

Appendix 2 Active People Survey

Active People Survey was carried out by Ipsos MORI on behalf of Sport England, between mid-October 2005 and mid-October 2006. It is the largest sport and recreation survey ever undertaken. In total 363,724 people were interviewed (a minimum of 1,000 in each Local Authority area) by telephone across England, to provide a representative sample across the country. The scores for a particular area have been used to influence the Corporate Performance Assessment rating

Regular participation in sport and recreation was defined as taking part on at least 3 days a week in moderate intensity sport and active recreation (at least 12 days in the last 4 weeks) for at least 30 minutes continuously in any one session. Participation includes recreational walking and cycling. Moderate intensity was defined by having walked at a brisk or fast pace and for sports having raised the breathing rate.

Active People Survey 2 commenced in mid-October 2007 and will run until mid-October 2008. Early results are outlined as part of this briefing paper.

Active People Survey 05/06 Headline Results: North East Region

Participation

- 20.5% of the adult population (427,393) take part regularly in sport and active recreation – the national figure is 21%.
- 25.4% of people (528,881) have built some sport or exercise into their daily lives.
- 54.1% of adults (1,125,875) have not taken part in any moderate intensity sport and active recreation of 30 minutes duration in the last 4 weeks – the national figure is 50.6%.
- Regular participation in sport and active recreation varies across different socio-demographic groups:
 - Males - 24.7%; Females - 16.7%.
 - People with a limiting longstanding illness or disability - 7.9%; those without - 23.8%.
 - Black and other ethnic minority groups - 21.4%; Adults of white origin - 20.5%.
 - Lowest socio-economic groups - 16.0%; highest socio-economic group - 24.9%.

Volunteering

- 4.2% of the adult population (88,425) contribute at least one hour a week volunteering to sport - national figure is 4.7%.

Club membership, receiving tuition, taken part in organised competition

- 23.0% of the adult population are members of a club where they take part in sport – the national figure is 25.1%.

- 15.7% of adults have received tuition from an instructor or coach over the last 12 months – the national figure is 18%.
- 13.0% of adults have taken part in organised competitive sport in the last 12 months – the national figure is 15%.

Satisfaction with sports provision in the local area

- 70.4% of adults are fairly or very satisfied with sports provision in their local area - national figure is 69.5%.

Sport by Sport results

- The survey shows the North East Region's diverse sporting interests, 170 sports were identified.
- Walking is the most popular recreational activity for people in the North East. Over 368,000 people aged 16 and over (17.7%) did a recreational walk for at least 30 minutes in the last 4 weeks. This is slightly lower than the National (England) figure of 20%.
- Swimming is the next most popular activity with a combined figure for all types of swimming of over 273,000 people (13.1%) who swim at least once a month. This is slightly below the National figure of 13.8%.
- Going to the gym or using exercise machines (e.g. bikes, rowing machines, etc) is popular with over 239,000 participating in the last month (11.5%) just below the National figure of 11.6%.
- Football is a sport where the North East participates more than the National average, with over 195,000 or 9.4% taking part in the last month, compared to 7.1% nationally.
- Other traditional sports in the Top 10 for the North East include golf with over 70,000 participants (3.4%) and badminton with over 34,000 (1.6%).
- Over 137,000 adults (6.6%) cycled for at least 30 minutes in the previous 4 weeks at levels of intensity that are beneficial for health.
- 5% of the adult population (102,000) in the North East take part in athletics, including informal road running and jogging in addition to 'track and field'. This is the same figure as nationally.
- The popularity of different sports varies substantially among men and women. For example, more men (18%) play football than women (1.3%); similarly more men (6.3%) play golf than women (0.8%). By contrast, more women (16%) swim than men (10.2%). Going to the gym is however more or less equally popular among men and women.

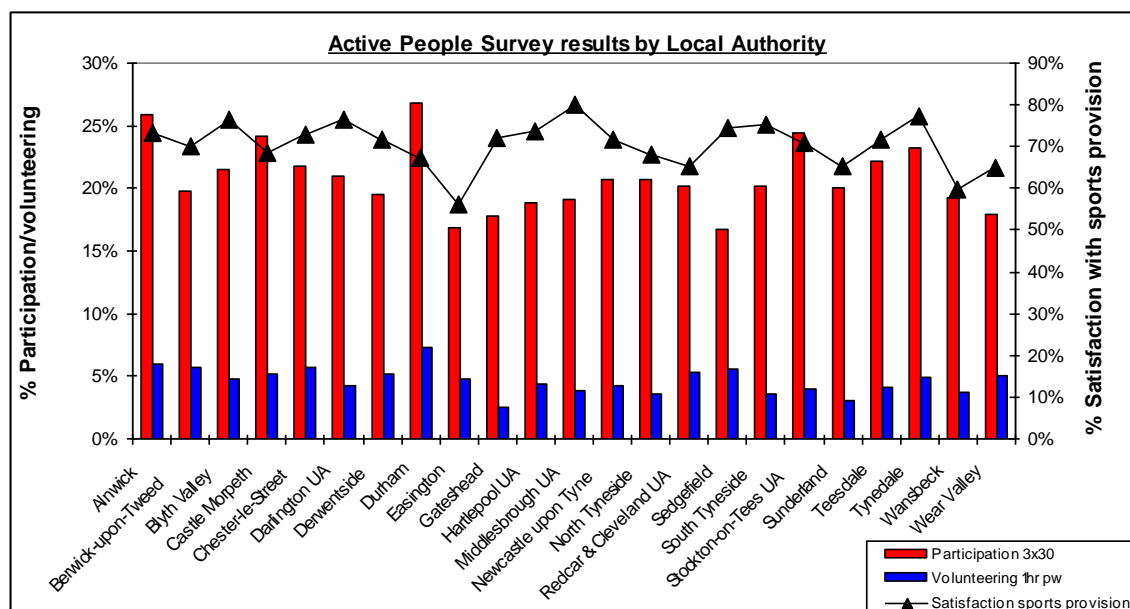
Active People Survey 05/06 Results – Detailed Breakdown

Regular participation (3x30mins per week moderate intensity)	England	North East
Regular participation overall	21%	20.5%
Males	23.7%	24.7%
Females	18.5%	16.7%
16-24 yrs	32.7%	34.5%
25-34 yrs	27.8%	27.8%
35-44 yrs	24.7%	24.8%
45-54 yrs	20%	18.4%
55-64 yrs	16%	14.5%
65-74yrs	11.9%	12.4%
75-84 yrs	6%	5.7%
People with a limiting long standing illness or disability	8.8%	7.9%
Black and other ethnic minority groups	18.6%	21.4%
Lowest socio-economic groups	16.3%	16%
Highest socio-economic groups	25.1%	24.9%
Volunteering (1 hour pw) overall	4.7%	4.2%
Club Membership overall	25.1%	23%
Received tuition from an instructor or coach over the last 12 months - overall	18%	15.7%
Taken part in organised competitive sport in the last 12 months - overall	15%	13%
Fairly or very satisfied with sports provision in their local area - overall	69.5%	70.4%

Results by Local Authority Area

LA	Participation 3x30 mins	Rank	Volunteering	Rank	Satisfaction with sports provision	Rank
Alnwick	25.87%	23	5.99%	72	73.40%	97
Berwick-upon-Tweed	19.83%	242	5.69%	93	70.15%	184
Blyth Valley	21.52%	158	4.79%	203	76.42%	40
Castle Morpeth	24.16%	58	5.19%	151	68.53%	225
Chester-le-Street	21.74%	147	5.72%	90	72.81%	115
Darlington UA	20.95%	186	4.31%	253	76.41%	41
Derwentside	19.53%	260	5.19%	152	71.54%	147
Durham	26.75%	10	7.32%	9	67.47%	250
Easington	16.80%	337	4.76%	209	56.31%	348
Gateshead	17.74%	324	2.48%	350	71.98%	134
Hartlepool UA	18.79%	295	4.34%	250	73.55%	94
Middlesbrough UA	19.07%	281	3.78%	299	80.12%	4
Newcastle upon Tyne	20.75%	197	4.22%	264	71.81%	141
North Tyneside	20.73%	199	3.63%	311	68.21%	230
Redcar & Cleveland UA	20.17%	228	5.27%	144	65.13%	295
Sedgefield	16.77%	338	5.53%	110	74.48%	71
South Tyneside	20.17%	226	3.59%	313	75.31%	57

Stockton-on-Tees UA	24.37%	49	3.99%	287	70.99%	161
Sunderland	20.03%	236	3.06%	335	65.37%	288
Teesdale	22.14%	132	4.16%	271	71.49%	149
Tynedale	23.18%	84	4.91%	187	77.17%	26
Wansbeck	19.27%	272	3.74%	304	59.70%	342
Wear Valley	17.94%	322	5.08%	162	64.74%	301



Small Area Estimate Maps

These are maps based on the 3x30mins Active People participation rate for a particular geography e.g. local authority which have been estimated at Middle Layer Super Output Area. The estimates take into account factors which influence sports participation such as deprivation, ethnicity, social grade, employment status and educational attainment. (Please note these remain only estimates as the lowest level which the Active People provides actual results for is local authority level.)

The Stockton Borough Small Area Map is attached.

Sport by Sport breakdown

	LIST OF SPORTS AND RECREATIONAL ACTIVITIES	% of the adult population (16 plus) taking part at least once a month	Number of adults (16 plus) taking part at least once a month ⁱ
1	Recreational Walking (Mod. Intensity 30+Mins)	17.7	368,552
2	Swimming / Diving [Indoors]	11.3	235,003
3	Gym	10.2	213,135
4	Recreational Cycling (Mod. Intensity 30+ Mins)	6.6	137,426
5	Football (Include 5 And 6-A-Side) [Outdoors]	5.9	123,465
6	Football (Include 5 And 6-A-Side) [Indoors]	3.4	71,790
7	Golf / Pitch And Putt / Putting	3.4	70,788
8	Running - Road	2.2	46,847

9	Badminton	1.6	34,008
10	Swimming / Diving [Outdoors]	1.6	32,879
11	Aerobics	1.4	29,268
12	Exercise Bike / Exercise Machine / Spinning Class / Rowing Machine	1.3	26,111
13	Tennis	1.2	25,913
14	Jogging	1.2	25,878
15	Keepfit / Keep Fit / Sit Ups	1.2	24,566
16	Squash	1.1	22,289
17	Weight Training	1.0	21,780
18	Running - Cross Country / Beach	1.0	21,729
19	Yoga	0.9	19,055
20	Bowls [Indoors]	0.8	16,414
21	Horse Riding	0.7	14,752
22	Cricket	0.7	14,141
23	Rugby Union	0.6	11,828
24	Basketball	0.5	11,355
25	Pilates	0.5	10,634
26	Fishing	0.5	10,456
27	Boxing	0.5	10,438
28	Snooker	0.4	9,060
29	Dance Exercise	0.4	9,018
30	Bowls (Lawn) [Outdoors]	0.4	7,777
31	Weightlifting	0.4	7,364
32	Martial Arts	0.3	7,278
33	Pool	0.3	7,133
34	Darts	0.3	7,012
35	Running - Track	0.3	6,749
36	Netball	0.3	6,740
37	Aquafit / Aquacise / Aqua Aerobics	0.3	6,623
38	Hockey - Field	0.3	6,181
39	Trampolining	0.3	6,155
40	Conditioning Activities / Circuit Training	0.3	5,892
41	Tai Chi	0.3	5,857
42	Climbing - Rock	0.3	5,755
43	Tenpin Bowling	0.3	5,523
44	Karate	0.3	5,297
45	Table Tennis	0.2	5,151
46	Rowing	0.2	5,088

Initial results from Active People 2

- The number of people participating (3x30mins) nationally had increased by 0.7% during the first quarter of the Active People 2 survey as compared to the same period in the first survey (ie. 2 years apart). Those over-55s provided the greatest increase, with a 1.3% increase in that category.
- Significant growth was experienced by 34 sports, especially gym attendance, outdoor football and road running.
- Men's participation increased by 1.1%, with no significant change to women's.
