Creating sporting opportunities in every community

Active People Survey (APS) results for Swimming

Period: APS2 (Oct 07 / Oct 08) to APS4 (Oct 09 / Oct 10)

Prepared by Sport England

14 December 2010

Summary of findings for Swimming

- Participation in swimming has shown a statistically significant decrease (from 3, 244,300, 7.83% to 3,156,300, 7.5%) between APS2 and APS4.
- This is a drop from the recent high figure of 3,252,100, 7.72% reported in APS3/4 (April 09 to April 10).
- There has been a significant decrease in swimming from APS2 to APS4 amongst those aged 16 to 34 years (and more particularly amongst those aged 20 to 29 years) while the numbers have held steady in the older age group of 55 plus years.
- While participation amongst men has shown a significant increase since APS2 there has been a significant decrease in the number of women swimming over the same period. This has led to a narrowing of the gender gap while overall numbers have been decreasing.
- The decrease in swimming is significant amongst the lowest socio-economic groups while the numbers have held steady in the highest socio-economic groups leading to greater polarisation of the swimming market. There has also been a significant decrease in NS-SEC 9 which is made up predominantly of students.
- The decrease in swimming has taken place amongst the 'white' population while participation amongst those classified as 'non-white' has remained stable – albeit with a participation rate over 2.5 percentage points lower than their 'white' counterparts.
- There have been significant decreases amongst both those with and without a limiting disability or illness.
- While no regions reported a significant increase in swimming between APS2 and APS4 there were four regions that reported a decrease: the North West; East Midlands; East; and South East.
- There has been little change in the proportion of people swimming at different frequencies
- The proportions of people taking part in structured/organised swimming has remained stable over the period APS2 to APS4

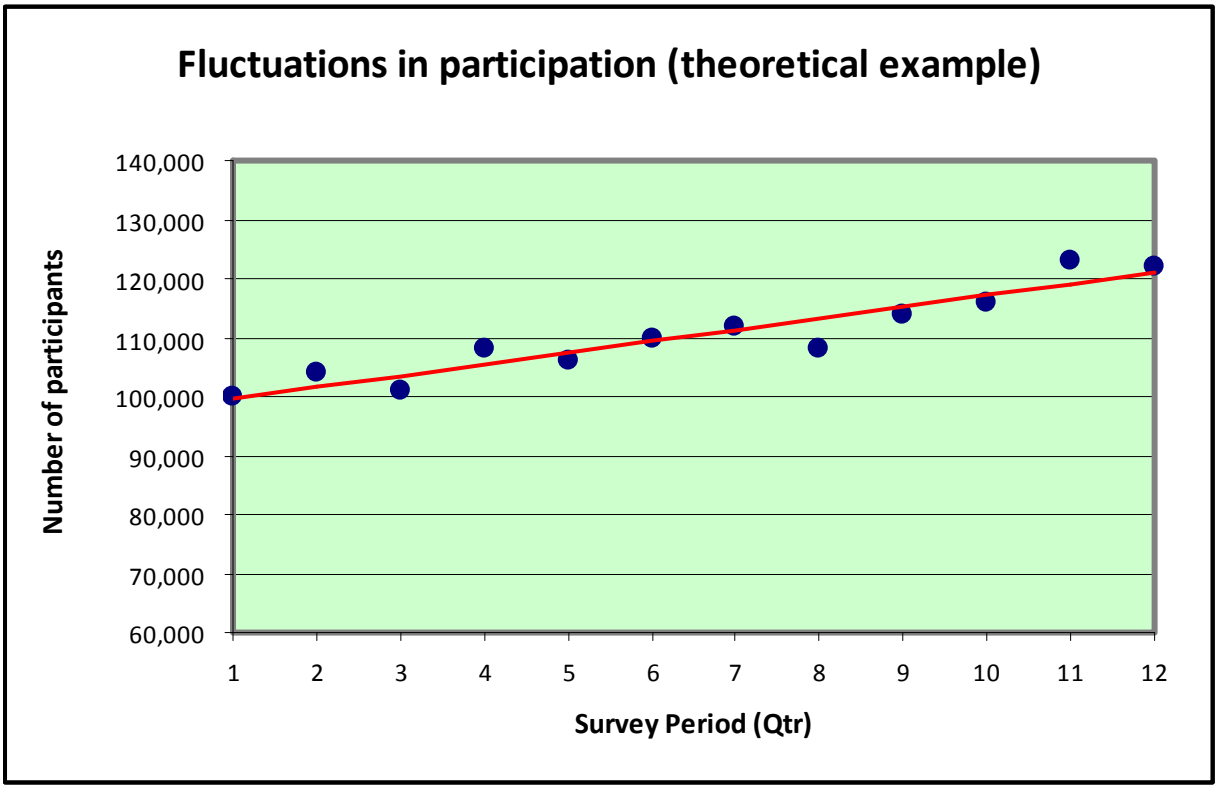
Understanding changes in participation

We would expect to see short term fluctuations in the participation rates across the population because:

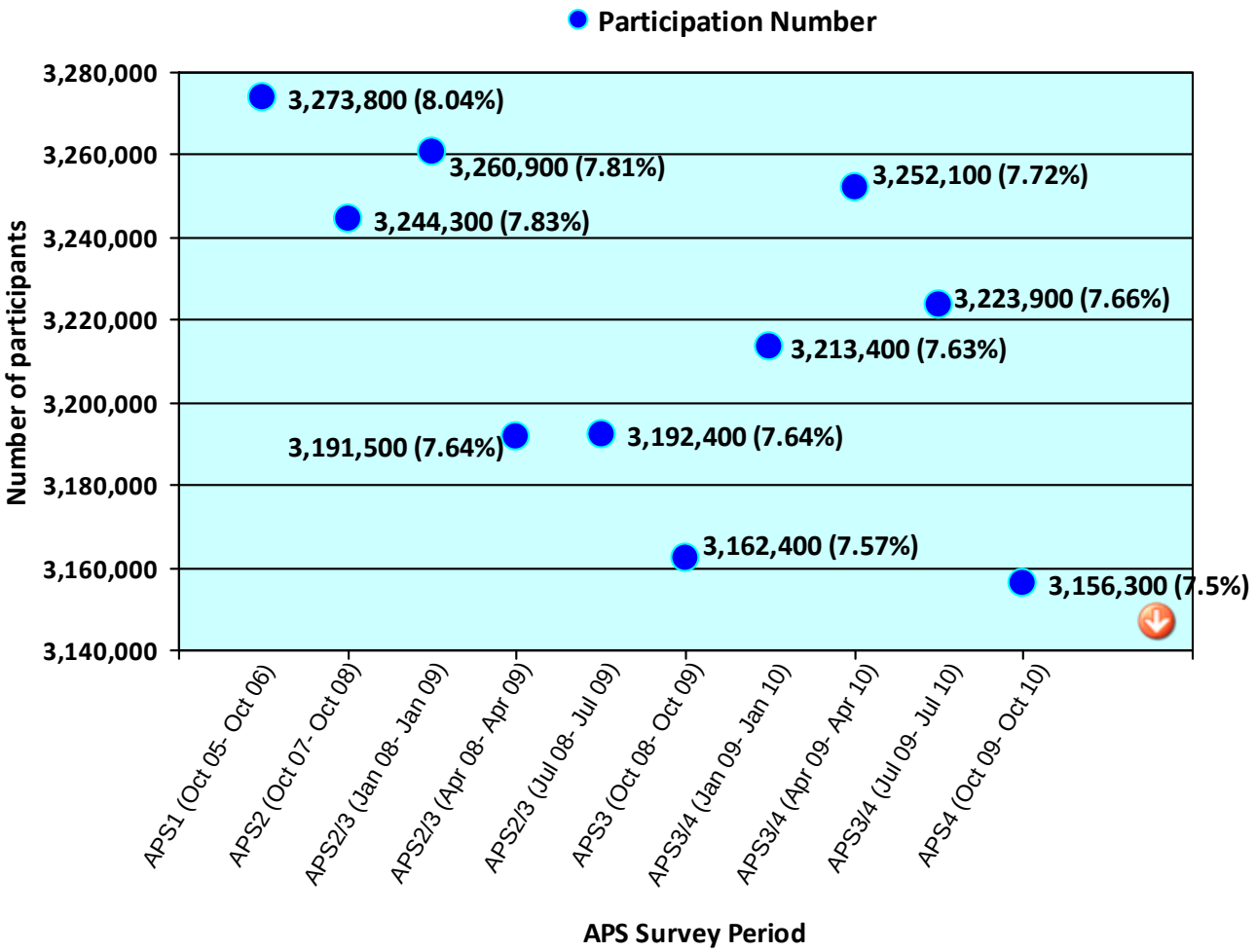
- Every random sample survey has a known, quantifiable, confidence interval attached to the results;

- Of the inevitable small oscillations (upward and downward movement) in people's behaviour across large populations.

These short term fluctuations in behaviour will however be smoothed out over longer periods of time (years rather than months) to establish real, quantifiable overall shifts in the participation rates.



Number and percentage participating (at least once a week) in Swimming – All aged 16 and over



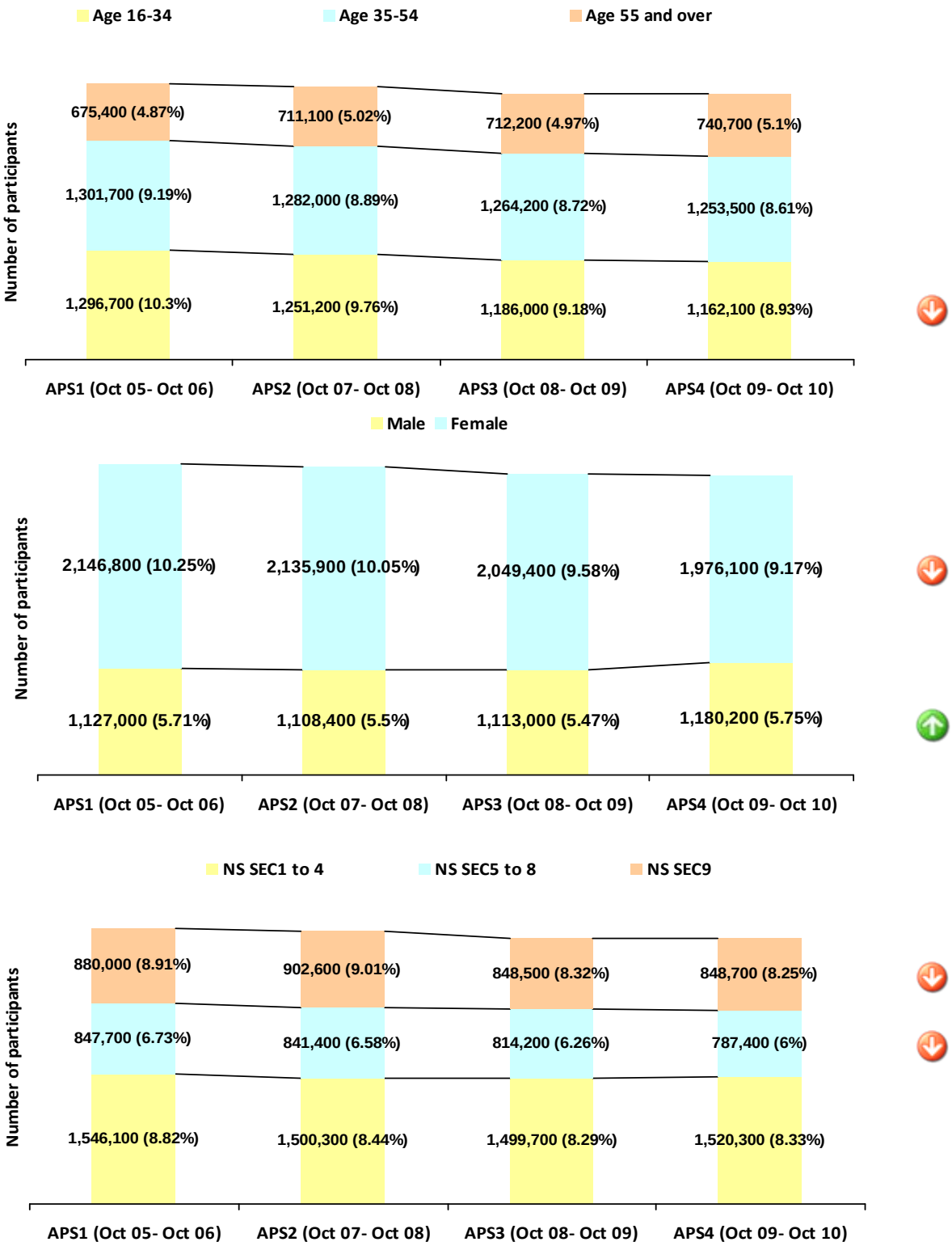
Key

Change is only shown between APS2 (baseline) and the most recent reporting period

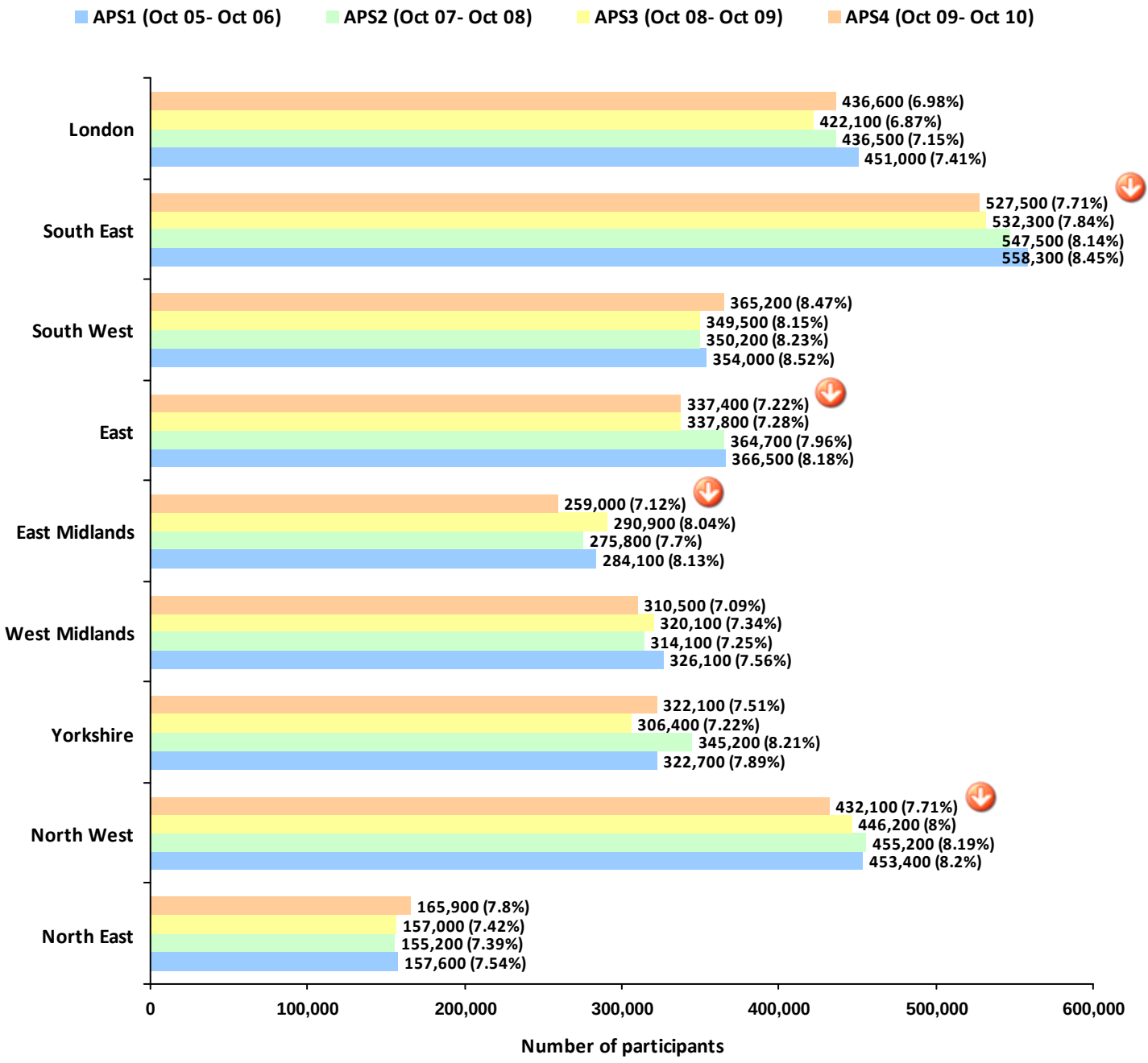
- **shows a statistically significant increase**
- **shows a statistically significant decrease**

No arrow = no change

Number and percentage participating (at least once a week) in Swimming – Age, Gender, Social Group



Number and percentage participating (at least once a week) in Swimming - Region



Change in number of participants (at least once a week) in Swimming - APS2 baseline versus most recent reporting period

Number of participants	APS2 (Oct 07 / Oct 08)	APS4 (Oct 09 / Oct 10)	APS4 (Oct 09 / Oct 10) participation rate	Change vs APS2 (baseline)
Overall	3,244,300	3,156,300	7.50%	-88,000
Male	1,108,400	1,180,200	5.75%	71,800
Female	2,135,900	1,976,100	9.17%	-159,800
Age 16-19	256,500	235,900	8.85%	-20,600
Age 20-24	351,200	323,000	9.15%	-28,200
Age 25-29	328,100	302,900	8.68%	-25,200
Age 30-34	320,600	296,200	9.14%	-24,400
Age 35-44	759,900	726,700	9.61%	-33,200
Age 45-64	918,600	946,000	7.30%	27,400
Age 65+	309,400	325,700	3.89%	16,300
Age 16-34	1,251,200	1,162,100	8.93%	-89,100
Age 35-54	1,282,000	1,253,500	8.61%	-28,500
Age 55+	711,100	740,700	5.10%	29,600
White	3,030,400	2,925,700	7.81%	-104,700
Non White	213,900	230,600	5.07%	16,700
Limiting Disability or Illness	451,600	417,600	4.69%	-34,000
No Limiting Disability or Illness	2,792,700	2,738,700	8.03%	-54,000
NS-SEC 1-4	1,500,300	1,520,300	8.33%	20,000
NS SEC 5-8	841,400	787,400	6.00%	-54,000
NS SEC 9	902,600	848,700	8.25%	-53,900
North East	155,200	165,900	7.80%	10,700
North West	455,200	432,100	7.71%	-23,100
Yorkshire	345,200	322,100	7.51%	-23,100
West Midlands	314,100	310,500	7.09%	-3,600
East Midlands	275,800	259,000	7.12%	-16,800
East	364,700	337,400	7.22%	-27,300
South West	350,200	365,200	8.47%	15,000
South East	547,500	527,500	7.71%	-20,000
London	436,500	436,600	6.98%	100

Key
Green shows a statistically significant increase
Red shows a statistically significant decrease
"Insufficient sample" is shown where the cell size at either time period is less than 30

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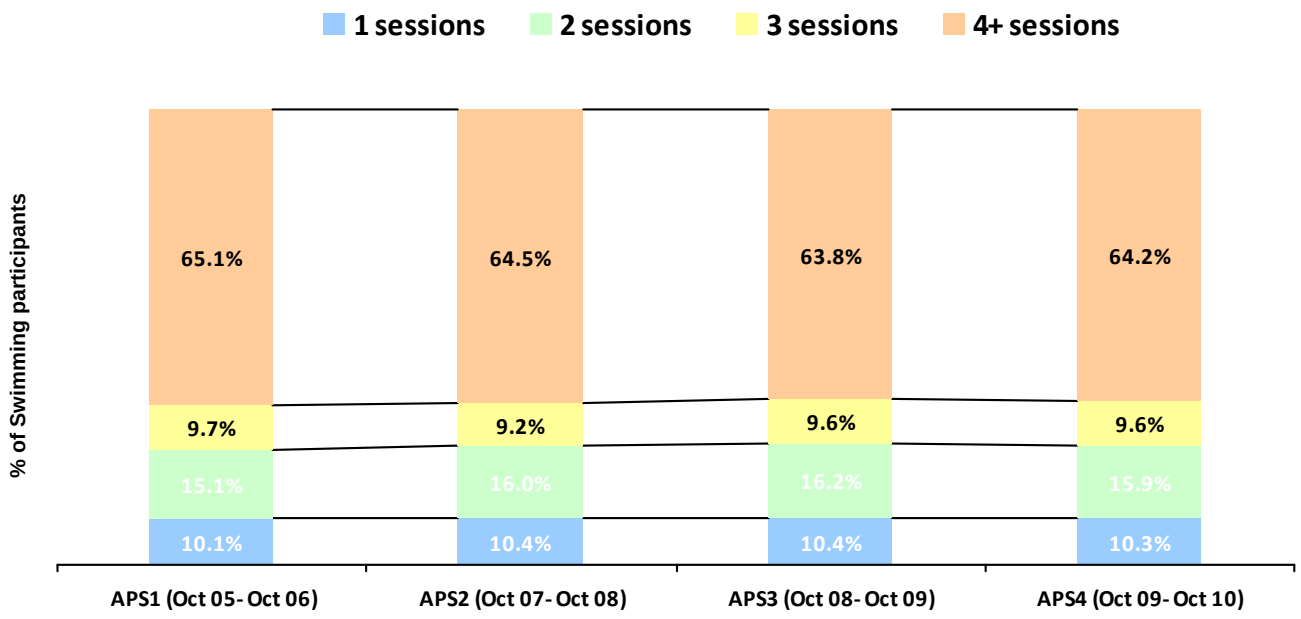
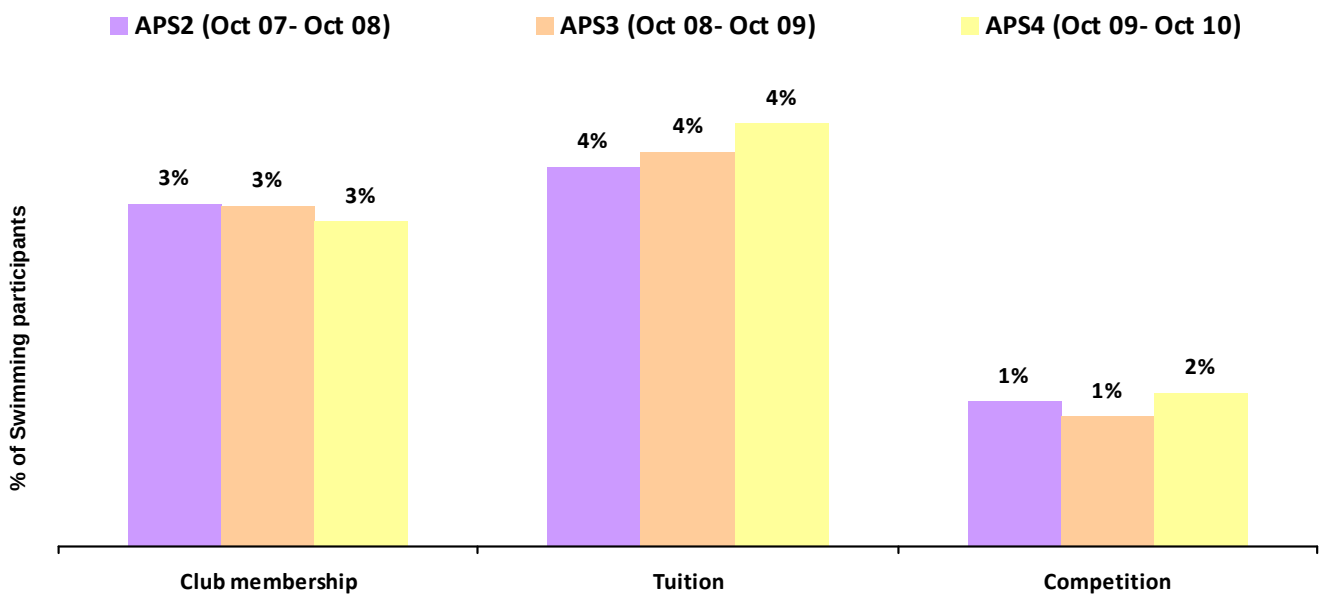
Frequency of participation in Swimming – number of sessions in last four weeks



Club membership, tuition, and participation in competition in Swimming



Overall sports participation: Number achieving at least 3 sessions a week x 30 minutes moderate sports participation - APS2 baseline versus most recent reporting period – all aged 16 and over

Number of participants	APS2 (Oct 07 / Oct 08)	APS4 (Oct 09 / Oct 10)	APS4 (Oct 09 / Oct 10) participation rate	Change vs APS2 (baseline)
Overall	6,815,100	6,938,000	16.48%	122,900
Male	4,027,300	4,176,400	20.32%	149,100
Female	2,787,800	2,761,500	12.81%	-26,300
Age 16-19	911,100	853,800	31.98%	-57,300
Age 20-24	980,600	1,046,000	29.57%	65,400
Age 25-29	829,700	808,600	23.14%	-21,100
Age 30-34	677,100	680,200	20.95%	3,100
Age 35-44	1,410,500	1,407,700	18.59%	-2,800
Age 45-64	1,474,400	1,609,800	12.40%	135,400
Age 65+	531,700	531,800	6.34%	100
Age 16-34	3,421,900	3,406,300	26.15%	-15,600
Age 35-54	2,293,900	2,414,600	16.56%	120,700
Age 55+	1,099,300	1,117,100	7.68%	17,800
White	6,092,300	6,151,100	16.39%	58,800
Non White	722,800	786,900	17.26%	64,100
Limiting Disability or Illness	594,500	591,200	6.55%	-3,300
No Limiting Disability or Illness	6,220,700	6,346,800	18.36%	126,100
NS-SEC 1-4	2,801,100	2,948,000	17.20%	146,900
NS SEC 5-8	1,499,200	1,560,700	12.66%	61,500
NS SEC 9	2,514,900	2,429,200	25.14%	-85,700
North East	341,600	347,600	16.35%	6,000
North West	944,000	993,700	17.74%	49,700
Yorkshire	722,200	704,200	16.43%	-18,000
West Midlands	628,900	679,700	15.53%	50,800
East Midlands	601,300	580,900	15.98%	-20,400
East	741,800	734,400	15.71%	-7,400
South West	679,400	712,300	16.53%	32,900
South East	1,151,400	1,147,100	16.77%	-4,300
London	1,004,500	1,038,100	16.60%	33,600

Key
Green shows a statistically significant increase
Red shows a statistically significant decrease
"Insufficient sample" is shown where the cell size at either time period is less than 30

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NOTES

•Data is presented for Active People Survey APS1 (Oct 2005/Oct 2006); APS2 (Oct 07/Oct 08); APS3 (Oct 08/Oct 09); APS4 (Oct 09/Oct 010).

•Active People Survey 4 took place between October 2009 and October 2010 and interviewed c.188,000 adults (aged 16 and over) by telephone.

•Participation once a week is defined as participation on at least four days out of the previous 28 days.

• Swimming includes: all swimming and diving (indoor and outdoor) deep water swimming, open water swimming, deep water diving and water polo.

•Office for National Statistics (ONS) population data has been used to provide population numbers - ONS mid year 2005, 2007 and 2008 population estimates (for Active People Survey 1, 2 and 3 respectively) and ONS 2009 estimates for APS4.

•Please note that in APS4Q3 we changed the basis upon which population figures are apportioned across three demographic groups (ethnicity, long term limiting illness / disability, and NS-SEC). The changes improve the accuracy of these figures reflecting the proportion of the population recorded in each demographic group in either the ONS 2007 population estimates (ethnicity) or 2001 census data (long term limiting illness / disability, and NS-SEC). For these demographic groups, figures for earlier reporting periods have been restated.

•Disability is defined by the question asked within the survey which is consistent with the Census definition: '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?'

•NS-SEC is the National Statistics Socio-economic Classification. It is derived by combining information on occupation and employment status. NS-SEC: 1. Higher managerial and professional occupations; 2. Lower managerial and professional occupations; 3. Intermediate occupations; 4. Small employers and own account workers; 5. Lower supervisory and technical occupations; 6. Semi-routine occupations; 7. Routine occupations; 8. Never worked and long-term unemployed; 9. Full time students and Occupations not stated or inadequately described.

•Data for organised sport (club membership, tuition, organised competition) does not exist for Active People Survey 1 (2005/6) as this was not included in the first year of the survey.

NOTES CONTINUED

•Club membership is defined as, of those who have participated in the sport, the percentage who take part in the sport as a member of a sports club.

•Tuition is defined as, of those who have participated in the sport, the percentage who have received tuition from an instructor or coach in the last 12 months.

•Organised competition is defined as, of those who have participated in the sport, the percentage who have taken part in organised competition in the last 12 months.

•Please note that this report highlights whether changes from Active People Survey 2 (2007/8) to Active People Survey 4 (2009/10) are statistically significant. A statistically significant increase is indicated by green shading and red shading indicates a statistically significant decrease. This means we are 95% certain that there has been a real change in the population (increase or decrease). For more information on measuring change between surveys and statistical significance, a briefing note is available.

•Changes which are not highlighted in green or red are not statistically significant and should be treated with caution.

•Where cell sizes are based on less than 30 respondents this is referenced as 'insufficient sample'. Caution should be exercised in using figures based on a cell size of below 30.

•Due to rounding of population data and weighting factors, please note that population numbers in sub-groups will not always equal the total figures.