Creating sporting opportunities in every community

Active People Survey (APS) results for Cricket

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

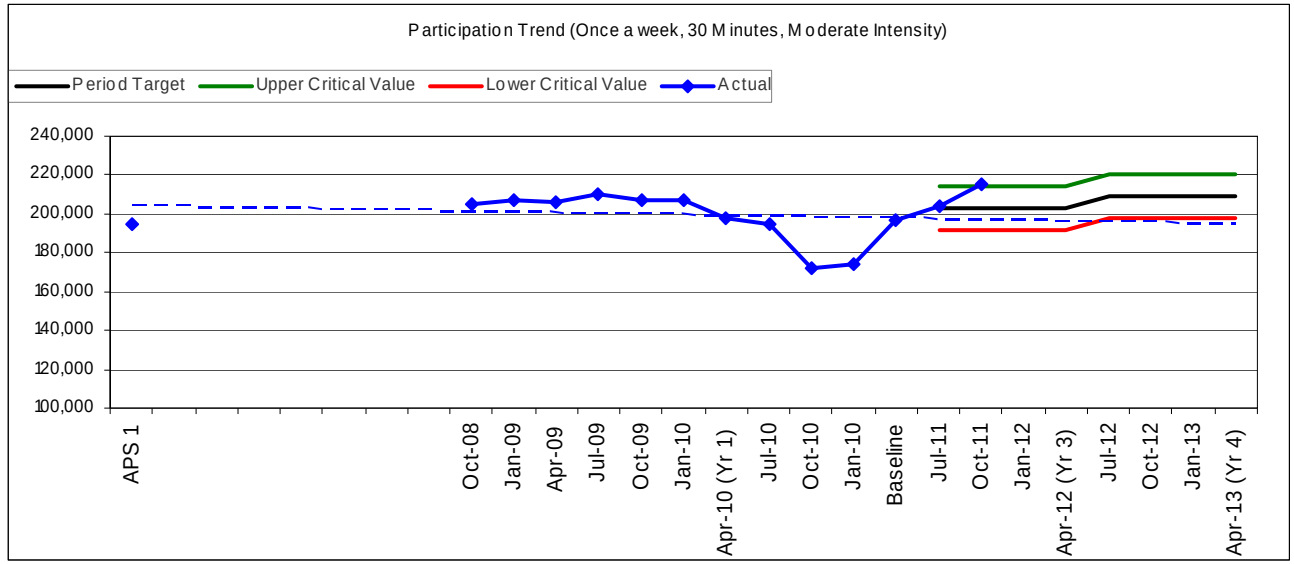
Prepared by Sport England

8 December 2011

Quarterly APS Summary – APS5 Q4

Key Messages:

- Once a week participation in Cricket has recovered from a bad year.
- Overall participation is flat.
- BME participation is up.



BME

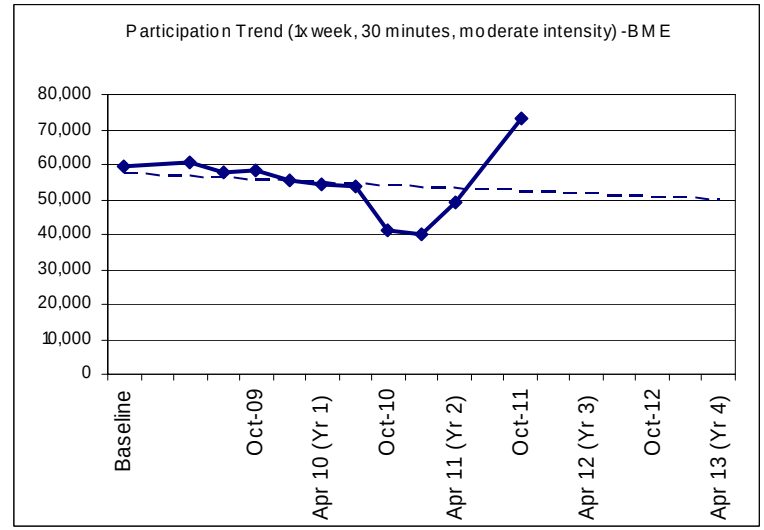
- Participation increases in the last 6 months have come entirely from BME groups.
- Amongst white groups participation dipped slightly over the same period.

Student Participation

Over the past 6 months participation in education is static overall with a small increase in the HE element of this.

Regional Variation

- Participation in Yorkshire, the South East and London are driving the participation recovery.
- Participation has fallen slightly over the last 6 months in the West Midlands, East Midlands and East.



Cricket

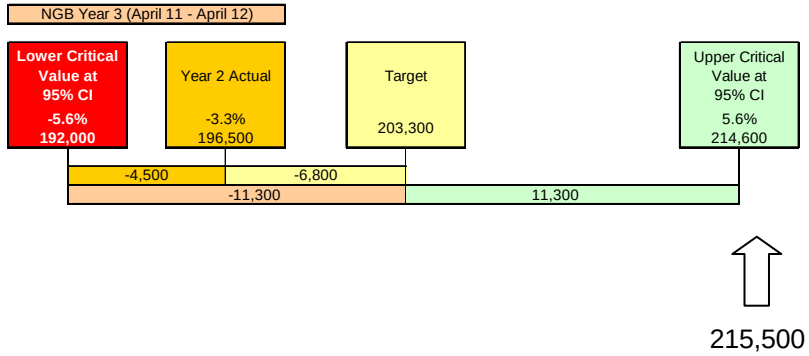
Quarterly APS Summary – APS5 Q4

Key Messages:

- Cricket is currently exceeding its Sport England growth target.
- Two times a week cricket has increased sharply.

Positioning relative to the Grow Measurability Framework

Current status: **Above upper critical value (target exceeded)**



APS5 Q4 Headlines:

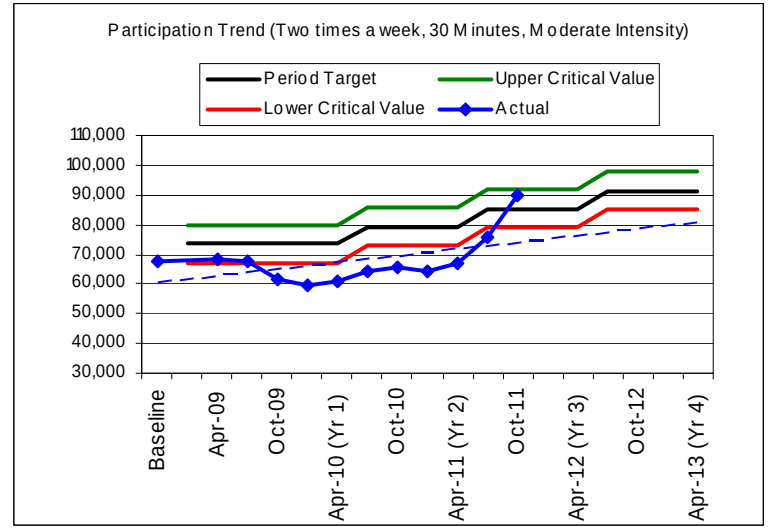
- Cricket participation is exceeding its new year 3 target agreed with Sport England by 900 people.
- Two times a week participation has increased by more than once a week participation over the past 6 months indicating that current participants are playing more frequently.
- Three times a week participation has also increased.

Seasonality Analysis

Participation increased in Jul-Oct where a particularly low data point from last year was being replaced. This reinforces the likelihood that participation is flat overall.

Organised Sport

Club membership has decreased over the past 6 months despite the increase in participation. This indicates that people are entering the sport outside of club structures. Previously club membership numbers had been increasing.



Cricket – further analysis

Quarterly APS Summary – APS5 Q4

Change in number of people participating **at least once a week** in Cricket - 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	204,800	0.49%	215,500	0.51%	10,700
Male	187,700	0.93%	198,300	0.96%	10,600
Female	17,100	0.08%	17,200	0.08%	100
Age 16-19	64,100	2.26%	50,100	1.83%	-14,000
Age 20-24	33,100	0.91%	43,100	1.16%	10,000
Age 25-29	26,300	0.79%	28,900	0.78%	2,600
Age 30-34	17,600	0.50%	20,800	0.61%	3,200
Age 35-44	34,700	0.42%	40,600	0.53%	5,900
Age 45-64	25,600	0.19%	29,600	0.22%	4,000
Age 65+	-	-	-	-	-
Age 16-34	145,300	1.14%	143,400	1.09%	-1,900
Age 35-54	46,500	0.32%	60,500	0.41%	14,000
Age 55+	12,900	0.09%	11,600	0.08%	-1,300
White	145,300	0.42%	138,600	0.37%	-6,700
Non White	59,500	1.40%	76,900	1.57%	17,400
Limiting Disability	-	-	-	-	-
No Limiting Disability	196,200	0.57%	197,100	0.56%	900
All in Education*	*74,500*	*1.36%*	60,200	1.14%	-14,300
Of which: in School	-	-	14,800	2.82%	-
in HE	-	-	19,200	0.96%	-
in FE	-	-	25,800	1.02%	-
NS SEC 1-4	51,000	0.38%	79,900	0.45%	28,900
NS SEC 5-8	35,000	0.36%	45,400	0.36%	10,400
NS SEC 9	118,800	1.56%	90,200	0.90%	-28,600
North East	-	-	-	-	-
North West	23,300	0.42%	19,000	0.34%	-4,300
Yorkshire	26,000	0.62%	31,800	0.74%	5,800
West Midlands	25,600	0.59%	25,200	0.58%	-400
East Midlands	18,100	0.50%	16,500	0.45%	-1,600
East	18,300	0.40%	17,300	0.37%	-1,000
South West	18,300	0.43%	19,500	0.42%	1,200
South East	32,900	0.49%	41,500	0.61%	8,600
London	36,000	0.59%	36,500	0.58%	500

Change in number of people participating **at least once a month** in Cricket - 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	419,500	1.01%	403,100	0.95%	-16,400
Male	370,400	1.84%	362,000	1.75%	-8,400
Female	49,100	0.23%	41,100	0.19%	-8,000
Age 16-19	124,500	4.40%	87,600	3.19%	-36,900
Age 20-24	72,400	1.99%	64,900	1.74%	-7,500
Age 25-29	43,700	1.31%	51,000	1.37%	7,300
Age 30-34	37,800	1.09%	41,300	1.21%	3,500
Age 35-44	71,500	0.87%	81,300	1.05%	9,800
Age 45-64	60,500	0.46%	66,300	0.48%	5,800
Age 65+	9,200	0.11%	10,700	0.12%	1,500
Age 16-34	287,000	2.24%	246,200	1.87%	-40,800
Age 35-54	105,900	0.74%	127,700	0.87%	21,800
Age 55+	26,600	0.19%	29,200	0.20%	2,600
White	306,200	0.86%	271,400	0.73%	-34,800
Non White	113,300	2.63%	131,700	2.68%	18,400
Limiting Disability	25,300	0.28%	29,700	0.32%	4,400
No Limiting Disability	394,200	1.15%	373,400	1.06%	-20,800
All in Education*	*139,200*	*2.54%*	117,600	2.21%	-21,600
Of which: in School	-	-	27,000	5.17%	-
in HE	-	-	36,600	1.83%	-
in FE	-	-	50,400	1.99%	-
NS SEC 1-4	108,500	0.79%	162,200	0.91%	53,700
NS SEC 5-8	75,100	0.76%	71,900	0.56%	-3,200
NS SEC 9	235,900	3.04%	169,000	1.68%	-66,900
North East	-	-	-	-	-
North West	52,400	0.94%	38,900	0.70%	-13,500
Yorkshire	40,600	0.97%	48,500	1.13%	7,900
West Midlands	50,000	1.16%	44,100	1.01%	-5,900
East Midlands	43,500	1.21%	41,000	1.13%	-2,500
East	39,900	0.87%	36,000	0.77%	-3,900
South West	36,700	0.86%	39,700	0.85%	3,000
South East	71,600	1.06%	67,500	0.98%	-4,100
London	68,200	1.12%	73,000	1.17%	4,800

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	38.7%	39.9%
Tuition	20.2%	16.4%
Competition	37.9%	40.6%
All organised	52.3%	53.5%

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 Q4 (Oct 09 – Oct 10), this is the earliest date for which this data is available.**

Cricket – Summary data

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.

• 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.

Cricket – Notes