Creating sporting opportunities in every community

Active People Survey (APS) results for Canoeing

Period: APS2 (Oct 07 / Oct 08) to APS5 (Oct 10 / Oct 11)

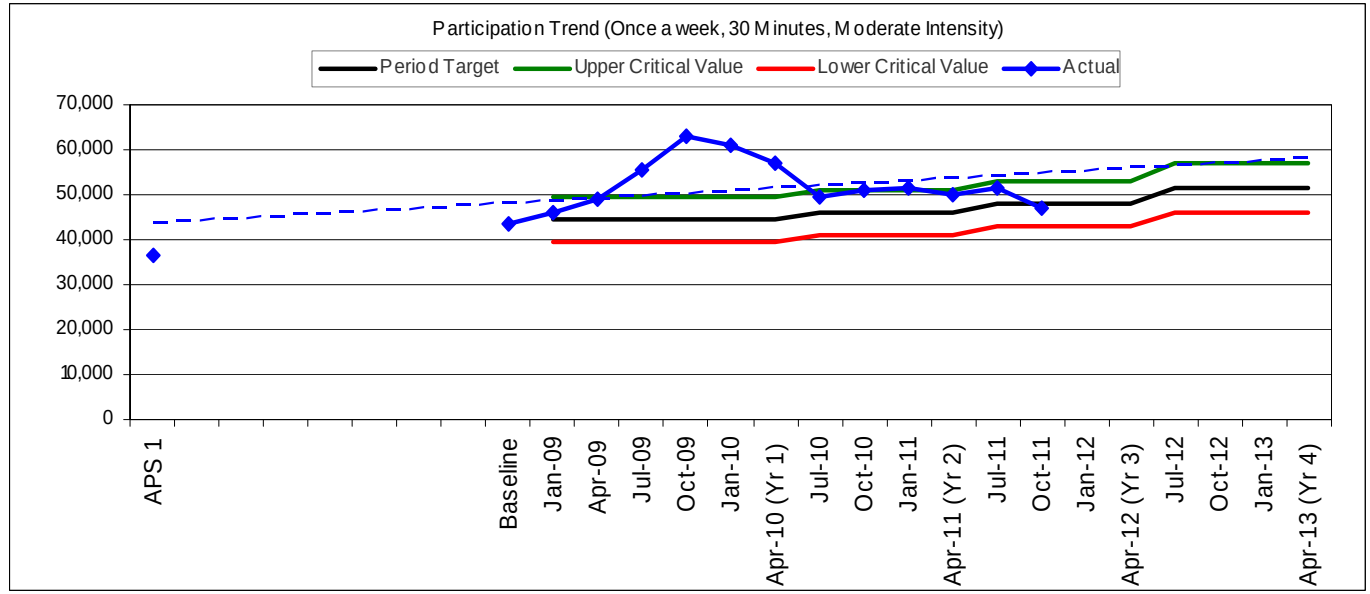
Prepared by Sport England

8 December 2011

Quarterly APS Summary – APS5 Q4

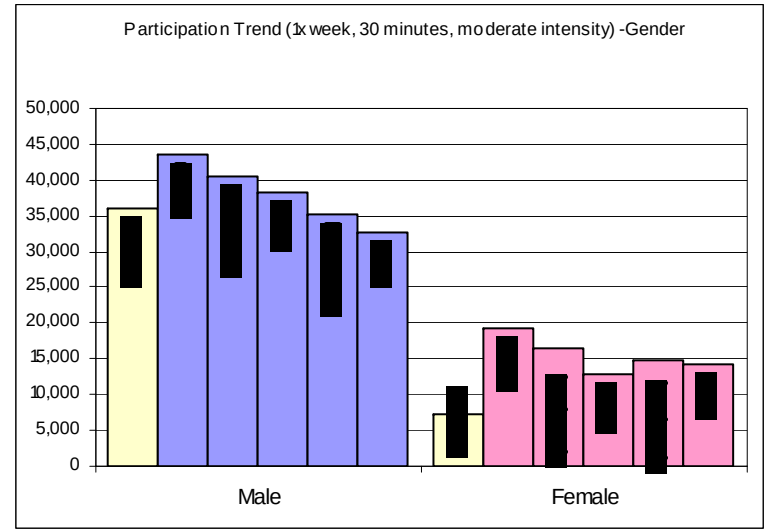
Key Messages

- Once a week participation in Canoeing has fallen slightly over the last 6 months to 46,900.
- The long term trend for once a week Canoeing participation is fairly flat.



Age and Gender Breakdown

- The slight dip in participation this quarter has come among male participants. In particular this has occurred among 16-34 year old males.
- The long term trends suggest a gentle downward trend in participation among men, offset by an increase in female participation.
- Female once a week participation still remains relatively small but is significantly higher than the APS2 baseline.



Canoeing

Quarterly APS Summary – APS5 Q4

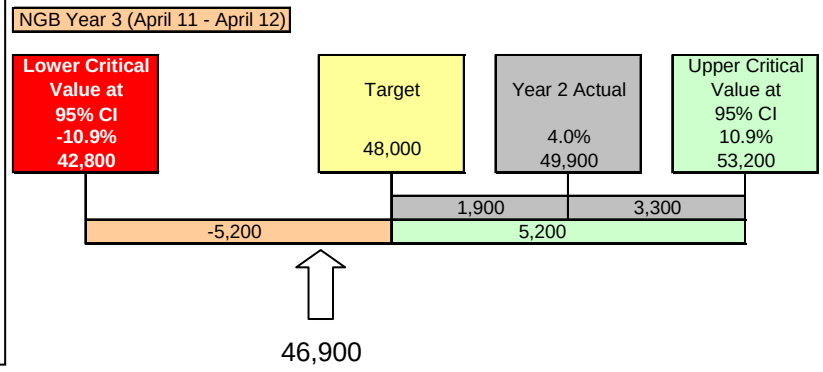
Canoeing – further analysis

Key Messages

- Canoeing is currently in the critical range against its year 3 Sport England growth target.
- Once a month participation has increased slightly over the last 6 months.

Positioning relative to the Grow Measurability Framework

Current status: **In the critical range below year 2**

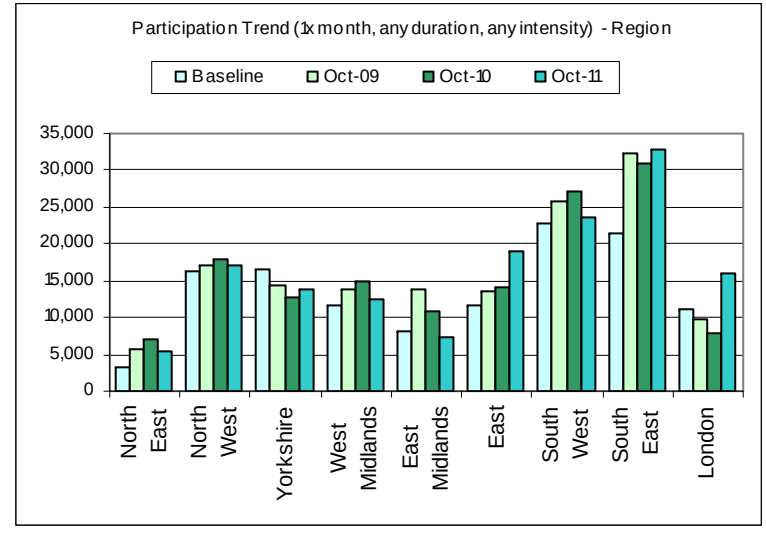


APS5 Q4 Headlines:

- Canoeing participation is close to the target agreed with Sport England for the end of year 3.
- In contrast to once a week participation, once a month figures have increased slightly over the last 6 months. This increase has mainly come from males aged 16-34.
- Once a month participation is showing a slight upward trend over the long term and is now significantly above the APS2 baseline figure.

Regional Breakdown

- There is some variation in participation trends across the different regions.
- Participation in the East and South East has continued to increase and the once a month figures for these regions are now significantly above the APS2 baseline.
- Participation has dipped in the South West over the last 6 months and is back close to baseline levels.



Quarterly APS Summary – APS5 Q4

Canoeing – Summary data

Change in number of people participating **at least once a week** in Canoeing - APS2 baseline versus most recent reporting period

At least once a week	APS2 (Oct 07 / Oct 08) Number	APS2 (Oct 07 / Oct 08) Participation rate	APS5 Q4 (Oct 10 / Oct 11) Number	APS5 Q4 (Oct 10 / Oct 11) Participation rate	Change vs APS2 (baseline)
Overall	43,500	0.10%	46,900	0.11%	3,400
Male	36,100	0.18%	32,600	0.16%	-3,500
Female	7,400	0.03%	14,300	0.07%	6,900
Age 16-19	-	-	-	-	-
Age 20-24	-	-	-	-	-
Age 25-29	-	-	-	-	-
Age 30-34	-	-	-	-	-
Age 35-44	11,900	0.15%	10,900	0.14%	-1,000
Age 45-64	8,300	0.06%	14,200	0.10%	5,900
Age 65+	-	-	-	-	-
Age 16-34	23,300	0.18%	21,500	0.16%	-1,800
Age 35-54	17,300	0.12%	20,800	0.14%	3,500
Age 55+	-	-	-	-	-
White	39,700	0.11%	45,800	0.12%	6,100
Non White	-	-	-	-	-
Limiting Disability	-	-	-	-	-
No Limiting Disability	39,200	0.12%	43,900	0.12%	4,700
All in Education*	-	-	-	-	-
Of which: in School	-	-	-	-	-
in HE	-	-	-	-	-
in FE	-	-	-	-	-
NS SEC 1-4	13,800	0.10%	24,200	0.13%	10,400
NS SEC 5-8	-	-	-	-	-
NS SEC 9	-	-	-	-	-
North East	-	-	-	-	-
North West	-	-	-	-	-
Yorkshire	-	-	-	-	-
West Midlands	-	-	-	-	-
East Midlands	-	-	-	-	-
East	-	-	-	-	-
South West	-	-	-	-	-
South East	-	-	-	-	-
London	-	-	-	-	-

Change in number of people participating **at least once a month** in Canoeing - APS2 baseline versus most recent reporting period

Once a month	APS2 (Oct 07 / Oct 08) Number	APS2 (Oct 07 / Oct 08) Participation rate	APS5 Q4 (Oct 10 / Oct 11) Number	APS5 Q4 (Oct 10 / Oct 11) Participation rate	Change vs APS2 (baseline)
Overall	122,900	0.30%	147,800	0.35%	24,900
Male	86,100	0.43%	104,400	0.50%	18,300
Female	36,800	0.17%	43,400	0.20%	6,600
Age 16-19	20,600	0.73%	17,900	0.66%	-2,700
Age 20-24	-	-	-	-	-
Age 25-29	15,600	0.47%	13,000	0.35%	-2,600
Age 30-34	15,300	0.44%	21,600	0.63%	6,300
Age 35-44	31,200	0.39%	34,200	0.44%	3,000
Age 45-64	27,700	0.21%	43,700	0.32%	16,000
Age 65+	-	-	-	-	-
Age 16-34	63,700	0.50%	67,200	0.51%	3,500
Age 35-54	48,200	0.33%	64,700	0.44%	16,500
Age 55+	11,000	0.08%	15,800	0.11%	4,800
White	114,200	0.31%	141,900	0.38%	27,700
Non White	-	-	-	-	-
Limiting Disability	9,900	0.11%	13,600	0.15%	3,700
No Limiting Disability	113,000	0.33%	134,200	0.38%	21,200
All in Education*	*33,400*	*0.61%*	29,200	0.56%	-4,200
Of which: in School	-	-	-	-	-
in HE	-	-	-	-	-
in FE	-	-	-	-	-
NS SEC 1-4	47,300	0.30%	75,500	0.41%	28,200
NS SEC 5-8	23,500	0.21%	29,400	0.22%	5,900
NS SEC 9	52,100	0.59%	43,000	0.41%	-9,100
North East	-	-	-	-	-
North West	16,400	0.29%	17,000	0.31%	600
Yorkshire	-	-	-	-	-
West Midlands	11,600	0.27%	12,300	0.28%	700
East Midlands	8,200	0.23%	7,300	0.20%	-900
East	11,600	0.25%	18,800	0.40%	7,200
South West	22,900	0.54%	25,200	0.54%	2,300
South East	21,400	0.32%	32,300	0.47%	10,900
London	-	-	-	-	-

Once a month participants	Proportion of all participants (at least one session in the last 4 weeks) APS2 (Oct 07 / Oct 08)	APS5 Q4 (Oct 10 / Oct 11)
Organised participation		
Club membership	21.1%	15.4%
Tuition	30.8%	27.9%
Competition	10.2%	6.1%
All organised	42.2%	34.7%

Key

Green shows a statistically significant increase compared with APS2.

Red shows a statistically significant decrease compared with APS2.

Data is shown only where the cell size is of 30 respondents or more. Cell sizes below this level are particularly vulnerable to surveying variability.

*** Historic education data is for APS4 Q2 (Apr 09 – Apr 10), this is the earliest date for which this data is available.**

Quarterly APS Summary – APS5 Q4

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 10) and APS5 (Oct 10/Oct 11). Active People Survey 5 took place between October 2010 and October 2011 and interviewed c.167,000 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 for at least 30 minutes at moderate intensity.

• Canoeing includes: canoeing, canoe polo, kayaking, whitewater kayaking, rafting.

• Office for National Statistics (ONS) population data has been used to provide population numbers - ONS mid year 2005, 2007, 2008, 2009 and 2010 population estimates (for Active People Survey 1, 2, 3, 4 and 5 respectively).

• Please note that in APS4 Q3 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.

• 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 in the last 4 weeks.

• 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 5 (Oct 10/Oct 11) are statistically significant. A statistically significant increase 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 as statistically significant 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.

Canoeing – Notes