

Active People Surveyⁱ Headline Results

SOUTH WEST REGION

Participation

- 21.9% of the adult population (905,191) take part regularly in sport and active recreationⁱⁱ – the national figure is 21%.
- 28.9% of adults (1,196,620) have built sport or exercise into their daily livesⁱⁱⁱ.
- 49.2% of adults (2,038,701) have not taken part in any moderate intensity sport and active recreation of 30 minutes duration in the last 4 weeks – the national figure is 50.6%.
- Regular participation in sport and active recreation varies across different socio-demographic groups:
 - Males - 23.8%; Females - 20.1%.
 - People with a limiting longstanding illness or disability^{iv} - 9.1%; those without - 24.3%
 - Black and other ethnic minority groups - 21.4%; Adults of white origin - 21.9%.
 - Lowest socio-economic groups^v - 17.9%; highest socio-economic group - 25.9%.
- Regular participation ranged from a high of 26.2% in West Devon to a low of 18.6% in Plymouth.

Volunteering

- 5.2% of the adult population (215,079) contribute at least one hour a week volunteering to sport - national figure is 4.7%.
- Volunteering levels ranged from 7.6% in West Somerset and West Devon to 3.6% in Bristol, Gloucester and Plymouth.

Club membership^{vi}, receiving tuition^{vii}, taken part in organised competition^{viii}

- 24.4% of the adult population are members of a club where they take part in sport – the national figure is 25.1%.
- 18.4% of adults have received tuition from an instructor or coach over the last 12 months – the national figure is 18%.
- 16.2% of adults have taken part in organised competitive sport in the last 12 months – the national figure is 15%.

Satisfaction with sports provision in the local area

- 70.5% of adults are fairly or very satisfied with sports provision in their local area - national figure is 69.5%.

South West Region

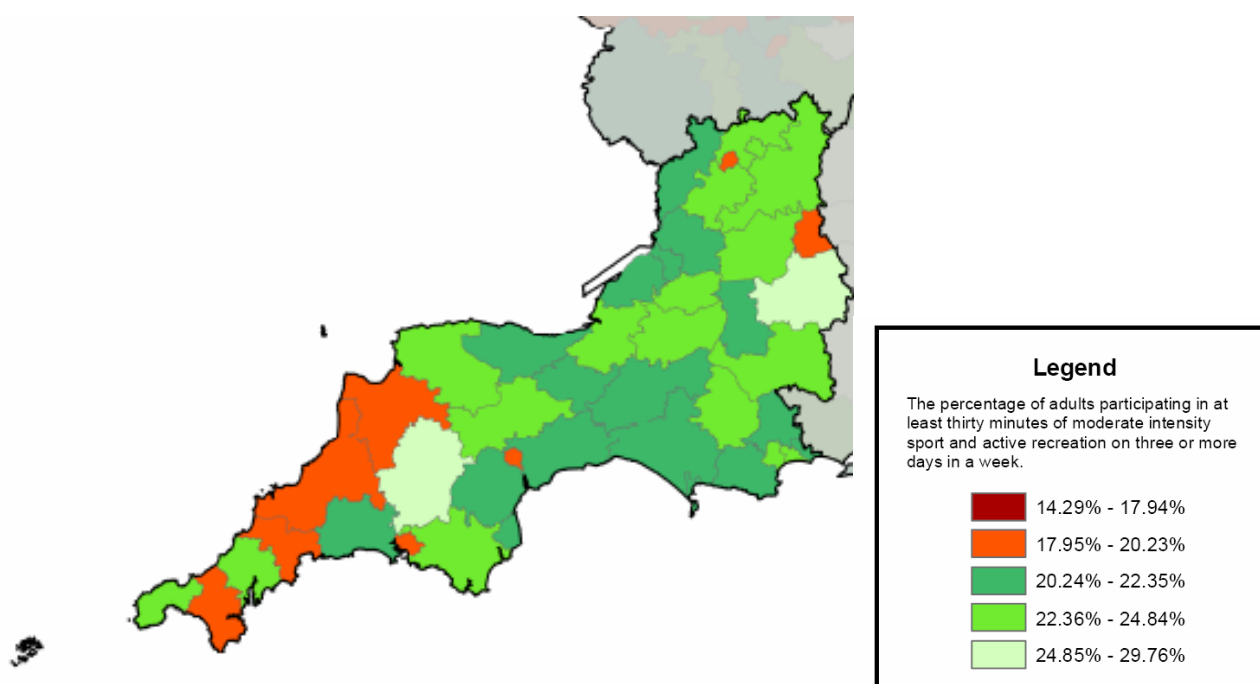
Levels of regular participation in moderate intensity sport and active recreation

Local Authority	Regular participation (3 days a week 30 mins moderate intensity)	Volunteering to support sport (at least 1 hour a week)	Local Authority	Regular participation (3 days a week 30 mins moderate intensity)	Volunteering to support sport (at least 1 hour a week)
Isles of Scilly	32.0	7.7	East Devon	21.9	5.8
West Devon	26.2	7.6	North Somerset UA	21.6	5.3
Kennet	26.0	7.2	Bristol, City of UA	21.4	3.6
Salisbury	24.7	4.6	Taunton Deane	21.3	5.3
South Hams	24.6	5.4	Weymouth & Portland	21.3	6.2
Cotswold	24.5	4.3	Caradon	21.2	4.9
North Wiltshire	24.0	4.4	Teignbridge	20.7	5.5
North Dorset	24.0	4.9	Purbeck	20.6	4.5
Stroud	23.9	4.9	West Dorset	20.4	6.1
Bournemouth UA	23.9	4.3	Christchurch	20.3	4.4
Bath & North East Somerset	23.8	5.7	Torbay UA	20.3	4.5
Mendip	23.3	6.3	South Somerset	20.3	5.3
North Devon	23.3	5.3	North Cornwall	20.0	7.2
Poole UA	23.1	4.6	Restormel	19.9	5.6
Mid Devon	22.9	5.5	Kerrier	19.8	6.6
Penwith	22.9	6.7	Exeter	19.7	5.4
Sedgemoor	22.9	5.2	Torridge	19.5	6.5
Cheltenham	22.5	4.7	Swindon UA	19.5	4.0
Tewkesbury	22.5	6.7	Gloucester	18.9	3.6
Carrick	22.4	6.1	Plymouth UA	18.6	3.6
West Wiltshire	22.3	6.2			
East Dorset	22.3	4.9			
Forest of Dean	22.1	6.4			
South Gloucestershire UA	22.1	6.5			
West Somerset	22.0	7.6			

	Bottom 25 Percent
	Middle 50 Percent
	Top 25 Percent

Note: The colour codes indicated above highlight how the results of each Local Authority area compares to the national results. Green represents the top 25% nationally; yellow represents the middle 50% nationally; and red represents the bottom 25% nationally.

South West Region map of participation by Local Authority area



Notes

ⁱ The Active People Survey was carried out by Ipsos MORI on behalf of Sport England. It is the largest sport and recreation survey ever undertaken. In total 363,724 people were interviewed (a minimum of 1,000 in each local authority area) by telephone across England between the period mid October 2005 to mid October 2006. The sample was random stratified and the results are representative of the total adult population in England, the English regions and local authorities in England.

ⁱⁱ Regular participation in sport and recreation is defined as taking part on at least 3 days a week in moderate intensity sport and active recreation (at least 12 days in the last 4 weeks) for at least 30 minutes continuously in any one session. Participation includes recreational walking and cycling. Over 200 different sports and recreational activities were counted in the survey. Moderate intensity is defined by having walked at a brisk or fast pace and for sports having raised the breathing rate.

ⁱⁱⁱ Those described as building some exercise into their lives did at least 30 minutes of moderate intensity sport and active recreation on between one and eleven (inclusive) days in the previous 28 days.

^{iv} Disability is defined in terms of: 'do you have a longstanding illness, disability or infirmity? By longstanding I mean anything that has troubled you over a long period of time or that is likely to affect you over a period of time.'

^v NS-SEC is the National Statistics Socio-economic Classification. It is derived by combining information on occupation and employment status. Employment status is created by combining data on whether an individual is an employer, self-employed or an employee, size of organisation (where collected) and supervisory status.

^{vi} Club membership is defined in terms of 'being a member of a club particularly so that you can participate in sport or recreational activity in the last 4 weeks'.

^{vii} Receiving tuition is defined as: 'having received tuition from an instructor or coach to improve your performance in any sport or recreational activity in the last 12 months'.

^{viii} Taken part in organised competition is defined as: having taken part in any organised competition in any sport or recreational activity in the last 12 months'.