

February 2009

This document is a summary of Sport England's research and analysis for regional colleagues and stakeholders in the West Midlands.

Sport England's 2008-11 strategy is focused around the outcome of 'one million people doing more sport by 2012-13'. Sport England's organisational structure from April 2009 has therefore been developed to deliver targets within the 2008-11 strategy. Within Sport England's 2008-11 organisational structure, all research and analysis will be undertaken nationally.

This briefing is intended to be the first point of contact for information relating to Sport England's regional research. Future contact details are outlined for research queries or requests post March 2009, when all Sport England's research and analysis will be based nationally.

Contents

[Active People Survey](#)

[Active People Diagnostic](#)

[Satisfaction with the Quality of the Sporting Experience](#)

[Sporting Market Segments](#)

[Henley Centre Qualitative Research](#)

[Small Area Participation Estimates](#)

[Expected vs Actual participation](#)

[Further information \(research e-bulletin, future contact details\)](#)

□



Active People Survey

The Active People Survey is the largest survey of sport and active recreation throughout Europe. [Active People Survey 1](#) (2005/06) and [Active People Survey 2](#) (2007/08) have been completed and results are published. [Active People Survey 3](#) (2008/09) is currently underway and will be completed mid October 2009.

Sport England's **key national and local performance measures** are collected by the Active People Survey:

National - **one million outcome** 'one million people doing more sport by 2012-13'
Local Government - **National Indicator 8** – 'percentage of adults undertaking sport and active recreation on three days a week for 30 minutes moderate intensity'.

Regional and Local data

Results for Active People Survey KPIs 1-6: participation, volunteering, club membership, tuition, organised competition and satisfaction with local sports provision are available at [National](#), [Regional](#), [County sports partnership](#), and [local authority](#) level. Analysis is also available for a range of demographics (where sample size is sufficient). The West Midlands summary fact sheet is available from [here](#).

National Governing Bodies (NGBs) Sport analysis

There are 35* **sport specific fact sheets** containing results for: NGB growth targets (participation at least once a week for 30 minutes moderate intensity) and changes in participation between 2005/06 and 2007/08.

Organised sport – captured within the Active People Survey is people's latent demand for sport (which sport they would like to do, or do more often), club membership, tuition and organised competition by sport.

Regional analysis – regional sports data for once a week 30 minutes moderate intensity is presented (where sample size is sufficient).

* Factsheets are published where there is sufficient sample size to calculate participation for once a week, 30 minutes moderate intensity (NGB growth target).

SPORT ENGLAND **Active People Survey 2007/08**

BADMINTON

Central to [Sport England's 2006-11 strategy](#) is the commissioning of national governing bodies of sport (NGBs) by Sport England. NGBs will contribute to Sport England's strategic 'one million' outcome by working towards increasing the 'once a week' adult participation rates in their sport. The growth targets across sports will contribute to Sport England's overall target of getting one million people doing more sport by 2012/13.

In addition, within the 'one million' outcome of Sport England's strategy, a number of sports will aim to reduce the drop off in participation among 16-18 year olds. This document summarises key data in relation to the above strategic outcomes, drawn from Sport England's [Active People Survey](#).

Sport England strategic outcome: Grow

Participation – once a week, 30 minutes moderate intensity

- 136,000 adults (age 16 and over) have participated in badminton at least once a week, an increase of 12,000 participants from 12% to 15%.
- Among those age 30-34 there has been a statistically significant increase in participation, of 5,000 participants from 12% to 15%.
- There has been an increase in participation among those from lower social groups (NS-SEC 5-8). Participation rates have increased from 0.8% to 0.9%, an increase of nearly 12,000 participants.
- Participation in badminton has increased among the non-white population from 1.7% to 2.1%, an increase of 26,000 participants.
- There has been no statistically significant change in participation when gender or disability was broken down.
- Participation – once in the last four weeks
- 840,000 adults have participated in badminton at least once in the last four weeks. This represents 2.3% of the adult population, and there has been no statistically significant change in participation between 2005/06 and 2007/08.

Sport England strategic outcome: Sustain

Reducing drop off: 16 and 18 year old participation. This is measured by the change in participation rates since a week, 30 minutes, moderate intensity among 18 year olds.

- There has been no statistically significant change in participation in badminton among 18 year olds from 2005/06 (2.1%) to 2007/08 (1.5%).

Badminton participation - once a week, 30 minutes moderate intensity

Active People Survey (APS)	APS 1 (2005/06)	APS 2 (2007/08)	Change	Ranking	Participation
	Number	%	Number	%	
Overall	818,702	1.2%	888,190	1.5%	FALSE
Female	496,405	1.4%	507,860	1.5%	FALSE
Male	322,297	1.0%	380,330	1.2%	FALSE
Age 16-18	10,800	1.2%	8,700	0.4%	FALSE
Age 19-24	61,000	1.1%	65,100	1.1%	FALSE
Age 25-29	48,700	1.4%	48,000	1.4%	FALSE
Age 30-34	61,700	1.7%	68,100	1.6%	TRUE
Age 35-39	110,800	0.8%	116,800	1.0%	FALSE
Age 40-44	142,900	1.2%	146,800	1.3%	FALSE
Age 45-49	98,800	0.4%	87,700	0.4%	FALSE
Age 50-54	248,000	1.2%	258,900	1.2%	FALSE
Age 55-59	87,200	1.7%	88,200	2.0%	TRUE
Age 60-64	39,800	0.2%	38,400	0.3%	FALSE
Age 65-69	27,200	1.7%	28,200	2.0%	TRUE
Age 70-74	10,800	0.2%	10,800	0.3%	FALSE
Age 75-79	42,300	1.4%	42,300	1.4%	FALSE
Age 80-84	30,200	1.4%	30,800	1.5%	FALSE
Age 85-89	10,100	1.2%	10,100	1.4%	TRUE
Age 90-94	20,800	1.2%	27,800	1.3%	FALSE
Age 95+	14,200	1.1%	14,200	1.4%	FALSE

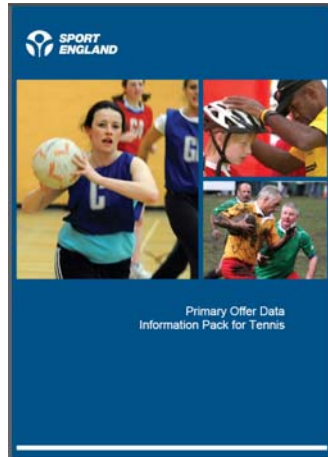
Badminton and organised sport*

Club membership	Tuition	Organised Competition
563,000 adults are members of a club where they participate in badminton. This is 58% of those who have participated in badminton in the last four weeks.	248,000 adults have received tuition in badminton in the last 12 months. This is 29% of those who have participated in badminton in the last four weeks.	248,000 adults have taken part in organised competition in badminton in the last 12 months. 26% of those who have participated in badminton in the last four weeks.

Latent demand for badminton**

Badminton is the one sport that 560,000 adults (2.1%) said they would like to participate in, or participate in more often. This represents 0.3% of all adults who would like to do more sport and active recreation (2.3 million adults, or 13.5% of adults would like to participate in sport, or participate in sport more often). Badminton is the one sport that 1.9% of males would like to do, or do more often, and the equivalent figure for females is 2.2%.

Evidence packs – these packs were used as Sport England’s primary offer for the NGB commissioning process, which began in June 2008. Each pack contains a wealth of NGB sport specific participation and demographic information. Data is mainly based on participation at least once in the last month and includes results from Active People Survey, Sporting Market Segments and Taking Part.



Briefing notes for Active People Survey

A series of briefing notes are available to explain aspects of the survey in more technical detail:

- **Summary and definition of participation performance measures** – This explains the detailed content of the participation measures used: ‘one million’, NI 8, KPI 1.
- **Key changes between Active People Survey 1 & 2 & 3** – this highlights the methodological changes between surveys, e.g. sample size, and any changes to the questionnaire.
- **Measuring statistically significant change in results between Active People Surveys** – this briefing note explains ‘confidence intervals’ and how to calculate whether results from Active People Survey 1 and Active People Survey 2 are ‘statistically significant’.
- **Population data for Active People Survey 1 & 2 results** – Office for National Statistics data is presented for 2005/06 and 2007/08.
- **Questionnaire** – This outlines the questionnaire used for the Active People Survey.
- **Frequently Asked Questions** – This FAQs document answers a number of questions and queries relating to Active People Survey.

Active People Diagnostic

The Active People Diagnostic is a powerful tool allowing for undertaking bespoke detailed analysis as well as accessing an easy print out summary of results for a geographical area.

For example, Tier 4 allows for analysis and benchmarking of results for areas with a similar deprivation level (e.g. index of multiple deprivation score). Tier 1 allows for a summary of KPI results for a specific geographic area (national, regional, CSP or local authority).

Active People Diagnostic is currently being updated with Active People Survey 2 dataset, this is scheduled to be completed mid 2009. Updates will be provided via the research e-bulletin (see later).

Access to the Active People Diagnostic is available via www.webreport.se/apd .

□

Active People Diagnostic

Please type in your personal information

Email:

Password:

I have read and accept the [Terms and Conditions](#) of access and use of the Active People Survey 2005-2008 results data.

Other services

- Register for access to the site
- Problems logging in? Try the browser compatibility test
- How does the webreport use cookies?
- Lost your password?
- Lost your activation link?

© Disclaimer & Copyright Information

MORI accepts no responsibility for the consequences of error or for any loss or damage suffered by users of any of the information and material contained on this website or any site you may access through this site. Materials contained on this website are subject to copyright and other proprietary rights.

Satisfaction with the quality of the Sporting Experience

Sport England's 2008-11 strategy targets sports with providing a **'quantifiable increase in the satisfaction with the quality of sporting experience'**. This is a unique methodology designed to quantify a person's subjective approach to why they enjoy and continue to play their sport. The results will capture the unique characteristics of each sport and what the key drivers of enjoyment are for their participants i.e. the sports 'DNA'.

The survey is currently underway and results are expected to be published mid 2009. Further information relating to the methodology and questionnaire can be found [here](#).

□

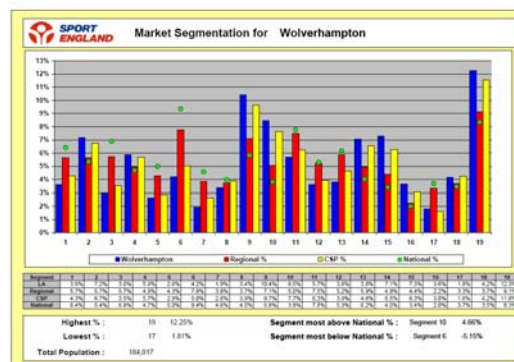
'Satisfaction with the quality of the sporting experience' survey (S.Q.S.E)

Sporting Market Segments

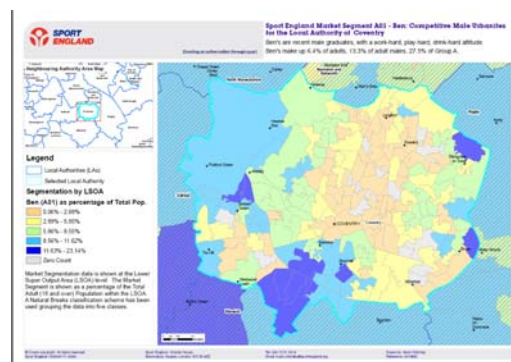
Sport England's market segmentation captures data from Taking Part and Active People Survey to create **nineteen Sporting Market Segments**. Experian's MOSAIC dataset was also used to provide detailed marketing and communication information for each segment and to position sport within the context of a person's total lifestyle. The **pen portrait** for each segment outlines the barriers and motivations for undertaking sporting activity and the index tables provide more detailed information relating to each segment.

A West Midlands Sporting Market Segments summary is available from [here](#).

Local profiles are available showing the proportion of each segment within a local authority area. This profile is available for all local authorities and allows comparison with the county sports partnership, region and national profiles.



Segmentation maps show where people within a certain segment are more likely or less likely to live within a given geographical area. A map is available for every segment within every local authority in the West Midlands; these maps are available for download from www.sportengland.org/westmidlands.



For public sector organisations the data is freely available to use for mapping within a Geographical Information System (GIS). The data can be obtained by request [via](#)

A number of case studies and examples of bespoke analysis undertaken within the region are available from the [Sport England West Midlands website](#).

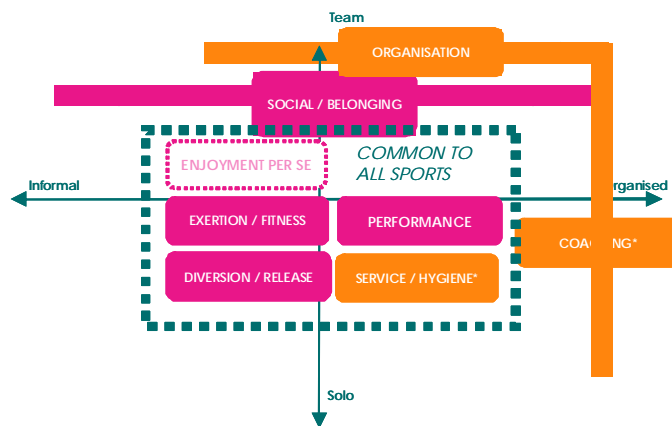
Henley Centre Qualitative Research

Between January and May 2008, Sport England commissioned Henley Centre Headlight Vision (HCHLV) to undertake three qualitative projects investigating: the quality of the sporting experience (findings were used to inform the satisfaction survey mentioned above), lapsed participants (why people drop out of sport and what may prevent them from doing so) and increased participation in club based sport (contains further insights to a number of Sporting Market Segments).

Findings from this research were used to inform the 'Satisfaction with the Quality of the Sporting Experience' survey, mentioned earlier.

The full research findings are available [here](#) as well as a [brief summary](#) of all three studies.

□

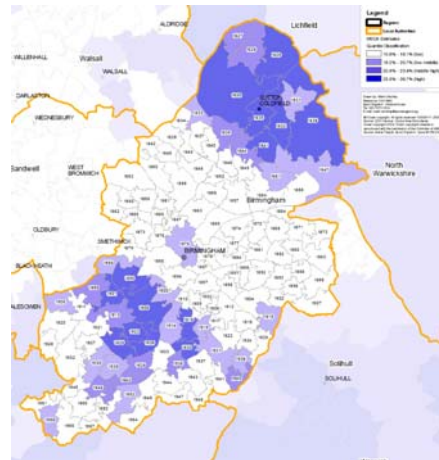


Small Area Participation Estimates

Active People Survey measures participation at a local authority level. However, it is recognised participation variations exist within each local authority area. To provide an evidence base demonstrating this variation, participation estimates have been produced at a Middle Super Output Area level by modelling data from a range of sources including Active People Survey and Census.

Maps showing participation estimates for all local authorities are available on the [Sport England website](#).

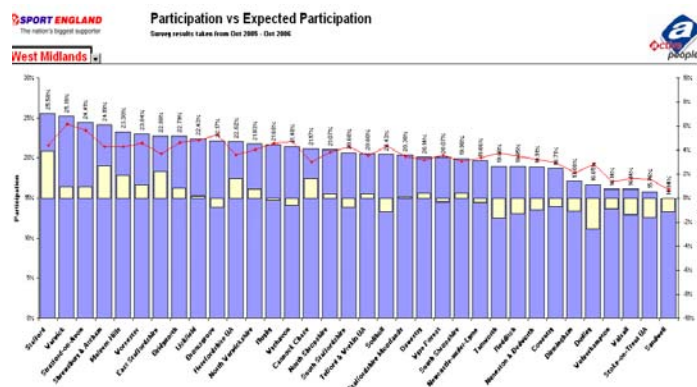
□



Expected vs Actual Participation

Regression analysis has been used to determine the **expected** participation rate for each local authority, based on key factors which influence level of participation, this can be compared with the local authority's **actual** results. Results for **expected and actual participation** for each local authority, based on 2005/06 results, are available from Tier 5 on the Active People Diagnostic.

□



NB/ Expected vs Actual, Small Area Estimates and Sporting Market Segments are all based on Active People Survey 1 results. Results from these projects remain valid and robust and should still be used as evidence e.g. for investment/funding decisions. These projects incorporate a range of data sources and are not intended to be updated each year. Further information will be provided via the research e-bulletin.

Further research information and enquiries from April 2009

Research e-bulletin

The research e-bulletin provides the latest news about Sport England's research and evaluation. Subscribe by emailing research@sportengland.org.



Contact details

Research enquiries should be directed to Sport England's national research team via research@sportengland.org. FAQs and technical information are also available from the Sport England website.

Any enquiries relating to Geographical Information Systems (GIS) analysis of Sporting Market Segments or mapping support available from Sport England should be directed to Sport England's GIS Manager Mark.Critchley@sportengland.org.

Summary of useful links

Sport England's research home page www.sportengland.org/research.

[Active People Survey results and information](#)

[Active People Diagnostic](#)

[Sporting Market Segments information](#)

[Segmentation maps for the West Midlands](#)

[Henley Centre Qualitative Research](#)

[Small Area Estimates](#)

[Population data at national, regional, CSP, local authority](#)