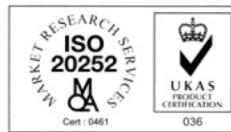


Higher Education Sport Participation and Satisfaction Survey

National Report
Year One



TNS BMRB

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1. Executive summary

Sport England commissioned TNS BMRB to conduct a 3 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 survey was conducted online, in November 2011 and May 2012, with each wave lasting 3 weeks. 41 projects have been funded through Active Universities and in Year 1 49 HEIs took part in the study. This report summarises the key national findings from the first (baseline) year of the study. Overall 31,448 students participated in the survey across the two waves.

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 (65%), with about half of these (32%) participating in high levels of sport activity (3x30 minutes).

29% of all students participated in sport using university provision. Those living in university halls were more likely to use only university provision. Convenience of local facilities was the main reason cited for not using university provision.

Over a third of students were a member of a club, society or organisation to participate in sport (36%), with fewer having received tuition (26%) or taken part in organised competition over the previous year (22%). Students doing 3 x 30 minutes were more likely to have been involved in these activities, as were students who used university sports provision.

Five 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 and those who did any sport through their university.

Overall, half of students who participated in university sport were very satisfied with university sport provision (47% rating their satisfaction as between 8 and 10 on a 10 point scale).

Coaching was seen to be an important factor for students and satisfaction with this area was also high. Value for money was seen as the next most important factor, but satisfaction was lower. Ease of participating, people and staff, and the facilities and playing environment were thought to be similarly important. Within these, the area which students rated most highly was the safety of the facilities and playing environment. The areas with lower levels of satisfaction related to the operating hours and overcrowding. They were also less satisfied with how welcome they were made to feel by other people and officials involved in sport provision.

In conclusion, this baseline study indicates that sports participation amongst HEI students is high but that there may be potential to increase sports participation further. Higher levels of sports volunteering, club membership, coaching and competition are observed amongst students using university sports provision. Ways to boost sporting activities and use of university provision could include reviewing opening hours, costs and activities offered in university facilities. There may also be a need to examine how university sports provision can be made more welcoming and inclusive.

Year 2 of the survey will consist of two further waves of fieldwork during 2012/13. The year 2 results will provide a point of comparison to the year 1 baseline.

2. Introduction

Sport England commissioned TNS BMRB to conduct a 3 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. 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.

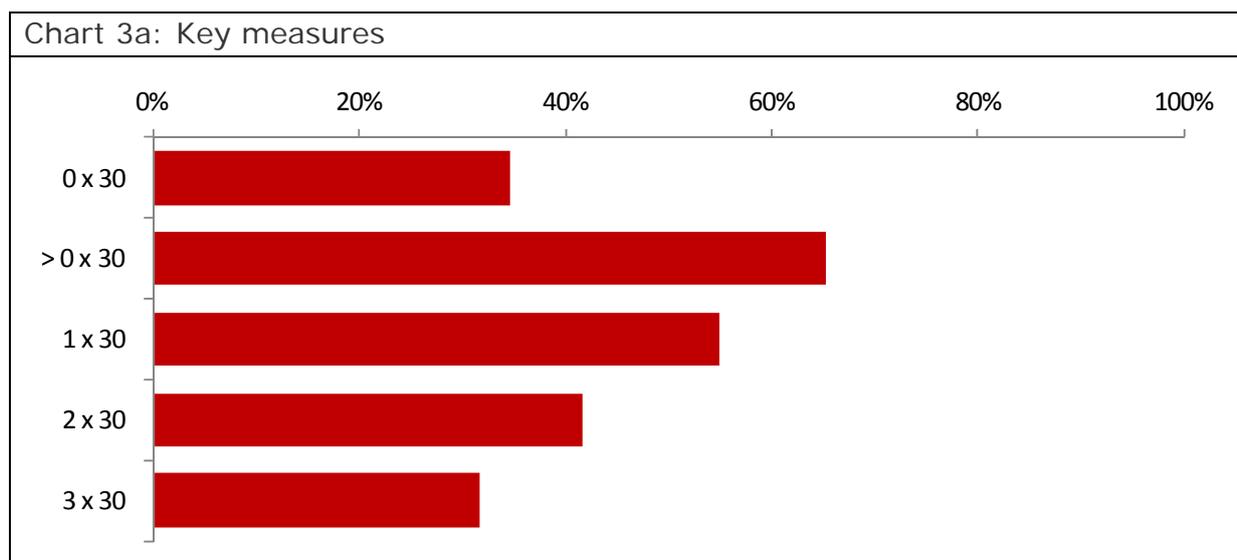
41 projects have been funded through Active Universities and in Year 1 49 HEIs took part in the study in the first year. Data for Year 1 provides a measure of current activity and baseline for evaluating the impact of Active Universities funding.

The survey was conducted online, in November 2011 and May 2012, with each wave lasting 3 weeks. The research was conducted in two waves to minimise seasonal impacts. Fieldwork for Wave 1 took place from 21st November to 12th December 2011 and fieldwork for Wave 2 took place from the 14th of May to the 6th June 2012.

This report summarises the key national findings from the first (baseline) year of the study. Overall 31,448 students participated in the survey across the two waves. A summary of key national results has also been produced and is appended.

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 (32%) participating in high levels of sport activity (3x30 minutes). Levels of participation are summarised in chart 3a and discussed more fully below.

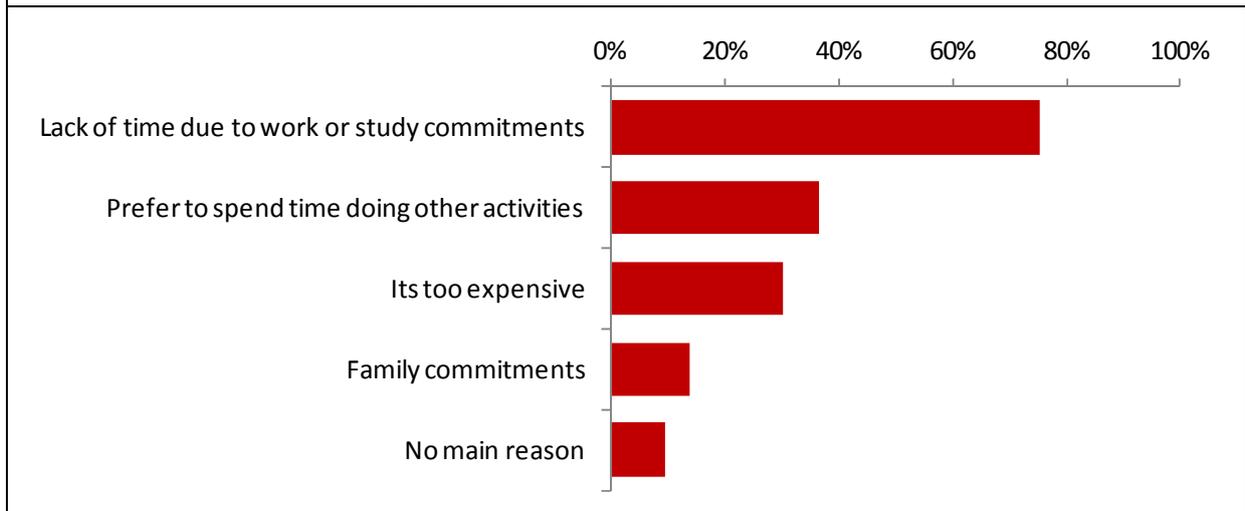


3.1 Non participation (0 x 30)

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. A third (35%) of students did not participate in any sport for 30 minutes or more in the 28 days before the survey. 29% did not participate in any sport at all in the last 28 days.

The most common reason for not participating in sport was due to a lack of time because of work or study commitments (75% of those that did not take part in sport). Other reasons given were also 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



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. 65% of students did at least a session of 30 minutes of sport in the 28 days leading up to the survey.

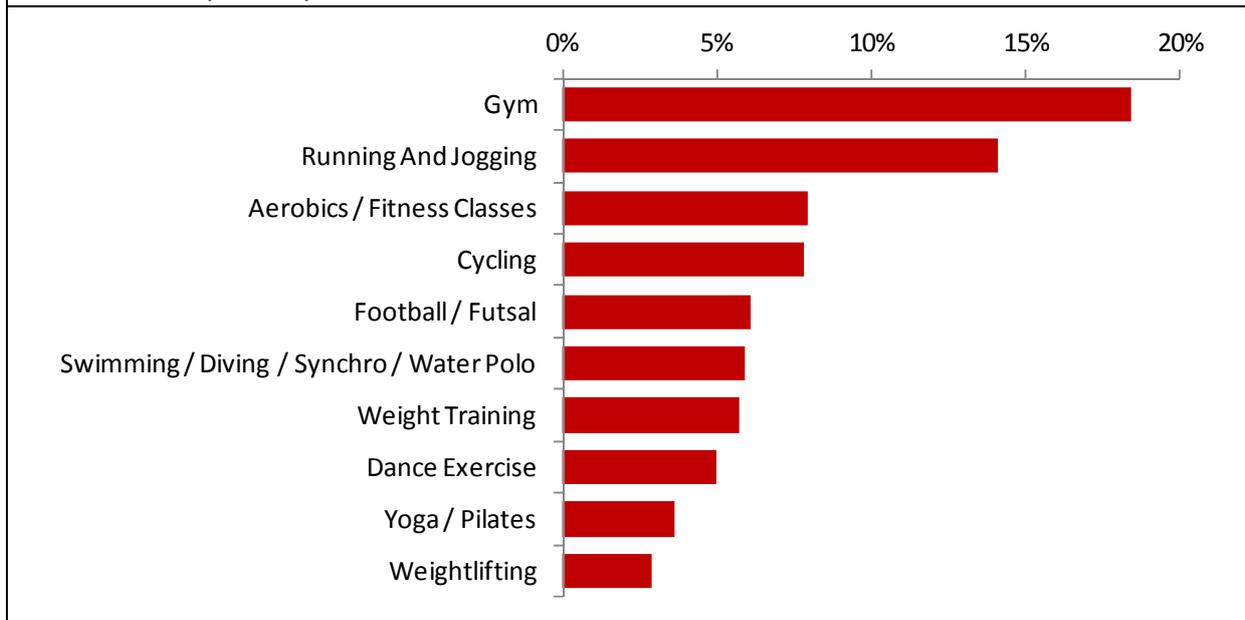
Men were more likely than women to participate in sport at all (69% at >0 x 30 compared with 62% of women). Groups less likely to take part in any sporting activity were those with a disability (53% at >0 x 30) and those from black or Asian ethnic groups (55% and 57%). Younger students were more likely to participate in any sport, with 67% of those aged 25 and younger taking part at >0 x 30 compared with 57% 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 (55%) 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.

Of those who took part in sport at the 1 x 30 level, the gym was the most common activity (18%) followed by running or jogging (14%) and aerobics or fitness classes (8%).

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



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. Four in ten (42%) 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 (32%) participated in this level of sport in the 28 days leading up to the survey.

Differences by sub-groups 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 (37% compared with 28%). Participation at the 3 x 30 level also fell with age with 33% of those 25 and under participating to this level, compared with 24% 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 (both 33%). Participation at 3 x 30 was lower among Asian (26%) and black students (25%) as well as those from other ethnic backgrounds (25%).

Students with a disability were less likely to participate in sport for 3 x 30 (23% compared with 33% of students with no disabilities).

The findings indicate that there is 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

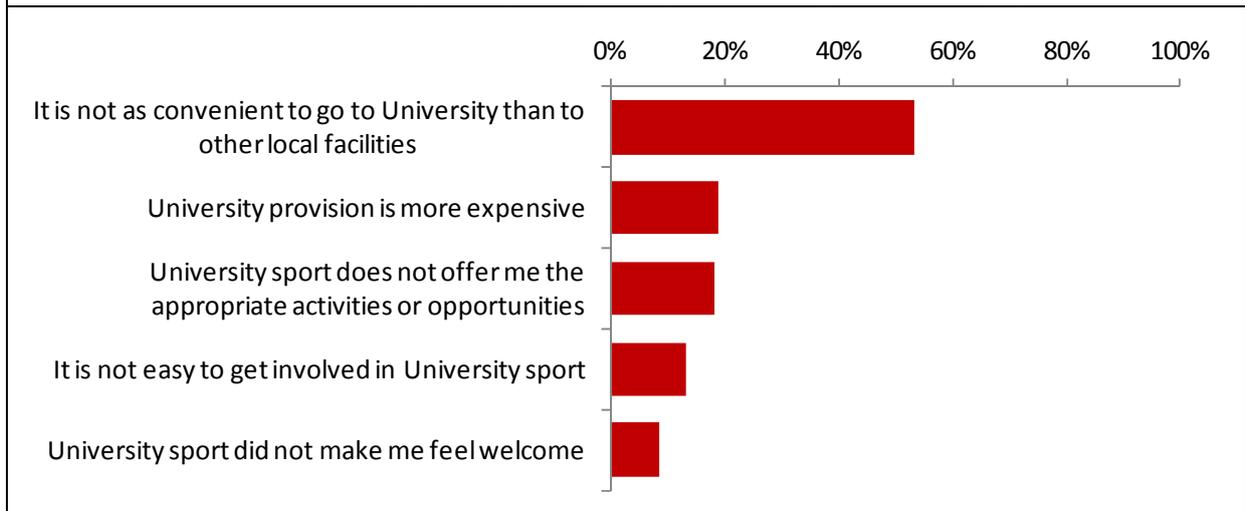
29% of all students surveyed participated in sport using university provision. Eight per cent of students participated in sport entirely through university provision, with a further 21% using a combination of both university and non university provision. Forty one per cent of students used only non-university run provision. The remainder did not participate in sport activity.

Those living in university halls on campus were most likely to use only university provision (20%) and 14% of those in off campus halls also used university provision only. 9% of those renting privately used university sports provision only, falling to one per cent of those living at their permanent address.

The most commonly cited reason for not using the university provision for their sporting activities was 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 increased if charges and activities provided were reviewed 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.

Chart 4a: Reasons for not participating in sport through 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, 37% of students said that they were doing less. Thirty two per cent thought they were doing about the same amount, and 29% said they were doing more activity.

However 85% said that they were keen to do more sport or physical activity over the next 12 months, than they do currently.

4.3 Membership, competitions and coaching

36% of students were a **member of a club, society or organisation** particularly for the purpose of participating in sports or recreational physical activities. Club or society membership was higher among those doing 3 x 30 (60%, compared with 48% of those doing >0 x 30).

26% of students had **received tuition from an instructor or coach** to improve sports performance in the last 12 months. Those doing 3 x 30 were more likely to have received tuition (42%) than those doing >0 x 30 (33%).

22% of students had **taken part in organised competition** in the past 12 months. Twenty nine per cent of those doing >0 x 30 had taken part in a competition in the last 12 months, rising to 39% of those doing 3 x 30.

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

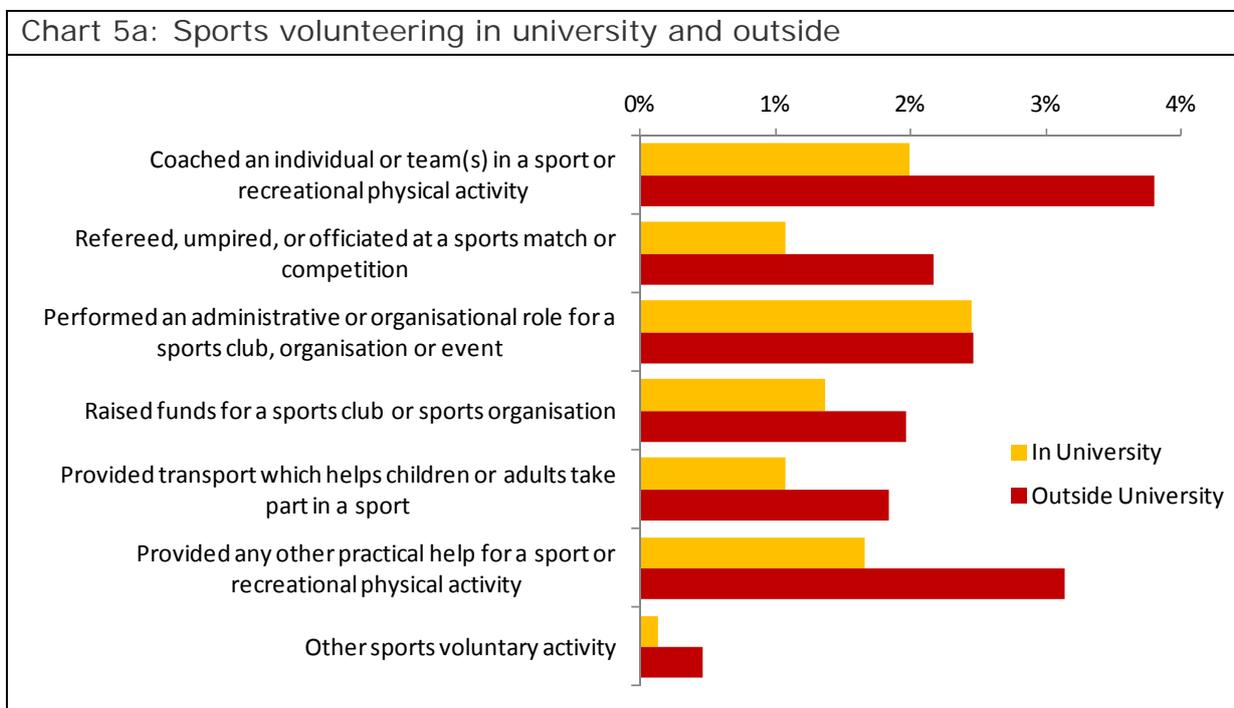
Sports volunteering includes any sports voluntary work undertaken without any payment except to cover expenses e.g. organising or helping to run an event, campaigning/raising money, providing transport or driving, taking part in a sponsored event, coaching, tuition or mentoring.

Five 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).

The proportion engaged in sports volunteering for at least one hour a week increased with higher sports participation: 2% of those doing 0 x 30 had done so in the last 28 days, whereas 11% 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, 7% or using a mix of both university and local provision, 11%) than those who only did sports through non-university provision (5%).

The most common sports volunteering activities are shown below (percentages are among all students):



Coaching was the most common voluntary activity outside of the university, while the most common activity within the university was performing an administrative or organisational role.

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, two thirds of students (67%) 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).

| When you selected your university, how important was the university's sporting opportunities and facilities in this decision | | All students | Students who participate in sport |
|--|------|--------------|-----------------------------------|
| Overall importance | 8-10 | 11% | 22% |
| | 5-7 | 22% | 34% |
| | 1-4 | 67% | 43% |

Overall, half of students who participated in university sport were very satisfied with university sport provision (47% rating their satisfaction as between 8 and 10 on the 10 point scale). Only 12% were dissatisfied, giving a rating between 1 and 4.

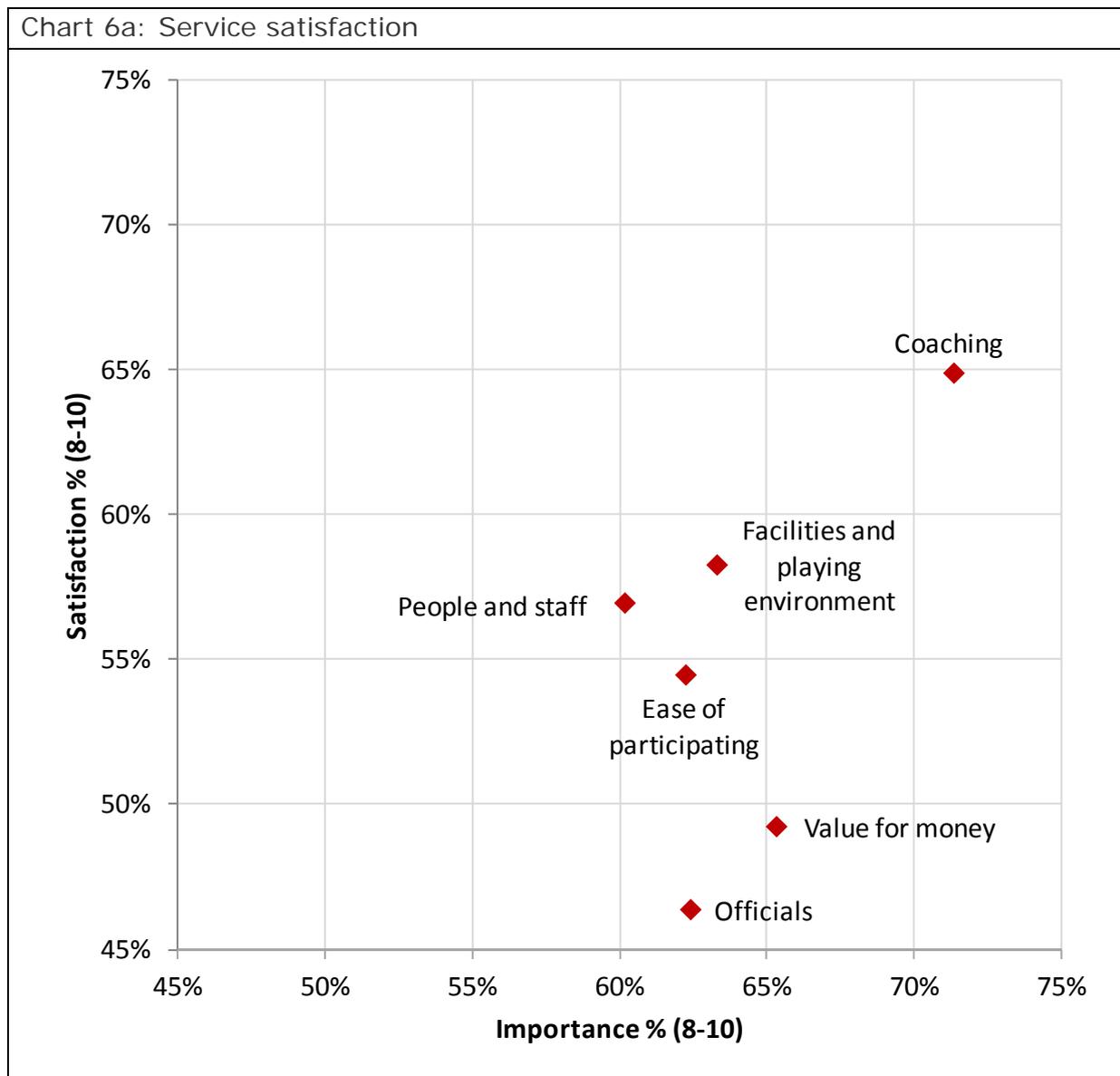
| | | |
|-----------------------------|------|------------|
| Overall satisfaction | 8-10 | 47% |
| | 5-7 | 41% |
| | 1-4 | 12% |

Among those who did participate, 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: 59% 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 (42%).

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 (7%) were dissatisfied (1-4).

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 (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 (64%) and lowest for opportunities to receive coaching (54%).

Value for money was seen as the next most important factor (65%), but this scored lower for satisfaction (49% 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 (47%) and membership fees for university sports clubs and organisations (45%). They were less satisfied with the value for money of the non sport facilities where they take part in university sport (38%), equipment hired (41%) and booking/ venue/ facility fees (40%).

Ease of participating, people and staff and the facilities and playing environment were thought to be similarly important, with between 60% and 63% scoring them at between 8 and 10. All three areas scored between 54% and 58% for satisfaction between 8 and 10 on the scale.

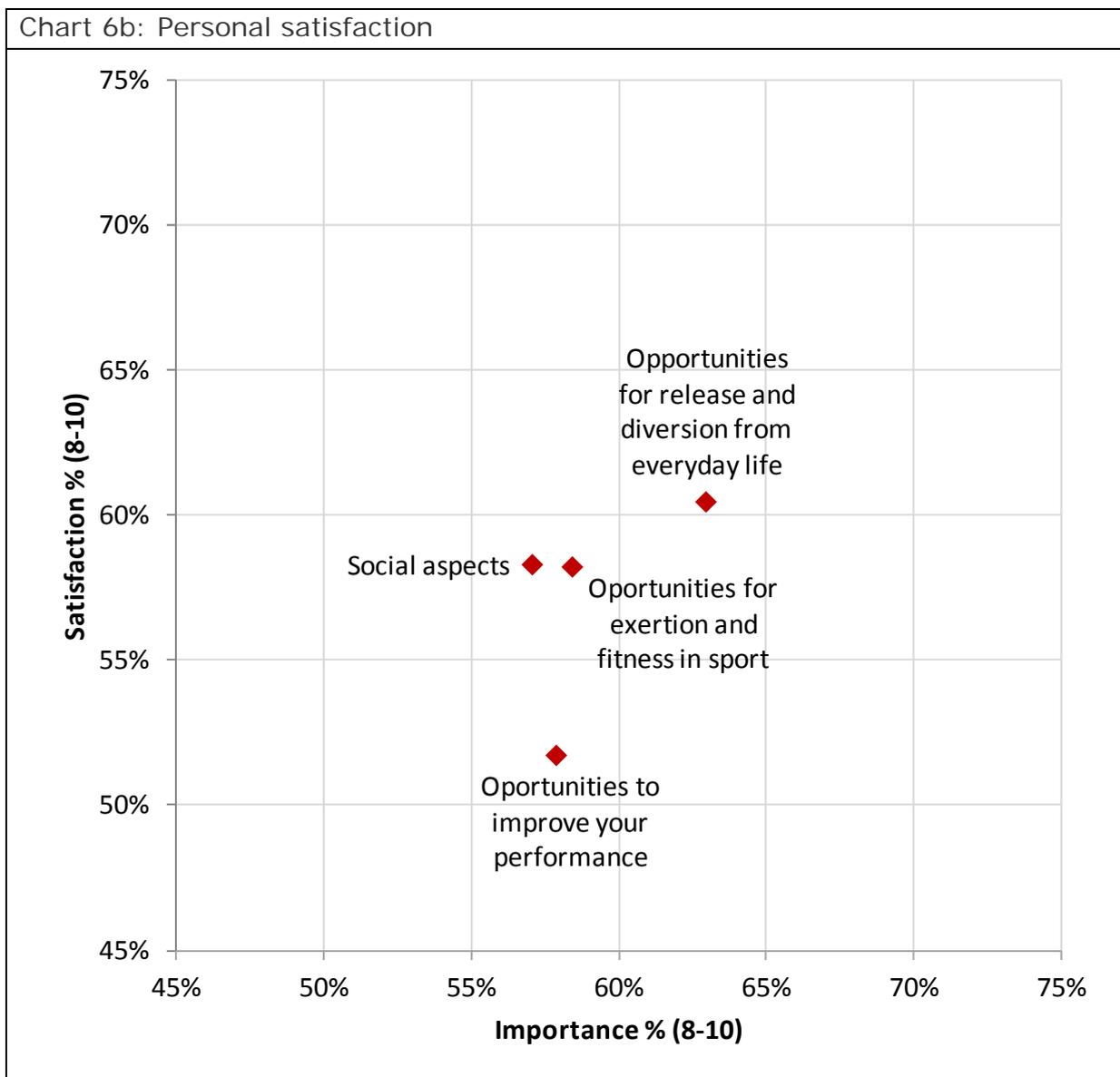
Within these, the area which students rated highest was the safety of the facilities and playing environment (65% very satisfied). The areas with lowest satisfaction were related to the **ease of participating**, which although rated at 54% overall, rated between 40% and 47% on each of its individual aspects. The lowest scoring aspects were: being able to participate in university sport at a convenient time (40%), being able to take part in university sport in places that are not overcrowded (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 (53%) of students that participated in sport were very satisfied with how welcoming the people were at the places they took part in university sport. Similarly 54% were very satisfied with how welcome they were made to feel by the people who organise 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 62% of students that participated in sport, but this was the area that students were least satisfied with (46% rated satisfaction 8-10/10). Both aspects in this area scored 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 (44%).

6.3 Personal satisfaction

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



The area perceived to be most important was opportunities for release and diversion from everyday life (63% rated satisfaction 8-10/10), and this was also the area with which students were most satisfied.

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 (52%).