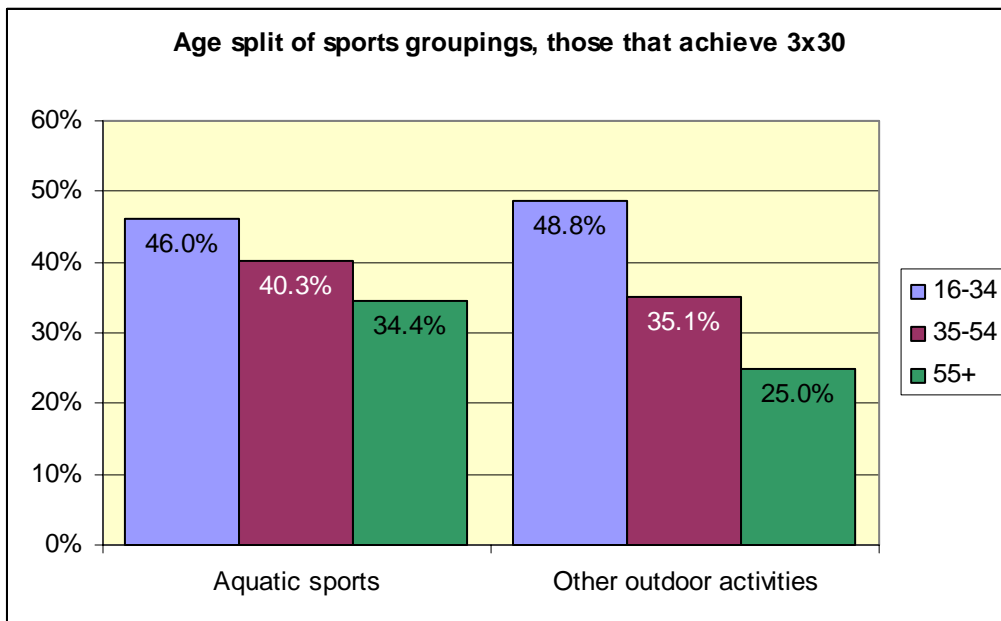
Lower 3x30 proportion but higher number of participants

Sports Group	Gender Split	Age Split		Ethnic Split	NS-SEC Split
Aquatic Sports	40% male 60% female	16-34	40%	96% white 4% non-white	A 51%
		35-54	42%		B 13%
		55+	18%		C1 10%
Other Outdoor Activities	79% male 21% female	16-34	33%	97% white 3% non-white	C2DE 27%
		35-54	33%		A 57%
		55+	35%		B 8%
					C1 11%
					C2DE 24%

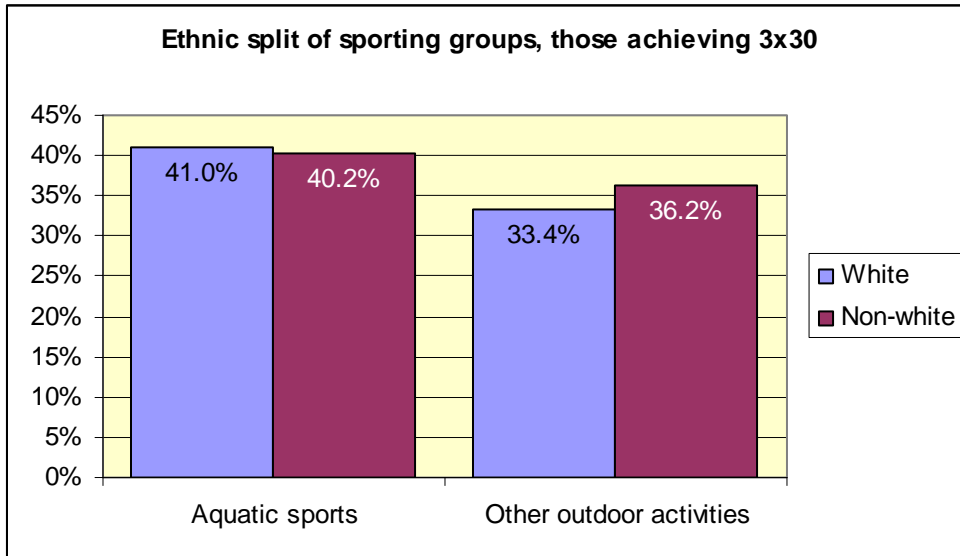
Note: these proportions roughly match the gender, age, ethnic and NS-SEC breakdowns for overall participation in these sports groups. The only slight variations are that more 16-34 year olds and less 55+ year olds do aquatic sports and other outdoor activities and more people from the C2DE and less from the A social groupings do other outdoor activities.



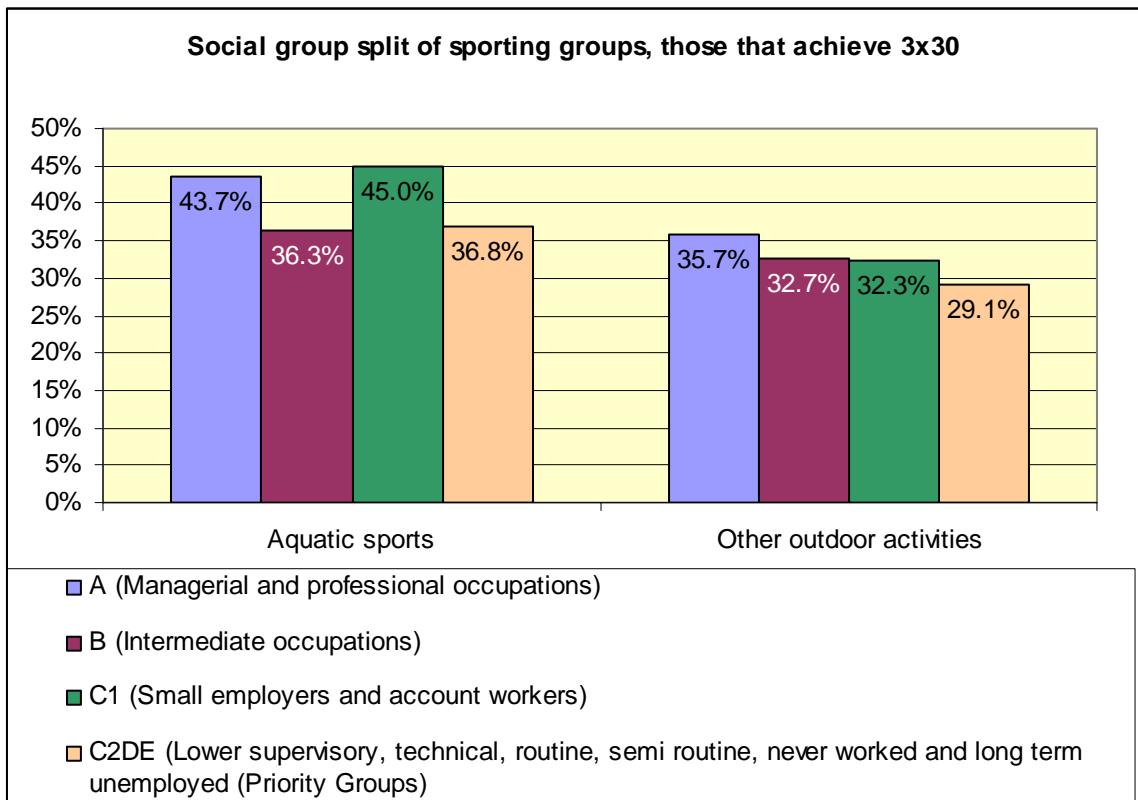
This shows that whilst females make up a higher proportion of the 3x30 count for aquatic sports (60%), males doing aquatic sports are more likely to achieve 3x30.



This shows that where there is a roughly even spread of those making up the 3x30 count for other outdoor activities, 55+ year olds doing other outdoor activities are less likely to achieve 3x30.



As the chart shows, there is a roughly equal likelihood of white and non-whites achieving 3x30 if they do aquatic sports but a higher likelihood that non-whites who do other outdoor activities will achieve 3x30.



Stand out factors shown in the graph above is high 3x30 participation by social group C1 at aquatic sports, although this group only accounts for 10% of those that do adventurous activities.