

Higher Education Sport Participation and Satisfaction Survey

National Report
Year Two



TNS BMRB

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1. Executive summary

Sport England commissioned TNS BMRB to conduct a three year study to examine the impact of funding on sports participation and satisfaction amongst all students in HEIs participating in the Active Universities themed funding round. The second year of the survey was conducted online, in November 2012 and April/May 2013, with each wave lasting three weeks (1st year conducted November 2011 and May 2012). 41 projects have been funded through Active Universities and in Year 2 52 HEIs took part in the study.

This report summarises the key national findings from the second year of the study, with comparison to the first (baseline) year. Overall 31,448 students participated in the survey across the two waves in Year 1 and 37,163 in Year 2.

Overall, results for Year 2 (2012/13) are close to those for Year 1 (2011/12), which served as a baseline. Where there are differences these are generally in a positive direction, showing higher sport participation in Year 2 and a slight increase in use of, and overall levels of satisfaction with, university sport provision and involvement in organised sports activity (coaching, club membership and competition).

Five measures have been used to determine the frequency of participation in sport. Based on these measures, two thirds of students participate in any sport activity (67%), with about half of these (34%) participating in high levels of sport activity (3x30 minutes). From Year 1 in 2011/12 there has been an increase in the proportion participating at 3 x 30 minutes (from 32% to 34%) and the number participating in sport at all (from 65% to 67%). There has also been an increase in the percentage of students participating at least once a week (1x30 minutes) from 55% in 2011/12 to 57% in 2012/13.

There has been an increase in the proportion of students using university sports provision in Year 2. A third (34%) of all students participated in sport using university provision, up from 29% in 2011/12. Those living in university halls were more likely to use university provision. Convenience of local facilities was the main reason cited for not using university provision.

Involvement in organised sport activity also saw an increase on Year 1. Four in ten students were a member of a club, society or organisation to participate in sport (39%, up from 36% in year 1), with more having received tuition (27%, compared with 26% in year 1) or having taken part in organised competition (24% compared with 22% in year 1) in the past 12 months. Students doing 3 x 30 minutes were more likely to have been involved in these activities, as were students who used university sports provision.

Four per cent of students had taken part in one hour a week or more of sports volunteering. This was higher among those doing 3 x 30 minutes (7%), those doing 1 x 30 minutes (6%) and those who did any sport through their university (6%).

Overall, half of students who participated in university sport were very satisfied with university sport provision (49% rating their satisfaction as between 8 and 10 on a 10 point scale). This is slightly higher than the 47% who were very satisfied in 2011/12. Personal satisfaction (satisfaction with performance, social aspects, exertion and fitness and release and diversion) was at similar levels to in 2011/12.

In terms of service satisfaction, coaching was still seen to be an important factor for students (among those who have used it) and satisfaction with this area was also high. Value for money was seen as the next most important factor, but along with officials, this is the area where students were least satisfied. The specific areas with lower levels of satisfaction related to value for money of the non sport facilities where they take part in university sport and the equipment hired, overcrowding and being able to take part at a convenient time and the availability of qualified officials when competing in university sport. There was some evidence of an increase of satisfaction from 2011/12 to 2012/13 in terms of the ease of participating and officials.

In conclusion, the Year 2 study suggests that increased funding for university sport may be starting to have an impact on sports participation with a positive increase in levels of sports participation and use of and satisfaction with university sports provision since Year 1. Higher levels of club membership, coaching and competition have also been observed amongst students using university sports provision.

However, there continues to be potential to increase sports participation further. Some groups continue to be less likely to participate in sport; notably women, older students, those with a disability and Black and Asian students. There may be an opportunity to increase participation through further promotion of sports which see higher levels of participation from these groups (for e.g. dance exercise and yoga/Pilates for women, cycling for older students and swimming for those with a disability).

Other ways to boost sporting activities and use of university provision could include reviewing opening hours, costs and activities offered in university facilities. There is also a need to examine how university sports provision could be made more welcoming.

2. Introduction

Sport England commissioned TNS BMRB to conduct a three year study to examine the impact of Active Universities lottery funding on sports participation and satisfaction amongst students in HEIs that are recipients of Active Universities funding. It was also developed in order to test a sport participation tool for the Higher Education sector, to demonstrate how universities contribute towards increasing participation in community sport across England as well as provide information to individual universities which may assist with influencing decisions made about sport provision.

Sport England's overall ambition is that by 2017 sport becomes a habit for life for more people and a regular choice for the majority. Sport England is seeking a year on year increase in the proportion of people who play sport once a week for at least 30 minutes. In particular, Sport England will work to raise the percentage of 14-25 year olds playing sport once a week and reduce the proportion dropping out of sport. The Active Universities Projects will contribute towards this overall ambition and the survey will provide key information to understand how we may influence more students to play sport.

Active Universities projects are specifically challenged with increasing participation within their student population and ensuring that students continue to play sport throughout their time at university. Sport England wants projects to contribute to increasing the number of students who are participating in sport three times a week for at least 30 minutes over the lifetime of each project, thus contributing to Sport England's overall target of increasing the percentage of adults who participate at least once a week (1x30 minutes). The Higher Education Sport Participation and Satisfaction survey aims to provide data to each university to help understand how their students participate in sport and how satisfied they are with the sport provision at the university.

41 projects have been funded through Active Universities. In Year 1 49 HEIs took part in the study, with 52 HEIs taking part in Year 2.

In both Year 1 and Year 2, the survey was conducted online, in November and May, with each wave lasting 3 weeks. The research was conducted in two waves to minimise seasonal impacts.

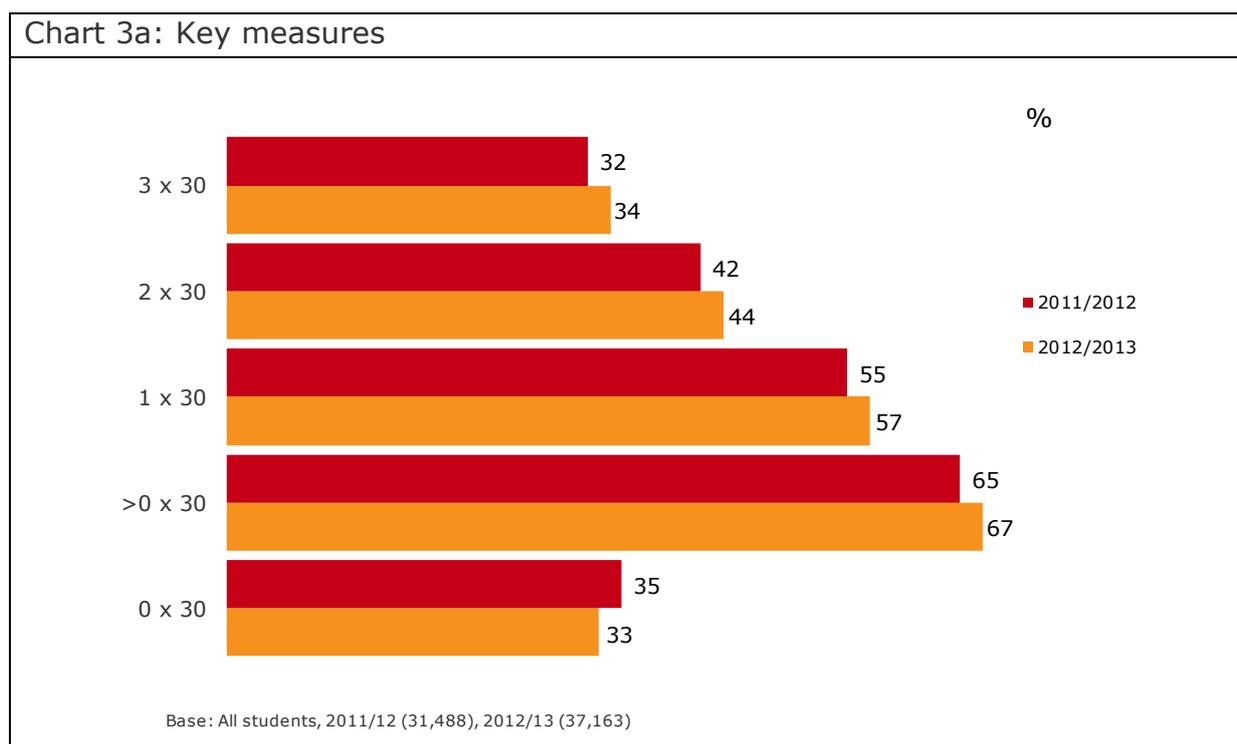
Fieldwork dates:

Wave 1	21st November - 12th December 2011
Wave 2	14th of May - 6th June 2012
Wave 3	12th - 31st November 2012
Wave 4	29th April - 7th May 2013

This report summarises the key national findings from the second year of the study. Overall in Year 1, 31,448 students participated in the survey across the two waves. In Year 2, 37,163 students participated.

3. Key participation measures

Five frequencies of participation have been used to determine the level of participation in sport. Based on these measures, two thirds of students participate in any sport, with about half of these (34%) participating in high levels of sport activity (3x30 minutes). There has been an increase in participation levels in the last year. This is summarised in Chart 3a and discussed more fully below.

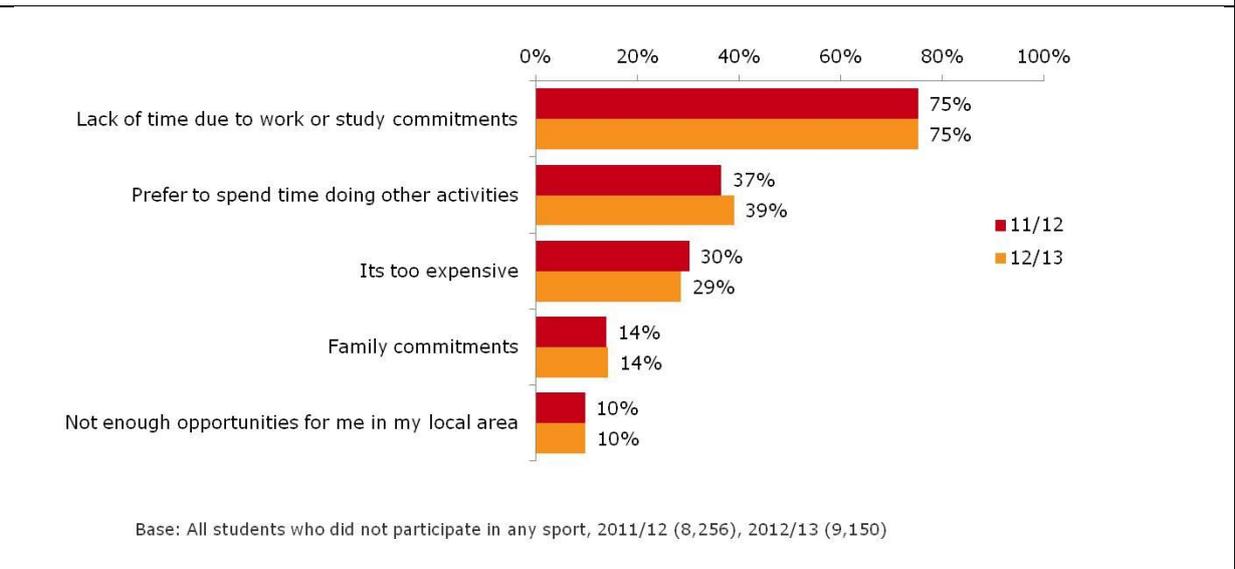


3.1 Non participation (0 x 30)

0 x 30 is defined as the percentage of students not participating in any sport for at least 30 minutes in the previous 28 days. In Year 2 a third (33%) of students did not participate in any sport for 30 minutes or more in the 28 days before the survey. Compared to 2011/12, fewer students are doing 0x30 (the figure was 35% in 2011/12). A quarter (26%) had not participated in any sport at all in the last 28 days, significantly fewer than the 29% who had not participated in any sport in 2011/12.

The most common reason for not participating in sport remains a lack of time because of work or study commitments (75% of those that did not take part in sport). Other reasons given were due to time restraints (time spent on other activities or with family commitments) as well as a preference for other activities and expense.

Chart 3b: Reasons for not participating in sport at all



Four in ten students who do not participate in sport at all said that they prefer to do other things. The following table lists the activities those students do, compared to all students.

	2012/13	
	%	%
	All students	Prefer to do other activities
Internet/emailing	92%	95%
Listen to music	91%	92%
Spend time with friends/family	92%	92%
Watch TV	84%	86%
Eat out at restaurants	86%	85%
Shopping	84%	84%
Read	82%	83%
Go to cinema	81%	80%
Go to pubs/bars/clubs	77%	76%
Days out or visits to places	74%	73%
Play computer games	52%	59%
Theatre/music concerts	53%	53%
Visit museums/galleries	48%	46%
Visits to historic sites	40%	38%
Arts and crafts	30%	33%
Sport/exercise	77%	33%
Play a musical instrument	26%	26%

	2012/13	
	%	%
	All students	Prefer to do other activities
Voluntary work	32%	26%
DIY	28%	23%
Gardening	20%	14%
Base: All students, 2012/13 (37,163),prefer to do other activities (3,705)		

3.2 Any participation (>0 x 30)

>0 x 30 is defined as participation in a session of at least 30 minutes of sport on 1 or more of the previous 28 days. Two thirds (67%) of students did at least a session of 30 minutes of sport in the 28 days leading up to the survey.

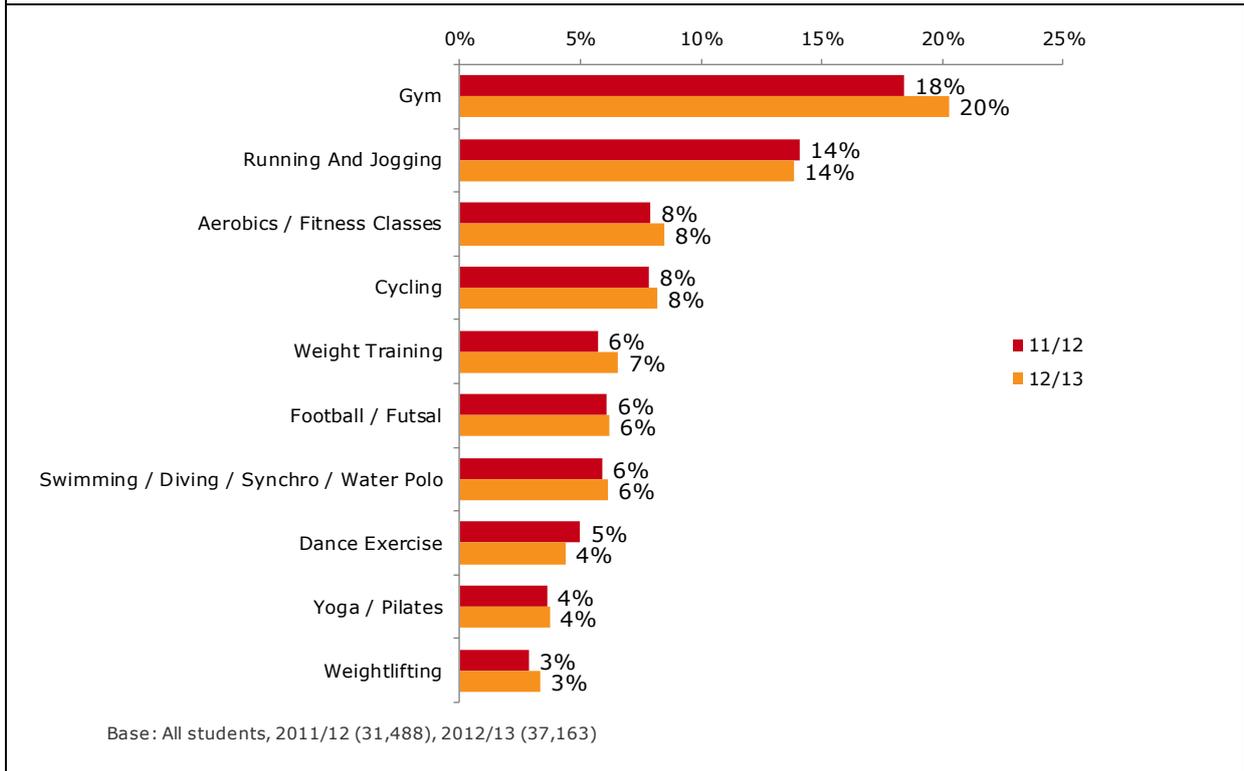
Differences in types of students who participated at the >0 x 30 level were the same as in Year 1 of research (2011/12). Men were more likely than women to participate in sport at all (71% at >0 x 30 compared with 63% of women). Groups less likely to take part in any sporting activity were those with a disability (58% at >0 x 30) and those from Black or Asian ethnic groups (55% and 59%). Younger students were more likely to participate in any sport, with 69% of those aged 25 and younger taking part at >0 x 30 compared with 53% of those aged 45 to 64.

3.3 1 x 30

1 x 30 is defined as participation in a session of at least 30 minutes of sport on at least 4 of the previous 28 days. More than half (57%) of students took part in this amount of sport or above in the 28 days preceding the survey. This is the equivalent of at least once a week in the 4 weeks before the survey.

The gym was the most common 1 x 30 activity (20% of all students) followed by running or jogging (14%) and aerobics or fitness classes (8%). The sports most popular in the 2012/13 research are the same as in 2011/12.

Chart 3c: Top 10 Sports at 1 x 30 (%)



Overall, the same groups were less likely to be participating in sport at the 1 x 30 level: women, older students, those with disabilities and Black and Asian students. However, for some particular sports, participation was higher amongst these groups (highlighted below). It may be possible to promote these sports further within HEIs to encourage higher sports participation among these groups.

Women were equally as likely as men to do running and jogging 1 x 30 and were more likely to do dance exercise and Yoga/ Pilates. Cycling was the only sport in the top 10 where the proportion doing it was consistent across all age ranges (8% of 20-25s and 9% of 45-64s). (Please note the sports in the chart above are those students participate in, not necessarily those which Sport England funds).

Amongst different ethnic backgrounds, Black and Asian students were less likely to do sport overall at 1 x 30. However Black students were equally likely as White and Mixed background students to do aerobics and all ethnic backgrounds were equally likely to play football. Dance exercise was more popular among Black and Mixed background students than White or Asian students.

In terms of disability, participation in swimming or other aquatics was equal among students with disabilities and those without (6%) illustrating the contribution of swimming or other aquatics to those with a disability.

3.4 2 x 30

2 x 30 is defined as participation in at least 30 minutes of sport on at least 8 of the previous 28 days. This is the equivalent of doing half an hour of sport twice a week. Over four in ten (44%) students participated in this level of activity.

3.5 3 x 30

3 x 30 is defined as participation in at least 30 minutes of sport on at least 12 of the previous 28 days. This is the equivalent of 30 minutes activity three times a week.

A third of students (34%) participated in this level of sport in the 28 days leading up to the survey. This is higher than the 32% who participated at this level in 2011/12.

Differences by sub group were similar to those for participating in any sport (>0x30). Men were more likely than women to be taking part at the 3 x 30 level (41% compared with 29%). Participation at the 3 x 30 level also fell with age with 36% of those 25 and under participating to this level, compared with 21% of those aged 45-64.

Ethnicity also played a role in participation at 3 x 30, with those from White or Mixed race backgrounds more likely to be doing 3 x 30 (37% and 33%). Participation at 3 x 30 was lower among Asian (28%) and Black students (27%) as well as those from other ethnic backgrounds (24%).

Students with a disability were less likely to participate in sport for 3 x 30 (26% compared with 36% of students with no disabilities). However, there does seem to have been an increase in the level of activity among students with a disability, as only 23% did sport at the 3 x 30 level in 2011/12.

The findings indicate that the proportion doing >0 x 30 and 3 x 30 has increased by a statistically significant figure between 2011/12 and 2012/13. But, there remains significant potential to increase both the proportion of HE students undertaking any sport activity and the amount of sport activity undertaken.

4. Sports participation: Key questions

4.1 Provision of Sports Participation

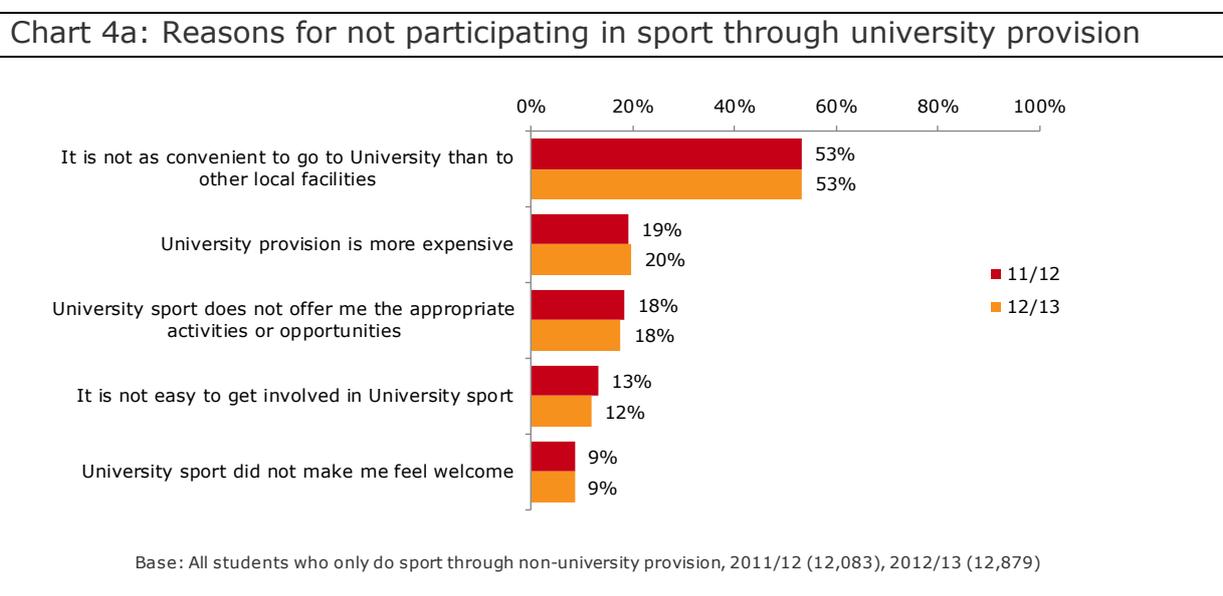
A third (34%) of all students surveyed participated in sport using university provision. As shown in the table below, ten per cent of students participated in sport entirely through university provision, with a further 24% using a combination of both university and non-university provision. The proportion who participated through university provision is a significant increase on the 29% who did so in 2011/12. This shows that increased funding for university sport may be starting to have an impact on participation within University provision. Almost two-fifths (39%) of students used only non-university run provision. The remainder (25%) did not participate in sport activity.

	2011/12	2012/13
	%	%
Only through your university	8	10
Only through non university provision	41	39
Both through university and non university	21	24
Don't know	2	2
Do not participate in any sport	27	25
Base: All students, 2011/12 (31,488), 2012/13 (37,163)		

Those living in university halls on campus were most likely to use only university provision (23%) and 15% of those in off campus halls also used university provision only. One in ten (11%) of those renting privately used university sports provision only, falling to two per cent of those living at their permanent address.

Those that participated in sport using university provision alongside outside provision were most likely to be doing sport at the 3 x 30 level (58% of those who used both university and other provision were doing 3 x 30, 44% who used only university provision and 41% of those using only non-university provision).

The most commonly cited reason for not using the university provision for their sporting activities remains that university facilities are less convenient than going to local facilities (53%). Other barriers included cost, lack of appropriate activities and issues around not being welcome or finding it difficult to get involved in university sport.



These findings suggest the proportion of students using university provision might be further increased if charges and activities provided continue to better match requirements. Measures to make university sports provision more welcoming and inclusive might also help to increase the proportion of students using university provision.

4.2 Level of physical activity

When asked about any changes in the amount of sport and recreational physical activity compared with the same time last year, 34% of students said that they were doing less. Thirty two per cent thought they were doing about the same amount, and 32% said they were doing more activity. This was broadly similar to what was reported in 2011/12:

	2011/12	2012/13
	%	%
More	29	32
The same	32	32
Less	37	34
Don't know	2	2

Base: All students, 2011/12 (31,488), 2012/13 (37,163)

However, 84% said that they were keen to do more sport or physical activity over the next 12 months, than they do currently. Twenty two per cent thought that they would definitely do more.

4.3 Membership, competitions and coaching

In 2012/13, 39% of students were a **member of a club, society or organisation** particularly for the purpose of participating in sports or recreational physical activities (36% in 2011/12). Club or society membership was higher among those doing 3 x 30 (62%, compared with 51% of those doing >0 x 30). Men were more likely than women to be a member of a club, as were younger students and those who lived on a campus with sports facilities.

27% of students had **received tuition from an instructor or coach** to improve sports performance in the last 12 months (26% in 2011/12). Those doing 3 x 30 (42%) and those doing 1 x 30 minutes (37%) were more likely to have received tuition than those doing >0 x 30 (35%). White students and those from a Mixed race background were more likely to have received tuition than Black (18%) or Asian students (20%) or those from other races (19%). As with club membership, younger students and those who lived on a campus with sports facilities were more likely to have received tuition.

24% of students had **taken part in organised competition** in the past 12 months (22% in 2011/12). Thirty one per cent of those doing >0 x 30 had taken part in a competition in the last 12 months, rising to 40% of those doing 3 x 30. Men were more likely to have competed than women (32% compared with 17%) as were younger students.

Students involved in sport using university provision were more likely to be involved in clubs, to have had coaching and to have taken part in organised competitions.

5. Sports volunteering

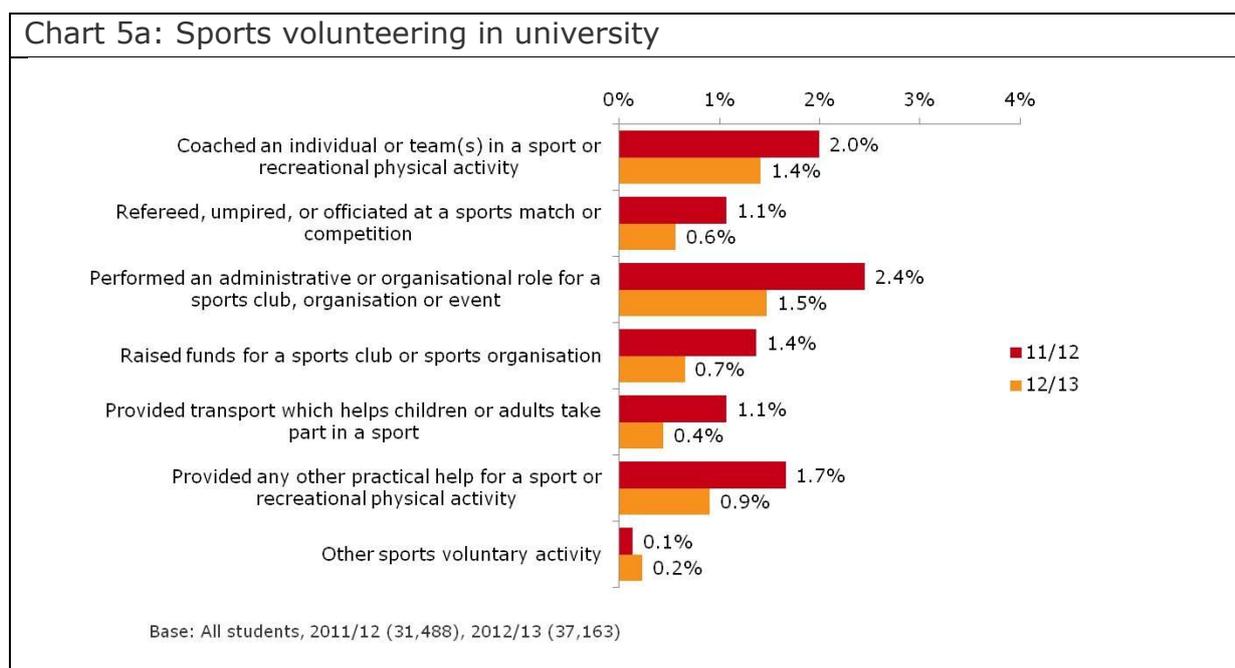
Sports volunteering includes any sports voluntary work undertaken without any payment except to cover expenses e.g. organising or helping to run an event, campaigning/raising money, providing transport or driving, taking part in a sponsored event, coaching, tuition or mentoring.

Four per cent of all students had taken part in one hour a week or more of sports volunteering (four or more hours of sports volunteering in the previous 28 days). This is a comparable level to the five per cent who had done so in the 2011/12 survey.

The proportion engaged in sports volunteering at all increased with higher sports participation: 3% of those doing 0 x 30 had done so in the last 28 days, whereas 10% of those doing 3 x 30 had.

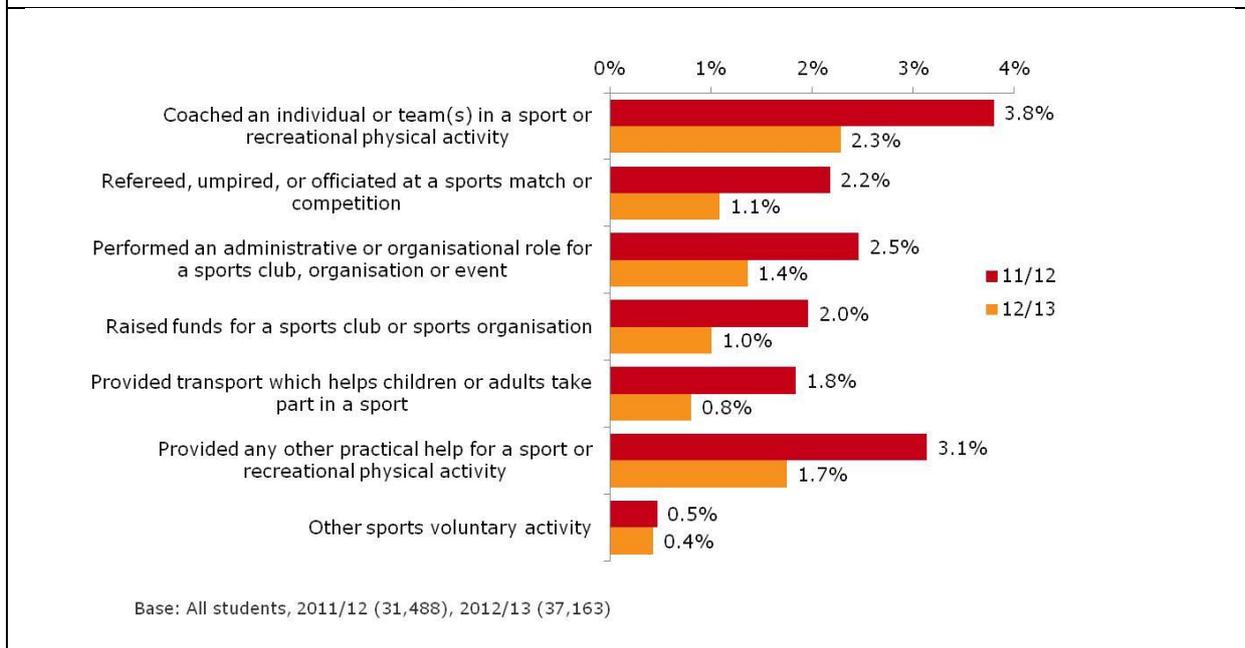
Sports volunteering was also higher among those who did sport through their university (either only through the university, 8% or using a mix of both university and local provision, 12%) than those who only did sports through non-university provision (6%).

The most common sports volunteering activities are shown below for volunteering within university (Chart 5a) and outside of university (Chart 5b) (percentages are among all students):



Within university, performing an administrative or organisational role was the most common voluntary role performed.

Chart 5b: Sports volunteering outside university



Coaching was the most common voluntary activity outside of university, followed by providing other practical help.

6. Satisfaction and importance

All students were asked how important the university's sporting opportunities and facilities were to them when selecting their university. Students who participated in university sport were also asked to rate their overall satisfaction with sport at their university, as well as rating their satisfaction on a number of aspects of service and personal satisfaction.

The areas of service satisfaction examined were:

- Value for money
- Facilities and playing environment
- Coaching
- Ease of participating
- People and staff
- Officials in University sport

For each of these areas students were asked to rate their overall satisfaction and satisfaction with more detailed aspects. For all aspects and for the overall measure, students were asked to rate their satisfaction on a scale of 1 to 10, where 10 was Extremely Satisfied and 1 was Extremely Dissatisfied. Students were also asked to rate the level of importance of each area. This was rated on a scale of 1 to 10, with 10 being Extremely Important and 1 being of No Importance.

Students were also asked the importance of, and their satisfaction with, a number of measures of personal satisfaction:

- Opportunities to improve performance
- Opportunities for exertion and fitness in sport
- Opportunities for release and diversion from everyday life
- Social aspects

6.1 Overall satisfaction and importance of university sport

Overall, 11% of all students said that the university's sporting opportunities and facilities were very important to them when selecting their university (rating importance between 8 and 10). A further 22% said it was fairly important (score of 5-7/10). However, six in ten students (61%) felt it was not really a factor they considered in their choice of university (score <5/10).

Amongst students who participated in university sports around a quarter said that the university's sporting opportunities and facilities were important to them when selecting their university (22% rating importance between 8 and 10). These level was on a par with Year 1 in 2011/12:

		2011/12	2012/13
Overall importance	8-10	22%	22%
	5-7	34%	35%
	1-4	43%	43%
Base: All students who participate in sport through university provision, 2011/12 (9,910), 2012/13 (13,645)			

Overall, half of students who participated in university sport were very satisfied with university sport provision (49% rating their satisfaction as between 8 and 10 on the 10 point scale). The proportion who were very satisfied (8-10) rose slightly on the figure seen in 2011/12. Only 12% were dissatisfied, giving a rating between 1 and 4.

		2011/12	2012/13
Overall satisfaction	8-10	47%	49%
	5-7	41%	40%
	1-4	12%	12%
Base: All students who participate in sport through university provision, 2011/12 (9,912), 2012/13 (13,458)			

Satisfaction was higher for students who said that the university's sporting opportunities and facilities had been an important factor in their selection of HEI: 61% of those who said that it was important (8-10) were satisfied (8-10), while those who said it was not important (1-4) were less likely to be satisfied with the overall sporting provision at their university (43%).

Of those who said that the university's sports opportunities and facilities had been important in their choice of institution, a small, but significant, proportion (8%) were dissatisfied (1-4). Similarly, 7% said this in 2011/12.

6.2 Service satisfaction

Chart 6a shows the relative levels of satisfaction and importance of the key areas of service satisfaction (at a rating of between 8 and 10).



Coaching was seen to be the most important factor at 72% (although this was only asked of those who had used coaching facilities within the university within the last 12 months) and satisfaction with this area was also high (65% very satisfied, giving a score of 8-10/10). Within the area of coaching, satisfaction was highest with the technical competence of the coaches running the sport (65%) and lowest for opportunities to receive coaching (55%).

Value for money was seen as the next most important factor (66%), but this scored lower for satisfaction (50% very satisfied, score of 8-10/10). As discussed earlier (see section 4.1) cost was a key reason for not using university sports provision. Within value for money, the areas which students felt offered better value for money were coaching (45%) and membership fees for university sports clubs and organisations (43%). They were less satisfied with the value for

money of the non sport facilities where they take part in university sport (37%), and with equipment hired (40%).

Ease of participating and the facilities and playing environment were thought to be similarly important, with 62% scoring them at between 8 and 10. At a similar level, 60% thought **people and staff** to be important. All three areas scored between 60% and 62% for satisfaction between 8 and 10 on the scale. This was an increase in satisfaction from 2011/12, particularly in the area of ease of participating.

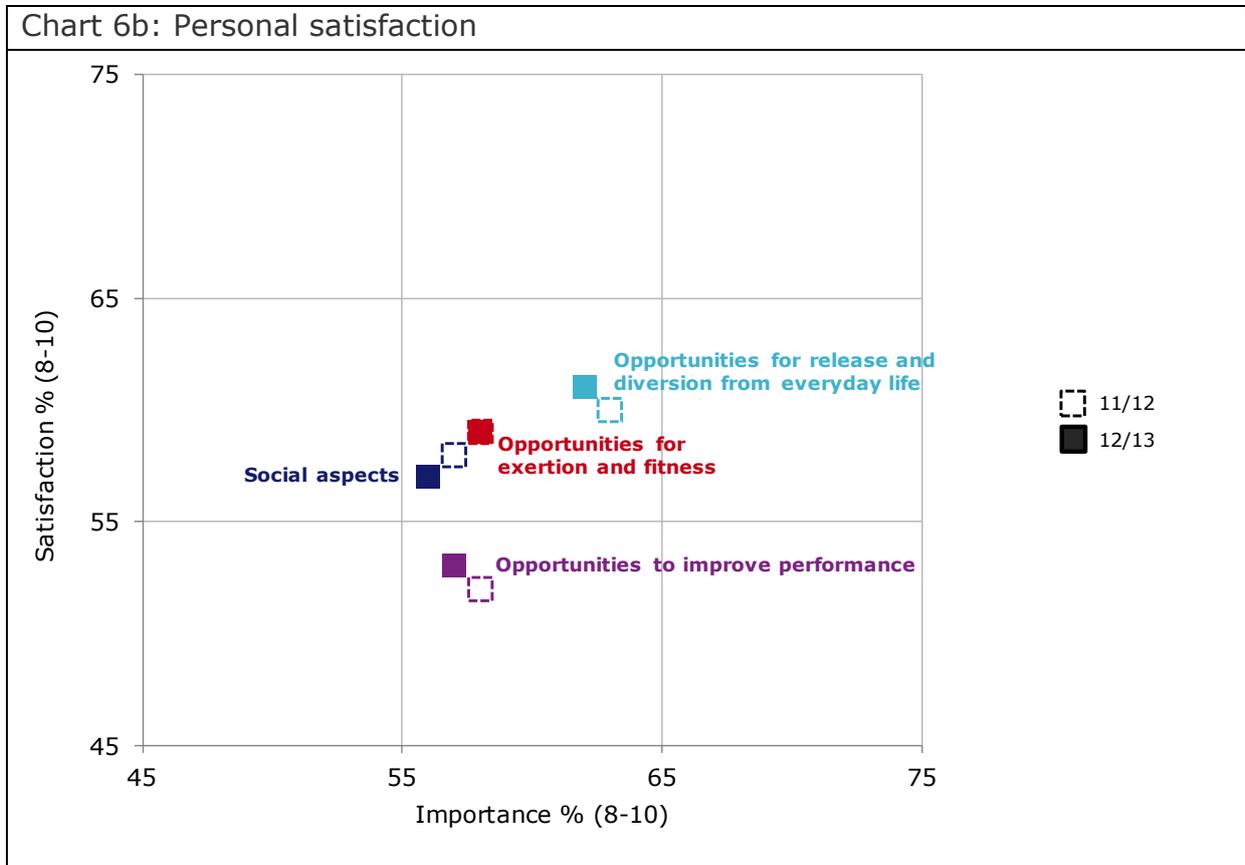
Within these, the area which students rated highest was the safety of the facilities and playing environment (68% very satisfied) and the cleanliness of facilities (60%). The areas with lowest satisfaction were related to the **ease of participating**, which although rated at 57% overall, rated between 40% and 47% on each of its individual aspects. The lowest scoring aspects were: being able to take part in university sport in places that are not overcrowded (40%), being able to participate in university sport at a convenient time (41%), and the ease with which they can balance sporting, work, family and education commitments (41%).

In terms of **people and staff**, more than half (56%) were very satisfied with how welcome they were made to feel by the people who organise university sport. Similarly, 55% of students that participated in sport were very satisfied with how welcoming the people were at the places they took part in university sport. As noted earlier (see section 4.1) not feeling welcome may be a factor in discouraging students from using university provision.

Officials in university sport were thought to be important by 61% of students that participated in sport, but this was the area that students were least satisfied with (50% rated satisfaction 8-10/10). However, satisfaction was greater than in 2011/12 (46% rated satisfaction 8-10/10). Both aspects in this area scored relatively poorly for satisfaction: the availability of qualified officials when competing in university sport (40% rated satisfaction 8-10/10) and the knowledge and application of the rules demonstrated by qualified officials when competing (46%).

6.3 Personal satisfaction

Chart 6b shows the level of importance and satisfaction for various areas of personal satisfaction with university sport provision.



Levels of personal satisfaction were very similar to 2011/12. The area perceived to be most important was opportunities for release and diversion from everyday life (62% rated importance 8-10/10), and this was also the area with which students were most satisfied (61% rated satisfaction 8-10/10).

Opportunities to improve performance, opportunities for exertion and fitness and social aspects were all seen to be of around the same level of importance. However, satisfaction was lowest for opportunities to improve performance (53%).