

Sport England Profile for Ealing

Demographic Profile

Adult Population Mid-2005 ONS Estimates	244,100	People aged 16-24	12.26%	People aged 65-74	6.07%	White	58.73%
2004 IMD	23.40	People aged 25-29	10.20%	People aged 75-84	4.05%	Mixed	3.62%
IMD National Rank (of 345)	99	People aged 30-44	25.88%	People aged 85+	1.41%	Asian or Asian British	24.54%
Household Income PayCheck, CACI, 2005	£37,194	People aged 45-59	16.24%	Median age of population	35.64 yrs	Black or Black British	8.79%
20 Min Access % of the population within 20 minutes of a range of 3 different sports facility types. From CPA.	46.56%	People aged 60-64	4.05%	Mean age of population	33 yrs	Chinese or Other	4.33%
Adult Obesity DOH Health Profile 2006	18.90%	Male Life Expectancy at Birth	76.5 yrs				
		Female Life Expectancy at Birth	81.3 yrs				

Participation in Sport

3x30	2x30	1x30	0x30
At least 3 days a week x 30 minutes moderate participation	8 - 11 days a month x 30 minutes moderate participation	4 - 7 days a month x 30 minutes moderate participation	Zero days a week x 30 minutes moderate participation
All 21.20%	All 8.27%	All 10.80%	All 49.60%
Male 22.00%	Male 9.20%	Male 11.20%	Male 46.20%
Female 20.30%	Female 7.40%	Female 10.30%	Female 53.00%
16-24 24.70%	16-24 6.30%	16-24 20.60%	16-24 41.30%
25-34 23.00%	25-34 11.70%	25-34 13.00%	25-34 32.90%
35-44 24.00%	35-44 10.40%	35-44 9.60%	35-44 44.00%
45-54 27.90%	45-54 8.50%	45-54 10.50%	45-54 45.50%
55-64 17.20%	55-64 5.30%	55-64 6.20%	55-64 62.60%
65-74 10.70%	65-74 2.50%	65-74 2.90%	65-74 79.70%
75-84 2.30%	75-84 3.50%	75-84 2.30%	75-84 87.50%
85+ 0.00%	85+ 0.00%	85+ 0.00%	85+ 100.00%
White 21.20%	White 8.20%	White 11.80%	White 47.90%
Non white 21.10%	Non white 8.40%	Non white 9.10%	Non white 52.40%
Limiting disability 12.50%	Limiting disability 7.10%	Limiting disability 2.40%	Limiting disability 69.70%
No limiting disability 22.30%	No limiting disability 7.50%	No limiting disability 11.90%	No limiting disability 46.90%

Participation in Sport

3x30 by Age & Gender	2x30 by Age & Gender	1x30 by Age & Gender	0x30 by Age & Gender
At least 3 days a week x 30 minutes moderate participation	8 - 11 days a month x 30 minutes moderate participation	4 - 7 days a month x 30 minutes moderate participation	Zero days a week x 30 minutes moderate participation
Males 16-24 9.20%	Males 16-24 7.20%	Males 16-24 19.30%	Males 16-24 3.60%
Males 25-34 14.30%	Males 25-34 23.40%	Males 25-34 13.70%	Males 25-34 9.30%
Males 35-54 22.80%	Males 35-54 21.90%	Males 35-54 14.80%	Males 35-54 16.40%
Males 55+ 6.10%	Males 55+ *	Males 55+ 4.60%	Males 55+ 17.50%
Females 16-24 7.80%	Females 16-24 *	Females 16-24 8.50%	Females 16-24 6.10%
Females 25-34 12.10%	Females 25-34 10.90%	Females 25-34 15.50%	Females 25-34 10.90%
Females 35-54 21.00%	Females 35-54 21.10%	Females 35-54 18.90%	Females 35-54 16.40%
Females 55+ 6.70%	Females 55+ 8.20%	Females 55+ 4.70%	Females 55+ 19.80%

Individual Sport Profile

Sports as a % of 3x30	Sports as a % of 2x30	Sports as a % of 1x30	Walking
At least 3 days a week x 30 minutes moderate participation	8 - 11 days a month x 30 minutes moderate participation	4 - 7 days a month x 30 minutes moderate participation	At least 3 days a week x 30 minutes any walking at moderate intensity
Gym 35.89%	Swimming - Indoors 25.61%	Gym 23.36%	Cycling 1.40%
Swimming - Indoors 22.01%	Gym 20.73%	Football - Outdoors 15.88%	
Running - Road 10.05%	Football - Outdoors 12.20%	Swimming - Indoors 14.01%	
Football - Outdoors 8.61%	Tennis 12.20%	Golf / Putting 5.60%	
Jogging 7.66%	Running - Road 9.76%	Cricket 4.67%	
Tennis 5.74%	Badminton 8.54%	Running - Road 4.67%	
Swimming - Outdoors 5.26%	Cricket 6.10%	Badminton 3.73%	
Badminton 3.83%	Basketball 3.66%	Basketball 3.73%	
Yoga 3.83%	Jogging 3.66%	Aerobics 2.80%	
Weight training 3.35%	Yoga 3.66%	Football - Indoors 2.80%	

Further Key Performance Indicators

Club Membership Member of a club in the last 4 weeks in order to participate in sport	26.40%
Received Tuition Received tuition from an instructor or coach in last 12 months	19.10%
Competitive Sport Taken part in organised competitive sport in last 12 months	13.40%
Satisfaction with Local Sports Provision	61.30%

Volunteering At least 1 hour a week volunteering to support sport	
All	4.10%
Male	5.10%
Female	3.20%
16-24	6.00%
25-34	3.20%
35-44	5.00%
45-54	5.30%
55-64	3.10%
65-74	2.90%
75-84	1.60%
85+	0.90%
White	4.50%
Non white	3.40%
Limiting disability	4.20%
No limiting disability	4.20%

Participation Targets

1% Participation Increase Per Year	2,441
1% Participation Increase for Priority Groups Per Year	1,855
Participation Increase By 2012	14,646
Participation Increase By 2012 for Priority Groups	11,131

Facilities and Charges

Facility Count from Active Places Power	
Athletics Tracks	1
Golf	10
Grass Pitches	182
Health and Fitness Suites	29
Ice Rinks	0
Indoor Bowls	0
Indoor Tennis Centres	1
Ski Slopes	0
Sports Halls	29
Swimming Pools	25
Synthetic Turf Pitches	5
Total	282

Leisure Service Charges from CIPFA 2005 -2006	
Basketball	£30.00
5-a-Side Football (Indoor)	£30.00
Badminton	£8.30
Squash	**
Aerobics	£4.50
Yoga	£4.50
Adult Swim	£3.05
Junior Swim	£1.60
Senior Citizen Swim	£1.60
Swim Instruction: adult	£5.10

Leisure Service Charges from CIPFA 2005 -2006	
Swim Instruction: junior	£4.05
Swim Instruction: senior citizen	£5.10
Tennis per hour: adult	**
Tennis per hour: junior	**
Tennis per hour: senior citizen	**
Grass Pitch with changing	£65.00
Grass Pitch without changing	£42.50
Cricket Pitch	£63.00
Floodlit AWP	**
Unlit AWP	**